

新世界
NEW WORLD

商务英语系列教材
BUSINESS ENGLISH



商务英语 阅读

Business English Reading

王 艳 主编



对外经济贸易大学出版社

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新世界商务英语系列教材

New World Business English

商务英语阅读

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出版说明

“新世界商务英语系列教材”是对外经济贸易大学出版社与对外经济贸易大学、东北财经大学、广东外语外贸大学、上海财经大学、上海对外贸易学院等院校联手推出的一套面向不同层次的、涵盖不同模块的商务英语系列立体化教材。

本套教材面向三个层次：研究生、本科和高职高专。研究生层次的商务英语适用于全国各高等院校商务英语方向以及财经类专业的硕士研究生。整体思路贯彻《研究生英语教学大纲》和《考试大纲》，适应全国研究生英语教学发展的新要求。本套全国高等院校研究生商务英语系列教材由阅读教程、翻译教程、写作教程、听说教程以及配套多媒体课件组成。

本科层次的商务英语教材适用于全国各高等院校英语专业的商务英语方向和国际贸易、国际经济、国际工商管理等商科专业的学生。

高职高专层次的商务英语教材按照教学模式设置，包括语言技能教材和商务谈判、国际贸易实务、外贸英文制单、商务礼仪等商务知识核心教材。

针对本科层次商务英语教学模式和课程设置，商务英语方面的教材涵盖下述三大模块：语言技能、混合模块（语言技能 + 专业知识）、商务专业知识：

第一：语言技能

高级商务英语听说
商务翻译（英译汉）
商务翻译（汉译英）
国际经贸文章选读
商务英语阅读

商务英语写作
商务英语口语
商务英语口译
商务英语综合教程
英语商务信函写作

第二：语言技能 + 专业知识

人力资源管理专业英语
国际商法专业英语
国际贸易专业英语
金融专业英语
饭店管理专业英语

国际经济合作专业英语
工商管理专业英语
证券专业英语
银行专业英语
国际经济专业英语

国际营销专业英语
海关专业英语

国际投资专业英语
旅游管理专业英语

第三：商务专业知识

跨文化商务交流
商务广告
国际贸易实务（英文版）

国际商务礼仪
经济学导论（英文版）

上述的每套子系列教材都自成体系，合在一起又形成了有机的整体。本套教材不是封闭的，而是随着教学模式、课程设置和课时的变化，不断推出新的教材。对外经济贸易大学出版社旨在广泛调动社会智力资源，与时俱进、推陈出新，整合出一套不断更新、日趋完整的商务英语系列教材，以实现我们为广大读者提供服务的口号“读经贸图书，做国际儒商”（Get versed in economic and commercial subjects, and succeed in the international business arena.）。

编撰者们不仅具有丰富的语言教学经验，而且具备商务活动的实践经验，或者曾任驻外商务公职，或者获得工商管理、经济学等商科专业的硕士、博士学位。他们集教学经验和专业背景于一身，这是本套商务英语系列教材编撰质量的有力保证。

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2008年5月

前 言

日益加快的国际化进程对高级商务英语人才的需求越来越大、越来越迫切，这对高层次国际化、复合型、应用性人才的培养提出了更高的要求。高校商务英语人才培养的主要目标即：培养具有扎实的语言基本功，熟练掌握英语读、写、听、说、译五种技能，通晓国际贸易基本知识和实务，具有较强沟通能力、应用能力和较高综合素质的复合型商务英语专门人才。

《商务英语阅读》是“新世界商务英语系列教材”之一。该教材旨在提高学生的英语语言技能和加强商务专业知识实践训练，使英语技能的训练与商务英语专业知识学习相结合，强化学生的英语基本功，提高学生熟练、准确地进行沟通与交流的能力；拓宽学生的知识面和国际化视野，这将对培养既精通英语语言知识与技能，又熟悉国际商务知识与技能的、跨语言、跨文化的复合型人才具有很大的帮助。

教材体现了以英语技能的培养为重点，能力与知识并重的编写原则，充分考虑学生对商务专业知识的需求，力图将英语技能和商务专业知识有机结合，这是培养复合型、应用型商务英语人才的有效语言实践课教材。教材具有几大特点：1) 精选文章，内容体现实效性、知识性，语言具有实用性；2) 主题广泛，信息量大，注重商务类文章的文体、语言特点的结合；3) 课后练习突出多样性和互动性，重视学生学习自主性和创新性的发挥；4) 重视培养和提高学生用英语阐述国际商务内容的能力和在商务环境下的英语应用能力。教材精选了当今世界知名的英语报纸、杂志、网站和学术刊物中与经济和商务相关的文章。选材来源的主要知名刊物包括：*The Wall Street Journal*；*Time*；*Newsweek*；*The Economist*；*BusinessWeek*；*Harvard Business Review*；*Financial Times*；*New York Times* 等。所选文章涉及的主题广泛，尽量涵盖当今国际经贸的重要领域，如国际贸易、金融、管理等；选材充分考虑到文章涉及的区域性，尽量体现在世界经济中最具代表性的国家、区域和经济体；所选文章力求涵盖各类文体，如分析综述、年度报告等。在选材上体现主题、区域和文体的结合，所选文章内容具有时效性，语言具有典型性。

在对每一单元的文章进行精心编排的基础上，教材还配备大量具有针对性的练习，帮助学生提高阅读和分析能力，最终从整体上提高英语水平以及语言欣赏和运用的能力。每单元提供主课文 A 和辅助课文 B，两篇课文的选材既为学生提供了最新的专业动态和实践案例，也有助于提高学生的阅读理解能力。主课文 A 前设置各类预习活动，如背景介绍、快速阅读、词汇预习及互动活动，使学生了解课文梗概。主课文后提供具

有针对性的语言学习辅助,如生词表、常用短语、专业术语(含术语扩展)及难点释义等,旨在帮助学生更好地理解课文,熟悉常用短语和相关专业术语。为帮助学生深入分析和掌握课文,巩固所学的内容,使所学的专业知识和语言技能具有更强的实用性和实践性。教材还在主课文后设计了形式多样的练习,如1)回答问题;2)判断正误;3)词组翻译;4)完型填空;5)段落翻译(英译汉);6)分析与讨论;7)案例分析;8)写作。辅助课文B后也提供了问答练习,考查学生的分析理解能力。总之,教材在提高学生阅读能力的同时,兼顾口语和写作等能力的培养,通过大量与商务专业相关的语言练习,有效提高学生的综合语言运用能力。同时,教材帮助学生从不同的侧面了解国际商务知识,追踪当今世界经贸领域的最新动态,开拓视野,扩展知识面。

本教材可在一个学期完成,每个学期实际授课周为18周,每周授课4课时,本课程的总授课时数约为72课时。教材可供普通高等院校商务英语专业学生使用,也可供国际经贸、金融、工商管理等专业的学生作为复合型专业英语教材使用,还可供具有一定英语水平、从事国际商务以及其他专业的人士学习参考。

由于编写时间仓促,本书在编写过程中难免存在着不足之处,望读者和专家们不吝赐教。

《商务英语阅读》教材编写组

2008年7月

目录 Contents

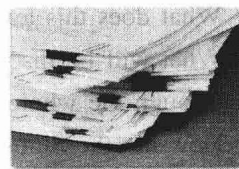
Chapter 1	Government and Trade	(1)
Chapter 2	Products and Pricing	(21)
Chapter 3	Advertising and Publicity	(49)
Chapter 4	International Business Cooperation	(72)
Chapter 5	Accounting and Financial Management	(97)
Chapter 6	Finance and Securities	(122)
Chapter 7	Business Environment	(148)
Chapter 8	Business Strategy	(180)
Chapter 9	Human Resource Management	(203)
Chapter 10	Operations Management and Innovation	(224)
Chapter 11	Information Technology and E-commerce	(246)
Chapter 12	Business Ethics and Corporate Social Responsibility	(274)



Chapter 1

Government and Trade

Background Introduction



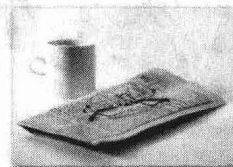
International trade takes place within the framework of agreements worked out by countries in the World Trade Organization (WTO), formerly known as the General Agreement on Tariffs and Trade (GATT). Over the last 50 years trade barriers have been coming down and free trade like open borders and deregulation now forms the ideal for almost all nations, even if the situation is far from one of complete *laissez-faire*, with no government intervention.

Trade negotiations are well-known for their epic eleventh-hour negotiating sessions, where individual nations argue for what they see as their specific interests. Countries argue for protection of their strategic industries, which they consider vital to future prosperity. Countries accuse each other of dumping, where exported goods are sold at lower prices than in the home market, or for less than they cost to produce, in order to gain a larger market share in the market. Protectionism is no longer the order of the day in most places; however, some countries still argue that protectionist measures are ways to get their economies going though they avoid using the term.

Of course, there are trading blocks with no trade barriers at all such as the single market of the European Union. The North American Free Trade Organization, or NAFTA (the US, Canada and Mexico) is also eliminating its tariffs and customs duties. Their equivalents in

Asia and Latin America are ASEAN and MERCOSUR.

Text A



Part One Start-up

1. Read for Gist

Scan Text A and get some main ideas about the following questions.

- 1) What does this text tell us about?
- 2) What will be discussed at the tenth EU-China summit on November 28th? (Please go through the whole passage before giving your answer.)
- 3) How are the Sino-EU and the Sino-US economic relations changing recently?
- 4) Do you think the EU-China summit will be a success? Why or Why not?
- 5) Why does the author predict “EU negotiators probably will return home with minor results at best”? (para. 8)

2. Vocabulary Preview

Scan the text again and write down the key terms related to the topic.

3. Read and Talk

Sum up the main ideas of the text by referring to the key phrases and exchange ideas in groups.

Part Two Reading Practice

China and Europe — a Summit Dominated by Trade Could Get Frosty

Anonymous

1. On November 28th 2007 the tenth EU-China summit will take place in Beijing. No prizes

for guessing what will top the agenda — trade, of course. In recent months the international media spotlight has fallen mostly on the rising temperatures between China and the US. But now, Sino-EU trade tensions could also heat up. Peter Mandelson, the EU's trade commissioner, in mid-October fired off a letter to Jose Manuel Barroso, the European Commission's president, describing the bilateral relationship as “deeply unequal” . Flanking the summit meeting will be a visit from representatives of the euro zone economies to discuss the value of the renminbi, with the management of the new Chinese sovereign wealth fund as a possible secondary focus. Then there is the parallel summit of some 500 EU and Chinese business leaders to discuss co-operation in areas such as sustainable development and intellectual property.

2. Sino-EU economic relations are booming. China's economy is growing so fast that it now dwarfs those of many individual EU member states. Bilateral trade grew by 21% year on year in 2006 to more than € 250bn (US \$368bn), while EU investment in China reached more than € 3. 7bn last year. Over that same period growth in exports from China to the EU outpaced those to the US , highlighting China's shift in focus to Europe as its primary export destination.

Rising US protectionism

3. The rising profile of the EU in China's export picture is in part due to a worsening trade climate in the US. Scares in North America about the safety of made-in-China goods from toys to toothpaste have severely affected consumer perception. As the 2008 election campaigns gain momentum, protectionist pressures on US candidates will also likely rise. Hillary Clinton, a leading Democratic candidate, has promised to review trade agreements every five years and amend them where necessary — an apparent break from the pro-trade policies that characterised her husband's presidency. While leading Republican candidates have so far promised not to heed the “siren song” of protectionism , as John McCain put it, the vote-attracting allure of economic nationalism will be difficult to ignore in a tight race. Several anti-China trade bills are currently snaking through both the Senate and the House of Representatives.
4. With such clouds hanging over Sino-US economic relations, the EU has a chance to shift the limelight to its own burgeoning links with China. But pursuing its crowded agenda to satisfaction will not be all smooth sailing.
5. On merchandise trade, freer imports of Chinese textiles remain a key issue. The EU will

soon lift an annual cap that it had imposed on imported Chinese textiles since 2005. Following a recent agreement between the European Commission and the Chinese commerce ministry, the cap will be replaced by a textile-import monitoring system which will be put in place for 2008. But a European Commission study put the cost of Chinese barriers against EU goods at about € 20bn annually, or roughly 30% of its exports to China. The EU has also asked China for concrete steps on protection of intellectual property and copyrights. If China does not play its part in providing reciprocal openness for EU goods and investment, an EU spokesman implies that a different, presumably more confrontational, approach might follow.

6. Meanwhile, euro zone finance ministers suggest that the undervaluation of the renminbi against the euro rather than the euro-US dollar or euro-yen rates is their biggest concern. In a statement following a meeting on October 8th, they said, “in emerging economies with large and growing current-account surpluses, especially China, it is desirable that their effective exchange rates move so that necessary adjustments will occur.” Jean-Claude Juncker, the prime minister of Luxembourg and president of the euro zone group, has promised to make the case for a stronger renminbi before the year-end.
7. As for Beijing’s newly launched sovereign wealth fund, China Investment Corp (CIC), there is growing unease among EU member states about how the fund will operate. Germany has proposed that the EU introduce a vetting procedure for foreign takeovers, modelled on that of the Committee on Foreign Investment in the US. France goes a step further, advocating a classification system to identify strategic sectors that would be potentially off limits to foreign takeovers. Joaquin Almunia, the EU’s economic and monetary affairs commissioner, has also suggested that in cases where funds not operating transparently sought to invest in strategic sectors, EU authorities could step in. The big unknown surrounding the new Chinese fund is whether its investment will be driven by politics, high returns or both. The euro zone representatives’ visit will not miss the opportunity to request assurances from the Chinese side on how CIC will operate.
8. So will the EU-China summit be a success? That, of course, depends on how participants define success, but EU negotiators probably will return home with minor results at best. Aside from the expected resistance from the Chinese side, EU negotiators have a number of self-imposed obstacles to overcome. For starters, the institutional complexity of the EU makes it difficult for the group to speak with one voice. The member states do not always agree. France and Germany are squabbling on the right way to handle monetary policy —

a disagreement which has consequences for the EU's approach to managing the euro-renminbi exchange rate. There is also policy disagreement among the EU's various institutions, including the European Council, European Commission and European Parliament. Just within the European Commission, its various departments recently found themselves in a public brouhaha over whether to scrap anti-dumping duties on energy-efficient light bulbs imported from China.

9. As a further illustration, consider that at the summit the European side will be represented variously by Jose Socrates, the president of the European Council and prime minister of Portugal, Jose Manuel Barroso, the president of the European Commission, and Mr Mandelson. What is more, the euro zone representatives will not speak on behalf of opt-outs like the UK, while Nicolas Sarkozy, the French president, will supposedly make his own trip to Beijing shortly before the EU-China summit.
10. With all these motley visitors, the Chinese side might be forgiven for wondering with whom to negotiate. Indeed, the absence of a central authority means the EU lacks the ability to trade off among different dossiers. A single supreme negotiator could envisage deals such as a softer EU stance on textiles in exchange for bolder Chinese moves on monetary policy or export subsidies. But with responsibility for these dossiers divided between various EU institutions, such deals are difficult to pull off.

Fickle priorities

11. Linked to the institutional-complexity issue are the EU's fickle priorities. Its Council presidencies representing member states rotate every six months, and at each summit Chinese leaders are faced with a new representative. In 2006 the Finnish prime minister focused on innovation as the key to EU-China economic relations. But in 2007 under the Portuguese presidency, the EU business leaders' focus has shifted to sustainable development.
12. The EU's approach to China's human rights issues presents a final, more intangible barrier to further development of bilateral relations. A meeting in September between Angela Merkel, chancellor of Germany, and the Dalai Lama, raised hackles in China. The People's Daily said the encounter had "seriously harmed relations between Beijing and Berlin". Indeed, as long as EU leaders are willing to anger Chinese counterparts on such high-visibility issues where little progress is likely, they will not get far either in their lobbying for incremental improvements in key aspects of the bilateral business and

economic relationship.

(from the *Economist* Website, Nov 27th 2007)

Glossary

frosty (title) ['frɒsti]	adj.	unfriendly; cold in manner 不友好的, 冷淡的
spotlight (para. 1) ['spɒtlait]	n.	1 a strong beam of light that illuminates only a small area, used especially to center attention on a stage performer 聚光灯 2 public notoriety or prominence 公众注意
commissioner (para. 1) [kə'mɪʃənə]	n.	a governmental official in charge of a department 理事
fire off (para. 1)	phr. v.	1 to say or write and send away rapidly 匆忙寄发 2 to quickly send an angry letter to someone 气愤地发出 (信)
flank (para. 1) [flæŋk]	vt.	to be on both sides of someone or something 位于……的侧面
profile (para. 3) ['prəʊfaɪl]	n.	degree of exposure to public notice; visibility 受关注程度
momentum (para. 3) [məʊ'mentəm]	n.	the ability to keep increasing, developing, or being more successful 势头
amend (para. 3) [ə'mend]	vt.	to correct or make small changes to something that is written or spoken 修正, 改进
allure (para. 3) [ə'ljuə]	n.	a mysterious, exciting, or desirable quality 诱惑力, 吸引
nationalism (para. 3) ['næʃənəlɪzəm]	n.	love for your own country and the belief that it is better than any other country 民族主义
limelight (para. 4) ['laɪm,laɪt]	n.	1 an early type of stage light in which lime was heated to incandescence producing brilliant illumination. 石灰光 2 a focus of public attention. 公众注意中心
burgeon (para. 4) ['bɜ:dʒ(ə)n]	vi.	to grow or develop quickly 萌芽, 急速成长

merchandise (para. 5)	<i>n.</i>	goods bought and sold in business; commercial wares 商品, 货物
['mɜ:tʃəndaiz]		
lift (para. 5)	<i>vt.</i>	to remove a rule or a law that says something is not allowed 撤销, 解除
[lift]		
cap (para. 5)	<i>n.</i>	an upper limit that is put on the amount of money that someone can earn, spend, or borrow (经济费用等的) 最高限度
[kæp]		
reciprocal (para. 5)	<i>adj.</i>	a reciprocal arrangement or relationship is one in which two people or groups do or give the same things to each other 相互的
[ri'siprəkəl]		
confrontational (para. 5)	<i>adj.</i>	likely to cause arguments or make people angry 对抗地, 对峙地
[ˌkɒnfɾən'teɪʃənəl]		
vet (para. 7)	<i>vt.</i>	to check someone's past activities, relationships etc in order to make sure that person is suitable for a particular job, especially an important one 检审
[vet]		
to be modeled on (para. 7)	<i>phr. v.</i>	to be designed in a way that copies another system or way of doing something 仿特定模式作出
off limits (para. 7)	<i>adj.</i>	1 not to be entered or patronized by a designated class 禁止入内的, 禁止使用的 2 not to be interfered with, considered, or spoken of 禁止介入的, 禁止提及的
[off limits]		
squabble (para. 8)	<i>vi.</i>	to argue about something unimportant (为琐事) 争吵
['skwɒbl]		
brouhaha (para. 8)	<i>n.</i>	unnecessary excitement, criticism, or activity-used especially in news reports to show disapproval 吵闹, 骚动
[bru:'hɑ:ha:]		
scrap (para. 8)	<i>vt.</i>	to decide not to use a plan or system because it is not practical 废止 (法律, 制度, 条约)
[skræp]		
opt-out (para. 9)	<i>n.</i>	when a person or group chooses not to join a system or accept an agreement 退出的决定
[opt-out]		
motley (para. 10)	<i>adj.</i>	a group of people or things that are very different from each other and do not seem to belong together 混杂的
['mɒtli]		