

BUSINESS ENGLISH

Doing Your Business In English



国际商务 英语听力

专业版



全文收录 **2** 张CD

von Debby Rebsch (德) 著
Angelique Slaats (德)

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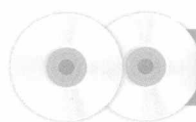
外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

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樊晓菲 游履 译



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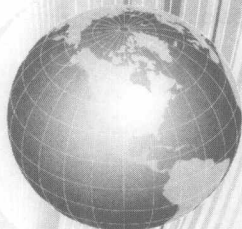


前言

《倾听天下——国际商务英语听力》是为具有中等及以上英语水平的学习者提供的专业商务英语听力训练。

全书分为14个单元，每个单元围绕一个主题，内容包括银行业、簿记与会计、管理咨询、公共关系、广告、建筑和企业内部培训等广受关注的商业领域。每个单元可大致分为前后两个部分：前半部分是以长文本形式出现的采访对话，受访者为从事不同行业、有多种文化背景、操不同英语口语的商务人士；后半部分是名为“过耳不忘”的针对采访内容而设计的练习题，题型涵盖词汇、发音、语法、理解等方方面面。

所有采访内容与练习题均配有外国专家的地道录音，可以满足读者听力训练和口语模仿的双重需要。



1/1

We're going to take you to a few countries around the world to listen to people talking about their professional lives. They won't always be easy to understand immediately, but after you've listened to the interviews a few times and have done the exercises, you will find your comprehension, as well as your ability to understand different English accents, greatly improved. That's the point—perfecting your knowledge of English as well as learning more about business practices around the globe. So let's begin!

我们将带您到世界不同的国家，听那里的人们谈论他们的工作。有时您可能无法立即理解访谈的内容，但多听几遍后，再做一些练习题，您就会发现自己的理解能力和听懂不同英语口语的能力都有明显进步。这就是本书的目的——让您既提高了英文水平，又增加了国际商务知识。那么，我们现在就开始吧！

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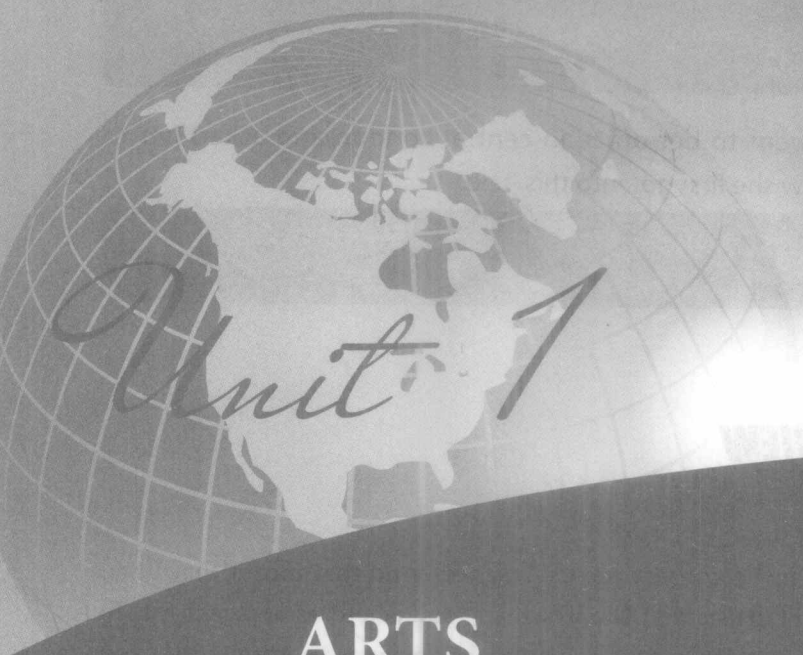
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ARTS ADMINISTRATION 艺术管理

Hannah Horowitz



1/2

Hannah Horowitz, a Londoner, is currently an arts administrator for the British Council. In this position she organises concerts and exhibitions throughout Great Britain. Before joining the Council, she ran* her own concert agency, Horowitz Management.

Hannah Horowitz 是伦敦人，现在作为艺术管理人为英国文化协会工作。她的职责是在全英国各地组织音乐会和展览。在来到文化协会之前，Hannah Horowitz 经营自己的音乐会代理机构，Horowitz Management。

Michelle went to her office in central London and asked her to explain how she first got into this field.

Michelle 来到 Hannah Horowitz 位于伦敦市中心的办公室，请她讲述自己是如何进入这一行业的。

INTERVIEW 采访

Well, I set up* a concert agency business. And that meant that I had a number of artists that I represented* and acted* as an agent for. To act as an agent for artists, as with other businesses, means that you work on a commission* basis. And my job was to try and sell them to promoting* bodies around the country. You work so far ahead, and the commission is so comparatively small, that one has to carry the overheads* for a period of up to two years before the event* takes place, because you don't get paid until the actual* performance*.

我开了一个音乐会代理公司，为一些艺术家做代理。和其他代理公司一样，为艺术家做代理赚取的也是佣金。我的工作是将他们推销给全国各地的推广机构。你早早就得开始张罗，而佣金相对来说

又很少，所以你要垫付演出之前的所有日常运营开支，最长可达两年之久，因为直到演出真的举办后你才能拿到报酬。

What are the qualities you need to be successful in business?

在这一行取得成功需要哪些素质呢？

An understanding of the cash flow system*, which I left rather to the side, thinking that I would find time in the month to do it. But I think what one really needs is to have a very, very careful eye on the details and to know practically every day where you stand financially, and what your outgoings* and potential* income can be.

要对现金流了如指掌。这一点我一直做得不够，那时我总想每个月抽出一点时间集中关注一下就行了。但我认为真正需要做的是密切关注具体细节，掌握你每一天的财务状况，了解你有哪些支出和潜在收入。

I believe that's the problem that most small businesses face. Is there any way to overcome this problem, being one person running your own business?*

我相信这是大多数小企业面临的问题。那么有没有什么办法来克服这个问题呢，对于自己经营公司的人来说？

I'm not sure. First of all, you're working 25 hours a day, and you have to do everything. I think you just have to keep on doing it and know that you've got something which is marketable*. I think you've got to have an enormous amount of faith* in what you're selling. You must have done a considerable amount of research* before, to have as good an idea of whether you're filling a market gap* as anyone with large resources* at their disposal* to do that. And you just have to plug* on. And I think perhaps also a friendly bank manager who's not going to pull the plug* just at the point when you know that other people are slow payers. I think that one of the problems that small businesses face is that the big people and the suppliers* think that they can just crush*

them underfoot by not paying.

我也不太确定。首先，你每天工作 25 个小时，什么事都要亲力亲为。你做的东西必须有市场价值，并且你需要坚持不懈地做下去。你必须对自己出售的东西非常有信心，事先要做大量的调查。就像其他可以支配大量资源的人那样，你要知道你是否将填补市场的空白。你要做的就是补上空白。我想你还需要一位关系不错的银行经理，在其他人拖延支付你款项的节骨眼上，他不能落井下石。我认为小企业面临的问题之一就是大人物和供应商们知道，他们只要不付款就可以将小企业一脚踢垮。

But as somebody who now is working in a structure, what is the difference between working in a structure and working on your own?*

但现在在为一家机构工作，这与自己当老板有什么区别呢？

For me, the difference is that basically I'm using the same talents that I used when I had Horowitz Management—I'm selling in the same way, in a sense to the same people, but I'm getting paid for it. I still have to look for projects, I still have to try and encourage the same promoters* that I used when I was Horowitz Management. But the strange thing is, and maybe this is a particularly English trait* that because I'm not asking for commission, they listen to me much more readily*.

对我来说，我经营 Horowitz Management 时用到的才能现在一样得到发挥，我使用的是相同的营销方式，从某种程度上说营销的目标客户也没有变，不同的是我现在赚工资。我仍然需要寻找项目，接触的推广机构也都是我在 Horowitz Management 时合作的那些。但奇怪的是——也许这尤其是英国人的特点——因为我现在不赚佣金了，所以他们听我说话时乐意多了。

The idea of a 'businessman, or businesswoman, as somebody whose job is to make money—is that considered, in Great Britain, something that's dirty, that's not done?

在英国，人们提起生意人，就是以赚钱为工作内容的人，会有一种肮脏的感觉吗？

It's changing, but I think fundamentally the fact is that you are trying to be successful—the British don't like people who are visibly* energetic and successful, they try to pull them down a peg* or two. So that if you are an energetic, elbow-pushing* business person, trying to make money out of what you're selling, they might reluctantly* buy it, but they don't see it as a challenge*.

情况有所改变，但我想从根本上说，生意人都是追求成功的——英国人不喜欢张扬外露的人，他们喜欢杀杀你的威风。所以如果你是精力充沛、勇往直前的生意人，希望通过自己的营销赚钱，他们可能会买得很不情愿，但他们不会将之视作一种挑战。

DOWN TO BUSINESS

过耳不忘



词汇理解

Vocabulary Comprehension



1/3

Listen to what Hannah said and answer the questions:

请听 Hannah 使用过的一些表达并回答问题:

“To act as an agent for artists, as with other businesses, means that you work on a commission basis.”

On a commission basis. Does this mean:

on a commission basis 的意思是哪一种?

- to be paid as a technical partner?
作为技术合作伙伴取得报酬
- to receive a percentage of the payment or sale?
取得一定比例的收费或销售额



On a commission basis means **to receive a percentage of the payment or sale.**

on a commission basis 的意思是“取得一定比例的收费或销售额”。

For example

例如

Most real-estate* agents work on a commission basis.

多数房产经纪人都是赚取佣金的。

“One has to carry the overheads for a period of up to two years.”

Overheads. Does this mean:

overheads 的意思是哪一种?

- the regular and essential business expenses?

企业的日常支出

- the extra expenses?

额外支出

Overheads are **regular and essential business expenses.**

overheads 的意思是“企业的日常支出”。

For example

例如

Controlling the overheads is important for the good management of a company.

控制日常支出对于管理好一家公司来说非常重要。

“What your outgoings and potential income can be.”

Outgoings. Does this mean:

outgoings 的意思是哪一种?

- specific costs of your business trips?

出差的具体花费

- expenses?

支出

Outgoings means **expenses.**

outgoings 的意思是“支出”。

For example

例如

Our outgoings have been too high lately; we should be more careful.

我们近期的开支太大了，得仔细一些了。

☞ “To have as good an idea of whether you’re filling a market gap...”

To fill a market gap. Does this mean:

to fill a market gap 的意思是哪一种?

- to meet a commercial need?

填补市场空白

- to take business risks?

承担商业风险

To fill a gap means **to meet a commercial need.**

to fill a market gap 的意思是“填补市场空白”。

For example

例如

The fax machine filled a gap in modern business communications.

传真机填补了现代商业沟通方面的空白。

☞ “As anyone with large resources at their disposal to do that...”

At their disposal. Does this mean:

at their disposal 的意思是哪一种?

- available for them to use?

可供他们使用

- waiting for them to get rid* of?

等待他们处理

At their disposal means **available for them to use.**

at their disposal 的意思是“可供他们使用”。

For example

例如

Large shipping companies need to have lots of containers at their disposal.

大型船运公司需要大量可供他们使用的集装箱。

“The suppliers think that they can just crush them underfoot by not paying.”

The suppliers. Does this mean:

the suppliers 的意思是哪一种?

- the people who sell them what they need?

供应方

- the people who need what they sell?

需求方

The suppliers means **the people who sell them what they need.**

the suppliers 的意思是“供应方”。

For example

例如

If you do not deliver the goods when we need them, we will look for other suppliers.

如果你不能在我们需要的时候交货，我们将寻找其他供应方。

“They try to pull them down a peg or two.”

To pull someone down a peg or two. Does this mean:

to pull someone down a peg or two 的意思是哪一种?

- to increase a person's confidence?

助长某人的威风

- to reduce a person's confidence?

杀某人的威风

To pull someone down a peg or two means **to reduce a person's confidence.**

to pull someone down a peg or two 的意思是“杀某人的威风”。