

BASIC BUSINESS SPOKEN ENGLISH

丛书总主编：王慧莉 刘文字

无商务英语口语»新手版

给您提供超乎想象多的国际商务英语口语语料、商务案例，
让您在商务活动中神勇无敌！



配高清超长MP3光盘 主编：潘琪 张菅

《商务工作者必备》《广大学生必学》

《职场人士的首选》《进入外企必读》

大连理工大学出版社

BASIC BUSINESS SPOKEN ENGLISH

无敌商务英语口语»新手版

丛书总主编：王慧莉 刘文字

主编：潘琪 张萱

编者：郭海波 张慧美 王亚慧 孙亚楠 王冰 孙敬婷 郭媛媛 姜丽艳 宋恒
贺励丽 车艳云 王亚涛 杨扬 戴臣军 闫凌 王小珏 郑夏妍 周晓霞 史进韩
常玲玲 刘慧 曹硕 苏艳娇 王玉翠 马冰

图书在版编目(CIP)数据

无敌商务英语口语:新手版/潘琪,张萱主编. 一大连:
大连理工大学出版社,2009.10
ISBN 978-7-5611-5120-4

I. 无… II. ①潘… ②张… III. 商务—英语—口语
IV. H319.9

中国版本图书馆 CIP 数据核字(2009)第 171338 号

大连理工大学出版社出版

地址:大连市软件园路 80 号 邮政编码:116023

发行:0411-84708842 邮购:0411-84703636 传真:0411-84701466

E-mail: dulp@dulp.cn URL: <http://www.dulp.cn>

大连金华光彩色印刷有限公司印刷 大连理工大学出版社发行

幅面尺寸:168mm×235mm	印张:21.5	字数:650 千字
附件:光盘一张		印数:1~5000
2009 年 10 月第 1 版	2009 年 10 月第 1 次印刷	

责任编辑:张婵云

责任校对:崔 鸽 张文娟

封面设计:柏拉图创意机构

ISBN 978-7-5611-5120-4

定 价:36.00 元

商务英语领域是用英语交际与业务实践相结合的场所,要求从业者是英语方面与商务方面的双向人才。本书针对这一领域的特点,以商务主题为主线,力求覆盖各种商务话题的内容,每个主题下详细分列子话题。编写本书旨在切实提高商务英语专业或从业人员的商务口语交际能力,也可扩大学习者的商务及相关知识。内容涵盖了商务英语口语的常用短语和句子、情景对话和背景知识。使学习者得到全面系统、生动有效的商务英语口语沟通能力的训练。

全书内容详实,各章节内容既相互独立、各有侧重,又相互依存、紧密联系、浑然一体。本书将一般性商务活动、特殊商务往来、财务、人力资源管理、安全管理、电子商务、企业文化和资产重组等各种可能遇到的国际商务口语交际任务全面融合。书中总结出常用词汇、短语、常见缩写和句型,根据实际商务情景设计对话,并配有与单元内容相关的背景知识供学习者大声朗读背诵,让学习者学以致用,效果立竿见影。

全书的突出特点是分类详尽,具有鲜明的实用性和可操作性,还有助于学习者了解全球各国或地区不同的文化背景和商务习俗知识。“新手版”与“达人版”相比,区别主要在于语言难度不同。

本书可作为大专院校相关专业商务英语口语教材,也可作为从事商贸工作人员的参考用书及商务英语等级考试的辅导用书。

编者

2009年9月

附:本书作者在写作过程中引用了大量相关资料,在此我们向有关作者表示感谢!因为无法取得联系,不能支付相应的酬金,请看到本书后与我们联系。

联系电话:0411-84706023

目 录

Contents

一 初次接触 First Contacts

- 1. 商务会面 Making Business Contacts 1
- 2. 安排会议 Arranging a Meeting 3
- 3. 问候和介绍 Greeting and Introduction 6
- 4. 谈论工作 Talking About Jobs 9

二 商务旅行 Business Travel

- 1. 商旅安排 Making Arrangements 13
- 2. 询价 Making Enquiries 16
- 3. 组织旅行 Organizing Trips 19
- 4. 商品交易会 Trade Fairs 23

三 进一步接触 More Contacts

- 1. 打电话 Making Phone Calls 26
- 2. 留言 Leaving Messages 28
- 3. 产品及服务查询 Asking About Products and Services 30
- 4. 商业娱乐 Business Entertainment 33

四 会议 Meetings

- 1. 参加会议 Taking Part in Meetings 36
- 2. 电话会议 Telephone Meetings 40
- 3. 网络会议 Cyber Meetings 44
- 4. 产品介绍 Product Presentation 48

五 开展业务 Starting a Business

- 1. 问询和描述公司 Asking About and Describing Companies 52
- 2. 问询和检验信息 Requesting and Checking Information 54
- 3. 描述增长 Describing Growth 56
- 4. 商务计划 Business Plan 58

六 市场营销 Marketing

- 1. 打入市场 Entering a Market 62
- 2. 讨论策略 Discussing Strategies 66
- 3. 谈论销售动向 Talking About Sales Trends 69
- 4. 营销提议 Making Proposals 73

七 经济趋势与预测 Economic Trends and Predictions

- 1. 分析趋势 Analyzing Trends 77
- 2. 做出预测 Making Predictions 80
- 3. 经济发展 Economic Developments 83
- 4. 谈论图表和趋势 Talking About Graphs and Trends 87

八 商务谈判 Business Negotiation

- 1. 建议与要求 Suggesting and Requesting 92
- 2. 争论与假设 Arguing and Hypothesizing 95
- 3. 谈判 Negotiating 99
- 4. 决策 Making Decisions 103

九 投资 Investment

- 1. 银行借贷 Bank Loans 106
- 2. 融资 Raising Capital 109
- 3. 提出并比较投资机会 Presenting and Comparing Investment Opportunities
..... 112
- 4. 劝告 Persuading People 115

十 询盘与投诉 Enquiries and Complaints

- 1. 询盘与答复 Making and Answering Enquiries 118
- 2. 核查进展与发货 Checking Progress and Delivery 121
- 3. 提出和讨论解决方案 Suggesting and Discussing Solutions 125
- 4. 投诉不良表现 Complaining About Poor Performance 129
- 5. 处理投诉 Dealing With Complaints 133
- 6. 建立客户投诉管理体制 Building Customers' Complaint Management System
..... 137

十一 预算与税收 Budgeting and Taxation

- 1. 财务预算控制 Budget and Financial Control 142

2. 财务报表 Financial Statements	145
3. 审计 Audit	147
4. 信用控制 Credit Control	150
5. 国际支付 International Payment	153
6. 讨论问题与对策 Discussing Problems and Solutions	157

十二 公司形象 Company Profile

1. 描述公司 Describing Companies	162
2. 解释选择 Explaining Choices	165
3. 证明决策 Justifying Decisions	169
4. 讨论组织结构 Talking About Organizational Structure	173

十三 团队建设 Teamwork

1. 设置任务 Setting Tasks	178
2. 团队建设 Team Building	181
3. 组织团队 Organizing Teams	185
4. 定义责任 Defining Responsibilities	188
5. 截止日期 Working to Deadlines	191
6. 激励与士气 Motivation and Morale	193

十四 接管与合并 Takeovers and Mergers

1. 计划与结果 Plans and Consequences	195
2. 比较不同公司 Comparing Different Companies	199
3. 合并的结果 The Results of Mergers	203
4. 赞成与反对 Pros and Cons of Takeovers and Mergers	207

十五 人力资源 Personnel

1. 招聘 Advertising Jobs	212
2. 求职 Applying for Jobs	215
3. 面试 Interviews	219
4. 就职 Job Offer	223
5. 裁员 Job Cuts and Redundancies	226
6. 领导才能 Leadership Quality	229

十六 安全管理 Security

1. 信息安全 Information Security	233
2. 职场安全 Workplace Security	236

3. 生产与环 境安全 Production and the Environment Safety	239
4. 事故 Accidents	244
5. 职业健康 Occupational Health	247

十七 国际贸易 International Trade

1. 讨论国际贸易 Discussing International Trade	252
2. 企业战略设计与执行 Business Strategies Designing & Implementation ...	255
3. 描述外商投资 Describing Conditions for Foreign Investment	259
4. 询盘及报盘 Enquiry and Offer	263
5. 支付条件 Terms of Payments	267
6. 包装与装运 Packing and Shipment	270
7. 保险 Insurance	273
8. 代理 Agency	277

十八 企业竞争 Competition

1. 全球竞争 Competing in a Global Market	281
2. 信息交流 Exchanging Information	283
3. 企业家 Entrepreneurs	286

十九 电子商务 E-commerce

1. 网络经营 Business on Line	290
2. 信息技术 Information Technology	293
3. 电子商务的优越性 Advantages of E-commerce	296
4. 电子商务安全 Security of E-commerce	300
5. 电子商务物流 Logistics in E-commerce	303
6. 电子商务市场策略 Marketing Strategies for E-commerce	306

二十 企业文化 Corporate Culture

1. 商业伦理 Business Ethics	310
2. 企业责任 Corporate Responsibility	313
3. 文化多元化 Cultural Diversity	317
4. 企业价值 Corporate Value	321
5. 管理风格 Management Style	325
6. 营造企业文化 Constructing Corporate Culture	329

参考书目	333
------------	-----

一 初次接触 First Contacts

1. 商务会面 Making Business Contacts

常用词语

1. draw up an agenda 起草一份议程
3. trade with 和……进行贸易
5. cancel the appointment 取消约会

2. negotiate 协商; 谈判
4. have fun 过得开心

常用句型

1. I've come to make sure that your stay in Beijing is a pleasant one.
2. You're going out of your way for us, I believe.
3. It's just the matter of the schedule, that is, if it is convenient of you right now.
4. Is there any way of ensuring we'll have enough time for our talks?
5. That'll put us both in the picture.

我特地来为你们安排使你们在北京过得愉快。

我相信这是对我们的特殊照顾了。

如果你们方便的话,我想现在讨论一下日程安排的问题。

我们是否能保证有充足的时间来谈判?

这样双方都能了解全面的情况。

情景对话

Dialogue One

A: Welcome to our company, Mr. Bruce.

B: Glad to see you, Miss Zhao. We've heard you are one of the leading import and export companies in China.

A: Yes. We are importing and exporting a wide range of goods and have been in this line for 30 years. In the recent years, demands both from home and abroad are getting greater and greater.

B: So we're sure to have something in common. Recently the demand for electronic products is increasing, especially in China after its successful entry into the WTO. We hope you'll help us in this market.

A: You're really flattering me. Qualified products with an acceptable price are always welcome in each corner

甲:欢迎您到我们公司来,布鲁斯先生。

乙:见到您很高兴,赵小姐。我们听说贵公司是中国主要的进出口公司之一。

甲:是的,我们从事各种各样商品的进出口业务,至今已有30年了。尤其是近年来,国内外的需求都有逐渐增长的趋势。

乙:那么我们就有共同的话题了。近年来对电子产品的需求逐渐增长,特别是在成功加入世贸组织以后的中国。我们希望贵公司能帮助我们进入这个大市场。

甲:您过奖了,物美价廉的产品无论在世界哪个地方都是有市场的。

of the world.

B: You said it. Ours is one of the most powerful companies providing electronic products in the United States. Although she is young, our company has great potentials. Here is a pamphlet about her and our latest products. We'll appreciate if you take time to read through it.

A: Surely we will. And I also hope we will have a friendly cooperation.

B: Thanks a lot. We're looking forward to it.

Dialogue Two

(A is Mr. Bruce, B is Miss Zhang.)

A: Could we meet and discuss the matter a little more in detail, Miss Zhang?

B: All right. When is it convenient for you?

A: I will be free tomorrow, and you?

B: I'm afraid I'm pretty booked up tomorrow. How about the day after tomorrow?

A: You mean Wednesday? Let me see... I have another appointment in the morning and won't be free until 2 in the afternoon.

B: But I have a meeting at 4 o'clock in the afternoon.

A: Well, then, suppose we meet at 2:30 in your office?

B: Okay. I will be there waiting for you then.

Dialogue Three

A: Well, to start the ball rolling, how about lunch?

B: Good idea! Where shall we go?

A: I recommend you a restaurant with entirely Chinese traditions. I'm sure you'll like it.

B: Definitely. You're so kind to your guests.

A: Always. An old Chinese saying goes, "Isn't it a joy to meet friends from afar?" As China becomes a member of the WTO, we'll have more and more new international friends. At the same time, we're certain to have more and closer business relations with the old ones. It is our hope to make friends around the world.

B: You're right. We'd also like to take this opportunity to establish business relations with Chinese companies. Our ideas coincide with each other.

乙: 您说得对。我们公司是美国最大的电子产品供应商之一,虽然它没有悠久的历史,但是有很大的潜力。这里有本小册子,上面是我们公司及其最新产品的信息,如果您能抽空看看,我们将很感激。

甲: 我们当然看,我也希望能与贵公司进行友好合作。

乙: 谢谢,我们期待合作那天的到来。

(A 是布鲁斯先生, B 是张小姐)

甲: 张小姐,我们能不能碰个面,再多讨论一下这事的细节?

乙: 好的,您什么时间有空?

甲: 我明天有空,您呢?

乙: 恐怕明天都排满了,后天怎么样啊?

甲: 您是说星期三?我想想……我那天上午有另一个约会,下午 2 点前没空。

乙: 但是我下午 4 点要开会。

甲: 那么我们下午 2:30 在您办公室见面怎么样?

乙: 好的,我到时候在办公室里等您。

甲: 那么,作为开始,一起吃午饭怎样啊?

乙: 好主意,上哪儿吃呢?

甲: 向您推荐一家真正中国风味的餐厅,我想您一定会喜欢它的。

乙: 当然了,您对客人真好。

甲: 我们一向都如此。中国有句老话:“有朋自远方来,不亦乐乎?”中国人入世后,我们会有更多新的国际友人,同时也会与老客户有更多密切的联系。我们希望与全世界交朋友。

乙: 您说得对,我们也希望借此机会与中国公司建立商务联系。我们的想法真是不谋而合啊。

A: It seems like that. Well, let's go. I've got something to discuss with you.

B: Okay. We can talk while eating.

甲:是的,不如我们先去吃饭吧,我正好有些事儿想和您商量一下。

乙:好的,我们可以边吃边谈。

Dialogue Four

A: Mr. Brown, our manager, Mr. Wang, would like to meet you?

B: So would I.

A: Are you doing anything this evening?

B: Oh, no. I am free.

A: He'd like to invite you to dinner at the Chuanwangfu Restaurant this evening.

B: That sounds good. When?

A: We'll meet you at your hotel at six p.m. Is it okay?

B: Okay, that is good. And please convey to Mr. Wang my thanks for his invitation.

A: Sure. See you then.

B: See you.

甲:布朗先生,我们经理王先生今天想见见您。

乙:我也想见见他。

甲:您今晚有空吗?

乙:哦,有空。

甲:他今天晚上想请您到川王府饭店吃饭。

乙:听起来不错,什么时候?

甲:我们今天晚上6点到宾馆接您吧,怎么样?

乙:好的,谢谢。请向王先生转达我对他的谢意。

甲:好的,到时候见。

乙:再见。

背景知识

Establishing Business Relations

Establishing business relations is the first step in a transaction in foreign trade. The development and expansion of a business depends on customers. No transactions can be concluded until contacts have been made between two or more companies. Writing letters to new customers for the establishment of relations is a common practice in business communications. To establish business relations with prospective dealers is one of the vitally important measures either for a newly established firm or an old one that wishes to enlarge its business scope and turnover.

建立业务往来

建立业务往来关系是外贸交易中的第一步。公司的发展与扩大取决于客户。只有与两个或更多的公司产生业务往来,才能谈成生意。商务交际中最常见的方式就是给新客户写信以期建立业务关系。对一个新成立的公司或一个期望扩大业务的老公司来说,与有发展前途的商人做生意是至关重要的措施之一。

2. 安排会议 Arranging a Meeting

常用词语

1. timetable, schedule 日程表,时刻表

2. agenda 议程

3. rules of procedure 议事规则

4. items on the agenda 议程项目

5. other business 其他事项

常用句型

1. It's an all-hands meeting.
2. I need an action plan for next Wednesday's meeting.
3. If we are all here, let's get started / start the meeting / start.
4. Please join me in welcoming President Wang.
5. Have you all received a copy of the agenda?
6. Paul? I need to work out a time to get together with your people.

这是一次全体会议。
我需要下周三会议的行动计划。
如果大家都到齐了,那我们就开始吧!
让我们一起欢迎王主席。
大家都拿到会议议程了吗?
保罗?我需要找个时间和你们大家碰头。

情景对话

Dialogue One

- James: I would like to set up a meeting so you can come in and talk to us about your services in more detail.
- Jessica: I am available next Monday or Tuesday, and time after 1:00 p. m. .
- James: Let's say Monday at 2:00 p. m. . Do you know where our offices are?
- Jessica: Yes, I have been there before.
- James: Will you need any additional equipment set up for your presentation?
- Jessica: No. I have a laptop computer. As long as we can hook that up on the conference room, we should be all set.
- James: Ok, see you Monday at 2:00 p. m.
- Jessica: See you then.

詹姆斯:我要安排个会议,要你来给我们详细介绍你们的服务。

杰西卡:我下周一和周二下午一点以后都有空。

詹姆斯:那就定在周一下午两点吧。你知道我们办公室的地点吗?

杰西卡:知道,我以前去过。

詹姆斯:你做陈述时需要其他设备吗?

杰西卡:不需要,我有一台笔记本电脑。只要把它连接到会议室,就可以了。

詹姆斯:好的,下周一下午两点见。

杰西卡:到时见。

Dialogue Two

- A: Hello. Mr. Rothman? This is Michael in Mr. Emory's office. He'd like to set up an appointment with you to talk about buying a new copier.
- B: Sure, I'd be glad to. What time frame did he have in mind?
- A: He'd like to do it as soon as possible, sir. How about tomorrow at 2:45 p. m. ?
- B: Let me see. But my schedule is super tight this week. I think the only time I have free is at lunch on Wednesday.
- A: Let me see what his schedule is like on Wednesday, wait a minute.

甲:你好,罗斯曼先生。我是埃莫里先生办公室的迈克尔。他想和您定个时间商谈买一台新的复印机。

乙:好哇,我很乐意。他觉得什么时间方便?

甲:他希望越快越好,先生。您看明天下午2:45怎么样?

乙:让我看看。可我这星期时间太紧了。我想惟一的空闲是星期三午饭时间。

甲:让我看看他星期三是怎么安排的,请稍等。

B: All right, take your time.

A: Mr. Rothman, it's fine with Mr. Emory.

B: That'll be great. Tell him I'll see him at noon on Wednesday.

Dialogue Three

A: I'd like to set a fixed time for this meeting before we finish today. Can you all take a look at your schedules?

B: Thursday mornings are usually the slowest around here. Why don't we set it for Thursday at 10:00 a. m.?

A: That's out for me. I already have a standard meeting on Thursdays at 9:30 a. m. How about Wednesday at 2:00 p. m.?

B: That's all right for my department. I don't know how the rest of you feel.

A: Does everybody need to be there? Hilary and Jason are on vacation this week.

B: It would be best if everybody could be there. How about next week sometime?

A: Let me take a look at the schedule. No problem. I've got a really light week.

B: Well, let's plan to get together next Monday afternoon, around three?

A: All right, I'll put you in my book. Let's meet before next week's meeting, Mr Johnson. I want to kick around some ideas with you.

B: All right. Anytime's fine by me.

Dialogue Four

Mark: Julie, is the conference room available today at 4:00 p. m.?

Julie: Did you check the appointment book?

Mark: Well the book says Janice is using it from 4:00 p. m. to 4:30 p. m. but I just talked to her and she said she isn't going to use it.

Julie: I wish everyone would just use the book consistently. Then you wouldn't all have to come to me.

Mark: Sorry about that, Julie. So can I use it, then?

Julie: Sure. Do you need an overhead projector or anything?

Mark: Actually I have a Power Point presentation on my

乙:好的,慢慢来。

甲:罗斯曼先生,埃莫里先生这个时间可以。

乙:这很好。告诉我我那时见他。

甲:我想在咱们今天散会前定下开这个会的时间。你们能看看你们的日程安排吗?

乙:星期四上午总是这儿最空闲的时候。咱们可以定星期四上午 10:00。

甲:我不行。周四上午 9:30 我已经有了个例会。星期三下午 2:00 怎么样?

乙:我的部门没问题。不知道你们其他人觉得怎样?

甲:每个人都必须到吗?西勒里和杰森这星期都在休假。

乙:最好每个人都能在。下周定个时间如何?

甲:我来看看时间表。没问题。我一星期都不太忙。

乙:那好,咱们就下星期一下午见。三点左右如何?

甲:行,我在本子上记一下。咱们下周开会前先见一面,约翰逊先生。我有些想法想和你交换一下。

乙:好的。对我来说任何时间都行。

马克:朱莉,下午四点会议室能用吗?

朱莉:你查过登记本吗?

马克:本子上登记着贾尼斯下午四点到四点半用会议室,我刚刚见到她,她说她不用了。

朱莉:我希望每个人都坚持使用登记本。那么你就没有必要来找我了。

马克:对不起,朱莉。那么我能用了,是吗?

朱莉:当然。你需要用投影仪吗?

马克:我在手提电脑里有一份 PowerPoint 演

laptop. Can someone help me plug it into the conference room presentation system?

Julie: I'll get someone scheduled for that. Anything else?

Mark: Nope. That's it.

Julie: So let me just confirm everything and record it in the book. Mark will be using the conference room Thursday the 16th from 4:00 p.m. to ... when did you say?

Mark: Ooops. I forgot to say 4:00 p.m. to 6:00 p.m..

Julie: That's ok. Let's see then. You need it from 4:00 p.m. to 6:00 p.m. and before that you need someone to assist you in setting up the audio video system. Is that right?

Mark: That's right. Thanks, Julie.

示文件。有人可以帮我把它连接到会议室的演示系统上去吗?

朱莉:我安排人去做。还有别的事吗?

马克:没有。就这些了。

朱莉:我确认一下,把它们记录在登记本上。

马克在星期四也就是十六日要用会议室,从下午四点到……你说什么时间?

马克:哦,我忘记说了。下午四点到六点。

朱莉:这样的话。我们看看。你要用会议室,四点到六点。在此之前你需要有人帮助你调试好音像设备。对吧?

马克:是的。谢谢,朱莉。

背景知识

Opening Remarks at a Meeting

Ladies and Gentlemen,

I want to welcome you all here for the fourth annual meeting of our Asian sales staff. I think you are all busy, so I appreciate your making time in your schedules to attend today.

There are 16 participants here today. First, Mr. Carl Allen, our sales manager, will make a few remarks. He will speak about the sales projections from rest of you. We hope that you will all earnestly take part in this meeting.

After the meeting, we will all adjourn to the Rose Room of this hotel for a buffet dinner. Now, I'm pleased to invite Mr. Allen, the keynote speaker.

会议开幕词

女士们,先生们:

欢迎各位来此参加亚洲销售业务部员工第四次年会。我知道你们都很忙,所以非常感谢你们今天抽空参加会议。

今天有16位与会者。首先,卡尔·艾伦先生,我们的业务经理,将发表一个简短的讲话。他将谈谈未来一年的销售计划。在艾伦先生的发言之后,会议将听取在座各位的意见,并开展讨论。希望大家热情参与。

会议结束之后,我们将到本饭店的玫瑰厅,享用自助晚餐。现在,我很荣幸地邀请主讲人艾伦先生讲话。

3. 问候和介绍 Greeting and Introduction

常用词语

1. name card 名片

2. entertainment 款待;招待

3. hospitable 好客的

4. schedule 日程安排

5. tentative program 初步安排

常用句型

1. Here is my name card.
2. It's nice to finally meet you.
3. Let me introduce my colleague to you.
4. I think we have met before.
5. How nice to meet you again.

这是我的名片。
很高兴终于和您见面了。
让我介绍一下我的同事。
我想我们以前见过面吧。
再次见到您真是太好了。

情景对话

Dialogue One

- A: I don't believe we've met.
B: No, I don't think we have.
A: My name is Chen Sung-lim.
B: How do you do? My name is Fred Smith.
A: Here's my name card.
B: And here's mine.
A: It's nice to finally meet you.
B: And I'm glad to meet you, too.

甲: 我们以前没有见过吧?
乙: 我想没有。
甲: 我叫陈松林。
乙: 您好, 我是弗雷德·史密斯。
甲: 这是我的名片。
乙: 这是我的。
甲: 很高兴终于与您见面了。
乙: 我也很高兴见到您。

Dialogue Two

- A: Good morning.
B: Hi, morning.
A: By the way, is that the office manager over there?
B: Yes, it is.
A: I haven't met him yet.
B: I'll introduce him to you.
A: Thanks very much.
B: You are welcome.

甲: 早上好!
乙: 嗨, 早上好。
甲: 顺便问一下, 在那边的那位是经理吧?
乙: 是啊。
甲: 我还没见过他。
乙: 那么, 我来介绍你认识。
甲: 谢谢!
乙: 不要客气!

Dialogue Three

- A: How do you do?
B: Fine. How do you do?
A: Please have a seat.
B: Thanks!
A: First let me introduce our company to you. Our company is doing trade business with America, mainly focusing on the collection and transmission of the information.
B: I see, and what about my work?
A: I am considering you to look after the promotion of the ads. What do you think?
B: All right, please give it to me.

甲: 你好!
乙: 你好!
甲: 请坐。
乙: 谢谢!
甲: 首先我来介绍一下公司的情况。我们公司是面向美国的贸易公司, 主要进行信息的搜索和传达。
乙: 我明白了, 那我的工作是什么?
甲: 我想让你负责广告宣传的工作, 可以吗?
乙: 好的, 请交给我吧!

Dialogue Four

Situation

The seller Miss Lin represents Huaxin Trading Co., Ltd., and the buyer Mr. Cai represents James Brown & Sons Co., Ltd.

- Ms Lin: Good morning, Mr. Cai. Glad to meet you.
Mr. Cai: Good morning, Miss Lin. It's very nice to see you in person. Let me introduce my colleagues to you. This is our manager, Mr. Jia.
Ms Lin: How do you do? Mr. Jia.
Mr. Jia: How do you do? Miss Lin. Nice to meet you.
Mr. Cai: ... And this is Mr. Wang. He is in charge of sales department. This is Miss Huang. She is in charge of business with clients.
Ms Lin: Nice to meet you, Miss Huang, Mr. Wang.
Ms Huang & Mr. Wang: Nice to meet you, Miss Lin.
Ms Lin: How are things going?
Mr. Wang: Everything is nice.
Ms Lin: I hope through your visit we can settle the price for our Chinaware, and conclude the business before long.

情景描述

林小姐代表卖方华新贸易公司,蔡先生代表买方 James Brown & Sons 有限公司。

林小姐:蔡先生,早上好!很高兴见到您。
蔡先生:林小姐,早上好!见到您真高兴,我来向您介绍一下我的同事,这是我们经理,贾先生。

林小姐:贾先生,您好!
贾先生:林小姐,您好!很高兴见到您!
蔡先生:这是王先生,主要负责销售部门。这是黄小姐,主要负责客户业务。

林小姐:黄小姐,王先生,你们好!
黄小姐和王先生:见到您很高兴,林小姐!
林小姐:感觉我们这里怎么样?
王先生:一切都不错。
林小姐:我希望通过你们这次访问我们双方能够确定一下瓷器的价格,而尽快完成这次交易。

背景知识

Business Card Exchanges

Business card exchanges are an important part in international business meetings. Variations include where to keep your cards, which languages the card should be in, and what to do with the business card once you have received it. One rule to follow: Always bring five times more cards than you think you will need. To explore the nuances of a business card exchange, we will examine the exchange as carried out by an American in Japan.

First, the cards should be in English on one side and Japanese on the other. It is important that the company and title be prominently positioned. The cards should be kept in a card holder in the vest or jacket. Never keep the cards in a wallet or a pocketbook. The presentation of the card is done at the beginning of the meeting. Cards are presented with the name (Japanese side) facing the recipient. The card can be delivered by one or preferably both hands accompanied by a slight bow. Receiving a card involves more than one person, each card received should be placed on the table, like an open deck of cards, in front of the recipient so that the executive knows who he or she is speaking with. The recipient should avoid shuffling the cards, placing them in his wallet, or writing on them in the presence of the giver. The business card is the embodiment of the organization; therefore, it should be treated with the utmost respect.

名片互换

互换名片是国际商务会谈中的重要组成部分,但是如何存放名片、使用何种语言和接受名片后如