

商务英语选读 (泛读本)

Selections for Business English
Reading

第2版

肖云南 主编

Engl

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国家教育部新世纪网络课程建设工程项目
商务英语系列课程教材

商务英语选读

(泛读本)

Selections for Business English Reading

第2版

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内 容 简 介

本书共 60 篇文章, 内容包括世界经济学家、商务沟通、商务文化、企业管理、领导艺术、金融业务、市场营销、经济与问题等 8 个部分。所选文章短小精悍, 语言通俗规范。每篇文章后加有注释, 对文章来源及出现的生词和难句或长句进行注释或翻译。课后练习设计分为两大项: I. 阅读理解练习; II. 词汇与术语练习。每项练习都有练习指导, 其练习形式多样化, 读者可根据要求进行训练。各个单元不分先后, 可根据兴趣和需要灵活选用。

本书可供商务英语、国际贸易、经济管理、金融、法律、财税等专业的一二年级本科生作为复合型专业英语阅读教材使用, 亦可供具有一定英语基础的商务工作者学习使用。本书可帮助商务英语学习者提高阅读欣赏水平和理解能力, 扩大商务知识面和词汇量。

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Preface

前言

迈入新世纪和加入 WTO, 我国正逐步地参与国际竞争, 同世界接轨。随着全球经济的发展和市场化运作, 英语作为国际贸易用语变得越来越重要, 社会上也越来越迫切地需要既有专业知识又能熟练运用英语的人才。在这一新形势下, 一些有条件的院校纷纷开设商务英语专业, 商务英语已经进入了很多高校的课程之中。21 世纪是一个充满机遇和挑战的时代, 它为当前的商务英语教学提出了更新、更高的要求。怎样才能有效地提高学生的实际语言运用能力, 培养既有专业知识又能熟练运用英语的人才, 使学生所学的知识跟上时代的节奏, 符合社会经济生活的实际需求, 已成为英语教育工作者的历史责任, 也是日益发达的经济和社会发展的需要。

为了适应新的形势, 满足高等院校商务英语等专业学生和社会上各阶层商务工作者的需求, 我们组织编写了这套《商务英语系列课程教材》。目的是帮助商务英语、国际贸易等专业的学生有效地解决学习中出现的问题, 让更多的人通过商务英语系列课程的学习, 快速提高商务英语听、说、读、写、译等各方面的能力, 掌握国际商务领域最新的知识和动态, 不断提高自身素质和专业水平, 迎接国际竞争的挑战, 为祖国的现代化建设服务。

《商务英语系列课程教材》是国家教育部新世纪网络课程建设工程项目之一, 本系列教材包括《商务英语听说》(修订本)、《商务英语阅读(精读本)》、《商务英语选读(泛读本)》(第2版)、《商务英语写作》(修订本)、《商务英语笔译》、《商务英语口译》、《国际商务英语综合教程》、《国际商务谈判》(修订本)、《国际贸易实务》、《国际市场营销》、《国际支付与结算》(修订本)、《国际商法》、《国际商务导论》、《国际金融》、《西方经济学导论》、《国际商务礼仪》、《世界贸易组织导论》等。随着国际商务的发展和读者的需要, 我们还将不断对这一系列教材进行补充和修订, 以期形成受读者欢迎的动态系列教材。本系列教材可作为高等院校商务英语等相关专业的普及教材, 也可供社会上从事外贸和商务工作的读者使用。

本系列教材具有以下特色。

1. 本系列教材内容新、全面, 专业性、可操作性强。
2. 本系列教材强调专业基础, 重视语言运用, 各书均配有大量练习, 注重全面提高学

生运用商务知识和英语的能力。

3. 本系列教材中的部分教材设计有配套的课程软件, 便于学生自主学习。操作上可灵活掌握, 不仅可供在校生课堂学习, 还可以面向全国网络课程的学生和在职人员自学, 覆盖面广。

4. 本系列教材的编写者均为从事商务英语教学的一线教师, 具有多年丰富的教学经验和极强的事业心和敬业精神。大部分教材由作者根据自身教学经验编写了配套的课后练习参考答案, 可与同行交流, 便于教师授课和辅导学生进行课后实践。

《商务英语选读》是商务英语系列课程教材之一, 共分8个部分, 60篇选读文章, 主要包括世界经济学家、商务沟通、商务文化、企业管理、领导艺术、金融业务、市场营销、经济问题等方面的内容。本书所选文章短小精悍, 语言通俗规范, 可读性强, 而且不分先后顺序, 读者可根据兴趣和需要灵活地选用。每篇文章后面加有注释, 对文章来源及重点词汇和长句、难句进行注释或翻译。本书的课后练习分为两大项, 即: I. 阅读理解练习 (Comprehension Exercises); II. 词汇与术语练习 (Exercises on Words and Terms)。具体的练习形式丰富多样, 并配有练习指导 (Directions), 读者可根据要求进行训练。本书配有课后练习参考答案, 有需要的读者可发邮件至 cbszlj@jg.bjtu.edu.cn 索取。

本书由湖南大学外国语学院商务英语系的肖云南、赵瑛、刘江鹰、全英、陈继娜等编写。全书由肖云南负责编写大纲、统稿和审稿, 赵瑛、刘江鹰协助审校全书的练习, Martha Graham、Julie Quach 共同协助检查了全书的英语文字表达。

限于作者水平, 书中可能还有不妥之处, 敬请广大读者批评指正, 以便进一步修改和完善。

作 者
于长沙岳麓山
2010年5月

学习指导

有关商贸基本理论知识的专业英语阅读是十分必要的学习过程。然而时代发展迅速，知识更新极快，用于课堂教学的商务英语阅读教材很难及时更新，而且基本知识的涉及面也是有局限性的。自主学习可以扩大知识面和商务英语词汇量，但又需要大量的阅读资料。本书正是为解决这些困难而设计的。本书选材新颖，反映世界经济发展新趋势，在内容上力求涵盖经贸、金融、管理、法律、财税等专业的一些基本理论知识和发展现状，融知识性与可读性于一体。本书将根据世界经济的发展不断加以更新，从国内外多种报刊、杂志、专著或互联网网页中摘选文章，加工成篇幅短小精悍、语言通俗易懂的商务英语阅读文章。

本书的最大特点就是使用上可灵活机动。相关专业的教师可根据阅读教学的需要调用其中的阅读文章，也可根据需要更新其中的内容或增补教学内容，还可以根据各类商务英语测试的需要，方便地抽用其中一些文章作为测试题或用作其他商务英语课程的案例分析。

《商务英语选读（泛读本）》是商务英语系列课程教材之一，可供商务英语、国际贸易、经济管理、金融、法律、财税等专业的学生作为复合型专业英语教材使用，亦可供具有一定英语基础的商务工作者学习参考。本书适合作为经贸报刊选读、商务英语阅读及其他商务英语课程的教材使用，也可以作为课堂教学的补充资料或作为测试选材、案例分析和自学读物使用。

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World Famous Economists

世界经济学家



1

Part

Unit

1



The Biography of the World Famous Economist — John Maynard Keynes¹

世界著名经济学家 —— 约翰·梅纳德·凯恩斯

John Maynard Keynes (1883—1946) has often been described as a genius with diverse talents². In addition to his teaching and writing, Keynes was a successful businessman who earned millions of dollars by speculating³ in the stock market.

With the publication of his monumental⁴ work, *The General Theory of Employment, Interest and Money*, in 1936, Keynes took his place alongside Adam Smith as one of the most influential economists of all time. In this book, Keynes challenged the generally accepted theory that capitalist economies always tended automatically toward full employment, and he set forth a new theory that soon became known as Keynesian economics⁵. He argued that insufficient total spending can cause an economy to remain in recession⁶ or depression⁷ indefinitely. Pointing out that businesses will not produce products that they cannot sell, Keynes argued that government should use its taxing and spending powers to influence a nation's level of total spending.

Keynes's new ideas came at the time of the Great Depression of the 1930s, and they were soon accepted by many other economists. By the 1950s, Keynesian economics represented the dominant view among academic economists in the Western world, and by the 1960s Keynes's ideas formed the foundation of economic policy in the United States and most other Western nations⁸.

The high inflation of the 1970s and early 1980s caused economists to reevaluate their thinking, and many now hold the view that the Keynesian approach is far more effective in stimulating demand and reducing unemployment than it is in controlling inflation⁹. As a result, new theories and modifications of existing theories have been put forth, and further modifications

will undoubtedly be made in the future. Nevertheless, many economists believe that although time may alter the specifics of Keynesian economics, the Keynesian approach will continue to form the core of economic theory and policy for the foreseeable future.

Notes

1. Reference; Allen W. Smith. Understanding Economics. New York; Random House School Division, 1988.
2. John Maynard Keynes (1883—1946) has often been described as a genius with diverse talents. 约翰·梅纳德·凯恩斯, 英国经济学家, 1883 年诞生, 1946 年逝世, 人们常把他描述成一个不同寻常的天才人物。

diverse; *a.* different in nature

3. speculating; *n.* buying or selling in the hope of gain but with the risk of loss 投机买卖
4. monumental; *a.* of permanent value; of historical importance 不朽的, 有历史价值的
5. Keynesian economics 凯恩斯经济学

凯恩斯经济学是由凯恩斯及其门徒发展而成的一整套经济理论。凯恩斯经济学主要分析消费总量和收入总量的因果关系, 总收入等于总消费加投资。为了防止经济周期萧条阶段出现大量失业, 主张政府用赤字财政刺激开支, 创造投资, 补偿总需求的不足, 借助于投资乘数的作用, 把收入提高到充分就业水平。

Keynesian system 凯恩斯体系

Keynesian theory 凯恩斯理论

6. recession; *n.* short period of decline in business activity; a slump 萧条
7. depression; *n.* a bad state of business; dullness (商业) 萧条, 不景气
8. By the 1950s, Keynesian economics represented the dominant view among academic economists in the Western world, and by the 1960s Keynes's ideas formed the foundation of economic policy in the United States and most other Western nations. 凯恩斯经济学代表了西方世界经济学家们的最权威的学术观点。到十九世纪六十年代, 凯恩斯的的思想已成为美国和大部分西方国家经济政策形成的理论基础。
9. The high inflation of the 1970s and early 1980s caused economists to reevaluate their thinking, and many now hold the view that the Keynesian approach is far more effective in stimulating demand and reducing unemployment than it is in controlling inflation. 在十九世纪七十年代和八十年代初期, 严重的通货膨胀引起经济学家们重新评价他们的思想观

点。现在许多人认为凯恩斯的经济运作方法在控制通货膨胀上远不如刺激需求和减少失业奏效。



Exercises

I. Comprehension Exercises

Directions: Discuss the following questions with your group. You can also choose one or two questions and write down your answers on a piece of paper.

1. How much do you know about John Maynard Keynes and what do you relate his name with? Please make a brief description of what you have learned about Keynes and his great achievement in economics.
2. Have you ever read his monumental works? Can you explain some of his ideas in your own words.
3. What do you think of the modification of existing theories and the practice of Keynesian approach in the foreseeable future?

II. Exercises on Words and Terms

Directions: Match each word on the left with its correct meaning on the right.

- | | |
|------------------|--|
| 1. speculating | a. power to gain an effect on |
| 2. monumental | b. thinking about something in a light way |
| 3. influential | c. the rise in prices |
| 4. insufficient | d. being stronger than the other |
| 5. influence | e. exciting, encouraging |
| 6. spending | f. having great effect on |
| 7. dominant | g. a change made in something |
| 8. inflation | h. very great in degree |
| 9. stimulating | i. not enough |
| 10. modification | j. giving out in payment |

Unit

2



Text

The Biography of the World Famous Economist — Milton Friedman¹

世界著名经济学家 —— 弥尔顿·弗莱德曼

Milton Friedman (1912 -), like Paul Samuelson, is one of the best-known contemporary American economists and a recipient of a Nobel Prize in economics (1976). However, Friedman's economic views are very different from those of Samuelson. Whereas Samuelson has been a proponent² of Keynesian economics, Friedman has been a harsh critic of Keynesian economics and a leading spokesperson for monetarism³.

Friedman, who holds a bachelor's degree from Rutgers University and a Ph. D. degree from Columbia University, taught economics at the University of Chicago from 1946 to 1977. Best known for his monetarist views, Friedman believes that neither monetary nor fiscal⁴ policy will eliminate minor business fluctuations. As a result, he generally opposes the use of either for purposes of influencing aggregate⁵ demand. Instead, he favors an automatic policy designed to increase the money supply by a given amount each year.

Friedman is also well known for his outspoken criticism of government intervention in the economy. He argues that government intervention often does more harm than good. For example, he believes that minimum wage laws designed to help the disadvantaged actually hurt them by reducing their employment opportunities. Friedman holds similar views about many other government programs designed to help the disadvantaged or to protect consumers. Friedman's strong support for free markets is reflected in the titles of two of his books: *Capitalism and Freedom* and *Free to Choose*.

Milton Friedman is highly respected for his scholarly contributions to the economics profession, and he was awarded the Nobel Prize for his scholarly research on consumption. Many

economists believe that his most significant work may well be *A Monetary History of the United States*, 1867–1960. This book (co-authored with Anna Schwartz) is considered by many economists to be a gold mine of monetary and aggregate economic data.



Notes

1. Reference: Allen W. Smith. *Understanding Economics*. New York: Random House School Division, 1988.
2. proponent: *n.* a supporter 建设者, 支持者
3. monetarism 货币主义
4. fiscal: *a.* of or belonging to the public revenue, government intervention 国库的, 政府财政的
5. aggregate 集合的, 合计的



Exercises

I. Comprehension Exercises

Directions: Answer the following questions after reading the passage.

1. What is Milton Friedman and where does he work?
2. What is considered Milton's most significant work?
3. What are his great contributions in economics?
4. For what did he win the Nobel Prize?

II. Exercises on Words and Term.

Directions: Define the following terms.

- | | |
|----------------------|----------------|
| 1. significant | 5. fluctuation |
| 2. aggregate | 6. eliminate |
| 3. consumption | 7. fiscal |
| 4. minimum wage laws | 8. consumers |