

互联网+经管专业立体化教材
普通高等院校精品教材



(含微课)

商务英语口语

ORAL
BUSINESS
ENGLISH

(拓展篇)

主编◎余芳芳 尹晓霞 杨羚



上海交通大学出版社
SHANGHAI JIAO TONG UNIVERSITY PRESS

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内容提要

本书共有 7 个项目, 侧重培养学习者在商务职场情景下的英语口语能力, 内容涵盖市场拓展、产品营销与介绍、商品展销会、工厂参观、商务谈判、合同签订、客户服务等。每个项目下分别设置若干个任务, 任务包括学习目标、相关知识准备(背景知识介绍、相关商务情景图片)、真实商务情境活动、相关语言表达和拓展、角色扮演、商务文化知识拓展等环节。

本书可用作商务英语、国际贸易、国际商务等商务类、经济类专业的口语教材, 亦可作为外贸公司、涉外企业的培训教材和广大英语爱好者的自学教材。

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前言

随着我国国际化进程的加快,以及“一带一路”国家战略的提出,我国对外经济贸易业务日益频繁,熟练运用英语进行商务交际、深谙国际贸易规则和惯例已成为国际化人才的核心竞争力。因此,丰富商务情境知识、了解时代信息、提升商务英语语言技能就显得格外重要。为使学习者能在外贸业务活动中进行顺畅的业务沟通,并全面掌握商务知识和外贸流程,我们结合教育部颁布的《高职高专教育英语课程教学基本要求》,以培养适合岗位需求的应用型商务人才为目的,遵循知识和实践相结合的原则,以工作过程和工作任务为导向,编写了《商务英语口语》一书。

《商务英语口语》分为基础篇和拓展篇两册。“基础篇”侧重培养学习者在商务职场情景下的英语口语能力,涵盖了求职、办公接待、客户接待、住宿安排、商务旅行、商务报告、公司介绍等七个项目内容。“拓展篇”以国际贸易流程为主线构建,涵盖市场拓展、产品营销与介绍、商品展销会、工厂参观、商务谈判、合同签订、客户服务等七个项目内容。

本书在编写上具有以下特点:

1. 内容实用, 情景真实, 图文并茂

本书在内容选取和难度把握上遵循高职教育“实用为主,够用为度”“学用结合,重在运用”的原则,选材上注重真实性,兼顾新颖性和多样性。各项目内容富有时代感,反映了现代商务活动的真实情景,图文并茂,具有很强的趣味性、实用性和可操作性。

2. 模块创新, 任务驱动, 高效学习

本书打破传统口语教材的模块定式,拓展篇以国际贸易流程为主线构建,按照商务活动各具体环节设置情境,并以“任务”为导向,着重培养学生的商务口语交际能力。

本书每个项目下包括相关知识准备(背景知识介绍、相关商务情景图片)和若干任务,每个任务下设置了热身活动、真实商务情境活动、相关语言表达和拓展、追踪练习(涵盖口译题和角色扮演等题型)、任务评价和商务文化知识拓展等环节。项目编排合理、脉络



清晰,由简到繁、由易到难、循序渐进,符合语言学习规律。

其中,真实商务情境活动及相关语言表达和拓展帮助学生打造坚实的语言基础;背景知识介绍、热身活动和商务文化拓展等模块能有效培养学生独立思考和自主学习的能力;追踪练习帮助学生巩固学到的语言知识;自评体系则帮助学生更好地了解各任务的完成情况并做出合理自评。

3. 强调输入,注重输出,全面提高

本书特别注重培养学生接收、处理语言信息及语言输出能力,每个任务首先为学生提供大量知识和语言输入,包括热身活动、真实商务情境活动、相关语言拓展三部分内容;之后是追踪练习,让学生在学过相关知识和语言表达后,有针对性地进行输出练习,从而有效提高学生接收、处理语言信息及语言输出的能力。

此外,本书还运用了著名语言学家 Krashen 的“i+1”理论,在教学内容与课堂实训环节后增加了一项综合的语言技能训练“i+1” Practice(内容难度不低于原水平,稍微比现有语言知识难一点),即课堂后学生利用现有的语言知识,结合各个环节,融入真实的案例,进行综合训练,从而全面提高语言输入与输出技能。

4. 互联网+,微信扫码,随时学习

本书每个任务均配有相关视频资料,口音纯正,语言地道,画面清晰。通过扫描对话旁的二维码,即可观看,方便学生课前预习和课后跟读练习。

本书由余芳芳、尹晓霞、杨羚担任主编,并负责策划和统稿。周淑华、喻启弥、陈磊磊、李雯担任副主编,吴继琴、乐柔佳、汪丽琴、李婧等参编。各章节分工如下:余芳芳负责项目二和项目三,尹晓霞负责项目一,杨羚负责项目五和项目六,喻启弥负责项目七,陈磊磊负责项目四的编写。周淑华、余芳芳、尹晓霞、杨羚、李雯负责图片的整理及全书校对等工作。校企合作企业——江西华君进出口公司总经理代丽华参与全书的审稿工作。

本书在编写过程中参考了近年出版的部分书籍和网上资源,限于篇幅不一列举,谨向各位作者表示感谢!

由于编者水平有限,疏漏和不足之处难免,敬请广大读者和专家批评指正!

本书配有优质的教学资源包,读者可到北京金企鹅联合出版中心网站(www.bjjqe.com)下载。

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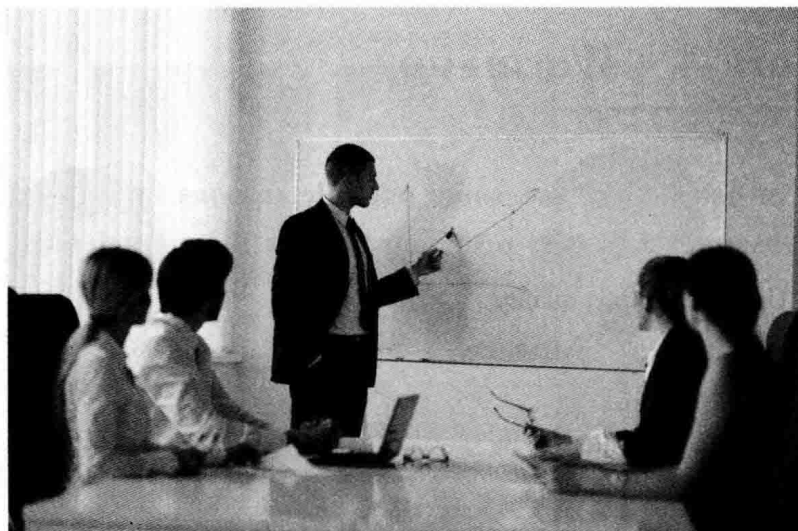


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Project 1 Market Development



For business, market development is the key to increase its market share and sales. When sales coming down or launching new product, sellers always try to conduct market research, and then analyze the situation for their sales or the feasibility of entering a new market. In this case, they can avoid business risk and target better market.

Learning Objectives

After learning this project, you are required to achieve the objectives in the following table.

Objectives
1. Master the following language points: a. Being familiar with related expressions of market development. b. Being able to use language skills to convince new customer.
2. Master procedure of a. certain products' market research. b. making analysis of related market based on research information. c. developing new customer.
3. Be good at the manner of conducting market survey and customer development.
4. Have the ability to search related language & business information from different channels.



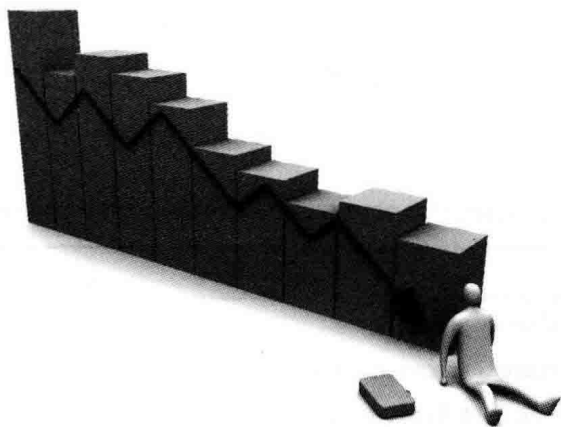
Task 1

Market Survey & Analysis

Part I Warm-up

1. Work in pairs. Here are some possible reasons for sales decrease, tick some of the reasons and discuss with your partner for more details.

- (1) Unstable product quality
- (2) High price
- (3) Poor service
- (4) Fierce competition
- (5) Off-seasonal products
- (6) Small population
- (7) Consumption habit difference



2. How many types of method do you know to do market research? How about their advantages and disadvantages?

3. After gathering the information you need, how would you analyze them? What kind of tools would you choose to help you do data analysis?



AZ Part II Activities



Activity 1



Words and Expressions

(1) Asian market	<i>/ˈeɪfn 'mɑ:kɪt/</i>	亚洲市场
(2) feature	<i>/'fi:tʃə(r)/</i>	<i>n.</i> 性能特点
(3) target consumers	<i>/'tɑ:ɡɪt kən'sju:mə(r)z/</i>	目标消费（客户）群
(4) middle class	<i>/'mɪdl klɑ:s/</i>	中产阶级
(5) market survey	<i>/'mɑ:kɪt 'sɜ:veɪ/</i>	市场调查
(6) white collar	<i>/waɪt 'kɒlə/</i>	白领
(7) check sth. out	<i>/tʃek/</i>	察看，观察
(8) be sensitive to price	<i>/'sensətɪv/ /praɪs/</i>	介意价格；对价格敏感
(9) fierce competition	<i>/'fiəs ,kɒmpə'tɪʃn/</i>	激烈的竞争
(10) launch	<i>/lɔ:ntʃ/</i>	<i>v.</i> 发起；推出
(11) put forward	<i>/'fɔ:wəd/</i>	提议



Vincent, sales manager of Alter Company, is analyzing a market research and trying to discuss the details with his boss Kelly.

(V=Vincent K=Kelly)

V: Good morning, Kelly, I have finished the Survey for Asian market¹ and here comes my analysis.

K: Great! Please go ahead.

V: For our product Model item 007, Asian market already has some similar models but with limited features², and consumers' requirement is not so big due to the high price.

K: Please talk about its target consumers³. Is it as we expected? Say, middle class⁴ household?

V: Well, according to the market survey⁵, most of the consumers are white collars⁶ and private company owners, etc.

K: Can you show me some exact data or pictures?

V: Yup, I made some detail investigations by pie charts, let's check them out⁷.

K: Based on your data, I can get the idea that it seems this market is sensitive to price⁸.

V: Exactly, especially when the similar products get into market. That's a fierce competition⁹.

K: In this case, we need to launch¹⁰ our new plan — keep the price preferable and strengthen our brand, since we have great advantages in the European market.

V: OK, I fully understand.

K: By the way, you can put forward¹¹ your suggestions at any time before our next meeting. Please send your idea to my secretary Sandra. That's all for today. Thanks for your hard work.

Activity 2





Words and Expressions

(1) CD clock radio	/klɒk 'reɪdiəʊ/	CD 闹钟式收音机
(2) in one's favor	/'feɪvə(r)/	对……有利
(3) have more information about sth.		对……进一步了解
(4) the Middle East market	/'mɑ:ki:t/	中东市场
(5) sales amount	/'seɪlz ə'maʊnt/	销售额
(6) by a large margin	/'mɑ:dʒɪn/	大幅度地
(7) wake sb. up	/'weɪk/	叫醒……
(8) keep the market share	/'ʃeə(r)/	保持市场占有率
(9) profit margin	/'prɒfɪt/	产品利润
(10) with a favorable price	/'feɪvərəbəl praɪs/	……价格优惠

Sammy is the salesman of an audio company. He is analyzing the market of CD clock radio¹ with his colleague Ira.

(S=Sammy I=Ira)

S: I have spent 2 weeks in the Middle East to have my investigation about the market for our Model RCD-X900, and it seems that the situation is in our favor².

I: Oh, glad to hear that! I would like to have more information about it³.

S: We put this model into the Middle East market⁴ in this January. Now is September, and the sales amount⁵ have increased by a large margin⁶. Here I will show you the data by PPT.

(Presenting)

I: Yes, I think our best advantage for this success is that consumers can choose their best music CD to wake them up⁷, which will bring them into a sunny day.

S: You are right. According to my survey, this feature is also showed in the European and Japan markets. For Middle East market, we are the first to have it.

I: In this case, we need to design our new model RCD-X9001 to update the current model to keep the market share⁸.

S: Absolutely, nowadays our company's profit margin⁹ is too small and we can improve it by adding some new features to update the current model.

I: Sounds great! Consumers always like new product with a favorable price¹⁰. We can also make extra profit by updating the current model.

S: I couldn't agree more.



Part III Language Expanding

- | | |
|--|-----------------------------|
| (1) introductory price | 上市价格; 试定价 |
| (2) copy product | 山寨产品 |
| (3) expand business | 拓展业务 |
| (4) win over competition | 赢得竞争 |
| (5) put a model into a market | 把……推入市场 |
| (6) comment on / about sth. | 评价…… |
| (7) get back to sb. | 回复某人; 以后再回复某人 |
| (8) South East Asia market | 东南亚市场 |
| (9) North America market | 北美市场 |
| (10) South America market | 南美市场 |
| (11) Here is my market analysis data. | 这些是我的市场分析数据。 |
| (12) Let me show you the details by line chart. | 我用线形图给你展示一下具体细节。 |
| (13) We found that the poor sales in the last year was due to the high price. | 我们发现, 去年销售业绩不好主要是因为价格太高。 |
| (14) According the market analysis, I think we can not target Middle East market. | 根据市场行情分析, 我觉得中东市场并不适合我们。 |
| (15) The market analysis result can help us to make the final decision. | 市场行情分析能帮助我们做最终的决定。 |
| (16) Market analysis is important and quite necessary in doing business. | 在商业中, 市场分析非常重要, 也很有必要。 |
| (17) According to my market investigation I found that... | 根据市场调查, 我发现…… |
| (18) In order to improve the sales amount, we need to conduct market research to know what's going on. | 为了提高销售业绩, 我们需要做一些市场调研以了解行情。 |
| (19) We need to know about other similar product's feature, price, package etc. | 我们需要了解其他同类产品的性能特点、价格、包装外观等。 |
| (20) Surveys can be split into two different general categories, questionnaire and interview. | 市场调查可以分成两大类: 问卷调查和访谈。 |
| (21) The sales is not so ideal due to the financial crisis. | 因为碰上了金融危机, 所以销售业绩不是很理想。 |
| (22) Market share can indicate a company's sales status. | 市场占有率往往显示了一个公司的销售状况。 |