



普通高等教育“十一五”国家级规划教材
国际商务系列英语教材



国际商务交际 第二版

总主编 / 徐小贞 主 编 / 白 莉 赵敏懿



高等教育出版社
Higher Education Press

International Business Communication



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前言

在经济活动日趋全球化的今天,不同经济、政治、文化背景的交往空前广泛,国际间多层面、多目标、多方式的交流也非常活跃,人们已经越来越清楚地意识到交际在国际、国内交往和交流中的重要性。

为培养出拥有全面素质基础的创新型人才和有能力进行跨文化交流的国际性人才,我们推出了这本富有时代特色的新型实用商务英语专业教材,将多年教学改革和实践的经验与更多的同业人士分享。本教材是普通高等教育“十一五”国家级规划教材,其编写是由广东省教育厅牵头,与英国文化委员会合作开发而成,是广东省高校实施的中英合作项目——新世纪广东省高等教育教学改革工作项目的成果之一。它独辟蹊径,以全新的视角诠释和探寻商务英语专业的学习规律及教学模式,与其他教材相比,本教材有4大特色:独创性、实用性、系统性和灵活性。

独创性。本书的编写模式突破陈规,体现了“以工作流程为主线,基于项目的自主学习”教学模式。首先,每个模块的学习目标即为完成一个工作项目(Project),而此项目是来源于真实世界,含有多种能力要素的综合性任务。其次,学生完成项目所需要的沟通知识、交际技巧和语言能力,可以通过完成不同部分的任务自主地进行建构,比如,Learning about communication、Building your skills、Language folder 部分。在这样的编写模式中,每个项目都可以让学生在商务实践中应用所学的交际技巧,以解决传统教学中学生积累大量知识而在真正交际中却又手足无措的问题;语言知识部分提供了与相关交际项目一致的语言功能训练,从而提高学生的语言运用能力,最终促进其在该商务情景中的交际沟通。

实用性。编写内容直接针对高职英语专业不同岗位群对学生技能的要求,与社会需求形成映射关系。内容由社交(Socializing)、电话(Telephoning)、演讲(Presentations)、会议(Meetings)、谈判(Negotiations)和就业(Employment)6大模块构成。这些交际主题来源于真实的商务交际情景,符合社会和职业发展的实际需要,学生所学即所用,可以缩短学生适应社会的“磨合期”,因此具有很强的实用性。

系统性和灵活性。6个模块相对独立,又遵循一定的原则,从简到繁。教师安排教学既可以按照顺序逐一学习各个单元,也可以根据学生实际情况抽取相应单元,具有较强的个性化特点,符合“因材施教”的基本教育理念。本书任务设计灵活多样,不拘一格。合理而又灵活的任务设计确保了以学生为中心的教学理念的实施。学生在完成任务的过程中,通过各种各样的活动,自主地发现式地进行学习,实现“在做中学”。这种理念可以使学生的学习潜力得到极大地发挥,最终获得良好的学习效果。

本书是编者多年教学改革与实践经验的总结,我们诚挚地希望它能为广大教师、学生提供教学和学习方面的帮助。然而对编者而言,总觉得有遗憾之处,总感到有些地方需要修改和加以补充,我们真诚地希望在本教材再版时,能把所有的遗憾全部补写进去。

编 者

2008年9月

使用说明

一、内容说明

本书的内容涉及对商务交际中最常见的6种综合技能的培养,具体而言,包括:社交(Socializing)、电话(Telephoning)、演讲(Presentations)、会议(Meetings)、谈判(Negotiations)和就业(Employment)6个相对独立的模块。每个模块内以流程化的方式再现了真实交际情境下的工作任务。

社交(Socializing)模块涵盖了典型的商务社交任务,包括初次接触、接待来访者、欢迎晚宴、介绍公司、招待客人和送别等。

电话(Telephoning)模块从如何准备到如何结束,循序渐进地训练学生能够自如地拨打和接听国际、国内电话,记录和处理留言,处理电话投诉等。

演讲(Presentations)模块涉及在演讲准备、开场、结束过程中常见的工作任务,包括分析听众、研究题目、撰写大纲、准备提示词、选择和设计演示工具、恰当运用肢体语言、控制听众注意力等。

会议(Meetings)模块涵盖了举行会议的整个工作流程,包括:会议前,确定与会者、安排时间地点、准备会议议程;会议中,主持人如何开场、如何控制进程、如何结束,与会者如何陈述观点、如何打断别人发言;会议后,整理、发送会议纪要。

谈判(Negotiations)模块涉及谈判的准备及谈判过程中主要的工作任务:确定谈判策略、如何开场、询价报价与讨价还价、解决争端和如何迫使对方妥协等内容。

就业(Employment)模块主要涉及寻找就业机会和参加面试两个内容,具体包括:分析自我、获取就业信息、准备简历、参加面试、接受/拒绝工作邀请等内容。

二、体例说明

本书共6大模块,12个单元。每个模块涉及一个综合性技能的训练,各模块的内容按照交际任务的流程展开,分为2个单元。

每个模块的首页,通过文字和流程图的形式,详细列出本模块的具体内容。建议

教师在开始一个模块前,引导学生浏览此部分内容,使其清楚模块内各部分之间的联系以及各个技能在真实工作中的流程。

1. Skills overview

位于每个单元的开始部分,是本单元的技能训练目标。建议教师在开始单元学习之前和学生一起浏览这些目标,做到有的放矢。并且在单元结束后,要求学生对照目标进行自我总结。

2. Starting up

主要目的是激发学生关于某一沟通技能的已有知识,引导其对将要学习的内容产生兴趣。这部分的很多题目没有答案,建议教师留给学生思考和发挥的空间。

3. Learning about communication

关于某一交际技巧的相关知识,通常是做某件事的程序和步骤。比如,如何处理投诉等等。同时,此部分内容配有录音,教师在课堂上可以根据教学安排,变换学生获取知识的方式,进行适当的听力训练。由于课程学时有限,建议教师在课前安排学生进行此部分的学习,然后在课堂上采用答疑和检查的方式完成教学。

4. Building your skills

重点训练学生对于交际技巧的理解和运用。每个单元每个小节各有不同侧重,教师可以根据教学计划,有选择性地要求学生在课堂完成或是课前自主学习,然后进行讲解。

5. Communicating with others

该部分是交际技巧训练的核心部分,也是对每个小节中所学到的交际知识、技巧的运用。学生根据情境进行交际模拟,在真正的交际沟通中运用某一技巧,并做到掌握该技巧。

6. Culture salon

介绍与交际情境相关的文化差异点,使得学生在真正沟通的过程中考虑这些因素。此部分内容建议教师让学生自主地学习,然后,课堂上通过检查练习题答案的形式,对学生的自主学习进行督导。

7. Project

该部分位于每个模块之后,提供了与某一主题相关的综合性项目任务。该项目包括背景、要求和行动指南。每个模块学习的目的是培养学生具有某一种综合性技能,学生整个模块学到的交际技巧在这一部分中得到具体地、综合地运用。但在模拟过程中需要注意团队协作和时间控制。教师可以先带领学生讨论项目背景、项目要求、完成

的步骤等,然后再分组进行项目的准备及成果展示。

8. Language folder

本部分提供了和交际项目相关的语言功能练习,涉及词汇、句型、对话等内容,主要是针对英语基础较薄弱的学生,使他们能在巩固英语语言知识的基础上进行更有效的交流。其中,句型和对话练习是以听力的形式出现,目的在于强化个别学生的听力能力。对于此部分内容,建议教师主要采用学生课前自主学习,教师课堂集中检查的教学形式。另外,教师在学生完成练习后,可以重读对话或阅读录音原文中的对话,分析交际的程序和语言运用,因为各个对话与 **Communicating with others** 部分角色扮演的情境一致,为学生提供了可参考的模板。

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Unit 1 Building Relations

- ☐ First contact
- ☐ Receiving visitors
- ☐ Welcoming dinner

Unit 2 Further Contact and Farewell

- ☐ Introducing your company
- ☐ Entertaining
- ☐ Bidding farewell

Culture Salon: English Pub Life

Project 1: Receiving Foreign Guests

Language Folder 1

Module 1

Socializing



1. First contact

2. Receiving visitors

3. Welcoming dinner

Socializing

6. Bidding farewell

5. Entertaining

4. Introducing
your company

UNIT 1

Building Relations



Skills Overview

1.1 First contact

Writing invitation letters, booking air tickets, making hotel reservations and drafting schedules

1.2 Receiving visitors

Receiving visitors at the airport, checking into hotels and discussing about itinerary

1.3 Welcoming dinner

Arranging tableware & seating, proposing toasts, practicing table manners

1.1 First contact



Starting up

Task 1 Pair work. Exchange answers to the following questions with your partner.

1. Have you ever booked a hotel for anyone? What information do you need to consider when making a hotel reservation?
2. Have you ever arranged a city tour for a foreign guest? What will you do for the arrangement?



Learning about communication



Prior Arrangement

More and more people are traveling to China for business purposes as China continues to open up to the world's economy. Receiving international clients is becoming an increasing necessity for many Chinese companies. The host company's reception starts well before clients arrive. As the host company, you usually need to help with the travel arrangements and how you conduct yourself will make all the difference in determining your success in getting a new client, sealing a deal or strengthening a current business relationship.

Booking air tickets

International tickets are usually booked by the clients themselves but it is a sign of hospitality if you meet and pick them up at the airport. Hence it is wise to confirm your clients' flight details beforehand so that proper arrangements can be made. Help your clients book domestic air tickets ahead especially if they are traveling during golden travel peak periods in China.

Making hotel reservations

You are usually also responsible for making clients' hotel reservations. Try to find out what suggestions they may have about what hotel they would like to stay at. If your clients know nothing about the location that they are traveling to, then you could make some recommendations to them. Most non-Chinese-speaking foreigners prefer four- or five-star hotels, not only because of the amenities, but also the presence of some English-speaking staff. Remember to obtain confirmation of your reservation. Ask for any special requirements from your clients and whether they are heavy smokers or not.

Sending a draft schedule

Send a draft schedule that includes the following messages to your clients before their visit:

- ◇ Time of arrival and departure
- ◇ Hotel accommodations
- ◇ Appointments (when, where and with whom)
- ◇ Activities (when, where, what to do, and with whom)

Try to cover all activities that your clients require and make sure that your clients will be able to meet the right persons in each activity. Allow your clients to check into a hotel upon arrival to get cleaned up before any business appointments. Make changes upon the guest's suggestions or requests.

Other considerations

- ◇ Remind your clients of applying for visas before landing in China. Issue a formal business invitation to facilitate their application, etc.
- ◇ Help your clients to make local travel arrangements. See if your clients are looking into renting a vehicle and what type of vehicle they want to rent.



Building your skills

Task 2 Pair work. Your client Mr. Chris Gordon from the USA is going to pay a visit to your company, the Mixmore Electronics Company. Complete the hotel registration form for him (his flight itinerary is provided below) with yourself as the contact person. He is traveling alone and he is a non-smoker.

NY-XX (your local city)	08/11/03	12:35~14:25
XX (your local city) -NY	08/11/07	12:25~18:40

Hotel Registration Form

Guest Name: _____

First _____ Middle _____ Family Name _____

Arrival Date: _____ Time: _____

Departure Date: _____

Address to which confirmation should be sent (please type or print):

Name: _____

Company/Organization: _____

Address: _____

City: _____ State: _____ Zip code: _____

Country: _____ Phone: _____

Fax: _____ E-mail: _____

Room preference: _____ Single _____ Double _____

Smoking _____ Non-smoking _____

I have the following special needs: _____

Task 3 Complete the schedule below with proper activities. This schedule is drawn before you get specific requirements and flight information from Mr. Chris Gordon.

Schedule of Visit to China

Date	Morning	Afternoon	Evening
3rd November Mon.			
4th November Tues.			
5th November Wed.			
6th November Thurs.			
7th November Fri.			

Activities for the foreign clients:

1. Packing after lunch
2. 10:00 a.m., Arrival and check-in at the XX Hotel
3. 6:30 p.m., Ball Room 2, Welcome Dinner
4. Free
5. 2:00 p.m., Meeting Room 5, Business Negotiation: two companies have disagreements on some conditions of the contract dated 23rd Sep.
6. Free
7. 9:00 a.m., in Mr. Wang's office, Meeting with Mr. Wang, the General Manager
8. 6:30 p.m., Ball Room 2, Cocktail Party
9. 9:00 a.m. in Mr. Xie's office, Meeting with Mr. Xie, the Manager of the Purchasing Department
10. 2:00 p.m., Training Classroom 1, Presentation on XXX (topic to be decided)
11. 8:30 a.m., Visiting the factory, car to pick up in front of the hotel
12. 2:00 p.m., Visiting XXX, one of the famous scenic spots in XX, car to pick up in front of the hotel
13. 6:00 p.m., Leaving for XXX Airport for the Departure Flight at 8:00 p.m., car to pick up in front of the hotel
14. 12:00 p.m., Staff Canteen Farewell Lunch
15. Free
16. 8:30 a.m., Shopping, car to pick up in front of the hotel

Task 4 Complete the following invitation letter with the hints in the brackets.

INVITATION LETTER

June 8, 2008

Dear Mr. Gordon,

It is our pleasure to invite you to visit _____ (your company), for _____ (duration of stay) starting from _____ (arrival day). This letter serves as our formal invitation to you and will provide you with more details about your visit.

(briefly introduce the itinerary for your client, using the information in Task 3)

I understand that _____ .(state who will cover the cost for the trip)

_____. If there is anything I can do to help, _____.

(close the letter)

Yours sincerely,



Communicating with others

Task 5 Pair work. You have received the following E-mail from your client Mr. Smith asking you to arrange the whole schedule for his recent visit to your city. Prepare a draft schedule which you can send to him for feedback. Pay attention to format and details.

To	lijun@hotmail.com
C.C.	
Subject	Visit to China

Dear Mr. Li Jun,

As you are well aware, I shall be arriving in your city with my buyer, Mr. John Fogel, on November 11th. I expect that the entire trip should take approximately 5 days. This is our first visit to your company aiming at getting a better knowledge about your company

and factory sites, informing you about our company and discussing with related persons about our cooperation plans. Mr. John Fogel is an expert on new materials development in the USA, and will be glad to give a presentation on this topic if time allows. Apart from business, I am personally very interested in Chinese local dramas; if possible, I would be very interested in viewing such performances.

We have booked on UA 845 scheduled to arrive in your city on November 11th at 15:35 and UA 844 scheduled to depart from your city on November 16th at 11:00. We will fax you again to confirm the exact arrival time of our flight.

Task 6 Write the final letter you will send to your client before he sets off for the business trip. The following points should be included in your letter.

1. Express good will and state clearly the main purpose of your letter at the beginning;
2. Confirm his arrival time;
3. Confirm accommodation details (including hotel name, type of room and duration);
4. Ask for the feedback on the draft schedule you have sent him;
5. Ask for prompt response and express good will again.

1.2 Receiving visitors



Starting up

Task 1 Imagine you are going to receive a visitor on behalf of your company at the airport. Please prioritize the things you should do.

1. Help the visitor with accommodation
2. Book a reservation in a hotel
3. Receive visitors at the airport
4. Discuss itinerary with the visitor

_____ → _____ → _____ → _____