

新视角系列

Foundation Course
of Business English (I)

商务英语基础教程

(第一册)

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内 容 简 介

本教材共分两册,分别从不同的角度和深度为学生营造了更适合他们的商务英语学习氛围。本书突出实用性和实战技能,以国际商务交际活动为中心,展示如何处理实际交易环节中出现的各类问题,内容涉及国际贸易、商务沟通、商务翻译等,将说、读、写、译四项英语技能与商务业务技巧、商务礼仪和流行口语有机融合。通过经典句型、情景对话、实用课文、练习和商务写作,使学生具备初级商务知识和商务英语应用技能。本书适合普通高等学校商务英语专业的学生使用,也可对相关商务领域从业人员提供参考。

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图书在版编目(CIP)数据

商务英语基础教程.第1册/赵淑燕主编. —北京:北京理工大学出版社, 2009.8

ISBN 978 - 7 - 5640 - 2501 - 4

I. 商… II. 赵… III. 商务 - 英语 - 高等学校 - 教材 IV. H31

中国版本图书馆CIP数据核字(2009)第117465号

出版发行 / 北京理工大学出版社

社 址 / 北京市海淀区中关村南大街5号

邮 编 / 100081

电 话 / (010)68914775(办公室) 68944990(批销中心) 68911084(读者服务部)

网 址 / <http://www.bitpress.com.cn>

经 销 / 全国各地新华书店

印 刷 / 保定市中华美凯印刷有限公司

开 本 / 787毫米×960毫米 1/16

印 张 / 10.5

字 数 / 197千字

版 次 / 2009年8月第1版 2009年8月第1次印刷

印 数 / 1~2000册

定 价 / 22.00元

责任校对 / 陈玉梅

责任印制 / 边心超

图书出现印装质量问题,本社负责调换

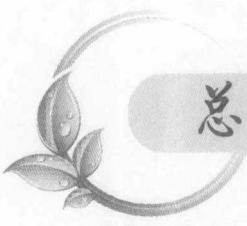
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总序

改革开放的30年是中国敞开对外开放的大门,高速发展、逐渐融入世界经济,并在国际舞台上发挥越来越重要作用的30年。在这段历程中,中国加入世界贸易组织是一个重要的里程碑,极大地推动了中国经济与世界经济的接轨与融合。经济全球化的趋势迫切需要培养大批熟练掌握英语、精通商务知识、熟悉国际商务环境、善于跨文化交际的国际型、复合型专业人才。


此类商务人才的成功培养是诸多环节与因素共同发挥作用的结果,其中必不可少、至关重要的一环就是有一套以此目标为导向的、编写意图明确、选材新颖、针对性强、实用性强的高质量教材。因为教材是一切教学活动得以顺利开展的基础和前提,而学校又是向各行业输送专业人才的重要基地。

本套“新视角系列”规划教材在体系上分为商务英语基础课程教材《商务英语听力教程》《商务英语口语教程》《商务英语阅读教程》《商务英语翻译教程》《商务英语写作教程》等,和商务英语专业核心课程教材《国际贸易实务》《商务英语谈判》《国际贸易函电》《货代操作英语》《报关员实务》《报检员实务》《单证员实务》等。每本教材自成体系,整套教材又是一个有机的整体,形成了科学的商务英语教学体系。另外,本套教材不是封闭的系列,将随着高校课程改革以及现实的经济不断发展情况不断推出新的书目。

本套教材体现了编写者努力将语言技能训练和商务知识学习有机融合的思路和理念,其宗旨是服务于复合型、应用型人才培养的目标。编写者们都是有着多年一线教学经验的资深教师,不仅熟悉英语教学的重点、难点,同时具备丰富的商务贸易领域的专业知识。

本套教材在编写过程中得到了北京理工大学出版社的大力支持,在此表示衷心感谢。

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前言

随着世界经济一体化的快速发展,中国在世界经济舞台上扮演着越来越重要的角色。尤其是我国成功加入 WTO 之后,我国的国际商务交流活动越来越频繁。在这样的时代背景下,懂得商务知识和礼仪,了解国际商务趋势,具有一定的跨文化交际能力,掌握并能熟练应用英语的复合型人才就成为目前经济社会发展急需的。

目前,我国的高等教育还处在不断发展阶段,全面贯彻素质教育是当前的首要任务。我们编写的这本《商务英语基础教程》。本教材共分为两册,分别从不同的角度和不同的深度为学生营造了一个更适合他们的商务英语学习氛围。本书突出实用性和实战技能,以国际商务交际活动为中心,展示如何处理实际交易环节中出现的各类问题,内容涉及国际贸易、商务沟通、商务翻译等方面的内容。通过学习国际商务知识,提高学生的英语说、读、写和译的技能,融合商务业务技巧、商务礼仪和流行口语为一体,操练本书的经典句型、情景对话、实用课文,练习和商务写作,可以使具备初级商务知识和商务英语应用技能。

《商务英语基础教程》的编写具有以下特点。

1. 实用性

本书主要针对商务英语专业低年级学生在学习之初商务知识缺乏和英语技能有限的特点设计,因而对语言和内容的难易程度都有相应的控制,使之更适合学生应用。

2. 专业性

真实、生动的素材,使学生在掌握语言技能的同时,了解现代国际商务的基础知识和操作环境,以达到在体验商务中学习语言、提高商务交际能力的目的。这一特色主要反映在丰富多彩的国际商务内容选材上,涉及现代市场经济条件下商务活动的各个方面和时代课题。

3. 情景性

由于涉及的商务知识比较全面，为了激发学生学习的积极性，在每一章都设置了在某种场景下、关于某一特定内容的情景对话。而通过对对话的学习和练习，能够使学生更好地了解商务知识的应用，提高学生英语技能的掌握。

本书的编写参考了国内外许多优秀的商务英语教材。但由于时间仓促和编者的能力限制，书中难免有不足之处，敬请广大读者予以指正，谢谢！

编 者



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Chapter One

Making an Appointment



1.1 Warming-up

Business people always make an appointment before they go to see or visit their clients or potential customers so that they can make their work more efficient. The following are some useful expressions and patterns to make an appointment.

希望会面

1. I'd like to make an appointment to see you.
我想约个时间与您见面。
2. Would it be possible for me to talk to you in person about that?
我能不能和您本人谈谈那件事?
3. I'd like to see you at your earliest possible convenience.
如果方便的话,我想尽早去见您。
4. Could we meet and discuss the matter in a little more detail?
我们能不能碰个面,再讨论一下这件事的细节?

询问对方的时间

1. What time would be convenient for you?
您什么时候方便呢?
2. When is it convenient for you?
您什么时候方便呢?
3. When would it be most convenient for you?
您什么时候方便呢?
4. When can we meet to talk?
我们什么时候可以见面谈一谈?

陈述方便与不方便的时候

1. Any time you say.



您说的任何时候都方便。

2. Any time between three and five.

3 点到 5 点之间的任何时间都可以。

3. I'm afraid I'm busy all day tomorrow.

恐怕明天一天我都在忙。

4. I'm sorry, but I have an appointment.

抱歉，我有个约会。

约定拜访时间

1. I'd like to see you tomorrow if you have time.

如果您有时间，我想明天去见您。

2. How about tomorrow at ten?

明天 10 点怎么样？

3. Are you free next Tuesday at two o'clock?

下星期二下午两点您有空吗？

4. Is that time convenient for you?

那个时间您方便吗？

1.2 Situational Dialogues

Dialogue A

Julia White is the Sales Manager of Moista Trading Company, which has the business relationship with Mr. Handy's Co., and Julia wants to introduce Miss Seaman, a sales representative of Toya Import and Export Trading Company who wants to build a business relationship with Mr. Handy to him.

Julia White: Hello. Can I speak to Mr. Handy?

Receiver: May I have your name, Please?

Julia White: This is Julia White speaking.

Receiver: Hold on, please... I'm sorry, but he's on another line now¹. Would you care to hold²?

Julia White: Well, I need to leave in a minute. Could you take a message, Please³?

Receiver: Certainly.

Julia White: It's a little complicated... I'm the Sales Manager of Moista Trading Company.

Receiver: OK.

Julia White: I was supposed to meet Mr. Handy for lunch at 12:30 at Ernie Restaurant with a representative of Toya Import and Export Trading company, Miss Seaman.

Receiver: Ernie... Miss Seaman — OK... .

Julia White: But Miss Seaman's flight arrived late, and I need to pick her up at the airport now.

Receiver: Airport — OK... .

Julia White: So please tell him that the time is changed to 1:00.

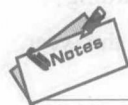
Receiver: One o'clock... .

Julia White: And I hear that Miss Seaman likes to eat Chinese food recently, so I want to meet at Beijing restaurant instead of Ernie's. By the way, please tell him not to book the table, I have done it already.

Receiver: Beijing restaurant... Chinese food — OK. Miss White, I'll give him the message⁴. Anything else⁵?

Julia White: That's all. Thank you for trouble taken⁶. Good-bye.

Receiver: Good-bye!



Notes

1. I'm sorry, but he's on another line now.
对不起，他在接另一个电话。
2. Would you care to hold?
您能稍等一下吗？
3. Could you take a message for me, please?



能为我留个口信吗?

4. I'll give him the message.

我会转告他。

5. Anything else?

还有其他事吗?

6. That's all. Thank you for trouble taken.

就这些, 感谢你的耐心。

Dialogue B

Tim Wolk, the manager of the Export Department in Toya Import and Export Company, wants to inform Mr. Berns, the Sales Manager of the same company to attend the meeting discussing the foreign exchange market and our sales strategy this year.

Tim Wolk: Hello. This is Tim Wolk of the Export Department. May I speak to Mr. Berns?

Receiver: I'm sorry, but he is out of the office right now¹.

Tim Wolk: When will he be back²?

Receiver: He should be back at any moment.

Tim Wolk: I wonder if you could give Mr. Berns a message for me³?

Receiver: Yes, certainly. Just a minute. I'll get a pen⁴. (Pause) Okay, please carry on.

Tim Wolk: There will be a very urgent meeting at three o'clock and I would like Mr. Berns to attend it.

Receiver: Okay, an urgent meeting... three o'clock... May I ask what it's regarding?

Tim Wolk: Yes. It's regarding the foreign exchange market and our sales strategy this year.

Receiver: Shall I tell Mr. Berns to prepare any material?

Tim Wolk: Yes, thank you.

Receiver: I'll let him know, Mr. Wolk⁵.

Tim Wolk: Thank you very much. Bye.

Receiver: Bye.



Notes

1. I'm sorry, but he is out of the office right now.
很抱歉，他现在不在办公室里。
2. When will he be back?
他什么时候回来？
3. I wonder if you could give Mr. Berns a message for me?
你能不能给伯恩斯先生带个口信？
4. Just a minute. I'll get a pen.
请等一下，我拿支笔。
5. I'll let him know, Mr. Wolk.
我会转告他的，沃尔克先生。

1.3 Reading Materials



Text A

HOW TO MAKE AN APPOINTMENT

The most important thing to remember when making appointments is that you are selling the appointment, not your product or services.

Therefore, you do not want to be talking too much. You can **expand** on what you have to **offer** when you get to the appointment.

1. What you need is your opening statement¹ (something you know about them or a **referral**).



2. Your “interest-grabbing”² sentence, something that offers the **customer** a major **benefit to them**.

3. Request the appointment **ensuring** you to give a choice of times so the **prospect** cannot say “yes” or “no”, e. g. “I’d love to get together with you so we can establish how to work for you. When would be a good time for you next week, Monday or Tuesday?”

Sometimes, you do have to **qualify** the person to find out whether your product or service would even be of use to the prospect. You would ask no more than three questions after the “interest-grabbing” sentence, repeat back what they said to indicate that you were listening and then go for the “close” .

There are times when people, who already have a current supplier of your type of product or service, will accept an appointment if you say “Mr Jones, I would like to drop by for six or seven minutes so you know who I am and what we can do for you. I realize that you might not need our services right now but, at least, you will be well informed to make decisions in the future. When would be a good day next week for you, Monday or Tuesday?” People generally do not like having their time **consumed** so, six or seven minutes is not threatening and you are taking away the fear of being sold as you have **acknowledged** the fact that they may not need you right now.

→ New Words

expand	[iks'pænd]	v. 使……膨胀, 详述, 扩张
offer	['ɔfə]	n. 出价, 提议 v. 提供, 出价
referral	[ri'fə:rəl]	n. 提及, 参考, 推荐, 介绍, 指点
benefit	['benifit]	n. 利益 v. 获益
qualify	['kwɒlifai]	v. 取得资格, 有资格
customer	['kʌstəmə]	n. 顾客
ensure	[in'ʃuə]	v. 确定, 保证, 担保
prospect	['prɒspekt]	n. 景色, 希望, 展望 v. 探勘, 寻找
consume	[kən'sju:m]	v. 消耗, 消费, 饮食
acknowledge	[ək'nɒlɪdʒ]	v. 承认, 答谢, 告知收到, 确认



Notes

1. opening statement 开场白

与准顾客交谈之前, 需要适当的开场白。商务活动中开场白的好坏, 几乎可以决定这一次商务沟通交流的成败, 换言之, 好的开场白, 就是商务活动成功的一半。

2. interest-grabbing 引人入胜的, 挑起兴趣的

grab v. 抢夺, 攫取, 夺取

习惯用语: be on the grab 伺机捞一把



Text B

Sometimes as a member of the company, we have to be away on business. In order to make our work more **efficiently**, we need to make an appointment about the related matters, then the telephone plays an important role. While the one who knows better about the role of telephone, not only can make things complete, but also can use it to solve many problems



which cannot be solved easily face to face! Now let's learn how to use telephone to make an appointment and to solve problems.

Office Assistant: Good morning. Odyssey Promotions. May I help you?

Peter: Hello, this is Peter Baker from Communicon. Could I speak to Susan Li, please?

Office Assistant: Just a moment, please.

Office Assistant: I have Peter Baker on the line for you.

Susan: Thank you. Hi, Peter. Nice to hear from you. How's the English weather¹?

Peter: It's pretty good for the time of year. What's it like in New York?

Susan: Not good, I'm afraid.

Peter: That's a pity because I'm planning to come across next week.

Susan: Really? Well, you'll come by to see us while you're here, I hope.

Peter: That's what I'm phoning about. I've got a meeting with a customer in Boston on Tuesday of next week. I was hoping we could **arrange** to meet up either before or after.

Susan: Great. That would give us a chance to show you the **convention** centre, and we could also drop in at Caesar's Restaurant where Gregg has arranged your **reception**.

Peter: That's what I was thinking.

Susan: So you said you have to be in Boston on Tuesday? That's the 8th?

Peter: That's right. Now, I could stop over in New York either on the way or — that would be the Monday. Would that be possible²?

Susan: Ah, I'm afraid I won't be in the office on Monday, and I think Jim has meetings all day.

Peter: Uh-huh, well, the other possibility would be to arrange it after Boston on my way home.

Susan: When do you plan on leaving Boston?

Peter: Could be either Tuesday afternoon or Wednesday morning, but I would like to catch a flight back to London on Wednesday evening.