

跨入商界 商务英语系列丛书

INTENSIVE COURSE OF

BUSINESS ENGLISH

商务英语：综合强化教程

蒋范琛 阮秀娟 编著



华东师范大学出版社



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**图书在版编目(CIP)数据**

跨入商界:商务英语综合强化教程/蒋范琛,阮秀娟  
编著. —上海:华东师范大学出版社, 2001  
ISBN 7-5617-2400-4

I. 跨... II. ①蒋...②阮... III. 商务-英语-教材 IV. H31

中国版本图书馆 CIP 数据核字(2001)第 02660 号

跨入商界:商务英语综合强化教程

编 著 蒋范琛 阮秀娟

责任编辑 庄晓明

封面设计 卢晓红

版式设计 蒋 克

出版发行 华东师范大学出版社

发行部 电话 021-62571961

传真 021-62860410

<http://www.hdsdbook.com.cn>

社 址 上海市中山北路 3663 号

邮编 200062

印 刷 者 江苏扬中印刷厂

开 本 787×1092 16 开

印 张 13

字 数 316 千字

版 次 2001 年 3 月第一版

印 次 2001 年 3 月第一次

印 数 5 100 册

书 号 ISBN 7-5617-2400-4/H·170

定 价 16.00 元

出 版 人 朱杰人

# 前 言

改革开放政策给我国的商贸事业带来了一派生气勃勃的大好景象,越来越多的人正在从事或即将从事这方面的工作,商贸活动中的对外交流日益频繁。不断提高英语水平,尤其是商务英语水平成为广大读者的迫切要求。为此,我们编写了《跨入商界——商务英语综合强化教程》。

本书分为 Part I、Part II 和 Part III 三大部分。Part I 共有 10 个单元,主要进行听力和阅读训练。每单元有 2 篇阅读短文和 2 至 3 篇听力理解(多为小对话)。为便于读者自学,阅读和听力文章前都列出生词表,文章中的难点或英语习惯用法编者也作了适当注释。

Part II 共有 16 个单元,每单元由 Listening, Reading, Speaking, Language Focus 和 Reference Points 五大块组成。Listening 中对话或短文中较重要的生词都用中、英文注出词义。为培养读者查阅词典的能力,阅读部分不再列出生词表,读者可参考 Part III 中的 Glossary 或直接查阅词典。Speaking 的话题均结合该单元的内容设计的。Language Focus 则结合该单元出现的语法作一简单扼要的小结,大多以表格形式出现,并配有练习。Reference Points 是结合每单元的主题向读者提供一些参考材料。如:Job Interview 这一单元中,我们列出了在面试中考官可能提出的 48 道问题。又如:在 Negotiation 中,我们列出了谈判技能的自我评估的细目。

为了便于读者自学,本书 Part III 中收录了各单元的练习答案、Part II 阅读文章的译文、听力原文、总词汇表以及常用商务英语词汇附录。本书还配有录音磁带 3 盘。

本书既可供有初级英语水平的读者使用,也可供具有中级英语水平的有意从事商务工作的读者自学用,还可作为大专院校商务专业学生的教学用书。

本书编写过程中曾参考了国内外出版的有关方面的书籍,在此,谨向这些书的作者表示衷心感谢。

由于编者水平有限,书中不足之处在所难免,敬请读者批评指正。

编者  
2001 年 1 月

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Unit 1 Pleased to Meet You

1. Reading

1.1 New Words and Proper Names

pleasure /'pleʒə(r), 'pleɪ-/ n. 高兴, 愉快  
Wilson Company /'wɪlsən 'kʌmpəni/ 威尔逊公司

1.2 Dialogue

A: How do you do, Mr White? I'm Wang Hai from Wilson Company.  
B: How do you do, Mr Wang? It's very kind of you to come to meet me.  
A: It's a pleasure.

1.3 New Words and Proper Names

business /'biznis/ n. 商业, 生意; 事务  
trip /trip/ n. 旅行  
Tokyo /'təʊkjəʊ, 'tɔ:kjɔ:/ 东京

1.4 Dialogue

A: Hi, Miss Young.  
B: Hi, glad to see you back. How was your business trip to Tokyo?  
A: Everything was right. How were you those days?  
B: Good. Thank you.

1.5 Notes

- 1) How do you do? 你好!  
这是初次见面时的问候语。它的答语也是: How do you do?
- 2) It's very kind of you to come to meet me. 你来接我太好了。  
It's kind / nice / good of you to do sth. 对方为你做某事而表示感谢的用语。
- 3) It's a pleasure. 我很乐意。  
这是用于回答对方因你所做的事而表示感谢的用语。类似的用语: My pleasure. / You are welcome.
- 4) Hi! 你好! 喂!  
这是口语中常用的问候语, 一般用于非正式场合, 相当于 Hello。
- 5) How were you those days? 那些日子你怎么样?  
How are you? 你好吗? 用来询问对方近况的问候语, 一般可按具体情况来回答。例如: How are you? Fine, thank you. / How are you? Not too bad,

thank you. 类似的问候语: How are you doing? / How are you getting on? /  
How is everything going? / How is everything?

## 2. Listening

### 2.1 New Words and Proper Names

Clive Baker /klaɪv 'beɪkə(r)/ 克莱夫·贝克

Mary Tree /'meəri tri:/ 玛丽·特里

### 2.2 Listen to the dialogue and answer the following questions.

1) What words does the man use to greet the lady?

\_\_\_\_\_

2) What is the man's answer to her greeting?

\_\_\_\_\_

3) What is the lady's name?

\_\_\_\_\_

4) What is the man's name?

\_\_\_\_\_

### 2.3 New Words and Proper Names

Bob /bɒb/ 鲍勃

Charles /tʃɑ:lz/ 查尔斯

fair /feə(r)/ a. 尚可的; 公正的

### 2.4 Listen to the dialogue and then fill in the missing words.

A: Hello, Bob.

B: 1) \_\_\_\_\_, Charles. 2) \_\_\_\_\_ 3) \_\_\_\_\_ 4) \_\_\_\_\_ 5) \_\_\_\_\_ again.

A: 6) \_\_\_\_\_ the business?

B: Pretty 7) \_\_\_\_\_, 8) \_\_\_\_\_.

### 2.5 New Words and Proper Names

Nola /'nəʊlə/ 诺拉

### 2.6 Listen to the dialogue and answer the following questions.

1) How does the man greet Nola?

a. \_\_\_\_\_ b. \_\_\_\_\_

2) What is Nola's answer to his greeting?

\_\_\_\_\_

3) How is everything with the man?

\_\_\_\_\_



## Unit 2 Could You Introduce ...?

### 1. Reading

#### 1.1 New Words and Proper Names

graduate /'grædʒueɪt/ v. 毕业
finance /faɪ'næns, fɪ'næns/ n. 财政;金融
economics /i:kə'nɒmiks/ n. 经济学
export /'eksɒ:t/ a. 出口的; n. 出口
deal /di:l/ v. 处理;对付

#### 1.2 Reading Passage

My name's Li Wei. I graduated from Shanghai University of Finance and Economics. Now I'm working in M.P. Company. I am in charge of Export Sales Department. Every day I deal with a lot of problems. I'm really busy, but I like the job very much.

#### 1.3 New Words and Proper Names

colleague /'kɒli:g/ n. 同事
Mark /mɑ:k/ 马克

#### 1.4 Dialogue

A: Charles, I'd like to introduce my colleague Mr Mark to you.

B: OK, Tom.

A: Charles, this is my colleague Mr Mark.

B: Glad to meet you, Mr Mark.

A: This is my friend Charles.

C: Nice to meet you.

#### 1.5 Notes

1) I am in charge of Export Sales Department. 我负责出口销售部。

be in charge of 意为“负责”，“照管”。例如：My aunt is in charge of a day nursery.

2) I deal with a lot of problems. 我处理许多问题。

deal with 意为“处理”，“对付”。例如：He is too young to deal with the situation.

3) I'd like to introduce my colleague Mr Mark to you. 我想给你介绍我的同事马克。

I'd like = I should like; I would like I'd like to 是一种婉转的表达法,意为

“我想要”。

- 4) ... this is my colleague Mr Mark. ... 这是我的同事马克。  
在把某人介绍给另一人时, 常用 This is ... 的句型。

## 2. Listening

### 2.1 New Words and Proper Names

Henry Clark /'henrɪ 'klɑ:k/ 亨利·克拉克

### 2.2 Listen to the dialogue and answer the following questions.

- 1) Who works in 3M Company?

- 2) Who works in M. P. Company?

- 3) Who said “pleased to meet you”?

### 2.3 New Words and Proper Names

person /'pɜ:sən/ n. 人; 人物

manager /'mænidʒə(r)/ n. 经理

Carter /'kɑ:tə(r)/ 卡特

Thompson /'tɒmpsən/ 汤普森

### 2.4 Listen to the dialogue and then decide whether each statement is true or false. Write T in the blank if the statement is true. Write F if the statement is false.

- 1) \_\_\_\_ John asks to be introduced to Mr Carter.  
2) \_\_\_\_ Mr Blake is a sales manager.  
3) \_\_\_\_ Mr Carter is a sales manager, too.  
4) \_\_\_\_ John is the manager of Thompson's Company.

### 2.5 New Words and Proper Names

service /'sɜ:vɪs/ n. 服务

profit /'prɒfɪt/ n. 利润

Roger /'rɒdʒə(r)/ 罗杰

Jane /dʒeɪn/ 简

### 2.6 Listen to the dialogue and then complete the following statements.

- 1) Roger is a \_\_\_\_\_. He has just started \_\_\_\_\_.  
2) Jane works in the \_\_\_\_\_.  
3) Roger works in \_\_\_\_\_.

## Unit 3 People and Company

### 1. Reading

#### 1.1 New Words and Proper Names

cycle /'saɪkəl/ *v.* 骑自行车  
relax /rɪ'læks/ *v.* 放松  
competitor /kəm'petɪtə/ *n.* 竞争者  
design /dɪ'zaɪn/ *v.* 设计  
jazz /dʒæz/ *n.* 爵士音乐  
rock /rɒk/ *n.* 摇滚乐

#### 1.2 Dialogue

A: How do you spend your morning?

B: Well, my day begins with breakfast; coffee and a little bread and butter. I don't read the newspaper. Then I cycle to work.

A: You go to work by bicycle?

B: Yes, it's very relaxing. It takes me about half an hour.

A: Do you get time to relax during the day? To go out for a meal, for example?

B: Not always. When we are very busy, we eat in the office.

A: Do you go out to the shops to see your competitor's designs?

B: No, I don't. Maybe that's surprising, but I never go into a clothes shop. When I'm at home, I sometimes try clothes on in front of the mirror, and that helps me a lot in my work.

A: And what about your evenings?

B: I love going out in the evenings.

A: Where do you go?

B: To jazz or rock concerts, or to dinner with friends.

#### 1.3 New Words and Proper Names

electronic /ɪ'lek'trɒnɪk/ *a.* 电子的  
publish /'pʌblɪʃ/ *v.* 出版; 发行  
division /dɪ'vɪʒən/ *n.* 部分; 部门  
software /'sɒftweə/ *n.* 软件  
president /'prezɪdnt/ *n.* 总经理, 总裁  
Olaf Olafsson /'əʊləf 'əʊləfsən/ 奥拉夫·奥拉夫森  
novel /'nɒvəl/ *n.* 小说

Sony 索尼(公司)

Iceland /'aɪslənd/ 冰岛

#### 1.4 Reading Passage

Sony Electronic Publishing is a division of Sony. It makes video games and software. The president of the division is only 30 years old. And his name is Olaf Olafsson.

In his free time, Olafsson writes novels and short stories. In his native country, Iceland, his books are bestsellers. Olafsson is a busy man. He works long hours, and he travels all over the world for Sony. So how does he find time to write?

"I usually write for an hour or two every evening," he says. "And at weekends, I often write for eighteen hours, alone, in my apartment."

#### 1.5 Notes:

1) What about your evenings? 那你晚上怎么度过?

What about ...? 常用于征求意见或询问消息。意为:……怎么样(如何,怎么办)? 例如: What about a cup of coffee? /What about your holiday?

## 2. Listening

### 2.1 New Words and Proper Names

interview /'ɪntəvjʊ/ *n.* & *v.* 会见, 采访

designer /dɪ'zaɪnə/ *n.* 设计师

suppose /sə'pəʊz/ *v.* 猜想

fashion /'fæʃən/ *n.* 时装

boutique /bu:'ti:k/ *n.* 时装屋

Paris /'pærɪs/ 巴黎

French /frentʃ/ *a.* 法国的; *n.* 法国人

France /frɑ:ns/ 法国

Catherine /'kæθərɪn/ 凯瑟琳

### 2.2 Listen

James has an interview with a businessman. He is phoning Sally about his interview. Please listen to the phone call and answer the questions.

1) Where is James?

2) What's the first name of the person whom James interviews?

3) What's her job?

4) What's the name of her company?

5) What nationality is she?

### 2.3 New Words and Proper Names

personnel /ˌpɜːsəˈnel/ n. 人事(部门)

flight /flaɪt/ n. 飞行;班机

position /pəˈzɪʃən/ n. 位置

Gordon /ˈɡɔːdn/ 戈登

### 2.4 Listen

It's Mr Gordon's first day at TCL. He is meeting Mark Lee, the personnel manager. Listen carefully and complete the dialogue.

L: Mr Gordon, 1) \_\_\_\_\_? I'm Mark Lee, Personnel Manager.

2) \_\_\_\_\_ to TCL.

G: Thank you.

L: 3) \_\_\_\_\_ a good 4) \_\_\_\_\_?

G: Yes, 5) \_\_\_\_\_. It was a long flight, but I slept for 6) \_\_\_\_\_.

L: And 7) \_\_\_\_\_ happy with your 8) \_\_\_\_\_?

G: Yes, it's very comfortable and it's 9) \_\_\_\_\_ position.

L: I'm 10) \_\_\_\_\_ to 11) \_\_\_\_\_. 12) \_\_\_\_\_ a coffee before we start?

G: 13) \_\_\_\_\_, thank you. I had a cup of coffee 14) \_\_\_\_\_.

L: So, 15) \_\_\_\_\_ visit to China?

G: Yes, it is.

L: Well, I 16) \_\_\_\_\_ a nice stay.

G: Thank you very much. I'm 17) \_\_\_\_\_ I'll 18) \_\_\_\_\_ here.

## Unit 4      Preparing a Trip

### 1. Reading

#### 1.1 New Words and Proper Names

expensive /ɪksˈpensɪv/ *a.* 花钱多的, 昂贵的  
depend /dɪˈpend/ *v.* 依靠  
budget /ˈbʌdʒɪt/ *n.* 预算  
avenue /ˈævɪnjuː/ *n.* 大街  
guide /gaɪd/ *n.* 手册, 指南  
subway /ˈsʌbweɪ/ *n.* 地铁  
cab /kæb/ *n.* 出租车  
Rockefeller /ˈrɒkɪfelə/ 洛克菲勒

#### 1.2 Dialogue

A: Frank, could you tell me something about New York?

B: Sure. What would you like to know?

A: Is it expensive?

B: It all depends. What is your budget?

A: \$300 a day. How much is a hotel room?

B: Between \$150 and \$250. How long are you going to stay there?

A: Four.

B: Where are you working?

A: At the Rockefeller Center — 5th Avenue and 51st Street. Are there any hotels in that part?

B: Of course. But Rockefeller Center is a business center. It's not very interesting at night.

A: Where can I find a list of hotels? Is there a guide?

B: There are several. I'll lend you one.

A: What about getting around?

B: Don't use the subway. It's not very safe or clean. There are lots of yellow cabs. They are not very expensive.

A: Thanks for your help.

B: It's a pleasure.

#### 1.3 New Words and Proper Names

representative /ˌreprɪˈzentətɪv/ *n.* 代表, 代理人  
electrical /ɪˈlektɪkəl/ *a.* 电的

equipment /i'kwɪpmənt/ n. 设备  
 plastics /'plæstɪks, 'plɑːstɪks/ n. 塑料, 塑料制品  
 forthcoming /fɔːθ'kʌmɪŋ, 'fɔːθkʌmɪŋ/ a. 即将到来的  
 range /reɪndʒ/ n. 一系列  
 convenient /kən'viːnjənt/ a. 方便的  
 South East Asia 东南亚  
 Maxwell 麦克斯韦

#### 1.4 Reading Passage

Jim Maxwell is a representative of an electrical equipment company. He is planning a trip to South East Asia to visit some customers there. He wants to visit Leefung Plastics Ltd, whose head office is in Hong Kong. Here is a letter he wrote to make appointments.

12th June, 1998

Dear sirs,

I'm now planning my forthcoming trip to South East Asia and I would be very pleased if we could meet to discuss the new range of products. I hope to be in Hong Kong between August 12—13. Would it be convenient to visit you on August 12 at 11:00 a.m.?

I look forward to your reply.

Yours faithfully,

*Jim Maxwell*

Jim Maxwell  
 Technical Sales

#### 1.5 Notes:

- 1) It depends. 这难说(得看情况而定)。有时也用 That depends.  
 例如: "Are you going?" "That depends."
- 2) get around 走动, 旅行
- 3) subway 地铁, 即英国英语的 underground。

## 2. Listening

### 2.1 New Words and Proper Names

book /bʊk/ v. 预定  
 departure /dɪ'pɑːtʃə/ n. 离开, 出发  
 include /ɪn'klud/ v. 包括

fax /fæks/ *n.* 传真  
 confirm /kən'fɜ:m/ *v.* 确认  
 Holiday Inn 假日酒店  
 Simpson 辛普森

## 2.2 Listen

Jane Simpson phones the Holiday Inn to book a room. Listen and write down the information Jane gives the receptionist and also the information Jane gets from the receptionist.

Name of the hotel: \_\_\_\_\_

Name of the guest: \_\_\_\_\_

Room: \_\_\_\_\_

Dates: From \_\_\_\_\_ To \_\_\_\_\_

Price: \$ \_\_\_\_\_

Fax No.: \_\_\_\_\_

## 2.3 New Words and Proper Names

airline /'eəlaɪn/ *n.* 航空公司  
 reserve /rɪ'zɜ:v/ *v.* 预定  
 coach /kəʊtʃ/ *n.* 客机的二等票  
 luggage /'lʌɡɪdʒ/ *n.* 行李  
 allowance /ə'laʊəns/ *n.* 限额  
 CAAC Civil Aviation Administration of China 中国民航

## 2.4 Listen

Zhou Jian is going to New York to attend a business meeting. This is his first trip abroad. He's now at an airline booking office. Listen to the dialogue between Mr Zhou and the clerk at the booking office and then answer the questions.

1) When is he leaving for New York?

\_\_\_\_\_

2) What plane is he going to take?

\_\_\_\_\_

3) What's the cost of a return ticket?

\_\_\_\_\_

4) What's the luggage allowance?

\_\_\_\_\_

5) When should he confirm his reservation?

\_\_\_\_\_



## Unit 5      Away on a Business Trip

### 1. Reading

#### 1.1 New Words and Proper Names

document /'dɒkjʊ:mənt/ *n.* 文件, 证件  
Enid Bell /'i:nɪd bel/ 伊妮德·贝尔  
Kathy /'kæθɪ/ 凯茜  
Bristol /'brɪstl/ 布里斯托尔(英国港口城市)  
Heathrow /'hiθrəʊ/ 希思罗机场

#### 1.2 Dialogue

Enid Bell works in Paris. She has a meeting in Bristol this afternoon. Now she is confirming her travel arrangements with her secretary Kathy.

A: Hello, Kathy. Are my travel documents ready for the trip to Bristol?

B: Yes, Ms Bell. You're flying to London Heathrow on a BA flight 346.

A: What time am I leaving?

B: At 9:30, arriving in London at 10:15.

A: And is someone meeting me at the airport?

B: No, you're going on to Bristol by train. You need to take a taxi from the airport to London Paddington Station, then the eleven o'clock train to Bristol.

A: Is there enough time? My meeting in Bristol is at 2 o'clock in the afternoon.

B: It's OK. The train arrives at 13:20 and the place you're visiting is close to the station.

A: That's fine, then.

#### 1.3 New Words and Proper Names

organize /'ɔ:gənaɪz/ *v.* 组织  
fabulous /'fæbjʊləs/ *a.* 寓言般的; 难以置信的  
colonial /kə'ləʊniəl/ *a.* 殖民地的  
sparkle /'spɑ:kl/ *v.* 闪光  
supplement /'sʌplɪmənt/ *n.* 增补  
Mayan /'maɪən, 'mɑ:jən/ *a.* 玛雅的; 玛雅人的  
Mexico /'meksɪkəʊ/ 墨西哥  
Spanish /'spænɪʃ/ *a.* 西班牙的  
Caribbean /kə'reɪ'bi:ən/ 加勒比海