目錄

序言	8	8 工作週上的問題 (Problems at work) 24
工作、人和機構 (JOBS, PEOPLE AN	1D	A 健康與安全 (Health and safety) B 欺凌與騷擾 (Bullying and harassment)
ORGANIZATIONS)		C 歧視 (Discrimination)
工作 (Work and jobs)	10	9 管理人員、行政人員和董事
A 你是做甚麼工作的? (What do you do?)		(Managers, executives and directors) 26
B 「Work」的詞語搭配		A 管理人員和行政人員:英國
(Word combinations with 'work')		(Managers and executives: UK) B 管理人員和行政人員:美國
C 工作的類別 (Types of job and types of work)		(Managers and executives: US)
2 工作的方式 (Ways of working)	12	
A 新、舊的工作方式 (Old and new ways)		10 商人和商業領袖 (Businesspeople and
B 得到的就是好工作 (Nice work if you can get it)	business leaders) 28
C 工作的性質 (Nature of work)		A 商人和企業家 (Paris and
471 Uth Ch3 JUG 288		(Businesspeople and entrepreneurs) B 領袖和領導才能 (Leaders and leadership)
3 招聘與甄選 (Recruitment and selection)	14	C 巨子、大人物和大亨
A 招聘 (Recruitment)	''	(Magnates, moguls and tycoons)
B 應徵工作 (Applying for a job)		100 the tit I (0 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
C 甄選程序 (Selection procedures)		III 機構 I (Organizations I) 30
		A 生意和公司 (Business and businesses) B 商業 (Commerce)
4 技術與資歷 (Skills and qualifications)	16	C 企業 (Enterprise)
A 教育及培訓 (Education and training)		D「Enterprise」的詞語搭配
B 技術的與非技術的 (Skilled and unskilled) C 適當的人選 (The right person)		(Word combinations with 'enterprise')
Call 107 (See (The right person)		12 機構 9 (Ongonizations 2)
5 薪酬及福利 (Pay and benefits)	18	12 機構 2 (Organizations 2) A 自僱人士與合夥公司
A 工資、薪金及福利 (Wages, salary and benefits)		(Self-employed people and partnerships)
B 報酬 (Compensation 1)		B 有限責任 (Limited liability)
C 補償 (Compensation 2)		C 互助公司 (Mutuals)
6 工作的人和地點		D 非牟利機構 (Non-profit organizations)
(People and workplaces)	20	
A 僱員與管理人員 (Employees and management)		生產 (PRODUCTION)
B 管理與行政 (Management and administration)		13 製造業和服務業
C 勞力 (Labour))	(Manufacturing and services) 34
D 人事與人力資源 (Personnel and human resource	ies)	A 工業 / 行業 (Industry)
7 事業階梯 (The career ladder)	22	B 製造業和服務業 (Manufacturing and services)
A 終身的工作 (A job for life)		C 國家與它們的工業 (Countries and their industries)
B 現在的工作 (A job for now)		HH AS AT TH
C 內部職員,還是自由工作者?		14 開發過程 (The development process) 36
(In-house staff or freelancers?) D 失去工作 (Losing your job)		,
2 /22 [Looning your job]		A 市場研究 (Market research) B 開發及上市 (Development and launch)

	創新與發明 (Innovation and invention) 創新與發明 (Innovation and invention)	38		產品與品牌 (Products and brands) 「Product」的詞語搭配 (Word combinations with 'product')	52
В	研究與科技 (Research and technology) 專利權與知識產權 (Patents and intellectual property)			貨品 (Goods) 品牌與建立品牌 (Brands and branding)	
A B C	製造東西 (Making things) 產品 (Products) 大量生產 (Mass production) 生產能力及產量 (Capacity and output)	40	A B	價格 (Price) 定價 (Pricing) 「Price」的詞語搭配 (Word combinations with 'price') 高價市場與低價市場 (Upmarket and downmar 大眾市場與縫隙市場 (Mass markets and niches	
A B C	材料與供應商 (Materials and suppliers) 輸入 (Inputs) 供應商與外判 (Suppliers and outsourcing) 剛好及時 (Just-in-time) 商業哲學 (Business philosophies)	42	A	地點 (Place) 銷售:批發商、零售商及顧客 (Distribution: wholesalers, retailers and customers) 商店 (Shops) 直接營銷 (Direct marketing)	56
A B C	全面質量管理 (Total quality management) 不斷的改善 (Continuous improvement) 設定基準 (Benchmarking) 企業流程再造 (Business process re-engineering)	***	A B	推廣 (Promotion) 廣告 (Advertising) 銷售人員 (The sales force) 推廣活動 (Promotional activities)	58
	營銷 (MARKETING)		26	互聯網與電子商貿 (The Internet and e-commerce)	60
A B C	買方、賣方和市場 (Buyers, sellers and the market) 顧客和客戶 (Customers and clients) 賈方和賣方 (Buyers and sellers) 市場 (The market) 「Market」的詞語搭配	46	В	互聯網 (The Internet) 擁有店鋪並同時經營網上銷售的商店 (Clicks-and-mortar) 企業對企業、企業對消費者,以及企業對政府 (B2B, B2C and B2G)	
20	(Word combinations with 'market') 市場與競爭者		金錢	(MONEY)	
A B	(Markets and competitors) 公司與市場 (Companies and markets) 更多「Market」的詞語搭配 (More word combinations with 'market') 競爭者與競爭 (Competitors and competition)	48	A B C	營業與成本 (Sales and costs) 營業;銷售 (Sales 1) 營業;減價 (Sales 2) 成本 (Costs) 利潤與加成 (Margins and mark-ups)	62
A B	市場營銷與市場定向 (Marketing and market orientation) 市場營銷 (Marketing) 四個 P (The four Ps) 市場定向 (Market orientation)	50	A B	收益與虧蝕 (Profitability and unprofitability) 賺錢的和不賺錢的產品 (Profitable and unprofitable products) 預算與支出 (Budgets and expenditure) 規模經濟與學習曲線 (Economies of scale and the learning curve)	64

29	收款 (Getting paid)	66	36	金融中心 (Financial centres)	80
A	運送貨物與開賬單 (Shipping and billing)		A	金融中心 (Financial centres)	
	貿易賒賬 (Trade credit)		В	股票市場 (Stock markets)	
С	客戶 (Accounts)		С	其他金融市場 (Other financial markets)	
			D	衍生工具 (Derivatives)	
30				First Bell (mark)	
	(Assets, liabilities and the		37	貿易 (Trading)	82
	balance sheet)	68		市場指數 (Market indexes)	
Α	資產 (Assets)		В	市場活動:暢旺的時候	
	折舊 (Depreciation)			(Market activity: good times)	
С	負債 (Liabilities)		С	·····和低迷的時候 (and bad times)	
D	資產負債表 (Balance sheet)				
			38	指標 I (Indicators I)	84
31	經營業績 (The bottom line)	70	Α	金融與經濟 (Finance and economics)	
A	賬目 (Accounts)		В	通脹與失業 (Inflation and unemployment)	
	成績 (Results)		С	貿易 (Trade)	
	,		D	增長與國內生產總值 (Growth and GDP)	
32	股份資本與債項				
	(Share capital and debt)	72	39	指標 2 (Indicators 2)	86
Δ	資本 (Capital)			上升 (Going up)	
В	股份資本 (Share capital)			下跌 (Going down)	
	借款資本 (Loan capital)			高峰與低谷 (Peaks and troughs)	
D	證券 (Security)		D	景氣與不景氣 (Boom and bust)	
	資本與負債比率 (Leverage)				
			奉夕	令法	
33	成功與失敗 (Success and failure)	74	_	OING THE RIGHT THING)	
Α	現金山與盈餘 (Cash mountains and surpluses)		(, , , , , , , , , , , , , , , , , , , ,	
В	債項與債項問題 (Debt and debt problems)		40	不法行為與貪污	
С	好轉與拯救 (Turnarounds and bailouts)			(Wrongdoing and corruption)	88
D	破產 (Bankruptcy)		Δ	不法行為 (Wrongdoing)	
				行賄與貪污 (Bribery and corruption)	
34	合併、收購和資產出售			詐騙與盜用公款 (Fraud and embezzlement)	
	(Mergers, takeovers and sell-offs)	76		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
Α	股份和合資企業 (Stakes and joint ventures)		41	道德 (Ethics)	90
В	合併和收購 (Mergers and takeovers)			道德準則 (Code of ethics)	, ,
С	企業集團 (Conglomerates)			道德標準 (Ethical standards)	
				道德投資 (Ethical investment)	
今丽	h 唐 <i>bi</i>			Zistes (Sunous investment)	
	t與經濟		Pr et II	++ 6¥ (2=2 0 0 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
(FIIN	IANCE AND THE ECONOMY))	個人	、技能 (PERSONAL SKILLS)	
35	個人財務 (Personal finance)	78	12	時間與時間管理	
	傳統銀行業務 (Traditional banking)		42	可同興時間管理 (Time and time management)	92
В	斯新的銀行業務 (New ways of banking)			,	72
	個人投資 (Personal investing)			時限與時間表 (Timeframes and schedules)	
_	in the free free free free free free free fr			項目與項目管理 (Projects and project manager	ment)
			C	時間的秘訣 (Time tips)	

壓力與壓力管理 (Stress and stress management) 94 A 當工作是令人振奮的 (When work is stimulating) B 當振奮變為壓力 (When stimulation turns to stress) C 放慢節奏 (Downshifting)	49 打電話 2:接通電話 (Telephoning 2: getting through) 106 A 打電話時碰到的各種情況 (Phoning scenario) B 打電話找某人 1 (Asking to speak to someone 1) C 留言信箱 (Voicemail)
44 領導才能與管理方式 (Leadership and management styles) 96 A 領導才能 (Leadership) B 現代管理方式 (Modern management styles) C 賦權 (Empowerment) 文化 (CULTURE)	「Telephoning 3: 図言 (Telephoning 3: messages) 108 A 打電話找某人 2 (Asking to speak to someone 2) B 留下口信與記下口信 (Giving and taking messages) C 拼寫姓名 (Spelling names) D 記下口信: 核實資料 (Taking messages: checking information)
45 不同文化的公司 I (Business across cultures I) 98 A 不同文化 (Cultures and culture) B 距離與親近 (Distance and familiarity)	51 打電話 4:安排會面 (Telephoning 4: arrangements) A 安排會面 (Making arrangements) B 結束通話 (Closing the conversation) C 更改會面時間 (Changing arrangements)
46 不同文化的公司 2 (Business across cultures 2) 100 A 姓名 (Names) B 公司名片 (Business cards) C 衣着 (Dress)	52 傳真 (Faxes) 112 A 發傳真 (Sending faxes) B 傳真的格式 (Fax layout) C 收傳真 (Receiving faxes)
47 不同文化的公司 3 (Business across cultures 3) 102 A 娛樂與招待 (Entertainment and hospitality) B 時間 (Time) C 跨文化溝通 (Cross-cultural communication)	To an
電話、傳真與電郵 (TELEPHONE, FAX AND EMAIL) 48 打電話 I:電話與號碼 (Telephoning I: phones and numbers) 104	54 會議 1: 會議的類別 (Meetings 1: types of meeting) A 「Meeting」的詞語搭配 (Word combinations with 'meeting') B 會議的類別 (Types of meeting) C 會議進行得如何? (How was the meeting?)
A 電話及更新的通訊設備 (Telephones and beyond) B 「Phone」、「call」和「ring」的用法 (Phone, call and ring) C 號碼 (Numbers) D 通過電話做的事情 (Doing things over the phone)	「クラストライン (Sefore the meeting) B 開會期間 (During the meeting) C 跟進 (Follow-up)

56	會議 3:觀點 (Meetings 3: points of view)	120	62	談判 : 情況與談判人員 (Negotiations : situations	
Α	宣佈會議開始 (Opening the meeting)			and negotiators)	132
В	邀請成員發言 (Inviting people to speak)		Α	談判的類別 (Types of negotiation)	
С	表達你的觀點 (Making your point)		В	「Negotiations」的詞語搭配	
				(Word combinations with 'negotiations')	
57			С	談判 (Bargaining)	
	(Meetings 4: agreement	122	/2		
	and disagreement)		0.5)談判 2:準備工作 (Negotiations 2: preparing)	134
	沒有爭議的討論? (Discussion without argume	ent?)		1 1 9/	131
В	同意 (Agreeing) 不同意 (Disagreeing)			談判的準備工夫 (Preparing to negotiate) 談判的情形 (Negotiating scenario)	
C	/中語 (Disagreeing)			談判的風格 (Negotiating styles)	
58	會議 5: 討論技巧				
	(Meetings 5: discussion techniques)	124	64	談判3:進一步談判	
Α	婉轉地陳述觀點 (Hedging)			(Negotiations 3: furthering	
В	確定是否理解正確、打斷別人説話、回到先前的	內討論		negotiations)	136
	(Checking understanding, interrupting,		Α	雙贏 (Win-win)	
	referring back)			刺探 (Probing)	
С	同意、共識還是妥協?			建議與反建議 (Proposal and counter-proposal)	
D	(Agreement, consensus or compromise?) 總結 (Concluding)		D	交換 (Trade-offs)	
	monia (Concidentis)		45	談判4:困難	
59	簡報 I:準備工作與引言		05	(Negotiations 4: difficulties)	138
	(Presentations 1: preparation		Δ	對抗 (Confrontation)	
	and introduction)	126		對抗的談判策略	
Α	簡報或演示的方式 (Types of presentation)			(Confrontational negotiating tactics)	
В	應該與不應該做的事情:準備工作		С	處理難題 (Dealing with problems)	
	(Dos and don'ts: preparation)		_		
C	基本用語:引言 (Key phrases: introduction)		66		
40	簡報 2:主要部分			(Negotiations 5: reaching	1.40
00	(Presentations 2: main part)	128		agreement)	140
^	應該與不應該做的事情:時間的安排	.20		僵局與調停人 (Deadlock and mediators)	
^	(Dos and don'ts: timing)		В	協議與合約 (Agreements and contracts) 確認交易內容 (Checking the deal)	
В	應該與不應該做的事情:聲線		C	。 神田心文の下す石 (Citeeking the dear)	
	(Dos and don'ts: voice)	<u>i</u>	單元	練習答案	142
	與觀眾交流 (Rapport with the audience)				
D	基本用詞:主要部分 (Key phrases: main part)	į	英文	索引	160
61	簡報 3:結束與發問		4, ->-		1.70
	(Presentations 3: closing	'	中又	索引	172
	and questions)	130	11E9 3.E-1		1.65
Α	應該與不應該做的事情:身體語言		鳥謝	Ī	183
	(Dos and don'ts: body language)				

B 視像輔助工具 (Visual aids) C 基本用語:結束及處理問題

(Key phrases: closing and dealing with questions)