

Business English

商务英语教程
(上)

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Contents

Unit 1 Introduction

1	2	5	11	12	13	14
Part I	Part II	Part III	Part IV	Part V	Part VI	Part VII
Lead-in	Text A	Text B	Grammar	Case Study	Business	Supplementary
	How to	Ten Tips on	Gerunds and		Writing	Reading
	Introduce	How to Shake	Infinitives		Letter of	Social Etiquette
	Yourself	Hands with			Introduction	
		Confidence				

Unit 2 Food and Entertaining

19	21	24	28	29	30	32
Part I	Part II	Part III	Part IV	Part V	Part VI	Part VII
Lead-in	Text A	Text B	Grammar	Case Study	Business	Supplementary
	How to	Sealing the	Plural vs.		Writing	Reading
	Entertain	Deal over the	Possessive		Letter of	International
	Business Clients	Business Meal			Invitation	Dining Etiquette

Unit 3 Brand

36	37	42	46	47	47	49
Part I	Part II	Part III	Part IV	Part V	Part VI	Part VII
Lead-in	Text A	Text B	Grammar	Case Study	Business	Supplementary
	What is	Apple — Think	Simple Past		Writing	Reading
	Branding?	Different	Tense		Notes	Chanel

Unit 4 Sales

52	53	57	62	63	64	66
Part I	Part II	Part III	Part IV	Part V	Part VI	Part VII
Lead-in	Text A	Text B	Grammar	Case Study	Business	Supplementary
	Mary Kay's	Eight Tips for	Imperative		Writing	Reading
	Selling Legend	Productive Sales	Form		Memorandum	Wal-mart Starts
		Calls				Selling Used
						Video Games

Unit 5 Advertising						
69	70	74	78	78	79	81
Part I	Part II	Part III	Part IV	Part V	Part VI	Part VII
Lead-in	Text A How Ads Work	Text B How to Write a Successful Advertisement	Grammar Passive Voice	Case Study	Business Writing Business Card	Supplementary Reading How Does Advertising Influence People?
Unit 6 People						
85	87	91	96	98	99	101
Part I	Part II	Part III	Part IV	Part V	Part VI	Part VII
Lead-in	Text A Deal with Difficult People	Text B Dealing with Complaints	Grammar Subjunctive Mood	Case Study	Business Writing Letter of Complaints	Supplementary Reading Dealing with a Bad Boss
Unit 7 Meeting						
106	107	111	116	117	119	123
Part I	Part II	Part III	Part IV	Part V	Part VI	Part VII
Lead-in	Text A About Business Meetings	Text B How to Run a Meeting	Grammar Direct vs. Indirect Speech	Case Study	Business Writing Minutes	Supplementary Reading Types of Business Meetings
Unit 8 Corporate Culture						
128	129	134	139	140	141	143
Part I	Part II	Part III	Part IV	Part V	Part VI	Part VII
Lead-in	Text A Never Settle for the Best	Text B Corporate Culture — Wal- mart	Grammar The First Conditional	Case Study	Business Writing Fax	Supplementary Reading IKEA
Glossary New Words						146
Glossary Business Terms						152
Keys to Exercises						155

Unit 1

Introduction

Overview ▼

- Lead-in
- Text A: How to Introduce Yourself
- Text B: Ten Tips on How to Shake Hands with Confidence
- Grammar: Gerunds and Infinitives
- Case Study
- Business Writing: Letter of Introduction
- Supplementary Reading: Social Etiquette



Making introduction is the first step in doing business. A proper and tactful introduction may predict a good and long-term relationship between you and your partners.

Part I Lead-in

I. Discuss the following questions with your classmates.

1. Can you list some **do's** when you and your business partners introduce each other, and some **don'ts**?
2. What is the role that introduction plays on a business occasion?

II. Listen to the following passage and fill in the blanks with the words you hear.

From how to introduce yourself to what to order at _____, there are social rules you need to know when _____ relationships.

1. Always _____ when you're being introduced to someone.

“Standing helps establish your _____. You make it easy for others to ignore you if you don't stand. If you are _____ off guard and cannot rise, you should lean forward to indicate that you would stand, if you could.”

2. Only say “thank you” once or twice during a _____.

“You need to say it only once or twice within a conversation. Otherwise, you may _____ its impact and possibly make yourself seem somewhat helpless and needy.”

3. Don't _____ your legs.

Both men and women do it, but it can be _____ and even too sexy for a _____ setting. The bottom line, however, is health related: crossing your legs is bad for your circulation because it increases the pressure on your veins.



III. Expressions and Sentences

CEO = Chief Executive Officer 首席执行官

CFO = Chief Financial Officer 首席财务官

favorable impression 良好印象

Managing Director (MD) 总裁

Personnel Manager 人事经理

1. Do you mind if I get your name and telephone number?

你介意告诉我你的名字和电话吗?

2. It was very nice to have met you. / It was nice meeting you.

遇到你真是太好了。/ 很高兴遇到你。

3. May I introduce myself? My name's Peter King and I'm new here.

我可以介绍下自己吗? 我的名字叫彼得·金, 刚到这儿。

4. It's my honor to introduce Mr. Johnson, the new personnel manager from the headquarters.

很荣幸介绍约翰逊先生, 他是刚从总部来的人事经理。

5. I have heard a lot about you.

久闻大名。

Part II Text A

How to Introduce Yourself

To introduce yourself to a new person, you can start with “Hello. My name is Sally.” or “I’m Sally (or Sally Suave).” or “I’d like to introduce myself. I’m Sally.” In a group, a handshake plus your name is acceptable.

When you introduce yourself by saying your own name, don’t use your title. Even if other

people call you Mrs. Murray, introduce yourself as Eleanor Murray or Eleanor. However, with children who need help knowing what to call you, you can introduce yourself as Aunt Eleanor or Grandma Ellie if you want them to call you like that.

After you have said hello and your name, you may wish to expand on your introduction with pleasantries such as “Good to see you,” “Nice to meet you,” or “Nice to see you again.”

If another person is introducing you, just make eye contact and offer to shake hands when you are being introduced. If your introducer has mangled your name, say it again clearly for your new acquaintance.



If you aren't clear of the other person's name, as you say something along the lines of “Nice to meet you,” call the name again with an inquiring expression to let him or her correct what you think you heard. If you want to start right in **on a first-name basis**, just repeat your first name.

Once the other person has introduced himself, use the person's title and last name (e.g., Mr. Smith) until you are invited to be on a first-name basis.

To reintroduce yourself to a brief former acquaintance (if you do not remember the person's name), say “Hello. My name is ...” Then the person will most likely respond with his or her name. If not, you can say “I remember you, but I've forgotten your name.” or “You may not remember me, I'm Rafik.” Always reintroduce yourself to young children who may have forgotten which one of the grown-ups you are in the interval since they saw you last.

If you wish to introduce yourself to someone who is of greater status or age, simply use good manners: “Good morning, sir. My name is Matt Frieberg. I'm your wife's student.”

New Words

pleasantry /'plez(ə)ntri/ *n.*

an agreeable or amusing remark 开玩笑的话；打趣的话；客套话

mangle /'mæŋg(ə)l/ *v.*

to crush or twist sth. so that it is badly damaged 压碎；撕烂；严重损坏

acquaintance /ə'kweint(ə)ns/ *n.*

someone who you have met and know slightly, but not well 相识之人

line /laɪn/ *n.*

a particular type of line in a conversation is a remark that is intended to have a particular effect (旨在取得某种效果的) 话语

interval /'intəvəl/ *n.*

a short break between two of an event 幕间休息；中场休息

status /'stetəs/ *n.*

social or professional position 社会地位；职业地位

offer /'ɒfə(r)/ *v.*

to agree freely 表示愿意 (做某事)

inquire /ɪn'kwaɪə(r)/ *v.*

to ask for information 询问；查询；打听

Phrases

eye contact contact that occurs when two people look directly at each other 目光接触；眼神交会

clear of 清楚

on ... basis based on sth. 以……为基础

Notes

on a first-name basis 直呼其名 A person's given name, or in western contexts a first name or forename, is a part of his or her personal name and identifies and differentiates the person between members of a group, especially in a family, all of whose members usually share the same family name (surname). A given name is purposefully *given*, usually by a child's parents at or near birth, in contrast to an inherited one such as a family name. A given name is sometimes legally changed through a name change.

Given names are often used in a familiar and friendly manner in informal situations. In more formal situations the surname is more commonly used, unless it is necessary to distinguish between people with the same surname. The idiom "on a first-name basis" (or "on first-name terms") alludes to the familiarity of addressing another by a given name.

Exercises

I. Fill in the blanks with proper words and phrases (and change the form if necessary).

status former acquaintance on...basis inquire respond clear of mangle

1. All your prices are _____ a CIF^① _____. We'd rather have you quote us F.O.B. prices.
2. People of higher _____ tend more to use certain drugs.
3. They don't know what they're talking about and _____ scientific information.
4. Be _____ your intention when going in for the social kiss, while the receiver is sure of the gesture and can react appropriately.
5. I have a large circle of friends and _____ engaged in business.
6. He went to the hospital to _____ about her.
7. The unemployed executives include _____ sales managers, directors and accountants.
8. They are likely to _____ positively to the president's request for aid.

II. Decide whether the following statements agree with the information given in the text.

Y for YES, if the statement agrees with the information;

^① CIF 是国际贸易的常见贸易术语之一，其中文含义是成本加运费加保险费。

N for No, if the statement contradicts the information.

1. In introductions, handshake plus your name is necessary. ()
2. Never use your title when you introduce yourself by saying your own name. ()
3. You can use some pleasantries in introductions. ()
4. If your introducer has mangled your name, you need to say it again clearly. ()
5. It is not polite to be on a first-name basis in any cases. ()

III. Read through the text and answer the following questions.

1. How can you start your introduction?
2. Can you list some other pleasantries besides those in the text?
3. If you aren't clear of the other person's name, what you can do?
4. How can you know a brief former acquaintance's name again if you forget it?
5. How can you introduce yourself to someone who is of greater status or age?

IV. Listen to a passage and answer the following questions.

1. How many types of introduction are mentioned? What are they?
2. When should you submit your business card?
3. How long should a proper self-introduction last?
4. What parts does a complete self-introduction include?
5. Can abbreviations be used in introductions? When?

Part III Text B

Ten Tips on How to Shake Hands with Confidence

A **handshake** is more than just a greeting. It is also a message about your personality and confidence level. In business, a handshake is an important tool in making the right first impression.

While the art of handshaking does vary within cultures, the “rules” are pretty universal in the United States.

1. Begin with an Oral Introduction of Yourself

Before extending your hand, introduce yourself. Extending your hand should be part of an introduction, not a replacement for

using your voice. Extending your hand without a voice greeting may make you appear nervous or



overly aggressive.

2. Pump Your Hand Only 2 or 3 Times

A business handshake should be brief and to the point. Consider a handshake a short “**sound bite**” greeting, not a lengthy engagement. Holding on for more than three or four seconds can make other people feel uncomfortable.

3. Shake from Your Elbow

If you shake from the shoulder, using your upper arm instead of just your forearm, you risk jolting your handshake partner. The idea is to connect, not be overbearing.

4. Do Not Use a Forceful Grip

A handshake should be a friendly or respectful gesture, not a show of physical strength. An uncomfortable handshake is never a pleasant experience for anyone. Imagine you are opening a door handle and use about the same level of grip in your handshake.

5. Avoid Offering a “Fish Hand”

A limp hand is never a good idea when it comes to a business handshake. Do return the grip, but do not get into a power struggle, even if the other person squeezes too hard.

6. Forget “Lady Fingers”

This is not a Southern **Cotillion**, this is business. Offering only your fingers to shake may be appropriate in some social settings, but in business settings you are an equal, not a “lady”. Extend your entire hand, and be sure to grasp using your entire hand as well.

7. One Hand is Better than Two

Avoid the urge to handshake with two hands. It is always better in business introductions to use only one hand — your right hand — for the shake. The use of two hands with strangers is seen as intrusive, and too personal. In fact, a two-handed shake is called the “politician’s shake”, because it appears artificially friendly when used on people you barely know.

8. Shaking a Sweaty Hand

If you shake hands with someone who has sweaty palms, do not immediately wipe your hands on your clothing, handkerchief, or tissue. This will further embarrass the other person, who is probably already aware he has sweaty hands. You can discretely wipe them on something after you are out of site, and wash them later.

9. Ending a Handshake

End the handshake after 3 or 4 seconds, or 2 to 3 pumps. In order to avoid creating an awkward moment, your shake should end before the oral introduction exchange does. Without conversation taking place during the entire handshake, it becomes too intimate, and can feel more like hand holding.

10. Covering Your Mistakes

Even if you make a mistake, do not panic. There are many ways to save the moment. If you are worried that your handshake did not convey the right message about yourself, simply change the focus of the moment by offering a quick compliment or asking the other person a question.

New Words

replacement /rɪ'pleɪsmənt/ <i>n.</i>	an event in which one thing is substituted for another 代替; 归还; 复位; 替代者; 补充兵员
aggressive /ə'ɡresɪv/ <i>adj.</i>	(of people or animals) apt or ready to attack, quarrelsome; (of things or actions) for or of an attack 侵略的, 侵犯的; 好斗的, 挑衅的; 有进取心的, 有攻击性的
engagement /ɪn'ɡeɪdʒmənt/ <i>n.</i>	an arrangement that you have made to do something at a particular time 约会; 约定
elbow /'elbəʊ/ <i>n.</i>	hinge joint between the forearm and upper arm and the corresponding joint in the forelimb of a quadruped 肘, (衣服的) 肘部
jolt /dʒɔʊlt/ <i>vt.</i>	to move or cause to move with a sudden jerky motion (使) 摇动, (使) 震惊; 使颠簸
overbear /'əʊvə,beə/ <i>vi.</i>	to overcome 压服
limp /lɪmp/ <i>adj.</i>	lacking in strength or firmness or resilience 无力的; 无生气的; 易弯的; 松软的
struggle /'strʌɡl/ <i>n.</i>	an energetic attempt to achieve something 斗争, 竞争; 奋斗, 努力; 难事; 打斗
squeeze /skwi:z/ <i>vt./vi.</i>	to compress with violence, out of natural shape or condition 挤, 榨, 捏; 压迫, 压榨
intrusive /ɪn'tru:sɪv/ <i>adj.</i>	affecting someone's private life or interrupting them in an unwanted and annoying way 打扰的; 侵入的
artificially /,ɑ:tɪ'fɪʃəlɪ/ <i>adv.</i>	not according to nature; not by natural means 人工地; 人为地; 不自然地; 做作地
sweaty /'sweti/ <i>adj.</i>	being wet with perspiration 浑身出汗的; 汗臭的; 吃力的; 汗似的

palm /pɑ:m/ *n.*

the inner surface of the hand from the wrist to the base of the fingers
手掌，掌状物；（象征胜利的）棕榈叶，棕榈树；荣誉；由 Palm 公司发明的一种 PDA 上的操作系统

discrete /dr'skri:t/ *adj.*

discrete ideas or things are separate and distinct from each other
分离的，不相关联的；分立式；非连续的

awkward /'ɔ:kwəd/ *adj.*

lacking grace or skill in manner or movement or performance
难对付的，棘手的；笨拙的，不灵活的；不顺手的；不优美的

intimate /'ɪntɪmət/ *adj.*

marked by close acquaintance, association, or familiarity; having or fostering a warm or friendly atmosphere especially through smallness and informality
亲密的，亲近的；私人的，个人的；内部的；直接的

compliment /'kɒmplɪmənt/ *n.*

a remark (or act) expressing praise and admiration
恭维；敬意；道贺，贺词；致意

Phrases

to the point having precise or logical relevance to the matter at hand 中肯，扼要；贴题

when it comes to 当说到；当提到……

take place 发生，举行；来

Notes

1. **handshake** 握手礼 A short ritual in which two people grasp one of each other's hands, in most cases accompanied by a brief up and down movement of the grasped hands. Archaeological ruins and ancient texts show that handshaking was practiced in ancient Greece as far back as the 5th century B.C.; a depiction of two soldiers shaking hands can be found on part of a 5th century B.C. funerary stele on display in the Pergamon Museum (佩加蒙博物馆), Berlin (stele SK1708) and other funerary steles like the one of the 4th century B.C. which depicts Thraseas and his wife Euandria handshaking. The handshake is thought by some to have originated as a gesture of peace by demonstrating that no weapon is held.
2. **sound bite** (新闻采访的) 原声摘要播出 A short clip of speech or music extracted from a longer piece of audio, often used to promote or exemplify the full length piece. In the context of journalism, a sound bite is characterized by a short phrase or sentence that captures the essence of what the speaker was trying to say, and is used to summarize information and

entice the reader or viewer. The term was coined by the U.S. media in the 1970s.

3. **fish hand** 无力的握手，软绵绵的握手 A signal to the other person that you are nervous, uncertain, or uninvolved. A limp handshake can be particularly detrimental to your career.
4. **Cotillion** 沙龙舞（19世纪流行的一种不断交换舞伴，穿插各种花样的轻快交谊舞） A type of patterned social dance that originated in France in the 18th century. It was originally made up of four couples in a square formation, the forerunner of the quadrille; in the United States the square dance, where the “figures” are called aloud by the caller, is a form of rural contredanse that also descended from the urban cotillion. Its name, from French cotillion, “petticoat”, reflected the flash of petticoats as the changing partners turned. The cotillion, of repeated “figures” interspersed with “changes” of different figures to different music, was one of many contredanses where the gathered participants were able to introduce themselves and to flirt with other dancers through the exchange of partners within the formation network of the dance. By the 19th century, the cotillion evolved to include more couples with many complex dance figures.



Exercises

I. Decide whether the following statements agree with the information given in the text.

Y for YES, if the statement agrees with the information;

N for No, if the statement contradicts the information;

NG for NOT GIVEN, if there is no information on this in the text.

1. Handshaking could be a substitute for using one's voice. ()
2. Business handshake is nothing but a lengthy engagement. ()
3. Control the strength of your handshake and use the same level of grip as the one you use to open the door. ()
4. If the other person squeezes too hard, you should do likewise. ()
5. If you shake hands with someone you hardly know with both of your hands, it doesn't appear truly friendly. ()
6. If you shake hands with someone who has a sweaty hand, you can use your handkerchief. ()
7. To avoid creating an awkward moment, the oral introduction exchange should begin after your handshake. ()
8. If your handshake didn't convey the right message about yourself, you may cover the mistake by offering a quick compliment. ()

II. Match the terms on the left with their explanations on the right.

- | | |
|-----------------|--|
| 1. intimate | a. overcome |
| 2. discrete | b. marked by ambition and energy and initiative |
| 3. intrusive | c. not according to nature |
| 4. overbear | d. being wet with perspiration |
| 5. artificially | e. having or fostering a warm or friendly atmosphere |
| 6. sweaty | f. disturbing your mood in a way you do not like |
| 7. aggressive | g. arrangement that you have to do sth. at a particular time |
| 8. engagement | h. cause to move with a sudden jerky motion |
| 9. limp | i. separate and distinct |
| 10. jolt | j. lacking in strength or firmness or resilience |

III. Listen to the introductions of businessmen and fill in the blanks.

1. Amelia Frank: My name is Amelia Frank, and I'm from Chicago. I had _____ worth millions but lost it all in the _____. I have my M.B.A. and work in the _____ industry.
2. Jessi Taylor: I'm Jessi Taylor. I grew up in the projects. But I'm now a Ph.D. _____ and work as political _____. Four years ago, I worked at the White House for the president of the United States.
3. Stallworth Vetrini: My name is Stallworth Vetrini. I'm 29 years old. I learned the ropes in my parents' _____ pizzeria ... I graduated from Harvard Business School and have

worked as a top _____ for a major Wall Street firm.

4. Kristi Hogg: I'm Kristi Hogg, the hardest working salesman in Seattle. I'm a full _____ copier salesman. I don't have a salary, which is a _____ way to work. If I don't sell, I don't eat.

5. Tammy Solovey: My name is Tammy Solovey. I'm from Philadelphia. I _____ my higher education to take care of my mother and my disabled little sister. Now, with only a high school _____, I'm the president of my _____.

IV. Translate the following paragraph into Chinese.

If you shake hands with someone who has sweaty palms, do not immediately wipe your hands on your clothing, handkerchief, or tissue. This will further embarrass the other person, who is probably already aware he has sweaty hands. You can discretely wipe them on something after you are out of site, and wash them later.

V. Interactions.

✓ Role play

A: You are a sales representative of a multinational who is visiting B's software company. This is your first time of meeting. Tell something about you and your company to your partner.

B: You are a deputy manager in a software company. Welcome your guest and introduce yourself and your company's operation.

✓ Suppose you are a newcomer to your company. This is the first day of your work. Tell something about you to your new colleagues.

Part IV Grammar

Gerunds and Infinitives

Gerunds and infinitives are both *verbal forms* that act as *nouns*. Gerunds end in **-ing**, such as **swimming**, **walking**, or **laughing**. Infinitives are the basic verb forms with the particle *to*, as in **to swim**, **to walk**, or **to laugh**. Sometimes it can be difficult to know whether it's best to use a gerund or an infinitive in a sentence. Here are a few rules:

Both gerunds and infinitives can *follow a verb*, as in, "I don't like **losing**," or, "I don't like **to lose**." They can also both be the *subject* of a sentence, as in, "**Catching** a speeding ball is hard," or, "**To catch** a speeding ball is hard."

But **only** gerunds *follow prepositions*. For example, it's correct to say, "I can't leave a painting **without finishing it**," but it's not correct to say, "I can't leave a painting **without to finish it**."

Exercises

Fill in the blanks with proper words (change the form if necessary).

1. I cannot collect Easter eggs without _____ (eat) them.
2. _____ (make) movies is very expensive.
3. Actors don't like _____ (waste) time while they are on the set.
4. _____ (get) into a good school can be difficult and expensive.
5. My friend Charles doesn't like eating meat; he thinks animals deserve _____ (live).
6. I stopped _____ (smoke) a cigarette.
7. Are we talking about _____ (play) basketball on Saturday?
8. Michelle considered _____ (ask) for more time to finish her book.
9. He was busy _____ (write) a book.
10. We are writing you with a view to _____ (establish) business relations with you.

Part V Case Study

- ✓ C. Edward Boggs of Bluefield, West Virginia, hosted a German distributor and his wife for the first time. He wanted to make a good impression, so he ordered a dozen **red roses** and had them placed in their hotel room. The second day when the official meeting began, the atmosphere was very embarrassing and he didn't know what went wrong.



Question: How do you understand the meaning of ROSE as gift in this case?

- ✓ A Canadian colleague and I were on a business trip in Guilin. After making the deal, our business partner offered us a sightseeing trip guided by our admirable guide Li Ming. Guilin was in a very hot weather. Sightseeing was a thirsty business. We did not trust the water but enjoyed excellent beer. We politely offered some to Li Ming, but he refused. We said nothing and drank our beer, while poor Li Ming was watching. On another day, Li Ming quickly accepted our offer of beer.



Question:

- 1) Why did Li Ming refuse the beer at the first time?
- 2) Why did the Canadians say nothing and not push Li Ming into drinking beer?

Letter of Introduction

There are several kinds of letter of introduction, like a sales introduction letter, a product introduction letter, and an employee introduction letter, etc. The purpose of an introduction letter is to introduce a person or business to your friends and acquaintances. It is also written to introduce a product to a company or an individual.

Rules

Rule 1: A business letter of introduction should include the name of the person or the company name you contact with, the reasons and purposes for writing, and also some additional information about his company and his contact information.

Rule 2: A business introduction letter should be simple, clear, and it should contain a maximum of 3 to 4 paragraphs. Try to write all the main points in the first paragraph of the letter.

Rule 3: Before writing the letter, organize the main points and what need to be included. Frame the sentence within the body of the letter; be specific and straight to the points about your intentions.

Rule 4: A business introduction letter should always be in direct form and it should be easy to mail and reach the concerned person directly. Write the business letter clearly, specific to the point.

Rule 5: A business introduction letter should be pleasant; conversational tone is accepted and expected even though we are writing a formal letter.

Sample

Nov. 1, 2014

Dear Mike,

I have the great pleasure to introduce to you the bearer of this letter, Mr. Green, a sales manager of ABC Software Co., Ltd. He is a personal friend of mine and is visiting your city to make a market investigation.

I shall be much obliged if you could give him the benefits of your advice and experiences.

*Yours faithfully,
John*

Exercises

➤ 写一封介绍信:

1. 信中你向王小姐介绍市场专家 Mr. Frank Jones, 他将因公务在 4 月 5 日到 4 月中旬期间在伦敦停留;
2. 在信中, 你同时非常感谢对方向 Jones 先生提供的任何帮助, 并非常高兴施以回报。

➤ 写一封介绍信。你在信中非常高兴向李先生介绍纺织部的进口经理王先生:

1. 王先生将在李先生的城市度过三周;
2. 王先生要与主要的生产厂家拓展商务, 并为下一季度采购装饰织品;
3. 如能介绍王先生给可靠的生产厂家, 向他提供所需的任何帮助或建议, 我方将非常感谢。

Part VII Supplementary Reading

Social Etiquette



How Do I Introduce People?

Always remember to introduce the person of lesser importance to the person of higher importance. How one decides on importance is totally left to one's discretion, but here are a few guidelines that could ease the matter.

- It is rank, not gender that is important in a business setting.
- Age, experience, job level and public recognition are the key factors while determining importance. So, introduce a younger person to an older person, a co-worker to boss, boss to a client (the client ranks higher in importance than anyone else in the company) and a lay person to an official.
- Whilst being introduced, stand up, or at least make an attempt to rise. Smile and greet the

person before shaking hands.

How Do I Make My Presence Felt?

Attending a business/social event is just 80 percent of the job done. The rest of the 20 percent involves “singing” for your supper, i.e. contributing to the event in the most positive manner!

- Be prepared. Get information about your sponsors/hosts or fellow guests before the event. You need to present yourself and your business organization in the most professional manner.

- Make your presence known to your hosts and to peer.

- Circulate and meet as many people as possible. This is not the time for you to stand on formalities and wait to be introduced, nor is this the place for you to slink into a corner with an old acquaintance.

Avoid making a beeline for the buffet or bar. It’s not easy to eat and make conversation at the same time, and there’s nothing worse than waking up in the morning and realizing that last evening’s alcohol-induced wit was just hot air!

Go on, Introduce Yourself

Picture this. You’re at a party where you don’t know a soul. The set is hobnobbing and you’re watching all the action. You ask yourself if you should be walking up to complete strangers and introducing yourself and the truth is yes. It can be intimidating but then, the corporate world is not one for the faint of heart. Make your presence felt by introducing yourself.

- Take the initiative at a **cocktail party** or a large gathering where the host may be too busy to do the honors. At a meeting or at the dining table, you could be the first to start the introductions. In case someone is already doing this and forgets your name or to introduce you, just volunteer the information yourself!

- Remember to give your full name when introducing yourself.

- Provide some information about yourself and avoid the honorific. So, while it is not quite alright for you to say you are “Dr. Rahul George”, go right ahead and say “Hello, I’m Rahul George. I specialize in treating **phobias** in children.”

Be Sensitive to the Disabled

We may ooze confidence in the boardroom or while meeting a new client and even while telling a lie. But most of us feel awkward while interacting with people who may be physically or even mentally challenged.

- It is important that we learn to be sensitive to their condition while striking a balance

between rushing to help, and pretending that the disability doesn't exist. A small tip — absorb the person and not the disability.

- You can also keep these pointers in mind during your interactions.
- Before offering help, ask. If your offer is refused, don't insist.
- Don't substitute volume for slower or clearer speech.
- Keep away from external aids like a guide dogs, wheelchairs, cane, or crutches, unless you have been specifically asked to help with it.
- Don't identify people by their disabilities. Manish is "Manish" and NOT "Manish, the deaf and dumb guy".
- A physical impairment is distinctly different from a mental one, so pay attention to the disability.

Be Sensitive Whilst Smoking

Smoking, once considered the symbol of being "cool", is today a sign that you are uncaring not only of your own health, but also of the effect of your toxic fumes on others! If you have to smoke, remember to check for "No Smoking" signs, and to ask those sitting in close proximity to you if they mind, before you light up.

- In an office, "No Smoking" is often an unwritten code. Be considerate of others. Those in cubicles next to you should not have to be subjected to your second hand smoke. Even if you are lucky enough to have your own cabin, give a thought to your visitors, and open a window occasionally to clear the haze.

- When in someone's home, look out for ashtrays. If they are absent, it's a clear indication that smoking is not welcome there. Don't embarrass your host by asking whether they mind if you smoke, and don't cloud up the bathroom by smoking in there. Go out into a balcony or garden.

- If you are a non-smoker, don't react violently to someone who lights up in your vicinity. Ask them politely to put out their cigarettes. There are very few who will not oblige, or at least move away from you.

New Words

peer /piə(r)/ *n.*

a person of the same age, class 同辈; 同龄人

circulate /'sɜ:kjʊleɪt/ *vt./vi.*

to move or flow around in a closed system, always remaining within the system (使)循环, (使)流通

beeline /'bi:laim/ <i>n.</i>	the most direct route 直线；捷径
buffet /'bʊfeɪ/ <i>n.</i>	(a place, specially a long table, where one can get) a meal consisting usually of cold food which people serve for themselves and eat standing up or sitting down nearby (火车站的)饮食柜台, (火车的)餐车, 自助餐
hobnob /'hɒbnɒb/ <i>vi.</i>	to rub elbows with 亲切交谈；<古>对酌；共饮
intimidating /ɪn'tɪmɪdeɪtɪŋ/ <i>adj.</i>	discouraging through fear 威胁的；咄咄逼人的
faint /feɪnt/ <i>adj.</i>	(of actions, etc.) weak; unlikely to have much effect (动作等)无力的, 无效果的
honorific /,ɒnə'rɪfɪk/ <i>adj.</i>	conferring or showing honor or respect 尊敬的；表示敬意的；敬称的
ooze /u:z/ <i>vt.</i>	to release (a liquid) in drops or small quantities 洋溢着, 充满
substitute /'sʌbstɪtju:t/ <i>vt./vi.</i>	to take the place of sth. else 代替；替换；代用
cane /keɪn/ <i>n.</i>	a long thin stick that a person uses to help him walk, especially one with a curved handle 竹椅；藤杖；手杖
crutch /krʌtʃ/ <i>n.</i>	a stick with a piece that fits under the arm, for supporting a person who has difficulty in walking 拐杖
impairment /ɪm'peəmənt/ <i>n.</i>	the condition of being unable to perform as a consequence of physical or mental unfitness 损害；损伤
cubicle /'kju:bɪkl/ <i>n.</i>	small area set off by walls for special use 小卧室
ashtray /'æʃtreɪ/ <i>n.</i>	a receptacle for the ash from smokers' cigars or cigarettes 烟灰缸
vicinity /və'sɪnəti/ <i>n.</i>	a neighborhood or local area 附近，邻近

Phrases

whilst *conj.* 当……时；尽管

contribute to 贡献；有助于，对……起作用

specialize in 专攻；专门从事于（某一科目）；专门研究

cloud up （使）模糊，变得模糊

Notes

1. **cocktail party** 鸡尾酒会 A party at which cocktails are served. It is sometimes called a cocktail reception. A cocktail hour is sometimes used by managers of hotels and restaurants as a means of attracting patrons between 4 p.m. and 6 p.m. Some events, such as wedding receptions, are preceded by a cocktail hour. During the cocktail hour, guests socialize while drinking and eating appetizers. Organizers of these events use the cocktail hour to occupy guests between related events and to reduce the number of guests who arrive late.
2. **Phobia** 恐惧症 (from the Greek, meaning “fear” or “morbid fear”) When used in the context of clinical psychology, a type of anxiety disorder, usually defined as a persistent fear of an object or situation in which the sufferer commits to great lengths in avoiding, typically disproportional to the actual danger posed, often being recognized as irrational. In the event the phobia cannot be avoided entirely, the sufferer will endure the situation or object with marked distress and significant interference in social or occupational activities.

Unit 2

Food and Entertaining

Overview ▼

- Lead-in
- Text A: How to Entertain Business Clients
- Text B: Sealing the Deal over the Business Meal
- Grammar: Plural vs. Possessive “S”
- Case Study
- Business Writing: Letter of Invitation
- Supplementary Reading: International Dining Etiquette



Entertaining is an essential part in doing business. Entertaining your clients at their interests is an effective way to promote further mutual understandings and advance communication with clients. Business entertaining involves picking up the clients at the airport, introducing arrangements, having business meals with them and so on.

Part I Lead-in

I. Discuss the following questions with your classmates.

1. Why do we entertain our clients? What kinds of activities do we usually have to entertain our business partners? Are the following points important when preparing to entertain business clients: personal interests, events, cost, etc.?
2. Can you list some **don'ts** when having business meals?

II. Listen to the following passage and fill in the blanks with the words you hear.

We must choose _____ types of activities to entertain different clients. Different clients have different tastes, interests and hobbies. In order to make them feel _____ and comfortable we must choose the activities they prefer and are interested in. For example, if

you find your client has a taste for art or music then take him or her to a _____.

If he or she is a sports fan, take him or her to the sports event. Besides we seek to find chances to do business with our clients while entertaining them. Therefore we must first create a sound _____ in which we can discuss our business comfortably. Different

types of activities can help us create different environments. No place is more suitable than a _____ where you can possibly sign a contract successfully while enjoying playing games with your clients. And no place is more suitable than a _____ where you can negotiate the import of your sportswear while experiencing the excitement of the match.



III. Expressions and Sentences

hospitality 好客

talk informally 随便聊聊，寒暄

golfer 高尔夫球手

bottom up 干杯

Manners make the man. 举止见人品。

1. Is Friday convenient for you?

您周五方便吗？

2. I am free then. I'll look forward to it.

有空，期待那天见。

3. Unfortunately I can't make Friday.

很抱歉，周五我去不了。

4. Don't stand on ceremony. Make yourself at home.

不要客气，随便些。

5. I wish to propose a toast to our friendship and cooperation.

我提议为我们的友谊和合作干杯。

