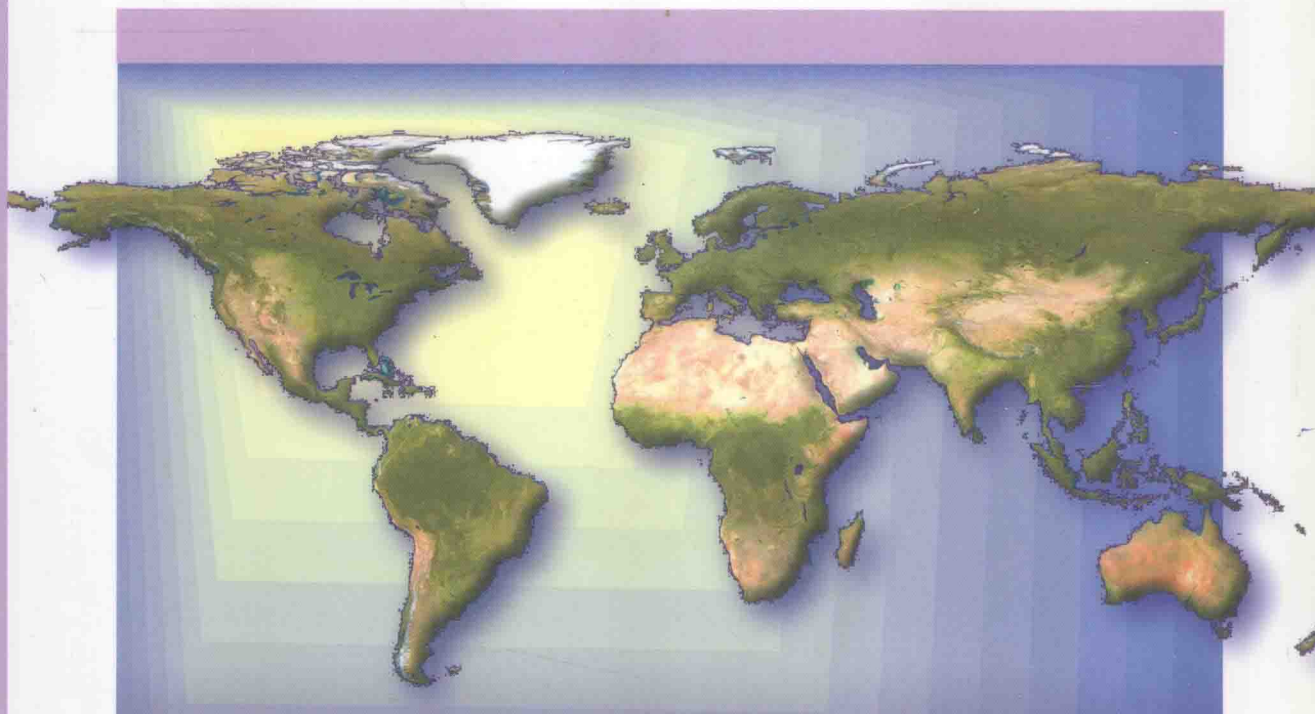


全国高等职业教育规划教材·国际贸易专业

国际商务英语

◆ 王秀华 等编著



本系列教材特点:

- 工学结合——教材体系突出教学过程的实践性、开放性和职业性, 强化职业能力培养
- 校企联手——教材内容兼顾职业资格考证, 提升岗位竞争能力
- 案例贴切——教材案例贴近实际, 缩短学生校内学习与实际工作的距离
- 资源丰富——教材配有电子教案、参考答案等教学资源, 免费下载, 方便教学
- 作者优秀——来自一线的“双师型”骨干教师, 倾力打造实用型精品教材



电子工业出版社

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全国高等职业教育规划教材·国际贸易专业

国际商务英语

王秀华 等编著

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内 容 简 介

本教材共有 16 个单元, 它们是 Interview English、Meeting English、Telephone English、Attending Fairs、A Business Trip、Negotiation English、Payment、Companies、Packing、Transportation and Bill of Lading、L/C、Contract、Commodity Inspection、Insurance、Banking、Foreign Exchange; 每个单元均配有课文(对话)、单词、句型、注释、背景知识和语言操练等内容。本教材可供商务英语、国际贸易等相关专业的学生和教师使用, 也可供从事外经贸实务工作者及自学人员参考与使用。

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出版说明

为了适应我国职业教育改革的要求,满足高等职业院校对新型财经类教材的需要,电子工业出版社从2004年开始出版财经类高等职业教育规划教材,目前已出版和正在出版“经济管理基础课”、“市场营销专业”、“财务会计专业”、“电子商务专业”、“连锁经营管理专业”和“国际贸易专业”以及反映教学改革成果和经验的“教学改革示范”、“工作过程导向”、“任务驱动与项目导向”等系列教材。

由于教材主编多是全国性或地区性专业学会的专家、学者,国家级和省市级科研或教研项目的负责人和参与者,活跃在教学一线的“双师型”教师和企业精英,且教材全部配备了相应的教学资源,所以教材一经推出,就受到了相关院校师生的欢迎,众多教材荣获“普通高等教育‘十一五’国家级规划教材”、省市级优秀教材或科研成果等奖项,不少教材成为了市场畅销书。

为了贯彻和落实教育部2006年16号文件精神,反映近年来我国高等职业教育改革的成果和经验,新近修订和策划出版的财经类教材力求体现教育部2006年16号文件精神,体现教材对就业能力的培养,提高学生的实践能力、创造能力、就业能力和创业能力。

财经类系列教材具有下列特点。

(1) 教材内容和体系力图体现“工学结合”精神,突出教学过程的实践性、开放性和职业性,强化对高职学生职业能力的培养。

(2) 教材内容兼顾学历课程与职业资格应试要求,多种教材融“教、学、做”为一体,以“工学交替”、“任务驱动”、“项目导向”等形式,按岗位工作流程和需要进行编写,以便学生在毕业时顺利取得学历证书和职业资格证书。

(3) 教材内容适当引用实际案例,通过案例教学和实训操作,缩短学生校内学习与实际工作的距离,提升高职学生的岗位竞争能力,以期实现“教学与实践零距离,毕业与上岗零过渡”。

(4) 教材配有丰富的教学资源,为教学提供全方位、立体化的解决方案。教学资源除包括教学所必需的课程教学建议、电子教案和习题参考答案外,许多教材还增加了成套的模拟试卷及其答案和课程教学网站。利用教学资源,可为课程教学安排提出指导性意见,减轻教师的备课负担,解决教师在组织教学资料方面遇到的困难;同时,精美、形象的电子教案也有利于学生更好地理解教材内容,提高学习兴趣。

我们相信,财经类教材的出版,对于高等职业教育的改革与发展以及高等职业专业人才的培养将起到积极的推动作用。希望通过我们精心打造的优秀教学产品,让科学的教学理念、实用的专业知识在广大受众中得以传播。

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前言

自从我国加入世界贸易组织以来,我国的国际经济贸易地位不断提升,国际商务交往更加频繁,对具有国际竞争力的复合型商务人才的需求越来越旺盛,对商务人才的培养提出了更高的要求,对商务英语教材也提出了更高的要求。同时随着高职教育的发展,迫切需要编写一批适用于培养实用型人才的教材,本教材的编写在此大背景下应运而生。

本书是根据《教育部关于加强高职高专教育人才培养工作的意见》和《教育部关于全面提高高等职业教育教学质量的若干意见》的文件精神,在总结编者多年从事商务英语教学与实践经验的基础上,结合我国高职高专教育教学的规律、特点和要求,通过编写讲义并经课堂反复试用后编写而成的一本商务英语教材。具体内容包括: Interview English、Meeting English、Telephone English、Attending Fairs、A Business Trip、Negotiation English、Payment、Companies、Packing、Transportation and Bill of Lading、L/C、Contract、Commodity Inspection、Insurance、Banking、Foreign Exchange。

本教材具有以下几个特点:

1. 语言实用、地道。本教材在内容的选编上力求新颖、实用,语言地道,选用部分英美原文,采用部分外贸公司的实际操作的原始材料。语言的操练与外贸用语相结合,并介绍若干外贸业务知识。

2. 工学结合。本教材的撰写立足于高等职业教育,兼顾中等职业教育的实际情况,充分借鉴我国商务英语教学改革的新经验、新成果,强调商务英语的实用性,注重商务英语技能的掌握和运用。全书通俗易懂,生动实用,实践材料丰富,使工学结合的理念在本教材中得以体现。

3. 易学易教。本书编者长期从事职业教育教学工作,深知高职学生的文化基础和接受、理解知识的能力,因此,在编写过程中,一方面避开繁杂的商务英语理论的陈述和不实用的商务英语;另一方面兼顾教材体系的完整性,形成学生易学、教师易教的特色。

本书由丽水职业技术学院王秀华副教授主编,由丽水职业技术学院黄始谋、齐齐哈尔大学郭丙武任副主编。全书由王秀华副教授负责起草大纲、修改、总编和定稿。参编人员如下:李霞(河南机电高等专科学校)、黄淑琼(湖南科技职业学院)、廖晓燕(丽水职业技术学院)、齐秀辉(齐齐哈尔大学)、周晶(北京工业大学)。

在本书的编写过程中,编者参考了许多商务英语研究论文及教材。这些宝贵的资料对本书的编写提供了极大的帮助,在此特向这些作者表示诚挚的感谢!同时,电子工业出版社的编辑为本书的出版做了大量的工作,值此本书出版之际,一并深表谢意。

此教材可供商务英语、国际贸易专业的学生和教师使用,也可供从事外经贸实务工作者及自学人员参考与使用。由于编写时间仓促,书中难免有不足之处,敬请广大读者批评指正,以便在再版时予以纠正。

编者

2009年9月

CONTENTS

Unit 1 Interview English	1
Part I Communication	1
Dialogue A	1
Dialogue B	2
Part II Reading	6
Text A	6
Text B Supplementary Reading	9
Part III Applied Writing	10
Part IV Background Knowledge	13
Unit 2 Meeting English	16
Part I Communication	16
Dialogue A	16
Dialogue B	19
Part II Reading	22
Text A	22
Text B Supplementary Reading	24
Part III Applied Writing	27
Part IV Background Knowledge	29
Unit 3 Telephone English	33
Part I Communication	33
Dialogue A	33
Dialogue B	33
Part II Reading	36
Text A	36
Text B Supplementary Reading	39
Part III Applied Writing	40
Part IV Background Knowledge	42
Unit 4 Attending Fairs	47
Part I Communication	47
Dialogue A	47

Dialogue B	47
Part II Reading	51
Text A	51
Text B Supplementary Reading	54
Part III Applied Writing	55
Part IV Background Knowledge	57
Unit 5 A Business Trip	59
Part I Communication	59
Dialogue A	59
Dialogue B	59
Part II Reading	62
Text A	62
Text B Supplementary Reading	65
Part III Applied Writing	66
Part IV Background Knowledge	67
Unit 6 Negotiation English	69
Part I Communication	69
Dialogue A	69
Dialogue B	69
Part II Reading	73
Text A	73
Text B Supplementary Reading	77
Part III Applied Writing	79
Part IV Background Knowledge	81
Unit 7 Payment	83
Part I Communication	83
Dialogue A	83
Dialogue B	83
Part II Reading	87
Text A	87
Text B Supplementary Reading	92
Part III Applied Writing	95
Part IV Background Knowledge	97
Unit 8 Companies	100
Part I Communication	100
Dialogue A	100
Dialogue B	101
Part II Reading	102
Text A	102

Text B Supplementary Reading	106
Part III Applied Writing	107
Part IV Background Knowledge	109
Unit 9 Packing	111
Part I Communication	111
Dialogue A	111
Dialogue B	112
Part II Reading	116
Text A	116
Text B Supplementary Reading	118
Part III Applied Writing	120
Part IV Background Knowledge	120
Unit 10 Transportation and Bill of Lading	128
Part I Communication	128
Dialogue A	128
Dialogue B	128
Part II Reading	131
Text A	131
Text B Supplementary Reading	133
Part III Applied Writing	134
Part IV Background Knowledge	136
Unit 11 L/C	141
Part I Communication	141
Dialogue A	141
Dialogue B	141
Part II Reading	144
Text A	144
Text B Supplementary Reading	147
Part III Applied Writing	149
Part IV Background Knowledge	151
Unit 12 Contract	157
Part I Communication	157
Dialogue A	157
Dialogue B	157
Part II Reading	162
Text A	162
Text B Supplementary Reading	166
Part III Applied Writing	169
Part IV Background Knowledge	170

Unit 13 Commodity Inspection	173
Part I Communication	173
Dialogue A	173
Dialogue B	173
Part II Reading	176
Text A	176
Text B Supplementary Reading	179
Part III Applied Writing	180
Part IV Background Knowledge	182
Unit 14 Insurance	186
Part I Communication	186
Dialogue A	186
Dialogue B	187
Part II Reading	189
Text A	189
Text B Supplementary Reading	191
Part III Applied Writing	192
Part IV Background Knowledge	196
Unit 15 Banking	200
Part I Communication	200
Dialogue A	200
Dialogue B	200
Part II Reading	205
Text A	205
Text B Supplementary Reading	210
Part III Applied Writing	211
Part IV Background Knowledge	212
Unit 16 Foreign Exchange	214
Part I Communication	214
Dialogue A	214
Dialogue B	214
Part II Reading	216
Text A	216
Text B Supplementary Reading	220
Part III Applied Writing	221
Part IV Background Knowledge	223
参考文献	229

Unit 1 Interview English



Part I Communication

Dialogue A

Black: Come in. My name is John Black, the personnel manager. How are you doing?

Wang: My name is Ann Wang. How are you?

Black: Please have a seat.

Wang: Thank you.

Black: Now, let me ask you some questions, Miss Wang. Where do you live?

Wang: The West District.

Black: Where are you going to school?

Wang: Beijing Normal University.

Black: What is your major?

Wang: I'm majoring in English.

Black: I see. Have you taken any business classes or anything?

Wang: Yes. I've studied in a computer training program and a Business English Program.

Black: Have you ever worked in an office before?

Wang: Yes, I had a part-time job for two months at a local joint venture company working as a secretary.

Black: Oh, really?

Wang: Yes, it was a very interesting experience.

Black: So, what did you do? Office work?

Wang: Yes, mostly typing and answering the phones.

Black: OK. But you know we are looking for a bilingual secretary. Why did you answer our ad?

Wang: Well, for me the most important thing is to find work where I can meet and deal with people from other cultures.

Black: I see. Good. Now, do you have any questions you'd like to ask me about company?

Wang: Yes, I'd like to ask about the salary. How is it determined?

Black: Well, all new clerical employees begin at a standard salary of RMB600 per month.

Then, after a training period of three months, you are given an assignment, and then you would get a higher monthly salary.

Wang: What about other benefits?

Black: All the employees must join the health insurance program and there are many other benefits. I think that most of them explained in your brochure. Did you get a copy?

Wang: Yes, I did. Thank you.

Black: Any more questions?

Wang: No, thank you. I'm sorry to have taken so much of your time.

Black: Not at all. Very glad to have met you. We'll be letting you know the result of the interview sometime next week. Thank you very much for coming.

Wang: Thank you for your time, Mr. Black.

Black: You're welcome. Good-bye.

Wang: Bye-bye.

Dialogue B

Brown: Can you sell yourself in two minutes? Go for it.

Peter: With my qualifications and experiences, I feel I am hardworking, responsible and diligent in many projects I undertake. Your organization could benefit from my synthetical and interpersonal skills.

Brown: Why did you leave your last job?

Peter: Well, I'm hoping to get an offer of a better position. If an opportunity knocks, I will take it. I feel I have reached the "glass ceiling" in my current job. I feel there's no opportunity for advancement.

Brown: What makes you think you would be successful in this position?

Peter: My graduate school training combined with my internship should qualify me for this particular job. I am sure I will be successful.

Brown: Are you a multi-tasked individual, that is to say, do you work well under stress and pressure?

Peter: Yes, I think so.

Brown: What personality traits do you admire, then?

Peter: I admire an honest, flexible and easy-going person who possesses the "can do" spirit.

Brown: What leadership qualities have you developed as an administration personnel?

Peter: I feel that I'm good at motivating people and leading them to work together as a team.

Brown: What do you find frustrating in a work situation?

Peter: Sometimes the narrow-minded people who are not receptive to new ideas make me feel frustrated.

Brown: How do you handle conflicts with your colleagues in your work?

Peter: I will try to present my new ideas in a more clear and civilized manner in order to get my points across.

Brown: How do you handle your failure?

Peter: None of us was born "perfect". I am sure I will be given a second chance to correct my mistake.

Brown: How long would you like to stay with this company?

Peter: I will stay as long as I can continue to learn and to grow in my field.

Brown: What range of pay-scale are you interested in?

Peter: Money is important, but the responsibility that goes along with this job is what interests me the most. To be frank and open with you, I like this job, but I have a family to support.

Brown: We will let you know the result probably next Wednesday. I hope to give you the positive reply.

Peter: OK, thank you very much. Bye-bye.

Words and Expressions

joint venture

合资企业

bilingual *adj.*

双语的

health insurance

医疗保险

synthetical *adj.*

综合的

internship *n.*

实习期

personality traits

人格特征

frustrating *adj.*

令人沮丧的

clerical *adj.*

文书的

assignment *n.*

任务, 分配

benefit *n.*

福利

glass ceiling

限制晋升的障碍

multi-tasked

多任务的

motivate *v.*

鼓励; 激发

pay-scale

薪金标准

Notes

1. major *n* & *v.* 专业, 主修

Mathematics is my major. 我的专业是数学。

She majored in Maths and Physics at university. 她在大学里主修数学和物理。

2. joint venture 合资企业

Chinese-foreign equit joint venture 中外合资经营企业

Today, 26 insurance companies are operating in Chinese insurance market, 4 of which are state-owned companies, 9 are share holding companies, 4 are joint venture companies and 9 are foreign insurance branch companies. 目前, 全国共有 26 家保险公司, 其中国有独资公司 4 家, 股份制公司 9 家, 中外合资公司 4 家, 外资保险公司分公司 9 家。

3. clerical *adj.* 文书的

the office clerical work 办公室文书工作

basic quality of the clerical staff 文书工作者的基本素质

4. health insurance 医疗保险, 健康保险

life insurance 人身保险

urban health insurance system reform in China 中国城镇医疗保险制度改革

5. qualification *n.* 资格, 资历, 素质

improve the teachers' professional qualification 提高教师的业务素质

He is young, intelligent and have good qualification, but he has no experience. 他年轻, 聪明, 素质好, 但是缺乏经验。

6. project *n.* 工程, 项目, 方案

carry out a new project 实行一项新计划

research and application of the theory and key technologies of advanced project management
先进项目管理技术的理论方法及关键技术研究与应用

7. administration *n.* 行政, 管理, 经营

economic law and modern administration 经济法与 modern 行政管理

Who is in charge of the administration of your company? 你们公司的行政工作由谁负责?

Modern administration must establish modern administrative decision-making mechanism. 现代的行政管理必须建立现代的行政决策机制。

8. motivate *v.* 激发, 鼓励

staff motivate mechanism 员工激励机制

How to motivate knowledge personnel in modern enterprises has become a hot issue. 现代企业如何激励知识型员工已成为一个热点。

Exercises



Listening

Listen to the following dialogues and try to fill in the blanks.

Wang Ling: May I come in?

Mr. Brown: Yes, please. I'm Peter, the director of Personnel. What can I do for you?

Wang Ling: Nice to meet you. I'm Wang Ling. I've come here for an interview of Sales Rep.
as requested.

Mr. Brown: Oh, yes. How do you do. Miss Wang? Sit down, please.

Wang Ling: Thank you.

Mr. Brown: _____ ①

Wang Ling: I have worked with the ABC Corp. for 2 years as a Sales Rep.

Mr. Brown: Why did you leave your previous work?

Wang Ling: _____ ②

Mr. Brown: Could you tell me about your achievements?

Wang Ling: _____ ③

Mr. Brown: So, could you tell us about your English communication skills and computer ability?

Wang Ling: _____ ④

Mr. Brown: Would you like to describe yourself as what kind of person you are?

Wang Ling: _____ ⑤

Mr. Brown: What starting salary would you expect here?

Wang Ling: _____ ⑥

Mr. Brown: You would be eligible for a raise after a year if you are employed. In addition, we offer good benefits and some training.

Mr. Brown: Well, thank you for your interest in our company. We hope to make a decision by the end of this week.

Wang Ling: OK. I hope I can become a member of your company. Bye-bye.

Mr. Brown: Bye-bye.

Speaking

I. Make sentences with the following Chinese expressions.

1. I have rich experience in ...

- A. 人力资源管理
- B. 市场促销
- C. 办公室文书工作

2. I'd like to ask about ...

- A. 工资问题
- B. 提升机会问题
- C. 医疗保险, 交通补贴等福利问题

3. I'd like to say that my strong point is that ...

- A. 我诚实, 勤快, 有责任心
- B. 我能在压力下很好完成工作
- C. 我善于鼓励他人发扬团队合作精神

II. Making dialogues by using the materials given below.

1. Suppose you are a graduate student without any working experience, how could you best describe yourself and try to seize the job opportunity.

2. Suppose you have several years of working experience in the field and you want to seek a better job. You are confident in answering my questions and wisely asked about the remuneration of our company.

III. Roles play.

Firstly, the teacher divides the class into small groups. Each group needs some students to act as candidates who are applying for a job, one acts as an employer, or maybe one operator or secretary

or receptionist. Then each group will choose background of the interview which the teacher gave to try and make the dialogue and practice with their group. At the end, the teacher evaluates students' performance and gives feedback.

Interpretation

Translate the following Chinese sentences into English orally.

Q: 你广告方面有经验吗?

A: 我曾在一家公司的公关部工作过两年, 我策划广告宣传, 与印刷商和美术师一起合作, 有时情况紧急我也做些专业性的工作。

Q: 你电脑方面有经验吗?

A: 我参加过电脑培训, 能用电脑处理数据。

Q: 会操作传真机和复印机吗?

A: 没有任何问题。

Q: 你经常加班吗?

A: 一个月几次加班。

Q: 你原来还做过什么工作?

A: 我曾经做过销售, 现在能做公关方面的工作。

Q: 你在几家公司工作过? 你为什么想要换工作?

A: 原来的公司小, 进一步发展的机会渺茫, 所以想换工作。我想得到一份更有挑战性的工作。

Q: 为什么选择我们公司?

A: 你们公司享有良好的声誉, 不但因为产品质量好, 也是由于你们有良好的管理系统。我希望能有这样一家既关心顾客要求也关心员工福利的优秀公司上班。

Q: 你最大的优点是什么?

A: 我善于计划, 我会很好地安排自己的时间, 所以总能按时完成工作。

Q: 你的缺点是什么?

A: 当我认为对的时候, 我总是坚持。有时让人觉得有点顽固, 不过现在我努力在坚持和妥协之间找到平衡点。



Part II Reading

Text A

How to meet an interview

When you go for an interview, your appearance is the first factor an interviewer notices about you, so it should be as favorable and professional as possible. The most important factors are neatness, cleanliness, and appropriateness. Excessive jewelry or makeup and elaborate, dressy, sheer, or tight clothing are not appropriate. Grooming should be immaculate, with hair and nails clean,

buttons should not be missing; hems and cuffs should not be frayed or raveling, shoes should be clean and shined, and should not be run down at the heel.

When you arrive for an interview, promptness is very important; being extremely early is no better than being a little late, which is equally as annoying. If you do arrive ten minutes early, ask where the washroom is and quickly check your appearance.

When beginning an interview, you should wait to be asked to be seated. If a specific chair is indicated for you, be seated there. If no particular chair is indicated, select one that positions you across from the interviewer to enable you to maintain eye contact and to talk without having to twist around in your chair.

During an interview, you should also avoid being ill-mannered. Do not chew gum; do not smoke unless invited to do so; do not slouch (which indicates lack of interest); do not ask for refreshment (unless you are coughing and need a glass of water to recompose yourself); do not fiddle, tap or bounce; and do not monopolize the conversation with endless personal narrative. Do have a firm handshake, listen and maintain eye contact both when speaking and when listening.

In one word, succeeding in an interview requires mastery of the common courtesies to and the ability of communication etc. .

In a job interview, the interviewer often asks some troublesome questions. Here we provide you with a few good questions. If you can make use of these questions correctly, you are sure to give a good impression.

Tell me something about yourself. Say you'll be happy to talk about yourself, and ask what the interviewer wants to know. If this point is clarified, respond. If not, tell why you feel your skills will contribute to the job and the organization. This question gives you a great opportunity to sell yourself.

Why do you want to work for this organization? Cite its reputation, the opportunities it offers, and the working conditions. Stress that you want to work for this organization, not just any organization.

What are your salary expectations? If you are asked this at the outset, it's best to say, "why don't we discuss salary after you decide whether I'm right for the job?" But if the interviewer asks this after showing real interest in you, speak up. She or he will probably try to meet your price. If you need a clue about what to ask for, say, "Can you discuss your salary range with me?"

If we hire you, how long will you stay with us? Answer by saying along these lines: "As long as my position here allows me to learn and to advance at a pace with my abilities."

What didn't you like about previous jobs you've held? Discuss the things you didn't like, but avoid making slighting reference to any of your former employers.

How do you spend your leisure time? Mention a cross section of interests-active and quiet, social and solitary-rather just one.

Tell us something about your home life and your personal finances. If you feel you are being asked questions that are too personal in nature, respond by saying, "Why do you ask?" If the answer you receive is not acceptable, don't say, "What a rude question", but you may reply that you do

not understand what the questions have to do with the job being offered and would prefer to delay discussing your personal life until both of you have determined a mutual interest in your candidacy for the position.

Words and Expressions

favorable <i>adj.</i>	受人喜爱的;有利的
appropriateness <i>n.</i>	合适的行为;恰当得体
immaculate <i>adj.</i>	整洁的;无污迹的
promptness <i>n.</i>	准时
annoying <i>adj.</i>	恼人的
maintain <i>vt. vi.</i>	保持;维持
ill-mannered <i>adj.</i>	举止粗鲁的
refreshment <i>n.</i>	茶点;点心
monopolize <i>vt.</i>	垄断;专卖
courtesies <i>n.</i>	礼仪
reputation <i>n.</i>	名誉;名望
mutual <i>adj.</i>	相互的
eye contact	眼神交流
the outset	从一开始
salary range	工资幅度

Exercises



I. Choose the best answer for the following questions.

- When to arrive for an interview is best?
 - The earlier the better.
 - 10 minutes early.
 - On time.
 - A little late.
- Which of the following is ill-mannered during an interview?
 - Smoking when being invited to do.
 - Chewing gum.
 - Maintaining eye contact both when speaking and when listening.
 - Having a firm handshake.
- Which of the following is the best answer when you are being asked questions that are too personal in nature?
 - "It's a good question."
 - "I think it is a rude question."
 - "I do not understand what the questions have to do with the job being offered and I