

新东方商务英语BEC中级口语精选讲义(一) PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/497/2021_2022__E6_96_B0_E4_B8_9C_E6_96_B9_E5_c85_497502.htm、 Why take BEC

exams? strong growth rigorous quality control wide suitability wide business context value for study and business career international recognition for work and study、 What is International Business

English? 什么是国际商务英语? 国际商务英语，指的是人们从事国际商务活动中所使用的具有行业特征的英语，这些行业包括：国际贸易、国际金融、国际会计、国际运输、国际商法、保险、银行、经济、营销、物流、企业管理、商业服务等。由此看来，商务英语不是一种独立的语言，它仍然是英语，是在国际商务背景下使用的英语。、 How to learn

International Business English? 怎样学习国际商务英语? 掌握一定的商务英语词汇、短语和句型。(1) 词汇方面 commercial e.g. The TV show was interrupted by too many commercials.

prospect e.g. He called on some prospects but failed to make a sale. make e.g. These products are of Chinese make. The factory

manufactured five makes of tractors. (2) 短语方面 soft selling hard selling Some sales people adopt a direct ‘ hard sell approach, while others use a more indirect ‘ soft sell approach. have a bad year The

corporation is having a bad year and it will probably be necessary to dismiss a few office staff. break into/penetrate the market There is chance that we'll manage to break into the UK market (3) 句型方面

I am writing to you concerning... You can't miss it. I can't agree more. It may have slipped your mind, but... You can always reach

me at the number... We would very much appreciate it if you could ... I noted with interest your advertisement for... Yes, that's true, but on the other hand... That's exactly what I think. Maybe, but don't you think...? You are wanted on the phone. As requested, we enclose for your attention... (4) 旧词 “ 新义 “ honour e.g, All credit cards honoured here. The bank honoured this cheque. cover e.g. I have got myself covered against fire. royalty e.g. Besides copyright, the writer got a 10 percent royalty on sales. The technology transfer fee shall be paid in royalties. (5) 同义词、近义词、相似词的辨析。 1) chairman, president, CEO, Managing Director, General Manager. 2) dealer, merchant, trader, businessman, distributor. 3) deputy, vice-, associate, assistant. 4) discharge, unload, land 5) discount, reduction, rebate, allowance. * 熟悉世界贸易组织。 * 熟悉国际商务英语有关行业的基本术语及其内涵意义。 * 学习国际商务常识，略知相关专业知识。 * 密切了解国际商务最新动态。 100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com