

内 容 简 介

本书面向广大职业人士，围绕企业日常工作，分设五大专题，包括管理与办公英语、市场与公关英语、商务谈判与法律英语、财务与金融英语、计算机与网络英语，每个专题均包含三至四课，课后附有练习题。

本书内容丰富，难度适中，可作为企业英语培训教材，满足职业人士学习英语的需要，提高在企业中生存的竞争力；对于准备参加外企面试的毕业生、求职人员，本书也是相当不错的口语参考书。

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前言

在世界逐渐一体化的现代生活中，英语扮演着重要的角色，在一定程度上，英语被认为是国际通用语言。全球最高水平的学术会议、最新的金融财经信息、最具价值的商业活动以及最具影响力的政治思潮中，绝大部分都以英语作为交流和传播手段。对于现代企业员工而言，要学习知识、获得信息、进行沟通、参与竞争，都不可避免地需要运用英语。因此，英语交流能力已成为现代职员的基本技能，是现代企业参与市场竞争必备的条件。

《企业生存英语》就是为了满足广大职业人士学习英语的需要，帮助中国企业提高国际竞争力编写而成的。

《企业生存英语》围绕企业日常工作，设有五大专题，分别为管理与办公英语、市场与公关英语、商务谈判与法律英语、财务与金融英语、计算机与网络英语，主要面向具有中上级英语水平的读者。

《企业生存英语》的每一专题中均包含三至四课，每课通常分为四至五部分。第一部分以几段典型的场景对话作为开始，后附有关键词语的英文或中文注释和问答题；第二部分通常是与本课相关的词汇列表；第三部分是与本课主题相关的句型和惯用方法；第四部分是概念性描述文章，后附有思考题，作为讨论、辩论和演讲等训练的背景材料；第五部分为综合练习，笔者有意设计了一些跨课程、跨专题的问题，以培养学习者的综合思考能力和协调工作能力。

《企业生存英语》的场景均来自现代企业的实际岗位，采用真实场面和人们普遍熟悉的公司背景，并选取了最具代表性的企业文化。通过多角度、多侧面，对企业经营过程中经常出现的一些英语交际课题提供训练，具有较强的趣味性、知识性、实用性和系统性。学习者利用本书，经过循序渐进的、层层深入的、滚雪球似的多层次练习，可以提高分析及表达能力。本书可作为培训教材，引导学习

者通过不断模拟工作的实际场景进行训练，全面掌握和灵活运用企业生存英语。

在此书的编写过程中，笔者得到了北京大学英语系原系主任、中国语言与符号学研究会会长胡庄麟教授和知名语言学家、北京大学英语系祝婉瑾教授的指导，并得到其他多位老师和专家的帮助，本书还经澳大利亚语言教学专家 John Coulter 博士审校，在此一并对他们表示感谢。

由于本人水平有限，再加上时间仓促，书中难免出现一些遗漏和错误，欢迎批评指正。

王振光
2004 年 11 月

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Part I

Management and Office English

（管理和办公室英语）

Survival Business English offers the major courses of English knowledge and skills used in typical business situations. Mastering English is so useful for the employees of the companies because it is one of the most important factors to make them success.

Offices are the windows of corporations. We deal with different things day after day in our office. Business between we and our counterparts far away is usually controlled in the offices. Management starts from the office, and actually the head office of a company is the main stage for management operations.

Working in the office, people, especially those dealing with management work, may meet with different persons everyday, including the Chinese and foreigners. So it is necessary for us to learn Management and Office English to satisfy our daily communicational demands.

企业生存英语提供在日常办公环境中广泛应用的英语知识和技能。对于公司职员来掌握英语是非常重要的，因为英语是他们取得成功的重要因素之一。

办公室是公司的窗口。人们每天都在办公室里处理各式各样的事情。我们和远方客户之间的业务通常都是在办公室里操作的。管理是从办公室开始的，事实上，公司总部办公室是实施管理的主要舞台。

在办公室工作的人们，尤其是从事管理工作的人员，每天都会遇到不同的人，包括中国人和外国人。所以，为了满足我们日常交流的需要，学习管理和办公室英语是非常必要的。

Daily Reception
(日常接待)

Section

A

Situational Conversation

Dialogue 1



In ABC Imports, the phone rings, Mary picks up the phone and answers the call from Richard Alexander.

Mary: Good afternoon. ABC Imports. May I help you?

Richard: Yes. May I speak to Mr. James Johnson, please?

Mary: I'm afraid Mr. Johnson isn't available right now. Would you like to leave a message?

Richard: This is Richard Alexander with Star Electronics. It's very important that he returns my call this afternoon.

Mary: Does he have your office number and your mobile phone number?

Richard: I think so, but let me give them to you again.

Mary: Okay.

Richard: My office number is 714-555-2000; my cell phone number is 909-555-2308. He can reach me at my office number before 6 p.m. or anytime today on my mobile.

Mary: Very well, I'll give him your message as soon as he returns to the office.

In International Trading Corporation, Miss Helen is making a call.

Helen: Good morning. May I speak to Mr. Brown?

Mary: May I ask who is calling, please?

Helen: My name is Helen, the public relations manager from International Trading Corporation.

Mary: Wait a minute, Miss Helen. Mr. Brown, Miss Helen from International Trading Co. wants to speak to you.

Brown: Put her through, please. Hello, Miss Helen. Brown speaking.

Helen: Good morning, Mr. Brown. I'm calling about the fair on the May 10. How much notice do you need to have a report?

Brown: As a general rule, we need about five days to schedule a segment on something. You'd better send your kit to us as quickly as possible if you want to have a perfect report. And be sure to include your telephone number where you can be reached..

Helen: All right, then I'll fax you the kit tomorrow morning. Thank you for your assistance, Mr. Brown, bye-bye.

Brown: Bye-bye.

Dialogue 2

At the Post Office, Mary is going to post the letter and the parcel.



- Clerk: What can I do for you?
- Mary: I want some stamps.
- Clerk: What kind of stamps do you need?
- Mary: How much do I need for this letter?
- Clerk: I must weigh it.
- Mary: How is it? Is it overweight?
- Clerk: It's five grams overweight. Do you want to mail it as an ordinary or registered letter?
- Mary: To be on the safe side, I want this letter registered.
- Clerk: That's right.
- Mary: How much is it, then?
- Clerk: Registration plus overweight, seven yuan in all.
- Mary: Here's ten yuan.
- Clerk: Now, your receipt, the change and stamps for you. Please paste an air mail sticker on the envelope.

Dialogue 3

Mr. Brown is a journalist and he is interviewing Mr. Green.

- Brown: Good afternoon, Mr. Green. I hear that your company is ranked first in your field. Would you please tell me your key to success?