

虹彩英语随身学

# 商业英语

Chambers Guide to English for Business

Barbara Campbell (英) 编

- ▶ 解说各种商业活动基础知识
- ▶ 提供相关术语及常用表达方法
- ▶ 企业白领的随身指南

外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

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虹彩英语听力

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Barbara Campbell (英) 编 王慧敏 译



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S S S

外语教学与研究出版社  
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS  
北京 BEIJING

京权图字: 01 - 2001 - 3404

© Chambers Harrap Publishers Ltd 1999

Published by arrangement with Chambers Harrap Publishers Ltd.

### 图书在版编目(CIP)数据

商业英语 = Chambers Guide to English for Business / (英)坎贝尔  
(Campbell, B.)编; 王慧敏译. — 北京: 外语教学与研究出版社, 2006  
(虹彩英语随身学)

ISBN 7 - 5600 - 2971 - X

I. 商… II. ①坎… ②王… III. 商业—英语 IV. H31

中国版本图书馆 CIP 数据核字 (2002) 第 057237 号

出 版 人: 李朋义

责任编辑: 张晓芳

封面设计: 高 鹏

出版发行: 外语教学与研究出版社

社 址: 北京市西三环北路 19 号 (100089)

网 址: <http://www.fltrp.com>

印 刷: 北京大学印刷厂

开 本: 850 × 1168 1/32

印 张: 12.875

版 次: 2006 年 1 月第 1 版 2006 年 1 月第 1 次印刷

书 号: ISBN 7 - 5600 - 2971 - X

定 价: 16.90 元

\* \* \*

如有印刷、装订质量问题出版社负责调换

制售盗版必究 举报查实奖励

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# 出版说明

“虹彩英语随身学”丛书主要介绍了商业、信息技术与网络等领域及英语语言本身的基础知识，在内容上最大程度地体现实用和轻松易学的原则，版式活泼，可满足不同英语水平学习者的需要，非常适合自学使用。

丛书共7册，分别是：

- 《信函写作》 内容涵盖一般性及商业性书信、投诉信、求职信、邀请信、感谢信、吊唁信、传真和电子邮件等的写作方法及写作格式。
- 《商业英语》 全面介绍会议、谈判、演讲、电话交流、营销、广告和函电等各种商业活动涉及的有关术语和常用表达及相关知识。
- 《轻松语法》 讲解单词、短语和句子等基本语法单位的结构和用法。
- 《网络英语》 全面介绍信息技术与互联网领域中最常用的术语及其定义。
- 《正误辨析》 详尽列举英语中在拼写、发音和用法上容易混淆的单词或短语，并配有大量例证。
- 《英语习语》 包括2000多个常用习语，英文释义全部为完整的句子，展现习语适用的语境和用法，所有例句都出自英国国家语料库。
- 《短语动词》 包括1500多个常用短语动词，英文释义全部为完整的句子，展现短语动词适用的语境和用法，所有例句都出自英国国家语料库。

为了适应每本书的具体内容和风格，我们对版本形式采取了灵活多样的处理。其中，《信函写作》、《商业英语》和《网络英语》采用中英对照的形式，《轻松语法》和《正误辨析》为中文翻译版，而《英语习语》和《短语动词》则编排成了辞书的形式。

学习英语向来不是一件易事，然而我们相信，通过努力每个人都能走向成功。衷心希望这套七彩丛书能够帮助广大英语爱好者走上一条英语学习的“彩虹之路”。

外语教学与研究出版社  
2005年12月

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# Introduction

*Chambers Guide to English for Business* aims to help learners of English to operate with more confidence in the world of business. It is suitable for those studying on business-related courses, as well as for those who are already established in their careers.

The book covers a wide range of topics, both functional and factual. On the functional side, subjects such as 'essential language of negotiations' and 'language for business correspondence' are treated. On the factual side, users can expand their vocabulary by exploring such areas as employment, marketing, and computers and the Internet.

Language points and vocabulary are presented as follows:

- 'Key-word' boxes highlight the vocabulary to be treated in the following section, enabling users to quickly identify the words they need to learn.
- 'Word-partnership' boxes show collocations, helping learners to expand their knowledge of how words work together.
- Information boxes give useful tips on important language points and common errors.
- 'Essential language' lists give hundreds of useful phrases for use in a wide variety of situations.
- Dialogues show language in context.
- Sample letters, faxes, memos, reports and e-mails give users models for a wide range of written material that they may need to produce.

We hope that people from all kinds of business-related backgrounds will enjoy using this book, and that it will help them to develop further in their particular areas of interest, from telephoning and writing e-mails, to negotiating and writing financial reports.

# 引言

本书旨在帮助英语学习者增强进行商务活动的信心。既适合学习商务课程的人员使用，也可供已从业人士参考。

本书涉及的内容广泛，兼顾实用价值和现实意义。实用性内容包括诸如“基本谈判用语”和“商务函电用语”。而现实意义则体现为读者可以通过学习就业、营销、计算机与因特网等章节扩大词汇量。

我们采取下述方式介绍语言点和词汇：

- “关键词汇”栏用以强调在后续内容中出现的词汇，以使读者能够立即明确自己应该掌握的词汇。
- “词语搭配”栏体现了词语间的搭配关系，帮助学习者加深对词语用法的了解。
- 信息栏给出了针对重点语言点的实用提示，并指出了常见错误。
- “实用表述”部分为读者提供了在各种不同情况下可以选用的数百条实用短语。
- 对话部分体现具体场景中的语言运用。
- 大量信函、传真、备忘录、报告和电子邮件的范例可供读者借鉴之用。

我们希望那些具有各种商务背景的人士能够喜欢本书，同时也希望本书能够帮助他们在感兴趣的领域取得进步，包括从打电话、写电子邮件到商务谈判和写财务报告等方面。





# Organizations

## What do we mean by 'organization'?

A business organization can be defined as a firm, a company, a business or a corporation that makes, buys or sells goods, or provides services, to make a profit. The words **firm**, **company**, **business** and **corporation** are often used interchangeably. The word **enterprise** is also sometimes used in the same way.

*I am happy to say the **firm** has made excellent progress this year.*

*She works for a biotechnology **company**.*

*The factory has been bought by a local packaging **business**.*

*A large American **corporation** has invested heavily in the project.*

*Starting up an **enterprise** of that type requires huge investment in plant and machinery.*

## The life of a business

The phrases below are frequently used to talk about the life of a company:

**set up in business**

**establish a business**

**set up a business**

**be in business**

# 第一章

## 组织



### 什么是“组织”？

商业组织可以被定义为通过从事商品生产、商品买卖或提供服务而盈利的厂商、公司、企业或股份有限公司。**firm**, **company**, **business**和**corporation**这几个词经常通用。**enterprise**有时也指公司。

我很高兴这家**公司**今年取得了辉煌的业绩。

她在一家生物技术**公司**工作。

这家工厂被当地的一家包装**公司**收购了。

美国的一家大**公司**在这个项目上投入了巨资。

开办一家那种类型的**公司**需在厂房和设备方面投入大量的资金。



### 公司发展历程

在谈论公司发展历程时，会经常用到下面这些短语：

开业

创办一家企业

建立一家企业

经商

**run a business**

**go out of business**

**do business**

**close down a business**

There are various expressions which are used to talk about starting a business, for example **set up in business**, **set up a business**, and **establish a business**. Once a business has been established it is usual to talk about **being in business** or **running a business**, i.e. organizing, or being in charge of, a company.

To **do business** means to trade or deal with someone, for example a company or country.

When a company is not successful, it may be forced **go out of business**. If the decision is made, for whatever reason, to stop trading, the business may **close down**.

*Before setting up in business they carried out thorough market research.*

*The company was set up in 1972.*

*Her grandfather established a small business at the end of the war.*

*They've been in business together since 1994.*

*The same family has run this successful whisky distillery for most of this century.*

*If you are interested in doing business with foreign companies, contact the Department of Trade for information.*

*Many small shops have gone out of business since the arrival of the large supermarket chains.*

*The factory was closed down due to increased production costs.*



经营一家公司  
做生意

停止营业  
倒闭

有多种短语可用于表达“开办企业”这一意思，如 **set up in business**, **set up a business** 和 **establish a business**。企业成立后就要 **being in business** 或 **running a business**，也就是经营或管理企业。

**do business** 是指与某一方，如一家公司或一个国家做生意。

当公司经营不善时，可能会被迫停业。无论什么原因，一旦作出停业的决定，公司就可能会倒闭。

在开业之前，他们做了深入的市场调查。

这家公司创办于1972年。

在战争结束时，她的祖父建立了一家小公司。

自1994年起，他们就开始一起经商了。

这个家族在大半个世纪里成功地经营着这家威士忌酒厂。

如果你想与外国公司做生意，那就和贸易部联系了解一些信息。

自从大型连锁超市出现后，许多小商店纷纷停业。

由于生产成本增加，这家工厂倒闭了。





## Expansion and change

The economic climate, as well as decisions taken by the owners of a company, affects how it grows and changes. The words below describe some of the changes that may take place.

**expand**

**specialize (in something)**

**diversify**

**branch out (into a particular area)**

**privatize (a company)**

**nationalize (a company)**

### **expand**

to grow and develop in a particular area: *Texaco expanded into oil production in the early part of this century.*

### **specialize (in something)**

to focus on, or to give more attention or resources to, something: *The firm specializes in youth travel and adventure holidays.*

### **diversify**

to begin to produce a wider range of goods or services: *The company diversified in the 1960s, and started producing food products as well as tobacco.*

### **branch out (into a particular area)**

to expand into a new area of business: *We all agree on the need to branch out into sportswear and equipment.*



## 企业扩张与发展变化

经济形势以及企业主所作的决策都将影响到企业的发展变化。下面的单词描述了公司可能发生的变化。

扩张

扩充业务（进入某一特定领域）

专营（某种商品）

私有化（一家公司）

多样化经营

国有化（一家公司）

### 扩张

在某个领域内增长和发展：本世纪初，德士古公司的业务已经扩展到石油产品领域。

### 专营（某种商品）

在某个领域投入更多的精力或资源：这家公司专营针对年轻人的旅游探险业务。

### 多样化经营

扩大产品或服务范围：这家公司在 20 世纪 60 年代实现多样化经营，开始加工烟草并生产食品。

### 扩充业务（进入某一特定领域）

扩张到一个新的业务领域：我们都认为有必要进入运动服装和运动器材领域。



**privatize (a company)**

to sell a state-owned company into private ownership: *British European Airways was privatized in 1987.*

**nationalize (a company)**

to sell a privately-owned company into state ownership: *In 1938 the British Government nationalized two airlines to form BOAC.*



**Word partnerships: business**

These words often occur after the word *business*:

business...

community  
school  
studies  
administration  
partner  
plan  
trip  
card

The term **business community** refers to the organizations and people involved in business.

A **business school** is a college or part of a university where courses on business subjects are taught. **Business studies** is the name given to a course which teaches business-related subjects.

The process of running a company is called **business administration**; the people who own a business together are **business partners**. They may put together a document showing details of how they aim to run the company, expand, introduce new product lines, and so on. This document is known as a **business plan**.



私有化（一家公司）

把国有公司卖给私人：英国欧洲航空公司于1987年实现了私有化。

国有化（一家公司）

把私有公司卖给国家：1938年，英国政府通过国有化把两家航空公司重组为英国海外航空公司。

## 词语搭配：business

下列单词常用在 business 后：

business...

community 商界  
school 商学院  
studies 商务研究  
administration 企业管理  
partner 合伙人  
plan 商业计划书  
trip 出差  
card 名片

商界是指从事商务活动的组织和个人。

商学院是教授商务课程的学院或大学中的某一机构。商务研究是指讲授商务方面知识的课程。

经营一家公司的活动被称为企业管理；共同拥有一家公司的人被称为合伙人。他们可能会撰写文件，详细说明他们打算如何经营公司、如何扩张、如何引入新的生产线等等。这份文件就是商业计划书。





You may have to make a **business trip** (a visit to clients, suppliers or other business contacts which takes you away from home). Most people working in business carry a supply of **business cards**. These are small cards showing a person's name, position and company name.

*Members of the **business community** are unhappy about government proposals to increase corporation tax.*

*MBA courses are now being offered in most **business schools**.*

*With a degree in **business studies**, she hopes to find work in an overseas corporation.*

*If you study for a Masters in **Business Administration** (MBA), you will learn how to run a company.*

*Due to expansion, we are looking for new **business partners** to join our company.*

*I have an appointment with the bank manager to discuss our start-up **business plan**.*

*The job will require frequent **business trips** to the Far East.*

*Give me a call if you need anything; here's my **business card**.*

### **Word partnerships: corporate**

**Corporate** means 'related to a corporation or corporations'.

The following words often occur after the word **corporate**:

