

How to Pass

如何通过

English for Business

商务英语



EXAMINATIONS
BOARD



FIRST LEVEL

第一级

The Official LCCI Examinations Board Guide

伦敦工商会考试局考试指南

上海遠東出版社

How to Pass
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English for Business
商务英语

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First Level

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出版说明

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LCCIEB 自 1995 年进入中国后, 为中国市场提供所需人才的专业培训及职业资格认证, 已提供包括商务英语在内的多种商务技能资格认证。LCCIEB 所有课程由主考官编写、专家审阅, 所有习题均按考试局的标准编排, 并提供习题的解题要领和答案。

《如何通过商务英语》系列图书所提供的内容是一切商务工作的基础, 它将学生置于典型的商务环境中, 在学习中辅以有效的督导, 使学习者能在各种商务情形下使用国际上通行的正确格式和最恰当、最新颖的文体文本, 帮助学习者在商务环境下正确地理解英语并自然地用当代英语交流。可以说, 本系列图书既是应试者的课本, 又可为各层次工商外贸院校英语师生、在职有关业务人员及广大英语爱好者所用。相信本系列图书的引进有助于国内英语学习者扩大眼界、了解国际通行的商务英语, 显著提高运用能力。

顺便说明的是, 本系列图书的撰写者在对中国个别地名的拼写、邮政编码的使用及对个别国名的称呼等方面不完全规范, 但这并不妨碍学习者的学习。相信新版会对这些方面有所处理。



英国伦敦工商会考试局

英国伦敦工商会考试局 (LCCIEB) 是国际上提供职业资格认证的著名机构, 成立至今已有 110 多年的历史, 已在全球 90 多个国家和地区建立了考试中心和培训中心, 提供职业教育和职业资格认证。

LCCIEB 以提供商务类的职业资格认证为其主要特点。

来自工商界, 服务工商界。LCCIEB 一直与世界各地的商务界保持紧密的联系, 随时了解人才市场的需求, 保证 LCCIEB 职业资格证书能最贴近和满足现代商务界的需求, 同时也为持有 LCCIEB 职业资格证书的学员提供更多、更佳的就业机会。严格的教学质量、严谨的认证标准是 LCCIEB 为企业提供最合适人才的保障。

作为权威的职业资格认证机构, LCCIEB 的证书为全球众多专业机构和大学认可, 持有 LCCIEB 的证书可享有多重优惠政策, 例如: 免试入学、减免学分、给予奖学金, 等等。

随着中国加入 WTO, 人才需求变化和人才竞争日益加剧, 精通国际贸易规则的金融、管理、营销、会计等具有国际竞争力的高级管理人才均供不应求。这种高质量人才的需求是多层次、全方位的, 因此高素质人才资源的竞争压力将进一步增大。我们相信, 拥有 LCCIEB 证书的人才将会充分展示对日益加剧的人才竞争环境的适应能力, 从而在人才市场中脱颖而出。

LCCIEB 自 1995 年进入中国, 一直保持着与国家劳动和社会保障厅及国家教委广泛和密切的合作, 特别为中国市场提供其所需人才的专业培训及职业资格认证, 提供的商务技能资格认证有: 商务英语、市场营销、客户服务、会计学、管理会计学、工商管理、销售学、公共关系等 30 多种单科证书及市场营销学、会计学、文秘、商业管理等多种群体证书。

LCCIEB 的任务可以概括成一句话: “保证 LCCIEB 证书的拥有者具备更强的就业竞争力, 为企业提供更胜任工作的员工。”在日新月异的工商业社会中, LCCIEB 确保保持最高水准并紧贴时代变化, 诚如 LCCIEB 的宗旨:

We help people and businesses grow

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How to Pass
English for Business

FIRST LEVEL
(Third edition)

About the author

Allan Sharples is the Chief Examiner of English for Business First Level with the LCCIEB.

Allan originally took his degree in English, French and Drama at Bristol University in 1962. He followed this with post-graduate work in the USA and a PGCE course at the London Institute of Education. In 1985 he completed a Diploma in Educational Management at the University of Manchester.

Allan has taught for 30 years and was a secondary headteacher from 1985–95. He has conducted teacher training programmes in English for Business for LCCIEB in China, Vietnam and Yugoslavia.

The Candidate's Book and the Teacher's Guide

This new edition of the Candidate's Book for *How to Pass English for Business First Level* links with the Teacher's Guide. The sections and chapters follow the same sequence. The exercises are similar in the way they build the necessary skills for success. All the source material is, however, completely new and different from that in the Teacher's Guide.

The Candidate's Book has added features to suit the student working alone, and contains within the text full advice on techniques and methodology of preparation for the English for Business First Level examination.

The books can be used in conjunction with one another to provide a wealth of advice and practical material for use by a single person or a group situation.

Note on English for Business examinations

On 1 January 1999, LCCIEB's English for Business (EFB) examinations were aligned with the new LCCIEB Language Levels framework. In addition to specifying precisely which 'business language' content each examination should contain, the LCCIEB Levels also comply with the following 2 important official frameworks: the Council of Europe's Language Levels, and the British National Standards (NVQ) for languages.

In the case of English for Business First Level, the corresponding official levels are the Council of Europe's Waystage Level, and the British National Standards (NVQ) Level 1.

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Part 1

English for Business

First Level

