

新版

剑桥大学考试委员会推荐BEC2考试用书

剑桥国际商务英语

New International Business English

学生用书 Student's Book

第三版

Leo Jones
Richard Alexander

华夏出版社
HUAXIA PUBLISHING HOUSE

CAMBRIDGE
UNIVERSITY PRESS

Cambridge
Professional
English

新版

剑桥国际商务英语

——商务英语的沟通技巧

学生用书

Leo Jones
Richard Alexander



华夏出版社
HUAXIA PUBLISHING HOUSE



CAMBRIDGE
UNIVERSITY PRESS

图书在版编目(CIP)数据

剑桥国际商务英语:学生用书/(英)琼斯(Jones, L.), (英)亚历山大(Alexander, R.)著. - 北京: 华夏出版社, 2000.9

ISBN 7-5080-2227-0

I. 剑… II. ①琼… ②亚… III. 商务-英语 IV. H31

中国版本图书馆 CIP 数据核字(2000)第 46180 号

New International Business English: Student's Book by Leo Jones and Richard Alexander
© Cambridge University Press 2000

This edition of *New International Business English: Student's Book* by Leo Jones and Richard Alexander, second edition is published by arrangement with the Syndicate of the press of the university of Cambridge, Cambridge, England.

Licensed edition for sale in People's Republic of China only, not for export elsewhere.

本书由英国剑桥大学出版社授权华夏出版社在中国大陆独家出版发行
版权所有,翻印必究

北京市版权局著作权合同登记号:图字 01-2000-2388 号

剑桥国际商务英语:学生用书

[英] 琼斯、亚历山大 著

出版者: 华夏出版社

北京市东直门外香河园北里 4 号 邮编:100028 电话:64663331 转

印刷者: 中国科学院印刷厂

经销者: 新华书店

开本: 16 开

字数: 320 千字

版次: 2001 年 1 月第 1 版 2002 年 8 月第 6 次印刷

定价: 39.00 元

Contents

Introduction 序言	5
1 Face to face 会面	7
Basic skills and techniques for talking to people in business situations	
2 Letters, faxes and memos 信件、传真和备忘录	15
Basic skills and techniques for business correspondence	
3 On the phone 通电话	25
Basic skills and techniques for using the telephone in business	
4 Summaries, notes, reports 总结、笔记、报告	33
Basic skills and techniques for writing reports, making notes, summarizing and taking notes of conversations in business	
5 Working together 一起工作	41
Talking about where you work, employment policy, a company's activities, organization and history	
6 International trade 国际贸易	52
Ordering and supplying goods or services; answering and making enquiries, making offers, placing and acknowledging orders	
7 Money matters 货币贸易	65
Methods of payment, cash flow, invoicing, dealing with non-payment problems	
8 Dealing with problems 处理问题	74
Complaining and apologizing, delivery and after-sales problems	
9 Visitors and travellers 访问者和旅行者	85
Looking after foreign visitors and travelling on business; hotels, restaurants, small talk, telling stories	
10 Marketing 市场营销	96
Marketing a product, market research, promotion and advertising	
11 Meetings 会谈	106
Taking part in formal and informal meetings, one-to-one meetings and larger group meetings	
12 Processes and operations 工作过程和操作	115
Explaining and describing operations, giving instructions	
13 Jobs and careers 工作和职业	125
Applying for jobs and seeking promotion, participating in interviews	
14 Sales and negotiation 销售和谈判	134
Selling and buying products, negotiating face-to-face and on the phone	
15 A special project 一个特别的项目	142
A simulation, revising many of the skills and situations in the course	
Files 文档	146
BEC 考点分布表	176

出版说明

商务英语证书(BEC)考试是由英国剑桥大学考试委员会与教育部考试中心联合推出的权威性考试。剑桥大学考试委员会负责命题、阅卷、颁发证书,教育部考试中心实施考试。该考试分三个级别,每年举办两次(上半年5、6月和下半年11、12月)。现已在全国27个省、自治区、直辖市的36个城市共设有59个考点。考试报考人数至1999年底累计已达14余万人。考生持有的由剑桥大学签发的BEC证书可在各类经济部门、特别是涉外经济部门和“三资”企业招聘、晋升时作为英语能力的权威性证明。

本套丛书是剑桥大学考试委员会和教育部考试中心1994年联合指定的BEC2考试配套教材。经剑桥大学出版社和教育部考试中心授权,华夏出版社在中国大陆独家出版。这次再版是经过几年的使用,作者汲取了读者的反馈意见,并根据快速变化的国际商务背景以及不断涌现出的新商务词汇等情况,对本套教材做了一定幅度的修订。与考试之间的联系比较紧密了。

本书是英国剑桥大学考试委员会指定的BEC2考试的学习教材,原书名为:***New International Business English: Student's Book***。全书共设15个单元,涉及各类主要的商务活动以及各种情景下的商务英语用语规范。该书在欧美以及世界其他国家和地区深受欢迎,有很高的知名度。本教材的语音教学部分由4盒录音带组成,它们是使用本教材过程中不可缺少的。

序 言

这套书为谁而写？

- ◆ 《新版国际商务英语》是为那些在工作中需要或即将需要英语的商务人士而写的。这套书也适合那些在学业结束后，将要踏入工商界的在校学生。


什么是商务英语？

- ◆ 尽管我们可以把一些词汇叫做“商务英语词汇”，但大多数的商务英语只是在商务背景下使用的英语，其实它并不是什么特别的语言。每个行业（在一定程度上，每个公司甚至每个部门）都使用一些“行话”，这套书里不可能包括所有这些专门术语。
在这套书中我们提供了大量的商务背景和商务情景，您可以用此来练习和提高英语沟通技能，使您在商务活动中更自信、更流利，也更准确。

学生用书包括哪些内容？

- ◆ 第一到第四单元介绍基本的商务英语技巧，这些技巧在商务活动中是必备的。在以后的单元中，这些技巧将进一步得以强化和扩展。在商务活动中有使用英语经验的学生，可以比那些没有实践经验的学生更快地浏览这部分内容。
- ◆ 第五到第十四单元是一些综合活动，它们假定您已熟悉了前四个单元介绍并练习过的基本技巧。每一个单元覆盖了不同的商务情景，并介绍了内容广泛的商务技巧。
- ◆ 第十五单元复习了前面这些单元介绍和练习的许多技巧，它采用了模拟的方式。
- ◆ 文档：如果您看该书后面部分（第146页至第175页）的内容，您可以发现有85个文档，编排的次序是随机的。在练习本书中的一些活动时，您将得到指示，参看书后的某一个文档。在那个文档中，它提供了您扮演的角色所需要的信息。您的同伴也会得到指示，参看另一个文档，这样你们看到的是不同的信息，在你们之间存在真实的“信息不对称”。您将不得不对同伴所告诉你的，自发地做出反应，就像现实生活中那样。

这些单元包括了什么内容？

- ◆ 综合活动：包括阅读、听和写，还有讨论、解决问题和角色扮演。
- ◆ 角色扮演是课程中的重要内容。许多任务涉及模拟的电话对话。许多角色扮演活动通过结成同伴或组成小组的方式进行，这样每一个人都有机会参与。
- ◆ 通过课文和练习介绍词汇。
- ◆ 功能部分介绍和练习商务活动中所需的功能性语言。
- ◆ 阅读结合在活动中，但在一些单元被单独列出，并由此引出讨论。
- ◆  听也结合在活动中，有时是听一段电话，或是一段对话。
- ◆ 讨论：在每一个单元，讨论自然是以活动或练习为依据来进行。在本书中，有大量的机会进行讨论活动。

在自测习题集及其录音带中包括什么内容？

- ◆ 背景知识部分为缺乏实践经验的学生提供所需信息，并解释了每一个单元中商务情景

的背景。

- ◆ 语法部分复习了英语语法中的一些主要问题，并提供了基于商务情景的练习。
- ◆ 功能练习部分的一些内容记录在自测习题集的录音带上。
- ◆ 有关词汇的练习。
- ◆ 补充练习：
 - 介词和短语动词
 - 有关信件、传真、报告等的写作作业
 - 基于自测习题集录音带的听力作业
 - 阅读理解练习
- ◆ 对所有练习的解答要点。

在使用学生用书和自测习题集的过程中，应尽量联系您自己已有的知识和经验，这也许是您已经学过的背景知识，或是您在工作和职业活动中得到的实践知识。

希望您能喜欢国际商务英语的这个新版本！

Ces Jones Michael Alward

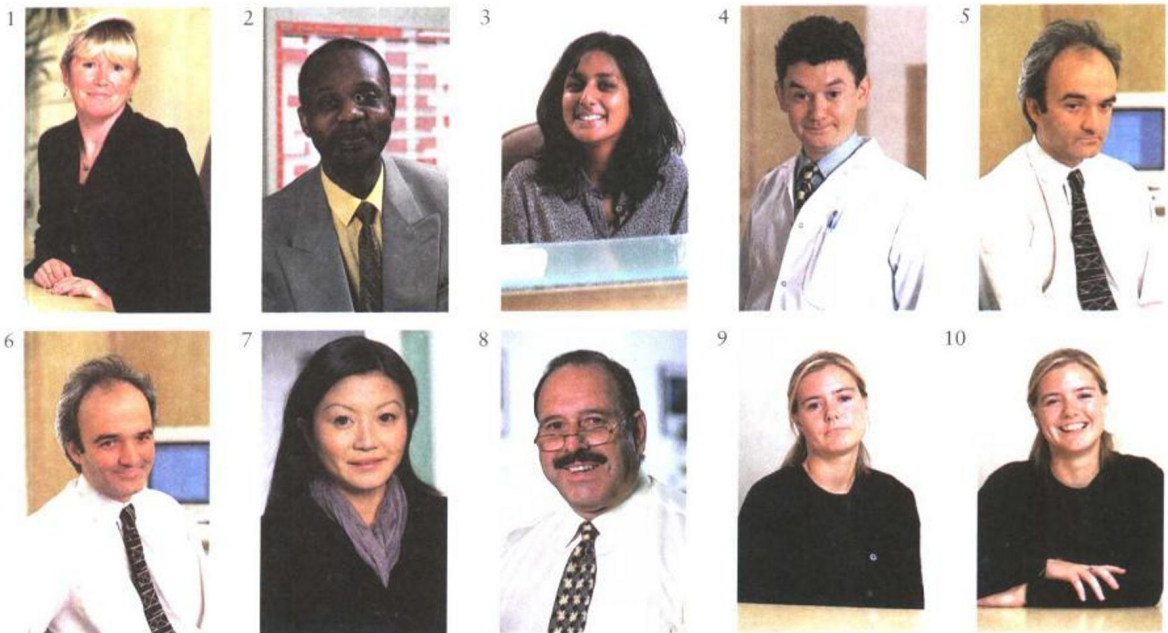
1

Face to face

1.1 First impressions ...

A *Work in pairs* Imagine that these people are greeting you when you arrive as a visitor in an unfamiliar office. Discuss these questions with your partner:

- What impression does each person give?
- Which person seems the most welcoming?



B You'll hear each person above talking to a visitor.

Work in pairs Discuss these questions with your partner:

- Which of the visitors are greeted in a friendly and efficient way?
- Which of the visitors are made to feel welcome?
- What made the unwelcoming people seem unfriendly or unhelpful?

C *Work in groups* Discuss these questions with your partners:

- What impression do you try to give to the people you deal with in business?
- What impression do you try not to give?
- Add some more adjectives to these lists:

I try to be: *pleasant sincere efficient*

I try NOT to be: *unfriendly shy aggressive*

➔ What *exactly* would you say when you greet a visitor to your office?

D You'll hear three conversations in which people are meeting and being introduced to each other.

Listen to what they say to each other and fill the gaps below:

- 1 *Alex White, a new employee, meets Chris Grey.*
Alex White: I'd just like to introduce myself . My name's Alex White and I'm the new export sales co-ordinator.
Chris Grey: Oh, yes. I've heard of you. How you. ... ?
 I'm Chris Grey.

- 2 *Liz Jones, a colleague from Canada, is visiting the office in London.*
Tony Harris: Ms Smith, I'd Mrs Jones. Mrs Jones is from our sales office in Toronto.
Liz Jones: Hi!
Claire Smith: , Mrs Jones? I've been meeting you.
 Liz.
Liz Jones: Oh, please
Claire Smith: And I'm Claire.
Liz Jones: Hi.
Claire Smith: Well, Liz, did you ?
Liz Jones: Yeah, not too bad. ...

- 3 *Miss Lucas, a visitor from Argentina, is introduced to Mr Evans.*
Mrs Green: Mr Evans, Miss Lucas?
 She's from Argentina.
Mr Evans: Yes, I think we've met before. It's !

Miss Lucas: That's right, hello again. ?
Mr Evans: Fine, thanks. ...



➔ *Work in pairs* Listen to the conversations again and notice how the 'small talk' (social conversation) develops. Discuss how each conversation might continue.

Here are some questions that you could ask a new colleague or client if you want to be friendly and start a conversation:

- | | |
|---|---|
| <i>Did you have a good journey?</i> | <i>Is this your first visit to ...?</i> |
| <i>Do you need any help or information?</i> | <i>When did you actually arrive?</i> |
| <i>Where are you staying?</i> | <i>Whereabouts do you come from in ...?</i> |

E The class is divided into two teams. If you're in the A Team, look at File **1** on page 146. If you're in the B Team, look at File **31** on page 156. Follow the instructions in your File.

F *Work in small groups* Ask your partners:

What do you find difficult or enjoyable about talking to ...

- ... someone you've never met before?
- ... a superior or head of department?
- ... someone who is considerably older than you?
- ... people from different countries? (Consider several different nationalities.)
- ... a large group of people?

1.2 It's a small world ...



A *Work in pairs* What do you call someone who comes from each of these countries?

Australia	Canada	Holland	India	Norway	Sweden
Brazil	France	Hungary	New Zealand	Saudi Arabia	the USA

*If he comes from Scotland he's a **Scotsman**.*

*If they come from Italy they're **Italians**.*

*If she comes from Ireland she's an **Irishwoman**.*

*If he comes from Pakistan he's a **Pakistani**.*

B *Work in pairs* Make a list of the following countries. Be careful about your spelling!

5 African countries

..... Nigeria

5 Asian countries

.....

5 countries in the Middle East

.....

5 Latin American countries

.....

5 countries belonging to the European Union (EU)

.....

5 European countries which don't belong to the EU

.....

➔ When you're ready, join another pair. Ask them to tell you what they would call a person from each of the countries on your list.

C 1 *Work in groups or as a class* Discuss these questions:

- If someone comes from another country, what differences do you expect in their behaviour, manners, eating habits, etc.? Think of some examples.
- Which other nationalities do you think are *most* different from your own? Give your reasons.

2 Read this article and choose one of these titles for it:

**When in Rome ...
Travelling abroad
Doing business in Europe**

**Problems that business people face
Good manners, good business
I didn't mean to be rude!**

NOBODY actually wants to cause offence but, as business becomes ever more international, it is increasingly easy to get it wrong. There may be a single European market but it does not mean that managers behave the same in Greece as they do in Denmark.

In many European countries handshaking is an automatic gesture. In France good manners require that on arriving at a business meeting a manager shakes hands with everyone present. This can be a demanding task and, in a crowded room, may require gymnastic ability if the farthest hand is to be reached.

Handshaking is almost as popular in other countries – including Germany, Belgium and Italy. But Northern Europeans, such as the British and Scandinavians, are not quite so fond of physical demonstrations of friendliness.

In Europe the most common challenge is not the content of the food, but the way you behave as you eat. Some things are just not done. In France it is not good manners to raise tricky questions of business over the main course. Business has its place: after the cheese course. Unless you are prepared to eat in silence you have to talk about something – something, that is, other than the business deal which you are continually chewing over in your head.

Italians give similar importance to the whole process of business entertaining. In fact, in Italy the biggest fear, as course after course appears, is that you entirely forget you are there on business. If you have the energy, you can always do the polite thing when the meal finally ends, and offer to pay. Then, after a lively discussion, you must remember the next polite thing to do – let your host pick up the bill.

In Germany, as you walk sadly back to your hotel room, you may wonder why your apparently friendly hosts have not invited you out for the evening. Don't worry, it is probably nothing personal. Germans do not entertain business people with quite the same enthusiasm as some of their European counterparts.

The Germans are also notable for the amount of formality they bring to business. As an outsider, it is often difficult to know whether colleagues have been working together for 30 years or have just met in the lift. If you are used to calling people by their first names this can be a little strange. To the Germans, titles are important. Forgetting that someone should be called *Herr Doktor* or *Frau Direktorin* might cause serious offence. It is equally offensive to call them by a title they do not possess.

In Italy the question of title is further confused by the fact that everyone with a university degree can be called *Dottore* – and engineers, lawyers and architects may also expect to be called by their professional titles.

These cultural challenges exist side by side with the problems of doing business in a foreign language. Language, of course, is full of difficulties – disaster may be only a syllable away. But the more you know of the culture of the country you are dealing with, the less likely you are to get into difficulties. It is worth the effort. It might be rather hard to explain that the reason you lost the contract was not the product or the price, but the fact that you offended your hosts in a light-hearted comment over an aperitif. Good manners are admired: they can also make or break the deal.

(Adapted from an article by Richard Bryan in *Business Life*)

3 Decide if these statements are true or false , according to the writer:

- | | |
|---|--------------------------|
| 1 In France you are expected to shake hands with everyone you meet. | <input type="checkbox"/> |
| 2 People in Britain shake hands just as much as people in Germany. | <input type="checkbox"/> |
| 3 In France people prefer talking about business during meals. | <input type="checkbox"/> |
| 4 It is not polite to insist on paying for a meal if you are in Italy. | <input type="checkbox"/> |
| 5 Visitors to Germany never get taken out for meals. | <input type="checkbox"/> |
| 6 German business people don't like to be called by their surnames. | <input type="checkbox"/> |
| 7 Make sure you know what the titles of the German people you meet are. | <input type="checkbox"/> |
| 8 Italian professionals are usually addressed by their titles. | <input type="checkbox"/> |
| 9 A humorous remark always goes down well all over the world. | <input type="checkbox"/> |

4 Discuss these questions:

- Which of the ideas in the article do you disagree with?
- What would you tell a foreign visitor about 'good manners' in your country?
- How much do you think international business is improved by knowing about foreign people's customs?

1.3 What do you enjoy about your work?

A You'll hear four people talking about their work. They work for Small World, a company that produces computer systems and software for handling maps and geographical information. Its customers include supermarket chains, local government departments and cable TV companies.

- 1 As you listen for the first time, just note down below what the speakers' JOBS are – and what they don't enjoy about their work.
- 2 Listen to the recording again. Note down your answers to the remaining questions.
- 3 Compare your notes with a partner.


Ian McShane is an
a

He is responsible for:

He enjoys:

- 1
- 2
- 3

He doesn't enjoy:



Lesley Trigg is an
a

Her responsibilities are:

- 1
- 2
- 3

She enjoys:

She doesn't enjoy:




Patrick Verdon is a
s
administrator (this is a
t -sh
kind of job).

His responsibilities include:

- 1
- 2 of machines, operating system and the software product.

He enjoys:

He doesn't enjoy: 1
2



Paul Lockwood is a
t o


He provides

for customers and agents.

He enjoys:

- 1
- 2
- 3

He doesn't enjoy:



- B** 1 *Work in pairs* Ask your partner these questions:
- Which of the jobs that you have heard about would you most like to do yourself? Why?
 - Which would you LEAST like to do? Why?

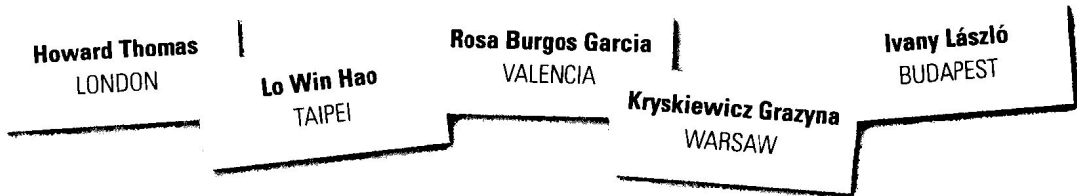
2 Find out more about your partner's career. Ask about his or her:

- Work experience – previous jobs and any temporary or part-time jobs your partner has done
- Education and training
- Ambitions and prospects for the future
- Present job (if your partner is working) – its rewards and frustrations

➔ When you have both finished, tell the rest of the class what you have discovered.

1.4 It's not just what you say ...

- A 1** *Work in pairs* Imagine that you're at a conference. Look at these name badges. If you're introduced to the man from London you'd say, 'Pleased to meet you, Mr Thomas', not 'Hello, Mr Howard'. But what would you say to the other delegates?



- 2** Try this quiz with your partner.

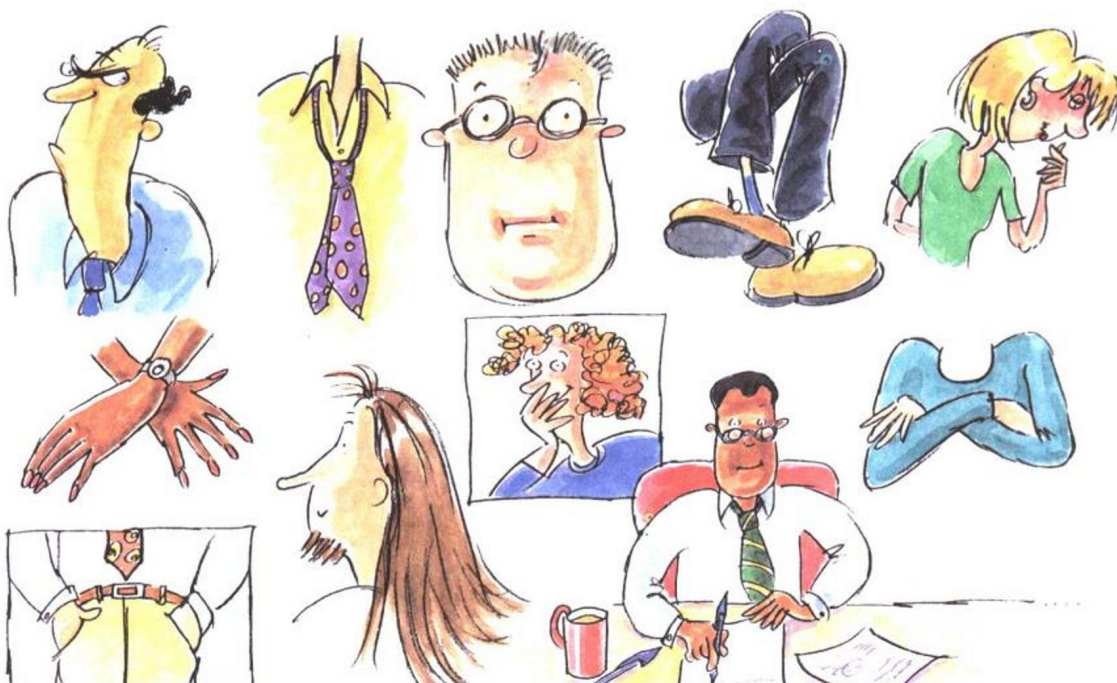
- 1** A good conversationalist is someone who ...
 - a always has plenty to say
 - b has plenty of amusing stories to tell
 - c will listen carefully to what you have to say
 - d asks a lot of questions
- 2** If someone looks you straight in the eye without blinking, they are probably ...
 - a honest
 - b being rude
 - c trying to frighten you
 - d being friendly
- 3** If someone keeps looking out of the window while you're talking, they ...
 - a want to be outdoors
 - b don't understand you
 - c are not concentrating
 - d are thinking
- 4** If someone sighs while you're explaining something they are probably ...
 - a bored
 - b impatient
 - c unhappy
 - d suffering from indigestion
- 5** If a man wearing jeans and a T-shirt comes into your office, he ...
 - a isn't correctly dressed
 - b can't be important
 - c is quite normal
 - d must be someone who has come to fix the phone or something
- 6** If someone shakes your hand very hard and long, they are ...
 - a pleased to see you
 - b trying to show you that they are sincere
 - c waiting for you to say something
 - d reliable and friendly
- 7** If a Canadian businessman keeps stepping backwards while he's talking to a Mexican businessman, this means that ...
 - a he doesn't like Mexicans
 - b the Mexican is trying to be too friendly
 - c Northern people don't feel comfortable standing as close to another person as Southern people do
 - d Canadians are less friendly than Mexicans
- 8** If a Japanese person gives you their business card, you should hold it ...
 - a in your left hand
 - b in your right hand
 - c in both hands
 - d without reading it



"And, while we have no formal dress code, we expect our employees to show some common sense, Steve."

B *Work in groups* Discuss how the IMPRESSION you may give, especially to a stranger or to someone from another country, can be affected by:


- The noises you make: yawning clicking a pen sniffing tapping your fingers
- Talking in a loud voice talking in a soft voice
- Your body language and appearance, as shown in these pictures:



C *Work in groups* Ask your partners these questions:

- In your own workplace or place of study, who do you call by their first names, and who by their surnames?
- Are there people who use your first name but who *you* are expected to call by their surnames?
- Would this be any different with British, American or other foreign people you work with?
- Who do you talk to at work or college about your family and leisure activities? Which of your co-workers or fellow students do you meet socially?

1.5 Developing relationships

A  *Work in pairs* You'll hear five short conversations between people who work in the same company. After hearing each conversation, discuss these questions with your partner:

- What is the relationship between the speakers?
- What are their jobs?
- What are they talking about?
- How does a relationship change as you get to know someone better?


B As you get to know someone, it's useful to find out what your common interests are. Then you can have a social conversation as well as 'talking shop' (talking about business).

Work in pairs Which of these topics do you talk about – and which do you not talk about – during a first meeting with a business associate?

- sport politics your family business travel hobbies
 films the weather music your education religion TV
 other topics

And what difference does it make if the other person is:
 a foreigner a man a woman older than you
 younger than you senior to you junior to you?

➔ Join another pair and compare your ideas.

C  *Work in pairs* You're going to role-play a meeting between two business associates. Imagine that one of you has travelled a long way to see the other. You only meet twice a year, but you've established a good relationship.

Before you start, decide what topics you're going to talk about in step 3.

- 1 One of you arrives in the other's office.
- 2 Greet each other:

*Hello again! How are you getting on?
 Lovely to see you again! How are things?*

*I'm fine, thanks. How are you?
 Very well, thanks. And how about you?*

- 3 Small talk until you decide it's time to get down to business ...

Right, let's get down to business, shall we?

Yes, all right.

★★ DON'T ROLE-PLAY THE BUSINESS PHASE OF THE MEETING. ★★

- 4 Imagine that time has passed before saying ...

Right, I think that's agreed then.

Yes, sure.

- 5 More small talk before you say goodbye and one of you leaves the office:

*See you again soon, I hope!
 Goodbye and thanks for everything!
 Give my regards to ...*

*I'm glad we were able to meet.
 Have a good journey!
 Have a pleasant evening!*

➔ Role-play the next meeting between the same people six months later – this time the other person is the visitor. Follow the same five steps.

"I'll be at lunch. If anyone calls say I'm at the health club."

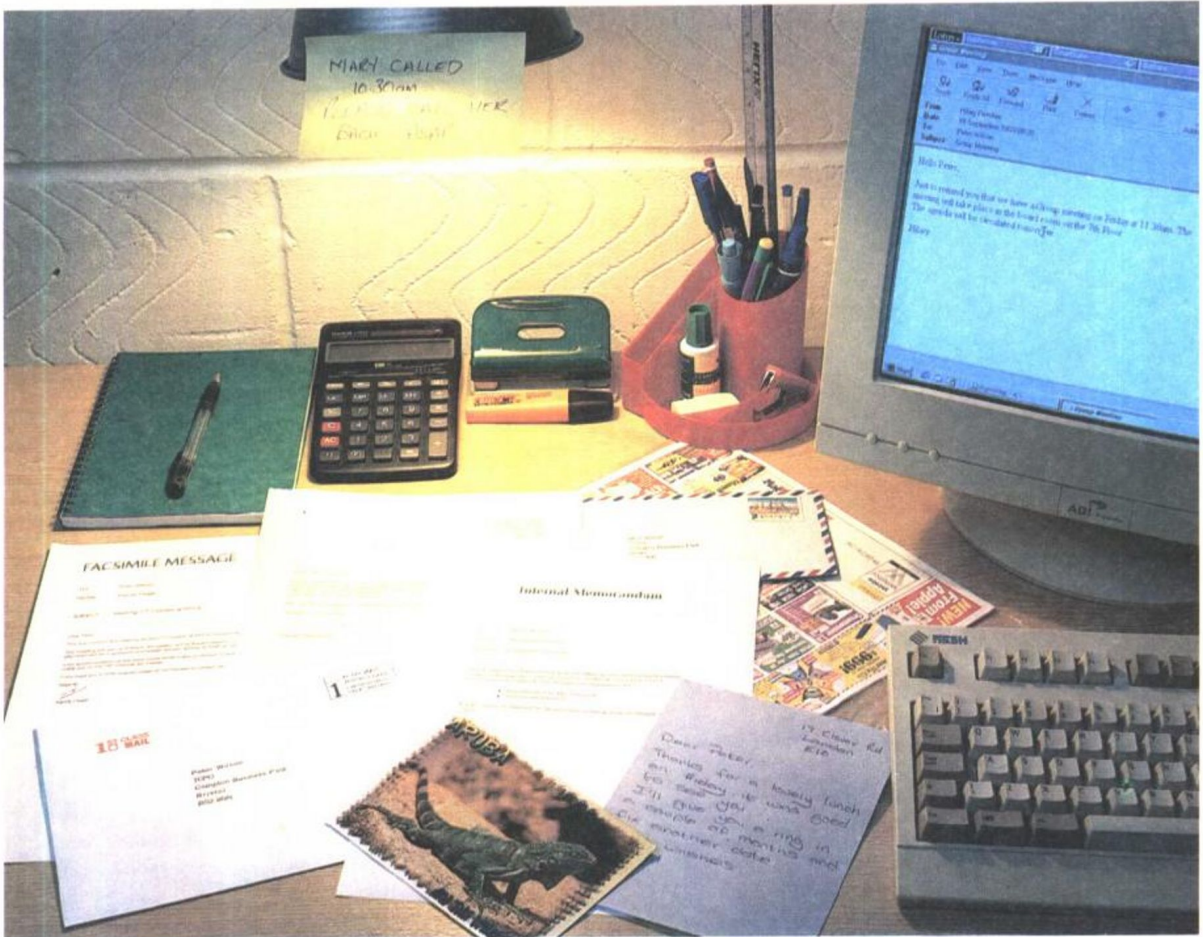


© 1999 Lee Cullen from cartoonbank.com. All Rights Reserved.

2

Letters, faxes and memos

2.1 Communicating in writing



A *Work in groups* Imagine the picture shows YOUR desk. Identify the different kinds of correspondence. Then discuss these questions:

- Which of the items would you attend to first? Put them in order of priority.
- What correspondence did you receive last week? What action did you have to take? Was any of the correspondence in English?
- What proportions of business correspondence do you RECEIVE and SEND by ...
letter% fax% memo% e-mail% ?


B 1 *Work in pairs* Read this memo. Decide who 'HGW' is and what his or her job is.

MEMORANDUM

From: HGW
 Date: 21/4/—

To: Department managers
 Subject: In-service English classes

- 1 From Monday 8 May English classes will be held in the Training Centre (room 3.17). There will be two groups: intermediate level (8.30–10.00) and advanced level (10.30–12.00). Please encourage your staff to attend one of the sessions. All teaching materials will be provided but students will be expected to do homework and preparation outside working hours.
- 2 Please send me the names of all interested staff by noon on Wednesday 26 April. They will be given an informal oral test during the first week in May so that we can decide which of the classes is best for them.
- 3 The size of each class will be limited to 12 participants. HGW

2  Listen to a conversation on the same subject as the memo. Note down the differences between the two ways of communicating the information.



C 1 *Work in pairs* What are the relative advantages of talking to someone face-to-face and writing to them? Add more points to this chart:

Communicating with someone face-to-face

Advantages & pleasures

You can see their reactions

Disadvantages & difficulties

You have to think and react quickly

Communicating with someone in writing

Advantages & pleasures

You can take your time

Disadvantages & difficulties