

目 录

Contents

前言

Chapter 1 Office Work 商务办公

<i>Unit 1</i>	Recruiting	员工招聘 / 2
<i>Unit 2</i>	Dealing with Emails	邮件处理 / 9
<i>Unit 3</i>	Transferring Information	传送资料 / 15
<i>Unit 4</i>	Filing	档案事务 / 21
<i>Unit 5</i>	Releasing Notices	发布通知 / 28
<i>Unit 6</i>	Taking Memos	备忘录 / 34
<i>Unit 7</i>	Arranging Travels	安排差旅 / 41
<i>Unit 8</i>	Procuring Equipment	设备采购 / 49

Chapter 2 Receptions 客户接待

<i>Unit 1</i>	Making an Appointment	客户预约 / 56
<i>Unit 2</i>	Changing an Appointment	预约改动 / 62
<i>Unit 3</i>	Meeting at the Airport	机场迎接 / 67
<i>Unit 4</i>	Introducing Myself	自我介绍 / 74
<i>Unit 5</i>	Entertaining Clients	招待客户 / 80
<i>Unit 6</i>	Arriving at the Company	参观访问 / 86
<i>Unit 7</i>	Inviting to Dinner	宴会邀请 / 92
<i>Unit 8</i>	Expressing Thanks	表达感谢 / 100

Chapter 3 Business Services 商业服务

<i>Unit 1</i>	Banking Services	银行服务 / 106
<i>Unit 2</i>	Post Office Services	邮局服务 / 114
<i>Unit 3</i>	Airport Service	机场服务 / 121
<i>Unit 4</i>	In a Restaurant	在餐馆 / 126
<i>Unit 5</i>	At the Hotel	在宾馆 / 132
<i>Unit 6</i>	Sightseeing	观光旅游 / 139

<i>Unit 7</i> Changing Plans	改变计划 / 147
<i>Unit 8</i> Business Reception	商务接待 / 152

Chapter 4 Business Meetings 商务会议

<i>Unit 1</i> Making Arrangements	布置会议 / 160
<i>Unit 2</i> Other Preparations	其他准备 / 165
<i>Unit 3</i> Agenda	议事日程 / 170
<i>Unit 4</i> Getting a Meeting Started	会议开始 / 177
<i>Unit 5</i> Taking Minutes	会议纪要 / 182
<i>Unit 6</i> Taking the Floor	发言 / 189
<i>Unit 7</i> Discussions	会议讨论 / 195
<i>Unit 8</i> Summary and Adjournment	总结闭会 / 200

Chapter 5 Business Calls 商务电话

<i>Unit 1</i> Leaving a Message	电话留言 / 206
<i>Unit 2</i> Calling Back	回电话 / 211
<i>Unit 3</i> Having the Wrong Number	打错电话 / 217
<i>Unit 4</i> Calling an Operator	接线员接听电话 / 221
<i>Unit 5</i> Proposing an Appointment over Phone	电话要求约见 / 226
<i>Unit 6</i> Rescheduling over Phone	电话更改约定 / 232
<i>Unit 7</i> Reserving a Room	预订旅馆 / 237
<i>Unit 8</i> Booking a Ticket	预订机票 / 243

Chapter 6 Business Negotiations 商务洽谈

<i>Unit 1</i> Inquiry	询价 / 250
<i>Unit 2</i> Offer	报价 / 257
<i>Unit 3</i> Price Negotiations	磋商价格 / 264
<i>Unit 4</i> Discounts	折扣 / 274
<i>Unit 5</i> Order	订购 / 280
<i>Unit 6</i> Contracts	合同 / 286
<i>Unit 7</i> Shipment Delay	装运推迟 / 295
<i>Unit 8</i> Claims	索赔 / 302

Chapter 7 Deriving Sectors of Business 商业的衍生环节

<i>Unit 1</i> Commissions	佣金 / 312
---------------------------	----------

<i>Unit 2</i>	Trademark Registration	商标注册 / 318
<i>Unit 3</i>	Sample Exhibition	样品展示 / 324
<i>Unit 4</i>	Sole Agent	独家代理 / 331
<i>Unit 5</i>	Letter of Credit	信用证 / 341
<i>Unit 6</i>	Banking Facilities	银行业务 / 350
<i>Unit 7</i>	Public Relations	公共关系 / 357
<i>Unit 8</i>	Business Promotion	商务促销 / 364

Chapter 8 Marketing 市场营销

<i>Unit 1</i>	Market Surveys	市场调研 / 374
<i>Unit 2</i>	Market Developments	市场开发 / 379
<i>Unit 3</i>	Exhibitions	交易会 / 385
<i>Unit 4</i>	Quality and Quantity	质量与数量 / 392
<i>Unit 5</i>	Advertising and Promotion	广告与促销 / 397
<i>Unit 6</i>	New Products Introduction	介绍新产品 / 403
<i>Unit 7</i>	After-sales Services	售后服务 / 411
<i>Unit 8</i>	Sales Agents	销售代理商 / 417

Chapter 9 Business Interaction 商务交往

<i>Unit 1</i>	Visiting Colleagues	拜访同事 / 428
<i>Unit 2</i>	Introducing Newcomers	介绍新人 / 433
<i>Unit 3</i>	Helping Each Other	同事互助 / 437
<i>Unit 4</i>	Consolation	安慰 / 442
<i>Unit 5</i>	Sympathy	同情 / 447
<i>Unit 6</i>	Klatch	聚会 / 452
<i>Unit 7</i>	Appointment	约会 / 457
<i>Unit 8</i>	Departure	告别 / 462