

21世纪实用商务英语教程

Know-How 21st Century International Business English

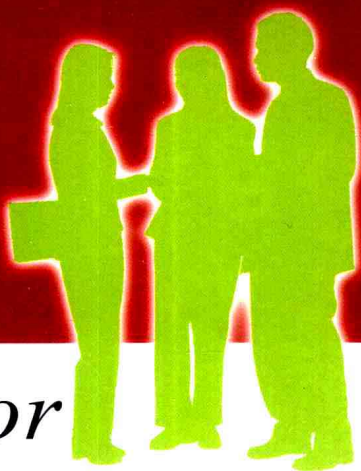
► 丛书主编 张立玉

商务英语听说

(下册)

► 许婷 刘磊 编著

*Business English for
Listening & Speaking*



WUHAN UNIVERSITY PRESS

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前 言

《商务英语听说》教程以全国英语教学指导委员会制定的《专业英语基础阶段教学大纲》为基础，旨在进一步提高学生的语言应用能力，特别是用于国际商务的专门用途英语。全书贯穿各项语言技能，模拟各种真实的商务情景，帮助学生全面提高口头表达能力和实际运用能力。

本教材的特点主要体现在：

1. 符合学习规律。针对语言学习的特点，每章都配有与主题相关的听力训练，先输入后输出，将听和说相结合，让学生“有的放矢”、“言之有物”。

2. 场景真实有趣。本教程选取的商务活动场景真实，选材新颖生动，并结合了大量与信息化、跨文化交际相联系的主题，把商务交际放到日常生活中，让学生有一个直观的感受。

3. 口语活动活泼多样。口语练习分为课内和课外两部分。课内活动形式多样，如两人对话、角色扮演、小组讨论等，帮助学生掌握所学内容并提供自由发挥的空间。另外还编设了一些场景供课外练习，以进一步巩固所学内容。

4. 课外阅读拓展视野。本教程每章后都附有一篇阅读短文，学生不仅学习语言，还学习大量的商务背景知识，同时也引发学生更深层次的思考，学会新的思维方法和沟通模式。

《商务英语听说》教程分为上下两册，每册十个章节(上册已于2008年出版)。每章围绕一个商务主题展开，共由七个部分组成。

Part I Led-in Questions 导入问题。由一些热门话题引入主题，开放式的答案旨在鼓励学生积极思考，各抒己见。

Part II Warming-up 热身准备。由一些简单的对话和听力材料组成，为下一节的听力练习做准备。

Part III Listening-in 听力练习。通过各种题材的听力素材，为学生提供一个语言输入的平台。相应的听力习题类型多样，如填空、多项选择、句子听写、判断对错等，可以帮助学生提高听力水平。

Part IV Speaking Out 口语表达。此部分安排了各种各样的课堂活动，如看图说话、角色扮演、小组讨论等，通过模拟不同的商务场景，让学生把语言灵活运用到自己的口头表达中。

Part V Listening Tips 听力技巧。针对听力难点，每章归纳总结了一些听力的应对技巧和策略，帮助学生有系统地进行训练。

Part VI Read for More 短文阅读。帮助学生了解商务文化，丰富背景知识。相关主



题的讨论能激发学生的学习兴趣。

Part VII Follow-up Exercises 课外练习。附加一些场景和会话供学生课外练习。

本教程配有录制的 MP3 光盘、录音文本和练习答案,使用方便,选择空间大,可操作性强;既可作为高校英语及经贸专业商务英语口语教材,也可用作同等水平学习者的自学教材,同时对从事国际商务的人员也具有实用性和参考价值。

在编写本书的过程中,编者参考了国内外出版的一些教材,受益匪浅,在此谨对所参考的教材、专著的版权所有者表示衷心的感谢。

由于时间仓促,编者水平有限,书中缺点错漏之处在所难免,尚望专家及使用者批评指正。

编 者
2009 年



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Chapter 1 Business Meetings

Objectives

- To learn how to prepare for a meeting
- To learn how to have effective business meetings
- To learn chairing a meeting and taking minutes



Part I Led-in Questions

- 1.1 Meetings come in all shapes and sizes. There are everyday office meetings, board meetings, seminars, etc. Talk about the sorts of meeting that you know.
- 1.2 Which do you think are the important tips for successful meetings?
- 1.3 Work in small groups. Which of these things do you expect at a formal meeting and which at an informal meeting?

an agenda	matters arising	AOB	coffee
a chairperson	an objective	a time limit	minutes
any other business	briefing documents		



Part II Warming-up

- 2.1 Listen to the meeting. Tick the items in the box above which they mention. Do you think that this is a formal or an informal meeting? Why?
- 2.2 Listen again to the meeting on the recording. There are six phrases that are usually used in the meeting. Write them in the correct boxes and then answer the following questions.

To signal the start	
To introduce the objective	
To ask for questions	
To ask for clarification	
To ask for repetition	
To interrupt	

Think of other appropriate phrases for the above table.



Questions

1. What do they have to decide at the meeting?
2. What's the time limit for the meeting?
3. How much money are they going to lose?
4. Who is taking minutes?

Part III Listening-in

3.1 Passage One

Listen to the passage and answer the following questions.

- 1) What do you think is the most important function of meetings?
- 2) What is the most important of the three areas mentioned by the speaker and why?
- 3) What is the key to the selection of content of a meeting?
- 4) What is the function of the design of a meeting?

5) What shall we take into account when handling the process of a meeting?

3.2 Passage Two

Listen to the passage and fill in the missing information in the blanks according to the information you hear.

Depending on your job, you may be _____ once a week or several a day. Many work teams, for example, function by _____ formally and informally to discuss _____. Organizations use meetings to help _____ involving a number of people or work groups. Meetings are used to _____, investigate problems, _____, set up business arrangements, _____ and so on.

Meetings offer many _____ to an organization and its members. A _____ meeting encourages _____—people can keep _____ with developments and changes, which means better _____ between sections. Meetings can give people an opportunity to _____ and help develop _____. Other benefits of _____ meetings include greater _____ resulting from _____ and more effective _____.

Different _____ require different kinds of meetings. Depending on the _____ to be solved, the _____ to be transacted and the _____ of the group and _____, you might choose: committee meetings; _____; informal decision-making sessions; _____; general staff meetings; _____; meetings to give instructions; _____.

3.3

A Company Problem



Read this problem, then work in small groups and, briefly, discuss these questions.

1. What do you think—should employers do more to protect staff?
2. What solutions to the problems can you think of?



It is estimated that there is an assault on a retail employee during every minute of every day. Shoplifters make up 62% of this total—the rest are mostly drunks, drug addicts or angry customers. But few companies have any kind of strategy to deal with violence in the workplace. Should employers do more to protect staff against violence?

—*Management Today*, May 1997

You will hear part of a meeting to discuss the problem above. Listen and answer these questions.

1. What three suggestions are made to solve the problem?
2. Who do you think has the strongest opinion?
3. Which of these phrases does this person use to introduce his/her opinion?
Have you thought about...? Why don't you...? I think you should...
4. What other phrases do you know to introduce an opinion?

3.4

Fill in the blanks according to the information you hear.

The Significance of Business Meetings	<ol style="list-style-type: none"> 1. Meetings come in all shapes and sizes. There are _____, _____, _____, all the way up to _____. 2. And meetings can now be _____, _____, _____. 3. Meetings are the heart and mind of any organization. The place where we _____, _____, share our passion _____, develop _____. 4. According to the survey, executives on average spend _____ of their working hours in business meetings.
How to Plan a Meeting	<ol style="list-style-type: none"> 1. Surveyed professionals agree that as much as _____ of that meeting time is _____ and that up to _____ of meeting time is spent discussing _____. 2. Some of the basic principles at work can be summarized as: 1) _____; 2) _____; 3) _____; 4) _____. 3. Preparation means _____; Facilitation means _____; Inspiration is _____; Results mean _____.



Part IV Speaking Out

4.1 Work in groups and have a series of short meetings. Take turns to be chairperson. The chairperson should choose the subject of the meeting and decide on things like a time limit, agenda, minutes, etc. At the beginning of each meeting he/she should do the following:

1. Signal the start.
2. Introduce the objective.
3. Mention issues such as agenda, time limit as appropriate.
4. Ask for questions.

Others in the group should interrupt, ask for clarification, repetition, etc., as appropriate.

4.2 Work in groups of around 3-4 persons and have meetings to discuss solutions to these two business problems. Groups should take a few minutes to read the problems under discussion. Then, somebody should act as chairperson and begin the meeting in the way described in 4.1.

1) Break time for smoking

The anti-smoking lobby continues. In the early 1980s less than 5% of UK companies had a policy towards smoking. Today, according to ASH (Action on Smoking and Health) 9 out of 10 major companies have some code of practice on smoking in the workplace. But more than 25% of Britain's adults continue to smoke, so what attitude should the other employers take? Should they try to accommodate the needs of smokers as well as non-smokers? Or should they ban smoking completely?

2) Travel sick blues

Business travelers are making up to 15% more trips than a year ago. The constant time zone changes, time wasted in transit and frequent delays wear down many. What can the tired executive do about the problems of business travel? And under what circumstances can he or she simply say "no" when asked to go on yet another trip?

Part V Listening Tips

The main idea is the gist of a passage, the central thought expressed or implied in words. Identifying the main idea is the first step to successful listening, which may help the listener build up the general understanding of the passage.

Here are suggestions to identify the main idea:

- Identify the topic, which is the subject of the material;



- Identify which aspect the material focuses on in terms of the subject;
- Summarize its major supporting details that support that aspect of the subject;
- Classify the material and summarize its main idea accordingly.

If it is a...	then you can...
conversation	record the key words and link them together
story	focus on the "WH" words (who, what, when, where, why and how)
lecture	pay attention to the first or the last sentence

Part VI Read for More

How to Take Minutes at a Business Meeting

By eHow Careers & Work Editor

Business meetings may be conducted formally or informally, depending on the company and the circumstances. Taking good minutes during a business meeting can be a crucial time and headache saver and it's a skill that is greatly appreciated by employers. The following guidelines are based on Robert's Rules of Order.



Take good notes

Taking Minutes

Step 1

Obtain the meeting agenda, minutes from the last meeting, and any background documents to be discussed. Consider using a tape recorder to ensure accuracy.

Things You'll Need:

- Portable Tape Recorders
- Blank Tapes
- Notebook Papers
- Computers



Step 2

Sit beside the chairperson for convenient clarification or help as the meeting proceeds.

Step 3

Write "Minutes of the meeting of (exact association name)."

Step 4

Record the date, time and place of the meeting.

Step 5

Circulate a sheet of paper for attendees to sign. (This sheet can also help identify speakers by seating arrangement later in the meeting.) If the meeting is an open one, write down only the names of the attendees who have voting rights.

Step 6

Note who arrives late or leaves early so that these people can be briefed on what they missed.

Step 7

Write down items in the order in which they are discussed. If item 8 on the agenda is discussed before item 2, keep the old item number but write item 8 in second place.

Step 8

Record the motions made and the names of people who originate them.

Step 9

Record whether motions are adopted or rejected, how the vote is taken (by show of hands, voice or other methods) and whether the vote is unanimous. For small meetings, write the names of the attendees who approve, oppose and abstain from each motion.

Step 10

Focus on recording actions taken by the group. Avoid writing down the details of each discussion.

Transcribing Minutes

Step 1

Transcribe minutes soon after the meeting, when your memory of the event is still fresh.

Step 2

Follow the format used in previous minutes.

Step 3

Preface resolutions with "Resolved, That..."

Step 4

Consider attaching long resolutions, reports or other supplementary material to the



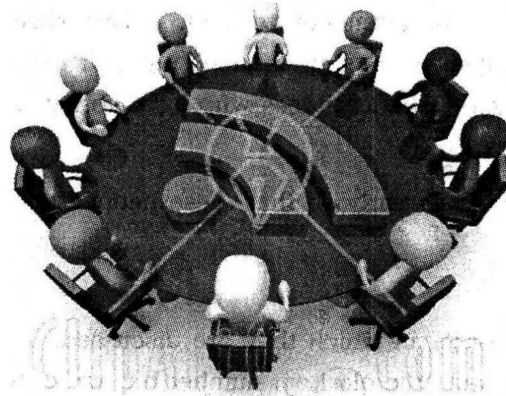
minutes as an appendix.

Step 5

Write "Submitted by" and then sign your name and the date.

Step 6

Place minutes chronologically in a record book.



Part VII Follow-up Exercises

1. Work in groups and hold a number of short meetings on the topics below or other topics chosen by yourselves. Take it in turns to be the chairperson, whose job is to:

- Start the discussion
- State your purpose
- Keep the discussion moving
- Ask for opinions or suggestions
- Control people (if necessary)
- Make sure everyone has a chance to give his/her view
- Move from point to point
- Keep the time limit
- Summarize the discussion
- Close the discussion

Meetings Topics

Working with people from different cultures

The usefulness of training



2. Presentation practice

Make a short presentation on one of the following topics. Before making the presentation, you should take two-minutes to write an outline of your presentation.

- What are the major functions for a meeting?
- What should we do to effectively prepare a meeting?
- How to be an effective organizer for a meeting?
- How to behave properly at a meeting?
- Relevant topics of your own choice.