

FOREIGN TRADE ENGLISH SERIES FOREIGN TRADE ENGLISH SERIES

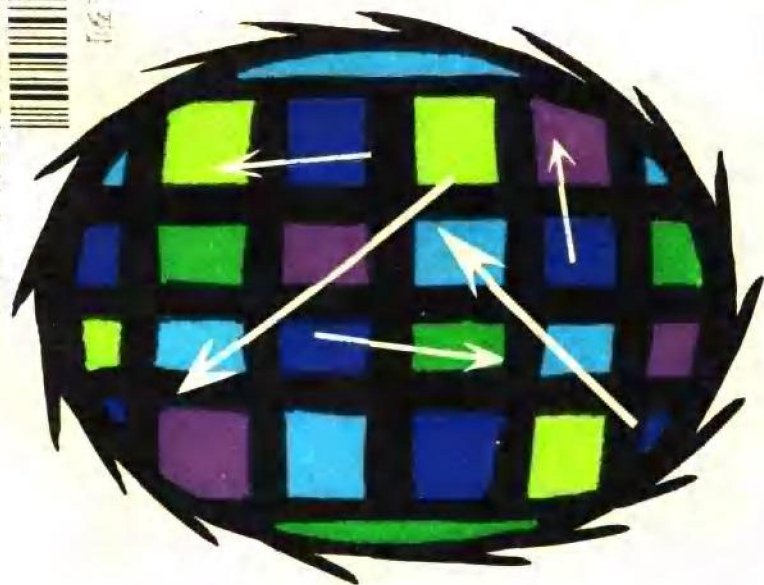
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SPOKEN ENGLISH FOR BUSINESS

国际商务英语口语

姜松梁 编注

上海交通大学出版社



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编注说明

《国际商务英语口语》讲述一家英国企业在竞争中求生存求发展的故事。情节引人入胜,语言生动实用。全书共分十三章,其中不仅涉及订购推销、银行贷款、保险、专利、许可证、市场调研、公共关系、企业结构等商业和外贸方面基本知识,还包括会议、求职、约会、旅行、用餐、电话等日常工作和生活领域中常用语。每章配有大量语言操练练习。练习的设计是以课本为中心,而又是课文内容的延伸,引导读者深入浅出,灵活运用,颇有特色。为方便自学读者书末附有练习答案。

本书配有录音带。

本书适用于经贸、工贸院校高年级学生,与外商洽谈的涉外人员及译员,或有一定英语基础拟从事外经贸工作的人员。

编注不妥之处望请广大读者批评指正。

周凤斌同志参加了课文录音的核对工作,特此感谢。

编 者

1993 年 6 月

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Episode 1 Diversification

This is the story of Bellcrest Limited and its managers——Maurice Downes, Managing Director; Paul Malone, Marketing Manager; Tom Driver, Production Manager; Charles Spence, Company Secretary. This is the Bellcrest factory outside Leicester in the English Midlands. The factory employs about six hundred people and manufactures electronic components——small pieces of electronic equipment which are carefully put together from even smaller sub-components. These components are used in computers, communication systems, and control systems.

Bellcrest has always been praised for the high technical quality of its products. In the past the work of the Company's Research and Development Section was also well-known. But at the time of our story, the section was not very busy. The Development Manager was a brilliant engineer called Bob Orpenshaw. Orpenshaw was expecting a visit from the Marketing Manager, Paul Malone.

(Knock)

Malone Bob, I've just been looking at this new design of yours.

Orpenshaw I know what you're going to say. Maurice Downes won't allow it.

Malone Downes says it would cost too much.

Orpenshaw That's what he always says. How can I do research and development for a Managing Director who thinks only of saving money and increasing

efficiency? Downes has been here for six years and he hasn't allowed a single decent development project.

Malone Uh, the time for new development projects will come—

Orpenshaw Not while Downes is in charge of Bellcrest. I really don't know why I go on working here.

Malone Listen. I want Bellcrest to take on new development projects; I want us to move into new markets. But first of all Downes has to be convinced it's the right time to do this.

Orpenshaw I know you try your best, and I'm grateful to you. But Downes won't listen.

Malone Well, I'll talk to him again, Bob. I've got a visitor coming at the moment—a journalist...

Commentator (*Hanson*)

In fact, I was the visitor. I had come to Bellcrest because I was writing some articles on the electronics industry.

Receptionist Good morning. Can I help you?

Hanson Good morning. Yes, I have an appointment to see Mr Malone, the Marketing Manager.

Receptionist Yes. What name is it, please?

Hanson My name is Hanson—George Hanson.

Receptionist Miss Smith, I have a Mr Hanson in reception to see Mr Malone... Yes. Right. Thank you. Would you like to take a seat please?

Hanson Thank you very much...

Commentator (*Hanson*)

While I was waiting, I looked through some of the literature the

firm had sent to me. One leaflet gave details of yearly sales and of the numbers employed. Following the time of steady growth, Bellcrest passed through a difficult period. But after Maurice Downes was made Chairman and Managing Director, yearly sales increased rapidly and the sales output per employee was doubled.

Downes Good morning, Paul. I'm just off to London.

Malone Oh—Maurice ! I've got a visitor I think you'd like to meet. A journalist. He's going to write something about Bellcrest.

Downes Oh, all right. I'll say hello to him. But I've only got a moment. I don't want to miss my train.

Malone Uh, Mr Hanson, isn't it?

Hanson Yes, that's right. George Hanson.

Malone How do you do? I'm Paul Mr Malone.

Hanson How do you do, Mr Malone.

Malone Would you like to meet our managing Director?

Hanson Ah ! Thank you—

Malone Maurice, let me introduce you to Mr Hanson.
Mr Hanson, Mr Downes.

Hanson How do you do?

Downes How do you do. Mr Malone tells me that you're going to write an article about Bellcrest.

Hanson Yes. I'm writing a series of articles on electronics firms in Europe.

Downes Yes, I'm sure Mr Malone will give you all the help he can. I'm sorry I can't spend any time with you. This is one of my busy days. I have to go to London.

Hanson That's a pity. Perhaps we'll have a chance to

talk if I come down again.

Downes Yes. I look forward to that. Well, if you'll excuse me, I must be on my way. I'll leave you with Mr Malone.

Hanson Goodbye, Mr Downes.

Downes Goodbye.

Commentator (*Hanson*)

Paul Malone took me round the factory. For security reasons, we didn't visit the research and development section, but he showed me everything else I wanted to see. He introduced me to Tom Driver, the Production Manager. Driver said that the factory had become more efficient in the past five years. (Driver: Things have changed since Mr Downes came to Bellcrest. Nowadays we make better use of our resources, men, machinery, factory space... And we make a few products now. We've cut down on research and development too. But Mr Malone will tell you all about that.) More efficient production, fewer product, less research and development. Later, Malone explained.

Malone Yes, things have changed. Bellcrest was in trouble five years ago. Then Ashburnham's came to the rescue.

Hanson Ashburnham's? Oh! —the merchant bank.

Malone Yes. The Bank bought a lot of shares and made a large loan. And Sir Frederick Ashburnham put one of his people on our Board of Directors.

Hanson Mm, who was that?

Malone Needham. Edward Needham. Clever man. Clever with money. But, most important of all, the Bank put Maurice Downes in as Chairman

and Managing Director.

Hanson And he put Bellcrest back on its feet?

Malone Yes. His policy was very effective. He cut out everything that was unprofitable.

Hanson Were you with Bellcrest five years ago?

Malone No, Marice Downes appointed me. He didn't get on too well with my predecessor, Donald Williams. You see, Bellcrest would never have recovered if Downes hadn't cut out some of its more ambitious development projects. Donald Williams wasn't at all happy to see some of his favourite schemes abandoned. So he had to go.

Hanson And you were brought in to help Mr Downes — So you must take some of the credit for Bellcrest's recovery, and for its strong position now.

Malone Thank you. But it doesn't stop there. As Marketing Manager, it's my job to see we move into new fields and diversify.

Hanson New products for new customers, hm?

Malone Right.

Hanson Do you think Bellcrest is ready for diversification?

Malone I do, certainly. As you say, we're in a strong position and we should use it.

Hanson Does Mr Downes agree?

Malone Well... he sees things differently. He wants to be certain, absolutely certain, before we move outside Bellcrest's established field. He thinks

of the interest of the shareholders and Ashburnham's Bank...

While they were talking, Downes arrived at Ashburnham's Bank in London. He had an appointment to see Sir Frederick Ashburnham.

Ashburnham Yes. Well, I'll see Mr Downes now. Will you show him in, please?

Needham Maurice !

Downes Good afternoon, Sir Frederick.

Ashburnham Good afternoon, Mr Downes. It's good of you to spare the time. Do take a chair. (*Thank you.*) Mr Needham and I have been discussing Bellcrest's affairs. I see the final dividend is up again.

Downes Yes. Five years ago there was no dividend at all.

Ashburnham Quite so. This seems a splendid conclusion to your company's recovery, Mr Downes.

Downes Conclusion, Sir Frederick?

Ashburnham I believe you said, 'Give me five years and I'll put the company on its feet again.' Well, the company is on its feet again. That brings me to my next point. — Trading account, please, Mr Needham. Thank you. — Now what about the next five years?

Downes I can assure you we shall continue to improve our position.

Ashburnham You should certainly have nothing to worry about if you repeat your past performance. Five years ago, the Bank helped Bellcrest out of its

difficulties with a loan of £300,000.

Downes That loan has been more than covered.

Ashburnham That raises another question. According to those figures, Bellcrest no longer needs our money.

Downes Er—I don't quite understand.

Needham The figures show that Bellcrest no longer needs the Bank's money.

Downes That is not my interpretation.

Ashburnham Let's suppose, Mr Downes, that the Bank were to withdraw the loan. What would happen if the £300,000 were to be repaid?

Downes Bellcrest would be forced to borrow the money elsewhere——probably at a higher rate of interest. But why won't you continue the loan?

Ashburnham Well, we've been looking at the money we've put into the electronics industry. You must appreciate Mr Downes that we must invest where the industry is most likely to grow. As a matter of fact, Mr Needham here has already been approached.

Needham Quite unofficially, of course. Some firms are perhaps——more adventurous than yours, Mr Downes. Some of them have some very worthwhile projects. They're keen to expand and diversify. And they're looking for capital to develop products for new markets. Now,——

Downes What is the point of taking capital away from us and giving it to our competitors for their devel-

opment?

Ashburnham Development. Ah, that's interesting. So you have plans for development, too. Would you like to tell us more about them?

Downes (*Uneasy*) Well, it's rather difficult at the moment, Sir Frederick. We should need time before coming back to you with detailed proposals. But to return to the question of Bellcrest's competitors, Mr Needham is a member of the Bellcrest Board of Directors.

Needham Your board is under the impression that you are against any ambitious schemes for development.

Ashburnham Well now ! —it seems that we all need a little more information. Mr Downes, please feel free to discuss this matter with me personally if the need arises. At all events, the Bank would like to receive your proposals within the next two months.

Downes Yes, of course, Sir Frederick.

Ashburnham That's it then. Unless there's anything else you want to discuss now.

Downes No, thank you.

Ashburnham Thank you so much for coming. This talk has been most useful.

Needham Most useful, Sir Frederick. I'll show you out, Maurice.

Downes Goodbye, Sir Frederick.

Ashburnham Goodbye...

Commentator (*Hanson*)

As soon as he got back to Leicester, Downes went to see Malone. He was not in favour of diversification, but he was determined that Bellcrest would keep the Bank's money.

Malone's wife Paul, some one is at the door.

Malone Will you answer it, darling.

Malone's wife Why, Mr Downes.

Downes Good evening, Janet. I'd like to speak with Paul.

Malone's wife Oh, please come in.

Downes Thank you.

Malone's wife I'm afraid I was in the middle of washing my daughter's hair.

Downes I'm sorry to interrupt, but it is rather urgent. Paul I'm sorry about this. I try to telephone, but your line has been engaged.

Malone You don't look very cheerful, Maurice? Won't you have a drink?

Downes No, thank you.

Malone's wife Excuse me.

Downes Yes, of course. I had a talk this afternoon with Sir Frederick Ashburnham. Well, the Bank's still keen on electronics. And they seem to be in favour of ambitious development schemes.

Malone That's excellent ! It's terrific news.

Downes Yes, of course. You would think so. The slightest mention of development or diversification makes you happy. But listen. The Bank's taking a hard look at our £300,000 loan. They might want the money back. What's more, they might

re-invest it with one of our competitors.

Malone Who? Do you know?

Downes No names were mentioned, but a firm with plans
for development.

Malone So what happens now?

Downes Wake up man! We get down to work. That's
what happens. I want you to look at all our de-
velopment projects. And any other possibilities.
We need something good. Really good. It's got
to work. It's got to make sense, even to people
like Needham. And it's got to appeal to in-
vestors, to our shareholders.

Malone When do you want me to come back to you on
this?

Downes Well, today's Thursday. Report back to me
with your recommendations by the end of Mon-
day afternoon. Sooner, if you can.

Malone Right.

Downes Well, I must be going.

Malone Won't you stay for a drink?

Downes No, thank you. The Bank's forcing our hand,
Paul. But this is your chance. If we're going to
diversify, it's now or never. You'd better see we
get it right.

Malone I shall, Marice—I shall...

NOTES

1. Bellcrest Limited 贝尔克雷斯脱有限公司

2. manager 经理

- Marketing Manager 销售部经理
- Production Manager 生产部经理
- Managing Director 总经理
3. Leicester['lestə] 莱斯特,英国中部一工业城市
 4. English Midlands 英格兰中部地区
 5. electronic components 电子组件
 6. equipment 设备
 7. computer 计算机
 8. communication systems 通讯系统
 9. control systems 控制系统
 10. be praised for... 因...而受到赞扬
 11. Research and Development Section 科研发展部
 12. brilliant 有才华的
 13. design 设计
 14. efficiency 效率 increase efficiency, raise efficiency 提高效率
率
 15. decent 像样的
 16. be in charge of 主管,负责
 17. go on (doing sth) 继续做某事,如 go on working, 也可说 go
on with one's work
 18. take on 开始从事
 19. move into new markets 进入新的市场
 20. be convinced 使信服, be convinced of (sth) 或 be convinced
that...
 21. the right time to 该是...的时候了
 22. try one's best 竭尽所能
 23. journalist 记者,新闻工作者
 24. article 文章
 25. appointment 约会 make an appointment

26. a Mr Hanson 一位名叫汉森先生
27. look through 浏览
28. literature 印刷品
29. firm 公司, 商号
30. leaflet 散页, 单片
31. yearly sales 年营业额
32. pass through 经历
33. sales output per employee 每个职工的销售产量。per 每一, 如
\$ 2 per lb 每磅 2 元
34. I'm just off to London 我正要动身去伦敦
35. say hello to (sb) 与(某人)打个招呼
36. miss 没赶上 miss a train 没赶上火车 miss an opportunity 错过机会
37. How do you do? 你好。初次见面时较正式的用语。对方回答时亦用 How do you do?
38. a series of 一系列的
39. look forward to 盼望, 期待。后面跟名词或动名词, 如 look forward to seeing you soon
40. excuse me 请原谅, 对不起。离开, 失礼, 或打断别人说话时用语, 表示道歉。
41. I'll leave you with Mr Malone 我让马隆先生接待你。
42. take (sb) round (a place) 带领(某人)参观(某个地方), 也可说 show (sb) round
43. for security reasons 由于保密方面的原因
44. make better use of 更好地利用
45. resources (复数) 资源, 物力
46. cut down 削减
47. be in trouble 处于困境
48. Ashburnham's 指 Ashburnham Bank 阿什伯纳姆商业银行