

Unit 1 Professional Clerical Jobs

Text Study

Passage 1

1. Background information

Clerk, the vocational title, commonly refers to a white-collar worker who conducts general office tasks; it overlaps with retail clerks who perform similar sales-related tasks in a retail environment. It is also occasionally used to refer to third-year medical students completing a medical clerkship. The responsibilities of clerical workers commonly include record keeping, filing, staffing service counters and other administrative tasks.

Clerical jobs are the largest single occupational group in the economy; they are also one of the most diverse. Generally, people use the term “clerical workers” to refer to the traditional office occupations. Secretaries, typists, stenographers, file clerks, office machine operators and receptionists do make up a large proportion of all clerical workers. But bookkeepers and bank tellers are also clerical workers, according to the U.S. Bureau of the Census, as are bill collectors, insurance adjusters, postal clerks, expeditors, dispatchers, and teachers’ aides. While this listing is not exhaustive, it is indicative of the great variety among clerical jobs throughout the economy.

Clerical occupations often do not require a college degree, though some college education or 1 to 2 years in vocational programs are common qualifications. Familiarity with office equipment and certain software programs is also often required. Employers may provide clerical training. The median salary for clerks is \$23,000, while the national median income for workers age 25 or older is \$33,000. Median salaries ranged from \$22,770 for general office clerks to \$34,970 for secretaries and \$41,030 for administrative supervisors. Clerical workers are considered working class by American sociologists such as William Thompson, Joseph Hickey or James Henslin as they perform highly routinized tasks with relatively little autonomy. Sociologist Dennis Gilbert argues that the white and blue collar divide has shifted to a divide between professionals, including some semi-professionals, and routinized white collar workers. White collar office supervisors may be considered lower middle class with some secretaries being located in that part of the socio-economic strata where the working and middle classes overlap.

Traditionally clerical positions have been held almost exclusively by women. Even today, the vast majority of clerical workers in the US continue to be female. As with other predominantly female positions, clerical occupations were, and to some extent continue to be, assigned relatively low prestige on a sexist basis. The term pink collar worker is often used to describe predominantly female white collar positions.

2. Difficult sentences

- 1) It is not uncommon for clerical workers to run errands for their employers, to perform light housekeeping duties or to manage the schedules of the executive staff.

... not uncommon ... , A double negative is the nonstandard usage of two negatives used in the same sentence so that they cancel each other and create a positive.

e.g.

	Sentence	Meaning
Positive Construction	I hardly have none.	I have some.
negative + negative	I don't want nothing.	I want something.
Negative Construction	I hardly have any.	I have few.
negative + positive	I don't want anything.	I want nothing.

Note: the usage of double negatives is not considered proper or standard in English. On some occasions, mostly when speaking, the use of double negatives is accepted; however, you must remember that the meaning of these expressions will always be positive.

翻译: 文秘也常替雇主外出办差, 做些轻微的房间清理工作, 或替主管人员安排工作日程等。

- 2) It has become a standard practice to promote from within, which means that clerical workers are in great positions to advance their careers.

“... which means ...” 是一个非限制性定语从句, 将前面整个主句作为先行词对其进行修饰, 这时从句谓语动词要用第三人称单数。

e.g.

He seems not to have grasped what I meant, which greatly upsets me. 他似乎没抓住我的意思, 这使我心烦。

Liquid water changes to vapor, which is called evaporation. 液态水变为蒸汽, 这一过程叫做蒸发。

翻译: 这已成为内部晋升的一种典型做法, 也就是说文秘人员在职业发展晋升方面有绝佳的机会。

- 3) Many office jobs require skills in the operation of a wide variety of office machines, including computers and software programs.

“in the operation of ...” 操作, 使用

e.g.

The engineer tried hard to explain the principle used in the operation of hydraulic devices. 工程师尽力解释使用操作水压装置的原理。

翻译：许多文秘工作需要具备使用各种各样的办公设备的技能，包括操作计算机和软件程序的技能。

- 4) Usually their expectations aren't that high; they just want someone who speaks clearly, looks and acts as professional, is super-organized at all times (attention to detail, doesn't forget to do things, knows where everything is) and is basically friendly.

“who” 作为关系代词引导后面的定语从句修饰先行词someone, who在从句中作主语，其后的并列谓语有speaks, looks, acts, is super-organized, is friendly等，说明公司想雇佣的员工应具有的能力和品质。

翻译：通常雇主们的期望没有那么高，他们只是想找一个讲话清楚、形象和举止专业、工作条理性一贯很强（注重细节，不忘事，井井有条）、并且友好和善的人。

3. Language points

- 1) **involve** *v.* to include something or someone as a necessary part of an activity, event, or situation 包括，涉及，牵涉

e.g.: Painting the room involved moving out the furniture.

粉刷房间就要把家具搬出去。

Running your own business usually involves working long hours.

自己开业需要工作的时间很长。

- 2) **supervision** *n.* the process of having the charge and direction of someone or something 监督；管理

e.g.: Dangerous prisoners need constant supervision.

危险罪犯需要不间断地监管。

Here children can play safely under supervision.

在这里孩子们在监管下玩耍可以很安全。

- 3) **navigate** *v.* to plan, record, and control the course and position of (a ship or an aircraft). 驾驶；驾驭；to find the right way to deal with a difficult or complicated situation 处理复杂问题

e.g.: She was the first woman to navigate the Amazon alone.

她是第一个独自在亚马孙河上航行的女子。

Next we had to navigate a complex network of committees.

我们下一步需要处理好一个复杂的委员会关系网。

- 4) **unique** *a.* being the only one of its kind, unparalleled 唯一的，仅有的，独特的，空前的

e.g.: Each person's signature is unique.

每个人的签名都是独特的。

No one knows for sure why adolescence is unique to humans.

没人能完全明白为什么人的青春期总是很独特的。

- 5) **serve as** to act in a particular capacity 作为，任职；to be of service or use; function 用于；用于；当作

e.g.: Mr. Thomas, who became a member of the Board of Trustees in 1966, served as chairman from 1975 to 1986.

托马斯先生1966年成为托管会成员，1975至1986任主席。

Let this incident serve as a reminder to future generations.

让这件事成为后来人的警示。

- 6) **focus** *v.* concentrate, center 集中，聚集

e.g.: Please focus on your studies and not on your hobbies.

请把注意力集中在学习上，而不是沉迷嗜好。

She tried to focus her mind on her work.

她力求把心思都集中在工作上。

- 7) **desirable** *a.* worth having or seeking or achieving 有吸引力的，值得拥有的，令人向往的

e.g.: It is most desirable that he should attend the conference.

他能参加此次会议，是最好不过的了。

Both sides consider it desirable to further the understanding between the people of the two countries.

双方认为增进两国人民之间的了解是可取的。

- 8) **make a reservation** 预约

e.g.: we have made a reservation for you at the hotel.

我们已经在酒店给你们订好房间了。

Seats are limited. Please make a reservation in advance.

座位有限，请提前预订。

- 9) **accentuate** *v.* to stress or emphasize, intensify 强调，加强

e.g.: People there always look at the bright side, whether or not there is one, and if possible accentuate the positive of every disaster.

那里的人总看事情光明的一面，不论是否有光明的一面，而且如有可能，就强调每场灾难的积极意义。

In patients suffering from shock, the drug may accentuate the underlying disorder.

对休克患者，该药可加重潜在性失调症状。

- 10) **vary** *v.* to be different, to undergo or show change 改变，变更，变化

e.g.: As opinions vary on that point, no decision can be reached.

在那一点上大家意见不同，无法作出决定。

Time limits normally negotiated vary between six months and four years.

通常谈妥的时间为半年至4年不等。

Key to the Exercises

Oral Communication

Workplace Speaking

Situation 1 Meeting people

Task 2 Practice speaking with the prompts as shown by the example given below.

1. Do you have a nurse to take care of the old people?
Do you have a recreation center at your hotel?
Do you have a close relationship with other partners?
Do you have an invitation to the cocktail party?
2. The plane was delayed for three hours because of a serious engine problem.
The plane was delayed for three hours because of air traffic control.
The plane was delayed for three hours because of a thunderstorm.
The plane was delayed for three hours because the pilot couldn't get instructions from the airport.
3. I'll make sure you find the material needed.
I'll make sure she behaves well at the party.
I'll make sure he gets the diploma in time.
I'll make sure you receive the information next Monday.

Task 3 Complete the following dialogues by orally translating the given Chinese into English.

Situation 2 Talking about an appointment

1. 1) Are you Mr. Dong Guohua?
2) I am Li Feifei, Mr. Yang's secretary. I'm here to meet you on behalf of our manager.
3) That's very kind of you. Thank you for meeting me at the airport.
4) Do you have a hotel accommodation?
5) I have reserved a single room at the Great Wall Hotel.
2. 6) How was your trip
7) Is this your first visit to our company?
8) The first one was in 2008.
9) great changes have taken place in our company since then.

10) I'm extremely happy to pay a second visit to your company.

Task 4 Role play.

Applicant: Good morning, Sir! My name is Jack Wang. I'd like to apply for the position of the office secretary in your company. Can you please give me a brief description of the job?

Personnel Manager (PM): No problem, Jack. The position you would apply for is the secretary in the administration office. The major responsibilities include: prepare and manage correspondence, reports and documents; take, type and distribute minutes of meetings; arrange and confirm appointments, etc. Do you have any further questions about the responsibilities?

Applicant: What about the office hours of your company?

PM: They are from 8:30 am to 5:30 pm from Monday to Friday. You'll have 1-hour lunchtime from 12:00 pm.

Applicant: Do I need to go on any business trips?

PM: Usually not. But sometimes you need to travel to the headquarters in Shanghai to attend some training courses.

Applicant: May I know how much I will be paid for the position each month?

PM: The basic salary is RMB ¥5,000 per month. Besides, you'll receive a quarterly bonus based on the performance of your department.

Applicant: My last question: are there any other duties I need to perform besides what you've just mentioned?

PM: You might have to work overtime at the end of each quarter when we have our quarterly meetings.

Workplace Listening

Situation 3 Leaving a message

Task 5 Listen to a conversation and try to answer the following questions.

1. The man is looking for Mr. Wei.
2. He will be back after 2 o'clock in the afternoon.
3. No, he didn't.

4. He left a message for Mr. Wei.
5. His phone number is 12345678910.

Script

W: Good morning, sir. Can I help you?
M: I'd like to see Mr. Wei for something urgent.
W: I'm sorry, sir. Mr. Wei is not in right now. He is attending a business meeting outside the city.
M: When will he come back?
W: He won't be back until 2 o'clock in the afternoon. Would you mind waiting?
M: I'm afraid I can't. Can you give me his mobile phone number? It's very urgent.
W: I'm very sorry, sir. I phoned him a few minutes ago, but it was turned off.
M: What a pity! Can I leave a message?
W: Yes, of course.
M: Please tell him to call me back as soon as possible. My name is Tao Jianguo. And my number is 12345678910.
W: No problem, sir. I'll make sure he gets the message.

Situation 4 *Listening to a passage*

Task 6 Listen to the following passage and try to fill in the blanks with proper words or phrases.

- | | | |
|---------------|------------------|----------------|
| 1. carry out | 2. organizations | 3. requirement |
| 4. formal | 5. continues | 6. assist |
| 7. concluding | 8. load | 9. spend |

Script

A meeting, small or large, requires a person to carry out the secretarial role in an effective way. In most organizations and meetings, the secretary's role is a very important one. Most of the time it is a legal requirement to have a secretary for the meeting, while at other times it is a formal one.

The role of the secretary starts before the meeting and continues during and after the meeting.

An effective secretary can assist the manager in planning, conducting and concluding a meeting. The secretary can take much of the load off the manager, so that the manager can spend his time more effectively and efficiently.

Workplace Reading

Passage 1

Task 7 Mark the following statements with T (true) or F (false) according to the passage.

- | | | |
|------|------|------|
| 1. F | 2. T | 3. F |
| 4. F | 5. F | 6. T |
| 7. T | 8. F | |

Task 8 Read the passage again and answer the following questions briefly.

1. The most qualified applicants are those who are good at using computer application software and have better skills of communications.
2. To tell job hunters that the clerical profession is a promising one nowadays.
3. There are many opportunities to develop themselves within the job.
4. It is quite promising and challenging. It does not only need a variety of knowledge and skills, but also good personal qualities.
5. Open

Task 9 Translate the following sentences into Chinese, paying special attention to the underlined words.

1. 文秘也常替雇主外出办差，做些轻微的房间清理工作，或替主管人员安排工作日程等。
2. 有些公司要求求职者取得商科或其它相关领域的两年制学历证书。
3. 从现在起到2016年有文秘工作需求的领域还将提供362,000个工作岗位。
4. 他们的日常职责经常是为不同岗位所做的“在职培训”，这使他们日后能轻松胜任分析师、监管员甚至销售代表等项工作。
5. 很多工作场所都需要文秘人员，包括学校、政府机构、律师事务所以及世界500强企业。
6. 此外，拼写和文法知识以及基本的数学计算能力对大多数类型的文秘工作都是重要的。
7. 能够友好地招呼客人并准确地做好登记工作是求职文秘岗位的人应该具备的一项技能。
8. 文秘技能要求能安排预约会面、预订会议室、安排会议和订餐等。
9. 文秘需要的能力也许远没有这么多，通常也不会比这里所说的多很多。
10. 你只需要在你的简历和工作履历里把这些能力凸显出来！

Passage 2

Task 10 Mark the following statements with T (true) or F (false) according to the passage.

- | | | |
|------|------|------|
| 1. F | 2. T | 3. F |
| 4. T | 5. T | 6. T |

Task 11 Read the passage again and give short answers to the following questions.

1. American / USA.
2. At Northeastern Illinois University.
3. From the University of Iowa.
4. In 2011.
5. Four.

Task 12 Fill in the table below with the corresponding items of information.

Personal Data	Educational Background
1. He Leman	1991: BA — Northeastern Illinois University
2. Male	1996: MBA — University of Iowa
3. 46	2006: MS — University of Colorado
4. Married	2011: ME — Lee University
5. 5570 Youngfield Street Littleton, Colorado 80127	
6. (303) 973-3414	
7. helechan5570@aol.com.	
Work Experience	Personal Hobbies
1391–2000: Supervisor	Basketball, Soccer, Baseball, Golf
2000–2004: Field Service Manager	
2004–2011: District Service Manager	
2011–2014: Operations Manager	
2014–2015: National Director of Field Operations	

Workplace Writing

Business Letters

Task 14 Arrange the following sentences to form an appropriate letter.

4-9-5-1-8-7-6-2-3-10

Task 15 Translate the following sentences into English.

1. Your application for the position as District Manager has been accepted by the Personnel Department of our company.
2. I'm sure you will prove that we've chosen the right person.
3. Your abilities and work experiences seem suitable to the needs of our company.
4. I regret to tell you that we intend to hire someone with experiences in market promotion.
5. Thank you for your interest in our company. I'm sure that you will find a suitable position soon.
6. Your qualifications are excellent, but I'm afraid we don't have a position that fits your major and experience.

Workplace Project

Task 16 Write a business letter according to the information given below.

Roger Miller
Antelope Software Corporation
3456 Silicon Drive, San Diego 055233
Brazil
Oct. 10, 2015

Zhang Daming
Dadi International Trading Co., Ltd.
56# Zhongshan Road, Chongqing 400033
China

Dear Mr. Zhang,

Your recent application for the position as Sales Representative in our branch in South America has been received. Your interest in Antelope Software Corporation is appreciated, and your qualifications are excellent, but I regret to tell you that we intend

to hire someone who can speak Spanish. As a result, we can not offer you the position now.

Thank you for consideration of Antelope Software Corporation. We are sure that you will find a suitable position soon.

Sincerely your,
Roger Miller



Translations

Workplace Speaking

例一：

- M: 请问, 您是中国人民保险公司的刘小姐吗?
W: 是的, 我是。你一定是重庆分公司的陈晓林先生, 对吧?
M: 没错。欢迎您到重庆来, 刘小姐, 我们经理林先生派我来接您。
W: 您真是太客气了。非常感谢。
M: 旅途怎么样, 刘小姐?
W: 棒极了! 我最近一直没有坐火车旅行, 但这次我发现子弹头火车还真舒服。
M: 太好了! 请问您预定旅馆了吗, 刘小姐?
W: 是的, 我已经在友谊宾馆预定了一个单人间。我们怎么去宾馆?
M: 坐出租车去, 我帮您提行李好吗?
W: 好的, 谢谢您。

例二：

- W: 劳驾, 请问这是张先生的办公室吗?
M: 是的, 是张先生的办公室。小姐, 您有事儿吗/我能帮您忙吗?
W: 我叫王白雪, 是宏大电子公司的销售员, 我和张先生有预约会面。
M: 您好, 王小姐, 认识您我很高兴。我叫孙威, 是张先生的秘书, 张先生现在正在开会, 请您坐下等一会儿好吗?
W: 要等多久呢?
M: 我想大约半个小时。
W: 好的。
M: 王小姐, 要喝杯茶吗?
W: 好的, 谢谢您孙先生, 您太客气了。

Workplace Listening

例三：

- W: 早上好, 先生, 您有事儿吗?
M: 我想见魏先生, 事情很急。
W: 对不起, 先生, 魏先生现在不在。他去市外出席一个业务会议了。
M: 请问他什么时候回来?
W: 他下午2:00钟才回来, 您愿意在这儿等他吗?
M: 恐怕不行, 你能告诉我他的手机号码吗? 这事儿很急。
W: 对不起, 先生, 我几分钟前曾给他打过电话, 但他关机了。

M: 真遗憾! 我能留个口信吗?

W: 当然可以。

M: 请转告他尽快给我回电话, 我叫陶建国, 我的手机号码是12345678910。

W: 没问题, 先生, 我一定转告他。

例四:

凡是召开会议, 不管是大会还是小会, 都需要有一个人来有效地扮演秘书的角色。在大多数组织及会议中, 秘书的角色都至关重要。在大多情况下都有明文规定, 开会必需要有秘书, 而有些时候有秘书表示正式。

秘书的角色在会议开始之前就已经开始, 并会持续到会中及会后。

一位好的秘书会协助经理筹划、主持和圆满结束一次会议。秘书可以替经理分担很多工作, 让经理能够更有效和更高效地利用其时间。

Passage 1

何为文秘工作?

在美国, 文秘工作通常是在办公室完成的工作, 包括文件整理、文字处理、客户服务以及多路电话系统操作等。文秘也常替雇主外出办差, 做些轻微的房间清理工作, 或替主管人员安排工作日程等。文秘工作通常只受一般的监管, 工资通常按小时支付。

工作资质

文秘一般为初级职务, 要求求职者持有高中毕业文凭或普通同等学力证书。有些公司要求求职者取得商科或其它相关领域的两年制学历证书。最合格的求职人应能熟练应用Microsoft Office等计算机软件应用程序, 熟悉互联网操作, 具有平均水平以上的口头和书面沟通技能, 能有效履行多项办公室工作。

工作头衔

专业文秘有各种职务头衔, 其中最常用的就是“秘书”。其他的称谓还有行政助理、办公室文员、后勤人员和办公室主任等。

职业前景

美国劳工统计局预计, 对职业文秘或行政助理的需求量将会持续快速增长。从现在起到2016年有文秘工作需求的领域还将提供362,000个工作岗位。

晋升机会

专业文秘有独特的机会从内部了解公司业务。他们的日常职责经常是为不同岗位所做的“在职培训”, 这使他们日后能轻松胜任分析师、监管员甚至销售代表等项工作。这已成为内部晋升的一种典型做法, 也就是说文秘人员在职业发展晋升方面有绝佳的机会。比如, 做过法律秘书(或律师助理)的人到法学院上学后可当上律师, 做过医疗办公室助理的常可发展成为注册护士等。

文秘技能要求

文秘工作的岗位种类很多, 旨在提供办公室服务。很多工作场所都需要文秘人员, 包括

学校、政府机构、律师事务所以及世界500强企业。办公或文秘工作需要广泛的技能和经验，这对于各个阶段的商务工作都是至关重要的。许多文秘工作需要具备使用各种各样的办公设备的技能，包括操作计算机和软件程序的技能。此外，拼写和文法知识以及基本的数学计算能力对大多数类型的文秘工作都是重要的。文秘工作通常包含以下几个或各个方面：

1. 接听电话
须有专业的态度和亲切的说话声音。文秘工作往往要求能够操作多路电话系统。
2. 前台接待
能够友好地招呼客人并准确地做好登记工作是求职文秘岗位的人应该具备的技能。
3. 打字
文秘人员必须具有打字经验并熟悉微软的Word (打印信件和文件) 和Excel (用于打字输入编制电子表格)，或可以快速学习这两种办公软件的类似程序。
4. 预约安排
要具备使用Microsoft Outlook和类似的计划安排程序的知识。文秘技能要求能安排预约会面、预订会议室、安排会议和订餐等。
5. 旅行安排
具有搜索网络找出最佳旅行安排的能力也是文秘工作的一部分。知道如何预订机票、酒店和订餐也是十分可贵的能力。

接听电话，协助客户，接转来电，使用复印机、传真和电子邮件……这些能力很可能是雇主需要的。文秘需要的能力也许远没有这么多，但通常也不会比这里所说的多很多。通常雇主们的期望没有那么高，他们只是想找一个讲话清楚、形象和举止专业、工作条理性一贯很强(注重细节，不忘事，井井有条)、并且友好和善的人。你只需要在你的简历和工作履历里把这些能力凸显出来！

美国文秘的基本薪资

按工作年限	
不足一年	无信息
1-4 年	19,399 -35,555美元
5-9 年	19,866 - 40,702美元
10-19 年	17,311 - 41,574美元
20年及以上	22,685 - 42,574美元

(表中所列薪资数据都是按总额核算的，在全国10%至90%区间取值。具体薪资会因地域而有巨大差异。当地具体薪资请查阅工资标准PayScale调查数据。)

国度：美国

货币：美元

更新日期：2012年8月11日

Payscale: www.payscale.com

Passage 2

个人简历样本

个人情况

姓 名	何乐曼
性 别	男
年 龄	46
婚 姻 状 况	已婚
地 址	(美国) 科罗拉多州利托坦市阳弗尔得街5570号
邮 编	80127
电 话	(303) 973-3414
电子邮件信箱	heleman5570@aol.com
学 历	

2011: 在李大学获教育学硕士学位;
学校地址: 田纳西州克勒弗兰德市

2006: 在科罗拉多大学获信息管理学硕士学位;
学校地址: 科罗拉多州丹佛市

1996: 在爱荷华大学获工商管理学硕士学位;
学校地址: 爱荷华州爱荷华市

1999: 在东北伊利诺伊大学获工商管理学学士学位;
学校地址: 伊利诺伊州芝加哥市

工作经历

2014-2015: 在T-NETIX公司任现场运作部全国总监, 负责多种国内水平的安装工作
公司地址: 科罗拉多州英格坞德市

2011-2014: 在电路城公司任营运部经理, 直接负责大型设备的安装或迁移
公司地址: 科罗拉多州奥罗拉市

2004-2011: 在科德克斯公司任地区服务经理, 指导重要客户账户服务
公司地址: 科罗拉多州威斯敏斯特市

2000-2004: 在优利系统公司任现场服务经理, 负责对技术人员、顾客及用户的初始培训
公司地址: 科罗拉多州丹佛市

1991-2000: 在斯佩里公司任总监, 监管特殊顾客的要求; 指导部门项目的参与者
公司地址: 伊利诺斯州芝加哥市

专 业	计算机工程
外 语	法语、意大利语: 流利
爱 好	篮球、足球、棒球、高尔夫球
其他特点	1.76米、健康、诚实可信、勤奋、平易近人
工作目标	地区经理
推 荐 信	需要时可提供

Workplace Writing

例一：聘用通知函(缩进式)

莎莉·史密斯小姐
教育系
曼切斯特大学
曼切斯特, 英国

人事部
重庆石油学院
重庆, 400042, 中国
2015年5月18日

亲爱的莎莉·史密斯小姐,

你最近求取英语教师一职的申请已为人事部门接受。你的能力及经历似乎都符合我院的要求。我们可以从9月份开始聘用你来院任职。

如果你愿意接受我们提供的职务, 请在6月30日前与人事部联系。

王朵朵谨启
人事部主任

例二：聘用通知函(齐头式)

人事部
贵阳医疗器械公司
贵中路86号, 贵阳 600066
中国
2015年5月18日

白思通先生
销售部
保健中心
华夏大楼156, 大坪, 重庆 400042
中国

亲爱的白先生,

恭喜你已成功获选我公司销售代表一职! 你的获选成功是因为你在市场推销方面具有卓越和成功的工作经历。

你也许会有兴趣知道你是在与另外20位应聘者的竞争下获得该职位的。我坚信你会证明我们的选择是正确的。

如果你愿意接受我们提供的职务, 请在2周内与人事部联系。

乐开怀谨启
人事部经理

例三: 拒聘函 (混合式)

E.C. 罗切斯特先生
伦敦进出口公司
伦敦大街58号, 伦敦 023456
英格兰

2015年1月8日

艾伦·A·派克
皮货公司
石油路1号, 大坪
重庆 400042
中国

尊敬的派克先生,

感谢你有意应聘伦敦进出口公司。我以极大的兴趣拜读了你的简历, 并且已将其交由人事和市场部门进行了仔细评估。

你的资历非常好, 但是我很遗憾地告诉你, 目前我们没有适合你的明显优势的空缺职位。

感谢你考虑伦敦进出口公司。我坚信你会很快找到一份适合的职务。

E.C. 罗切斯特林谨启
总经理

Career Salon

年轻人自己的公司刚开业。他租用了一间漂亮的办公室，摆放一些古董玩意儿。坐在其间，眼见一男人跨进办公室的外门。他想让人看起来是一位商界红人，抓起电话，假装正在洽谈一笔大生意。

他口中蹦出一串串大数字，做出一个个大承诺。好一会儿，他才挂了电话问来访者“需要帮忙吗？”

男人回答说：“是的，我来激活你的电话。”



Unit 2 Observing Proper Office Etiquette

Text Study

Passage 1

1. Background information

Office Etiquette is the set of written and unwritten rules of conduct that make social interactions run more smoothly. Office etiquette in particular applies to coworker interaction, excluding interactions with external contacts such as customers and suppliers. When working in an office all day, it's important to show good manners and proper office etiquette. The way you work or talk on the phone at home is one thing, but when you share an office with others, you need to be conscientious and respectful.

While you are in the office, you are part of a diverse group, with different backgrounds, values and duties, sharing the same workspace. A congenial, harmonious atmosphere can improve productivity and make the workplace a more enjoyable place to be.

2. Difficult sentences

- 1) There are rules for proper behavior in an office just as there are rules of etiquette at home and at social events.

句中just as “正如”引导方式状语从句。在口语中常用just like，但书面语中不能这样使用，因为like后面不能接从句，只接短语。

翻译： 办公室有办公室得体的行为举止，就像家里和社交场合有相应的礼仪规范一样。

- 2) Some competitors may blackmail persons who have something to hide, forcing them to reveal company secrets.

forcing them to reveal company secrets 作为分词短语，在句中充当结果状语。分词作状语，实际是把状语从句进行简化。但在简化时一定要满足这样的条件：其逻辑主语一定要与主句的主语保持一致。

翻译： 有些竞争对手可能会恐吓那些有事隐瞒的人，强迫他们泄露公司的秘密。

- 3) Keep important documents and file folders locked in cabinets or other containers.

本句中有一结构keep ... locked，由于这一结构中的important documents and file folders 较长，会对理解造成一定困难。本结构表示“使……保持某状态”，keep 常与形容词或分词性形容词构成这一结构。

翻译： 应将重要文件和文件夹锁进橱柜或其他地方。

- 4) Experts recommend that you dress for the job you want, not the one you have.

本句是带宾语从句的主从复合句，其中宾语从句使用的是虚拟语气。在英语句子中，凡主句动词表示“命令、请求、建议等”时，其宾语从句常采用虚拟语气，结构表现为：

(should) + 原形动词。

翻译：专家建议你的穿着要与你想要得到的工作相吻合，而不是与现有的工作相符。

3. Language points

- 1) **embarrassing** *a.* making you feel ashamed, nervous, or uncomfortable 使人尴尬的
e.g.: That was an embarrassing situation for me.
对我来说，那是个令人尴尬的场面。
She asked a lot of embarrassing questions.
她问了很多让人尴尬的问题。
- 2) **cooperation** *n.* willingness to do what someone asks you to do 合作，协作
e.g.: A deal with Japan could open the door to economic cooperation with East Asia.
与日本的交易可以打开与东亚经济合作的大门。
Have your passports ready, and thank you for your cooperation.
请准备好护照，谢谢各位的合作。
- 3) **client** *n.* someone who gets services or advice from a professional person, company, or organization 客户；顾客
e.g.: I have a meeting with an important client tomorrow morning.
明天早上与客户有一个重要会议。
The clients speak quite highly of him.
客户们对他评价很高。
- 4) **code** *n.* a set of rules, laws, or principles that tell people how to behave 准则
e.g.: Each state in the US has a different criminal and civil code.
美利坚的每个州都有各自的刑法与民法准则。
There were plans to introduce a dress code for civil servants.
计划引入针对公务员的着装准则。
- 5) **ethic** *n.* general idea or belief that influences people's behaviour and attitudes 伦理；道德规范
e.g.: He told the police that he had thought honestly about the ethics of what he was doing.
他告诉警察他曾真诚地考虑过他所作所为依据的行为准则。
Refugee workers said such action was a violation of medical ethics.
难民工作者称这种行为违背了医学道德。
- 6) **competitor** *n.* a person, team, company, etc. that is competing with another 竞争者，对手
e.g.: Last year they sold twice as many computers as their competitors.
去年他们比其对手售出的电脑多达两倍。
One of the oldest competitors won the individual silver medal.
其中一个年纪最大的参赛者赢得了个人银牌。
- 7) **reveal** *v.* to make known something that was previously secret or unknown 显示；透露
e.g.: He revealed that he had been in prison twice before.
他透露自己曾两次入狱。

A survey of the American diet has revealed that a growing number of people are overweight.

一项有关美国人日常饮食的调查表明，越来越多的人超重。

- 8) **routine** *n.* the usual order in which you do things, or the things you regularly do 日常工作；例行公事

e.g.: The players had to change their daily routine and lifestyle.

这些运动员不得不改变他们的每日常规和生活方式。

So many days are routine and uninteresting, especially in winter.

太多的日子都平淡无趣，尤其是在冬季。

- 9) **folder** *n.* a container for keeping loose papers in, made of cardboard or plastic; a group of related documents that you store together on a computer 文件夹

e.g.: They store everything in the My Documents folder or on the desktop.

他们将所有内容都存储在“我的文档”文件夹或者桌面上。

She drew the document from its folder.

她从文件夹中取出文件。

- 10) **unaware** *a.* not noticing or realizing what is happening 没觉察到，没有意识到

e.g.: Many people are unaware of just how much food and drink they consume.

许多人不知道自己到底消耗掉多少食物和饮料。

Mike seems unaware of the trouble he's causing.

迈克没意识到自己造成的麻烦。

Key to the Exercises

Oral Communication

Workplace Speaking

Situation 1 *Answering the phone when someone isn't available*

Task 2 Practice speaking with the prompts as shown by the example given below.

1. I'm sorry Mr. Steward. Mr. Ronald is on a business trip until next week.
I'm sorry Mr. Steward. Mr. Ronald is in a presentation of the new products until 3:00 this afternoon.
I'm sorry Mr. Steward. Mr. Ronald is at an opening ceremony until 11:30 this morning.
I'm sorry Mr. Steward. Mr. Ronald is having a talk with Mr. Drumm until 5:00 this afternoon.
2. May I ask what it is in relation to?
May I ask what it's about?
May I ask what he wishes to see Mr. Li about?
May I ask if someone else can help you?
3. Would you put me through to Jack Davidson, Product Marketing Assistant, please?
Would you put me through to Digital Corporation, please?
Would you put me through to the reception hall, please?
Would you put me through to Mr. Lee from Foster Management Consulting Services, please? It's room 123.

Situation 2 *Making an appointment by the phone*

Task 3 Complete the following dialogues by orally translating the given Chinese into English.

1. This is RDG Telecommunications Corporation. Can I help you?
2. I'm sorry, but Mr. Wilson will be on a business trip until next week.
3. I think he is coming back Wednesday afternoon. Would you like to leave a message?
4. All right, may I have your name again?
5. Does Mr. Wilson know your number?
6. 23075233, the extension is 23. Mr. Root from South-East Trading Company.
7. Thank you, Mr. Root. Good-bye.

2. 8) Hello, This is Sharon from South-East Trading Company. I'm calling on behalf of Mr. Ronald, our manager.
- 9) Mr. Ronald would like to make an appointment to see Mr. Lin sometime this week. Could you arrange a time for him?
- 10) Mr. Ronald would like to discuss with him the promotion of your products.
- 11) Let me check Mr. Ronald's Schedule.
- 12) will be tied up all day Monday. What about 10 o'clock Tuesday morning?
- 13) Where should they meet?
- 14) All right. 10 o'clock Tuesday morning at Mr. Ronald's office.

Task 4 Role play a.

- Student A:** Good afternoon, this is ABC Company. May I help you?
- Students B:** I'd like to speak to General Manager, Mr. Yang.
- Student A:** May I ask who is calling?
- Students B:** This is Tom Wilson, the Sales Manager of XYZ Company.
- Student A:** Yes, Mr. Wilson. I'll just check and see if Mr. Yang is available to take your call right now. (Checks the schedule.) I'm sorry. Mr. Yang is in a business conference at the moment.
- Students B:** Will the conference be over soon?
- Student A:** I don't think so. Mr. Yang will be available until 5:30 this afternoon. Anyhow, can the matter wait until he is free, or if not, would you like to leave a message?
- Students B:** Yes. Please tell Mr. Yang I am not able to attend the presentation of the new visual system on Thursday.
- Student A:** The presentation of the new visual system on Thursday?
- Students B:** Yes!
- Student A:** I'll tell Mr. Yang about it when he returns.
- Students B:** That will be fine. Thank you! Goodbye!
- Student A:** Goodbye! Mr. Wilson.

Workplace Listening

Situation 3 *Inquiring about a job over the phone*

Task 5 Listen to a conversation and try to answer the following questions.

1. Carl Cooper is making a phone call to Mr. Ronald's office.
2. He'd like to know more about the position of a sales manager.
3. He saw the advertisement in Friday's *China Daily*.
4. The applicant should have some experience in marketing, and understand global marketing, consumer practices and supply relations.
5. He should mail the resume, a recent photo, copies of diplomas or degree certificates and 3 references to the Department of Human Resources of the company this week.

Script

W: Good morning. This is Mr. Ronald's office.

M: Is Mr. Ronald there?

W: May I ask who is calling, please?

M: This is Carl Cooper. I want to speak to the General Manager.

W: I'm sorry but Mr. Ronald is on another line. May I ask why you are calling, please?

M: I saw your advertisement for a sales manager in Friday's *China Daily*. I'd like to know more about the position.

W: We require the applicant to have some experience in marketing, and understand global marketing, consumer practices and supply relations. Besides English, the applicant should know a little Japanese and French.

M: Thank you. How do I apply for the position?

W: Well, you should mail your resume, a recent photo, copies of diplomas or degree certificates and 3 references to the Department of Human Resources of the company within this week. Then they'll contact you later.

M: I see. Thank you very much.

W: You're welcome.

Situation 4 *Listening to a passage*

Task 6 Listen to the following passage and try to fill in the blanks with proper words or phrases.

- | | | |
|-------------|-------------|------------|
| 1. business | 2. approach | 3. manners |
| 4. answer | 5. attitude | 6. gentle |
| 7. language | 8. notes | 9. apology |

Script

With the rapid development of science and technology, the phone call has become one of the most important channels for business communication. It enjoys the following advantages: swiftness, efficiency, and easy to approach with others. Good phone manners have always been important in the 21st century. Do you know how to answer the phone? Pay great attention to your attitude and tone, try to be friendly, gentle and considerate; Take care of your telephone etiquette and try to use proper telephone language; Take telephone notes clearly; Talk about business during work time and never when they are off work. If you have to, express your sincere apology in advance.

Written Communication

Workplace Reading

Passage 1

Read Passage 1 about good manners in the office and then try to say the common expressions given in brackets:

1. observe proper office etiquette
2. carelessness in work
3. scatter files and other materials around the office

Task 7 Mark the following statements with T (true) or F (false) according to the passage.

- | | | |
|------|------|------|
| 1. F | 2. F | 3. F |
| 4. F | 5. T | 6. T |
| 7. T | 8. T | |

Task 8 Read the passage again and fill in the blanks with the information you have got from the passage.

Attitude

People like to deal with those who are cheerful, positive and confident

People dislike dealing with those who are cynical, angry and unhappy

Ethics

In order to keep company secrets you should avoid

gossiping about a coworker's romance.

discussing company affairs — even apparently routine ones in public.

leaving confidential correspondence face up on the desk.
throwing away used carbon copies and photocopies without shredding them.

Personal habits

Annoying habits mentioned include

tapping a pencil

mumbling

tardiness

scattering files around the office

having coffee spills and bread crumbs all over the desk

Appearance

The way you look--cleanliness, neatness, style of dress, and so on, --- makes an immediate impression on others.

The expert suggests dressing for the job you want, not the one you have.

The properly dressed business person usually wears well-tailored, conservative, businesslike suits or dresses with jackets and a minimum of jewelry.

Task 9 Translate the following sentences into Chinese, paying special attention to the underlined words.

1. 听上去很复杂, 但经过一年的秘书实习, 这一切现已成为例行公事。
2. 秘书不仅要处理日常的电话, 还要对文件进行归档整理, 并处理其他管理任务。
3. 从雅各布的信件看来, 显然他对罗宾最近几年来的生意几乎一无所知。
4. 主管经理和我们的见解不太一致。
5. 我们公司的同事们总是和睦相处。
6. 就产品、技术和市场而言, 罗伯特先生是正确的, 但文化和语言的差异依然存在。
7. 逐渐形成的对环境 and 生态问题的意识常常与传统的信念和习俗不谋而合。
8. 而1950年在土耳其的两千万人口中仍有五分之四的人生活在乡村, 从事农业生产。
9. 站在景山山顶, 故宫博物院全景一览无余。
10. 公司被视为一个有机的整体, 在老练的管理人员的指导下, 由一个共同的目标, 联系在一起。

Passage 2

Before reading the passage, answer the following questions fist.

1. Receive people before they are met by the executive and make them feel comfortable.
2. As for the appointed visit, notify the person concerned.

As for the visit with no appointment, first ask whom he/she has come to see and what the purpose of the visit is. Then tell him/her whether he/she can meet the person he/she wants to see or not.

Task 10 Match elements from Columns 1 and 2 to make statements that suit the meaning of the passage.

- | | | |
|------|------|------|
| 1. e | 2. f | 3. b |
| 4. g | 5. a | 6. d |
| 7. c | | |

Task 11 Give short answers to the questions.

1. Receiving visitors.
2. Know all the appointments and whereabouts of the executives. In this way they can receive and talk to visitors without any hesitation.
3. The secretary usually walks up to the visitor and introduces himself/herself with a handshake. If he or she knows the visitor's name, they greet him/her by his name.
4. Find out the purpose of the visit, and then tell him/her whether he/she can meet the person or not.
5. Announces the visitor's name, title and the company he/she represents and then introduces the executive to the visitor.
6. In order to check information in the future.

Task 12 Complete the following blanks with a proper word.

- | | | |
|-----------------|----------------|-------------------|
| 1. receptionist | 2. keep | 3. write down |
| 4. time | 5. name | 6. receptionist's |
| 7. fills in | 8. information | |

Workplace Writing

Letters of Invitation

Task 14 Make sentences related to the topic of invitation by joining the following groups of words. Add the necessary capitalization and punctuation.

1. We trust that you will be able to join us for this opportunity.
2. We look forward to seeing you at the Holiday Inn at 8: 00 p.m. on Wednesday, August 28.
3. We are planning to celebrate the 2nd anniversary of the founding of Digital Corporation on Feb. 15th at the Garden Hotel.
4. It would be a great pleasure to join you at the reception party at the Holiday Inn on March 23rd.
5. On behalf of Modern Office Limited, it is my great pleasure to invite you to our annual sales conference, which will be held on October 27-29, 2002 at the Chongqing Conference Center.

6. We would appreciate it if you would confirm your participation at your earliest convenience.

Task 15 Translate the following sentences into English.

1. We have the honor to invite you to our celebration of the Chinese New Year on February 5 (Wednesday) held from 9:30 to 5:00 at the Hotspring's Hotel.
2. On behalf of Mr. John Smith, it is my great pleasure to invite you to our annual sales conference.
3. Enclosed is the schedule for the conference and accommodation arrangements.
4. We would appreciate it if you would confirm your participation at your earliest convenience.
5. Thank you for invitation. We hope the presentation will be a great success.
6. It will be a good opportunity to go over the details about the new project as well as share an enjoyable time together.

Workplace Project

Task 16 Write invitation letters according to the given information.

1. Work in groups to write an invitation letter to Mr. Black based on the situation given below.

May 2, 2015

Dear Mr. Black,

We would like to invite you to the presentation of our new audio-visual system, which will take place at the Business Exhibition Center, 12th Avenue, at 2:00 p.m. on Tuesday, May 15. There will also be a reception party at 3:00 in the afternoon. We hope that you and your colleagues will be able to attend.

We look forward to seeing you on Tuesday. Just call our office at 35646654 and we will be glad to secure a place for you.

Sincerely yours,

Henry Smith

District Sales Manager

2. Work in groups to write a reply to the invitation letter above on behalf of Mr. Black.

1) Accept the invitation

May 8, 2015

Dear Mr. Smith,

I'm writing on behalf of Mr. Black who is delighted to accept your invitation for the presentation of your new audio -visual system at the Business Exhibition Center on Tuesday, May 15.

He looks forward to seeing you then.

Sincerely yours,

Sharon Kane

Secretary

2) Decline the invitation

May 8, 2015

Dear Mr. Smith,

I am writing on behalf of Mr. Black. Thank you very much for your kind invitation to the presentation of your new audio-visual system at the Business Exhibition Center, on Tuesday, May 15. Unfortunately, he will be engaged on that day, and therefore, with much regret, will not be able to attend the presentation.

He hopes it will be a great success.

Sincerely yours,

Sharon Kane

Secretary

Translations

Oral Communication

Workplace Speaking

例一：

K: 下午好，我是莎伦。我能为您做些什么？

C: 我想与罗纳德先生通电话。

K: 请问您贵姓？

C: 我是数字化公司的拉尔夫·德拉姆。

K: 哦，德拉姆先生，我查查罗纳德先生现在是否能接您的电话。（查看日程安排）很抱歉，德拉姆先生，罗纳德先生在开会，会议要开到下午4:30。可以问一下您找他有什么事吗？

C: 我想和他讨论一下新计算机系统展示会的事情。

K: 我想您最好与威尔逊先生谈谈。

C: 行，请给我接威尔逊先生。

K: 请稍等，我看看威尔逊先生现在有没有空接您的电话。

例二：

W: 早晨好，泰勒先生办公室。能为您效劳吗？

S: 早晨好，我是东南贸易公司的莎伦·凯恩。我代总经理罗纳德先生打电话。我可以与泰勒先生通话吗？

W: 抱歉，凯恩小姐，泰勒先生现在很忙。能否等他有空时再处理？如果有急事的话，我可以带口信给他。

S: 那好，罗纳德先生想下周约见泰勒先生。你能为他安排一下吗？

W: 嗯，您有具体的时间吗？

S: 星期二早晨10点怎么样？

W: 请等一下，我看看泰勒先生下周的日程安排。恐怕泰勒先生星期二整天都很忙。星期三上午10点半怎么样？

S: 行。那么罗纳德先生在什么地方见泰勒先生呢？

W: 在泰勒先生的办公室行吗？

S: 行。罗纳德先生盼望届时见到泰勒先生。谢谢。再见。

W: 再见。

Workplace Listening

例三：

S: 早晨好，罗纳德的办公室。

M: 罗纳德先生在吗?

S: 请问贵姓?

M: 我是卡尔·库珀。我想与总经理通话。

S: 对不起, 罗纳德先生正在与别人通话。请问有什么事?

M: 我看了你们登在星期五的《中国日报》上的招聘广告。我想了解一下有关这个职位的更多情况。

S: 我们要求职者有一定的销售经验, 了解全球市场, 客户操作和供货商关系。除英语外, 还懂一点日语和法语。

M: 谢谢。我该如何申请这个职位呢?

S: 您最好在本周之前将你的简历、一张近照、毕业证书或学位证书的复印件以及3封推荐信寄到公司人力资源部。他们以后将与您联系。

M: 我明白了。谢谢你。

S: 不用谢。

例四:

随着科学技术的迅猛发达, 电话成为商务沟通最重要的渠道之一。它有以下优点: 快捷, 有效, 并且沟通方便。在21世纪, 电话礼仪很重要。你知道怎样接电话吗? 一定特别留意你的态度和语气, 要友好, 温和, 周到; 注意电话礼仪, 使用恰当的电话用语; 电话记录要清晰, 避免在工作时间外致电洽谈商务, 如果实在不得已, 一定要先诚恳致歉。

Passage 1

遵守得体的办公室礼仪

办公室有办公室得体的行为举止, 就像家里和社交场合有相应的礼仪规范一样。有意或无意破坏这些规范就是对他人缺乏体谅。无论哪种方式, 当你将人们广泛认同的规则抛在一边时, 产生的后果轻则令人尴尬, 重则使自己很难或不可能赢得别人的信任、尊重和合作。因此, 遵守得体的办公室礼仪是十分重要的。

态度

专家认为你必须以一种愉快, 积极和自信的态度来处理你的工作和工作关系。人们与那些将世界看得一团糟的人一道共事会觉得不愉快。或许, 更重要的是, 他们不相信, 并且想避免与经常看上去要发火或不高兴的人相处, 担心他会对工作任务, 对客户或同事不公正和不负责任。因此, 我们需要有时进行认真的自我检视, 甚至寻求专家的帮助。

道德规范

没有道德规范, 工作将会陷入混乱之中。比如, 向外人谈论某一同事的风流韵事是不礼貌的, 这很危险。有些竞争对手可能会恐吓那些有事隐瞒的人, 强迫他们泄露公司的秘密。

公司必须保证一定程度的隐私和秘密。因此, 在公共场所或同局外人讨论公司事务——哪怕看上去是一些日常事务——都被认为是禁忌。在一个办公室里同另一个办公室的同事谈论公司事务更不明智。流言在任何情况下都是不可取的。唯一安全的做法是不要在背后议论同事, 不要在办公室附近讨论公司的事情。

办公室的安全保卫与道德规范有着紧密的联系。应将重要文件和文件夹锁进橱柜或其他地方。不要把泄露真相的信函和其他材料正面朝上放在你的桌上，这样很可能被别人看到。悉心保管好草稿、笔记、速记本，同时注意资料的处理。比如，扔进垃圾篓的东西很容易被别人拾起来重新恢复。花时间将不用的复写件和影印件切成碎片。

个人习惯

个人习惯往往会将自己暴露无遗。特别是令人讨厌的习惯，如敲打铅笔或说话含含糊糊，做事拖沓等会给别人留下一个不好的印象，而往往人们却没有意识到自己的坏习惯令人生厌。整洁会给来访者留下直接的印象。人们很容易将无序的办公室与工作上的粗心大意联系在一起。客户可能会重新考虑是否把生意交给一个将文件和其他资料乱放在办公室里，而不考虑效率和安全的人去做。同样，桌上满是泼撒的咖啡和面包屑也不会增加来访者对你工作习惯的信任感。人们乐于同那些显得一丝不苟、细心，尤其能够管好自己、职责和工作环境的人打交道。杂乱无章的习惯展现的是一种不良的形象。

外表

你的外表——清洁、整洁、穿着风格等等，给人留下直接的印象。专家建议你的穿着要与你想要得到的工作相吻合，而不是与现有的工作相符。因而，如果你是经理助理，而想成为经理，那么你的穿着就要像经理那样。虽然，办公室在礼仪程度上各有不同，但衣着得体的商务人员往往穿的是剪裁考究、气度正统的男女公务服装，外着外套并佩戴少许的珠宝饰物。衣着只是你体现的形象的一部分。优雅的仪态和整洁（干净的头发、指甲等等）是必要的。发型也应相应保守一些。就发型和衣着而言，你应该看上去像是去参加商务会议，而不是去郊游。

Passage 2

接待来访者

接待来访者	在大多数机构，来访者在与他人会面前都要在接待处逗留一段时间。得体地接待来访者，让他们感到愉快，娴熟地与他们打交道是十分重要的。
接待前	你应了解主管经理们每天的约会安排和行踪，以便在接待来访者时能果断自如。
访问者到来时	<ul style="list-style-type: none">● 确保每一位来访者一踏进接待处便得到接待和问候。要友好而热情。如果你是第一个见到来访者，你要面带笑容迎上前去，与他握手。如果你知道来访者的姓名，可直接称呼他的名字。● 了解他们是否有预约和与谁会面。<ul style="list-style-type: none">• 如果是预约来访，通知有关人员。• 如果是未预约来访，首先应询问他来见谁，目的是什么。然后告诉他是否能与想见的人会面。● 如果要见的人此刻不在，你应该这样做：<ul style="list-style-type: none">• 你应该巧妙地解释拖延的原因，并为此道歉。如果值得等候的话，请来访问者等候，给他们提供饮料和读物。

	<ul style="list-style-type: none"> • 你可以询问可否由其他人员处理。但要注意在带来访者去见相关人员之前一定要事先通知。 • 你还可以提出建议并安排下一次的约见。 • 如果要陪伴来访者去经理的办公室，你应通报来访者的姓名、职务和所代表的公司名称，然后将经理介绍给来访者。 • 当来访者离开时，应将他们送至大门，感谢他们的光临，然后道别。
接待后	接待后填写来宾登记表，以便查阅。

东南贸易公司来宾登记表

日期	来宾姓名	头衔	公司名称	来访时间	活动	备注
5月23日	大卫·李	高级代表	福斯特管理咨询服务处	9:05	会面	李海先生
5月23日	詹尼弗·吴女士	销售及销售服务部经理	RDG电讯公司	10:35		
5月23日	杰克·戴维森	产品营销助理	易普斯鞋业	10:40		
5月23日	拉尔夫·德拉姆	销售代表	加州旧金山数字化公司	11:00		
5月23日	埃伦·史密斯 女士	产品助理	P & L 公司	1:15	会面	黄翔先生
5月23日	理查德·斯图尔特	人力资源经理	阿尔曼制造厂	1:40		秦大卫先生
5月23日	埃里克·泰勒	区域销售经理	服装有限公司	2:50		

Workplace Writing

Letters of Invitation

例一：

谨定于七月十二日周一下午七点在花园酒店举行宴会，诚邀安德逊伉俪光临。

敬请赐复

电话：88886666

着装：正装

怀特·大卫先生 鞠躬

例二：

高德文先生惠鉴：

我谨代表XXXX服装公司诚邀先生莅临我司定于2015年10月27日至29日在重庆会展中心举行的年度销售会议，并随函附上会议日程及住宿安排。

有暇希即从速示复为盼。电话：023-654233。

会议组委会
周茵 谨启
2015年10月1日

内有附件

例三：

佩里先生台鉴：

我谨代表商品销售流通部经理史密斯先生就贵司邀请出席三月二十三日于假日酒店举行之招待会一事表示诚挚谢意。然而史密斯先生已定于当日赴上海出席我司会议，实乃遗憾之至。遥祝招待会取得圆满成功。

文秘
陈晶谨 上
20015年3月20日

例四：

布鲁克斯先生赐鉴：

总经理张伟先生嘱我代笔表示承蒙邀请参加五月十五日于金威酒店举行之宴会，共享良辰之余，并有机会面谈我司产品销售事宜，深感不胜荣幸。张伟先生将按贵方建议于下午5点40到达金威酒店，他非常期待届时与您会晤。

助理经理
何新 上
2015年5月12日

Career Salon

向同事表示友好是好事，但大家都要工作，因此时常转发电邮给同事，经常找人谈心，邀请同事看某人新生孩子的照片，或是让人停下来处理其他与工作无关的事情，诸如此类，可能招人反感。因此，经常干扰同事可能会使其对你的可爱动物视频心生厌烦。



如果要用手机接或是打长时间的电话，最好去室外或是僻静之处，以免电话内容使同事分心。另外，一定要将手机调整为静音或是震动。比如某人在开会无法接电话，而她铃声一遍一遍不断重复着“爱的窝棚”的音乐，实在烦人之极。

办公室也许不要求着正装，但这并不意味着可以穿睡裤或是“卡洛驰”拖鞋。别用名片剔牙，也别在办公桌上修指甲。因为即便身处氛围休闲的办公场所，此类行为也不受人待见。

如果办公室有洗碗机，那就千万别把餐具晾在台面上。



Unit 3 Making Your Employees More Creative

Text Study

Passage 1

1. Background information

Creativity in the workplace is critical in helping companies achieve their business goals. Stressing creativity means not just developing ways to allow employees to be innovative, but also keeping employees so that creative momentum can build over time and not be disrupted by the constant need to recruit new personnel to fill vacant positions. Many elements influence job satisfaction and employee retention, such as good compensation packages and professional growth and training. But there are also other strategies that companies, divisions within companies, or even small teams, can use to give creative personnel a reason to stay rather than look to flex their creative muscles elsewhere.

2. Difficult sentences

- 1) It could be subtle things like asking for some fresh ideas on a marketing campaign, then when fresh ideas are suggested, rejecting them in favor of old ideas you've used a dozen times before.

like是介词，引出两个动名词短语作其宾语（asking..., rejecting...），作things的后置定语。后半句中when fresh ideas are suggested是时间状语从句，作动名词短语rejecting them in favor of...的时间状语。

翻译：有些事情看起来可能不起眼，比如征询新点子去做市场销售。不过当有人提出了新的想法，却又时常会予以拒绝，还是愿意沿用之前用了十多次的老办法。

- 2) Or assigning a rush project without providing background information and then asking for extensive changes when the final product doesn't measure up to your expectations.

此句与上句结构类似。句中or是并列连词，引导的句子与前面的句子并列。句中assigning..., then asking...是省略句，其省略部分为It could be subtle things like。when引导的从句作asking for extensive changes的时间状语。

翻译：再如草率签订一项没有提供任何背景资料的项目，当产品最后达不到预期目标时再要求进行大量的变更。

- 3) You can't get creative work from worker bees or submission from independent spirits.

本句应注意or所表达的含义，此处or相当于肯定句中的and，但它常用于否定句。or submission与creative work并列，都作get的宾语。

翻译：只知道工作的人是不会做创新工作的，而崇尚独立精神的人又是不会盲从的。

- 4) When people are more concerned about how management will react to their work than about how productive they are, you will get work geared not for results but for approval.

句中when引导的时间状语从句中又嵌套了一个由how引导的从句作about的宾语和由 (more) than引导的比较状语从句, 而比较状语从句中又嵌套了另一个以how引导的宾语从句; 主句中的 “not ... but ...” (不是...而是...) 引导并列状语结构。

翻译: 当员工更关心管理层如何看待自己的工作而不是关心他们的工作效率时, 他们做工作就只是为了去赢得领导的认可而不是追求工作的成果。

3. Language points

- 1) **confusion** *n.* a situation in which everything is in disorder, especially because there are lots of things happening at the same time 混乱

e.g.: There's still confusion about the number of students.

学生的人数依然混乱不清。

There was confusion when a man fired shots.

一名男子开了枪, 出现了混乱。

- 2) **subtle** *a.* not immediately obvious or noticeable 不易察觉的

e.g.: There are the slow and subtle changes that take place in all living things.

所有生物中都有缓慢而不易察觉的变化。

He wrote an article in a subtle style.

他以巧妙的方式写了一篇稿子。

- 3) **assign** *v.* to give someone a particular job or make them responsible for a particular person or thing 布置 (任务);

e.g.: When I taught, I would assign a topic to children that they would write about.

教书时, 我会给孩子们布置个题目让他们写作。

I've been assigned the task of looking after the new students.

我被指派的任务是照顾新同学。

- 4) **expend** *v.* to use or spend a lot of energy in order to do something 耗费, 耗尽

e.g.: Children expend a lot of energy and may need more high-energy food than adults.

孩子们耗费能量多, 可能比成人需要更多高能量的食物。

A great deal of time and money has been expended on creating a pleasant office atmosphere.

大量时间与金钱耗费在了创造轻松的办公氛围方面。

- 5) **fulfill** *v.* to do or provide what is necessary or needed 履行; 满足

e.g.: We must fulfill the plan, whatever happens.

无论发生什么, 都要完成计划。

Without them you will not be able to fulfill the tasks you have before you.

没有他们你将不能完成你面前的任务。

- 6) **dictate** *v.* to tell someone exactly what they must do or how they must behave 下命令, 主宰

e.g.: We are not in Afghanistan to control that country or to dictate its future.

我们在阿富汗不是为了控制该国，也不是为了主宰其未来。

What right has one country to dictate the environmental standards of another?

一个国家有什么权利主宰另一个国家的环境标准？

- 7) **evaluate** *v.* to judge how good, useful, or successful something is 评价；评估

e.g.: How would your colleagues evaluate you?

你的同事会如何评价你呢？

The market situation is difficult to evaluate.

市场形势难以评估。

- 8) **submit** *v.* to give a plan, or a piece of writing to someone in authority for them to consider or approve 提交

e.g.: If you do not understand why you have to go, then you should submit your resignation now.

如果你不知道自己为什么必须离开的话，那么现在就应递交你的辞呈。

All applications must be submitted by Monday.

申请应于周一提交。

- 9) **ultimate** *a.* main and most important 最终的，终极的

e.g.: The ultimate outcome of the experiment cannot be predicted.

实验的最终结果无法预测。

Complete disarmament was the ultimate goal of the conference.

全面裁军是会议取得的最终目标。

- 10) **promotion** *n.* a move to a more important job or position in a company or organization 晋升

e.g.: I want a job with good prospects for promotion.

我想找一份有较好升职空间的工作。

His promotion means a raise in salary.

他的提升意味着要加薪。

Key to the Exercises

Oral Communication

Workplace Speaking

Situation 1 *Talk about the appraisal*

Task 2 Practice speaking with the prompts as shown by the example given below.

1. What do you think of the electronic products of our company?
What do you think of the film we saw yesterday?
What do you think of the prospect of the new software?
2. As far as I know, our company is going to market a new product soon.
As far as I know, our products sell well in overseas markets.
As far as I know, he was dismissed from his job again.
3. Do you think I should quit my job as a sales manager?
Do you think I should offer her a high salary?
Do you think I should permit her a paid holiday?

Situation 2 *Making a complaint*

Task 3 Complete the following dialogues by orally translating the given Chinese into English.

1. 1) This is the appraisal sheet for employees you asked me to make. Will you please look it over?
2) What do these signs stand for?
3) They stand for the attendance of employees.
4) I think it is hard for us to understand. Can you replace them with A, B, C, D so that we can do the statistics on the computer?
5) I think this sentence needs polishing too
2. 1) What can I do for you?
2) I find you have been late for work recently, but you didn't to be like this. / you seldom did so in the past. Can you explain this to me? / Can you tell me why?
3) My mother has broken her leg. She can't move and needs my help.
4) Oh, I see. Why didn't you tell me earlier?
5) I will give you a week to look after your mother. Come to work next Monday.

Task 4 Role play.

Student A: Good morning, Mr. Smith.

Student B: Good morning, Maggie. Do you know how long Nancy has been working in our company?

Student A: Almost five years.

Student B: Great! Have you read through her appraisal?

Student A: Yes, I have.

Student B: What result did she get for the appraisal?

Student A: She got an "Excellent" on that.

Student B: Sounds good! What did she think of the appraisal?

Student A: She felt quite satisfied.

Student B: Do you think it's fair to give her such an appraisal?

Student A: I think it is fair. As far as I know, she has been working very hard and is loyal to her duties. And our customers speak quite highly of her.

Student B: What does she think of the appraisal?

Student A: She finds that her efforts pay off and she should work even harder to merit the honor of the appraisal.

Student B: Good! I hope all our staff members can learn from her and make our company stronger and more competitive.

Student A: I'm sure we will be.

Workplace Listening

Situation 3 *Discussing an appraisal sheet*

Task 5 Listen to a conversation and try to answer the following questions.

1. He thinks it is complete, practical and detailed.
2. A few more points must be added to the first and third criteria.
3. They are quite complete.
4. Satisfied.
5. The employee appraisal sheet newly made.

Script

W: Hi, Mr. Smith. Have you finished reading the appraisal sheet you asked me to make for the employees?

M: Yes, I have.

W: What do you think of it?

M: I think it is complete, practical and detailed. You have done a good job, Miss Miller.

W: Thank you, Mr. Smith. But are there any places that need to be amended or added or deleted?

M: Well, maybe you can add a few more points to the first and third criterion.

W: How about the specific items designed? Do they need improving, too?

M: I don't think so. They are quite complete. Leave them as they are.

W: OK, Mr. Smith. Thanks for your time and attention.

M: That's all right. Goodbye, Miss Miller.

W: Goodbye, Mr. Smith.

Situation 4 *Listening to a passage*

Task 6 Listen to the following passage and try to fill in the blanks with proper words.

- | | | |
|--------------|------------|--------------|
| 1. seems | 2. require | 3. good |
| 4. employees | 5. idea | 6. remains |
| 7. solutions | 8. post | 9. different |

Script

Many a time, it seems that companies hire people just for the sake of "creative hiring." But, later they ask these people to do repetitive jobs which do not require creativity. Such hiring does no good other than leaving you and your employees frustrated.

If you want your people to be creative, you also need to be creative while hiring them. Nonetheless, "being creative" is a much-talked-about idea, but most of the time, the real meaning of "creativity" remains under wrap. Creativity is actually the way to find new solutions. So, when you are hiring a professional to fill some creative post, find out how nicely the person is able to come with something different.

Written Communication

Workplace Reading

Passage 1

Before reading the passage, please fill in the blanks and then think about the questions given below.

1. in a management position
2. handed you a job
3. (Open.)

Task 7 Mark the following statements with T (true) or F (false) according to the passage.

- | | | |
|-------|------|------|
| 1. F | 2. T | 3. T |
| 4. T | 5. T | 6. F |
| 7. F | 8. T | 9. T |
| 10. F | | |

Task 8 Read the passage again and answer the following questions briefly.

1. The passage is mainly about the way directors and managers can better employ to make their staff more creative.
2. There are 6 methods: hire the right people, let creative employees create, make the workplace feel safe, encourage creative people to look for problems to solve, make results the ultimate reward, and don't expect instant success.
3. Have someone else interview prospective employees to bring more objectivity to the hiring process.
4. Creative results will suffer if the creative process is under close control.
5. Because it takes months or years to create a working environment that encourages productive creativity. Besides, workers must gradually adapt themselves to the changes introduced.

Task 9 Translate the following sentences into Chinese, paying special attention to the underlined words.

1. 他们声称他们想让他们员工富有创造力，但是他们创造的工作环境又常常充满压力、恐惧和混乱。
2. 如果期望你的办公人员实现你的创新目标，那就要聘用能实施你的愿望的人。
3. 要诚实地面对你真正需要的东西并聘用能实现你需要的人。
4. 换言之，他们想严格地控制从开始到结束的全部创造性过程。
5. 不用说了，按他们要求办的最后结果就只能是不尽人意了。
6. 不确定性和恐惧感不利于发挥创造性。
7. 创新型的人有自己的做事方式——这就是他们是“创新”员工的原因。
8. 当员工更关心管理层如何看待自己的工作而不是关心他们的工作效率时，他们做工作就只是为了去赢得领导的认可而不是追求工作的成果。
9. 通过切实可行的渠道让你的员工了解他们的贡献对公司起着举足轻重的作用。
10. 即使你认为不可行，也要尝试一些他们的想法。

Passage 2

Task 10 Read the passage again and fill in the following table by putting a “√” for evaluation.

Specific Elements for Appraisal	Evaluation of Maggie				
	Excellent	Good	Qualified	Fair	Unsatisfactory
Attitude		√			
Responsibility		√			
Team Work		√			
Interpersonal Skills		√			
Communication Ability			√		
Attendance and Punctuality		√			
Desire to Learn		√			
Initiative		√			
Time Management			√		
Job Knowledge			√		
Job Productivity		√			
Judgment and Decision Making			√		

Task 11 Give short answers to the questions.

1. The five evaluation criteria used are: Excellent, Good, Fair, Qualified and Unsatisfactory.
2. Because she is helpful, warmhearted and easy-going.
3. The language problem.
4. She is eager to learn and open to new assignments/tasks.
5. She is punctual and organizes her time well/follows the schedule well.

Task 12 Complete the following statements with the information given in the text.

1. may get an "Excellent".
2. "Unsatisfactory".
3. positive, a close/favorable/good relationship
4. taking the initiative **to improve her skills.**
5. taking directions, without complaint.
6. solve problems, make decisions.

Workplace Writing

Notice

Task 14 Arrange the following items to formulate a proper notice, paying attention to the proper format.

5-4-2-6-1-3 or 5-3-4-2-6-1

Task 15 Translate the following sentences into English.

1. All staff members in the Sales Department are requested to attend a meeting to be held in the conference room at 2:30 this afternoon.
2. You are welcome to visit our new office building for business talks.
3. It is proclaimed that the Board of Directors has dismissed Mr. Song Ming from the post of General Manager.
4. Owing to the fast growth of business, the company has decided to move its office to another location.
5. Our business will continue at the usual hours after the move to the new office.
6. For the coming National Day holiday, our office will close for 7 days. Work will resume on October 8 at the usual hours.
7. We are sorry to announce that the departure of Flight CA568 will be delayed for two hours due to the heavy fog.

8. All department managers are requested to meet in the conference room at 8:00 a.m. tomorrow to have a discussion on the development of the new projects for next year.

Workplace Project

Task 16 Work in groups to write a notice based on the situation given below.

Notice

Mr. Jeffrey Linton is to give a lecture on “Clerical Work with Multi-national Companies”. All students majoring in Clerical Professions are requested to meet in the Lecture Hall at 7:30 p.m., Friday, December 15.

The Basic Department
Dec. 12, 2015

Translations

Workplace Speaking

例一：

W: 史密斯先生，这是玛吉·布朗的评议表。

M: 好的，你看过了吗？

W: 是的，我看过了。

M: 你认为她在我们部门工作得怎么样？

W: 据我所知，她工作很努力，而且一直很尽职。

M: 顾客对她的反映怎么样？

W: 顾客对她的评价很高。

M: 她对将来有什么打算吗？

W: 有。她正打算学习行政管理方面的进修课程。她已经写了申请来征求您的同意。您收到她的报告了吗？

M: 还没有。你认为我应该同意她的要求，是吗？

W: 是的，我想您应该同意她的要求。

M: 为什么？请说出你的理由。

W: 是这样。我认为她是那种能主动学习新鲜事物的人，而且会尽全力让所学有所用。

M: 那好，我会考虑你的建议的。

例二：

W: 早上好，史密斯先生。

M: 早上好，玛吉。你看到我们对你的评议了吗？

W: 看到了，史密斯先生。

M: 你同意吗？

W: 是这样，总体来说，我对你们对我工作的评价没有异议，但是有一点我不能完全赞同。

M: 是吗？哪一点呢？

W: 不错，刚开始时我的确感到与外国人进行交谈有些困难，但是我已竭尽全力将其克服。况且，我现在已经能够完全自如地与外国人进行交谈了，为什么这一项我仍然只得了个“合格”？

M: 你不必为此感到担心，我们都知道你在工作和语言上都取得了进步。

W: 我明白，史密斯先生。我只是想告诉您我的感受而已。

M: 完全可以理解。还有别的事吗？

Passage 1

如何创建一个更富有创造力的员工队伍

我对一些有创造力的主管和经理们不得不产生疑问。他们声称他们想让他们员工富有创造力，但是他们创造的工作环境又常常充满压力、恐惧和混乱。有些事情看起来可能不起眼，比如征询新点子去做市场销售。不过当有人提出了新的想法，却又时常会予以拒绝，还是愿意沿用之前用了十多次的老办法。再如草率签订一项没有提供任何背景资料的项目，当产品最后达不到预期目标时再要求进行大量的变更。

这些做法给你的职工传递了一个非常明显的信息，那就是你并不尊重或珍惜他们的专业技能。久而久之，这种做法就会让你的员工花费大量的精力去博取你的欢心——或者避免受到你的批评——而不是去做你原本聘用他们来做的工作。

如果你担任管理职务，你主要是对员工的工作成果负责。他们的创造力只能与你允许的程度持平。你是一个控制狂吗？你是否骄横傲慢和令人恐惧呢？你是否经常批评那些与你不一致的想法？你是否优柔寡断，说一套做一套？你是否觉得你受到了员工创造力的威胁？

对这些问题的反省犹如良药苦酒。但是如果你确实真心想帮你的员工把工作做得更好，就开始着手执行你的改进计划。这些改进会让你发生深刻的变化。以下几点提示：

聘用合适的人选。如果期望你的办公人员实现你的创新目标，那就要聘用能实施你愿望的人。如果你需要能独立思考的员工，那就聘用那些能够独立自主、有自己想法的人。只知道工作的人是不会做创新工作的，而崇尚独立精神的人又是不会盲从的。要诚实地面对你真正需要的东西并聘用能实现你需要的人。如果你做不到这点，也可以找别的人来面试求职的员工，以保证面试过程更加客观。

让有创造天赋的人发挥创造力。你可以决定目标，你可以评估结果，但你不可以控制其间发生的过程。倘若你企图微观管理创新过程，那么有创新精神的员工就会表现欠佳。例如，前些日子一个客户聘我草拟一个直接邮寄广告包。他们想让我先提交几个方案，以便他们从中选取一个他们喜欢的。接着他们又要我写出方案的大小标题提交他们审批。其后还要求我写出文本草稿但不能对标题做任何改动。他们告诉我这样做十分必要，否则我或许交不出他们需要的东西来。换言之，他们想严格地控制从开始到结束的全部创造性过程。不用说了，按他们要求办的最后结果就只能是不尽人意了。

创新过程只能引导不能操控。创新型的人有自己的做事方式——这就是他们是“创新”员工的原因。请别挡他们的路，而要放手让他们去干。

要创造让人感到安全的工作环境。不确定性和恐惧感不利于发挥创造性。当员工更关心管理层如何看待自己的工作而不是关心他们的工作效率时，他们做工作就只是为了去赢得领导的认可而不是追求工作的成果。要设立高标准，但也要鼓励去冒风险和允许犯错误。

要鼓励创新型员工去找寻问题来解决。设想一下，你的上司交给你一项你并不喜欢完成的任务。你是不是很难集中大量的精力来完成这一项目？这个道理同样适用于你的员工。如果你允许他们找出问题并加以解决——换句话说，如果你让他们自己去确认并找出解决问题的方法——这时你就增强了他们的权限，同时你也增强了他们的责任感和工作热情。

最终奖励需兑现。对创造性的奖励是来自同事的一种赞许鼓励，只有这样，奖励才是重要

的，因为起草人、设计者和制作人通常都得不到其他方式的关注。不幸的是，那些尖尖的塑料奖牌并不能等同于实际利益。在商言商，以实实在在的结果来奖励有创意的员工。要发奖金，在职工餐厅张贴荣获升职奖励的人员名单，在企业内部的通讯刊物上刊登文章介绍获奖者。通过切实具体的渠道让你的员工了解他们的贡献对公司起着举足轻重的作用。

最后，别指望这些点子会有立竿见影的效果。营造一个有利于创造活动产生实效的工作环境需要几个月甚至几年的时间。别想一夜之间改变一切。这样你只能制造混乱和恐惧。从小处着手，慢慢的一个一个的改变。问问你的员工他们想让公司做哪些方面的改变。即使你认为不可行，也要尝试一些他们的想法。你也许会得到惊喜。

Passage 2

XYZ 公司员工业绩评审表

1. 员工业绩的五条评审标准

1) 优秀

“优秀”：在其业务领域能指导他人，可作为学习榜样或典范；具有超常或卓越的工作能力或性格品质。

2) 良好

“良好”：员工的业绩超过规定的要求；或业绩达到中上水平。

3) 合格

“合格”：员工完全能胜任所承担的工作；员工能一贯完成工作要求和职责。

4) 基本合格

“基本合格”：工作表现还待提高者评为合格；其工作能力在完成目前的工作中还有一些困难。

5) 不合格

“不合格”：员工工作不努力或表现很差；员工常常不能满足工作要求。

2. 员工业绩评审表

员工姓名：玛吉·布朗

评审日期：2015年9月10日

职务：销售助理

任职时间：8个月

评审因素

具体表现

1) 工作态度

玛吉·布朗的工作态度一贯积极端正，以能圆满完成工作任务而极感自豪。

2) 责任心与奉献精神

如果需要，玛吉能主动加班来完成重要的任务或准时完成项目任务。她已经多次加班，从未要求过补休。

3) 团队精神

玛吉具有合作精神，且乐于助人，她与同事们相处融洽，她善于理解工作指令，接受职责和任务从无怨言。

5) 交流能力

玛吉在与

6) 出勤及守时

7) 学习愿望

8) 主动性

9) 时间安排

10) 本职工作的认识

11) 工作效率

12) 判断力及决策力

员工自评：（略）

员工确认：（略）

员工签字: Maggie Brown

日期：2015年9月15日

评审人签字: Bonnie Merrill

日期：2015年9月15日

Notice

校庆通知

校办

2015年9月18日

例二：

节日通知

明天是“国际三八妇女节”。有请公司全体女部门领导和员工参加明天下午3点的庆祝会。明天放假一天。

工会
2015年3月7日

例三：

解聘公告

经董事会全体董事讨论，一致同意解除菲什先生的董事长职务。

董事会办公室
2015年3月8日

Career Salon

一个年轻的会计来到他的新办公室，与他要接替的退休老会计共度一周时间。这位经验老道的老会计每天早上都会先打开抽屉，拿出一个破旧的信封，从中取出一张泛黄的信纸，边读边点头，再环顾一下办公室，顿时精神焕发。而后再把信封放回抽屉，这才开始他一天的工作。

老会计退休后，接替他工作的年轻会计显然早已按捺不住，很想取出抽屉里的信一探究竟，尤其是他觉得自己接替的可是一位比自己精明百倍而又德高望重的老会计。当然，他心里总是在想，信封里一定藏着老会计的成功秘诀，一份奇妙的灵感和激励的宝藏。他从抽屉里取出那个神秘的信封时手指都在发抖，看到的却是如下信息：

“付款栏在靠文件柜的一侧。”

“收款栏在靠窗户一侧。”



Unit 4 Establishing Sound Company Profiles

Text Study

Passage 1

1. Background information

McDonald's

McDonald's Corporation is the world's largest chain of hamburger fast food restaurants, serving around 68 million customers daily in 119 countries. Headquartered in the United States, the company began in 1940 as a barbecue restaurant operated by the eponymous Richard and Maurice McDonald; in 1948 they reorganized their business as a hamburger stand using production line principles. Businessman Ray Kroc joined the company as a franchise agent in 1955. He subsequently purchased the chain from the McDonald brothers and oversaw its worldwide growth.

A McDonald's restaurant is operated by a franchisee, an affiliate, or the corporation itself. The corporation's revenues come from the rent, royalties and fees paid by the franchisees, as well as sales in company-operated restaurants. McDonald's revenues grew 27 percent over the three years ending in 2007 to \$22.8 billion, and 9 percent growth in operating income to \$3.9 billion.

McDonald's primarily sells hamburgers, cheeseburgers, chicken, french fries, breakfast items, soft drinks, shakes and desserts. In response to changing consumer tastes, the company has expanded its menu to include salads, wraps, smoothies and fruit.

2. Difficult sentences

- 1) In fact, McDonald's has committed to creating an environment which values and respects employees, recognizes and rewards their performance, and provides them with meaningful growth opportunities.

“commit”有“犯罪；承诺”等意思。在这里是“承诺”的意思，常用搭配是“commit sb/oneself (to sth/to doing sth)”，意为“承诺，保证（做某事、遵守协议或遵从安排等）”，“to”在这里是介词，所以后面要用动名词结构。另外本句是由which引导的定语从句，先行词是“environment”，同时在从句中做主语，“value, respect, recognize, provide rewards”这些动词在从句中是并列的，共同做从句中的谓语。

翻译：事实上，麦当劳致力于创造一个这样的环境：员工既能体现自身价值又能受到他人尊重，他们的工作得到认可和奖励，并且能得到提升的机会。

- 2) They all take this leadership role very seriously and work in partnership with parents and educators to ensure that their school-age employees see education and schoolwork as their top priorities.

注意名词或形容词加后缀“-ship”所表示的意义：1）表示“状态”（如：friendship）；2）表示“身份”，“职业”（如：professorship）；3）表示“技巧”，“能力”，“手腕”（如：statesmanship）；

4) 表示“...的群体”(如: readership)接在形容词之后; 5) 表抽象名词(如: hardship)。该句中的“leadership”是第二个意思, 意为“领导, 领导层”, 而“partnership”是第一个意思, 意为“合伙关系”。

翻译: 他们十分重视对年轻人的教育, 常常与家长和教师共同合作, 以确保学龄员工把受教育和完成学业当作头等大事来看待。

- 3) Over the years, McDonald's has been a leader in setting and strictly enforcing high-quality and safety standards, which often exceed those established by industry and government.

本句中是由which引导的非限制性定语从句, 定语从句中的“those”指代的是主句中提到的“high-quality and safety standards”。

翻译: 过去这些年, 麦当劳在规定与严格执行食品质量和安全标准方面一直是处于行业的领先地位, 他们坚持的标准往往高于行业和政府的标准。

- 4) Managers treat employees as they would want to be treated.

该句套用格言“Treat others the way you want to be treated”, 意为: 你想人家怎样待你, 你也要怎样待人。该句出自基督教《圣经·新约》, 被称为为人处世的黄金法则, 几乎成了人类普遍遵循的处世原则, 意同《论语》中的“己所不欲, 勿施于人”。

翻译: 经理们对待员工应当推己及人。

- 5) Employees have the resources they need to serve the customer. Restaurants are adequately staffed to allow for a good customer experience as well as to provide schedule flexibility, work-life balance, and time for training.

该句中的“allow for”意为: 考虑到, 顾及。

翻译: 员工具有服务顾客必需的资源。麦当劳的各个餐馆都配备有足够的员工, 以保证顾客得到良好的服务, 同时也给员工提供灵活的工作时间, 使其保持工作和生活的平衡, 且有时间参加培训。

3. Language points

- 1) **legacy** *n.* money or property that is given to you by sb. when they die 遗赠, 遗产

e.g.: These books are his legacy to the college.

这些书籍是他给学院的遗赠。

They each received a legacy of £4 000.

他们每人继承了4 000英镑的遗产。

- 2) **enhance** *v.* to increase or further improve the good quality, value or status of sb/sth 提高, 增加, 加强

e.g.: How might you enhance the structure?

您会如何增强这个结构呢?

Our living expenses have been enhanced.

我们的生活费用已上涨。

- 3) **be committed to** 致力于; 委身于; 以...为己任

e.g.: China will continue to be committed to the reconstruction course of Iraq.

中国将继续致力于伊拉克的重建进程。

The girl was committed to the care of an aunt.

这女孩被交给姨母照顾。

- 4) **priority** *n.* something that you think is more important than other things and should be dealt with first 优先（权），重点；优先考虑的事

e.g.: Vehicles coming from the right have priority.

从右边驶来的车辆享有优先通行权。

These issues should clearly be at the top of the priority list.

这些问题应该醒目地置顶于这个优先列表中。

- 5) **complement** *v.* to add to sth in a way that improves it or makes it more attractive 补充

e.g.: This wine complements the food perfectly.

用这种酒配这种菜肴最妙不过了。

There will be a written examination to complement the practical test.

会有一次书面考试来补充实践测试。

- 6) **exceed** *v.* to be greater than a particular number or amount 超过，超出

e.g.: Do not exceed the recommended dosage.

不要超过规定的剂量。

His knowledge of history exceeds mine.

他所有的历史知识超过我。

- 7) **integral** *a.* ~ (to sth) being an essential part of sth 构成整体所必需的，基本的

e.g.: The kitchen is an integral part of a house.

厨房是房子不可缺的部分。

Music is an integral part of the school's curriculum.

音乐是该校课程的一部分。

- 8) **validate** *v.* to prove that sth is true 使生效，证实，确认，验证

e.g.: Additional studies and tests have tended to validate this conclusion.

进一步的研究和试验曾有助于确认这个结论。

The ticket has to be stamped by the airline to validate it.

须经航空公司盖章，该机票才能生效。

- 9) **diverse** *a.* very different from each other and of various kinds 不同的，多种多样的

e.g.: They are people from diverse cultures.

他们是些有着不同文化背景的人。

The building houses a wide and diverse variety of antiques.

这栋楼里摆放着大量各式各样的古董。

- 10) **staff** *v.* to work in an institution, a company, etc. 为…配备（人员）；雇用，雇有

e.g.: He staffed my office with two secretaries.

他给我的办公室安排了两名秘书。

He staffed ten computer operators in his firm.

他在公司里雇用了十名电脑操作员。

Key to the Exercises

Oral Communication

Workplace Speaking

Situation 1 *Talking about an exhibition*

Task 2 Practice speaking with the prompts as shown by the example given below.

1. We've promoted some new products of our company.
We've discussed the problems we are going to face.
We've finished negotiations with members of WTO.
We've established close business relations with some customers.
2. Some of the products might be quite beneficial to disabled people.
Some of the products might find application in national defense or military service.
Some of the products might be used in the process of refining and polishing.
Some of the products might be adaptable to the changes over time.
3. Did you find any products that are particularly to our taste?
Did you find any products that are inexpensive but of top quality?
Did you find any products that can fit into our new machine?
Did you find any products that can be applied to the new technology of our factory?

Situation 2 *Recommending a typical product*

Task 3 Complete the following dialogues by orally translating the given Chinese into English.

1. 1) Have a seat, please
2) How was the exhibition,
3) There were so many new products at the exhibition
4) I found some of the products were particularly useful to our company
2. 5) You look unhappy
6) we didn't sell any products
7) Few people were interested in our products
8) Besides, they said our products were too expensive

Task 4 Role play

- A:** Good morning, Miss Johnson.
B: Good morning, Mr. Hoffman.
A: How was your experience in the exhibition?
B: It's fine!
A: How long did the exhibition last?
B: About two weeks.
A: When did you come back?
B: I came back yesterday afternoon.
A: What was the result of the exhibition?
B: The exhibition was very successful. There were so many businessmen taking part in this exhibition.
A: Did you sign any contracts with other companies?
B: Yes. The companies with which I have signed contracts are here in my report. Here you are.
A: Oh! Very good! You did a very good job.
B: Thank you!

Workplace Listening

Situation 3 Reporting on a fruitful exhibition

Task 5 Listen to a conversation and try to answer the following questions.

1. The conversation took place in the afternoon.
2. Miss Lee has been to the exhibition.
3. She thought the exhibition was interesting, and fruitful, but very tiring.
4. People were especially interested in Compaq 1700T Laptop Computer.
5. People didn't care much for the new Model ABC Photocopier.

Script

- W:** Good afternoon, Mr. Keller.
M: Good afternoon, Miss Lee. How was the Exhibition?
W: Interesting, and fruitful, but very tiring, you know.
M: I can understand that.
W: There were so many people in the exhibition. And many of them were quite interested in our products, especially our Compaq 1700T Laptop Computer.
M: Great! That means we'll have a good year.
W: Exactly. But I also found that people didn't care much for our new Model ABC

- Photocopier. They thought it was too big and too expensive.
- M:** That's too bad! Is there anything else you'd like to tell me, Miss Lee?
- W:** Yes, well,...

Situation 4 Listening to a passage

Task 6 Listen to the following passage and try to fill in the blanks with proper words.

- | | | |
|-----------------|--------------|-----------|
| 1. presentation | 2. goods | 3. occur |
| 4. permanent | 5. scheduled | 6. dates |
| 7. one | 8. locations | 9. online |

Script

An exhibition, in the most general sense, can be described as an organized presentation and display of a selection of goods for sale. In practice, exhibitions usually occur within museums, galleries and exhibition halls, and World's Fairs. Exhibitions may either be permanent displays or temporary, but in common usage, they are considered to be temporary and usually scheduled to open and close on specific dates. While many exhibitions are shown in just one venue, some exhibitions are shown in multiple locations and are called travelling exhibitions, and some are online exhibitions.

Written Communication

Passage 1

Read Passage 1 about McDonald's management and then try to say the common expressions given in brackets in groups.

1. has made a series of commitments to its employees
2. has committed to creating an environment which values and respects employees

Task 7 Mark the following statements with T (true) or F (false) according to the passage.

- | | | |
|------|------|------|
| 1. F | 2. F | 3. T |
| 4. F | 5. F | 6. T |
| 7. T | 8. F | |

Task 8 Read the passage again and finish the outline with the information you have got in the passage.

Managing People and Organization

1. 1) a. communities
b. doing the right thing
- 2) a. education
b. quality and safety
c. social responsibility
d. creating a pleasant environment
2. 1) a. parents and educators
b. education and schoolwork
- 2) a. employees' educational goals
b. comes first
c. good grades and school attendance
d. to continue their education
3. 1) in setting and enforcing
2) food storage, cooking practices
3) check list
4. 1) Recognition
2) Leadership Behaviors
3) Benefits
4) Personal Growth
5) Get the Job Done

Task 9 Translate the following sentences into Chinese, paying special attention to the underlined words.

1. 经理们对待员工的方式是员工们所期望的。
2. 她在医院接受治疗期间，儿子来看望她成了她的一大乐事。
3. 麦当劳已对其员工作出了一系列的承诺。
4. 她因生意亏损而自杀。
5. 麦当劳还制定出五项员工管理原则以确保我们能履行自己的诺言。
6. 史密斯先生要作一个有关准时送货重要性的讲座。
7. 我们还制定出规划奖励学习成绩优异和上课出勤率高的员工。
8. 计算机已输入了程序指令，以计算各项销售的毛利润。
9. 麦当劳的各个餐馆配备有足够的员工，以保证顾客得到良好的服务。
10. 请全体员工于明天早上8点正到公司大会议室开会。

Passage 2

Task 10 Mark the following statements with T (true) or F (false) according to the passage.

- | | | |
|------|------|------|
| 1. T | 2. F | 3. F |
| 4. T | 5. T | 6. F |
| 7. F | 8. F | |

Task 11 Give short answers to the following questions.

- Apex Computer Suppliers, Inc.
- Seattle.
- (412) 566-7700.
- Polite.
- Three.
- To get information about the products/To get customers' feedback.

Task 12 Fill in the blanks below with the corresponding items.

Name of the Exhibition	Y2015 PACTEL Northwest Exhibition
Year of the exhibition	2015
Date of the exhibition	November 15 to November 18
Purpose of the exhibition	Getting product information
Name of the visitor	Timothy Hoffman
Nationality of the visitor	American/USA
Date of the visitor's visit	November 16, 2015

Workplace Writing

Proposals

Task 14 Rearrange the following sentences to make a correct memo, paying attention to the proper layout.

Memo

To: Lydia
From: Carol Linton
Date: August 8, 2015
Subject: Room Reservation

Message:

I received this room reservation request this morning. Please fill in the Booking Room Form

and pass it on to the Reception Desk.

Task 15 Translate the following sentences into English.

1. The Accounting Department is in need of new computers to cope with the growing business of the company.
2. I'd like to remind you that you are expected to have an interview with one of the applicants at 8:30 tomorrow.
3. I received this fax from one of our regular customers this morning. It complained about the delay in delivery of Order No. DJ 834.
4. Please pass it on to the Sales Manager and urge him to give me a satisfactory solution.
5. I'd like to remind you that next week's business conference in Paris has been postponed until Thursday, July 23.
6. Please ask the After-sales Department to send a serviceman to our regular customer Jenson Brothers Co. Ltd.

Workplace Project

Task 16 Work in groups to write a memo according to the given information.

Memo

To: Ellen Huang, Secretary
 From: Philip Xu, Export Manager
 Date: Dec.10, 2015
 Subject: Payment Inquiry

Message:

I'd like to know whether we have received payment from the Japanese company for Order No. PG 567. Please pass on the message to the sales representative there as soon as possible. I need a prompt reply.

Translations

Oral Communication

例一：

- M: 早上好, 沃尔肯夫人。
W: 早上好, 霍夫曼先生, 你请坐。
M: 谢谢你, 沃尔肯夫人。
W: 霍夫曼先生, 你能告诉我有关展览会的情况吗?
M: 当然。展览会非常有趣, 产品很多。
W: 你发现对我们公司实用的产品了吗?
M: 是的。事实上, 我发现有三种产品对我们公司特别有用。
W: 噢, 真的? 哪三种?
M: 有……

例二：

- M: 下午好, 约翰逊小姐。
W: 下午好, 霍夫曼先生, 您请坐。
M: 谢谢你, 约翰逊小姐。
W: 你什么时候回来的, 霍夫曼先生?
M: 今天上午。
W: 旅途怎么样?
M: 很愉快, 也很顺利。
W: 太好了。展览会怎么样? 收获大吗?
M: 我想是的。展览会上有很多产品, 这些产品棒极了, 但愿您也见过。
W: 唉, 真可惜我没去。
M: 有些产品, 如Model MBR-20型计算机, 对我们的公司非常有用。
W: 还有什么可告诉我的?

Workplace Listening

例三：

- W: 下午好, 凯勒先生。
M: 下午好, 理小姐。展览会怎么样?
W: 很有趣, 收获也很大, 就是有点累。
M: 这我能够理解。
W: 展览会上人很多, 有许多人对我们的产品很感兴趣, 特别是 Compaq 1700T 膝上型计算机/笔记本电脑。
M: 太好了。这就是说, 我们今年好过了。
W: 没错。不过, 我也发现, 人们不太喜欢我们的新产品Model ABC 复印机, 他们认

为，这种复印机太大、太贵了。

M: 真糟糕。你还有什么要告诉我的吗，理小姐？

W: 是的，…

例四：

展览，广义上讲是指任何有组织地展出一系列精心挑选的待销商品的行为。而现实中，展览通常指在博物馆、艺术馆、展厅和世界各大交易会馆举行的展会。展览分短期和长期展会两类。但通常意义上的展览都在特定日期开幕和结束，因此应属短期性质。许多展览只在一个地方举办，不过有些展览则在许多地方巡回举办，而且有些是在网上举办。

Passage 1

管理员工及机构

麦当劳是遵循回报他们生活和工作的社区这一传统美德而创立的机构。在其从业的45年历史中，麦当劳始终坚持最佳和最好的原则。为了能够成为世界一流的快餐店，为了提高服务质量和加强管理，麦当劳对其员工做出了一系列的承诺。他们承诺了教育的义务、食品的质量和安

全及应尽的社会责任。事实上，麦当劳致力于创造一个这样的环境，员工既能体现自身价值又能受到他人尊重，他们的工作得到认可和奖励，并且能得到提升的机会。麦当劳还恰当地制定出五项员工管理原则，以确保他们信守自己的诺言。以下便是麦当劳出台的众多承诺中的几项。

教育的承诺。麦当劳承诺对年青员工的教育。他们十分重视对年轻人的教育，常常与家长和教师共同合作，以确保学龄员工把受教育和完成学业当作头等大事来看待。他们创建的汉堡包大学就是其承诺教育的象征，迄今为止，汉堡包大学已培训了成千上万的经理和员工。麦当劳公司及其经营机构同样承诺，员工在麦当劳获得的工作经历会补充和支持他们的教育目标。在教育和工作之间，麦当劳公司鼓励员工把教育作为首要选择；他们还制定出规划奖励学习成绩优异和上课出勤率高的员工；他们还还为继续深造的员工支付学费。他们对员工的培养教育远远高于就业法的要求。

食品的质量和安

全承诺。过去这些年，麦当劳在规定严格执行食品质量和安

五项员工管理原则。1) 尊重和承认原则：经理们对待员工的态度受到员工的欢迎。员工都受到尊重和重视，他们的工作表现、额外奉献、团队精神和周到待客都会郑重地承认。2) 价值观和领导行为原则：麦当劳公司所作的一切都要以公司的最佳利益为重，彼此坦诚交流，倾听他人意见增进相互理解，尊重他人不同见解，承认个人业绩。他们既训练别人，同时又向别人学习。3) 具竞争性的薪酬和福利原则：薪酬水平与当地市场一致或高于当地市场，员工十分看重薪酬和福利。4) 学习，发展和个人提高原则：员工获得的工作经历教会了他们工作的技能和价值，可终身受益；公司还为员工提高个人和专业素质所需要的工具。5) 完成工作的资源的原则：员工具有服务顾客必需的资源，麦当劳的各个餐馆都配备有足够的员工，以保

证顾客得到良好的服务，同时也给员工提供灵活的工作时间，使其保持工作和生活的平衡，且有时间参加培训。

总结：由于具备了这些良好的公司政策，麦当劳才成为世界上一家最受欢迎的快餐店。如今，麦当劳快餐店遍及全世界119个国家，拥有员工150万。正是由于世界各地的员工的贡献，麦当劳的生意才能蒸蒸日上。

Passage 2

2015年PACTEL公司西北展览会 (11月15日—18日) 参展人员信息反馈表

产品问卷调查表

感谢您对我们的产品感兴趣。如果您使用我们的产品，我们保证会为您提供优质的服务。为帮助改进我们的产品，请您抽出点时间来填写这张调查表。

姓 名：提莫塞·霍夫曼 参观日期：2015年11月16日

公 司 名 称：Apex 计算机供应有限公司

公 司 地 址：美国华盛顿州(92603-6742)

西雅图市阿卑斯山软件村

计算路12345号

公司联系人：弗莱德·斯汀格

电话：(412) 566-7700

传 真：(412) 524- 6780

电子邮件：fred.stingle@acsi.com

1. 今天您所见到的展销产品的品牌有哪些?
 - a. 美国康柏公司生产的1700T 型手提电脑。
 - b. Hewlett Packard 生产的Jet 6Lpro型激光打印机。
 - c. KSTAR 生产的个人电脑500型不间断电源。
 - d. 其它。
2. 我们的销售员是否有礼貌、懂业务、服务热情?
 - a. 是的。你们的销售员非常热情，业务熟练。
 - b. 是的。你们的销售员清楚地解释了贵公司产品的特点和性能。
 - c. 不。你们的销售员彬彬有礼，服务热情，但是业务不够熟练。

3. 我们的销售员是否对所展产品了如指掌?
 - a. 是的。你们的销售员在与新客户建立贸易关系方面很有经验。
 - b. 是的。你们的销售员对贵公司销售的产品了如指掌。
 - c. 还行，但不十分熟悉。
4. 您提出的问题是否都得到了满意的答复?
 - a. 是的。我提出的问题都得到了满意的答复。
 - b. 是的。你们的销售员还向我提供了贵公司的联系方式。
 - c. 不，我提出的问题并非都得到了满意的答复。
5. 您发现什么产品对您的业务最有用?
 - a. 只有美国康柏公司生产的1700T 型手提电脑。
 - b. 只有KSTAR 生产的个人电脑500型不间断电源。
 - c. 其它。
6. 您还想进一步了解的产品是什么?
 - a. 美国康柏公司生产的1700T 型手提电脑。
 - b. Hewlett Packard 生产的Jet 6Lpro型激光打印机。
 - c. KSTAR 生产的个人电脑500型不间断电源。
 - d. 其它。
7. 我们的产品在贵公司的业务中将怎样得到应用?
 - a. 这得与我们的软件设计师和应用专家商议。
 - b. 我此刻还不能告诉你。
 - c. 我无权做决定。
8. 能否要我们的销售员与您联系以便今后进一步地帮助您?
 - a. 别找我，请与弗莱德 斯汀格联系。
 - b. 请在下周内给弗莱德 斯汀格打电话。
 - c. 别找我，我不负责此事。
9. 什么时候与您联系最好?
 - a. 上午。
 - b. 下午。
 - c. 晚上。
 - d. 无所谓。
10. 我们可以按上面的地址将您列入我们的半年一期的通讯目录吗?
 - a. 可以，请便。
 - b. 请按上面的地址与弗莱德 斯汀格联系。
 - c. 不用。如果我们需要贵公司的产品，我们会与你们联系。

感谢您为我们填写此表

Workplace Writing

Memo

例一：

备忘录

收函人：总经理大卫·尼尔森先生

发函人：琳达·贝克尔

日期：2015年12月2日

标题：电脑

正文：

我部门请示更新一批电脑设备。目前使用的电脑已无法满足业务需要。望领导尽快批准为谢。

例二：

备忘录

收函人：玛利亚

发函人：艾伦

日期：2015年10月8日

标题：申请者

正文：

昨日看到一份求职广告，该申请者条件可能适合我公司的招聘岗位。请填写该申请者的求职申请登记表并递送人事部经理。

例三：

收函人：杰克逊小姐

发函人：总经理丹尼尔·史密斯

日期：2015年1月18日

转发：投诉

正文：

今早收到客户投诉信。请立刻转交销售部经理，责成其调查并妥善解决此事。

Career Salon

人际关系是生活的核心所在，而健康的人际关系是建立在信任之上的。因此，打造一个健康的团队最为关键的要素就是成员彼此间的信任。缺少了信任，大多数所谓的团队不过是一盘散沙的个人组合。

个人举止得体与否是建立或损害信任最为重要的因素。队员间的信任能激励彼此“效犬马之力”，从而为团队和单位获得更大利益，能促使彼此开诚布公地交流，也有助于营造互敬互助的氛围。

怀疑，相反，来自于一种“自我”的心态，通常导致争执，自私和“敷衍”的态度。

团队中的“大公无私”可能显得陈旧，实际上在工作中，如果团队成员彼此缺乏信任，就会把大量的时间和精力都用在抵制不良行为上，玩政治手段，不愿请求或给予支持。



Unit 5 Conducting Effective Communication

Text Study

Passage 1

1. Background information

Internal Communication: Internal Communication is a subset of effective business communication, which is built around this simple foundation: communication is a dialogue, not a monologue. In fact, communication is a dual listening process.

So Internal Communication, in a business context, is the dialogic process between employees and employers, and employees and employees.

So many times that latter process is forgotten by strategists and PR professionals – it should always be remembered that communication between employees is very often far more powerful than any communication from employer to employee.

Whereas the “top-down”, employer-driven communication is great for setting a communication agenda or discussion point, it is the peer-to-peer employee communications that determine the tone of the response back to the employer.

So, to sum up, “Internal Communication” is the conversations that businesses have with their staffs and that staffs have with each other.

2. Difficult sentences

- 1) ...the more managers communicated electronically, the more pressing became the need for face-to-face meetings.

“the+ 比较级, the+ 比较级”为比较级句型, 常表示“越…就越…”, 是一个复合句结构。一般情况下前面的句子是比较状语从句, 后面的句子是主句。the用在形容词或副词的比较级之前。不管“the+比较级…”在句中作何成分, 它都处于句首位置。一般来说, 从句中的主语和谓语是正常语序, 不能倒装, 而主句则既可是正常语序, 也可用倒装语序。在本句的从句中more是much的比较级, 作communicated的状语, 句子取正装语序, 而主句的谓语became则在主语the need之前, 就属于倒装语序。

翻译: 公司主管越是频繁地通过电子手段进行沟通, 面对面会晤的必要性就越加紧迫。

- 2) ...they often suggested that you first tackle people problems by listening to the employees' perspective and then paraphrasing it back to them, both to be sure you understand what they said and to emphasize that you care about what they said.

这是一个繁杂的主从复合句。主句是they often suggested。主句中的suggest作“建议”解, 后面所跟的that宾语从句中谓语动词要用虚拟语气, 即谓语动词用“(should+) 动词原形”(should可省略)。what和最后一个that从句分别作understand 和emphasize的宾语。by引

出2个介词短语by listening和 (by) paraphrasing作tackle 的宾语。paraphrase做“释义, 改述”解, 意思是用自己的话把其他人的原话进行复述。people problem的含义是人际/的问题。

翻译: 他们经常建议首先解决人际关系问题, 管理者要耐心聆听员工的看法并把他们的意见用自己的话说给他们听, 这样做一来可以确保你完全听明白了他们说的意思, 二来可以强调你非常在乎他们说的看法。

- 3) And today's workers expect to know what is going on at their company, how their work fits into the whole picture, and what the future holds in store.

此句的主句中的谓语expect to know涉及三个宾语从句, 分别由what, how和and what引导。the picture在此句可理解为the general situation of the company, 即“企业的整体状况”。hold in store 意思是“将要发生的”, 还可以表达为: be in store; lie in store. 如None of us know what lies in store for us tomorrow.

翻译: 今天的员工期待获知公司的进展, 自己的工作在公司的整盘棋中的作用, 以及未来的前景。

3. Language points

- 1) **fascinating** *a.* capable of arousing and holding the attention 迷人的

e.g.: The book is fascinating, which sells quite well.

这本书很有意思, 很畅销。

This oriental legend is fascinating.

这个东方传说很吸引人。

- 2) **progressive** *a.* in favor of new ideas, modern methods and change 前进的, 进步的

e.g.: She is the most progressive writer of the time.

她是那个时代最进步的作家。

- 3) **accelerate** *v.* to move faster; cause to move faster 加速

e.g.: The car accelerated as it overtook me.

那辆汽车加速超越了我。

Our present task is to accelerate economic growth.

加速经济发展是我们当前的任务。

- 4) **factual** *a.* existing in act or fact; 事实的; 真实的

e.g.: The jury was convinced of the factual testimony.

陪审团相信了这充满事实的证词。

He has difficulty distinguishing between imaginary and factual information.

他难以区分假想的和真实的信息。

- 5) **irritate** *v.* cause annoyance in 惹怒, 激怒

e.g.: He was irritated by their complaints.

他们发牢骚把他惹火了。

Irritated by their giggling, he told them to be quiet.

被他们的嬉笑所激怒, 他要他们闭嘴。

6) **prospective** *a.* of or concerned with or related to the future 预期的；未来的

e.g.: She is married to a prospective lawyer.

她嫁给了一个未来的律师。

We receive prospective results in the experiment.

我们在实验中得到了预期的结果。

7) **alienate** *v.* to make sb. feel that they do not belong in a particular group 疏远

e.g.: The Prime Minister's policy alienated many of her followers.

首相的政策使很多拥护她的人疏远了她。

We'd better not alienate ourselves from the colleagues.

我们最好不要与同事们疏远。

8.) **expertise** *n.* expert knowledge or skill in a particular subject, activity or job 专门知识，专门技术

e.g.: Customers will be impressed by the expertise of our highly trained employees.

我们的员工专业性强且训练有素，会给顾客留下深刻印象。

What he's bringing to the company is financial expertise.

他给公司带来的是金融专业知识。

9) **bureaucratic** *a.* (often disapproving) involving a lot of complicated official rules and processes 官僚的

e.g.: Diplomats believe that bureaucratic delays are inevitable.

外交官们认为繁文缛节造成的延迟是在所难免的。

The department has become a bureaucratic nightmare.

该部门的官僚作风非常可怕。

10) **paralysis** *n.* loss of the ability to move a body part 瘫痪；麻痹

e.g.: The accident left him with paralysis of the legs.

事故使他双腿瘫痪。

The strike caused total paralysis in the city.

罢工使这座城市完全瘫痪。

11) **in store** (for someone): awaiting someone in the future 将要发生的；就要出现

e.g.: None of us knows what lies in store for us tomorrow.

没人知道我们的明天会是什么样子。

Some good lies in store for me, I think.

我想好事离我不远了。

Key to the Exercises

Oral Communication

Workplace Speaking

Situation 1 *Starting a business dialogue*

Task 2 Practise speaking with the prompts (提示) as shown by the example given below.

1. Would it be possible to reschedule the appointment with Mr. White?
Would it be possible to postpone the conference until next week?
Would it be possible to receive the refund today?
2. I'd rather you came alone than with somebody else.
I'd rather you walked than take a bus.
I'd rather you borrowed it than buy it.
3. The reason is that he caught a serious flu.
The reason is that there was a traffic problem
The reason is that Mr. Stanley is really very busy this week

Situation 2 *Talking about schedule*

Task 3 Complete the following dialogues by orally translating the given Chinese into English.

1. 1) Would it be possible to postpone the appointment until next week
2) When could you see him next week
2. 3) Please arrange someone to meet Mr. Li at railway station.
4) Have you arranged the accommodation for him.
5) I hope you can reserve a suite for him in the Hilton Hotel.

Task 4 Role play.

- A: Hello, This is Catherine Milne from EE company. Is this Mr. Byrne?
B: Yes. What's up?
A: Last week, you've made an appointment with Mr. Wilson for 3:00 this afternoon.
B: That's right.
A: But would you please cancel the appointment with Mr. Wilson?

- B:** That's OK. But may I ask why?
A: The reason is that something urgent came up for Mr. Wilson. He can't make it this afternoon.
B: I see. Can we meet at noon? My business is also very important.
A: I am terribly sorry, but he has to leave for Xi'an right now.
B: OK. Would you please arrange the meeting soon when Mr. Wilson is back?
A: No problem.

Workplace Listening

Task 5 Listen to a conversation and try to answer the following questions.

1. The person who knows the European market quite well.
2. The woman.
3. She will change the hotel for the reservation.
4. Jack.
5. 3:30 p.m.

Script

- M:** Arrange for someone to meet the Chairman at the airport. I'd prefer someone who's got a good knowledge of the European market. The Chairman may ask questions on the way.
- W:** Yes, Mr. Stanley.
- M:** And, have you arranged the accommodation for him?
- W:** Yes, I have reserved a suite at the People's Hotel.
- M:** I prefer the Imperial Hotel.
- W:** OK, I will change the reservation right now.
- M:** Also, prepare a report on the sales figures from Feb. to the present. Ask Jack to help you. I'd rather you did it with him than alone.
- W:** All right, Mr. Stanley.
- M:** Remember, his plane will arrive at 3:30 p.m.
- W:** Yes, sir.

Task 6 Listen to the following passage and try to fill in the blanks with proper words.

- | | | |
|------------|-------------|--------------|
| 1. mutual | 2. essence | 3. performed |
| 4. flow | 5. integral | 6. various |
| 7. process | 8. feedback | 9. superiors |
| 10. gaps | | |

Script

Communication is neither the transmission of a message nor the message itself. It is the mutual exchange of understanding, originating with the receiver. Communication needs to be effective in business, because communication is the essence of management. The basic functions of management (Planning, Organizing, Staffing, Directing and Controlling) cannot be performed well without effective communication. Business communication involves the constant flow of information. Feedback is an integral part of business communication. Organizations these days are very large and involve a number of people. There are various levels of hierarchy in an organization. The greater the number of levels, the more difficult is the job of managing the organization. Communication here plays a very important role in the process of directing and controlling people in the organization. Immediate feedback can be obtained and misunderstandings, if any, can be avoided. There should be effective communication between superiors and subordinates and between the organization and society at large (for example between management and trade unions). It is essential for the success and growth of an organization. Communication gaps should not occur in any organization.

Written Communication

Workplace Reading

Passage 1

Task 7 Mark the following statements with T (true) or F (false) according to the passage.

- | | | |
|-------|------|------|
| 1. F | 2. F | 3. T |
| 4. F | 5. F | 6. T |
| 7. T | 8. T | 9. F |
| 10. T | | |

Task 8 Read the passage again and answer the following questions briefly.

1. Face-to-face meetings.
2. If you also want to express your emotions in communication, you need face-to-face meetings.
3. Their advice is that in dealing with prospective customers, you'd better talk with them at the same rate that they talk with you, because people usually like to listen at the same

speed that they talk.

4. Because by listening to the employees' voice, the employer may better understand the problem. What's more, it may tell the employees that their manager really cares about what they say.
5. Because he realizes that the purpose of meetings is more than just getting things done. Meetings can make people feel part of a group.

Task 9 Translate the following sentences into Chinese, paying special attention to the underlined words.

1. 比尔告诉我他当时正在进行一项令人着迷的研究, 探索欧洲的一些规模最大并最具创新精神的公司的内部通讯手段。
2. 事实上, 比尔发现公司主管使用电子手段进行沟通越频繁, 面对面会晤的必要性就愈加紧迫。
3. 但当你的沟通涉及情感因素时, 比如要表达不同意见, 最好的方式就是面对面的会晤。
4. 当我们聘用的员工来自更大的企业时, 我们发现他们最初会疏远公司同仁而太多依赖备忘录这种交流形式。
5. 比如, 他们经常建议, 解决人际关系问题, 管理者首先要耐心聆听员工的看法并把他们的意见用自己的话说给他们听, 这样做一来可以确保你完全听明白了他们说的意思, 二来可以强调你非常在乎他们说的看法。
6. 后来我发现除了处理业务事务之外, 会议还有其他一些重要目的。
7. 此外, 参与式会晤能使参与者感觉到, 他们的意见有人听而且受到重视!
8. 我一直认为会议对大企业来讲是官僚麻木作风的最终征兆。
9. 沟通中出现的很多问题是因为员工感到要么没有人认真聆听他们的意见, 要么根本不重视他们的意见, 更糟糕的是压根就不重视他们!
10. 今天的员工期待获知公司的进展, 了解自己的工作在公司的整体布局中的作用以及未来的前景。

Passage 2

Task 10 Mark the following statements with T (true) or F (false) according to the passage.

- | | | |
|------|------|------|
| 1. F | 2. T | 3. F |
| 4. F | 5. F | 6. T |
| 7. T | | |

Task 11 Read the samples again and give short answers to the following questions.

1. Shanghai
2. on April 13
3. the Head of Shanghai People's Publishing House
4. the annual meeting
5. the General Manager's office
6. Dec.10, at 9:30
7. For good preparation

Task 12 Fill in the table below with the corresponding items in sample B.

Subject	Annual Meeting
Organizer	General Manager Office
Time	Dec.10
Place	West Lake Hotel
Attendant	All Branch Managers

Workplace Writing

Task 14 Match each paragraph of the welcome speech with a suitable heading given below. Write the corresponding letter in the table.

- | | | |
|------|------|------|
| 1) e | 2) a | 3) c |
| 4) f | 5) d | 6) b |

Task 15 Translate the following sentences into English.

1. Welcome to the 5th anniversary celebration of our magazine.
2. Allow me, on behalf of our company, to extend our warm welcome to you all.
3. Allow me, on behalf of the college, to express our warm welcome to our guests coming from afar.
4. We have been deeply impressed by Prof. Li's diligence and kindness.
5. We are very grateful for everything Dr. Wang has done for the company.
6. I am sure that your coming will make our company much stronger.
7. We are looking forward to the pleasure of seeing you again in the near future.
8. We wish you all the very best.

Workplace Project

Task 16 Work in groups to write a welcome speech based on the situation given below.

Honorable guests, Ladies and gentlemen:

I feel that it is a great honour to welcome you all on this memorable occasion of our first anniversary. You may be aware that exactly one year ago, we started this company with a noble few to educate our bright and promising young students on the various opportunities available for them both in and out of the country. Now, information technology is flooding us with tons of information. So many variations and options are available to us at present than at any other time in recorded history. Naturally, we are confused about what to take and what not to take. Students are more confused than most of us with the available options because of their tender age, inexperience, etc. We are here to quell their doubts and quench their thirst for correct and applicable knowledge regarding higher education options. It is a noble job. We are at the meeting point of bright raw talent and mature wisdom. We thank all of you, who are present here, in spite of your busy schedules. We assure you that we will have a long and fruitful relationship in coming years.

Thank you.

Task 17 Work in groups to write a farewell speech based on the situation given below

Ladies and gentlemen,

I am greatly honored to be here to say a few words on behalf of our company to our friend, Mr. Bell, who is going to leave us soon.

First of all, let me remind you of the precious days Mr. Bell has been with us during the past five years. Mr. Bell has been worked very hard and contributed a lot to the development of our company. We are all deeply impressed by his kindness, diligence and patience.

It is hard for us to say goodbye to Mr. Bell, though we have to.

I hope that Mr. Bell will enjoy his family life after he goes back to the USA. Again I would like to express my sincere thanks to Mr. Bell for everything he has done for the company and wish him the very best in the future.

Translations

Workplace Speaking

例一：

- 男：司各特先生办公室。我是谢里·伦敦。
 女：您好！我叫朱利·布郎蒂，斯特恩先生的秘书。
 男：下午好，布郎蒂小姐。有事吗？
 女：斯特恩先生和司各特先生今晚8:00约好要见面的。能推迟吗？
 男：啊——我们不是一周前就约好了的吗？
 女：对，实在抱歉，发生了一些紧急事情，斯特恩先生马上得去上海。
 男：好吧，司各特先生这阵子实际上也很忙。只有下周四才有空。
 女：可以。
 男：下周四的下午怎样？
 女：没问题。谢谢。

例二：

- 女：布朗先生，您哪天动身呢？
 男：周一晚上。
 女：您的日程是——
 男：我周二到达北京。飞机下午4:30到，张先生将在机场接我。周三上午我有个会议，下午我安排去参观一个丝绸厂。
 女：您周三安排的太忙了。您准备去看王先生吗？
 男：去，我周四去看他，我们要讨论重要事情，晚上一起吃晚餐。
 女：您什么时候回来？
 男：周六。周五我打算看看老朋友比得先生。我赶10点钟的班机回来。
 女：好，我这就去为您准备。

Workplace Listening

例三：

- 男：安排人到机场去接主席。我希望去接机的人熟悉欧洲市场。主席可能在路上问一些问题。
 女：好，史坦里先生。
 男：还有，你给他安排了住宿了没有？
 女：安排了。我已经在人民宾馆订了一个套间。
 男：我看帝国宾馆好些。
 女：那好，我马上就换。

男： 对了，准备一个从二月到现在的销售数据报告。叫杰克帮你。我希望你与他一道做，而不是你一个人做。

女： 知道了，史坦里先生。

男： 记住，他的飞机是下午3:30 到。

女： 是的，老板。

Passage 1

改善沟通

“良好的沟通有助于增强团队凝聚力”

沟通大变革！

数月前，我同一位我最欣赏的教授，来自哈佛大学商学院的比尔·布伦斯共进午餐。席间，比尔告诉我他当时正在进行着一项令人着迷的研究，探索欧洲的一些规模最大并最具创新精神的公司的内部通讯手段。他得出的结论是，在改善这些公司内的人际沟通方面，一个现代法宝比任何其他手段都更为重要得多。我敢说你肯定猜不到这件法宝是什么！

廉价机票。没错，就是它！不是电子邮件，也不是公司内网，更不是视频会议。

事实上，比尔发现公司主管使用电子手段进行沟通越频繁，面对面会晤的必要性就越加紧迫。

切忌依赖电邮！

电子邮件，内网，传真，还有语音邮件。它们的确有助于加速有关事实信息的传递，但当你的沟通涉及情感因素时，比如要表达不同意见，最好的方式就是面对面的会晤，而将传统的交互式的电话交谈作为退而求其次的选择。相信我吧，为了让大家明白这一点，我的絮叨已经惹恼了相当多的人。

面对面沟通何以如此重要？当电子手段让事实信息沟通的效率更为高效时，我们却往往会忘记肢体语言和话语语气所能传递的讲话人的心绪。比如，当我用话语表达我不赞同别人的意见时，我的语气，我的姿势，我的笑容，还有我的目光都可能同时在述说，“尽管在这一点上我与你看法不同，但我依然重视并尊重你的观点，也很乐于与你合作…”

用对方说话的方式交流！

销售技术专家建议，我们与潜在的客户的讲话时，速度应保持与客户同我们的讲话同步，因为人们通常都喜欢倾听快慢节奏与自己一样的的交谈。同样，我发现不同人喜欢不同的沟通方式，并且常以自己喜欢的接收信息的方式来发送信息。有人喜欢当面交流，有人发送许多语音邮件，有的爱发电子邮件，有人钟情使用备忘录交流，还有一些人也许更愿意通过公司内网交流。

当我们聘用的员工来自更大的企业时，我们发现他们最初会疏远公司同人而太多依赖备忘录这种交流形式。对任何公司或部门来讲，如果能够使沟通方式规范化，沟通将发挥更加强大的作用，从而公司员工就能够更好地合作。

不要发号施令，要交流沟通！

成功的沟通大多源自成功的聆听。我得承认在这一点上我自己并不总是做得很好。但这种技能是可以学会的。我最近组织了一个由8名顾问组成的团队来创建一个叫“亚当斯都市人力资源管理难题”的软件包。让我倍感兴趣的是，尽管他们有着不同的背景和专业领域，但在解决一系列繁杂问题时，他们却一致强调聆听的重要性。比如，他们经常建议首先解决人际关系问题，管理者要耐心聆听员工的看法并把他们的意见用自己的话说给他们听，这样做一来可以确保你完全听明白了他们说的意思，二来可以强调你非常在乎他们说的看法。

会议缘何关键！

在亚当斯传媒起步之初的几个年头，我像躲瘟疫一样试图避免开会，因为我一直认为会议对大企业来讲是官僚麻木作风的最终征兆。后来我发现除了处理业务事务之外，会议还有其他一些重要目的。因此突然间我把会议常态化了！此外，参与式会议能使参与者感觉到，他们的意见有人听而且受到重视！

沟通中出现的很多问题是因为员工感到有些人要么没有认真聆听他们的意见，要么根本不重视他们的意见，更糟糕的是压根就不重视他们！今天的员工期待获知公司的进展，了解自己的工作在公司的整盘棋中的作用以及未来的前景。

Passage 2

例一：伊里德·史密斯是伦敦一家著名出版社的代表。他计划到中国访问一些出版社。他希望访问上海人民出版社。下面是他写给上海人民出版社领导与他们预约时间的一封信函。

亲爱的先生：

我现在正在计划我的中国之行。我十分希望能与您见面，商讨一些出版事宜。我预计在4月13日到达上海。在上海我准备停留两天。如果我在4月13日下午3：30前来拜访您，您方便吗？

期待着您的回音。

您忠诚的朋友，

伊里德·史密斯
2012年1月12日

例二：

会议通知

发：所有部门经理

主题：年度会议

我们准备于12月10日上午9：30在西湖宾馆召开部门经理年度会议。为了做好我们的准备工作，我们希望知道您是否能参加会议。随通知附上一张登记卡片，请在卡上注明您能否参加会议，并于11月10日之前返回给我们。

谢谢合作。

总经理办公室

Career Salon

渴望给老板留下印象

一天深夜，一个年轻的经理正要离开办公室的。他发现首席执行官正站在碎纸机前，手里拿着一张纸。

“听着，”首席执行官说，“这是一个非常敏感和重要的文件，我的秘书已经下班了。你能做这项工作吗？”

“当然，”年轻的主管。他打开机器，插入的文件，并按下启动按钮。

“非常好！”首席执行官说，他的文件已经消失在机器里。”我只需要一份。”



Unit 6 Arranging Excellent Agenda

Text Study

Passage 1

1. Background information

21st-century office clerks need to have a variety of well developed basic skills such as computer skills as well as advanced skills like time management, in order to qualify for the position. It is time to move beyond increasing improvements and understand the potential that a new generation of technologies provides.

How do you work today? Are you working in the 20th or 21st century? This depends much on whether you can improve yourself and meet challenges from friends and colleagues already using diverse forms of high technology.

2. Difficult sentences

- 1) As technology progresses, more and more people are opting to work at home and the trend is becoming more acceptable.

as引导的从句充当时间状语，意思是“随着……”，more and more修饰的名词既可以可数名词复数或不可数名词单数。

翻译：随着科技的进步，越来越多的人选择在家里工作，并且这种趋势正在日益被接受。

- 2) With the growing popularity of voice mail, E-mail, instant messaging and voice and videoconferencing, the mobile or home office could be the hot trend of the 21st century.

“With the growing popularity of...”是由with引导的介词短语充当状语表示“随着……”。如with the growing popularity of computers...

翻译：随着语音信箱、电邮、即时讯息和视频会议的日益普及，流动办公或在家办公将会是21世纪的热门潮流。

- 3) The Internet has made it possible for small businesses to compete with large businesses, and for the young to compete with the established.

“made it possible for small businesses to compete...”是动词make引领的复合宾语，其中it是形式宾语，实际宾语是to compete with ...，而for引出不定式to compete的逻辑主语。整个短语的含义是“使小公司与...的竞争成为可能”

翻译：网络使小公司跟大公司的竞争成为了可能，也让新成立的公司能够跟那些老牌公司较量。

3. Language points

- 1) **fast-paced** *a.* of communication that proceeds rapidly 快节奏的

- e.g.:** The fast-paced game challenges players' sense of speed.
快节奏的游戏挑战玩家的速度感。
The fast-paced novel became the best seller of the year.
这部节奏很快的小说成为本年度的畅销书。
- 2) **equip** *v.* to provide with 装备, 配备
e.g.: They are trying to equip their vehicles with gadgets.
他们正给自己的车辆装备小配件。
Owners of restaurants would have to equip them to admit disabled people
餐厅老板将必须在餐厅里配备能够接纳残疾人的设施。
- 3) **acceptable** *a.* meeting requirements 可接受的, 达到要求的
e.g.: It is becoming more acceptable for women to be a team leader.
女性成为团队领导渐渐被人们接受。
The air pollution exceeds most acceptable levels by 10 times or more.
大气污染程度超出了普遍认可的标准10倍以上。
- 4) **appealing** *a.* able to attract interest or draw favorable attention 吸引人的
e.g.: That's a very appealing idea.
那是个十分吸引人的想法。
There was a sense of humour to what he did that I found very appealing.
他举手投足间流露出一种幽默感, 我觉得很有魅力。
- 5) **decentralize** *v.* make less central 疏散
e.g.: They have decentralised the company and made it less bureaucratic.
他们已经分解了该公司的权力, 以抑制其官僚作风。
The German constitution is an excellent model of decentralised government.
德国宪法是实行政府分权制的优秀典范。
- 6) **via** *prep.* 通过
e.g.: Mr. Baker will return home via Britain and France.
贝克尔先生将取道英国和法国回国。
Translators can now work from home, via electronic mail systems.
翻译人员现在可以利用电子邮件系统在家里工作。
- 7) **virtually** *ad.* almost but not quite; nearly 几乎
e.g.: Virtually all cooking was done over coal-fired ranges.
差不多所有的烹饪都是在燃煤灶上进行的。
It would have been virtually impossible to research all the information.
要对所有的信息进行分析研究几乎是不可能的。
- 8) **established** *a.* brought about or set up or accepted 已建立的, 成名的
e.g.: She is reading a book that challenges established beliefs.
她在读一本挑战已有信念的书籍。
They are the established names of Paris fashion
它们是巴黎时装界的知名品牌。

9) **dedicated** *a.* devoted to a cause or ideal or purpose 投入的，专用的

e.g.: Her great-grandfather had clearly been a dedicated and stoic traveler.

她的曾祖父显然是一位非常投入而且坚忍不拔的旅行爱好者。

Such areas should also be served by dedicated cycle routes.

这些区域也应该设置专门的自行车道。

10) **account** *n.* a formal contractual relationship 账户

e.g.: Some banks make it difficult to open an account.

一些银行把开户弄得很麻烦。

I had two accounts with Natwest, a savings account and a checking account.

我在国民威斯敏斯特银行有两个账户，一个储蓄账户和一个资金往来账户。



Key to the Exercises

Oral Communication

Workplace Speaking

Situation 1 *Scheduling an appointment*

Task 2 Practice speaking with the prompts as shown by the example given below.

1. I'd like to make an appointment with Miss Vetta, Director of the Personnel Department.
I'd like to make an appointment with Mr. Li, Manager of the Sales Department.
I'd like to make an appointment with Ms. Jones, Deputy Director of Accounts.
I'd like to make an appointment with Mr. Zhang, Chief Engineer of the Production Department.
2. You must be Miss Vetta. Mr. Wang is expecting you.
You must be Mr. Li. Mr. Wang asked me to show you to his office when you arrive.
You must be Ms. Jones. Mr. Wang will meet you in his office.
You must be Mr. Zhang. Mr. Wang will be here in a minute.
3. His office is on the fourth floor. Go up the stairs and go straight ahead. It's at the end of the corridor.
His office is on the second floor. Go up the stairs and turn left. It's by the elevator.
His office is on the fifth floor. Go up the stairs and turn right then left. It's at the end of the corridor.
His office is on the third floor. Go up the stairs and turn left then right. It's opposite the conference room.

Situation 2 *Meeting someone in person*

Task 3 Complete the following dialogues by orally translating the given Chinese into English.

1. 1) Glad to see you here
2) It is very nice to be able to connect a name with a face
3) He asked me to show you to his office when you arrive
2. 4) May I help you?
5) Whom I can speak with about advertising?
6) Mr. Jenkins will not be available today?
7) How about tomorrow at 10:00 a.m.

Task 4 Role play.

- A:** Hello! This is Miss Johnson, the Marketing Manager.
B: Hello Miss Johnson! This is Bill Hoffman speaking.
A: What can I do for you?
B: I am very much interested in your new product. I would like to make an appointment with you. When will you be available?
A: Oh, I am glad to hear that. You can come to my office this afternoon. We can talk about it in detail.
B: Ok, see you then!
A: Bye for now!
 (In Johnson's office)
B: Hello, Miss Johnson, I am glad to be able to meet you in person after talking on the phone with you, and I'm very glad to have the opportunity to visit your company.
A: Me, too! I hope we can get a good start in doing business with each other.

Workplace Listening

Situation 3 Visiting a company

Task 5 Listen to a conversation and answer the following questions.

1. Mr. Baker is visiting the company.
2. The company was set up in 1976.
3. The company has 3000 employees worldwide.
4. The company has annual sales of \$ 9,860 million.
5. It is known as a leading textile import and export company in China.

Script

- W:** Welcome to our company, Mr. Baker.
M: Thank you. I'm very glad to have the opportunity to visit your company.
W: Let me give you some background about the company. It was set up in 1976, but it gained fame just recently.
M: Do you have a large staff of employees?
W: We have 3000 employees worldwide and annual sales of \$9,860 million.
M: Your company is doing pretty well.
W: Thanks. We enjoy the position as a leading textile import and export company in China, and we have branches both at home and abroad. Here is our sample room.
M: Just take a look at that! Isn't it incredible? They all look beautiful.
W: Thank you. Our products are of the best quality and competitively priced. Our products sell well all over the world.

M: Wonderful! It would take hours if I really looked at everything.

Situation 4 *Listening to a passage*

Task 6 Listen to the following passage and try to fill in the blanks with proper words.

- | | | |
|-------------------|---------------|-------------------|
| 1. formal | 2. managers | 3. experience |
| 4. professionally | 5. accountant | 6. account |
| 7. duties | 8. major. | 9. administrative |

Script

The company secretary of a private limited company (LTD) needs no formal qualifications. It is up to the managers to ensure that a person has appropriate knowledge and experience to act as a secretary of the company. In the case of a public limited company (PLC), the secretary will normally be expected to be professionally qualified as a lawyer, accountant, or company secretary, though previous experience as Secretary of a PLC may also be taken into account. Particularly in small companies, the company secretary is often expected to take on other duties as well. At all times, the company secretary's major responsibility is to the managers. It may make sense for the company secretary to take on other administrative responsibilities.

Written Communication

Workplace Reading

Passage 1

Before reading the passage, please try to say the commonly-used expressions given in Chinese.

1. The video mail, videoconferencing.
2. log in.

Task 7 Mark the following statements with T (true) or F (false) according to the passage.

- | | | |
|------|------|------|
| 1. F | 2. T | 3. T |
| 4. F | 5. T | 6. F |
| 7. T | 8. T | |

Task 8 Read the passage again and answer the following questions briefly.

1. They imagined a world of fast-paced information accessed by a voice command to a computer and an arsenal of fun gadgets that surely would snap up the pace at work.
2. Self-starters, parents of young children, and those with chronic illnesses or disabilities.
3. The modern work force is made up of knowledge workers, taking in information or data, modifying it and sending it back out again. Most of them don't need to go to the office.
4. The trick is to offer enough new cutting-edge products to keep your customers happy but not so many that you go broke.
5. Open.

Task 9 Translate the following sentences into Chinese, paying special attention to the underlined words.

1. 谁不想要一只装有麦克风和摄像头可以兼做影像日记的手表呢?
2. 但总有人感到使用那些科学技术很不顺手。
3. 社交的需求以及面对面交谈的舒适感是那些科技玩意儿无法竞争的。
4. 越来越多的人选择在家里工作, 并且这种趋势正在日益被接受。
5. 现代社会的员工都是知识型的, 他们的工作就是接受信息或数据, 修改处理之后再发回。
6. 随着语音信箱、电邮、即时讯息和视频会议的日益普及, 流动办公或在家办公将会是21世纪的热门潮流。
7. 即使对方在月球上, 你与他的交谈也犹如他就在你楼下的大厅里一般。
8. 网络使小公司跟大公司的竞争成为了可能。
9. 最近它又添加了iPass功能, 让人们在地球上几乎每个角落都能使用网络交换服务公司的账号登陆上网。
10. 通讯技术现在已经如此普遍, 它将人们推到了信息革命的风口浪尖。

Passage 2

Task 10 Fill in the following table according to the agendas above.

- 1) September 29, 2015
- 2) Colorado Springs, CO
- 3) Panel Meeting on Information Technology and Broadcasting
- 4) Chamber of the Legislative Council Building
- 5) Four plus

Task 11 Give short answers to the questions.

1. Preparing the minutes of the previous meeting, committee reports and general announcements.
2. The three categories of motions presented before the Board are Urgent, First and Second Hearings.

3. The sponsor must present the motion, answer questions, take notes on suggested changes, and shepherd the motion if it is referred to committees.
4. Election of Chairman and Deputy Chairman.
5. Legislative Council Secretariat.

Task 12 Complete the following sentences by translating the parts given in Chinese into English.

1. is divided into three major phases.
2. approval or disapproval of the budget
3. may not be voted upon
4. to present the motion, answer questions, and take notes on suggested changes.
5. refer it to the Conference Secretariat.

Workplace Writing

Proposals

Task 14 Complete the following sentences by translating into English the parts given in Chinese.

1. presided at the debate of the budget
2. was declared elected Chairman of the Board of Directors
3. called for nominations for the General Manager
4. schedule a special meeting
5. the special meeting is subject to the availability of time
6. declared the resolution of the conference

Task 15 Translate the following MINUTES into Chinese with the help of a dictionary.

会议记录

2016年5月23日英孚米董事会会议

参会人员:

州务卿 丹·古瓦达斯克

塔马纳·杜克斯

应邀客人:

哈利·兰费尔

首席信息官

会务人员:

凯利·哈卡能

瑞白卡·怀克

欢迎词:

会议主席, 州务卿丹·古瓦达斯克致辞欢迎所有到会的董事

总经理报告:

塔马纳阐述了报告的重点

经济报告:

评价: 财经报告中有排印错误, 塔马纳将在订正后再将修订稿发送给董事会。

策略规划: 在线服务

.....

后续会议:

下次董事会会议将在6月13日举行, 需确定法定人数。有些项目需要董事会批准。

Workplace Project

Task 16 Write the minutes of a meeting according to the information given below.

**ABC Corporation Ltd., Board meeting
held on December 21, 2015, Friday, 2:30 pm
in ABC Corporation Ltd. Conference Room No. 1**

Members present:

Mark Merrill, General Manager

Wang Xiaobua, Sales Manager

Clerks in attendance :

Liu Xiaoli, Secretary of Mr. Mark Merrill

Tim Johnson

I. Review of sales in the previous month.

Wang Xiaobua presented the sales report...

II. Goal of Sales in the coming season

III. Agenda of the future meeting

The future meeting is subject to the availability of time.

Translations

Oral Communication

例一：

M: 你好！我是ABC公司的贝克尔，希望约定时间同你们总经理赫尔先生见面。

W: 您希望什么时候见他？

M: 明天上午10点行吗？

W: 恐怕不行，赫尔先生明天上午要参加会议。

M: 那下午3点怎么样？

W: 赫尔先生的日程都已排满，要到下午4点半才有空。不会太晚了吧？

M: 不晚，可以，就请定在下午4点半吧！

W: 好吧，明天下午4点半。明天下午见。

例二：

M: 下午好！我同市场部的王林先生有一个约定会面。

W: 下午好！我是王林的秘书。您一定是黎明先生。我们在电话里已交谈过，很高兴有机会和你面见。

M: 是的。能够把名字和面孔对上号真是好。

W: 你说得对。王先生正在等您。他要我等您一到就请送您去他办公室。市场部在三楼。

M: 是三楼吗？

W: 是的，电梯在那边。

M: 你太客气了，谢谢！

W: 不用谢！

Workplace Listening

例三：

W: 贝克尔先生，欢迎来到我们公司。

M: 谢谢！非常荣幸有机会参观贵公司。

W: 先允许我介绍本公司的一些背景信息。我公司是1976年成立的，但最近才有了声誉。

M: 公司的员工多吗？

W: 我们在全球共有3000名员工，年销售额达9860万美元。

M: 贵公司的经营相当不错啊！

W: 谢谢！我公司是中国一家主要的纺织品进出口公司，我们在国内外都有分公司。

这里是我们的样品室

M: 瞧瞧这些产品, 真是不可思议! 都那么美观漂亮。

W: 谢谢! 我们的产品质优价廉, 畅销全球。

M: 太好了! 如果看完所有产品, 那可要花很长时间的。

例四:

私人有限责任公司的秘书不需要有正式的资质。只需要由经理来判断某人是否具备担任公司秘书一职所需要的知识和经验。而上市公司的秘书一般应具备律师、会计师或是公司秘书的职业资质, 不过是否担任过上市公司秘书的经历也会予以考虑。公司秘书通常须承担其他职责, 在小公司更是如此。不论什么时候, 秘书主要是对经理负责。所以公司秘书承担其他行政职责也是在情理之中。

Passage 1

现代办公室指南: 21世纪的办公室

谈到21世纪的办公室, 我们许多人都会联想起最近由上世纪60年代的电视连续剧“迷失太空”翻拍的科幻电影中的场景。我们想象的世界是一个快节奏的信息世界, 可以通过给电脑和大量的游戏器件下达声音指令来加快工作的步伐。谁不想要一只装有麦克风和摄像头可以兼做影像日记的手表呢? 谁不想使用移动电话、视频邮件和视频会议技术, 从而使传统的商务写字楼显得落后于时代呢?

奇怪之处就是: 技术已经有了, 但总有人感到使用那些科学技术很不顺手, 他们总认为社交的需求以及面对面交谈的舒适感是那些科技玩意儿无法竞争的。

对朝九晚五说再见?

随着科技的进步, 越来越多的人选择在家里工作, 并且这种趋势正在日益被接受。其前景非常诱人, 特别是对于那些自己创业的人, 家里有幼小孩子的父母以及患有慢性疾病或残疾的人。美国劳工部劳动统计局的调查显示, 1997年有2100多万人是在家里完成其部分主要工作的。

马代说他相信21世纪的工作性质会使工作场所进一步分散。现代社会的员工都是知识型的, 他们的工作就是接受信息或数据, 修改处理之后再发回。越来越少的人会带着资料上班进行物质产品生产, 即使是在制造型企业情况也是如此。我们大多数人都不要去办公室工作。

未来将会是怎样呢? 随着语音信箱、电邮、即时讯息和视频会议的日益普及, 流动办公或在家办公将会是21世纪的热门潮流。

马代解释说, 有了手提电脑、可以改变路由的电话、视频会议和传真机等, 这些技术可以让你能在家庭办公室为公司工作。只要愿意, 我们在通话的时候随时可以视频相见。科技可以允许你呆在世界的任何角落, 不管是在佛蒙特州的小木房里, 还是在阿拉斯加的钓鱼小屋里, 都可以保持通讯畅通; 和你共事的人也不会知道你在何方, 是在其楼上还是在地球的另一端。通过科技, 人们的交流无疑于身处楼上楼下的感觉。即使对方在月球上, 你与他的交谈也犹如他就在你楼下的大厅里一般。

未来就在眼前？

不管是在家里还是办公大楼里上班，事实上未来已经在眼前。根据网络交换服务公司的公司服务部经理苏·韦泽的说法，网络使小公司跟大公司的竞争成为了可能，也让新成立的公司能够跟那些老牌公司较量。韦泽的本地网络供应商在三年间客户从300人增加到8000人，现在该公司有20名员工。

韦泽说网络是真正的均衡器，它使一些像网络交换服务公司这样的规模较小的本地供应商能够跟美国在线这样的巨头竞争。她说诀窍就是提供足够多的顶尖新产品来让你的顾客满意，同时将数量控制在不让你自己破产的限度内。网络交换服务公司可以提供拨号线路（为个人或小客户）和专用线路（为公司客户），还可以提供网站和传真转电子邮件服务。最近它又添加了iPass功能，让人们在地球上几乎每个角落都能使用网络交换服务公司的账号登陆上网。

通讯技术现在已经如此普遍，它将人们推到了信息革命的风口浪尖。本地网络供应商QualNet的一位发言人苏珊·亨特说，工业和信息革命之间有许多类似之处。她认为网络将会像上世纪二十年代的亨利·福特的A型车的情形一样：不久网络将会成为每个人的必需品，特别是在他们的办公室中。

Passage 2

会议议程

任何商业机构都要开各种各样的会议，如年度例会、董事会和各种执委会会议。机构的秘书都必须为召开会议安排好时间和地点。在做会议安排时，必须要保证大多数应该参加会议的人士有可能出席。这些会议准备工作通常都要通过发送会议议程草案来进行，议程上会列出会议期间要进行的主要事项。

下列示例会帮助你理解和撰写会议议程。

例一：

议程

董事会会议

2015年9月29日

科罗拉多州斯普林市

董事会会议分为三个主要阶段：

信息通报：上次会议的记录；负责人、董事和委员会报告；常规通告。

预 算：核准或否决预算，动议请求大改预算（包括会涉及到修改预算而导致的员工和主管需采取的行动）。

决 议：董事会需审议的提案（不包括直接与预算相关的提案）分为下列三类：

紧急提案：没有经过首次听证，但出于时间或其他考虑必须由董事会处理的提案。

二次听证：已在前次董事会上经过首次听证的提案。二次听证的提议必须按呈诉进行投票表决，只允许做微小的修改。（如果一项提案需要做大的修改或者完全被否决，必须将其在下次董事会上作为首次听证提案提出）

首次听证：即首次提交董事会且无需做紧急决定的新提案。首次听证的提案不会由董事会进行投票表决，除非它被动议为紧急提案类。相反，如提案人不撤回该提案，则提案会自动列入下次董事会的二次听证提案类。

每个提案都应有单独的提案人列入会议议程，且提案人必须出席会议。提案人要阐述提案，解答相关问题，记录修改建议。如该提案需转呈委员会，则他还要负责转呈该提案。提交提案的委员会必须指定专人负责该任务。

例二：

信息技术及广播
专家委员会会议

2015年10月10日（星期二）下午14:30

决策委员会大楼会议室

议程

- 一、选举主席和副主席
- 二、安排2015-2016年度会议时间表
- 三、讨论确定下次会议议题
供审议的议题表
相关会后行动事务表
- 四、其他相关事宜

立法委员会秘书处
2015年10月7日

会议记录

决策委员会

决策委员会文件编号: CB(1)63/00-01

查考号: CB1/PL/ITB/1

决策委员会

信息技术与广播专家委员会会议

会议记录

2015年10月10日(星期二)下午14:30

决策委员会大楼会议室

参会人员: 孙长凯先生(主席)

贺华德·杨先生(副主席)

陈昆仑先生

缺席人员: 李大鹏先生

大维·宋先生

会务人员: 珀丽·文小姐

首席助理秘书

其他人员: 宝莱女士

秘书长助理

一、选举主席和副主席

1. 参加会议的专家委员会资深成员陈昆仑先生主持了2015至2016年度专家委员会主席的选举。
2. 陈昆仑先生就主席人选请求大家进行提名。杨民成先生提名孙长凯先生, 艾米丽·刘小姐附议, 孙长凯先生接受了提名。
3. 没有其他提名, 孙长凯先生被宣布当选为2015至2016年度专家委员会主席
4. 孙长凯先生就任主席职位, 主持副主席选举。
5. 陈昆仑先生提名贺华德·杨先生, 杨民成先生附议, 杨先生接受了提名。
6. 没有其他提名, 贺华德·杨先生当选为2015至2016年度专家委员会副主席。

二、2015-2016年度会议计划表

7. 参会人员一致同意专家委员会月度例会将从2015年11月开始, 在每月的第二个星期一下午2点半举行。

(会后批注：已将2015-2016年度专家委员会会议安排通知委员会成员，参阅CB(1)33/15-16号立法委员会文件。)

三、下次会议讨论议题

8. 参会人员一致同意于2015年11月2日星期四下午2点半安排一次特别会议讨论如下问题
 - (a)
 - (b)
9. 参会人员也一致同意在2015年11月13日星期一下午2点半的11月例行会议上讨论申请第三代移动通信服务许可证问题，并同意邀请代表团到会发表看法。
10. 参会人员还同意，如果时间允许，可在2015年11月13日的例会上或以后的会议上讨论下列的问题：
 - (a)
 - (b)

四、其他事务

11. 主席提醒到会人员，信息技术与广播秘书关于信息技术与广播方面的方针政策领域的吹风会将在2015年10月20日（星期五）上午11点半进行。
12. 会议在下午12点45分结束。

立法会秘书处
2015年10月12日

Career Salon

广义上讲，谈判就是一种相互影响的过程。举例来说，解决争议，就行动方案达成一致，为个人或集体利益讨价还价，或提出符合各方利益的解决方案等都属于谈判的范畴。因此谈判是解决争议的另一种替代方式。

谈判包含三个要素：

过程：指各方进行谈判的方式：谈判背景，参与谈判各方，各方采用的谈判策略，上述各项出场的顺序和阶段。

行为：指谈判各方之间的关系、沟通方式和采取的谈判风格。

实质：指谈判各方的谈判目标、议程、议题、可选方案和最后达成的协议。



Unit 7 Exploring New Business

Text Study

Passage 1

1. Background information

Tired of hearing all the negative news about the economy, many people are looking for opportunities to take control of their finances and starting their business at home. People can earn their income at home through many ways, like babysitting, gluing jewelry, or tutoring. And the majority of them turn to the Internet. Doing business online is called network marketing.

In practice, people are more familiar with the term, e-commerce, which is the advanced stage in the development of network marketing. Basically, it is the process of buying, transferring, or exchanging products, services, and/or information via computer networks, including the Internet.

Although network marketing has generated a number of successful cases, people interested in it still have a lot to learn. Otherwise, they will never be counted in the 3%-5% who laugh last.

2. Difficult sentences

- 1) Making the leap to being an entrepreneurial mindset, where you get paid only for production instead of a guarantee of payment in exchange for 'time served', throws most people for a loop.

当分析一个长句时，可从找到它的主谓宾入手。这个句子的主语为动名词短语“making the leap to being an entrepreneurial mindset”，谓语则是“throws ... for a loop”，宾语为“most people”。句中“where”引导非限定性定语从句则修饰“entrepreneurial mindset”。“making a leap to”意为“（突然）跳到，转换成”。“throw/knock sb. for a loop”表示“使震惊，惊讶”。

翻译：要他们突然转换成企业家的观念模式，也就是薪酬与销售额挂钩，而不是以“服务时间多少”来换取报酬，这实在让他们不知所措。

- 2) Because of this, there are lots of people in the pool who expect to play in the deep-end before they learn the basic strokes to stay afloat.

这个句子用了一个形象的比喻，将商圈比作一个水池，里面的许多人还没有学会基本的打水动作让自己浮在水面上，就想去深水区嬉戏。“stroke”的含义为“划水动作”。此句的结构为：主句是there are lots of people in the pool；who expect to play in the deep-end是定语从句，修饰people in the pool；before引导时间状语从句。

翻译：就是基于这种认识，商海中有许多人在没有学会划水并能漂在水面上这些基本的游泳技能之前就想着下到深水区嬉游了。

- 3) Not many have the marketing skills to generate prospects and after they have approached their friends, family and circle of influence, they run out of gas and sputter to a stop.

句子结构较为简单，需注意句中一些有用的表达。“prospects”在这里的含义是“潜在的客户”，“approach”表示“找谁商谈，求助”。“they run out of gas and sputter to a stop”中的“they”指代“budding home business owners”。他们被喻为汽车。“run out of gas”的意思是“耗尽了汽油”，“sputter”是指“爆响着停息”。

翻译：新生的居家创业者中，没有多少具有足够的营销技能来招徕顾客。在辗转周折地求助于朋友、家里人及其交往圈子里的人之后，他们往往变得精疲力竭，随后创业也嘎然而止。

3. Language points

- 1) **legitimate** *a.* allowed and acceptable according to the law 合法的
e.g.: Making sure your business is legitimate is the top factor in business ethics.
 商业道德的第一要素就是要确保生意合法性。
 Many people claim that Chinglish can be legitimate.
 许多人主张中式英语可以合法化。
- 2) **track record** *a* record of performance of a person or an organization 业绩记录
e.g.: He has a proven track record in this company.
 他在这个公司有可靠的业绩记录。
 This student has a long track record of being absent from class.
 这个学生有长时间的旷课记录。
- 3) **associate** *v.* to make a connection between people or things in your mind 联系
e.g.: People are likely to associate exam results with individual ability.
 人们通常把考试成绩与个人能力联系起来。
 In the public mind he is closely associated with a hero.
 在公众心目中，他总是和英雄联系在一起。
- 4) **iconic** *a.* acting as a sign or symbol of sth. 标志性的
e.g.: The Liberation Monument is an iconic building in Chongqing.
 解放碑是重庆的标志性建筑物。
 This iconic country singer only recorded 70 songs under his own name.
 这位乡村音乐的标志性歌手名下仅录制了70首歌曲。
- 5) **scratch** *n.* a line indicating the location of the start of a race or a game 起跑线；from scratch 从零开始
e.g.: We need to acquire how to start a business from scratch.
 我们需要学习怎样白手起家。
 I learn English from scratch in two years.
 我从零学起，两年学会了英语。
- 6) **franchise** *n.* formal permission given by a company or a government to sell or operate a business (特许) 经销权

e.g.: It's beneficial to run a business under a franchise.

在特许经营权下经营生意是有利的。

They operate fast food franchises in Beijing.

他们在北京经营特许经营快餐店。

7) **leap** *v./n.* to jump/jumping high or a long way 跳跃

e.g.: Look before you leap.

三思而后行。

The superman took a flying leap to the top of the building.

超人一个飞跃跳上了楼顶。

8) **slick** *a.* clever and efficient but not sincere or lacking important ideas 灵活的，讨巧的，华而不实的

e.g.: I'm used to this kind of slick speech given by our leaders.

我对于领导们那些华而不实的演讲已经习以为常了。

Being a slick salesman is not an easy job.

做一个伶牙俐齿的推销员可不是一件容易的事。

9) **hindrance** *n.* an obstacle or impediment 障碍

e.g.: Sometimes, we become more of a hindrance than a help.

我们有时候不但没有帮上忙，还成了个累赘。

Lack of marketing skills is the major hindrance to the success of entrepreneurs.

缺乏营销技巧是妨碍企业家成功的一大因素。

10) **do sb. good** to have a useful effect. 对某人有好处

e.g.: This article can do you good more or less.

这篇文章多少会对你有所帮助的。

Talking to your friends will do you a bit good when you feel upset.

不开心时找朋友谈心会对你有好处。

Key to the Exercises

Oral Communication

Workplace Speaking

Situation 1 *Confirming business trip arrangements*

Task 2 Practice speaking with the prompts as shown by the example given below.

1. I'd like to book a business class seat on a flight from Tokyo to Chongqing, please.
I'd like to book a round trip ticket from Guangzhou to Wuhan, Please.
I'd like to book an open-return ticket from Xiamen to Chengdu, Please.
I'd like to book an economy class seat from Shenzhen to Danian, Please.
2. I'd like to make a reservation for a room with two single beds for March 3rd through 7th.
I'd like to make a reservation for a double room with a good view over the lake for June 5th through 9th.
I'd like to make a reservation for a corner room with windows facing south for October 8th through 15th.
I'd like to make a reservation for a suite for July 5th to 15th.
3. I'm going to a business negotiation in Shanghai. Would you make a reservation for me?
I'm going to a products release in Shanghai. Could you book a plane ticket for me?
I'm going to a trade fair in Shanghai. Could you recommend a place of interest to tour?
I'm going to sign a sales contract in Shanghai. Any advice you can give me?

Situation 2 *Talking about relaxation*

Task 3 Complete the following dialogues by orally translating the given Chinese into English.

1. 1) I'm calling to confirm the arrangements for my trip to Beijing next week
2) I've booked the tickets and reserved the hotel for you already
3) Any ideas about what I could do after the Trade Fair
4) you go to tour the Great Wall and the Forbidden City
2. 5) Nice to see you back
6) Some of the talks were very good indeed
7) You must be very glad you attended the meeting
8) It's a pity I didn't go there with you

Task 4 Role play.

- A:** Hi, Sarah, I'm going to a conference next week in Beijing. Could you make a reservation for me, please?
- B:** Let me see. Your conference is from next Wednesday to Friday. So the flight on Tuesday afternoon can do. I will let you know the exact information of your flight after I check it out later.
- A:** Thanks. How about my hotel?
- B:** The Holiday Inn is a nice place. But sometimes it can be difficult to get a room.
- A:** So what other hotels do you recommend?
- B:** Don't worry. If I can't get you the Holiday Inn, I think we can try the Marriott. What kind of room do you need, sir?
- A:** A single room with a private bath and on the sunny side.
- B:** Ok. Let me get that.
- A:** Oh, by the way, would you please guarantee the reservation for late arrival? Flight delay is quite common recently.
- B:** Alright. Anything else?
- A:** Hmm, any ideas about what I could do there?
- B:** Well, it depends on what you want to do. The places of interests in Beijing are well-known all over the world and represent Chinese culture, like the Great Wall, the Summer Palace, and the Forbidden City. Also, you can enjoy the Beijing Opera if you like.
- A:** Sounds fantastic! And I hear Xi Dan is a great place for shopping, isn't it?
- B:** Right, sir. I hope you'll enjoy your stay in Beijing. I will call you at 2:30 this afternoon to let you confirm your reservation.
- A:** Great. Thank you.

Workplace Listening

Situation 3 Choosing a hotel

Task 5 Listen to conversation and try to answer the following questions.

1. They are discussing which hotel to stay in.
2. Because there are excellent recreation facilities.
3. It's in the financial and commercial district.
4. It can be sometimes difficult to get a room.
5. The Hilton.

Scripts

- M:** I'm off to Chongqing for a few days next month. Can you recommend a hotel?
- W:** Well, I stayed at the Marriott last time I was there.
- M:** What's it like?
- W:** It's very pleasant. There are excellent recreation facilities.
- M:** And where is it? Is it in the town center?
- W:** Well, yes. It's in the financial and commercial district.
- M:** What about the Holiday Inn? I was told it's very good.
- W:** It's excellent, and the service is very efficient. But sometimes it can be difficult to get a room.
- M:** They both sound very good; it's hard to choose.
- W:** Well, why don't you try the Hilton?
- M:** That sounds like a good idea. I'll give it a try.

Situation 4 *Listening to a passage*

Task 6 Listen to the following passage and try to fill in the blanks with proper words.

- | | | |
|---------------|----------------|--------------|
| 1. address | 2. preparation | 3. checklist |
| 4. confirm | 5. reservation | 6. light |
| 7. toiletries | 8. briefcase | 9. laptop |

Script

I'm going to a conference this weekend back in my home state of Minnesota. I am going there to address a convention full of librarians, believe it or not. For me, the worst part of going on the road for business is not the traveling; it's all the preparation you have to do. I created a whole checklist of things I have to do when I travel. First, I confirm that my flight will depart on time departing from LAX. Next, I call to double-check my reservation for the hotel and the rental car. After that, I pull out my suitcase and start packing. I'm a light packer, so I bring only the pants, shirts, socks, and underwear I'm going to need, nothing more. I throw in my toiletries bag with the usual stuff: shaver, shaving cream, toothbrush, toothpaste, and floss, and then I'm just about done. Finally, I go through my briefcase to make sure I have all the things I'll need for the conference: my badge, laptop, overhead transparencies, a notepad, and some pens. Now I'm ready, off I go to my old home.

Written Communication

Workplace Reading

Passage 1

Task 7 Mark the following statements with T (true) or F (false) according to the passage.

- | | | |
|-------|------|------|
| 1. F | 2. F | 3. T |
| 4. T | 5. F | 6. T |
| 7. T | 8. T | 9. F |
| 10. T | | |

Task 8 Read the passage again and answer the following questions briefly.

1. They run an at-home business for making extra cash or creating a career income.
2. Most of them are used to working for an hourly wage or a salary. They probably have difficulty in dealing with an entrepreneurial mindset where they get paid only for production instead of guaranteed payment in exchange for 'time served'.
3. On the one hand, they have unrealistic expectations but lack patience; on the other, they are not equipped with marketing skills.
4. We need patience and persistence in making efforts. What's most important is that we should know how to market ourselves and find the people who are interested in our business.
5. Open.

Task 9 Translate the following sentences into Chinese, paying special attention to the underlined words.

1. 你可以通过替人照看孩子、封装信件、加工拼接珠宝等方式赚钱。
2. 这种在家里做生意的方式是合法的，早有存在。是人们赚取外快或是创造就业收入的一种成功方式。
3. 网络营销模式的存在已有近百年的历史，人们也经常会将其与一些代表性的品牌联系在一起，如雅芳、安利、特百惠和康宝莱。
4. 与白手起家建立传统的实体商业或购买特许经营营销权不同，在家创立网上公司非常便宜。
5. 要他们突然转换成企业家的观念模式，也就是薪酬与销售额挂钩，而不是以“服务时间多少”来换取报酬，这实在让他们不知所措。
6. 他们模糊地认为，只要支付了费用进行注册后，就可以走上致富的阳光大道了。
7. 就是基于这种认识，商海中许多人在没有学会划水并能漂在水面上这些基本的游

- 泳技能之前就想着下到深水区嬉游了。
8. 居家创业者中，没有多少人具有足够的营销技能来招徕顾客。在辗转周折地求助于朋友、家里人及其交往圈子里的人之后，他们往往变得精疲力竭，随后创业也嘎然而止。
 9. 它需要坚持不懈的努力。
 10. 如果你没有办法去找到对你的业务感兴趣的人，纵使是世界上最好的产品、服务和机遇，对你而言也毫无用处。

Passage 2

Before reading the material, answer the following questions first.

1. Marketing, packaging, quality, effect, service and so on
2. Open.

Task 10 Mark the following statements with T (true) or F (false) according to the passage.

- | | | |
|------|------|------|
| 1. F | 2. F | 3. T |
| 4. F | 5. F | 6. F |
| 7. T | 8. T | |

Task 11 Give short answers to the questions.

1. To help the company to identify the market.
2. Through Retail, Distribution, Direct Mail, Mail Order Catalog, Internet, Telephone Order.
3. Alpine fresh, summer meadow, spring flowers.
4. By writing our comments on the Soapy Suds.
5. Personnel Manager.

Task 12 Complete the following sentences by translating the part in Chinese into English.

1. identify new application properties of our software
2. Please use the 5-point scale to indicate importance
3. select the top three that would be of most interest to you
4. Through what means
5. Thank you for taking the time
6. base a purchasing decision on other customers' comments

Workplace Writing

Letters of Reservation

Task 14 Arrange the following sentences to form an appropriate letter body.

d-c-b-e-a

Task 15 Translate the following sentences into English.

1. Would you please book a flight reservation for Mr. Li Ming?
2. We'd like to travel all economy class.
3. Are there any aisle seats available?
4. Would you please confirm these flights to me at the address provided below?
5. For any further information, please call 13000000000.
6. Please reserve for Mr. Li Ming a standard hotel room with computer access for the period May 3rd to May 14th.
7. Mr. Wang Gang would like to charge his hotel accommodation to his Peony credit card which you have on file.
8. We would appreciate your prompt confirmation of this reservation.

Workplace Project

Task 16 Work in groups to write a hotel reservation request based on the situation given below.

Dadi Trading Co. Ltd.
335 Jiefang Rd.
Shenzhen, China
September 20, 2015

Hilton Hotel
111 Zhongshan Rd.
Chongqing, 400023

Dear Sir or Madam:

I would like to reserve for Mr. Zhang Ming a standard hotel room with a double bed for the period from October 7 to October 15, inclusive.

Mr. Zhang Ming would like to charge his hotel accommodation to his Master Card upon arrival.

We would appreciate your prompt confirmation of this reservation at the Company

name and address indicated above. Would you please send this confirmation to my attention and also confirm your check-out time?

Thank you for your prompt attention.

Yours very truly
Li Mingyin,
Secretary to Mr. Zhang Ming (Sales Manager)
/LM



Translations

Workplace Speaking

Situation 1 Confirming business trip arrangements

例一:

- W: 乔治, 是你吗? 你打电话是来确认下周去上海的旅行吧?
M: 是的。你能帮我安排住宿吗?
W: 当然, 我已经为你在假日饭店订了房间。那地方不错。
M: 谢谢! 你订的是哪种房间?
W: 你喜欢的向阳的带卫生间的大床房。
M: 谢谢! 有人接机吗?
W: 麦克会接你的, 不用担心。
M: 你考虑得真周到。
W: 没什么。顺便问一下, 你想在上海期间看场京剧吗? 我可以帮你订票。
M: 太好了! 非常感谢!

Situation 2 Talking about relaxation

例二:

- W: 你去了上海, 是吧? 展览会怎样?
M: 非常有趣。
W: 我也要去上海参加贸易会。可能会在上海过周末, 有什么建议吗?
M: 那要看你喜欢做什么?
W: 没什么特别的。你知道, 逛街啦, 观光啦, 就这些事。
M: 想去参观东方明珠电视塔, 或者金贸大厦吗? 它是全球第三高楼。
W: 真的吗? 听起来不错。逛街去哪儿呢? 南京路是个好地方, 对吗?
M: 是的, 希望你在上海玩得高兴。

Workplace Listening

Passage 1

—— 如果居家创业赚钱那么容易, 为什么会有这么多人失败?

居家创业赚钱的方式多种多样。你可以通过替人照看孩子、封装信件、加工拼接珠宝等方

式赚钱。但是在大多数情况下，居家创业赚钱的机会是指网络营销，或者多层次营销。

这种在家里做生意的方式是合法的，早有存在，是人们赚取外快或是创造就业收入的一种成功方式。网络营销模式的存在已有近百年的历史，人们也经常会将其与一些代表性的品牌联系在一起，如雅芳、安利、特百惠和康宝莱。

但是居家网络营销成功率的统计数据却不尽人意：97%均以失败告终。

是不是人人都认为居家创业赚钱是一件很容易的事呢？当然不是！

与白手起家建立传统的实体商业或购买特许经营权创业不同，在家创立网络营销公司非常便宜。

购买特许经营权可能会花费上百万甚至上千万元的资金，而一般的居家网络分销权则只需花费100至300美金。居家创业的机会触手可及，也容易开始，但想靠招募下家获得晋级这种灵巧的方式来赚钱却绝非易事。

宣传册、DVD和网络论坛上总是吹捧最成功的例子，当然这也应该是很正常的。毕竟，如果有些人成功了，实现了他们的发财梦，这就意味着你也能够做到。

那么，挑战是什么呢？其中一个就是绝大部分对居家赚钱感兴趣的人都习惯于领取小时工资或薪酬。要他们突然转换成企业家的观念模式，也就是薪酬与销售额挂钩，而不是以“服务时间多少”来换取报酬，这实在让他们不知所措。

为什么有这么多人创业失败？

首先，居家创业初始不需高额投入，而且很多人想的便是他们马上就能赚到大钱。他们模糊地认为，只要支付了费用进行注册后，就可以走上致富的阳光大道了。就是基于这种认识，商海中有许多人在没有学会划水并能漂在水面上这些基本的游泳技能之前就想着下到深水区嬉游了。

换言之，他们心怀不切实际的期待并缺少耐心导致他们的失败。

其次，不管是加入哪家公司或者经销什么产品，最重要的是能吸引感兴趣的顾客与你交谈。居家创业者中，没有多少人具有足够的营销技能来招徕顾客。在辗转周折地求助于朋友、家里人及其交往圈子里的人之后，他们往往变得精疲力竭，随后创业也嘎然而止。

如何让居家创业赚钱取得成功？

居家赚钱和任何其他赚钱方式一样，都遵循相同的规则：只有3%~5%的顶尖人才能赚取世上最多的钱。这就是规则，是不会改变的。

并不是说你自己不能登上顶峰，而是说你必须做97%的失败者没有去做的事情。网络营销商业模式很简单，并不需要MBA学位或多年的经验（事实上，这些东西可能会成为绊脚石）。它需要坚持不懈的努力。如果你想成功，你就得制定计划，去创新并付诸行动。

其实，居家创业赚钱的实质就是：如果你愿意去做，你可以从第一天就开始赚钱并积累一份实实在在的收入。

除了你经营的生意之外，不管是网络经营还是其他经营，你都需要懂得如何推销自己的业务，这才是成功的基础。如果你没有办法去找到对你的业务感兴趣的人，纵使是世界上最好的产品、服务和机遇，对你而言也毫无用处。

Passage 2

新产品问卷表

谢谢你选择Soapy Suds牌洗衣粉。希望您能花五分钟填写这份问卷表，因为该调查提供的信息将帮助我们开发新产品。衷心感谢您的协助，希望你能赢得一年免费使用Soapy Suds牌洗衣粉的抽奖。

包装		
Soapy Suds的包装	<input type="checkbox"/> 太大	
	<input type="checkbox"/> 太小	
	<input type="checkbox"/> 合适	
包装的颜色	<input type="checkbox"/> 很抢眼	
	<input type="checkbox"/> 无吸引力	
包装容易拆开:	<input type="checkbox"/> 是	<input type="checkbox"/> 不
产品:		
Soapy Suds使我白色的衣物	<input type="checkbox"/> 白净	
	<input type="checkbox"/> 变灰	
	<input type="checkbox"/> 没有变化	
Soapy Suds的香味会持续:	<input type="checkbox"/> 一天	
	<input type="checkbox"/> 两天	
	<input type="checkbox"/> 三天	
我最喜欢的Soapy Suds气味是	<input type="checkbox"/> 阿尔贝斯清香型	
	<input type="checkbox"/> 夏季牧场香型	
	<input type="checkbox"/> 春花香型	
我认为Soapy Suds	<input type="checkbox"/> 价格合理	
	<input type="checkbox"/> 太贵	
你最喜欢通过哪种方式购买该产品	<input type="checkbox"/> 零售	<input type="checkbox"/> 分销
	<input type="checkbox"/> 直销	<input type="checkbox"/> 邮购
	<input type="checkbox"/> 互联网	<input type="checkbox"/> 电话订购
《产品介绍》在多大程度上影响你决定是否购买该产品	<input type="checkbox"/> 非常大	<input type="checkbox"/> 很大
	<input type="checkbox"/> 有一点	<input type="checkbox"/> 不大
	<input type="checkbox"/> 没有影响	
你在哪里购买的Soapy Suds?	<input type="checkbox"/> 超级市场	
	<input type="checkbox"/> 零售商店	
	<input type="checkbox"/> 其它地方	
如果上一个问题你的选择是“其它地方”，请注明在哪里:		

幸运抽奖:

请用100个以内的词说明你为什么使用该产品。幸运者将在2015年3月产生,赢得免费使用一年Soapy Suds的机会:

最吸引我的是这种令人满意的洗衣粉的香味和低价。我将继续天天使用它。

请提供你的联系方式: .

姓名	王大明	职务	人事经理
单位	东江有限公司		
地址	重庆路12号	邮政编码	400042
电子邮件	Daming_w@yahoo.com	电话	(023) 65322356

谢谢你抽时间参加我们的调查。

Workplace Writing

Letters of Reservation

例一:

成都大发贸易有限公司
成都新华路11号
中国 四川

中国民航
中国 成都

亲爱的先生、女士:

请为阿兰·乔丹先生预定以下航班的机票:

9月12日,(星期五), 成都—上海中国民航NY195航班, 起飞时间上午10点(北京时间), 然后转乘加航上海—多伦多的航班, 。

所有航班都请订公务舱, 可能的话请订4—7排靠窗的座位, 。

机票费用请记在阿兰·乔丹先生的信用卡上, 请在资料中查寻信用卡信息。

请按上述地址回函确认以上航班, 并请告知取票和付款时间。另外请确认航班班次, 以及9月12日飞往多伦多的起飞时间。

如需了解其他情况, 请致电询问, 我的号码为7348054, 传真号: 7348055.

期待你早日回函确认。

你忠诚的
黎明
阿兰·乔丹先生秘书
/LM

例二:

成都大发贸易有限公司
成都新华路11号
中国 四川

假日饭店
美国 纽约

亲爱的先生、女士:

请为阿兰·乔丹先生订一间标准间,日期从3月20日到3月25日(包括25日)。阿兰·乔丹先生将于3月8日从北京飞纽约。由于到达时间不能确定,可能晚到,请保留预订。

住宿费请记在阿兰·乔丹先生的万事达信用卡上,先生到达即付。

以上预订请尽快回函确认,将不胜感激。地址请见信头。确认回函请寄给我本人,并告知你们的退房时间。

如及时回函,不胜感激。

你忠诚的
黎明
阿兰·乔丹先生秘书
/LM

Career Salon

一名教授在一所印度国立商学院向学生讲解市场营销的概念:

- 1 你在聚会上看见一个漂亮的女孩。你走过去对她说:我很有钱,嫁给我吧!——这是直销。
- 2 你和一群朋友在聚会上看见一个漂亮的女孩。其中一个朋友走过去指着你对她说:他很有钱,嫁给他吧。——这是打广告。



- 3 你在聚会上看见一个漂亮的女孩。你走过去要到她的电话号码。第二天你给她打电话说：我很有钱，嫁给我吧。——这是电话推销。
- 4 你在聚会上看见一个漂亮的女孩。你起身整理好领带，走到她身边，为她斟酒；为她开车门，拎包，送她回家然后说：顺便说一句，我很有钱，你愿意嫁给我吗？——这是公关。
- 5 你在聚会上看见一个漂亮的女孩。她走过来对你说：你很有钱，能娶我吗？——这是品牌效应。
- 6 你在聚会上看见一个漂亮的女孩。你走过去对她说：我很有钱，嫁给我吧！她爽快地给了你一耳光。——这是客户反馈。
- 7 你在聚会上看见一个漂亮的女孩。你走过去对她说：我很有钱，嫁给我吧！她随即将你介绍给她的老公——这是供求差距。
- 8 你在聚会上看见一个漂亮的女孩。你过去还没来得及开口，另一个人过来对她说：我很有钱，愿意嫁给我吗？她跟他离开了。——这是市场份额被竞争对手吃掉
- 9 你在聚会上看见一个漂亮的女孩。你过去还没来得及开口：我很有钱，嫁给我，你的老婆出现了。——这是打入新市场时受到了限制。



Unit 8 Listen to Your Customers

Text Study

Passage 1

1. Background information

A **customer complaint** or **consumer complaint** is “an expression of dissatisfaction on a consumer’s behalf to a responsible party”. It can also be described in a positive sense as a report from a consumer providing documentation about a problem with a product or service. In fact, some modern business consultants urge businesses to view customer complaints as a gift.

Consumer complaints are usually informal complaints directly addressed to a company or public service provider, and most consumers manage to resolve problems with products and services in this way, but it sometimes requires persistence.

If the grievance is not addressed in a way that satisfies the consumer, the consumer sometimes registers the complaint with a third party such as the Better Business Bureau and Federal Trade Commission (in the United States). These and similar organizations in other countries accept consumer complaints and assist people with customer service issues, as do government representatives like attorneys general. Consumers however rarely file complaints in the more formal legal sense, which consists of a formal legal process.

In some countries (for example Australia, the United Kingdom, and many countries of the European Community), the making of consumer complaints, particularly regarding the sale of financial services, is governed by statute (law). The statutory authority may require companies to reply to complaints within set time limits, publish written procedures for handling customer dissatisfaction, and provide information about arbitration schemes.

The advent of Internet forums has provided consumers with a new way to submit complaints. Websites such as the consumer news and advocacy site Consumer Affairs.com accept and publish complaints. Publishing complaints on highly visible websites increases the likelihood that the general public will become aware of the consumer’s complaints. Internet forums in general and on complaint websites have made it possible for individual consumers to hold large corporations accountable in a public forum.

2. Difficult sentences

- 1) Correspondingly, many business owners experienced not only the happy ring of a busy cash register, but also the occasional unhappy sting of a customer’s complaint.

在这里 “ring”是指 “铃声，响声” 的意思，“happy ”是来形容业主听到繁忙的收银机的铃声时的高兴的心情，因此说是 “happy ring”，这正好和后一句的 “unhappy sting” 相呼

应。“unhappy sting”是形容业主收到投诉时的烦恼。

翻译：相应地，许多商家不但会体验到繁忙的收银机不断传来的喜悦铃声，也要偶尔体验顾客的不满投诉所带来的烦恼。

- 2) Fortunately, you can choose to see a complaint as an important customer leverage point, and work to turn a negative into a positive.

“leverage point”原指“杠杆的支点”，在这里暗喻投诉是一个改进服务的借力点。

“turn...into”的意思是“把什么变成什么”。

翻译：不过，乐观地看，您可以把客户的投诉看作是解决问题的重要借力点，变不利为有利。

- 3) Ultimately, however, your goal should be to go beyond implementing a one time “fix”, and work to systematize solutions so that similar complaints won't happen again — either with that customer, or with any other customers.

“fix”原是“修理，修补”的意思，在这里表示“解决，处理”，即解决或处理投诉。A one time “fix”是指一次性“修复”。one time在这里作定语用，期间也常用连字符，也即one-time。

翻译：然而，解决投诉的最终目的不只是对投诉进行一次性的“修复”，而是要把解决投诉的办法系统化，避免同类投诉事件的再次发生（无论是在此次投诉的客户身上，还是在任何别的客户身上）。

- 4) You will never reach your objectives if you react to complaints negatively, sweep them under the rug, or do not take them seriously

本句中的“sweep...under the rug”是固定搭配，意思是“隐匿”（原词组的字面含义是“扫到地毯下”）。

翻译：如果你消极地对待投诉，隐瞒投诉，不给予严肃认真的处理，那么你将永远达不到自己的目标。

3. Language points

- 1) **enclose** *v.* put sth in an envelope, letter, parcel, etc 将某物放入封套、信件、包裹等中

e.g.: I'll enclose your letter with mine.

我把你的信装在我的信里。

A cheque for ten pounds is enclosed.

附上一张十英镑的支票。

- 2) **regarding** *prep.* concerning; about 关于，至于

e.g.: Regarding your recent inquiry, I have enclosed a copy of our new brochure.

关于你最近的查询，我已附上了我们的一本新宣传手册。

All sorts of stories were current among these folks regarding the family at Clavering.

在这些人间，流传着有关克拉弗林家的各种小道消息。

- 3) **hustle and bustle** 拥挤喧嚣

e.g.: She soon get used to the hustle and bustle of city life.

她不久就习惯了城市生活的喧闹繁忙。

It seems that he enjoys the hustle and bustle of life in the big city.

看起来他似乎很喜欢大城市热闹繁忙的生活。

- 4) **occasional** *a.* happening, coming, done, etc from time to time; not regular 偶然的；偶尔的；非定时的。

e.g.: He pays me occasional visits.

他偶尔来看看我。

There will be occasional showers during the day.

白天将偶有阵雨。

- 5) **turn into** 变成

e.g.: A flicker of interest soon turns into the burning flames of desire.

一丝情趣的星星之火很快演成了干柴烈火般的欲望。

Caterpillars can turn into butterflies.

毛毛虫可以变成蝴蝶。

- 6) **capitalize on** to use a situation or something good that you have, in order to get an advantage for yourself 利用

e.g.: Among them, some are true enemies who capitalize on factionalism to cause serious disruption.

其中，有的是敌人，他们利用派性来闹事。

We should capitalize on every chance we get to improve our English.

我们应该充分利用一切机会来提高英语水平。

- 7) **paramount** *a.* having the greatest importance or significance; supreme 最重要的；最重大的；至上的

e.g.: This matter is of paramount importance.

此事至关重要。

The reduction of unemployment should be paramount in the government's economic policy.

降低失业率应是政府经济政策的头等大事。

- 8) **escalate** *v.* (cause sth to) increase or develop by successive stages; become or make (sth) more intense (使某事物) 逐步增长或发展；(使某事物) 更紧张

e.g.: The Government is deliberately escalating the war for political reasons.

政府出于政治目的蓄意使战争逐步升级。

House prices have escalated rapidly.

房价已急速上涨。

- 9) **rectify** *v.* put (sth) right; correct 改正(某事物)；纠正

e.g.: Please rectify the mistake in my bill.

请改正我帐单上的错误。

I made a mistake that cannot be rectified.

我犯了一个无法挽回的错误。

- 10) **appreciate** *v.* understand and enjoy (sth); value highly 理解并欣赏(某事物)；赏识；高度

评价

e.g.: You can't fully appreciate foreign literature in translation.

看翻译作品很难全面欣赏外国文学。

I really appreciate a good cup of tea.

有好茶一杯，我就真乐在其中了。

- 11) **address** *v.* start trying to solve it; ~ (yourself to) sth (formal) to think about a problem or a situation and decide how you are going to deal with it 处理，解决

e.g.: Our products address the needs of real users.

我们的产品会满足真正用户的需求。

We must address ourselves to the problem of traffic pollution.

我们必须解决交通污染问题。

- 12) **roll sth out** to make a new product available for people to buy or use 正式推出（新产品）；开展（新的政治运动）

e.g.: The company expects to roll out the new software in September.

这家公司预计将在九月份推出新的软件。

The new model is to be rolled out in July.

这种新型号将在七月份正式推出。

- 13) **engage** *v.* engage (sb) in sth (cause sb to) take part in or be occupied in sth （使某人）参加某事或从事某事

e.g.: I have no time to engage in gossip.

我无暇闲聊。

I engaged him in conversation.

我让他加入谈话。

- 14) **keep sb/sth out (of sth)** prevent sb/sth from entering (a place) 不让某人[某物]进入（某处）

e.g.: Keep that dog out of my study!

别让那条狗进我的书房！

She wore a hat to keep the sun out of her eyes.

她戴帽子遮阳，保护眼睛。

- 15) **optimize** *v.* to make sth as good as it can be; to use sth in the best possible way 优化。

e.g.: They need to optimize the use of available resources.

他们需要对可用资源的利用进行优化。

We should optimize the composition of the standing committee.

我们应该优化常委会的组成。

- 16) **attach** *v.* ~ sth (to sth) fasten or join sth (to sth) 将某物系在/缚在/附在（另一物）上

e.g.: This middle school is attached to a teachers' college.

这所中学附属于一所师范院校。

He attached a label to his baggage.

他往行李上贴了一个标签。

Key to the Exercises

Oral Communication

Workplace Speaking

Situation 1 *making a complaint*

Task 2 Practice speaking with the prompts as shown by the example given below.

Open

Situation 2 *Inquiring about application for British universities*

Task 3 Complete the following dialogues by orally translating the given Chinese into English.

1. 1) Did you read the trouble-shooting guide
- 2) I wish you would honor your commitment to give me an unconditional refund
- 3) On behalf of our company I would like to express our sincere apologies for the inconveniences we have caused you
- 4) Have you brought the receipt with you
2. 1) Is this the after-sales service center? Would you please send over the maintenance worker
- 2) In that case, your product is beyond the warranty period; we can give you maintenance with extra charge. When are you free
- 3) Could you give me your address and telephone number, please

Task 4 Role play.

- A: I am so angry about the newly purchased iron! I want to make a complaint to your manager.
- B: I am sorry, sir! Our manager is not here now. I am the secretary of the company. Can I help you? What's wrong with the iron?
- A: My overcoat has been ruined by this iron.
- B: Oh, I am sorry to hear that. Have you read the operation instructions?
- A: Of course!
- B: Did you take your proof of purchase along?
- A: Yes, here you are!
- B: Sorry for the trouble we have caused you. We will honor our commitment of refund

and compensation if there is any problem with our product. However, as for this case, I am not in a position to say yes or no. You'd better contact the manager, who has the final say on this problem .

A: Sorry, I want to solve this problem right now!

B: Oh, in that case, can we meet each other half way by exchanging your iron for a new one?

A: Ok.

B: Thank you!

Workplace Listening

Situation 3 Promoting a new product

Task 5 Listen to a conversation and try to answer the following questions.

1. He was promoting a new product his firm has developed.
2. Ms Smith.
3. She was in an emergency meeting at that moment.
4. Because she already had a tight schedule that week.
5. Leave his business card and product sample there for Ms Smith's consideration.

Scripts

W: Good morning. May I help you, sir?

M: Yes, this is a new product our firm has developed. I've wanted to see if your company would be interested in placing some trial orders with us. Would you please take a moment to look at it?

W: I'm sorry I 'm not in a position to say yes or no.

M: May I know whom I should contact for the final decision?

W: All equipment purchases are handled by Ms Smith of the purchasing department.

M: May I see her now?

W: She is in an emergency meeting at the moment. I don't know when she will be available.

M: Can you make an appointment for me?

W: OK, but not this week. She has a tight schedule already. Would you leave your business card and your sample here? I will bring this matter to her for her consideration when she is back.

M: Many thanks.

Situation 4 *Listening to a passage*

Task 6 Listen to the following passage and try to fill in the blanks with proper words or phrases.

- | | | |
|-----------------|----------------------|----------|
| 1. regarding | 2. company | 3. see |
| 4. interesting | 5. looked forward to | 6. guide |
| 7. drove | 8. explore | 9. angry |
| 10. convenience | | |

Script

I am writing regarding a tour that my wife and I took with your company on February 26, 2006. The brochure stated that we would see some of the most interesting sights of the city. Since we had visited the city before, we looked forward to seeing some new attractions.

On the morning of February 26, our tour guide picked us up in a small van. It did not look like any tour bus I had ever seen. Our tour guide drove us to the waterfront area and said that we could explore the area on our own. The tour guide said that he had to leave for a short time to arrange for our lunch.

By the time the tour guide came back, three hours had gone by! I was very angry and confronted him. I told him that this was the worst tour I had ever been on.

I am asking for a complete refund of the price of the tour. Please send a check to the address above for \$150.00 at your earliest convenience. I have enclosed a copy of the receipt for the tour.

Written Communication

Workplace Reading

Passage 1

Task 7 Mark the following statements with T (true) or F (false) according to the passage.

- | | | |
|-------|------|------|
| 1. F | 2. T | 3. F |
| 4. F | 5. T | 6. F |
| 7. T | 8. F | 9. T |
| 10. F | | |

Task 8 Read the passage again and answer the following questions briefly.

1. Because the customers' busy schedules and short tempers collide, leading to criticism about some aspect of your goods or services.
2. The strategic view of complaints is to see complaints as important customer leverage points. Because the way you deal with a complaint will decide whether your customers will leave you angrily or become your repeat clients.
3. The ideal way to solve complaints is to take the time to discover the root cause of the customer's dissatisfaction, and then deal with the situation in a practical manner.
4. Because if you don't strategically identify a system to address complaints, you will never know if you just fixed something this once, or if you solved it for good.
5. This passage mainly talks about how to treat complaints in business. It states that the business owners should take a strategic view to see complaints as opportunities and deal with complaints by systemizing solutions to complaints.
6. Open.

Task 9 Translate the following sentences into Chinese, paying special attention to the underlined words.

1. 因而，许多商家不但会体验到繁忙的收银机不断传来的喜悦铃声，同时也要偶尔体验顾客的不满投诉所带来的烦恼。
2. 不过乐观地看，您可以把客户的投诉看作是解决问题的重要借力点，变不利为有利。
3. 对待投诉不能下意识地感情用事，这一点非常重要，因为感情用事可能让事情适得其反。
4. 相反，解决投诉的理想办法是耐心地找出客户不满的原因，而后客观务实地对其进行处理。
5. 只要客户的担忧得到重视，而不是受到忽视或被隐匿，他们就会感到满意。
6. 然而，解决投诉的最终目的不只是对投诉进行一次性的“修复”，而是要把解决投诉的办法系统化，避免同类投诉事件的再次发生。
7. 你还要考虑实行这一新系统所需要的资源。
8. 你必须时刻警惕这个系统中的漏洞。
9. 如果你消极地对待投诉，隐瞒投诉，不给予严肃认真的处理，那么你将永远达不到自己的目标。
10. 投诉的确是机会，只不过是伪装起来的机会而已，它可以优化和改善内部商务工作机制。

Passage 2

Task 10 Mark the following statements with T (true) or F (false) according to the passage.

1. F
2. F
3. F

4. F
7. F

5. T

6. F

Task 11 Give short answers to the questions.

1. Return it in the envelope provided.
2. They should be more technically competent and have a stronger work ethic.
3. No, he doesn't.
4. Cost-effective.
5. Maintenance cost is too high.
6. TV.

Task 12 Complete the following sentences by translating the parts in Chinese into English.

1. continuing patronage
2. complete the customer satisfaction survey
3. a postage-paid return envelope or a toll-free fax number is attached.
4. timeliness of reply to your telephone calls by personnel in the customer support center.
5. continue to use and recommend the products of our company to others
6. any suggestions for the improvement of our products and service
7. From which source did you learn about our company/ From TV, newspaper, radio, street poster, handout or word of mouth

Workplace Writing

Proposals

Task 15 Arrange the following statements to form a letter correctly, paying attention to the proper layout.

May 28, 2002.

Windy Hugh

Windy Silk Company, 562 Madison Street, Denver, Colorado

Dear Ms Windy Hugh:

- **Background information:** The sales volume of our company dropped radically in the past month because some foreign companies used dumping products at a low price to open our market. I have heard from reliable sources that your company also lost market share, so we believe that we are now in the same boat.

The approach to the problem: I propose that we two companies should set a uniform retail price(统一零售价) at this critical period so we don't bring more confusion to the market. We also need to persuade local government to make an anti-dumping policy to resist any unfair competition.

■ **Estimated cost:** Roughly \$5000.

I am eager to hear your opinion on this matter at the earliest possible date.

Zhong Ming

Task 16 Translate the following sentences into English.

1. Our company needs to restructure the management and eliminate unnecessary layers of the middle management in order to improve working efficiency.
2. We should tighten our control over first-line production to cut costs.
3. We should make a regular follow-up call (回访电话) or visit to our customers.
4. We will design and produce our products according to market changes and customer demands.
5. We should honor our commitment of "unconditional refund" to regain our buyer's trust.
6. Our company should unite with other local companies to launch an "anti-dumping campaign."
7. I propose that we set up a sub-office in Beijing to establish a complete distribution network there.

Workplace Project

Task 17 Write a proposal letter according to the given information.

To: Board of Directors

From: David Smith

Date: Dec.11, 2001

■ **Background information:** Our investment in the hotel industry at the beginning of the year didn't bring us the estimated profits.

The approach to the problem: I propose that we draw back the investments and re-focus on our core business—food processing .We can create a special team to check Sunshine Hotel accounts . The team can consist of current staff by transferring Georgia March and Nancy Lynn from the accounting department .

■ **The estimated time:** approximately two weeks.

David Smith

Translations

Workplace Speaking

例一：

W: 您好。这是ABC在线购物中心，有什么可以帮忙的吗？

M: 我要投诉。

W: 什么事？请告诉我。

M: 一个月前，我通过网上付款为我太太订购了一串珍珠项链，但货至今未到。

W: 非常抱歉。您可以告诉我您的名字和订单号吗？

M: 基尔·史密斯，订单号是xt4296。

W: 让我查一下……对！但是史密斯先生，您所定购的项链现在缺货。

M: 什么？那样的话，为什么在已经缺货的情况下，你们购物中心依然接受我的在线付款呢？

W: 可能那是由于我们的网管人员每半天才更新一次商品信息的缘故。

M: 但是您们应当为顾客提供及时的商品信息。

W: 我将把您的建议反馈给有关人员。无论如何，我要为我们给您带来的不便表示深深的歉意。

M: 你们能退款吗？

W: 这是我们的责任。货到我们会通知您。谢谢您打电话来。

例二：

M: 对不起，请问这是XYZ留学咨询中心吗？

W: 是的。有什么需要帮忙的吗？

M: 我叫张波，想到一所英国大学攻读计算机硕士学位。

W: 您找对地方了。我们公司可以提供从入学申请，资料翻译，护照签证申请到国际机票代订等等的系列服务。

M: 你们有英国大学的介绍资料吗？

W: 有很多。你可以拿一些回去看看。如果你对哪一所大学有兴趣的话，请与我们联系。

M: 申请大概需要多长时间？

W: 这取决于你具体的情况。如果你想在秋季入学的话，我建议你尽早申请，你还可以享受到我们的团队机票折扣。

M: 如果决定的话，我要付多少申请费呢？

W: 两千元。我公司的移民咨询顾问将对你的个人材料进行评估。

M: 非常感谢。

W: 不客气。

Passage 1

化投诉为机遇

最近的假日购物季节是拥挤和喧闹的时刻，但对一些商家来说，却经受了不少的紧张压力。相应的，许多商家不但会体验到繁忙的收银机不断传来的喜悦铃声，同时也要偶尔体验顾客的不满投诉所带来的烦恼。

事实上，一年之中随时都可能会有顾客投诉，因为很多顾客自身工作繁忙加之脾气暴躁，他们常常会对你的商品或服务的某个方面提出批评。不过乐观地看，您可以把客户的投诉看作是解决问题的重要借力点，变不利为有利。如何处理投诉将决定你的客户是会沮丧地离开，不再与你合作，还是你满足他们的合理诉求，使之成为你的回头客。从战略上看，投诉实际上是潜在的获利机会。

要有战略眼光

对待投诉不能下意识地感情用事，这一点非常重要，因为感情用事可能让事情适得其反。相反，解决投诉的理想办法是耐心地找出客户不满的原因，而后客观务实地对其进行处理。商家最好能够积极主动地解决投诉，这样客户就会感到自己的诉求得到重视，而且问题会得到快速纠正。

比如，当客户抱怨等待太久而无人回应时，你可以尝试着给客户更加个性化和人性化的关怀。或者，对客户购买过程的每个环节进行分析并找到你或者你的员工对客户真的接待不周的地方。你要让客户感受到你的关心，要让他们感觉到你已经吸取了投诉中的教训并将用于改进你的经营。只要客户的担忧得到重视，而不是受到忽视或被隐匿，他们就会感到满意。

然而，解决投诉的最终目的不只是对投诉进行一次性的“修复”，而是要把解决投诉的办法系统化，避免同类投诉事件的再次发生（无论是在此次投诉的客户身上，还是在任何别的客户身上）。如果你不从战略的角度建立处理投诉的系统，你将无从知晓你只是解决了这一次的麻烦，还是永久性地解决了投诉问题。

系统化解决方案

你要采取的重要一步是去弄清投诉的问题和各种解决办法，并把它们记录下来。你还要考虑实行这一新系统所需要的资源，比如新的技术，新员工的培训因素，以及为公司服务的短期和长期辅助培训等。

所有这些问题解决之后，你就可以在员工中推广这个系统了。当然，这不是说简单地把一份“请阅读”便利贴贴在员工的办公桌上就完事了。一个好的建议是你和你的员工积极进行一些投诉场景的角色演练，以便让他们了解日后如何能更好地处理类似的投诉。你也可以安排问答和讨论时间让员工参与，解除他们对新系统的犹豫，确保任何疑问都能得到解决。

系统建立并推广之后，还需要做什么呢？是不是可以认为你再也不会收到任何顾客的投诉了呢？不一定。你必须时刻警惕这个系统中的漏洞，快速的识别新的投诉，并把解决这些新的投诉的方案收入该系统。这个系统将周而复始地不断更新、量化、处理并不断进行完善。

隐藏的机会

谨记，你应该感谢能听到投诉，因为投诉可以给你提供一个参照点，据此你可以知道自己在哪些方面可以做得更好。如果你消极地对待投诉，隐瞒投诉，不给予严肃处理，那么你将永远达不到自己的目标。

投诉的确是机会，只不过是伪装起来的机会而已，它可以优化和改善内部商务工作机制。如果你开始把顾客的投诉看作是一个变不利为有利的着力点，那么你就可以借此机会把你的业务推向另一个高度。

Passage 2

顾客满意调查表设计要点

调查对象：

理想的取样对象包括忠实的顾客，潜在的顾客和流失的顾客。

顾客调查方式：电话，信件，个别，因特网。

进行顾客调查的“五步曲”

总体规划→拿出方案→采集数据→分析数据→采取行动

增加反馈率的诀窍：

附上邮资已付的回邮信封或是对方付费的传真号码。

赠送小礼物作为对占用调查者宝贵时间的补偿。

精简问题的数量。在店内的计算机上设置一个意见调查表，邀请顾客现场作答。

顾客意见反馈表

亲爱的顾客：

XYZ公司乐意为您服务。我们期待着您一如既往继续支持我们的产品，我们渴望听到您的意见和建议。请花几分钟时间填写这张调查问卷，填好后请装在邮资已付的信封内，寄给我们。我们提前向您表示感谢。请记住：您的意见关乎全局。

(1=强烈反对 2=不同意 3=一般 4=同意 5=完全同意)

我满意XYZ公司产品的如下特征：

	1	2	3	4	5
1. 工作性能	√	—	—	—	—
2. 维护难易	—	√	—	—	—
3. 单据齐全	—	√	—	—	—

4. 整体质量 ☒ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

我满意XYZ公司服务的如下特征:

	1	2	3	4	5
5. 现场安装.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. 零件齐全.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. 保修期限.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
8. 整体服务	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

我满意XYZ公司服务人员的:

	1	2	3	4	5
9. 理解顾客需要.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. 有问必答有求必应	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. 解决问题能力.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. 职业精神作风	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. 电话及时响应.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

整体评价

	1	2	3	4	5
14. 我觉得XYZ公司的产品物有所值	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. 我觉得很容易同XYZ公司打交道	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. 我还会继续光顾XYZ公司	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

同其他供应商相比, XYZ公司:

	最好	较好	一样	较差
17. 产品整体质量	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. 综合服务质量	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
19. 产品性价比	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

您的意见:

20. 对于本公司的产品和服务, 您有什么改进建议吗?

一年的保修期应该延长。维修费过高。顾客支持中心的服务代表应提高专业技能, 加强职业道德。

下列信息可选择填写或不填写:

姓名: 约翰·史密斯 性别: 男 年龄: 35 职业: 出纳员

住址: 新泽西州普林斯顿公园路1247号 邮编: 62108

日间电话 (日常上班时间): 7628455 夜间电话: 7619883

你是通过什么渠道了解到XYZ公司的? 电视

(是通过收音机, 报纸, 电视, 别人介绍, 街头招贴画, 公司宣传册还是其它渠道?)

保密协议:

你所提供的信息将作为我公司的内部参考, 旨在更好地为您服务。决不会被其他商业、政府机构滥用。

一名顾客抱怨说购物清单有误，该商场的服务员解释说该账单是店内打折后的账单，因此总金额会比预想的低。但是该顾客不接受这种解释并执意要见经理。虽然服务人员又做了进一步的解释，但该顾客依然愤愤不平，直到店方承认他是对的，并允许他支付更高的金额他才罢休。

