

国际商务英语新视点

# 国际商务

INTERNATIONAL BUSINESS ENGLISH LEARNING READING

## 英语口语

纯正商务英语口语  
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主 编 陆 明 丁万江  
副 编 朱明慧 徐 健  
主 审 缪华伦

INTERNATIONAL BUSINESS ENGLISH: NEW PERSPECTIVES

苏州大学出版社

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主 编：陆 明 丁万江  
副主编：朱明慧 徐 健  
审 订：缪华伦

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# 前 言

改革开放以来,我国的对外贸易与经济技术合作活动迅猛发展,空前活跃;正式加入世界贸易组织(WTO)后,我国的国际商务工作必将迎来新的机遇与挑战。为了充分适应和有效利用这一新形势,培养既有扎实的英语语言功底,又有丰富的经贸知识,并能在商务实践中灵活自如地应对各种复杂多变场面的新世纪复合型人才,我们组织编写了这套商务英语教材,包括《国际商务英语阅读》、《国际商务英语案例导读》、《国际商务英语写作》、《国际商务英语翻译》和《国际商务英语口语》等。

本套教材视域开阔、内容丰富、题材广泛、体裁多样、信息量大、适应性强。它既能增益见识,又能启发思维,阅后无疑将大大拓宽读者的知识面,从而有效地提高读者自身的综合素质和在商务实践中的应变能力。

《国际商务英语新视点》丛书编委会

2000年8月

## 序

《国际商务英语新视点》系列教材杀青之际,编者嘱我为之作序。我其实难当此任,道理有二:一、序言一般由名家撰写,冠于书首,方可为书增光;我非名家,岂敢乱来?二、我虽从事英语教学有年,然一直与文学和翻译打交道,且对于国际商务英语,平素很少涉猎,更无建树。由我这样一个布衣白丁来为专业教材写序,恐更不妥。既经坚辞而不见允,只好写上几句。我以为,《国际商务英语新视点》系列教材的最显著特点就是它的“新视点”。这个视点之所以新,在于它瞄准与国际商务接轨。编者不论在精选范文供作课文、采择材料锻炼翻译、广集命题指导作文方面,还是在编写短文训练听力以及提供情景练习口语方面,无不从一个“真”字出发。它处处紧扣唇枪舌战、硝烟弥漫的国际商务战场的实际,而无意过多地“照顾”学生的能力。编者更没有为了迁就学生的水平而自撰课文(大多数教材有此通病),也不屑于为了减少学习困难而篡改原始材料。可是,这套教材仍具有其独特的系统性和完整性,用它培养出来的学生,将来在国际商务活动中足欲前而趑趄、口欲言而嗫嚅的尴尬现象或许也会大大减少的。是为序。

缪华伦

2000年8月25日于苏州大学

## 使用说明

本书为《国际商务英语新视点》系列丛书的口语分册,旨在培养学生用英语进行商贸活动的信心和能力。本书的编者认为,在国际商务交流活动中,英语作为一种工具,首先应该强调它的媒介作用和交际功能,然后再挖掘它在人际关系方面的润滑和修补作用以及高精度的语言使用可能给商务实践带来的益处。因而,交际性(即成功地交流信息)、恰当性(即根据交际对象、交际场合、交际目的对语言的灵活运用)、流利性(即对信息的快速反应以及信息产出的速度,也包括语流速度)、准确性(即对语言结构、词汇性能、习惯表达、语音知识等的熟练掌握和运用)无疑是编者们为本书定下的基调。使用者可根据学生的具体情况侧重对其中某方面进行强化训练。

本书主要语言素材均采自国外出版的刊物。整本教材围绕“开办私立学校”这一话题就商务决策、投资、管理、借贷、税务、法律等相关问题展开每一单元的教学活动。每单元由六个部分组成:准备活动、话题导入、交际策略、模拟商务活动、跨文化交际障碍、语言精练。第一部分准备活动要求学生预测下一部分将导入话题的大概内容;第二部分话题导入为听力材料,它是串联各单元大部分活动的主线;第三部分交际策略以培养交际过程中语言使用的恰当性以及交际手段的策略性为主;第四部分让学生自行设计商务活动,重在活动过程中语言使用的流利性;第五部分向学生展示跨文化交际过程中可能遇到的各种复杂情况,有利于在实际商务活动中尽量避免文化冲突,同时也有利于培养语言使用的恰当性;第六部分为商务英语会话中常见的习惯表达法和固定搭配词组,旨在提高学生语言的精确度,为高质量的国际商务活动打好扎实的语言功底。全书所编练习由易而难、由简而繁,以逐步提高学生从能开口说英语到流利、恰当、准确表达意义的信心。

本书如有疏漏之处,敬请广大读者和同行提出宝贵意见,以便日后对本书作出修改,使之更趋完善。

编者

2001年6月

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## Unit 1 Deciding to Go Into Business

### **I. Preliminary Work**

1. Study the following glossary and try to predict, with your partner(s), the main ideas expressed in the material you are going to hear in a few minutes.

wishes

menial work

invest

immediate profit

benefit

optimistic

risk

patience

present job

support

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2. Report to the class what you have predicted and, after hearing other groups' predictions, decide which might be closer to the original version and state why.

### **II. Listening Comprehension**

1. Take notes while listening to the talk. Compare it with your previous prediction.

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## **2. Discuss the following questions.**

- (1) How are you going to use your money if you have a large sum?
- (2) What risks are you willing to take if you decide to begin a business?
- (3) What are the important qualifications one must possess to begin a business?

## **3. Recall the major steps described in the talk and give a brief summary.**

- (1) \_\_\_\_\_
- (2) \_\_\_\_\_
- (3) \_\_\_\_\_

## **III. *Interpersonal Skills***

### **1. Think out more expressions and structures you might use while making decisions.**

- (1) Wouldn't it be OK if I...?
- (2) It sounds like a dilemma, but I have to make up my mind.
- (3) If I were you, I wouldn't choose to... But it's up to you to decide.
- (4) I don't know if it will work. We'll have to try out.
- (5) \_\_\_\_\_
- (6) \_\_\_\_\_
- (7) \_\_\_\_\_
- (8) \_\_\_\_\_

### **2. Pair up and create situations where you can use those decision-making expressions and structures.**

### **3. Find a member from a different group to practice your pre-planned dialogue with him or her.**

## **IV. *Simulated Activities***

### **1. You are thinking of running a coffee bar but can't make up your mind. Find someone you could trust to get things clear for you.**

2. You have been flirting with the idea of running an English school in the community. Your friend comes over and talks you into it.

## ***V. Problems in Intercultural Communication***

### **THE SHOPPER AND THE VENDOR**

Brian Shige, a Chinese-Japanese, was visiting in Singapore from Hawaii. In shopping around trying to buy some fruit and souvenirs, he was trying out a few local words he had learned from the tour guide. He noticed many people staring at him as he walked along the marketplace. As he was bargaining with a vendor, the vendor asked, "You from Filippine?" "No," Brian replied, "I'm from Hawaii!" "Oh, Hawaii, you Hawaiian!" the vendor commented, very pleased with himself.

"No, I'm Chinese-Japanese," said Brian.

"Oh? You Chinese?" repeated the vendor questioningly.

"No! Actually I'm Chinese-Japanese, my mother is Chinese and my father is Japanese!" replied Brian, beginning to be irritated.

"Oh! You Japanese!" the vendor stated definitely.

Frustrated, Brian shrugged his shoulders and walked off without getting the fruit he was looking at.

**What best explains this situation?**

- (1) The vendor did not understand much English, and so did not really understand what Brian was saying.
- (2) The vendor was tired of visitors haggling over his wares and was trying to tease Brian.
- (3) The vendor was trying to find out more information from Brian to see if he was rich so he could charge him more for the fruit.
- (4) The vendor was not used to mixed races and, because Brian had familiar features, was identifying him with some of the local people.

## ***VI. Follow-up Activity***

**Find out from the following dialogue as many useful expressions and structures as**

**possible and try to use them appropriately in your simulated business activities in the oncoming units.**

*Nancy Thompson works as David's secretary. It's Friday afternoon. The phone rings in her office. It's Brian, her friend.*

*Nancy* David Canton's office. Nancy Thompson speaking.

*Brian* Hi, Nancy. This is Brian.

*Nancy* Oh, hi, Brian! It's good to hear your voice.

*Brian* Nancy, can you come for dinner this Sunday at my parents' house? I can even offer you a ride because I'll have to pass by your place in order to get to my parents' house.

*Nancy* I'd love to; but I'm sorry, I can't.

*Brian* Why?

*Nancy* I am so busy! It's the end of the semester. Exams are coming soon and I've got to pass! On top of that, our company president is passing through our offices on Monday. Mr. Canton is very anxious to impress him. I stayed up so late last night preparing charts and reports that I almost passed out this morning.

*Brian* That's too bad. But surely you can take some time off on Sunday.

*Nancy* I still have a lot to do. We haven't finished our quarterly reports, and I have to make arrangements for the formal luncheon that we have planned for Monday. I can't pass over any detail.

*Brian* You poor thing!

*Nancy* What?

*Brian* If you'll excuse a passing remark, you've taken on too many responsibilities! I hope you'll be getting some reward for all your work.

*Nancy* Unfortunately, the manager just passed a rule that the company will not pay any more overtime!

*Brian* He did? That's terrible! If you want to change jobs, I'll be glad to pass the news along.

## Unit 2 Choosing Business Partners

### ***I. Preliminary Work***

1. Study the following glossary and try to predict, with your partner(s), the main ideas expressed in the material you are going to hear in a few minutes.

experience

advice

partner

plan

advisor

demographic distribution

accounting

social and economic conditions

psychology

local laws

marketing possibilities

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2. Report to the class what you have predicted and, after hearing other groups' predictions, decide which might be closer to the original version and state why.

### ***II. Listening Comprehension***

1. Take notes while listening to the talk. Compare it with your previous prediction.

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**2. Discuss the following questions.**

- (1) What do you need most to begin a business if you have little experience?
- (2) What are the factors that will influence you in choosing business partners and advisors?
- (3) What do you need to know to make business plans?

**3. Recall the major steps described in the talk and give a brief summary.**

- (1) \_\_\_\_\_
- (2) \_\_\_\_\_
- (3) \_\_\_\_\_

**III. *Interpersonal Skills***

**1. Think out more expressions and structures you might use while choosing business partners.**

- (1) X is more creative whereas Y is more ...
- (2) Speaking of ..., I would recommend ... for he is the most ... man I have ever known.
- (3) It's a real hard nut to crack. There's no way to compare the two. But if you insist, I'd prefer ...
- (4) \_\_\_\_\_
- (5) \_\_\_\_\_
- (6) \_\_\_\_\_
- (7) \_\_\_\_\_

**2. Pair up and make up situations in which you can use these expressions and structures.**

**IV. *Simulated Activities***

**Design a questionnaire for you to find out about personal traits and, after you have**

finished with the design, walk around the classroom to choose someone as your best prospective business partner. You might find the following sample useful.

### Suitability Questionnaire

#### PERSONALITY

##### Are you

interested in people?

energetic?

ambitious?

patient?

\_\_\_\_\_?

\_\_\_\_\_?

\_\_\_\_\_?

\_\_\_\_\_?

\_\_\_\_\_?

#### PREFERENCES

##### Do you like

working on your own?

taking responsibilities?

\_\_\_\_\_?

\_\_\_\_\_?

##### Do you mind

working long hours?

getting up early?

noises?

##### How important are these things to you?

(extremely/very/quite/not very/not at all)

A good salary.

Comfortable working conditions.

A chance of promotion.

#### ABILITIES AND SKILLS

##### Have you got

a good memory?

a sense of humor?

\_\_\_\_\_?

\_\_\_\_\_?

##### Are you

creative?

practical?

logical?

good at organizing?

\_\_\_\_\_?

\_\_\_\_\_?

\_\_\_\_\_?

##### Can you

drive?

speak any foreign languages?

##### Would you rather

work indoors or outdoors?

work in a big organization or a small one?

## ***V. Problems in Intercultural Communication***

### **THE UNSUCCESSFUL DINNER PARTY**

Having been treated to a wonderful time on her first visit to the Orient by Mei Ying's family, Alice wanted to return their hospitality. She invited them out for a meal, but they politely refused, knowing that her travel budget could not afford it. Being aware of the Chinese emphasis on food, Alice volunteered to make them a genuine American meal. They agreed to this, saying that they would get whatever she needed. After making a list, Mei Ying took Alice to the marketplace. There seemed to be a horde of people pushing and grabbing at the various items displayed in every available spot, right there in the street! Mei Ying attempted to maneuver Alice to the meat section where she could get some steaks. However, as she neared the area, Alice spotted a man who had just wrung a chicken's neck and then hung it up to bleed it. Alice was aghast but continued on, her gaze now directed to the street they were about to cross. There in the gutter a man was scaling and cleaning out a large fish. At this, Alice remarked on the unsanitary conditions of the place. She nonetheless made her way to the booth with the beef, where she was met with the blank stare of a dead steer's head. Totally repulsed at this, she queasily asked Mei Ying to take her to another market, preferably one that was indoors. Mei Ying hesitantly agreed, saying that there was a western-style supermarket on the next block, but that she rarely went there as she was unsure of the freshness of the items. To her delight Alice found all the items that she needed. However, she noticed Mei Ying poking and pinching and squeezing items with a worried look on her face. When all was prepared and served, Alice noticed that Mei Ying's family just picked at the food.

#### **How would you help explain the family's reluctant feelings?**

- (1) Mei Ying and her family were unaccustomed to eating American food, and they really did not want Alice to cook for them.
- (2) Mei Ying's family thought that Alice should pay for the items she needed to cook the treat for them.
- (3) Alice had insulted Mei Ying's family by suggesting that she cook for them, implying that their manner of cooking was not really acceptable.
- (4) Mei Ying and her family and Alice have different ideas about sanitary conditions and freshness of food.



## ***VI. Follow-up Activity***

**Find out from the following dialogue as many useful expressions and structures as possible and try to use them appropriately in your simulated business activities in the oncoming units.**

*Tami's mother is sick. Jennifer, David, and Tami are on their way to pay her a visit at the hospital.*

**David** Which way should we go to get to Lakeview Hospital? We can either take the seaside route, which takes longer but has less traffic, or we can take the shorter route through town.

**Tami** Let's go the shorter way. It's 5:00 p.m. now. The business office closes at 6:00 p.m.

**David** That's fine with me! OK, let's go!

**Jennifer** Why do you need to go to the business office?

**David** Since I earned good pay last year, Tami and I have decided to pay her mother's hospital bill in full.

**Jennifer** That's awfully nice! Watch out, David! The traffic lights aren't working, and no one is paying attention to the traffic officer.

**Tami** David, be careful! The car behind us is trying to pass!

**David** There's nothing I can do. Look at the cars in front of me! There's no way I can move!

S-s-s-s! (Sound of tire going flat.)

**Jennifer** What's that noise?

**David** It sounds like a flat tire. We don't need that now. I noticed the tire was low, but I paid no attention to it. Now I'll have to pay for my mistake. It doesn't really pay to be in a hurry.

**Tami** Shall I call Mother while you fix the tire? There's a pay phone right here on the sidewalk.

**David** That's a good idea.

**Tami** Mom, would you mind lending me some money to make the call? I'll pay you back later.

**Jennifer** I don't mind at all. Here you are, Tami!

**Tami** Thanks, Mom!