



# 体验

Preliminary  
Oral English Coursebook  
for Business

初级

# 商务英语 口语教程



李斯平 王 琮 王 璐◎编著



暨南大学出版社  
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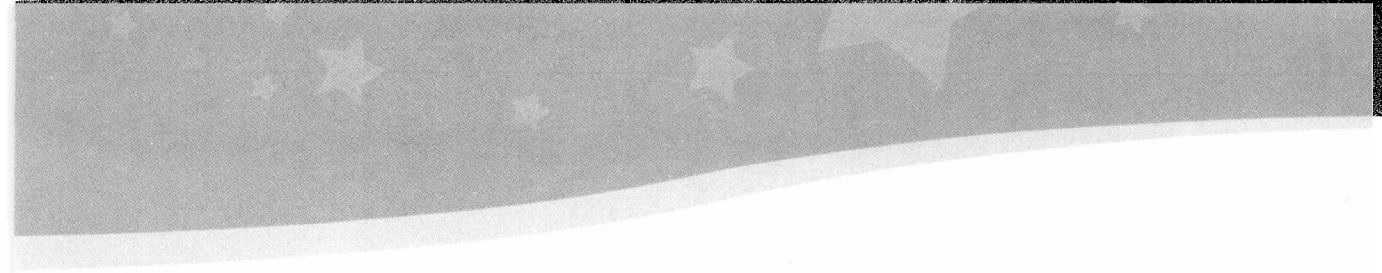
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## 前 言

《体验商务英语口语教程（初级）》是《体验商务英语（综合教程）1》（高等教育出版社）的系列配套教材，全书依《体验商务英语（综合教程）1》的结构，分成12个单元，每单元分“警句名言（Quotations）”、“朗读练习（Reading aloud practice）”、“对话练习（Dialogue practice）”和“表述练习（Monologue practice）”四个部分。“警句名言”是根据每个单元的主题内容选编的若干名句、格言、成语等，意在引出主题，启迪思路，吸引学生的注意力，增强学生的参与意识和提高学生的学习兴趣，是每个单元的前导部分。“朗读练习”是“警句名言”部分的延续，选用内容与之相近的短文，使“警句名言”部分的内容更加具体化，意在帮助学生提高对单元主题内容的口头表述能力。“对话练习”是《体验商务英语（综合教程）1》课文中“沟通技巧（Skills）”部分的延伸，与课文情景内容密切相关，提供某情景会话的基本句型、表达方法以及课文对话练习实例，意在帮助学生掌握特定情景的对话技巧，顺利完成课文练习，掌握课文内容，进而提高语言应用能力。“表述练习”部分针对每个单元中的个人口头表述练习安排相应内容，提供相关范例，意在强化和拓展学生的口语表达能力。

随着我国英语教学事业的不断发展，“应试教学”和“学以致考”的时代已经结束，英语学习已回归到“学以致用”的教学本位，培养学生的“交际沟





通”欲望和语言应用能力已成为英语教学的首要任务。本教程的内容结构、练习设计等均体现了这种理念。学生在每个单元的学习中先从名言、警句开始进入主题，产生兴趣，引起思考，找到切入点；再通过短文、对话获得基本知识和词汇，然后再通过“身临其境”的参与式练习和范文、范例举一反三，融会贯通，自然习得。

本教材是为商务英语初学者设计的口语练习教材。由于商务英语学习者大多数都是在校学生，没有实际工作经验，商务英语练习中的实务性内容往往使他们一筹莫展。针对这个问题，本教材不是简单地向学习者灌输商务知识，而是通过循序渐进的方式，使学习者在参与练习的过程中自然地了解和掌握相应的实务知识。

《体验商务英语口语教程（初级）》在形式和内容上都作了新的尝试，但由于时间仓促，其中的缺点和不足在所难免，欢迎广大读者和同行专家不吝赐教。

# Content

前 言 .....	(1)
<b>Unit 1 Introduction .....</b>	<b>(1)</b>
I. Quotations .....	(1)
II. Reading aloud practice .....	(2)
III. Dialogue practice; introduction .....	(3)
IV. Monologue practice; describing people .....	(6)
<b>Unit 2 Work &amp; Leisure .....</b>	<b>(9)</b>
I. Quotations .....	(9)
II. Reading aloud practice .....	(10)
III. Dialogue practice; work & leisure .....	(11)
IV. Monologue practice; describing routines .....	(16)
<b>Unit 3 Problem .....</b>	<b>(19)</b>
I. Quotations .....	(19)
II. Reading aloud practice .....	(20)
III. Dialogue practice; telephone calls .....	(21)
IV. Monologue practice; dealing with problems .....	(27)
<b>Unit 4 Travel .....</b>	<b>(30)</b>
I. Quotations .....	(30)
II. Reading aloud practice .....	(31)
III. Dialogue practice; making travel arrangements .....	(33)
IV. Monologue practice; introducing business hotels .....	(37)

<b>Unit 5 Food &amp; Entertaining</b>	(41)
I. Quotations	(41)
II. Reading aloud practice	(42)
III. Dialogue practice; entertaining guests	(43)
IV. Monologue practice; table manners	(48)
<b>Unit 6 Sale</b>	(51)
I. Quotations	(51)
II. Reading aloud practice	(52)
III. Dialogue practice; talking about products	(53)
IV. Monologue practice; describing products	(60)
<b>Unit 7 People</b>	(63)
I. Quotations	(63)
II. Reading aloud practice	(64)
III. Dialogue practice; talking about/with people	(65)
IV. Monologue practice; self-description	(72)
<b>Unit 8 Market</b>	(75)
I. Quotations	(75)
II. Reading aloud practice	(76)
III. Dialogue practice; holding meetings	(77)
IV. Monologue practice; talking about markets	(83)
<b>Unit 9 Company</b>	(87)
I. Quotations	(87)
II. Reading aloud practice	(88)
III. Dialogue practice; showing people around	(90)
IV. Monologue practice; describing companies	(92)

<b>Unit 10 The Web</b> .....	(96)
I. Quotations .....	(96)
II. Reading aloud practice .....	(97)
III. Dialogue practice; making arrangements .....	(99)
IV. Monologue practice; talking about the Internet and e-commerce .....	(102)
<b>Unit 11 Culture</b> .....	(105)
I. Quotations .....	(105)
II. Reading aloud practice .....	(106)
III. Dialogue practice; identifying problems .....	(109)
IV. Monologue practice; talking about company culture .....	(113)
<b>Unit 12 Job</b> .....	(115)
I. Quotations .....	(115)
II. Reading aloud practice .....	(116)
III. Dialogue practice; interview skills .....	(118)
IV. Monologue practice; talking about skills and abilities .....	(123)

# Unit 1 Introduction

## I. Quotations



1. Humans are social animals. To find an individual **choosing to** live alone in the world is **so rare as to** confirm that human beings need to live amongst each other and group together.
2. It's not what you know but who you know that **makes the difference**.
3. **Networking** begins with introducing yourselves.
4. You never have a second chance to make a good first impression.



## ➡ Group discussion

What do you think of networking? Is it so important to your life? Can you imagine what life would be like without socializing with others?

How do you think introduction can affect networking? How do you think introduction can help make a good first impression?

## ➡ Difficult words

1. **choose to**: decide or prefer to do sth.  
eg. He **chose to** study Spanish rather than German as a second foreign language in the university.  
We **choose to** ignore her rudeness.
2. **so + adj. + as + to + v.**: used to show the reason that makes something happen or not happen  
eg. The water is **so** cold today **as to** make swimming quite impossible.  
You are **so** careless **as to** make a mistake like this.
3. **make a/the difference**: have an important effect on a thing or situation  
eg. Having a good teacher has **made a big difference** for Alex.  
Whatever you could do for him, it wouldn't **make the slightest difference**.

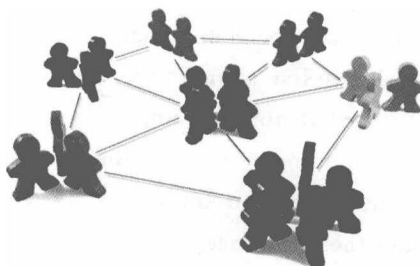
4. **networking**: refer to the practice of meeting people involved in the same kind of work with the aim to share information, advice and support with each other. It is used generally about anyone who tries to improve their professional connections and socialize with others

## II. Reading aloud practice



(1)

No one lives alone in this world. Few people can go without friends. In order to survive or succeed in the working world, we need to group together and form our network of friends and contacts. To get to know people, we always begin by introducing ourselves to each



other. Therefore, introductions are important. A good introduction is a good announcement to make others know you well and a proper introduction will give others a good first impression. Studies show that people form their first impression of you within the first few seconds of the meeting—when you are introducing yourselves. Once the first impression is made, it is difficult to change. That's why people say that you never have a second chance to make a first impression.

(2)

Within the first three seconds of a new **encounter**, you are **evaluated**... even if it is just a glance.

People **appraise** your visual and behavioral appearance from head to feet. They observe your manner and body language and even **assess** your **grooming** and **accessories**—watch, handbag, briefcase. Within only three seconds, you make an almost permanent impression. You may **intrigue** some and disenchant others.

This first impression process occurs in every new situation. Within the first few seconds, people pass judgment on you—looking for common surface **clues**. Once the first impression is made, it is virtually irreversible.

### ➡ Group discussion

Are you good at making friends? Why/Why not? How important are friends to you? What kind of people do you like to make friends with? Why?



## ➔ Difficult words

1. **encounter**: an occasion when you meet someone, especially in an unplanned or unexpected way
2. **appraise, evaluate, assess**  
**appraise**: officially judge how successful, effective or valuable someone or something is  
eg. I am going to sell my car and have to arrange for a dealer to **appraise** it.  
**evaluate**: carefully consider someone or something to see how useful or valuable it is  
eg. We send out questionnaires to **evaluate** the success of the training course.  
**assess**: make a judgment about someone or something after thinking carefully about it  
eg. We are trying to **assess** what has gone wrong with the situation.
3. **groom**: take care of one's own appearance by keeping one's hair and clothes clean and tidy
4. **accessory**: something such as a bag, belt, jewelry, etc. that one wears or carries because it is attractive
5. **intrigue**: attract other people's interest
6. **clue**: something that helps to find answers to a question, difficulty or mystery



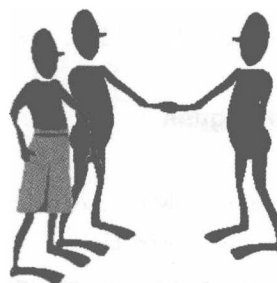
## III. Dialogue practice: introduction



## ➔ Introducing yourself

### Useful expressions

1. Let me introduce myself.
2. My name is ...
3. I'm from ...
4. How do you do?
5. Nice/Pleased to meet you.



## Sample dialogues

(1)

A: Good morning, let me introduce myself. My name is John Smith.

B: Pleased to meet you. I'm Peter Henry.

(2)

A: How do you do? My name is Paul Matthews.

B: Nice to meet you. Mine is Maureen Grant.

(3)

A: Hello, I'm Tom Johnson from Microsoft.

B: How do you do? I'm Terry Green from Motorola.

A: Pleased to meet you, Mr. Green.

B: I'm pleased to meet you, too. Mr. Johnson.

(4)

A: Excuse me, but aren't you Mr. Clifton from the United States?

B: Yes, I'm Martin Clifton from the United States.

A: How do you do, Mr. Clifton? I'm Huang Li from Guangzhou Municipal Government.

B: How do you do, Ms. Huang? Thank you for coming to meet me at the airport.



## ➔ Introducing others

### Useful expressions

1. Let me introduce you to...
2. May I introduce you to...
3. Could you introduce me to...
4. This is Mr. /Mrs. /Miss/Ms...



## Sample dialogues

(1)

A: Good evening, Mr. Brown. How are you?

B: Good evening, Mr. Huang. I'm very well, thank you.

A: Now, Mr. Brown. Let me introduce you to Miss Liu from our office. Miss Liu, this is Mr. Brown from the United States.

C: How do you do, Mr. Brown? Nice to meet you.

B: How do you do, Miss Liu? Nice to meet you, too.

(2)

A: Hi, Mr. Robert. How are you this evening?

B: I'm very well. Thank you, Mr. Lu.

A: Mr. Robert, would you like me to introduce you to Mr. Zhang from the Foreign Affairs Office? He will be with you during your stay in Guangzhou.

B: That would be fine.

A: Mr. Zhang, this is Mr. Robert from Australia.

C: How do you do, Mr. Robert? Very pleased to meet you. Actually, I've heard a lot about you from Mr. Lu.

B: How do you do, Mr. Zhang? It's a pleasure to meet you.

(3)

A: David, I don't know anyone here. You'll have to introduce me.

B: Of course, let me introduce you to Roger first. Roger, this is Peter from Personnel Department.

C: Hi, Peter. Nice to meet you.

A: Hi, Roger. Nice to meet you, too.

(4)

A: Mr. Gao, could you introduce me to the man over there?

B: Oh, I'm sorry, Mr. Rogers. Let me introduce you two. He is Mr. Wang, the host. Mr. Wang, this is Mr. Rogers. He is from Great Britain. He came to Guangzhou only last week.

C: How do you do, Mr. Rogers? Welcome to Guangzhou. I hope you'll have a pleasant stay here.

A: How do you do, Mr. Wang? Thank you for your kindness.

### ➡ Group work: talking about yourself

Work in groups and introduce yourself to others. Your self-introduction should include your personal information (name, age, hometown, high school studies, etc.), personal interests, English studies in high school and your first impression of the place you are studying or working in. If you have difficulty with vocabulary or expressions, ask the teacher for help.

## IV. Monologue practice: describing people



### ➡ Group work

Talk in groups about what information is important when describing people.

- personal background
- job
- interests

### ➡ Sample descriptions

(1)



William (Bill) H. Gates is the chairman of Microsoft Corporation, the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

Born on Oct. 28, 1955, Gates grew up in Seattle with his two sisters. Their father, William H. Gates II, is a Seattle **attorney**. Their late mother, Mary Gates, was a schoolteacher.

In 1973, Gates entered Harvard University as a freshman. While at Harvard, Gates developed a **version** of the programming language BASIC for the first microcomputer.

In his junior year, Gates left Harvard to devote his energies to Microsoft, a company he had begun in 1975 with his childhood friend Paul Allen. Guided by a belief that the computer would be a valuable tool on every office desktop and in every home, they began developing software for personal computers.

Under Gates' leadership, Microsoft's **mission** has been to continually advance and improve software technology, and to make it easier, more cost-effective and more enjoyable for people to use computers.

In addition to his love of computers and software, **philanthropy** is very important to Gates. He and his wife, Melinda, started a **foundation** in 2000 to help reduce **inequities** in the United States and around the world. The Bill & Melinda Gates Foundation supports philanthropic **initiatives** in the areas of global health and learning.

Gates was married on Jan. 1, 1994, to Melinda French Gates. They have three children. Gates is an **avid** reader, and enjoys playing golf, tennis and bridge.

## ➡ Difficult words

1. **attorney**: a lawyer
2. **version**: a form, copy, style of something that exists in more than one form  
eg. This dress is a cheaper **version** of the one we saw the other day.  
The newspapers gave different **versions** of what happened that day.
3. **mission**: task, duty  
eg. She felt that her **mission** in life was to help the poor.
4. **philanthropy**: love of mankind; practical sympathy and benevolence 慈善, 仁慈
5. **foundation**: fund of money for charity, research, etc. 基金会
6. **inequity**: injustice, unfairness
7. **initiative**: action or movement that starts something  
eg. The government is making some fresh **initiatives** to deal with the current economic difficulties.
8. **avid**: extremely eager or keen  
eg. an **avid** learner 废寝忘食的学习者  
**avid** for success 渴望成功

(2)



Madonna Louise Ciccone Ritchie, born on August 16, 1958 and known artistically as Madonna, is an American pop singer, songwriter, record producer and actress. Raised near Detroit, Michigan, Madonna moved to New York City for a career in ballet. After performing as member of the pop musical groups Breakfast Club and Emmy, she **released** her first album in 1983. She rose to success after producing three **consecutive** number-one studio albums in the 1980s.

Besides her music career, Madonna has acted in 22 films. Although several of them failed critically and commercially, she earned the **Golden Globe Award** for her role in the 1996 film *Evita*. Divorced from actor Sean Penn in 1989, Madonna is married to film director Guy Ritchie in 2000. She has two **biological children** and successfully adopted a **Malawian** boy, David Banda, in 2008.

Madonna has been regarded as “one of the greatest pop artists of all time”. She is ranked as the best-selling female rock artist of the twentieth century and the second top-selling female artist in the United States. **Guinness World Records** list her as the world’s most successful female recording artist of all time and the top-earning female singer in the world.

## ➡ Pair work

Talk to each other about someone you both know and like, trying to describe him or her in as much detail as possible.

## ➡ Notes

### 1. **Golden Globe Award:** 金球奖

The **Golden Globe Awards** are given annually to recognize outstanding achievements in the entertainment industry and to focus wide public attention upon the best in motion pictures and television. The broadcast of the **Golden Globe Awards** generally ranks as the third most-watched awards show each year, behind only the Oscars and the Grammy Awards.

### 2. **Malawi:** 马拉维

The Republic of **Malawi** is a landlocked country in southeast Africa. It is bordered by Zambia, Tanzania and Mozambique. The country is separated from Tanzania and Mozambique by Lake **Malawi**. The name **Malawi** comes from the Maravi, one of the original Bantu tribes to inhabit the area.

### 3. **Guinness World Records:** 吉尼斯世界纪录

**Guinness World Records**, known until 2000 as The Guinness Book of Records, is a reference book published annually, containing an internationally recognized collection of world records, both human achievements and the extremes of the natural world. The book itself holds a world record, as the best-selling copyrighted series of all-time.

## ➡ Difficult words

### 1. **release:** issue or publish

eg. The new trade figures are to be **released** next week.

### 2. **consecutive:** continuing in an unbroken order

eg. It has been raining for 5 **consecutive** days.

### 3. **biological children:** 亲生的孩子



# Unit 2 Work & Leisure

## I. Quotations



1. The first duty of a human being is to **assume** the right functional relationship to society—more briefly, to find your real job, and do it.  
—**Charlott Perkins Gilman**, American sociologist, novelist and writer
2. The true way to **render** ourselves happy is to love our work and find in it our pleasure.  
—**Francoise De Motteville**, French memoir writer
3. You are going to spend 1/3 of your life working, so you'd better **have fun doing** it.  
—**Anonymous**
4. Work is either fun or **drudgery**. It depends on your attitude.  
—**Anonymous**
5. The secret of joy in work is contained in one word—excellence. To know how to do something well is to enjoy it.  
—**Pearl S. Buck**, American sinologist and writer
6. I'm a great believer in luck and I find the harder I work, the more I have of it.  
—**Thomas Jefferson**, the 3<sup>rd</sup> President of the United States
7. What is your attitude about work? Do you want to work to live or live to work?  
—**Anonymous**
8. The market economy system prefers "Work to live" philosophy.  
—**Anonymous**

## ➡ Group Discussion

What do you think you will spend most of your time doing in your life? What will you consider when you are looking for a job? How do you understand "your real job"? How can you make yourself happy at work? Do you want to live to work or work to live? Which of the above quotations do you like most? Give your reasons.

## ➡ Difficult words

1. **assume**: to take for granted; to suppose  
eg. He **assumed** the report (to be) valid.
2. **render**: to give or provide  
eg. He **rendered** a report to the commander-in-chief.