

АНГЛИЙСКИЙ  
С АЛЕКСАНДРОМ ПЕТРОЧЕНКОВЫМ  
быстро и эффективно



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# Business English для международного сотрудничества

*Учебное пособие  
по деловому английскому языку*



ДОБРАЯ КНИГА  
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# ПРЕДИСЛОВИЕ

Мы живем в такое время, когда хозяйственная деятельность на нашей планете с каждым годом приобретает все более выраженный всемирный характер, а английский язык фактически становится стандартным языком международного общения. Сегодня английский — это язык коммерции, делового общения, переписки, технической документации, рекламы, информатики и коммуникаций. Поэтому в наши дни трудно заниматься серьезным делом и быть преуспевающим менеджером, не владея основами английского языка.

Это учебное пособие призвано помочь начинающим менеджерам укрепить и развить знание делового английского языка. Но при этом, как это нередко случается в жизни, тестированию подвергаются не только знание языка, но и разносторонние деловые качества и умения менеджеров. И хотя на страницах этой книги вам предстоит встретить немало шуток и анекдотов, деловые качества и навыки управленцев проверяются вполне серьезно. Чтобы суметь ответить на все вопросы и правильно выполнить упражнения, необходимо быть настоящим менеджером.

Кроме того, практическая ценность этого пособия обогащается тем, что попутно читатели получают советы по деловой культуре и этике (*Business Culture Tips*), которые приводятся в каждой главе под следующим обозначением:



## **BUSINESS CULTURE TIPS**

Множество шуток, карикатур и анекдотов (*Time for a smile*) в этой книге приводится не столько для создания приятной атмосферы, сколько для самооценки знаний.

Хотя чувство юмора является одной из незаменимых сторон делового общения, можно утверждать, что адекватное понимание шуток и юмора является важным критерием уровня знания иностранного языка: правильное их восприятие свидетельствует о достаточно высоком уровне понимания оттенков смысла. Для помощи в понимании упражнений, тестов, текстов, анекдотов и карикатур в конце каждой главы приводится словарик с текущей лексикой и фразеологией, относящейся к данной главе, под таким обозначением:



### **VOCABULARY TO HELP YOU WITH THE TESTS**

Кроме того, в конце книги имеется обобщенный англо-русский словарь (*Vocabulary*). Значения слов в этом словаре приводятся главным образом только те, что применяются в настоящем учебном пособии.

Книга состоит из трех частей и девяти глав, структура которых имеет много общего. Каждая глава содержит упражнения и тесты, обозначенные цифрами:



### **EXERCISE**

Правильные ответы можно найти в конце каждой главы под таким обозначением:



### **KEY TO CHAPTER**

В каждой главе приводятся небольшие перечни идиоматических выражений, основанных на базовых глаголах, по два блока идиоматических выражений в каждой главе:



### **IDIOMATIC ENGLISH MADE EASY**

После перечня идиоматических выражений дается небольшой диалог, в котором некоторые из этих идиом находят применение:

**TEST YOUR VERBAL IDIOMS**

Правильность выполнения этого упражнения также можно проверить в перечне ответов в конце каждой главы:

**KEY TO IDIOMATIC ENGLISH MADE EASY**

Вероятно, вы обратите внимание на карикатуры, а также на многочисленные врезки с шутками и анекдотами под следующим обозначением:

**TIME FOR A SMILE**

Эти тексты тоже являются важным учебным материалом. Как, впрочем, и мудрые мысли и афоризмы известных личностей и представителей бизнеса, которые приводятся в каждой главе под такими заголовками:

**INSIDE INFORMATION**

Желаю читателям приятных часов работы с этим учебным пособием и успехов в овладении деловым английским! Глубокое и прочное освоение языка требует систематической работы и упорства. Чтобы уровень знаний не снижался, языком следует пользоваться или заниматься постоянно. Только это послужит надежной гарантией постоянной готовности языка к употреблению.

Тем, кто найдёт это учебное пособие полезным, настоятельно рекомендую обратить внимание на другие книги этой серии, а также учебные пособия и словари, выпускаемые издательством «Добрая книга» в серии «Английский с Александром Петроченковым — быстро и эффективно». С замечаниями и пожеланиями прошу обращаться в издательство «Добрая книга» либо непосредственно к автору по адресу: **petrochenkov@yahoo.com**.

*Александр Петроченков*



*“It takes a second to send a message but a month to get someone to act on it!”*

# Part 1

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## MANAGERS' MANNERS

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### CONTENTS

#### **Chapter 1. Greetings and meetings in Britain**

Verbal idioms: **see, think**

#### **Chapter 2. In Rome do as the Romans do**

Verbal idioms: **take, turn**

#### **Chapter 3. Teach them to strike the right tone**

Verbal idioms: **blow, make**

*And take time for a smile!*

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One learning strategy that you can use for any part of your lesson is to seek out opportunities to practice. You can listen to English language radio, find someone who will speak English with you, send e-mail messages to English-language online discussion forums and read English language texts.

You'll find it easier to understand a text if you've had some previous experience with the topic. Read headlines or the subject line. Are you familiar with the topic? Have you ever read this kind of text before? If not, try to visualize what it's about. And if you can, find more texts like it and practice reading them, too.

**TIME FOR A SCOTTISH SMILE**

*On Monday morning a Scottish businessman returned twenty toilet rolls to the local supermarket with the following letter:*

*Dear Sir,*

*Could you please refund my money  
for these toilet rolls?*

*Our Japanese business partners  
didn't want to stay for the weekend.*

*Yours sincerely*

*Ian McGregor*

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# Chapter 1

## GREETINGS AND MEETINGS IN BRITAIN



*“Our stock just went up ten points on the rumour that I was replacing you all with burlap sacks stuffed with straw.”*

Vladimir Kartoshkin sees an advert for a management trainee in a Moscow business newspaper. It is a post with Robotalot, a British company that produces robots for domestic services. “This job would suit me down to the ground,” he thinks. Vladimir knows that in business, however good you may think you are, most people judge you only by your behaviour. And since he wants to land the job, he buys a few books on business etiquette in order to create a good first impression.

**ADVICE FROM THE EXPERT**

Vladimir studies the first chapter by George Mikes "How to be an Alien." He is not sure what to think of. See for yourself.

"This is a chapter on how to introduce people to one another. The aim of introduction is to conceal a person's identity. It is very important that you should not pronounce anybody's name in a way that the other party may be able to catch it. Generally speaking, your pronunciation is a sound guarantee for that. On the other hand, if you are introduced to someone there are two important rules to follow:

If he stretches out his hand in order to shake yours, you must turn it down. Smile vaguely, and as soon as he gives up the hope of shaking you by the hand, you stretch out yours and try to catch his in vain. This game is repeated until the greater part of the afternoon or evening has elapsed. It is extremely likely that this will be the most amusing part of the evening."

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**1**

**Other books see the problem differently. Has he bought the right books? He doesn't know which "expert" to believe. Which advice do you think is the most truthful?**

- a The English shake hands only in formal encounters.
- b Businessmen don't shake hands.
- c They shake hands. It all starts with a handshake.

**2**

**Vladimir is called for an interview. His future boss, Mr. Brain, is waiting for him in his office. What do you think is most likely to happen?**

- a His future boss will stretch out his hand first.
- b Vladimir takes the initiative.
- c Shaking of hands is not appropriate in this situation.

**3**

**How should Vladimir introduce himself? Should he say?**

- a I'm Mr. Vladimir Kartoshkin.
- b I'm Vladimir Kartoshkin.
- c I'm Mr. Kartoshkin.

**4**

**And what about Jane Kelly? Would she say?**

- a I'm Miss or Mrs. Jane Kelly.
- b I'm Jane Kelly.

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**ADVICE FROM THE EXPERT**

Now let's go back to expert George Mikes and his second rule:

"Once the introduction has been made you have to ask about the health of your new acquaintance. ... A dialogue like this:

Brain: How do you do?

Kartoshkin: General state of health fairly satisfactory. Slight insomnia and a rather bad corn on left foot. Blood pressure low, digestion slow but normal ...

Well, a dialogue like this would be unforgivable."

Can Vladimir Kartoshkin trust George Mikes?

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**5**

Suppose you are introduced to a potential customer. He asks the famous question “How do you do?” What is your reaction?

- a Fine, thank you.
- b And how are you?
- c How do you do?

**6**

A good business partner arrives. How do you greet him?

- a How are you, Paul?
- b How do you do?
- c Hi, Paul.

**7**

A colleague greets you: “How are you, Bob?” How do you react?

- a How do you do?
- b How are you?
- c Fine, thank you.
- d Thank you, fine.

**8**

You enter a British company. What are the receptionist's first words?

- a Good afternoon. Can I help you?
- b Welcome. How can I help you?
- c How are you? May I have your name, please?

**9**

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**ADVICE FROM THE EXPERT**

Here's George Mikes again:

"After having been introduced ... you must not say 'pleased to meet you'. This is one of the very few lies you must never utter because for some unknown reason, it is thought of as being vulgar."

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**What do you think?**

- a Here, George Mikes is right.
- b No, he is wrong.

**10**

**Mr. Brain introduces Vladimir Kartoshkin to Andrew Goodman, sales director, and Mrs. Child, his secretary. What did Mr. Brain not say?**

- a Mr. Kartoshkin, I'd like you to meet Mrs. Child, our secretary. And this young gentleman is Mr. Goodman, our sales director. Mr. Kartoshkin will be our new management trainee.
- b Mr. Kartoshkin, I'd like to introduce Mr. Goodman, our sales director. And I'd like you to meet Mrs. Child, our secretary. This is Mr. Kartoshkin, our new management trainee.
- c Mrs. Child, I'd like you to meet Mr. Kartoshkin, our new management trainee. Mr. Goodman may I introduce Mr. Kartoshkin? He will start his job in your department.



### TIME FOR A SMILE

*Tom was reading an advert in the newspaper. "Vacuum cleaner sought" was written in the paper. Astonished he remarked to his wife: "What strange jobs we have nowadays."*

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### BUSINESS CULTURE TIPS

- Giving compliments is not part of business protocol and can often cause embarrassment and awkwardness. Employees would, of course, be appreciative of praise from superiors, but do not expect it. Compliments, especially from strangers or very casual acquaintances can, in fact, be taken with suspicion.
- Americans often converse on a first-name basis in a casual, friendly manner. If an American businessperson uses a first name in an introduction, it would be considered snobbish and unfriendly not to do the same. If you're unsure of how friendly or formal the situation is (in speech and in writing), use addresses such as Dr., Ms., Miss, Mrs. or Mr., along with the person's last name. If you're unsure of a woman's marital status, use Ms.
- "Dr." can be a medical or academic title, and is often used, especially among Germans, as part of their names (e.g. in passports, in phone books, on official documents, all forms of official addresses, etc.). Accordingly, Dr. Martin Meyer should be addressed as "Herr Doktor Meyer." If you are going to meet a professor, address him/her as Herr [or Frau] Professor [Surname]. Accordingly, Prof. Dr. Karin Schmidt should be addressed as "Frau Professor Schmidt." "Fräulein" is very much out of fashion today in Germany. Once a girl comes of age, she is normally addressed as "Frau" in public.

- Telephone etiquette expects the person who answers the phone to identify himself to the caller with his last name, in the home as well as in the office. A simple “hello” can throw the caller off in slight confusion, leading him or her to ask point blank “Whom I’m speaking to?” Note that “hallo” is also often used to get someone’s attention, much like “excuse me.”
- Bring plenty of business cards. Businesspeople from the Eastern Europe, Russia, Far East and Arab countries should provide the English translation of the information on one side of their cards, as well as the romanization of their names, for easier initial communication. Unless you will be exclusively dealing with Germans, Frenchmen, Italians, and so on it is unnecessary to have the reverse side translated into German, French, Italian, and so on.



*“The machine then selects the likely equations from a complicated pattern of theoretical probable. It calculates these, and the correct answer is put out on a diskette. Then our Miss Smith files them God knows where, and we can never find the damn things again.”*



## IDIOMATIC ENGLISH MADE EASY

<i>see</i>	видеть, смотреть
<i>see someone about</i>	выяснять, советоваться, узнавать
<i>see for oneself</i>	убеждаться, посмотреть самому
<i>see (someone) off</i>	проводить; выгонять, выпроваживать
<i>see (someone) out</i>	видеть за окном, снаружи; проводить
<i>see through (someone)</i>	видеть насквозь; узнать, понять
<i>see (something) through</i>	выдержать; проходить
<i>see to (it)</i>	присматривать, заботиться;



## TEST YOUR VERBAL IDIOMS

### A matter of personal interest

**Denise:** Oh, Jane, I've come to (1) \_\_\_\_\_ you \_\_\_\_\_ a very personal problem. I've wanted to speak to you about it for the last two days.

**Jane:** Oh yes? What is it? I haven't got very long. I have to go and (2) \_\_\_\_\_ somebody \_\_\_\_\_ at the railway station.

**Denise:** Well, this is more important. You know I've (3) \_\_\_\_\_ your trick. I'm sure it was you who stole my wallet and bank cards. I'm not so worried about the money but I need the cash point cards. I'm determined to get them back. I'm going to (4) \_\_\_\_\_ this situation \_\_\_\_\_