

主编 谭季红 管文燕



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高级

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前言 Preface

剑桥商务英语证书(简称BEC)考试,是英国剑桥大学考试委员会根据英语为非母语国家的人员进行国际商务活动的需要设计的。它主要从听、说、读、写四个方面考查考生在一般工作环境下和商务活动中使用英语的能力。BEC以其高度的实用性和权威性,在英国、英联邦各国及欧洲大多数国家的商业、企业部门获得认可,作为确认证书持有者英语能力证明的“首选证书”,它也是在所有举办该项考试的国家 and 地区求职者的“通行证”。目前我国已有数百家外企把BEC证书作为衡量应聘人员英语水平的唯一标准。

在BEC备考过程中,积累丰富的词汇量是取得好成绩的有力保证,但由于商务英语有其特殊的背景和应用环境,所以只掌握词汇的常用意义远远不够,词汇的商务意义从而成为商务英语学习的难点。目前市场上的BEC应考书籍多为原版引进或全部用英语编写,由于缺少汉语说明,不利于考生掌握同“词”异“义”,所列的词汇表也大多只有词条解释,没有具体的语境来说明它们真正的含义和使用场合。

鉴于此,我们编写了“商务时文贯通BEC必考词”系列,它以商务文章为主线,涵盖了BEC考试要求的核心必考商务词汇。该系列包括《商务时文贯通BEC必考词(中级)》和《商务时文贯通BEC必考词(高级)》两本书。其中,《商务时文贯通BEC必考词(高级)》是专门为BEC高级考生编写的。

本书共遴选商务英语相关时文24篇,内容包括:世界经济动态、国际贸易长廊、经贸知识须知、商务谈判沟通、国际财政金融、企业管理经营六个单元。

本书以专题为主线编排文章,文章均选自英美等国家经贸专业著作和著名商业报刊(如: *The New York Times*, *Financial Times*, *Wall Street Journal*, *The Economist*等)中与商贸、经济有关的文章。这些文章内容新颖、题材广泛、涉及当今世界最热门的话题,具有很强的时效性;每篇文章开头均提供“时文概要”,令读者迅速进入商务语境;文章中有原汁原味的汉语翻译,帮助读者攻克阅读障碍,提高阅读理解能力。

本书针对高级考试中对商务英语词汇的要求,通过:“语境”、“短语”、“搭配”、“助记”四部分,在商务情景中对词条进行全面讲解。书中绝大部分词汇和例句选自历年BEC考试真题和原版商务书籍、英美报刊及原版辞典,务求让读者在大量生动的例句中认知词汇、在真实的语境中学习语言,从而真正提高自己的商务知识和英语水平。

由于作者水平有限,书中纰漏之处,敬请同行专家和广大读者给予批评指正。

编者

使用说明

时文概要

一句话点明文章主旨，扫除阅读障碍，丰富商务知识

商务时文

原汁原味商务时文，感受真实商务情境

必考词汇

专色突出商务时文包含的BEC高级核心必考词

时文出处

时文节选自英美著名商业报刊、杂志、书籍及网站

22

美国传统零售与网络零售的对决

Retail vs. E-tail in America

时文概要

实体店和网络零售商具有各自独特的优势，他们之间的竞争愈演愈烈。

① The shoppers on Black Friday, the traditional start of the holiday shopping season in America, which falls on November 27th this year, are notoriously aggressive. ② Some even start queuing outside stores before dawn to be the first to lay their hands on heavily discounted merchandise. ③ Last year berserk bargain-hunters in the suburbs of New York City trampled a Wal-Mart employee to death. ④ Despite the frenzy at many stores, however, the recession appears to have accelerated the pace at which shoppers are abandoning bricks and mortar in favour of online retailers—e-tailers, in the jargon. ⑤ E-commerce holds particular appeal in straitened times as it enables people to compare prices across retailers quickly and easily. ⑥ Online-only shopping sites such as Amazon and eBay, two e-commerce giants, have thrived in the downturn. ⑦ The range of items available online is also growing. Amazon has started selling groceries. ⑧ The shift in spending to the internet is good news for companies like P&G that lack retail outlets of their own. ⑨ But it is a big concern for brick-and-mortar retailers, whose prices are often higher than those of e-tailers, since they must bear the extra expense of running stores. ⑩ Happily, however, conventional retailers are in a better position to fight back than last year, when overstocking forced branding and marketing firms, and are no longer interested in purely “transaction-based bricks and mortar stores”. ⑪ Apple, which encourages customers to try out its devices in its stores, is considered a pioneer of this strategy, and has attracted many imitators.

— Adapted from *The Economist* print edition

商务时文贯通 BEC必考词 (高级)

spark 星火英语

② Some even start queuing outside stores before dawn to be the first to lay their hands on heavily discounted merchandise. 有些人甚至天没亮就在商店门外排队希望可以第一个抢到“大跳水”的商品。

□ discount [dɪs'kaʊnt] *n.* 打折扣

语境 Discounting will more or less encourage us to make every effort to push sales of your products. 折扣或多或少能给我们一些鼓励, 能使我们更加努力地推销你方的产品。

短语 ① discount stores 折扣商店, 折扣店

② functional discount 功能折扣

③ discount bond 按面值折价发行的债券, 折扣债券

搭配 at a discount 打折扣, 不受欢迎, 没销路

Books about the marketing management are at a discount now. 那些关于市场营销的书现在没什么“销路”。

词源 discount=dis- (deprive of 减去)+count (计算): 打折, 贴现, 减去

□ incredible [ɪn'kredəbl] *adj.* 难以置信的

语境 We are experiencing an incredible transformation from the age of industrial, mechanical artifacts to the age of digital, information objects. 我们正经历着一场令人难以置信的转变, 从工业、机械制品时代到数字、信息物品时代的转变。

□ slogan ['sləʊɡən] *n.* 标语, 呐喊声

语境 It is entirely wrong to think that at present we need not restrict capitalism and can discard the slogan of “regulation of capital”. 如果认为我们目前不需要限制资本主义, 认为可以抛弃“节制资本”的口号, 这是完全错误的。

短语 ① brand slogan 品牌口号 ② an advertising slogan 广告标语



译文

文章的原汁原味翻译, 辅助理解商务时文

语境

提供商务词汇对应释义的实用例句

短语

常考、实用的商务短语, 中英对照

搭配

词条的常用搭配及相应例句, 拓展词汇知识

助记

多样记忆方法, 强化词汇记忆效果

音标

提供准确的英式音标

配图

针对词条的精美配图, 辅助单词记忆

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Unit 1

★ 世界经济动态 International Economy



1. 日本脆弱的经济

Japan's Fragile Economy

2. 印度经济过热

India Overheats

3. 走出黑暗

Coming Out of the Dark

4. 财政紧缩与经济增长：财政紧缩， 适度为佳

Fiscal Tightening and Economic
Growth: A Good Squeeze

时文概要

统计数据表明日本经济出现了强势反弹，但该国的宏观经济数据经常不切实际地夸大好消息。

① Statistics released this week show that the Japanese economy staged a vigorous rebound in the fourth quarter of last year. ② Real gross domestic product grew by 1.1% from the previous quarter, which amounted to an annualised rate of 4.6%. ③ The economy is growing, but the closer you look, the murkier things get. ④ The bounce in fourth-quarter GDP partly reflects the economy's starting point. ⑤ In the previous quarter growth had been nil, having been readjusted downward twice, from an initial estimate of 1.2% in November and a revised one of 0.3% in December. ⑥ If the latest numbers are to be believed, Japan's GDP ended up contracting by 5% last year. ⑦ Japan's number-crunchers continually update the economic numbers using new information and eschew statistical methods to smooth the figures, as in other countries. ⑧ Like Japanese kabuki theatre, in which characters use exaggerated gestures to energise the audience, the country's statistics unrealistically magnify both good news and bad. ⑨ The uncertainties do not end there. ⑩ The big drivers of growth last quarter were domestic demand, and this might suggest that Japan's economy is gradually rebalancing away from a dependence on external demand. Not so. ⑪ Wages are falling and unemployment, though below its peak of 5.7% last July, remains above 5%, high by Japanese standards. ⑫ Household consumption fell in 2009 as a whole but sales of bean sprouts, a classic belt-tightening purchase in Japan, jumped by more than 10%. ⑬ What about investment? Capital expenditure rose by 1% in the final three months of 2009, the first increase in seven quarters. But



that came after a **cumulative** 25% decline since mid-2008. ⑭Firms' capacity-**utilisation** rate, which measures the usage of existing equipment, is low. ⑮This suggests that capital expenditure has **stabilised** but not recovered, says Hiroshi Shiraishi of BNP Paribas. ⑯Exports produce the bulk of corporate profits, even though domestic consumption accounts for about 60% of GDP. The recovery is **fragile** here too. ⑰The country's biggest export **destination** last quarter was China, sales to which increased by 43% in December alone. ⑱As Beijing **tamps** down on bank lending to address **potential overheating**, that number may yet turn out to be another **illusion**.

Adapted from *The Economist* print edition

① **Statistics** released this week show that the Japanese economy **staged** a **vigorous rebound** in the fourth quarter of last year. 这周发布的统计数据表明, 去年第四季度日本经济出现了强势反弹。

statistics [stə'tɪstɪks] *n.* 统计, 统计学, 统计资料

语境 To improve the enterprise management level, it is very important to strengthen the enterprise statistics work. 加强企业统计工作, 对于提高企业的经营管理水平是非常重要的。

短语 ◆ statistics of finances 金融统计 ◆ primary statistics 原始统计
◆ statistics of fixed assets 固定资产统计

release [rɪ'li:s] *v.* 发布, 允许发表, 释放, 发射

语境 Internet is an interactive network on which the customers can release news, join in discussion, and perform voting or even chatting. 因特网是一个互动网络, 客户能在因特网上发布消息, 参加讨论, 进行投票甚至聊天。

□ **stage** [steɪdʒ] *v.* 举办, 举行

语境 The workers in the factory are staging a strike against low wage. 那个工厂里的工人正在为反对低薪而进行罢工。

□ **vigorous** ['vɪɡərəs] *adj.* 有力的, 精力充沛的

语境 In order to maintain the economic stability, a more vigorous and broader fiscal policy is needed. 要保持经济稳定就需要更广泛、更有力的财政政策的支持。

短语 ◆ vigorous expansion 大力发展

◆ vigorous economic growth 经济振兴

□ **rebound** [rɪ'baʊnd] *n.* 反弹, 复兴, 振作

语境 The governments face financial pressure amid economic rebound. 各国政府在经济复苏中面临财政压力。

2 Real gross domestic product grew by 1.1% from the **previous** quarter, which amounted to an **annualised** rate of 4.6%. 第四季度实际国内生产总值比第三季度增长了1.1%, 比去年同期增长4.6%。

□ **previous** ['pri:vjəs] *adj.* 以前的, 早先的, 过早的

语境 The new policy represents a complete departure from their previous position. 新政策意味着他们完全背离了以前的立场。

短语 ◆ previous losses 既往损失 ◆ previous profit 先前的利润

□ **annualised** ['ænjʊəlaɪzd] *adj.* 按年计算的(利率等)

语境 Annualised growth in the gross domestic product is projected at 0.7% in the fourth quarter. 他们预计今年第四季度国内生产总值(GDP)会比上年同期增长0.7%。

短语 ◆ annualised capital cost 年度投资费

◆ annualised quarterly growth 按年计算的季度增长

◆ annualised percentage rate of interest 年度百分利率



3 The economy is growing, but the closer you look, the murkier things get. 日本经济正在回升, 但是你越仔细观察, 会越觉得形势不明朗。

□ **murky** ['mɜ:kɪ] *adj.* 黑暗的, 朦胧的, 阴郁的

语境 Japan are filled with small trading companies noted for their ability to handle problems using one murky method or another. 日本到处都是小贸易公司, 他们以运用某些阴暗手段解决问题而出名。

4 The **bounce** in fourth-quarter GDP partly reflects the economy's starting point. 去年第四季度国内生产总值的回升在一定程度上可以看成是经济发展的起点。

□ **bounce** [baʊns] *n.* 弹力, 活力, 跳 *v.* 弹起, 反跳

语境 Economists agree that there could be a bounce in prices next year. 经济学家一致认为明年的物价会上扬。

搭配 bounce back 受挫折后恢复原状

The savings rate has already started to bounce back and is sure to rise further. 储蓄率已开始回升, 而且肯定会继续上涨。

5 In the previous quarter growth had been nil, having been **readjusted downward** twice, from an **initial** estimate of 1.2% in November and a revised one of 0.3% in December. 上一季度(指2009年第三季度)的经济增长率为零, (该季度经济)增长率向下调整了两次, 一次是从1.2%(11月)下调到0.3%(12月), 后又从0.3%(12月)下调到0。

□ **nil** [nɪl] *n.* 无, 零

语境 The new machine reduced labour costs to almost nil. 新机器把劳动成本几乎降低到零。

短语 ◆ Cargo nil 无货

□ **readjust** [ri:ə'dʒʌst] *v.* 再调整, 重新适应

语境 We readjust our price according to the international market.

我们根据国际市场的行情来调整价格。

短语 ◆ readjust supply and demand 重新调整供求关系

◆ readjust industrial structure 重新调整产业结构

□ **downward** ['daʊnwəd] *adj.* 向下的, 往低处的

语境 The share price of our company continued its downward trend ever since the financial crisis. 经济危机以来我们公司的股价持续跌落的走势。

□ **initial** [i'nɪʃl] *adj.* 最初的

语境 The way we can use money to the most of our benefit is to invest it in a way that our initial investment produces more money in return. 我们可以用钱得到最高利益的投资方式是用最初的投资换取更多的钱。

短语 ◆ initial capital 启动资金

◆ initial investment 初期投资

◆ initial payment 首期付款

6 If the latest numbers are to be believed, Japan's GDP ended up **contracting** by 5% last year. 如果最近的数据可信, 那么2009年日本国内生产总值会以缩水5%收官。

□ **contract** ['kɒntrækt] *v.* 订立合同, 收缩 *n.* 合同

语境 If they had somehow managed to push prices to unjustified heights, then demand would contract. 如果他们设法将价格推高到一个不可理喻的高度时, 那么需求就会缩小。



助记

agreement	普通用词, 含义最确定, 泛指个人、团体或国家之间取得一致而达成的任何协议、协定或合同、契约等, 可以是口头的, 也可以是书面的。
bargain	特指买卖协定, 指正规的书面(经济)合同。
contract	侧重指双方或多方订立的具有法律效力的正式的书面合同或契约。
convention	多国间的公约, 比treaty更具体, 但不如treaty正规。
treaty	指国与国之间通过谈判达成的条约。

7 Japan's **number-crunchers** continually update the economic numbers using new information and **eschew** statistical methods to smooth the figures, as in other countries. 日本内阁府中的财务省屡屡利用新信息来更新宏观经济数字并且没有像其他国家一样采用统计方法来平滑数据。

number-cruncher 会摆弄数字的人

语境 The Congressional Budget Office, a non-partisan number-cruncher, reckons about two-thirds of the package could be pumped into the economy within 19 months, which should help soften the recession. 国会预算草案办公室(一个无党派精算机构)预计, 在19个月内这批资金的2/3会注入市场, 应该能帮助缓解经济衰退。

eschew [ɪs'tʃu:] v. 避开, 远避, 避免

语境 Stressing that China's growth is linked to that of the world, the spokesman warned the US to eschew excuses to interfere in other countries' internal affairs or other countries' development. 发言人强调中国的发展与世界的发展息息相关, 并告诫美国不要找借口干涉别国内政或者阻碍别国发展。

- 8 Like Japanese kabuki theatre, in which characters use **exaggerated** gestures to **energise** the audience, the country's statistics unrealistically **magnify** both good news and bad. 在日本的歌舞伎剧场里，表演者利用夸张的举止来感染观众，同样，日本的宏观经济数据也不切实际地夸大大好消息和坏消息。

□ **exaggerate** [ɪɡ'zædʒəreɪt] *v.* 夸张，夸大

语境 Animal rights groups grossly exaggerate the number of animals used in research. 动物权益组织严重夸大应用于实验研究的动物数量。

助记 核心词条分解:

ex-(=out) + ag(=to) + ger(=to carry) + -ate(动词词尾) = exaggerate 夸张，夸大

ex-=out

前缀相同的词:

exact *v.* 需要，强索

exceed *v.* 超过，越过

exclude *v.* 把……排除在外

□ **energise** ['enədʒaɪz] *v.* 激励，使活跃，供给……能量

语境 We must also energise our efforts to put other developing nations—especially the poorest and most vulnerable—on a path to sustained growth. 我们还必须加大力度，使其他发展中国家走上可持续发展的道路，尤其是那些最贫困、最脆弱的国家。

□ **magnify** ['mægnɪfaɪ] *v.* 放大，赞美，夸大

语境 He tried to magnify the part he played in the plan. 他试图夸大大他在计划中发挥的作用。

助记

magnify → [根] magn 大 → [生] { magnificent 宏伟的，壮丽的
magnitude 巨大



9 The **uncertainties** do not end there. 经济发展的不确定性依然存在。

uncertainty [ʌn'sɜ:tntɪ] *n.* 不确定, 不可靠

语境 The report notes that future inflation and the uncertainty of market risk will increase. 报告指出, 未来通货膨胀和市场风险的不确定性将增加。

10 The big drivers of growth last quarter were domestic demand, and this might suggest that Japan's economy is gradually **rebalancing** away from a **dependence** on external demand. Not so. 上一季度经济增长的主要驱动力是国内需求, 这或许表明日本经济正逐渐恢复平衡, 告别了(过去两个季度中)依靠外需的经济增长模式。但是事实并非如此。

rebalance [rɪ'bæləns] *v.* 再平衡, 调整

语境 This shift in spending from the West to the East will help rebalance the world economy. 这种从西方向东方转移消费的状况有利于再次调整世界经济的平衡。

短语 ◆ portfolio rebalance 投资组合重组

◆ quarterly rebalance 季度调整

dependence [dɪ'pendəns] *n.* 依靠, 依赖, 信赖, 信任

语境 Dependence on imports for most manufactured goods will worsen the problem. 大部分制造商品依靠进口将令这个问题恶化。

11 Wages are falling and **unemployment**, though below its peak of 5.7% last July, remains above 5%, high by Japanese standards. 工资在下降, 失业率虽然低于去年7月份的峰值5.7%, 但是依然保持在5%以上, 按照日本的标准仍然是较高的。