

求職面試前，加強英語聽說實力必備

LIVE PÉN
點讀筆

【數位學習版】

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內附雙重功能DVD-ROM

1. 電腦互動光碟 for PC 2. 朗讀MP3

上班族不能不會的 商業 + 辦公室 英語會話

AN EFFICIENT
GUIDE TO LEARNING
BUSINESS ENGLISH

本書走進辦公室場景
影片互動幫你快速學會商務英語



會議英語現場

跨部門會議、年度企劃會議、
視訊會議、簡報英語等



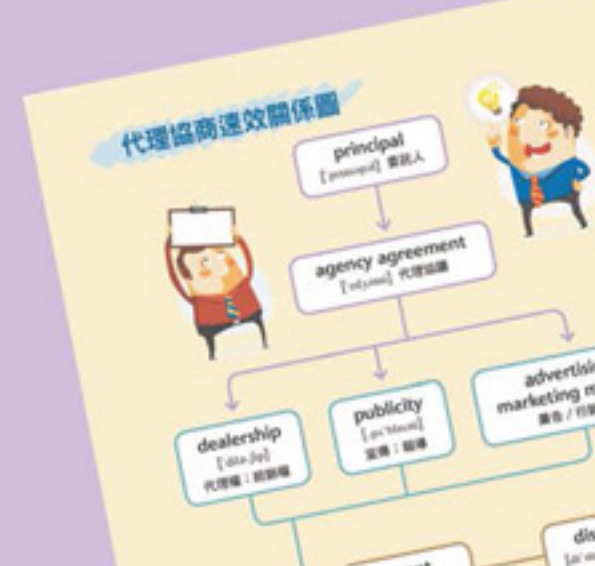
業務英語現場

活動企劃、促銷特賣、
存貨管理、銀行英語等



議價英語現場

漂亮議價、商務合約、
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出差英語現場

安排行程、接待客戶、
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客戶服務英語、
團隊分工等



LiveABC

英語數位學習第一品牌



A Graphic Presentation 簡報圖表英語會話術

實戰對話

PLAY ALL | TRACK 01

Act 1: The Numbers Don't Lie 數字會說話

IVO 製造公司的業務代表威斯和茱莉亞正向高層彼得和蘇簡報公司的季度表現。

W : Wes **J** : Julia **P** : Peter **S** : Sue



W Welcome. Today, I'd like to report our company's sales figures for the first quarter of 2012.

歡迎。今天，我要報告公司二〇一二年第一季的銷售數據。



J Let's begin by taking a look at how we did these past three months.

讓我們先來看看公司過去這三個月的表現。



W If we look at this line graph, we can see that our sales improved overall during this quarter.

如果從這張折線圖來看，我們能看到公司本季銷售整體上有進步。



P Hold on. What's with the **sharp** decrease in the first month? Sales plummeted then.

慢著。第一個月急遽下降是怎麼回事？當時銷售是一落千丈。



W Right you are. We can clearly see that there was a downturn during this first month.

你說得對。我們能清楚看到第一個月期間出現下滑。



S What do you **attribute**¹ this decrease to?

這樣的下滑你認為是什麼原因造成的？



J If I may **address**² this, Wes. We attribute this downswing in sales to a post-holiday **slump**.³

威斯，請容我進行說明。我們將銷售下滑歸因於假期後的低迷。



W Simply put, shoppers weren't buying after the holidays. Looking at the graph again, though, we can see a sharp upturn in the second month.

簡單來說，購物者在假期過後不會消費。不過再看看這張圖表，我們能發現第二個月銷售大幅提升。



P Hmm . . . **fluctuations**⁴ in the market are quite common in Q1.

嗯……市場波動在第一季相當普遍。



W In the third month, sales continued to rise until they hit a plateau in the last week of the quarter.

在第三個月，銷售持續攀升直到本季的最後一星期趨於穩定。



J And that's how the quarter ended—on a high but level note.

而這就是本季結束——居高且平穩時的狀況。

Q Vocabulary

1. **attribute** [əˈtrɪbjut] v. 把……歸因於
2. **address** [əˈdres] v. 提出；處理
3. **slump** [slʌmp] n. 低迷
4. **fluctuation** [ˌflʌktʃuˈeɪʃən] n. 波動



S Well, that's a positive way to end the quarter, but we'd like to see these numbers **edge**⁵ up again in the next one.

嗯，這是結束本季一個蠻具有建設性的方式，但是我們希望下季這些數字能再小幅上升。



W We agree, and we're confident that sales will be on an upswing again soon.

我們同意，也有信心銷售很快又會回升。

Q Language Spotlight

表示「程度」的形容詞

簡報圖表時，可在 growth、rise、decrease 等名詞前加上表程度的形容詞，如此能更明確地說明圖表內容。以下整理常見用字：

說法	意義	範例
abrupt	突然的	abrupt rise 突然攀升
dramatic	驚人的	dramatic change 驚人的變化
rapid	快速的	rapid downturn 快速下滑
sharp	急遽的	sharp decrease 急遽下降
steady	穩定的	steady growth 穩定成長

- Statistics reveal a **sharp decrease** in our repeat customers during the last six months.
數據顯示，過去六個月期間我們的回客數急遽下降。

Q Vocabulary

5. **edge** [ɛdʒ] v. 緩慢地移動



實戰對話

PLAY ALL | TRACK 02

Act 2: Sizing Up the Competition 競爭品評英語通

威斯和茱莉亞接著簡報各區銷售成果與公司的市佔率表現。

W : Wes **J** : Julia **P** : Peter **S** : Sue



W Let's continue by **examining**¹ our sales in different regions.

讓我們繼續檢視公司在不同區域的銷售情形。



J This bar chart shows our sales performance in each region for this quarter, **alongside**² the numbers from the previous year.

此長條圖顯示本季公司每個區域的銷售表現，同時有前一年的數據作對照。

Q Vocabulary

1. **examine** [ɪg`zæməŋ] v. 檢視；探討
2. **alongside** [ə`lɒŋ`saɪd] prep. 與……同時；在……旁邊



W As the chart demonstrates, there has been an increase **across the board**, compared to last year.

正如圖表顯示，和去年相比，銷售全面成長。



S Wow! Sales in the Northeast have really shot up since last year.

哇！東北區的銷售自去年以來真的突飛猛進。



W Yes, this is probably due to the second branch office we opened there.

是的，這應該和我們在當地開設第二家分公司有關。



P There is room for improvement in the West, though.

不過，西區有進步的空間。



J I agree. Our sales were **sluggish**³ there. As you'll see in our next chart, there was a good reason for this.

我同意。我們在當地的銷售成長緩慢。從下一張圖表各位就能看到這是有原因的。



W In this pie chart, we can see our company's market share here, along with the rest of our competitors'.

在這張圓餅圖裡，我們能看到公司在此的市佔率，以及我們競爭者的部分。



J I would like to focus your attention on EverStrong's share. As our biggest **rival**⁴ in the West, they've **gained ground** on us with their new line of products.

我想請各位把注意力放在艾佛強公司的市佔率上。做為我們在西區的最大競爭對手，他們以其最新系列產品攻佔了我們的市場。

Vocabulary

3. **sluggish** [ˈslʌɡɪʃ] *adj.* 緩慢的；有氣無力的

4. **rival** [ˈraɪvəl] *n.* 競爭者



W That's why our sales were slow in this region.

這也是為何我們在這區的銷售遲緩。



S Meanwhile, Dunder Company still has the biggest piece of the pie.

同時，當德公司仍持有最大的市佔率。



W But we are standing strong with 28 percent of the market.

但我們有28%的市佔率，表現算強勁。



P Well, this has been very **enlightening**.⁵ We've done well in the first quarter, but I know we can do even better the rest of the year.

嗯，這非常具啟發性。第一季我們表現不錯，但我知道我們今年接下來能做的更好。

Q Language Spotlight

across the board 全面地；全盤地

- The manufacturer is going to install GPSs in all models **across the board**.
製造商將在所有的型號上全面安裝全球衛星定位系統。

gain ground 取得優勢、進展

- It will take the video game developer a while to **gain ground** on the more established companies.
遊戲開發者需要再花一點時間才能在較多的老字號公司中取得優勢。

Q Vocabulary

5. **enlighten** [Inˈlaɪtn] v. 啟發；教導（文中以現在分詞作形容詞）



簡報速效字彙通

表示「增加；上揚」常用字

increase 增加

rise 上升

shoot up (非常快速地) 增加

upswing 回升；上揚

upturn 提高；好轉

表示「減少；下滑」常用字

decrease 減少

downswing 減低

downturn 下降

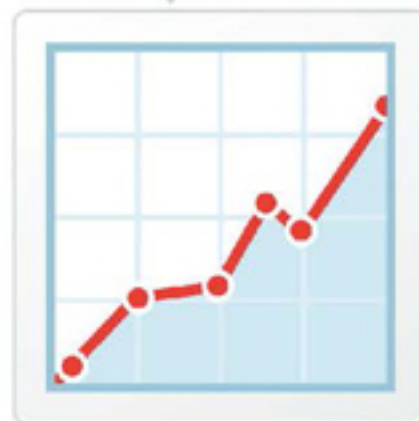
plummet 驟降

表示「持平、停滯」常用字

plateau 持平；穩定狀態

sluggish 遲滯的

圖表介紹好用句



Line Graph

折線圖

開場必備句

- Let's start by looking at this line graph, which represents our sales figures for the first quarter. 我們從這張折線圖開始看，內容顯示公司第一季銷售數據。

折線下滑時這樣說

- We can clearly see that the income from advertising has fallen during the first season. 我們能清楚看到廣告收入在第一季呈現下滑。

折線上揚時這樣說

- If you look at this line graph, you'll notice that our sales improved during this quarter. 如果從這張折線圖來看，你們會發現公司本季銷售有進步。

折線趨穩定時這樣說

- Sales continued to rise until hitting a plateau in the last week of the month. 銷售持續攀升直到本月最後一週趨於穩定。



Bar Chart

長條圖

開場必備句

- This bar chart shows our sales performance in the countries of Europe for this quarter.

此長條圖顯示本季公司在歐洲各國的銷售表現。

表現成長這樣說

- There has been an increase in all regions, compared to last year.

和去年相比，全區皆有所成長。

表現欠佳這樣說

- Our sales were sluggish in the Southeast region.

我們在東南區的銷售呈現停滯狀態。



Pie Chart

圓餅圖

開場必備句

- In this pie chart, we can see our company's market share, along with our competitors'.

在這張圓餅圖裡，我們能看到公司的市佔率，以及我們競爭者的部分。

市佔表現這樣說

- Our current share of the market is 20 percent.

我們目前的市佔率是20%。

- We have only a 10 percent sliver of the pie.

我們只佔圓餅圖的10%。





Interviewing for Success

面試英語成功會話術

實戰對話

 **PLAY ALL** | **TRACK 91**

Act 1: Putting Your Best Foot Forward

展現自我英語流利說

瑪莉·史密斯正接受機能紡織公司營運主管艾德·羅德斯的面試。

E : *Ed* **M** : *Mary*



E Tell me some more about yourself, Mary.

瑪莉，多談談妳自己吧。



M Sure. I'm a seasoned marketing manager with more than five years of work experience. In my last position, my efforts led directly to an 80 percent increase in sales.

好的。我是個有五年以上工作資歷具有經驗的行銷經理。在我上一個職務中，我的努力直接帶來80%的銷售成長。



E That's impressive. Tell me more.

真讓人印象深刻。再多跟我說一些。



M I was responsible for rebranding the biggest product line at my previous employer. This helped increase sales, particularly in **emerging**¹ markets.

我負責的是前一家公司最大產品線的品牌改造。這幫助銷量的增加，尤其是新興市場的部分。



E Let's **switch gears**. On a personal level, what's your greatest strength?

我們換個話題。從個人層面來看，妳最大的強項是什麼？



M I would say my ability to learn and **adapt**.² For example, I was the first to develop social media marketing programs at my old company.

我會說是我學習與適應的能力。舉例來說，我是前一家公司第一個開發出社群媒體行銷方案的人。



E And your weaknesses?

那妳的弱點呢？



M Perhaps I take on too much responsibility and can try to do too much.

或許我攬了過多的責任，也可能嘗試做太多事情。



E How do you handle stress and pressure?

妳如何應付緊張和壓力？



M To be honest, I think I **thrive**³ under pressure. It allows me to focus on the task at hand.

老實說，我想壓力更能讓我成長。它讓我能專注在手頭上的任務。

Q Vocabulary

1. **emerging** [ɪˈmɜːdʒɪŋ] *adj.* 新興的
2. **adapt** [əˈdæpt] *v.* 適應
3. **thrive** [θraɪv] *v.* 茁壯成長



E What did you like about your previous job?

之前的工作妳喜歡的是哪一點？



M I enjoyed contributing to our growth. It was **fulfilling**⁴ to see my work having such a strong **impact**⁵ on the company's bottom line.

我很高興能對公司的成長有所貢獻。看到我的努力對公司的盈虧表現有如此強大的影響，很讓人滿意。



E Why are you leaving your job?

妳為什麼離職呢？



M I'm ready to take my skills to the next level and apply them on a larger scale, in a bigger company.

我準備好要將自己的能力帶往下一層次，並運用在更大格局、更大規模的公司裡。

Q Language Spotlight

switch gears 轉換話題

gear 指「(汽車的) 排檔」，switch gears 除了指「換檔」，還能表示「轉換(話題、方法、作風)」，即文中用法。

- It was hard to follow the professor's lecture as he **switched gears** quickly.
要跟上這名教授的課很難，因為他轉換話題的速度很快。

補充 get in/into gear 使……處於就緒狀態

- Every morning I need a cup of coffee before I can **get into gear**.
每天早上我都要喝杯咖啡來讓自己進入狀況。

補充 in full/high gear 狀況極佳

- Denise was **in high gear** all week and finished all her assignments ahead of schedule.
丹德妮絲這禮拜狀況極佳，比計畫提前完成所有任務。

Q Vocabulary

4. **fulfill** [fʊlˈfɪl] v. 滿足、達成(願望等)(文中以現在分詞作形容詞)

5. **impact** [ˈɪm.pækt] n. 影響

實戰對話

PLAY ALL | TRACK 92

Act 2: Strong Interview Answers 漂亮英語面試應答

瑪莉繼續著和艾德的面試問答。

E : *Ed* **M** : *Mary***E** Let's **cut to the chase**. Why do you want this job?

我們就直接切入重點吧。妳為什麼想要這份工作？

**M** Frankly speaking, I think I can contribute **from day one**. From my research, I know that Functional Fabrics is looking to expand its social media presence. That's **right up my alley**.

老實說，我認為我一開始就能有所貢獻。從我的研究發現，我知道機能紡織公司正打算拓展其社群媒體的影響力。這對我來說是再適合不過了。

**E** You've certainly done your homework. What else do you know about our company?

妳的確有做功課。妳對我們公司還有什麼樣的了解？

**M** I know that you're facing increasing competition from low-cost competitors. You make a better quality product, but you're being **undercut**¹ on price.

我知道你們正面臨來自低價對手日益激烈的競爭。你們做的產品品質較好，但在價格上卻被打壞了。



E And what would you do to change that?

那你會怎麼做來改變這樣的情況？



M I'm confident that I could **initiate**² changes to **elevate**³ your company's brand image. By raising the **perceived value**⁴ of your brand, you won't have to compete **solely**⁵ on price.

我有信心能啟動轉變來提升貴公司的品牌形象。藉由提升品牌的感知價值，你們就不用單靠價格來競爭了。



E Very good. What are you looking for in your next job?

很好。妳對下份工作的期望是什麼？



M An opportunity that will challenge me while making use of my experience and abilities. I also want to develop my management skills.

一個能自我挑戰且運用自身經驗與能力的機會。我也想讓自己的管理能力有所發展。



E Where do you see yourself in five years?

妳如何看待五年後的自己？

Vocabulary

1. **undercut** [ˌʌndəˈkʌt] *v.* 以低於……的價錢出售；壓低（價格）
2. **initiate** [ɪˈnɪʃi.ət] *v.* 開始、發起
3. **elevate** [ˈeləˌvet] *v.* 提升
4. **perceived value** [pəˈsivd] [ˈvælju] *n. phr.* 感知價值
（為消費心理學的重要指標之一，表示一個品牌、產品或服務在消費者心中的價值，且會影響其購買意願以及肯花費的金額）
5. **solely** [ˈsoli] *adv.* 僅僅



M Hopefully⁶ as a leader in a growing organization, like yours.

但願能在像貴公司般的新興組織裡擔任領導職位。



E Final question: How will you achieve your goals?

最後一個問題。妳要如何達到自己的目標？



M As a **continual**⁷ learner, I welcome the chance to attend industry-related conferences and events. I also noticed that Functional Fabrics has an executive MBA program, which I would definitely be interested in.

身為一個好學不倦的人，我樂見有參加業界相關會議與活動的機會。我也注意到機能紡織公司有高階企業管理碩士的課程，這絕對是我很感興趣的。

Q Language Spotlight

cut to the chase 直接切入重點

- I'm going to **cut to the chase** and tell you what I really think.
我就直接切入重點，告訴你我真正在想什麼。

from day one 打從一開始

- **From day one** at her new job, Bess knew that her coworker was not a friendly person.
新工作一開始的時候，貝絲就知道她的同事並不友善。

right up one's alley 正適合某人；正對某人的胃口

- We're going to an Indian restaurant this weekend, and I think it will be **right up your alley**.
我們這個週末要去一家印度餐廳，我想這一定會合你的胃口。

Q Vocabulary

6. **hopefully** [ˈhɒpfəli] *adv.* (多用來修飾全句) 但願

7. **continual** [kənˈtɪnjuəl] *adj.* 不間斷的；反覆的



面試必備 Q&A

Q1: Could you tell me a little about your work history?

能談談你的一些工作經歷嗎？

可以這樣回答

- I've been an engineer for about seven years.
我已擔任工程師約七年之久。
- For the last five years, I've worked in the solar energy field.
過去五年裡，我一直任職於太陽能領域。

Q2: What do you know about our company?

你對我們公司有什麼了解？

可以這樣回答

- I know that you are looking to expand into China.
我知道貴公司正打算拓展至中國。
- You've been on the leading edge of home appliances for over two decades.
廿多年來，貴公司一直處於家電業的領導地位。

Q3: Where do you think you have room for improvement?

你覺得自己有什麼可進步的空間？

可以這樣回答

- I have a tendency to focus too intently on specific goals.
我有太過專注在特定目標上的傾向。
- My greatest weakness as a graphic designer is that I am never satisfied with my work.
身為平面設計師，我最大的缺點就是對自己的作品一直不滿意。