

21世纪致用英语系列教材

ENGLISH FOR ECONOMY AND TRADE



ENGLISH  
FOR  
ECONOMY AND TRADE

单胜江 王 群 主编

经贸英语

 吉林大学出版社

# 21世纪致用英语系列教材

# 经贸英语

主审：任志纯

主编：单胜江 王 群

编者：单胜江 王 群 沈赵静

王佳平 徐如浓 李 瑞

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## 前言

经贸英语作为国际商务活动中通用的一种专业语言,是开展对外经济贸易活动的重要工具。近年来,随着对外经济贸易的迅速发展,我国同世界各个国家和地区的经济合作与贸易往来日益增多。经贸英语也日益受到高校和社会各界人士的重视,在日常经济生活和工作中被广泛应用。为了培养重点面向基层的经贸英语方面的本科以及高职应用型专门人才,以适应进一步发展对外贸易和经济合作的需要,许多高校都开设了经贸英语课程。本书就是为经贸英语课程专门新编的教材,适合经济类及涉外管理类专业学生以及社会上同等水平的学习者使用。

本书与一般的经贸英语教材相比,内容上具有一定的系统性和知识完整性,文字难易适度,专业词语复现率高,有利于提高学生的学习兴趣和对专业英语词语的理解和记忆。为充分利用教材篇幅丰富学生的经贸知识和加深学生对课文内容的理解,每一课的练习题的文字内容均与课文所论述的经贸知识有关,或者是对课文内容的进一步阐释,或者是对课文内容的必要补充,即把经贸专业知识的学习既体现在课文中,也体现在练习中。这样做目的是把英语学习和经贸专业知识的学习有机地结合起来,一方面通过英语学习经贸专业知识;另一方面在学习经贸专业知识的同时提高英语阅读水平和表达能力。

全书共 30 课,分为三个部分。第一部分,第 1 至 12 课,为经济学方面的内容;第二部分,第 13 至 20 课,为国际金融方面的内容;第三部分,第 21 至 30 课,为国际贸易方面的内容。每一部分的内容都按其学科逻辑编排,基本上呈现了其学科的主要内容架构;所选文章均具有丰富的知识性、可读性和可理解性。

每课均由导引、正课文、注释、练习等部分组成。

导引,用来让师生发起讨论,进而导入课文的学习。

课文,大多选自近年来出版的英文原版经贸类教科书或报刊文章,每篇课文内容既相互衔接,又自成一体,课文内容精练,文风朴实,生动有趣,能激发学生的学习兴趣。

注释,包括 Word Glossary、Collocation and Terms、Key Phrases and Structures 和 Notes 四个部分。Word Glossary 中,列出了课文中的生词和在课文中有新的含义和用法的已知词汇,每个生词都标出了音标、词性、并采用中英双解的方法进行了注解;Collocation and Terms 中,列出了课文中的一些重要的搭配和术语;Key Phrases and Structures 中,列出并详细讲解了课文中的重点短语和结构;Notes 中,采用句法分析和翻译的方法,对课文中的一些重点难句进行了注解。注释部分的编排,便于学生自学,并在很大程度上减轻了师生教与学的负担。

练习部分,紧密围绕着课文的主题内容进行编写,形式多样,循序渐进,涵盖了语言知识、学科知识和专业英语的读、译等技能的训练,具体由四部分组成。Section A 是 Learn about the text,用来



本书由单胜江副教授、王群副教授主编,任志纯教授主审;沈赵静、王佳平老师参加了编写,做了大量的工作;徐如浓、李瑞老师参加了材料的筛选工作。由于编者水平有限,书中出现疏误在所难免,恳请广大专家、同仁和读者批评指正。





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## Lesson 1

## WHAT IS ECONOMICS

*Economics is the study of people in the ordinary business of life.*

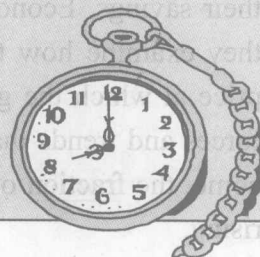
—Alfred Marshall<sup>1</sup>

*Economics is the science which studies human behavior as a relationship between given ends and scarce means which have alternative uses.*

—Lionel Robbins<sup>2</sup>

*Economics is "the study of how societies use scarce resources to produce valuable commodities and distribute them among different people".*

—Paul A. Samuelson<sup>3</sup>



## Text

[1] The word **economy** comes from the Greek word for "one who manages a **household**." At first, this **origin** might seem **peculiar**. But in fact, households and economies have much in common.

[2] A household faces many decisions. It must decide which members of the household do which tasks and what each member gets in return: Who cooks dinner? Who does

1. Alfred Marshall (1842-1924), born in Bermondsey, London, England, became one of the most influential economists of his time. His most famous work is *Principles of Economics* (1890).
2. Lionel Robbins (1898-1984), a British economist. He is known for his proposed definition of economics, and for his instrumental efforts in shifting Anglo-Saxon economics from its Marshallian direction.
3. Paul Anthony Samuelson (1915-) is an American neoclassical economist known for his contributions to many fields of economics, beginning with his general statement of the comparative statics method in his book *Foundations of Economic Analysis* (1947).



the **laundry**? Who gets extra **dessert** at dinner? Who gets to choose what TV show to watch? In short, the household must **allocate** its scarce **resources** among its various members, taking into account each member's abilities, efforts and desires.

[3] Like a household, a society faces many decisions. A society must decide what jobs will be done and who will do them. It needs some people to grow food, other people to make clothing, and still others to design computer software. Once a society has allocated people (as well as land, buildings, and machines) to various jobs, it must also allocate the output of goods and services that they produce. It must decide who will eat **caviar** and who will eat potatoes. It must decide who will drive a Porsche<sup>1</sup> and who will take the bus.

[4] The management of society's resources is important because resources are scarce. **Scarcity** means that society has less to offer than people wish to have. Just as a household cannot give every individual the highest standard of living to which he or she might **aspire**.

[5] Economics is the study of how society manages its scarce resources. In most societies, resources are allocated not by a single central planner but through the combined actions of millions of households and firms. Economists therefore study how people make decisions: how much they work, what they buy, how much they save, and how they invest their savings. Economists also study how people interact with one another. For instance, they examine how the **multitude** of buyers and sellers of a good together determine the price at which the good is sold and the quantity that is sold. Finally, economists **analyze** forces and trends that affect the economy as a whole, including the growth in average income, the **fraction** of the population that cannot find jobs, and the rate at which prices are rising.

(Words: 378)

## Word Glossary

1. economy [i:'kɒnəmi] *n.* the system or range of economic activity in a country, region or community 经济体; 国家、地区或群体的经济活动体系和范围
2. household ['haʊshəʊld] *n.* a social unit living together 一家人; 家庭
3. origin ['ɒrɪdʒɪn] *n.* the point at which something comes into existence or from which it derives or is derived. 起源; 事物开始存在或起源或取得的始点
4. peculiar [pɪ'kju:ljə] *adj.* unique or specific to a person or thing or category 奇特的; 罕见的; 特殊的

1. Porsche: a German famous automobile brand owned by the Porsche and Piech families. In Chinese it is called “保时捷”.

5. laundry ['ləʊndri] n.

garments or white goods that can be cleaned by laundering; workplace where clothes are washed and ironed 要洗的衣服;洗衣店;洗熨衣物的地方

6. dessert [dɪ'zɜ:t] n.

a dish served as the last course of a meal 餐后甜点

7. allocate ['æləʊkət] v.

distribute according to a plan or set apart for a special purpose 分派;分配

8. resource ['rɪsɔ:s] n.

(often in plural form) an available supply that can be drawn on when needed. (常用复数形式)资源;需要时可供提取使用的供应

9. caviar ['kæviə:] n.

salted roe of sturgeon or other large fish; usually served as an hors d'oeuvre 鱼子酱

10. scarcity ['skeəsɪtɪ] n.

a small and inadequate amount 缺乏;不足

11. aspire [ə'spaɪə] v.

have an ambitious plan or a lofty goal 热望;立志

12. multitude ['mʌltɪtju:d] n.

a large indefinite number; a large gathering of people 多数;群众

13. analyze ['ænaləɪz] v.

consider in detail and subject to an analysis in order to discover essential features or meaning 分析;分解

14. fraction ['frækʃən] n.

a small part or item forming a piece of the whole; the quotient of two rational numbers 小部分;片断;分数

## Collocations and Terms

1. come from 来源于

2. have...in common 有...共同之处

3. get something in return 得到某物作为回报

4. get to do 有机会(获许)做某事

5. in short 简而言之

6. take...into account 考虑到...

7. need somebody to do something 需要某人做某事

8. allocate somebody/something to something 分派某人或某物做某事

9. as well as 和,又

10. aspire to/after something 渴望得到或成就某事

11. make decisions 做决定

12. interact with 互相作用

13. for instance 例如

14. as a whole 作为一个整体

15. the growth in (average income) (平均收入)的增长

16. at the rate(of) 以...比率

## Key Phrases and Structures

### 1. have something in common

share equally with one another or others 有...共同之处 e.g. The two sisters have nothing in common. 两姐妹没有什么共同之处。

### 2. in return

(often followed by "for") in exchange or in reciprocation 作为回报; 作为报答 e.g. The bargain they reached with their employers was to reduce their wage claim in return for a shorter working week. 他们与雇主达成的协议是他们在工资方面降低要求, 但每周工时要缩短。

### 3. take something into account

allow or plan for a certain possibility; concede the truth or validity of something 考虑; 注意; 顾及; 体谅 e.g. Good design also takes into account if the machining operations will be easily performed and how the work is held. 一个好的设计要考虑到加工工序是否容易进行及工程如何掌握的问题。

### 4. interact with

act on each other 互相作用 e.g. Even now, homes, autos, and offices are being wired into intelligent networks that interact with one another. 现在, 家庭、汽车和办公室都用可以互动的智能网络相联。

### 5. as a whole

all parts or aspects considered; altogether 所有部分和方面都考虑到; 整个看来 e.g. Treat the human body as a whole. 把人体当作一个整体治疗。

## Notes

1. It must decide which members of the household do which tasks and what each member gets in return. 本句中 which members of the household do which tasks 和 what each member gets in return 是谓语 must decide 的两个并列的宾语从句。
2. In short, the household must allocate its scarce resources among its various members, taking into account each member's abilities, efforts and desires. 本句中 taking into account each member's abilities, efforts and desires 作状语修饰 allocate, 说明谓语动作的方式。
3. In most societies, resources are allocated not by a single central planner but through the combined actions of millions of household and firms. 本句中 not...but...是并列连词, 连接两个作状语用的介词短语。
4. For instance, they examine how the multitude of buyers and sellers of a good together determine the price at which the good is sold and the quantity that is sold. 本句中从 how 一直到句尾是 examine 的宾语从句; 在宾语从句中, the price 和 the quantity 是从句谓语 determine 的两个宾语, 且各带



有一个定语从句。此句意为:例如,他们仔细观察大多数的买方卖方是怎样共同确定货物的销售价格及销售数量的。

5. Finally, economists analyze forces and trends that affect the economy as a whole, including the growth in average income, the fraction of the population that cannot find work, and the rate at which prices are rising. 本句中 that affect the economy as a whole 是定语从句。including 介词短语对宾语 forces and trends 起着补充说明其部分内容的作用。介词 including 的宾语有 the growth, the fraction, the rate 等三个宾语;the fraction 和 the rate 各带有一个定语从句。此句意为:最后,经济学家们对影响整个经济的因素和趋向进行分析,包括平均收入的增长、失业人口的比例和价格上涨的比率。

## Section A

### Learn about the Text

#### I. Answer the following questions after discussion.

1. What's your understanding of economics?
2. Why is management of society resources important?
3. How do your parents allocate family resources?
4. What are your scarce resources?
5. Are you interested in economics? Why?

#### II. Fill in the blanks with the words given below. Change their forms where necessary.

microeconomic	macroeconomic	firm	household	production
resource	determine	aggregate	marginal	motivate

Economics is typically divided into two main branches called microeconomics and macroeconomics. Microeconomics studies the economic decision making of 1 and individuals in a market setting. It focuses on individual aspects of economics, such as consumer demand, supply, and prices under various conditions, for instance, how a 2 spends its money. It also studies the way in which a business 3 how much of a product to produce and how to make best use of the factors of 4. It also bears on such matters as pricing strategy. People involved in 5 transactions are 6 to do the best they can for themselves with the limited 7 at their disposal. They use 8 analysis to determine their best course of action.

Macroeconomics deals with broader matters of the whole economy. Rather than dealing with individual markets, individual consumers and producers, macroeconomics deals with the economy as a whole. Important to 9 is the definition and measurement of macroeconomic aggregates, such as gross national product, the consumer price index, the unemployment rate, and the government surplus and deficit. These measures are called 10 because they add together individual microeconomic components.



## Section B

### Learn from the Text

#### I. Read the following passage and try to recite it.

Economics is the study of how society manages its scarce resources. In most societies, resources are allocated not by a single central planner but through the combined actions of millions of households and firms. Economists, therefore, study how people make decisions: how much they work, what they buy, how much they save, and how they invest their savings. Economists also study how people interact with one another. For instance, they examine how the multitude of buyers and sellers of a good together determine the price at which the good is sold and the quantity that is sold. Finally, economists analyze forces and trends that affect the economy as a whole, including the growth in average income, the fraction of the population that cannot find jobs, and the rate at which prices are rising.

#### II. Match the words on the left with the explanations on the right.

- |              |   |
|--------------|---|
| 1. principle | A. the study of how society manages its scarce resources                            |
| 2. caviar    | B. the amount of something that a person or something produces                      |
| 3. household | C. something sweet, such as fruit or a pudding, which you eat at the end of a meal  |
| 4. dessert   | D. something done to help or benefit others   |
| 5. scarcity  | E. the salted eggs of a fish called sturgeon (鲟)                                    |
| 6. output    | F. all the people in a family or everything that is connected with looking after it |
| 7. goods     | G. the money earned or got from other sources such as investment                    |
| 8. service   | H. things that are made to be sold  |
| 9. economics | I. a general scientific law which explains how something happens or works           |
| 10. income   | J. the limited nature of society's resources  |

#### III. Fill in the blanks with the following words or phrases from the text. Change their forms where necessary.

as a whole	peculiar	take into account	allocate	in return
economy	analyze	have something in common	origin	interact with

1. Is the collection going to be divided up or sold \_\_\_\_\_?
2. The Austrian-born British economist shared a 1974 Nobel Prize for work on the theory of optimum \_\_\_\_\_ of resources.

3. The bargain they reached with their employers was to reduce their wage claim \_\_\_\_\_ for a shorter working week.
4. The \_\_\_\_\_ picture is in the British Museum.
5. They have something \_\_\_\_\_ in this connection.
6. Most economists here say that California's \_\_\_\_\_ slump has not bottomed out and that it may grow worse before the earliest projected recovery in 1995.
7. In the final \_\_\_\_\_, I think our sympathy lies in the heroine of the play.
8. A group of plants and animals living and \_\_\_\_\_ one another in a specific region under relatively similar environmental conditions.
9. Good design also \_\_\_\_\_ if the machine operations will be easily performed and how the work is held.
10. There was a \_\_\_\_\_ man sitting opposite me in the train.



### Translation

#### I. Translate the following passage into Chinese.

The behavior of an economy reflects the behavior of the individuals who make up the economy. Therefore, we start our study of economics with the principles of individual decision-making. The first principle of making decisions is summarized in the adage: "There is no such thing as a free lunch." To get one thing we like, we usually have to give up another thing that we like. Making decisions requires trading off one goal against another. Consider a couple deciding how to spend their family income. They can buy food, clothing, or family vacation. Or they can save some of the family income for retirement or the children's education. When they choose to spend an extra dollar on one of these goods, they have one less dollar to spend on some other goods.

#### II. Translate the following passage into English.

社会面对的另一个抉择是效率和公正之间的权衡。效率指社会从稀缺的资源获得最多的回报。公正指从这些资源所获得的好处公平地为社会成员之间进行分配。换句话说,效率指经济大饼的大小,而公正指这块饼是如何被切分的。当制定政府政策的时候,这两个目标常常是相互冲突的。

## Section D

### Supplementary Reading

#### What Is Economics?

There's no one universally accepted answer to the question "What is economics?" Various definitions are:

The Economist's Dictionary of Economics defines economics as: "The study of the production, distribution and consumption of wealth in human society."

Alfred Marshall Principles of economics defines economics as: "Economics is the study of people in the ordinary business of life."

Saint Michael's College answers the question "What is economics?" with the answer "Most simply put, economics is the study of making choices."

Indiana University-Purdue University Indianapolis answers the question "What is economics?" with the explanation "Economics is a social science that studies human behavior. Economics has a unique method for analyzing and predicting individual behavior as well as the effects of institutions such as firms and governments, or clubs and religions."

Lastly, **Wikipedia** defines economics as: "Economics is a social science that studies human behavior as a relationship between ends and scarce means which have **alternative** uses (Lionel Robbins, 1935). That is, economics is the study of the **trade-offs** involved when choosing between alternate sets of decisions."

If I were asked to provide an answer to the question "What is economics?" on a test, I'd probably write the following explanation:

"Economics is the study of how individuals and groups make decisions with limited resources as to best satisfy their wants, needs, and desires."

The definition is perhaps better suited to **Microeconomics**, but it gets the important idea across that economics is not simply the study of money and the stock market.

(Words: 250)

#### Macroeconomics and Microeconomics

In order to begin our discussion of economics, we first need to understand the two **branches** of study within economics: microeconomics and macroeconomics.

Macro and microeconomics are the two **vantage** points from which the economy is observed. Macroeconomics looks at the total output of a nation and the way in which the nation allocates its limited resources of land, labor and capital in an attempt to **maximize** production levels and promote trade

growth for future generations. After observing the society as a whole, Adam Smith noted that there was an "invisible hand" turning the wheels of the economy: a market force that keeps the economy functioning.

Microeconomics looks into similar issues, but on the level of the individual people and firms within the economy. It tends to be more scientific in its approach, and studies the parts that make up the whole economy. Analyzing certain aspects of human behavior, microeconomics shows us how individuals and firms respond to changes in price and why they demand what they do at particular price levels.

Micro and macroeconomics are **intertwined**; as economists gain understanding of certain phenomena, they can help nations and individuals make more informed decisions when allocating resources. The systems by which nations allocate their resources can be placed on a **spectrum** where the command economy is on one end and the market economy is on the other. The market economy **advocates** forces within a competitive market, which constitute the "invisible hand" to determine how resources should be allocated. The command economic system relies on the government to decide how the country's resources would be best allocated. In both systems, however, scarcity and unlimited wants force governments and individuals to decide how to best manage resources and allocate them in the most efficient way. Nevertheless, there are always limits to what the economy and government can do.

(Words: 307)

## Word Glossary

- |                             |                        |
|-----------------------------|------------------------|
| 1. wikipedia <i>n.</i>      | 维基百科;开放性的百科全书          |
| 2. alternative <i>adj.</i>  | 两者择一的                  |
| 3. trade-off <i>n.</i>      | (对不能同时兼顾的因素)权衡;物物交换;取舍 |
| 4. microeconomics <i>n.</i> | 微观经济学                  |
| 5. macroeconomics <i>n.</i> | 宏观经济学                  |
| 6. branch <i>n.</i>         | 分支;部门                  |
| 7. vantage <i>n.</i>        | 优势;有利情况                |
| 8. maximize <i>v.</i>       | 取...最大值;最佳化            |
| 9. intertwined <i>adj.</i>  | 互相缠结的;缠绕在一起的           |
| 10. spectrum <i>n.</i>      | 范围;系列                  |
| 11. advocate <i>v.</i>      | 主张;提倡                  |



## Review Questions

1. How many different definitions of economics are listed in this article?
2. According to the definition of the Economist's Dictionary of Economics, what is economics?
3. If you were asked to provide an answer to the question "What is economics?" on a test, which answer will you probably give?
4. How do you understand microeconomics and macroeconomics respectively?
5. Why are micro and macroeconomics intertwined according to the article?

(Words: 307)



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两普译一的  
(对不能同时兼顾的因素权衡; 取舍)  
微观经济学  
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分支; 部门  
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取...最大值; 最佳点  
正相联系的; 结合在一起的  
范围; 圈套  
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1. wikipedia n.  
2. alternative adj.  
3. trade-off n.  
4. microeconomics n.  
5. macroeconomics n.  
6. branch n.  
7. vantage n.  
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9. intertwined adj.  
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11. advocate n.