



河南省“十二五”普通高等教育规划教材

实用职场英语 拓展教程

《实用职场英语》编写组 编

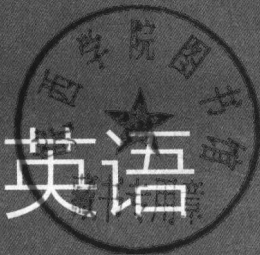
高等教育出版社



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前 言

《实用职场英语》立体化系列教材是以教育部职业院校外语类专业教学指导委员会官网最新公布的《高等职业教育英语课程教学基本要求》为指导，按照建立现代职业教育体系的要求，贯彻“以服务为宗旨，以就业为导向”的高职高专人才培养方针，实现“实用、易学、好教”的教学目标，组织全省高职院校优秀人才编写的高职高专公共英语教材，旨在推动全省高职英语教学改革。

《实用职场英语》立体化系列教材顺应高职高专教育新的发展趋势，致力于创建“轻松学习、学用结合、职场交融”的教学环境，坚持体现加强听说、加强表达、加强实用的“三加强”原则，培养学生在职场环境下运用英语的能力和自主学习能力，提高学生跨文化交际意识和综合文化素养，为提升学生就业竞争力及其未来的可持续发展奠定基础。

《实用职场英语》立体化系列教材是基于对河南高职院校的广泛而深入的调研编写而成的，充分考虑本省高职英语教学现状与“三区”（产业集聚区、商务中心和特色商业区、城乡一体化示范区）建设背景下人才的需求，强调拓展训练的职业性、针对性和丰富性，突出教学的可行性、便利性和有效性，体现“分类指导、因材施教”的原则，使用院校可根据本校实际情况和培养目标选择相应的级别和教程。

本系列教材的选材注重体现时代特色，特别针对高职学生的特点和兴趣，以全球视野透视新颖、热门和体现本省特色的话题，把绿色经济、循环经济、低碳经济等内容融入教材主题，引导学生积极思考，传播正能量，以期达到理想的教学效果。

《实用职场英语》立体化系列教材共分3级，每级包含《读写教程》、《听说教程》和《拓展教程》。《读写教程》每册8个单元，每单元提供丰富的练习，旨在提高学生英语读写译的能力。《听说教程》呼应《读写教程》各单元主题展开多种形式的听说训练，旨在培养学生就日常话题和职业相关话题用英语交流的能力。其中，口语部分有跟读、角色扮演、模拟职场情景会话等练习。《拓展教程》与《读写教程》、《听说教程》配套使用，旨在帮助学生巩固知识技能。

此外，本系列教材还配有《备考手册》与《求职手册》，可以配合任意一级的《读写教程》或《听说教程》使用。《备考手册》针对高职院校学生需要面对的教学考试和职业能力英语考试，按照语言测试规律，根据职场涉外交际的需要设计，剖析具体模拟



试题和经典题型，为学生备考提供集中、专业的指导。《求职手册》旨在培养学生使用英语寻求工作的能力，涉及查阅招聘信息、了解招聘公司、掌握招聘要求和所需资质、准备应聘资料、参加招聘面试等诸多内容。

本系列教材的总主编为河南经贸职业学院王君华教授。本书为《实用职场英语拓展教程3》。由河南牧业经济学院许海兰和商丘医学高等专科学校王相顺担任主编，红河学院彭杰和河南中医学院丹阳担任副主编，新乡职业技术学院赵艳辉和郭晋参与编写。

《实用职场英语》系列教材编写组将始终以虚心的态度听取广大读者的意见和建议，深入研究，不断完善，力求使本套教材成为本省高职院校师生的真挚朋友。

编者

2015年7月

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Unit 1

Promoting Activities

Unit Goals

* What You Should Learn to Do

- 1 Introduce a certain company (background, business scope, etc.)
- 2 Talk about a company's business
- 3 Promote a product

* What You Should Know About

- 1 Key to producing bestsellers
- 2 Preparation for the business negotiations is needed not only in the business sense but in a cultural sense as well
- 3 Product prospectuses

1 Talking Face to Face

Speak More
by Yourself

Sample ①

China-made Silk Products Show

Interested in China-made silk products? Come to our show!

With years of experience in manufacturing silk products, we offer a wide range of silk items, such as silk fans, silk garments, silk sheets, and silk carpets. All are made of top quality materials and with fine workmanship. Our silk products have enjoyed a fair market in Canada, Europe, South Asia and other regions and are the exclusive products of our own chain stores abroad.

Date: June 12–June 18, 2011

Place: 22# Haibin Rd., Hangzhou, China

Organizer: ABC Silk Products Import and Export Corporation

Sample ②

Mountain Bikes — A Perfect Travel Vehicle!

Tired of walking through the woods? Buy a mountain bike!

Huaxia Bicycle Company has a new product to offer its customers — mountain bikes! They are the company's latest developments. All are made of top quality materials. With various types and sizes, favorable prices and top quality, our mountain bikes are well received both at home and abroad. The sales turnover last year was around 30 million RMB *yuan*. We have 5 subsidiaries at home and we are thinking of expanding our business overseas.

Tel: 023-67623456 Fax: 023-67623458

Manufacturer: Huaxia Bicycle Company



- ① Read aloud the following dialogues based on the samples provided above. You could practice role-play with your partner, changing the information into your own.

Dialogue ①

Ms. Wang: Mr. Black, you have seen our products in the showroom. They are of top quality and fine workmanship and are sure to earn a big profit.

Mr. Black: I think you are right. That's why I am here in your company. In recent years, China-made silk products, especially your company's, have been enjoying a fair market in Canada.

Ms. Wang: You're right, but it's not just in Canada. It's in Europe, South Asia and other regions, too.

Mr. Black: Have you got a sales agent in Canada?

Ms. Wang: No, not yet. Why are you asking?

Mr. Black: You see, I'm buying for chain department stores in Canada. One of their interests is Chinese silk products. And I'd like to be the person in charge of this line.

Ms. Wang: Great! I'll make an appointment for you to meet Mr. Wang, our general manager.

Mr. Black: Thank you very much.

Ms. Wang: You're welcome.



Dialogue ②

Mr. Zhao: Thank you for your interest in our mountain bikes, Mr. Wilson.

Mr. Wilson: I'd like to know more about your products and your company.

Mr. Zhao: What exactly do you want to know?



Mr. Wilson: I would like to know more about your line of mountain bikes.

Mr. Zhao: As you know, we produce mountain bikes of various types and sizes. We have years of experience in manufacturing them. Our bikes sell well in the international market because of their super quality and competitive prices.

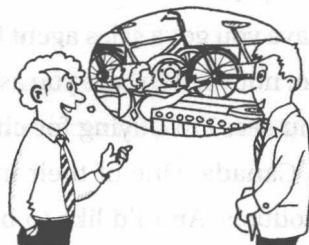
Mr. Wilson: We've read about this in your sales literature. Now, what was your sales turnover last year? And how many subsidiaries do you have?

Mr. Zhao: Our sales turnover last year was around 2 891 400 RMB *yuan*. At present, we have 5 subsidiaries in the country and we are planning to have more.

Mr. Wilson: Have you thought about expanding your business abroad?

Mr. Zhao: Yes, to be frank. But it's not so easy to find a suitable partner.

Mr. Wilson: Well, you might not have to wait much longer. Let's talk business.



② Here is a group of short dialogues. Follow the examples to fulfill the tasks accordingly.

1

A: May I help you, madam?

B: I'd like to buy a toy telephone for my 10-year-old son. I want something that looks fun and interesting to a child.

A: In that case, you'll probably be interested in this one. It's the latest model and very popular with little kids.

B: Let me have a look. Oh, it's cute! The tail of the tiger is used as the receiver. I'm sure Johnny will like it. Yes, I'll take it. How much is it?

A: Eighteen dollars. Shall I pack it for you, madam?

Task: Ask the shop assistant to show you an electronic toy car.



2

- A:** What are your findings in the market survey?
- B:** Laptop computers are in great demand. I'm sure they'll be the market leader in the next few years.
- A:** Do you mean we should hasten our speed in developing new models?
- B:** Yes, I think so. With proper sales promotion, our market share will soon be enlarged.
- A:** Great! Let's start organizing our developing and advertising campaign right away.
- B:** I agree, we shouldn't lose any time. We must strike while the iron is hot, as they say.

Task: Report your market survey to your boss.

3

- A:** How do the customers like our new CD players?
- B:** They like the portable design and the fashionable style, but they are not too happy about our price.
- A:** Do you think we should bring the price down?
- B:** Well, probably yes. You see, the competition is fierce.



Task: Talk about the customers' reactions to a new color TV set.

5

4

- A:** Have you applied for a patent for this new product, Mr. Smith?
- B:** Yes. In fact, we applied for it six months ago. Last week, we got the approval from the patent office. Finally, we have our own patent.
- A:** Congratulations! What are your plans for the future?
- B:** We'll try to develop some other models of helmets and then, when the time is right, expand our business abroad, if possible.
- A:** You have high ambitions. Good luck to you!

Task: Talk about the application for a patent.



- ③ Here is the Data Bank. Practice the patterns and expressions for talking about present situations and potentials of products.

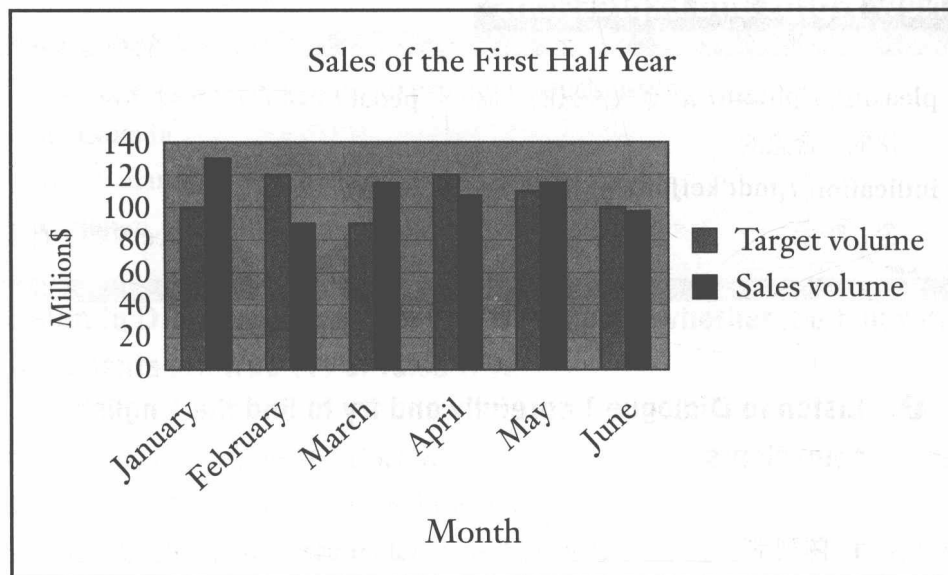
Data Bank

- 1 What findings have you got from the market survey?
你的市场调查有什么新发现?
- 2 Our new type of PC is well received by the customers.
我们的新型 PC 机很受顾客的欢迎。
- 3 We should find the cause of the delay and deliver the goods to the customer immediately.
我们应该找出耽误的原因, 马上将货给顾客送去。
- 4 The patent office has turned down / approved our application.
专利局已拒绝 / 接受我们提出的申请。
- 5 We should try to find a better way to handle this problem.
我们应该找到一个更好的方法来处理这个问题。
- 6 An increasing number of people are interested in buying laptops instead of desktops.
越来越多的人愿意买手提电脑, 而不买台式电脑。
- 7 We should develop more models to meet the needs of the consumers.
我们应开发出更多类型的产品以满足消费者的需求。
- 8 The present situation of our CD players is not pleasing.
我们生产的 CD 机的现状不令人乐观。
- 9 This new type of air-conditioner will find a smooth way into the home market.
该款新型空调机将在国内市场打开销路。
- 10 The sales figures have decreased this month.
这个月的销售量下降了。
- 11 Competitively-priced quality products are the most desirable.
价廉物美的商品最受人欢迎。
- 12 Our laptop computers enjoy a ready market both at home and abroad.
我们生产的手提电脑在国内外都很畅销。



- ④ The following bar graph is about the sales of the apartments developed by Royal Real Estate & Property Company in the first half year. Look at the graph carefully and get ready to say something about it.

Graphic Presentation



Sentence Patterns

- 1 Let me begin by ...
- 2 Our company's total sales have amounted to ...
- 3 We also underwent ...
- 4 Nobody will deny that ...

Words and Expressions

- 1 undergo 经历
- 2 ups and downs 起伏
- 3 contribute to 为...做贡献, 归咎于...
- 4 amount to 达到
- 5 marketing strategies 市场策略



2 Being All Ears

Listen More
by Yourself

In this section you will hear two dialogues and two passages. A quick glance at the word list below will help you to understand better what you are going to hear.

New Words and Expressions

pleasing /'pli:zɪŋ/ *a.* 令人高兴的, 愉快的, 合意的

indication /,ɪndɪ'keɪʃən/ *n.* 指示, 迹象, 暗示

pedal /'pedl/ *n. / v.* 踩踏板, 蹬自行车

on average 平均

retail / wholesale price 零售 / 批发价

❶ Listen to Dialogue 1 carefully and try to find the English equivalents.

- | | |
|------------------|---------------|
| 1 陈列室 _____ | 2 小册子 _____ |
| 3 名誉, 名声 _____ | 4 企业 _____ |
| 5 平均起来 _____ | 6 年销售额 _____ |
| 7 头一年, 前一年 _____ | 8 年复一年地 _____ |

❷ Listen to Dialogue 1 again and select the best choices.

- Mr. Black wants to know more about _____.
 - the company itself
 - the office furniture
 - the company's products
- Mr. Black thinks the office furniture on offer is very _____.
 - interesting
 - modern
 - attractive



- 3 The company started its business _____ ago.
 - a. 8 years
 - b. 18 years
 - c. 80 years
- 4 The company's annual turnover on average is _____.
 - a. less than \$1 020 000
 - b. about \$1 020 000
 - c. over \$1 020 000
- 5 The company is now trying to expand its business in _____.
 - a. Canada
 - b. Thailand
 - c. Japan

③ Listen to Dialogue 2 carefully and try to judge whether the following statements are true (T) or false (F).

- 1 The lady is from the ABC Co. Ltd.
- 2 The lady is interested in bikes for teenagers.
- 3 The bikes the lady is interested in are Model A.
- 4 Model C bikes have been put on sale for more than a year.
- 5 The potential market of Model C is quite promising.
- 6 The retail price for Model C is 300 RMB *yuan*.
- 7 For an order of 250, the discount will be 10%.
- 8 The lady will confirm her order by fax.

④ Listen to Dialogue 2 again and fill in the blanks.

The lady was interested in a new model of bikes — bikes for 1) _____. She learned that Model C was the kind of bikes she was 2) _____. This new model was put on sale for only 3) _____. However, market research showed that the new model was 4) _____ with small kids and the 5) _____ of this model was fairly large. Because the lady was going to place an order as large as 6) _____, the clerk promised to offer her a 7) _____ of 10%. As a result, the lady promised to 8) _____ early the next day to confirm the order.