

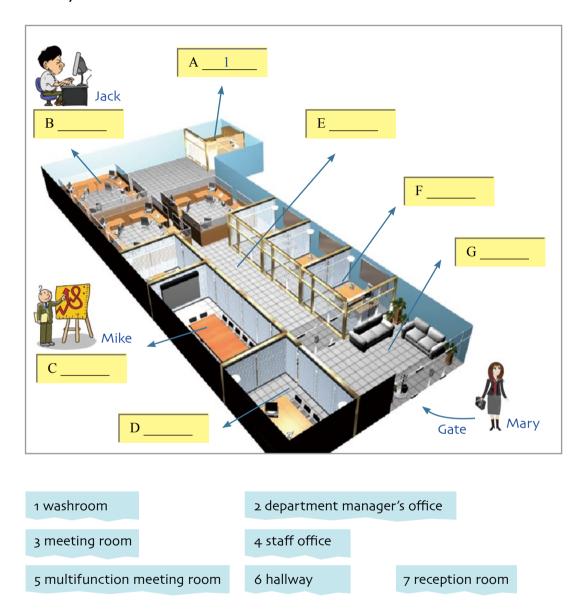


U1.indd 1

(

Warming-up

Task 1 Work in pairs. Look at the following office layout. Discuss with your partner and identify the marked rooms.



Task 2 Look at the above office layout again. Mary is at the company gate. Please tell her how to find Mike and Jack in the office.





An Overview of International Business Negotiations

Many economic reviewers assume that international business deals will happen naturally if only the correct governmental policies and structures are in place. Corporate leaders assume that they can simply extend their successful domestic strategies to the international setting. Both of these assumptions are mistaken. Policies alone do not create business deals; companies do. Business executives will need to be much better educated about international negotiations in order to make successful deals. International business negotiations are fundamentally different from domestic negotiations, and require a different set of skills and knowledge.

There are three factors which are common to all international business negotiations, and which distinguish international business negotiations from domestic ones. The first is that in international negotiations the parties must deal with the laws, policies and political authorities of more than one nation. These laws and policies may be inconsistent, or even directly opposed.

A second factor unique to international business negotiations is the presence of different currencies. Different currencies give rise to two problems. Since the relative value of different currencies varies over time, the actual value of the prices or payments set by the contract may vary, and result in unexpected losses or gains. The other problem is that each government generally seeks to control the flow of domestic and foreign currencies across their national borders. And unexpected changes in

such governmental currency policies can have dramatic effects on international business deals.

Norkplace Unit 1

Finally, cultural differences are an important factor in international negotiations. In addition to language differences, different cultures have different values and concepts. As a result, certain ideas may have very different meanings in different cultures. For instance, Americans and Japanese tend to have a different view of the purpose of negotiations. Americans see the goal of negotiations as to produce a binding contract which creates specific rights and obligations. Japanese see the goal of negotiations as to create a relationship between the two parties; the written contract is simply an expression of that relationship. What the Japanese see as a reasonable willingness to modify a contract to reflect changes in the parties' relationship, Americans see as a tendency to break a promise. American insistence on the original terms of the contract may be viewed as distrust by the Japanese.

Cultural differences are also present in different approaches to international business negotiations. Some cultures prefer to start from agreement on general principles, while others prefer to address each issue individually. Some cultures prefer to negotiate by "building up" from an initial minimum proposal; others prefer to "build down" from a more comprehensive opening proposal. Cultural differences also show up in the preferred pacing of negotiations and in decision-making styles.

2009.12.31 5:46:57 PM



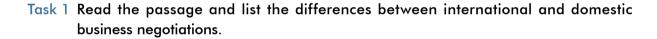


negotiation /nɪˌɡəʊʃɪ'eɪʃən/ n. 谈判, 协商 assume /ə'sjuːm/ v. 假定, 假设 assumption /ə¹sʌmp∫ən/ n. 假定, 假设 extend /ɪk'stend/ v. 扩展; 扩大……的范围 domestic /dəu'mestik/a. 国内的, 本国的; 家用的 strategy /'strætɪdʒɪ/ n. 战略, 策略 setting /'setɪŋ/ n. 背景; 环境 fundamentally /ˌfʌndə'mentəlɪ/ ad. 根本上; 完 全地 factor /'fæktə(r)/ n. 因素 authority /ɔː'θɒrətɪ/ n. 官方; 当局; 行政管理机构 inconsistent /ˌɪnkən'sɪstənt/a. 不一致的; 前后矛 盾的 unique /juː'niːk/ a. 独特的; 唯一的 presence /'prezəns/ n. 存在 currency /'kʌrənsɪ/ n. 货币; (货币的) 流通 vary /'veərɪ/ ν. 变化, 改变 dramatic /drəˈmætɪk/ a. 戏剧性的; 不寻常的

concept /'konsept/ n. 观念, 理念; 概念 binding /'baɪndɪŋ/ a. 有约束力的; 应履行的 obligation /ˌpblɪ'geɪʃən/ n. (法律或道义上的)义务, 责任 modify /'mɒdɪfaɪ/ v. 修改, 更改 tendency /'tendənsɪ/ n. 趋势, 趋向 insistence /ɪn'sɪstəns/ n. 坚决要求; 坚持 original /ə'rɪdʒənəl/ a. 起初的; 原来的 address /ə'dres/ v. 处理, 对付 issue /'ɪʃjuː/ n. 问题, 议题; 争论点 proposal /prəʊ'pəuzəl/ n. 建议; 计划; 提案 comprehensive /ˌkomprɪ'hensɪv/ a. 广泛的; 综合的 pace /peɪs/ v. 确定速度; 调整节奏 style /staɪl/ n. 方式, 方法

Phrases & Expressions

if only 只要; 要是 distinguish from 区分; 辨别 give rise to 引起, 导致



Differences Between International and Domestic Business Negotiations						
	International	Domestic				
1		Dealing with laws, policies and political authorities of one nation				
2	Dealing with different currencies					
3		Basically no cultural differences				





- 1. Successful domestic business strategies can be readily extended to foreign markets. 2. Business deals are created by correct policies, not by companies. 3. The laws and policies of two countries may be inconsistent. 4. Changes in the relative value of different currencies can lead to gains or losses. 5. Generally speaking, the government of different countries will try to control the flow of currencies across its border.
- 6. Americans see the goal of negotiations as to create a relationship between the two parties.

Business Know-how



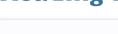
Taking Good Minutes

- Prepare an outline based on the agenda ahead of time and leave plenty of white space for notes;
- Prepare a list of expected attendees and check off the names when they come;
- Make a map of the seating arrangement to be sure about who said what;
- Make note of those who come in late or leave early;
- Don't take down everything that is said; just get the important points;
- Always write down action items with the person responsible and any deadlines.



·Your second home

Reading B



Board Meeting Minutes

Modern Technology Corporation Friday, January 22, 2010

The Modern Technology Corporation (MTC) Board of Directors (the Board) met in regular session on Friday, January 22, 2010. The meeting was held by teleconference.

Members of the Board present or absent:

Greg Steinhoff Chair Present
Jim Baker Member Present
Jake Fisher Member Present
Steve Hobbs Member Absent

Mike Nichols Member Present (joined at 2:30 p.m.)

Outside legal counsel and staff present or absent:

Powell Carman MTC Legal Counsel Present Rob Anderson MTC Executive Director Present

I. WELCOME AND CALL TO ORDER

Chair Steinhoff called the meeting to order at 2:05 p.m.

2. APPROVAL OF MINUTES FROM PRIOR MEETING

Chair Steinhoff moved to approve the minutes from the December 17, 2009 Board meeting. The draft minutes were distributed to the Board before the meeting. The resolution was moved by Mr. Hobbs, seconded by Mr. Baker and unanimously approved.

3. APPROVAL OF TREASURER'S REPORT

Chair Steinhoff then asked Mr. Fisher to present the Treasurer's Report distributed to the Board before the meeting. Mr. Fisher presented the Treasurer's Report for the Board's approval. Following a discussion the resolution was moved by Mr. Baker, seconded by Mr. Nichols and unanimously approved.

4. NEW BUSINESS

Chair Steinhoff asked Director Anderson to provide the Board with the information regarding support for the project by Dr. Annie Rubin. Director Anderson referred to a set of documents distributed to the Board before the meeting. He asked the Board to review and approve the draft support letter. He then introduced Dr. Rubin who provided additional information for the Board. Following a detailed discussion the resolutions were moved by Mr. Baker, seconded by Mr. Nichols and unanimously approved: The Board supports the project, and the Board authorizes Director Anderson to finalize and send the support letter to Dr. Annie Rubin on behalf of the Board.

5. ADJOURNMENT

Meeting adjourned at 3:39 p.m.

Respectfully submitted

B. Thomas Lowes, Secretary



Words

minutes /ˈmɪnɪts/ n. 会议记录
session /ˈseʃən/ n. 会议
teleconference /ˈtelɪˌkɒnfərəns/ n. 电话会议
prior /ˈpraɪə(r)/ a. 前面的, 更早的
move /muɪv/ v. 提议, 动议
draft /drɑːft/ n. 草稿, 草案
resolution /ˌrezəˈluɪːʃən/ n. 决议
second /ˈsekənd/ v. 附议
unanimously /juɪːˈnænɪməslɪ/ ad. 全体一致地, 无
异议地
treasurer /ˈtreʒərə(r)/ n. 会计; 出纳; 财务主管
finalize /ˈfaɪnəlaɪz/ v. 定稿
adjourn /əˈdʒɜːn/ v. 休会, 闭会
submit /səbˈmɪt/ v. 提交

Phrases & Expressions

executive director 执行董事 call to order 宣布开会 treasurer's report 财务报告

Notes

meeting minutes: They are an instant written record of a meeting and often give an overview of the structure of the meeting, starting with a list of those present, a statement of the various issues before the participants, and each of their responses to them.



Task 1	Decide whether the following
	statements are true (T) or false (F)
	according to the minutes.

1. MTC's board members were talking fac	26
to face in the meeting room.	

2. Mr. Fisher presented the Treasurer's Report
which was then unanimously approved.

- 3. Executive Director Rob Anderson proposed that the Board support a new project.
 - 4. The Secretary, B. Thomas Lowes, was appointed to send the support letter to Dr. Rubin.
- 5. The Board had a ten-minute break at 3:39 p.m.

Task 2 B. Thomas Lowes, the secretary, wrote down the following quotations in a hurry. Try to tell who said what according to the minutes.

Greg Steinhoff	Jim Baker
Jake Fisher	Mike Nichols
Powell Carman	Rob Anderson
Annie Rubin	

One

"Welcome to the meeting. Let's get down to business. First, we..."

Two

"Personally, I think the minutes from the last meeting were OK. I agree with Mr. Hobbs and ask the Board for approval."

Three

"We have carefully checked with our bank.
The current account is tight."

Four

"I'd like to ask Dr. Rubin to tell us about the bright future of the project."

Five

"I think all must have carefully read the minutes before the meeting. Are there any suggestions?"





Listening & Speaking

Task 1 Mary Jones is booking an air ticket on the phone. Listen to the conversation and correct the mistakes in the following chart.

(

Flight No./ Airline	Departure/ Arrival	Destination	Class	Price	Flight Type	Payment
NWA 476	6:00 p.m./ 9:25 a.m. (local time)	Sydney	Business	\$346	Round trip	Online

Task 2 Listen to a phone conversation and complete the following form.

1
vation Form

Task 3 Mr. McKenna is thinking of making a reservation for a conference room.

Listen to the conversation and tick off the items that have been mentioned.

	Size
	Location
	Service
	Direction sign
	Facilities
	Room setup/arrangement
	Food
	Room rate/Rental fee

Task 4 Listen to a phone conversation and decide whether the following statements are true or false. Then write key words to support your answers.

l.	There will be an extra charge if fewer than 18				
	guests are at the par	ty.			
	True	False			
2.	Jeff is calling to res	erve a banquet room for	r the		
	retirement party on	December 2.			
	True	False			
3.	The restaurant will	charge a fee of \$15 for	the		
	cake brought by the	guests.			
	True	False			
4.	The restaurant mana	ger will call for confirma	ation		
	three days before th	e party.			
	True	False			

٠



Task 5 Listen to the passage twice and fill in the blanks with what you hear.



Are you one of those people who are afraid of buying plane tickets online, and would rather call the airlines and talk to a "real live person"? It is understandable that the airlines are encouraging us to book online rather than ________, because it can save them money and the benefits to the customers can be significant too. Booking online can be ________, if done the right way.

A search for "cheap plane tickets" or similar will bring up dozens of well-known websites. These websites are fairly straightforward to use—you key in your _______, dates and number of passengers. After a few seconds' wait, you have your results on the screen in front of you. Check the results carefully as you may have dozens of different flight options to choose from. The cheapest flight option is usually displayed first at the top of the screen with successive options

Apart from the actual price, you may want to consider other aspects too, such as the time of day of your flight as well as the dates of travel—

Sometimes it pays to travel at "inconvenient times" such as early morning or overnight. You can also get a discount on airline tickets by flying on the day of a major holiday.

Task 6 Work in pairs. Practice booking plane tickets over the telephone.

Role A: A travel agent

- Greet the caller
- Ask for the departure and destination city
- Ask about the time and date of departure
- Offer different flight options
- Offer the prices
- Confirm the information and close the conversation

Role B: A customer who wants to buy three one-way tickets



- State who you are and the intention of booking plane tickets
- Specify the departure and destination city
- List available times and dates
- Inquire about the prices of tickets for different flights
- Choose one flight and book three tickets

Useful Words and Expressions

Passenger

How many passengers? adults, children, infants, seniors...

Time

When do you want to fly? departure, arrival, delay, cancel...

Ticket

Do you want a... or a...? return (round-trip), one way, multi-city (destination)...

Class

Which class/cabin do you prefer? first class, business class, economy class...

More Options

Do you want (to)...? upgrade class, promotions, non-stops, stopover...





Writing

Minutes

Minutes are an official record of the proceedings of a meeting or conference. Well-written minutes usually consist of three parts:

- 1. The time, date and place of the meeting;
- 2. Who attended the meeting and probably the apology from the person who was absent;
- 3. What has happened at the meeting in detail.
- Task 1 Taking good notes is a key to producing good minutes. Read the following notes from meetings and try to write complete sentences for them.

- Market Dept. resp. for Comp. sales ↓ last yr.
 The Marketing Department is responsible for the Company's sales decline last year.
- 2. Shld ↑ advert. budget next yr.
- 3. If exports ↓ in Q 4, think about dev'ing dom. market.
- 4. All sales rep. over-fulfilled this yr plan, rec. ↑ salary.
- 5. Changes in exch. rate ↑ cost. rec. ! in future trading.
- Task 2 Below are some points from the minutes of a meeting at ABC Company and also a transcript of the meeting on the next page. Try to match each of the points with its corresponding part in the transcript.
 - A. Alice Nelson suggested sending a gift to the hospital.
 - B. Sam Shawn described the topic for discussion at today's meeting.
 - C. Sam Shawn concluded the meeting and settled the time for the next meeting.
 - D. Discussion took place about possible ways to solve the problem.
 - E. Sam Shawn mentioned that the husband of one of their colleagues was ill and in hospital.







Transcript:





Sam Shawn

Good morning, everyone. Last week, we did a very nice job in sales. But there is a payment problem. During the past week, we found a lot of customers failed to pay us in a proper way. I think we shall send a leaflet to all our customers to tell them how. What do you think?



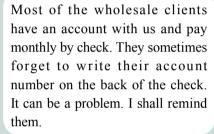
Yes, I agree. I suggest we should also have some leaflets at the Customer Counter for clients who prefer to come to the shop rather than order by phone.





Mark Wells

Yes. They can pay by cash, if they shop in person at one of our stores. Tell them that they must not send cash by post.





You can also tell them that we expect payment within 10 days of

them they can also pay by credit or debit card.

their receiving the bill or statement of account.

It would probably be wise. By the way, do not forget to tell



Eleanor Davis



If they wish to pay by telephoning us to give us their card details, we shall need the expiry date as well as the card number...





Yes, that's very important, too! That's good enough for this topic. By the way, I heard Sophia Cheung's husband is ill and in hospital, is that true?





Yes. That's why Sophia is absent today. She asked for leave to accompany her husband. I suggest we send a gift to the hospital.





That's fine. OK, it is 4:30 now. Let's stop here. Same time next week, we are going to discuss the budget of the new project...

Task 3 Take minutes for a meeting held recently in your class. Pay attention to the format and all necessary elements of the minutes. The following template (模板) for minutes of a typical meeting is provided for your reference.



[Company/Department Name]

Meeting Minutes

[Date]

I. Call to order

[Name of meeting facilitator] called to order the regular meeting of the [Organization/Committee name] at [Time of meeting] on [Date of meeting] in [Location of meeting].

II. Roll call

[Name of organization secretary] conducted a roll call. The following persons were present: [List of attendees]

III. Approval of minutes from the last meeting

[Name of organization secretary] read the minutes from the last meeting. The minutes were approved as read.

IV. Open issues

- 1. [Open issues/summary of discussion]
- 2. [Open issues/summary of discussion]

V. New business

- 1. [New business/summary of discussion]
- 2. [New business/summary of discussion]

VI. Adjournment

[Name of meeting facilitator] adjourned the meeting at [time when meeting ended].

Minutes submitted by: [Name] Minutes approved by: [Name]



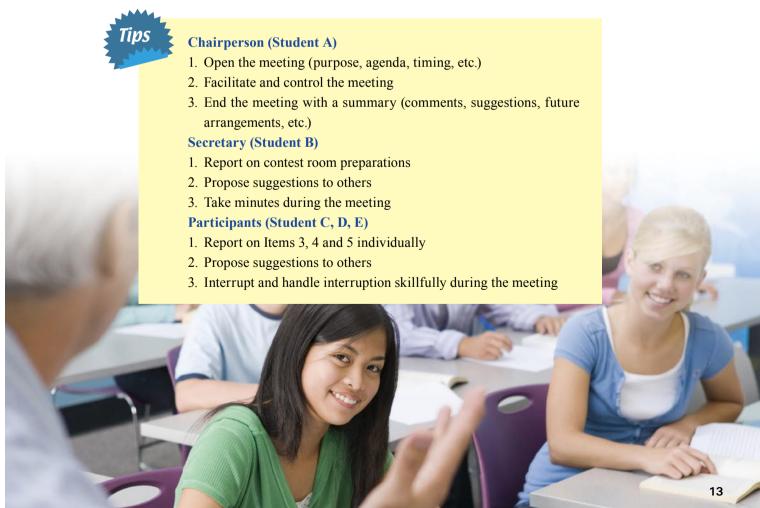


Mini-project

Work in groups of five. An English speech contest will be held in your class next week. You five are the organizers and have been assigned different tasks to prepare for the contest. Now a meeting is called to report how things are going. Prepare for the meeting and present it to the class. The following agenda lists the items to be discussed at the meeting.

AGENDA

- 1. Opening of the meeting—chairperson (Student A)
- 2. Contest room preparation—secretary (Student B)
- 3. Activities and process—participant (Student C)
- 4. Prizes and rewards—participant (Student D)
- 5. Budget for the contest—participant (Student E)
- 6. Ending of the meeting—chairperson (Student A)







Language Lab

Task 1 Match the words on the left with their meanings on the right.

- 1. unique
- 2. modify
- 3. assume
- 4. fundamentally
- 5. domestic
- 6. authority
- 7. binding
- 8. style
- 9. deal
- 10. tendency

- A. think or accept that something is true
- B. the power or right to do something
- C. of or within a particular country
- D. the particular way in which something is done
- E. a general movement or development in a certain direction
- F. very special or unusual
- G. an agreement, especially in business, on particular conditions for buying or doing something
- H. change something slightly
- I. that must be obeyed or fulfilled
- J. in every way that is important

Task 2 Complete the following sentences with the words from Task 1. Change the form if necessary.

1.	. A good newspaper publishes both				
	and foreign news.				
2.	Business agreements	are intended to be legally			
3.	Those aircraft produce	ed in the last century were			
	extensivety	and improved.			
4.		uits your			
	of living.				
5.	The preview offers a	opportunity			
	to see the show without				
6.	Today's young people	have the			
	of getting married and	d bearing children at late			
	ages.				
7.	Only the manager has	the to			
	sign cheques.				
8.	I didn't see your car, s	so I you			
	had gone out.				
9.	A	was struck after lengthy			
	negotiations.				
10.	This is just where we	disagree			

Task 3 Complete the sentences with the following words or phrases plus some words of your own.

give rise to concept seek extend... to oppose

I.	Tom can hardly grasp the basic			of
	mathematics. His parer	nts		<u> </u> •
2.	The economic depressi	on		
	widespread bankruptcy	and		
3.	I have never		hide my v	iews. In
	fact,			
4.	There is a proposal to		1	the road
	the nex	t villa	ge. Howeve	r, many
	villagers	the p	roposal.	





with him.

Task 4 Rewrite the following sentences after the models.

Model 1:

As long as the correct governmental policies and structures are in place, business deals will happen naturally.

Business deals will happen naturally <u>if only</u> the correct governmental policies and structures are in place.

- 1. As long as you can get enough information, everything can be made better.
- 2. As long as you don't give in too early, I think you can succeed.
- 3. As long as the company cuts its management cost, the product cost can be lower.

Model 2:

Chair Steinhoff asked Director Anderson to provide the Board with the information about a support for the project by Dr. Annie Rubin.

Chair Steinhoff asked Director Anderson to provide the Board with the information <u>regarding</u> support for the project by Dr. Annie Rubin.

- 1. She has said nothing about your request.
- 2. Call me if you have any problems about your work.
- 3. The father thought that he should have a talk with the son about his study.

Task 5 Translate the following into English using the given words or phrases.

- 1. 你能区别棉布和尼龙吗? (distinguish... from)
- 2. 寻求帮助不应被看作是弱点, 而是向他人学习的机会。(see... as)
- 3. 他对那个地方前后左右观察了许久。 (comprehensive)
- 4. 这些问题在青少年中普遍存在。(common)
- 5. 你言行不一致。(inconsistent)
- 6. 这个问题肯定不是我们目前在日本要面对的大问题。(issue)
- 7. 纳税是每个人的义务。(obligation)
- 8. 他刚读完了一整套海明威的小说。(set)





Self-study Room

Time Management

How often do you find yourself running out of time? Weekly, daily, hourly? For many students, it seems that there's just never enough time in the day to finish their assignment. When you know how to manage your time you gain control. To start managing time effectively, you need to set goals. When you know where you're going, you can then figure out what exactly needs to be done, and in what order.

First, let's start with filling the following worksheet.

Second, to realize these goals, you can use a to-do list to prioritize what needs to be done. Now list the things you will do today that relate to your goals for this academic year (word memorizing, listening to BBC, shopping, email writing, etc.). You now have a "to-do" list!



Third, try to focus yourself on these items. Now ask yourself which of these activities you really enjoy doing. Which do you find a drag (累赘)? Which do you avoid doing at all? How many of the things that are "drags" relate to your goals? If you find some of your course work at university is "a drag", try to make it more interesting. Then create the right environment to eliminate interruptions and distractions from your environment and concentrate yourself on these activities.

Fourth, don't forget to reward yourself if you've achieved the goals. Keep in mind that some consequences are pleasurable and others are aversive (令人厌恶的). While aversive consequences can be very motivating for escape and avoidance, pleasurable ones are more helpful for building positive behaviors.





- money
- marks
- praise

Aversive

- escape from failure
- avoiding criticism
- stopping ridicule

Rewards and consequences can be immediate or delayed. Consequences serve as more effective motivators if they are immediate.

Immediate

Delayed

- coffee breaks
- free to socialize
- feel good
- scholarship
- acceptance into teamwork
- parents will be happy

Finally, afford some time to check whether you've realized daily goals and reflect on your to-do list to make some small changes. It seems natural to assume that by setting a goal that's Specific, Measurable, Attainable, Relevant, and Time-bound, you will be well on your way to accomplishing it.

How to Make To-do Lists

To-do lists are effective time-management tools—but only if they're easy to use. Here are five strategies for making your to-do lists work hard for you.

- 1. Keep it simple. Whether you use a computerbased to-do list or a paper tablet, it must be simple. If it's too complex, you won't use it.
- 2. Limit yourself. Small paper tablets work well, because there's a limit to how much you can write on a page. Stick to a maximum of 10 tasks, all of which can be accomplished within a week.
- Set a due date—and stick to it. Due dates help prioritize what you do and when.
- 4 Use a dark marker to reinforce your feeling of accomplishment. Cross off sub-steps as you complete them with a regular pen. Use a dark marker to cross off the major tasks.
- 5 Redo the list every workday. Do it every evening. This gives you a clear idea of what you have to do before the end of the next day.

Time Management Mistakes

- 1. Keeping too many things in your head.
- 2. Doing whatever grabs your attention next.
- 3. Not spending enough time on your top priorities.
- 4. Doing very efficiently what need not be done at all.
- 5. Poor planning. There's a saying: "If you fail to plan, you plan to fail."
- 6. Working in a disorganized and distractive work environment.
- 7. Attempting to do too much. In time management, the word "overload" describes the condition of having too much work, more work than you can normally handle.

Task Make some of your to-do lists by addressing the following questions.

- 1. What are your lifetime goals?
- 2. What are your goals for the next three to five
- 3. What are your goals for the coming school year?
- 4. What are the things you need to do in order to accomplish this year's goals?









Unit File

Vocabulary

negotiation assume domestic unique strategy currency modify tendency address comprehensive vary concept distinguish from give rise to minutes session resolution second finalize adjourn call to order submit

(

Listening and Speaking

Reservations

Guided Writing

Minutes

Mini-project

Meeting Arrangements

Learning Strategy

Time Management

Look back through this unit. Find more words and expressions that you think are useful.



