

WAY TO
Chinese



Chinese 101 in Cartoons

(For CEOs)

漫画汉语101句
(CEO篇)

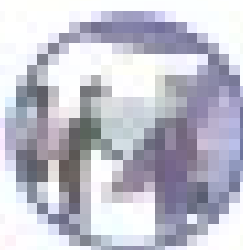
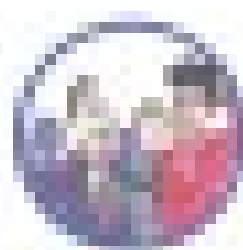
张婧 陈晓宁 傅眉 编著



+mp3

中国对外翻译出版公司
CHINA FOREIGN LANGUAGE PRESS

CHINESE
101



Chinese 101 in Cartoons

(For CEOs)

漫画汉语101句
【CEO篇】

作者：陈伟 译者：陈伟





Chinese 101 in Cartoons

(For CEOs)

漫画汉语101句 (CEO篇)

张 婧 陈晓宁 傅 眉 编著
郭 辉 薛彧威 译
黄钧升 插图

责任编辑:傅眉
英文编辑:韩芸芸
封面设计:古手
印刷监制:佟汉冬

图书在版编目(CIP)数据

漫画汉语 101 句 .CEO 篇:汉英对照 / 张婧, 陈晓宁, 傅眉编著. - 北京: 华语教学出版社, 2008

ISBN 978-7-80200-408-5

I. 漫… II. ①张… ②陈… ③傅… III. 汉语-口语-对外汉语教学-教材 IV. H195.4

中国版本图书馆 CIP 数据核字 (2008) 第 111106 号

漫画汉语 101 句 (CEO 篇)

张婧 陈晓宁 傅眉 编著
郭辉 薛彧威 译
黄钧升 插图

*

© 华语教学出版社
华语教学出版社出版
(中国百万庄大街 24 号 邮政编码 100037)
电话: (86)10-68320585
传真: (86)10-68326333
网址: www.sinolingua.com.cn
电子信箱: fxb@sinolingua.com.cn
北京外文印刷厂印刷
中国国际图书贸易总公司海外发行
(中国北京车公庄西路 35 号)
北京邮政信箱第 399 号 邮政编码 100044
新华书店国内发行
2008 年 (32 开) 第一版
(汉英)
ISBN 978-7-80200-408-5
定价: 45.00 元

First Edition

2008

ISBN 978-7-80200-408-5

Copyright 2008 by Sinolingua

Published by Sinolingua

24 Baiwanzhuang Road, Beijing 100037, China

Tel: (86) 10-68320585

Fax: (86) 10-68326333

<http://www.sinolingua.com.cn>

E-mail: fxb@sinolingua.com.cn

Printed by Beijing Foreign Languages Printing House

Distributed by China International Book Trading Corporation

35 Chegongzhuang Xilu, P. O. Box 399

Beijing 100044, China

Printed in the People's Republic of China

Preface

Due to the 2008 Beijing Olympic Games, China has become the focus of world attention. An increasing number of foreign friends are eager to know more about the country and communicate further with the Chinese people. The number of foreigners learning Chinese throughout the world is increasing on a yearly basis and “Chinese fever” is gaining momentum. Yet due to limitations of time and learning conditions, a large number of foreigners who want to learn Chinese still have no access to regular and professional training. There are also many people who simply give up because of the degree of difficulty involved. To resolve these problems and help assist those who basically have no knowledge of Chinese to master some words and expressions for everyday use, we have carefully designed this series, titled *Chinese 101 in Cartoons*.

Each book in this series is designed to cater to the various needs of different people. The 101 expressions selected are all used frequently in daily conversation. The series mainly has two features: the lively and colorful cartoons which help readers better understand the

conversational scenes; the recording of standardized Mandarin Chinese, which is necessary to help develop the correct pronunciation. There is no obscure grammar here, and readers need not memorize the strokes of the Chinese characters. All they need to do is to imagine the scene with the aid of the cartoon, try to memorize the Chinese sentence with the help of the English translation, and pronounce it with the help of the Pinyin and the recording.

In addition, there are many word options that can serve as substitutes for those in the 101 commonly used sentence patterns presented in each book. The learners thus can draw inferences about other sentences from any given example. There are lively and humorous tips with cartoons that introduce Chinese customs and culture, and also explain differences between the East and the West.

Catchy and lively Chinese conversation starts from *Chinese 101 in Cartoons*. With one book on hand, you can proudly say: "I can speak Chinese!"

前言

随着 2008 年北京奥运会的举办，中国已成为世界瞩目的焦点。越来越多的外国友人希望了解中国，渴望与中国
人交流。在世界各地，学习汉语的外国人正逐年增加，“汉语热”持续升温。由于时间、条件等的限制，许多有学习汉语愿望的外国人目前无法在学校接受正规、系统的课堂教学；也有一些外国人认为汉语这门古老的语言难学、难记，难以掌握，对此望而却步。为了解决这些问题，帮助更多汉语为零起点的外国人学习一些简单的日常用语，我们精心策划了这套“漫画汉语 101 句”系列丛书。

丛书每册根据不同人群的不同需求分别编写，均选取日常会话中使用频率较高的 101 句话教给读者。以轻松活泼的彩色漫画形式帮助读者理解会话场景、以标准的普通话录音帮助读者模仿发音是本书最大的特色。在这里，没有生涩难懂的语法，不需要熟记汉字笔画，只需借助画面进入情境、根据与中文句子对应的英文理解意思、对照汉语拼音读出发音就可以了。

另外，每册书提供的 101 句常用句式同时给出了多种可替换词语，学习者可以举一反三，一句衍生多句。书中更有生动幽默、配漫画的小贴士介绍中国的风俗习惯、文化常识，以及中外差异趣闻等，帮助读者了解中国。

简单易学、生动有趣的汉语，从“漫画汉语 101 句”开始。一书在手，你就可以骄傲地说：我会说汉语了！

Key to Pronunciation

Beginning Consonants

b	<i>b</i> as in <i>be</i>
c	<i>ts</i> as in <i>tsar</i> , strongly aspirated
d	<i>d</i> as in <i>do</i>
f	<i>f</i> as in <i>food</i>
g	<i>g</i> as in <i>go</i>
h	<i>h</i> as in <i>her</i>
j	<i>j</i> as in <i>jeep</i>
k	<i>k</i> as in <i>kind</i>
l	<i>l</i> as in <i>land</i>
m	<i>m</i> as in <i>man</i>
n	<i>n</i> as in <i>nine</i>
p	<i>p</i> as in <i>par</i>
q	<i>ch</i> as in <i>cheek</i>
r	like <i>z</i> in <i>azure</i>
s	<i>s</i> as in <i>sister</i>
t	<i>t</i> as in <i>ten</i>
w	<i>w</i> as in <i>way</i>
x	<i>sh</i> as in <i>she</i>

y	y as in <i>yet</i>
z	ds as in <i>needs</i>
zh	j as in <i>jump</i>
ch	ch as in <i>church</i>
sh	sh as in <i>shore</i>

Vowels and Diphthongs

a	a as in <i>father</i>
ai	i as in <i>kite</i>
ao	ow as in <i>now</i>
an	ahn
ang	like <i>ong</i> in <i>song</i>
e	er as in <i>her</i> (Brit.)
ei	ay as in <i>way</i>
en	weak form of <i>an</i> as in <i>and</i>
eng	no English equivalent but nearly as <i>ung</i> in <i>lung</i>
i	ea as in <i>eat</i>
ia	yah
ie	ye as in <i>yes</i>
iao	yow as in <i>yowl</i>
iou	yee-oh

ian	<i>ien as in lenient</i>
in	<i>een as in keen</i>
iang	<i>i-ahng</i>
ing	<i>ing as in sing</i>
iong	<i>y-oong</i>
o	<i>aw as in law</i>
ou	<i>ow as in low</i>
ong	<i>oo-ng</i>
u	<i>oo as in too</i>
ua	<i>wah</i>
uo	<i>wa as in water</i>
uai	<i>wi as in wife</i>
uei	<i>as way</i>
uan	<i>oo-ahn</i>
uen	<i>won as in wonder</i>
uang	<i>oo-ahng</i>
ueng	<i>won as in wont</i>
ü*	<i>as "yü" in German</i>
üe	<i>no English equivalent</i>
üan	<i>no English equivalent</i>
ün	<i>no English equivalent</i>

* "ü" is spelt so only when it follows "l" and "n", while it is spelt as "u" in all other places.

目 录

Contents

1. 抵达中国 Arriving in China.....	1
Tip 1 Addressing Chinese People (1)	9
2. 入住酒店 Checking in at the Hotel	10
Tip 2 Addressing Chinese People (2)	15
3. 视察分公司 Inspecting the Branch Company.....	16
Tip 3 Keeping on Chinese Staff	22
4. 安排日程 Arranging Business Schedule	23
Tip 4 The Character of Chinese People	26
5. 指导工作 Supervising the Work	27
Tip 5 Chinese Consumer Market Has Enormous Potential	32

6. 工作会议 Working Meeting.....	33
Tip 6 The Middle and Western Region—a New Hot Spot for Investment.....	39
7. 商务洽谈 Business Negotiation.....	40
Tip 7 Finding a Chinese Business Partner.....	47
8. 签订合同 Signing a Contract.....	48
Tip 8 Development Zones in China.....	59
9. 接待客户 Meeting a Customer	60
Tip 9 Making Friends Is Better than Building Connections.....	63
10. 参加展会 At a Trade Fair.....	64
Tip 10 Taboos of the Chinese People	71
11. 商务宴请 (一) Business dinner (1).....	72
Tip 11 The Subtleties of Banquet	79
12. 商务宴请 (二) Business dinner (2)	80
Tip 12 Winning Chinese People's Favor	89
13. 观光购物 Sightseeing and Shopping.....	90
Tip 13 Perception of Colors of Chinese People	94

14. 文化休闲 (一) Recreational Activities (1)	95
Tip 14 Regarding Modesty as a Virtue	98
15. 文化休闲 (二) Recreational Activities (2)	99
Tip 15 <i>Thirty-six Stratagems</i> —a Wise Counsel for Commercial Competition	103
16. 文化休闲 (三) Recreational Activities (3)	104
Tip 16 <i>The Art of War</i> —a Must-read of CEOs ..	110
17. 告别中国 Leaving China	111
Tip 17 Participating in the Construction of China	118

1. 抵达 中国 Arriving in China

(Mǒu guójì jítuán CEO Mài kè Bō tè xiānsheng dào Zhōngguó
(某国际集团 CEO 迈克·波特先生到中国
fēngōngsī kǎochá gōngzuò bìng jìnxíng shāngwù huódòng.)
分公司考察工作并进行商务活动。)

(Mike Porter, CEO of an international company comes to China to inspect the company's Chinese branch and have some business activities.)

Gōngsī rényuán: Bō tè xiānsheng, nín hǎo! Lǚtú xīnkǔ le!
公司人员：波特先生，您好！旅途辛苦了！

Company Staff: How do you do, Mr. Porter! Did you have a nice journey?

Mài kè: Nǐ hǎo!

① 迈克：你好！

Mike: How do you do!



Màikè : Xièxie nǐ lái jiē wǒ !

② 迈克：谢谢你来接我！

Mike: Thanks for picking me up.

Gōngsī rényuán : Bú kèqì !

公司 人员：不客气！

Company Staff: My pleasure!



Gōngsī rényuán: Bōtè xiānsheng, qǐng shàng chē.

公司 人员: 波特 先生, 请 上车。

Company Staff: Mr. Porter, please get into the car.

Màikè: Hǎo de, xièxiè!

③ 迈克: 好的, 谢谢!

Mike: OK. Thank you.

