

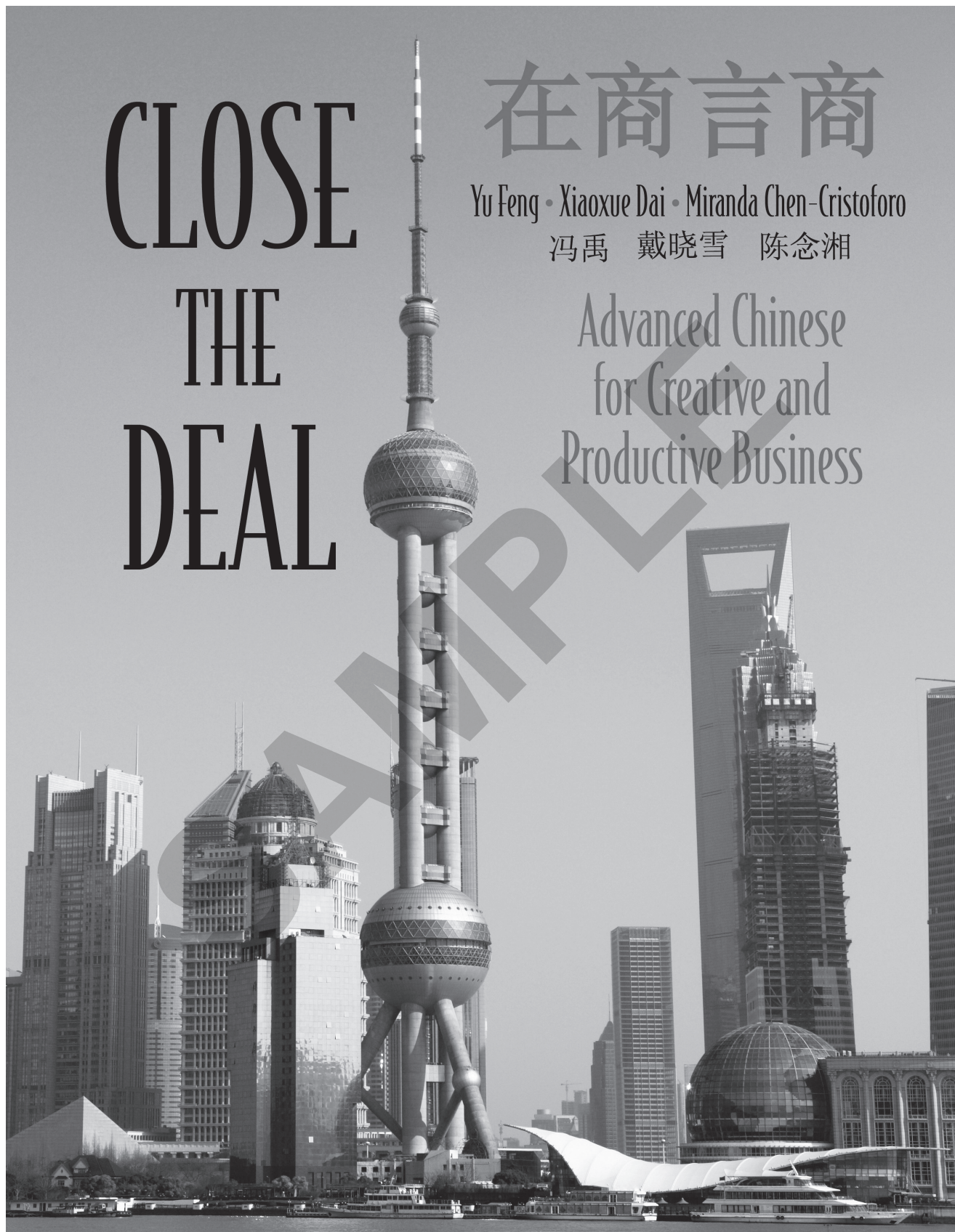
CLOSE THE DEAL

在商言商

Yu Feng • Xiaoxue Dai • Miranda Chen-Cristoforo

冯禹 戴晓雪 陈念湘

Advanced Chinese
for Creative and
Productive Business



CHENG & TSUI COMPANY • Boston

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PUBLISHER'S NOTE

China is fertile ground for foreign investment and foreign joint business ventures, and the increasing number of textbooks focusing specifically on business Chinese attests to that fact. But this book's approach, using a series of case studies to teach Chinese business communication, is new and distinctive. *Close the Deal* will actively involve and challenge students as they refine their Mandarin Chinese language skills in a wide range of applied business contexts, from resolving contract disputes, to developing a business strategy, to establishing a franchise overseas. And the appendix features an extensive list of expressions to help learners master the different levels of social formality and know exactly what to say in various business contexts—skills that spell the difference between mere proficiency and real mastery of Chinese. To augment the text, we offer a companion website and a supplementary audio CD.

THE CLOSE THE DEAL COMPANION WEBSITE

A companion website at www.cheng-tsui.com/resource_center/close_deal_companion_site contains additional resources and updated information for both students and teachers. On the student site, you can find detailed information related to the lessons, the English translations of some very difficult parts of the textbook, and links to important websites related to the Chinese economy and Chinese business. On the teacher site, which is accessible only to teachers of the course, there are suggested tests and other teaching resources.

HOW TO PLAY THE CLOSE THE DEAL AUDIO CD

This audio CD contains MP3 files. This standard format is compatible with default media player applications on PC and Mac and readily transferable to portable media players. Most modern CD players, including DVD players, include native support for MP3 files. All sections in the book that have corresponding audio material are denoted with an audio CD icon:



For technical questions regarding the audio CDs, please contact editor@cheng-tsui.com.

ABOUT THE CHENG & TSUI ASIAN LANGUAGE SERIES

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INTRODUCTION

前言

Imagine that you are on the 53rd floor of a skyscraper in Shanghai representing an American company in negotiations with a potential Chinese partner. Your first sentence—an apt idiomatic expression with flawless pronunciation and tonal inflection—shocks your Chinese counterparts, and your convincing analysis shatters any doubts they may have had about such a young foreigner. You even bring them a contract draft beautifully written in formal Chinese. The negotiations quickly end in success. A dream? This textbook is designed to help you make that dream come true.

We believe that the best way to learn business Chinese is by interacting with Chinese businesspeople in real business settings. Since we cannot move our classroom to a business site, the next best alternative is to turn the classroom into a simulative business environment, in which students are motivated to achieve business goals. All of the lessons, exercises, and tests are designed for this pragmatic purpose. The companies directly involved in simulative business tasks in this book are fictional, while some of the companies whose names appear throughout the book as background/reference are real. Tokio is the actual English name of a real Japanese insurance company.

TOPICS

Doing business in or with China may take a number of forms. The capacity of one textbook to deal with these many forms of business is, of course, limited. Therefore, in selecting the topics of our lessons, we keep in mind what our students will do in the business world after their graduation: investment banking, international consulting, business law, etc. We discard old topics, such as purchasing Chinese silk and crafts, and pick up topics such as e-commerce, intellectual property rights, and business mergers that reflect the new Chinese economy in the context of globalization and the IT revolution.

LANGUAGE POINTS

Besides important business terms and expressions, we pay close attention to the following:

- different styles of language and their respective business functions,
- word collocations that demonstrate language maturity,
- idiomatic phrases/proverbs frequently used in business talks, and
- some general rules of business communication that are conventions of the Chinese business world.

EXERCISES

The exercises in this book are challenging and exciting. For each lesson there are four types of practice: two oral exercises and two written assignments. The oral exercises will culminate in a role-play. Students play the roles designated in the lesson to complete an assigned business task. The most important written assignment is a composition. Students are required to write business emails, advertising plans,

contracts, market surveys, and other simulative business documents. The compositions should not only be perfect in linguistic structure but also appropriate and feasible in terms of real business practice.

HOW TO USE THIS TEXTBOOK

There are in total 16 lessons, and these lessons vary in length. The shorter ones should be taught in one week while the longer ones should be taught in one-and-a-half to two weeks. The entire textbook is designed to cover one year in a university course, or can be completed in an intensive summer course. Each lesson has at least two parts, or texts: a conversation and a written document. Some lessons have two conversations and two written documents. Since business activities always involve both speaking and writing, learners are advised to pay equal attention to both parts. In the beginning of each lesson, there is a brief introduction to the background and business tasks that will be covered. The introduction and all the main bodies of the texts are recorded on audio CD. Students are expected to have listened to the lessons before they come to the classroom, so that they are prepared for the lectures and ready to participate in the drill and discussion sessions.

TEXTS

The underlined words or phrases in the texts appear in the vocabulary list immediately following each lesson. The bolded parts of the texts indicate items explained in the Notes and Explanations section that follows the vocabulary list.

VOCABULARY LIST

While the lessons are in simplified characters only, we provide traditional characters in the vocabulary list. Proper names that do not need to be memorized are italicized. We include them in the vocabulary list only to provide learners with their pinyin forms, as they often contain infrequently used characters. The English translation of each word, phrase, and expression is based on its meaning in the context of the lesson. If necessary, we explain other important word meanings in the Notes and Explanations section. The [cl.] notation means “colloquial.”

NOTES AND EXPLANATIONS

The items in the Notes and Explanations section are grouped by type and are therefore not in order of their appearance in the texts. There are following groups:

1. Business and Other Professional Terms.

In this part we explain some terms that may require more than a simple English translation. We also highlight some special structures exclusively used in business expressions. If the usage of a business term is difficult, we provide learners with two examples: the first example is from the current lesson, and the second example is from another lesson or an external context. Otherwise, we just explain the meaning of the term. The notation 【课文】 denotes an example from this book, and the notation 【补充】 denotes an example from an external context. The ability to understand and utilize these terms may distinguish an experienced professional from an amateur. Therefore, learners should pay careful attention to them.

2. Formal Expressions

Some of these are used only in formal writing while others are used in both formal writing and formal speech. We provide learners with two examples of each expression: one from the lesson in which it appears and the other from an external context. These expressions are crucial to a professional businessperson, especially a high-ranking one.

3. Colloquial Expressions

By colloquial we mean a style that is more informal than the standard spoken Chinese that prevails in textbooks for elementary and intermediate Chinese. In the real business world, businesspeople purposely use this style to establish a level of friendliness and informality with the other party. Examples are provided for each of the expressions. Understanding the stylistic differences between them and using them in the proper situation are very important.

4. Other Patterns and Word Collocations

Choosing a correct verb to describe the action of a sentence or choosing a correct adjective to modify a noun demonstrates language maturity and excellence. We also include in this group some common patterns that are neither very formal nor very colloquial. Examples are provided for each item.

5. Important Idiomatic Phrases/Proverbs

In the Chinese business world, these phrases and proverbs are very frequently used. For each of them, we provide the original or superficial meaning as well as the contemporary meaning and usage. Since many of these are self-contained parts of conversation or writing, examples are provided only for some shorter ones whose usages are not straightforward.

CLASS DISCUSSION

After each lesson, there are a number of questions directly or indirectly related to the lesson. Some questions are intended to see if students have really understood the text. Others are intended to stimulate learners to think more profoundly and creatively in order to solve real business problems. These questions should be answered orally in the drill and discussion sessions. Students are expected to have prepared before coming to the sessions.

EXERCISES

The exercises typically include the following components:

1. Fast Oral Translation

Students are required to listen to an audio recording of a paragraph in Chinese consisting of about eight sentences. There is a fifteen second interval between one sentence and the next. Translations must be completed before the next sentence is read. After that, students will listen to an audio recording of a paragraph in English and should translate it into Chinese in the same way. This exercise calls for quick processing skills. Teachers shall not provide the text to students. A similar kind of translation will be an important part of the final oral examination.

2. Role-play

Most of the role-play exercises should be done in pairs, where each student plays the role of a different party in a business negotiation. Some should be done in groups of three or more. Teachers will supervise the performances of the students. A similar kind of role-play will be another important part of the final oral examination, but then one party will be played by the teacher.

3. Rephrasing Sentences

This part may be either in the form of separate sentences or in the form of a short paragraph. Although the meanings of these sentences are clear, the expressions are not appropriate for a professional or business context. Students are required to improve them by using the words and phrases learned in the current lesson or previous lessons. For some very difficult sentences, key words are given. For all the others students must find proper words and phrases from the lessons themselves. In a few of the lessons, another exercise is substituted, such as filling in the blanks or searching for information on the Internet.

4. Composition

Students are required to write many different types of business documents, including emails, proposals, market surveys, and contracts. All the writings require creativity and imagination. We advise learners to form a group of two or three students and complete some of the written assignments together. Others should be done by students individually.

ACKNOWLEDGMENTS

There were numerous challenges to composing this book, not the least of which was obtaining information on Chinese market realities not captured in reference materials. We received invaluable assistance from individuals around the world, and wish to express special thanks to Brady Armstrong, Joseph Casey, Xiaobo Dai, Shengli Feng, Jimmy Gao, Xi Guo, Jiang Han, Ellen Hays, Boquan He, Pengyu He, Wenze Hu, Aimin Li, Jinyu Li, Mingang Liu, Kevin O'keev, Joseph Tahnk, Jusheng Wu, Kaibin Wu, Li Wu, Weishan Wu, Weijie Zhang, and Wei Zhao.



AN INTRODUCTION TO GOLDEN BRIDGE CONSULTING GROUP

背景介绍：美国金桥商务咨询公司

Note: Golden Bridge Consulting Group is the name of a fictional consulting company whose activities are featured throughout this book.

Key: The underlined words or phrases in the texts appear in each lesson's Vocabulary List. The bolded parts of the texts indicate items explained in the Notes and Explanations section that follows the Vocabulary List.

美国金桥**商务咨询**公司是一家为美国商家**提供各种商业服务**的公司，在全球设有十多家**办事处**。1995年，该公司在上海成立了**办事处**，专门**处理**和中国有关的业务。王艾琳小姐是台湾人，**毕业于台湾东海大学**，现在是金桥公司上海办事处的**项目**经理。韩森先生是哈佛大学**工商管理**学院的**硕士**研究生，今年夏天来到上海**实习**。

LESSON 1: CONDUCTING A MARKET SURVEY

第一课：市场调查



Background and Business Tasks

背景和任务



菲特公司是一家专门生产健身器材的公司，希望能在中国出售跑步机。该公司的跑步机有高、中、低三个档次。哪种产品在中国最有市场？他们委托金桥公司作市场调查。艾琳和韩森带着菲特的样品和宣传材料参加了北京第四届健身产品博览会。



Part One: At the Exhibition

第一部分：在博览会上

韩森：艾琳，你看，来参加博览会的足有一百多个厂家，大部份都带来了样品。

艾琳：看来这个市场发展得很快。我参观了上届博览会，人比这次少多了。不过，你注意到没有，来参观的主要是年轻人，好像中国的中老年人不怎么注意健身。

（正说着，一位老人走了过来。）

韩森：老先生，您想试试我们的跑步机吗？

老人：嘿，你这小伙子汉语讲得还真不错。不过这机器我看着有点儿晕，还是别试了。

艾琳：您别紧张，就像平常走路一样。

老人：和着这么老贵的一台机器就是为了走路用的？

韩森：是啊，走路可以健身嘛。它还可以测量您的心跳血压。

老人：那也不值啊！我天天去公园走路，空气又好，还能会会老朋友，干吗要花这冤枉钱？再说我那屋子小，也放不下这么大的机器啊！

艾琳：那您今天主要是来看什么呢？

老人：我是冲这个来的。（出示手里的健身球。）再见。

（一位穿西服的男士走过来）

韩森：先生，这是菲特跑步机的有关材料。

唐立：谢谢，这是我的名片。

艾琳：哦，唐先生是蓝海健身俱乐部的经理，幸会，幸会。

唐立：哎，这材料不是说还有一种能自动调整局部氧气含量的多功能高档跑步机吗？怎么没有样品？

艾琳：那种机器折合人民币要八万左右，公司认为在中国大陆恐怕没有什么市场，所以就没带来。

唐立：我对中低档不感兴趣。要是买中低档，不如去买国产货。你看见没有，那边儿的那家浙江公司，批发价只有三千来块，也是电子控制的。

艾琳：那您觉得这种电脑控制的高档品最适合您的俱乐部的需要？

唐立：跟你这么说吧，我们买的一律是进口高档，不然的话会员就不来了，人家就是冲着高级设备来的。

韩森：这么说您觉得八万不算贵？

唐立：这个价格可以接受，我们去年买的德国划船机比这个还要贵。我们的会员费是每年两万五千元。问题是产品的质量好不好，售后服务怎么样？我们可不愿意买便宜货，一年得修好几次。

艾琳：菲特的质量在美国是一流的，这个您可以放心。

唐立：这跑步机器真是美国原装的还是在马来西亚组装的？

韩森：只有低档机是在墨西哥生产的，中高档都是地道的美国货。您的俱乐部有少会员呢？

唐立：这是**商业机密**，但是我可以这样告诉你，**不说个人会员，光是公司会员我们就有八十多家**，健身房里面很少有空着的时候。

韩森：对不起，我很想知道你们的会员都是些什么样的人。据我所知，很多北京人的**年均收入**才一万左右，什么人能交得起这么贵的会员费呢？

唐立：我们的会员当然都是有一定经济基础的，四十岁以下的比较多，有很多是名人呢！像影星、歌星什么的，也有不少是企业的老板和经理。**说正经的**，我今天能不能定货？人家那边的日本公司答应给我八折优惠。

艾琳：我们可以草签意向书，三天之内菲特会给您正式报价。

唐立：有你这句话就行了，我们不必草签协议，**我说了算**，至少要六台电脑跑步机，得保证在30天内到货。

韩森：好，您放心。

（一位女士走过来。）

安娜：嘿，古得冒宁。

艾琳：小姐，您早。

安娜：菲特的总部是在芝加哥吧？

韩森：您一张嘴我就知道您是行家。

安娜：这位先生真会说话，实不相瞒，我是北京最大的银龙健身房的设备经理，今天来就是要采购最先进的健身设备，我早就听说你们的产品不错。

艾琳：是啊，刚才蓝海的唐先生一下子就订了六台高档跑步机。

安娜：蓝海**算什么**？我们的规模是他们的十几倍，我们要是看好了，一订就至少要五十台。（看说明书）我觉得你们的高档产品还不够先进，最好能让健身者一边跑一边接受背部按摩，还应该配上专门的音响和灯光。我听说日本有一种机器除了能加氧气还能散发原始森林中的松树的自然气味。

韩森：真没想到，你们中国的消费者比美国人的要求还高。

安娜： 是啊，**真不知道你们美国是怎么回事**。我去年到洛杉矶去了一趟，商店里刚刚在宣传平面直角彩色电视机，这在中国已经流行了十多年了。我把名片留在这儿，要是有更先进的产品，快点儿告诉我。

（一个穿皮夹克的人走过来。）

何飞虎：**敝人**何飞虎，东北飞虎公司总经理，这是我的名片。

韩森： 幸会，幸会。

何飞虎： 哎呀我的妈呀，闭上眼睛听你的中文简直就跟中国人一样啊！

韩森： 您过奖了。您对我们的产品感兴趣？

何飞虎： 跟你**开门见山**吧，我愿意当你们产品在东北地区的总代理商，怎么样？

艾琳： 在东北，健身器材有市场吗？

何飞虎： 那还用说吗！我们东北人**人高马大**，大家都喜欢锻炼身体。别看我们的人口只有全国的八分之一，可是中国的世界冠军我们占了一半还多呢。光是辽宁这一个省，就有各种体育学校四百多个，你想想这就得卖多少健身器材啊？

韩森： 那您觉得在东北主要应该**推销**哪个档次的健身器材呢？

何飞虎： 高档的太贵，没有人买得起。低档的就是一堆**铁疙瘩**，用不着买进口货，卖起来也没有**什么油水**。我觉得**最适销对路**的是中档货。

艾琳： 谢谢何先生，我想菲特公司会跟您进一步联络的。

何飞虎： 让他们放心，告诉他们日本的“**谷口**”，韩国的“**铁人**”都是让我给他们作东北地区的总代理。在东北提起进口健身器材，没有人不知道我何飞虎的，我的销售网遍及大小城市。



Part Two: Survey Results

第二部分：问卷调查结果

(45107张有效答卷，调查对象为前来参观博览会者)

您的年龄

20岁以下	8%	21-25岁	17%
26-35岁	29%	36-45岁	25%
46-55岁	13%	56-65岁	5%
66岁以上	3%		

您的性别

男	64%	女	36%
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您的职业

工人	5%	农民	1%
管理人员	50%	学生	14%
教师/医生	8%	文艺工作者	7%
其他	15%		

您的年收入

5000以下	25%	5001-10000	18%
10001-20000	13%	20001-50000	15%
50001-100000	7%	100001-200000	12%
200000以上	10%		

您觉得您的身体

非常好	19%	很好	32%
一般	25%	不太好	18%
非常不好	6%		

您的体重与标准体重的关系

标准体重算法：[身高（厘米）- 100] X 0.9 = 体重（公斤）	
标准（正负2.5公斤以内）	28%
清瘦（低于标准2.6-5公斤）	25%
过分消瘦（低于标准5.1公斤以上）	13%
轻微超重（高于标准2.6-5公斤）	19%
肥胖（高于标准5.1-10公斤）	12%
重度肥胖（高于标准10.1公斤以上）	3%

您常常锻炼身体吗？

每天	24%	每周2-3次	28%
每周一次	22%	很少	26%

您锻炼身体的方式最主要的是

跑步	21%	游泳	8%
球类	19%	太极拳和气功	5%
在健身房健身	22%	其他	25%

您健身的最主要的目的是

体型健美	38%	防病治病	27%
追求时尚	25%	其他	10%

在过去的一年中，您在健身方面的开支是（元）

0	3%	100以下	18%
101-500	16%	501-1000	24%
1001-5000	17%	5001-10000	13%
10000以上	9%		

在今后的一年中，您将考虑购买何种健身器材？

不打算购买	10%	举重器材	8%
跑步机	14%	多功能健身器	29%
球类器材	30%	其他	9%

在购买健身器材时，您首先将考虑

品牌	30%	产地	24%
价格	20%	性能	15%
其他	11%		

您是健身俱乐部会员吗？（包括集体会员和个人会员）

是	24%
不是，但是准备加入	19%
不是，也不准备加入	57%

Vocabulary List

Note: Proper names that do not need to be memorized are italicized. The [cl.] notation means “colloquial.”

商务	商務	shāngwù	business (service)
咨询	諮詢	zīxún	consulting; consult
设	設	shè	set up; establish
办事处	辦事處	bànshìchù	branch office
该	該	gāi	that; this; the aforementioned
处理	處理	chǔlǐ	deal with
业务	業務	yèwù	business; operations
王艾琳		<i>Wáng Àilín</i>	<i>Aileen Wang, name of a person</i>
项目	項目	xiàngmù	project
韩森	韓森	<i>Hán Sēn</i>	<i>Hansen, name of a Westerner</i>
硕士	碩士	shuòshì	Master (degree)
实习	實習	shíxí	internship; apprenticeship
菲特		<i>Fēitè</i>	<i>Fitty, name of a company</i>
健身器材		jiànshēn qìcái	exercise equipment
档次	檔次	dàngcì	grade (of a product)
委托	委託	wěituō	entrust
样品	樣品	yàngpǐn	sample
届		jiè	session
博览会	博覽會	bólanhuì	exhibition; show
跑步机	跑步機	pǎobùjī	treadmill
晕	暈	yūn	dizzy
测量	測量	cèliáng	measure
血压	血壓	xuèyā	blood pressure
冤枉钱	冤枉錢	yuānwàngqián	wasted money
冲	沖	chòng	toward
出示		chūshì	show
健身球		jiànshēnqiú	marble balls for hand exercise
局部		júbù	specific area; localized
氧气	氧氣	yǎngqì	oxygen
含量		hánliàng	content

多功能		duōgōngnéng	multifunctional
折合		zhéhé	convert
浙江		Zhèjiāng	a province south of Shanghai
批发	批發	pīfā	wholesale
划船机	划船機	huáchuánjī	rowing machine
马来西亚	馬來西亞	Mǎláixīyà	Malaysia
组装	組裝	zǔzhuāng	assemble
墨西哥		Mòxīgē	Mexico
草签	草簽	cǎoqiān	sign (an agreement) provisionally
意向书	意向書	yìxiàngshū	letter of intent; memorandum of understanding
报价	報價	bàojià	quoted price; quote
行家		hángjiā	expert
实不相瞒	實不相瞞	shíbùxiāngmán	let me be candid with you
规模	規模	guīmó	size; scope
采购	採購	cǎigòu	purchase
背部		bèibù	back
按摩		ànmó	massage
原始森林		yuánshǐ sēnlín	virgin forest
平面直角		píngmiàn zhíjiǎo	flat-screen
皮夹克		píjiákè	leather jacket
敝人		bìrén	I; me
我的妈呀	我的媽呀	wǒde māya	[cl.] Oh my God
开门见山	開門見山	kāiménjiànshān	get straight to the point
人高马大	人高馬大	réngāomǎdà	tall and well built
辽宁	遼寧	Liáoníng	a province in Northeast China
推销	推銷	tuīxiāo	promote the sale of
铁疙瘩	鐵疙瘩	tiěgēda	[cl.] iron chunks
油水		yóushuǐ	[cl.] profit
适销对路	適銷對路	shìxiāoduìlù	suited to market demand
谷口		Gǔkǒu	name of a company
问卷调查	問卷調查	wènjuàn diàochá	survey questionnaire
清瘦		qīngshòu	thin
消瘦		xiāoshòu	emaciated
时尚	時尚	shíshàng	fashion

Notes and Explanations

Note: The notation **【课文】** denotes an example from this lesson or another lesson in this book.
The notation **【补充】** denotes an example from an external context.

1. BUSINESS AND OTHER PROFESSIONAL TERMS

商业 (business, commerce) vs. 商务 (business or commercial service)

These two words are similar in meaning and sometimes interchangeable. For example, “business Chinese” can be translated as either 商务中文 or 商业中文. However, the latter strongly emphasizes service. Compare the following words:

商业中心 a complex of many retail stores, a commercial center

商务中心 a complex of many business offices, business center in a large upscale hotel

咨询 consult, consulting, consultation

【课文】 美国金桥商务咨询公司是一家为美国商家提供各种商业服务的公司。

【补充】 我们公司可以为您提供进出口方面的咨询。

【课文】 我们就向中国出口商品的问题咨询了有关专家。

经理 manager

Some frequently used word compounds:

项目经理 project manager

总经理 general manager

经理助理 assistant to the manager

出售 sell

A formal equivalent of 卖.

【课文】 希望能在中国出售跑步机。

【补充】 该公司去年一共出售个人电脑三百万台。

博览会 (product) exhibition/show

Refers to trade exhibitions or shows participated in by many manufacturers/companies.

Related words:

展览会 *exhibition*

交易会 *trade fair, commodities fair*

新产品发布会 *a conference announcing the release of a new product (typically by a single manufacturer)*

档次 *grade (of a product)*

档 means “category” while 次 means “rank” or “order.” Conventionally, commodities are divided into the following three categories:

高档 *high grade, higher end, expensive*

中档 *middle grade*

低档 *low grade, lower end, cheap*

批发价 *wholesale price*

Related word: 零售价 *retail price.*

组装 *assemble*

This term has two related meanings. Its basic meaning is “to assemble,” and its extended meaning is the implication that the product is assembled in countries where the cost of labor is low. The antonym of the second meaning is 原装 (made in the original country). For example, if a Kodak digital camera is made in the U.S.A., it is called a 原装 product; if it is made in Mexico or China, it is called a 组装 product. Chinese consumers often believe that although the brand and the model are exactly the same, a 原装 product’s quality is much better than a 组装 product’s quality.

年均收入 *average annual income*

Related word: 人均收入 *per capita income.*

到货 *be delivered to the customer*

Related word: 出货 *already out of the factory and on the way to the customer.*

推销 *promote the sale of*

Related word: 推销员 *salesperson.*

2. FORMAL EXPRESSIONS

该 *this or that*

【课文】该公司在上海成立了办事处.....

【课文】参与该课题的研究和撰写工作。(L2)

V + 于 + *Place Word*

This word order differs considerably from the common spoken Chinese word order. When we say somebody did something somewhere in common spoken Chinese, the word order is: preposition (在/从/etc.) + place word + action verb. In formal Chinese, however, the word order is: action verb + 于 + place word.

【课文】毕业于台湾东海大学 = 从台湾东海大学毕业

【补充】陈先生毕业于北京大学。

【补充】王先生先后就职于联想公司和方正公司。(就职于..... = 在..... 工作)

幸会 *(I am) so fortunate (to have the opportunity) to meet (you)*

A very frequently used formal greeting. Mainly used when meeting an unfamiliar person. For more explanation, please read **General Notes on Business Communication I**.

敝人 *I, me*

A disparaging way of referring to oneself used when first meeting someone. For more explanation, please read **General Notes on Business Communication I**.

何 *why, how, what*

A frequently used question word in formal expressions.

【课文】您将考虑购买何种健身器材.....

【课文】韩先生何出此言..... (L6)

3. COLLOQUIAL EXPRESSIONS

足有 *be fully... (a certain quantity), be as much as...*

【课文】来参加博览会的足有一百多个厂家。

【补充】这一产品给菲特公司带来的利润足有三亿美元。

还真 *really (with a tone of surprise)*

【课文】你这小伙子汉语讲得还真不错。

【课文】现在还真有一个上好的机会。(L5)

和着 *turn out to be*

This colloquial expression is used to indicate that one has discovered a fact.

【课文】和着这么老贵的一台机器就是为了走路用的？

【补充】和着我干了半天一分钱也拿不到！

冲着.....来的 *coming and doing something for the sole purpose/consideration of*

【课文】人家就是冲着高级设备来的。

【补充】他想跟你结婚是冲着你的钱来的。

不说.....光是..... *without even mentioning..., just...alone (already a large quantity)*

【课文】不说个人会员，光是公司会员我们就有八十多家。

【补充】在美国上学很贵，不说学费，光是买书每年就要上千块钱。

【补充】来参加博览会的外商很多，不说欧洲和美洲的，光是日本商人就来了三百多。

说正经的 *be serious*

After some casual conversation, a speaker uses this phrase to show that he wants to focus on serious business.

【课文】说正经的，我今天能不能定货？

【补充】说正经的，你们到底同意不同意我做你们的总代理？

说了算 *have the authority to make the final decision (what the person says counts)*

【课文】我说了算。

【补充】你们公司到底谁说了算？

算什么 *be nothing (literally, "what does it count for?")*

【课文】蓝海算什么！

【补充】日本车算什么！英国车才是高级车。

真不知道.....是怎么回事 *really don't understand what's with (something/somebody)*

【课文】真不知道你们美国是怎么回事.....

【补充】真不知道他是怎么回事，平常作业做得不错，可是一考试就不及格。

没有什么油水 *not much profit in it, not lucrative*

【课文】卖起来也没有什么油水.....

【补充】现在中国饭馆太多了，没有多大油水。

4. OTHER PATTERNS AND WORD COLLOCATIONS

提供服务 *provide service*

【课文】美国金桥商务咨询公司是一家为美国商家提供各种商业服务的公司。

【补充】我公司向世界各国企业提供一流的翻译服务。

商业机密 *business secret*

机密 means secret/confidential information. The word before it must be disyllabic.

【课文】这是商业机密。

【补充】有时候国家领导人的身体状况也是国家机密。

草签协议 *sign an agreement provisionally*

The object of 草签 can be 协议, 合同, 意向书, 合约, etc. (It must be a two or more syllable word.)

【课文】我们不必草签协议

【补充】这两家公司草签了一项合作协议。

5. IMPORTANT IDIOMATIC PHRASES/PROVERBS

开门见山 *get straight to the point*

Literally, "As soon as the door opens, the mountains can be seen." It means to come straight to the point. Often used as a verb or as a modifier.

【课文】跟你开门见山吧

【补充】我很喜欢你这种开门见山的风格，这样可以节省很多时间。

See **General Notes on Business Communication V.**

6. A NOTE ON THE NAMES OF THE TWO MAIN CHARACTERS

The two main characters in this textbook are 王艾琳 and 韩森. You may wonder why in most parts of the book we call them 艾琳 and 韩森 since the former is a first name while the latter sounds like a last name. Please note 韩森 here is Hansen's Chinese name. 韩 then is his Chinese last name. There are some general rules governing how to address people by their names. If A and B have a close relationship, A will address B by B's given name only. However, if B's given name is only one syllable, A should then address B by B's full name instead. In other words, the number of syllables in one's name matters. We may not call 韩森 by his Chinese given name 森 unless we are extremely intimate with him. For more rules on addressing businesspeople, please read **General Notes on Business Communication IV**.

Class Discussion

课堂讨论

1. 中国保健市场最近几年有什么变化?
2. 为什么北京人的年均收入只有一万左右, 但是却有不少人可以交两万会费参加健身俱乐部?
3. 分析一下唐立和安娜有什么不同。
4. 北京的市场和东北的市场有什么差别?
5. 在你看来, 在中国市场上, 菲特公司最有希望的是哪个档次的产品?
6. 为什么在美国平面直角彩电上市比中国晚得多?
7. 你觉得何飞虎是不是可以信任的代理商?

Exercises

练习

PART ONE: FAST ORAL TRANSLATION

第一部分: 快速口译



Listen to an audio recording of a paragraph in Chinese. There is a fifteen second interval between sentences. Translate each sentence orally before the next sentence is read. Then listen to an audio recording of a paragraph in English and translate it into Chinese in the same way.

A. From Chinese into English

一位中国健身器材公司经理介绍市场情况。

B. From English into Chinese

An American CEO is analyzing the Chinese home appliance market.

PART TWO: ROLE-PLAY (MARKET SURVEY FOR SKI EQUIPMENT)**第二部分：角色表演（滑雪器材市场调查）**

An American ski equipment company hopes to sell its products on the Chinese market and they ask Golden Bridge Consulting Group to conduct a market survey for them. One student acts as the project manager at Golden Bridge and another student acts as the manager of a sporting goods store in Beijing. Discuss skiing and the ski equipment market in China.

美国一家生产滑雪器材的公司希望能在中国销售滑雪器材，请金桥公司为他们做市场调查。一个同学作金桥公司的经理，另一个同学作北京健身器材商店的经理，交流现在中国的滑雪器材市场情况。

PART THREE: REPHRASING SENTENCES**第三部分：改写句子**

Using the words given in parentheses, rephrase the following sentences so that they are appropriate for a professional or business context. If no specific words are given, use the words and phrases you have learned in this lesson.

1. 现在中国的大城市和小城市都有健身俱乐部。（遍及）
2. 金龙公司是1997年成立的，这家公司主要是卖价钱比较便宜的电冰箱、洗衣机这类东西，每年卖出的东西大概有六百万元。
3. 我觉得开书店赚不了多少钱，不如开个咖啡厅。（油水）

PART FOUR: COMPOSITION (MARKET SURVEY)**第四部分：写作（问卷调查表）**

Design a survey in Chinese for the American ski equipment company mentioned in Part Two of the exercises. The survey will ascertain the potential of the sport of skiing and the ski equipment market in China. You should ask at least 15 questions in the survey.