

新编

● 胡修浩 程学民 蒋永萍 编著

经贸英语

听说教程

Functioning in Business
- An Oral English Course



上海译文出版社

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— An Oral English Course

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序

“懂”英语易，“会”英语难。这话听来有点危言耸听，但确是英语学习中不争的事实。学生从小学到大学（乃至读博士），英语一科一直是必修课，且每星期所费课时不少，但是效果如何呢？对这个问题大多数圈内人惟有摇头苦笑。当然泱泱中华大国，几亿学子中出类拔萃者不乏其人，有一部分学生英语确实学得很好，用英语交际非常流利。惜乎这部分学生所占比例实在太小。就绝大多数学生来说，对英语不可谓“懂”得不多，语法规则背得滚瓜烂熟，词汇识好几千，多项选择题做了不下万道，英语考试分数之高可让人咋舌。可是一到实际运用，口开不了，耳听不清，写英文落笔成误，读懂一篇从英语国家报刊直接选来的文章也殊非易事。我这样说，并不是苛求于学生。

平心而言，我们的英语教学已有相当成绩，特别是近二十年来，国门大开，西风东渐，中外交流日趋频繁。全社会学习英语热潮多年持续不退，尤以年轻学子为甚。各级教育行政部门还实施了一整套的标准化英语考试，对提高我国英语教学整体水平功不可抹。可是由于种种原因，应试教育产生的负面效应在英语教学上同样凸显。为培养真正“会”英语（也就是说能用英语熟练交际）的人才，我们的有关部门已采取各种相应对策。大学英语四、六级考试开考口语，已显初步成果。上海市中、高级英语口语资格证书考试项目已进行六、七年，影响逐年扩大。最近上海教育行政部门提出规划，今后高中毕业生应初步具备英语交际能力。这一切都说明国人对英语教学中“投入和产出不成比例”现象有了深切感受，并开始提出对策予以解决。

《新编经贸英语听说教程》是朝这个方向努力的又一有益尝试。上海作为中国开放程度最高的城市之一，五洋杂处，外国政要、工商科技界人士和旅游者纷至沓来。与外籍人士直接用英语交流的需求日殷。这本教材的目的就是帮助有一定英语基础的人员提高经贸英语听说能

力。教材编写者是上海财经大学外语系英语专业的资深教师,均有多年英语教学经验,既通英语,又会经贸,教学效果受学生一致称许。他们在编写时曾参阅大量国外最新材料,反复比较,斟酌取舍。现在呈现在读者面前的这本教材所选材料新且精当,对话朗朗上口,注释详尽,练习多样。学习者如能坚持勤学多练,一定大有收获。

知易行难,本是哲人古训。“知”“行”之间不可以道里计。“懂”“会”之间差别与此相仿佛。但是前者正是后者的基础。要从“知”过渡到“行”,从“懂”过渡到“会”,勤奋辅之以正确的方法是惟一的桥梁。期待本教材以及使用本教材的读者早日成功!

上海交通大学外国语学院英语系

周 国 强

2001 年 9 月

前 言

随着改革开放的深入,中国与其他国家和地区在各个领域的交流与合作越来越频繁。作为国际大都市的上海和全国各大城市一道,正在步入一个新的历史发展时期。在新世纪中,上海有望成为国际经济、金融、贸易和航运中心,并在长江流域的经济发展中发挥龙头作用。

然而,与经济建设和社会发展的需求相比,社会上的人才状况并不容乐观。社会主义市场经济初步确立,外向型经济的发展已经初具雏形,原有的各类专业技术人才还没有完全适应新形势,没有意识到必须参与国际竞争,必须到国际竞争的大舞台上去一显身手。另一方面,许多高新技术产业又在急切召唤大批新的专业技术人才。广大的从业人员和市民的外语水平亟待提高。

亚太经合组织(APEC)领导人非正式会议 2001 年将在上海召开,届时,不少国家首脑将来到上海,国内外新闻媒体必然蜂拥而至,上海具有的形象,广大从业人员和市民的素质,都将大大影响上海走向世界的步伐,甚至影响中国改革开放的进程。中国将在不久的将来加入世界贸易组织(WTO),改革开放的力度无疑将进一步加大。所有这些,都迫切要求我们采取有力措施,提高广大从业人员和市民的整体素质,造就大量能够坚持为我国的社会主义经济建设和社会发展服务的、并且擅长国际竞争的多层次人才。

英语作为一种国际通用语言,在商务上又被广泛使用,其重要性是不言而喻的。要保证国际交流渠道的畅通,必须熟练掌握英语。全国各地非常重视英语普及,认为它对我国的经济建设和精神文明建设具有重要意义。上海市政府早在 2000 年初,就组织编写了《通用英语 100 句》,努力确保有关人员初步学会用英语与外商和国际友人进行沟通。

据此,我们编写了《新编经贸英语听说教程》,目的就是帮助已经有

一定英语基础的人员提高经贸英语听说能力。参与本教程的编写者为上海财经大学外语系经贸英语教研室的教师,均具有 10 年以上的经贸英语方面的教学经验,所采用的基本素材大都来自国外最新资料。

语言的掌握和熟练运用绝非一朝一夕之功,也不是靠走捷径就能奏效的,请学习者务必多多练习,有些好的句型,不但要熟读,而且需要背诵甚至有意识地经常使用。只有勤学苦练、持之以恒,才可能自如地在交际中使用英语。本书虽为听说教程,但所涉及的经贸知识与跨文化交流的内容颇多,不失为一本帮助提高经贸英语阅读水平的极好的教程。相信通过系统的学习,学习者定会有较大的收获。

本教程共分 20 个单元,主题涉及各经贸领域,从商务电话、企业管理、猎头公司、投诉处理、职业选择、企业形象、面试、销售、财务管理、商务谈判、交易会、白手起家、证券市场等方面出发,帮助学习者熟悉经贸口语的各种习惯用法。每个单元包括:I. 对话(分为 A、B 两个部分),对话之后附有跟读练习。对话部分与跟读练习部分均配有由外籍专家朗读的磁带,共 3 盒;II. 阅读对话。在 I 和 II 部分之后列出词汇,并加上了中、英两种文字的释义;III. 注释。对某些内容,尤其是涉及经贸知识的内容,用中、英两种文字作了注解;IV. 练习;V. 对话译文;VI. 练习答案。在有些单元中,还对一些特定场合用语作了较为详细的介绍。书末的附录,选收了部分经贸英语正式场合常用语和句式。

本书的第一、二、三、四、五、六、七单元由程学民老师编写;第八、九、十、十一、十二、十三、十四单元由蒋永萍老师编写;第十五、十六、十七、十八、十九、二十单元由胡修浩老师编写。胡修浩老师负责全书审校。

编著者因水平所限,错漏谬误之处一定不少,恳切希望学习者在使用本教程的过程中提出批评与建议。同时还望各位专家学者不吝赐教。本书在编写过程中得到了责任编辑丁炳福、王文科先生的大力支持和协助,上海交通大学外国语学院英语系主任周国强教授在百忙中抽空为本书写序,我们在此向他们表示深深的谢意。

编著者

2001 年 9 月

Contents 目录

Unit One Bosses 上司

I. Dialog	1
II. Dialog for Reading	8
III. Notes and Tips	15
IV. Exercises	17
V. Chinese Version of the Dialogs 对话译文	18
VI. Key to Exercises	25

Unit Two Headhunters 猎头

I. Dialog	26
II. Dialog for Reading	30
III. Notes and Tips	37
IV. Exercises	38
V. Chinese Version of the Dialogs 对话译文	40
VI. Key to Exercises	45

Unit Three Entrepreneurs 企业家

I. Dialog	46
II. Dialog for Reading	52
III. Notes and Tips	56
IV. Exercises	60
V. Chinese Version of the Dialogs 对话译文	63
VI. Key to Exercises	68

Unit Four Lawyers 律师

I. Dialog	69
II. Dialog for Reading	74

III. Notes and Tips	81
IV. Exercises	82
V. Chinese Version of the Dialogs 对话译文	85
VI. Key to Exercises	92

Unit Five Business Calls 商务电话

I. Dialog	94
II. Dialog for Reading	97
III. Notes and Tips	99
IV. Exercises	100
V. Chinese Version of the Dialogs 对话译文	101
VI. Key to Exercises	104

Unit Six Making/Handling Complaints 投诉与处理

I. Dialog	117
II. Dialog for Reading	121
III. Notes and Tips	123
IV. Exercises	127
V. Chinese Version of the Dialogs 对话译文	130
VI. Key to Exercises	133

Unit Seven Interviews 面试与采访

I. Dialog	134
II. Dialog for Reading	142
III. Notes and Tips	145
IV. Exercises	147
V. Chinese Version of the Dialogs 对话译文	149
VI. Key to Exercises	155

Unit Eight Company Structure 公司结构

I. Dialog	158
II. Dialog for Reading	161
III. Notes and Tips	164

IV. Exercises	167
V. Chinese Version of the Dialogs 对话译文	170
VI. Key to Exercises	174

Unit Nine Company Image 公司形象

I. Dialog	176
II. Dialog for Reading	181
III. Notes and Tips	185
IV. Exercises	187
V. Chinese Version of the Dialogs 对话译文	189
VI. Key to Exercises	194

Unit Ten Job Descriptions 职责描述

I. Dialog	198
II. Dialog for Reading	203
III. Notes and Tips	207
IV. Exercises	208
V. Chinese Version of the Dialogs 对话译文	210
VI. Key to Exercises	215

Unit Eleven Buying and Selling 采购与销售

I. Dialog	218
II. Dialog for Reading	222
III. Notes and Tips	225
IV. Exercises	226
V. Chinese Version of the Dialogs 对话译文	227
VI. Key to Exercises	232

Unit Twelve Marketing Management 营销管理

I. Dialog	234
II. Dialog for Reading	238
III. Notes and Tips	241
IV. Exercises	244

V. Chinese Version of the Dialogs 对话译文	245
VI. Key to Exercises	250
Unit Thirteen Financial Management 财务管理	
I. Dialog	253
II. Dialog for Reading	257
III. Notes and Tips	261
IV. Exercises	267
V. Chinese Version of the Dialogs 对话译文	269
VI. Key to Exercises	273
Unit Fourteen Banks and Businesses 银行业务	
I. Dialog	276
II. Dialog for Reading	279
III. Notes and Tips	282
IV. Exercises	284
V. Chinese Version of the Dialogs 对话译文	288
VI. Key to Exercises	291
Unit Fifteen Business Negotiation 商务洽谈	
I. Dialog	294
II. Dialog for Reading	298
III. Notes and Tips	301
IV. Exercises	304
V. Chinese Version of the Dialogs 对话译文	307
VI. Key to Exercises	312
Unit Sixteen Trade Fairs 交易会展	
I. Dialog	313
II. Dialog for Reading	316
III. Notes and Tips	318
IV. Exercises	319
V. Chinese Version of the Dialogs 对话译文	322

VI. Key to Exercises	326
Unit Seventeen Bootstrapping a Business 白手起家	
I. Dialog	328
II. Dialog for Reading	331
III. Notes and Tips	334
IV. Exercises	335
V. Chinese Version of the Dialogs 对话译文	338
VI. Key to Exercises	342
Unit Eighteen Investing in the Stock Market 证券投资	
I. Dialog	343
II. Dialog for Reading	345
III. Notes and Tips	348
IV. Exercises	352
V. Chinese Version of the Dialogs 对话译文	355
VI. Key to Exercises	358
Unit Nineteen Product Presentation 产品介绍	
I. Dialog	360
II. Dialog for Reading	365
III. Notes and Tips	368
IV. Exercises	371
V. Chinese Version of the Dialogs 对话译文	373
VI. Key to Exercises	378
Unit Twenty A Visit to the Factory 参观工厂	
I. Dialog	379
II. Dialog for Reading	382
III. Notes and Tips	386
IV. Exercises	387
V. Chinese Version of the Dialogs 对话译文	389
VI. Key to Exercises	393

APPENDIX

I. 经贸英语正式场合常用语.....	395
II. 助动词的重读.....	398
III. 固定搭配.....	399

Unit One

Bosses

I. Dialog

Recently a local executive search firm has surveyed 200 office workers selected at random on their employer satisfaction⁽¹⁾. It discloses that there are often two types of totally different bosses — Uncle Scrooge and Santa Claus — in some organizations.

Part A

Interviewer : Do you mind telling us something about your boss?

Respondent 1 : No, but in which sense? What do you want to know?

Interviewer : Are you happy to work for your boss?

Respondent 1 : Yes. Everyone refers to our boss as Mr. S. He is kind, thoughtful, considerate, and soft-spoken. He always wears a smile. Most CEOs perch at the top of the corporate pyramid — insulate themselves in their corner offices. They rely on monolog and avoid dialog. Unlike them, he spares enough time for his employees. And we never feel uncomfortable with him.

Interviewer : It seems he is every inch⁽²⁾ a gentleman.

Respondent 1 : Definitely. Even if a secretary makes a mistake, Mr. S doesn't belittle him or her. He treats employees with respect and dignity. I remember thinking, during the first couple of months of employment, how he effectively

managed people exactly like I had been taught in a leadership class. He deals one-on-one with all situations in a fair manner, whether the circumstance is good or bad.

Interviewer : The work atmosphere must be healthy and pleasant.

Respondent 1 : Sure. I've never detected elevated stress levels from him or any of the employees. In fact, should an employee leave their job for any reason, it isn't uncommon for them to ask to be rehired somewhere down the road⁽³⁾. Many times when I'm leaving for the day, he'll make a point of saying⁽⁴⁾, "Thanks for your help today." My response is always that it's my pleasure to do his work.

Interviewer : You've got a great boss. How about yours?

Respondent 2 : I'm quitting my job next week. You can't imagine how stingy my boss is. He saves on electricity by not allowing us to use electric light during the day. He calls it energy-saving. He even separates two-ply toilet tissue to make two rolls for the employee bathroom. When the office receives award points that are redeemable for free gifts to be distributed to employees, the boss keeps them all for himself.

Interviewer : He wows us! His penny-pinching behavior sounds really unique! It's often the little negative things that make employees think the boss is cheap. Actually, generosity doesn't have to be expensive. It's often just a matter of perception.

Respondent 2 : What's more, he refuses to give us our annual reviews on time. So we don't get a raise for the entire year. For himself he never misses one raise.

Respondent 3 : My boss, Jack, not only pays fully for our health

insurance coverage, but also for our dependent coverage. Employees wishing to further their education have their MBA courses paid for, as well as their books and any other expenses. Most importantly, we are allowed to attend courses during company time while being paid full salary.

Interviewer : This kind of thing happens once in a blue moon⁽⁵⁾. Other people might think he's making a mess of you⁽⁶⁾.

Respondent 3 : Possible. And Jack generously promotes "family" by providing three months' paid maternity leave and sends flowers to our family members or us when we're hospitalized. No one's birthday goes unnoticed⁽⁷⁾ without a card, cake, and small gift.

Interviewer : It's not only the big things that good bosses believe in doing for their employees, but it's the little positive things that mean a great deal to employees.

Respondent 3 : Absolutely right. Every year our firm sponsors a picnic and a Christmas party and gives generously to local charities. He helps the needy by taking financial care of 25 kids in "Project Hope".

Part B

Respondent 4 : Lucky you! You won't believe that our boss is the "paragon of virtue". Last year an elderly engineer in our office passed away at his desk at about 3 p.m. He told us not to call 120 until 5 p.m. and said it would disrupt the routine and be non-productive.

Respondent 1 : He's really impersonal, non-human.

Respondent 4 : Early this year my colleague's father died unexpectedly. Two weeks after the funeral, my boss called him into his

office and preached, “You need to smile and laugh more. Leave your grief at home between 8:00 and 5:00.”

Interviewer: That’s ridiculous.

Respondent 4: When my brother-in-law was almost killed in an industrial accident, I took two days of my own vacation to stay at his bedside with my sister. Waiting for me on my answering machine when I returned from an all-day hospital vigil was my boss’s voice, “There is nothing you can do to help him and there is work to be done here... get back to the office!”

Interviewer: He lacks even the most basic human levels of compassion and he has no empathy for his employees.

Respondent 4: Uh-huh. Without any sense of human rights, he is the worst dictator, slave-driver. He once felt he had discarded some very important papers by mistake and made the receptionist climb into our trash Dumpster to locate the missing papers. She emerged covered with dog droppings, garbage from the hamburger joint next door, and other unidentifiable refuse... but never found the papers.

Interviewer: If I were the lady, I would hire a lawyer and sue him for maltreatment.

Respondent 5: Our boss’s technique is also relentless. He practices the J. Edgar Hoover⁽⁸⁾ style of management by planting spies in⁽⁹⁾ all offices. He monitors mailboxes and phone calls. He keeps track of his perceived enemies’ movements. He trains his followers to detect and report any suspicious and critical behavior so he can stomp out any hint of dissent.

Interviewer: How can you put up with such a nasty boss?!