

— 全国高等院校专业英语规划教材 —

商务英语 口语 (第3版)

房玉靖 梁 晶 主 编
姚 颖 邓莉洁 副主编

ORAL ENGLISH FOR
BUSINESS COMMUNICATION

· 附 赠 ·
电子课件
朗读音频

出版社



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北京

内容简介

本书以商务材料为主,内容涵盖商务工作所涉及的日常交际、涉外活动和涉外业务等常见场景,以功能用途划分。全书共设16个单元,内容主要涉及办公、商务旅行、商务接待、商务会谈、商务会议、展览展会、求职面试、公司与产品、商标与专利、询价、报盘、讨价还价、支付、包装与运输、保险、市场营销、销售谈判、合约签订、投诉索赔等方面。

本书可满足高职高专院校商务英语、国际贸易、国际商务等相关专业的学生、从事国际商务工作的外经贸从业人员、外事人员以及广大英语爱好者的需要。

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第3版 前言

《商务英语口语》的第2版自2016年1月出版后，我们收到了更多的读者好评，在此感谢广大用户对本书的支持与厚爱。

我们根据时事的变化，对本书材料进行了进一步更新，使得信息量更大、实用性更强。升级后的第3版注重激发学生积极参与口语活动的兴趣，提高学生跨文化交际能力；突出教师与学生以及学生之间互动协作的重要性，启发学生的想象力与创造力，从而能够得体地使用工作交际用语。

为满足广大读者的需求，我们特意邀请发音纯正的美籍人士朗读本书的对话部分，由美国专业的影视公司进行录制，读者可欣赏到音质清晰、原汁原味的美语朗读。

本教材由房玉靖、梁晶担任主编，姚颖、邓莉洁担任副主编。望广大读者对本教材继续给予指正，不胜感谢。

编者

前言

第2版

《商务英语口语》自2010年3月出版后，受到用户的广泛好评，也有不少专家和读者提出了宝贵建议。为了更好地发挥和完善教材的作用，我们对全书内容进行了修订和补充。

修订后的《商务英语口语》的素材仍以商务材料为主，内容上涵盖了商务工作所涉及的日常交际、涉外活动及涉外业务等常见场景，以功能用途划分。全书共设16个单元，内容主要涉及办公、商务旅行、商务接待、商务会谈、商务会议、展览展会、求职面试、公司与产品、商标与专利、询价、报盘、讨价还价、支付、包装与运输、保险、市场营销、销售谈判、合约签订、投诉索赔等方面。每个单元围绕一个主题展开，根据相应目标设置，力求系统地将背景知识、功能型对话及练习、知识点讲解、扩展练习、相关信息、思维拓展、模拟场景对话等内容联系起来。

本书再版时，对原版版块式结构进行了有效整合与更新。首先，增加了热身练习，类型多样、难度适中的任务使学生能够在接触本单元语言知识前对专业内容有基本了解。其次，为更加突出材料的实用性，对原有对话进行了部分改编和更新，并加入了场景介绍，使学习者更易理解对话中的角色关系和各自诉求。此外，对原有的拓展练习部分进行了整合，使得结构更紧凑。其中 Role-play 部分的驱动型任务，角色的任务指令更加明确，使学生对于任务要求更加明了。

本教材由房玉靖、梁晶担任主编，姚颖、邓莉洁担任副主编。

由于编者水平所限，书中难免有不足之处，敬请读者指正。

编者

第一版

前言

在经济全球化进程不断加快的今天，我国改革开放进入了快速和纵深发展期，国际商务活动和经济技术的交流也日益频繁。高职高专院校商务英语专业的学生不仅需要具备熟练的英语技能，还必须具有良好的沟通技巧和娴熟的实践能力，才能适应当代商务领域各项工作的需要。“商务英语口语”课程是根据高职高专商务英语专业学生需要开设的一门职业基础必修课程，同时也是一门语言技能训练课。教育部颁布的《高职高专教育英语课程教学基本要求》中，强调打好语言基础，要求语言基本训练和语言应用能力并重。

本书是一本以交际功能和中心话题为纲要编写的口语教材，它注重将学生置于多元文化背景之中，提供真实的语言环境和标准的语言范例，强调知识性、信息性、实用性和功能性，引导学生积极主动地进行口语练习，扩展学生用英语进行交流的综合能力。本书的特点在于遵循知识与实践相结合的原则，强化对学生英语听说应用能力的训练，旨在培养具备较强英语基础技能和一定的商务贸易、商务谈判和企业管理的综合技能，能适应现代各类经贸活动要求的高级应用型专门人才。

本书以商务材料为主，内容涵盖商务工作所涉及的日常交际、涉外活动和涉外业务等常见场景，以功能用途划分。全书共设 16 个单元，内容主要涉及办公、商务旅行、商务接待、商务会谈、商务会议、展览展会、求职面试、公司与产品、商标与专利、询价、报盘、讨价还价、支付、包装与运输、保险、市场营销、销售谈判、合约签订、投诉索赔等方面，可满足高职高专院校商务英语、国际贸易、国际商务等相关专业的学生、从事国际商务工作的外经贸从业人员、外事人员以及广大英语爱好者的需要。

本书的版块式结构安排，系统地将背景知识、功能型对话及练习、知识点讲解、扩展练习、相关信息、思维拓展等内容联系起来。每个单元围绕一个主题展开，其中又包含 3 ~ 4 个学习目标，根据每个目标设置相关内容的对话范例、注释、句型及针对性训练，另外还设置了整个单元的语言重点。其中，Unit 1 ~ 8 语言重点部分主要是分模块的功能句型；Unit 9 ~ 16 由于涉及的内容专业性较强，所以包括贸易术语或专业术语加功能句型两部分，便于学生灵活掌握和运用。

本书由房玉靖担任主编，参加编写的有房玉靖、刘玉玲、梁晶、姚颖。本书的编写得到清华大学出版社的大力支持，在此表示衷心的感谢。

编者

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Unit

1

Office Work

Learning Objectives

In this unit, you will learn how to:

- Talk on the phone
- Make & change appointments/arrangements
- Talk with associates

Background Information

General office skills may include answering phones, faxing, basic computer skills, as well as customer service skills. Effective communication concerning these skills at workplace is extremely important to smooth and efficient business operation. There are mainly two types of communication: verbal communication (such as meetings, phone calls, speech, one to one feedbacks, etc.), and non-verbal communication (such as written or printed emails, etc.). Communication at workplace should be clear, concise and specific. In addition, there should be effective use of body language at workplace. Good communication skills will help to establish a better working relationship where as poor workplace communication skills will have negative effects on business relationships and may result in decreased productivity.

Starting Up

Read the following tips and decide which are DOS (✓) and which

are DON'TS (×). Compare your answers with a partner's and explain your choices.

When you answer the phone in the office ...

- pick it up after the first ring
- pick it up after three or more rings
- immediately ask who is calling and what they want
- say your own name
- say your company name and/or department
- just say "Hello?"
- have a pencil and paper ready so that you can take notes
- try to sound friendly and helpful
- speak quickly so that the call is soon over
- speak clearly and slowly
- smile
- use the speaker phone

 Oral Workshop

A. Talking on the Phone

Dialogue 1 - Asking to speak to someone

Diana is making a call to Mr. Brown of Deep Blue Office Supply.

Operator: Good morning, Deep Blue Office Supply.

Diana: This is Diana Wong from MAP Advertising. I'd like to speak to Mr. Brown, please.

Operator: Is that Michael Brown or Tony Brown?

Diana: I'm not sure. I want to talk to someone about the maintenance of laser printers.

Operator: Then you need to speak to Tony Brown. He's with After Sales Department. I'll put you through.

Diana: Thank you.

Mr. Brown: Hello, Tony Brown.

Diana: Hello, Mr. Brown. This is Diana Wong from MAP Advertising. I called last week about the laser printer.

Mr. Brown: Sorry, can you spell your name, please?

Diana: It's W-O-N-G. Diana Wong, from MAP Advertising.

Mr. Brown: Oh, yes. I remember.

Diana: We bought 5 laser printers from you two weeks ago, but one of them doesn't seem to work properly, and we also have some questions on maintenance.

So I'm calling to see whether it's possible for you to send someone to help.

Mr. Brown: All right. Would tomorrow suit you?

Diana: That'll be great. I'm in the office all day.

Mr. Brown: So I'll send over an engineer around 10:00 in the morning.

Diana: Thank you very much, Mr. Brown.

maintenance

维修, 保养

put through

接通电话

laser printer

激光打印机

Dialogue 2 - Leaving and taking messages

Peter Jackson of FBJ Marketing wants to speak to Paul Richards of BIG Supermarket.

At the first attempt, he dials the wrong number. At the second attempt, Sara Lee, Paul's secretary answers the phone.

Andy: Hello, Marketing Department. Can I help you?

Peter: Hello. May I speak to Paul Richards, please?

Andy: I'm sorry. You've got the wrong number. But he does work here. I'll try and put you through. In future his direct number is 5558770.

Peter: Didn't I dial that?

Andy: No, you rang 5558790.

Peter: Oh, sorry to have troubled you.

Andy: No problem. Hang on a moment and I'll put you through to Paul's extension.

Peter: Thanks.

Sara: Good morning, Paul Richards' office, Sara Lee speaking.

Peter: Oh, hi. This is Peter Jackson from FBJ Marketing. Could I speak to Paul, please?

Sara: I'm afraid Paul is on a training course.

Peter: Do you know when he'll be back?

Sara: I'm afraid he won't be back until tomorrow, but if it's urgent I can get a message to him this afternoon.

Peter: I'd really appreciate that. Could you tell him I called because I need to check the budget for supermarket promotion this coming weekend?

Sara: OK. You'd like to check the budget for supermarket promotion this weekend.

Peter: That's right.

Sara: I'm afraid I didn't catch your name.

Peter: It's Peter Jackson from FBJ Marketing.

Sara: Thank you, Mr. Jackson. I'll make sure he gets the message this afternoon.

Peter: Thank you very much.

Sara: You're welcome. Goodbye.

Peter: Bye.

extension	电话分机	appreciate	感谢
budget	预算	promotion	促销
catch	听清楚		

Practice

1. You are asked to call a client who you have never either talked with or met before. Speak to him/her and introduce yourself, explain the purpose of your call.

2. You are with After-Sales Department. Someone calls and asks to speak to Cathy, a sales representative in Sales Department. You either offer the caller the right extension number or help put him/her through to Cathy.

3. You ring up Mr. Blare and invite him to attend a cocktail party in honor of your newly-appointed CEO next Friday, 6:30 p.m. at Crystal Hotel. As Mr. Blare is in a meeting, you leave a message to his secretary and ask Mr. Blare to call back to confirm with you.

4. You leave a message to Mr. Cook, the sales manager of ABC Company, asking him to airmail you some samples by the end of the week.

5. Suppose you have booked a two-week holiday in Singapore. You receive a call about a change of departure date from Sunrise Holidays—a travel agency. As you are about to attend a meeting in two minutes, you arrange to call back.

sales representative	销售代表	cocktail party	鸡尾酒会
in honor of	为了向某人表示敬意		
newly-appointed	新任命的		

B. Handling Appointments/Arrangements

Dialogue 1 - Making arrangements

Robert Bush of HBC Trading is calling Tina Stone to discuss the arrangements for his trip to New York next week.

Tina: Hello, Tina Stone speaking.

Robert: Hello, this is Robert Bush from HBC Trading.

Tina: Hi, Robert, nice to hear from you. How's everything?

Robert: Great. You know, I'm planning to come to New York next week.

Tina: Really!

Robert: Yes. I'll have a meeting with a client in Boston on Tuesday next week. I was hoping we could arrange to meet up either before or after.

Tina: So you have to be in Boston on Tuesday? That's the 7th.

Robert: That's right. Now, I could stop over in New York on the way in — that would be Monday. Would that be possible?

Tina: Ah, I'm afraid I won't be in the office on Monday.

Robert: Uh-huh, well, the other possibility would be to arrange it after Boston on my way home.

Tina: When do you plan to leave Boston?

Robert: Could be either Tuesday or Wednesday morning, but I would like to catch a flight back to London on Wednesday evening.

Tina: OK. Well, it would be best for us if you could fly in on Wednesday morning. I'll be able to pick you up at the airport, and then we could show you the new trade center.

Robert: That sounds good. But do you think you could fax me an itinerary for the day that's Wednesday the 8th?

Tina: No problem.

Robert: Thank you. Then I'll see you next Wednesday. Goodbye.

stop over (中途) 短暂停留

pick up (开车) 接人

itinerary 行程, 旅行日程

Dialogue 2 - Changing an appointment

Justin Wong is calling Mr. Smith's office to change his appointment. Mr. Smith's assistant Mary answers the call.

Mary: Good morning, Mr. Smith's office. Can I help you?

Justin: Good morning. This is Justin Wong from J & J Footwear. I have an appointment with Mr. Smith at 2:30 p.m. tomorrow afternoon, but I'm sorry I can't keep our appointment because I'll be sent to attend an urgent meeting at the HQ.

Mary: Would you like to cancel it?

Justin: No. I wonder if it's convenient to put it off.

Mary: Could you hold on for a minute, Mr. Wong? I'll just look in the diary. So, when's convenient for you?

Justin: Later this week if possible. I gather he's away the following week.

Mary: Yes, that's right. He's on a business trip overseas.

Justin: I need to see him before he goes away. So would Friday afternoon, the same time be okay?

Mary: Friday afternoon ... let me see ... Sorry, but Mr. Smith won't be free until 3:00 p.m. Would 3:30 p.m. be all right?

Justin: Yes, that's fine with me. Thank you very much.

Mary: So, Mr. Wong, your appointment with Mr. Smith is rescheduled at 3:30 Friday afternoon.

keep an appointment

守约

HQ = headquarter(s)

总部

put off

推迟

gather

猜想

reschedule

将……改期; 重新安排

Practice

1. You and your partner work in the same company but in two different departments. You would like to have a short meeting regarding work sometime next week. Call him/her to arrange a time for you two to meet either in your office or your partner's.
2. Your company is planning on a launching ceremony for a new product. Talk with your team members and work out the arrangements.
3. You have arranged to meet a colleague from one of your subsidiaries. Explain that you cannot keep the appointment, give a reason, and then suggest an alternative time.
4. You call a colleague to tell her the meeting has been put off until tomorrow, but she is not in. Leave a message to her secretary.

launch

(产品)上市

subsidiary

子公司

C. Talks at Work

Dialogue 1 – Receiving a guest

Allan Johnson from ABC Trading comes to visit Mr. Eastwood by appointment. Tracy, the receptionist, receives the visitor at Reception, and contacts Mr. Eastwood's secretary Daisy.

Allan: Good morning.

Tracy: Good morning. Can I help you?

Allan: Yes. I have an appointment with Mr. Eastwood at 10:00 a.m.

Tracy: Mr. Eastwood from Marketing Department?

Allan: Yes.

Tracy: May I have your name please?

Allan: I'm Allan Johnson from ABC Trading.

Tracy: Thank you. Please take a seat while I'm contacting Mr. Eastwood's office for you.

Daisy: Mr. Eastwood's office.

Tracy: Hello, Daisy. This is reception. Mr. Johnson is here for his 10 o'clock appointment with Mr. Eastwood.

Daisy: Oh, yes, Tracy. Mr. Eastwood is expecting him.

Tracy: I'll send him up then.

Daisy: Thanks.

Tracy: Mr. Johnson, would you please go to Room 216 on the second floor? It's the first on your right. Mr. Eastwood is expecting you.

Allan: Room 216, second floor.

Tracy: Yes. The stairs are on the left.

Allan: Thanks a lot.

expect

等待

Dialogue 2 – Requesting and offering help

Adam and Jason are colleagues. Adam asks Jason for help.

Adam: Hi, Jason, are you very busy right now?

Jason: Not really, no.

Adam: Do you think you could help me with my computer? There seems to be a problem with my network.

Jason: Oh, it's not just with your computer. I think the entire network is down for upgrades. It should be back up in an hour.

Adam: Oh, no, that'd be too late. I need the budget documents from the company network share.

Jason: Don't worry. I have a copy of that on my computer. Do you want it now?

Adam: You do? Can I get a copy?

Jason: Sure. But I have to put it on a USB flash disk for you since the network is down.

Adam: That would be great!

Jason: Do you have one?

Adam: Er ... no, I forgot to take it off my computer after I finished last night at home.

Jason: Never mind. Use mine.

Adam: Sorry to trouble you.

Jason: Oh, that's no big case. OK, it's saving now. Here you go.

Adam: Thanks a lot. You really saved me a great deal of trouble.

Jason: No problem. I'm glad I could help.

upgrade

升级

network share

网络共享

flash disk

闪存盘

Dialogue 3 - Giving instructions

Sandy is newly employed and does not know how to use the software. Her supervisor Jason Lewis is telling her what to do.

Jason: Hi, Sandy, how are you settling in?

Sandy: Just fine, thanks, Mr. Lewis. I really appreciate you taking the time to help me out with this software.

Jason: Sure. Now, let's get started. Could you tell me if you've worked with this program before? That will help me figure out how to proceed.

Sandy: I've done a little work with it, but not much. To be exact, I have read some books on it, but never run it myself.

Jason: Well, I think it's a good idea to have the manual at hand.

Sandy: Yes, you're right. So, what do I do now?

Jason: Just click on the button in corner. Be sure to enter the password you created. You can write it down somewhere just in case you forget. But very importantly, you need to keep it in a very safe place.

Sandy: I got it. What do I do next?

Jason: Well, what you need is to select the network you want to work with, and you're all set.

Sandy: Great. And do I just click on print icon to print out reports?

Jason: You'd better go to File-Print from the menu, just to make sure you select the right printer as we have three printers connected to different computers.

Sandy: I see. Thanks a lot. May I trouble you if I have further questions?

Jason: Sure. I'd love to help.

proceed

进行

manual

手册

icon

图标

Practice

1. You have an appointment with someone. You arrive 30 minutes earlier than the scheduled time. Talk to the receptionist and ask if it is possible to bring forward the appointment.

2. You are new to the company. Ask one of your colleagues to proofread the English report you've just finished before handing in.

3. You are expecting an EMS parcel at the entrance of your company. As you are stuck in the negotiation, ask a colleague to pick up the package for you.

4. You explain to the new staff the regulations at your company, which may include working hours, dress code, sick leave, etc.



Language Focus

Talking on the Phone

- | | |
|--|---|
| <ul style="list-style-type: none">• Hello, this is ... calling from• Could I speak to ..., please?• I'd like to speak to ..., please.• Could you put me through to ...?• Can you give him/her this message, please?• Can I leave a message for ...?• I must have dialed the wrong number. | <ul style="list-style-type: none">• Could I ask who's calling, please?• Who shall I say is calling?• I'm afraid he/she is not available at the moment. Would you like to leave a message?• I'll make sure he gets the message.• Can you call back later?• Could you hold the line a moment, please?• I'm afraid you have the wrong number.• Thank you for calling. |
|--|---|

Making Appointments/Arrangements

- | | |
|--|--|
| <ul style="list-style-type: none">• I'd like to make an appointment with ...• I'd like to arrange ...• Does ... suit you?• Shall we make it ...?• Did you have a time in mind?• When is the best/convenient time for you? | <ul style="list-style-type: none">• Tuesday suits me very well.• Tuesday is fine for me.• I'm sorry but I can't make it then.• I'm afraid I'm busy then.• I prefer a meeting in the afternoon. |
|--|--|

Changing Appointments/arrangements

- Could we postpone/put off ... to ...?
- I'm sorry I can't keep our appointment because ...
- I wonder if it's convenient to change our appointment from ... to ...?
- I'm afraid we have to cancel ... because ...

Requesting Favors

- Can you spare a few minutes?
- Could you do me a favor?
- I've got a favor to ask you. Could you ...?
- Would you mind if I ...?

Offering to Help

- | | |
|--|---|
| <ul style="list-style-type: none">• Can I give you a hand?• Would you like a hand with ...?• Is there anything I can do for you?• Would you like me to ...?• Would you like me to help you with that?• I'd be happy to ..., if you'd like.• If there is anything I can do to help, please let me know. | <ul style="list-style-type: none">• Yes, please. Thanks a lot.• I'd appreciate that.• I can't thank you enough.• That's very nice/thoughtful of you.• No, thanks. I think I can manage that.• That's very kind of you, but I prefer to do it myself.• I think I'd prefer to do that myself because ...• Yes, I will. |
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Extended Activities

Role-play

Task 1

Student A: You are the assistant to Ms. Baker, the General Manager. You have already