

FREMDSPRACHENTEXTE

Business Situations

Soforthilfe für den
geschäftlichen Alltag

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Philipp Reclam jun. Stuttgart

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Vorwort

Das vorliegende Buch *Business Situations* ist eine **Soforthilfe für den geschäftlichen Alltag**. In der Realität des geschäftlichen Alltags ist es nicht möglich, bei sprachlichen Problemen und Aufgaben auf umfassende Lehrwerke zurückzugreifen und die entsprechenden Kapitel nachzulesen. Dazu fehlt in der Regel die Zeit. Um gezielt und schnell Antworten zu erhalten, bedarf es eines benutzerfreundlichen und situationsangemessenen Zugriffs. Dieser Zugriff ist in der Soforthilfe gewährt.

Das **Inhaltsverzeichnis** verschafft einen Überblick über die Themen.

In der Soforthilfe werden typische **Sprachfunktionen** wie Entschuldigungen, Zustimmung, Danken und Ablehnung, **Situationen** wie Besprechungen und Verhandlungen, **Sprachtätigkeiten** wie Briefeschreiben, Verfassen von E-Mails oder Telefonieren und **Interaktions- sowie Konversationsstrategien** (Eröffnung und Beenden eines Gesprächs, Antworten, Unterbrechen, Variation in der Abfolge) behandelt. Sprachlich werden die Themen unterstützt durch

- nützliche Phrasen, Redewendungen und Dialoge,
- typische Beispiele und
- Tipps phonetischer, grammatischer, lexikalischer, stilistischer und soziokultureller Art.

Im **Extrateil** befinden sich

- die englische Aussprache von Buchstaben sowie die internationale Buchstabierliste,
- Hinweise zu Zahlen, Daten sowie Zeitangaben,
- ein Organigramm und
- zwei alphabetische Wortschatzlisten. Die **englisch-deutsche** Liste bezieht sich ausschließlich auf den vor-

liegenden Buchtext. Das **deutsch-englische** Vokabular enthält die im Buchtext erwähnten und darüber hinaus weitere nützliche Ausdrücke aus der Geschäftssprache.

Das übersichtliche **Layout** und das **Format** des Bandes tragen schließlich zur Benutzerfreundlichkeit bei.

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Meeting People

1. Introducing yourself

You may find you have to introduce yourself on many occasions, for example during a presentation, at a conference or simply when meeting someone for the first time. The following phrases should be helpful. You would of course begin by saying *Good morning* (until midday) / *Good afternoon* (until about 6 pm) / *Good evening* (after 6 pm), or even *Hello/Hi* on an informal occasion. You only say *Good night* before you go to bed.

Useful Phrases

May I introduce myself? I'm ... / My name's ...

I don't think we've met before. I'm ...

I don't think we've been introduced. I'm ...

Replying to an introduction

How do you do? And I'm ...

Pleased to meet you. My name's ...

Nice to meet you. I'm ...

Conversation (1)

A: Good morning. I don't think we've met before.
I'm Susan Roberts. I work for British Telecom.

B: Pleased to meet you. I'm James Swinbourne. I'm
with Hewlett Packard.

Conversation (2)

A: Hello. May I introduce myself? I'm Paul Simon.

B: Nice to meet you, Mr Simon. My name's Jane Barton.

A: Please call me Paul.

B: And I'm Jane.

Note

To get on first-name terms (allow someone to call you by your first name) you say *My name's Paul Simon. Please call me Paul.*

Conversation (3)

A: I don't think we've been introduced. I'm Fernando Velasquez.

B: Nice to meet you, but I'm sorry, I didn't quite catch your name.

A: It's Fernando Velasquez. Let me give you my card.

Note

If you did not understand someone's name, it is more polite to say *I'm sorry, I didn't catch your name* than *I didn't hear/understand your name.*

Describing your job

In a business context, it is always useful to be able to say a few words about your job or to comment on the occasion. The following phrases should help you to do this.

Question:

What do you do?

Possible answers:

I'm **an** engineer / **a** secretary / **a** sales rep etc.

I'm **in** marketing / the chemicals business/advertising.
(i.e. business area).

I work **for** IBM.

Do you work **at** Siemens?

Are you **with** Microsoft?

I'm based **in** ... (country/city).

I work **in** the sales department. / I'm **in** sales.

I'm responsible **for** transport / **for** organising fairs and exhibitions.

I'm self-employed. I have my own business.

I work freelance. I'm a freelance writer/designer.

Conversation (4)

A: Hello. I don't think we've met. I'm Joe Anderson.

B: Hi. Nice to meet you. I'm Jake Newman.

A: What do you think of the conference? I'm in the construction business, so I'm finding it quite informative. What do you do?

B: Well, I'm a civil engineer, so I agree it's quite useful.

Tips

- It is normal to use contractions in conversations. (*I'm, it's, we're, she's, we've, I don't, he doesn't, they didn't* etc.)
- Using first names is very common in Anglo-American companies and business contexts.

- *How do you do* is not a real question. It means *Pleased/Nice to meet you*.
- In Anglo-American cultures, it is usual to shake hands only the first time you meet someone.
- The question *What do you do?* means *What job do you do?*
- You use an indefinite article when describing your job. *I'm **an** engineer.* / *She's **a** secretary.*
- Notice the prepositions you can use to talk about where you work. *I work **for** an engineering company.* / *Do you work **at** ICL?* / *I'm **with** Microsoft.*
- The abbreviations *e.g.* and *i.e.* mean *for example* and *that is* respectively.
- A verb used after a preposition is in the *-ing* form. *I'm responsible **for** organising fairs.*