



商务英语

Business English

新编教程

◎主 编 张秋平

◎副主编 俞海峰 张 楠



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前 言

随着经济全球化和中国经济的快速发展以及中国成功地加入世界贸易组织，越来越多的中国企业开始走出去，寻找更多的商务契机以寻求更好的发展空间。与此同时，世界上知名的大企业和跨国公司也纷纷来到中国，从事各种各样的商务活动。在此背景下，越来越多的商务人士需要进行面对面的交流，以更好地完成相应的商务活动。

为了满足高等院校对复合型人才培养的要求，本书以各种各样的商务主题为主线，贯穿商务技能训练，切实提高学生及商务人员在从事商务活动中的听说能力以及商务写作能力，进一步扩大学习者的商务知识以及相关技能。全书内容涵盖了商务活动中涉及的多个方面，使学习者用英语把所涉及的知识都得到应用。本书具有一定的理论性，又具有鲜明的实用性和操作性，还有助于学习者了解全球各国或地区不同文化背景和商务习俗知识。

全书内容翔实，叙述准确具体，各章节之间相互独立，又有一定的连续性，使得整本书紧密联系、浑然一体。本书从求职、办公文化、商务电话、出差、索赔、保险等各个方面所需要的语言知识以及写作知识入手，结合实际向学习者介绍了相关的操作技巧。

本书分工如下：张秋平，第1~4单元；张楠，第5、8单元；俞海峰，第6~7单元、第9~10单元。

本书的出版得到了中国财富出版社的鼎力支持，在此表示衷心的感谢。由于编者水平有限，书中不足之处在所难免，敬请国内外专家、学者以及广大读者批评指正。

编 者

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Unit 1 Interview

Learning focus

After the completion of this unit, you will be able to:

Grasp the skills of interview;

Learn how to write a resume;

Be familiar with the cover letter.

Part 1 Warming up

Read the Following Article about the American Employment

The Washington area job market is tougher than it was six months or even three months ago. The outlook here is still better than it is in many other parts of the country, but there are differing views on just how promising the market is. As the economy cools, more and more people are searching for jobs and many are using recruiting firms, or “headhunters”.

Recruiting is the multi-billion-dollar industry that links job seekers with companies looking to hire new employees. According to the *Fordyce Letter*, the industry’s leading trade journal, there are more than 125000 executive recruiters alone in the United States. Every industry, and every profession, has its own specialized recruiters. For example, there are recruiters who specialize in sales and marketing, finance and accounting, or public relations and lobbying. There are recruiters who specialize in finding candidates for technology companies, retail companies, aerospace and aviation, education and not-for-profit organizations.

(www.hirestrategy.com/articles/feature)

Part 2 Speaking Task

Dialogue 1

A Dialogue Between an Interviewer and an Applicant During the Interview

Interviewer: May I help you?

Applicant: I’m Yang Hai. I’ve come for an interview as requested.

Interviewer: Oh, yes. We have received your letter and resume. We are interested in yours, so we ask you to come here for an interview.

Applicant: It's a great pleasure for me to have this opportunity for interview.

Interviewer: Have you got any experience in advertising?

Applicant: Yes, I have been working in an advertising firm for three years.

Interviewer: What kind of work were you responsible for at your previous company?

Applicant: I was responsible for advertising designs.

Interviewer: Why did you leave your previous job?

Applicant: Mm... I'm desirous of leaving that small company to broaden my experience and improve my position. So I decided to change the job.

Interviewer: Why do you choose this company?

Applicant: Your company is one of the largest and best firms in this line of business. The excellent working conditions and surroundings are helpful to the further development of my abilities.

Interviewer: Do you think you are qualified for the post?

Applicant: Yes. I'm always able to develop new ideas. This is very important for advertising business.

Interviewer: You are self-confident, aren't you?

Applicant: Well, I'm quite active and energetic. I'll prove myself to be valuable to this company.

Interviewer: Then, what is your expected salary?

Applicant: As for salary, I leave it to you. I believe you must have a standard starting salary which should be satisfactory.

Interviewer: To be frank, the starting salary is not high. But there are many fringe benefits and there will be many opportunities for advancement. If you do well, we'll give you raises according to your performance after three months' probation period.

Applicant: I see.

Interviewer: If we decided to hire you, when could you start working?

Applicant: I can start anytime.

Interviewer: OK. If you are wanted, we may notify you. Well, how can we contact you about our decision?

Applicant: By telephone, please. My number is on the resume. When can I know whether I am accepted or not?

Interviewer: Next Friday at the latest.

Applicant: Thank you very much. I'll look forward to hearing from you. Goodbye.

Dialogue 2

A Job Interview Need not be a Battle of Wills

Neal Lucas is a consultant with Forde May Consulting, which specializes in hunting, recruitment and selection. Here is the conversation between Mr. Lucas and a job hunter.

Neal Lucas: The prospect of having to attend an interview is as much fun as a visit to the dentist for many people are looking for a job. It will no longer arouse feelings of worry, fear and anxiety.

Applicant: Why is this?

Neal Lucas: Well, it is easy to become fixated on the idea that your interview will turn out to be a battle, with you and the interviewer circling one another, ever alert for any weaknesses in the opponent's armor that will allow you to press home the advantage.

If you win, then the job is yours; if you lose, the position goes to another candidate and your pride ends up being a little dented. However, it need not be this way; an interview should be an enjoyable experience, where both parties win. Regardless of how the interview structured, you need to find yourself in a two-way conversation with the common purpose of determining whether your ability can do the job well and your needs will be satisfied.

Applicant: What, then, preparations we should do for an interview?

Neal Lucas: Before an interview, ask yourself some questions such as: What do you want from the job and why do you want it? What are your short-term and long-term career plans? Why do you choose this company, in this industry. In addition, you may do your research in advance using your personal network of friends and contacts, the internet and sources in the press. Then you can surely get a real feel of what the job will be like.

Then you can make a list of the skills that you have that qualify you for the job. Things like "I am good with people", "I can organize my time efficiently", "I am looking for a challenge" are not going to fool anyone unless you are able to back them up with convincing evidence.

Applicant: Is working experience important for an applicant?

Neal Lucas: Absolutely. So before an interview, you'd better get your hands on the job and personal description, and go through each point jotting down notes beside each one. You have to get that employers don't just want to hear about that roles you have held. They also want to hear about what you believe you have accomplished in that role, how you have helped the bottom line of your current or previous employer or what new practices and techniques in place owe to you, and how you have made you marked, etc.

Make a note of what you don't know about the company and the specific job, and draw up a

list of questions that you can ask during the interview.

In a word, you'd better find out everything you can about what is going to be happening on the interview day, such as-how many interviewers will be there? What are their names? Where is the interview being held? How long will it take you to get there? Who should you ask to see when you arrive at reception?

Applicant: And on the interview day what we may have to do?

Neal Lucas: Make sure you arrive on time-at least 10 minutes before the appointment. In this way you can take measures to avoid appearing too hot and flustered when you arrive. You will also have a few minutes to sit down and relax. Remember you are both being judged and looking to gather information from the moment you arrive to the moment you leave. And you never know what the receptionist might say about you if you are not polite and courteous.

Applicant: How can I make myself look welcoming and know whether or not I could work there?

Neal Lucas: Listen to the questions you are asked and, in turn, give clear, articulate and brief answers. Take care not to speak too much or you will see your interviewer's eyes starting to glaze over. If you are concerned that you are saying too little, check by asking "Have I fully answered your questions?" If you find your hands grasping the sides of the chairs, then you are too tense. Just try to relax and be yourself. Remember that one of the main aims of the conversation is for the interviewer to get an idea of what you are like as a person.

Applicant: What else can you suggest?

Neal Lucas: Always be positive. Even if you have the person you used to work for, try to avoid using any language derogatory to your current or former employer. It is useful to know that nobody like someone who see the worst in everything.

Also, in an interview, you will have to meet the other person's eyes. Lack of eye contact can look shifty (though that can vary with the culture of your interview).

Applicant: Should I appear honest in an interview?

Neal Lucas: Right. In interviews there is no time to be humble. Be careful not to under-sell yourself, but at the same time avoid exaggeration and remember anything you say at interview you will have to back up with action in the job.

Applicant: How should I say to end the conversation?

Neal Lucas: Finally, when you leave the interview, make sure that you know what is going to happen next. If a company likes you, it is quite likely that you will end up having more than one interview. Be absolutely clear at each stage that you know what the next step is. Otherwise you could find yourself wasting your time waiting for the phone to ring. And, if everything goes

well, you will have found exactly the right job, and the company will have found exactly the right employee.

Applicant: Thank you so much, Mr. Lucas. I've really learned a lot.

Neal Lucas: My pleasure.

Part 3 Reading Task

How to Make a Successful Interview

The key to success is to prepare well to show the interviewer(s) that you understand the job, have researched the employer and match the characteristics they are looking for. You have cleared the first hurdle of selection with your written application. Now you have a chance to make a personal impression on the selectors at interview.

This section gives general tips on preparation. You can find information on different types of interview and specific advice on academic job interviews. You can also look over examples of interview questions. Some jobs will involve one interview, others may have two or three in a series as candidates are screened out. Other recruiters may invite you to an assessment centre for a series of selection tests and activities.

The Purpose of an Interview

An interview is a two-way process. You are chasing your ideal job; they are chasing their ideal candidate. You are marketing yourself; they are marketing the organization.

An interview is a two-way process as follows:

The selectors want to:	You want to:
verify your claims	verify their claims
evaluate your skills and professionalism	understand what the job entails
establish the relevance of your skills	convince them your skills match the job
decide whether you would fit in as their employee	decide whether you want to work with them
promote the organization	persuade them you are worth employing
find out if they can afford you	find out if they will pay you enough (don't discuss this before an offer is made unless they raise the subject)

Preparation

The more prepared you are, the more relaxed and confident you will feel and the better impression you will give them.

- (1) Ensure your message at interview is consistent with your application. Refamiliarise yourself with your CV, application form, covering letter and notes you have made while researching the job.
- (2) Get back in touch with any personal contacts in the organization to learn about any internal changes or issues. Ask about interview procedures.
- (3) Look at websites, the press and annual reports.
- (4) Look at the position specification or advert again to be clear about skills that you need to demonstrate. Check the evidence you included in your application and think of a couple of new examples for each skill. Draw examples from all parts of your life-not just from work.
- (5) Think about the kinds of questions you may be asked and how you will respond.
- (6) Try to find out what type of interview you will have and look at the tips below on presenting yourself.
- (7) Prepare your own questions to ask.

The balance of power in an interview is more equal than it may feel. Just as candidates are not all perfect, interviewers are human too, and not all are highly experienced or highly trained.

How to Present Yourself

Personal presentation is crucial. The tips below are common sense, but you'd be surprised how many people fall down on one or more of these.

You Will Never Get a Second Chance to Make a First Impression

Some Dos

- A.** Be punctual and unflustered and make a strong first impression-smile, firm handshake, confident body language.
- B.** Dress smartly, appropriately to the occasion and organization, but be comfortable.
- C.** Maintain eye contact with the interviewer(s) and listen carefully. Ask for clarification if unsure of the question-this is not a sign of weakness, but conveys confidence and assertiveness.
- D.** Speak slowly (but not too slowly!) and clearly and be interested and enthusiastic.
- E.** Answer questions fully, illustrating them with real examples and explaining your personal contribution (talk about what "I" did, not what "we" did)
- F.** Be specific and succinct-don't waffle.
- G.** Watch the interviewer's body language to gauge whether you are talking too much.

H. Maintain a positive attitude—even when describing difficulties you have encountered. Explain what you have learned from dealing with problems.

I. Be yourself—the interviewer is assessing your personality as well as your answers and take a list of your own questions. Use them to show your genuine interest in the job and the research you have done into the organization.

J. When the interview is over, leave positively and thank the interviewer(s).

A Few Don'ts

A. Lie or exaggerate.

B. Lose your temper.

C. Criticize your previous employer.

D. Fidget or slouch.

E. Swear.

F. Interrupt.

After the Interview

If all has gone well, you should receive a job offer or progress to a second interview or assessment centre.

If you aren't selected, spend some time reflecting on what to improve next time. Do ask for feedback, it can be very valuable. Most employers are willing to give feedback to unsuccessful interview candidates, but few are ever asked.

(<http://www.vitae.ac.uk/researchers/1380/Successful%20interviews.html>)

Part 4 Writing Task

How to Write a Powerful and Successful Resume

By Peter Newfield

When presenting a resume to a prospective employer, whether on paper or on-line, you have approximately 15 ~ 30 seconds to get past the “gatekeeper” whose job it is to screen resumes out, not in. Putting your best effort out there is critical in making that all important first impression.

From a content standpoint, a resume should start off with a “Summary of Qualifications” which

is a 3 ~ 8 sentence overview of your career experience. Unless you have recently graduated from college or you are completely changing fields, an “Objective” is not appropriate to start off the resume. In your “Summary of Qualifications” you can hit the highlights right up front—“twenty years of product marketing experience”, “skilled in building strong sales teams” or “fluent in Mandarin and Cantonese”.

Next, you need to define your “Areas of Strength” and briefly list the keywords as if you were going to put the resume on the Internet. Many companies scan for keywords and need to see your particular buzzwords——“Sales management” “Cost controls” “Financial reporting” or “Distribution”——you get the idea.

When you list your job experience under the heading of “Professional Experience”, you need to identify and describe your skills and responsibilities. Skills are what you do and how you do it in regard to each position held from most current to ten years ago. Prospective employers are most interested in what your skills and experiences have been over the past 10 ~ 12 years. You can list previous jobs if they are related to your field, but please don't give a three page laundry list going back to that after-school job in high school.

What will ultimately set you apart from everyone else with similar work experience is, of course, “Accomplishments”. Your accomplishments under each job title or position must be quantified. By quantified, I mean how did you make your company money, save the company money, increase department efficiency, and/or reduce operating costs. Be specific with numbers and percentages, if possible. Some specific examples of “Accomplishments” are: “Reduced operating costs by 13% within first year in this position”, “Negotiated the company's first global marketing contract for entire product line” or “Named to President's Circle three consecutive years”.

After your job responsibilities and accomplishments have been clearly presented, the next category on the resume should be “Education”. List degrees earned, name of college/university, and city/state. A general rule of resume writing is to include the years of graduation only if you have graduated within the past three years. Please do not “fudge” the subject area you majored in, your GPA or the type of degree earned. If you attended college for three years but did not graduate, don't list BA. If a background check is carried out, you will be immediately disqualified for consideration if even one “white lie” is caught by the personnel department.

Having addressed the issue of content, the final piece of the resume to focus on is “format” or visual presentation. If the format is weak, regardless of the content, it just won't work. Visual presentation is almost as critical as content. If the typeface is too small, there is not enough white space on the page, or the print is smudged or too light to read easily, you are just wast-

ing your time and postage in sending it out. Again, the “gatekeeper” is the first roadblock that your resume encounters and it must get past that person on the first attempt.

Please understand that a resume’s function is not to get you a job. A resume’s function is to get you a phone call inviting you in for an interview. If that is accomplished, the resume has done its job; the rest is up to you.

(http://www.jobdig.com/articles/582/How_To_Write_a_Powerful_and_Successful_Re-sume.html)

Sample

Anna King

Address: 15 Sample Rd. Melbourne VIC 3000

Email: a.king@isp.com.au Work phone: (03) 999 5678

Objective:

A position in senior marketing management with an internationally focused premium food, wine or produce company. Seeking to expand management and team-building skills and build solid brands throughout the world.

Education:

University of Queensland, Bachelor of Business (Marketing), 2012

Sea cliff TAFE, Associate Diploma in Marketing, 2008

Work History:

2012—Present: The Wine and Food Emporium, Melbourne, Marketing Manager

2008—2012: Di Pastio Pasta Products, Queensland, Marketing Research Manager

2006—2007: Faber Biscuits Pty Ltd, Melbourne, Territory Manager (part-time)

Summary of Skills:

Management: Managed a marketing team of 18 people, telemarketing teams of 75 people and a \$15 million dollar advertising budget. Responsible for the client/agency liaison between mainstream. Responsible for the overall profitability of five brands, four of which are market leaders in both share and volume.

Marketing Research: Co-coordinated focus groups (24 per year) and managed a team of 75 in-store market researchers to conduct field demonstrations. Presented research findings to management teams, which used the information as the basis for their product development plans, resulting in the extension of a brand that brought in sales of \$2.1 million in the 97—98 financial year.

Sales: Ground floor experience in sales and merchandising with international fast-moving pack-

aged goods company. Territory Manager for North Western region covering 78 stores, 12 product lines and approximately 28 sales promotional events per year.

Computers: Fluent in both Apple and IBM platforms; Proficient in Excel, Word, PowerPoint, and Page Maker.

Languages: Fluent in French, both written and spoken.

References:

Mr. P Prentice, Di Pastio Products

Ph: (07) 999 7788

Ms D Schwimmer, Faber Biscuits

Ph: (03) 999 4321

Part 5 Words and Expressions

Vocabulary and Notes

recruit to find new people to work in a company, join an organization, do a job etc

headhunter someone who finds people with the right skills and experience to do particular jobs, and who tries to persuade them to leave their present jobs

executive relating to the job of managing a business or organization and making decisions

specialize to limit all or most of your study, business etc to a particular subject or activity

finance the management of money by governments, large organizations

accounting an exact record of the money that a company has received and the money it has spent

lobby to try to persuade the government or someone with political power that a law or situation should be changed

retail the sale of goods in shops to customers, for their own use and not for selling to anyone else

aerospace the industry that designs and builds aircraft and space vehicles

aviation the science or practice of flying in aircraft

interview a formal meeting at which someone is asked questions in order to find out whether they are suitable for a job, course of study etc

surrounding an area around the edge of something, especially one that is decorated or made of a different material

qualify to have the right to have or do something, or to give someone this right