



商务英语

案例分析与翻译实践

范钦佩 ⊙ 编



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前

言

当今社会对复合型人才的需求有目共睹。对于从事国际贸易的国企、私企、跨国公司及各种组织机构而言,一个合格的人才必须对所从事的业务有专业背景知识作为基础,同时也要有扎实的语言功底作为沟通的必要工具。对于相关专业背景知识基础牢固的学生,就需要在语言能力上进一步提升自己,特别是要在实用性很强的商务英语方面下功夫。对于英语专业的学生,语言能力(听、说、读、写、译)是立身之本,且要与业务背景紧密相关,能做到与实际工作需求相挂钩。在商务活动如此频繁的今天,英语专业的学生不仅要适当补充商务知识,还要能将商务知识灵活运用至平时的听、说、读、写、译中去。

《商务英语案例分析与翻译实践》一书编写的宗旨是:给学生提供鲜活的商务案例,在引导学生对案例进行分析的过程中,加深他们对于商务知识的理解。同时,对商务知识现学现用,进一步翻译涵盖相同商务知识的短文,锻炼翻译技能,也进一步提高对商务知识的运用能力。

本书共分 16 章。每一章分为 Reading 和 Translation Practice 两个部分。目的是让学生在对案例进行阅读分析并充分理解的基础上,对紧密相关的内容进行翻译实践练习。为增强学生阅读分析后的翻译效果,所选的两篇文章都是关于相同或相关行业的企业,甚至是关于相同行业中经常被拿来比较的

数一数二的领军企业。在对这些案例进行分析的过程中,学生可以从这些顶级企业的身上学习相关知识的最佳运用,也能够通过翻译练习检验自己对这些知识的掌握情况以及是否能灵活输出。

本书为上海市重大内涵项目“民办高校英语特色专业建设研究——以翻译人才培养为例”子项目,项目编号:2016—SHNGE—11ZD。

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Contents

Chapter 1 Company Profile

Reading Boeing in Brief /2

Translation Practice /4

Chapter 2 Mission

Reading Pepsi: Our Mission and Values /11

Translation Practice /14

Chapter 3 Business Operation

Reading Amazon Marketplace /21

Translation Practice /24

Chapter 4 Social Responsibility

Reading Dell Corporate Social Responsibility /33

Translation Practice /38

Chapter 5 Sustainability

Reading Cisco: Environmental Sustainability /46

Translation Practice /50



Chapter 6 Philanthropy

Reading Mark Zuckerberg and Priscilla Chan to Donate 99

Percent of Their Facebook Fortune /60

Translation Practice /62

Chapter 7 Quality

Reading Abbot: Global Product Protection /69

Translation Practice /71

Chapter 8 Technology

Reading Speedo: Fabric Technology /79

Translation Practice /81

Chapter 9 Design

Reading Anna Sui: The Design /86

Translation Practice /87

Chapter 10 Crafts

Reading Hermès Crafts: Slim d'Hermès Watch /96

Translation Practice /99

Chapter 11 Price

Reading How Starbucks Uses Pricing Strategy for Profit
Maximization /107

Translation Practice /111

Chapter 12 Service

Reading Carrefour: No-Reason Return Policy /119

Translation Practice /122

**Chapter 13 Privacy**

Reading Privacy at Microsoft /127

Translation Practice /130

Chapter 14 Career

Reading ExxonMobil; Safety and Security /138

Translation Practice /140

Chapter 15 Research and Development

Reading CRRC; Research and Development /151

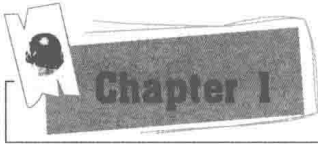
Translation Practice /153

Chapter 16 Report

Reading Analogic Announces Results for the Third Quarter
Ended April 30, 2016 and Declares Quarterly
Cash Dividend /162

Translation Practice /166





Company Profile

Pre-reading Questions

1. What do the companies represented by the following logos do?
2. Search for the basic information about each company and give a general introduction to each of them.



Company Profile:

Concise description among other items of information, includes: 1) firm's history, 2) number and quality of its human, financial, and physical resources, 3) organizational and management structure, 4) past, current and anticipated performance, and 5) its reputation, and the standing of its goods or services.



Reading

Boeing in Brief

Boeing is the world's largest aerospace company and leading manufacturer of commercial jetliners and defense, space and security systems. As America's biggest manufacturing exporter, the company supports airlines and the US and allied government customers in more than 150 countries. Boeing products and tailored services include commercial and military aircraft, satellites, weapons, electronic and defense systems, launch systems, advanced information and communication systems, and performance-based logistics and training.

Boeing has a long tradition of aerospace leadership and innovation. The company continues to expand its product line and services to meet emerging customer needs. Its broad range of capabilities includes creating new, more efficient members of its commercial airplane family; designing, building and integrating military platforms and defense systems; creating advanced technology solutions; and arranging innovative customer-financing options.



With corporate offices in Chicago, Boeing employs approximately 160,000 people across the United States and in more than 65 countries. This represents the most diverse, talented and innovative workforce anywhere. Our enterprise also leverages the talents of hundreds of thousands of more skilled people working for Boeing suppliers worldwide.

Boeing is organized into two business units; Commercial Airplanes and Defense, Space & Security. Supporting these units are Boeing Capital Corporation, a global provider of financing solutions; Shared Services Group, provides a broad range of services for Boeing worldwide; and Boeing Engineering, Operations & Technology helps develop, acquire, apply and protect innovative technologies and processes.

Answer the following questions.

1. What kind of products and service does Boeing provide?
2. What are its capabilities?
3. What do you think are the advantages that we can learn from Boeing?



Speaking

1. What are your daily or weekly routine activities?
2. What kind of special projects are you working on at the moment?

Translation Practice

1. Translate the following passage into Chinese.

GM Company Overview

通用公司概况



(原文) At General Motors, we are passionate about earning customers for life. This vision unites us as a team each and every day and is the hallmark of our customer-driven culture.

(译文) 通用汽车全体员工一直致力于服务广大消费者。这一愿景在帮助我们提升整个团队凝聚力的同时,完美诠释了通用汽车以顾客为中心的企业文化。

(原文) In fact, there are a lot of exciting things to share about our company. Our story starts on November 18, 2010, when we completed the world's largest initial public offering, emerging with a solid financial foundation that enables us to produce great vehicles for our customers and build a bright future for employees, partners and shareholders.

(译文) 事实上,在我们的发展历程中有着许多激动人心的时刻。新通用汽车的故事始于2010年11月18日,当时我们完成了全世界规模最大的首次公开募股。依靠坚实的财务基础,我们得以为顾客生产优质的产品,为员工、合作伙伴以及股东打造光明的未来。



(原文) Leading the way is our seasoned leadership team who set high standards for our company so that we can give you the best cars and trucks. This means that we are committed to delivering vehicles with compelling designs, flawless quality and reliability, and leading safety, fuel economy and infotainment features. All are intended to create that special bond that can only happen between a driver and their vehicle.

(译文) 秉承使命与目标——经验丰富的新通用汽车领导团队以更高的标准、更严的要求推进公司各项管理工作,致力于为消费者提供最佳产品,即拥有引人入胜的设计、完美的品质和可靠性以及领先的安全性、燃油经济性和娱乐性的产品。这一切都旨在建立紧密的人车互动关系。

(原文) Making the world's best vehicles can only happen with the world's greatest employees. We take great pride in our work, and take great care to deliver exceptional cars and a positive ownership experience to our customers around the world.

(译文) 制造全球领先的汽车离不开最优秀的员工。通用汽车的员工为自己的工作深感自豪。我们兢兢业业,辛勤耕耘,不断为全球消费者提供优质的产品和称心的驾乘体验。

2. Translate the following passage into English.

Beijing Benz Automotive Co., Ltd.

北京奔驰汽车有限公司

(原文) 北京奔驰汽车有限公司(简称北京奔驰)成立于2005年8月8日,是由北京汽车股份有限公司与戴姆勒股份公司、戴姆勒大中华区投资有限公司共同投资,集研发、发动机与整车生产、销售和售后服务为一体的中德合资企业。

(译文) Beijing Benz Automotive Co., Ltd. (BBAC) was founded on August 8th, 2005. It is jointly invested by BAIC MOTOR, Daimler AG and Daimler Greater China Ltd. (DGRC). BBAC is a Sino-German joint venture that integrates R&D, engine and whole vehicle production, as well as sales and post-sales services.

(原文) 目前,北京奔驰业已建立起全球面积最大、综合性最强的梅赛德斯—奔驰乘用车生产制造基地,拥有戴姆勒公司首个德国本土以外的梅赛德斯—奔驰汽车发动机制造工厂、戴姆勒合资公司里最大的研发中心,并成为戴姆勒全球唯一同时拥有前驱车平台、后驱车平台和动力系统平台的豪华汽车合资企业。

(译文) BBAC is at present the most comprehensive Mercedes-Benz passenger vehicle production base worldwide, boasting the largest land area and the first ever engine plant outside Germany for Mercedes-Benz vehicles. It also features the largest R&D center of any Daimler JV worldwide. BBAC is now Daimler's only premium joint venture that produces Mercedes-Benz front-wheel drive architecture (MFA), Mercedes-Benz rear-wheel drive architecture (MRA), and Mercedes-Benz powertrain architecture (MPA) all under one roof.



(原文) 以此为依托, 北京奔驰引入了梅赛德斯—奔驰畅销全球的四大主力车型: C 级车、E 级车、GLC SUV 和 GLA SUV, 全面占领中高级、行政级、中型 SUV 和紧凑型 SUV 四大豪华车主流细分市场。

(译文) Based on BBAC's three powerful platforms, BBAC has introduced four key Mercedes-Benz models with good sales performance all over the world, the C-Class, E-Class, GLC SUV and GLA SUV, in order to fully dominate four premium mainstream market segments: upper middle class, executive class, midsize SUV and compact SUV.



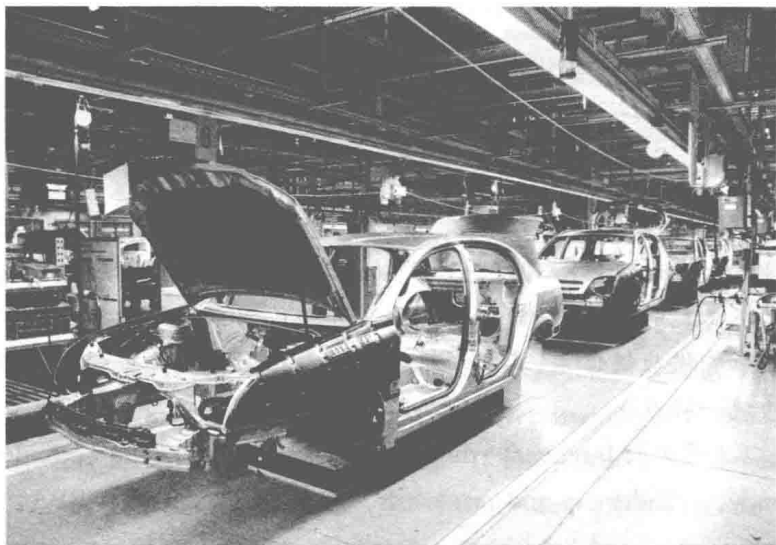
(原文) 此外, 北京奔驰发动机工厂生产的缸体、缸盖、曲轴三大发动机核心部件也已成功返销德国, 用于戴姆勒德国发动机工厂的整机装配, 标志着北京奔驰已正式被纳入戴姆勒全球采购供应链体系, 其发动机产品质量已完全达到戴姆勒全球的统一标准。

(译文) Moreover, three key components, the cylinder body, cylinder cap and crankshaft, are now produced at BBAC's engine plant and have been successfully exported to a counterpart factory in Germany. Since then, BBAC has been officially recognized as a partner within the global procurement chain of Daimler, which serves to exemplify that BBAC fully conforms to

Daimler's global standard.

(原文)同时,为保证每一位用户的最高利益,北京奔驰还建立了戴姆勒海外第一个质量中心,并根据戴姆勒德国的要求,以全球统一的标准和质量管理体系进行奔驰车辆的生产,确保驶出北京奔驰的每一辆新车都完全符合梅赛德斯—奔驰的全球统一标准。

(译文) Meanwhile, in order to ensure the best interests of each customer, BBAC has established the first Quality Management Center outside Germany. According to requirements by Daimler, the manufacturing process must follow global standards and pass a rigorous quality inspection system, ensuring that each vehicle made by BBAC completely complies with the global standard of Mercedes-Benz.



(原文)未来,北京奔驰将继续贯彻落实“创业行达,责任经营,惟有最好,精益管理”的工作指导方针,以“奔驰车,中国制造”为使命,以“星徽闪耀@BBAC”为愿景,向着成为走向世界



的、国际化的中国高端乘用车品牌标杆企业的目标不断前行!

(译文) In the future, BBAC will further adhere to the central tenets of “your wish our ways, manage with responsibility, the best or nothing and manufacture through lean management”. “Build Mercedes-Benz in China” is our mission and “Star @ BBAC” is our vision. BBAC will constantly pursue the goal of becoming internationalized benchmarking manufacturer in the Chinese premium passenger car market.