

<<求职名企英语面试听说必备>>

图书基本信息

书名：<<求职名企英语面试听说必备>>

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内容概要

《求职名企英语面试听说必备》的语言非常平实、地道，简练流畅的中英文表达贯穿字里行间，让人易听、易记、易说。内容编排设计完全贴合真实的面试情景，由浅入深，不仅提供了英语面试过程中会涉及的各种问题、回答方式及技巧，还按照热门行业分类为求职者提供了行业相关知识的听力练习及情景对话练习，为求职者再现了热门行业面试的真实情景。此外，《求职名企英语面试听说必备》一书还配有由北京外国语大学专家配音录制的MP3光盘，求职者可利用随书附赠的MP3光盘进行听说练习和听写练习。

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章节摘录

Chapter1 面试会话 Unit4关于工作的问题 Questions About Job 如何看待加班 How Do You Think About Working Overtime 一 必须听懂的实用表达 Useful Expressions (跟着录音听一听、读一读) 1

How do you feel about working overtime? 你如何看待加班?

2 What motivates you for working overtime? Raise or promotion? 什么因素激励你加班? 加薪还是晋升?

3 Are you willing to work overtime on weekends? 你愿意周末加班吗?

4 Is it necessary to make your overtime acknowledged? 有必要让别人知道你加班了吗?

5 Would you be able to work overtime if required? 如果需要, 你会加班吗?

6 Will you reject your boss's demand of working overtime? 如果老板要求你加班, 你会拒绝吗?

7 I don't mind working overtime occasionally but I would also like to get home to my family. 我不介意偶尔加班, 但是我还是想回家陪伴家人。

8 I can work overtime as long as it isn't a routine, but an exception for a good reason, like a project deadline. 如果加班不是惯例, 而是像赶工期这样的例外, 我是可以加班的。

9 I don't mind working overtime at all. I know during busy times people are expected to work more, and I'm flexible with my hours so I won't have a problem. 我一点都不介意加班。我知道在公司忙的时候, 员工应当加班, 而且我的时间很灵活, 所以对此我没问题。

二 核心词汇 Keywords 跟着录音读一读、记一记 overtime [?'uv? 'taim] adv./n. 超时工作, 加班加
点 motivate ['m?utiveit] v. 作为...的动机, 激发 raise [reiz] n. (工资、薪金的) 提升, 增加
promotion [pr?'m?u??n] n. 提升, 晋级 acknowledge [?'k'n?lid?] v. 承认, 供认
occasionally [?'kei??n?li] adv. 偶尔, 间或 routine [ru:'ti:n] n. 惯例, 常规 exception [ik'sep??n] n.
例外 mound [maund] n. 一大堆 utilize ['ju:tilaiz] v. 利用, 使用 depend [di'pend] v. 决定于,
视...而定 fall behind 落后, 不能按时完成 三 实景会话 Conversations A=Applicant
I=Interviewer Conversation 1 I: How do you feel about working overtime? A: My previous experience

told me that the need for overtime is a reality for most since forty hours a week isn't much time to accomplish my mound of endless tasks at work. I: What motivates you for working overtime? Raise or promotion? A: It is neither raising salary nor promotion. I head into the office early and stay late, check e-mail on weekends. And in many cases, I do it because it's part of my job. I: 你如何看待加班?

A: 我先前的经历告诉我大多数情况下加班是种现实情况, 因为一周四十个小时的工作时间不足以完成我那一堆没完没了的工作。

I: 什么因素激励你加班? 加薪还是晋升?

A: 既不是加薪也不是晋升。我早到晚走, 周末处理邮件。

在多数情况下, 我做这些只是因为这是我工作的一部分。

Conversation 2 I: Are you willing to work overtime on weekends? A: I do understand that it will occasionally be necessary in software industry to work overtime. Generally I feel that the work can be completed on time if we work sincerely and utilize the work hours. However I have no problem in working overtime if the project deadlines are very tight and require me to work hard. I: Is it necessary to make your overtime acknowledged?

A: I think it depends. If I fall behind in my work, it is unnecessary to make my overtime known to other colleagues or supervisors. But if I want to show my commitment to the company, I want it to be noticed by those around. I: 你愿意周末加班吗?

A: 我确实理解在软件行业偶尔加班是必须的。

一般来说我觉得如果我们努力工作并且充分利用工作时间的話, 工作是可以按时完成的。然而如果工期紧, 需要我们加班的话, 我没有问题。

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I: 有必要让别人知道你加班了吗?

A: 我认为这要视情况而定。

如果我未能按时完成工作, 那么加班就没有必要让同事或者上司知道。

如果我想表明我对公司的奉献, 那么我希望加班能够被周围的人注意到。

面试技巧小贴士 面试官问及加班的问题, 主要是在考察应聘者对工作的态度, 看应聘者是否服从安排, 有没有责任心, 能不能吃苦。

如下回答方式供求职者参考。

我会服从组织安排。

(I will accept the organizational arrangements.) 我会合理地安排自己的工作, 提高效率。
但是, 需要当天完成的我还是会申请加班。

(I will properly arrange my work and improve efficiency. However, if the work needs to be done today, I will submit a request for overtime.) 今日事今日毕。

(Don't put off today's work till tomorrow./Today's work must be done today.) 我经常忙得连轴转。

(I often work round the clock.) 我想知道能不能调休。

(I want to know whether I can take some time off later.) 即使通宵我也会把工作做完。

(I will get the work done even if I have to stay up all night.) Chapter2 行业实战 Unit1 市场营销

Marketing 一、行业知识听力突破 Listening Marketing is the process of creating customers, and customers are the lifeblood of your business. In this section, the first thing you want to do is define your marketing strategy. An overall marketing strategy would include a market penetration strategy, channels of distribution strategy and communication strategy. Market penetration strategy is actually a growth strategy of sales amount, including acquisition strategysuch as buying another business, a franchise strategy for branching out, etc.. Channels of distribution strategy refer to the choices for distribution channels which include original equipment manufacturers (OEMs), an internal sales force, distributors, or retailers. Communication strategy means how you are going to reach your customers. Usually some combination of the following works the best: promotions, advertising, public relations, personal selling, and printed materials such as brochures, catalogues, flyers, etc.. 1、听力技巧点拨 Listening Skills 上述段落初步介绍了市场营销领域里的基本术语, 涉及术语解释时, 通常用到的词或短语是 refer to, means, is referred to as.

在表示列举时, 除了大家熟悉的 like, such as 外, 还有 including, include, the following.

该段落最后一句话里的冒号后的内容也表示列举, 由于标点没法读出来, 听者只得从列举词汇的语调上做出判断。

2、译文呈现 Translation 市场营销的过程就是开发客户的过程, 客户是企业的血液。

在这个阶段, 首先要做的是确立营销战略。

一个完整的营销战略应该包括市场渗透战略、分销渠道战略和沟通战略。

市场渗透战略实际上就是销售额的增长战略, 包括购买别家公司的兼并战略、扩大销售范围的连锁战略等。

分销渠道策略指的是分销渠道的选择, 包括选择原始设备制造商, 内部销售人员, 分销商或零售商。

沟通战略指的是如何接触到客户。

通常, 将下列方法结合在一起会取得最好的效果, 如促销、广告、公共关系、个人推销、分发印刷品如说明书、商品目录、传单等。

二、行业术语储备库 Terms marketing strategy 营销战略 market penetration 市场渗透 distribution channel 分销渠道 communication 沟通 sales amount 销售额 acquisition 兼并 franchise 连锁 branch out 扩大业务范围 internal sales force 内部销售人员 distributor 分销商 retailer 零售商 promotion 促销 campaign 促销活动 price promotion 价格促销 discount 折扣 advertising 广告 advertising feedback 广告反馈 advertising frequency 广告频率 public relations 公共关系 personal selling 个人推销 catalogue sales 目录销售 brand loyalty 品牌忠诚度 original equipment manufacturers (OEMs) 原始设备制造商 三、实景演练 Practice I: Do you have any part-time work experience in sales promotion? I: 你在销售推广方面

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有兼职经历吗？

A: Yes, I do. In the summer of 2010 I worked as a salesgirl for P&G. I went from house to house to sell shampoos such as Rejoice 2-in-1, Head and Shoulders, and Pantene. In doing so I gained some sales promotion skills. A: 是的，我有。

2010年夏天，我是宝洁公司的实习生。

我挨家挨户推销洗发水，比如飘柔二合一洗发水、海飞丝和潘婷。

通过这次锻炼，我获得了一些促销方面的技能。

I: Fine. Please tell me how to reach your customers effectively. I: 好的。

那请你告诉我如何有效接触到客户。

A: This requires the communication strategy. We can use the following methods: promotion, advertising, public relations, personal selling, and handing out printed materials such as brochures, catalogs, flyers, etc.. A: 这就需要运用沟通战略。

我们可以使用的方法有：促销、广告、公共关系、个人推销、分发印刷品如说明书、商品目录、传单等。

I: Good. Are you familiar with our pay scale? I: 好的。

你了解我们的薪资标准吗？

A: No. Would you please tell me about it? A: 不了解。

可否请您告知？

I: We'll offer you a monthly salary of 3500 yuan to begin with and you would be eligible for a raise after a year. In addition, we offer you 1% commission on all your sales. You'll also enjoy life insurance and health insurance, a two week paid vacation a year, and a five day work week. But we do expect you to work overtime when it's necessary. Is that acceptable to you? I: 我们的起始月薪是3500元人民币，一年后会有提升。

此外，我们还给付1%的业务提成。

你将享有人寿保险和健康保险，每年有两周的带薪休假，每周工作5天。

但是，如果有需要，希望你能够加班。

这些你可以接受吗？

A: Yes, that's fine. A: 可以，没问题。

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编辑推荐

听说组合，全方位突破名企面试难关； 高频英语面试问题全程演练，面试问题面面俱到，通过听句子实现信息输入，教你听懂问题再作答，实现从听不懂到对答如流的飞跃； 详尽的面试技巧指导和经验总结教你灵活应对面试官； 热门行业真实面试场景完美呈现，听背景知识，掌握行业基本信息，为开展会话做好信息输入准备，使你对所选行业及职位的英语环境不再陌生； 积累行业相关术语，让你的回答更加出彩； 《求职名企英语面试听说必备》既可以在求职前用来自学，提高求职者的英语听说能力，也可以作为就业指导培训教材供广大学生和教师交流使用。

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