



..... **B**usiness English

商务英语

导学与实践

秦伟◎主编



上海交通大学出版社
SHANGHAI JIAO TONG UNIVERSITY PRESS

..... **B**usiness English

商务英语

导学与实践

主 编 秦 伟

副主编 郑卉蓉 石发德

编 者 杜芃蕊 丁珊珊 刘 玲



社
RESS

图书在版编目(CIP)数据

商务英语导学与实践/秦伟主编. —上海:上海交通大学出版社, 2018

ISBN 978-7-313-19073-4

I. ①商… II. ①秦… III. ①商务—英语—高等学校—教学参考资料

IV. ①F7

中国版本图书馆 CIP 数据核字(2018)第 043310 号

商务英语导学与实践

主 编: 秦 伟

出版发行: 上海交通大学出版社

邮政编码: 200030

出 版 人: 谈 毅

印 制: 上海景条印刷有限公司

开 本: 787mm×1092mm 1/16

字 数: 263 千字

版 次: 2018 年 3 月第 1 版

书 号: ISBN 978-7-313-19073-4/F

定 价: 42.00 元

地 址: 上海市番禺路 951 号

电 话: 021-64071208

经 销: 全国新华书店

印 张: 12

印 次: 2018 年 3 月第 1 次印刷

版权所有 侵权必究

告读者: 如发现本书有印装质量问题请与印刷厂质量科联系

联系电话: 021-59815625

《国家中长期教育改革和发展规划纲要》指出,高校要“适应国家经济社会对外开放的要求,培养大批具有国际视野、通晓国际规则、能够参与国际事务和国际竞争的国际化人才”。大学英语教学对于落实《纲要》这一要求,具有重要作用。大学英语教学改革要立足于帮助学生树立世界眼光,培养国际意识,增进学生对不同文化的理解和对中外文化异同的认识,培养他们的跨文化交际能力,同时增强其创新精神和创业意识。为适应时代发展要求,满足社会和学习者的需求,我们编写了《商务英语综合教程》和《商务英语导学与实践》。

《商务英语导学与实践》以真实商务情境和商务英语的阅读与视听材料为基础,将商务英语听、说、读、写、译五项技能训练贯穿于全书各个模块,为学习者提供了鲜活的语言体验。教材有针对性地提炼重要商务知识点并进行简明讲解,帮助学习者习得正确规范的商务英语术语和得体地道的商务英语表达,体现对单元所学知识的迁移和应用,有效引导学习者学习基础商务知识,综合运用商务英语语言进行表达,以期培养学习者商务英语语用能力、沟通合作意识和跨文化交际能力,提升学习者的英语语言应用能力和综合素质。

本教材共分为八个单元,以介绍日常商务活动主题展开,每个单元都围绕《商务英语综合教程》中的相关商务主题进行设计,包含五个模块: Detailed Studies of the Texts, Reading Exercises, Business Translation, Business Writing 和 Listening Practices。语言点解析针对《商务英语综合教程》阅读模块的关键词汇和难句结构进行分析、拓展,帮助学习者掌握商务英语词汇和句子结构。阅读练习围绕每单元主题需掌握的知识编写,有选择、判断、翻译、填表等多种形式,以巩固每单元学习的知识点。商务翻译、商务写作和商务听说练习亦与《商务英语综合教程》相关内容一一对应,以期在进一步拓展商务英语知识的同时,提高学习者商务英语的应用能力。

本教材由长期从事商务英语一线教学工作的教师编写完成,可作为大学英语拓展课程教材或选修课程教材使用,也可为职场人士提高商务英语水平、提升职场竞争力提供有力的帮助。由于编者水平所限,难免存在疏漏之处,敬请广大专家与读者批评指正。

目录 Contents

Unit 1 Job Interview	1
Part I Detailed Studies of the Texts	1
Text A Tips for Acing a Job Interview	1
Text B Bad Job Interviews: What Went Wrong?	5
Part II Reading Exercises	10
Part III Business Translation	16
Part IV Business Writing	17
Part V Listening Practices	18
Unit 2 Business Etiquette	19
Part I Detailed Studies of the Texts	19
Text A Business Etiquette for Corporate Events	19
Text B How to Master Business Etiquette in New Zealand	24
Part II Reading Exercises	27
Part III Business Translation	32
Part IV Business Writing	35
Part V Listening Practices	36
Unit 3 Business Travel	38
Part I Detailed Studies of the Texts	38
Text A How to Organize a Travel Itinerary	38
Text B International Business Travel — Dos and Don'ts	41
Part II Reading Exercises	45
Part III Business Translation	52
Part IV Business Writing	55

Part V	Listening Practices	56
Unit 4	Business Meeting	59
Part I	Detailed Studies of the Texts	59
Text A	How to Write an Agenda for a Meeting	59
Text B	Running Business Meetings	65
Part II	Reading Exercises	70
Part III	Business Translation	76
Part IV	Business Writing	78
Part V	Listening Practices	79
Unit 5	Product and Company Presentation	81
Part I	Detailed Studies of the Texts	81
Text A	How to Create a Powerful Sales Presentation	81
Text B	The Perfect Presentation: Materials	87
Part II	Reading Exercises	90
Part III	Business Translation	96
Part IV	Business Writing	97
Part V	Listening Practices	99
Unit 6	Sales and Marketing	100
Part I	Detailed Studies of the Texts	100
Text A	What Is the Difference Between Marketing and Sales?	100
Text B	Powerful Content Marketing Stories	106
Part II	Reading Exercises	110
Part III	Business Translation	118
Part IV	Business Writing	121
Part V	Listening Practices	124
Unit 7	Business Negotiation	125
Part I	Detailed Studies of the Texts	125
Text A	How to Negotiate a Job Offer	125
Text B	How to Know When You Should Walk Away from a Negotiation	131
Part II	Reading Exercises	135

Part III Business Translation	143
Part IV Business Writing	145
Part V Listening Practices	148
 Unit 8 Business Culture	 149
Part I Detailed Studies of the Texts	149
Text A Culture Is a Firing Offense	149
Text B Doing Business in Canada	154
Part II Reading Exercises	159
Part III Business Translation	166
Part IV Business Writing	167
Part V Listening Practices	169
 参考答案	 171
参考文献	182



Unit 1

Job Interview

Part I Detailed Studies of the Texts

Text A Tips for Acing a Job Interview

Warming-up Activities

Woman: Chris Gardner.

Chris: Chris Gardner. How are you? Good morning. Chris Gardner. Chris Gardner. Good to see you again. Chris Gardner. Pleasure. I've been sitting there for the last half-hour ... trying to come up with a story ... that would explain my being here dressed like this. And I wanted to come up with a story that would demonstrate qualities ... that I'm sure you all admire here, like earnestness or diligence. Team-playing, something. And I couldn't think of anything. So the truth is ... I was arrested for failure to pay parking tickets.

Jay: Parking tickets?

Chris: And I ran all the way here from the Polk Station, the police station.

Man: What were you doing before you were arrested?

Chris: I was painting my apartment.

Man: Is it dry now?

Chris: I hope so.

Man: Jay says you're pretty determined.

Jay: He's been waiting outside the front of the building ... with some 40-pound gizmo for over a month.

Man: He said you're smart.

Chris: Well, I'd like to think so.

Man: And you want to learn this business?

Chris: Yes, sir, I wanna learn this business.

Man: Have you already started learning on your own?

Chris: Absolutely.

Man: Jay?

Jay: Yes, sir.

Man: How many times have you seen Chris?

Jay: I don't know. One too many, apparently.

Man: Was he ever dressed like this?

Jay: No. Jacket and tie.

Man: First in your class in school? High School?

Chris: Yes, sir.

Man: How many in the class?

Chris: Twelve. It was a small town.

Man: I'll say.

Chris: But I was also first in my radar class ... in the Navy, and that was a class of 20. Can I say something? I'm the type of person ... if you ask me a question, and I don't know the answer ... I'm gonna tell you that I don't know. But I bet you what. I know how to find the answer, and I will find the answer. Is that fair enough?

Man: Chris. What would you say if a guy walked in for an interview ... without a shirt on ... and I hired him? What would you say?

Chris: He must've had on some really nice pants.

Key Words and Phrases

1. ace /eis/

n. 1) *An ace is a playing card with a single symbol on it. In most card games, the ace of a particular suit has either the highest or the lowest value of the cards in that suit.* 扑克牌中的 A

the ace of hearts

红桃 A

2) *If you describe someone such as a sports player as an ace, you mean that they are very good at what they do.* 一流选手

Despite the loss of their ace early in the game, Seattle beat the Brewers 6-5.

尽管在那场比赛开始不久就失去了一流队员,西雅图队仍以 6 比 5 击败了酿酒

人队。

- 3) *In tennis, an ace is a serve which is so fast that the other player cannot reach the ball.* Ace 球 (网球比赛中直接得分的发球)

Agassi believed he had served an ace at 5 - 3 (40 - 30) in the deciding set.

阿加西认为他在决胜盘中 5 - 3 (40 - 30) 时曾发出过一记 Ace 球。

adj. *Ace is also an adjective.* 一流的

ace horror-film producer Lawrence Woolsey

一流的恐怖片制片人劳伦斯·伍希

[Phrase] *Something that is an ace in the hole is an advantage which you have over an opponent or rival, and which you can use if necessary.* 手中的王牌

Our superior technology is our ace in the hole.

我们的优越技术是我们手中的王牌。

2. qualification /ˌkwɒlɪfɪˈkeɪʃn/

n. 1) *Your qualifications are the official documents or titles you have that show your level of education and training.* 资格; 学历

— Do you have any qualifications?

— Yes, I'm certified to teach high school.

— 你有资格吗?

— 有, 我有资格教高中。

2) *Qualification is the act of passing the examinations you need to work in a particular profession.* 资质

She has met the minimum educational requirements for qualification.

她已达到了所需的最低教育水准。

3) *The qualifications you need for an activity or task are the qualities and skills that you need to be able to do it.* 素质; 技能

Responsibility and reliability are necessary qualifications, as well as a friendly and outgoing personality.

责任感和可靠性是必需的素质, 友善和外向的性格也必不可少。

4) *A qualification is a detail or explanation that you add to a statement to make it less strong or less general.* 限制条件

The empirical evidence considered here is subject to many qualifications.

这里所考虑的经验证据有许多限制条件。

5) *Your qualifications are the examinations that you have passed.* (已通过的) 资格考试

Lucy Thomson, 16, wants to study theatre but needs more qualifications.

露西·汤姆森 16 岁了,她想学戏剧,但还需要通过更多的资格考试。

3. recruit /rɪˈkrut/

vt. If you recruit people for an organization, you select them and persuade them to join it or work for it. 招收;招募

The police are trying to recruit more black and Hispanic officers.

警方正试图招募更多的黑人和西班牙裔的警官。

She set up her stand to recruit students to the Anarchist Association.

她搭了一个摊位招募学生加入无政府主义者协会。

n. 1) recruiting 招收;招募

A bomb exploded at an army recruiting office.

一枚炸弹在一个征兵办公室爆炸了。

2) A recruit is a person who has recently joined an organization or an army. 新成员;新兵

a new recruit to the LA Police Department

洛杉矶警察局的一名新警员

4. groom /gru:m/

n. 1) 新郎

the bride and groom

新娘和新郎

2) A groom is someone whose job is to look after the horses in a stable and to keep them clean. 马夫

vt. 1) If you groom an animal, you clean its fur, usually by brushing it. 给(动物)梳毛刷洗

The horses were exercised and groomed with special care.

这些马受到特殊的训练和照料。

2) If you are groomed for a special job, someone prepares you for it by teaching you the skills you will need. 培训

George was already being groomed for the top job.

乔治已经为担任该要职接受培训。

5. resume /rɪˈzju:m/

v. 1) If you resume an activity or if it resumes, it begins again. 重新开始

After the war he resumed his duties at Wellesley College.

那场战争之后,他恢复了在韦尔斯利学院的任职。

2) If you resume your seat or position, you return to the seat or position you were in before you moved. 重返

"I changed my mind," Blanche said, resuming her seat.

“我改主意了,”布兰奇说,返回到她的座位上。

n. resumption 重新开始

It is premature to speculate about the resumption of negotiations.

考虑谈判的恢复还为时过早。

Analysis of Difficult Sentences

1. Knowing as much as possible about the company's past performance and future plans can also help you better explain how you can add value to the company.

[分析] “Knowing as much as possible about the company's past performance and future plans ...” 此处为动名词做主语, 表示经常性、习惯性的动作, 在口语中也可以表示具体的动作。

“... how you can add value to the company.” 此处特殊疑问词 how 引导了一个宾语从句。

2. You might also have a group interview, in which you are either interviewed by a panel, or interviewed along with a group of candidates.

[分析] “... in which you are either interviewed by a panel, or interviewed along with a group of candidates.” 此处为非限定性定语从句, 修饰先行词 interview。

3. It is based on the idea that a candidate's past performance is the best predictor of future performance.

[分析] “... that a candidate's past performance is the best predictor of future performance.” 此句为 idea 的同位语从句。

4. However, when in doubt, it is better to dress more professionally than less so.

[分析] “... when in doubt ...” when 后可接介词短语, 构成省略句。

5. Ask for clarification if you're not sure what's been asked and remember that it is perfectly acceptable to take a moment or two to frame your responses so you can be sure to fully answer the question.

[分析] “... if you're not sure ...” if 引导了一个宾语从句, 作 ask 的宾语。“... what's been asked ...” what 引导了一个宾语从句, 作“you're not sure”的宾语。

“it is perfectly acceptable to take a moment or two to frame your responses ...” it 是形式主语, 真正的主语为 take a moment or two to frame your responses ...。

Text B Bad Job Interviews: What Went Wrong?

Key Words and Phrases

1. rejection /rɪ'dʒekʃn/

n. 1) the act of rejecting something; the state of being rejected 拒绝

He decided not to approach her for fear of rejection.

他因怕遭拒绝决定不再去找她。

The rejection plunged her into the dark depths of despair.

遭到拒绝使她陷入了绝望的深渊。

- 2) *If you reject a belief or a political system, you refuse to believe in it or to live by its rules.* 废弃

The children of Eastern European immigrants rejected their parents' political and religious beliefs.

东欧移民子女抛弃了父母一代的政治和宗教信仰。

- 3) (*medicine*) *an immunological response that refuses to accept substances or organisms that are recognized as foreign.* 【医学】排异反应

It was feared his body was rejecting a kidney he received in a transplant four years ago.

令人担心的是,他的身体可能对四年前移植的肾产生了排斥反应。

2. application /ˌæplɪˈkeɪʃn/

- n. 1) *a verbal or written request for assistance or employment or admission to a school* 申请

Did you send up my application?

我的申请你给交上去了吗?

Your application to join the club was honored.

你加入俱乐部的申请获得批准了。

- 2) *the act of bringing something to bear; using it for a particular purpose* 应用

The wide application of electronic computers in science and technology will free man from the labor of complicated measurement and computation.

电子计算机在科学技术方面广泛的应用将使人们从复杂的计量和计算中摆脱出来。

3. critical /ˈkrɪtɪk(ə)l/

- adj. *marked by a tendency to find and call attention to errors and flaws; urgently needed; absolutely necessary* 批评的;关键的;决定性的

The incident happened at a critical point in the campaign.

该事件发生在运动的关键时刻。

The German authorities are considering an airlift if the situation becomes critical.

德国当局正在考虑如果形势危急时进行空运。

Ten of the injured are said to be in critical condition.

据说伤者中有十人情况危急。

4. address /əˈdres/

- v. 1) *greet, as with a prescribed form, title, or name* 称呼

You should address him as "sir".

你该用“sir”(先生)来称呼他。

Address the president as “Mr. President”.

称呼总统为“总统先生”。

2) *give a speech to* 演讲

to address an assembly

向与会者发表讲话

to address an audience

向听众发表演说

3) *put an address on (an envelope)* 在(信封和包裹)上写(收件人)姓名地址

The letter was wrongly addressed.

这封信地址写错了。

4) *address or apply oneself to something, direct one's efforts towards something, such as a question* 满足(需求);处理,对付

to address the need of ...

满足……的需要

to address an issue

处理问题

5. **inappropriate** /ɪnəˈprəʊpriət/

adj. not suitable for a particular occasion, not in keeping with what is correct or proper 不适当的;不相称的

It is inappropriate to draw such a parallel.

这样比较是不恰当的。

“But in China, it is inappropriate to do so.” she adds.

“但是要是在中国的话,这样做是不合适的。”她补充说。

6. **initial** /ɪˈnɪʃəl/

n. the first letter of a word (especially a person's name) 首字母

a silver Porsche with her initials JB on the side

一辆银色保时捷汽车,侧面有她的姓名首字母 JB

v. mark with one's initials 将姓名的首字母签于

Would you mind initialling this voucher?

请您在这张单子上签上姓名的首字母,好吗?

adj. occurring at the beginning 开始的,最初的;原始的;初期的;第一的

The initial reaction has been excellent.

最初的反应极好。

7. **rephrase** /riːˈfreɪz/

vt. express the same message in different words 改述;重新措辞

Again, the executive rephrased the question.

经理又重新表述了他的问题。

8. suitability /su:tə'bɪlɪti/

n. the quality of having the properties that are right for a specific purpose 适合; 适当; 相配

Assess your hardware's suitability.

评估硬件的适用性。

If you would like feedback regarding the suitability of a topic, by all means send us an abstract.

如果您希望知道某个主题是否适合, 请尽管将摘要发送给我们。

9. uncommitted /ˌʌnkə'mɪtɪd/

adj. not bound or pledged; not busy; not otherwise committed 不受约束的; 自由的; 不负义务的

Because I finally found some uncommitted time.

因为我终于有闲暇时间了。

10. rapport /ræ'pɔː/(美/ræ'pɔr/)

n. a relationship of mutual understanding or trust and agreement between people 密切关系, 交往; 和谐一致

The success depends on good rapport between interviewer and interviewee.

成功取决于采访者和被采访者之间的融洽关系。

By interacting with employees on a one-on-one basis, you will build rapport and trust.

通过与员工一对一的交流, 你将建立与他们融洽和信任的关系。

11. set the tone for 为……定下基调

Some said Obama should have fought harder to set the tone for future negotiations with Republicans.

一些人认为, 奥巴马本应更加强硬, 为将来与共和党谈判奠定基础。

Their first exchange set the tone for a new relationship.

他们初步交换意见, 为建立新关系定了调子。

The friendly atmosphere set the tone for the rest of the visit.

这种友好气氛为后来的停留定了调子。

Her friendly opening speech set the tone for the whole conference.

她友好的开幕词确定了整个会议的基调。

12. think back

make an effort to remember things that happened to you in the past 回想

I thought back to the time in 1995 when my son was desperately ill.

我回想起 1995 年我儿子病重的那段时间。

Think back to the last time you felt really good about diving into your writing.

What did you do? How did you feel? Where were you?

回想最后一次你对快速进入写作的过程感觉非常好的时候。你做了哪些事情? 你感觉怎样? 你在什么地方?

13. fit in

- 1) *If you manage to fit a person or task in, you manage to find time to deal with them.* 安排时间处理

We work long hours both outside and inside the home and we rush around trying to fit everything in.

我们长时间地在家在外工作,到处奔波,尽力安排时间做每一件事。

- 2) *If you fit in as part of a group, you seem to belong there because you are similar to the other people in it.* 相处融洽

She was great with the children and fit in beautifully.

她对孩子们很有一手,相处得非常融洽。

- 3) *If you say that someone or something fits in, you understand how they form part of a particular situation or system.* (在某情形、体系中)发挥作用

He knew where I fitted in and what he had to do to get the best out of me.

他知道我在哪里能发挥作用,以及他怎样做才能发挥我的最佳水平。

14. trip over 被(某物)绊了一下;把……绊跌;在……上碰到困难

The boy tripped over a stone.

那个男孩被一块石头绊了一下。

She tripped over a chair.

她被一把椅子绊了一下。

15. come across

- 1) *If you come across something or someone, you find them or meet them by chance.*

偶然发现;偶然遇见

He came across the jawbone of a 4.5 million-year-old marsupial.

他偶然发现了一个 450 万年前的有袋动物的颌骨。

- 2) *If someone or what they are saying comes across in a particular way, they make that impression on people who meet them or are listening to them.* 留下印象

When sober, he can come across as an extremely pleasant and charming young man.

在他不醉酒的时候,他给人的印象可能会是一位极其可爱迷人的年轻人。



Analysis of Difficult Sentences

1. First, be encouraged by the fact that you got the job interview in the first place. This means that your resume and letters of application are doing their job and

creating the right impression.

[分析] 前一句是个祈使句,后一句包括一个 that 引导的宾语从句。

[译文] 首先,你应该为得到面试的机会深感鼓舞。这意味着你的简历和申请信发挥了应有的作用,给应聘单位留下了好印象。

2. Listening carefully to the interview questions you are asked and understanding what the interviewer is looking for in your answer is essential to responding with the right information in the interview.

[分析] 本句主语部分很长,由两个并列的现在分词短语构成。

[译文] 认真倾听面试者向你提出的问题,搞清楚他们期望从你的回答当中获得什么,这对于恰如其分地应答面试中的问题十分重要。

3. Walking into an interview without preparing by conducting some research on the company will result in bad job interviews.

[分析] 主语是一个分词短语,从句首一直到 company。result in 表示导致什么后果。

[译文] 如果参加面试前缺乏准备,没有对公司进行调研,就只会导致糟糕的面试结果。

4. One way to get real and valuable feedback on how you come across in an interview is to ask a friend to role-play a mock job interview with you.

[分析] 主语 one way 后面是一个动词不定式定语,how 引导的是介词 on 的宾语从句。

[译文] 要想知道你自己在面试中的表现到底如何,获得真实的、有价值的反馈信息,方法之一就是请一个朋友与你进行工作面试的模拟练习。

Part II Reading Exercises

There are four passages in this part. Each passage is followed by some questions or unfinished statements. Decide on the best choice.

Passage 1

The purpose of an interview is to find out if your goals and the goals of an organization are **compatible**. Other goals of the interview are: to answer questions successfully, obtain any additional information needed to make a decision, accent your special strengths, establish a positive relationship, show confidence, and to sell yourself. Based on these goals, place yourself in the role of the interviewer and develop anticipated questions and answers to three categories: company data, personal data, and specific job data. You also develop questions which you will ask to determine how well your career goals match the needs of the organization. These questions include