

国家教育部新世纪网络课程建设工程项目
商务英语系列课程教材

商务英语听说

Business English Listening & Speaking

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内 容 简 介

本书由 10 个单元组成并附有听力部分的录音材料。内容涉及建立商务关系、询盘、报盘和还盘、订货、包装、付款、装运、保险、代理和索赔 10 个贸易环节。各个单元又由以下 7 部分组成：背景介绍 (Background)、专业术语和实用表达 (Terminologies and Practical Expressions)、示范对话 (Sample Dialogs)、常用句型 (Useful Sentences)、口语练习 (Your Turn)、听力训练 (Listen to This)、情景对话 (Act It Out)。为方便读者自主学习，本书提供有配套的单机版课程光盘。声音、动画、图文并茂，引导读者进入一个直观的仿真商务环境中学习。

本书可供国际贸易、经济管理、法律、财税、英语等专业的二、三年级本科生作为复合型专业英语教材使用，亦可供具有一定英语基础的商务工作者学习参考。

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前 言

迈入新世纪和加入 WTO, 我国正逐步地参与国际竞争, 同世界接轨。随着全球经济的发展和市场化运作, 英语作为国际贸易用语变得越来越重要, 社会上也越来越迫切地需要既有专业知识又能熟练运用英语的人才。在这一新形势下, 一些有条件的院校纷纷开设商务英语专业, 商务英语已经进入了很多高校的课程之中。21 世纪是一个充满机遇和挑战的时代, 它为当前的商务英语教学提出了更新、更高的要求。怎样才能有效地提高学生的实际语言运用能力, 培养既有专业知识又能熟练运用英语的人才, 使学生所学的知识跟上时代的节奏, 符合社会经济生活的实际需求, 已成为英语教育工作者的历史责任, 也是日益发达的经济和社会发展的需要。

为了适应新的形势, 满足各大专院校商务英语专业学生和社会各阶层商务工作者的需求, 我们组织编写了这套《商务英语系列课程教材》。目的是帮助以英语为第一外国语的国际贸易专业的学生有效地解决英语学习中出现的问题, 让更多的人通过商务英语系列课程的学习, 快速提高商务英语听、说、读、写等各方面的能力, 不断提高自身素质和专业水平, 迎接国际竞争的挑战, 为祖国的现代化建设服务。

《商务英语系列课程教材》是国家教育部新世纪网络课程建设工程项目之一, 本系列教材包括《商务英语听说》、《商务英语阅读(精读本)》、《商务英语选读(泛读本)》、《商务英语写作》、《国际商务谈判》、《国际贸易实务》、《国际市场营销》、《国际支付与结算》、《国际商法》等 9 本。随着国际商务的发展和读者的需要, 我们还将不断对这一系列教材进行补充和修改, 以期形成读者欢迎的动态系列教材。本系列教材可作为大专院校商务英语专业的普及教材, 也可供社会从事外贸和商务工作的读者使用。

本系列教材具有以下特色。

- 1 本系列教材内容新、全面, 专业性、可操作性强。
- 2 本系列教材强调专业基础, 重视语言运用, 各书均配有大量练习, 注重全面提高学生运用商务知识和英语的能力。
- 3 本系列教材设计有配套的课程软件, 便于学生自主学习。操作上可灵活掌握, 不仅可供在校生课堂学习, 还可以面向全国网络课程的学生和在职人员自学, 覆盖面广。
- 4 本系列教材的编写者都是从事商务英语教学的一线教师, 具有多年丰富的教学经验和极强的事业心和敬业精神。在系列教材的基础上, 作者根据自身教学经验编写了配套的教师指导书和参考答案, 可与同行交流, 便于教师授课和辅导学生进行课后实践。如有需要者请与湖南大学商务英语系联系。电子邮件地址: business@hnu.net.cn。

《商务英语听说》是《商务英语系列课程教材》之一。全书分10个单元，内容涉及建立商务关系、询盘、报盘和还盘、订货、包装、付款、装运、保险、代理和索赔10个贸易环节。各单元分部分编写，书后附有听力部分的录音材料。

在本书写作过程中，肖云南负责1~10单元的听力课文和练习；刘敏娟负责第2、3、4、5单元的对话及练习；欧志峰负责第7、8、9、10单元的对话及练习；刘路负责第1单元和第6单元的对话及练习。

全书经肖云南教授和 Ian Winchester 博士审稿。

由于编著者水平有限，书中不妥之处在所难免，敬请广大读者批评指正。

作 者
于长沙市岳麓山
2003 年 8 月

学 习 指 导

《商务英语听说》由 10 个单元组成并附有听力部分的录音材料，课时可安排为 54 学时。本书内容涉及建立商务关系、询盘、报盘和还盘、订货、包装、付款、装运、保险、代理和索赔 10 个贸易环节。各个单元又由以下 7 部分组成。

1. 背景介绍 Background

本部分用中英文对照的形式简要介绍了本单元背景情况，内容简明扼要，使学生对要学习的新知识一目了然，同时中英文两种版本也可让学生进行翻译练习。

2. 专业术语和实用表达 Terminologies and Practical Expressions

本部分精选一些专业术语及使用频率极高的实用短语，并进行较详细的注释。学生可通过熟悉这些专业术语和实用表达为下一环节的学习做准备，也可通过阅读详尽的注释来学习专业表达，增加专业知识。

3. 示范对话 Sample Dialogs

本部分包括 3 项内容：对话、生词及注释。对话部分融合了前一单元出现的专业术语和实用表达，让学生在生动真实的语言材料中学习关键性的表达，两个对话具有代表性，又有不同的侧重点；注释部分重点放在对话中出现的词汇、短语及习惯用法，并对难句进行翻译。这一部分特别强调交际功能的重要性，以提高学生实际的交际能力。

4. 常用句型 Useful Sentences

本部分根据本单元专业内容精选 20 至 30 句左右使用频率极高的短句，中英文对照，信息量大，涵盖面广，涉及本单元中贸易环节（如付款）的各个方面。这部分所选的句子虽短，但具有代表性。学生会发现，只要将其中的某些单词做一下替换，就可将其用于另一个贸易环节中。

5. 口语练习 Your Turn

本部分包括 3 项内容：语汇练习、术语和实用表达练习及句型练习。练习形式有单词填空、选择填空、替换、完成流程图、句子翻译等。这一部分素材广泛，形式活跃。

6. 听力训练 Listen to This

本部分包括：听力重点训练、对话及短文。听力重点训练部分主要针对经贸工作中经常遇到的听力语言点问题（如货币和兑换率）重点分类训练；对话部分旨在训练和检查学生理解对话的能力；短文部分的素材为相关的业务知识介绍，是对本单元内容的一个扩充。

7. 情景对话 Act It Out

本部分以介绍情景条件或提供关键词等形式作提示，要求学生自编对话，进行模拟训练。

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Unit One

Establishing Business Relations

建立商务关系



Background

Establishing business relations is the first step in a transaction in international trade. No transactions can be conducted until contacts have been made between two or more companies. To establish business relations with prospective dealers is one of the vitally important measures both for a newly established firm and an old one that wishes to enlarge its business scope and turnover. Merchants abroad may be approached through some of the following channels:

- communication in writing;
- attendance at the export commodities fairs;
- contact at exhibitions held at home and abroad;
- mutual visits by trade delegations and groups;
- calling on customers;
- overseas investigations.

Establishing business relations is realized mostly in writing and verbally. In order to come to an agreement during a business communication, several terms are talked over, such as the description of the goods, their quality, quantity, packing, price, shipment, insurance, payment, inspection, claims, disputes and arbitration.

建立业务往来是国际贸易中的第一步。只有与两个或多个公司发生业务往来，才能谈成生意。与有发展前途的商人做生意不论对一个新成立的公司还是对一个期望扩大业务的老公

司来说都是至关重要的措施之一。与海外商人建立业务联系通常有以下几种渠道：

- 通过商业信函；
- 参加出口商品交易会；
- 参与国内外举办的展销会；
- 双方贸易代表团互访；
- 拜访客户；
- 海外考察。

大部分的业务往来是通过书信和口头交际来实现的。业务双方为达成一致，在谈判时需讨论许多内容，如商品的描述、质量、数量、包装、价格、装运、保险、支付、商检、索赔、争端和仲裁等。



Terminologies and Practical Expressions

1. China National Machinery Import and Export Corporation 中国机械进出口公司
2. China National Cereals, Oils and Foodstuffs Import and Export Corporation
中国粮油进出口公司
3. China National Arts and Crafts Import and Export Corporation
中国工艺品进出口公司
4. China Export Commodities Fair 中国出口商品交易会
5. financial position 财政状况
6. credit standing 信用地位
7. trade reputation 贸易声誉
8. equality and mutual benefit 平等互利
9. counterfeit 冒牌货
10. showy goods 外观华丽的商品
11. inferior goods 劣货
12. low quality goods 次货
13. unfinished products 半成品
14. imitation 仿制品
15. low-priced goods 廉价货

- 16. genuine article 真货
- 17. first-class quality 头等品质
- 18. superior quality 优异品质
- 19. top grade 头等货
- 20. high-tech products 高科技产品
- 21. durable consumer goods 耐用消费品
- 22. excellent quality 品质优良
- 23. reliable quality 质量可靠
- 24. modern and elegant in fashion 式样新颖大方
- 25. wide varieties 品种繁多
- 26. complete in specifications 规格齐全
- 27. reliable reputation 信誉可靠
- 28. sophisticated technology 工艺精良
- 29. skillful manufacture 制作精巧
- 30. attractive and durable 美观耐用



Sample Dialogs

Dialog I

(At the Exhibition Hall in the China Export Commodities Fair)

Liu: Good morning, anything particular you are interested in this time? We have wide varieties for you to choose from. They are of the best quality and excellently tailored too. These are the latest styles from our joint venture manufacturing company.

Miller: Well, I'm interested in ready-made suits.

Liu: Good. You've come to the right booth. We specialize in producing suits.

Miller: Well, is there any superiority of your products?

Liu: Here is a sample for you to look at. You will see they are modern and elegant in fashion, right? What's more, they wear longer than others. You may find this material will retain its luster without becoming shiny.

Miller: Why?

- Liu: One reason is that the yarn is carefully selected for quality. The luster is laboriously and yet delicately woven into the fabric.
- Miller: Oh, I see. Will you please show me some products of different colors?
- Liu: Certainly. Five colors are available here.
- Miller: How about the sizes?
- Liu: We can offer every size from "S" to "XXL". Please take a close look at the catalog and price list.
- Miller: Well, it's very impressive. But I'm afraid the price is much higher than others.
- Liu: But ours are good in material and superb in workmanship. You can't buy suits of similar quality at such price anywhere else.
- Miller: May I take the sample fabric with me? I'd like to discuss with my assistant.
- Liu: Yes, please. We are sure that you'll find very good prospects in our products.

Vocabulary

- variety n. 变化, 品种, 种类
- tailored a. 剪裁讲究的
- joint venture 合资企业
- ready-made a. 现成的, 做好的
- specialize v. 专攻, 专营
- superiority n. 优越性, 优势
- luster n. 光彩, 光泽
- yarn n. 纱, 纱线
- laborious a. (指工作)艰苦的, 费力的
- catalog n. 目录
- superb a. 庄重的, 极好的
- workmanship n. 手艺, 技巧
- prospect n. 景色, 前景

Notes

- wide varieties 各种各样, 品种繁多
We are increasing the variety of exports.
我们正在增加出口的种类。
- excellently tailored 加工精良的

相关的表达有：

sophisticated technology 工艺精良

skillful manufacture 制作精巧

3. joint venture 合资企业

相关的表达有：

foreign-funded enterprise 外资企业

cooperative enterprise 合作企业

wholly foreign-owned/ funded enterprise 外商独资企业

state-operated enterprise 国有企业

4. ready-made suit 成品西装

5. specialize in 专攻，专营

We specialize in medicine and health products, and we express our desire to trade with you in this line.

我们专营医药保健品，愿与贵方开展这方面的业务。

Mr. Wang has been specializing in product design.

王先生一直从事产品设计。

表达“经营”的方式还有：

to trade in

to be in the line of

6. Is there any superiority of your products ?

你们的产品有什么优势？

superiority n. 优越性，优势

superior a. 上乘的，优秀的

Our products are superior in quality to any other brand available on the market.

我们的产品在质量上比市场上能买到的其他品牌都要好。

The quality is superior, yet the price is very reasonable.

质量上乘，价格合理。

7. retain its luster without becoming shiny 保持光泽而不发亮

8. The luster is laboriously and yet delicately woven into the fabric.

在纺织布料的时候，光泽问题已经被精心地考虑进去了。

9. superb in workmanship 工艺上乘

10. We are sure that you'll find very good prospects in our products.

我们确信您将发现我们的产品有很好的销售前景。

为鼓励商业往来，还可用以下表达：

I'm sure our business dealings will develop quickly and productively.

我可以肯定我们之间的业务关系会发展得既快又富有成效。

Let's hope the business works out well.

希望我们的生意能进展顺利。

Dialog II

(At the office of a Chinese company)

Li: I understand this is your first visit to our corporation.

Anderson: Yes, and also my first visit to China. I've always wanted to see with my own eyes China's achievements and now I've been more than rewarded.

Li: Thank you. I hope you've had a pleasant trip.

Anderson: Yes, I did. Now, let's get to the point. I have come to discuss with you the possibility of importing into Australia a number of your products.

Li: We very much appreciate your interest in our company.

Anderson: We had an opportunity yesterday to review your well-illustrated catalog and we are primarily interested in your leather-crafts.

Li: Most of our products are very well-known all over China, and many of them are manufactured especially to serve our export markets.

Anderson: So I've learned. We are distributors with business branches in most major cities in Australia. Now, we'd like to introduce Chinese-made leather-crafts, if your price is competitive and sales conditions are favorable.

Li: We'll see what we can do. We are quite confident about our products because of the excellent quality and the wide selection. Considering the quality of our products, you will find that the price is quite reasonable. Let's go over the illustrative catalog again.

Anderson: I'm particularly interested in this pattern. It is much to the taste of our market. What are the specifications?

Li: Totally, four, in different levels of quality. If I may refer you to page three, you'll find all the specifications there.

Anderson: Well, perhaps we could discuss the subject further after I have had a chance to view the leather-crafts workshop.

Li: Yes, that can be arranged. I'll let you know the time schedule later.

Anderson: Thank you. I'll be looking forward to that.

Vocabulary

primarily ad. 首先, 起初; 主要地, 根本上

leather-craft 皮革制品

distributor n. 销售者; 贩卖或出售商品的人(尤指批发商)

competitive a. 竞争的

favorable a. 赞成的, 有利的

selection n. 选择, 挑选

illustrative a. 起说明作用的, 解说性的

particularly ad. 在很大程度上; 特别地

specification n. 详述, 规格; 说明书

Notes

1. I've always wanted to see with my own eyes China's achievements and now I've been more than rewarded.

我一直想亲眼看看中国所取得的成就, 现在我完全如愿以偿了。

2. Let's get to the point. 让我们进入正题。

3. we are primarily interested in your leather-crafts.

我们主要对你们的皮革产品感兴趣。

4. Most of our products are very well-known all over China, and many of them are manufactured especially to serve our export markets.

我们的大多数产品在中国知名度很高, 许多产品专门销往海外市场。

serve our export markets 销往海外市场

5. ... if your price is competitive and sales conditions are favorable.

……如果你们的价格具有竞争力, 且销售条件优惠。

6. wide selection 品种繁多

类似表达有:

wide varieties

7. Considering the quality of our products, ...

考虑到我们产品的质量, ……

considering 考虑到

Considering the stormy day, we decide to cancel the meeting.

考虑到暴风雪天气，我们决定取消会议。

Considering the sizable purchase, we suggest payment by I/ C.

考虑到购货量大，我们建议以信用证形式付款。

8. illustrative catalog 带有插图的目录

9. It is much to the taste of our market.

这太适合我们的市场口味了。

10. What are the specifications ?

都有哪些规格？

complete in specifications 规格齐全



Useful Sentences

● Welcome to the exhibition !

欢迎来到展览会！

1. I'd like to direct you to see our showroom. Please look at our display products.

我带您到展示中心观看我们的产品。

2. This catalog shows most of our products.

这目录上列出了我们的大部分产品。

3. Do you have any printed material on this product ?

有关于这种产品的说明书吗？

4. I'm sorry we can't give this as a sample but we'll make a sample discount of twenty percent.

很抱歉，我们不赠送样品，不过样品可以打 8 折出售。

5. Anything particular you are interested in ?

有您特别感兴趣的产品吗？

6. Would you like to hear my presentation and let me show you how it works now ?

现在让我向您作产品介绍并进行产品演示，好吗？

7. What are the specifications of the product ?

这种产品都有哪些规格呢？

8. Do you have a prototype of your new product ?
有新产品的样品吗？

● Our products are of good quality !
我们的产品质量很棒！

1. Cashmere coats always sell well.
开士米大衣总是很畅销。
2. Digital cameras are enjoying fast sales these days.
数码相机近来非常畅销。
3. Our toys are well received in the European market.
我们的玩具在欧洲市场很受欢迎。
4. Our garments have been well established in the market.
我们的服装在市场上建立起了良好的声誉。
5. Our ceramics are superior in quality to any other brand available on the market.
我们的陶瓷制品在质量上比市场上能买到的其他品牌都要好。
6. These suits are of the best quality and excellently tailored too.
这些西装质量上乘，做工精良。
7. These electrical appliances are gaining popularity because of their fine quality, competitive prices, and our honest dealings.
由于品质优良，价格低廉，再加上本公司的诚实交易，这些电器产品获得了极高的声誉。
8. We can offer you this in three different levels of quality.
这种产品因质量不同可提供给您 3 种不同的等级。
9. This style is much to the taste of our market.
这种式样太适合我国市场的口味了。
10. I can assure you that it stands competition well.
我可以向您保证它经得住竞争。

● Let's do business !
让我们做生意吧！

1. We specialize in audio-visual products, and we express our desire to trade with you in this line.
我们专门生产视听产品，愿与贵方开展这方面的业务。
2. We very much appreciate your interest in our company.
非常感谢您对本公司的产品感兴趣。
3. The purpose of my coming here is to discuss the possibility of importing into the United