Training for professional English: on speaking and writing

Business English

职场英语口语与写作实训

商务英语

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图书在版编目(CIP)数据

职场英语口语与写作实训.商务英语/孔暄主编.一天津: 天津大学出版社,2009.1

ISBN 978-7-5618-2871-7

I. 职… II. 孔… III. ①商务—英语—口语 ②商务—英语—写作 IV. H31

中国版本图书馆CIP数据核字(2009)第002589号

出版发行 天津大学出版社

出版人 杨欢

地 址 天津市卫津路92号天津大学内(邮编:300072)

电 话 发行部:022-27403647 邮购部:022-27402742

印 刷 迁安万隆印刷有限公司

经 销 全国各地新华书店

开 本 169mm×239mm

印 张 17.5

字 数 430 千

版 次 2009年1月第1版

印 次 2009年1月第1次

印 数 1-3000

定 价 28.00元

凡购本书如有缺页、倒页、脱页等质量问题,烦请向我社发行部门联系调换

前言

随着经济全球化趋势的不断扩大,中国参与国际商务活动日趋频繁,商务英语作为服务于国际商务活动的工具和媒介,占据着不可或缺的重要地位。商务英语并非作为一门独立的语言而存在,而是服务于一个专门行业的门类,其本质离不开英语语言的基本规律,但也有着独自的特点和应用范围,在国际商务活动中发挥着独特的作用。在国际商务交往中做到准确、高效是从事国际商务活动的人们希望达到的,而了解商务英语表达的范围、模式、术语和规范,掌握其规律,无疑会在国际商务活动中处于有利地位。

《职场英语口语与写作实训 商务英语》即以实用、高效为指导思想编写的一本应用手册。本书在编写过程中,参阅了市场上多部商务丛书,在比较全面地覆盖国际商务活动中所涉及领域的同时,力求做到重点突出、实用高效,使读者一书在手,基本解决日常商务活动中遇到的英语表达问题。

本书分为两大部分。第一部分为口语实训,编排顺序从宏观政策到微观的 具体业务活动。其中的业务活动从源头开始,包含自初步交往、实质接触、进 行往来、签订合同,直至解决纷争的全过程。第二部分为写作实训,概述部分 介绍了商务信函和合同写作的基本原则和特点、日常业务信函的写作实例和合 同的写作实例,均按照商务业务的流程和合同的基本种类进行排列。

本书在编写过程中参阅了许多同类商务书籍,均在书后附录中加以列出, 在此对书籍的作者谨致谢意。

由于编者水平有限,疏漏和不足之处,敬请同仁和读者批评指正。

编者

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商务英语口语实训



Chapter One: Macroscopic Policy

第一章 宏观政策

- Unit 1 Concept of Foreign Trade
- ¹ ✔ Unit 2 Foreign Trade and Foreign Travel
 - ✓ Unit 3 Customs Entries

Unit 1 Concept of Foreign Trade

Dialogue 1:

Understanding International Trade

Wang: Hi, Lee. I'm very glad to meet you here. We haven't seen each other ever since we graduated from the college. What's up?

Lee: I happen to know you are working in this international trade company? At the moment I'm walking around trying to learn something about international trade because I've got a job in a transnational company.

Wang: That's great. I'm also interested in it.

Lee: Now would you explain roughly to me what international trade is?

Wang: OK. International trade is the business which involves the activities of crossing the national borders. It includes the international trade, foreign manufacturing and the service industry, which is now at a growing trend.

Lee: Can I say that includes all business transactions involving two or more countries?

Wang: That's right. Otherwise it is domestic. And also such business relationship may be private or governmental. The transactions are mainly for high profit.

Lee: Higher sales mean higher profit. That's why international trade is so important that

some nations rely crucially on it.

Wang: Quite right. That's the case with the large industrial nations. As for small industrial nations with only a few very specialized resources and a small range of products, they export in exchange for the many items they need to import.

Lee: How about the developing countries?

Wang: Well, for the developing countries, exports provide employment opportunities and earnings to pay for many foreign products that cannot presently be produced domestically and the advanced technology not available at home.

Lee: So that's the role of the economic interdependence among countries in the world. Oh, you have really made this concept much clearer to me. Thanks a lot.

Wang: Please drop in anytime you like, and keep in touch.

Notes:

1. international trade 国际贸易

指不同国家或地区之间商品和劳务的交换活动。国际贸易是商品和劳务的国际转移。 国际贸易也称世界贸易,国际贸易由进口贸易(import trade)和出口贸易(export trade) 两部分组成,故有时也称为进出口贸易。

2. transnational company 跨国公司

指由两个或两个以上国家的经济实体组成,从事生产、销售和其他经营活动的国际性大型企业,又称国际公司或多国公司。

3. As for small industrial nations with only a few very specialized resources and a small range of products, they export in exchange for the many items they need to import.

对于那些只有为数不多的几种非常专业化的资源和范围很小的几种产品的国家,出口 是为了能够交换它们需要进口的很多产品。

4. drop in 顺便拜访

例: Would you drop in when you are in town?

(你到城里就来玩好吗?)

Dialogue 2:

International Trade Theory

Richard: You told me that you've been engaged in international trade for many years. I'm sure

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you've already obtained a lot of business experience.

Ma: It is true that I have been in this field for a couple of years, but I feel I still need to understand it in a theoretical way. One thing that troubles me is that I don't know the basis for trade and how the benefits from trade are generated. Professor Richard, you are an expert in the international economics. Would you mind introducing some of the theories in the international trade?

Richard: Of course. Let's begin with the theory of Adam Smith's Absolute Advantage. In order to make it clear, let's take the United States and Honduras for example. The United States is efficient in growing wheat but inefficient in growing bananas while Honduras is efficient in cultivating bananas but inefficient in growing wheat. Is that right?

Ma: Absolutely.

Richard: Then, the United States has an absolute advantage over Honduras in growing wheat but a disadvantage in cultivating bananas. The United States would specialize in producing wheat and Honduras would gain by exchanging its bananas for the U.S. wheat. In this case, we can say that the U.S. has an absolute advantage in wheat and Honduras has an absolute advantage in bananas.

Ma: I see. Any other theories?

Richard: Now let's move to David Ricardo's Comparative Advantage. To make it easier to understand, let's take the United States and Europe for instance. The United States is relatively more efficient than Europe in producing food and clothing. Therefore, the U.S. has an absolute advantage in both forms of products. But its efficiency in food production is greater. Consequently a great deal of clothing is imported from Europe into the United States.

Ma: So can we say that the U.S. has a comparative advantage over Europe in food production?

Richard: It's very clever of you. And also there are many other trade theories. If you are interested in them, we may discuss them later.

Ma: All right. Let's get something to drink.

Richard: Good idea!

Notes:

1. Adam Smith 亚当·斯密(1723 — 1790)

是英国古典政治经济学的主要代表人物之一。他的代表作《国富论》(全称《国民财富的性质和原因的研究》)被翻译成十几种文字。而他本人也因此被奉为"现代西方经济学的鼻祖"。

2. absolute advantage 绝对优势

指某个人、公司、地区或国家具有生产一种产品或提供一种服务的单位成本低于其竞争对手的优势,即同样的产量利润更高。绝对优势可以长期存在但并不是一成不变。比如目前中国相对于美国在劳动密集型行业因人工成本低而拥有明显的绝对优势,但随着人工成本的不断提升,以及资金成本和环保成本的增加,中国在一些低端制造行业的绝对优势会逐渐失去,让位给如越南这样的国家。这一转变已在发生,投资者在寻找投资目标时应考虑中国的经济结构在发生改变这一因素。

- 3. David Ricardo 大卫·李嘉图 (1772 1823) 是英国产业革命高潮时期的资产阶级经济学家,他继承和发展了亚当·斯密经济理论中的精华,使古典政治经济学达到了最高峰。他是英国资产阶级古典政治经济学的杰出代表。
- 4. comparative advantage 比较优势 如果一个国家在本国生产一种产品的机会成本(用其他产品来衡量)低于在其他国家 生产该产品的机会成本的话,则这个国家在生产该种产品上就拥有比较优势。
- 5. Honduras 洪都拉斯(拉丁美洲国家)

Dialogue 3:

Foreign Trade Policy

Swift: I'm glad to say that the business relations between us have got along very smoothly for the years. I have a good reason to believe in your trade policy. Is that right?

Zhao: Of course. Our foreign trade policy is stable and consistent. Why? You look as if you have something on your mind today. What makes you uneasy, Mr. Swift? Tell me, please. Maybe I can talk you out of your uncertainty.

Swift: Well, it is said that you are taking up a new foreign trade policy in your business dealings. Is that true? Does it mean that your trade policy is going to change?

Zhao: We still keep to the major principle of equality and mutual benefit in our trade with other countries. We are only trying to adapt to some general international practices.

Swift: I'd like very much to know more about this. Could you explain it in detail?

Zhao: With pleasure. We have adopted, for example, payment by installments, compensation

trade and so on.

Swift: Do you accept foreign loans?

Zhao: If the terms and conditions are favorable, we are prepared to accept foreign loans. Apart from this, we also encourage various forms of foreign investment. For instance, you can establish an enterprise exclusively with foreign capital if you use advanced technology and equipment and market most of the products outside China.

Swift: Then your policy is indeed more flexible than before. This will give both of us a better chance for cooperation.

Zhao: Yes. It will benefit both of us.

Swift: Thanks for your explanation. Now I've come to see that you're really pursuing an open-door policy. China is progressing rapidly. I hope your policy can remain unchanged.

Zhao: Don't worry about it. We've always adhered to our policy in the past and surely will do so in the future.

Notes:

1. on one's mind 挂虑某事,为某事担忧

例: You look worried. Is there something on your mind? (你看起来心事重重的,有什么心事吗?)

2. talk ... out of ... 说服某人不做某事

例: Eric was thinking about quitting school, but I talked him out of it. (埃里克当时正考虑退学,但我说服他打消这个念头。)

- 3. We still keep to the major principle of equality and mutual benefit in our trade with other countries. 在和其他国家的贸易中我们会坚持平等互利的主要原则。
- 4. payment by installments 分期付款
- 5. compensation trade 补偿贸易

又称产品返销,指交易的一方在对方提供信用的基础上,进口设备、技术,然后以该设备、技术所生产的产品,分期抵付进口设备技术的价款及利息。

Dialogue 4:

China's Foreign Trade Practices

Mr. Zhao: Well, we want to follow the international practices. For instance, we would

welcome the establishment of the representative offices of the foreign companies, and we've also thought of opening up offices abroad.

Mr. McDonald: Those strategies should make it easier for business to be done. Things could be settled faster if the companies have their own offices on the spot.

Mr. Zhao: That's the general idea of following the international practices.

Mr. McDonald: Would you accept orders according to our designs?

Mr. Zhao: Yes. We'd also be willing to accept orders made with the buyers' own mate-

rials, or even packed or packaged with the buyers' materials too.

Mr. McDonald: That's a great improvement.

Mr. Zhao: We're also ready to accept export orders under which components, spare

parts or complete sets of tools will be made according to the specifications of

the buyer's own machines.

Mr. McDonald: Oh, that's good. You know, I had no end of trouble haggling with your people

over things like this in the past.

Mr. Zhao: Well now, not only do we accept orders according to the buyer's specifica-

tions, but we also accept different kinds of payment.

Mr. McDonald: I must say you're catching up fast.

Mr. Zhao: We're trying to.

Mr. McDonald: What about prices? Do you still keep to your own? If you do, it'll go on being

hard to do business with you, just as it was in the past.

Mr. Zhao: We're trying to adjust our prices in accordance with prevailing prices on the

world markets. Our position is a difficult. Owing to the limited-level in industrial and agricultural production and the changing needs in the overseas markets, some of our goods fall short of demand, and some still do not meet the needs of our foreign customers with regard to quality and design. This makes it difficult to fix prices which are satisfactory to everyone. However, we are making efforts to raise the quality and quantity of our export goods, increase

designs and varieties, improve packing and packaging.

Mr. McDonald: That's all very well. But could you tell me just what the reason for these

changes is?

Mr. Zhao: Well, the reason is simple. We've just restored or adopted the international

practices. Our commodities are for the use and consumption of foreign cus-

tomers. So it stands to reason that the design, color, type and packaging of our

export goods should cater to their needs. We don't want to impose anything on them, and similarly we don't want anyone imposing anything on us.

Mr. McDonald: That seems sensible. I hope it will all mean we'll be able to do more business in the future.

Mr. Zhao: I he

I hope so too. Is there anything else on which I can give you information? Our corporations are glad to consider our buyers' suggestions with regard to any other ideas for more flexible trade practices.

Mr. McDonald: No more for now. You have given me quite a lot of information I presently need. Thank you very much.

Notes:

1. on the spot 在现场;在当地

例: The Americans didn't have troop on the spot and couldn't control the event.

(美国人在当地没有军队, 无法控制事态。)

- 2. We're also ready to accept export orders under which components, spare parts or complete sets of tools will be made according to the specifications of the buyer's own machines. 我们准备接受的出口订单中的零部件或成套工具可以根据买方自身机器的规格来制作。
- 3. haggle with 杀价, 讨价还价
- 4. prevailing price 普遍的价格
- 5. fall short of demand 短缺, 供不应求
- 6. fix vt. 确定;决定

例: Shall we fix a date for the picnic?

(我们定一下野餐的时间好吗?)

- 7. make efforts 做出努力
- 8. So it stands to reason that the design, color, type and packaging of our export goods should cater to their needs. 当然我们出口产品的设计、颜色、种类和包装会符合他们的需要。
 It stands to reason that... 显而易见……; 顺理成章……

例: It stands to reason that if we leave late, we will arrive late.

(当然是如果我们离开晚了,我们就会晚到。)

cater to 投合,迎合,适合

Dialogue 5:

About the Trade Barriers

Mr. Foster: Hi, Mr. Yuan, how about your company?

Mr. Yuan: Very well. After several years' development, our company occupies a favorable position in the whole country. Now we plan to enter the world market. But one thing that troubles me is that I've got no idea about the trade policy. Would you please help me?

Mr. Foster: With pleasure. Restrictions and regulations dealing with a nation's trade or commerce are generally known as trade or commercial policies. One of the most important types of the policy is tariff.

Mr. Yuan: Why do the trading nations levy a tax on the traded commodity?

Mr. Foster: Developing countries rely heavily on export tariff to raise revenues while industrial nations invariably impose tariffs to protect some of the domestic industries.

Mr. Yuan: So that's the primary function of tariffs.

Mr. Foster: Historically, tariffs have been the most important form of trade restrictions. There are many other types of trade barriers.

Mr. Yuan: Then what are they?

Mr. Foster: These non-tariff trade barriers include import quotas, voluntary export restraints, anti-dumping actions, technical, administrative and other regulations.

Mr. Yuan: If all countries place barriers on international trade, I'm sure it will hurt it greatly.

Mr. Foster: Exactly. In recent years, these non-tariff trade barriers were obstruction to the flow of international trade but now they represent a major threat to the world trading system.

Mr. Yuan: By the way, what does WTO stand for?

Mr. Foster: It stands for the World Trade Organization. Its purpose is to promote free trade through multilateral trade negotiations.

Mr. Yuan: I see. Thank you very much.

Mr. Foster: You are welcome.

Notes:

1. levy vt. 征收(税等);强索