

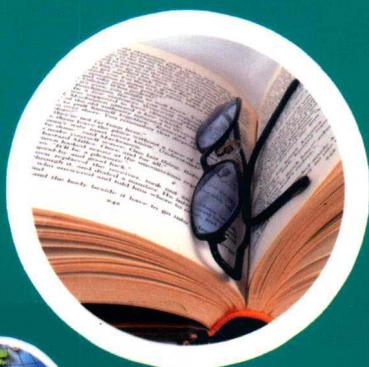
BUSINESS ENGLISH

21世纪商务英语系列教材

丛书主编 / 高嘉勇

商务英语阅读 ——中国视角

主编 / 李桂媛 高嘉勇 审校 / Maurey Bond



南开大学出版社

21 世纪商务英语系列教材

商务英语阅读

——中国视角

Business English Reading: China's perspective

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总 序

进入 21 世纪,伴随中国对外开放的深入和全球经济一体化的到来,中国企业的机遇与挑战相伴而来。一方面,中国企业的市场范围扩展到全球范围;另一方面,中国企业要面临国内外对手的激烈竞争。企业生存环境的变化引发了对外语人才需求的变化。越来越多的企业需要的外语人才不仅要精通语言与文化,亦要掌握某一领域的专业知识。

为迎接挑战,近年来国内许多高校纷纷开设双语教学课,并使用国外原版教材,但这引发了如下问题:大多数国外原版教材的视角和商务环境是美国,案例分析也多来自美国,教材内容与中国商务与文化环境并不相符,这极大影响了学习的效率与效果。

基于 21 世纪中国外语教学和对外经贸工作的迫切需要,我们编写并出版了这套“21 世纪商务英语系列教材”。先期出版 10 本,即《金融英语》、《会计英语》、《物流英语》、《跨文化商务交际(英文版)》、《市场营销英语》、《国际商务翻译》、《求职英语》、《商务英语》、《经贸英语阅读》、《组织行为学(英文版)》。我们编写本套教材的宗旨是为中国经济建设和改革开放培养高水平的“外语+专业”的复合型人才。本系列教材的内容力求反映中国经济特点,坚持理论与实践相结合,主要体现以下几个特点:

1. 理论全面性与前瞻性兼备。本系列教材在参考国内外最新科研成果的基础上,大量吸收相关学术领域的前沿理论。同时,本系列教材亦强调理论框架的完整性和全面性。

2. 写作规范、语言准确。本套教材在编写体例上,力求规范与统一。各书主编均为在国内著名高校具有国外留学或教学经验的业务骨干,并聘请天津外国语学院 ESEC 项目美国专家审校了本套教材的英

文部分。

3. 兼顾各类人才培养。本系列教材以大学本科教学需要为立足点，重视讲授基本理论，符合外语专业和经贸专业本科生的培养目标和教学要求，既为外语专业本科生奠定经济和贸易专业理论基础，使学生掌握基本理论和专业技能，也满足经济类本科生的专业外语学习要求。同时，本系列教材也适用于满足高专、各类成人教育的学习和职业培训的实践要求。

“21 世纪商务英语系列教材”由天津外国语大学、南开大学、天津财经大学、广东外经贸大学、天津商业大学等院校知名教师联合编写。我们真诚希望这套丛书能够促进我国商务英语专业教材的建设与更新，对提升商务英语、经济、管理专业学生和我国商务人员专业英语有所帮助。

读者对这套丛书有何意见，可以随时反映给我们。书中若有不妥和错误之处，敬请指正。

高嘉勇

2008 年 5 月

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前 言

中国加入世界贸易组织之后，对高层次复合型国际商务人才的需求越来越大，越来越迫切。但是，目前既具有扎实的英语语言基础，又具有广博的国际商务知识的高级复合型人才在我国并不多。因此，本书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。为了使英语专业的大学生更全面地掌握商务知识，以适应经济全球化的趋势对人才的要求，本书旨在使学生通过阅读商务类文章，提升商务英语阅读水平。

本书编写具有如下五个特点：

一、文章权威性强。本书每篇课文都是选自英美主要权威刊物，如《经济学家》、《时代周刊》、《纽约时报》、《新闻周刊》、《金融时报》等，为英语学习者提供了纯正的商务英语阅读素材，使其在获得商务知识的同时，也夯实了广大英语学习者的英语阅读水平。

二、文章选材新。本书文章全部选自 2010 年以来英美各大主要刊物刊登的最新评论文章，具有鲜明的时代特征，有助于学生了解和把握当前国际商务领域的热点问题，进而为学生提供研究导向和关注话题。

三、文章内容丰富，几乎囊括所有商务领域。文章从中国商务的视角，分析当前中国商务领域的发展状况，其所涵盖的商务领域包括金融、国际贸易、电子商务、产品营销、公司经营、文化差异、人力资源管理等方面。

四、阅读方便。由于文章全部选自英语国家出版的名刊，有一定难度。为了降低阅读难度，并提高阅读流畅度，本书在每一篇文章后都列有对应的生词释义表，供学生参考。为了让学生切实地读懂每一篇文章，本书在每一篇文章后都提供了注释和翻译参考。其中，本书

注释包括背景知识和语言难点，数目多达 300 多条，为学生阅读和理解文章提供便利。

五、注重知识落实。为了检查和提高学生的阅读能力，本书在每篇文章后附有判断正误题和问题回答，帮助学生加深对文章内容的理解，学有所得。

本书适于作高等院校商务英语、国际贸易、企业管理等专业的英语阅读教材，也可做外贸部门和经济管理部门工作人员的国际商务英语培训教材或自学的重要参考书。

感谢天津外国语大学专家 Maurey Bond 审校了全书的英文，并对本书提出了许多中肯的建议。参加本书编写的人员还有高旭、张雪、季玉红、薛明、陈鲁桥、季家呈、冯沛然，董莹、西萌，在此对上述参编人员表示感谢！

由于编者水平有限，书中难免有疏漏不妥之处，我们恳切希望使用本教材的教师、学生和其他读者批评提正。

编 者

2012 年 7 月

Contents

I. China and World

1. Chinese Acquisitions: China Buys up the world /1
2. India vs. China: Whose Economy Is Better? /11
3. What do soaring Chinese wages mean for global manufacturing? /22
4. China's Investment Overseas in 2010 /37

II. Investment Environment in China

5. Shrouded in Mystery: Chinese Executive Compensation /50
6. China Knows It Must Innovate /66
7. Six keys to Profiting in China /75
8. As Wages Rise, Time to Leave China /86

III. Finance in China

9. Currency Move: Latest Sign of China's Transformation /96
10. Don't Blame China's Currency for U.S. Trade Deficit /105
11. Chinese Equities Recover as Beijing Battles Inflation /115
12. China's "Overinvestment" Problem May Be Greatly Overstated /126

IV. Manufacturing in China

13. When will China produce a car brand people want to drive? /138
14. Why Apple's products are "Designed in California" but "Assembled in China" /153
15. Lenovo Soars in China, struggles in U.S. /164

16. Comac: China's Challenge to Airbus and Boeing /174

V. E-commerce in China

17. Cracking E-Commerce in China /186

18. How eBay Found a Secret Way into China /198

19. How to Sell Online in China /209

VI. Retail Industry in China

20. Chinese Fuel Soaring Shop Rents in Hong Kong /220

21. A Comeback plan for Gome, 'China's Best Buy' /237

VII. Movie Industry in China

22. Avatar 2: Made in China? /249

23. Hollywood Goes to China /260

24. Hollywood Looks to China for Movie Money /271

中文目录

I. 中国与世界

1. 中国并购之路：中国收购世界？ /1
2. 中印经济：谁更为出色？ /11
3. 中国工资猛涨对全球制造业意味着什么？ /22
4. 2010 年中国海外投资 /37

II. 中国投资环境

5. 身处神秘之中：中国高管薪酬 /50
6. 中国知道必须创新 /66
7. 跨国公司在华盈利六诀窍 /75
8. 工资提高，是该离开中国的时候了？ /86

III. 中国金融

9. 货币流动：中国改革的风向标 /96
10. 美国贸易赤字，别责怪人民币 /105
11. 北京抑制通胀，中国股市复苏 /115
12. 中国的“过度投资”问题也许被严重夸大了 /126

IV. 中国制造业

13. 中国何时能推出一款广受欢迎的汽车品牌？ /138
14. 为什么苹果的产品是“加州设计”“中国组装”？ /153
15. 联想：在中国顺风顺水，在美国举步维艰 /164
16. 中国商飞：向空客和波音发起挑战 /174

V. 中国电子商务

- 17. 蓬勃的中国电子商务 /186
- 18. 易趣如何发现进入中国的秘密通道 /198
- 19. 中国网上营销攻略 /209

VI. 中国零售业

- 20. 中国大陆客炒高香港商铺租金 /220
- 21. 国美的恢复计划：“中国的百思买” /237

V. 中国电影业

- 22. 阿凡达 2：中国制造？ /249
- 23. 好莱坞正向中国进军 /260
- 24. 好莱坞从中国筹集拍片资金 /271

1. Chinese Acquisitions: China Buys up the world

In theory, the ownership of a business in a capitalist economy is irrelevant. In practice, it is often controversial. From Japanese firms' wave of purchases in America in the 1980s and Vodafone's takeover of Germany's Mannesmann in 2000 to the more recent antics of private-equity firms, acquisitions have often prompted bouts of national angst.

Such concerns are likely to intensify over the next few years, for China's state-owned firms are on a shopping spree. Chinese buyers have accounted for a tenth of cross-border deals by value this year, bidding for everything from American gas and Brazilian electricity grids to a Swedish car company, Volvo.



Shufu Li, chairman of the board of Geely and Lewis Booth, Ford's ex-CFO

Why China is different

Not so long ago, government-controlled companies were regarded as half-formed creatures destined for full privatisation. But a combination of factors—huge savings in the emerging world, oil wealth and a loss of confidence in the free-market model—has led to a resurgence of state capitalism. About a fifth of global stockmarket value now sits in such firms, more than twice the level ten years ago.

The rich world has tolerated the rise of mercantilist economies before: think of South Korea's state-led development or Singapore's state-controlled firms, which are active acquirers abroad. Yet China is different. It is already the world's second-biggest economy, and in time is likely to overtake America. Its firms are giants that until now have been inward-looking but are starting to use their vast resources abroad.

Chinese firms own just 6% of global investment in international business. Historically, top dogs have had a far bigger share than that. Both Britain and America peaked with a share of about 50%, in 1914 and 1967 respectively. China's natural rise could be turbocharged by its vast pool of savings. Today this is largely invested in rich countries' government bonds; tomorrow it could be used to buy companies and protect China against rich countries' devaluations and possible defaults.

Chinese firms are going global for the usual reasons: to acquire raw materials, get technical know-how and gain access to foreign markets. But they are under the guidance of a state that many countries consider a strategic competitor, not an ally. And it often appoints executives, directs deals and finances them through state banks. Once bought, natural-resource firms can become captive suppliers of the Middle Kingdom. Some believe China Inc can be more sinister than that: for example, America thinks that Chinese telecoms-equipment firms pose a threat to its national security.

Private companies have played a big part in delivering the benefits of

globalization. They span the planet, allocating resources as they see fit and competing to win customers. The idea that Chinese government might come to dominate global capitalism is unappealing. Such concerns are being voiced with increasing fervour. Australia and Canada, once open markets for takeovers, are creating hurdles for China's state-backed firms, particularly in natural resources, and it is easy to see other countries becoming less welcoming too.

That would be a mistake. China is miles away from posing this kind of threat: most of its firms are only just finding their feet abroad. Even in natural resources, where it has been most active in dealmaking, it is not close to controlling enough supply to rig the market for most commodities.

Nor is China's system as monolithic as foreigners often assume. State companies compete at home and their decision-making is consensual rather than dictatorial. When abroad they may have mixed motives, and some sectors—defense and strategic infrastructure, for instance—are too sensitive to allow them in. But such areas are relatively few.

What if Chinese state-owned companies run their acquisitions for politics, not profit? So long as other firms could satisfy consumers' needs, it would not matter. Chinese companies could safely be allowed to own energy firms, for instance, in a competitive market where customers could turn to other suppliers. And if Chinese firms throw subsidized capital around the world, that's fine. America and Europe could use the money. The danger that cheap Chinese capital might undermine rivals can be better dealt with by beefing up competition law than by keeping investment out.

Not all Chinese companies are state-directed. Some are largely independent and mainly interested in profits. Often these firms are making the running abroad. Take Volvo's new owner, Geely. Volvo should now be able to sell more cars in China; without the deal its future was bleak.

Show a little confidence

Chinese firms can bring new energy and capital to flagging companies around the world; but influence will not just flow one way. To succeed abroad, Chinese companies will have to adapt. That means hiring local managers, investing in local research and placating local concerns—for example by listing subsidiaries locally. Indian and Brazilian firms have an advantage abroad thanks to their private-sector DNA and more open cultures. That has not been lost on Chinese managers.

China's advance may bring benefits beyond the narrowly commercial. As it invests in the global economy, so its interests will become increasingly aligned with the rest of the world's, and as that happens its enthusiasm for international co-operation may grow. To reject China's advances would thus be a disservice to future generations, as well as a deeply pessimistic statement about capitalism's confidence in itself.

New Words and Expressions

antics	n.	滑稽动作；古怪姿态
angst	n.	不安；焦虑
spree	n.	狂欢
opaque	adj.	不透明的
resurgence	n.	复苏
mercantilist	n.	重商主义者
turbocharge	vt.	用涡轮增压
fervour	n.	热烈；热情
captive	adj.	被俘的
sinister	adj.	灾难性的；
rig	vt.	操纵；装配
monolithic	adj.	整体的；完全统一的
consensual	adj.	（律）在双方同意下成立的

dictatorial	adj.	独裁的，专政的
undermine	vt.	削弱……的基础
bleak	adj.	黯淡的，无希望的
align	vt.	排成一列；使结盟
placate	vt.	安抚，和解

Notes

1. In theory, the ownership of a business in a capitalist economy is irrelevant.

理论上，在资本主义经济体中，对于企业的所有权与任何人无关。

2. Vodafone: 沃达丰公司

总部设在英国的纽布利及德国的杜塞尔多夫。为世界上最大的移动通讯网络公司之一，在全球 27 个国家均有投资。另外与 14 个国家当地的移动电话运营商合作，联营移动电话网络。沃达丰集团公司目前在全球拥有超过 10 万个员工。该企业在 2007 年度《财富》公司排名中名列第九十五。

3. Mannesmann: 曼内斯曼公司

公司主要业务为电讯，公司业绩为 1999 年营业收入约 248 亿美元。在私人移动电话业务方面，曼内斯曼公司扮演了开拓者的角色，设置了德国第一个私人无线电网络。与沃达丰公司合并之后，曼内斯曼公司便成为了全球电讯市场的居于领先地位的公司之一。

4. Volvo: 沃尔沃

瑞典著名汽车品牌，又译为“富豪”，该品牌汽车是目前世界上最安全的汽车之一。1999 年，福特汽车以 64.5 亿美元收购沃尔沃。2010 年 3 月 28 日，吉利与福特正式签署协议，吉利集团以 18 亿美元的价格收购沃尔沃公司 100% 的股权。

5. Geely: 浙江吉利控股集团有限公司

以汽车及汽车零部件生产经营为主要产业的大型民营企业集团，始建于 1986 年。其总部位于杭州，在浙江临海、宁波、上海、

兰州、湘潭、济南等地建有汽车整车和动力总成制造基地。现资产总值超过 1000 亿元（含沃尔沃）。吉利集团现有员工 18,000 余人。

6. But a combination of factors—huge savings in the emerging world, oil wealth and a loss of confidence in the free-market model—has led to a resurgence of state capitalism.

但是一系列的因素的耦合，例如，新兴世界的巨额储蓄、石油财富以及对自由市场模式缺乏信心，导致了国家资本主义的崛起。

7. Australia and Canada, once open markets for takeovers, are creating hurdles for China's state-backed firms, particularly in natural resources, and it is easy to see other countries becoming less welcoming too.

曾一度允许跨国并购的澳大利亚和加拿大，也正在为有国家支持的中国公司增加阻碍，尤其是在自然资源领域。同时，其他国家也明显减少欢迎跨国并购的热度。

8. As it invests in the global economy, so its interests will become increasingly aligned with the rest of the world's, and as that happens its enthusiasm for international co-operation may grow.

随着中国在世界经济范围内投资，其利益将与世界其他国家的利益紧密相关。当此种情形出现时，中国在国际合作方面的热情将有增无减。

Exercises

I. Decide whether the following statements are true (T) or false (F) based on the passage.

1. Chinese acquisition will bring benefits to both its recipients and the world.
2. Huge savings in the emerging world, oil wealth and a loss of confidence in the free-market model lead to a resurgence of state