

大学英语后续课系列教材

# 实用商务英语教程

SHIYONG SHANGWUYINGYU JIAOCHENG

■ 杨 盈 郭虹宇 主编



浙江工商大学出版社  
ZHEJIANG GONGSHANG UNIVERSITY PRESS

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# “大学英语后续课”系列教材序

2007年7月10日教育部高等教育司颁布了《大学英语课程教学要求》(以下简称《课程要求》),其中在课程设置中明确要求“各高等学校应根据实际情况,按照《课程要求》和本校的大学英语教学目标设计出各自的大学英语课程体系,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”。

近年来,随着大学英语教学改革的逐步推进,非英语专业本科生的英语教学水平有了较大的提高,不少学生两到三个学期就通过了大学英语四、六级考试。因此,大学英语教学的起点也逐步提高。同时,非英语专业学生通过大学英语四、六级考试后在英语学习方面上也呈现出了多元化需求。为了满足学生需求,帮助学生顺利进入高级阶段的英语学习,更有效地提高学生的语用能力,尤其是交际能力、获取信息能力以及独立解决专业问题的能力,由浙江省省级优秀教学团队——“交际型大学英语创新教学团队”组成的大学英语后续课程教材编写委员会,编写了“大学英语后续课”系列教材。本系列教材贯彻了教育部对于大学英语教学的要求,旨在适应我国大学英语教学改革的发展形势,为大学英语提高阶段的教学提供一套实用、真实、高效的教材。

目前,大学英语教学面临着两个主要问题:一是学习动力,二是学习内容。由于四、六级考试成绩不再与学生的学位挂钩,不少学生学习英语的动力逐渐减弱,在通过四、六级考试之后,不知该继续学什么。就学习内容而言,学生已经厌倦了那种语法训练、词汇训练、阅读训练等应试式的教学内容,他们更愿意采用生动、便捷、高效的学习方法,学习一些更实用、更真实的内容,以切实提高和培养自己的语言运用能力和文化素养。

在英语教学过程中,各任课教师积极准备教学材料、互相补充教学内容、集体备课,逐步发展健全了一整套较为完善的后续课课程体系。作为这套体系的教学材料,其教材体系也粗具规模。这套教材尽量照顾到学生实际的英语水平,结合英语高级阶段的教学特点,深入浅出,将理论和实践有机地结合起来,从而处理好“教”“学”“用”之间相互脱节的问题。具体来说,本系列教材具有如下几



个特点:

第一,实用。本系列教材所对应的课程都是在充分调查学生需要的基础上开设的,在教学过程中又针对学生的要求而不断调整教学内容,因此实用性很强,很受学生欢迎。

第二,真实。本系列教材所有的材料都是任课教师根据教学要求亲自筛选的,材料来源都是相关的英语文本材料,包括视频片段、语音材料,都是原始和真实的,令使用者倍感亲切,常有身临其境的感觉。这样的材料与现实生活息息相关,是真实生活的体现。

第三,高效。本系列教材在编排上延续“英语寝室”与课堂教学互动的教学模式,以话题为主,提供真实的语言环境。每个学生都是学习活动的中心,是课堂活动的参与者,教师的角色是课堂活动的设计者、组织者、指导者和督促者,学生在这样的课堂上学到的东西印象深刻,并且马上就能学以致用,学习效率得到了提高。

根据学生的需求和将来的实际工作需要,后续系列课程教材包括《英语歌曲语言与文化》、《大学英语六级综合辅导》、《考研英语专项教程》、《雅思英语专项教程》、《实用商务英语教程》、《应用英语翻译》、《英美影视欣赏》、《口译证书英语》(中高级口译)、《高级英语口语》(四六级口语证书)、《高级英语听力》、《旅游英语》、《托福英语》、《英美社会与文化》、《英美小说欣赏》、《法律英语》、《金融英语》等。

“大学英语后续课”系列教材由浙江工商大学外国语学院教育部第三批大学英语教学改革示范点资助出版。编写“大学英语后续课”系列教材是一项艰难的工作,我们尝试着从课堂互动的角度编写,希望这样一套有的放矢的教材能起到事半功倍、立竿见影的效果。但毕竟这是一种新的尝试,再加上编者水平有限,书中定有许多需要进一步改进和完善之处,欢迎各位同行和广大学生提供宝贵意见。

“大学英语后续课”系列教材编委会

2013年7月1日

# 前 言

本书是浙江工商大学外国语学院为全校开设的“商务英语”选修课而专门编写的教材。随着全国范围内的大学英语教学改革的深入,许多学校不仅在课堂教学模式上发生了重大的转变,在课程的设置上也做了改革——相继开设各种各样的英语后续课程,以满足学生英语学习和专业发展等多方面的需求。从全国范围来看,这种发展趋势也日益明显,因此,编写一本适合高校正规课堂教学的教材就成了一件必要的事情。作为选修课教材,本书在编排设计上不仅广泛听取了本课程一线任课教师的意见,也考虑了来自学生的需求反馈,努力在各方面做到既适应作为一门课程的课堂教学的要求又能满足应试备考的需要。本书的宗旨是讲解简明扼要、突出实用,材料务求经典,注重精讲多练,使教师用起来方便顺手,学生用起来切实有效,从而得到最大的收获。

本书根据选修课学时的数量,将内容分为八章。每一章的内容大致需要三到四个课时,在材料上略有余量,教师可根据实际情况处理。全书以 Susan's Journal 作为主线,贯穿 Apply for a job, Get Hired, Get Promoted, Meet a New Customer, Get the Best Deal, Succeed in Making a Deal, Develop New Sales 和 Problem Solving 八大主题。每个单元围绕主题,分为 Leading-in, Hot Words, Intensive Reading, Supplementary Reading, Listening & Speaking, Applied Writing, Cultural Tips 及 Case Study 八个板块。本书集时代性、实用性、新颖性于一体,将商务知识介绍、英语语言练习、跨文化知识引入、商务案例分析等商务沟通基本技能融为一体,旨在培养学生在跨文化商务语境下用英语沟通、协调和解决问题的能力。

本书各章节的具体内容介绍如下。

**Lead-in:**以 Susan's Journal 为主要内容,通过 Susan 自述个人职场经历与感受,从她求职、担任销售助理,到获得提升成为销售总代理、参与商务谈判、解决各种问题。故事贯穿全书,增加了教材的故事性、互动性与趣味性。

**Hot Words:**介绍与单元主题相关的热门、流行商务词汇,帮助学生扩大词汇量,让学生紧随时代潮流,了解最新最潮的商务(职场)领域英语词汇。

**Intensive Reading:**精选一篇精读文章,以介绍与主题相关的商务知识为内

容,以练习的形式呈现,让学生在读、练、思考的过程中三位一体地学习商务知识与沟通技巧。

Supplementary Reading:精选一到两篇与主题相关的文章供学生课后阅读,以拓展知识面为主要目的,设计一定的练习,供学生学习巩固。

Listening & Speaking:包含 Listening Exercise 和 Listening & Discussion 两个板块。听力材料的选择突出真实的商务交际情景,包含长短对话、短文、独白等,练习形式也体现出多样化设计风格。每个听力材料之前都设计了 Warming-up 板块,让学生先进行自我测试与思考,继而进行后面板块的练习。而 Listening & Discussion 模块中的讨论部分有助于培养学生的发散性思维。

Applied Writing:通过真实商务写作材料 Sample 的引入,向学生介绍了商务英语中主要的写作类型,并设计了与写作技巧相关的多种练习,帮助学生掌握基本的商务写作技巧。

Cultural Tips:以短文的形式介绍了与主题相关的跨文化语境下商务沟通需要注意的事项,如非语言交际、文化价值观差异、商务谈判风格差异等,为 Case Study 版块提供知识基础。

Case Study:根据单元主题精选跨文化商务交际案例,让学生通过阅读、分析、讨论,从案例中学习跨文化商务沟通中可能出现的各种交际失败的原因及解决方案。

“大学英语后续课”系列教材总主编是丁仁仑、陈培良,《实用商务英语教程》是“大学英语后续课”系列教材之一,由杨盈、郭虹宇主编,负责全书的策划和编排。参加编写的人员分工如下:第一、第二、第八章由杨盈编写,第一、第四、第七章由郭虹宇编写,第三章由陈培良编写,第五章由王甲能编写,第六章由徐燕编写。本书由浙江工商大学外国语学院教育部第三批大学英语教学改革示范点资助出版,在编写及出版的过程中得到了浙江工商大学外国语学院刘法公院长的关心和支持,在此一并表示感谢。

编写后续课教材,尤其是编写既符合学校课程教学要求又兼顾应试需要的教材,需要考虑多方面的因素,在这一点上我们还在探索之中,难免还有不妥或不足之处,希望广大读者批评指正。

编 者

2013 年 7 月 1 日

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# Unit 1

## Apply for a Job



### A. Lead-in

#### *Susan's Journal (1) Apply for a Job*

Being interested in marketing, I decided to start my career as a sales assistant. The first thing I found the most stressful about applying for a job was my resume. What stressed me was that one simple misspelled word in my resume could cost me the job. It was scary to think that your one chance at a strong first impression came through a piece of paper. I spent more time reading and editing my resume than I did reading job descriptions. Every time I sent out my resume I customized the resume and cover letter to the prospective company. This once again led to me checking my resume to ensure everything was spelled correctly and flowed smoothly. The last thing I ever wanted was to be disregarded for a position due to my own carelessness.

### B. Hot Words

cover letter	自荐信
gray skill	灰色技能

续 表

pocket skill	口袋技能
all-round ability	综合能力
pull string	“牵线”帮助毕业生就业
vocational qualification	职业资格
minimum wage system	最低工资制度
merit pay	绩效工资
pay caps	薪水上限
earn a bonus	分红, 津贴
high-flyer	潜力股(人才)
work flex time	弹性工作时间
work anti-social hours	加班
work in shifts	倒班
retention	留住员工

## C. Intensive Reading

### How to Apply for a Job

*In order to get a job, you have to know how to navigate the application process. To apply for a job, you'd better follow the instructions and do it step by step.*

*Choose the appropriate subtitle for each step of applying for a job in the following passage.*

Apply

Call the employer

Follow up

Get a second (or third) opinion

Write a resume

Write a cover letter if necessary

#### Step 1: \_\_\_\_\_

Even if the particular job you're looking for has an application process where a resume isn't necessary, the process of writing a resume can help sort your thoughts and prepare you for an interview. Having a written record of your work history makes filling out an application much easier, too. Tailor the

resume to the type of job for which you are applying, emphasizing related skills and coursework. If you're submitting a resume electronically, be sure to include keywords from the job list so that your resume doesn't get skipped over by a computer. One discrete way to do this is to include a "Summary of Qualifications" near the top of the resume that hits a few of these keywords (which might be skills, personal achievements, known software programs, etc.). However, do not repeat anything verbatim or you won't look like a trustworthy candidate.

**Step 2:** \_\_\_\_\_

Ask about the application process: "Good morning. My name is your name. I was wondering if you had any positions open and, if so, how I might apply." You will usually have your call routed to the hiring or human resources manager. If they have any openings, they'll either ask you to come in and fill out an application or they'll ask you to send a resume and cover letter by mail or e-mail, in which case you should inquire, "To whom should the letter be addressed?" They will give you a full name, which you should write down (asking for help with the spelling if necessary).

**Step 3:** \_\_\_\_\_

Make sure it is specific to the job, with the company name and address and, if possible, the name of the person who will be receiving it. (Including a real person's name in your application is not only professional, but also shows that you bother to track that information down and are not simply mass-emailing every employer you can find.)

**Step 4:** \_\_\_\_\_

Ask friends or family members to read over your resume and cover letter for typos, as it's often difficult to see our own mistakes. If possible, get advice from someone in the same field as your potential employer or who has experience recruiting or hiring.

**Step 5:** \_\_\_\_\_

Visit the employer to fill out your application form. It's usually best to go during the mid-morning lull (when they're not too busy, but before the day has worn them out). Ask to speak to the hiring manager and try to hand the form to them personally: "Hi, we spoke on the phone yesterday about the (job title) position. Here's my application. Let me know if you need anything else!" This will



give the employer a chance to see you (so dress professionally and present yourself well) and put a face to a name. Send your cover letter and resume as instructed.

**Step 6:** \_\_\_\_\_

If you filled out an application but the hiring manager wasn't there at the time, call three days later, ask to speak to the manager, and confirm that the application was received. "Hello, this is (your name). I filled out an application on (day you came in) and I just wanted to confirm that it was received."

If you sent a cover letter and resume by mail, call a week later to confirm their receipt. If you sent them by e-mail, call the day after.

## D. Supplementary Reading

*In this part you are going to read two passages concerning job-seeking and finish reading comprehension exercises respectively.*

### Passage 1 The Stars of the Future

Existing management research does not tell us much about how to find and develop high-flyers, those people who have the



potential to reach the top of an organization. As a result, organizations are left to formulate their own systems. A more effective overall policy for developing future leaders is needed, which is why the London Business School has launched the Tomorrow's Leaders Research Group (TLRG). The group contains representatives from 20 firms, and meets regularly to discuss the leadership development of the organizations' high-flyers.

TLRG recognizes just how significant line managers are in the process of leadership development. Unfortunately, with today's flat organizations, where managers have functional as well as managerial responsibilities, people development all too often falls victim to heavy workloads. One manager in the research group was unconvinced by the logic of sending his best people away on development courses, "only to see them poached by another department or, worse still, another firm". This fear of losing high-flyers runs deep in the

organizations that make up the research group.

TLRG argues that the task of management is not necessarily about employee retention, but about creating “attraction centers”. “We must help line managers to realize that if their companies are known as ones that develop their people, they will have a greater appeal to high-flyers,” said one advisor. Furthermore, selecting people for, say, a leadership development programme is a sign of commitment from management to an individual. Loyalty can then be more easily demanded in return.

TLRG has concluded that a company’s HR specialists need to take action and engage with line managers individually about their role in the development of high-flyers. Indeed, in order to benefit fully from training high-flyers as the senior managers of the future, firms must actually address the development of all managers who will be supporting the high-flyers. Without this, managers will not be in a position to give appropriate advice. And when eventually the high-flyers do move on, new ones will be needed to replace them. The next challenge will be to find a new generation of high-flyers.

**Exercises: Choose the correct answer for each of the following questions based on your understanding of the passage.**

1. TLRG is established for \_\_\_\_\_.
  - A) researching the existing management system and providing advice
  - B) poaching the high-flyers among top companies
  - C) identifying high-flyers with the support of a guidance strategy
  - D) improving the leadership by exchanging the experience and ideas
2. What’s the main reason preventing the development of high-flyers?
  - A) Managers are frequently too busy to deal with the development of high-flyers.
  - B) There is a concern that firms investing in training for high-flyers may not gain the benefits themselves.
  - C) Line managers are usually not easy to be persuaded to send best employees away to have development courses.
  - D) High-flyers are often too busy to receive the courses on self-development.
3. What does the word “poach” (Paragraph 2, Line 6) mean?
  - A) Snatch.      B) Abduct.      C) Kidnap.      D) Poach.
4. Which one is NOT the return of investment on development of high-flyers?
  - A) Firms who work hard on their reputation as an employer will attract high-flyers.

- B) Employees will attach great importance to loyalty to their firms.
  - C) Managers can spend more time on functional responsibilities.
  - D) More excellent employees can be retained who have had the intention of job-hopping.
5. What is the key to the success of development of high-flyers?
- A) Managers need to take action to convince high-flyers of their value to the firm.
  - B) Organizations need to look beyond the high-flyers they are currently developing.
  - C) Managers need expert assistance from within their own firms in developing high-flyers.
  - D) Firms should mobilize HR specialists, all managers and high-flyers to support the policy with joint efforts.

### Passage 2 *Cosmopolitan* Readers Queue for Tube Job

More than 1,400 readers of *Cosmopolitan* have applied to become a London Tube train driver. London Underground described the response to its single advert in this month's issue as "exceptional".

Successful applicants will have to get out of bed for regular 4:45 a. m. starts, but the £27,650 salary and up to eight weeks' holiday may prove sufficient compensation.

Lorraine Candy, editor of *Cosmopolitan*, said the interest her readers had shown demonstrated that young women were not bound by traditional career patterns.

"It's always been a classic thing for boys to want to be train drivers. Now we're seeing that girls can do it too," she said.

"I don't think the job is boring and I'm sure the passengers couldn't care less whether the train is being driven by a man or a woman as long as it's on time."

The ability to break bad news to travelers more sympathetically is one reason London Underground is keen to increase its number of female drivers from 100—just three percent of driving staff.

**Exercises: Answer the following questions based on your understanding of the article.**

Q1: What advertisement did London Underground put in *Cosmopolitan*?

Q2: Could you illustrate the advantages and disadvantages of the job?

Q3: What do passengers care about most?

Q4: Why does London Underground want to hire more women?

## E. Listening & Speaking

*Listen to a short passage concerning human resources and recruitment and finish the following exercises.*

### Part 1 Listening Exercises: Human Resources & Recruitment

**Warming-up:** In your opinion, which three qualities below are the most important for a successful career in business?

- |                          |                           |
|--------------------------|---------------------------|
| ▶ being on time          | ▶ being adaptable         |
| ▶ having ambition        | ▶ knowing about computers |
| ▶ working hard           | ▶ having a sense of humor |
| ▶ getting on with people | ▶ looking smart           |

**Exercise 1:** Colette Hill runs a public relations company that advises clients on human resources and recruitment. Listen to the first part of the recording and compare what she says with your answers to the warming-up exercise.

**Exercise 2:** In the second part of the recording Colette talks about how to prepare for a job interview. Listen and tick what you hear.

#### Before the Interview

1. Answer questions fully
2. Stick to the point
3. Don't talk for too long
4. Take control of the agenda yourself
5. Give examples in answers
6. Ask questions

#### During the Interview

1. Know how old the company is
2. Know how many people it employs
3. Know what the turnover is
4. Know how fast it is growing
5. Know where its headquarters are