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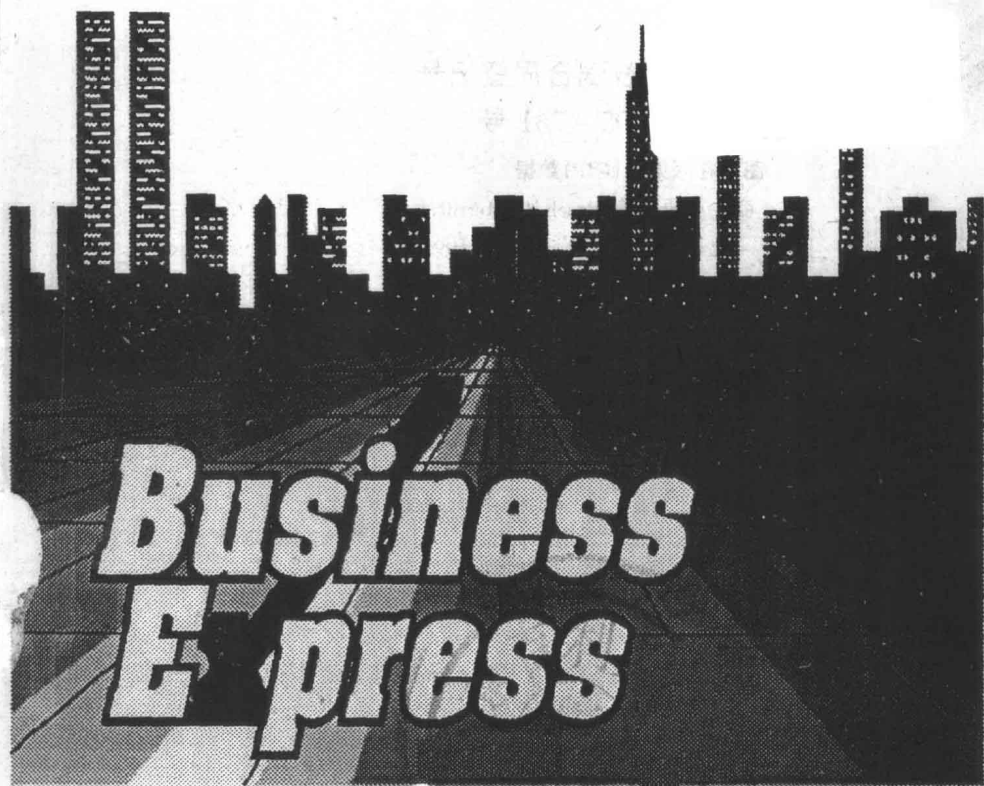
Advanced  
English

原版引进

COMPREHENSIVE  
LEARNING SYSTEM  
FEATURING APPLIED  
BUSINESS ENGLISH

美国商贸英语

 Business  
Express™



*Comprehensive Learning  
System Featuring Applied  
Business English*

**By Christel Baach & Joseph Merrill**

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本书课文、专业词汇及练习均由  
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## 内 容 提 要

《美国商贸英语》是美国 BAACH - MERRILL 公司于 1994 年出版的商贸英语新教程。该书以美国经济为背景,讲述美国的一般经济、商贸法规、银行借贷、租赁抵押、市场销售、广告宣传、房地产、雇工等商贸活动的各个方面。全书共十一课,每课一个专题,附有单词、专用术语和问答练习,逐步扩大学习者现代商贸术语的词汇量和专业知识。以深入浅出,循序渐进的方式,达到速成学习的目的。

《美国商贸英语》配有七盒录像带,四盒录音带,均系原版引进,对话生动、清晰,语言地道,向读者提供了纯正的美音英语和崭新的商贸活动情景。供具有初、中级英语水平的读者使用。是外企、外贸工作人员提高英语会话水平和听力的得力工具。

本书已被对外经济贸易大学继续教育学院选为商贸英语教材。

## 编译者的话

美国商贸英语(Business Express™)是近年美国出版的一部关于经济贸易活动的诸多方面英语会话的专集,同时配有场景演播和专人讲解的录像带和录音带,也是我国几十年内新引进的第一部专门并全面介绍和谈论商业活动各个环节的演示性英语教学出版物及音像教材。美国是一个商业活动高度发达与活跃的社会,本书以美国社会为背景,全面形象地展现了商务活动的各个程序,通过一家新公司的创立的整个过程向我们介绍了英语的正确使用范例,包括了经济形势、法律程序、银行业务、贷款、房地产、抵押、租写字间、供货包装、促销广告、招聘雇员、销售等章节的实用对话,不但有助于学习者更好地了解美国社会并开展在美国和对美国的商贸活动,而且也很适合于中级英语基础的人员提高语言水平和使用能力,以便生活中和对外商贸活动中使用正确的英语表达。

本书内容新颖,语言地道生动,适用性强,再加上具有现成的录音带与录像带,学习者如能将本书与音像带结合起来综合使用,更可印象深刻,事半功倍。

本书每一课中均有重要词汇与术语的解释,每课后面还配有练习。为了便于学习者的理解与掌握,根据需要已将书中词汇和术语配以对应的中文,也将全部课文对话译成汉语,并对所有练习配上答案,附在后面。

由于本人水平有限,时间匆忙,在编译中可能会有不妥之处,欢迎专家同仁指正。

施蔼仪

95年9月9日

# INTRODUCTION

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Congratulations on your purchase of *Business Express*™.

*Business Express*™ can be used as a self-instructional course at home, at the office or as a supplement to a school or university program. One or many students can work with it at the same time and teens and adults will find it interesting and challenging. *Business Express*™ teaches not only modern everyday business terminology but also the typical steps to opening a business, setting up a banking account, buying and selling real estate, employment procedures and many other useful practices needed to function successfully in a modern society. It, therefore, would be very useful for American high school students as well as foreign students of English.

The major emphasis in this course is on teaching students an advanced English vocabulary. Behavioral scientists have shown that you can absorb a new language much more quickly when you are able to visualize the word being learned, that is having an actual picture of the object or action in your mind. This course helps you store new images and words simultaneously: you see the object or action on your television screen as you learn the words or expressions which refer to it.

*Business Express*™ makes you think in English by challenging you. Your video instructors will show you situational scenes and ask you questions about them. From the images on the television screen, you can make intelligent decisions and answer the questions. Even if you have a problem answering a question and must wait to hear the correct response from your video instructor, you will continue to think in English by associating the correct English sentence with the images you just saw on your television screen.



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All of the lessons in *Business Express*<sup>™</sup> are sequenced in a logical order so that you learn progressively. Thus, it is imperative that each lesson be mastered in numerical order. Since the sentence is the simplest form of meaningful conversation, we work exclusively with full sentences. When responding to your video instructors always use a full sentence.

We are sure you will find this course both challenging and effective.

Good luck with *Business Express*<sup>™</sup>.

恭喜您购买商贸英语录像带课程!

商贸英语是一套在家、在公司都可以自我进修的好课程,也可当作在高中或大学课程的补充教材。一人或多人可同时研读,青年人或年长者都会感到兴趣与挑战性。商贸英语不仅教您现代日常商贸术语,也教您如何做生意、银行开户、房地产业买卖、雇用员工程序以及许多其他有用的事务,让您在现代化社会上,做什么事都无往不利。因此,它对高中生及外国学生学英语都有很大的帮助。

在这套课程中最重要的重点是,让学习者能提升英语字汇。行为科学家指出,当您目视所学的字,会很快的就吸收它,那是因为您心里,已经有了实际的影像及行为。这套新课程帮助您把新景象及字汇,一起存在您的记忆里。您可以在电视荧幕上,看到您要学的词句与相关语法。

商贸英语能使您用英文去思考。录像带老师会显示您一些情形,并提出相关问题。从电视中展现的景象,您能做出明智的决定,并回答问题。假如答不出来,必需由录像带老师给您正确的答案的话,您还是可以继续一面看正确的英文语句,一面用英文思考的。

在商贸英语中所有的课程,都是前后相关联的。所以您可按步就班的学习。因此,按照它的号码顺序去学,是绝对有必要的。虽然回答问题可以用很简短的句型,可是我们仍然用完整句型回答,老师问您的问题时也请用完整的句型回答。

我们确信,您会从这套课程中发现到,它不仅具有挑战性,且更为实用有效。

商贸英语愿您万事顺意。



How to use *Business Express*<sup>TM</sup>.

Always begin with a plan of action called F.I.T. or Frequency, Intensity and Time. How can you do this ? First, decide how often you will study with *Business Express*<sup>TM</sup>. We recommend at least twice per week as a minimum standard. Secondly, Intensity is an important factor. When you study devote your full attention to the course. Find a quiet part of your day where you can relax and concentrate on the lessons. Finally, the amount of time you study is important. Fifteen to twenty minutes is probably the shortest period of time you should devote to your lessons. In any case, once you find yourself not responding to your video instructors or finding it difficult to concentrate, stop for that session. It is best to work with *Business Express*<sup>TM</sup> when you are relaxed, wide awake and fully attentive.

General steps to take:

**WATCH AND LISTEN** to each lesson or part thereof: (most lessons are broken down into distinct parts and should be studied that way.) Try to form a relationship between the video image and the spoken words. The important thing is your willingness to listen to the language with complete concentration.

**READ THE CORRESPONDING LESSON IN YOUR WORKBOOK.** You will form a relationship between the spoken and the written word. Remember that in English, many words are not spelled the way they are pronounced. This exercise will help you to recognize and later spell correctly the same words.

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**ANSWER THE QUESTIONS POSED TO YOU IN A  
LOUD,CLEAR VOICE.**

Your video instructor will ask you specific questions concerning the lesson you just studied. You will see a video clock which will give you the allotted time you have to respond correctly. When you answer the question do not use short answers; always use a complete sentence. For example: your video instructor asks: Did John Thompson make an appointment to see his lawyer? Possible short answers could be: Yes, he did, or: No, he didn't.

However, you should respond with a complete sentence like this: Yes, John Thompson made an appointment with his lawyer.

**LOOK UP WORDS YOU DO NOT UNDERSTAND IN THE  
BACK OF YOUR WORKBOOK.**

**MASTER EACH LESSON BEFORE CONTINUING.** When you understand every sentence and can respond correctly to the questions posed to you in the allotted time, go on to the next lesson.

**REVIEW, REVIEW, REVIEW** until each lesson is easy for you.

### 如何使用商贸英语

任何学习计划都离不开 F.I.T 原则,那就是次数、意愿和时间。您怎么去安排呢?首先,应决定商贸英语每周学习多少次为宜。我们的建议是每周至少要两次,这是最低标准。其次,意愿是很重要的因素。当您要学的时候,就要全神贯注地去学习,一天中找出一个时段,让您能很舒适、专心地学习。每次学习多少时间也是很重要,15 到 20 分钟是最起码的;在任何情况下,只要您感到无法回答老师的问题,或无法专心的时候,就停止练习。只有在舒适、清醒及全神贯注下,您才能达到研读商贸英语的最佳效果。

一般步骤如下:

**看与听。**每一课或每一段(大部分将每课分成明显的一段一段来研读),试着把屏幕上的景象与听的词句联想在一起。最重要的是,您必须有全神投入的意愿。

**阅读与课业相符合的练习手册。**要把听的话和写的字联在一起。要知道,在英语里,许多字的拼法和发音是有差距的。这份练习手册将会帮助您,了解语句的结构及正确的拼法。

**回答问题时,发音要大声、清晰。**录像带教师会从您刚刚学过的课程里,问您一些特别的问题。屏幕上显示的时钟,会给您适当的时间来回答问题。当您回答问题时,不要用简短句型,要用完整句型,例如,录像带老师会问:“约翰·汤姆森有没有约好去见他的律师?”适当的简短回答是:“是的,他约好了。”或者:“不,他还没约好。”无论如何,您应该用下列的完整句型回答:“是的,约翰·汤姆

森已经约好了时间,去见他的律师。”

对于您不了解的词句,请查阅书后的练习手册。

读好了一课以后,再往下读。当您完全了解一课中每一个句子,并能对问题做出正确答案以后,再继续下一课。

重复练习,重复练习,直到每一课都能完全掌握为止。

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*Peter Philips and John Thompson are sitting in Peter's living room and are getting ready to watch the evening news*

John

Let's watch the weekly business report .



Good Evening.

The **Commerce Department** reported today that the economic situation in the United States has been steadily improving over the past six months.

The decline in the price of **crude oil** and the increased exportation of our **farm crops** have improved our **balance of payments**. In addition, Americans are buying more American **goods** again. All the major American automobile **manufacturers** are reporting

improved **sales**. Meanwhile, foreign **imports** have dropped off slightly. Nevertheless, the Commerce Department still expects a 10 to 12 billion dollar **trade deficit** for this year.

The Commerce Department also announced that the **inflation rate** is still holding at 4 percent annually. The **recession**, which many critics of the President's **economic policy** predicted would continue unabated, now seems to be ending. The **Department of Labor** announced last week that unemployment is declining. The



jobless rate fell to 6.2 percent last month which is the lowest it has been in over two years. The reasons are obvious: **manufacturing** and **sales** are up, the dollar is strong on **foreign currency** markets and solid **economic growth** is expected for the remainder of the year.

The only sore spots in the entire **economy** are the current **budget deficit** and the huge 4 trillion dollar **national debt**. This year's deficit is currently at 250 billion dollars. The national debt is a huge burden for the country now with nearly one third of all our taxes going just to pay the **interest** on this debt. The across the board **tax increase** which the President got Congress to pass hopefully will begin to reduce this massive debt.

Meanwhile, Robert Bloom, the President's **economic adviser**, was meeting with the heads of West European countries today to discuss the **economic crisis** in the **third world**. The **world bank** has asked for another **austerity program** coupled with a new-repayment plan for the huge debt owed by many of the **developing countries**.

A **currency devaluation** in many third world countries is expected. The political ramifications of this situation are serious: as taxes in these countries go up to pay for the debt, the **standard of living** sinks lower and lower, and their **balance of trade** worsens. **Poverty** is already at record highs in many countries and outside help is badly needed.

There still remains doubt if, in fact, there is strong enough resolve on the part of the western nations to help these countries which so desperately need **aid**. And that's the business update. Stay tuned for the sports report.