对外经济贸易大学"十二五"研究生精品教材

高级商务
英语教程 II

ADVANCED
BUSINESS ENGLISH II

V2

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封面设计：

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高级商务英语教程 II

Advanced Business English II

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高级商务英语教程 II
Advanced Business English II

王立非　主编
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前　言

教材背景

随着经济全球化和中国不断扩大对外开放，商务英语的需求快速增长。教育部2007年首次批准对外经济贸易大学开设商务英语本科专业，目前全国已有146所高校开办了商务英语本科专业，商务英语教学改革和人才培养迫切需要高质量的商务英语教材。作者搜索了 Amazon 网络书店，国内外图书以 Business English 为关键词的相关书籍和教材有4 809 条目，这4 800 多条与商务英语相关的书籍（90%是教材）可以分为几大类：

本书获得对外经济贸易大学研究生教材出版基金资助

类（pocket handbook）、剑桥商务英语证书职称考试类（test-based）、体验商务英语综合教程类（integrated approach）、商务英语字典类（dictionary）、商务英语交际礼仪类（communication and cultural-based）。尽管商务英语教材林林总总，但迄今为止，专门为研究生编写的商务英语教材几乎是空白。

广大研究生经过本科阶段的英语学习，在语法和基本语言技能上有了较好的基础，进入研究生阶段，迫切希望能应用所学的英语知识和技能提高自己的专业沟通能力与知识表达能力，能在国际会议上用英文发言和研讨，能阅读和撰写专业学术论文，翻译专业资料。本教材的目的就是满足各类高校的研究生的需求：（1）提高英语专业沟通能力和学术表达能力；（2）提高商务英语学习能力和表达能力。

教材特色

本教材由多年从事商务英语教学与研究的专家教授编写，充分体现商务英语的教学理念，以商务知识为语境，以商务技能为核心，做到六个统一，将商务话题、情景会话、语言功能、写作模块、商务实战、人文气息融为一体。教材具有知识系统性、互动性、相关性、话题性、时尚性。教材商务知识新，思辨性和实用性强，体现在以下几方面：

（1）口头沟通：帮助学生掌握商务沟通的五个基本会话功能，社交英语、电话英语、会晤英语、谈判英语和会展英语技巧，提供语言表达箱。

（2）书面写作：帮助学生掌握各类商务写作的技巧，会议记录、备忘录、商务信函、报告、提案、市场调研报告、商业企划书及各类推广材料等在内的写作练习。

（3）商务体验：帮助学生熟悉并掌握各类商务题材的语言和风格，提升阅读技巧和商务情景下的词汇运用能力、语言表达能力和英语思维能力。

（4）案例分析：帮助学生熟悉并掌握基本的案例分析技巧，从而培养他们在商务场

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广大研究生经过本科阶段的英语学习，在语法和基本语言技能上有了较好的基础。进入研究生阶段，迫切希望能应用所学的英语知识和技能提高自己的专业沟通能力与知识表达能力，能在国际会议上用英文发言和研讨、能阅读和撰写专业学术论文，翻译专业资料。本教材的目的就是满足各类高校的研究生的需求：（1）提高英语专业沟通能力和学术表达能力；（2）提高商务英语学习能力和表达能力。

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景中对复杂问题用英语进行分析问题，解决问题的思辨能力。

（5）人文素养：尽量在每课中涵盖重要的功能语言，如发表看法、同意反对、比较异同点、表达个人喜好、评判是非、表达感情等。同时能够将人文气息渗透在阅读和听力材料里，以期表达商务人才培养里的人文理念。

教学安排

本教材共 18 单元，分为两册，每册共 9 单元。第一册强调个人职业生涯和普通商务语境下的重要话题，要求学生对幸福、成功、竞争、风险、创业、网络、道德、全球化、媒体等职业话题进行深入的探讨和表达。第二册侧重商务专业领域的话题，要求学生能够就经济、管理、文化、交际、战略、法律、金融、贸易、营销等进行深入的探讨和表达。每单元需用 4 课时，教师可以充分利用教材提供的话题和输入，组织课堂教学。

教材对象

本教材的使用对象为全国各类高校的非英语专业的研究生，特别是财经类高校的研究生和其它高校的经管专业研究生或 MBA 研究生，也可作为财经类高校复习考研的参考用书。此外，也可作为各类高级商务英语学习者和商务人员的培训教材，其它对商务英语感兴趣的社会读者自学也可使用。

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编　者

2014 年 1 月

于北京

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Unit 10

Business Communication

Overview

- **Brainstorming** (a small quiz, discussion, business conversation)
- **Reading** (vocabulary, notes, reading comprehension exercises)
- **Listening** (fill in the blanks, answer the questions)
- **Skills** (Negotiation: bargaining on workload and salary)
- **Case Story** (Wahaha case: write a letter of gratitude to a media firm)

Brainstorming

I. A small quiz: Please do the following quiz to check your communication skills.

1. Do you like to talk to people?

   A. Yes, very much.   B. Just so so.   C. No, not at all.

2. Can you tell when someone doesn't understand what you are saying?

   A. Yes, I can.   B. Sometimes I can.   C. No, I cannot.

3. When you talk to someone, do you put yourself in other's shoes?
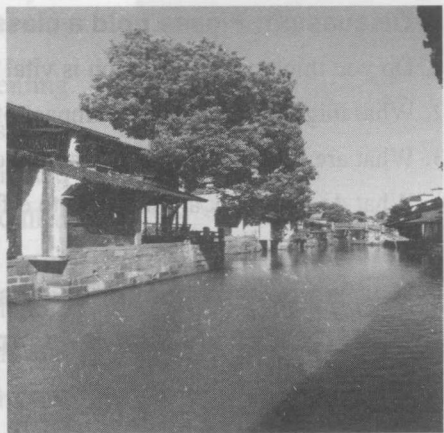
1

A. Often.　　　　　　　B. Sometimes.　　　　　　C. Rarely.

4. Do people get what you are saying?

A. Often.　　　　　　　B. Sometimes.　　　　　　C. Rarely.

5. Do you find it hard to express yourself fully to people?

A. Often.　　　　　　　B. Sometimes.　　　　　　C. Rarely.

6. If you disagree or have something relevant to add, will you interrupt the speaker to make sure your views are heard?

A. Often.　　　　　　　B. Sometimes.　　　　　　C. Rarely.

7. When people become emotional during the conversation, do you feel puzzled and get carried away by the mood?

A. Yes, I get emotional too.　　B. Yes, I stop talking.　　C. No, I keep calm.

8. Do you say everything directly and candidly without using any euphemism?

A. Often.　　　　　　　B. Sometimes.　　　　　　C. It depends on the situation.

II. Discussion: Please hold a class discussion on the following questions.

1. Do you think communication is vital in an organization? Why?

2. What might be the negative impact of poor communication on a company?

3. What are the usual forms of internal communication in an organization?

4. What do you think are the keys to effective communication?

III. Business conversation: Please look at each of the following expressions and decide whether it is appropriate or inappropriate based on your understanding.

Expressions	appropriate	inappropriate
1. This is how you should handle it.	_____	_____
2. I suggest we handle it in this way.	_____	_____
3. Pass me the document!	_____	_____
4. Would you please pass me the document?	_____	_____
5. Sorry, I can't. I have another appointment.	_____	_____
6. That is a good idea! But sorry I am already otherwise engaged today.	_____	_____
7. Look at this report, will you?	_____	_____
8. Could you help me improve this report?	_____	_____
9. You are wrong and I don't agree with you.	_____	_____
10. I am afraid I disagree with you there.	_____	_____

Reading

The article is adapted from *The Wall Street Journal* on August 17, 2010 by Evan Ramstad.

Korean Firm Tweaks Twitter for Workers

Korea's LG CNS uses Web service to build internal system for workers to communicate.

SEOUL—When a senior executive at a company of the Republic of Korea recently wanted to find some partners for lunch, he sent a Twitter message—but only to employees within his technology-services firm.

The company, LG CNS Co., has been experimenting with a version of Twitter—the short-burst messaging service used on computers and cellphones—that it created for the internal use of its 7,000 employees. Called BizTweet, the system at LG CNS is an example of a less-**heralded offshoot** of the Twitter phenomenon: Companies are using it for internal communication and other purposes beyond the external marketing for which it has become well known.

Twitter Inc., the San Francisco-based creator of the system, initially marketed its service as a way for individuals to broadcast quick messages to friends. Companies like Starbucks Corp. and Virgin Atlantic Airways Ltd. have **embraced** it as a way to reach consumers. But now, just as they did with other Web technologies, people are finding new ways to make use of the Twitter concept.

Twitter's creators laid the foundation for such development by using open-source software to make the system and releasing features they've developed in a

tweak   *vt.* 扭；用力拉；开足马力

herald   *vt.* 通报；预示……的来临
offshoot   *n.* 分支；支流；衍生物

embrace   *vt.* 拥抱；信奉，皈依；包含

interface   *n.* 界面；接口；接触面

showcase   *vt.* 使展现；在玻璃橱窗陈列
reinforce   *vt.* 加强，加固；强化；补充

smartphone   *n.* 智能手机
uptake   *n.* 摄取；领会；举起

swift   *adj.* 快的；迅速的；敏捷的；立刻的

prominent   *adj.* 突出的，显著的；杰出的；卓越的

array   *n.* 数组；排列，列阵；大批，一系列；衣服

real-time   *adj.* 实时的；接到指示立即执行的

intranet   *n.* 内联网；企业内部网

seminar   *n.* 讨论会，研讨班

public form called an application programming **interface**, or API. A Twitter spokesman said BizTweet is "just another cool use" of Twitter's technology and "**showcases** the power of open platforms and **reinforces** Twitter's value for businesses". He said more than 230,000 third-party applications have been built using Twitter's technology.

In the Republic of Korea, Twitter is a relatively new phenomenon due to the delayed entry of **smart phones**, which were kept out of the country by government rules until last year. But the **uptake** has been **swift** this year. Estimates vary widely, but there are believed to be between 400,000 and one million Twitter accounts in the country. Several **prominent** executives, politicians and entertainers have built followings for their Twitter messages, or tweets.

At LG CNS, a group of developers who maintain the company's **array** of internal message boards, employee blogs and databases decided the Twitter-style service could provide a means for mass communication that was less formal than email and less technical than postings on topic-oriented bulletin boards.

The group of employees took several of the key Twitter APIs and built BizTweet on LG CNS's internal network. Last month, they invited 1,000 employees to test BizTweet. What has emerged, they say, is a **real-time** public conversation in the company. On Monday, the company made BizTweet available to all of its employees, and they posted more than 300 messages.

"This system doesn't replace any of the other tools on the **intranet**," says Lim You-kyoung, one of the developers. "It is more informal and creative." Employees discuss simple things like the weather and sports, but most of the traffic ends up being about work. They notify each other about **seminars**, post reports from meetings, seek volunteers

to test products and **solicit** ideas for problems they're facing with customers.

solicit   *vt.* 征求；招揽；请求；乞求

LG CNS's executives worried that BizTweet users might become too focused on nonwork items, becoming a kind of electronic water cooler that couldn't be controlled, says Choi So-young, a company spokeswoman who participated in the test. "This is not a playground," Ms. Choi says. But few rumors and time-wasting information emerged on the corporate system. Developers say that's because the system uses an employee's real name and photograph, unlike the **pseudonyms** on the public Twitter. "Before you write something down, you are likely to think that everyone can see it," says Yi Jae, another LG CNS employee. "We say it's fun but less fun" than the public Twitter, he says.

pseudonym   *n.* 笔名；假名

LG CNS is studying whether to provide the system as a product to its clients, which hire the company to design, build and sometimes run their data systems. The company is part of the LG business group that is best known for LG Electronics Inc., maker of televisions, cellphones and appliances, and LG Chem Ltd., the maker of batteries for **hybrid** and electric cars.

hybrid   *adj.* 混合的；杂种的

But the company's marketers face a challenge because the corporate culture inside most companies of the Republic of Korea is still **rigidly** hierarchical, with information chiefly flowing from the top down and lower-level employees rarely allowed to directly talk to senior executives. Many firms may be reluctant to embrace a system like BizTweet that permits such an open flow of communication.

rigidly   *adv.* 严格地；坚硬地；严厉地；牢牢地

"Corporate culture is changing and **autonomy** and creativity is more and more important," says Kang Yu-kyoung, one of the developers at LG CNS. "This is just part of that change."

autonomy   *n.* 自治，自治权

Source: http://online.wsj.com/article/
SB10001424052748703960004575427491021584232.html

Notes

1. Twitter

Twitter is an online social networking service and micro blogging service that enables its users to send and read text-based messages of up to 140 characters, known as "tweets". It was created in March 2006 by Jack Dorsey and launched that July. The service rapidly gained worldwide popularity, with over 500 million active users as of 2012, generating over 340 million tweets daily and handling over 1.6 billion search queries per day. Since its launch, Twitter has become one of the top 10 most visited websites on the Internet, and has been described as "the SMS of the Internet". Twitter Inc. is based in San Francisco, with additional servers and offices in New York City, Boston, and San Antonio.

2. LG CNS

LG CNS is a subsidiary of the LG Group founded in 1987 that provides information technology services including consulting, System Integration, Network Integration, Business Process Outsourcing, and Information Technology Outsourcing. Currently, LG CNS "is Korea's largest IT service provider and has implemented a number of large-scale public IT infrastructure projects and played a major role in the Korean government's e-Korea initiative."

3. Starbucks Corp.

Starbucks Corporation is a global coffee company and coffeehouse chain based in Seattle, Washington. Starbucks is the largest coffeehouse company in the world, with 20,366 stores in 61 countries and regions, including 13,123 in the United States, 1,299 in Canada, 977 in Japan, 793 in the United Kingdom, 732 in China, 473 in the Republic of Korea, 363 in Mexico, 282 in China's Taiwan, 204 in the Philippines, and 164 in Thailand.

4. Virgin Atlantic Airways Ltd.

Virgin Atlantic Airways Limited (operating as Virgin Atlantic) is a British airline owned by Sir Richard Branson's Virgin Group (51%) and Singapore Airlines (49%). Its headquarters is in Crawley, West Sussex, England, near Gatwick Airport.

5. API

An Application Programming Interface (API) is a protocol intended to be used as an interface by software components to communicate with each other. An API may include specifications for routines, data structures, object classes, and variables. An API specification can take many forms, including an International Standard such as POSIX, vendor documentation such as the Microsoft Windows API, the libraries of a

programming language, e.g. Standard Template Library in C++ or Java API.

Exercises

1. Please answer the following questions.

1) Why is Twitter a relatively new phenomenon in the Republic of Korea?

2) Why do people in LG CNS decide to use the Twitter-style service among its employees?

3) What do the employees usually do with the twitter service in LG CNS?

4) What do the LG CNS's executives worry about the service?

5) "We say it's fun but less fun" than the public Twitter. What does this mean in this text?

6) At the end of the article, the author says the company's marketers face a challenge. What is the challenge and what does he mean by saying this?

2. Please fill in the blanks with the words from the box below. You may need to change their forms when necessary.

make use of	embrace	make available to	due to
lay a foundation	be reluctant to	be kept out of	an array of
end up	provide a means		

1) Ending the ethanol credit will increase federal tax revenues and so _____ the government money that can be spent on other things.

2) Indexes _____ for the server to find a particular row of data in the table without having to search the entire table.

3) Countries struggling with widespread poverty and unemployment can _____ clamp down on an industry that provides so much revenue and so many jobs.

4) In this article, I discuss the different types of reusable assets available to the architect, their characteristics and interrelationships, and how best to _____ them.

5) Despite the convenience and instantaneity brought about by the wireless smartphone many people are not ready to fully _____ the idea and functionality.

6) As now, the immediate challenge was to contain financial panic and the deeper challenge was to _____ for renewed and inclusive prosperity.

7) Domestic politics and nuclear posturing suggest that foreign oil companies and expertise will _____ Iran for a longer period, deferring any output increase.

8) They argue that gross inequality tears at the human psyche, creating anxiety, distrust and

_____ mental and physical ailments—and they cite mountains of data to support their argument.

9) The humor in one language cannot be fully appreciated by a person from another language _____ differences in culture.

10) Tell someone (particularly children) to do the opposite of what you really want, and they will rebel and actually _____ doing what you want.

3. Please translate the following sentences into Chinese.

1) Called BizTweet, the system at LG CNS is an example of a less-heralded offshoot of the Twitter phenomenon: Companies are using it for internal communication and other purposes beyond the external marketing for which it has become well known.

2) Companies like Starbucks Corp. and Virgin Atlantic Airways Ltd. have embraced it as a way to reach consumers. But now, just as they did with other Web technologies, people are finding new ways to make use of the Twitter concept.

3) In the Republic of Korea, Twitter is a relatively new phenomenon due to the delayed entry of smartphones, which were kept out of the country by government rules until last year. But the uptake has been swift this year.

4) Developers say that's because the system uses an employee's real name and photograph, unlike the pseudonyms on the public Twitter. "Before you write something down, you are likely to think that everyone can see it," says Yi Jae, another LG CNS employee. "We say it's fun but less fun" than the public Twitter, he says.

Listening

Listening 10.1

Listen to the passage "How to Improve Your Communication Skills" and answer the following questions.

1. In this listening the speaker mentions 7 ways to improve your communication skills and they are:

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

7) _____

2. Listen to the lecture and fill in the blanks.

1) Listen actively, reinforcing their message with statements such as, "Yes, I see." _____ their points with _____ feedback like, "What I hear you are saying is..." so they know they have been heard.

2) Animate your conversations by avoiding a _____ —modulate your _____. Deepen your _____ by speaking from your diaphragm.

3) Establish eye contact, or you risk being perceived as _____ and _____. Use _____ hand gestures to emphasize points.

4) Remain positive and show _____. Refrain from making _____ about others or weighing the conversation down with _____.

Listening 10.2

Listen to the lecture on ways how to improve your level of emotional intelligence and answer the following questions.

1. What are the ways to improve your level of emotional intelligence according to the lecture?

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

7) _____

2. Please answer the following questions.

1) In terms of language, what is the difference between a thought and a feeling?

2) How do we show others that we care?

3) At the end of the listening, the author gives two pieces of advice. What are they?

Business English Skills

Negotiation: Bargaining on Workload and Salary

Discussion:

1) Have you ever bargained on housework and pocket money with your parent? Have you ever bargained on workload and salary with your boss? How did you do it? Talk about your experience.

2) What do you think is the most difficult part when you negotiate with others?

3) What do you usually do when the negotiation is bogged down?

4) What skills are necessary and what steps are involved in daily negotiations?

Task: You are a junior administrator hired by a company on a contractual basis. Now you need to renew the contract for the second three-year term. You want the boss to either increase annual salary or pay overtime work. Please think at least three reasons (your past performance, double workload, inflation rate and key role in administration) to negotiate with your boss and persuade him or her to your terms of contract.

▶ Negotiation Language Box

Starting aims	I am here to talk about…
	I don't mean to bother you but may I take some time to...
Focusing the discussion	Let me be straight and talk about the new contract terms.
	Don't beat around the bush; be focused.
	May I draw your attention to the point…
	Our priority for the discussion is to…
	There are three specific reasons that I'd like to give for my salary increase.
Bargaining	I treasure the opportunity you've given to me, but…
	What is your suggestion?
	How about paying you at the end of the year based on company's profitability?
	This is against company's HR policy.
	If that is the case I have no alternative but to resign.
	What I want is just…isn't it fair?