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前言

一直想编写一本有关实用商务英语方面的书籍以适应迈入 21 世纪的莘莘学子和那些有志于从事涉及商务英语工作的人们的需要,帮助他们奠定在商务英语方面进一步深造的基础,开拓他们的学术视野,增强他们对商务英语的兴趣以帮助他们熟练地使用英语,切实掌握国际经贸知识。这一想法终于付诸实施,这本《商务英语技能实战》会是一本实用的商务英语教材。

全书共 20 个单元,分上、下两册。上册 11 个单元,下册 9 个单元,每个单元围绕一个主题展开听、说、读、写、译 5 项技能训练,旨在培养商务英语爱好者和使用者的语言综合应用能力。每册 4 大版块:

1. 听力部分,介绍简单的商业背景知识,并提出相应问题。在听音前先给出新词词汇表。
2. 会话部分,该部分内容配合磁带录音,具体内容为简单的商务场景会话。
3. 阅读部分,着重介绍某方面的商务背景知识,知识性很强。在其后附词汇表,对阅读理解重点进行了详细的注释,后面是就文章内容提出的问题。
4. 写与译部分,注重写和译能力的培养,该部分主要为商务英语常用语的翻译练习(汉译英)。

最后在 9 单元后,附加听力文字材料和会话、常用语翻译及课文翻译答案。

本书内容包括旅游、欧元、股票、广告、企业文化、国际贸易、招聘、营销学、投诉、商务谈判等方面的 20 个课题,涵盖国际商务的诸多方面知识,文字规范易懂,实用性很强,是一本融语言学习和知识传授为一体的实用性很强的书籍。我们相

信,商务英语爱好者通过本书的学习,将在提高英语能力和把握相关知识方面获得双收益。

本书由东北财经大学国际商务外语学院卢长怀、孙红英和孙丽霞编写。在本书编写的过程中,我们得到了我国商务英语方面的专家胡英坤教授大力帮助,在此我们表示衷心感谢。参加本书编写的还有徐荣博、王立和、卢秀清、杨艳华、贾茗葳、马静、赵艳玲,有了他们的大力支持和无私奉献,才有本书的顺利出版。

编者

2003 年 9 月

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Unit One Business Meeting

Business people need to participate in meetings of one type or another. They need to be equipped with a range of skills and languages to help them anticipate and deal with many of the difficulties they will face. This unit deals with the basic skills for a business meeting.

商务人员需要参加各类会议。他们需要具备各种技术和语言技能,帮助他们展望未来,处理他们将要面对的许多难题。本单元谈论商务会议的基本技巧。



耳听为实

A. Listen to the recording and tick (✓) the points in this list that the speakers make.

听下文并以(✓)标出说话人所谈及的内容。

Here is a decision-making meeting for Good Year . They are discussing whether or not this is the right time to expand their business in the coming year.

Ron : chairman of the meeting

Carla : marketing manager

Brown, Anna, Alex : members of marketing department

中文对照：

这是 Good Year 公司的一次决策会议。他们正在谈论来年是否是拓展业务的最佳时机。

朗恩 : 会议主席

卡拉 : 市场营销部经理

布朗、安娜、阿来克斯 : 市场营销部成员

单词翻译

sales figure *n.* 销售额

inquiry *n.* 咨询

branch out *v.* 扩大规模

cost effective *adj.* 划算的

overheads *n.* (企业的)一般管理费用

premises *n.* (企业、机构等使用的)房屋连地基

better off *adj.* 状况好的

disastrous *adj.* 不幸的

upgrade *v.* 改善,升级

1. The meeting aims to discuss whether or not this is the right time to expand the business in the coming year.
2. Carla, the head of marketing, considers it necessary to set up new factories in new areas according to the sales figures.
3. Brown thinks they should expand the factories they have at the moment rather than setting up new factories in terms of finance.
4. Anna agrees with Carla because she believes that if they don't take this opportunity, their competitors will.
5. Michelin is a world-famous company manufacturing different kinds of tyres.
6. Alex strongly objects to the idea of increasing the number and spreading their factories.
7. Both Carla and Brown believe at last that personal face-to-face contact with customers is much more attractive than a voice on the phone.
8. Ron, the chairman of the meeting, decides to present all the ideas to the Board of Directors.

B. Listen to the passage and choose the best answer for the following questions.

听下文并选择最佳答案。

晕籍宰爆避译

real estate *n.* 房地产
location *n.* 位置,地点
agenda *n.* 议程
enhance *v.* 提高,增强
prospect *n.* 可能性,机会
momentum *n.* 动力势头
brisk *adj.* 轻快的,活泼的
score *v.* 得分
score points off 攻击
chide *v.* 斥责,责骂
brusque *adj.* 粗率,粗鲁
gratitude *n.* 感激
ramble *v.* 漫谈
preside(over) *v.* 主持

1. The comparison with the real estate shows _____.
A. the real estate is more important than running a meeting.
B. the three things in the real estate are equal to those of running a meeting.
C. the real estate is less important than running a meeting.
2. The agenda is necessary only for _____.
A. the formal meetings.
B. the informal meetings.
C. all kinds of meetings.
3. The small talk should _____.
A. get finished halfway before and after the meeting.
B. be the first subject of discussion at the meeting table.
C. start for the first ten or fifteen minutes.
4. To be decisive in the meeting means _____.
A. to leave the question vague.
B. to have the meeting in the first place.
C. to have a point in having the meeting in the first place.
5. To be firm in the meeting means _____

A. to let others score points off each other.

B. not to waste others' time.

C. to have to chide them.



娓娓道来

A. Here are some rules about how to make useful and effective minutes for a meeting. Put them in order according to the degree of importance and explain your points of view.

以下规则是关于如何编写有效的会议备忘录。按重要性排列这些规则并说明你的观点。

晕籍宰爆译

accurate *adj.* 准备的

sloppiness *n.* 粗心大意

omission *n.* 遗漏

minutes *n.* 会议纪要

inject *v.* 插入

succinct *adj.* 简洁的

understandable *adj.* 可理解的

spur *n.* 鞭策, 刺激

layout *n.* 格式

presentation *n.* 陈述, 表达

1. Accurate : It is obvious but important. Any sloppiness of reporting or omissions can cause problems.
2. Objective : Whoever prepares the minutes must report what was said, not injecting their particular view.
3. Succinct : Unless they summarize effectively, they are likely to go unread.
4. Understandable : If they are to provide a useful spur to action and a correct record, they must be clear.
5. Businesslike : Making it clear what action is expected of whom, by when. Many organizations will have their own standard of layout and presentation.

中文对照：

1. 准确的 这是显而易见而又至关重要的,任何报道上的粗心大意或者遗漏都可能引发问题。
2. 客观的 不管是谁来准备会议记录,都必须做客观反映,而不应该带有个人的观点。
3. 简洁的 除非会议记录是对会议的有效总结,否则就不会有人去看。
4. 可理解的 如果它们是用来提供一种行动鞭策和正确的记录,那么就必须是清楚明白的。
5. 有条理的 明确谁在什么时候应该完成什么事情。许多组织都有自己的格式标准。

B. You are one member of the Board of Directors for Far East Textiles Enterprise Ltd. You are going to attend a meeting to discuss the present concerns of the company. Here is the agenda for today's meeting.

你是远东纺织品有限公司的董事会成员。你将参加一个会议,讨论公司目前所关注的问题。以下是今天会议的议事日程。

晕籍宰爆避译

agenda *n.* 议程

boardroom *n.* 会议室

arise *v.* 出现,发生

quotation *n.* 价格,报价单

weave *v.* 编织

application *n.* 申请

post *n.* 岗位,职位

assistant accountant 助理会计

as follows 如下

Trade Promotion Council 贸易促销委员会

finance controller 财务管理员

accounting assistant 会计助理

personal assistant 私人助理

synthetic *adj.* 人造的

silk *n.* 丝绸

Agenda for the meeting of the Board of Directors to be held in the Board Room at 2 30 P.M. on Thursday, 2nd November 2002

1. Minutes of the meeting of the Board of Directors held in the Board Room at 2 30 P.M. on Thursday, 2nd November 2002.
2. Matters arising from the minutes.
3. To consider the quotation received from Ishiboda Machine Tools Ltd. for the supply of textile weaving equipment.
4. To consider applications received for the post of Assistant Accountant as follows :
Mr. T. A. Grierson, aged 31, at present Assistant Accountant at the Trade Promotion Council ;
Mr. B. C. Ball, aged 27, at present Personal Assistant to the Finance Controller, Neave Brown Ltd. ;
Miss J. Simpson, aged 27, at present Accounting Assistant with the company ;
Mr. B. Bond, aged 23, at present Management Trainee with the company.
5. To review the progress of the company 's recent sales program for its synthetic silk.
6. To consider the possibility of establishing a staff club.
7. Any other businesses
8. Date and place of the next meeting.

Work in groups and discuss the following questions :

1. Who will attend the meeting ?
2. Who will chair the meeting ?
3. How many things will be covered in this meeting ?
4. How long will the meeting last ?
5. What documents are necessary for the success of the meeting ?

中文对照：

关于 BD 2002 年 11 月 2 日

将于 2002 年 11 月 2 日星期四下午 2 30 在会议室召开的董事会的会议议程

1. 将于 2002 年 11 月 2 日星期四下午 2 30 在会议室召开的董事会的会议备忘录
2. 由备忘录发现的问题
3. 考虑从 Ishiboda 机器用具有限公司收到的有关纺织品编织设备的报价单
4. 考虑如下人员对助理会计这一职位的申请：

Mr. T. A Grieson, 31 岁, 现任贸易促销委员会的助理会计

Mr. B. C Ball, 27 岁, 现任 Neave Brown 有限公司财务管理员的私人助理

Miss J. Simpson, 27 岁, 现任本公司的会计助理

Mr. B. Bond, 23 岁, 现为本公司的管理受训人员

5. 审议公司人造丝绸的最近销售进展情况

6. 考虑建立员工俱乐部的可能性

7. 其他生意

8. 下一次会议的时间和地点



在国际商务活动中, 商务会议起着越来越重要的作用。许多公司和企业都乐意参加商务会议, 主要原因在于商务会议对于企业进行促销、扩大宣传、提高企业的知名度是大有裨益的。

裁案云密网解寒月总编解云津隆早

May 28, 2003

奈通集城 砾物面案云津隆早 寒月总编解云津隆早

A meeting was held at 9 30 am today in the Union Hall to discuss problems arising from domestic sales.

President :

...

George Smith (Chairperson)

Linda Lee (secretary)

...

Discussion :

The minutes of the previous meeting were accepted without comment. The participants then proceeded to discuss the following points :

1. Report on Market Survey by Michael Johnson

Mr. Johnson reported back on his investigation into the production problems the company had been experiencing at the time of the last meeting. He reported that these had now been completely overcome, and stated that production was now back at its expected level.

Mr. Bush then asked Mr. Johnson to outline his findings briefly. Mr. Johnson said that he had found that synthetic materials were used in 80% of all sports shoes produced in this area. He explained that some 60% of all sports shoes were manufactured from PVC, and that PVC was cheaper and easier to screen print and color.

Mr. Johnson also said that although only 6.8% of sports shoes were made from APC at present, many manufacturers would be quite willing to pay a higher price for a better quality product. He also expressed the opinion that, in the current economic climate, many manufacturers might be willing to stock higher quality goods in order to break out of the vicious circle of low quality, low profit margin sales.

Mr. Johnson acknowledged that further research was necessary, and offered to undertake this research. It was agreed that once it was clear that the market for APC existed, approval could be sought for a major move over to its production.

2. Any Other Business

Mr. Anderson reported that the local fire officer would have an inspection prior to the renewal of the Safety License.

Resolved: that Mr. David McGovern with the help of the secretary would see to it that everything is up to the requirement.

3. Date of Next Meeting

There being other business, the next meeting was provisionally arranged for Friday, June 2.

The meeting adjourned at 12:00 am.

Signed:

重点词汇

Routine Meeting 例会

domestic *adj.* 国内的

arise from 起于, 由于

previous *adj.* 在前的, 早先的

participants *n.* 参与者

proceed *v.* 继续

survey *n. & v.* 调查

investigation *n.* 调查
 synthetic *adj.* 合成的, 人造的, 综合的
 acknowledge *v.* 承认
 margin *n.* 利润
 vicious circle 恶性循环
 prior to 在……前
 renewal *n.* 更新, 续借
 provisionally *adv.* 暂时地, 临时地

最新案例教学材料 课文注释

1. The minutes of the previous meeting were accepted without comment. 句中的‘without comment’表示‘无人发表见解’的意思, 全句可翻译为: “通过上次会议纪要。”
2. Mr. Johnson reported back on his investigation into the production problems the company had been experiencing at the time of the last meeting. 句中的‘back’是指‘回到’或“上次”的意思。全句可译为: “约翰逊先生报告了对上次会议期间提出的公司所遇到的生产问题的调查。”
3. ...many manufacturers might be willing to stock higher quality goods in order to break out of the vicious circle of low quality, low profit margin sales. 句中的‘stock’表示‘储存’的意思, 此指‘收购’之意, “break out of”表示‘摆脱’的意思, 该句可翻译为: “许多生产厂家还是乐于出较高的价钱购买质量更好的材料, 以摆脱低质量、低销售边际利润的恶性循环。”
4. It was agreed that once it was clear that the market for APC existed, approval could be sought for a major move over to its production. 句中的‘It was agreed that’为被动语态, 表示‘大家同意’的意思, “approval could be sought”的意思是‘在这次会议上大家各位代表一致同意’, 全句可翻译为: “会议同意, 一旦证实 APC 市场确实存在, 可以批准大规模地生产该材料。”

最新案例教学材料 课文注释

1. 今天下午我们公司将在第二会议室召开一次关于下一年市场计划的会议。

2. 史密斯先生,请你准备明天会议的资料好吗?
3. 我们应该准备多少份资料?
4. 会议的议题是‘如何提高售后服务质量’。
5. 会议结束后,我们找个地方喝一杯轻松一下怎么样?
6. 现在,我们从议程材料上的第一个议题开始。
7. 如果不能正确地处理这项申诉,恐怕会损坏我们的信誉。
8. 我们详细谈论一下这个合同草案好吗?
9. 你认为这个有关销售的提议怎么样?
10. 已收到怀特先生的道歉,说他因病不能出席会议。
11. 丹尼尔先生,请您谈谈您的意见,好吗?
12. 好吧,让我们继续讨论下一个议题。
13. 首先,请卡特先生谈一谈他的观点。
14. 我们请格林先生分析一下经济形势。
15. 在主要会议召开以前,我们要开个预备会。
16. 如果没有别的事,我认为我们双方达成的协议都很满意。
17. 现在我们开始讨论议程的最后一项。
18. 谢谢各位,会议到此结束了。

运赠

~~练习册~~早粤 1.✓ 2.✓ 3.✓ 4.✓ 5.× 6.× 7.✓ 8.✓

~~练习册~~早月 1.B 2.C 3.A 4.C 5.B

Unit Two Corporate Culture

In business corporate culture serves as a guidepost. Effective working environment can create good teamwork and high efficiency. This unit deals with the definition of corporate culture and give examples how to achieve quality corporate culture so as to motivate people to work for the company goals.

企业文化是商务活动的路标。有效的工作环境会创造良好的团队精神和提高效率。本单元谈论企业文化的定义以及获得优秀企业文化的几个实例,从而调动员工的积极性,为实现公司的目标而工作。



耳听为实

A. Listen to the passage and choose the best answer for each question.

听下文并选出最佳答案。

单词翻译

corporate culture 企业文化, 公司文化

guidepost *n.* 路标

encompass *v.* 包围, 环绕

marketplace *n.* 市场

bureaucracy *n.* 官僚, 官僚机构

empower *v.* 授权, 使能够

nurture *v.* 培养

slogan *n.* 口号

press release *n.* 新闻发布

dissatisfaction *n.* 不满

a sense of stability 稳定感

well-defined *adj.* 明确的

1. Corporate culture _____.
A. is the organization climate
B. is an informal term
C. can feel where the place is
2. Corporate culture encompasses everything except _____.
A. the organization 's internal environment
B. its day-to-day routines
C. the solutions to problems
3. What is General Electric doing in terms of corporate culture ?
A. It is working hard to create an environment in which employees can connect their daily work with their winning in the market.
B. It is discouraging questioning of any kind.
C. It is changing the old bureaucracy into a closed culture.
4. Which of the following statement is NOT true according to the passage ?
A. General Electric is working hard to change its closed culture into an open,empowering atmosphere.
B. The open and empowering atmosphere can 't nurture creativity and challenge.
C. It needs years of education and conditioning to create an open and empowering atmosphere.
5. An organization is more likely to be successful _____.
A. if the owner of the company understands the corporate culture
B. if the owner of the company has an extremely powerful tool
C. if the owner of the company can provide a sense of stability

B Listen to the interview with Art Fry, a 3M corporate scientist. Answer the following questions.

听下面对 3M 公司科学家阿特·弗赖伊的采访。回答下列问题。

- 1) What are Post-it Notes ?
- 2) How did Fry come up with the idea ?
- 3) Tell us something about 3M policy in your own words.
- 4) How did Post-it Notes enter the market ?
- 5) How did Fry feel as the corporate scientist in 3M ?

renowned *adj.* 有名的,著名的
decentralized *adj.* 分散的
intreprenurship *n.* 企业内部向心精神
epitomize *v.* 代表,是……的典型范例
with ease 轻而易举地
choir *n.* 唱诗班
scrap *n.* 小片
hymnal *n.* 赞美诗集

娓娓道来

煇宅責造客燥責蛋骨瘡早葬體圖對藥果其里種操土彌恤懣噪 粵爭治宅責造客骨體責藥瘡瘰癧城
燐桑毛莽土賊瘳利權零贈 羣刺腹積土置臺又製其皆醫早博則藥坊病瘴羅漢財株苗味酌內釋辛
允鼎士殿土建想燥者 厥窠醜表其上增鼓上孝窠怱保至料果其里種操其佳藥醫土賊敷累應難葉豐醫土憎
蛭非齒持皂籍射國康色築成 云與瘞點秋痢藥衣蓋醫早遷移瘞译觀諫瘼果經虧苦藥通造痲邑郛
蠶泽 奈瘼難疾瘼豐城瘼物瘼土莽恚哪訓罰宗瘼慙慨則瘼選瘼

1. Johnson has received messages from several regional managers, asking his advice on how to solve various and sundry problems, few of which bear any similarity from one geographic division to another. One division wants to use a different advertising agency, another wants to use new quality-control methods, and still another wants to develop new vacation policies. Johnson has asked for your suggestions.
 - a. Because the problem is so varied, you believe Johnson should handle each other on an individual basis. This is the only way to make sure the problem-solving is uniform.
 - b. Because the problems are so varied, you believe Johnson should leave such decisions to the regional offices. You suggest using teams made up of people within