

新时代大学商务英语系列教材  
New Century College Business English

总主编：王正元

# 商务英语视听说教程 1

主 编：姜 炼 谢 芳

主 审：马瑞香

副主编：韩红军 马亚莉

多媒体光盘制作：姜 炼



# BUSINESS ENGLISH

新时代大学商务英语课程建设工程项目



机械工业出版社  
China Machine Press

随书附赠  
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# 序

## PREFACE

伴随经济全球化和我国经济国际化的进程,国内外大中型企业、跨国公司 etc 对既懂商务又会英语的复合型人才的需求与日俱增,这也促进了我国高等教育商务英语专业的快速发展。目前,全国有 700 多所高等院校开设了外贸英语、商务英语等课程,工商管理、金融等商科专业也都开设了以商务为核心内容的英语课程,部分院校甚至设立了商务英语专业。近几年来,全国性的商务英语教学、学术研讨会频频召开。我国国际商务快速发展及人才市场对商务英语人才的强劲需求、外语就业市场人才多元化推动了英语专业教学改革和教材的建设,各院校都迫切需要一套能体现商务特色与人才培养规格相适应的新教材,以改变英语教材与人才培养和需求不相适应的状况。

商务英语属于专门用途英语,国外大学多将其归为 ESP (English for Special Purposes)。目前,我国国内这样系统的专业教材并不很多。王正元教授领衔总主编、由全国 20 余所大学 40 余名英语教授、副教授、讲师历时两年多编写的这套“新时代大学商务英语系列教材”的出版是我国高等教育商务英语教材建设的一个新成果。

这套教材共 14 本,包括读写、视听说、写作、口译,涵盖了商务英语的基本主体课程,编著者基于“商务知识 + 英语能力 = 核心竞争力”的编写理念,力求在企业战略、市场营销、人力资源、企业文化、经营运作等商务语境中培养学生的英语交际能力。商务知识与英语能力相结合、商务语境与语言活动相结合、能力培养与就业需求相结合的编写思路使这套教材商务内容丰富,英语操练有的放矢,凸显了人才培养规格,给这套教材带来了亮点。

这套教材在内容安排上注重了语言的体验观、语用观,体现了商务英语的科学性、系统性、实用性及任务型教学法。这是一套适合高等院校商务英语专业和商科英语课程使用的教材。

同传统的英语语言文学比较起来,商务英语是我们这个时代经济发展催生的新事物,它必将在市场经济的强劲需求中茁壮成长。为更好地培养复合型人才,英语教材的建设任务是繁重的。这套教材需要在使用中逐步完善提高,以满足我国对外经济贸易、国际商务活动对英语人才的需要。

对外经济贸易大学副校长 博士生导师 徐子健

2008 年 10 月

· V ·

# 前言

## FOREWORD

### 1. 本套教材编写的指导思想及目标

为了编写这套教材，我们反复学习了教育部高等学校英语教学大纲，访问了毕业生用人单位，举行了英语毕业生座谈会，广泛地听取了师生的意见。

高等学校英语专业《英语教学大纲》指出：“我们也应当清醒地面对这样一个现实，即我国每年仅需要少量外语与文学，外语与语言学相结合的专业人才以从事外国文学和语言学教学的研究工作，而大量需要的则是外语和其他相关学科——如外交、经贸、法律、新闻等结合的复合型人才，培养这种复合型外语及专业人才是社会主义市场经济对外语专业提高的要求，也是新时代的要求。”我们将这一精神作为我们这套教材编写的指导思想，并努力使这套教材达到这样的目标：

- 1) 教材内容要有较强的时代性、实用性、针对性、系统性。
- 2) 安排好商务英语专业知识、语言训练及文化背景知识。
- 3) 教材要有利于培养学生的英语思维力、创新力、语用能力。
- 4) 运用任务型的教学方法，为学生自己学习提供平台。

### 2. 本套教材编写的理念

努力使这套教材满足三个要求：全球化经济发展对人才规格的要求；学生就业求职的要求；商务英语专业学科建设的要求，突出“商务知识 + 英语能力 = 核心竞争力”的编写理念：

- 学习反映全新商务知识的英文语篇，掌握现代商务理念。
- 模拟走进商务语境，拓展国际商务视野。
- 结合案例商情，训练英语交际能力。
- 运用视、听、说先进教学手段，给学生带去体验学习英语的快乐。

### 3. 本套教材的特点

这套教材不同于以文学、文化为内容，以传授知识为主要目的的教材，而是以培养商务英语交际能力为目标的教材，教材编写突出以下特点：

- 1) 商务知识的实用性。本套教材内容包括了商务背景、市场营销、战略管理、国际贸易、金融常识、人力资源、企业文化、企业案例等商务实用知识。
- 2) 语言学习的认知性。本套教材各课的 Reading 部分，根据不同的语篇采取了语篇视点、认知参照点、框架、图式等分析方法对课文分析作了提示，以培养学生的语篇分析能力

和快速获得信息的能力。

3) 完成任务的体验性。教材安排了以案例 (Case) 或话题 (Topic) 为内容的讨论或演练, 让学生在商务交际中体验和完成某项商务任务。

4) 商务知识的可延伸性。教材在内容安排上注重商务知识的延伸, 注重商务、语言、文化、行动的结合及文本引申讨论。

我们在编写这套教材时, 还兼顾了这样一些关系: 商务知识与英语能力的关系; 完成任务与英语专业四、六级考试的关系; 英语基础与商务知识的关系。精读课每个单元都安排了听、说、读、写、译项目, 每个项目都给出了要点提示, 并提炼出语法聚焦, 尽量使这套教材充分体现: 以商务知识为载体、以培养英语交际能力为目的、坚持以市场需求为导向、以培养创造力为宗旨、重视英语专业四、六级考试规格。

#### 4. 本套教材的构成及使用建议

本套教材共 14 本, 包括:

精读课: 商务英语读写教程 1-8 册

视听课: 商务英语视听说教程 1-4 册

商务口译: 商务英语口译教程

商务写作: 商务英语写作教程

本套教材使用建议:

年 级	一年级		二年级		三年级		四年级	
	上	下	上	下	上	下	上	下
学 期								
读写教程	1	2	3	4	5	6	7	8
视听说	1	2	3	4				
商务口译							√	√
商务写作					√	√		

本套教材是集体科研和多所院校合作的成果, 北京外国语大学、广东外语外贸大学、东北财经大学、上海财经学院、天津外国语学院、北京工商大学、广州大学、辽宁大学、天津商业大学、兰州商学院、哈尔滨工程大学、大连海事大学、哈尔滨商业大学、河北经贸大学、沈阳师范大学、燕山大学等高校几十名教授、专家、教师参加了本套教材的编写工作, 付出了艰辛的劳动。

本套教材的编写还得到了许多同事和朋友的大力帮助, 10 余名美国、英国、加拿大外籍语言专家分别审读了各册书稿, 辽宁大学张东辉老师、燕山大学姜炼老师为本套教材中的视听说教程做了大量高难度的视频、音频处理工作, 对外经贸大学副校长、博士生导师徐子健教授为本套教材写了序言, 我对大家的工作和帮助深表感谢。

“新时代大学商务英语系列教材”编委会的全体成员为这套教材付出了汗水和艰辛, 但教材中一定还有很多不足, 欢迎批评指正。我们愿乘商务英语发展的东风, 和大家一起, 筚路蓝缕, 以启山林, 推动大学商务英语教材建设。

总主编 王正元  
2008 年 5 月



# 目 录

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## CONTENTS

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序  
前言

Unit 1	Pleased to Meet You .....	1
Unit 2	Thank You for Your Kind Attention .....	10
Unit 3	Can I Ask Who's Calling, Please? .....	21
Unit 4	It Is Hard for Them to Buy Things .....	32
Unit 5	They Are Successful .....	42
Unit 6	More Money Means Financial Security? .....	52
Unit 7	Let's Get Down to Business .....	61
Unit 8	May I Make an Appointment? .....	70
Unit 9	Has Everybody Got a Copy of the Agenda? .....	79
Unit 10	This Type of Position Would Be Suitable for You .....	89
Unit 11	How Do You Deal with Different People in the Workplace? .....	99
Unit 12	This Is a Woman Who Came from Business .....	109
Appendix I	Words and Expressions .....	118
Appendix II	Answers .....	123
Appendix III	Tapescripts .....	153
后记	.....	187



# Unit 1



## *Pleased to Meet You*

### Teacher's Tips

- ▶ Aims: Learn how to greet and make self-introductions
- Learn how to introduce one person to another
- Grasp the useful expressions about greetings and introductions
- Get the gist of VOA Special English and Business News

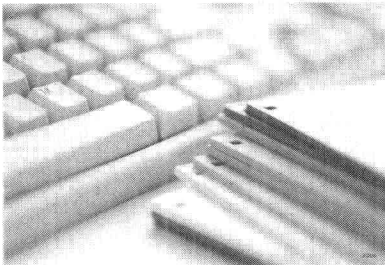
### Part I Pre-listening and Speaking Tasks

You will watch a video which is full of greetings and introductions. Try to understand the conversation and sort out the useful expressions which can be used in your daily conversations. Try to practice them.

*Teacher's Tips*

### Task 1 The First Day in the Company

- 1 Watch the video, and then fill in the blanks with the information you have heard.



#### Word Tips

reception 接待  
administration 行政部门  
stationery cupboard 文具橱  
executive 经理, 主管人员

This is the first day for Edward Green to come to his new company. He is here to meet Don Bradley, 1) \_\_\_\_\_. But at the moment Mr. Don is not in his office. Jenny Ross, the Head of Administration in 2) \_\_\_\_\_, shows him the department. She shows him where the stationery cupboard is and tells him he can find 3) \_\_\_\_\_, 4) \_\_\_\_\_ and 5) \_\_\_\_\_ there. Edward will work as the 6) \_\_\_\_\_ in this company.

**2 Watch the video again, and then pay attention to the words or phrases which are often used in the office. Fill in the blanks with proper words or phrases from the video.**

1. Personal Computer is usually abbreviated as \_\_\_\_\_.
2. In a big company there are many \_\_\_\_\_, dealing with marketing, developing, personnel, etc.
3. The staff can get coffee from \_\_\_\_\_.
4. \_\_\_\_\_ and \_\_\_\_\_ are necessary equipments in the office. They can help dealing with documents.
5. On Edward's desk there is an \_\_\_\_\_ in which documents and paper materials can be put.
6. The \_\_\_\_\_ desk refers to the desk where the visitors are received in a large organization or hotel.

**Task 2 Let's Talk**

*Imitate the conversation, and then try to play the roles. Write down some useful expressions.*

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**Part II In-listening and Speaking Tasks**

*Listen to the following self-introductions and get the main information.  
Learn to make self-introduction and introduce yourself to your partners or to your whole class.*

**Teacher's Tips**



## Nice to Meet You

- 1 Listen to the conversation in a business setting, and then fill in the blanks with the information you have heard.



## Word Tips

representative 代表

CEO (Chief Executive Officer) 最高执行  
长官

specialize in 专攻, 擅长于

**Sam:** Hello, I don't think we've met. Sam Eriks.

**Victor:** Victor Tang. 1) \_\_\_\_\_.

**Sam:** And what company are you from, Mr. Tang?

**Victor:** Ocean Wide. I'm the sales representative for this 2) \_\_\_\_\_.

**Sam:** Ah, yes. I know your company. Your business is 3) \_\_\_\_\_ very rapidly at the moment.

**Victor:** Yes, we're doing quite well. And yourself? 4) \_\_\_\_\_?

**Sam:** Actually I work for myself. I'm the CEO of 5) \_\_\_\_\_. We specialize in 6) \_\_\_\_\_.

**Victor:** It's a growing market.

**Sam:** Yes, but a very 7) \_\_\_\_\_ one, Mr. Tang.

**Victor:** Please call me Victor.

**Sam:** Sam. Victor, 8) \_\_\_\_\_. Lin, this is Victor Tang—the regional rep. for Ocean Wide. This is Lin Chan, 9) \_\_\_\_\_.

**Lin:** How do you do, Mr. Tang?

**Victor:** I'm very well. Thank you. Nice to meet you, Ms. Chan.

**Lin:** And you.

**Victor:** 10) \_\_\_\_\_?

**Lin:** Thank you.

- 2 Listen to the conversation again, and then identify the four parts of Sam's introduction when he introduces Victor to Lin.

**First,** he told Lin 1) \_\_\_\_\_.

**Second,** he told her 2) \_\_\_\_\_ and 3) \_\_\_\_\_.

**Third,** he told Victor Lin's 4) \_\_\_\_\_.

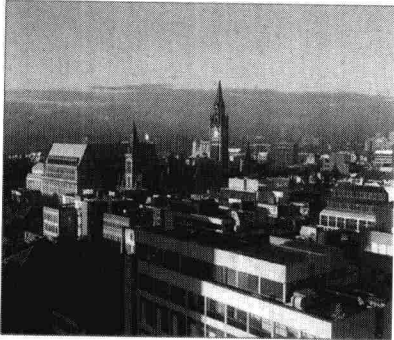
Finally, he told Victor 5) \_\_\_\_\_.

**3** *Make self-introductions of Victor and Sam separately. Write down the key information, and then address them to your partners or your whole class.*

Hi, my name is Sam Eriks. \_\_\_\_\_

Hello, I'm Victor Tang. \_\_\_\_\_

## Task 2 I Work in the Travel Agency



### Word Tips

Manchester 曼彻斯特 (英国一城市)  
 conference 会议  
 exhibition 展览会  
 contact 接触, 联系

**1** *Listen to the statement, and then mark the following sentences with T (true) or F (false).*

- ( ) 1. Tony Marshall must be a tour guide.
- ( ) 2. He is fond of his job because he can visit a lot of new places.
- ( ) 3. He met his colleague when visiting Manchester.
- ( ) 4. He and his colleague don't work hard.
- ( ) 5. "Sun, Sea and Sand" is an international conference and exhibition related to tours.

**2** *Listen to the statement again, and then fill in the blanks with the information you have heard.*

### Information about Tony Marshall

Tony Marshall is working in 1) \_\_\_\_\_ for a company called 2) \_\_\_\_\_. He 3) \_\_\_\_\_ a lot and 4) \_\_\_\_\_. Now, he's with 5) \_\_\_\_\_, May Hunter. This is 6) \_\_\_\_\_ they've been to Manchester. They come here to 7) \_\_\_\_\_. He hopes to 8) \_\_\_\_\_ and 9) \_\_\_\_\_.

**Information about Manchester**

Manchester is famous for 10) \_\_\_\_\_, music, 11) \_\_\_\_\_ and 12) \_\_\_\_\_.

- 3** *At the conference of “Sun, Sea and Sand”, Tony Marshall is trying to find new agents. Work with your partners and play the roles of Tony Marshall and an agent. Make a conversation about the tour to Beijing.*


**Let's Talk**

*Introduce yourself to your classmates on the first day at college, referring to the useful expressions in the box if necessary.*

**Useful Expressions**

Let me introduce myself. I am a freshman.  
 I would like to introduce myself. I live in No. 2 Dormitory.  
 May I introduce myself?  
  
 I come from...  
 I am from...  
  
 I am open-minded (adaptable, active, aggressive...).  
 I enjoy...

**Part III Post-listening and Speaking Tasks**

*In this part you are expected to use the communication skills you've got from the above in your daily life. Try to complete the following tasks.*

**Teacher's Tips**


**Meeting the Client**

- 1** *Look at the lady in the first picture. Her name is Anne, a wine dealer from Singapore. She arrives at Adelaide Airport and meets her local buyer, Sarah (the woman in red in the second picture). The man behind Sarah is her husband. This is their first meeting. Can you guess what the conversation between Anne and Sarah will be?*

Play the roles with your partner and guess how Sarah introduces herself and her husband to Anne. Write down your possible conversations.




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**2** Watch the video, and then fill in the blanks with the information you have heard.

**Anne:** Excuse me...

**Sarah:** Anne Lee?

**Anne:** Yes. Hello.

**Sarah:** I'm Sarah Taylor. 1) \_\_\_\_\_ . Pleased to meet you.

**Anne:** 2) \_\_\_\_\_ .

**Sarah:** Oh. Sorry. 3) \_\_\_\_\_ .

**Mark:** Good morning. How are you?

**Anne:** Very well, thank you.

**Mark:** 4) \_\_\_\_\_ ?

**Anne:** Actually, 5) \_\_\_\_\_ .

**Sarah:** Let's get your bags.

**Anne:** That's mine there! The red one.

**Mark:** It's heavy.

**Anne:** 6) \_\_\_\_\_ .

**Sarah:** 7) \_\_\_\_\_ . Mark's strong—aren't you, dear?

**Mark:** No worries.

**Sarah:** Come on. 8) \_\_\_\_\_ .



## Let's Talk

- 1 Today is the first day for Wu Hao to go to work. He asks his boss, Mr. Ma, to introduce some colleagues to him. Try to fill in the blanks with appropriate words or expressions.

**Wu Hao:** Good morning, Mr. Ma. It's 1) \_\_\_\_\_ to meet you again.

**Ma:** 2) \_\_\_\_\_. If you work hard, the sky is the limit here.

**Wu Hao:** 3) \_\_\_\_\_?

**Ma:** Sure, come with me.

**Ma:** Zhang Tian, I would like you 4) \_\_\_\_\_. He just graduated from Tsinghua University.

**Zhang Tian:** 5) \_\_\_\_\_.

**Wu Hao:** 6) \_\_\_\_\_ and would appreciate your guidance.

**Zhang Tian:** That's all right. I will try my best to 7) \_\_\_\_\_.

**Wu Hao:** Great!

**Ma:** Well, as other guys are still not in, 8) \_\_\_\_\_.

**Wu Hao:** All right.

- 2 Make conversations with your partners according to the following situations, referring to the useful expressions in the box if necessary.

1. Meet colleagues as a new clerk in a company.
2. Meet a foreigner at a party.
3. Meet your future spouse at a blind date.

## Useful Expressions

Could you introduce me to...?

I haven't met your Managing Director yet.

I don't know anyone here. You'll have to introduce me.

Let me introduce you to our Managing Director.

I'll introduce you to our Managing Director. This is Mr. Johnson, our MD.

Nice to meet you.

Glad to meet you.

Pleased to meet you.

I've heard a lot about you.

It was very nice to have met you.

It was nice meeting you.

Hope to see you again.

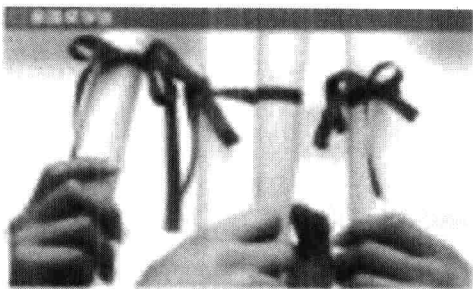
## Part IV Additional Tasks

You will hear VOA Special English and Business News. You are expected to learn to make notes while listening and summarize the information you have heard.

Teacher's Tips

### Task 1 VOA Special English

1 Listen to the statement, and then fill in the blanks with the information you have heard.



#### Word Tips

admission 入学许可  
 apply to 申请  
 application 申请表  
 catalog 目录册

1. According to the directors of foreign student admissions at American colleges, when you want to study in the United States, you can apply to \_\_\_\_\_.
2. An application is \_\_\_\_\_.
3. You'd better ask for applications \_\_\_\_\_ years before you plan to start your study in America.
4. The college's catalog is \_\_\_\_\_.
5. If you want to study in the Ohio State University, you can get the address of the admissions office in \_\_\_\_\_ or get application forms on \_\_\_\_\_.
6. If you write a letter to apply to an American university, you are expected to list \_\_\_\_\_ and \_\_\_\_\_, explain \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.

2 Try to memorize the information you have heard, and then retell it to your partners. You can refer to the outline and the key words and expressions in the box if necessary.

#### Outline:

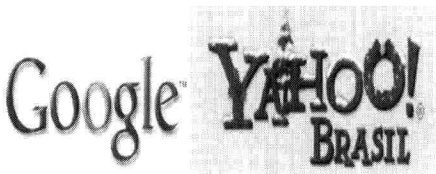
1. the first thing you should do if you want to study in the United States
2. the two ways to get admission application



3. the items that you should list in the application forms or application letters

apply to, get/request applications, fill out/copy/print/mail/receive application form, admission application, admit... as, list, explain

**Task 2** Business News



**Word Tips**

item (可分类或列举的) 项目, 条款  
 chain 链  
 portal 入口  
 revenue 收入  
 Peanut Butter Manifesto 花生酱宣言  
 accuse 控告  
 memo 备忘录  
 priority 优先权

**1** Listen to the business news, and then fill in the blanks with the information you have heard.

The newspaper industry has worried about 1) \_\_\_\_\_ from Internet companies for 2) \_\_\_\_\_ advertising, or 3) \_\_\_\_\_ advertising by individual people for jobs and items for sale. A group of seven US newspaper chains representing 4) \_\_\_\_\_ daily newspapers has made a deal with on-line portal Yahoo to share content and advertising revenue. 5) \_\_\_\_\_ for job openings will appear on the HotJobs website, which was acquired by Yahoo in 2001, and Yahoo will provide 6) \_\_\_\_\_ and search 7) \_\_\_\_\_ for the newspapers' own websites. Yahoo made the news recently when a top executive published a memo known as the "Peanut Butter Manifesto", which accused the company of spreading their resources too 8) \_\_\_\_\_; the newspaper deal shows that catching up with Google's advertising revenue figures is a priority for Yahoo.

**2** Listen to the news again, and then try to guess the meaning of the following words or phrases.

1. Internet \_\_\_\_\_
2. online \_\_\_\_\_
3. Yahoo \_\_\_\_\_
4. Google \_\_\_\_\_