

English for Business Communication



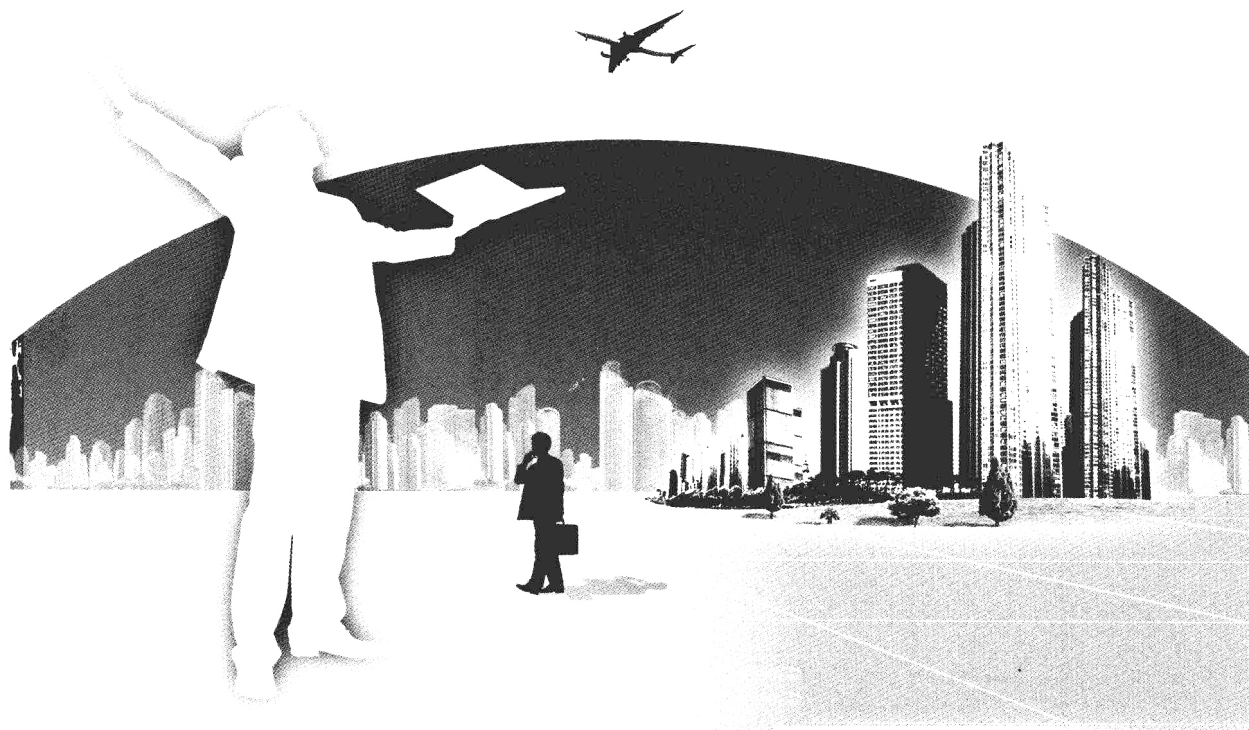
第二版
Second Edition

商务交际英语

周保国 编著



WUHAN UNIVERSITY PRESS
武汉大学出版社



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商务交际英语第二版前言

《商务交际英语》从问世到本次第二版修订完稿近 10 载。使用者遍及全国各高校商务英语教师和学生、涉外商贸工作者、合资企业有关人员以及商务英语爱好者。本书以从事国际之间商务活动所必需的语言技能为经,以各种商务活动的具体情景作纬,为广大读者提供了一部语言规范、重点突出、内容新颖、题材广泛、交际性强、具有实用价值、富于时代精神的商务交际英语教课书,向读者展示了一片商务英语学习的新天地。

人类社会进入 21 世纪后,国际之间的商务往来更加频繁,商务交际英语的使用更加广泛。更重要的是,商务交际手段随着互联网的诞生和电子信息的进步日新月异,变化之快令人难以预测。考虑到国际化的大趋势和新的社会需求,作者对《商务交际英语》进行了修订。

修订原则 1. 教材的定位不变。《商务交际英语》旨在帮助读者在国际商务环境下,能够听懂英文的商务信息、新闻、商业对话、采访和访谈,并能就某一商务话题用较为流畅的英文回答问题并表达自己的观点,提高在全球化高科技时代的商务竞争能力、外贸业务素质和英语交际水平。2. 选材原则不变。《商务交际英语》力求做到题材广泛,内容精辟,语言规范。选材遵循趣味性、知识性和时效性原则,培养读者在商务环境下的英语听说能力和综合应用能力。增强读者就某一商务话题进行表达和沟通的能力和自主学习的能力。3. 经典性与时代性融合。修订后的内容经得起时间考验,文字经得起反复咀嚼,保证了本书的可教性和可学性,充分显示了本书具备较强的生命力。4. 增强交际能力训练。修订后的教材着重考虑提高读者的跨文化交际能力和综合文化素养,训练读者在提高语言交际能力的过程中大量消化和吸收语言输入,在学会日常的、常规性的口头表达方式的同时,能够合理组织和娴熟运用英语语言表达自己的思想。

修订重点 1. 更新部分对话。选编时代感强、贴近现代商务、语言流行地道的对话取代部分过时的内容,重新完善每篇对话的注释。2. 替换部分相关信息。

根据国际化企业的文化和理念,解决人们学习外语只是单纯地学语言,缺乏商务等专业知识的弊端,给读者提供大量具有时代感的商务信息。3. 梳理整本书的小对话。根据每一章节的内容增加了更为丰富的口语素材,并通过短对话的方式培养读者增强实质性的口语交际能力。4. 规范商务交际礼仪。强化商务活动中对人的仪表仪容和言谈举止的普遍要求,塑造个人、公司或企业的商务人员在商务活动中的良好形象。5. 调整简短商务演说。一方面帮助读者熟悉国际商务环境中遇到的专业词汇,另一方面提高读者的表达能力,尽量说出地道的英语。6. 配备《商务交际英语》MP3 光盘,由发音纯正、语言地道的外教朗读,帮助读者正确掌握英语发音的基本语音语调和真实商务环境下的交际模式。全书总体更新率超过 50%。

教材特点 《商务交际英语》全书共三十个单元,按商务交际的不同内容和商务交易的不同环节分为三大部分,每部分各十个单元。第一部分为“商务活动”(Business Activities),内容涉及商务交际的各种活动,包括建立商务关系、出席商务会议、商务管理、办公室工作、电话交谈、求职面试、商业广告、商务公关、文娱活动、祝贺与安慰等。第二部分为“商务交易”(Business Transactions),内容涉及商务交易过程中的不同环节,包括参观与旅行、商品交易会、商务谈判、产品描述、操作与过程、市场营销、交货及售后服务、进出口贸易、海关、国际贸易付款等。第三部分为“各类商务”(Various Businesses),内容涉及不同的商务领域,包括旅游业、饭店业、购物业、银行业、保险业、金融业、证券业、投资业、房地产业、期货业等。

本书每个单元包括五个部分:1. 对话与交谈(Dialogues and Conversations); 2. 相关信息(Related Information); 3. 小对话(Mini Talks); 4. 商务交际礼仪(Business Communication Etiquette); 5. 简短商务演说(A Short Business Speech),各部分的主要特点如下:

一、对话与交谈。本部分包括商贸业务交际情景的洽谈实例,均为该单元商务内容的重要环节。商务交际英语的核心在于交际,编者在这一部分特别强调交际功能的重点性,以利于读者提高交际的交际能力。因为本书读者对象主要为已掌握初级英语的读者,本部分只对对话与交谈中出现的重点词汇、短语、习惯用法和一部分专有名词作了注释,部分难句附有汉语译文。

二、相关信息。正确地理解和使用商务交际英语必须具有相应的文化认知系统,了解产生、使用商务交际英语特定的社会文化背景。本部分用中英对照的形式简要介绍了与本单元相关的实用信息和商务内容,旨在帮助读者丰富商务

交际方面的知识。

三、小对话。本部分是对第一部分对话与交谈的补充,为学习者提供商务交际英语练习的机会,以便更熟练地掌握所学的内容。所选编的对话短小精悍、内容得体、语言规范,特别强调语言交际功能的训练。

四、商务交际礼仪。当今的商业竞争不仅对个人的工作能力有较高要求,其人品、举止行为和对他人的理解和奉献精神也至关重要。本部分亦以中英对照的形式,重点介绍了与各单元相关的商务礼仪,以帮助学习者在商务交际中正确运用职业行为准则,为实际的商务工作与生活增光添彩。

五、简短商务演说。在不同的商务场合发表精炼得体的演说是商务交际英语能力的一个重要方面。本部分所选的演说分为三类:礼仪性演说(Ceremonial Speech),内容包括欢迎、祝贺、鼓励、赞赏;信息性演说(Informative Speech),目的在于传达未知的知识与信息,如新产品的发布、公司介绍、业绩总结等;说服性演说(Persuasive Speech),目的在于阐述观点,提出主张、陈述理由、说明道理等。

本书收有两个附录:商务信函(Business Correspondence)和社交信函(Social Correspondence),供学习者查阅和参考。

随着国际商务交际活动日益频繁,商务交际英语的地位与作用也越来越重要。国家教育部考试中心与英国剑桥大学地方考试委员会合作在我国成功地举办了《剑桥商务英语证书》多个级别的考试,以利于用人单位,特别是外资企业选拔录用人才。本书可用做大学商务英语专业教材、中等程度以上商务英语培训课程的教材或辅助教材,可作为《剑桥商务英语证书》备考之用,可供具备中高级水平的商务英语自学者使用,还可供商务英语教师、涉外商贸工作者以及合资企业有关人员在工作中参考使用。

本书在编写过程中参考了国内外近年来出版的有关书籍和资料,特向这些作者致以衷心的感谢。由于编者知识面及水平有限,疏漏谬误之处在所难免,恳请各位专家、同行和广大读者不吝赐教。

作 者

2009年8月于武昌珞珈山

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Part
I

Business Activities

(商务活动)

- Unit 1 Establishing Business Relations(建立商务关系)
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- Unit 9 Recreational Activities(文娱活动)
- Unit 10 Congratulation and Consolation(祝贺与安慰)

Unit 1

Establishing Business Relations (建立商务关系)



Part I Dialogues and Conversations

(A)

Meeting a Visitor

(At the airport)

A: Excuse me, but are you Mr. David from Western Electronics?¹

B: Yes, I am.

A: How do you do?² I'm from the National Fixtures.³ My name is Dennis. I am here to meet you today.⁴

B: How do you do? Glad to meet you.

A: How was your flight?⁵ Was it comfortable?

B: Not really, I'm afraid. We were delayed taking off, and we encountered a lot of bad weather.⁶

A: That's bad to hear. Then you must feel tired now.

B: I got some sleep on the plane, but I'm feeling a little jet lag.

A: We have made a hotel reservation for you.⁹ I think it's best for us to go to your hotel first so that you can have a rest.¹⁰

B: Thank you for your consideration.

A: My car is outside.

B: Terrific.

(On the way to the hotel)

A: It's a little cold today, isn't it?

B: It sure is.¹¹ How is your business going on recently?

A: A little slow, I'm afraid. But we expect things to pick up soon.¹²

B: That sounds encouraging.

A: Is it the first time for you to be here?

B: No, I came here two years ago. It seems that the city has changed a lot in these two years.¹³

A: Yes, it has been under great change in the past two years. How long will you be here?

B: My schedule is rather tight, and I have to leave for Tokyo on Tuesday.¹⁴

A: We'll have to hurry, in that case.¹⁵

►► Notes:

1. 对不起,你是来自西部电子公司的 David 先生吗? Western Electronics: 西部电子公司
2. 您好! (初次见面时使用)
3. 我来自国家装配公司。

4. 今天我来接您。meet: 迎接
5. 你坐的班机怎么样?
6. 我们起飞延误了,还遭遇了恶劣的气候。take off:(飞机)起飞; encounter: 遇到,遭遇
7. 那么您现在一定累了吧? must: 表示推测、肯定、一定
8. 我在飞机上睡了一会儿,不过我觉得有些不适应时差。jet lag: 飞行时差反应,时差感
9. 我们已经为您预定了宾馆。
10. 我觉得我们最好是先去宾馆,这样你可以休息一下。so that: 以便于; have a rest: 休息
11. 的确是。
12. 但是我们希望情况很快有好转。pick up: 好转,恢复
13. 这座城市在过去两年里似乎变化很大。It seems that ...: 似乎,好像
14. 我的时间安排特别紧,星期二我必须赶往东京。leave for: 动身前往,出发去
15. 那样的话,我们得抓紧(时间)。in that case: 如果是那样的话

(B)

Entering into Business Relations¹

A: Good morning. My name is John Brown. I'm from Britain. Here is my card.

B: Thank you. I'm pleased to meet you, Mr. Brown. My name is Zhang Lin, the representative of the Textiles Import and Export Corporation.²

A: Pleased to meet you too, Ms. Zhang. I travel a lot every year on business, but this is my first visit to your country. I must say I have been much impressed by your friendly people.³

B: Thank you for your saying so. Have you seen the exhibition halls? On display are most of our products, such as silks, woolen knitwear, cotton piece goods and garments.⁴

A: Oh, yes. I had a look yesterday. I found some of the exhibits fine in quality and beautiful in design. The exhibition has successfully displayed to me what your corporation handles.⁵ I've gone over the catalogue and the pamphlets enclosed in your last letter.⁶ I have got some idea of your exports. I'm interested in your silk blouses.

B: Our silks are known for their good quality. They are one of our traditional exports. Silk blouses are brightly colored and beautifully designed. They've met with great favor overseas and are always in great demand.⁷

A: Some of them seem to be of the latest style.⁸ Now I've a feeling that we can do a

lot of trade in this line.⁹ We wish to establish relations with you.

B: Your desire coincides with ours.¹⁰

A: Concerning our financial position, credit standing and trade reputation, you may refer to our bank, or to our local chamber of commerce or inquiry agencies.¹¹

B: Thank you for your information. As you know, our corporation is a state-operated one. We always trade with foreign countries on the basis of equality and mutual benefit.¹² Establishing business relations between us will be to our mutual benefit. I have no doubt that it will bring about closer ties between us.¹³

A: That sounds interesting. I'll send a telex home. As soon as I receive a definite answer, I'll give you a specific inquiry.¹⁴

B: We'll then make an offer as soon as possible.¹⁵ I hope a lot of business will be put through between us.¹⁶

A: So do I.

►► Notes:

1. 建立业务关系
2. 我叫张林,是纺织品进出口公司的代表。
3. 友好的中国人民给我留下了深刻的印象。
4. 我们的大部分产品在那里展出,如丝绸、毛织品、布匹和服装。on display: 展出
5. 展览会成功地向我介绍了贵公司所经营的产品情况。
6. 我已看过了你上次在信中所附的目录和小册子。
7. 它们在国外很受欢迎,需求量很大。meet with great favor: 非常受欢迎; in great demand: 需求量大
8. 有些看来还是最新的式样。be of the latest style: 最新式样
9. 我感到我们在这方面可以做不少的买卖。
10. 我们双方的愿望是一致的。coincide with: 与……一致
11. 关于我们的财政状况、信用和声誉,你可以向我们的银行、当地商会或咨询社进行了解。
financial position: 财政状况; credit standing: 信用地位; trade reputation: 贸易声誉
12. 我们一向在平等互利的基础上同外国进行贸易。equality and mutual benefit: 平等互利
13. 我相信业务关系的建立也将使我们之间的联系更为密切。bring about: 带来,引起
14. 一收到肯定的答复,我将具体询价。a specific inquiry: 具体询价
15. 那时我们一定尽快报价。make an offer: 报价
16. 我希望我们之间能做成很多生意。be put through: 完成,达成

(C)
Business Meeting

A: I have come to discuss with you the possibility of importing into the United States a number of your products.¹

B: Ms Anderson, we very much appreciate your interest in our company.²

A: We had an opportunity last evening to review your well illustrated catalogues and we are primarily interested in your Grand Bank wine, your chocolates, canned fruit, and poultry.

B: Most of our products are very well known all over China. You have chosen some of our most successful commodities.³

A: Do you presently export any of the products that I have mentioned?

B: Many of our products are manufactured especially to serve our export markets. Our Grand Bank wine is one of our best known products.

A: Can you give us an idea of your present export volume?⁵

B: Yes, we currently export some 500,000 bottles of wine a year, mostly to Europe and to some Asian countries.⁶ Our poultry is also very well known.

A: What about your fruits? Do you export all the products illustrated in your catalogue?

B: Our fruits are exported to Hong Kong area, Singapore, Malaysia, and a number of other countries.

A: What about your chocolates?

B: So far we have not developed a large export market for our chocolates. We primarily serve the domestic market.⁷ Perhaps you would like to discuss each of the commodities in turn.⁸

A: Yes, that would be our preferred course.⁹ I would like to take some notes while we are discussing the various products.

B: As I mentioned, we are perhaps best-known for our Grand Bank wine. It is made by our wholly-owned subsidiary, the Huaxia Grand Bank Wine Company Limited.¹⁰ This company also packages and ships the wine to our export markets.

A: Do you sell both red and white wine?

B: Yes, we do.

A: We enjoyed some of your Grand Bank wine at dinner last evening. Are your wines all corked?¹¹

B: Yes. Perhaps I should also explain that our bottles, cork stoppers, and caps are all imported.¹²

A: Would it be possible to pay a visit to the wine company and take a look at its wine making methods?¹³

B: We would be more than pleased to show you this facility, Ms Anderson. I am sure that you will be impressed by its efficiency.¹⁴

A: Now I'd like to have an idea of your pricing structure for your Grand Bank wine.

B: The export price is of course very much dependent on the quantity purchased by our customers.¹⁵

A: I understand.

B: The basic export price of our white wine is US\$4 per bottle, \$48 per case.

A: Let us assume that we were to make a first purchase of 1,500 cases.¹⁶

B: For an order of that magnitude we would be prepared to negotiate a price somewhat below \$4 per bottle.¹⁷

A: Perhaps we could discuss the subject further after we have had a chance to view your wine making facilities.

B: Yes, of course. We are looking forward to showing you our facilities.

A: And we are looking forward to some samples.

►► Notes:

1. 我特地来与你们商讨向美国进口贵公司某些产品的可能性。
2. 非常感谢您对本公司的产品感兴趣。
3. 您所感兴趣的正是我们最受欢迎的产品。
4. 我们的大多数产品主要销往国外市场。serve an export market: 销往海外市场
5. 可以跟我们讲一讲你们目前的出口量吗? give... an idea of: 使(某人)明白,使……了解某情况
6. 好的,我们目前每年出口量为 500 000 瓶,主要是销往欧洲和亚洲的一些国家。
7. 目前我们的巧克力还未开发较大的海外市场。我们主要是面向国内市场。the domestic market: 国内市场
8. 也许您想逐一商讨每种商品。in turn: 依次;逐一
9. 是的,这是我们所希望的程序。preferred course: 希望的程序

10. 它由我们独立拥有的子公司, 华夏古堡葡萄酒有限公司所生产。
11. 你们所有的酒都是加软木瓶塞的吗?
12. 值得一提的是, 我们的酒瓶、软木塞和瓶盖都是进口的。cork stoppers: 软木塞
13. 可以参观一下酒厂, 看一看制酒方法吗? pay a visit: 访问, 参观
14. 我敢肯定您会对其效率留下深刻印象。
15. 出口价格主要依据客户购买数量而定。depend on: 视……而定, 取决于
16. 要是我们第一批购买 1 500 箱呢? Let us assume...: 让我们假设……
17. 对于这样大的订购量, 我们很乐意协商一个低于每瓶 4 美元的单价。

(D)

The Welcome Dinner

A: Mr. David, nice to meet you again.

B: Nice to meet you, too.

A: I was so busy yesterday that I was not able to go to meet you at the airport. ¹ I feel so sorry.

B: It doesn't matter.

A: Please allow me to introduce Mr. Li, our manager, and Miss Liu, our deputy manager to you. ²

C&D: How do you do?

B: How do you do? Nice to meet you.

A: Have you ever tried any Chinese dishes? ³

B: Yes, I like Chinese food very much.

A: I'm glad to hear that. I hope the dishes will be to your liking. ⁴

B: Thank you for holding such a colorful Chinese cooking dinner. ⁵

A: It's my pleasure. Please have a seat here. ⁶

B: Thanks.

C: Please make yourself at home and have some Beijing roast duck while it's not getting cold. ⁷

B: Thank you. It's really delicious! It appeals to one's sense of sight, taste, and smell. ⁸

D: If it is to your liking, please have some more.