

# 企业走出去 商务英语

BUSINESS ENGLISH FOR  
ENTERPRISES GOING ABROAD (1)

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主 编 徐俊贤  
审 校 黄震华 Elizabeth Regina Gasson (上册)



对外经济贸易大学出版社

University of International Business and Economics Press

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(上册)

## **Business English for Enterprises Going Abroad (1)**

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中国·北京

图书在版编目 (CIP) 数据

企业走出去商务英语. 上册 / 徐俊贤主编. —北京:  
对外经济贸易大学出版社, 2019.1  
ISBN 978-7-5663-1989-0

I. ①企… II. ①徐… III. ①商务—英语 IV.  
①F7

中国版本图书馆 CIP 数据核字 (2018) 第 249888 号

© 2019 年 对外经济贸易大学出版社出版发行

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**Business English for Enterprises Going Abroad (1)**

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邮购电话: 010-64492338 发行部电话: 010-64492342  
网址: <http://www.uibep.com> E-mail: [uibep@126.com](mailto:uibep@126.com)

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北京时代华都印刷有限公司印装 新华书店经销  
成品尺寸: 185mm×260mm 15.5 印张 358 千字  
2019 年 1 月北京第 1 版 2019 年 1 月第 1 次印刷

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ISBN 978-7-5663-1989-0

ISBN 978-7-900808-48-6

印数: 0 001—3 000 册 定价: 39.00 元

# 序

2018 年是中国改革开放 40 周年，中国已经从过去那个现代化的“迟到国”变为现代化的“实践中心”，从当年经济面临崩溃的“欠发展国家”，成长为“最有活力的新兴经济体”，中国进入了新时代。

党的十九大报告指出，“中国开放的大门不会关闭，只会越开越大。要以‘一带一路’建设为重点，坚持引进来和走出去并重，遵循共商共建共享原则，加强创新能力开放合作，形成陆海内外联动、东西双向互济的开放格局”。这既是对长期以来我国经济开放政策实践成果的积极肯定，也为未来很长一段时间我国经济对外开放战略确定了更加明确的目标，特别是标志着“一带一路”建设将在新的历史起点上继续发挥开放引领作用。

对外经济贸易大学因国家外贸事业需要而诞生，伴随着国家外贸事业发展而成长，承担着培养具有国际视野、通晓国际规则、能够参与国际事务和国际竞争的国际化精英人才的重要使命。学校创立至今，不断强化国际化办学特色和复合型人才培养特色，经过近 70 年的不懈努力，已经发展成为一所拥有经、管、法、文、理、工六大门类，以国际经济与贸易、法学（国际经济法）、金融学、工商管理、外语（商务外语）等优势专业为学科特色的多科性财经外语类大学。对外经济贸易大学的学科布局适应开放型经济新体制建设需要，适应“一带一路”等国家重大对外开放战略需要，各专业培养的人才均可以直接服务于我国对外开放事业。国家的一系列重大开放战略，特别是“一带一路”倡议，为对外经济贸易大学的发展带来了重大发展机遇，对外经济贸易大学将坚持培养社会精英、行业领袖的培养目标，为国家对外开放事业输送更多高质量的栋梁之才。

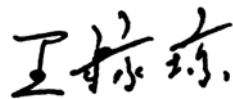
“邦之兴，由得人。人才蔚，国运兴。”服务“一带一路”，教育是基础，人才是关键。“一带一路”倡议是一个宏大的系统工程，合作领域涉及各行各业，需要大批各类人才广泛参与和建设，需要大量英语基础好、又熟悉商务贸易知识的复合型人才。大型企业向国际化管理模式的转变及工商企业“走出去”战略的实施，对商务英语专业人才提

出了更高的要求。本套教材就是为满足社会各界、各阶层企业管理经营者和经济贸易工作者进一步学习和提高的需要而编写的。

本套教材对中国企业“走出去”在各领域的对外发展所需要的商务英语知识和技能做了充分的调研，以真实生动的内容、很强的教学操作性和实用性为鲜明特色。本套教材分上下两册，上册主要目的是帮助学习者适应国外的生活，为开展商务活动做准备，涵盖了请求帮助、表达感谢、购物、投诉、突发事件、公开演讲、建立业务关系、商务会议等内容，下册主要目的是帮助学习者了解掌握国际商务活动的特点和方法，以便更好地从事对外商务活动，内容涵盖全球采购、招投标、索赔理赔、合资企业、商务礼仪、危机管理、融资管理、法务管理等。本套教材旨在对学习进行全面而严格的商务基础教育及商务英语语言技能的培训，让学习者在阅读和理解商务英语文章的基础上，加强练习，注重实战，既能学习丰富的商务知识，又能熟悉商务方面的英语表达，全面提高跨文化商务交际水平和从事国际商务活动的能力。

本套教材注重通俗易懂，力求让读者在领略、欣赏相关主题精彩内容的同时，掌握语言知识，训练在各领域的语言应用能力，使学习者学有所得、学以致用。本套教材既可作为中国企业“走出去”开展国际化经营的企业家、职业经理人、国际商务从业人员重要的参考资料和学习素材，也适用于高校财经外语类专业课程的补充。

对外经济贸易大学校长



2018年11月

# 前 言

为了帮助企业走出去、融入全球经济，由对外经济贸易大学继续教育与远程教育学院组织策划，我们完成了《企业走出去商务英语（Business English for Enterprises Going Abroad）》（上下册）的编写工作。本套教材的上册以企业员工走出去后生活的必备语言，如请求帮助、表达感谢、购物、投诉、应对紧急情况、建立关系等为内容；下册以员工走出去后商务活动的必备语言，如采购、招投标、建立合资企业、购并、商务礼仪、融资、法律事务、会计工作等为内容，进行了系统的组织和编排，便于使用者学习与掌握。本套教材具有以下特点：

1. 内容比较全面，覆盖去海外生活和从事商务活动的不同方面，语言地道、规范得体，反映商务英语的发展动向；
2. 教材以阅读和口语为主，阅读材料为练习口语提供素材，对话部分为口语练习提供示范，从而为本套教材的使用者提供规范地道的学习资料；
3. 就课文中出现的商务方面的知识以及语言现象，包括常用句子结构和词语的运用，均做了详细的注释，并附以例句，旨在帮助使用者的学习；
4. 把商务知识和语言基本技能结合起来、规范性和实用性结合起来，在每篇阅读材料后都附有大量的习题，旨在通过做练习全面提高使用者运用英语表达商务知识的能力。

本套教材的使用对象主要是具有一定英语能力、有意走出国门的商务人士。通过本套教材的学习，使用者可以提高商务英语的理解和表达能力，同时获得商务方面的知识，从而能够更好地在海外生活和工作。

本套教材一共有二十单元，上、下册各十个单元。每一单元的内容包括阅读材料、对话、词汇（课文中出现的单词、词组和专有名词）、注释、背景知识和文化信息、各种练习（包括针对阅读材料和对话理解的问答题、编写和完成对话以及翻译题）和补充阅读材料，本套教材的附录部分有练习的参考答案和阅读材料及对话的参考译文。

本套教材上册的编写人员包括徐俊贤（第四单元、第八单元和第十单元的部分）、史春晖（第一单元）、李秋晨（第二和三单元）、高永胜（第四单元的部分）、徐中林（第五单元）、满晓臣（第六单元）、陈玲（第七单元）、赵贺田（第八单元的部分）、李啸辰（第九单元）、和张二虎（第十单元的部分）；下册的编写人员包括徐俊贤（第三和第四单元的部分）、张露汀（第一单元）、郭永红（第二单元）、滕美荣（第三单元的部分）、高永胜（第四单元的部分）、徐中林（第五单元）、李美玲（第六单元）、崔越（第七单元）、李航敏（第八单元）、高媛（第九单元）以及李嘉悦和张留君（第十单元）。整套教材由黄震华教授审校、英籍专家 Elizabeth Regina Gasson 女士读审、徐俊贤编审。

本套教材是对外经济贸易大学继续教育与远程教育学院十三五规划重点教材，得到了学院的资助，并一直得到曾钢院长的关心和支持以及教学研究部同志的真诚帮助，在此一并表示感谢。

由于时间仓促，编写者水平有限，编写中难免会有疏漏不当之处，尚望读者和专家赐教。

作 者

2018年11月

于对外经济贸易大学惠园

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# Asking for a Favor

## Learning Objectives

By the end of this lesson students should be able to

1. Know how to ask a favor
2. Use what has been learned to ask a favor

## Reading Passage

### Asking for a Favor (I)

—The Three Key Steps

From small favors (“Could you cover for me on the conference call tomorrow?”) to the more onerous (“Can you please introduce me to your contact at Nike?”), we are all in the habit of asking one another for help. Keith Ferrazzi’s bestselling *Never Eat Alone* highlighted our personal interconnectivity at home and at work. It’s human nature: we rely on our network of friends, family and colleagues to help us in life. No one can go it alone.

Being deliberate about how to ask for what you need or want can make a huge difference in your outcome. When you are asking for a favor, here are the three key steps to keep in mind:

- Set the Stage: “I have a favor to ask you”
- Give a Reason
- Provide an Escape Clause

### Set the stage

The phrase “I have a favor to ask you” is a small but powerful thing; it suggests an informal contract of sorts—if you help me now, I’ll get back to you later. Taking time to acknowledge that your request is indeed a favor and not just a given implies a two-way relationship that acknowledges some level of give and take, as opposed to just making the other person feel like they’re being taken for a ride.

It also gives the other person a moment (however brief) to switch gears and go into receiving mode to prepare to respond. Whether your friend or colleague’s initial reaction is “uh-oh” or “happy to help,” being transparent and stating your motive before asking for the actual favor is helpful.

Consider the following:

Anthony, can you please cover for me at the client dinner tonight, I’m not going to be able to break away from the office, or

Anthony, I have a favor to ask you... By any chance could you cover for me at the client dinner tonight? I’m not going to be able to break away from the office.

While in the first scenario Anthony may be caught off guard, in the second scenario he gets a brief heads-up and extra second or two to prepare his response. Equally important, the first request runs the risk of sounding like a command. In the second phrase, it’s clear that you value Anthony’s time and effort and imply that you’ll be open to returning the favor at some point.

### Give a reason

In Robert Cialdini’s iconic book *Influence*, he showed that if you ask someone to do you a favor, you have better luck when providing a reason; people react positively to the word “because.” Even if the reason makes no sense or is unrelated to the request, people like to know why they’re being asked to do something. Presumably, your reason does make sense and is directly related to your request—so go ahead and share it.

One can imagine having even less success with the request above by simply stating “Anthony, can you cover for me at the client dinner tonight?” Your odds of Anthony complying just because he’s a swell guy are probably pretty low.

### Provide an escape clause

People are inherently good and they like doing things to help. Giving is said to be more fulfilling than receiving. So keep in mind that your goal is twofold—to get what you ask for and to do it in a way that enables the other person to feel good about helping out. The best way to do this is to always give the other person the opportunity to easily and graciously decline. No one feels good about doing a favor that is “put” to them. A favor you don’t really have the option of opting out of is not so much a favor as a command.

Quickly after making your request, be sure to add the following:

If you can't help out, I completely understand, but I thought I'd ask. or  
 I completely understand if you can't make it; I know it's a busy week for everyone. or  
 I'd love an introduction to Katherine, but if you don't feel comfortable passing along  
 her information for any reason that's okay. I don't want to create an uncomfortable  
 situation for you.

People won't always come through for you and you're not expected to keep track—you  
 shouldn't simply decline someone's request because they didn't pull through for you last time.  
 You can, however, do your best to ask people in a way that shows gratitude and that  
 maximizes your chances of getting what you really need or want. Presumably, you will pay it  
 forward at some point along the way.

(764 words)

Source: <https://hbr.org/2011/01/asking-for-a-favor>

## **D**ialogues

### **To Take Care of the Cats While Away**

Jack plans to have a holiday for a couple of weeks. He is worried about his cats while he  
 is away. He has recently been looking for a suitable neighbor to look after them.

1

**Neil:** Oh hello, there, how are you doing?

**Jack:** Hi Neil, I'm fine, um... have you got a minute?

**Neil:** Er, yeah, sure.

**Jack:** I'm not disturbing you, am I?

**Neil:** No, no.

**Jack:** OK, well, what it is, um, I don't know if I told you that I'm going on holiday next week  
 for a couple of weeks...

**Neil:** Oh, right, cool—very nice! I don't think you did tell me, no...

**Jack:** Yes... I'm going to propose to my girlfriend!

**Neil:** Congratulations!

**Jack:** Thank you! Well, you know I have several cats at home, and I'm trying to see if I can  
 find someone to help me keep an eye on them while I'm away ... you wouldn't mind  
 popping in and feeding the cats, would you?

**Neil:** I'd be glad to!

**Jack:** Thank you so much!

**Jack:** I know you are so busy these days. If you can't help out, I completely understand.

**Neil:** That's OK. I mean, what sort of time do they need to eat 'cause, um, I, sometimes I get home a bit later than usual, so...

**Jack:** Well, generally what I do is I'll leave out some cat biscuits for them in the morning. So it will just be an evening meal. They'll be hanging around when they're hungry—they won't go anywhere apart from into the garden. So I just give you a key and, if you would, just open a tin of cat food and put it in their bowl, whenever you get back from work. That would be super!

**Neil:** I think I can handle that!

**Jack:** ...and we usually leave the bowl by the back door.

**Neil:** Oh, right, perhaps you should show me where everything is at some point...

**Jack:** Yes, would you be able to pop round later on this week? I'm going away next Monday, so if you could pop in any time before then, really. Just give me a call and I'll show you where everything is.

**Neil:** Yeah, that's fine, sure, no problem.

**Jack:** Ah, thank you so much for this!

## Words and Expressions

onerous	<i>adj.</i>	繁重的; 麻烦的
interconnectivity	<i>n.</i>	相互联结性; 网络连接; 互联性
highlight	<i>v.</i>	突出; 强调
deliberate	<i>adj.</i>	故意的; 深思熟虑的
	<i>v.</i>	仔细考虑
contract	<i>n.</i>	合同; 契约
given	<i>n.</i>	假设事实
mode	<i>n.</i>	模式; 方式
initial	<i>adj.</i>	最初的; 字首的
uh-oh	<i>interj.</i>	嗯, 噢
transparent	<i>adj.</i>	透明的; 显然的; 坦率的
cover	<i>v.</i>	覆盖; 代替
scenario	<i>n.</i>	方案; 情节
heads-up	<i>adj.</i>	足智多谋的; 思维敏捷的

	<i>n.</i>	警告, 警告信息
iconic	<i>adj.</i>	偶像的
react	<i>vi.</i>	反应
	<i>vt.</i>	使发生相互作用; 使起化学反应
presume	<i>vt.</i>	假定; 推测
	<i>vi.</i>	相信
odds	<i>n.</i>	几率
swell	<i>v.</i>	膨胀
inherent	<i>adj.</i>	固有的; 内在的; 遗传的
fulfill	<i>v.</i>	履行; 实现
twofold	<i>adj.</i>	双重的; 两倍的
gracious	<i>adj.</i>	亲切的, 雅致的
decline	<i>vi.</i>	下降; 谢绝
	<i>vt.</i>	谢绝; 婉拒
option	<i>n.</i>	选择权
gratitude	<i>n.</i>	感谢(的心情); 感激
maximize	<i>v.</i>	(使……)达到最大值
presumably	<i>adv.</i>	大概, 很可能
conference call		电话会议
be in the habit of		习惯于
go it alone		单干
of sorts		各种各样的; 某种的
as opposed to		与……截然相反的
be taken for a ride		当冤大头
switch gears		改换态度; 变换方法
break away		脱离; 放弃; 逃跑
by any chance		万一
be caught off guard		措手不及
run the risk of		冒……的风险
make no sense		毫无意义
be unrelated to		与……毫无关系
help out		帮助……摆脱困难
pass along		向前行; 沿……而过
opt out of		决定退出
come through for someone		按……要求照做
keep track		通晓事态
pull through for someone		协助……渡过难关

## **P**roper Names

Keith Ferrazzi	基思·费拉齐
Anthony	安东尼
Robert Cialdini	罗伯特·西德尼
Katherine	凯瑟琳

## **N**otes

- Asking for a favor. “favor” 作为名词，其英文解释有 “an act of gracious kindness” 的意思，在这里应为 “人情”。“asking for a favor” 应译为 “请求帮个忙”。  
另外，“do me a favor” 作为一种固定短语可以翻译为 “给我个面子，帮我个忙”。例如：  
Do me a favor, stick around because I’ve got some questions for you.  
给我个面子，稍等一下我有点事情想请教你。
- Could you cover for me on the conference call tomorrow?  
“cover” 在这里应该翻译为 “顶替；替补”，例如：
  - She did not have enough nurses to cover for those who were sick.  
她没有足够的护士来代替那些生病的同事的工作。
  - Will you cover for me at the telephone switchboard while I run out to post a letter?  
我出去寄封信，你替我照看一下电话总机好吗？
- Taking time to acknowledge that your request is indeed a favor and not just a given implies a two-way relationship that acknowledges some level of give and take, as opposed to just making the other person feel like they’re being taken for a ride.  
这是一个比较复杂的句子。“Taking time to acknowledge that your request is indeed a favor and not just a given” 整个从句是句子的主语，“implies” 是句子的谓语动词，“a two-way relationship that acknowledges some level of give and take” 作宾语。
  - “imply” 是及物动词，有 “意味；暗示” 的意思。例如：
    - So what does this imply for China?  
那么，这对中国意味着什么？
    - “I never meant to imply you should do anything unethical,” he says.  
他说：“我从未暗示过应该去做违背道德的事情。”
  - “as opposed to” 是一种固定词组，意为 “对照，截然相反”。例如：  
Most people think in terms of what they don’t want as opposed to what they do want, and their attitudes reflect this.  
大部分人觉得他们所不想要的东西都是与他们想要的东西相矛盾的，他们的态度反

映出这一点。

4. People won't always come through for you and you're not expected to keep track—you shouldn't simply decline someone's request because they didn't pull through for you last time.

1) “keep track” 是固定词组，意为“通晓事态”。例如：

a) We use a spreadsheet to keep track of the requirements.

我们使用电子数据表来了解需求。

b) Now that you know your fitness level, keep track of your progress.

现在你已经知道了你的健康水平，了解你的健身进度。

2) “decline” 在这里用作及物动词，表示“谢绝；婉拒”。例如：

a) If the host does not do this, the people may already have something planned and therefore have to decline the invitation.

如果主人没这样做，对方可能已经计划好了什么事要去做，因此不得不谢绝邀请。

b) We have to decline your proposal of acting as our sole agency.

我们不得不谢绝你们作为我方独家代理的建议。

## exercises

### I. Answer the following questions based on the above passage and conversations.

1. What're the three key steps when you ask for a favor?
2. Why should one set the stage before asking a favor?
3. What is the purpose of providing an escape clause?
4. How can one improve the odds of success when asking a favor?
5. What's the relation between Neil and Jack?
6. What favor does Jack expect of Neil?
7. Why couldn't Jack bring the cats with him for his vacation?
8. How long will Jack spend his holiday?
9. When does Jack plan to leave?
10. When is Neil expected to feed the cats?

### II. Compose a dialogue.

Discuss in groups what we should do to make it easy to gain a favor, and make up a dialogue asking for a favor.

Important points to cover

I have a favor to ask you

important reason

related reason

value sb's time  
 help out  
 completely understand  
 return someone's favor

**III. Complete the following dialogue.**

Jane is supposed to have dinner with her client tonight, but at about 4 o'clock, the boss called Jane to finish another task before 8 o'clock. Jane has to work overtime this evening and she needs someone to help her out. Complete the following dialogue.

**Jane:** Hi, Nancy, have you got a minute? I have a favor to ask of you...

**Nancy:** \_\_\_\_\_?

**Jane:** You know, my boss just called me to finish the financial report tonight, but I've already booked an appointment with a client...

**Nancy:** Ok, um...

**Jane:** \_\_\_\_\_? I know you are so busy these days.  
 \_\_\_\_\_.

**Nancy:** No problem, could you tell me some information about the client?

**Jane:** \_\_\_\_\_! In fact I made an appointment with Pool who you are familiar with, and I'd like to \_\_\_\_\_ for his support of our exhibition last month.

**Nancy:** That's ok! By the way I will give him the pictures of the exhibition.

**Jane:** \_\_\_\_\_!

**Nancy:** Not at all!

**IV. Translate the following passage into Chinese.**

Asking a favor seems like a simple topic. You choose a person suitable for the task, ask them and then they say "yes" or "no," right? It's not as simple as that. There's an art to asking someone to help you with something, and there are definitely ways to respond and react that can make the experience easier and more positive for both parties. In an age where online connections and bonds are made so quickly, it is generally assumed that a lot of our friendships are fortified, if not made, through our computer screen. So this topic feels like a good place to get us going today. As always, it's important for you to reflect on your own experiences. Have you been in an uncomfortable situation where you needed to ask for a favor? If so, what would have made it different or gone more smoothly? Or are you extremely adept and successful at asking for favors? If so, we'd love to hear your secrets. The goal of today's topic will be to understand better ways to ask for, receive and be appreciative of help. A little kindness and thought goes a long way toward maintaining close friendships in both life and work, so I hope these ideas—and your comments—will help all of us keep those bonds tight.

**S**upplementary Reading**Asking for a Favor (II)**

—Do it courteously

One of the reasons we make friends and acquaintances is that we'll have a network of people who can help us when we run into difficulty. Unfortunately, even if you've got plenty of potential helpers at your disposal, asking a favor can be a difficult thing to do. For many of us, it's hard to admit that we need help with something, even if the consequences for proceeding without that help are major. Don't sweat it—this short guide will teach you how to ask for favors with tact and grace.

**1**

**Approach your helper at an appropriate time.** If you ask someone for a favor at an inconvenient time, you can embarrass or even anger him or her. You also might decrease the chances he or she will say yes. If you're going to ask your teacher for help with your math homework, don't ask in the middle of his lecture. Definitely don't ask right after he's learned his house has burned down! In general, try not to interrupt someone's work, nor their moments of joy or sadness.

**2**

**Tell them you're looking for a favor.** The sooner you mention your intentions, the better. It's polite to be up-front about what you want, but it's also a smart use of your time. If you ask for a favor at the end of a long conversation and your helper says she/he can't help you, you've wasted time you could have spent looking for another helper. It's simple—all you need to say is something like, "Hey, I was wondering if I could ask you a favor" within your first few sentences. Then, simply launch into your request! Your potential helper will probably appreciate that you weren't sneaky about what you wanted!

**3**

**Word your request for a favor carefully.** You want to be polite and gracious while also being crystal clear about what you want. Explain the facts of the situation. Leave nothing to guessing. Then, without dallying, explain what you need this person's help with. Ask them plainly if they'll help you in the form of a simply-worded question. Don't allow any chance of misunderstanding. If this issue is important enough to require a favor, you should address it