



本书配套Mp3



商务英语

对话与文书写作

Business English

范达 编著

中式英语与地道英语的对照
情景对话中两种语式的对比
商业写作中不同状况的实例

对话练习与写作练习的实战
商业活动中各种场景的再现
听说读写全方位学习的方案



天津科技翻译出版公司

天津外语音像出版社



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Business 1

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前 言

全球经济一体化浪潮使得国际商务活动日益频繁,2008 年下半年全球经济进入了寒冬时期。这不得不使有识之士重新思考世界发展的趋势,以多角度去展望未来,从而不断调整事业的坐标,更加体现自我的前瞻性以及对创造力的追求,从而达到“采菊东篱下,悠然见南山”的境界。在当前严峻的经济形势下,该在商务交流中说些什么、怎样说、如何领会对方话语意图也就显得愈加重要。

作为跨文化交际的主要语言工具,地道的商务英语在一定程度上也反映了跨文化交流的成功。掌握了英语单词、语法,甚至术语并不等于完全掌握了英语交流技巧。在国际商务交流活动中,尤其应避免中国式英语。

本书就商务英语易学难工的特点,深化内容,更多地联系世界主流经济和文化发展状况,并就当前形势融入了诸如“次贷危机、房屋信贷、海关物流、网络工程”等新事物,丰富了信息量。编者基于各类商务情景与相关语境话题,在会话部分大量加入了英语固定表达模式;在写作部分,则着重突出了商务写作特点。本书口语和写作内容按行业分录编写,尤其通过采取中国式英语文本与英语文本对照的方法,方便了读者的学习,体验了各自语言文化的思维方式,加深了读者对语用特征的理解。

重视英语语用能力的培养,避免用中国式英语进行交际活动,增加商务英语会话说服力,从而达到预设的目标,让你在国际商务活动中大显身手。

由于编者作者水平所限,有不足之处,敬请广大读者批评指正。

2009 年元月

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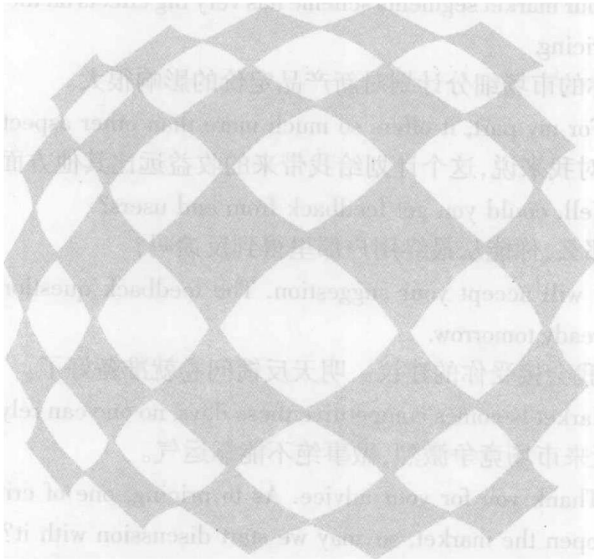
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Manufacture Engineering

制造工程





◆ Dialogue 对话

In this part of dialogue, James discussed with Tony his market study on new product pricing.

Chinglish 中式英语

Tony: Your market segments scheme has very big effects on the new product pricing.

你的市场细分计划对新产品定价的影响很大。

James: For my part, it offers so much more than other aspects.

对我来说,这个计划给我带来的收益远比其他方面多。

Tony: Well, could you get feedback from end users?

那么,你能从最终用户那里得到反馈吗?

James: I will accept your suggestion. The feedback questionnaire will be ready tomorrow.

我会接受你的建议。明天反馈问卷就准备好了。

Tony: Market becomes competitive these days, no one can rely on his luck.

近来市场竞争激烈,做事绝不能靠运气。

James: Thank you for your advice. As to pricing, one of critical steps to open the market, so, may we start discussion with it?

感谢你提出的建议。至于定价,它是打开市场的关键步骤,所以我们可以从定价开始讨论吗?

Tony: Now you say it correctly, but money is not a problem when it comes to good products.

你说得对，但是只要有好的产品，钱不是问题。

James: Do you mean our new product's price is more competitive?

你的意思是说我们新产品的价格更有竞争力吗？

English

Tony: Your market segments scheme has very big effects on the new product pricing.

你的市场细分计划对新产品定价的影响很大。

James: For my part, it offers so much more than other aspects.

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Tony: Well, could you get feedback from end users?

那么，你能从最终用户那里得到反馈吗？

James: I will take your word for it. The feedback questionnaire will be ready tomorrow.

我会接受你的建议。明天反馈问卷就准备好了。

Tony: Market becomes competitive these days, no one can push his luck.

近来市场竞争激烈，做事绝不能靠运气。

James: Thank you for your advice. As to pricing, one of critical steps to open the market, may we start discussion with it?

感谢你提出的建议。至于定价，它是打开市场的关键步骤，所以我们可以从定价开始讨论吗？

Tony: Now you are talking, but money is no object when it comes to good products.

你说得对，但是只要有好的产品，钱不是问题。

James: Do you mean our new product's price is more competitive?

你的意思是说我们新产品的价格更有竞争力吗？

Language Focus

(1) Take your word for it.

接受你的建议。

就口语化程度而言,“accept your suggestion.”不如“Take your word for it.”更自然。

(2) **Push one's luck.**

靠运气。

“rely on his luck.”虽然可以理解,在口语的词语搭配中并不多见。但可以这样说:“rely on her parents.”“count on her family.”“Bank on your good work.”

(3) **You are talking.**

你说得对。

本段对话中的语境含义侧重在对方所说的话的正确程度上,强调“说”的行为。“it's right.”不能充分满足此语境含义。“you say it correctly.”是对此句意思的英语解释。同时也可以“用“You can say that again.”(你说得很对。)、“I heard that.”(我同意。)”“I agree with you.”来表达观点的正确。

(4) **Money is no object.**

钱不是问题。

“money is not a problem.”是把汉字“字义”译成英文“字义”,而非“句意”的习惯用法。只是对“Money is no object.”的英文解释。但很多中国人习惯这样使用“problem”。中国学生常把“What's your problem?”当褒义理解,其实在英语语言习惯中这是贬义,译成“你有毛病啊?”

◆ Verbal Exercise 对话练习

Use the following words to complete sentences.

(*feedback critical confident dependent*)

A: Is it a ① step for our products to be moderately priced?

B: Not exactly. Pricing shall be ② on product quality.

A: Are you ③ that the new product pricing is more competitive?

B: Our confidence shall come from clients' ④ in its initial trials.

Answer 答案

- ① critical
- ② dependent
- ③ confident
- ④ feedback

甲:我们的产品定价适中,这是一个关键的步骤吗?

乙:不全对。定价要取决于产品质量。

甲:我们的新产品定价更具有竞争力,对此你有信心吗?

乙:信心要来自于产品市场初试阶段的客户反馈信息。

◆ Business Writing 商业写作

Price Confirmation 确认价格

亲爱的托尼:

我们高度赞扬您为这个业务项目所付出的极大努力。我们会继续在广阔领域内成为您的业务伙伴。

根据您的要求,我市场部不久将对 B 城市住宅产业进行市场调研。但是我们得提前考虑调研成本问题。希望您尽早向我方确认价格。

Chinglish 中式英语

Dear Tony:

We would like to give you high praise for your great efforts of this business project and will continue to be a partner with you in broad ways.

According to your request, our marketing section will investigate the housing industry in B city soon. But we have to take our business cost into consideration in advance. We are looking forward to your earlier price confirmation.

English

Dear Tony:

We would like to applaud your great efforts of this business project and will continue to be a partner with you in countless ways.

According to your request, our marketing section is going to make market study on the housing industry in B city soon. But we have to take our business cost into consideration in advance. We are looking forward to your earlier price confirmation .

Language Focus 语言学习焦点

(1) **applaud**

赞扬

“give you high praise for your great efforts”是较累赘的表达法。英语口语的特点之一是“简洁生动、形象化、具象化,也常体现在修辞用法上。”

(2) **in countless ways**

在广阔领域内

countless 比 broad 更具象化。但是 broad 可修饰“sense、culture、river、chest”这类名词。

(3) **be going to**

将要(表示近期的打算或计划)

中国学生多不重视这两种用法的区别,常说“I will...”。

(4) **make market study**

进行市场调研

“investigate”与“make market study”的英文概念是不同的,但中国学生多不重视英文单词间的逻辑概念区别。

◆ Writing Exercise 写作练习

Fill in the blanks according to the following information.

如果由于不可抗力或其他当事人不能控制的原因而不能执行本合同时，双方均不负责。凡因执行本合同所发生的或与本合同有关的一切争议，双方应通过友好协商解决。如不能协商解决，应提交仲裁机构。有管辖权的法院可对仲裁决定做出评价，申请人可向法院申请强制执行。

Neither party hereto _____ the failure of the performance hereunder if caused by Force Majeure, or any other causes beyond the control of the party. All disputes _____ the execution of, or in connection with, this contract shall be settled amicably through friendly negotiation. In case no settlement can be reached through negotiation, the case _____ the arbitral organization. Judgment upon the award rendered in the arbitration may be entered in any court having jurisdiction, or application may be made to such court_____.

Answer 答案

Neither party hereto shall be responsible for the failure of the performance hereunder if caused by Force Majeure, or any other causes beyond the control of the party. All disputes arising from the execution of, or in connection with, this contract shall be settled amicably through friendly negotiation. In case no settlement can be reached through negotiation, the case shall then be submitted to the arbitral organization. Judgment upon the award rendered in the arbitration may be entered in any court having jurisdiction, or application may be made to such court for the order of enforcement.

Similar Expression 近似表达

be liable for

be accountable for

triggered by

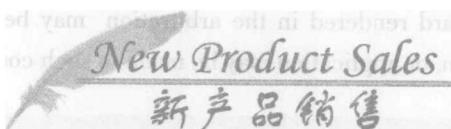
caused by

presented to

be tendered to

to impose on

the imposition



◆ Dialogue 对话

In this part of dialogue, James discussed his new product introduction with Tony.

Chinglish 中式英语

Tony: What's troubling you?

怎么啦?

James: I overheard my new product presentation hasn't been emphasized by BOD.

我无意中得知董事会不再重视我的新产品报告了。

Tony: If you think in this way, you think it wrong.

如果你这样想,那你就想错了。

Tony: But Mr. Lee's presentation is always okayed, and you might as well consult him?

可李的报告总是被通过,你不妨请教他。

James: What a good idea! I'll accept that.

真是个好主意!我可以接受。

English 英语

Tony: What's eating you?

怎么啦?

James: I overheard my new product presentation has been written off by BOD.

我无意中得知董事会不再重视我的新产品报告了。

Tony: If you think in this way, you have another thing coming.

如果你这样想,那你就想错了。

Tony: But Mr. Lee's presentation is always okayed, and you might as well consult him?

可李的报告总是被通过,你不妨请教他。

James: What a good idea! I'll buy that.

真是个好主意!我可以接受。

Language Focus 语言学习重点

(1) What's eating you?

你怎么啦?

英语口语中类似表达还有:What's matter with you? What's wrong?

而“What's troubling you?”不是英语的习惯用法。

在英语口语中,寒暄时可以说:

What's up with you? What's new? how have you been lately?

你好吗?近来好吗?(熟人间用语。)

(2) **write off**

不重视。

在财务工作中把坏账注销时的用语。指把人或事看做不存在,刻意忘掉的意思。

(3) **You have another thing coming.**

那你就想错了。

表示把事情想错了的英语习惯用法。

(4) **I'll buy that.**

我认为可以接受。

这句话表示赞成、接受之意,但并非一定会真买下来。如果真要买下东西,会说:“I'll take it.”

 **Verbal Exercise 对话练习**

Use the following words to complete sentences.

(*presentation optimize office might as well*)

A: To ① new products is extremely tough.

B: You ② start it with Manufacture Engineering documentation.

A: I'm looking forward to hearing Mr. Lee's ③.

B: He is also very good at documenting ME materials.

A: And I'll see his ④.