

ENGLISH-CHINESE
CHINESE-ENGLISH
NEWBORN ECONOMIC
WORDS

新新词语双语词典

经济贸易

新词语

丛书主编：张滨江 分册主编：暖京中

天津科技翻译出版公司

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出 版 人: 邢淑琴

地 址: 天津市南开区白堤路 244 号

邮政编码: 300192

电 话: 022-87893561

传 真: 022-87892476

E - mail: tsttbc@public.tpt.tj.cn

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序

《新新词语双语词典》以学科为分类框架,对当代信息、科技、基因、人文、公司、绿色世界、世界经贸、大众文化、国际金融、宇宙空间等领域的新知识用语加以英汉双语和背景解释,并从英美报刊和当代有关文献及工具书中选出例句,使英语专业人员、有关领域专业人员、出国人员和广大英语爱好者在学词、解句中获取当代欧美最新知识,从而提高把握时代知识和语言的能力。该词典共分八册,即《信息技术新词语》、《高新科技新词语》、《绿色世界新词语》、《现代公司新词语》、《经济贸易新词语》、《大众文化新词语》、《国际金融新词语》和《宇宙空间新词语》。

这里需要提及的是,《新新词语双语词典》原名为《21世纪新知识丛书词典》,它是天津市教育委员会2001年科研立项项目,参加该项目的所有成员辛勤工作,对本系列丛书倾注了极大的心血,并按预定计划完成了全部书稿。出版时,根据出版社的建议,为了强调一个“新”字,遂将《21世纪新知识丛书词典》改为《新新词语双语词典》。

本词典由天津外国语学院英语学院教授、副教授和优秀青年教师参加编写。

由于该丛书编写任务紧迫,其中疏漏在所难免,诚望广大读者不吝赐教。

张滨江

2002年9月1日于天津外国语学院

前 言

随着新世纪的到来,全球经济、贸易、金融、银行等各领域的发展日趋迅猛。经济贸易已成为世界各国政府重视的课题。我国加入世界贸易组织后改革开放将继续深化,国际交流也将日趋广泛,外语学习将不再仅仅局限于掌握语言技能,而将更重视专业知识的提高。跟上学科的发展是时代的需要,这就要求外语学习者跟上时代的步伐,及时掌握实用的新词汇。

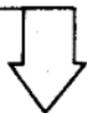
本部分经贸词典的基本范围包括:国际经济,国际贸易,国际商务,国际金融,市场营销,财会,管理,技术等。该词典重视新词的收录,及时反映最新的经贸信息。对于重要的专业词汇也加以简明扼要的解释,兼顾其内容的全面性与实用性。该词典向广大英语学习者提供最新的学习素材,扩大专业英语知识。

在该部分的词汇编辑中,每个单词的说明都包括中英文定义与举例说明。对有些单词的词源也做了说明。在解释说明时,力求深入浅出,使对经贸有兴趣的读者能迅速了解书中的解释,及时掌握最新信息。同时使读者通过中英文的解释获得比较系统的经贸词汇知识。

如果您是一位希望把握世界最新科技动态之士,希望了解全球经贸发展开拓国际视野之

士,那么该词典对您会有所帮助。

由于水平有限,本词典可能会存在一些疏漏,希望各位读者与专家批评指正。



Denoting entries above the horizontal line on a company's profit and loss account that separates the entries that establish the profit (or loss) from the entries showing how the profit is distributed.

Denoting advertising expenditure on mass media advertising, including press, television, radio and posters. The "line" in question is the "net profit" or the "operating net income". An "above the line" amount is a normal expense or revenue of the business.

“线上”指公司的收益或损益账。“线”指这些表中的“净利润”或“营业净收入”。“线上”的金额常指正常支出或营业收入。另外，现在较为流行的用法在营销领域，它是销售管理用词。它指通过广告媒体进行推销而付给广告商的费用。



Example

1. The expression "above the line" relates to the normal expenses of the business, where as "below the line" refers to the amount relating to an extraordinary item or an appropriation like dividends.

“线上”表示企业的正常支出，而“线下”指有关非常支出项目或红利分配的账目。

2. One of the popular means of marketing is *above the line*, through the mass media.

今天最流行的营销手段之一就是线上推销，即通过大众传媒。



The term appears at the behavioral stage of models of marketing communications and refers to positive acts of the buyers, customers, and consumers such as seeking further information from the supplying organization, trial of the product or service together with the first purchase of the product or service. Triggering desired forms of action is best achieved by specific communication techniques such as advertising, and personal selling, although more recent developments in direct marketing such as direct mail, off the page selling, and telemarketing are now being used to generate a complete range of actions.

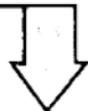
这个词出现在市场传媒模式的行为阶段。它指买方、客户和消费者对推向市场的商品采取的积极活动。这个词的引申含义是指一些刺激性的活动。

 Example

1. This company made use of various kinds of marketing techniques to generate *actions*.
这家公司利用各种各样的营销技巧来激发商业潜力
2. We plan a bit of *action*.
我们打算搞点儿刺激性的活动

 Word Bank

marketing techniques 营销技巧
behavioral stage 行为阶段



A flexible organizational system designed to be responsive to the needs of the moment.

为应对不时之需而设立的灵活的组织机构

The term *adhocracy* was first popularized in *The Future Shock* (1970) by the American writer Alvin Toffler. In an *adhocracy*, small teams of managers and workers are typically brought together for a limited period to resolve a defined problem; once the problem has been dealt with, the task force can be dissolved, and the effort of the individual members redirected. The term is now spreading from business vocabulary into more general discussions of organizational systems, and there is some evidence of pejorative usage: the *ad hoc* nature of the system has been seen as indicating disorganization rather than a praiseworthy flexibility.

“临时组织体系”一词由美国作家 Alvin Toffler 在 1970 写的《未来冲击》一书中首次使用。1990 年以后又有了新的意思。临时组织体系中，由几个经理和工人组成临时小组，在一定的时间内来解决某个问题。一旦问题解决，该机构将不复存在。

Example

Adhocracy, the Clinton administration's way of working, is based on a kitchen cabinet that is loosely organized around an influential inner circle.

临时组织体系是克林顿政府的工作方式。它建筑在以有影响的内部集团为后盾的结构松散的非正式顾问团的基础上。



An agent appointed by the courts to administer the affairs of an insolvent company.

由法院指定的负责管理破产公司事物的代理人。

Since the mid nineteenth century the terms of "administration" and "administration order" have been used to denote the control and direction of the property of an insolvent company or individual, and the court order requiring it. It was not until the early eighties that the term "administrator" in this specific sense was applied to the agent appointed to administer the affairs of an insolvent company under the terms of that administration order. The administrator appointed in such circumstances combines the roles of receiver and manager, having the power to carry on the business of the company and to borrow for that purpose.

自 19 世纪中期, *administration* 一词一直被用来指破产企业或个人财产的管理, *administration order* 一词指法院要求这样做的命令。到了 80 年代, 出现了 *administrator* 一词, 特指依照法院命令负责管理破产公司事物的代理。该代理既是公司产业管理人, 也是公司经理, 他有权继续开展公司的业务, 并为开展业务贷款。

Example

The Commons Social Security Committee is to call administrators of Maxwell companies to give evidence.

下院社会安全保障委员会准备传麦斯韦尔公司的财产管理人作证

An advertisement which is written in the form of an editorial and purports to contain objective information about a product although actually being limited to the advertiser's own publicity material.

以社论形式出现，并声称是对产品进行客观介绍的广告。但事实上广告中的内容都是广告商对产品的宣传。

The advertorial first appeared in the United States as long ago as the sixties, but did not become a common advertising ploy in the UK until the mid eighties. Advertorial came in for some criticism in the UK when they started to appear in British newspapers since there is a feeling of dishonesty about them. In many cases, the page on which an advertorial appears is headed advertising, and this is meant to alert the reader to the nature of the article, although the layout of the page often does not.

广告社论在美国最早出现在 60 年代，80 年代中期才被英国的广告业广为使用，但遭到人们批评，因为它们给人一种不诚实的感觉。

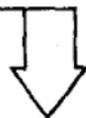
Example

1. *Advertorials* met with some criticism in the UK since they seemed to deliberately induce the reader to read them as though they were editorials or features.

社论式广告之所以在英国受到批评是因为涉嫌故意诱使读者把它们当作社论或特刊阅读。

2. In Chinese newspapers, there are commodity introductions that are sort of like *advertorial*.

在中国的报刊上，有类似于社论式广告的产品介绍。



A credit card issued to members of a particular affinity group.

亲和卡是面对某个特定的亲和团体成员发行的信用卡

Affinity cards were first issued in the United States in the late seventies in a wide variety of different forms to cater to different interest groups. These cards were actually issued through the affinity group (which could be any non-profit organization such as a college, a union or a club) and entitled its members to various discounts and other benefits. When the idea was taken up by large banks and building societies in the UK, it was chiefly in relation to charities and the idea was skillfully used to attract new customers, while at the same time appealing to their social conscience.

在70年代末,美国以各种形式发行亲和卡,以满足不同利益集团(大学、工会或俱乐部这样的非盈利组织)的需要。持卡者可以享受各种折扣和好处。后来英国的大银行和建筑协会为慈善目的纷纷效仿,一是为了吸引新客户,二来为了唤起国民的社会良知。

Example

In the UK, the holders of *affinity cards* share a common interest in helping the charity.

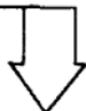
在英国,帮助慈善事业是亲和卡持有者的共同目的。



Word Bank

charity 慈善事业

affinity group 亲和集团



A proprietary name for a consumer incentive scheme under which credits redeemable for free air travel are issued to frequent flyers, or to people taking part in designated transactions, such credits may also be given as a bonus by some employers. Air miles was launched in the early eighties and quickly proved popular.

空中海里是对消费者实施鼓励的一种积分办法。航空公司给经常乘飞机的乘客,或商家给某些特定消费者累计加分,赠送免费的空中里程。雇主也用此办法鼓励对公司有贡献的雇员。

 Example

1. Estate agents are offering free *air miles* to homeowners in an attempt to get more houses on the market.

房地产商们为了提高房屋销售向房主们赠送免费空中里程。

2. A property developer has picked up more than 2.4 million *air miles* with his American Express card.

一位持运通卡消费的地产开发商已经积累了240万英里的空中里程。



Word Bank

incentive scheme 奖励办法

bonus 奖金

property developer 地产开发商



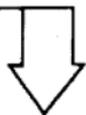
Monopoly is also an important definition to control the "antitrust". In the dictionary of law, such explanations are given: 1. Market structure with only a single seller of a commodity or service. 2. Royal privilege for the buying, selling or making of a commodity, to be enjoyed by the grantee only. 3. Under the fair Trading Act 1973, "control of one-quarter of the sales in a market". Other important aspects of antitrust policy in distinction relate to exemption of resale price fixing of branded items from antitrust prohibitions; the Robinson-Patman Act, amending the Clayton Act, which prohibits various forms price discrimination and delivered pricing.

要了解“反垄断”，需要把握“垄断”这个词的定义。法律字典的解释如下：(1) 市场中仅有一种商品或服务的经营 者。(2) 仅有被许可人才有特权进行买卖或制造商品。(3) 1973年公平贸易法规定为“控制市场四分之一的销售”。反垄断政策在销售领域的一个重要方面是，在有关反垄断禁止事项中，免除固定品牌产品的转销价格；修改《克莱顿法》后的《鲁滨逊·帕特曼法》，禁止各种形式的价格歧视和交付后的价格歧视。

Example

Two government agencies, the Department of Justice and the Federal Trade Commission, are responsible for the administration and enforcement of the *antitrust* laws in the United States.

司法部和联邦贸易委员会这两个政府部门，负责管理和执行美国的反垄断法。



APEC (Asian Pacific Economic Cooperation) is an organization dealing with the economic affairs. APEC was established in July 1989. Its 18 member nations (areas) include: USA, Japan, Canada, China, Singapore, etc. The leaders of its member nations or areas hold a conference every year. Because of the rapid economic development in Asia, especially in Southeast Asia and the "tigers", such developed countries as USA and Japan pay more attention to the annual meeting.

亚太经合组织是一个处理经济事务的组织。亚太经合组织于1989年7月成立,有18个成员国,包括美国、日本、加拿大、中国、新加坡等国家和地区。亚太经合组织每年召开一次会议,其年会分为部长级会议和首脑级会议。由于亚洲经济的迅猛发展,特别是东南亚地区和台、港、韩、新四小龙的持续经济增长,像美国和日本这样的发达国家都非常重视亚太经合组织每年的会议。

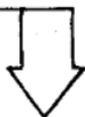
Example

1. Leaders of 18 nations of the *Asia-Pacific Economic Cooperation* forum met in Indonesia and agreed to create a gigantic free trade zone by 2020.

亚太经合组织论坛的18个国家和地区的首脑在印尼集会,并同意在2020年之前建立一个庞大的自由贸易区。

2. During the annual meeting of the 18 member APEC trade group, representatives outline a trade-liberalization plan aimed at stabilizing Asian economies.

在亚太经合组织18个成员国举行的年会上,代表们提出了一个旨在稳定亚洲各国经济的贸易自由化方案。



Arbitrage is the process of buying goods or assets in one market where the price is lower and selling them in markets where the price is higher for riskless profits. To successfully practice price discrimination firms must prevent arbitrage from occurring between the markets in which they sell the product at different prices. That act of arbitrage will tend to equalize prices between the two markets as demand is increased in the market where the price is lower causing its price to rise and supply is increased in the market where the price is higher causing its price to fall. This process may profitably continue until the difference in price between the two markets is equal to the transportation costs of moving the good from one market to the other.

指在一个市场购买外汇、证券或商品,同时在另外一个市场以高价卖出,以期由不同市场间的差价获取利益。套利可以使两个市场的价格趋于平衡。利用不同国家或地区的汇率不同进行的套利行为,称为“套汇”。

Example

Arbitrage occurs frequently and easily in finance markets.

套汇(套利)在金融市场经常而且很容易发生。

Word Bank

direct arbitrage 直接套汇, 对角套汇

indirect arbitrage 间接套汇, 三角套汇

three-point arbitrage 三角套汇

two-point arbitrage 对角套汇