

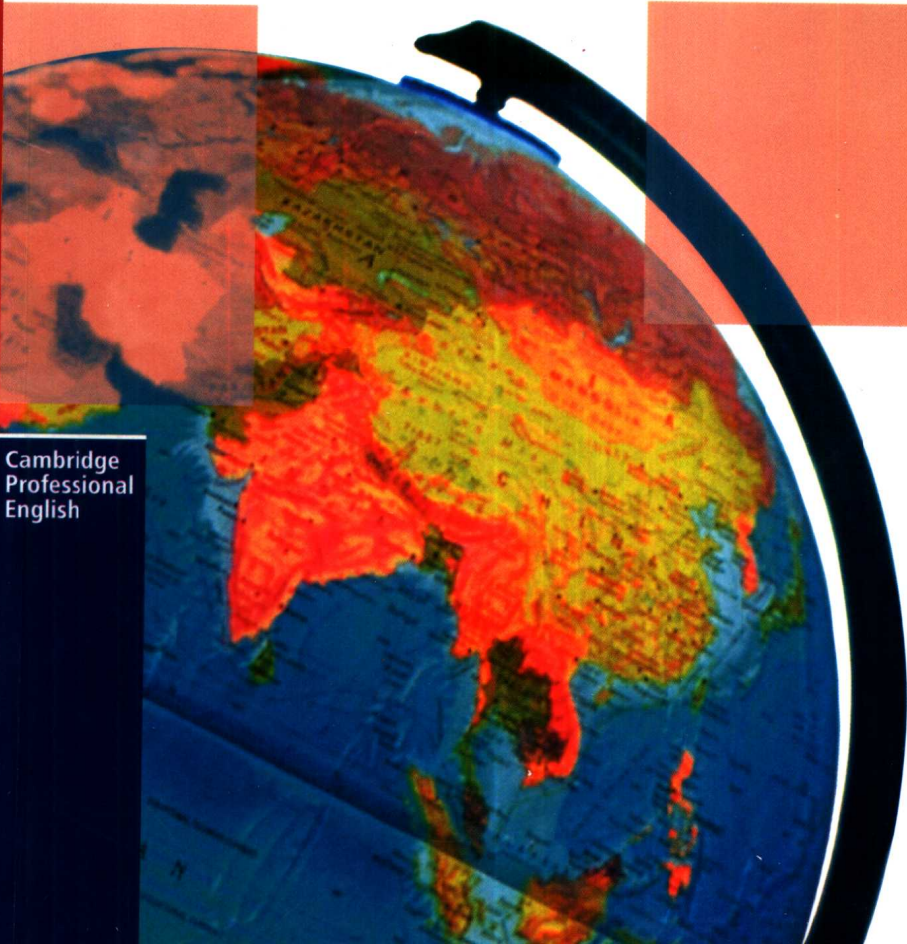
新版

剑桥大学考试委员会推荐BEC1考试用书

剑桥商务英语教程

Getting Ahead

A communication skill course for Business English



Cambridge
Professional
English

学生用书 Learner's Book

第二版

Sarah Jones-Macziola
and Greg White

华夏出版社
HUAXIA PUBLISHING HOUSE

CAMBRIDGE
UNIVERSITY PRESS

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BEC1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BEC1考试的学习教材,原书名为:**Getting Ahead:Learner's Book**。该书内容覆盖商务活动的各个方面,对公司接待客户、公司自我介绍、商务合作洽谈、各种商务文件书写体例、各类商务通讯(电话、电传、书信)等语言规范都给出了清晰实用的范例。在学习商务规范语言的同时也学到了基本的商务知识。全书是按50-70个课时设计的,分16个主要单元、4个复习单元和与教材同步使用的录音听力原文等。本书是参加BEC1考试学员的必读教材,同时也是商务工作者、大学生以及英语爱好者的一本好的学习材料。

BEC考点分布名单

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AIMS

Introduce yourself and others
Identify yourself and others
Ask and say where people are from
Verb to be



Introductions and greetings

1.1 Introducing yourself

A What do you do when you meet someone for the first time?



What do people do in different countries?

B   Listen to these introductions. Match the conversations to the pictures.



1



2



Now introduce yourself to someone else.

C   Mr Robinson comes to your company. You don't know him. Listen to these conversations. Then practise them.



D Study these examples.

Finding out someone's name
 Excuse me, | are you | Mr Robinson?
 | is your name |



Introducing yourself
 Hello, | I'm | Tessa Saunders.
 | my name's |

A: How do you do?
 Pleased to meet you.

B: How do you do?
 Pleased to meet you, too.

Complete these conversations. Then practise them.

- A: Excuse me, is(1) name Marriot?
 B: No, it(2) name's Crossman.
 A: Oh, I'm sorry, Ms Crossman.
 C: Excuse me,(3) Mike Watson?
 D: Yes,(4).
 C: Roger Miller. Pleased to meet you.
 E:(5), are you Mr Nawab?
 F: No,(6). I'm Mohammed Farique.
 E: Oh,(7), Mr Farique.

  Now listen to the recording and check your answers.

1.2 Saying where you're from

A Read this advertisement. What business is Fujitsu in?





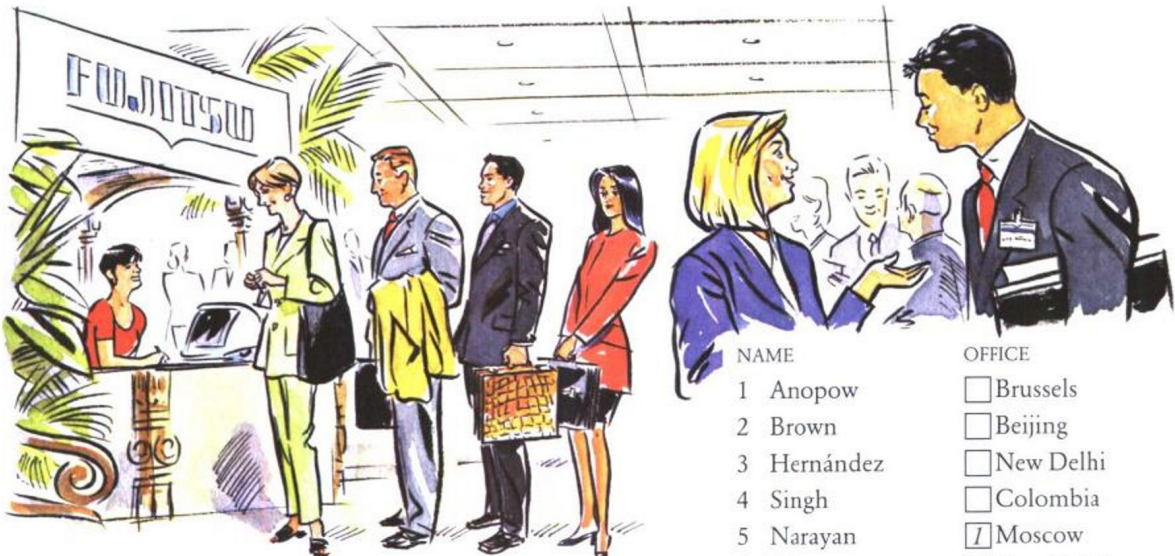
Fujitsu Limited is a world leader in information technology and electronic devices.

The world-wide company has offices in New York, Washington, Hawaii, Bogotá, Harare, Amman, Abu Dhabi, Tehran, Brussels, Munich and Moscow together with many offices in Asia including Beijing, Shanghai, Kuala Lumpur and our head office in Tokyo. In addition to these offices, Fujitsu owns nearly 500 computing and electronics companies and has operations in more than 100 countries.

Fujitsu has an office in these countries. Is this true (T) or false (F)?

- | | | | | | |
|---------------------|-------------------------------------|------------|--------------------------|----------|--------------------------|
| 1 The United States | <input checked="" type="checkbox"/> | 4 Malaysia | <input type="checkbox"/> | 7 Iran | <input type="checkbox"/> |
| 2 Russia | <input type="checkbox"/> | 5 Spain | <input type="checkbox"/> | 8 Chile | <input type="checkbox"/> |
| 3 Mexico | <input type="checkbox"/> | 6 Germany | <input type="checkbox"/> | 9 Jordan | <input type="checkbox"/> |

B   Fujitsu has a conference each year. Listen to these guests registering for the conference. Match the guest's name to the office.



- | NAME | OFFICE |
|-------------|--|
| 1 Anopov | <input type="checkbox"/> Brussels |
| 2 Brown | <input type="checkbox"/> Beijing |
| 3 Hernández | <input type="checkbox"/> New Delhi |
| 4 Singh | <input type="checkbox"/> Colombia |
| 5 Narayan | <input checked="" type="checkbox"/> Moscow |
| 6 Yin | <input type="checkbox"/> New Delhi |
| 7 Pousset | <input type="checkbox"/> New York |

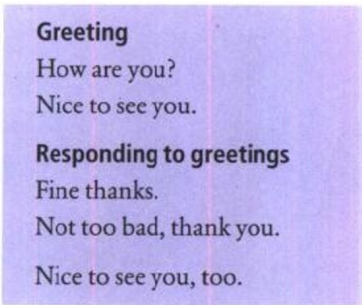
Listen again. What do the people say?

GREETING

RESPONSE


- | | |
|-------------------------------|---------------------------|
| 1 How are you? | |
| 2 | Pleased to meet you, too. |
| 3 How do you do? | |
| 4 It's nice to see you again. | |
| 5 | Hi. |

C Study these examples.



Greeting
How are you?
Nice to see you.

Responding to greetings
Fine thanks.
Not too bad, thank you.
Nice to see you, too.

 **Listen and mark the stress.**

- 1 How do you do?
- 2 Nice to see you again.
- 3 Pleased to meet you.
- 4 Hello, how are you?

Now greet some other learners.

D Work with a partner. Introduce yourselves to each other and say where you are from. Learner A looks at File 1 on page 116 and Learner B looks at File 2 on page 118.

A 1.3 Introducing other people

Complete this conversation with the phrases in the box.

Cream and sugar, please. He works in Milan. How are things?
 Pleased to meet you, Mr Toncini. Have a seat, Giovanni.
 do you know Brian Turner

ALICE: Hello, Giovanni. Good to see you again.(1)
 GIOVANNI: Just fine, fine. And you?
 ALICE: Oh, not too bad. Giovanni,(2), our new Personnel
 manager? Brian, this is Giovanni Toncini. He's from Italy.
(3)
 BRIAN:(4)
 GIOVANNI: Please, call me Giovanni.
 BRIAN: And I'm Brian.
 ALICE:(5)
 GIOVANNI: Thank you.
 ALICE: How about some coffee? Giovanni?
 GIOVANNI: Yes, please.(6)



Now listen and check your answers.

B Study these examples.



Introducing other people
 This is _____ | Mr Kwon.
 I'd like to introduce _____
 Do you know _____ | Ms Marcharski?
 Have you met _____

Giving information about other people
 She's from Germany.
 He works in Singapore.

Work in groups of three. Learner A looks at File 5 on page 116, Learner B looks at File 6 on page 121, and Learner C looks at File 7 on page 122.

C Match the phrases 1–4 to a suitable response.

- | | |
|---|------------------------------------|
| 1 Bye. | a That's all right. Goodbye. |
| 2 Have a nice weekend. | b Thank you. You too. |
| 3 Nice to talk to you. | c See you on Friday. |
| 4 Goodbye, and thank you for your help. | d It was nice talking to you, too. |

  Now listen and check your answers. Then use the expressions above in similar conversations with a partner.

D Look at these two situations. What do you think the people are saying?

1



Jill Knight

Bill Robertson

JILL KNIGHT:

BILL ROBERTSON:

2



Mr Choudhry

Mrs Gupta. Madras. Head of Personnel

MR CHOUDHRY:



AIMS

- Ask for and give personal and job-related information
- Answer/get through on the phone
- Say letters and spell
- Say telephone numbers
- Wh- questions



2 Occupations

2.1 Saying what you do

- A   Listen to this conversation. Does the caller want to speak to Robert Brown or George Braun?

ABC Software
Robert Brown
Sales Manager
155 Sansome Street
San Francisco
CA 94101, USA
Tel: (415) 433 1743
Fax: (415) 433 0432
e-mail: rbrown@abcsoft.com

ABC Software
George Braun
Software Engineer
155 Sansome Street
San Francisco
CA 94101, USA
Tel: (415) 433 1743
Fax: (415) 433 0432
e-mail: gbraun@abcsoft.com

- B How many jobs in this picture can you name?



Look at the jobs in the box and put them under the correct headings.

accountant secretary lawyer typist engineer
 sales manager receptionist executive supervisor

Professional and technical	Administrative	Clerical and office
lawyer		

Can you add one more job under each heading?

C Listen and mark the stress.

- 1 accountant
- 2 export
- 3 secretary
- 4 engineer
- 5 marketing

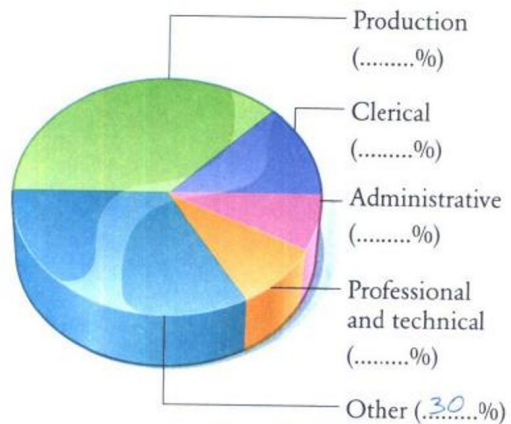
Is your profession or job in the list in B? If not, what is your profession or job in English? Find out about some other learners like this:

What do you do?

I'm a(n) ...



I work in ...

D You will hear someone talking about the workforce in Singapore.
 Can you guess the percentages from the chart?



Now listen and fill in the correct percentages on the chart.

2.2 Telephoning

- A**   Listen to Stephanie Ferguson calling ABC Software. How many people does she talk to? Who does she want to talk to?



- B** Say the names of these companies.

JVC



BASF



AEG

What other companies have names like this?

/eɪ/	/i:/	/e/	/aɪ/	/əʊ/	/ɑ:/	/ju:/
a	b	f	i	o	r	q
h	c	l	y			u
j	d	m				w
k	e	n				
	g	s				
	p	x				
	t	z(BE)				
	v					
	z(AE)					



C Study these examples.

Asking someone to spell a word

Can you spell that, please?

How do you spell that?

Asking someone to repeat a word

Can you repeat that, please?

Can you say that again, please?

Practise spelling people's names. Learner A looks at File 14 on page 122 and Learner B looks at File 15 on page 118.

D Practise this conversation with a partner.

Answer phone.

Introduce yourself. Say who you are
and the name of your company.

Ask the caller to repeat the information.

Repeat the information / spell it. Ask
to speak to (*name*) in (*department*).

Ask the caller to hold the line
as you put them through.

Thank the receptionist.

2.3 Finding out information about people

- A** What information is missing on these business cards? What questions can you ask to find out the information?

APG S.A.

1

Maria (1)
Accountant

 (2)
 Tel 55 21 395 7261
 Fax (3)
E-mail maria@accounts.cnm.br

2

..... (4)
Yosio Takahasi
 (5)

2-1-6, Yaesu

Tel (6) **Chuo-ku**

Fax 813 3823 4266 **Tokyo**

E-mail (7) **T 103-824**

- B** Listen and complete the business cards. Listen again. What questions do the people ask to get the information?

- 1
- 2
- 3
- 4
- 5
- 6
- 7

Now practise the conversations.