



全国高等农业院校教材  
全国高等农业院校教学指导委员会审定

# 经贸与金融 英语

English for Trade and Finance

傅国华 主编

 中国农业出版社

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经济类专业用

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## 图书在版编目 (CIP) 数据

经贸与金融英语 / 傅国华主编. —北京: 中国农业出版社, 2005. 8

全国高等农业院校教材

ISBN 7-109-09910-5

I. 经... II. 傅... III. ①经济-英语-高等学校-教材②金融-英语-高等学校-教材 IV. H31

中国版本图书馆 CIP 数据核字 (2005) 第 075268 号

中国农业出版社出版

(北京市朝阳区农展馆北路 2 号)

(邮政编码 100026)

出版人: 傅玉祥

责任编辑 何晓燕

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中国农业出版社印刷厂印刷 新华书店北京发行所发行

2005 年 8 月第 1 版 2005 年 8 月北京第 1 次印刷

---

开本: 787mm×960mm 1/16 印张: 23.25

字数: 407 千字

定价: 28.30 元

(凡本版图书出现印刷、装订错误, 请向出版社发行部调换)

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# 前 言

当获准并接受编写全国高等农业院校“十五”规划教材《经贸与金融英语》时，首先我们感谢中国农业出版社提供了这次公平竞争的机会。其次我们考虑的是要如何组织一支高水平的编写队伍，完成一本实用性强、有特色的专业英语教材，以满足国际贸易、财政、金融、管理、市场营销、会计等专业学生的学习需求，为他们提供一个提高英语水平和专业素养的平台。

因此，每一位编写人员本着高度负责的态度，认真对待。他们查阅了大量相关的教材，研究其特色和优点，归纳和总结了现有相关教材存在的重阅读、轻交流；重专业知识、轻语言应用和内容层次不分明等问题。确立了“满足学生需要第一”的编写原则，分层次选材，吸收外语教学成果，按简明、系统的原则组织编写本教材。最后，为了使教材更贴近学生，我们邀请了华南热带农业大学的32名经管方向的研究生和本科生阅读和评价教材初稿，接受了学生们富有创新性和实用性的建议，进一步完善教材体系。

在教材内容设计上，我们充分考虑学生外语的水平层次，从易到难将教材分为三个层次，即初级、中级和高级。第一层次是基础英语与基础专业知识，共6章，其中第一章是基础经济理论，第二章是管理基础理论知识，第三章市场营销基础理论知识，第四章是国际贸易基础理论知识，第五章是财政基础理论知识，第六章是金融基础理论知识。第二层次主要突出经贸与金融中级专业知识，增加实务内容，难度适度加大，共6章。分别是国际贸易理论、国际贸易实务，财政理论、财政实务、金融理论、金融实务。在以上两个层次中，每一章节里都包含3篇文章。Reading A作为精讲文章；Reading B作为课外阅读文章，可讲可不讲；Case Study作为案例分析文章，用于讨论、学生发言、教师总结。第三层次：经贸与金融研究型范文，共有3章。分别为学术论文撰写方法、金融和国际贸易。目的是要让学生学会用英语撰写经贸与金融专业的

学术论文,提高他们的写作能力。

本教材由华南热带农业大学经贸学院院长、留英博士后傅国华教授主编,华南农业大学何瑞玉副教授、海南大学陈弦博士任副主编。傅国华负责编写了第二、第十三、第十四章,何瑞玉编写第八、第十五章,陈弦编写第六、第十一章,中国农业大学王秀清和郭沛编写第十章,东北农业大学李爽编写第十二章,福建农林大学曾淑萍编写第一、第五章,山西农业大学雷月梅编写第三章,湛江海洋大学陈万灵编写第七章及附录词汇部分,华南热带农业大学张宇慧编写第四章,甘肃农业大学宋梅编写第九章,广州大学赵云昌和陈红川编写附录的5套试题。

我们由衷感谢英国 Middlesex University 商学院经济学主任姚树洁教授、华南农业大学的张岳恒教授和温思美教授对我们编写本教材给予了鼓励与支持,并提出了许多宝贵意见。感谢 Dr. Cathy 和 Mr. Richard 对本书进行的审校。感谢惠州学院的李远副教授、仲恺农业技术学院何琳老师、华南热带农业大学的黎青松老师以及华南热带农业大学经贸学院的学生们对本书编写工作给予无私的支持。

由于水平所限,书中难免有纰漏和欠妥之处,请各位读者不吝赐教。

编 者

2005 年 6 月

## Preface

In writing *English for Trade and Finance*, we have tried to provide a unique and innovative book to students who major in International Trade, Finance and Banking, Management, Marketing, and Accounting and similar courses of study.

### What makes this book special?

The following features make this textbook unique:

**1. It Is Based on Surveys and Interviews with Prospective Students.** The first thing we wanted to understand is: *What do the target students of this book need? What will make this book appeal to them?* To find out, we carried out extensive research before actually starting to write. We began with questionnaire surveys which investigated ways in which the ability of Chinese students to learn English as a Major in China can be improved. After we had completed the first edition of book, we invited a random sample of about thirty students to read each chapter carefully and to comment on the book as a whole. Their comments enabled us to discover many new ideas and to learn from their valuable opinions. The main body of the book therefore focuses on enhancing the ability of students to write and communicate.

**2. Level of Integration.** The outstanding characteristic of this book that makes it different to others on the market is that the readers are not only required to keep on reading and developing their professional knowledge, but also to enhance their ability to communicate and write on a continual basis. The book is divided therefore into three parts which increase in difficulty: Primary Level, Secondary Level, and Advanced Level.

The **Primary Level** is divided into six sections. It introduces basic theories

of, and rudimentary knowledge in, economics, management, marketing, international trade, finance, and banking. In Section I, students learn about the history of modern economics and some details of the major economic schools of thought. They gain an understanding of the problems in society that economists attempt to solve. Section II defines the term *management*, explains the managerial significance of the terms effectiveness and efficiency, and it also explores the nature of the basic formula for managerial success. Section III talks about the basic principles and concepts of marketing within a contemporary business environment. It emphasizes the importance of customer-oriented marketing. In Section IV, students will find out why a country imports or exports, and why a country restricts international trade. Section V gives the students an insight into the mysteries of finance and explains some of the terms used in the management of money, banking, credit, investments, and assets. Section VI tells the students what money is, and assesses the importance of the role money plays in the performance of the economy.

Every section consists of three blocks: *Reading A*, *Reading B* and *Case Study*. These blocks are designed to be taught in three periods. *Reading A* should be learned intensively, whilst *Reading B* provides students with additional reading material. In *Case Study*, the case should be discussed with the students in class.

The **Secondary Level** likewise includes six sections. It highlights the knowledge of trade, finance, and banking. The structure of each section is the same with the Primary Level. However, the subject matter is more complex. Every section is expected to be taught in 4 periods.

The **Advanced Level** introduces the methods of essay writing. It provides two model essays in banking and international trade. In this part, students learn how to write a formal economic thesis in English.

**3. Words, Phrases and Sentences for Business English.** Another feature of this book is that students will really understand many practical and useful words, phrases and sentences once they have read the texts provided throughout the book. This will help them improve their proficiency in English. The writing elements provided in the Advanced Level section do not only enable the students to write proficient dissertations and to get their papers published, but also enable the students to enter employment – an essential for students majoring in Business.





## Writing Group

The writing group was successfully set up in March 2005 after we had agreed to undertake this project. Outstanding teachers from thirteen universities came together and brought their creative ideas together to fulfill these glorious and hard tasks. Several sub-stages were completed in order to bring the book to fruition. Many seminars were held in Nanjing city, at SCUTA (South China University of Tropical Agriculture) in Hainan, and through the internet. The meeting to enable the initial allocation of each editor's task was held in Nanjing. This meeting was presided over by Professor Fu Guohua, the editor-in-chief of this book. After every editor's industrious and meticulous effort, the meeting to finalise the manuscript was held at Danzhou, Hainan. This meeting was also presided over by Professor Fu Guohua. At the meeting each editor presented comprehensive and diverse suggestions. Most importantly, constructive feedback on each editor's work was solicited from over thirty students of the School of Economics and Trade at SCUTA.

## Acknowledgments

Sections I and V were contributed by Zeng Shuping, who is a lecturer at Fujian Agriculture and Forestry University. Sections II, XIII and XIV were contributed by Professor Fu Guohua, who is Dean of the School of Economics and Trade at SCUTA. Section III was contributed by Lei Yuemei, who is an Associate Professor at Shanxi Agricultural University. Section IV was contributed by Zhang Yuhui, who is a lecturer at SCUTA. Sections VI and XI were contributed by Chen Xian, who is a lecturer at Hainan University. Section VII and the Glossary were contributed by Chen Wanling, who is a professor at Zhanjiang Ocean University. Sections VIII and XV were contributed by He Ruiyu, who is an associate at South China Agricultural University. Section IX was contributed by Song Mei, who is a lecturer at Gansu Agricultural University. Section X was contributed by Wang Xiuqing and Guo Pei, who are professors at China Agricultural University. Section XII was contributed by Li Shuang, who is an associate professor at Northeast Agricultural University. The Tests were contributed by Chen Hongchuan and

Zhao Yunchang, who are associate professors at Guangzhou University. We are delighted to acknowledge their important contributions.

We are indebted to the China Agriculture Press who gave us the opportunity to provide this service for the reader. We are thankful to Professor Yao Shujie, Director of the Economics Group at Middlesex University Business School in UK, for his encouragement to undertake this job and his help in preparing the outline of this book. We also thank Professor Zhang Yueheng and Professor Wen Simei for their many helpful comments on earlier drafts. Without their invaluable advice the book could never have been completed in its present form. We appreciate the willingness of Li Yuan, Associate Professor at HuiZhuo University, and Doctor He Lin, who is a lecturer at Zongkai Agricultural Institute, and Mr Li Qingsong, who is a lecturer at SCUTA to participate in our work. They gave us many good ideas and suggestions.

Many thanks must go to the students who gave us valuable suggestions and the benefit of their creative minds. They played an important role in reviewing the chapters during the period of editing this book. Without their generous responses and their views, the high quality this book has achieved would have been inconceivable. We would also like to thank Dr. Cathy Rozel Farnworth and for Mr. Richard their kind correction of the preface.

Last, but not least, we owe a considerable debt to our families for the thousands of lost hours they accepted while we struggled to complete this project. Their support was an essential ingredient of this book, even though our family members do not directly benefit from the end product itself. We only hope the benefits that others will derive can compensate them.

We warmly welcome constructive comments on how to improve the text in later editions.

**Editors**

June, 2005

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# *Part One*

# Part One

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# Section I Economics

In this section, you will learn about the history of modern economics, some details of the major economic schools of thoughts, and gain an understanding of the problems in society that economists attempt to solve.

## Reading A

### Separating Our ‘Needs’ from Our ‘Wants’ \*

#### Introduction

Economics is the study of how human beings allocate scarce resources to produce various commodities and how those commodities are distributed for consumption among the people in society. The essence of economics lies in the fact that resources are scarce, or at least limited, and that not all human needs and desires can be met. How to distribute these resources in the most efficient and *equitable* way is a principal concern of economists. The field of economics has undergone a remarkable expansion in the 20th century, as the world economy has grown increasingly large and complex. Today, economists are employed in large numbers in private industry, government, and higher education. Many subjects, such as political science and sociology, which were once regarded as part of the study of economics, have today become separate disciplines, although the study of any one generally implies a working knowledge of the others. <sup>[1]</sup>

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\* Source: The World of Economics, a unique exhibition on economics by the Federal Reserve Bank of San Francisco.