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# 商务英语

(上册)

## BUSINESS ENGLISH



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浙江大学出版社

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# 前言

随着世界经济全球化进程的不断加快和我国对外开放不断向纵深发展,英语作为一种交际工具,越来越广泛地应用于社会经济、科技文化和日常生活的各个方面。我国社会经济的迅猛发展更迫切地需要大批既懂得商务专业知识又具有较强英语应用能力的复合型人才。

为此,我们依托拥有多年海外国际贸易一线经验的郑强老师,海外留学、工作经历的杨帆老师,以应用性本科培养计划为指导思想,着力打造精品课程,编写了这本具有鲜明经贸特色、突出技能培养特色的《商务英语》教科书。

市面上大多数《商务英语》或商务英语类教科书,内容相对简单,基本遵循对话、阅读理解、作文等模式,导致一些采用该课本的本科院校商务英语课程变成了一门纯粹的英语课。多数院校更把这门极具特色的专业性课上成了一门通识英语课。相比之下,本书做到了几项创新。

1. 内容创新。本书融合了学生角色扮演法,从第一章起至最后一章止,涵盖了求职、了解公司、会议、营销、人力资源管理到贸易、谈判、会展等技能知识,是一个从事国际贸易或商务英语相关专业的人职业生涯的全过程。本书设置了主人公 Jenney Chen,与2013年国内599万求职者一样,大学毕业来到本书的背景公司 IIT Group 工作。学生们在阅读本书时,便可把自己当成主人公,与主人公一起成长,极大地增强了阅读性和趣味性。

2. 知识创新。为了便于教师教学和学生阅读,除了每章前面的故事对话和每章末尾的章节作业外,正文还穿插了大量的相关案例,另外还从网络、报刊杂志上精挑细选了观点新颖、发人深思的阅读材料,以拓宽学生的知识和视野,以启迪学生思考。

本书是管理专业、外语外贸专业知识体系中不可缺少的内容,更是国际贸易专业学生的核心课程。我们将听、说、读、写和译有机地融合在一起,教学内容完善,教学资源丰富,只要师生顺利完成本书的学习和讨论,加上学习者的自主阅读,相信大家一定能够真正掌握商务英语的优秀技能。

本书由桂林电子科技大学信息科技学院外语系、管理系的老师共同完成,外语系郑强及管理系杨帆担任主编、管理系谭阳波担任副主编,负责拟定提纲、统稿和定稿。全书分上、下册,共十六章,分别由桂林电子科技大学信息科技学院管理系杨帆(第五章、

第六章、第七章)、外语系陆晓(第一章)、熊涛(第二章)、邓惠文(第三章)、诸葛巧媛(第四章)、吴宝侠(第八章)、彭晓娟(第九章)、黎秋艳(第十章)、郑强(第十一章)、赖安(第十二章)、陈维维(第十三章)、王俊华(第十四章)、庞文玉(第十五章)、王缅华(第十六章)等老师辛苦编写,以及由管理系谭阳波老师对全书内容反复核对,最终成稿。

本书在编写过程中,参考、吸收了国内外相关的教材和研究成果,并引用了互联网上一些具有独到见解的阅读资料。在此,向有关作者表示衷心的感谢。

由于我们水平有限,书中难免有疏漏之处,请读者和同行批评指正。

编 者

2013年5月

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# Chapter 1 Careers

## Learning Objectives:

By the end of this chapter, you should be able to

1. know how to get supply & demand information for jobs;
2. write resume and application letters;
3. do preparation and presentation for an interview;
4. answer various questions tactfully in an interview.

## Part One Dialogs

---

Jenney Chen, a graduate from a university, is interviewed by Charles Smith, the personnel manager of IIT Group.

Charles: Good morning.

Jenney Chen: Good morning, Sir. My name is Jenney Chen. I'm coming for the interview.

Charles: Have a seat, please.

Jenney Chen: Thank you.

Charles: All right, Jenney. Are you a resident of Guilin?

Jenney Chen: Yes, I am.

Charles: It says on your resume that you are a university graduate.

Jenney Chen: Yes, Sir. I graduated from Institute of Information Technology, Guilin University of Electronic and Technology two months ago.

Charles: What did you take as your major in university?

Jenney Chen: I took international business as my major.

Charles: Would you mind telling me your grades?

Jenney Chen: OK. I got an average 88 points. I am among the top three of my class in respect to the achievement. I have worked hard at my major subject.

Charles: Very good. Please tell me about the course you completed at university and what your favorite subject was.

Jenney Chen: I completed International Business English, Probability & Statistics, Business Writing, Accounting, Economic Statistics, Sales Strategies, International Finance,



etc. I like Sales Strategies most, really.

Charles: Could you explain why?

Jenney Chen: I think it is because I like dealing with people and it is very challenging. It involves the use of mind.

Charles: Yes, sales is definitely a challenging job. Your resume mentions that you worked as a salesman at part time while at college. Tell me about more details please.

Jenney Chen: I worked as a salesman in a mobile phone company and a medicine company. From these jobs I have learned some skills about how to deal with clients.

Charles: Good for you. Why do you want to work as a salesman with us?

Jenney Chen: The job description in your advertisement was interesting and this is the job I intended to take when I was a student. I've been learning for four years expertise knowledge related to those needed in this job. I also try to put my book knowledge into practice in similar companies during vacations. Your company is one of the best known and I want to work with the best people and the best products as I can.

Charles: Well, so you know much about our company?

Jenney Chen: I have been aware of the reputation for your company for some time. I know it has been China several years and your company is quite aggressive, regarded as an innovator within the industry and beyond.

Charles: What is the worst thing you have heard about our company?

Jenney Chen: Er...The worst thing I have heard about your company is how hard it is to get a job here and how tough detailed and rigorous the job interviews are, but your gentle simile relieves me a lot.

Charles: Does it? I notice your good performance in your resume. Do you feel overqualified for this job?

Jenney Chen: I don't think there is such a thing as being overqualified for a job. Every position brings with it a new environment, new people and new challenges. I feel that the skills I would bring to a new job can only help me to do a better job, and would in no way hinder the challenges I would face.

Charles: Are you a goal-oriented person?

Jenney Chen: Yes, I am. I always make a plan before I do anything.

Charles: In your plan, where do you see yourself three years from now?

Jenney Chen: Firstly, I think I must know and adjust myself to the working situation, then learn from colleagues and gain work experience. Finally I hope to become an excellent staff through surpassing others and myself.

Charles: All right. Are there any questions you would like to ask about the position or the company?

Jenney Chen: Yes. Would you tell me what the make-up of your sales department is now, and how many new sales people you are planning to hire?

Charles: We have 20 sales people now in North area, and we will be adding five more next month. They will report directly to our senior manager of marketing, and will all put together for a new three-year plan.

Jenney Chen: Does your company have a periodic performance review for its employees?

Charles: Yes, we do, and I will have our senior manager go over the details with the interviewees in the second interview.

Jenney Chen: I see. Thank you.

Charles: I think that will do for now. Thank you for coming. Please wait for us to contact you.

Jenney Chen: Thank you for your time and I will look forward to hearing from you. It would be a pleasure for me to be one of your team.

## **Part Two Reading Activities**

---

### **1.1 Job Hunting**

For most graduates from different education backgrounds, hunting for a job is their first step toward financial independence and social experience. That might be an experience of hope and frustration. Many people make the mistake of sitting around and thinking that a job will simply fall into their laps. While this has happened on occasion, this is the exception and definitely not the rule. You need to spend plenty of time searching for jobs and treat it as if it is a job itself. Looking for a job can be a full-time job, requiring time and effort. Prepare for this process to take several weeks or months to complete. Dedicate one or two hours each day to hunt for a job. This breaks the task up into manageable chunks, so you have time to customize each application to your desired employer.

Browsing through the classified ads and applying for every job you find is not enough. Make sure your hard work pays off. Your job search can be more productive and less stressful if you remember a few simple steps.

#### **1.1.1 Assessing Yourself**

Hunting for employment, you should first sit down and write out a list of jobs you feel qualified to perform and interested in. This makes an ideal time to reassess your skills and your goals. Sit back and reflect on what it is that you do best and what you enjoy. Narrow your search to the exact location and profession in which you want to be

employed and the positions most relevant to your qualifications, salary requirements and other criteria. You do not want to squander time and effort on a position that is not a good fit.

Before securing your dream job, you will likely need to sift through employment postings that don't meet your criteria. Instead of simply trying to get the same exact job that you had before, think of other jobs that you might like to try. When you do not currently have a job, this is an ideal time to think about some other career that you are also qualified for.

Fortunately, the process has become much more refined due to advances in technology, paving the way for job-search customization. You can use online job search engines to look for jobs based on specific keywords.

### 1.1.2 Applying for Job on the Internet

Hunting for a job using the Internet allows you to consider hundreds of job possibilities without leaving home. You can zip your job application right to waiting employers, research companies and study company websites to get a feel for their business culture. You can also find information online to help you write your résumé or prepare for an interview. Build profiles on career networking sites. Today many employers enter the names of job applicants into online search engines. Ensure that the information they find, when they look for you, is positive.

Search online at a website designated for your line of work. For example, if you are a journalist seeking employment, look at a website specifically designed for journalist job postings. If there's no job posting website dedicated to your profession. Type in the field you want to search and the city or state. Click "Find." Job listings on the website that meet your criteria will appear.

Not every website is up to date. You may find job listings for positions that were filled months ago, or information about companies that is no longer true. Double-check job listings and the names of company personnel with a quick phone call if possible. Don't waste your time responding to job listings that were posted last year. By the same token, regularly searching the Internet allows you to be the first in line to apply when companies post new job openings. And email allows you to quickly follow up with responses to any questions a potential employer may have for you.

### 1.1.3 Tips for You

#### 1. Scams

Once you begin your job hunt online, you may suddenly find your inbox full of email from companies promising to find you a job—for a fee. You may also encounter legitimate-looking websites advertising job-hunting services. Many of these companies collect money for doing things you could do for yourself. They'll do a cursory Internet

search and return the same job listings you could have found for free. Don't pay money to a company that solicits you online. But do take advantage of the many free online services. If you post your resume online on job boards or on your personal website, don't include a physical address to protect yourself from criminals who may patrol the Internet, searching for victims.

## *2. Versatility*

The internet gives you access to jobs in other states and in new fields. You can tailor your resume or application with the press of a few buttons and send it off without spending money on copies and postage. You can search job listings in other cities and even other countries in a few minutes online. When submitting an e-resume, pay careful attention to any instructions the employer provides. Some want the resume in a particular format. Many companies use keywords to weed out inappropriate resumes, so repeat keywords from the job listing in your resume.

## *3. Mistakes*

Because the Internet allows you to fire off your resume or reply to a job ad quickly, you may be more likely to make mistakes. Double-check all your emails before you hit "Send." Look for spelling and grammar mistakes, and also verify that you've correctly spelled the email address of the person with whom you want to connect. Almost everyone who's spent much time online has a horror story about sending an email to the wrong person.

## *4. Abundance*

The Internet gives you access to hundreds, even thousands of potential jobs, but that very abundance can make it difficult to navigate the many job listings and narrow your choices. Job boards usually don't group jobs by particular careers. Unless you have a particular employer in mind, searching company websites for possible jobs can eat hours of your time and fail to yield a job in your area of interest. Not only are job listings plentiful on the internet, so are job applicants. The ease of applying for a job online means you'll likely be competing with many others for the position.

### **1.1.4 Network**

Let your friends and acquaintances know that you are looking for a new job. They may be able to recommend or refer you to a potential employer.

### **1.1.5 Visiting Job Fairs**

Job fairs are a great place to look for a new job. Even if you do not find a job that day, you can make new contacts within your field or industry.

### **1.1.6 Polishing Your Résumé**

Follow the application process outlined in the job description. Most companies

request a cover letter and resume, though others might request a portfolio of your work. Print out your resume and carefully proofread it each time you apply for a job. If you are mailing your resume rather than submitting it via the Internet, print the resume on high quality paper.

### 1. *Formatting*

Mail your letter in a clean, neatly addressed envelope free of strong odors such as perfume or tobacco smoke. Address your letter to a specific person. If your job announcement does not mention a name, call the company to find out who will receive your application. If you are unable to find a name, phrases such as “Dear Personnel Director” for a large company or “Dear Screening Person” for a small company are acceptable as a last resort.

### 2. *Heading*

According to Purdue Online Writing Lab, “The heading provides your contact information, the date you are writing and the address of the company to which you are applying. For your contact information, you will want to include the following: your name, the address where you can be reached, phone number, fax number, email address. Then, you will skip a line and write the full date. Follow this by skipping a space and writing the contact information for the person to whom you are writing: name of the specific person, title of that person, address of the company.”

### 3. *Opening Paragraph*

The opening paragraph states the title of the position you are applying for and the date and place it was advertised. Use the job ad's exact words in the position title. Explain briefly why you are applying for the position. Mention how many years of experience you have in the field.

### 4. *Second Paragraph*

In the second paragraph, briefly describe how your education, experience, skills and personality match the position you are applying for. Tell the screening person how you can make the company money, how you can save its money and how you can solve its problems. Demonstrate that you know the company and have put effort into researching particulars.

### 5. *Closing*

In the third paragraph, clearly state that you want the job and that you intend to stay with the company for an extended period. Point out why the screening person should read your resume in depth. Then ask for an interview. Suggest a follow-up phone call at a specific time. Close by thanking the screening person for his time and consideration. Close with “Sincerely,” your handwritten signature, your printed name, address, phone number and email address.

### 6. *Cover Letter Help*

The cover letter, the resume and all parts of the job application process function

as an examination testing your motivation, skills and qualifications as well as your personality traits. Approach them as such and prepare accordingly. Some states offer comprehensive job hunter classes that train you in the entire application process. Public libraries and the web offer sample cover letters.

Examples:

**Application:**

Class 08023  
Business Administration Department  
Institute of Information Technology,  
Guilin University of Electronic Technology  
1 Jinji Rd.  
Guilin, Guangxi, 541004  
November 12

Mr. Smith  
Manager, Personnel  
IIT Group  
23 Yangxiu Rd.  
Guilin, Guangxi, 541000

Dear Mr. Smith,

I wish to apply for the position in your advertisement in *China Daily*, September 16, as an administrative assistant in your institution. Your advertisement has described exactly the position which my training and experience has prepared me. Please consider me as an applicant.

Currently, I am a senior student in Institute of Information Technology, Guilin University of Electronic Technology. I still have several months to complete before graduation. I have majored in Business Administration for more than three years. During the past three years, I have covered many courses concerning administration and remained at the top in my class.

In addition, as part of my internship, I have worked as an administrative assistant for Guilin Tourism Centre. I have assisted the general manager in that centre, and gain valuable experience by doing some office work. Besides, I have successfully taken a part-time job in the dean's office. The manager and my dean have regarded me as a courteous assistant.

Truly yours,  
Wu Ting

## PERSONAL DETAIL

## EDUCATIONAL BACKGROUND

## FOREIGN LANGUAGES

French: TFU-4 be able to reading and writing French

## COMPUTER SKILLS

## PRATICE

2007—2008: Be responsible for consulting and teaching in Yulin Training School; worked as an interpreter or translator in many places; translated for a French company.

2003—2004: Assistant in the office of English Department. Be responsible for English input, typing files and sorting out the data.

#### PERSONAL FEATURE

I am an active, optimistic, outgoing, diligent and honest person. I'm serious and conscientious to work, too. I'm also a good employee with a sense of creativity, strong organizing capacity and spirit of team work. As a potential person, I am often loyal to the thing I decide to do. At last, I have a strong thirst for knowledge, too.

#### HOBBIES

Giving a lecture, reading English novels, running, climbing hills, playing volleyball and surfing on the internet.

### 1.1.7 Researching

Research the company and position you are applying for before the day of the interview. This step will help you prepare an intelligent answer to the common interview question: "What do you want to know about our company?"

Research the company, then customize your cover letter to match the qualities you possess with the company's needs. Create a generic cover letter and resume, then change some of the material to reflect the company you're applying for.

## 1.2 Presenting Yourself

### 1.2.1 Skills

Even the smartest and most qualified job seekers need to prepare for job interviews. Why? Interviewing is a learned skill, and there is no second chance to make a great first impression. So study these strategies to enhance your interview skills.

#### 1. *First Impression*

You've heard the phrase, "You never get a second chance to make a first impression?" While hunting for a job, you must present yourself professionally. Whether you're going on an interview or simply popping in to pick up an application, look as if you're ready to work. Organize your portfolio or any other paperwork you will bring to the interview, so that you can quickly find any documents the interviewer asks to see. Arrange your outfit the night before your interview and ensure it is clean, fresh and ironed. Today's casual dress codes do not give you permission to dress as "they" do when you interview. It is important to look professional and well-groomed. Whether you wear a suit or something less formal depends on the company culture and the position



you are seeking. If possible, call to find out about the company dress code before the interview. Remove piercings from your face, cover tattoos and dress modestly without showing off too much skin. Don't wear tight, revealing clothes. Keep your hair neat and without extreme cuts, styles or colors. Speak intelligently and respectfully and don't use slang. Address adults as "sir", "ma'am". "Mr.", "Ms." or "Mrs.". When meeting someone in a professional setting, shake their hand with a firm grasp (even if you're a lady).

## 2. Arrive Early

Arrive 10 to 15 minutes early for your interview appointment. If you are unfamiliar with the location of the interview, visit the building a day or two prior to the appointment to avoid getting lost and running late on the big day.

## 3. Listen

From the very beginning of the interview, your interviewer is giving you information, either directly or indirectly. If you are not hearing it, you are missing a major opportunity. Good communication skills include listening and letting the person know you heard what was said. Observe your interviewer, and match that style and pace.

## 4. Use Eye Contact

It's about demonstrating confidence: standing straight, making eye contact and connecting with a good, firm handshake. That first nonverbal impression can be a great beginning—or quick ending—to your interview. Look directly at the people you are talking to. In one study, speakers who looked more at the audience during a seven-minute informative speech were judged to be better informed, more experienced, more honest, and friendlier than speaker who delivered the same information with less eye contact.

The point in making eye contact is to establish one-on-one contact with the individual members of your audience. People want to feel that you are talking to them. Looking directly at individuals also enables you to be more conscious of feedback from the audience, so that you can modify your approach if necessary.

## 5. Don't Talk Too Much

Telling the interviewer more than he needs to know could be a fatal mistake. When you have not prepared ahead of time, you may ramble when answering interview questions, sometimes talking about yourself right out of the job. Prepare for the interview by reading through the job posting, matching your skills with the position's requirements and relating only that information.

## 6. Don't Be Too Familiar

The interview is a professional meeting to talk business. This is not about making a new friend. Your level of familiarity should mimic the interviewer's demeanor. It is important to bring energy and enthusiasm to the interview and to ask questions, but do not overstep your place as a candidate looking for a job.