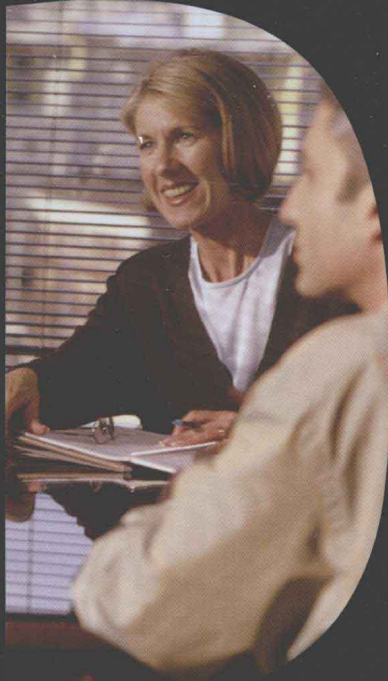


第二版



★ 如何申请理想的工作

★ 简历与面试

★ 口头商务沟通

★ 同事沟通及客户沟通

★ 书面沟通

★ 商务会议

★ 跨文化商务沟通

★ 危机沟通

★ 媒体沟通

〔英〕艾菲德·罗伯茨(Elfed Roberts)

〔英〕菲利普·布鲁斯(Phillip Bruce) 编著

黄智颖(Huang Zhiying)

商务英语沟通

Business English

〔英〕艾菲德·罗伯茨(Elfed Roberts)

〔英〕菲利普·布鲁斯(Phillip Bruce) 编著

黄智颖(Huang Zhiying)

商务英语沟通

Business English Communication

 复旦大学出版社

图书在版编目(CIP)数据

商务英语沟通(第二版)/[英]艾菲德·罗伯茨(Elfed Roberts),
[英]菲利普·布鲁斯(Phillip Bruce),黄智颖编著.—2版—上海:
复旦大学出版社,2011.3
ISBN 978-7-309-07743-8

I. 商… II. ①艾…②菲…③黄… III. 商务-英语-口语-高等学校-教材 IV. H319.9

中国版本图书馆CIP数据核字(2010)第240292号

商务英语沟通(第二版)

[英]艾菲德·罗伯茨(Elfed Roberts) [英]菲利普·布鲁斯(Phillip Bruce) 黄智颖 编著
出品人/贺圣遂 责任编辑/鲍雯妍

复旦大学出版社有限公司出版发行

上海市国权路579号 邮编:200433

网址:fupnet@fudanpress.com <http://www.fudanpress.com>

门市零售:86-21-65642857 团体订购:86-21-65118853

外埠邮购:86-21-65109143

大丰市科星印刷有限责任公司

开本 787×960 1/16 印张 14.75 字数 238 千

2011年3月第2版第1次印刷

ISBN 978-7-309-07743-8/H·1594

定价:28.00元

如有印装质量问题,请向复旦大学出版社有限公司发行部调换。

版权所有 侵权必究

PREFACE

The authors are all involved in teaching English for Business Communications at IMBA, MBA and undergraduate level both in Mainland China and the Hong Kong SAR. Although there are a number of texts available for students of the subject, most are written either for American or European students and not adapted to the Chinese environment. The case studies are therefore often difficult or not relevant to the Chinese students and are often insensitive to the particular needs of the non-English speaking customer. We believe that, having taught in China for a considerable number of years, we have something to offer which is unique and of considerable benefit.

本书作者均在中国内地或香港地区长期向本科生、MBA、IMBA 学员教授《商务英语沟通》课程。虽然市场上已有许多有关《商务英语沟通》的教科书,但绝大多数是针对美国或欧洲学生而写,并不完全适用于中国的商务环境。因此,这些书中的案例通常晦涩难懂,非英语国家的学生较难理解其文化背景,不具针对性。我们相信,凭借多年在中国内地和香港的教学经验,本书提供的内容是鲜明、独特的,将给中国学生带来诸多收获。

There are three authors of this book. Two are native English speakers and one is Chinese. Such collaboration helps to ensure the right approach and the right



level. For example, the native speakers might take certain factors for granted. Such a tendency can be modified by the knowledge and understanding of the native Chinese speaker.

本书共有三位作者,两位来自以英语为母语的国家,一位是中国作者。中国作者针对中国的特殊环境,对所述内容做修正,这样的组合使本书的内容更具有针对性。

Although obviously we intend to write this book in English, some parts will be translated into Chinese to help the student grasp the essential information. There will also be a bilingual glossary of terms in the appendix to facilitate the understanding of key concepts.

本书以英语为主,每一章节末附有中文小结,某些部分译成中文,以便使读者快速抓住要领。

The text begins at an appropriate level and becomes more demanding as we progress. The level of English is carefully designed to make sure that idiomatic terms are kept to a minimum and can be understood at undergraduate and post-graduate level. The vast majority of examples and exercises in this text are based on the kind of problems and challenges a Chinese student would experience rather than, as is the case in many other texts, foreign examples.

本书从适当的水平展开,层层深入。书中的英语经过仔细斟酌,通俗易懂,对本科生及研究生均适用。书中大量的案例与练习都来自中国学生经常遇到的问题及挑战,而非通常此类书中常用的国外案例。

CONTENTS

Introduction / 1

Chapter 1 How to Apply for the Ideal Job / 3

1. First Steps / 3
2. Reading Job Advertisements / 4
3. Analysing a Specific Job Advertisement / 6
4. What to Mention in Your Letter or Email / 7
5. Attracting an Employers Interest / 8
6. Hints and Tips / 8
7. Practice Makes Perfect / 11
- Notes for Your Guidance / 18
- Summary / 20

Chapter 2 The Résumé and the Interview / 22

1. The Résumé or Curriculum Vitae / 22
2. The Essentials / 23
3. Model résumé(single-page version) / 25
4. Interview Essentials / 28
5. What Do You Do Now / 29
6. The Big Day / 30
7. What Do I Wear / 30



- 8. What Questions Will They Ask / 31
- 9. Be Positive / 33
- 10. You Do the Talking / 33
- 11. Dealing with Negatives at the Interview / 35
- 12. Strength from Weakness / 37
- 13. Hints and Tips / 39
- Notes for Your Guidance / 40
- Summary / 43

Chapter 3 Spoken Business Communication / 45

- 1. Preparing for the Talk / 47
- 2. Preparing the Content / 51
- 3. Practice and Presentation Techniques / 53
- 4. Hints and Tips / 57
- 5. Practice Makes Perfect / 59
- Notes for Your Guidance / 60
- Summary / 64

Chapter 4 Communicating with Colleagues and Customers / 67

- 1. Unspoken Messages / 67
- 2. Friendly Communications / 70
- 3. Communicating Sensitively / 71
- 4. Problem Communications / 73
- 5. Hints and Tips / 74
- 6. Hearing and Understanding—Achieving Both / 77
- 7. Action / 78
- 8. Checking / 79
- 9. Communicating with Bosses / 80
- 10. A Fact / 83
- Notes for Your Guidance / 84
- Summary / 86

Chapter 5 Written Communications / 89

1. Composing Your Message / 89
2. Written Forms of Communication / 91
3. Let's Practise / 91
4. Hints and Tips / 94
- Notes for Your Guidance / 97
- Summary / 101

Chapter 6 Business Meetings / 103

1. Why People Hold Meetings / 103
2. Meeting Styles / 104
3. Writing the Records of Business Meetings / 106
4. The Disadvantages of a Verbatim Record / 106
5. The Advantages of a Written Summary / 107
6. Influence and Power / 108
7. Evaluate / 108
8. After Considerable Discussion / 109
9. Who Are the Readers of the Minutes / 109
10. Meeting Minutes / 109
11. More Minutes / 112
12. Why Certain Things Are Important / 116
13. Hints and Tips / 117
14. What's to Be Discussed / 118
- Notes for Your Guidance / 120
- Summary / 122

Chapter 7 Cross-cultural Business Communications / 124

1. Is It Possible to Put Culture into Categories / 124
2. Stereotypes and Assumptions / 125
3. The English Language / 126
4. Hints and Tips / 126
5. Phenomena Which Influence Cultures / 128

- 6. Direct or Rude / 129
- 7. Deference and Interruption / 130
- 8. Politeness / 131
- 9. European Union of Differences / 131
- 10. Diversity and Communication Opportunities / 133
- 11. Do Some Research / 134
- 12. Hints and Tips / 134
- Notes for Your Guidance / 135
- Summary / 137

Chapter 8 Crisis Communications / 140

- 1. What Is a Crisis / 141
- 2. Why Is Communication Essential In a Crisis / 143
- 3. Hints and Tips / 144
- 4. What Can We Do in Advance / 144
- 5. The Golden Rules / 145
- 6. A Crisis in Practice / 155
- Notes for Your Guidance / 159
- Summary / 160

Chapter 9 Media Communications / 164

- 1. Information Out / 165
- 2. Press Releases / 166
- 3. Press Conferences / 167
- 4. Press Events / 168
- 5. Say It with Pictures / 169
- 6. Don't Make It Difficult / 171
- 7. The Big Interview / 172
- 8. Questions and Answers / 172
- 9. Bad Press / 174
- 10. Inward Communication / 175
- 11. Who Can Speak for You / 175

12. Hints and Tips / 176

Notes for Your Guidance / 177

Summary / 182

Chapter 10 Business Communications Every Day / 185

Ten Exercises / 185

Notes for Your Guidance / 193

Summary / 198

Appendices / 199

Appendix One Cocktail Party / 199

Appendix Two The Card Game / 201

Appendix Three Mr, Mrs, Ms, Dr or John / 204

Appendix Four Getting to Know You / 206

Appendix Five Dealing with Dinner / 208

Appendix Six Sneaky Phrases / 212

Appendix Seven Karaoke / 214

Appendix Eight It's All a Matter of Face / 215

Appendix Nine Be a Chinese Culture Vulture / 217

CONTENTS

导言 / 1

第一章 如何申请理想的工作 / 3

1. 第一步 / 3
2. 解读招聘广告 / 4
3. 分析特定的招聘广告 / 6
4. 在求职信件中该写些什么 / 7
5. 引起招聘者的注意 / 8
6. 技巧提示 / 8
7. 熟能生巧 / 11
- 建议与指导 / 18
- 本章小结 / 20

第二章 简历与面试 / 22

1. 简历 / 22
2. 基本要素 / 23
3. 简历样本 / 25
4. 面试要点 / 28
5. 如何准备 / 29
6. 面试当天 / 30
7. 如何着装 / 30

- 8. 面试问题 / 31
- 9. 要积极主动 / 33
- 10. 把握表述机会 / 33
- 11. 正确处理面试中的消极因素 / 35
- 12. 变不利为有利 / 37
- 13. 技巧提示 / 39
- 建议与指导 / 40
- 本章小结 / 43

第三章 口头商务沟通 / 45

- 1. 为演讲准备 / 47
- 2. 搜集素材 / 51
- 3. 练习示范与讲演技巧 / 53
- 4. 技巧提示 / 57
- 5. 熟能生巧 / 59
- 建议与指导 / 60
- 本章小结 / 64

第四章 同事沟通及客户沟通 / 67

- 1. 非言语信息 / 67
- 2. 传递好消息 / 70
- 3. 敏感性沟通 / 71
- 4. 问题沟通 / 73
- 5. 技巧提示 / 74
- 6. 倾听与理解——两者兼顾 / 77
- 7. 行动 / 78
- 8. 核查 / 79
- 9. 与老板沟通 / 80
- 10. 忠告 / 83
- 建议与指导 / 84
- 本章小结 / 86

第五章 书面沟通 / 89

1. 内容组织 / 89
 2. 书面沟通的形式 / 91
 3. 练习 / 91
 4. 技巧提示 / 94
- 建议与指导 / 97
- 本章小结 / 101

第六章 商务会议 / 103

1. 为何举行会议 / 103
 2. 会议风格 / 104
 3. 商务会议纪要 / 106
 4. 逐字逐句的会议记录的缺点 / 106
 5. 总结性会议纪要的优点 / 107
 6. 影响力 / 108
 7. 评估 / 108
 8. 在充分讨论之后 / 109
 9. 谁将阅读会议纪要 / 109
 10. 会议纪要 / 109
 11. 更多纪要 / 112
 12. 哪些更重要 / 116
 13. 技巧提示 / 117
 14. 讨论内容 / 118
- 建议与指导 / 120
- 本章小结 / 122

第七章 跨文化商务沟通 / 124

1. 文化分类是可能的吗 / 124
2. 类型和假定 / 125
3. 英语语言 / 126
4. 技巧提示 / 126
5. 文化影响的表现形式 / 128

- 6. 直率抑或粗鲁 / 129
- 7. 遵从与打断 / 130
- 8. 礼貌 / 131
- 9. 差异化的欧盟 / 131
- 10. 多样性和沟通机会 / 133
- 11. 做一些调查准备 / 134
- 12. 技巧提示 / 134
- 建议与指导 / 135
- 本章小结 / 137

第八章 危机沟通 / 140

- 1. 何为危机 / 141
- 2. 危机沟通的重要性 / 143
- 3. 技巧提示 / 144
- 4. 危机前的准备 / 144
- 5. 危机沟通十条黄金准则 / 145
- 6. 危机演练 / 155
- 建议与指导 / 159
- 本章小结 / 160

第九章 媒体沟通 / 164

- 1. 信息发布 / 165
- 2. 新闻稿 / 166
- 3. 新闻发布会 / 167
- 4. 公关宣传活动 / 168
- 5. 用图片说话 / 169
- 6. 为媒体报道提供方便 / 171
- 7. 重要专访 / 172
- 8. 问与答 / 172
- 9. 负面报道 / 174
- 10. 反向沟通 / 175
- 11. 谁是发言人 / 175

12. 技巧提示 / 176

建议与指导 / 177

本章小结 / 182

第十章 商务沟通日日练 / 185

十个案例练习 / 185

建议与指导 / 193

本章小结 / 198

附录 / 199

附录一 鸡尾酒会 / 199

附录二 名片游戏 / 201

附录三 称谓问题 / 204

附录四 第一次会面 / 206

附录五 宴会礼仪 / 208

附录六 常见隐语 / 212

附录七 卡拉 OK 现象 / 214

附录八 面子问题 / 215

附录九 汲取中国文化 / 217

Exercises

- Exercise 1 Pharox / 11
- Exercise 2 Lawson Hotel / 14
- Exercise 3 Modern Industrial / 16
- Exercise 4 Industrial Lubricants / 26
- Exercise 5 The Right Answers / 32
- Exercise 6 Talking about Yourself / 34
- Exercise 7 Interview Techniques / 38
- Exercise 8 Difficult Issues / 38
- Exercise 9 Three More Analysts / 46
- Exercise 10 Your Future / 46
- Exercise 11 Challenges / 46
- Exercise 12 Foreign Visitors / 46
- Exercise 13 Directors' Questions / 51
- Exercise 14 Sales Managers / 53
- Exercise 15 German Analysts / 56
- Exercise 16 Positive Points / 72
- Exercise 17 Telephone Complaint / 76
- Exercise 18 Kitchen Flag / 77
- Exercise 19 Ginger Jewellery / 92
- Exercise 20 Diamond Office Equipment / 94
- Exercise 21 Mountainside Plastics / 95
- Exercise 22 Dragons Basketball / 95
- Exercise 23 Ransing Corporation / 110
- Exercise 24 Harland Hotel Meeting / 111