

广东省高等学校“九五”规划重点教材
国际商业英语系列教材

INTERNATIONAL
BUSINESS ENGLISH
LISTENING & SPEAKING
(ELEMENTARY)

国际商业英语听说教材

(初级)

唐桂民 编著



中山大学出版社

广东省高等学校“九五”规划重点教材

国际商业英语系列教材之一

International Business English
Listening & Speaking
(Elementary)

国际商业英语听说教程
(初级)

唐桂民 编著

龚华基 审订
Grant Pearse

中山大学出版社

·广州·

版权所有 翻印必究

图书在版编目(CIP)数据

International Business English Listening & Speaking
(Elementary) = 国际商业英语听说教程(初级)/唐桂民编著. —广
州: 中山大学出版社, 1997. 8

(国际商业英语系列材料)

ISBN 7-306-01341-6

I. 国… II. 唐… III. 英语 - 口语 - 教材, 国际贸易 - 初级
IV. H319.9

中山大学出版社出版发行

(广州市新港西路 135 号)

番禺市市桥印刷厂印刷 广东省新华书店经销

850 × 1168 毫米 32 开本 12.5 印张 31 万字

1997 年 8 月第 1 版 1997 年 8 月第 1 次印刷

印数: 1—3000 册 定价: 18.00 元

前 言

《国际商业英语听说教程》(初级),是广东外语外贸大学编写的国际商业英语系列教材之一。本书既可供大中专英语专业低年级学生使用,也可用作公司企业的英语培训教材,同时还适合已具备一定英语基础但又从未接触过商业英语的学习者。

本书是编者在总结多年高校英语教学和公司英语培训经验的基础上,参阅国外一些最新出版的教材,并结合中国大学英语的特点编写而成的。本书以中国改革开放的前沿阵地广东作为主要商业场景,把广东一些大企业的商务活动融入本书内容中。本书的最显著特点是把实用性 with 听说技能的训练与培养有机地结合起来。全书 18 个单元均围绕商务活动展开,内容丰富,语言真实自然。通过对该书的学习,读者既可学到或巩固实用的语言基础,又可了解有关商务知识,可谓一举两得。

本书的每一单元基本包括 6 个部分:(1) Warm-up Paractice “热身”练习部分,可检测学员对每一单元的语法重点及内容的掌握,有助于教师“摸清”学员的情况,教学时做到心中有数,有的放矢;(2) Word List 词汇部分,把每一单元的生词与短语列出来,便于学员的学习;(3) Listening 这部分的听力练习题形多样,内容围绕本单元的语法要点和商务情景,重点突出,情景逼真;(4) Language Focus 语言要点这部分为每一单元的核心,它在“解剖”每一单元的语言要点的同时,配以多种练习,让学员通过不同形式的练习,快速地了解 and 掌握某一语言要点;(5) Controlled Practice 练习部分以听说训练为主,有助于学员进一步巩固所学的语言要点,又让学员把所学的语言要点

融会贯通于听说练习中，从而达到巩固和应用知识的目的；(6) Role-play 角色扮演这部分着重让学员学以致用，旨在提高他们具体应用所学知识的能力和技巧。每单元的这一设计把认知、练习、掌握、巩固、应用几个环节有机地结合起来，从而使学习得以快速有效地提高。

本书中提及的大多数公司都是真实的，但由于商业秘密或无法获取资料等方面的原因，书中所涉及这些公司的大多数资料或数据都不准确，特此说明。

本书稿完成后承龚华基教授、Grant Pearse 在忙中审阅和订正，并提出宝贵修改意见和建议。在编写过程中，英国兰开夏大学语言系的 Cath Basset 通读全稿并提出很多宝贵意见。在为本书录音时，欣获 Grant Pearse, Wyman Rembert, Monica Clements, Corinne Lepinasse, Patrick West 等外籍专家和广东外语外贸大学国贸系的来震宇、詹成、康彦、张亦荪、刘小泉、陈蕾等同学及广东外语外贸大学电教中心的温敢同志的热情支持和大力帮助。对以上各位的支持和帮助，编者万分感激，谨此致谢。

由于时间仓促，作者水平有限，书中疏忽、缺点，甚至错误在所难免，除由本人负责外，还恳望读者、专家批评指正。

唐桂民

1997年7月于广东外语外贸大学

Contents

Unit One	Meeting People: Introductions and Greetings	(1)
Unit Two	Jobs and Responsibilities	(12)
Unit Three	Office Furniture and Equipment	(24)
Unit Four	Using the Telephone	(45)
Unit Five	Product Description	(63)
Unit Six	Work Routines	(82)
Unit Seven	Receiving Visitors	(97)
Unit Eight	Planning Business Travel	(110)
Unit Nine	Travelling on Business	(126)
Unit Ten	Work and Company History	(141)
Unit Eleven	Describing Graphs and Trends	(152)
Unit Twelve	Company Presentation	(173)
Unit Thirteen	Company Results	(190)
Unit Fourteen	Company and Product Comparison	(203)
Unit Fifteen	Product Process	(217)
Unit Sixteen	Making Arrangements	(228)
Unit Seventeen	Making Forecasts	(242)
Unit Eighteen	At a Meeting	(254)
Role-play Files	(269)
Transcripts	(283)
Suggested Key to Exercises	(342)
References	(392)
Irregular Verbs	(393)

Unit One

Meeting People : Introductions and Greetings

What to master in this unit

- A. to introduce yourself
- B. to introduce other people
- C. to greet acquaintances and strangers

I . Warm-up Practice

1. What do you do when you meet someone for the first time in China and in English-speaking countries? The following might help you with some ideas.

- shake hands
- exchange business cards
- embrace each other
- kiss the other on the cheek
- just say "Hello"
- ask personal questions
- just nod and smile

2. When do you think we do the following things?

- shake hands
- say "How do you do"
- say "How are you"
- say "Good morning"

- say "Good afternoon"
- say "Good evening"
- say "Good night"
- say "Nice to have met you"

II. Word List

introduce/intrə'dju:s/	<i>vt.</i>	介绍
introduce...to...		把……介绍给……
introduction/intrə'dʌkʃən/	<i>n.</i>	介绍
make an introduction of...		对……做介绍
greet/gri:t/	<i>vt.</i>	打招呼
greet sb. with sth.		以……迎接
greeting/'gri:tiŋ/	<i>n.</i>	打招呼, 问候
meet/mi:t/	<i>vt.</i>	认识
look forward/'fɔ:wəd/to sth./doing sth.		期待/盼望……
manager/'mænidʒə/	<i>n.</i>	经理
colleague/'kɒli:g/	<i>n.</i>	同事
acquaintance/'ækweintəns/	<i>n.</i>	熟人
stranger/'streindəʒə/	<i>n.</i>	陌生人
response/'ris'pɒns/	<i>n.</i>	回答
business/'biznis/	<i>card</i>	名片
shake hands(with sb.)		握手
allow/'əlaʊ/	<i>vt.</i>	允许
permit/pə'mit/	<i>vt.</i>	允许
lecturer/'lektʃərə/	<i>n.</i>	讲师

III. Listening

1. You are going to listen to some people introducing

themselves or introducing others at a party. Some of the introductions involve just two people; some involve three. As you listen, try to match up the names.

<i>1st person</i>	<i>2nd person</i>	<i>3rd person</i>
Tom	George	Helen
Bob	Mary	
Miss Wang	Mr. Li	John Smith
Joy	Susan	
Mr. Black	Janet	Karen

2. Listen again and decide whether the statements below are true or false.

Introduction 1

- () Miss Wang hasn't met Mr. Li before.
- () Helen is in Guangzhou on holiday.

Introduction 2

- () Joy Davies and Mary Blake know each other.
- () Mary Black teaches in a university in Hong Kong.

Introduction 3

- () George is from Sweden.
- () Karen is Bob's secretary.

Introduction 4

- () Mr. Black and Susan work together.
- () Mr. Black asks Susan to introduce him to someone else.

Introduction 5

- () Janet and John work in the same company.
- () Both John and Janet work in a shoe company.

IV. Language Focus

1. Introductions often follow the following steps.

greeting → introduction → response to greeting

request for introduction → introduction → response to greeting

2. Three types of introduction.

- introducing yourself
- introducing someone else
- greeting someone you know

(1) *Introducing yourself*

<i>Greeting</i>	<i>Introduction</i>	<i>Response</i>
<u>Informal</u>		
Hello(BrE)!	My name's John Smith.	Nice to meet you. I'm Li Xiaomei.
Hi(AmE)!	I don't think we've met before. I'm Wang Dong.	Nice to meet you. My name's Susan.
Good morning/afternoon/evening.	My name's Bob.	Nice to meet you. Mine's Rose.
<u>More Formal</u>		
How do you do?	I'm John Smith.	How do you do? My name's Joy Davies.
Let me introduce myself. I'm Mary Jones.	Pleased/Glad/Happy to meet you. My name's Rose.	

[Notes]

- I . On very formal occasions, you may use "Allow/Permit me to introduce myself/make an introduction of myself" .
- II . "How do you do" is not a question about our health. It is often used at the first meeting. We often answer by saying "How do you do" but NOT "Fine" .

(2) Introducing someone else

Introduction

Greetings (Response)

Informal

Mary, this is my friend, John.

Hello.

John, I'd like you to meet Miss Li.

Hi.

Richard, have you met John before?

Nice to meet you.

More formal

May I introduce my manager, Mr. Li to you?

Pleased to meet you. My name is David Brown.

Let me introduce you two, Mr. Smith.

How do you do.

This is Miss Wang.

I'd like to introduce you to Mr. Black.

How do you do, Mr. Black? I'm John Smith.

[Notes]

- I . When we introduce someone, we sometimes mention where he/she is from and where he/she works. For example:

This is Paul. He is from England. He works for IBM or in the Languages Department of University of Central Lancashire.

Practise introducing the following persons.

Name	Country	Company
Andrew Lorenz	the United States	Motorola
Hans	Germany	Mercedes Benz
David Hewson	Australia	Philips
Janet Ward	Canada	General Motors
Suzuki	Japan	Sony
Li Fang	China	Guangzhou Oris Elevator Company Ltd.

II . We often make polite remarks after an introduction, such as:

I've heard a lot about you and your company.

I've been looking forward to meeting you.

I hope you'll enjoy your stay in Guangzhou.

III . If you would like to request somebody to introduce you to others, you can use the following expressions:

Susan, can you introduce me to your friends?

Mary, I don't know anyone at the party. Can you introduce me?

IV . If you would like to give your card to somebody, you can say:

Nice to meet you, Mr. Tang. This is my business card.

How do you do, Mr. Brown? Let me give you my card.

(3) *Greeting someone you know*

Greetings

Response

Informal

Hello/Hi, George. How are you? (I'm) fine, thanks, and you?

Good morning/afternoon/
evening. Very well, thank you, Mrs.
Timmes.

How are you, Mr. Smith? I hope you are well, too.

[Notes]

- I . The use of first names usually indicates informality.
- II . In English-speaking communities, people often shake hands at first meeting.
- III . In polite introductions, men are generally introduced to women, inferiors to superiors, young persons to older persons.
- IV . "How are you?" is often used between acquaintances and friends. Note that its response is not "How are you?", but "Fine" or "Very well" or "Not bad" .
- V . Besides "How are you?", we can use "How are you doing?" or "How have you been?" to greet someone you know.

V . Controlled Practice

Complete the following introductions.

- ① Introducing yourself to the personnel manager of a company

A: _____ . I'm George Brown, PR manager of
Guangying Spinning Company Ltd.

B: _____ . _____ is Stella Wang. I'm Personnel Manager.

② Introducing a business colleague to a client

A: _____ you to Mr. Black?

B: Glad to meet you. My name is Li Xing.

A: _____, too, Mr. Li.

B: I have been looking forward to meeting you.

③ Introducing a friend to someone you know

A: Hi, Susan, _____ Mark, my colleague.

B: _____.

④ Introducing yourself to someone you don't know in the morning

A: _____. It seems I haven't met you before.
_____ Wang, Wang Xiao Hong. I'm from Guangzhou, China. I work in a Sino-American joint-venture in Zhuhai.

B: _____. My name's Jill, Jill Walker. I am from Australia. I work for AT&T.

⑤ Requesting someone to introduce you to someone else at a dance

A: Helen, _____

B: Of course. Let me _____ to a friend of mine, Philip.

Hello, Philip. Haven't seen you for quite some time.

_____?

C: I'm fine. _____. And you?

B: I'm very well, too. Thanks. Right, _____ you two. _____ is Helen, and _____ Philip.

A: Hello. Nice to meet you.

C: _____, too. May I have this dance with you?

A: Sure.

- ⑥ Introducing a guest to the general manager of a famous company

A: _____ to Mr. Li, General Manager of Guangzhou Import & Export Textiles Corporation?

B: _____, Mr. Li? My name is John Smith. Here's my business card.

C: _____, Mr. Smith. Welcome to Guangzhou. I hope you _____ your stay in China.

B: Thanks, Mr. Li. I _____ about you and your corporation. I hope we'll have a chance to do business with you in the future.

- ⑦ Greeting your boss in the afternoon in the office

A: _____, Mr. Bett. How are you?

B: Very well, thank you. _____, Miss Davies?

A: _____, too. Thanks.

V. Oral Practice

1. Work in groups of four. Practise introducing each other.

2. Practise introducing yourself.

- at a reception desk in a company
- to a new colleague
- to an overseas visitor you are meeting at the airport

The following phrases may help you:

Good morning. My name is... I have an appointment with...

I don't think we've met before. I'm...

Excuse me. Are you...? I'm...

3. Put the following into English orally as quickly as possible.

① A: 早上好, 各位。请允许我介绍公司新的董事长, 布莱克先生。

B: 诸位好。很高兴有机会和各位认识。

② A: 小李, 好久不见。近来好吗?

B: 很好, 谢谢。想不到在此见到您。您好吗?

A: 还不赖。您的妻子好吗?

B: 她不太好。她病了。

A: 听到这真难过。希望她早日康复。

B: 谢谢。

A: 小李, 那边那个人是谁?

B: 他是我们的经理, 老胡。

A: 能否介绍一下? 我想认识他。

B: 当然可以。

B: 胡经理, 晚上好。

C: 晚上好, 小李。

B: 胡经理, 我可以介绍我的朋友王先生吗? 他是新加坡人。他为飞利浦公司做事。

A: 您好, 胡经理。认识您真是荣幸 (honour)。

C: 认识您也很高兴。希望您在中国过得愉快。

A: 谢谢。

③ A: 早上好, 小姐。

B: 您好! 能为您效劳吗?

A: 我叫张宏, 来自中国广州。我想见您的总经理, 史密斯先生。

B: 您和他预约了吗?

A: 是的。

B: 请您稍等一会儿。我先给史密斯先生打个电话, 告诉他您来了。

A: 谢谢。

V. Game

You each prepare two pieces of paper. Then write a sentence about yourself on each piece of paper. When you finish, hand them in to the teacher, who will give your two pieces of paper to others. Next, you walk round to find the student whose piece of paper is given to you. You can start by asking like "Hello. Did you go to the cinema last night?" if you find "I went to the cinema last night." on the paper. If the other says "Yes", then it means you've found the student who wrote this sentence. Try to introduce each other and exchange information about each other's company, job and responsibility, likes and dislikes, etc. Don't forget to take notes while talking. Finally, you each will give an oral report about the two students you have just talked with. This activity lasts about 15 minutes.