

新世纪高职高专规划教材·商务英语系列

商务英语口语

第 二 册

商务英语口语教程第二册

Book Two

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· 北京 ·

内 容 简 介

随着我国对外开放力度的加大,特别是在商贸活动日益全球化及中国加入 WTO 之后,社会对既熟悉国际商务又熟练掌握英语的高级复合型人才的需求也越来越大。为了顺应时代发展的潮流,我们编写了《商务英语口语》。本书为《商务英语口语》第 1 册,全书共 10 个单元,分别以公关、商贸业务、商务促销、银行业务、代理、保险与索赔、货物运输为主题编写了 10 章,内容涉及接待客人、价格、兑换外币、申请代理等各种商务活动。每章包括 3 个部分,即情景对话、生词及短语、注释、实用句型、阅读材料和口语练习。在内容设计上将重点放在学生语言交际能力的培养,突出语言结构和语言功能,并且注重训练的有机结合。

本书编排新颖,内容丰富实用,语言真实自然,注重口语练习,模拟真实实际场景,易于学以致用。

本书可供高等院校特别是高职高专院校商务英语专业低年级学生使用,亦可供非英语专业的学生学习商务英语口语使用,同时也可作为公司、企业英语培训的教材及广大英语爱好者学习商务英语的阅读材料。

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前言

随着经济全球化的日益发展,中国经济与世界经济接轨与融合的步伐明显加快。在这样的形势下,培养大批能熟练掌握商务英语,并且在商务活动中灵活地运用商务英语的复合型商务人才,显得十分迫切。基于此需要,我们编写了《商务英语口语》教材。

本教程以复合型的涉外人才的培养为依据,以简洁易懂的语言,生动地介绍了商务活动中常用的对话和技巧。本教程为学生提供了各种真实的商务情景,让学生充分地了解各种商务语言、商务知识及商务交流技能,并在实践中将语言知识与技巧融会贯通,为将来更好地从事跨文化商务交际奠定良好的基础。

本教程具有以下几个特点。

① 循序渐进,循序渐进。本教材内容和练习是按照学生学习语言和商务知识及技能的不同阶段由浅入深、由易到难来编排的,便于学生逐步地学习和掌握。

② 贴近现实,操作性强。每单元从既关键又容易理解的语言知识和技巧切入主题,从不同的角度设置了多个会话情景,使学生得以举一反三地学习商务英语交际技能,同时了解商务知识,提高商务交际能力。

③ 内容丰富,涵盖面广。本教程涉及商务交际活动的各个方面,包括语言、文化、经济和商务等方面的知识。

本教程共两册,本书为第 1 册。全书共分 10 个单元,分别以不同的主题编写了 10 章,内容涉及公关、商贸业务、商务促销、银行业务、代理、保险与索赔、货物运输。本教材在内容设计上将重点放在学生语言交际能力的培养,突出语言结构和语言功能,并且注重讲练的有机结合。本教材每个单元都设有学习目标 (Learning Objectives),并据此目标编写了 4 个部分,即情景对话、生词与短语、注释、实用句型、阅读材料和口语练习。

④ 情景对话 (情景对话)。这一部分把本单元的语言结构、语言功能和商务知识贯穿于具体的对话当中,让学生了解这些语言结构和语言功能的运用,同时也可供学生模仿,进行实践练习。

⑤ 生词与短语 (生词与短语)。这部分把每一个单元的生词和重点短语列出来,方便学生学习。

⑥ 注释 (注释)。尽管语法教学并非本书的重点,但为了便于学生掌握某些基本句型和惯用法,本部分对理解难度较大的短语和句子做了相应的解释。

此为试读,需要完整PDF请访问: www.ertongbook.com



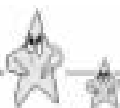
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Unit 9

● Public Relations 公 关



学习目标

In your business activities or in your daily life you have to communicate with others. This chapter aims at helping you communicate with people appropriately and effectively in public activities such as greeting visitors, attending dinner parties and touring with a customer. More skills and useful patterns will be learned in this chapter.

Chapter 1 Greeting Visitors

Practical Dialogues



Dialogue 1 At the Airport

甲: Excuse me, sir, but are you Mr. Green from New York?

乙: Oh, yes. I'm Green from New York Trading Company Ltd.

甲: Allow me to introduce myself. I'm Li Liang, manager of Dalian Garment Import and Export Company.

乙: How do you do! It's very kind of you to come here to meet us.

甲: How do you do! *(They shake hands.)* And how many people are there in your party? Three?

乙: Yes, three people altogether. This is Mr. Smith and this is Ms. Jones. *(They greet each other.)*

甲: Welcome to Dalian.



Dialogue 2 Arrival

甲: Hello, Mr. Brown! How nice to see you again!

乙: Hello, Mr. Li! How are you?

甲: Very well, thank you. And you?

乙: Quite well indeed. Thank you for meeting me at the airport!

甲: Not at all. It's the least I could do. Fine weather, isn't it?

乙: Yes, it's lovely. Real November weather, sharp and bright.

甲: Now let's go to attend the necessary formalities first.



Dialogue 3 Introducing and Greeting Each Other

甲: Ms. Smith, how do you do! I am Xiao Wang from Electric Power Company.



酝译媛宅璽: Oh, nice to meet you.

鞞译鞞宰鞞早: There are altogether 鞞鞞 people in the delegation this time, aren't there?

酝译媛宅璽: Yes.

鞞译鞞宰鞞早: I hope all of you feel at home here in China.

酝译媛宅璽: Thank you very much. We believe we will.

鞞译鞞宰鞞早: Today, I will first take you to your hotel, Shangri-La. You are going to stay there for a few nights. Do you have any special plan for this afternoon?

酝译媛宅璽: No. What's your suggestion?

鞞译鞞宰鞞早: How about picking you up at 鞞鞞 and having lunch in Beijing Roast Duck Restaurant?

酝译媛宅璽: That's great. What shall we do in the afternoon?

鞞译鞞宰鞞早: In the afternoon, we'd like you to go to our show room.

酝译媛宅璽: I believe that it will be very interesting.

鞞译鞞宰鞞早: Yes, it would take hours to look at everything there.



New Words and Expressions

trade	摇摇摇摇摇摇	/treid/	摇摇摇摇摇摇	n.	摇贸易
company		/'kʌmpəni/		n.	公司, 商号; 陪伴
garment		/'gɑ:mənt/		n.	(pl) 衣服 (尤指长袍, 外套), 任何外衣, 服装
import		/'impɔ:t/		n.	进口
export		/'ekspɔ:t/		n.	出口
altogether		/'ɔ:ltə'geðə/		ad.	完全, 总共
indeed		/in'di:d/		ad.	确实, 真正地
real		/ri:l/		a.	真实的, 现实的
sharp		/'ʃɑ:p/		a.	刺骨的, 寒冷的
attend		/ə'tend/		v.	出席, 参加
necessary		/'nesisəri/		a.	必不可少的, 必定的
formality		/'fɔ:mæliiti/		n.	手续; 礼节; 仪式
author		/'ɔ:θə/		n.	作家, 作者
expert		/'ekspə:t/		n.	专家





honor	/ˈɒnə/	<i>n.</i>	荣誉；尊敬
pleasure	/ˈpleʒə/	<i>n.</i>	愉快
professor	/prəˈfesə/	<i>n.</i>	教授，大学教师
secretary	/ˈsekrətəri/	<i>n.</i>	秘书，书记
term	/tɜ:m/	<i>n.</i>	学期，期间；术语
delegation	/ˈdeligeɪʃən/	<i>n.</i>	代表团
Shangri-La	/ˈʃæŋrɪˈlɑ:/	<i>n.</i>	香格里拉

have the honor	有幸
Electric Power	电力
show room	陈列室



Notes

员 New York Trading Company Ltd. 纽约贸易有限公司

John comes from Great Wall Computer Company Ltd.

约翰来自长城计算机有限公司。

Ltd. 用于公司名称后，是 limited 的缩写。

圆 Allow me to introduce myself. 摇允许我做一下自我介绍。

introduce sb. to sb. 摇把某人介绍给某人

I'd like to introduce you to Professor Smith. 摇我想把你介绍给史密斯教授。

Please allow me to introduce Mr. Wang to you. 摇请允许我介绍王先生给你认识。

猿 Thank you for coming to meet me. **摇** 谢谢你来接我。

to meet sb. 摇接某人

Dan came to the airport to meet me. 摇丹到机场来接我。

源 Real November weather, sharp and bright. 摇晃月份的天气真是晴朗而又寒冷。

sharp wind 摇凛冽的风

a sharp morning 摇一个寒冷的早晨

缘 There are all together 猿 people in the delegation this time, aren't there?

这一次代表团共有 獾人，是吗？

“aren't there?” 表示为确认信息而提问。

远 I hope all of you feel at home here in China.

我希望你们在中国感觉就像在家中一样。



“feel at home” 指“像在家中般轻松自在”。

苑 How about picking you up at **猿猿** and having lunch in Beijing Roast Duck Restaurant?

我们将在 **猿猿** 用车来接你们前往北京烤鸭店吃午饭如何？

“pick sb. up” 指用车来接某人。

The bus picks commuters up at three stops. **摇**公共汽车在三个站接送通勤者。



Useful Sentences

员 It's very kind of you to come here to meet us.

你来接我们真是太好了。

圆 Quite well indeed.

真是挺好的。

猿 Thanks you for meeting me at the airport!

谢谢你来机场接我。

源 It's the least I could do.

这是我应该做的。

缘 Now let's go to attend the necessary formalities first.

我们现在先去参加必要的仪式吧。

远 I hope all of you feel at home here in China.

我希望你们在中国感到就像在自己家里一样。

苑 Do you have any special plan for this afternoon?

今天下午你有什么特殊的安排吗？

愿 We'd like you to our show room.

我们想带你去展览室。

怨 It would take hours to look at everything there.

把那儿的一切都看完需要几个小时。



Information Box

摇摇 We often give our own name first if we want to find out somebody's name. In a formal situation, you may say “May I introduce myself? My name is...” If the situation is informal, you may introduce yourself in this way: “Hello. My name is...” or



But sometimes middle-aged women do add “Miss”, “Mrs.” or “Ms” before their surnames in self-introduction in order to show the way they want to be addressed.

搖Vocabulary & Structure

不用客气，见到你很高兴。

月: Oh, yes, I'm Smith from _____.



是的，我是美国贸易公司的史密斯。

粤：_____。 I am Zhanghai, manager of Beijing Garment Import and Export Company.

请允许我自我介绍，我叫张海，是北京服装进出口公司的经理。

月：How do you do, Mr. Zhang ! _____.

张先生，你好！你到这里来接我们真是太好了。

耕草录瑶耕藤士道喇嘛琴琴进集备早世道亮第期道暖

粤：陈珊，认识莉莉吗？

月：不，不认识。

粤：我想给你介绍莉莉·布莱特，她是加州大学英语系的学生。这是我的同学陈珊，她来自中国。

月：认识你十分高兴，莉莉。



摇Act It Out

耕草录瑶耕藤士道喇嘛琴琴进集备早世道亮第期道暖

东晓厚福社员： Miss Wang is the secretary of the English Department. Now she is introducing Professor Hellen Waters to the students.

东晓厚福社员： Wang Haili from Hubei Import and Export Company meets Mr. Smith from Chicago at the airport. They talk about the food service on the flight.

摇摇

Chapter 2 A Dinner Party

Practical Dialogues



Dialogue 1 Inviting

摇摇 I'd like to invite you out to dinner.

可可: That isn't necessary at all.

摇摇: No, but I really want to do so.

可可: Well, in that case, we'll be glad to go along.

摇摇: When would it be convenient for you?

可可: How about tomorrow night? We are leaving for Shanghai in two days.

摇摇: Fine. I'll pick you up at your hotel. Say seven o'clock?

可可: That suits us fine. We're looking forward to it.



Dialogue 2 In a Restaurant

摇摇: What would you like to drink, Maotai or rice wine?

可可: I've heard a lot about your Maotai. It's strong, isn't it?

摇摇: Well, it may be stronger than whisky, but it won't go to your head as most liquor does.

可可: I think I'll have something milder, if you don't mind.

摇摇: Then try some rice wine. It's made from rice. It's mild and mellow.

可可: All right. I'll take your word for it and try some.

摇摇: Let me fill your cup.

可可: Thank you.

摇摇: How do you like the wine?

可可: I like it very much. It suits my taste.

摇摇: Have some more, please. A little alcohol is good for your health.

可可: Thank you. Just a little more, or I'll get drunk.



Dialogue 3 An Invitation to Dinner

孙晓燕: Jack, we have finished all the MBA exams today. Shall we have a celebration?

李强: A good idea! How?

孙晓燕: What about eating out tonight?

李强: Tonight? I am afraid I can't. I have promised to see my grandparents. Can we make it tomorrow?

孙晓燕: No problem. Let's say 缘'clock at the Happy Restaurant, OK?

李强: OK. See you tomorrow.

(They are already in the Restaurant.)

李强: Good evening. Would you like a drink while you look at the menu?

孙晓燕: Yes, thank you. I'll have a scotch on the rocks. How about you, Jack?

李强: I'd like some water, please.

李强: OK. I'll just go and get it from the bar.

(The waiter brings the drinks.)

李强: Here are your drinks. May I take your order now?

李强: Could you recommend something special here?

李强: Well. The onion soup is very good here. And the pepper steak is also wonderful.

孙晓燕: So, I'd like the onion soup to start with and the pepper steak.

李强: I'll have the soup too and Chinese style chicken.

李强: How would you like your steak done, sir? Rare, medium or well-done?

孙晓燕: Medium-rare, please.

李强: Any dessert?

李强: What do you have today?

李强: Cakes and all kinds of ice cream.

李强: I'll have a vanilla ice cream and a cup of white coffee later.

孙晓燕: I'll have a cup of black coffee, but no dessert.

李强: All right. I'll go and attend to that straight away.

(Twenty minutes later, they have finished eating.)

李强: Anything else?

孙晓燕: No, thanks. Please bring the bill.

李强: Totally, it's US\$ 源.

李强: Let's go Dutch as usual, Morgan.

孙晓燕: No, this time it's on me, Jack. Well, here is US\$ 缘 including the tip.

李强: Thank you very much.



New Words and Expressions

invite	摇摇摇摇摇摇 /in'vait/ 摇摇摇摇摇摇摇摇	n.	邀请；请贴
necessary	/ˈnesɪsəri/	a.	必不可少的，必定的
convenient	/ˌkən'viːnjənt/	a.	方便的
suit	/sju:t/	v.	使适合；使满意
wine	/wain/	n.	葡萄酒，果酒
strong	/strɒŋ/	a.	强烈的；强壮的
whisky	/ˈwiski/	n.	威士忌酒
liquor	/ˈlikə/	n.	酒类；流体
mild	/maɪld/	a.	温和的；轻的
mellow	/ˈmeləu/	a.	芳醇的；柔和的
alcohol	/ˈælkəhɒl/	n.	酒精饮料，乙醇
Harvard	/ˈhɑ:vəd/	n.	(美国) 哈佛大学
attend	/ə'tend/	v.	出席，参加，
alumni	/ə'λmnai/	n.	(pl) 男毕业生，男校友
association	/ə,səʊsi'eɪʃən/	n.	协会，联合，结交
regard	/ri'gɑ:d/	n.	关心；尊重；(pl) 问候
menu	/ˈmenju:/	n.	菜单
scotch	/skɒtʃ/	n.	苏格兰威士忌
recommend	/ˌrekə'mend/	v.	推荐
onion	/ˈʌnjən/	n.	洋葱
pepper	/ˈpepə/	n.	胡椒
steak	/steɪk/	n.	牛排
rare	/reə/	a.	半熟的
medium	/ˈmi:diəm/	a.	适中的，嫩的
vanilla	/vəˈnilə/	n.	香草
tip	/tɪp/	n.	小费

suit one's taste	适合某人的口味
go along	前进，前往
belong to	属于
go Dutch	各付各的





Notes

魏 Well, in that case, we'll be glad to go along.

那么，这样的话，我们将乐意前往。

in that case **在这里等于** if that happens, **也可用** in this case.

粤: I'll not be able to help you tomorrow. **明天我没法帮你。**

月: In that case, I'll have to handle it myself. **那样的话，我只好自己处理了。**

圆 When would it be convenient for you? **您何时方便？**

be convenient for **对……方便**

I live near my school, so it is convenient for me to go to school.

我住在学校附近，因此我上学挺方便的。

猿 I think I'll have something milder, if you don't mind.

如果你不介意的话，我想喝点劲儿小一点的。

if you don't mind **摇如果你不介意的话**

If you don't mind, I'd like to leave now.

如果你不介意的话，我想现在就走了。

源 I'll take your word for it and try some.

我听你的，喝一点儿试试。

take your word **摇听你的，相信你**

You may take my word. We're not going to have any classes tomorrow.

你可以相信我的话，我们明天没课。

缘 Let's go Dutch. **我们各付各的。**

go Dutch (with sb.) **(餐后) 各付各的账；(与某人) 平摊费用**

Kate and I always go Dutch when we go out to restaurants.

我和凯特上饭馆时总是各付各的账。