



21世纪高职高专专业英语系列教材

商务

英语实务

• 赵颂梅 主编

Practices of Business English



WUHAN UNIVERSITY PRESS

武汉大学出版社



21世纪高职高专专业英语系列教材

商务英语实务

主 编 赵颂梅
副主编 丁国钰 樊桂林 谷 宏
参 编 郭鑫华 张 波 郑苏英 崔童鹿
张 琳 张晓冬 徐 冰 樊桂兰



WUHAN UNIVERSITY PRESS

武汉大学出版社

图书在版编目(CIP)数据

商务英语实务/赵颂梅主编. —武汉: 武汉大学出版社, 2015. 6
21 世纪高职高专专业英语系列教材
ISBN 978-7-307-15196-3

I. 商… II. 赵… III. 商务—英语—高等职业教育—教材
IV. H31

中国版本图书馆 CIP 数据核字(2015)第 028753 号

责任编辑: 罗晓华

责任校对: 汪欣怡

版式设计: 马 佳

出版发行: 武汉大学出版社 (430072 武昌 珞珈山)

(电子邮件: cbs22@whu.edu.cn 网址: www.wdp.com.cn)

印刷: 湖北民政印刷厂

开本: 720 × 1000 1/16 印张: 9 字数: 169 千字 插页: 1

版次: 2015 年 6 月第 1 版 2015 年 6 月第 1 次印刷

ISBN 978-7-307-15196-3 定价: 22.00 元

版权所有, 不得翻印; 凡购我社的图书, 如有质量问题, 请与当地图书销售部门联系调换。

前言

随着经济全球化的发展,市场对既通晓商务知识又具备英语技能的涉外工作者提出了更高的要求,编写一本贴近市场需求、实用性强、具有先进理念的商务英语教材一直是编者的心愿。

多年的商务英语教学、实践和调研发现,商务英语专业毕业生有 70% 在外贸公司、物流公司 and 企业的进出口岗位上工作,外贸业务实务、事业信函、外贸单证等方面的知识是他们最常用的;与之相关的国际贸易理论、国际贸易实务、市场营销、国际物流、国际金融等方面的知识是他们业务工作的支撑。商务英语课程作为商务英语专业体系中的专业基础课程,也被称为一般商务用途英语(EGBP, English for General Business Purposes),要为其他专门商务用途英语(ESBP, English for Specific Business Purposes)的开设奠定基础。作为商务英语课程的主讲教材,本教材的编写突出了以下三个理念:

1. 以实现“学生能力本位”为出发点,突出能力目标和学生本位。学生职业能力要靠训练获得并在训练中提高,本教材对学生进行训练的载体是来自现实的工作任务。每个任务从提出到实践的完成都由四部分组成,即“聚焦任务”、“推动任务”、“拓展任务”和“实践任务”。学生在完成任务过程中需要理解问题、分析问题和解决问题,这个过程就是培养学生能力的过程。

2. 以商务英语日常工作为基础,将典型工作任务置换并序化为教学任务。从“步入商务”、“描述产品”,到“商务交流”、“市场营销”、“商务谈判”、“商务合同”,再到“商务物流”、“财务管理”与“客户服务”,这些工作任务依次对应教材的教学任务,是通过反复揣摩和整合现实工作任务而得到的。

3. 摆正一般商务用途英语的位置,为专门商务用途英语的开设奠定基础。每个任务在能力的训练和内容的组织上都尽可能满足学生的学习需求,充分体现了当代高职高专商务英语的实用性和创造性,内容覆盖了商务活动的各个方面。通

过系统学习商务知识、词汇和句型以及配套练习,让学生掌握相应的一般商务用途英语的操作技能,为今后专门商务用途英语的开设奠定基础。

由于时间紧、任务重,且编者水平有限,书中不免有粗糙、疏漏和不当之处,恳请各位专家、领导、同行和读者批评指正,以便更好地改进教材,推动教学。敬请赐教,联系邮箱:zhaosm1208@126.com

编者

2015年1月

CONTENTS

Task 1	Starting Business	1
Part 1	Focus on Task	2
Part 2	Facilitate Task	2
Part 3	Expand Task	5
Part 4	Practice Task	8
Task 2	Describing Products	11
Part 1	Focus on Task	12
Part 2	Facilitate Task	13
Part 3	Expand Task	16
Part 4	Practice Task	18
Task 3	Business Communication	21
Part 1	Focus on Task	22
Part 2	Facilitate Task	23
Part 3	Expand Task	27
Part 4	Practice Task	31
Task 4	Marketing	33
Part 1	Focus on Task	34
Part 2	Facilitate Task	35
Part 3	Expand Task	42

Part 4	Practice Task	47
Task 5	Business Negotiation	51
Part 1	Focus on Task	52
Part 2	Facilitate Task	54
Part 3	Expand Task	59
Part 4	Practice Task	61
Task 6	Business Contract	65
Part 1	Focus on Task	66
Part 2	Facilitate Task	68
Part 3	Expand Task	73
Part 4	Practice Task	75
Task 7	Business Logistics	80
Part 1	Focus on Task	81
Part 2	Facilitate Task	82
Part 3	Expand Task	84
Part 4	Practice Task	87
Task 8	Financial Management	89
Part 1	Focus on Task	90
Part 2	Facilitate Task	92
Part 3	Expand Task	95
Part 4	Practice Task	97
Task 9	Customer Service	101
Part 1	Focus on Task	102
Part 2	Facilitate Task	103
Part 3	Expand Task	107
Part 4	Practice Task	109
Appendix 1	Guide to Writing a Business Plan	111

Appendix 2	Major Types of Contract	120
Appendix 3	Balance Sheet	122
Appendix 4	Financial Instruments	127
Appendix 5	Invoice for Services	130
Appendix 6	How to Create a Powerful Sales Presentation	131
References	134

Task 1

Starting Business



Requirements for the task:

- 1.Master how to introduce a business.
- 2.Know the meaning, basic forms and classifications of business.
- 3.Understand qualities of remarkable employees.

► Part 1 Focus on Task

Read the passage and try to answer the following questions.

Zed Studio is a design consultancy and manufacturer that specializes in interactive and illuminating point-of-sale advertising displays.

Our designs are guaranteed to increase brand awareness by 68%, ad recall by 72% and purchase intent by 86%.

We combine leading technologies with creativity and intelligence that produces point of sale displays unlike any others on the market. Whether it's a custom built shop window or a product stand, we create the WOW factor with every design to ensure that our client's products stand out amongst all the competition.

Over the next 12 months we are looking to expand our global reach. We are seeking £ xxx for a £ xxx return on investment to speed up the process.

1. WHO: Describe who you are

2. WHAT: Describe what you do

3. WHY: Describe why you are unique

4. GOAL: Describe your goal

► Part 2 Facilitate Task

The History of Google:

From Garage-Based Business to No.1 Search Engine

Google, the leading search engine worldwide, was founded in 1998 by Stanford University graduate students Larry Page and Sergei Brin.

While at Stanford in 1996, Page and Brin began developing a search engine they eventually entitled Back Rub. This search engine was designed to look at the connecting

links between web pages in order to determine a site's authority. In 1998, Page and Brin set up their first data center in Page's dorm.

With the encouragement of fellow Stanford alumni David Filo, who started Yahoo a few years earlier, Page and Brin decided to start a company and started looking for investors to back them. Andy Bechtolsheim, one of the founders of Sun Microsystems, invested \$ 100,000 in the company after receiving a demo of their search technology. Eventually the pair raised over \$ 1M.

Google, Inc. was established on September 7, 1998 in a friend's garage in Menlo Park, California. Page and Brin hired their first employee, Craig Silverstein, who was later to become Google's Director of Technology.

In their humble beginnings, Google served over 10,000 queries a day and quickly gained a reputation as a trustworthy source of information. By 1999, it was serving 500,000 queries a day and the company moved from the unassuming four walls of a garage to the now mega Googleplex headquarters in Mountain View, California.

Google achieved praise and publicity as news spread rapidly through online and offline media as well as their receipt of numerous awards and recommendations. Their audience continued to grow along with their reputation for effectiveness, relevance, speed and reliability.

In 2000, Google replaced Yahoo's own internal search engine as the provider of supplementary search results on Yahoo. Now, with more than 50% share of the total search market, Google provides search results for numerous search engines on the web.

Google has become all-important to both search engines and search engine optimization specialists alike. The other search engines have a tendency to mimic any algorithmic changes made by Google. Likewise, search engine optimization specialists continually study the changes as well in order to provide their clients with the best search engine rankings.

◎ New Words and Expressions

search engine		搜索引擎
connecting links		联接链节
data center		数据中心
dorm	[dɔ:m]	n. 宿舍
alumni	[ə'lamnaɪ]	n. (男)校友; (男)毕业生

demo	['deməʊ]	n.	演示
query	['kwɪəri]	n.	查询
trustworthy	['trʌstwɜ:ðɪ]	adj.	可信赖的
unassuming	[ʌnə'sju:mɪŋ]	adj.	谦逊的
mega	['megə]	adj.	宏大的
online	[ɒn'laɪn]	adj.	在线的;联机的
offline	[ɒf'laɪn]	adj.	网下的;脱机的
recommendation	[ˌrekəmen'deɪʃn]	n.	推荐
optimization	[ɒptɪmaɪ'zeɪʃən]	n.	最佳化
mimic	['mɪmɪk]	v.	模仿
algorithmic	[ˌælɡə'rɪðmɪk]	adj.	规则系统的

◎ Comprehension

Read the above passage and try to answer the following questions.

- 1) Where and when was Google founded?
- 2) What was their reputation from their audience?
- 3) What can you learn from Larry Page and Sergei Brin?

◎ Vocabulary

Complete the sentences with the following words or expressions. Change the form where necessary.

online	recommendation	mimic	optimization
algorithmic	publicity	effectiveness	relevance

- 1) They would be obliged to operate the _____ strategies non-stop during their trading hours.
- 2) The computer doesn't _____ human thought; it reaches the same ends by different means.
- 3) We need a government that's more efficient, that's more _____, and far more fiscally responsible.
- 4) The travel agent _____ strongly that we not travel on Thanksgiving Day.
- 5) To _____ a plan, system, or machine means to arrange or design it so that it operates as smoothly and efficiently as possible.

- 6) Politicians' private lives have no _____ to their public roles.
- 7) _____ is information or actions that are intended to attract the public's attention to someone or something.
- 8) School administrators point out that the texts may be free _____, but students need a way to access them.

◎ Translation

1. Translate the following expressions into English.

- | | |
|---------|---------|
| 1) 搜索引擎 | 2) 数据中心 |
| 3) 网页 | 4) 技术总监 |
| 5) 链接链节 | 6) 信息源 |

2. Translate the following sentences into English with the words or expressions in the brackets.

- 1) 如果你对此项保险有任何疑问, 请联系我们的呼叫中心。(query)
- 2) 这主要集中在简化应用程序的开发、自动化和优化方面。(optimization)
- 3) 我的遭遇引起了舆论界的注意, 广播、电视记者接踵而来。(publicity)
- 4) 就在演示的时候, 电脑所有的线路都短路了。(demo)
- 5) 您可以在线阅读那本书, 或者到书店去购买它。(online)

► Part 3 Expand Task

What Is Business?

Business is an economic system in which goods and services are exchanged for one another or money, on the basis of their perceived worth. Every business requires some form of investment and a sufficient number of customers to whom its output can be sold at profit on a consistent basis.

Basic Forms of Business

Sole proprietorship: A sole proprietorship is a business owned by one person for-profit. The owner may operate the business alone or may employ others. The owner of the business has unlimited liability for the debts incurred by the business.

Partnership: A partnership is a business owned by two or more people. In most

forms of partnerships, each partner has unlimited liability for the debts incurred by the business. The three typical classifications of for-profit partnerships are general partnerships, limited partnerships, and limited liability partnerships.

Corporation: A corporation is a limited liability business that has a separate legal personality from its members. Corporations can be either government-owned or privately owned, and corporations can organize either for-profit or not-for-profit. A privately owned, for-profit corporation is owned by shareholders who elect a board of directors to direct the corporation and hire its managerial staff. A privately owned, for-profit corporation can be either privately held or publicly held.

Cooperative: Often referred to as a "co-op", a cooperative is a limited liability business that can organize for-profit or not-for-profit. A cooperative differs from a for-profit corporation in that it has members, as opposed to shareholders, who share decision-making authority. Cooperatives are typically classified as either consumer cooperatives or worker cooperatives. Cooperatives are fundamental to the ideology of economic democracy.

Classifications of Business

Agriculture and mining businesses are concerned with the production of raw materials, such as plants or minerals.

Financial businesses include banks and other companies that generate profit through investment and management of capital.

Information businesses generate profits primarily from the resale of intellectual property and include movie studios, publishers and packaged software companies.

Manufacturers produce products from raw materials or component parts, which they then sell at a profit. Companies that make physical goods, such as cars or pipes, are considered manufacturers.

Real estate businesses generate profit from the selling, renting, and development of properties comprising land, residential homes, and other kinds of buildings.

Retailers and distributors act as middle-men in getting goods produced by manufacturers to the intended consumer, generating a profit as a result of providing sales or distribution services.

Service businesses offer intangible goods or services and typically generate a profit

by charging for labor or other services provided to government, other businesses, or consumers. Organizations ranging from house decorators to consulting firms, restaurants, and even entertainers are types of service businesses.

Transportation businesses deliver goods and individuals from location to location, generating a profit on the transportation costs.

Utilities produce public services such as electricity or sewage treatment, usually under a government charter.

Eight Qualities of Remarkable Employees

Great employees are reliable, dependable, proactive, diligent, great leaders and great followers. They possess a wide range of qualities.

1. **They ignore job descriptions.** They can adapt quickly to shifting priorities, and do whatever it takes, regardless of role or position, to get things done.
2. **They're eccentric.** They seem slightly odd, but in a really good way. Unusual personalities shake things up, make work more fun, and transform a plain group into a team with flair and flavor.
3. **But they know when to dial it back.** Remarkable employees know when to play and when to be serious; when to be irreverent and when to conform; and when to challenge and when to back off.
4. **They publicly praise.** Remarkable employees recognize the contributions of others, especially in group settings.
5. **And they privately complain.** Remarkable employees come to you before or after a meeting to discuss a sensitive issue, knowing that bringing it up in a meeting setting could set off a firestorm.
6. **They speak when others won't.** Remarkable employees have an innate feel for the issues and concerns of those around them, and step up to ask questions or raise important issues when others hesitate.
7. **They like to prove others wrong.** Self-motivation often springs from a desire to show that doubters are wrong. Remarkable employees are driven by something deeper and more personal than just the desire to do a good job.
8. **They're always fiddling.** Great employees follow processes. Remarkable employees find ways to make those processes even better, not only because they are expected to, but because they just can't help it.

► Part 4 Practice Task

Read the following suggestion and try to introduce a business.

How to Introduce Your Business in 60 Seconds or Less

As small business owners, we have a favorite marketing option to promote our business, that is networking. One of the keys to networking is to be able to introduce yourself and your business in 30 to 60 seconds or less. In other words, you need to have a very efficient elevator pitch. It focuses on the benefits you provide and can be delivered in 30-60 seconds or less, even in an elevator, hence the name.

The best way to develop your elevator pitch is to summarize or list the most enticing, exciting and valuable benefits that your customers will get when they use your products and services.

People are always more interested in how you can help them than in what you do or how they can help you.

Consider these points when you develop your elevator pitch:

1. Write down the “deliverables”—the products, services and features that you provide. Then, analyze your offering and put yourself in your customers’ shoes. What good things will they get or what good things will happen to them when they make a purchase?
2. Be specific. Use numbers and statistics when you can. For example, double your revenue in less than 12 months, achieve a 30% increase over last year, lose 20 pounds in 10 weeks, triple your number of subscribers in 5 days or less.
People are driven by numbers because they add a sense of credibility to a claim. Numbers also generate curiosity and anxiety, another useful tool that motivates people to make a purchase.
3. Never reveal your entire story in your elevator pitch. Highlight the main benefits your products or services provide, which will encourage people to ask questions and start the conversation.
4. Create a tagline that will grab your listener’s attention and force him/her to stop what he/she is doing and listen to you. The most effective openers leave the audience seeking additional information. Compare your elevator pitch to the cover of your favorite magazine. Most likely, you’ll find the titles of the key stories in that issue. If

the titles don't grab your attention and raise your curiosity quickly, then you probably won't buy that issue.

5. Practice your elevator pitch to the point where you can recite the language with perfect ease, great confidence and clarity and total poise immediately. It is extremely important that you feel totally comfortable whenever you deliver your elevator pitch. Learn it; practice it; master it; but never read it. Your delivery must be very smooth and totally fluid. Continually practice your elevator pitch in front of the mirror and before your friends until your pitch becomes part of you.

So do you have a better idea? Are you ready to write your elevator pitch? Choose your words. Hook your listener. Make them ask questions. Make them want to meet with you and buy your products and services.

THINGS TO REMEMBER

- Make sure your elevator pitch is between 30 and 60 seconds in length. It should NEVER exceed 60 seconds.
- Ensure your delivery is compelling and enthusiastic, but try not to use overly flashy openers. Don't forget your audience has probably heard them all before. Make each sentence unique and engaging.
- Make certain your pitch is tailored to your audience and that it is easy to understand. Avoid using technical jargon or acronyms, which is a sure way not to lose interest.
- If you are pitching to an investor, mention his return on investment and how much funding you are looking for.
- Stick to hard facts and never exaggerate the truth. Stick to what is safe.