

现代商务英语

Contemporary
Integrated Business English

英语

综合教程

主 编◎李荣庆 李全福
副主编◎雷淑雅 李红兵



XINSHUGUANG
新曙光
现代商务英语系列教材
高职高专适用

现代商务英语

Contemporary
Integrated English

英语

②

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内 容 提 要

《现代商务英语综合教程》(下)是高等职业教育商务英语专业高年级学生的主干课程教材。本教材内容涵盖工商领域产、供、销和对外贸易的各个环节。各单元由精读文本、词汇注释、课文详解、练习题目及辅助阅读短文组成。

教材各练习环节均为以学生为中心的教学模式而设。比如,每单元专设学生展示(PPT presentation)环节,教师可因势利导,安排互动教学。

本系列教材重视整体构建,另编有《现代商务英语听力教程》、《现代商务英语口语教程》。这些教材各单元的主题与《现代商务英语综合教程》基本一致,形成呼应关系,数种教材同时使用,可以产生课程间教学合力,为迄今比较先进的教材组合设计。本教材附带教师教学用PPT演示文稿,其中收入每单元练习题目的答案以及每篇英语文本的汉语译文,方便教师使用。

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《现代商务英语综合教程》(下)编写说明

《现代商务英语综合教程》是为高职高专商务英语专业学生量身打造的新曙光现代商务英语系列教材之一。它适应于高职高专商务英语专业高年级同学使用。本书为《现代商务英语综合教程》的下册。共计12个单元。每单元按6学时授课,可满足一个学期72学时的教学工作量。本教材各单元的主题分别为:国贸理论、国贸组织、市场营销、市场组合、促销活动、品牌战略、工商伦理、职场女性、股票债券、经济周期、保护主义、知识产权。这些主题承接上册主题,使工商领域各个环节的内容在教材中都得到体现。其中一些单元的内容较上册难度程度有所增加,体现了学习上先易后难的理念。

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前 言

新曙光现代商务英语系列教材是根据教育部“以服务为宗旨,以就业为导向”的高等职业教育战略方针,针对我国高等职业教育商务英语教学状况以及我国经济高速发展的实际情况而编写的一套系列教材。随着我国经济的快速发展和快速融入全球经济体系,各地高等职业教育的商务英语专业的设置和在校学生人数已经初具规模,商务英语专业的教材建设也越来越受到重视。教学实践经验表明,与时俱进的新型现代商务英语教材的开发对于培养出具有国际商务综合能力的学生有着十分重要的意义。新曙光现代商务英语系列教材的组织策划者和编者在该教材的开发设计和编写中就如下几个方面达成共识。

一、本套现代商务英语系列教材的建设必须以培养具有外语能力的商务技能型人才为目标。除了重视传统的听、说、读、写、译等英语专业的基本技能外,学生的商务专业技能的培养应放在突出的地位。本套教材的设计和编写注重学生的设计能力、沟通能力、交际能力、团队能力、想象能力、创新能力、批评能力、审美能力、动手能力和计算机操作等具体的技能培养。

二、本套现代商务英语系列教材应该成为推进教学改革的平台。本套教材的设计和编写融入了近年来世界范围内先进的教学理念,使创新性学习(Creative Learning)、主动性学习(Active Learning)、批判性学习(Critical Learning)、分析性学习(Analytical Learning)的求知模式能够得以实现。本套教材的编写还致力于推进以教师为中心的教学模式向以学生学习为中心的教学模式的转变。

三、本套现代商务英语系列教材的建设以就业为导向。商务英语专业具有跨学科性、专业覆盖面宽、就业面广等特点。因此,本套教材的配套设计专门考虑到几个就业岗位群的需要,这些岗位群包括涉外管理岗位群、涉外贸易岗位群、涉外服务岗位群、外语师资岗位群。本套教材的设计开发以“基础技能主干教材+岗位方向配套教材”的理念面向这些岗位群。

四、本套现代商务英语系列教材的建设吸收了近年来新的科学技术成果。本套教材采取多维立体化教材存在模式,每种教材都配有数字化辅助教学资源,从而使这套教材实现了立体化,发挥出高效的施教与学习效果。

新曙光现代商务英语系列教材在相关专业教学指导委员会、相关行业协会、学会、企业、事业单位和相关学校的关怀和支持下,必定能够成为21世纪商务英语专业的优秀教材。

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Unit One The Theory of International Trade

Contents in This Unit

1. Two pre-reading discussion questions.
2. A text on comparative advantage.
3. New words and expressions.
4. Explanatory notes for the text.
5. Some exercises to build up your skills both in English and business.
6. A PPT hands-on assignment to give you space for creation.
7. Further readings on the theory of international trade.



Pre-reading Discussions for the Text

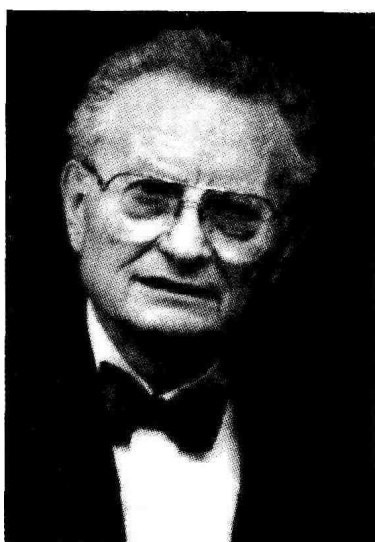
Please discuss these questions in pairs. You may talk over the topics either in English or in Chinese according to your teacher's instruction.

1. Do you often shop at local markets or at large shopping centers downtown? Discuss and explain your choice to us. You may write down some key words and phrases before you talk.

2. "Every man has his gift." What does this proverb mean? Discuss why some people can succeed in their lives. You may write down the key words and phrases before you talk.

Text: The Theory of Comparative Advantage — Historical Overview

The theory of comparative advantage is perhaps the most important concept in international trade theory. There is a popular story told amongst economists that once when an economics skeptic asked Paul Samuelson (a Nobel laureate in economics) to provide a meaningful and non-trivial result from the economics discipline, Samuelson quickly responded with “comparative advantage”. Comparative advantage suggests that each country is relatively good at producing certain products or services.



Paul Samuelson

The original idea of comparative advantage dates to the early part of the 19th century. Although the model describing the theory is commonly referred to as the “Ricardian model”, the original description of the idea can be found in *An Essay on the External Corn Trade* by Robert Torrens in 1815. David Ricardo formalized the idea using a compelling, yet simple, numerical example in his 1817 book, titled *On the Principles of Political Economy and Taxation*. The idea appeared again in James Mill’s *Elements of Political Economy* in 1821. Finally, the concept became a key feature of international political economy upon the publication of *Principles of Political Economy* by John Stuart Mill in 1848.

The theory of comparative advantage is also one of the most commonly misunderstood principles. The sources of the misunderstandings are easy to identify. First, the principle of comparative advantage is clearly counter-intuitive. Many results from the formal model are contrary to simple logic. Secondly, the theory is easy to confuse with another notion about advantageous trade, known in trade theory as the theory of absolute advantage. The logic behind absolute advantage is quite intuitive. This confusion between these two concepts leads many people to think that they understand comparative advantage when in fact, what they understand is absolute advantage. Finally, the theory of comparative advantage is all too often presented only in its mathematical form. Using numerical examples or diagrammatic representations are extremely useful in demonstrating the basic results and the deeper implications of the theory.

The early logic that free trade could be advantageous for countries was based on the concept of absolute advantages in production. Adam Smith wrote in *The Wealth of Nations*, “If a



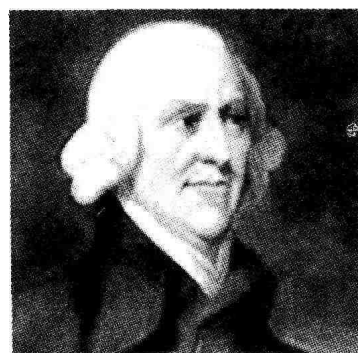
David Ricardo

foreign country can supply us with a commodity cheaper than we ourselves can make it, better buy it of them with some part of the produce of our own industry, employed in a way in which we have some advantage."

Because the idea of comparative advantage is not immediately intuitive, the best way of presenting it seems to be with an explicit numerical example as provided by David Ricardo. Indeed some variation of Ricardo's example lives on in most international trade textbooks today. In his example Ricardo imagined two countries, England and Portugal, producing two goods, cloth and wine, using labor as the sole input in production. He assumed that the productivity of labor (i. e. the quantity of output produced per worker) varied between industries and across countries. If Portugal is twice as productive in cloth production relative to England but three times as productive in wine, then Portugal's comparative advantage is in wine, the good in which its productivity advantage is greatest. Similarly, England's comparative advantage good is cloth, the good in which its productivity disadvantage is least. This implies that to benefit from specialization and free trade, Portugal should specialize and trade the good in which it is "most best" at producing while England should specialize and trade the good in which it is "least worse" at producing. If appropriate terms of trade (i. e. , amount of one good traded for another) were then chosen, both countries could end up with more of both goods after specialization and free trade than they each had before trade. This means that England may nevertheless benefit from free trade even though it is assumed to be technologically inferior to Portugal in the production of everything.

All in all, this condition is rather confusing. Suffice it to say, that it is quite possible, indeed likely, that although England may be less productive in producing both goods relative to Portugal, it will nonetheless have a comparative advantage in the production of one of the two goods.

As it turned out, specialization in any good would not suffice to guarantee the improvement in world output. Only one of the goods would work. Ricardo showed that the specialization good in each country should be that good in which the country had a comparative advantage in production. To identify a country's comparative advantage good requires a comparison of production costs across countries. However, one does not compare the monetary costs of production or even the resource costs (labor needed per unit of output) of production. Instead one must compare the opportunity costs of producing goods across countries. The opportunity cost of cloth production is defined as the amount of wine that must be given up in order to produce one more unit of cloth. A country is said to have a comparative advantage in the production of certain product if it can produce that product at a lower cost than another country.



Adam Smith

Note that the trade based on comparative advantage does not contradict Adam Smith's notion of

advantageous trade based on absolute advantage. In fact, the theory of comparative advantage is the upgraded version of the theory of absolute advantage. Advantageous trade based on comparative advantage, then, covers a larger set of circumstances while still including the case of absolute advantage. Hence, it is a more general theory.

Vocabulary

1. amongst [ə'mʌŋst] *prep.* in the midst of; among
在……之中, 在……之间
2. skeptic ['skeptik] *n.* someone who habitually doubts accepted beliefs
怀疑者, 怀疑论
3. laureate ['lɔ:riət] *n.* someone honored for great achievements
得奖人
4. meaningful ['mi:nɪŋfʊl] *adj.* having a meaning or purpose
意义深长的, 有意义的
5. trivial ['trɪviəl] *adj.* of little substance or significance
琐碎的, 不重要的
6. formalize ['fɔ:məlaɪz] *vt.* to be or make formal; to express in the symbols of some formal system
使成为正式; 使具有一定形式
7. title ['taɪtl] *vt.* give a title to a book or music, etc.
(给书籍、乐曲等)加标题, 定题目
8. contrary ['kɒntrəri] *adj.* opposed in nature, position, etc.
相反的, 相违背的
9. notion ['nəʊʃən] *n.* a vague idea, concept or opinion
观念, 概念, 看法
10. diagrammatic [daɪəgrə'mætɪk] *adj.* shown or represented by diagrams
图式的
11. demonstrate ['demənstreɪt] *vt.* provide evidence for; stand as proof of; show by one's behavior, attitude, or external attributes
证明, 演示
12. intuitive [ɪn'tju:ɪtɪv] *adj.* resulting from intuition
有直觉力的; 凭直觉获知的
13. explicit [ɪks'plɪsɪt] *adj.* precisely and clearly expressed or readily observable; leaving nothing to implication
明确的, 详述的, 明晰的
14. numerical [nju:'merɪkəl] *adj.* measured or expressed in numbers
数字的, 用数字表示的

15. sole [səʊl]
adj. being the only one; single and isolated from others
唯一的; 单独的
16. assume [ə'sju:m]
vt. take to be the case or to be true; accept without proof
假定, 设想
17. productivity [prɒdʌk'tɪvɪti]
n. (economics) the ratio of the quantity and quality of units produce to the labor per unit of time
生产率, 生产能力
18. vary ['vɛəri]
vi. make or become different in some particular way, without losing one's or its former characteristics or essence; change
变化
19. imply [ɪm'plai]
vt. express or state indirectly
暗示, 意味
20. benefit ['benɪfɪt]
vi. derive a benefit from; profit; gain
得益
21. inferior [ɪn'fɪəriə]
adj. not as good as sb./sth. else
不如的; 较差的
22. suffice [sə'faɪs]
vi. be sufficient; be adequate either in quality or quantity
足够
23. monetary ['mʌnɪteri]
adj. relating to or involving money
货币的, 金钱的
24. define [dɪ'faɪn]
vt. give a definition for the meaning of a word
定义, 解释
25. contradict [kɒntrə'dɪkt]
vt. be in contradiction with
与……矛盾, 同……抵触
26. upgrade ['ʌpgreɪd]
vt. rate higher; raise in value or esteem
提高, 改善
27. version ['vɜ:ʃən]
n. a variant form of something; type
版本; 形式
28. circumstance ['se:kəmstəns]
n. a condition that accompanies or influences some event or activity
环境, 条件, 情况
29. cover ['kʌvə]
vt. include or deal with
涉及, 包含

30. hence [hens]

adv. therefore, thence, thus

因此, 所以



Phrase and Expression

1. date to 追溯到
2. be contrary to 与……相矛盾
3. confuse with 把……和……混淆
4. live on 继续存在; 靠……为生
5. vary between 在……之间变化
6. end up with 以……而结束
7. be inferior to 在……之下; 次于; 不如
8. turn out 结果是……; 原来是……
9. all in all 总而言之
10. suffice it to say 只要说……就够了; 无须多说; 可以肯定地说



Notes for Text

1. The theory of comparative advantage is perhaps the most important concept in international trade theory.

译文: 比较优势理论也许是国际贸易理论中最重要的概念。The theory of comparative advantage 即比较优势理论, 其创始人是大卫·李嘉图(David Ricardo)(1772—1823), 他是最有影响力的古典经济学家之一。1817年他发表了《政治经济学及赋税原理》, 集中讨论了国际贸易问题, 提出了著名的“比较优势贸易理论”。

2. There is a popular story told amongst economists that once when an economics skeptic asked Paul Samuelson (a Nobel laureate in economics) to provide a meaningful and non-trivial result from the economics discipline, Samuelson quickly responded with “comparative advantage”.

译文: 经济学家当中有一个众所周知的故事, 一次有位经济学怀疑论者请保罗·萨缪尔森(诺贝尔经济学奖得主)就经济学准则提供一个言简意赅的结论, 萨缪尔森迅速回应说, “比较优势”。保罗·萨缪尔森(Paul Samuelson)(1915—2009)是第一位获得诺贝尔经济学奖的美国经济学家, 他的经典著作《经济学》1948年首次出版, 是全世界最畅销的教科书。本句包含了一个 a popular story 的同位语从句, 以 that 引导到句子结束。同位语从句中又有一个 when 引导的时间状语从句, 主语从 Paul Samuelson 到句子结束。

3. The original idea of comparative advantage dates to the early part of the 19th century.

译文: 比较优势最初的概念可追溯到19世纪初。短语 date (back) to 意为“追溯到……”。例: Oxford and Cambridge date back to the thirteenth century. 牛津和剑桥的历史可追溯到13世纪。

4. Although the model describing the theory is commonly referred to as the “Ricardian model”, the original description of the idea can be found in *An Essay on the External Corn Trade* by Robert Torrens in 1815.

译文: 虽然描述该理论的模型通常被称作“李嘉图模型”, 但这一观点的原始描述可以在罗伯特·托伦斯 1815 年写的《玉米的外部贸易》一文中找到。本句是主从复合句, 由 *although* 引导让步状语从句, 其中 *describing the theory* 为现在分词短语作 *the model* 的后置定语。to be referred to as 意为“被称作……”。例: A tax will be referred to as progressive where the tax rate increases as the base increases. 当税基增长, 税率亦增长时, 这个税就是累进税。

5. David Ricardo formalized the idea using a compelling, yet simple, numerical example in his 1817 book, titled *On the Principles of Political Economy and Taxation*.

译文: 1817 年, 大卫·李嘉图在他的《政治经济学及赋税原理》一书中, 用令人信服且显而易见的数值例子正式确立这一理论。本句为简单句, *using* 是现在分词短语作谓语 *formalized* 的方式状语, 其中 *compelling, numerical* 为形容词作 *example* 的并列定语, *yet simple* 为插入语。句中 *titled... Taxation* 是过去分词短语作为先行词 *book* 的非限制性定语。

6. The idea appeared again in James Mill's *Elements of Political Economy* in 1821.

译文: 这一概念又一次出现在詹姆斯·穆勒 1821 年所写的《政治经济学的元素》一书中。詹姆斯·穆勒(1773—1836), 英国经济学家, 在经济学史上占据显著地位。其子约翰·斯图亚特·穆勒也是英国经济学家, 通常称其为“老穆勒”, 其子为“小穆勒”。

7. Finally, the concept became a key feature of international political economy upon the publication of *Principles of Political Economy* by John Stuart Mill in 1848.

译文: 最后, 这一概念随着约翰·斯图亚特·穆勒在 1848 年《政治经济学原理》一书的出版而成为国际政治经济的主要特征。约翰·斯图亚特·穆勒(1806—1873), 19 世纪英国著名经济学家, 詹姆斯·穆勒的长子。

8. First, the principle of comparative advantage is clearly counter-intuitive.

译文: 第一, 比较优势原则显然是违反直觉的。句中 *counter-intuitive* 意为“反直觉的”, 是复合形容词; *counter* 为副词时意为“反方向地, 对立地”。例: *counter-attack* 意为“反攻”; *counter-strike (CS)* 意为“反恐(一种网络游戏)”。

9. Many results from the formal model are contrary to simple logic.

译文: 从正规的模型看, 许多结果是违反简单逻辑的。短语 *be contrary to* 意为“与……相矛盾; 与……相违背”。例: *The details in the movie are contrary to the historical facts.* 这部影片的细节违背历史事实。

10. Secondly, the theory is easy to confuse with another notion about advantageous trade, known in trade theory as the theory of absolute advantage.

译文:第二,这个理论很容易与另一个赢利贸易方面的概念相混淆,也就是贸易理论中的绝对优势理论。短语 confuse with 意为“把……和……搞混”。例:Don't confuse value with prices. 不要将“价值”和“价格”混同了。I always confuse John with his brother Peter; they are very much alike. 我总是分不清约翰和他的哥哥彼得,他们长得太像了。

11. This confusion between these two concepts leads many people to think that they understand comparative advantage when in fact, what they understand is absolute advantage.

译文:这两个概念之间的混淆导致许多人认为他们了解了比较优势,而事实上他们理解的是绝对优势。本句中 to think that... 是不定式短语,其中 that 引导的宾语从句作 to think 的宾语;整个不定式短语是宾语 many people 的宾语补足语。句中 when 意为“然而”,是转折连词,连接前后两个并列分句。例:We have only five books when we need ten. 我们只有5本书,可是我们需要10本。

12. The early logic that free trade could be advantageous for countries was based on the concept of absolute advantages in production.

译文:早期的逻辑,即自由贸易对贸易国有利,是基于绝对优势概念这个基础上的。句中 that... for countries 是同位语从句,其先行词为 the early logic。短语 be based on 意为“以……为基础;基于”。例:Judgment should be based on facts instead of hearsay. 判断应该是基于事实,而不是道听途说。Action should be based on solid facts. 行动应有确凿的事实为依据。

13. Adam Smith wrote in *The Wealth of Nations*.

译文:亚当·斯密曾在《国富论》中这样写道。亚当·斯密(1723—1790),经济学鼻祖,他所著的《国民财富的性质和原因的研究》简称《国富论》,是第一本试图阐述欧洲产业和商业发展历史的著作。他在这本书中最早提出了绝对优势理论,发展出了现代的经济学科,也提供了现代自由贸易、资本主义和自由意志主义的理论基础。

14. “If a foreign country can supply us with a commodity cheaper than we ourselves can make it, better buy it of them with some part of the produce of our own industry, employed in a way in which we have some advantage.”

译文:“如果另一个国家可以提供给我们比我们自己生产的更便宜的商品,最好的做法就是用我们自己生产的有优势的产品来换取他们的商品。”

15. Indeed some variation of Ricardo's example lives on in most international trade textbooks today.

译文:事实上,今天多数国际贸易教科书中的例子仍然是由李嘉图算例演变而来的。句

中 lives on 意为“继续存在”。例:He's ninety, but still he lives on. 他 90 岁了,还健在。

16. In his example Ricardo imagined two countries, England and Portugal, producing two goods, cloth and wine, using labor as the sole input in production.

译文:在李嘉图的算例中,假设两个国家——英国和葡萄牙,生产两种商品——布匹和葡萄酒,并且以劳动作为唯一生产投入。本句是个简单句,England and Portugal 是宾语 two countries 的同位语;producing two goods, cloth and wine 为现在分词短语作宾语 two countries 的定语, cloth and wine 是 two goods 的同位语;using labor as... 是现在分词短语,是 producing two goods 的方式状语。

17. He assumed that the productivity of labor (i. e. the quantity of output produced per worker) varied between industries and across countries.

译文:他假定劳动生产率(即每个工人的产出量)在不同行业与不同国家之间各有不同。短语 vary between 意为“在……之间变化”。例:Members in each class vary between 30 and 60. 各班的人数从 30 人到 60 人不等。注意区别:vary with 意为“根据……而变化”。例:The menu varies with the season. 菜单随季节而变化。

18. If Portugal is twice as productive in cloth production relative to England but three times as productive in wine, then Portugal's comparative advantage is in wine, the good in which its productivity advantage is greatest.

译文:如果葡萄牙布匹的生产效率是英国的 2 倍,但葡萄酒的生产效率是英国的 3 倍,那么,葡萄牙的比较优势在葡萄酒,该产品的生产力优势最大。本句为主从复合句。在 If 引导的条件状语从句中, twice as productive... relative to... (as) 是表示倍数的比较级。倍数的比较级结构为“倍数/half + as much/many + as + 被比较方”。例:The price was very reasonable; I would gladly have paid three times as much as he asked. 那个价格很合理的,我愿意出他索要的三倍价钱。句中 then Portugal's... is greatest. 是主句;其中 the good 是 wine 的同位语, in which... 是 the good 的定语从句。

19. This implies that to benefit from specialization and free trade, Portugal should specialize and trade the good in which it is “most best” at producing, while England should specialize and trade the good in which it is “least worse” at producing.

译文:这就意味着各自要从专业化生产和自由贸易中受益,葡萄牙要专门生产并交换的产品应该是生产优势“最最好的”,而英国专门生产和贸易的产品应该是生产劣势“最最小的”。本句中 that 引导两个并列宾语从句, while 为转折连词; to benefit... free trade 是不定式短语作目的状语; in which 引导的定语从句限制先行词 the good。

20. If appropriate terms of trade (i. e. , amount of one good traded for another) were then chosen, both countries could end up with more of both goods after specialization and free trade than they

each had before trade.

译文: 如果选择一个适当的贸易条件(即,一种产品与另一种产品贸易的数量),然后进行交易,这两个国家最终可能拥有两种产品比专业化生产及自由贸易以前更大的贸易量。本句是主从复合句,If 引导条件状语从句。短语 end up with 意为“结果是……,以……而结束”。例:Someone who sells short the shares may end up with very substantial losses if the price rises by a large amount. 要是价格大幅度上升,卖空股票的人士可能会蒙受巨大亏损。We had a banquet, which end up with soup. 我们举行了一个宴会,最后一道菜是汤。

21. This means that England may nevertheless benefit from free trade even though it is assumed to be technologically inferior to Portugal in the production of everything.

译文: 这意味着英国仍可从自由贸易中受益,即使英国两种产品的生产技术都不如葡萄牙。本句为主从复合句,even though 引导让步状语从句。短语 be inferior to 意为“在……之下;次于;不如”。例:Actual products are inferior to the sample. 实际产品比样品差。I would not wish to be inferior to others. 我不希望自己比别人差。

22. All in all, this condition is rather confusing.

译文: 总的说来,这种情况是相当令人费解的。all in all 意为“总的说来”。例:He has his faults, but, all in all, he is a good helper. 他虽有缺点,但总的说来,他是一个好帮手。All in all, it was a great success. 总之,那是很大的成功。

23. Suffice it to say, that it is quite possible, indeed likely, that although England may be less productive in producing both goods relative to Portugal, it will nonetheless have a comparative advantage in the production of one of the two goods.

译文: 可以肯定地说,虽然英国相对于葡萄牙可能两种商品的生产效率都不高,但就两种商品其中之一它是具有比较优势的,这是相当有可能的,也的确有可能。句子中 that it is quite possible, indeed likely 均为插入语,表示肯定的语气。Suffice (it) to say (that)... 意为“只要说……就够了;可以肯定地说;一句话”。例:Suffice it to say that his success will bring his family great hope. 一句话,他的成功将给全家带来巨大的希望。

24. As it turned out, specialization in any good would not suffice to guarantee the improvement in world output.

译文: 实际结果表明,任何商品的专业化生产都不足以保证世界商品产量的提高。As 在此是关系代词,引导一个非限制性定语从句。例:She opposed the idea, as could be expected. 正如所预料到的,她反对这个意见。As you know, Betty is leaving soon. 你是知道的,贝蒂马上就要离开了。短语 turn out 意为“结果是……,证明是……;原来是……”。例:Contrary to our expectation, the examination turned out to be a piece of cake. 出乎我们预料的是,这次考试容易极了。suffice to do sth. 意为“足够做某事”。例:One example will suffice to illustrate the point. 举