

海外视角商务汉语教材系列

# Open for Business:

Lessons in Chinese Commerce  
for the millennium

郭珠美 著  
(Jane C. M. Kuo)

# 新世纪 中级商用汉语

课本 (上)

Textbook (Vol. 1)

北京语言大学出版社



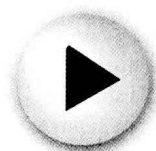
# Open for Business

Lessons in Chinese Commerce  
for the millennium

## 新世纪中级商用汉语

### 课 本 ( 上 )

Textbook (Vol 1)



郭珠美 著  
(Jane C. M. Kuo)

北京语言大学出版社

(京) 新登字 157 号

图书在版编目(CIP) 数据

新世纪中级商用汉语·上/郭珠美著.  
—北京: 北京语言大学出版社, 2005  
ISBN 7-5619-1409-1

- I. 新…
- II. 郭…
- III. 商务—汉语—对外汉语教学—教材
- IV. H195.4

中国版本图书馆 CIP 数据核字 (2005) 第 021572 号  
著作权合同登记号: 图字: 01-2005-2194

Open for Business: Lessons in Chinese Commerce for the New Millennium Vol. 1  
ISBN: 0-88727-456-0

Copyright© 2004 Jane C. M. Kuo

All Right reserved. 版权所有 盗印必究

Beijing Language and Culture University Press is authorized by Cheng & Tsui Company, Inc. to print, publish and distribute this paperback edition in the People's Republic of China only (excluding Hong Kong, Macao SAR and Taiwan). Unauthorized export of this edition is a violation of the Copyright Act. No part of this publication may be reproduced or distributed by any means, or stored in a database or retrieval system, without the prior written permission of the publisher.

---

书 名: 新世纪中级商用汉语·上  
责任印制: 乔学军

---

出版发行: 北京语言大学 出版社

社 址: 北京市海淀区学院路 15 号 邮政编码 100083

网 址: <http://www.blcup.com>

电 话: 发行部 82303648/3591/3651

编辑部 82303395

读者服务部 82303653/3908

印 刷: 北京北林印刷厂

经 销: 全国新华书店

---

版 次: 2005 年 7 月第 1 版 2005 年 7 月第 1 次印刷

开 本: 787 毫米×1092 毫米 1/16 印张: 21.5

字 数: 282 千字 印数: 1-3000 册

书 号: ISBN 7-5619-1409-1/H·05020

定 价: 50.00 元 (含练习册)

---

凡有印装质量问题本社负责调换, 电话: 82303590

---

## 出版说明

近年来，学习商务汉语的外国人越来越多，商务汉语教材也迅速增加。不过，国内已经出版的商务汉语教材大多由国内的对外汉语教师编写。在与国外汉语教师的交流中，我们发现，他们对商务汉语教学的认识与国内教师有一些差异，在我社看来，海外汉语教师编写的商务汉语教材自有它的特色，介绍到国内，对于丰富对外汉语教材品种，了解国外汉语教学的需求，开启教材编写新思路，是一件非常有意义的事。因此，我社将一些海外汉语教师编写的商务汉语教材辑为一套《海外视角商务汉语系列教材》。《新世纪中级商用汉语》是其中之一。

《新世纪中级商用汉语》由美国国际管理研究生院的郭珠美教授编写，2001年，作为高级商务汉语阅读教材在美国剑桥出版社（Cheng & Tsui Company）出版，很快就被哥伦比亚大学、宾夕法尼亚大学等近30所高校采用，并于2004年再版，是美国当今使用面最广的商务汉语教材之一。我社于2004年引进该书第二版在中国大陆出版的版权，同时考虑到国内外课时安排的不同、学生水平的差异，经剑桥出版社及作者本人的许可，把书名改为《新世纪中级商用汉语》。

本书分上、下两册。每册均包括课本及练习册。练习册为活页装订，便于学生使用。取名“商用”，区别于一般的“商务”教材，从宏观及微观等不同角度，分类扫描中国经济，具有一定的专业性。同时配有大量真实图片，增强了该教材的实用性。虽然本书原是阅读教材，但由于作者严格控制了课文容量及生词，注释清晰，引用例句丰富、实用，因此，同样可以作为精读教材使用。对于其中少量海内外语言习惯上的差异，国内教师在选用时可做补充说明。

北京语言大学出版社

2005年6月

---

## 使 用 说 明

《新世纪商用汉语》是针对那些具备高级中文水平的学生或者在美国攻读中文专业本科或研究生课程的三、四年级学生而设计的高级阅读课本。在结束本课本的学习时学生应达到较高的汉语水平，能够阅读报刊或其他商业文件，做业务发言或者开展商业洽谈业务。

该课本由七个单节构成，包含 25 篇课文，并配有相应的练习。为了适应美国每学期 12 周学时的教学需要，将该书分为上、下两册：上册包括前三章，下册介绍第四至第七章的内容。上册概括介绍了不断变化的中国宏观经济环境以及金融、市场领域的现状。通过学习下册，学生将了解中国的经营管理实践活动、对外贸易活动，以及重要产业的概况和与技术相关的话题。

书中的话题资料是通过这几年多次的访华活动搜集来的，包括摘自各主要中文报纸的文章，国家统计局及中国贸易局的数据，以及通过国际互联网从不同的网上数据库中获取的信息。

---

## Introduction

*Open for Business* is an advanced reading course designed for students who have an advanced level of Chinese language proficiency or who are in their third or fourth year of a Chinese language curriculum in the U. S. either at the undergraduate-or graduate-level. Upon finishing this textbook, students are expected to reach a higher level of proficiency in which they are able to read newspapers, magazines, or other business-related documents as well as to make business presentations or conduct business negotiations.

This textbook consists of seven chapters containing a total of twenty-five lessons and corresponding exercises. In order to accommodate the typical 12-week semester in the U. S. , the textbook has been divided into two volumes: Volume I ( Chapters 1 to 3 ) and Volume II ( Chapters 4 to 7 ) . Topics covered in Volume I provide an overview of China' s changing macro-economic environment and current business practices relating to finance and marketing. In Volume II, students will be exposed to Chinese management practices and foreign trade initiatives along with an overview of key industries and technology-related topics.

Source materials for the topics discussed in this textbook were gathered during several trips to China over the past few years. Such materials include articles from major Chinese newspapers, data from the State Statistics Bureau and China' s Trade Bureau, and information obtained over the Internet from various online databases.

---

## 结 构

如下文所示，每课都包括一篇阅读课文及关于某一话题简短的背景知识，并配有词汇表、重要词语的解释以及近义词的用法辨析。每册书还提供了关于词汇、语法用语和便于课文相互参照的近义词的索引。练习分册提供各课的练习题，使用折页以便学生将完成的作业撕下来，交给老师检查评改。

### 课文

每课都以围绕某一话题的阅读课文开篇，每一篇课文都以简体、繁体汉字的形式出现，帮助学生了解这两种书写方法，并配有英语翻译，以便学生上课或自学时检查自己对资料的理解程度。

### 背景知识

每一篇课文都配有有关当前话题的背景知识。虽然所提供的信息十分简短，但有助于扩展读者关于该话题的知识，并引发更多的课堂讨论。

### 词汇表

该部分以简体、繁体汉字的形式列出在阅读课文中出现的有下划线的重点词；配有相应的拼音，以便进行发音练习；以及供参考用的英文释义。

### 词语解释

该部分的内容旨在提高学生对阅读课文中出现的重点词句的理解，每个词语都有简短的英文释义，以及涉及各种实际的商业日常用语的例句。

### 近义词辨析

对于母语是汉语的人来说，近义词是完全可以理解的，而对于以非汉语为母语的人则常常极具挑战性，因此学生会对该部分的内容产生浓厚的兴趣，通过学习其词语解释及例句，了解这些意义相近的词语之间的细微差别。

### 练习

《新世纪商用汉语》练习册配有每课的练习题，有助于提高学生正确运用商用汉语词汇的能力。该部分还特别强调句子结构和阅读理解。问题与探讨部分的练习鼓励学生通过国际互联网对该话题的内容进行进一步的研究，以口述或书面形式描述所获取的信息，以便开展进一步的讨论或辩论。

---

## Lesson Structure

As described below, each lesson includes a text reading and brief background on a specific topic, followed by a vocabulary list and explanation of important terms along with a section relating to the usage of synonyms. Each volume also includes comprehensive indexes of vocabulary, grammar terms, and synonyms for easy cross-referencing with the lessons. Exercises for each lesson are provided in a separate Exercise Book and are conveniently perforated such that students can remove and submit completed assignments for correction and review by instructors.

### Text

Each lesson begins with a text reading related to a specific subject matter. The text is presented in both simplified and traditional Chinese in order to expose students to both writing styles. An English translation is also provided so that students can verify their understanding of the material either in class or on their own.

### Background Information

Each text reading is supplemented with background information relating to the topic at hand. Although brief, this additional information is useful in enhancing the reader's knowledge of the subject as well as generating additional classroom discussion.

### Vocabulary List

Key words underlined in the text reading are listed in this section in both simplified and traditional Chinese. A *pinyin* spelling is also provided for pronunciation practice along with an English translation for additional reference.

### Explanation of Terms

This section is aimed at enhancing the student's understanding of key expressions introduced in the text reading. Each term is explained briefly in English and then is used in a variety of sentences featuring practical, everyday business expressions.

### Distinguishing Synonyms

Although fully understood by native speakers, Chinese synonyms often pose the biggest challenge for non-native speakers. Students will therefore find great interest in this section as it provides explanations and sample sentences illustrating the subtle differences among words or expressions with seemingly similar meanings.

### Exercises

Practice exercises corresponding to each lesson can be found in the *Open for Business* Exercise Book. These exercises are designed to improve the student's ability to use Chinese business lexicon correctly. Particular emphasis is placed on sentence structure and reading comprehension. A Questions and Explorations section is also included to encourage students to perform further research on the Internet and present such information either orally or in writing for further discussion or debate.



---

# Table of Contents

	<u>Page</u>
<b>第一章 改革开放</b> <b>Open Door Policy</b>	
1.1 中国的经济体制改革 The Reform of China's Economic System	2
1.2 私有企业的发展 The Development of Private Enterprises	18
1.3 经济特区 Special Economic Zones	36
1.4 三资企业 Three Investment Enterprises	54
<b>第二章 金融发展</b> <b>Development of Finance</b>	
2.1 中国银行业的改革 China's Banking Reforms	76
2.2 利率和汇率对经济的影响 The Influence of Interest Rates and Foreign Exchange Rates on the Economy	92
2.3 中国股票市场的发展 The Development of the Chinese Stock Market	116
2.4 将上海建成国际金融贸易中心 Turning Shanghai into an International Financial and Trade Center	132

---

---

## Table of Contents, continued

	<u>Page</u>
<b>第三章 市场营销</b> <b>Marketing</b>	
3.1 市场调研在中国 Market Research in China	146
3.2 市场营销的变革及趋势 Transformation and Trends in Marketing	166
3.3 品牌意识 Brand Consciousness	180
3.4 中国商品的国际竞争力 International Competitiveness of Chinese Products	198
 <b>索引</b> <b>Indexes</b>	
词汇索引 Index of Vocabulary	216
词语例释索引 Index of Explanation of Terms	231
词语辨析索引 Index of Distinguishing Synonyms	234

**Exercise Section** (见附件)

---

---

## 第一章

# 改革开放





## 1.1 中国的经济体制改革

从1949年中华人民共和国成立到1978年的30年中，中国一直实行计划经济体制，由中央政府分配资源、组织生产、统一供应。在这种经济体制下，资源不能有效利用，生产效率低下，市场缺乏活力，因此严重制约了经济的发展。为了克服计划经济的弊病，中国政府从1979年开始实行“对内改革、对外开放”政策，逐步建立了具有中国特色的社会主义市场经济体制。

对内改革的重点是改革国有企业和鼓励私有企业的发展。在过去20年，中国政府关闭了一批经营不善、长期亏损的国有企业，将部分国有企业转变为私有企业。此外，中国政府还加紧完善立法工作，进行了税收、金融、外贸等体制的改革，从而促进了私有企业的发展，加快了经济体制改革的步伐。

对外开放打开了中国的国门，也吸引了大量外资。越来越多的海外投资者看好中国市场，对在中国投资充满信心。目前，中国已经成为世界上资本流入量最大的发展中国家之一。



## 1.1 中國的經濟體制改革

從 1949 年中華人民共和國成立到 1978 年的 30 年中，中國一直實行計劃經濟體制，由中央政府分配資源、組織生產、統一供應。在這種經濟體制下，資源不能有效利用，生產效率低下，市場缺乏活力，因此嚴重制約了經濟的發展。爲了克服計劃經濟的弊病，中國政府從 1979 年開始實行“對內改革、對外開放”政策，逐步建立了具有中國特色的社會主義市場經濟體制。

對內改革的重點是改革國有企業和鼓勵私有企業的發展。在過去 20 年，中國政府關閉了一批經營不善、長期虧損的國有企業，將部分國有企業轉變爲私有企業。此外，中國政府還加緊完善立法工作，進行了稅收、金融、外貿等體制的改革，從而促進了私有企業的發展，加快了經濟體制改革的步伐。

對外開放打開了中國的國門，也吸引了大量外資。越來越多的海外投資者看好中國市場，對在中國投資充滿信心。目前，中國已經成爲世界上資本流入量最大的發展中國家之一。



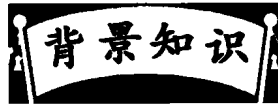


## 1.1 The Reform of China's Economic System

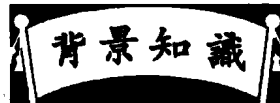
During the 30 years following the establishment of the People's Republic of China (from 1949 to 1978), the Chinese government implemented a planned economic system. The central government was in charge of distributing resources, organizing production, and centralizing distribution. Under this kind of economic system, resources were not effectively utilized, production efficiency dropped, and the market lacked strength; therefore, economic development was seriously constrained. In order to overcome the drawbacks of the planned economy, the Chinese government started implementing the "Reform and Open Door Policy" in 1979, and gradually established a socialist market system with Chinese characteristics.

The focal points of transforming China's domestic economic situation have been the reform of state-owned enterprises and encouraging the development of privately-owned enterprises. Over the past twenty years, the government has closed a number of state-owned enterprises that were managed poorly with long-standing deficits, and transformed some state-owned enterprises into privately-owned enterprises. Furthermore, the Chinese government has sped up the improvement of legislation and has carried out reforms in taxation, finance, and foreign trade, thereby promoting the development of private businesses and speeding up China's economic reform.

The "Open Door" policy has not only opened China's door, but has also attracted a large amount of foreign capital. An increasing number of investors regard China's market favorably, showing confidence in Chinese investment. At present, the amount of capital inflow into China has become one of the largest among the world's developing countries.



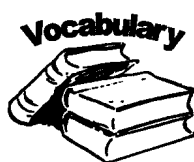
中国的经济体制改革也带来严重的失业问题。为了降低失业率，维持社会稳定，中国政府推行了“下岗职工再就业工程”，引导下岗职工到第三产业（即服务业）、中小企业和私营企业再就业。



中國的經濟體制改革也帶來嚴重的失業問題。爲了降低失業率，維持社會穩定，中國政府推行了“下崗職工再就業工程”，引導下崗職工到第三產業（即服務業）、中小企業和私營企業再就業。



Reform of the Chinese economic system has also brought about a serious unemployment problem. In order to lower the unemployment rate and maintain a stable society, the Chinese government is carrying out a program called “Reemployment of laid-off workers”. This program guides laid-off workers to work for the “tertiary industry” ( i. e. service industry ), small- and medium-sized enterprises and privately owned businesses.



## 生词表

体制	體制	tǐzhì	(名)	system
改革	改革	gǎigé	(名、动)	reform; to reform
中央	中央	zhōngyāng	(名)	center; authority
分配	分配	fēnpèi	(动)	to distribute; to allocate; to assign
统一	統一	tǒngyī	(动、形)	to unify; to unite; centralized; unified
供应	供應	gōngyìng	(名、动)	supply; to supply
有效	有效	yǒuxiào	(形)	effective; valid
缺乏	缺乏	quēfá	(动)	to lack; to be short of
活力	活力	huólì	(名)	vitality; vigor; strength; energy
制约	制約	zhìyuē	(动)	to restrict; to constrain
克服	克服	kèfú	(动)	to overcome; to conquer
弊病	弊病	bìbìng	(名)	drawback; shortcoming; problem
政策	政策	zhèngcè	(名)	policy
建立	建立	jiànlì	(动)	to build; to establish; to set up; to found
具有	具有	jùyǒu	(动)	to have; to possess
特色	特色	tèsè	(名)	unique characteristic; special feature
关闭	關閉	guānbì	(动)	to close; to shut down
批	批	pī	(量)	batch; group of (goods or people)
不善	不善	búshàn	(形)	bad; ill; not good at
亏损	虧損	kuīsǔn	(名、动)	financial loss; deficit; to suffer a loss

部分	部分	bùfen	(名)	part; portion
转变	轉變	zhuǎnbiàn	(动、名)	to change; transformation
私有	私有	sīyǒu	(形)	privately owned; private
此外	此外	cǐwài	(连)	in addition; besides; moreover
加紧	加緊	jiājǐn	(动)	to intensify; to step up; to speed up
完善	完善	wánshàn	(动)	to perfect; to improve
立法	立法	lǐfǎ	(名、动)	legislation; to legislate
税收	稅收	shuìshōu	(名)	tax revenue
从而	從而	cóng'ér	(连)	thus; thereby
促进	促進	cùjìn	(动)	to promote; to advance; to accelerate
步伐	步伐	bùfá	(名)	step; pace
看好	看好	kànhǎo	(动)	to seem good; to look promising
成为	成為	chéngwéi	(动)	to become
流入	流入	liúrù	(动)	to flow into
之一	之一	zhīyī	(名)	one of the ...
维持	維持	wéichí	(动)	to maintain; to keep; to preserve
稳定	穩定	wěndìng	(形、动)	stable; steady; to stabilize
推行	推行	tuīxíng	(动)	to carry out; to implement; to put into practice
就业	就業	jiùyè	(动)	to obtain employment
工程	工程	gōngchéng	(名)	project; engineering
引导	引導	yǐndǎo	(动)	to guide; to lead
产业	產業	chǎnyè	(名)	industry