

本书获得中央高校教育教学改革专项

对外经济贸易大学研究生精品教材出版基金资助

# 再版前言

目前全国已经有 400 多所高校开设了商务英语本科专业，研究生经管法专业和 MBA 工商管理专业硕士的数量亦与日俱增，商务英语教学的改革和人才培养迫切需要高质量的商务英语教材。作者搜索了 Amazon 网络书店，国内外图书以 Business English 为关键词的相关书籍和教材有近 5 000 条目。这些条目里有 90% 是教材，涵盖了商务英语听力、口语、阅读、写作、翻译技能和商务英语达人宝典手册几个类别。另外还有剑桥商务英语等职业证书、体验商务英语系列教程、商务英语字典和商务英语交际礼仪类别。然而适合中国大学本科生和研究生使用的高质量综合商务英语教材却乏陈可用。

本教材旨在弥补这个缺陷，以系统商务话题为引导，将商务知识和英语技能有机结合，采取 *integrated approach*，针对学生进入商务领域工作岗位以后，迫切需要的英语商务技能、沟通技巧、商务知识表达，对学生进行系统语言能力训练和提升，使学生能够为祖国发声、为企业站台、促个人成长。教材设计理念是帮助学生完成以下技能：学生能够顺畅准确地阅读英语主流商务期刊杂志、基本听懂官方和自媒体的英文商务新闻和报道、阐释企业年度报告和做案例分析。同时学生应该能够用英文撰写商务领域格式正确的会议纪要、内部备忘录、商务信函、行业和市场调研报告、营销企划书和创业计划书。口语上学生应该能够用英文电话沟通、主持和参加会议、独立进行商贸谈判和市场考察与开拓、同时用英文进行产品介绍、销售业绩、财务状况等展示。

本教材由多年从事商务英语教学与研究的专家教授编写，充分体现了交际法商务英语的教学理念，以商务知识为语境，商务技能为核心，做到 6 个统一，即商务话题、语言技能、功能语言、案例导入、商务写作和人文气息的融合统一，具有商务知识体系性、教学互动性、技能关联性、话题丰富性和思辨培养性。教材分为上下两个分册，共 18 个单元，涵盖了商务领域的主要议题和个人能力的培养。第一分册强调了个人的职业生涯和综合素质方面的议题，如幸福观、成功观、竞争、冒险、创业、互联网、道德伦理、全球化等。而第二分册则强调了商务领域的专业议题，如沟通、企业文化、管理、营销、战略、法律、金融、贸易和经济。教材适合人群是：商务英语专业本科生、财经类专业的研究生以及工商管理专业硕士，也非常适合财经类专业学生作为考研复习的参考用书，同时它还可以用于企业商务英语培训教材。

江 春

2020 年 5 月 5 日于惠园

# 前 言

## 教材背景

随着经济全球化和中国不断扩大对外开放,商务英语的需求快速增长。教育部 2007 年首次批准对外经济贸易大学开设商务英语本科专业,目前全国已有 146 所高校开办了商务英语本科专业,商务英语教学改革和人才培养迫切需要高质量的商务英语教材。作者搜索了 Amazon 网络书店,国内外图书以 Business English 为关键词的相关书籍和教材有 4 809 条目。这 4 800 多条与商务英语相关的书籍(90%是教材)可以分为几大类:商务英语听力、口语、阅读、写作、翻译技能类(skill-based)、商务英语达人宝典手册类(pocket handbook)、剑桥商务英语证书职称考试类(test-based)、体验商务英语综合教程类(integrated approach)、商务英语字典类(dictionary)、商务英语交际礼仪类(communication and cultural-based)。尽管商务英语教材林林总总,但迄今为止,专门为研究生编写的商务英语教材几乎是空白。

广大研究生经过本科阶段的英语学习,在语法和基本语言技能上有了较好的基础。进入研究生阶段,迫切希望能应用所学的英语知识和技能提高自己的专业沟通能力与知识表达能力,能在国际会议上用英文发言和研讨、能阅读和撰写专业学术论文,翻译专业资料。本教材的目的就是满足各类高校的研究生的需求:(1)提高英语专业沟通能力和学术表达能力;(2)提高商务英语学习能力和表达能力。

## 教材特色

本教材由多年从事商务英语教学与研究的专家教授编写,充分体现商务英语的教学理念,以商务知识为语境,以商务技能为核心,做到六个统一,将商务话题、情景会话、语言功能、写作模块、商务实战、人文气息融为一体。教材具有知识系统性、互动性、相关性、话题性、时尚性。教材商务知识新,思辨性和实用性强,体现在以下几方面:

(1) 口头沟通:帮助学生掌握商务沟通的五个基本会话功能:社交英语、电话英语、会晤英语、谈判英语和会展英语技巧,提供语言表达箱。

(2) 书面写作:帮助学生掌握各类商务写作的技巧。会议记录、备忘录、商务信函、报告、提案、市场调研报告、商业企划书及各类推广材料等在内的写作练习。

(3) 商务体裁:帮助学生熟悉并掌握各类商务题材的语言和风格,提升阅读技巧和商务情景下的词汇运用能力、语言表达能力和英语思维能力。

(4) 案例分析:帮助学生熟悉并掌握基本的案例分析技巧,从而培养他们在商务场

景中对复杂问题用英语进行分析问题，解决问题的思辨能力。

(5) 人文素养：尽量在每课中涵盖重要的功能语言，如发表看法、同意反对、比较异同点、表达个人喜好、评判是非、表达感情等。同时能够将人文气息渗透在阅读和听力材料里，以期表达商务人才培养里的人文理念。

## 教学安排

本教材共 18 单元，分为两册，每册共 9 单元。第一册强调个人职业生涯和普通商务语境下的重要话题，要求学生对幸福、成功、竞争、风险、创业、网络、道德、全球化、媒体等职业话题进行深入的探讨和表达。第二册侧重商务专业领域的话题，要求学生能够就经济、管理、文化、交际、战略、法律、金融、贸易、营销等进行深入的探讨和表达。每单元需用 4 课时，教师可以充分利用教材提供的话题和输入，组织课堂教学。

## 教材对象

本教材的使用对象为全国各类高校的非英语专业的研究生，特别是财经类高校的研究生和其他高校的经管专业研究生或 MBA 研究生，也可作为财经类高校复习考研的参考用书。此外，也可作为各类高级商务英语学习者和商务人员的培训教材，其他对商务英语感兴趣的社会读者自学也可使用。

编者  
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于北京

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# Unit 1

## Globalization Trend



### Overview

- ❖ **Brainstorming** (a small quiz, discussion, and vocabulary)
- ❖ **Reading** (vocabulary, notes, and exercises)
- ❖ **Listening** (listening practice and exercises)
- ❖ **Business English Skills** (sales on the phone)
- ❖ **Case Story and Written Task**



### Brainstorming

#### I. A small quiz: Please do the following quiz to see how global you are.

1. Have you traveled to other countries outside Chinese mainland, how many times and for what purposes?
  - 1) More than 10 times.
  - 2) Between 4-6 times.
  - 3) Not even once.
2. Do you buy foreign-branded products, in terms of percentage how many of them are foreign-branded or foreign-made compared to domestic products?
  - 1) 100%.
  - 2) More than 50%.
  - 3) Less than 25%.
3. Do you have experiences in studying or working abroad?
  - 1) Yes.
  - 2) No.
4. Choose from the following three about how you do with your money:
  - 1) Opening a savings account in a foreign bank.





## Reading

The article is adapted from *The Economist* on Jan. 28th 2012 issue by Bagehot.

## Global Britain, SOS

**A very British row about fairness is, deep down, a fight about globalization**



WITH your back to the open sea, an island can feel encircled, even **claustrophobic**. Turn to face the waves and an island feels like a starting point, a place surrounded by a variety of **bracing** possibilities, both good and bad.

Britain has the politics of an island. At worst, its political debate can be **parochial**, even **tin-eared** about the world outside. Yet Britain is an **outrider** for openness, standing out among large European nations for its faith in free trade, liberalized markets and undistorted competition. In many neighboring countries, calls to reject free trade and embrace protectionism attract a quarter or more of the vote. Not in Britain. Yet in island politics, the temptation to gaze inward is never far away.

row *n.* 争吵, 吵闹

claustrophobic *adj.* 患(导致)幽闭恐怖症的

bracing *adj.* 令人振奋的, 令人心旷神怡的

parochial *adj.* 教区的, 地方性的; 眼光狭窄的

tin-eared *adj.* 充耳不闻的

outrider *n.* 骑乘侍从; 先驱者, 先驱者

work-shy *n.* 羞于(害怕)工作的人

nasty *adj.* 龌龊的, 恶意的, 讨厌的

vested interests *n.* 利益集团

delve into 探究, 钻研

coalition *n.* (政党, 国家等)临时结成的联盟

bishops *n.* (天主教及英国国教)主教

Debates about capitalism dominate British politics. The Conservative prime minister, David Cameron, his Liberal Democrat deputy Nick Clegg, and the leader of the opposition Labor Party, Ed Miliband, have repeatedly spoken about building a fairer economy. Responding to voter anger, they talk of reining in bankers' bonuses and pay packages for company bosses. All three agree that there is a need to curb welfare for the **work-shy**. Most of all, they agree there is a desperate need to help the "squeezed middle" whose incomes stagnated even when times were good.

Listen to the leaders, and it would be easy to conclude that the root of the problem is the moral failings of Britain's political parties. The parties accuse each other of letting unfairness thrive, because they are variously **nasty**, incompetent or unable to stand up to **vested interests**. Immigration has become part of this argument. The Conservatives accuse Labor of lazily allowing foreigners to take millions of jobs during the boom years rather than improving the employability of native workers.

On January 19th Mr. Cameron accused the previous Labor government of making a "Faustian Pact" with debt-fuelled, finance-driven "turbo-capitalism". That pact, he charged, let bankers and corporate bosses collect "huge rewards" while channeling welfare to those at the bottom. Hard-working Britons in between lost out. Labor does not believe in markets, Mr. Cameron went on. Conservatives do, and know how to fix them when they fail. **Delving into** history, he cited Tory reformers from Margaret Thatcher to Benjamin Disraeli.

A few days later, in the House of Lords, a **coalition** of Labor peers and Church of England **bishops** cited Charles Dickens and Victorian notions of the deserving and

undeserving poor as they attacked government plans to restrict the welfare payments received by any one household to the median income of a working family. The **rebels** won, with the Lords voting to ease the benefits cap for families with many children. Their rebellion will be overturned: some three-quarters of voters support the cap.

So far, so very British. Yet these seemingly distinct, domestic disputes—about income inequality, executive pay, welfare, the squeezed middle, even immigration—are all also arguments about something bigger. Without acknowledging it, Britain is having a row about globalization.

The Faustian Pact Mr. Cameron describes is, at heart, an attack on the previous government's **compact** with globalization, with soaring rewards for a few, millions parked on out-of-work benefits at the bottom, and—Tories would say—competitiveness either neglected or artificially boosted by importing migrants. Mr. Miliband's "squeezed middle" analysis leans heavily on work by the Obama administration's "Middle Class Taskforce", and its studies of how, in an era of automation and globalised supply chains, American workers have seen real incomes stagnate while the richest saw their share of national wealth surge.

Inside Downing Street, there is much discussion of Tyler Cowen, an American economist who argues that, for many Western workers, economic **stagnation** may be the "new normal". Jesse Norman, a Conservative MP whose ideas for reforming capitalism found strong echoes in Mr. Cameron's recent speech, calls globalization "the whale under the surface" of today's arguments.

In lots of other countries, anxiety over globalization is openly discussed. In Britain, political leaders have instead chosen to channel voter anger into arguments about each other's character. Does that matter? A **cynic**

rebel *n.* 反叛者, 叛徒

compact *n.* 合同, 契约

stagnation *n.* 停滞, 滞止

cynic *n.* 愤世嫉俗者, 讽世者

complacent *adj.* 自满的, 扬扬得意的

cushion *vt.* 缓冲

maritime bunch 一群仍然停留在航海时代的人

elite *n.* 精英

world-beater 天下无敌者, 举世无双者

wither *v.* (使) 干枯, 凋谢

might argue not: no serious British politician is calling for protectionism, so let sleeping dogs lie.

That is too **complacent**. British support for free trade runs deep, but thoughtful types in all three parties are worried. The pressure from globalization is as intense as ever, says one Tory. But now Britain must manage without the easy credit and generous welfare that once **cushioned** the impact of competition. Openness comes naturally to the British, a **maritime bunch**. The British **elite** have backed free trade for more than a century, partly because for a long time Britain was a **world-beater**. But now British voters are angry, and globalization is part of the reason. Consent for open markets has **withered** before. Denying that a battle needs to be fought is the first step to losing it.

Source: <http://www.economist.com/node/21543529>



## Notes

### 1. The Conservative Party/Tories

Conservative Party, byname Tories, in the United Kingdom, is a political party whose guiding principles include the promotion of private property and enterprise, the maintenance of a strong military, and the preservation of traditional cultural values and institutions. Since World War I, the Conservative Party and its principal opponent, the Labor Party, have dominated British political life.

### 2. Faustian Pact

Faust, also called Faustus, or Doctor Faustus, is the hero of one of the most durable legends in Western folklore and literature, the story of a German astrologer who sells his soul to the devil in exchange for knowledge and power. A Faustian Pact, or a Faustian Bargain, is an agreement with the Devil made for present gain without regard for future cost. It is done with the paradoxical intention of achieving a higher good that is otherwise obstructed.

### 3. turbo-capitalism

Turbo-capitalism refers to private enterprises liberated from government regulation,

unchecked by effective trade unions, unfettered by concerns for employees or communities, and unhindered by taxation or investment restrictions. The winners in this free-for-all are getting much richer, while the losers are becoming poorer and are forced by downsizing to take the traditional jobs of the underclass.

#### 4. Margaret Thatcher and Benjamin Disraeli

Margaret Thatcher was the prime minister from 1979 to 1990 who was well-known for her determination to pursue deregulation and privatization of state-owned industries, to weaken the power of the trade unions, and to reduce welfare programs with moral traditionalism and skepticism toward further European integration.

Benjamin Disraeli is British statesman and novelist who was twice prime minister (1868, 1874–80) and who provided the Conservative Party with a twofold policy of Tory democracy and imperialism.

#### 5. House of Lords and House of Commons

The business of Parliament takes place in two Houses: the House of Commons and the House of Lords. Their work is similar: making laws (legislation), checking the work of the government (scrutiny), and debating current issues. The House of Commons is also responsible for granting money to the government through approving bills that raise taxes. Generally, the decisions made in one House have to be approved by the other. In this way the two-chamber system acts as a check and balance for both Houses.

#### 6. Charles Dickens

Charles John Huffam Dickens (7, February 1812 – 9 June 1870) was an English writer and social critic who is generally regarded as the greatest novelist of the Victorian period and the creator of some of the world's most memorable fictional characters. During his lifetime, Dickens' works enjoyed unprecedented popularity and fame, but it was in the twentieth century that his literary genius was fully recognized by critics and scholars. His novels and short stories continue to enjoy an enduring popularity among the general reading public.

#### 7. Victorian notions

Victorian notion or morality is a distillation of the moral views of people living at the time of Queen Victoria's reign (1837–1901) and of the moral climate of the United Kingdom throughout the 19th century in general, which contrasted greatly with the morality of the previous Georgian period. Victorian morality can describe any set of values that espouse sexual restraint, low tolerance of crime and a strict social code of conduct. Due to the prominence of the British Empire, many of these values were spread across the world.

## 8. Downing Street

Downing Street in London, colloquially known in the United Kingdom as “Number 10”, is the official residence of the British Prime Minister.



### Exercises

#### 1. Please answer the following questions.

- 1) What does the author mean by saying “Britain has the politics of an island”?
- 2) Despite long tradition of open and liberal economy what kind of consensus policies that the party leaders hold with regard to capitalism debate?
- 3) When the parties accuse each other of letting unfairness thrive, which two groups become the obvious targets of attack?
- 4) In paragraph 5 and 6, the author cited two examples of how Conservative party and Labor party attacked each other. Is it correct to say that Conservative party is for free competitive economy while Labor party is for welfare economy?
- 5) In what way “The Faustian Pact” Mr. Cameron describes is in line with Obama administration’s “Middle Class Taskforce”?
- 6) Despite “the whale under the surface” (globalization) why do you think British politicians choose to let the sleeping dog (protectionism) lie?

#### 2. Please fill in the blanks with the words from the box below.

outrider	row	stagnated	reining in	charged
channel...into	vested interests	runs deep	parochial	compact with

- 1) A very British \_\_\_\_\_ about fairness is, deep down, a fight about globalization.
- 2) At worst, its political debate can be \_\_\_\_\_, even tin-eared about the world outside.
- 3) Yet Britain is an \_\_\_\_\_ for openness, standing out among large European nations for its faith in free trade, liberalized markets and undistorted competition.
- 4) Responding to voter anger, they talk of \_\_\_\_\_ bankers’ bonuses and pay packages for company bosses.
- 5) Most of all, they agree there is a desperate need to help the “squeezed middle” whose incomes \_\_\_\_\_ even when times were good.
- 6) The parties accuse each other of letting unfairness thrive, because they are variously nasty, incompetent or unable to stand up to \_\_\_\_\_.

- 7) That pact, he \_\_\_\_\_, let bankers and corporate bosses collect “huge rewards” while channeling welfare to those at the bottom.
- 8) The Faustian pact Mr. Cameron describes is, at heart, an attack on the previous government’s \_\_\_\_\_ globalization
- 9) In Britain, political leaders have instead chosen to \_\_\_\_\_ voter anger \_\_\_\_\_ arguments about each other’s character.
- 10) British support for free trade \_\_\_\_\_, but thoughtful types in all three parties are worried.

### 3. Please translate the following sentences into Chinese.

- 1) On January 19th Mr. Cameron accused the previous Labor government of making a “Faustian Pact” with debt-fuelled, finance-driven “turbo-capitalism.”
- 2) A few days later, in the House of Lords, a coalition of Labor peers and Church of England bishops cited Charles Dickens and Victorian notions of the deserving and undeserving poor as they attacked government plans to restrict the welfare payments received by any one household to the median income of a working family.
- 3) Yet these seemingly distinct, domestic disputes—about income inequality, executive pay, welfare, the squeezed middle, even immigration—are all also arguments about something bigger.
- 4) Inside Downing Street, there is much discussion of Tyler Cowen, an American economist who argues that, for many Western workers, economic stagnation may be the “new normal”. Jesse Norman, a Conservative MP whose ideas for reforming capitalism found strong echoes in Mr. Cameron’s recent speech, calls globalization “the whale under the surface” of today’s arguments.



## Listening

### ▶ Listening 1.1

Listen to Paul Dawson, a WTO expert, to talk about institutional effort of globalization.

1. In his speech, Paul Dawson mentions 4 institutions, they are:

- 1) \_\_\_\_\_
-

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

## 2. What do the following figures mean?

- 1) 8.5%
- 2) 16.2%
- 3) 1970—2001

### Listening 1.2

Listen to Paul Dawson, a WTO expert, to talk about the cultural impact of globalization.

#### 1. Please fill in the blanks with the figures you hear.

- 1) Mandarin is the first language of \_\_\_\_\_ speakers, followed by Spanish (\_\_\_\_\_ speakers) and English (\_\_\_\_\_ speakers).
- 2) About \_\_\_\_\_ of the world's mails, telexes, and cables are in English. Approximately \_\_\_\_\_ of the world's radio programs are in English.
- 3) Some \_\_\_\_\_ people have some acquaintance of the language. WHO estimates that up to \_\_\_\_\_ people are in flight at any one time.
- 4) In 2010, international tourism reached \_\_\_\_\_, growing \_\_\_\_\_ over 2009.
- 5) The IOM found more than \_\_\_\_\_ migrants around the world in 2008.
- 6) Remittance flows to developing countries reached \_\_\_\_\_ in 2008.

#### 2. Please answer the following questions.

- 1) Who are the existentialists who attacked the alienation of individuals from tradition?
- 2) According to the speaker which contributes more to the alienation of individuals, the modernity or globalization?
- 3) Why do you think the speaker is worried about pop culture and cultural hegemony?



## Business English Skills

### Handling Telephone Rage

#### Discussion:

- 1) Have you ever lost your temper on the phone—phone rage? Why? Are you disturbed by the sales people from, say, a real-estate company or insurance company? Explain the plight situation.
- 2) Are there any other phone harassments that make you upset or outrageous, e.g. cross-line, busy line, cut-off, no money on pre-paid card, stranger's call and wrong numbers etc. Please tell each other your experience.
- 3) If you were the salesman or call-center assistant in a credit card company or an Internet sales company, how do you deal with telephone calls that either complain or inquire the service of your company?
- 4) How do you think the company should train these people to deal with incoming calls?

**Task:** You are a salesman, Mr. Liu, from SOHO China, please imitate or role play a phone call to your potential client Mr. Xue who has an interest in your apartment buildings. Please refer to the telephone cards below.

Salesman Liu: First send a short message to Mr. Xue, asking if he is free to take a phone call now. After getting an affirmative answer he calls Mr. Xue.

- Greet him and apologize for the interruption.
- Tell him the residential building is for sale on the first come, first served basis.
- The first three days of opening, there is a 5 percent discount for the first 100 registered clients.
- Encourage Mr. Xue to come early and choose favorable storey and lucky apartment numbers.
- He has good connection with the bank and promise to help out in mortgage loan.

- Greet him but a little irritated to be bothered since you are in an important meeting.
- You are on a business trip outside and cannot go to the opening for sale in the first three days.
- You ask him if your wife could go on behalf of you.
- Ask how early your wife has to go and where to meet Mr. Liu.
- Show your problem to pay full amount of money and ask for the minimum amount for the initial pay.

**Video Reference:** Before you make the telephone simulation, please watch the video and see how it can encourage you to enhance your telephone sales skill.

[http://v.youku.com/v\\_show/id\\_XMzgzNTM3NzQw.html](http://v.youku.com/v_show/id_XMzgzNTM3NzQw.html)

### ▶ Telephone Language Box

Callers	Receivers
Hello, may I speak to Mr. ×××?	I'm sorry, he's in a meeting.
I'd like to speak to Jack Dawson.	I am afraid he is not available at the moment.
Can I leave a message?	Sure, hold on, I'll take a pen.
Could I have the sales department please?	Hello, speaking.
This is/My name is Julia Sache.	Hello, lady, how can I help you?
I'm calling about your delivery.	Yes, is there anything wrong?
I'm returning his call.	I will ask John to take it.
The reason I call is...	I'm so sorry to hear it...
Could I have your name please?	Yes, it's Donna Watson.
Could you spell it out for me?	It's D-O-N-N-A W-A-T-S-O-N.
Could I have his mobile phone number?	Sorry, I don't have his number.
Please ask Eva Strauss to call me at...	Yes, I'll deliver the message.
Thanks for your help. Goodbye.	Thanks for calling.