

全国高等职业教育“十二五”规划教材

Professional Business English

职场商务英语

主 编 赵迎春 陈凯军
副主编 陈跃华 解 芳 朱玉琴



岗证课职一书兼 教学做用例新鲜
实训习得 测试深浅



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内 容 提 要

本教材基于商务工作主要流程的先后顺序编排,分为公司模块、客户开发和接待、产品的促销与推广以及产品进出口四个学习模块,共 24 篇课文。其中,第一模块按照选择商务组织形式—公司成立—设置机构—公司文化—公共关系分为 5 个学习情境;第二模块按照电话开发业务—办公室开发业务—商务娱乐—海外开发业务分为 4 个学习情境;第三模块按照营销的调研—策划—实施的过程分为 5 个学习情境;第四模块按照业务准备工作—交易磋商—签订合同—履行合同的步骤分为 10 个学习情境。

本教材适合高等职业院校商务英语、国际贸易、国际商务、市场营销等专业的学生使用,也可作为涉外人员培训教材或商务工作者自学之用。

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前 言

本套教材以真实的职场需求为导向,以具体的商务流程为主线,吸收传统教材的系统性,同时力求克服传统教材轻实践的不足,符合当代高等职业教育之理念 and 目标。本套教材分为《职场商务英语》和《职场商务英语实训教程》两本,前者主要注重知识的构建,后者注重实践能力培养,两者共同构成一个完整的体系。

与同类教材相比,本教材有如下特色:

1. 基于商务活动典型工作流程。

本教材打破传统学科体系下课程微观内容的设计与编排,按照开展商务业务具体的基本工作流程(进入公司—进行客户的开发和接待—对产品的促销和推广—进行产品进出口业务工作)的先后顺序,开发了四个对应的学习模块。

2. 培养全面职业能力。

本教材不仅介绍了公司、客户接待和开发、营销、产品促销以及进出口的流程等知识,同时还介绍了管理、人事、礼仪、策划、广告、文化差异等方面的知识。因此,该书不仅能培养学生进入外贸公司当单证员、业务员、翻译助理的能力,同时还能培养他们在公司担任管理人员、策划人员、行政助理、业务助理等的能力。

3. 体现“工学结合”。

本教材中的阅读、听力、录像等很多资料来自于往届毕业生的实际工作经验,很多案例来自于国际商务活动的真实内容,使得商务英语教学与实际商务活动得到了融合。

4. 逻辑线索清晰明了。

首先,按照开展商务业务的先后顺序设计了四个学习模块,并在每一个学习模块下,又设计了典型的学习情境。其次,在每一个学习模块下,设计了一个导言部分,简要介绍该学习模块的学习思路。第三,在每一个学习情景下,按照从“商务听说”、“商务阅读”、“商务写作”、“商务翻译”、“职场模拟表演”以及“补充阅读”六个方面全面铺开。

5. 体现“教”、“学”、“做”一体化。

在每一个学习情境的六个学习环节中,“商务阅读”和“补充阅读”依据“够用为度”的原则,为学生提供必要的商务背景知识,而其他环节则为了更好地培养学生在实际商务环境中的综合运用能力,各环节之间互相补充。为了更好地强调学生的实际运用能力,真正做到“学以致用”,本教材强化了“商务听说”、“商务写作”和“职场模拟表演”。每个学习情境都配有学生的实践项目,使得教师“教一点”,学生能“用一点”。

6. 角色扮演和案例学习将学习引向深入。

本教材的“职场模拟表演”是以组建一个模拟公司并到每一个模拟部门完成业务工作的内在逻辑顺序完成的。每个单元都有角色扮演和案例学习等交际任务。每个交际任务都以真实的商务交际情景为参照,交际任务目标明确。

7. 体现课证融通。

本教材的编著基于“岗、证、课融通”的原则,其内容包括了全国国际商务英语认证考

试的内容。

8.《实训教程》为学生实训提供了依据。

本书在多年教学的实践摸索中，开发了和本书配套的《职场商务英语实训教程》，解决了多年以来本课程缺乏实训教程的问题，改变了学生实训无据可依的状态。

本教材适合高等职业院校商务英语、国际贸易、国际商务、市场营销等专业的学生使用，也可作为涉外人员培训教材或商务工作者自学之用。本教材的内容足够商务英语专业学生 120 学时的《商务英语》课程的学习，也可作为其他专业学生 60 学时的《专业英语》的学习。

本教材由空军航空技术学院赵迎春副教授担任负责人，陈凯军、陈跃华、解芳、朱玉琴等老师一起编写而成，樊笑霞、蔡向凡、张丽红、刘卫民、李永红、曾梅红、李小霞、谢红秀、何美兰、黄慧等老师参与了修改工作。同时，在本书编写过程中，得到了系里领导、教研室同事以及家人朋友的鼎力帮助，在此一一表示感谢。

由于时间仓促，编者实践经验有限，本教材难免存在不足之处，恳请广大读者批评指正。

编 者

2011 年 8 月

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Unit 1 An Overview of Company

Introduction

A considerable proportion of college students majored in Business English, International Business, and Marketing get a job in different kinds of companies after graduation. He may work there as an administrative secretary, a business assistant, a quality inspector, an assistant translator, or an interpreter. Some of them become administrative directors or even boss some day in the future.

In business area, both bosses and employees are required to know well about the basics of a business organization, including its establishment, management structure, culture, public relations, etc. When starting a business, the first challenges you face include: what type of business are you going to do? What organization form will you take? What kind of management structure will be best for you? Your better understanding of such business issues will open the door for you.

Here in this unit, you are on the way to a good knowledge of such issues by experiencing setting up your own business, naming your company, designing the logo and mottos for the company, introducing the company culture and presenting your company to the public.



Text 1 Business Organization

Objectives:

Knowledge objectives:

To know about the characteristics of the three major forms of business organizations.

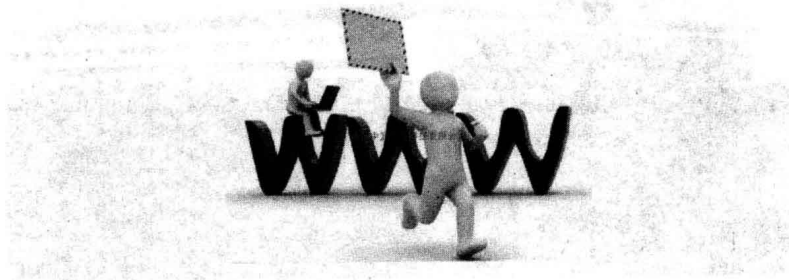
Competence objectives:

To be able to design a good name for a company.

Task 1 Business Listening and Speaking

1.1 Business Speaking

Talk about the pictures.



Clues:

Tell the names of companies in the pictures and tell other 5 famous company names. Then discuss the importance of a well-known name to a company.

What are the forms of their business organization?

1.2 Business Listening

1.2.1 Mr. Bob provides advice for people who are starting new businesses. Listen to the dialogue and fill in the blanks or answer the question with what you have heard.

1. When you're _____, you have to be very confident. You have to be very _____. You have to know what it is you're doing.

2. You need to _____, the business-or the need to research your competitors and benchmark_____.

3. And probably the most important thing is that you need _____, and that needs to be a business mentor as well as a personal mentor.

4. According to the dialogue, what do you need to start a company?

1.2.2 Listen to the dialogue carefully and fill in the following chart.

Date of establishment	
Location of the headquarters	
Number of employees	
Major products	
Major markets	
Manufacturing capacity	
Annual turnover	
Net profit in last year	

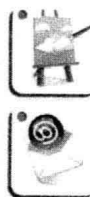
Task 2 Business Reading

Pre-reading questions:

1. Would you like to run business alone or with a partner?
2. How do you understand "sharing the profit means sharing the risk"?

An Overview of Business Organization

A business is an organization providing goods and services to others who want or need them. Business operates under a variety of forms of business organization. When an individual or a group decides to begin doing a business, a decision must be made early about the right legal form to take.





The majority of business organizations are sole proprietorships, partnerships, and corporations.

A sole proprietorship is owned by a single person, holding the entire operations as his personal property and taking all the profits and risks. This organization is normally a small business, such as the corner grocery. The sole owner, often aided by one or two employees, operates a small shop that frequently caters to a group of regular customers. A good case of it is that nowadays lots of people are setting up their businesses by creating small web-based companies at home.

The sole proprietorship is the easiest form of business to start. The main advantage is that the owner has exclusive control over its operations. As to the disadvantage, it is often difficult for the owner to raise large sums of money owing to the limited ability to repay loans by an individual's assets.

The general partnership form of organization involves two or more persons and is more complex than the sole proprietorship. Each partner may receive different shares of the profits depending on their investment or contribution. Whenever a member leaves or a new member is added, the firm must be restructured as a new partnership.

Partnership is classified as either general or limited. General partners manage and control the partnership and all partners enjoy unlimited liability. Limited partners have limited liability, that is, their liability is limited to the extent of their investment in the partnership, and they do not participate in the management or control of the partnership and as long as they comply with state law. Limited partners have no control over the everyday management of the partnership, whereas general partners have a voice in the everyday management.

A corporation is more difficult to establish and operate than a sole proprietorship or a partnership. For example, people who want to establish a corporation must meet many legal requirements of the country and local governments.

As a legal entity, a corporation has many of the rights, duties, and powers of a person, which includes buying, owning, and transferring property. Corporations can sign contracts with individuals or with other legal entities. There are many advantages to incorporate a business.

Firstly, shareholders, the owners of the corporation, enjoy limited liability. Corporations in some countries have letters of Ltd. after their names. It stands for limited liability with the meaning that the owners of a business are responsible for losses only up to the amount they invest, which is probably the most advantage of corporation.

Secondly, a skilled management team manages the corporation. The Board of Directors has duty of hiring professional managers, and the owners delegate their power of operating the business to these managers.

Thirdly, a corporation's ownership, represented by shares of stock, may be bought and sold freely. Shareholders have the right to sell their shares of a corporation's stock to whomever they please. These shares of ownership can be sold whenever the shareholder desires and at the price



the buyer is willing to pay.

Fourthly, the corporate form of business makes it easier for a business to grow and expand. Through issuing shares, it can get the money they will need for expansion. If a company sold 100,000 shares for ¥RMB 30 each, it would raise ¥RMB 3,000,000, which is such a large sum of money difficult to borrow from the bank.

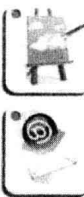
Yet, there still existed some disadvantages for a corporation. For example, a corporation has to pay taxes on its earnings. When it distributes dividends to its stockholders, they pay tax on those earnings. The corporate set-up should comply with many formalized procedures. Incorporation can be very costly as a result. The registration and set-up fees for a corporation are much higher than that of a sole proprietorship or a partnership. Government more closely supervises corporations than partnerships or sole proprietorships.

Words and Expressions

- | | |
|--------------------------|----------------------------|
| 1. business organization | 企业组织; 商业组织; 实业组织 |
| 2. proprietor | n. 所有人; 业主 |
| 3. sole proprietorship | 独资(经营) |
| 4. exclusive | n. 独家经营 adj. 排外的; 独有的; 专一的 |
| 5. asset | n. 资产; 有用的东西 |
| 6. restructure | v. 重建, 重造; 改组 |
| 7. liability | n. 责任; 债务 |
| 8. limited partner | 有限合伙人 |
| 9. participate | vi. 参与, 参加; 分享 |
| 10. comply with | 照做, 遵守 |
| 11. entity | n. 实体 |
| 12. transferable | adj. 能转移的; 可传送的 |
| 13. delegate | vt. 委派...为代表 n. 代表 |
| 14. shareholder | n. 股东; 股票持有人 |
| 15. dividend | n. 股息, 股利; 红利 |
| 16. distribute to | 分给; 分发 |
| 17. formalize | vt. 使正式化 |
| 18. registration | n. 注册, 登记; 挂号 |
| 19. supervise | vt. 监督, 管理; 指导 |

2.1 Answer the following questions according to the text.

1. What are the common forms of business organization?
2. Is a sole proprietorship owned by a single person? Is it normally a large business?
3. Is there any difference between sole proprietorships and general partnerships? In which



way does the difference lie?

4. What are the advantages of corporation?

5. What form of business organization do you prefer?

2.2 Translate the following terms into English.

1. 独资企业 2. 普通合伙企业

3. 有限合伙企业 4. 无限责任

5. 董事会 6. 正式手续

7. 注册费 8. 股份

9. 分红 10. 法律实体

2.3 Decide whether the following statements are True or False.

() 1. The sole proprietor is owned by a single person, with responsibility for all business decision.

() 2. The partnership is the easiest form of business to start.

() 3. The partnership form of organization is even simpler than the sole proprietorship.

() 4. All partners in a general partnership have limited liability.

() 5. In a corporation, shareholders hire directors to supervise the firm.

2.4 Try to match the following words in Column B with the definition in Column A.

Column A	Column B
()1. business which is made up of two or more individuals doing business together	A. sole
()2. being the only one; single and isolated from others	B. capital
()3. governing body (called the board) of an incorporated firm	C. partnership
()4. it can be something physical, such as cash, machinery, inventory, land and building	D. Board of Directors
()5. one's own or borrowed money invested in a business to generate income	E. asset

Task 3 Business Translation

1. 我们遵守有关消防安全的全部条例。 (*comply with*)

2. 图书馆里的藏书按科目分类。 (*distribute*)

3. 去年他被选为年会代表。 (*delegate*)

4. 股份有限公司设董事会, 其成员为五人至十九人。 (*Board of Directors*)

5. 企业的目标是使股东财富最大化。 (*shareholder*)

6. APL help customers grow their business – whether that is venturing into new territories,

exploring new business opportunities, or growing in already developed markets. With more than 150 years' experience, APL has the knowledge and the expertise to help you negotiate the increasingly complex and ever-changing global marketplace.



Task 4 Business Writing

A corporation is set under the laws of the state in which it incorporates. The persons who create the corporation are known as incorporators. Each state sets forth a specific procedure with some requirements. For example, most states require a minimum of three incorporators, the company's name cannot be similar to the name of another business, and the company name must end in "company", "corporation", "incorporated", or "limited" to show that the owners have limited liability.

Task: Suppose you are going to have your own company, design a name for it.

Task 5 Career Activity

Situation: You are going to establish a company with a whole asset of ¥RMB50,000. After market research, you choose the right line.

Task: Name your own company and explain why you choose such a name.

Supplementary:

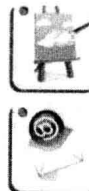
Tips of Naming your Company

1. Quantity and diversity yield quality.

Naming is a matter of satisfying many competing constraints. An ideal name is relevant, positive, memorable, reasonably short, not too generic, not too similar to a competing name, associated with an available domain name, and distinctive enough to bring your web page to the top of search engine results. A good metaphor for the naming process is evolution through variation and natural selection.

2. Selection is as important as creation.

In all evolutionary processes, selection is more important than the initial causes of variation. So it is with naming. It doesn't matter how you come up with your ideas for names, as long as you



have some great ones to choose from. It's important to realize that evaluating your name ideas and choosing the one that really works is as important to the naming process—and takes as much work—as coming up with name ideas in the first place.

3. Use collective intelligence.

Another good way to diversify your pool of name ideas is to have lots of people contribute. They can help both by suggesting names and by critically evaluating others' name ideas.

4. Use linguistic resources.

What goes for names also goes for the raw linguistic material that you use to create names. It's unlikely that just the right word is going to pop into your head to serve as the basis for a blend, a compound, or some other type of put-together name. It helps to have lots of relevant words presented to you quickly so that you can select from among them. A thesaurus helps a lot. You might use a fancy online tool like the Visual Thesaurus, but a good old copy of Roget's does very nicely.

5. Pictures are important, even when you're just thinking of words.

Ideas are more interesting and easier to remember when they're associated with sensory, especially visual, experience. That means when you're coming up with name ideas, sometimes it's best to start with a visual image and then think of the language that goes with it.

6. Avoid embarrassment in other languages, and ask the experts.

There's simply no way to get around asking native speakers. If this is an issue and you can't afford to hire a naming firm to screen the name for you, try to identify the main languages you're concerned about (start with the ones with the most speakers in your market, obviously) and find speakers yourself. Try friends of friends. Try online social networks. Try a university with international students.

Discussion:

How will you name your company?

Text 2 Establishment of a Company

Objectives:

Knowledge objectives:

To know about the procedures of establishing a company.

Competence objectives:

To be able to design a proper logo for your own company.

Task 1 Business Speaking and Listening

1.1 Business Speaking

Talk about the following pictures.



Clues:

What are the company logos about?

How important is a well-known brand logo to a company?

Can you think of some other famous global brands logo?

1.2 Business Listening

1.2.1 You will hear five sentences. Repeat for the first time you hear. Pay attention to the stresses and tones. Then listen again and write them down. Check your answers when you listen for the third time.

1. _____





2. _____
3. _____
4. _____
5. _____

1.2.2 Listen to the following conversation and finish the exercises.

Part 1 Answer the following questions with what you have heard in the conversation.

1. Who are the founders of McDonald's?
2. Where is the birthplace of the first McDonald's restaurant?
3. What is the annual sale of McDonald's restaurants?
4. What is the annual net income?
5. Which day is the opening date of the first McDonald's in Beijing?

Part 2 Listen to the conversation again and decide whether the statements are true or false.

Write "T" for true and "F" for false.

- () 1. When the first McDonald's was opened in the U.S., customer could eat inside the restaurant.
- () 2. There are no other company supplying soft drink to McDonald's besides Coca Cola.
- () 3. Almost half of McDonald's customers are not in the U.S. today.
- () 4. McDonald's opens nearly 5 new restaurants in the U.S. every day.
- () 5. The man knows the McDonald's very well because he work there.

Task 3 Business Reading

Pre-reading questions:

1. Is it easy for you to run a business? Why or why not?
2. In your opinion, what steps should be taken when you start your own business?



How are corporations created?

Many people have their dreams of having a corporation. However, the birth of corporation may differ from country to country. In spite of the distinctions, it's beneficial that one who wants



to have a corporation knows about some performances in some countries.

In U.S.A., a corporation is created under the laws of the state in which it incorporates. The individuals creating the corporation are known as incorporators and most states require a minimum of three. The incorporators have to go through a specific procedure set forth by the state.

Generally, the first step in the birth of a corporation is the promotion of the proposed company. The promoter must convince others that they stand to benefit by investing in the venture (by the purchase of stock). The promoter usually prepares a prospectus outlining the potential of the proposed concern, and he or she may enter into certain pre-incorporation contracts.

The second step comes to the filling of the articles of incorporation with the appropriate state office, usually the secretary of the state. Promoters and lawyers often help in this step. The content of the articles will vary according to state laws, but they generally include: name and address of the corporation, objectives of corporation, number of shares of stock of all classes (common, preferred, voting, nonvoting), financial capital required at the time of incorporation, provisions for the regulation of internal corporate affairs, names and addresses of the initial board of directors and the incorporators.

Based upon the information in the articles of incorporation, the state will grant a corporate charter that gives the company permission to operate as a corporation. After a charter is secured, an organizational meeting is held by the owners at which the corporate bylaws are adopted and the board of directors is elected. The bylaws might set up standing committees of the board of directors and describes the rules and procedures for their operations. They cover such activities as: time and place of meetings, methods of calling meetings, payments for the directors, identification of management position, duties of the major officers, ways of filling vacancies, regulation for issuing stock; methods of altering the bylaws.

Similar to U.S.A., authorities in China set forth specific procedures, which may vary in different provinces, for the birth of a company. In Shanghai, investors can register a business and start their own company (for foreign investment) by following the four steps:

Step 1 Go to the registration hall to apply for a name of the company and submit the required documents below:

- 1) *Application for Registration of Company's Name* signed by investors;
- 2) Other appropriate documents and credentials.

Step 2 Apply for approval certificates to commission of foreign economic relation and trade and submit contracts, articles of association and feasibility reports.

Step 3 Go to the registration hall to apply for business license and submit documents as below (the certificates in Step 2 should be approved):

- 1) *Application for Registration of Foreign Investment Company* signed by the legal representative to be appointed;
- 2) The approval documents (written reply and one duplicate of approval certificate) of

