

商贸英语脱口说

Practical Conversational Business English

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前 言

在进入 21 世纪的今天,随着对外商务交流的日益增多,对外语人才的需求也越来越大,但同时要求也越来越高。只有掌握了一定的经济知识、金融知识、管理知识和专业知识的外语人才,在激烈的人才竞争战中才能脱颖而出,受到瞩目。顺应这种形势,我们适时地推出了这套《商贸外语脱口说》丛书,希望能够满足读者提高自己的业务水平和外语能力的需要。

本书共分两大部分。第一部分是与商务主体相关的交流活动,如介绍、迎来送往、请客送礼等。第二部分是商务活动本身,包括贸易形式、价格条款、商品包装、货物运输、商业保险、银行业务、业务洽谈、投诉与处理、广告营销等内容。共分 19 个单元。每个单元由背景知识、主题对话、重点词汇 3 个部分组成。在主题对话中采用了英汉对照的形式,把常用的词汇和句型放在了日常工作的实际环境中,以便于读者在学习商贸口语的同时,正确掌握商贸知识和术语。在章节的设计上,本书力求涵盖

商务交往的各个方面。除此之外,本书配有由英国外教 Zoe Scott,Edward Chaput Saintonge 朗读的光盘,读者可以结合本书使用,以便更好地掌握本书的内容。

本书可供国内各高校英语专业学生,翻译工作者,从事经贸,出国留学人员以及广大英语爱好者参考使用。

衷心希望本书会对读者的学习有所裨益,同时恳请您就本书的纰漏不足之处提出宝贵的意见和建议,谢谢。

编者

2004 年 11 月

首都经济贸易大学

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背景快递/主题对话/重点词汇

1

Introduction

介绍



背景快递

介绍是商务工作上的重要一环。

介绍人介绍双方时,应该首先把年龄小的介绍给年龄大的人,把身份、地位低的介绍给身份、地位高的人,把自己熟悉的一方介绍给不熟悉的一方。在介绍姓名的同时,一般需要说明其所在的单位或团体,如果有职务的话,要介绍职务。

西方人见面一般习惯握手、习惯于拥抱,在接待外国人时也倾向于握手时稍微鞠一下躬。在自我介绍时,一

般只说自己的姓氏而不说名。在称呼别人时,大多数情况下是在姓氏的后面,则意味着对方比自己年龄小或者地位低。

此外,名片文化也是西方人商务往来中的重要组成部分,以至于初次见面的西方人做的第一件事就是递上自己的名片。在递名片时,通常由身份、地位较低的人先递,而且要站起身来,在双手递出名片的同时报出自己的单位和姓名。接受对方名片时,应该双手接过,并且仔细看过名片后再收入名片夹。如果漫不经心地看几眼就匆匆收起,会被认为是极不礼貌的行为。

主题对话 1

May I introduce Tom to you? He is from America.

A: George, may I introduce Tom to you? He is from America.

B: Nice to meet you. I am Tom.

C: It is very kind of you to come to our branch department.

B: Thanks.

A: Do you have any thing for us to do? Please be sure to let me know.

B: No, thank you for your consideration

A: , .

B: , .

C: , .

B: .

A: , .

B: .

主题对话 2

Allow me to introduce your new boss to you .

A: Allow me to introduce your new boss to you . I suppose you have got the news . He is George from America .

B: Nice to meet you .

A: Well George , would you like to say something now ?

B: No , thank you . I just want to have a look at our work here .

A: Tom , please show George around our company .

C: OK , this way please .

A: It was nice meeting you .

A: .

, .

B: .

A: , , ?

B: , .

A: , .

C: .

B: .

介绍

主题对话 3

I hope you will give me some help with my work .

A : This is your room .

B : Thanks a lot .

A : This is your office table .

C : Would you like to say something to us?

B : Well , thank you for your consideration . Since I have just got here and haven't got used to many things , I hope you will give me some help with my work .

A : .

B : .

A : .

.....

B : , .

..... ,

.

主题对话 4

Hi , every one ! Glad to meet you !

..... !

A : This is the new comer Jack .

B : Hi , every one ! Glad to meet you !

A : Would you like to make an introduction?

C : All right . I am Mr. Green . I am a secretary for our Minister .

D: I am Bill looking after our sales business.

E: I am responsible for our general affairs. My family name is Liu. let us all work hard together.

A: .

B: .

A: .

C: , .

D: .

E: , , .

主题对话 5

This is my first time working here so I feel a bit nervous.

A: This is Miss Wang. She has just come to the business section.

B: It's a pleasure to meet you.

A: Miss Wang is a postgraduate from Beijing University. She speaks English quite well. But America is a new place for her, so she may need your help in the future.

B: I am from Dalian in China. I have learnt English for four years at Beijing University and for three years here. This is my first time working here so I feel a bit nervous.

A: Ok, thanks. Peter, what is your opinion if I ask Miss Wang to be your assistant?

C: All right, I just need a person like her to help me.

介绍

A :
 B : ,
 A : ,
 ,
 B : 3 4 ,
 ,
 A : ,
 , ?
 C : ,

主题对话 6

I am considering you to look after the promotion of the ads.

A : How do you do?

B : Fine. How do you do?

A : Please have a seat .

B : Thank you .

A : First let me introduce our company to you .

Our company is doing trade business with America ,
 mainly focusing on the collection and transmission of
 the information .

B : I see , and what about my work ?

A : I am considering you to look after the promotion of the
 ads . What do you think ?

B: All right , please give it to me.

A: .

B: .

A: .

B: .

A: .

, .

B: . ?

A: . ?

B: , .

主题对话 7

If you have any questions , please ask Helen .

, .

A: I am Mr .Smith . How do you do?

B: I am Mr .Carter .Glad to meet you .

A: If you have any questions , please ask Helen .

B: Ok .Thanks .Glad to meet you , Helen .

C: Glad to meet you too .

A: Have you understood your part of the work?

B: Yes , I have .

A: , .

B: , .

A: , .

B: . , .

介绍

C. o.

A : ?

B : , 8

主题对话 8

Then you are my senior fellow apprentice.

A : Good morning !

B : Good morning !

A: I am Wang Jun and I am new.

B: Really, I am Zhang Kui. Excuse me, which university did you graduate from?

A : Beijing University .

B: Really, I graduated from that university the year before last!

A: Well, then you are my senior fellow apprentice. Glad to meet you.

A : ○

B : 9

A: , 8

B: ○ ○ ,

A : ○

B: ?

A : ? , o

Q

主题对话 9

I work in the personnel department next door .

A : Are you a new comer?

B: Yes, my family name is Yang. How do you do?

A: How do you do? I am Miss Jiang. I work in the personnel department next door.

B: I am in the sales department.

A : Where are you from?

B: I am from Guangzhou.

A: Really, that is a nice place. I once lived there for two years.

A : ? ?

B: ○ ○ ○

A : , o o

B :

A : ?

B: $\circ$

A: , o o

主题对话 10

May I know your name?

?

A: Excuse me, are you in the Galaxy Import and Export corporation?

•

介绍