

《卫报》《经济学人》等
考研英语阅读题材时文精选

高教版
2016

考研英语 选材题库阅读

英语一、英语二适用

主编 王译博 张琳琳

高等教育出版社



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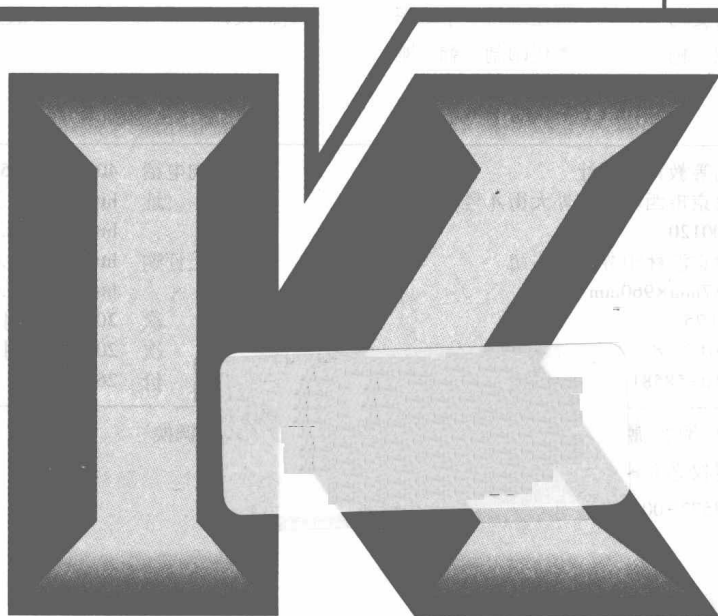
考研英语 选材题库阅读

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前言

经过三年的精心准备,《考研英语选材题库阅读》终于问世。我相信,三年的心血可以成为大家考研路上的灯塔,指引你们乘风破浪,勇往直前!

考研英语中比重最大的部分就是阅读,所以“得阅读者得天下”。为了使考生提高阅读能力,丰满羽翼,我们精心选择了《卫报》和《经济学人》等杂志中的部分文章,经专家翻译,奉献给广大考生。在此之前,我们对考研英语(一)和英语(二)的历年真题的阅读部分从文章题材、出版时间到出题规律各方面都做了深入透彻的研究,所选取的文章无论从题材还是时间上都与真题选材思路高度一致。在正式出版前,连续三年我们将当年《卫报》和《经济学人》中符合选文思路的文章遴选出来,作为内部讲义分发给考生,收到了很好的效果,到目前为止,已连续三年押中原文。鉴于此,广大考生强烈要求将其出版成书。

知己知彼,百战不殆。这本书会让考生在提升实力的同时掌握出题者心思,把握出题规律,从而决胜考研。文章翻译简练易懂,适合不同层次的考生阅读。

2016版《考研英语选材题库阅读》的出版发行,得到了高等教育出版社多位编辑的大力支持,同时,吉林铁道职业技术学院的张琳琳老师为本书的选材和翻译付出了辛勤的劳动,在此一并表示感谢。

考研注定是一段辛苦的旅程,但不管是平坦还是泥泞,既然选择了远方,便只顾风雨兼程!同学们:今朝卧薪尝胆寒窗苦读,他日定能破釜沉舟,蟾宫折桂!

王泽博

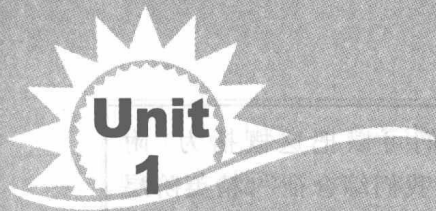
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目 录

Unit 1 Economics and Management	1
Passage 1 Social mobility: no room at the top 社会流动高层职位, 遥不可及	1
Passage 2 The RBS sell-off: a bad deal all round 抛售苏格兰皇家银行:完全是亏本的生意	4
Passage 3 HSBC: a bank beyond shame 汇丰银行:一家极其无耻的银行	7
Passage 4 France fights back 法国在抵抗外国收购	10
Passage 5 From advising to doing 从咨询到实际操作	13
Passage 6 Digital disruption on the farm 数码科技对农场的干扰	17
Passage 7 A very British binge 疯涨的房价	21
Passage 8 Shock therapy 休克疗法	24
Passage 9 The case for money laundering “洗钱”案	26
Passage 10 The Five Commandments Of Warren Buffett And Charlie Munger 沃伦·巴菲特和查理·芒格的五诫	28
Passage 11 How far can Amazon go? 亚马逊能走多远?	31
Passage 12 Creative destruction 创造性的毁灭	36
Passage 13 In praise of second best 次好方案获称赞	40
Passage 14 The glass precipice 玻璃悬崖	44
Passage 15 Return of the big deal 大型并购的回归	46
Passage 16 The great escape 大逃亡	52
Passage 17 Pharmed out 走向全球	55
Unit 2 Science and Technology	59
Passage 1 Hot to trot 急不可待	59
Passage 2 You are what you eat 人如其食	61
Passage 3 The 3% solution 3%的解决方案	63
Passage 4 Gained in translation 翻译何所得	67
Passage 5 Deadlier than the male 比“男飓风”更致命	71
Passage 6 Cutting down on cutting down 减少砍伐	75
Passage 7 There's an app for that 有管这个的应用	78

Passage 8	Dilbert at war 呆伯特在战斗	80
Unit 3 Politics		84
Passage 1	The Confederate flag: tear down this red rag 联邦战旗: 撕掉这块红色的破布	84
Passage 2	Benefits reform: Labour needs a compelling response 福利 改革:工党需要有说服力的回答	86
Passage 3	The Thatcher papers: too important to be saved by a tax break 撒切尔文件:非常重要,值得用减税优惠来获得	89
Passage 4	The Palace of Westminster: rebuilding from the rubble 威斯 敏斯特宫:在废墟中重建	92
Passage 5	Party deputy leaders: a job about nothing 政党副职领导人: 形同虚设	95
Passage 6	The Anderson review: good, but only as far as it goes 安德森 报告:目前来看还不错	98
Passage 7	Universal credit: needs more work 通用福利问题:还有很多 工作要做	101
Passage 8	Paying tax: a contribution to the common good 纳税:为公共 利益做贡献	104
Passage 9	The politics of coal 煤炭政治	107
Passage 10	No, this is not what Obamacare will look like 不对,这不是 奥巴马医改的预期的结果	112
Passage 11	No quick fix 智囊用尽	115
Passage 12	FATCA's flaws 《海外账户纳税法案》的缺陷	117
Passage 13	Scrap them 取消才是正道	120
Unit 4 Humanities and Arts		124
Passage 1	The Tim Hunt affair: an explosive combination of science, sexism and social media 蒂姆·亨特事件:科学、性别歧视 与社会媒体评论的猛烈碰撞	124
Passage 2	Alison Saunders: don't sack her, back her 艾莉森·桑德斯: 不要罢免她,我们支持她	127
Passage 3	Legal highs: the sleep of reason 合法兴奋药物:沉睡的理性 ...	130
Passage 4	Religious education in schools: don't trash it, transform it 学校宗教教育:不能废除,但需要变革	132

Passage 5	Magna Carta: the magic of myth 大宪章:神话的魔力	135
Passage 6	Charles Kennedy's legacy:Lochaber no more 查尔斯·肯尼迪 去世:辉煌不再	139
Passage 7	Paris's padlocks: the heart has its reasons 巴黎桥挂锁: 事出有因	141
Passage 8	Inside the box 狭室之内	143
Passage 9	The great trailblazer 伟大的先驱者	146
Passage 10	A chip and a chair 一椅一筹码	151
Passage 11	Well read 值得一读	154
Passage 12	The case for eating steak and cream 吃牛排和乳脂的理由	157



Economics and Management

Passage 1

Social mobility: no room at the top 社会流动高层职位, 遥不可及

In Britain and America alike, the elite looks to its own children first in adding to its ranks. For everyone else, this is a serious minus.

英国和美国一样,精英阶层会希望他们的后代优先来填补空缺职位。而这样的安排,对其他人来说却是个严重的问题。

From the print edition: *The Guardian*

Rare is the official report that produces a memorable line. But in today's Social Mobility & Child Poverty Commission inquiry into the glass (or class) ceiling on entry into elite jobs, one law firm recruiter says more about discrimination in a few words than some whole books on the subject. "I can," relays our recruiter of the ideal hire, "sort of write, you know, an obscure comment in the margin and you'll know exactly what I'm talking about. You get my jokes. There's not a risk that I'm going to offend you by saying something, because we get each other."

Here, beautifully encapsulated, is what we might call Plus, the People Like Us

官方报告很少能给人留下深刻的印象。但是,今天,在社会流动与儿童贫困委员会关于精英工作玻璃(或是阶级)天花板的调查中,一位法律公司的招聘人员说,招聘中起决定作用的不是专业相关的书本知识,而是几句话。在这里我们可以再现一下招聘人员理想中的招聘:"我可以,你知道的,在空白处,写上几句模棱两可的话。然后,你就能完全知道我说的是什么。你能听懂我讲的笑话。我也不担心我说的话会冒犯到你,因为我们听得懂彼此说的话。"

Syndrome, the mechanism by which the elite's addition to its own ranks always involves topping up with more of the same. When class is discussed in Britain, or more especially in England, it is natural to hunt out the roots in old school ties, primogeniture or an aristocracy with 1,000 years of unbroken history. And these things can still be important, particularly the schools: the commission reports that where 70% of top job offers in 2014 went to the products of selective or fee-paying institutions, only 4% and 7% of the whole population attend them. The City recruiters deny they are any longer put off by estuary accents, but one who had made an accented hire grumbled of an ongoing need to discuss "the way that she, first, chooses words and, second, the way she pronounces them" in order to keep clients happy. As an Irishman put it a century ago, "It is impossible for an Englishman to open his mouth without making some other Englishman hate or despise him."

Plus, however, is not just an English phenomenon. It is human nature to feel comfortable with one's own, and established professionals who brim with self-confidence will find it easier to spot a glimmer of promise in candidates who are a little like them. Elites will always seek to reproduce themselves: the question is how far the rules and material conditions allow them to do so. And the answer, in unequal America as much

我们可以把这概括为“附加”，即“我们综合征”，精英阶层通过这种机制来为自己的阶层纳新，总是招聘一些跟自己一样的人。在英国，尤其是在英格兰，当人们讨论阶级时，自然会谈到曾经就读的学校，长子身份或者贵族身份，这种传统已经有1,000年的历史了，从未被打破过，在英格兰尤其如此。这些事情仍然很重要，尤其是就读的学校：委员会的报告指出，2014年，有70%的高端职位都被名校或私立大学的毕业生收入囊中。而全国人口中只有4%~7%的人就读于这类学校。伦敦商业中心的招聘人员否认他们曾经把河口口音作为淘汰应聘者的条件，而一位曾经以口音为筛选条件进行招聘的人抱怨说，为了让客户满意，他们仍然需要讨论：“第一，她的用词；第二，她的发音。”正如一个爱尔兰人在一个世纪前所说的那样，“英国人张口说话，而不使其他的英国人憎恨或鄙视他，这是不可能发生的事情”。

然而，“附加”并不是只在英国存在的现象。与“自己人”在一起时，人们会感到舒服，这是人类的天性。自信满满的成功人士，更容易在与自己相像的应聘者身上看到前途。精英总是想方设法去复制自己：问题是规定和物质条件允许他们做到什么程度。

as in the UK, is that they enjoy plenty of leeway. There are extraordinary parallels between today's report, and a new book, *Pedigree: How Elite Students Get Elite Jobs*, by the American sociologist Lauren Rivera. At one point, she embedded herself in a human resources department to try to make sense of recruitment decisions in the same sort of professional services firms in the US that the commission examined in the UK.

The echoes across the Atlantic are eerie. Exactly the same word — “polish” — that's used by elite British recruiters to describe what they seek is now also deployed in the land of the American dream. There is the same emphasis on costly means of demonstrating breadth of character, from foreign travel to pricey sports. And in both cases, too, there is an emphasis on hiring from “elite universities”, so often distinguished not only by the quality of their teaching but by the pedigree of students' families.

Few recruiters see a business case for doing things differently, but then — until competition forces recourse to unpolished talent — they wouldn't, would they?

对该问题的回答,在英国,以及在和英国一样不平等的美国,都是一样的,就是他们的这种做法,有悖常理。今天的报告,跟美国社会学家劳拉·里维拉新出的一本书——《血统:精英学生如何获得了精英职位》,有许多异曲同工之处。她曾一度深入到某一人力资源部门,探究美国的同类专业服务公司是否与委员会调查的英国公司,有同样的选拔人才的依据。

大西洋彼岸传过来的回答是可怕的。他们跟英国精英招聘人员使用了同一个词——“精良”,用以描述他们所寻找的求职者。这种做法已经蔓延到了拥有着“美国梦”的土地上。他们也很看重奢侈的广泛爱好,从去国外旅行到高昂的运动。这两个国家,都把精英招聘的重点,放在从“精英大学”中挑选顶尖人才上。而我们知道,精英学校通常不是因教学质量,而是因为学生的家族血统而著名。

招聘人员几乎没有看到过与之不同的招聘办法,但是,等到他们发现公司竞争力其实来自非精良人才时,他们就不会这样做了,不是吗?

Passage 2

The RBS sell-off: a bad deal all round 抛售苏格兰皇家银行:完全是亏本的生意

Neither taxpayers nor the economy will benefit from George Osborne's fire sale.

纳税人和国家都不会从乔治·奥斯本的清仓销售中受益。

From the print edition: *The Guardian*

Credit to George Osborne: he can make even a fire sale look like a headline land grab. The chancellor has been all over the front pages this week, first with his proposal to make budget surpluses a legal requirement, and then with his plans to sell Royal Bank of Scotland back to the market. Trust Mr Austerity to wring two splashes out of one Mansion House speech.

Yet however confidently it is presented, however many background briefings it comes cushioned in, reprivatizing RBS is a stinker of an idea. For it is the squandering of two opportunities: a financial waste as taxpayers are set to lose cash on the deal, and a political waste as the government flunks its best chance to make banks work for the economy, rather than crash it over and over again.

The first point can be made quickly. In 2008 Gordon Brown ploughed £ 45bn of taxpayers' money into RBS. That 80% stake in the bank is now worth about £ 32bn. Selling it off at these prices is a shortfall of about £ 13bn. Which coincidentally enough

乔治·奥斯本的本事:即使是清仓出售这样的消息,也能因他而成为头条新闻。一周以来,这位财政大臣一直占据着报纸的头版,先是他提议将预算盈余列入法律规定,接着又计划抛售苏格兰皇家银行的股份。多亏了这位紧缩先生,伦敦的市长官邸演讲才造成了些许的反响。

然而,无论被说得多么天花乱坠,无论有多少筒令做铺垫,将苏格兰皇家银行重新抛售给民众都是个馊主意。因为它造成了两种浪费:一是财政浪费,因为在这个交易中,纳税人会损失钱;另一个是政治浪费,因为政府失去了使银行为经济服务的良机,反而让经济一次又一次地受到银行的冲击。

第一点我们很快就能看到。2008年,戈登·布朗将纳税人的450亿英镑投入苏格兰皇家银行。银行80%的股份现在市值是320亿英镑。以目前的价格将其抛售,就会损失掉130亿英镑。这

is almost the same sum as Mr Osborne says he must save from the social security budget. As they say on American TV dramas: you do the math. This is almost a textbook case of taking money from the poor and handing it to the wealthy, who will be able to buy shares in a giant bank at a healthy discount in order to meet the artificial electoral timetable of a political party.

Even if one adds in the fees and penalties paid by RBS since the bailout (a rather idiosyncratic way of calculating these things), the loss is still well over £ 7bn. To this, the Conservatives have two responses. The first is that they weren't the ones who handed over the public money for RBS — it was that bunch of inveterate overspenders on the bench opposite. Fair enough: this newspaper argued at the time that Mr Brown and Alistair Darling should curb their eagerness to compensate in full shareholders in what was already a broken bank (not, by the way, a position the Conservatives ran with back then). Oddly, in his Mansion House speech of two years ago, Mr Osborne said of Britain's state-owned banks: "We want to get the best value for money for the taxpayer." Well, this ain't it.

The other government response is to quote the assertion made by its advisers at Rothschild that if all the state's bank shares were sold at current market prices — and, again, all fees were chucked in — British taxpayers would make a £ 14bn profit. As

个数字恰好接近奥斯本先生自己保证从社会安全预算中节省出来的数目。就像他们在美国电视剧里所说的:你可以自己算一下。这简直就是一本劫贫济富的教科书。为了配合政党虚假的选举计划表,富人将会以优惠的价格购入银行巨头的股票。

即使加上苏格兰皇家银行在紧急援助后支付的费用和罚款(一种比较古怪的相关计算方法),损失仍然会超过70亿英镑。对此,保守党有两种回应。一种回应是把大众的钱交给苏格兰皇家银行的不是他们——这是一贯把责任推给对手党派的惯用伎俩。这种解释非常合理:布朗先生和阿利斯泰尔·达林对一家已经破产的银行的全体股东做出补偿决定的时候,《卫报》当时曾主张他们三思而行。(顺便说一下,我们的立场,跟保守党大力支持的立场完全不同。)令人不解的是,在两年前的市长官邸演讲中,奥斯本代表英国国有银行说了这样的话:“我们将使纳税人的钱产生最大的价值。”然而,事实并非如此。

另一种回应引用了政府顾问在罗斯柴尔德所做出的断言:如果国有银行的股票以目前市场的价格出售的话,——他们又一次刨除了所有的费用,英国的纳税人将会得到140亿英镑的利益。

the Tory chair of the Treasury committee, Andrew Tyrie said, this excludes the £ 17bn cash cost of the bailouts. It also doesn't even touch the various guarantees, subsidies and soft loans the government extended to the banking sector. The IMF estimates that in just the few short months leading up to spring 2009, the British stuck £ 1.2tn behind the finance sector. Put another way: every man, woman and child in the UK subbed the bankers just shy of £ 20, 000. That's one hell of a debt for any industry to repay.

Amid the financial heart attacks of 2008-2009, and during the long slump and austerity that has followed, politicians have vowed reform of the banking sector. As former business secretary Vince Cable argued, a publicly owned RBS could play a big part in such an overhaul. It could be mandated to deploy credit to productive parts of the economy, rather than the banks' usual customers of other banks and homebuyers. It could direct lending to regions that have struggled in the three decades since Margaret Thatcher. It could treat small businesses better and instruct staff not to oversell useless products. And it could pay executives sensibly rather than lavishly. The bank's sheer size would make it an exemplar in a sector not known for good behaviour. This is the scale of the opportunity the chancellor is throwing away.

正如财政委员会主席、保守党议员安德烈·泰瑞所说,这并不包括紧急援助所花费的 170 亿英镑。甚至都不包括政府提供给银行部门的各种各样的保证金、补贴和软贷款。根据国际货币基金组织(IMF)估计,在 2009 年春天前的短短几个月的时间里,英国向金融部门提供的资金就高达 1.2 万亿英镑。换言之,就是英国的每个男人、女人和小孩代替银行损失了 2 万英镑。每个行业都得还这笔该死的债务。

2008—2009 年的金融危机时期,经历了长期的经济萧条后,实行了紧缩政策,政治家们发誓要改革银行部门。正如前商务部长温斯·凯博主张的那样,公有的苏格兰皇家银行会在这场改革中扮演主要角色。可以授权它将贷款发放到经济的高产部分,而不是发放给作为银行老主顾的其他银行和购房者。可以把钱直接借给自玛格丽特·撒切尔从政以来,30 年来一直努力发展的地区。可以更好地解决小企业的问题,引导其不要过多地销售无用产品。可以为行政部门支付合理的工资,而不是奢侈的工资。银行的庞大规模使其能够成为善行的典范。而这样的机会,就这样被我们的财政大臣扔掉了。

Passage 3

HSBC: a bank beyond shame 汇丰银行:一家极其无耻的银行

It has multiple specific failings within a sector whose failure has cost the economy dear. And yet HSBC effectively used the eve of the Mansion House speech to threaten the chancellor.

一个部门的失败给经济带来了巨大损失,那么这个部门里一定存在许多明显的问题。而汇丰银行有效地利用了市长官邸演讲前夕,对财政大臣做出威胁。

From the print edition: *The Guardian*

On banking, the Conservative manifesto had it right: “Hardworking taxpayers supported the banks during the financial crisis and so the banks should in turn support them during the recovery.” Bankers got rich playing pass-the-parcel with debt, before it transpired that their game was pass-the-parcel-bomb. Some of the banks were bought up outright by the public, but all relied on implicit guarantees and the liquidity that the state washed through the system. The wider consequences of their folly hardly need spelling out: suffice to say that with UK GDP per head still just below its pre-crisis peak, we’re talking seven lost years for Britain.

Contrition, therefore, remains the appropriate mood for the industry as a whole. That is triply true for HSBC, whose reputation has been tainted thrice over since the crisis: first there was the laundering of Mexican drug money, next came massive

关于银行,在保守党宣言中,有正确地表述:“努力工作的纳税人在金融危机时支持了银行,所以作为回报,银行应该在经济复苏时支持纳税人。”银行家趁人们还没发现他们玩的游戏实际上是传递炸弹之前,将债务包裹传递了出去,借此赚到了大笔钱财。一些银行完全是靠公众养活的,而所有的银行都是靠隐性保证金和国家投入该系统的流动资金存活的。他们这种愚蠢做法所造成的更大范围的后果是不言自明的,就是他们可以大言不惭地说:英国的人均国民生产总值低于危机前峰值,我们这里所指的是英国经济萧条这七年的数据。

因此,忏悔是整个银行业都应该表现出的态度。而汇丰银行要比其他银行多做三次忏悔。自从危机以来,汇丰银行共发生三

compensation for PPI mis-selling, and then, most recently, revelations about the Swiss subsidiary's industrial-scale efforts to cheat the public coffers, by facilitating tax avoidance and even evasion by wealthy clients. In these circumstances, the chancellor and the governor of the Bank of England will today nonetheless keep up with venerable tradition, donning evening dress to join the money men at the Mansion House, with George Osborne set to impress the assembled with a dubious plan to legislate for permanent surpluses. What is truly breathtaking, however, is that HSBC should have used the eve of this event not to approach the chancellor as a humble supplicant but effectively to threaten him.

In many respects, the HSBC strategy review unveiled yesterday was an admission of failure. The swaggering vision of "the world's local bank" is in retreat, with operations in Brazil and Turkey due to be respectively pared back and sold. Jobs are to be cut back across the planet, including those of 8,000 workers in Britain, arguably victims of the bank's sluggishness in grappling with the digital revolution. And the 16 years of advertising fees that have been spent on trying to turn HSBC into a trusted high street name — to replace the old Midland after the global giant gobbled it up — turn out to have been wasted. For the bank has now concluded that the post-crisis split between retail and investment banking

次名誉受损事件：第一次是为墨西哥毒犯洗钱；第二次是因其违规销售支付保护险而支付了巨额赔偿；在这之后，也就是最近，瑞士支行被揭发全体职员都涉及帮助客户逃税，甚至帮助富人逃税，他们通过这种方式骗取大众钱财。在这种情况下，今天，财政大臣和英格兰银行行长还是会身着礼服，与富人一起，共同出席市长官邸演讲这种古老的传统活动。而且，乔治·奥斯本会在众人面前，高声畅谈他提出的所谓永久性盈余立法的荒唐计划。不过，真正能让人松口气的是，汇丰银行本应该利用演讲前夜，对其发出有效的威胁，而不是以谦卑的恳求者的身份出现在大臣面前。

许多方面都表明，汇丰银行昨天公布的战略报告是对其经营失败的一种承认。里面没有了“世界级的本土银行”这样高高在上的字样，取而代之的，是分别削减和出售在巴西和土耳其的业务，以及在全球范围内裁员，这一计划也包括在英国本土工作的8,000职员，可以说这些职员成了银行与数字革命抗争失败的牺牲品。把汇丰银行打造成商业街值得信赖的名号，以取代被其收购的老米德兰银行，政府为此花费了16年的广告费，结果证明这些钱都打水漂了。因为现在银行方

operations will require it to, once again, rebadge its branches.

Together with recent financial results that are below par, all of this ought to provide reasons aplenty for a humble mood. Humility, however, was in short supply when the chief executive, Stuart Gulliver — who was in the past given to organising his personal finances through a Panamanian company with a Swiss account — set out the strategy. Instead, and not for the first time, the bank is stirring up chat about whether it could soon sling its hook from these shores, and move its headquarters to Hong Kong.

Whatever else the chancellor may have to say at the Mansion House, he must stand his ground on the levy. HSBC may well be bluffing, but even if not, the number of British jobs that would go with a shift in the HQ would be a fraction of those that the bank has just announced it will axe. A review of the levy's detailed operation might just about be squared with the text of the Tory manifesto pledge to “keep the bank levy in place”, but it would hardly fit with the spirit. And after HSBC's extraordinary performance yesterday, it would amount to craven surrender.

面的结局是,由于销售和投资银行业务造成了危机后的资金裂口,使得银行不得不再一次出售旗下分支机构。

再加上最近的财政业绩表现不佳,所有这些都是其表现出低姿态的原因。然而,当执行总裁斯图尔特·格利佛(过去经常通过巴拿马公司的瑞士账户为其个人理财)制订了这个计划后,仅仅表现出谦卑是远远不够的。相反,当然也已经不是第一次了,汇丰银行却在一窝蜂地讨论是否应该马上从这些地方撤出业务,将总部搬往香港。

无论财政大臣在市长官邸演讲中说什么,他都一定会以银行税为理由。汇丰银行有可能是虚张声势,但即使不这样,其在英国本土的就业人数也会因为其总部搬迁,成为被裁员人数的一部分。如果对银行税的详细执行情况进行审查,也许会发现它与保守党宣言里承诺的“留下银行税”的字面意思相一致,但在实质上却很难实现一致。并且,在经历了昨天汇丰银行的惊人表现后,这相当于懦弱的投降。

France fights back 法国在抵抗外国收购

From the print edition: *The Economist*

AS more and bigger takeover bids roll out across Europe, France planted its flag on the battlements by publishing a decree on May 15th that extends the government's power to intervene when a French company is at risk of falling into foreign hands. The decree requires would-be foreign buyers to get the blessing of the economy ministry when they plan to invest in French firms engaged in energy, transport, water, health or telecoms. An earlier version put in place in 2005 limited the government's power of intervention to sectors more obviously linked to national defence.

"Economic patriotism" prompted the new decree, Arnaud Montebourg, France's interventionist industry minister, told *Le Monde*. The communiqué announcing the decree said it was inspired by similar regimes in Europe and elsewhere. In America the Committee on Foreign Investment in the United States sits in judgment on many attempted takeovers thought to have implications for national security.

The specific goal in France is to ensure the government a seat by right at the negotiating table where the future of Alstom is being decided. The turbines-to-transport group, with annual turnover of just over € 20

随着欧洲更多收购条约的出现,法国在5月15日发布了一项法令参与此类事件。该法令规定当法国公司面临被外国公司收购的困境时,当局可以介入此事。法令规定,外国卖家如果计划投资涉及能源、运输、水资源、公共卫生或电信行业的法国公司的话,需要得到经济部的许可。2005年该法令的更早版本出台,但只是将政府的参与能力局限在与国防有更明确的关系的几个方面。

法国的工业部长、干涉主义论者,阿诺·蒙特堡接受法国《世界报》采访时说,“经济爱国主义”推动了这项新法令的问世。报道了该法令的公报称其是从欧洲等地的类似政权获得的灵感。在美国,外国投资委员会对那些被认为牵扯到国家安全的收购进行评判。

法国更明确的目标是为了保证政府在决定阿尔斯通未来的谈判桌上有一席之地。这个年营业额超过200亿欧元(270亿美元),涉足能源及运输的团体是法国历史最悠久、最著名的工业公司之一。它生产的机器飞速提