• 大学英语拓展课程系列



Double Dealing Elementary Business English Course 流畅商务英语听说教程 决战危机

学生用书

James Schofield & Evan Frendo







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出版说明

教育部最新颁布的《大学英语课程教学要求》将大学英语的教学目标确定为"培养学生的英语综合应用能力,特别是听说能力,使他们在今后学习、工作和社会交往中能用英语有效地进行交际,同时增强其自主学习能力,提高综合文化素养,以适应我国社会发展和国际交流的需要",并提出:"将综合英语类、语言技能类、语言应用类、语言文化类和专业英语类等必修课程和选修课程有机结合,确保不同层次的学生在英语应用能力方面得到充分的训练和提高。"《大学英语课程教学要求》明确要求大学英语教学中开设选修课,以满足大学生的实际需求。

依据《大学英语课程教学要求》,上海外语教育出版社邀请国内外英语教学专家开发编写了选修教材,通过教材的出版引领、促进了大学英语选修课程设置的发展,丰富了我国大学英语教学。这些教材品种丰富,涵盖面广,包括以下多个系列:大学英语应用提高阶段专业英语系列教材、大学英语综合应用能力选修课系列教材、职场英语选修教程系列、大学目标英语、牛津专业英语基础丛书等。这些年来,全国数百所高校使用了这些教材,部分老师对教材的内容和编写形式提出了宝贵的建议,为我们进一步完善教材提供了实践依据。

虽然很多高校多年来一直尝试开设选修课,专家学者也进行了理论研究,但目前此类课程在大学英语教学中所占比重并不大,仍处于探索阶段。多数教学专家对大学英语选修课程的具体教学目标和教学内容范围未形成统一认识,教育主管部门亦未出台具体的选修课教学要求。为了进一步推动大学英语选修课教学的发展,外教社在多年选修课教材使用情况调研的基础上,结合专家学者的最新研究成果和建议,充分考虑我国目前的大学英语教学现状、师资条件、实际需求等因素,重新策划编写了"大学英语拓展课程系列",该系列教材包括EAP、ESP和EOP三个子系列。

• ESP (English for Specific Purposes)

专业英语类,侧重提升专业英语能力,在培养学生听说读写译等基本语言技能的基础上,教授与该专业相关的英语词汇和表达,并尽可能传授专业知识,以使大学生可轻松通过英语媒介获取本专业知识和信息。此类课程适合相关专业学生学习,针对性强。

• EAP (English for Academic Purposes)

学术英语类,侧重高级水平英语听、说、读、写、译等技能的培养,为大学生出国留学、攻读研究生、进行科研等学术活动打下更扎实的英语基础。此类课程包括:演讲听说、跨文化、文学赏析、学术英语写作等。适合需要继续在学术上深造的大学生使用。

• EOP (English for Occupational Purposes)

职场英语类,侧重提升职场英语能力,为大学生将来在英语语言工作环境中打下扎实的实用职场交际能力。此类课程多数适合所有大学生使用,有部分教程与专业结合,适合相应专业学生使用。

除了重新修订已出版的教材外,我们还通过邀请更多海内外英语教学专家参与编写、和国外出版社合作出版等方式,扩大本系列教材的选题规模,以满足各专业大学生的学习需求。本系列教材具有时代感强、实用性强、课堂可操作性强等特点,相信会给我国大学英语教学带来新风向。

前言

《流畅商务英语听说教程》(Double Dealing)是一套情景式商务英语听说教材。该教材内容的设计与编排融知识性、趣味性、理论性和实用性于一体,不仅为学习者提供了系统的英语语言知识,还通过各种真实的商务活动为学习者提供了丰富的商务场景,使他们可以有效地提高运用英语进行商务活动的能力。

这套教材区别于其他商务教材的主要特色有:

- 趣味性和激发性强。整套教材的内容设计和编排十分独到,各册均以公司的运作为主线,通过公司运营中的各种问题,以及公司内部、公司与客户之间、公司与合作伙伴之间的各种交流活动,呈现出一个个鲜活的案例和对话,使学生有身临其境之感,在体会激烈的商场竞争的同时,自觉地提高自己用英语进行商战的能力。这种编排手法在一般同类教材中尚不多见。
- 注重跨文化意识的培养。这套教材的各单元均设有"Cross-cultural Focus"项目,针对各种不同文化背景下的商务观点、商务沟通方式以及商务行为等,提供了大量真实的案例,系统地介绍了跨文化商务知识,并辅之以各种强化训练活动,系统地培养学生在国际商务活动中的跨文化意识和跨文化交际能力。
- 注重学习能力的培养。这套教材以形式多样且饶有趣味的"Review"和"Personal Data Bank"练习项目来结束各单元的商务活动,旨在帮助、引导学生总结单元知识与相关技能。这样的设计不仅有利于巩固学生所学的知识与技能,更有利于帮助他们培养良好的学习习惯和有效的学习策略。

该教材各单元主题明确,情节鲜活,语言地道,结构合理,图文并茂,生动有趣;从开始的导入性练习到最后的总结活动,各部分内容精炼,讲练并行,突出听说,结合读写,强化商务英语语言知识的学习和实用商务技能的训练。如果能切实掌握教材中的有关知识和技能,还将有助于学习者通过BEC(剑桥商务英语证书考试)和TOEIC(托业考试)等类型的考试。

《流畅商务英语听说教程》包含"决战危机"(初级)、"破解迷局"(中级)、"成功运营"(高级)三个级别,均由学生用书和教师用书组成,可作为国际经贸、国际金融以及商务英语等专业的教材,也可作为大学英语选修课的教材,还可以作为商界人士自学或相关行业培训的教材。各册教材的故事情节独立发展,因此既可以采用全套教材供三个学期使用,也可以根据学习者的英语水平和兴趣选其中的一册供一个学期使用。

杨翠萍 上海对外贸易学院

Introduction

While we were developing and testing *Double Dealing Elementary*, the students we work with asked us a lot of questions about the book and why we were writing it. Some of these questions are ones you might also have, so we've collected them together, with our answers, for you to read.

WHO IS DOUBLE DEALING ELEMENTARY FOR?

It is a elementary business English course for people in business and students of business.

WHAT DOES DOUBLE DEALING MEAN?

Double dealing means tricking or cheating. The book has an exciting storyline – with a twist. Pelleas Business Hotels Inc. is an international hotel chain based in the US. The company has expanded over the past five years but is now thinking of closing down one of its hotels: the Grand Hotel in Valletta, Malta. The manager of the hotel, Aurora Picardi, has to fight to try to keep it open. The story moves from Valletta to San Francisco, Paris and Berlin and you will help Aurora take part in meetings, write emails, negotiate and make presentations. And find out who really wants to close the hotel ...

WHAT'S IN DOUBLE DEALING ELEMENTARY?

Everything you need for a complete course is contained in one book.

- 10 class units with authentic business speaking, listening, reading and writing tasks, cross-cultural topics and business simulations
- Audio scripts for all the class units
- A list of key vocabulary
- 10 self-study units for homework including listening, reading, writing and pronunciation activities together with answers and audio scripts
- Audio CDs with all the listening tasks for the class and the self-study units

WHAT MAKES DOUBLE DEALING ELEMENTARY SPECIAL?

- Authentic business vocabulary and language The book has the language you need to do your business in English.
- *Storyline* This is interesting and motivating. You will enjoy improving your English because you will want to find out what happens next to Aurora and the Grand Hotel.
- *Cross-cultural themes* Why do we behave in one way and people from other cultures behave in another? This fascinating topic is a big part of the course.
- Business focus Every unit has a skills section which links the language of the unit with ideas from business management training.
- Self-learning As well as the Self-study section, every unit also has a Personal Data Bank. This will help you organise the new language you learn so you can find it more easily when you need it.
- Variety of accents A wide range of native and non-native English accents just like the real world.

These were the main questions people asked. Have you got any more? If you have, then you can write to us at info@summertown.co.uk. We will answer them as soon as we can.

We had a lot of fun writing *Double Dealing Elementary*. We hope you have just as much fun using it and improve your English at the same time. We think you will.

James Schofels

Evan Frends

Contents

		START UP	BUSINESS VOCABULARY	BUSINESS LANGUAGE	CROSS-CULTURAL FOCUS
1	Disaster page 1	customer satisfaction form	responsibilities and personnel	talking about careers	mis <mark>un</mark> derstandings
2	Call me page 13	restaurant review	customer service and illness	using the phone and asking questions	crossed lines, calling abroad
3	Meeting in Malta page 25	collecting a visitor	meetings and telling the time	meetings and checking opinion	cultural sensitivity and insensitivity
4	Changes page 37	charts and graphs	change	agreeing and disagreeing	when yes means no
5	Email me page 49	choosing a hotel	facilities and equipment	emails	'good' tourists
6	Set up a trip page 61	dealing with customers	checking in and out	making appointments	attitudes to time
7	The sell page 73	strengths and weaknesses	comparing	giving a presentation	thinking about the audience
8	You've got a deal page 85	Bergerbild	contract language	negotiating	US negotiations
9	Report time page 97	report types	report vocabulary	report language	writing styles
10	Success page 109	conferences	problems and challenges	telling stories	corruption
		Interaction			page 121
		Audio scripts			page 126
		Key vocabulary			page 139
		Self-study + Answ	8	page 140	

BUSINESS FOCUS	SIMULATION
small talk	cocktail party
checking information	finding the way
successful meetings	meeting 1 – finding a solution
meeting skills	meeting 2 – spending money
email etiquette	organising a conference
car rental	planning a business trip
successful presenters	presentation 1
telling jokes	job negotiation
oral reports	report recommendations
creativity and brainstorming	presentation 2 – reorganisation

Pelleas Business Hotels Inc. is a US-based hotel chain with hotels all over the world. These are some of the employees involved with the company.

REVIEW (Pauline's Problems)

PERSONAL DATA BANK



Aurora Picardi General manager, Grand Hotel Pelleas, Malta



Walter Armitage Consultant, Pelleas Business Hotels Inc., San Francisco



Carlo Rospo Assistant manager, Grand Hotel Pelleas, Malta



Costas Tsappanis

Marketing director,

Pelleas Business Hotels Inc.,
San Francisco



Alison Fisher
Chief financial officer,
Pelleas Business Hotels Inc.,
San Francisco



Tony Kallus Chief executive officer, Pelleas Business Hotels Inc., San Francisco

Disaster

In this unit we practise:

- ♦ business vocabulary responsibilities and personnel
- ♦ business language talking about careers
- cross-cultural focus misunderstandings
- ♦ business focus small talk
- ♦ simulation cocktail party







Walter Armitage Rospo



Picardi





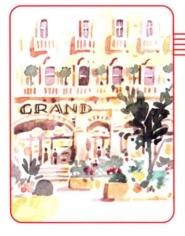
Tsappanis

Alison Fisher

Tony Kallus

START UP

- What is important to you when you choose a hotel a) for business b) for pleasure? Make a list.
- Compare your experiences of hotels with a partner. Which are the best and worst hotels you have ever stayed in?
- Read this short description from a travel guide of the Grand Hotel Pelleas in Valletta, Malta. Answer the questions under it. Would you like to stay there?



The Grand Hotel Pelleas, Valletta, Malta ***

Once a place to find writers like Hemingway, Roth and Scott Fitzgerald, this hotel, which is part of the San Francisco-based Pelleas Business Hotels chain, has seen better days. Opened in 1872 by a local hotelier, Baron Emanuel Picardi (whose greatgreat-great-granddaughter, Aurora, is the present manager), it is a beautiful building with a lot of old world charm - the chandeliers in the impressive reception area and the excellent restaurant, for example - but everything (especially the plumbing!) needs repairing or updating for the modern business traveller. Staff are friendly but slow. Check it out for cocktails and dinner, but stay somewhere else!

- 1 Who owns the Grand Hotel?
- 2 From the description do you think the Grand now has ...?

famous visitors a fitness centre internet and email access

3 How many stars could you give the Grand Hotel for the features below?

video-conferencing good food tennis courts a bar

personnel

food

(1 = bad, 5 = excellent) Why?

- atmosphere
- bathrooms



Last week Aurora Picardi, the general manager of the Grand Hotel Pelleas, was ill. When she got back to work she found this memo from her assistant manager, Carlo Rospo. What was the problem?



Last week was a very bad time for you to be ill! The sales conference for the Pelleas international sales teams was a disaster. Headquarters in San Francisco are very angry. Attached is the feedback form from Costas Tsappanis, one of the senior managers. He wants to speak to you tomorrow! Please phone him around 9 o'clock (his time).





Aurora checks the situation with the hotel staff and then calls Costas Tsappanis in San Francisco. Listen to the conversation and complete the missing information on the form.

Pelleas Business Hotels Inc. Questionnaire



At Pelleas Business Hotels Inc. we want our employees to deliver 100% customer satisfaction. Please fill in our questionnaire. Hotel: Grand Hotel Pelleas Dates of stay: 13-16 January Name: Costas Tsappanis Company: Pelleas Business Hotels Inc Position: 1) Reason for stay: International sales conference Please rate the hotel and the facilities (1 = bad, 5 = excellent) and add comments: Score Comments Receptionist lost the 2) to my room. Reception: 2 Maria, the chambermaid, threw important papers 3) 2 Bedrooms: Toilet blocked Bathrooms: Very good, but head waiter was very 4) 4 Restaurant: Conference rooms: **Technical** 5 Excellent. - equipment: Terrible, 6) had no idea how to use it 1 - support: OK, but very 7) : the porter is at least 901 Staff: 3 Can you recommend Only to my 8) enemy! the hotel? Need somebody with 9) to deal with the problems. What can we change?

	person works behind a desk near the hotel entrance and deals with everyone when in the hotel. receptionist
	is the person who is responsible for cleaning the bedrooms.
	person organises the restaurant staff that bring the food to your table.
	person is there to help you with your luggage.
5 This	person is in charge of marketing.
6 This	person manages large amounts of money in the organisation.
Read th	nrough the customer satisfaction form and find words which fit these definitions:
1 to an	nswer and complete all the questions in a form. fill in
2 a ge	neral word for services and equipment in a hotel.
3 two	words for people who work for an organisation.
4 to to	and her assistant manager, Carlo Rospo, talked about the problems at the sales conference when she came back to work. Read the conversation and e phrases from the box into the right place. Then listen and check your answers.
4 to to Aurora Pelleas put the	and her assistant manager, Carlo Rospo, talked about the problems at the sales conference when she came back to work. Read the conversation and
Aurora Pelleas put the	and her assistant manager, Carlo Rospo, talked about the problems at the sales conference when she came back to work. Read the conversation and a phrases from the box into the right place. Then listen and check your answers. Consible for apologise for to deal with in charge of sorry about
Aurora Pelleas put the resp	and her assistant manager, Carlo Rospo, talked about the problems at the sales conference when she came back to work. Read the conversation and ephrases from the box into the right place. Then listen and check your answers. Carlo, what were you doing during this Pelleas sales conference? I left you 1) in charge of the hotel while I was sick, and when I come back I find this disaster! Yes, well, I'm very 2) that, but we just had a lot of bad luck. I am sure everybody did their best, but some of those salespeople were impossible 3)
Aurora Pelleas put the	and her assistant manager, Carlo Rospo, talked about the problems at the sales conference when she came back to work. Read the conversation and a phrases from the box into the right place. Then listen and check your answers. Carlo, what were you doing during this Pelleas sales conference? I left you 1) in charge of



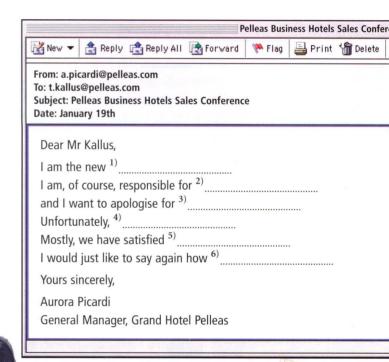
With your partner think of some more word partners for the key words in **bold**. Then compare your examples with other people in your class.

to manage	a team	
general		manager
satisfied		customer

Aurora decides to write an email to Tony Kallus, chief executive officer of Pelleas Business Hotels Inc., about the problems with the sales conference. Complete each sentence for her using language from the Business Vocabulary section.

Hot tip!

Words that can be regularly used together are called 'word partners' or 'collocations'. In business, three key words are 'manage', 'manager' and 'customer'. They often make important word partners, e.g. manage a team, general manager, satisfied customer.





Read this interview with Aurora Picardi in 'Career Woman' magazine, then complete the sentences underneath.

Career Woman: PROFILE

For this week's interview Purdy Smith flew to Malta to meet Aurora Picardi, the 28-year-old general manager of the Grand Hotel Pelleas.

urora Picardi (28) is the great-great-great-granddaughter of a Maltese baron. She is also the general manager of the Grand Hotel Pelleas in Valletta, the first woman ever to hold this position. I started by asking her about her Maltese background.

"Well, I was born in Malta. My father owned and ran this hotel at that time. We moved to England when he sold the hotel to Pelleas Business Hotels in the late 80s."

First of all Aurora went to school in Malta for about five years. "Then we moved to London and later Manchester – that was for eight years."

She ended up at a finishing school in Lausanne, Switzerland. She speaks three languages fluently – Maltese, English and French, and can also get by in Italian and German. She told us about life after finishing school:

"Switzerland was the best place to learn more about the hotel business, which was sort of in my blood anyway, so I spent three years studying hotel management, and then got my first job, as a junior manager in a hotel in Geneva. Since then I've worked in three different hotels in different capital cities."

But Aurora's heart was still in Malta, and when the chance came to go back she didn't hesitate. She explained what happened. "About six months ago I saw that the General Manager job at the Malta Pelleas was up for grabs. Apparently there had been a few problems with the staff, and they wanted someone who knew Malta. That person had to be able to move fast because the last General Manager had resigned at short notice. I jumped at the chance to come back to Malta. I love it, and of course I still have lots of friends here. And my father was buried in Malta when he died. The Grand Hotel is like home for me, in a way."

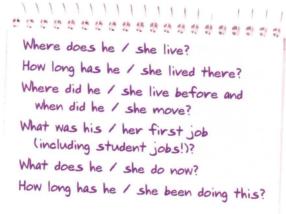


1	Aurora first went to school in Malta.
2	Aurora's finishing school was in
3	Aurora studied
4	Aurora's first job as a junior hotel manager was in
5	Aurora came back to Malta about
6	Aurora is now the

- Read the article again. Look at the following phrases and match the two halves.
 - 1 for about
 - 2 since then I've
 - 3 at short
 - 4 about six
 - 5 that was
 - **6** then we moved
 - 7 first

- a of all
- **b** for three years
- c eight years
- d to London
- e worked in different hotels
- f months ago
- g notice
- Fill in the gaps using for, since, or ago.
 - 1 I've been here since 1983.
 - 2 I've been here ______ eight years.

 - 4 We've been working _____ 3 o'clock.
 - 5 The taxi left five minutes ______.
 - 6 I haven't had a drink _____ the party.
 - 7 I haven't had a drink _____ ages.
- Interview your partner and find the answers to these questions:





Now tell the class all about your partner. Try to include some of the following words or phrases:

first of all then for since about ago

- Discuss with a partner. What do you think Aurora means when she says that:
 - 1 ... her father *ran* the hotel?
 - 2 ... the hotel business is in her blood?
 - 3 ... the General Manager job was up for grabs?
 - 4 ... she jumped at the chance?
 - 5 ... that person had to be able to move fast?



- At this international conference there are some cross-cultural misunderstandings. With your partner discuss what the problem could be in each case.
- Which country do you think the people at the conference come from?
 What advice could you give each person about how to deal with their foreign partner?
 Do people from your culture sometimes behave in any of these ways?

Think about the work place in your own country and answer the questions below.

Then find out what your partner thinks.

1	Do people use first or secon meet someone?	id names the first time they		
	YOU	PARTNER		
2	How do you greet people you know already?			
	YOU	PARTNER		
3	How important is it always to be on time for appointments?			
	YOU	PARTNER		
4	How close do you usually stand to somebody when you are talking to them?			
	YOU	PARTNER		
5	Do you sometimes touch a business colleague when you are talking to them?			
	YOU	PARTNER		
6	Do you ever talk about personal things (family, hobbies, etc.) with a new business partner?			
	YOU	PARTNER		

- Compare your answers with other people in your class. Do you have similar answers or different? Why?
- With your partner write some tips for somebody coming for a short business trip to your country. Use the information you collected in activity 3.
- Is it easy for people to come to live and work in your country for a long time?
 What problems could they have?



1

Look at the table below.

Here are three ways to start a conversation with someone you don't know. Listen to the beginnings of five conversations and tick [) which technique Aurora is using in each case.

Hot tip!

'Small talk' is an important part of doing business. It helps you to develop business relationships, and it can be used to find out more about a person and their company.

	Conversation 1	Conversation 2	Conversation 3	Conversation 4	Conversation 5
Ask a question					
Introduce yourself	~				
Make a comment					

The next stage in talking to a stranger is to find some common interests.

It is important to listen carefully, and say something which shows interest.

Match a sentence on the left with a response on the right.

1 After that we went to Berlin for a few days	a Pleased to meet you, too. I hear you've just flown in from Malaysia.
2 I'm sorry I'm late – the train was delayed.	b Have you seen the opera house yet? It's really impressive. I can recommend it.
3 I've just got to phone my children before they go to bed, so, if you'll excuse me	c Oh dear. How annoying. Not to worry – I only just got here too. Was it the train from London?
4 This food is just great!	d Good idea. I must do the same. Thanks for reminding me!
5 Pleased to meet you.	e Yes, isn't it? I'm going to get some more. Shall I get you something?
6 We've been here for three days now, so we've seen some of the sights already.	f Really? It's a great city. I lived there before I moved to Singapore.

- What do you know about the other people in the class? Talk to as many people as possible in 15 minutes and find someone who:
 - ... has a birthday in the same month as you. (when?)
 - ... can speak three languages. (which ones?)
 - ... has seen a film in English recently. (which one?)
 - ... has to use English for their work. (what for?)
 - ... has visited an English-speaking country. (which one? when?)
 - ... likes the same music as you. (what?)