

总主编◎ 吴思乐

第1册

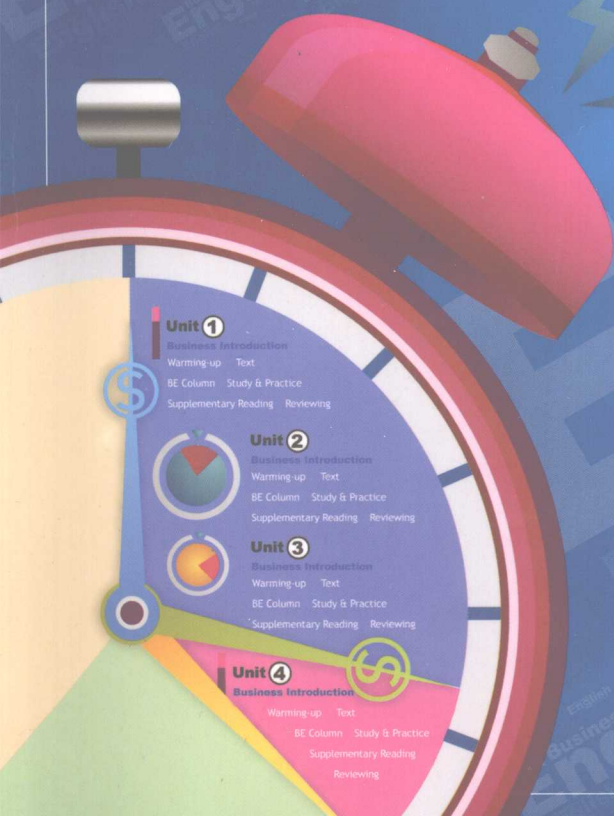
学生用书

# 商务英语精读

## Business English

Intensive Reading

本册主编◎ 林永成 何晓春



中国出版集团  
世界图书出版公司

学生用书

# 商务英语 精读

Business  
English  
Intensive Reading

第1册

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# 序

《商务英语精读》是高职高专商务英语专业系列教材编委会组织编写的高职高专商务英语类课程规划系列教材之一。本教材主要针对高职高专商务英语专业的学生,将商务知识和英语应用能力“融合”在一起编写,不过分追求和强调教材的理论性,而是更多地突出其实用性。本套教材主要由高职高专商务英语教学一线的优秀骨干教师编写,以期让教材最大程度地满足高职高专实际教学的需要。在编写的过程中,《商务英语精读》遵循了以下的编写原则和思路:

1. 在主题上有针对性地分层次体现商务环境。在主题确定方面,整套书针对高职院校教学的实际情况分为四册。第一册涉及的是日常生活中的商务,第二册讲述的是工作环境中的商务,第三册谈论的是全球环境下的大商务,第四册突出的则是具体的国际贸易小商务。也就是说,《商务英语精读》在英语语言难度和商务知识的深度两方面都遵循了从易到难、由浅入深、循序渐进的原则,分层次地体现了涉外商务活动的各个层面。

2. 在形式上真正做到“商务”和“英语”的融合。本套教材突出英语精读的特点,用英语精读学习的方式学习一些讲述商务知识的英文文章。并且在每个单元加插一些商务小知识以补充商务的氛围,但以不影响英语学习主流为原则。故此,本书真正实现了把商务知识融入英语学习的初衷。

3. 在内容上不以“综合”而以“精学”为特色。整套教材遵循精读课程“以读、写、译为主导”的特点,同时兼顾听、说。课文和练习的比例体现“精讲多练”原则,重“学”而不重“教”,这样便于学生从精、从深方面打下坚实的英语基础,再辅以系列教材中的另一套听说教程进行专门的口语训练,真正全面提高学生的英语水平。

4. 在选材上注意突出专业性、典型性、适应性、时新性。《商务英语精读》在选材上强调语言和商务知识的融合,突出商务英语的专业特点。选材时紧扣主题,选材范围力求广泛,并注意考虑时代性和高职学生的接受能力。大部分材料都选自最新的外文报刊、网络文章、英语杂志等,文章形式活泼,充分体现了时代特征。

《商务英语精读》全套四册,供两个学年四学期使用。每册十个单元,每个单元围绕一个主题从以下五个环节展开:

1. 热身 (Warming-up): 这一部分主要是通过教师对单元主题的简练的语言介绍或新颖、有趣的活动,唤醒学生对本单元主题已有的背景知识或词汇的记忆。每单元开篇配有一些文字和图片材料,学生可以藉此设想和预测将要进行的教学内容,从而激发学习能动性。介绍性的问题和活动以单元主题为中心,既能激发学生的学习兴趣,又能方便授课教师教学。

2. 课文精读 (Text): 为精讲文章,在选材上按照单元的主题进行筛选。选材内容上注意强调语言和商务知识的融合,突出商务英语的特点。本模块由主课文、词汇和表达、课文注释以及课文理解练习四部分组成。其中课文理解练习部分含“阅读理解”和“大意概括”两种形式,前一种形式在课文讲解前进行,用以考察学生的预习理解情况;后一种形式在课文讲解后进行,用以考察学生在课文学习完成之后的理解情况,也可以用来对

学生进行口语训练。

3. **商务英语专栏 (BE Column)**: 这是本书的特色之一。该部分分两小点, 一是“典型商务英语用词”(Words in Business Context), 主要对单元中出现的一些典型商务英语用词与普通英语用词进行比较学习; 二是“商务小知识”(Business Tips), 主要介绍一些与单元主题相关的商务知识, 以扩充学生在商务方面的知识面, 同时也增强本书的商务氛围。

4. **学习与操练 (Study & Practice)**: 这个模块主要用以对学生进行语言技能和商务知识的训练, 含五个部分: 词汇 (Vocabulary)、语法和结构 (Grammar & Structures)、完形填空 (Cloze)、翻译 (Translation) 和写作练习 (Writing Practice)。本模块虽然形式传统, 但内容上紧扣单元主题, 突出商务知识和商务英语的特点, 并特别注意营造特定的商务场景, 考查商务英语的语体风格, 重视提高学生的商务英语综合运用能力。所以, 这也是本书的特色之一。本教材坚持经典的英语学习方法, 吸取传统的精华, 融合现代的信息, 为学生提供方扎深根的土壤。

5. **扩充阅读 (Supplementary Reading)**: 主要供学生扩大阅读用。阅读材料选用一篇与正文题材相同, 字数与生词量比正文稍少, 内容较为简单, 学生在文前所列出生词的协助下基本可以自主阅读的文章。因为题材紧扣单元主题, 所以会成为主课文学之余的有益补充。

6. **单元复习 (Reviewing)**: 这个模块放在单元的最后, 含三个部分: 热身回应 (Tips for Warming-up Activity)、听写 (Dictation) 和参考信息途径 (Reference)。本模块一方面可以对 Warming-up 部分的一些问题做一个提示性的回答, 另一方面教师也可以通过让学生听写一段总结性的课文概述 (Summary Remarks), 藉以对单元做一个总结和回顾, 同时也可以作为本教材听力能力训练的一个内容。此外, 教师还可以通过列出网站、参考书籍等方式向学生提供一些了解单元主题知识的其他途径。

本套教材由广东农工商职业技术学院吴思乐副教授负责统筹统稿, 任总主编。本册由林永成、何晓春任主编, 陈秀娟任副主编, 高文峻、冯海霞、黄冬梅、杨晓旻任编委。前期曾参与编写工作的还有何敏仪、孙庆珍、刘文美、彭枚芳、胡胜爱等。

值得一提的是, 本书的编写得到了很多专家学者的支持和帮助。特别是广东外语外贸大学国际商务英语研究中心主任、国际工商管理学院硕士生导师、原国际商务英语学院副院长张武保教授和华南师范大学增城学院外语系主任周力教授, 都对本套教材的规划、编写提出了很多宝贵的意见。尤其是张武保教授, 从大纲的制定到初稿的审核, 都给出了大量的、极富建设性的建议, 为本教材的出版做了很多有益的工作, 在此我们深表谢意。

尽管从编写大纲的拟定到最终的定稿, 我们始终都注意把编写的内容和高职高专的教学实际紧密结合起来, 但由于水平有限, 难免存在一些错漏或不足, 敬请读者提出宝贵意见, 以便下次修订时完善。请将意见、建议发送至 [wusile@163.com](mailto:wusile@163.com)。我们在此表示诚挚的感谢。

编者  
2008年8月

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# **Unit 1**

## **Business Introductions**



### **Warming-up:**

- What is the importance of, and what benefits can be gained from making a correct business introduction?
- Work with your classmates. Give some examples of unacceptable ways to make a business introduction and point out their bad consequences.
- In your opinion, what seem to be the golden rules that ensure you will be welcome when you have the first face-to-face business contact with a new customer?

## ► Text

### How to Make A Proper Business Introduction?



The ability to make business introductions correctly is very important. Introductions should not be made **unnecessarily** but on many **occasions** must not be **omitted**. Proper business introductions are based on realizing some rules **in terms of** the order of introduction, what to say, what to do and office **etiquette**.

#### A Man Should Be Introduced to A Woman

In the **social** world a man is always introduced to a woman, "Mrs. Brown, may I **present** Mr. Black," or, "Mrs. Brown, I should like to present Mr. Black." The word "present" makes this introduction the most formal of all introductions. The same introduction may also be made in the **following** ways, "Mrs. Brown, I should like to introduce Mr. Black," or, "Mrs. Brown, Mr. Black," as it is not necessary to use a sentence in an introduction. Many people **prefer** the correct but less formal introduction, "Mr. Black, have you met Mrs. Brown?" or, "Mr. Black, may I introduce you to Mrs. Brown."

#### A Younger Person Should Be Introduced to An Older

Introduce a younger person to an older person of the same sex; as, "Miss Older, may I present Miss Younger?" or, "Miss Younger, have you met Miss Older?" An **exception** to this rule is made if the younger person is the more **distinguished** of the two. Others are introduced to a distinguished person; as, "Miss Distinguished, may I present Mrs. Brown?"

Never say, "May I present," or, "May I introduce," when introducing two men; say, "Mr. Older, Mr. Younger," "Mr. Younger, do you know Mr. Older?" or, "Mr. Younger, have you met Mr. Older?"

#### What to Say

The proper **acknowledgment** to an introduction is, "How do you do," or, "How do you do, Mrs. Brown." Never say, "Pleased to meet you," or, "I'm glad to **make your acquaintance**"; your pleasure will be expressed by your voice. When leaving someone who has just been introduced, say, "Good-bye, I'm very glad to have met you," or, "Good-bye, I hope I shall see you again soon." The **response** is, "Good-bye, thank you," or, "Good-bye, I hope I shall, too."

## What to Do

Men always **shake hands with** each other when they are introduced. A woman may or may not **offer** her hand to a man, just as she chooses; but if he offers his, she should not be so **ru-de** as to **ignore** it. When women are introduced to each other, they may or may not shake hands, just as they wish. The older or the more distinguished of the two should **take the initiative**.

## Proper Introductions in Office

Few introductions are made in a business office, but those who are to work together should be introduced.

An **executive** should not introduce his secretary to strangers in his office unless the secretary is to do some work for them. As a general rule, a secretary is introduced only to those she works for or works with. This introduction is no different from any other; the man is introduced to the woman; as, "Miss Day, this is Mr. Green, who wishes to **dictate** some letters to you."



An **employee** can **facilitate** matters for his **superior** when introducing a business caller by **giving some explanation concerning** the call; as, "Mr. Brown, this is Mr. Glass of the Citizens **Trust Company**, to discuss those **Municipal Bonds**."

When an executive introduces his private secretary to his wife, the secretary rises and says, "How do you do." After acknowledging the introduction, she may leave the room during the wife's visit or go back to her own work. In a business introduction, a man **refers to** his wife as "Mrs. Brown," and she **speaks of** her husband as "Mr. Brown"; but in the social introduction to acquaintances she is introduced as "my wife" and he as "my husband"; to friends she is "Mary," and he is "John."

## Words & Expressions

unnecessarily /ʌn'nesisərili/ *ad.* 不必要地

occasion /ə'keɪʒən/ *n.* 时候; 特殊场合

omit /ə'mit/ *v.* 省略; 遗漏

etiquette /eti'ket, 'etiket/ *n.* 礼仪, 礼节

social /'səʊʃəl/ *a.* 社交的, 交际的; 社会的

present /'pri:znt/ *v.* (正式) 介绍

following /'fɒləʊɪŋ/ *a.* 下列的

prefer /'pri:fə:/ *v.* 较喜欢

exception /ik'sepʃən/ *n.* 例外

distinguished /dis'tɪŋɡwɪʃt/ *a.* (褒义) 著名的; 受人尊敬的

acknowledgment /ək'nɒlɪdʒmənt/ *n.* 【商】回执;确认,鸣谢  
acquaintance /ə'kweɪntəns/ *n.* 【商】相识,了解  
response /rɪs'pɒns/ *n.* 回答,回应  
rude /ru:d/ *a.* 粗鲁的,无礼的  
ignore /ɪg'nɔ:/ *v.* 忽视;不理睬  
executive /ɪg'zækjʊtɪv/ *n.* 高级管理人员;行政人员,执行(官)  
dictate /'dɪk'teɪt/ *v.* 口授,口述  
employee /em'plɔɪ'i:/ *n.* 受雇者,雇员  
facilitate /fə'sɪlɪteɪt/ *v.* 使容易,促进  
superior /sju:'piəriə/ *n.* 上司,上级

concerning /kən'sə:nɪŋ/ *prep.* 关于  
in terms of 在……方面  
make your acquaintance 跟你认识  
shake hands with 与……握手  
take the initiative 采取主动  
give some explanation 进行解释  
see about 处理,安排;再作考虑  
trust company 信托公司  
municipal bonds 市政债券  
refer to 称呼;提到;参考  
speak of 称呼;提到

## I Notes

1. Introduction should not be made unnecessarily but on many occasions must not be omitted. 虽然不应该作没有必要的介绍,但在许多场合下介绍是不可以省略的。

本句中, must not 意为“不可以”, 比 should not(意为“不应该”)的程度要严重,

**e. g.** We should not be impolite to others and we must not harm the bodies of others as it violates the criminal law. 我们不应该对人没礼貌,我们更不可以伤害别人的身体因为这是触犯刑法的。

2. Many people prefer the correct but less formal introduction, ... 许多人比较喜欢使用正确而又不那么正式的介绍方式, ...

prefer 一词除后面直接跟宾语表示“较喜欢”外,还有如下的常用结构及名词形式:

(1) prefer ... to ... 喜欢……更甚于……

**e. g.** He prefers Jazz music to Rock n'Roll. 比起摇滚乐他更喜欢爵士乐。

Chinese prefer playing soccer to playing baseball. 中国人爱踢球甚于打棒球。

(2) **preference** *n.* 偏好

**e. g.** Consumer preference is an important basic concept in western economics. 在西方经济学中消费者的偏好是个重要的基本概念。

3. A woman may or may not offer her hand to a man, just as she chooses; but if he offers his, she should not be so rude as to ignore it. 是否主动与男士握手,女士可以选择;但如果男士伸出了他的手,则女士不该无礼不握。

so ... as to ... 意为“如此……到……的地步”,

**e. g.** Tom was so excited as to jump up and yell at the sky. 汤姆兴奋得跳了起来向空中大叫。

4. The older or the more distinguished of the two should take the initiative. 两人中较年长者或较知名的那位应采取主动(伸出手来)。

initiative 意为 the first movement or act which starts something happening, 即“主动, 率先”, 常用于 take the initiative 这一动词短语中。

另一常用介词短语为 on one's own initiative, 意为“主动自发, 不求助外力”, 在句中作状语。

**e. g.** Those working in the sales department of a company are expected to search and contact potential customers on their own initiative. 人们总希望那些在公司销售部门工作的人员能够自发、主动地去找寻并接触公司的潜在客户。

5. As a general rule, a secretary is introduced only to those she works for or works with. 一般而言, 秘书只被介绍给她的服务对象或一起工作的人。

those 即 those people。she works for or works with 是定语从句修饰 those。those 后面省略了定语从句的关系代词 whom 或者 that。

6. An employee can facilitate matters for his superior when introducing a business caller by giving some explanation concerning the call. 雇员在向上司介绍商务访客时就可以就其来访目的做些解释, 使上司容易理解。

when introducing a business caller 是用连接词加现在分词短语作时间状语, 这样表达显得比较简练, 若用时间状语从句表达也行, 则为 when he introduces a business caller。

by giving some explanation concerning the call 是介词加动名词短语作状语, 表示方式, 来修饰谓语 can facilitate matters for his superior。

## II Text Comprehension Check

### 1. Comprehension Questions

*Answer the following questions based on the text.*

- (1) What are the rules that proper business introductions are based on?  
\_\_\_\_\_
- (2) Why should a man be introduced to a woman and what are the exceptions to this rule?  
\_\_\_\_\_
- (3) Why should a younger person be introduced to an older and what are the exceptions to this rule?  
\_\_\_\_\_
- (4) What are the correct responses to an introduction?  
\_\_\_\_\_
- (5) Are there any hidden rules we need to follow in terms of shaking hands with others?  
\_\_\_\_\_
- (6) How does an executive deal with the introduction of his secretary in the office?  
\_\_\_\_\_
- (7) What is an employee supposed to note when introducing a business caller to his superior?  
\_\_\_\_\_



(8) What are the common ways for an executive to introduce his wife?

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## 2. Summarizing

*Summarize the general idea of the text in a few sentences.*

---

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## ► BE Column

### I Words in Business Context

*Business English (BE) is different from General English (GE) in that the same word or phrase used in these two styles usually has different meanings. Study the following words in business context.*

---

#### 1. offer

---

(1) *v.* to propose as payment; bid 出价

**e. g.** We offered him the calculator for US \$ 50. 这计算器我们向他开价五十美元。

(2) *n.* 发盘, 报盘, 报价

withdrawal of offer 撤回发盘

termination of offer 中止发盘

**e. g.** How long does your offer remain valid? 你们的报价几天内有效?

When can I have your CIF firm offer? 我们什么时候可以得到成本加运费和保险费的实盘?

(3) 派生词:

offeror 发盘人

offeree 受盘人

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#### 2. call

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(1) 【银】*v.* to demand payment of 要求偿还, 催还

call a loan 讨还借债

(2) 【银】*n.* a demand for payment of money 偿还贷款的要求

**e. g.** The executives pay little attention to the bank's call for the loans. 管理人员不大理会银

行偿还贷款的要求。

(3) *v.* to make a request or demand 要求

call for an investigation 要求调查

(4) 【商】*n.* a short visit, especially one made as a formality or for business or professional purposes 拜访(尤指礼节性的或为商业和职业目的而进行的访问)

**e. g.** We made regular calls to our suppliers to ensure that they meet our demand for raw materials. 我们定期拜访供应商以确保他们能满足我们原料的供货要求。

(5) 派生词:

caller 访客、商务来访者;

a business caller 通常也称为“a business representative”, 简称为“rep.”

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### 3. trust *n.*

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(1) reliance on the intention and ability of a purchaser to pay in the future; credit.

对购买者将来付帐意愿及能力的信赖; 信用, 偿债能力

bought furniture on trust 赊购家具

(2) combination of firms or corporations formed by a legal agreement; especially: one that reduces or threatens to reduce competition 托拉斯

(3) the confidence reposed in a person when giving him the legal title to property together with obligation regarding that property and the beneficiary 信托

benefit trust 受益信托

bond investment trust 公债投资信托; 债券投资信托

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### 4. bond *n.*

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(1) a written and sealed obligation, especially one requiring payment of a stipulated amount of money on or before a given day 【律】正式合同(盖章的书面合同, 尤指要求在确定日期或以前支付规定数量金额的合同)

(2) 【律】a sum of money paid as bail or surety 保证金(用作保释金或担保金的钱)

**e. g.** The suspect paid a bond of US \$ 5,000 before he was taken away. 嫌疑犯被带走前交了5000美元的保证金。

(3) a certificate of debt issued by a government or corporation guaranteeing payment of the original investment plus interest by a specified future date 债券

**e. g.** The company invested a lot of money in government bonds. 那家公司花了很多钱买政府债券。

## II Business Tips

### 商务英语简介(1)

商务英语(BE)是国际商务活动中所使用的语言,它的用词、句型、语体等都与普通英语(GE)有明显不同。BE一般更趋向于正式(formal)。正如一位商界知名人士所言:“商务人士穿着考究,西装革履,语言怎能随随便便(informal)呢?”

英语单词浩如烟海,如何辨别词的正式与非正式性呢?简单的判断方法通常是“取长法”或“法拉词”。

“取长法”的意思是,两个同义词中拼写较长者多为 formal,如:send — deliver, lamb — mutton, meeting — conference 等。“法拉词”是指英语中借用的拉丁语和法语词,这类词大多都属于正式词,如:

per capita (Latin) 每人,人均计算

force majeure (F) 不可抗力

pro-forma 形式上的

这些词在商务英语中比比皆是。

商务英语专业的学生要逐步建立意识,学会辨别、掌握商务英语的用词特点和技巧。请仔细分析课文中在介绍人认识时使用“present”和“introduce”的差异。请再分析比较以下同义词的正式性与词义差异:

distinguished—famous

acquaintance—friend

etiquette—rule

acknowledge(ment)—admit

### 商务介绍技巧

从自身来说有没有必要为他人做介绍可以从几个方面考虑:一是看自己有没有资格做介绍,在场的人里面是否有比你更适合去介绍的人。例如你们的商务代表团与另一个代表团初次见面,如果你不是团长,那么你所在团的团长或负责人显然比你更适合去将本团成员逐一介绍给对方;二是看被介绍双方是否希望互相认识;三是看你有没有比这更应该去做的事情,比方说你受你所在的出口公司委派在德国法兰克福出口展销会中租了一个展位与客商接洽,相邻展位的人外语不行,屡屡向你求援,让你做他和客户间的介绍人,你偶尔为之还可,但不能有求必应,否则便会误了正事,从而辜负你所在公司用不菲的资金投入换来的这次参展机会以及公司对你的信任。