

即可速查 + 又可速记

让你很快就可以和老外对答如流的口语书



随书附赠光盘

浩 瀚◎主编

第2版

即学即用

商务外贸口语一学就会



机械工业出版社
CHINA MACHINE PRESS



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商务外贸口语一学就会

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本书取材于人们商务外贸英语生活的方方面面,范围广、实用性强。本书共分8章:商务交际、日常工作、市场营销、商务出行、对外贸易、商务谈判、电子商务和求职应聘。本书对具有中低层次英语水平的读者提高英语口语水平大有帮助。

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前言

PREFACE

在 21 世纪竞争激烈的职场现状下,为了更好地完成工作,一个国际化的商人就必须意识到英语的潜在价值。商务外贸英语既强调在特定的环境中功能英语的应用,又注重日常生活中最基本的语言表达。为达到这两个目的,我们特别为读者量身打造了《商务外贸 口语一学就会》一书。

本书以“现代、实用、易学”为基准点编写而成,选取了与商务、外贸工作密切相关的交际情景和对话场景,实用性强,适合中低层次英文水平的读者朋友学习和使用,在实际编排中,本书突出如下特点:

背景知识

B A C K G R O U N D K N O W L E D G E

每章开篇都为读者提供了该主题所蕴含的文化背景,方便读者对语言文化的学习。

高频句型及短语

H I G H - F R E Q U E N C Y S E N T E N C E S A N D P H R A S E S

书中每个单元都设有与内容相关的简单句型结构和短语,并配有多个例句和汉语翻译,便于读者套用和练习。

即学即用

I N S T A N T E N G L I S H

本部分提供与单元内容相关的情景对话,使读者能够身临其境地练习口语。

知识热点

H O T S P O T K N O W L E D G E

在每单元的最后,本书专门设置了与每单元内容有关的一些语言文化常识,既可作为读者在学习之余的休闲阅读材料,又能够丰富读者的英美文化修养,便于促进同外国友人之间的文化交流。

希望本书能够为广大商务、外贸人士提供全方位的帮助,真正达到即学即用的效果。

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商务交际

Business Communication

户会客行
客宴待送
候待访务闲客
问接拜商休为

出賣人吳永玉 執照 爲害送行

BC 商务交际

Business
Communication

背景知识

It is well-known that industrial markets are characterized by extensive personal interaction between a wide variety of functions in both selling and buying companies. When companies establish relationships between across national boundaries, the "international variables" of language, culture, education and political differences are added to those present in domestic markets. Thus the need for, and problems of, establishing interpersonal relationships between international marketing and purchasing are likely to be more pronounced.

Receiving the visiting guest is one kind of interpersonal contacts, thus much importance should be attached to this aspect.

众所周知，工业市场的特点是在买入卖出公司时的各种功能之间个人交互作用。当公司建立跨越国界的关系时，语言、文化、教育和政治差异这些“国际变量”被加到国内市场所提供的东西上。因此建立人与人之间的关系在国际销售和采购方面很有必要。

招待来访客户是人际接触的一种方式，因此应该在这个方面给予足够的重视。

Section 1 Greetings 问候

BC 商务交际

High-Frequency
Sentences
and
Phrases

高频句型及短语

 welcome 欢迎

> You are very welcome!

热烈欢迎!

> You are very welcome to join us!

欢迎您的加入!

A warm welcome!

热烈欢迎!

Let me express our warm welcome to you!

请允许我对您表示热烈欢迎!

 I haven't seen you for... 我……没看到你。

> I haven't seen you for a long time!

好久不见了!

> I haven't seen you for ages!

我好几年没看到你了!

 Shouldn't you be...? 你不是应该……?

> Shouldn't you be in school?

你不是应该待在学校里吗?

> Shouldn't you be at your company at this time?

这个时间你不是应该在公司上班吗?

 I have...to do. 我有……要做。

> I have a lot of things to do.

我有一大堆事情要做。

> I have heap of things to do.

我有一大堆事情要做。

 I have been... 我一直在……

> I have been keeping myself busy.

我一直很忙。

> I have been running around like a chicken with its head cut off.

我忙得分不清东南西北了。

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03



How are...?怎么样?

How are you doing?

你好吗?

How are you keeping?

你怎么样?

How are things with your wife?

你夫人还好吗?

How are your family?

你家人怎么样?

Good...好。

Good morning!

早上好!

Good afternoon!

下午好!

Good evening, Mr. Li!

李先生, 晚上好!

Good noon!

午安!

Good night!

晚安!

I'm very...我很.....

I'm very pleased to meet you!

遇到你真高兴!

I'm very glad to see you!

很高兴见到你!

I'm very happy to meet you today!

今天能遇上你真是太高兴了!

It is a pleasure to...很高兴。

It is a pleasure to see you all here.

看见你们都在这里很高兴。

It is a pleasure to be working with you.

和你共事很高兴。

It is a pleasure to go sightseeing in a foreign country.

去国外观光是件高兴的事。

BC 商务交际

Instant English

即学即用

Greeting a Guest

问候客户

A: How do you do?

甲: 你好?

B: How do you do?

乙: 你好。

A: Where are you from?

甲: 你从哪儿来?

B: I'm from China.

乙: 我来自中国。

A: You must be Mr. Lin.

甲: 你一定是林先生吧。

B: Yes. I'm Lin Qing.

乙: 是的, 我是林清。

A: Nice to meet you.

甲: 很高兴见到你。

B: Nice to meet you, too.

乙: 见到你我也很高兴。

Greeting an Acquaintance 问候熟人

A: Hello! Nice to see you.

B: Nice to see you, too.

A: What's new?

B: Nothing new.

A: How's your work going?

B: Same as usual.

A: How's your family?

B: Very well, thanks. How about your family?

A: Very well, too.

B: How's business?

A: Couldn't be better.

B: Very good!

甲: 你好! 很高兴见到你。

乙: 见到你我也很高兴。

甲: 有什么变化吗?

乙: 没啥变化。

甲: 工作如何?

乙: 还是老样子。

甲: 你的家人好吗?

乙: 非常好, 谢谢, 你的家人也好吧?

甲: 也很好。

乙: 生意怎么样?

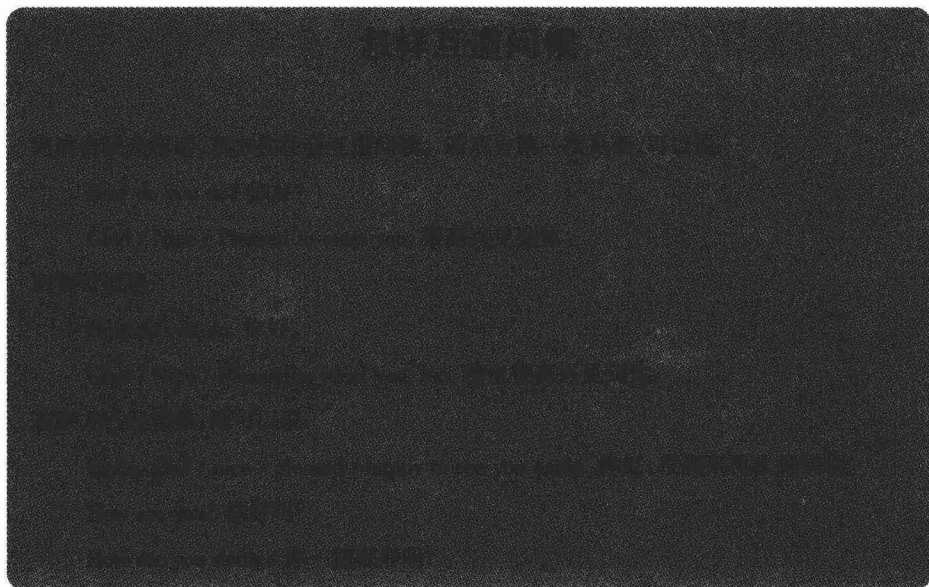
甲: 好得不得了。

乙: 真棒!

BC 商务交际

Hotspot
Knowledge

知识热点



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05

Instant English
即学即用



拿起就用的口语书!

Section 1

Chapter 1

商务外贸

口语一学就会

06

Section 2 Reception 接待

High-Frequency
Sentences
and
Phrases

BC 商务交际

高频句型及短语

☺ What can I do for you? 需要我帮忙吗?

Good morning, sir. What can I do for you? 早上好,先生,需要帮忙吗?

Good afternoon, madam. What can I do for you? 下午好,夫人,能为您效劳吗?

Good evening, miss. What can I do for you? 晚上好,小姐,要我帮忙吗?

Welcome to our counter. What can I do for you? 欢迎来到我们柜台,我能帮忙吗?

☺ Pleased to see you...? 很高兴见到您,……?

Pleased to see you. Can/May I help you? 很高兴见到您,需要帮忙吗?

Pleased to see you. Anything I can do for you? 很高兴见到您,能为您做些什么吗?

Pleased to see you. Are you being served? 很高兴见到您,有人招呼您吗?

☺ Is there anything...? 有什么……?

Is there anything I can do for you? 您想买什么?

Is there anything you want me to show you? 有什么要我拿给您看的吗?

Is there anything you're interested in? 有什么您感兴趣的吗?

Is there anything you'd like to buy? 您要买些什么?

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I can manage. 我能行。

Oh, that's all right. I can manage.

哦,没关系,我能行。

→ Please don't bother. I'm sure I can manage. 不用麻烦,我一定行。

Excuse me, but...? 对不起,……?

Excuse me, but are you Mr. John from Beijing?

对不起,您是从北京来的约翰先生吗?

Excuse me, aren't you Mr. Thomas from New Jersey?

对不起,您是不是从新泽西来的托马斯先生?

Excuse me, you're Mr. Green from the United States, aren't you?

对不起,您是来自美国的格林先生吗?

Excuse me, sir, but aren't you Mr. John Green from New Zealand?

对不起,请问您是新西兰来的约翰·格林先生吗?

How nice to...! 真高兴!

How nice to meet you again!

再次见到您真高兴!

→ How nice to come across you in China.

在中国与您偶遇真是太高兴了。

How nice to see you again.

再次见到您真高兴!

Would you please...? 请您……好吗?

→ Would you please have a cup of coffee in the reception room?

您在接待室喝杯咖啡,好吗?

Would you please go up to Room 8 on the second floor?

请您到2楼8号房间,好吗?

Would you please take a seat?

您先坐一会儿好吗?

Would you please wait a moment?

请您稍等片刻,好吗?

introduce someone to sb. 介绍某人相识

→ Allow me to introduce you to Mr. Smith.

请允许我把您介绍给史密斯先生。

Allow me to introduce you to my director, Mr. Lincoln.

请允许我把您介绍给我的主任,林肯先生。

Mr. Smith, let me introduce you to Mr. Wilson.

史密斯先生,请让我把您介绍给威尔森先生。

Do you have an appointment with...? 您同……预约了吗?

→ Do you have an appointment with Mr. Lin?

你同林先生预约了吗?

Do you have an appointment with my manager?

你同我的经理有预约了吗?

Thank you for.... 感谢您.....

Thank you for taking all the trouble to arrange the schedule for my visit. 对您不辞辛苦地为我的来访安排日程深表谢意。

Thank you for inviting us. We'll be very happy to join you. 谢谢贵方的邀请，我很乐意参加。

Did you...? 你.....吗?

Did you have a good flight? 你旅途愉快吗?

Did you have a safe trip? 你旅途平安吗?

Did you get any sleep on the plane? 你在飞机上睡了吗?

I/We have a car... 我(我们)有车.....

I have a car waiting outside to take you to your hotel. Right this way, please. 我的车正等着载您到旅馆，请往这儿走。

We have a car waiting just outside the door over here. 我们的车正在门外等候。

Is this your first time/visit to...? 这是你第一次到.....吗?

Glad to hear that. Is this your first visit to Dalian? 很高兴听你这么说。这是你第一次到大连吧?

Is this your first time to visit our country? 这是你第一次到我们的国家来吗?

We'll... 我们将.....

We'll arrive at the hotel in another five minutes. 我们再过5分钟就到了。

We'll have enough time for our talks. And in the interval between business talks, we'll arrange some sightseeing for you, if you care for it. 我们有足够的时间来商谈。在我们商业谈判的空隙，如果你愿意的话，我们会安排你观光旅行。

Please... 请.....

Please let me take you to the manager's office. 请让我带你去经理的办公室。

Please come with me. 请跟我来。

Let me... 让我.....

Let me take your cases. 我来给您提箱子吧。

Let me carry your bags for you. 我帮您拿行李。

Here, let me help you carry your bags. 来，让我替您拿行李。

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