

<<剑桥商务英语辅导教程>>

图书基本信息

书名：<<剑桥商务英语辅导教程>>

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内容概要

《剑桥商务英语辅导教程·BEC2》主要特点如下： 1.内容实用，较之初级用书，《剑桥商务英语辅导教程·BEC2》这一特点更为突出，虽然沿用上《剑桥商务英语辅导教程·BEC2》中的部分结构版块（商务阅读，实用句型、商务对话、小组讨论、商务演讲），但内容上更为注重学习者实际语言能力和操作能力的训练，增添了商务礼仪和进出口业务词汇及实用信件两大版块，后者按实际进出口业务流程，向读者逐一展出了国际贸易的具体操作步骤。

应试技巧部分则详细介绍了剑桥商务英语（BEC2）的考试情况，同时还提供样卷并作了具体的分析。

2.编排新颖，《剑桥商务英语辅导教程·BEC2》编排承续上册逻辑缜密、形式新颖特点，前半部分主要讨论了商务沟通、职业介绍、工作环境等内容，起到介绍与导读的作用，而后半部分逐步涉及一些较为专业的商务主题。

3.操作性强，各单元前后联系紧密，易于实际操作。

通过配以词汇注释的商务阅读、经典句型的学习，然后是商务对话，小组讨论与商务演进的进一步操练以及商务写作部分的详尽讨论和相关练习，能让学习者在实践中做到熟能生巧、学以致用；教师可利用书中提供的新颖模式，充分调动学生的主动性、活跃课堂气氛，充实教学内容，从而切实提高教学水平和教学效果。

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剑桥商务英语 (BEC2) 口语应试技巧 剑桥商务英语 (BEC2) 应试技巧综合训练答案 单元补充部分 (Unit1-Unit 15) 写作练习参考答案

章节摘录

A : I think so. What have you got then? B: There are simultaneous translation facilities in the auditorium and there's a video projector in the conference room. A: What about microphones and slide projectors? B: All the rooms have them. A : Good. B: What time would you like to start? A : Nine, I think, then we can fit two sessions in before lunch. What shall we do for lunch? B, : There's a bar for drinks and I think we'd have a buffet lunch. A: Don't they have a sit-down meal? B: Yes. Would you prefer a sit-down meal, then? A: I suppose so. B : OK, I'll arrange it. A : And I'll find out how many people are going to each presentation. B: And what other equipment the speakers need. A: OK. 5 Group -Discussions (小组讨论) 1) What are the proper manners in making and receiving phone calls? Hints: identifying yourself immediately using polite expressions answering with a smile answering the phone promptly using the callerts name remembering the "verbal" handshake 2) HOW can you do a great presentation? Hints a good beginning (the purpose of your speech) · proper sentences · body language (facial expressions, etc.) · visual aids · vocal quality · a proper ending (summarizing the main points) 3) Do you make small talk in office? What are the common topics? 4) Do you belong to a certain office clique in your company? What are the advantages and disadvantages of office cliques? 5) What's your viewpoint on job-hopping? Do you agree with the practice of employees' frequent job-hopping? 6) Do you mix your work and social life? What is special within your culture? 6 Business Speeches(商务演讲) 6.1 Topics for Speech Ask students to make a five-minute speech on one of the following topics. Before making the speech, they should take one or two minutes to write an outline of their speech. · What should you pay attention to in your first day at work? How can you win promotions? · What is your advice on interpersonal relationships in the place of work? 6.2 A Sample Speech Tips for First-day Workers Imagine that a friend is going to start a new job, and turns to you for some suggestions for his or her first-day's work. What suggestions would you give? Here are some tips : "First, proper personal appearance is very important. That is to say, you should dress suitably to give a good impression to your superiors and colleagues. However, dressing is rather culturally bound, for different companies have different styles. You should find out the style beforehand, and adapt yourself to it. For example, if you work for an American company, you may wear casual clothes, as it is very common for an American manager to wear jeans while chairing a meeting. In contrast, someone working for a British company may be required to wear a suit in the workplace, as British bosses generally prefer a more formal and conservative style. As they say, when in Rome, do as the Romans do. Second, remembering new faces and names also matters a lot in a work situation. If you greet your new colleagues by name off the second day, they will be pleased and feel that you respect them. Therefore, they will be ready to offer a hand if you need help, or even offer help without being asked. On the other hand, if one of your new colleagues greets you by name and you have forgotten his or her name, you won't know what to do and you will feel embarrassed. Probably, you will find it difficult to cultivate a relationship with this colleague in the future. There are also some other first-day points workers should bear in mind. For example, you should arrive ten minutes early or at least punctually. It is never good for someone to be late for work. If you smoke, you should ask for your colleagues' permission first before smoking, or you could simply go to the smoking area. And one last thing, which deserves attention, is that you should listen more than you talk during your first day at work. If you talk a lot about your family, or some other things to your new colleagues, they may become bored and begin to dislike you.

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媒体关注与评论

前言 商务英语培训是近几年来兴起的英语培训项目，它反映了我国经济发展对国际型商务人才的迫切需要。

经编者调查，目前仅在上海，有关商务英语的课程就有；剑桥商务英语（BEC）系列培训、上海市等级商务英语考试培训、外贸英语函电以及进出口实务英语课程等。

但是，作为新兴的英语学习热潮，师资培训、配套教材、辅导书等方面都尚未满足日益激增的市场需求。

由此引起了教师教学吃力，难以兼顾精通英语语言与熟谙商务知识的双重任务，学生考试通过率低，实际运用能力差等问题。

尽管市场上商务英语书籍漫天飞，但真正做到同时关注商务英语教学与商务英语学习过程的却为数不多。

为此，本系列书籍的编写正填补这一空缺。本系列丛书按BEC等级分为两册，它们浸透着编者多年的教学经验与研究心得，可以说是理论与实际联系成果。

本书为BEC2级，是在BEC1级基础上的进一步提升，更具有可读性与实效性。

主要特点如下：1. 内容实用 较之初级用书，本书这一特点更为突出。虽然沿用上本书中的部分结构版块（商务阅读，实用句型、商务对话、小组讨论、商务演讲），但内容上更为注重学习者实际语言能力和操作能力的训练，增添了商务礼仪和进出口业务词汇及实用信件两大版块，后者按实际进出口业务流程，向读者逐一展示了国际贸易的具体操作步骤。

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2. 编排新颖 本书编排承续上册逻辑缜密、形式新颖特点，前半部分主要讨论了商务沟通、职业介绍、工作环境等内容，起到介绍与导读的作用，而后半部分逐步涉及一些较为专业的商务主题，如：营销调研、产品、价格、银行等。同时，各单元结构版块安排更为灵活，从理论知识到实际操作，再通过实践巩固理论知识。

此外，精美的插图与文字内容相映成趣，轻松诙谐。

3. 操作性强 各单元前后联系紧密，易于实际操作。

通过配以词汇注释的商务阅读、经典句型的学习，然后是商务对话、小组讨论与商务演讲的进一步操练以及商务写作部分的详尽论述和相关练习，能让学习者在实践中做到熟能生巧、学以致用；教师可利用书中提供的新颖模式，充分调动学生的主动性，活跃课堂气氛，充实教学内容，从而切实提高教学水平和教学效果。

本书共分十五个单元，每单元围绕一个商务主题展开叙述，结构安排合理，内容选择严谨，凸显了学术性、实用性的特点。

精选阅读一改往昔多数英语阅读材料的枯燥乏味，在介绍知识的同时，注重了趣味性。

读者在轻松闲适的氛围中，借助词汇表内的注释能更好地认识与理解文章主题。

教师可安排学生课前预习，思考文章前面的问题，以便课堂上学生积极参与讨论；口语练习由经典句型、商务对话、小组讨论、商务演讲组成，各部分环环相扣，逐步推进。学习者可以通过给定材料开展一些自说练习，或在教师的指导下积极参与课堂讨论，在“实际”情景中提高自己的口语水平；商务礼仪主要阐述了中外商务礼仪差异，以及国际商务交往中应注意的问题，学习者可借此身体力行，活学活用；业务信函与写作指导提供了一系列实用信件与相关词汇，内容涉及各种进出口业务流程的经典信件及多种商务信函的写作，除了详尽的商务写作技巧及经典范例，还配有练习使学习者进一步巩固学到的知识；应试技巧主要针对剑桥商务英语（BEC2）考试，根据剑桥商务英语考试大纲，书中分别介绍了阅读、写作、听力、口语的应试技巧及其它注意事项，并配有最新全真题和模拟练习题。

在本书编写的过程中，外国专家David、Richard、Stephen提供了许多宝贵的意见，编者的好友陆骅，花费了许多时间为本书编排格式、挑选插图，在此，对他们表示衷心的感谢。由于编者水平有限，书中不尽如人意之处，敬请广大读者、专家、同行不吝指正。

“不积跬步，无以至千里。

”任何知识的获得皆非朝夕之功，它是一个不断积累、不断实践的过程。

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本书只是读者学习途中的指路人，抑或说是其前进阶梯。
读者能从中获得切实的收益和帮助，则是我们最大的快慰！

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