

全国应用型本科商务英语系列规划教材

商务英语阅读

English Reading
for International Business

周一 主编



对外经济贸易大学出版社
FOREIGN ECONOMIC TRADE UNIVERSITY PRESS

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出版说明

经济贸易的蓬勃发展为我国高校商务英语专业建设提供了难得的机遇，也提出了更多的挑战。为了更好地推动商务英语本科专业的发展，对外经济贸易大学出版社组织编写了这套“全国应用型本科商务英语系列规划教材”。

面对经济全球化和中国加入 WTO 之后社会对人才需求的新形势，高等院校本科商务英语的人才培养应该定位在“培养德、智、体、美、劳全面发展，英语语言基础扎实，具有较强的英语交际能力，具备基本的商务与文秘知识和业务能力，知识面宽，具有创新精神，知识、能力、素质协调统一，面向经贸、外事、涉外企业、跨国公司、教育等行业，能从事国际商务策划、国际商务谈判、国际贸易、国际金融、国际市场营销、高级商务翻译、教学、科研及管理工作的应用型专门人才”。本系列教材从当前形势需求出发，力求培养具有扎实的英语基本功，掌握国际商务基础理论和知识，善于跨文化交流与沟通，能适应经济全球化，具备国际竞争力的复合型英语人才。

本套“全国应用型本科商务英语系列规划教材”适用于全国应用型本科院校商务英语专业、英语专业的商务/应用/外贸英语方向以及财经类专业的学生，内容包括《商务英语听说》、《商务英语阅读》、《商务英语写作》、《商务英语函电》、《商务英语翻译》、《国际商务制单》和《国际贸易理论与实务（英文版）》等。

本系列的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，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。

此外，本套教材配有辅导用书或课件等立体化教学资源，供教师教学参考（见书末赠送课件说明）。

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2009年3月

前 言

Preface

在“经济全球化”大背景下，我国经济国际化的进程步伐日益加速。特别是我国加入世界贸易组织（WTO）后，涉外商务活动已拓展到越来越多的领域并吸引了大量人员参与。这一形势客观上使得“精通英语，善于商务”的专业人员成为了时代的宠儿和人才竞争中的佼佼者。因此，高校英语专业学生在获得了难得的机遇的同时，也面临着严峻的挑战——将英语语言能力和商务实践技能结合起来。在这种机遇和挑战下，国内高校英语专业普遍设置了商务英语方向，并有部分高校开设了商务英语专业。其中，《商务英语阅读》是此专业或方向的重要课程之一，本书即是为该课程所编写的教材。

当今，是一个国际化、信息化、科技化的经济时代，涉外商务活动是一项错综复杂的经济活动和人文交流活动。除了传统的以具体商品交易为主的有形贸易以外，服务贸易、国际物流、证券期货、外企业管理等内容也成为当下国际商务活动的热点项目。同时，商务活动的开展，离不开社会、人文、教育、体育等方面的事务。因此，当下的商务英语学习过程，必然是一项基于涉外商务活动环境中的英语语言运用能力的强化过程、跨文化交流水平的提高过程和国际商务文化的领略过程。本教材必须担负起全面介绍国际商务知识、广泛拓宽读者商务视野、大量输入商务英语语言、系统训练读者英语技能的使命。

基于以上指导思想，在本教材的编写过程中，编者注重彰显以下几方面的特点：

一、选材新颖、突出热点。本教材在保持了传统的国际贸易文章的基础上，特别收录了有关外企业管理、金融证券、酒店业务、文化产业、奥运及世博等主题的文章。以期待突出时代特色，激发读者兴趣。

二、布局合理、便于学习。本教材分为4篇，每一篇均突出一个宏观主题，设置了4个相关单元，每个单元又围绕一个专题，收录了两篇文章，从不同角度介绍商务知识和文化。各单元中除了课文外，设置了预习题、注释、词汇表达、课文练习、扩展练习

等项目,旨在为读者提供学习助手、巩固训练、课外知识,从而减少学习难度、提高学习效率。

三、“商”“英”并重、有机结合。本教材所选的文章内容准确饱满、语言地道纯正,力求使读者在阅读过程中,收获“学习商务文化知识、提高英语语言技能”的双重效果。同时,教材中的练习题注重培养读者在商务环境中的英语综合应用技能,从而达到“商务知识技能化、英语语言工作化”的商务英语有机结合目标。

本教材主要供商务英语专业或英语专业商务方向的学生使用。同时,也可供具有一定英语基础的国际商务专业学生以及外经贸从业人员、公司白领等读者学习使用。每一单元中,均由 Warming-up Questions, Text One, Text Two, Notes, Words and Expressions, Text-based Exercises, Complementary Exercises 等部分组成。为方便读者学习使用,现将各部分项目简单介绍如下:

Warming-up Questions (预习题):由两个和单元主题密切相关的问题组成,起到导入课文的作用。读者应在不看课文的前提下思考或回答问题,必要时应查找相关资料,为顺利学习课文做好铺垫和热身作用。

Text One (课文一):是各单元的核心文章,介绍与单元主题相关的基础或热点问题。

Text Two (课文二):是各单元的拓展文章或课文一的延续,旨在换一个角度介绍单元主题或进一步补充课文一的内容。

Notes (注释):解释两篇课文中出现的专业术语、专有名词。对部分难以把握的术语用英语做了详细介绍。

Words and Expressions (词汇表达):对两篇课文中出现的重点、难点词汇和表达进行了罗列和注解。这部分注解仅指出词汇表达在课文中的意义,旨在减少读者的学习负担。

Text-based Exercises (课文练习):围绕两篇课文,设置了三项练习,力求起到复习巩固作用。第一项,围绕课文一设置了阅读理解题;第二项,针对课文二设置了讨论题,答案开放灵活,读者应积极思考后作答,不必拘泥于课文;第三项,根据两篇课文中出现的重要词汇和表达设置了单句翻译题。

Complementary Exercises (扩展练习):超越课文,设置了三项练习,力求起到补充知识、强化训练作用。第一项,罗列了五条与商务、职业等主题相关的名人名言,读者可以阅读记忆,也可以就此进行思辨、讨论;第二项,语境词义题,旨在扩大读者的词汇量、提高其语境辨析力;第三项,短文翻译题,旨在培养读者的商务短文理解和综合翻译的能力。

本书所收录的全部文章均精选于国外有关专业教材、商务文件、期刊杂志和网站。在本书注释和练习的编写过程中，编者参考或选录了国内外有关的辞典、教材、专著以及网站中的经典语句或片段。在此，谨向有关编著者表达本书编者的敬意和感激。

由于编者水平有限，本教材的差错和疏漏在所难免，敬请学界专家同仁和广大读者批评指正。

周 一

2010 年 3 月

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Part One



International Trade

General Introduction to International Trade

Warming-up Questions

1. Do you know China's "Silk Road"? What role did it play in Ancient China?
2. What's your attitude towards exported products?

Text One

An Introduction to International Trade

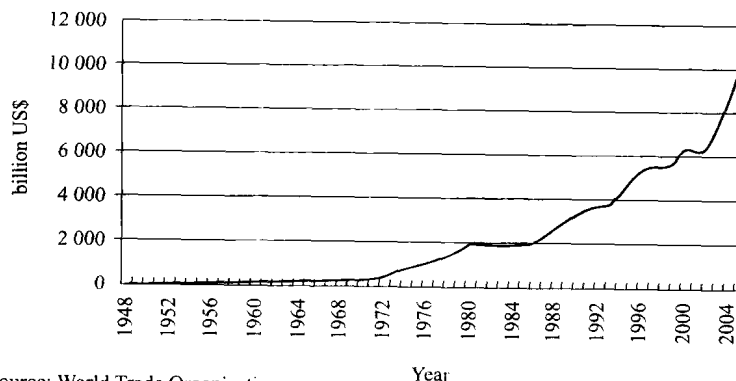
The Concept of International Trade

International trade is the exchange of goods and services across national boundaries or **territories**. It has existed throughout most part of the world history with economic, social, and political importance on the rise in the past few centuries. **Industrialization**, advanced transportation, globalization, **multinational corporations**, and **outsourcing** all have an impact on its development.

International trade represents a significant share of **GDP** in most of the countries. These countries are engaged in international trade to overcome the various **deficiencies** in the resources in their home country by sourcing them from the neighboring or other countries to produce the goods and services for their needs and wants. In a modern business world, due to globalization, international business ventures are rapidly eying to establish their reputation firmly.

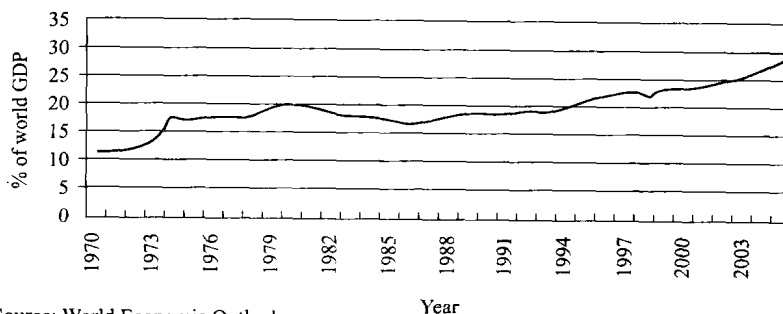
International trade is also a branch of economics, which, together with

international finance, forms the larger branch of international economics. Thus, increasing international trade is basic to globalization.



World Exports (1948 - 2005)

(billion US \$)



World Exports (1970 - 2005)

(% of world GDP)

Theory of International Trade

1. Ricardian Model

Ricardian Model focuses on **comparative advantage** and is perhaps the most important concept in international trade theory. In Ricardian model, countries **specialize in** producing what they produce best. Unlike other models, the Ricardian framework predicts that countries will fully specialize instead of producing **a broad array of** goods. Also, the Ricardian model does not directly consider **factor**

endowments, such as the relative amounts of labor and capital within a country.

2. Heckscher-Ohlin Model

Heckscher-Ohlin Model argues that the pattern of international trade is determined by differences in factor endowments. It predicts that countries will export those goods that make intensive use of locally abundant factors and will import goods that make intensive use of factors that are locally scarce. Empirical problems with the H-O model, known as the Leontief **paradox**, were exposed in empirical tests by Wassily Leontief who found that the United States tended to export labor intensive goods despite having a capital abundance.

Heckscher-Ohlin model was produced as an alternative to the Ricardian model of basic comparative advantage. Despite its greater complexity it did not prove much more accurate in its predictions. However, from a theoretical point of view it did provide an elegant solution by **incorporating** the **neoclassical** price mechanism into international trade theory.

3. Specific Factors Model

Specific Factors Model (SF) model was originally discussed by Jacob Viner and it is a variant of the Ricardian model. Hence the model is sometimes referred to as the Ricardo-Viner model. The model was later developed and formalized mathematically by Ronald Jones (1971) and Michael Mussa (1974). Jones referred to it as the 2 good — 3 factor model. Mussa developed a simple graphical depiction of the equilibrium which can be used to portray some of the model results. It is this view that is presented in most textbooks.

The model's name refers to its distinguishing feature: that one factor of production is assumed to be “specific” to a particular industry. A *specific* factor is one which is stuck in an industry or is immobile between industries **in response to** changes in market conditions. A factor may be immobile between industries for a number of reasons. Some factors may be specifically designed (in the case of capital) or specifically trained (in the case of labor) for use in a particular production process. In these cases it may be impossible, or at least difficult or costly, to move these factors across industries.

The specific factor model is designed to demonstrate the effects of trade in an economy in which one factor of production is specific to an industry. The most interesting results pertain to the changes in the **distribution** of income that would arise

as a country moves to **free trade**.

4. New Trade Theory

New Trade theory tries to explain several facts about trade, which the main models above have difficulty with. These include the fact that most trade is between countries with similar factor endowment and productivity levels, and the large amount of multinational production which exists. In one example of this framework, the economy exhibits monopolistic competition, and increasing returns to scale.

5. Gravity Model

The Gravity Model of trade presents a more empirical analysis of trading patterns rather than the more theoretical models discussed above. The gravity model, in its basic form, predicts trade based on the distance between countries and the interaction of the countries' economic sizes. The model mimics the Newtonian law of gravity which also considers distance and physical size between two objects. The model has been proven to be empirically strong through econometric analysis. Other factors such as income level, diplomatic relationships between countries, and trade policies are also included in expanded versions of the model.

Economic Globalization

Globalization of the economy depends on the role of human migration, international trade, movement of capital, and **integration** of financial markets. The **International Monetary Fund** notes the growing economic interdependence of countries worldwide through increasing volume and variety of cross-border transactions, free international capital flows, and more rapid and widespread **diffusion** of technology.

The rise of technology has allowed the environment to be characterized as a global one. The global economy gave business the ability to market products and services all over the globe. It has also allowed them to develop partnerships and alliances throughout the world, which has become essential for success in today's business.

Regulation of International Trade

Traditionally, trade was regulated through **bilateral treaties** between two nations. For centuries under the belief in **Mercantilism** most nations had high tariffs and many

restrictions on international trade. In the 19th century, especially in Britain, a belief in free trade became **paramount**. This belief became the dominant thinking among western nations since then despite the **acknowledgement** that adoption of the policy coincided with the general decline of Great Britain. In the years since the Second World War, controversial multilateral treaties like the **General Agreement on Tariffs and Trade (GATT)** and **World Trade Organization** have attempted to create a globally regulated trade structure. These trade agreements have often resulted in protest and discontent with claims of unfair trade that is not mutually beneficial.

Free trade is usually most strongly supported by the most economically powerful nations, though they often engage in selective protectionism for those fields which are strategically important such as the **protective tariffs** applied to agriculture by the United States and Europe. The Netherlands and the United Kingdom were both strong advocates of free trade when they were economically dominant. Today the United States, the United Kingdom, Australia and Japan are its greatest **proponents**. However, many other countries such as India, China and Russia are increasingly becoming advocates of free trade as they become more economically powerful themselves. As tariff levels fall, there is also an increasing willingness to **negotiate** non-tariff measures, including **foreign direct investment, procurement and trade facilitation**. The latter looks at the transaction cost associated with meeting trade and customs procedures.

The regulation of international trade is done through the World Trade Organization at the global level, and through several other regional arrangements such as **MERCOSUR** in South America, **NAFTA** between the United States, Canada and Mexico, and the European Union between 27 independent states. The 2005 **Buenos Aires** talks on the planned establishment of the **Free Trade Area of the Americas (FTAA)** failed largely due to opposition from the populations of Latin American nations. Similar agreements such as the **MAI (Multilateral Agreement on Investment)** have also failed in recent years.

Cultural Aspects of International Trade

Cultural views are **in large part** influenced by our environment. The ability to communicate, socialize, negotiate and manage relationships in different cultural environments is essential to successful global business operations. Multicultural

effectiveness is primarily a function of knowledge, and with knowledge comes the ability to understand and be sensitive to different cultural perceptions and beliefs.

Risks in International Trade

The risks that exist in international trade can be divided into two major groups:

- Economic risks:
 - Risk of **insolvency** of the buyer;
 - Risk of **default**;
 - Risk of non-acceptance;
 - Risk of **exchange rate**.
- Political risks:
 - Risk of cancellation or non-renewal of export or import licenses;
 - Risk of **expropriation** or **confiscation** of the importer's company;
 - Risk of the imposition of an import ban after the shipment of the goods;
 - Strike risks;
 - War risks.

Text Two

Fair Trade

If you watched the international news lately, you would have probably seen reports about **demonstrations** on the streets near the meeting venues of international organizations. In July 2001, tens of thousands of anti-globalization demonstrators **converged** in the town of Genoa, Italy where the **G8** countries were holding their annual summit. During the protests, one person was killed and hundreds injured. Periodic demonstrations against globalization began in Seattle in December 1999, when the World Trade Organization held its biannual ministerial meeting and considered setting off a new round of trade liberalization discussions among its over 140 members. Afterwards, there were protests outside of the **World Bank** and International Monetary Fund Headquarters in Washington DC in April 2000 for their twice-annual meeting. Next were more protests in Prague in September 2000 when the World Bank and IMF met again. In that same month, groups also attempted to prevent the meetings of the **World Economic Forum** in Melbourne, Australia. Add to the list the summer 2001 demonstrations in Gothenberg, Sweden and Genoa Italy and

we can recognize a serious cause for concern.

If you listen to the complaints of demonstrators you will undoubtedly find out the unfair actions and outcomes that are being promoted by international organizations, multinational corporations, and individual governments. You will also see the dangers of free trade and globalization, the **exploitation** of workers, the degradation of the environment, and the growing inequality of incomes around the world. And... you will hear calls or demands for “fair trade”. Indeed, the most common complaint about globalization would seem to be that it is unfair. Free trade is unfair, the low wages and poor working conditions of foreign workers are unfair, the **lenient** environmental standards in less developed countries is unfair, the high profits of multinational corporations is unfair, as are virtually all of the actions taken by the World Bank and the International Monetary Fund.

However, if you listen to the arguments made by the leaders of international institutions, multinational corporations, and others who generally favor globalization, you will also hear arguments that use notions of fairness. For example, multinational corporations who pay workers low wages in less developed countries will say their wages are fairly set because they are above the “legal” minimum wage standards. Others argue that the **alternative** opportunities for these workers are much worse than the low paying jobs themselves, which provides a chance for the improvement of their lives that would not be possible otherwise. Supporters of the WTO will point out that the WTO agreement allows countries to maintain policies, such as **antidumping** and **countervailing duties** laws, that are designed to protect against unfair trade. International organizations argue that freer trade will promote economic growth, which in turn will raise living standards throughout the world and subsequently reduce income inequality. It has also been shown that economically prosperous nations **tend to** have cleaner environment, thus if international trade promotes economic growth, it may also contribute to a cleaner environment. These arguments suggest that globalization can promote better outcomes for many people and **in that respect** the actions may be conceived of as equally fair.

Since the arguments against globalization and the arguments supporting globalization both incorporate the idea of fairness, it is a **valid** and important question to ask, just what does fairness really mean? The concept has left many **scratching their heads**. Nonetheless the idea of fairness is an attractive one. Many individuals