

新视点互动英语系列教材

外贸英语

(下册)

总 主 编 张维友 李亚丹
本书主编 王 军



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总 序

进入 21 世纪,全球化进程加速,中国入世,使外语人才市场发生了巨变,随之而来的是我国高等教育新一轮的变革。其突出表现在两个方面:一是人们更加关注人才综合素质的培养;二是更加强调人才实际工作能力的锻炼。由此引发了对大学外语教学理念、教学模式、培养方案、课程体系、教学内容、教学手段、教学方法等一系列的改革。在这场改革大潮中,新教材的编写与使用首当其冲,因为教材是崭新教学理念、教学内容和教学方法的集中体现。近年来,根据教育部新修订的《高等学校英语专业教学大纲》和《关于外语专业面向 21 世纪本科教育改革的若干意见》的精神,各地出版社先后组织专家教授编写英语教材,做了大量卓有成效的工作,我国的英语教材市场开始呈现出百花齐放的开放性局面。全日制本科高等院校在英语教材编写方面已经走到前面,遗憾的是,高职高专、成人高校的英语教材一直相对滞后。为此,我们组织武汉大学外国语学院、华中师范大学外国语学院、武汉理工大学外国语学院等多所名校英语专业教师,组成编审指导委员会,认真分析了上述高校当前教学现状和人才培养情况,尤其是对师生需求进行了调查研究,精心编写了这套新视点互动英语系列教材,供广大师生选用。

新视点互动英语系列教材由语言技能、语言知识和专业知识三个板块组成,囊括了听、说、读、写、译等专业技能,语音、语法、词汇等语言知识,商务、旅游、英语国情等相关的知识和技能。全套教材具有以下几方面特点。

一是编写队伍实力强大。参与教材编写的都是长期从事相关课程教学、实践经验丰富的英语专业教师,他们思维活跃,思想开放,锐意创新,具有良好的业务能力和职业素质,保证了教材编写的高质量。

二是编写理念新颖。本套教材冠以“新视点”,意味着全套教材融入了崭新的编写理念。作者在各种教材中尽量吸取外语教育、二语习得、跨文化研究、现代教育技术等多方面的研究成果,强调课堂合作互动,加强学习策略指导,提倡探索性学习,使学生在语言技能、语言知识、文化意识、感情态度、专业技巧等各方面全面发展。

三是选材时代气息浓。各门课程在选材上尽量能反映英语国家现代社会的科学技术、文化习俗、文学艺术、风俗习惯等信息,与时俱进,富有时代气息。

四是任务形式活泼。本系列教材以“互动”为特色,主要体现在教材的任务活动和练习上。教材打破传统的“以教师为中心”的教学方法,以学生为主体,精心设计每项活动,方便师生互动、生生互动,着力培养学生的语言实际运用能力。

五是针对性强。本系列教材是专门为高职高专、成人高校、广播电视大学及同类学校而编写,因为这些学生有其自身的学习特点,更加注重职业技能的学习,这正是本套教材的着力点,即更加突出实践性、实用性和技能性。

优秀教材普通具有很大的灵活性和广泛的适用性。尽管新视点互动英语系列教材专为高职高专、成人高校英语学生“量身定做”,但对部分本科学生及所有英语爱好者来说也有一定的参考价值。

编写新视点互动英语系列教材是一次有益的尝试,是英语教材市场的重要组成部分,我们热切地期望能为外语人才培养提供一片新天地。

新视点互动英语系列教材编审指导委员会

2005 年 9 月

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编审说明

英语是外贸活动的国际语言,近年来人们学习外贸英语的要求与热情与日俱增。为适应这一需要,外贸英语教学活动在世界范围内正在蓬勃开展。它不仅是不少大学设立的一门专业,而且已成为一些国际商业大公司必设的一门培训课程。随着我国对外开放的不断深入,国际商务活动日益频繁。本书正是为满足高等院校相关专业教学及国际商务活动需要而编著的。

本书共 20 单元,分为上、下两册,每册十个单元。各个单元均有一个交际话题、一篇阅读文章及写作话题,首页简要介绍了该单元学习者主要练习的内容和情景。各单元包括:

● **会话:**依据各交际话题所涉及的交际情景,提供 2—3 段会话材料。会话力求构思真实精炼,语言地道得体,主要用来训练不同场合和背景下商务活动和生活接待中常用的对话内容和口语词句,以提高学习者的听说能力。

● **课文:**课文长度在 1000 词左右,是涉及国际商务活动知识的相应阅读材料。为帮助学习者加深对课文的理解,并联系本人所熟悉的信息进行口头练习,各篇课文均附若干个问题。

● **写作:**针对国际商务活动所需要的相关内容,如建立业务关系、询盘、保险、代理等等,简介其意义,并提供 2—3 篇范文。写作部分主要用来训练不同情景下写作各种商务信函的能力。

● **练习:**练习是针对各单元的重点内容而设计的,包括口语、翻译和写作练习。其中的口语练习以句型替换方式,使学习者灵活运用多种词句表达相同的意思,与翻译和写作练习一样,达到举一反三的效果。

● **补充读物:**各个单元均附一篇补充读物,以增加学习者对课文相关话题的接触,并激发他们学习英语的兴趣。

● **练习答案:**为给学习者提供最快的反馈,检测其学习效果,在各单元的最后附有练习答案。

本书以培养学生实际应用能力和英语交际能力为目标,形散而神不散。既可一课一课循序渐进来学,亦可随意组合,如单挑对话先学;既可以从头到尾、按部就班地学习本书,也可以为应付某一特定场合而临时抱佛脚地学习某一章节。无论怎样组合,只要掌握了每个单元的精髓,达到了该单元提出的要求,就能成为优秀的国际商务英语人才。

本书取材广泛,注重内容的多样性和趣味性、规律性和实用性,既适合作为高等院校(含高等职高专、成人高校)英语、外贸类专业教材,也适于国际贸易、进出口业务从业人员及其他英语爱好者使用。

本书由武汉大学外语学院王军主编,宋海燕、李加莉、何琼、金琳、李霞参加编写。

由于国际商务活动领域比较广泛,对外业务谈判情况比较复杂,本书内容难免有考虑不周和安排不当之处,恳请有关专家、学者和广大读者不吝批评指正,以便不断修订完善。

中国广播电视出版社高等教育编辑中心
新视点互动英语系列教材编审指导委员会

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Unit Eleven

Sustainable Alternative to the Global Economy

学习目标

- 通过对话，了解如何建立经济关系；
- 了解世界经济发展趋势；
- 学会写作关于商品介绍和推销的商业信函以及向客户介绍本公司的商务代表等等。

Conversations

1. The following conversation between Steven and Li is aimed to promote their established friendly business relationship between the two parties.

- S: First of all, I would like to thank you for your kind invitation extended to me to visit your beautiful country. I hope my visit will help promote our established friendly relationship.
- L: We've been looking forward to your visit. It is always more convenient to have face-to-face discussions.
- S: Yes. I would like to tell you that my clients are very satisfied with the last delivery of your plastic slipper. They find the styles and colors are to the taste of our consumers.
- L: We've received some similar comments from other Australian firms too.
- S: This is just what I want to discuss with you. I understand you are selling the same products to some other Australian importers. This tends to complicate my business. As you know, I am experienced in the business of slippers and enjoy a good business relationship with all the leading wholesalers and retailers in that line. I have a mind to ex-

pand this business in the years to come.

L: I see.

S: So, one of the reason of my visit here is to sign sole agency agreement with you on this item for a period of 3 years. As it is to our mutual interest and profit, I am sure you'll have no objection to it.

L: We appreciate your good intention and our effort in pushing the sale of our slippers. But as you know the demand for this item in your market is substantial. However, according to our records, the total amount of our order last year was moderate, which does not warrant an agency appointment. Unless you increase the turnover we can hardly appoint you as our sole agent.

S: I'll come to that. My proposal is: plastic slippers of all sizes. 50,000 pairs annually within the area of the whole Australian market. We expect a 5% commission, of course.

L: As far as I remember, we sold about 40,000 pairs last year to you alone. Don't you think the annual turnover for a sole agent is rather conservative?

S: Well, I admit I always do business on the safe side. Could you let me have your proposal then?

L: Let's put it this way. I propose a sole agency agreement for ladies' and gents' plastic slippers (excluding children's) for duration of 3 years; 60,000 pairs to be sold in the first year, 70,000 pairs in the second year, and 80,000 pairs in the third year. The area is within the continent of Australia (excluding any neighboring islands). Commission: 5%.

S: You are sure hard on me, Mr. Li.

L: On the contrary, Mr. Smith, we value your friendship more than anything else. We both understand that our slippers are very popular in your market on account of their superior quality and competitive price. And with the Sole Agency in your hand, there will be no competition and you could easily control the market, which would naturally result in bigger sales. I'm sure you can fulfill the agreement without much difficulty.

S: Well, if you put it this way, I have to comply. When shall we sign the contract, Mr. Li?

L: Tomorrow afternoon.

S: Tomorrow afternoon will be fine.

2. Mr. Smith is discussing with Li over agency agreement.

L: I'm pleased to meet you again, Mr. Smith.

S: So am I, Mr. Li.

L: It's full 2 years since we last saw each other.

S: So it is, I've come again to renew our sole agency agreement for another 2 years.

L: We shall be pleased to talk over the matter with you. You've done very well in fulfilling the agreement.

S: I'm glad you're satisfied with our work I can assure you we've spared no effort and

spent quite a sum of money in pushing the sales of your products.

L: Yes, we appreciate your efforts in pushing the sale of our pianos. We can see you are experienced in this line.

S: Thank you.

L: But I think the annual sale of 300 pianos for a sole distributorship in Canada is rather too small. You actually sold around 400 pieces last year. We are sure that you can sell more this year according to the marketing conditions at your end.

S: That is the result of our hard work. Well, what annual quantity would you suggest for the new agreement then?

L: 500 pieces.

S: No, no. That's more than we can possibly manage. Let's put it at 450 pieces. And we'll strive to sell more, of course. We wish to add another clause. For every 50 piece sold in excess of the quota, we will get 1% more in commission for our efforts.

L: All right, let's fix it at 450 pieces then. And for every additional 50 pieces of pianos sold, we'll give you 1% more commission.

S: I suppose all the other terms remain unchanged.

L: We would like to make a specific mention of one other point. As our sole distributor, you will neither handle the same or similar products of other origin nor re-export our goods to any other area outside your own.

S: No, certainly not. That's the necessary restriction.

L: Another thing is that we would like to receive from you every six months a detailed report on current market conditions and the user's comments on our products.

S: Yes, we've done that. I've brought this report with me. I'll present it to the manufacturers tomorrow when we meet.

L: Good. That's all from me.

S: Very well. Let's call it a day.

Passage

Sustainable Alternatives to the Global Economy

Economic Globalization

Economic globalization - the trend toward an ever more integrated global market economy controlled by transnational corporate institutions - is profoundly changing the face of the Earth, with serious implications for the survival of the Earth and its people. Conventional pundits constantly tell us that economic globalization is good and inevitable. Growing the world economy is the key to our and the rest of the world's future prosperity. The benefits of "free market" global capitalism will inevitably trickle down to the worlds' people.

Left unexamined is its' shadow side. For it is this pattern of economic globalization that is widening the gap between rich and poor, and skewing the economy in terms of race and income, to the deliberate disadvantage of people of color, working and poor people in the San Francisco Bay Area, and other US metropolitan regions. Job losses through corporate downsizing, exporting job overseas and military base closures have had a heavy impact on the region, as many displaced workers have not found comparable employment and pay in other sectors of the local economy. Growth is causing widespread environmental destruction, waste of natural resources and social instability through unsustainable urban sprawl development patterns. This reality is not revealed by conventional economic indicators, such as the Gross Domestic Product (GDP), which do not disaggregate social, economic and environmental impacts, or differentiate between productive and destructive activities, or between sustainable and unsustainable ones. Furthermore, the increasing concentration of economic power and decision-making in supranational institutions which have no public oversight or accountability undermines the foundations of democratic values and institutions.

Sustainable Development vs. Sustainable Growth

How can we attain economic prosperity, ecological sustainability and social justice in a globalized era? First, it is important to distinguish between "sustainable development" and sustainable growth. Growth fundamentally contradicts the goal of ecological sustainability, because there are ecological limits to the depletion of natural resources and the amount of waste that the Earth's sinks can absorb. By contrast, ecologically sustainable development is grounded in a steady-state economy - one that does not exceed the regenerative and assimilative capacities of natural ecosystems, according to economist Herman Daly. In short, it is a system of energy and resource flows that does not take out more than can be regenerated or absorbed. Current resource consumption and waste generation levels in the post-industrial capitalist economies of the North far exceed these capacities. Add to this the aspirations of Southern countries to achieve the same standard of living and consumption levels as the North, and we have the recipe for widespread ecological collapse and social chaos. But, growth proponents typically understate or ignore these concerns, since their primary focus is on short-term returns, i.e. the next quarter's earnings. Sustainability, in any meaningful sense of the word, is about long-term impacts, consequences on future generations and life-cycle costs. Neoliberal global economic principles do not account for these realities.

Sustainable development is often defined as the ability to meet current needs without compromising the ability of future generations to meet their needs. This definition was popularized by the World Commission on Environment and Development - also known as the Brundtland Commission - in its 1987 report to the United Nations General Assembly. It provided the underpinning to much of the 1992 UN Conference on Environment and Development, commonly referred to as the Earth Summit. But, this is an incomplete and inadequate definition, as Sharachchandra

Lele points out. It is based upon several unexamined assumptions, and is often co-opted and defined synonymously with “sustainable or managed growth” by the private sector and public policy-makers alike. It ignores the sociopolitical roots of poverty and economic injustice, while assuming that “we” are all middle class consumers wanting to do the ecologically correct thing. It does not answer the question of what is to be sustained, for whom and for how long. It does not clarify the complex ecological, as well as social conditions that are elemental to sustaining social, economic and environmental well-being. Nor does it address production and consumption patterns of Northern post-industrial capitalist economies and the needs of Southern countries whose resources and labor have been used to create Northern wealth, but the majority of whose people have received few to none of its benefits. A strategy of deploying more “green technology” and eco-management practices is not sufficient to address issues of redistributive justice, participatory decision-making and cultural self-determination. These issues are central to the social, economic, political, cultural and environmental challenges facing diverse societies around the globe.

Sustainable Community Development Alternatives

Sustainable community economic development integrates economics, ecology and justice. It embraces multicultural and biological diversity, democratic process and control over public and natural resources, and participatory decision-making. It considers how current decisions will impact people and ecosystems seven generations from now. It is a development model that (while recognizing that trade with other places is possible and sometimes desirable) emphasizes local community and the bioregion as a more appropriate scale for achieving greater community well-being and quality of life. Alternative development strategies that foster more diversified local economies can create greater prosperity for more people (especially people of color, working and poor people) without being dependent on a highly unstable and speculative corporate global economy. They also work to reclaim the value of biological and human diversity in balance with nature, which supports all life. Examples include community-supported urban agriculture, community currencies, local exchange trading systems, recycled product manufacturing, community development banks, localized alternative renewable energy production and efficiency programs, public works programs to retrofit and “green” the urban infrastructure - housing, buildings, water, energy and transport systems, to name a few.

Reorienting our awareness, and grounding public policy in a bioregional framework, can help us to better plan and account for the social, economic and environmental consequences of our actions. A bioregion, also called a “life place” or “life region,” is described as an interconnected geographic area, often defined by a watershed. It shares similar patterns of plant and animal life, climate and other patterns, including unique cultures that develop out of living in a place in harmony with its natural ecosystems. This is an emerging concept that has significant implications for ecological economics and sustainable economic development. It suggests a different magnitude of scale with which to think about and engage primary social, economic and environmental rela-

tionships.

Getting There

How do we get there? There is no shortage of good ideas and working examples, but for the most part they have not reached the consciousness of the public, policy makers or the media. There is no one way to achieve social justice and ecological sustainability, but there are some common principles and elements that can be derived from a survey of diverse initiatives from around the world.

An excellent examination and compilation of some of this work can be found in *A World that Works: Building Blocks for a Just and Sustainable Society*. It covers a wide range of perspectives, working examples and strategies about how to link justice and sustainability, how to counter transnational corporate hegemony over the economic globalization process and how to realize just and sustainable communities. No one example, perspective or strategy is a panacea, but there is incredible richness in the critiques and alternative possibilities that are presented. International contributors offer critiques of the G-7's globalization strategy, help to define what is real wealth, and share perspectives on what works for linking sustainability with justice, building sustainable communities and livelihoods, democratizing science and technology, and building international security and peace.

The global Fair Trade, or alternative trade, movement works to empower low-income, disadvantaged or otherwise marginalized farmers, artisans and small producers around the globe by enabling the exchange goods (farm products, textiles, handicrafts etc.) based on principles of ecological sustainability, social and economic justice. This growing network of producers and buyers fosters inter-local and global economic relationships that help build and support local sustainable communities.

Future Directions

What is urgently needed is more dissemination of these (and other) ideas and mutual learning. Wider associations and collaborations among people's organizations and networks, which can support enhanced inter-local (local and global) organizing strategies, are also needed. These organizing strategies must be grounded in holistic vision and an integrated social, economic, environmental, cultural, political and spiritual framework for creating sustainable communities. Such communities must be rooted in their unique local/regional social, cultural and environmental contexts, realizing that tendencies toward majority tyranny must be tempered if social justice is to be realized. Governance structures and sovereignty issues must be engaged around systemic issues of participatory democratic process, ownership and control of public and natural resources, and the accountability of institutions (public and private) for the public good. These, and a variety of other steps, are necessary in order to foster a higher degree of public exposure, critical discourse and civic engagement around economic and development choices that truly foster multicultural community, ecological sustainability and justice.

Questions:

1. What is the shadow side of economic globalization according to the article?
2. What is the difference between Sustainable Development and Sustainable Growth?
3. How can we attain economic prosperity, ecological sustainability and social justice in a globalized era?
4. What does the sustainable community mean?
5. How will the sustainable community alternatives influence the future direction?

Words and Expressions

pundit /'pʌndɪt/ <i>n.</i>	博学者
downsizing	减少规模
disaggregate /dɪs'ægrɪgeɪt/ <i>v.</i>	使崩溃, 分解, 聚集
unsustainable /ˌʌnsəsə'steɪnəbl/	不能持续发展的
supranational /ˌsjuːprə'næʃənəl/ <i>adj.</i>	超国家的, 超民族的
undermine /ˌʌndə'maɪn/ <i>v.</i>	破坏
depletion /dɪ'pliːʃən/ <i>n.</i>	损耗
regenerative /rɪ'dʒenərətɪv/ <i>adj.</i>	再生的, 更生的
assimilative /ə'sɪmɪlətɪv/ <i>adj.</i>	同化的, 同化力的
proponent /prə'pəʊnənt/ <i>n.</i>	建议者, 支持者
understate /'ʌndə'steɪt/ <i>v.</i>	打着折扣说, 保守地说, 有意轻描淡写
compromise /'kɒmprəmaɪz/	危及……的安全
underpinning /'ʌndə'pɪnɪŋ/ <i>n.</i>	基础, 支柱, 支撑
deploy /dɪ'plɔɪ/ <i>v.</i>	展开, 配置
participatory /pɑː'tɪsɪpeɪtəri/ <i>adj.</i>	供人分享的
reclaim /rɪ'kleɪm/ <i>vt.</i>	收回
hegemony /hi(:)'geməni/ <i>n.</i>	霸权
panacea /ˌpænə'siə/ <i>n.</i>	万能药
marginalize /mɑːdʒɪnəlaɪz/ <i>vt.</i>	使处于社会边缘, 使脱离社会发展进程
dissemination /dɪ'semi'neɪʃən/ <i>n.</i>	分发
holistic /həʊ'listɪk/ <i>adj.</i>	整体的, 全盘的

Notes

1. GDP: Gross Domestic Product 国内生产总值
2. Sustainable Development vs. Sustainable Growth 可持续性发展 vs. 可持续性增长
3. SAGE: Sustainable Alternatives to the Global Economy. SAGE exposes the locally disruptive social, economic and environmental consequences of economic globalization on urban communities in the US, and advocates for alternatives that promote multicultural community, ecological sustainability and justice.

Writing

Business Letter of Introduction

There are two parts to writing a business letter of introduction, Introducing a person or company and Introducing a product, equipment or service. The following explains how to write both types of business letter of introduction.

1. Introducing a person or company

Introduce the person or company and give the reason(s) for the introduction. If possible, express the reasons in terms of the reader's interest.

In the business letter of introduction, give background information from your personal experience about the person, service, product, or company.

Indicate any referral action you've taken, but avoid obligating the reader. Make it easy for the reader to make contact.

Express appreciation for any courtesy shown to the person being introduced.

2. Introducing a product, equipment or service

Introduce the product, equipment or service immediately.

Explain how the new product, service, or equipment differs from whatever is already available. Is it less expensive? Easier to use? More accurate? Safer? State exactly what its significance is.

Mention any exceptions to primary use or application. Who is ineligible to use this service, product, form, equipment? What are its limitations?

Make the item or service easy to investigate.

Sample letter of introduction

Dear Miss Pretext,

I want to introduce you to Excuses Inc.. I have been doing business with them for quite some time. We have joint ventures concerning the fabrication of lies and excuses -all ventures that you, too, might be interested in pursuing.

Excuses Inc. is opening an office in your area. Mr. Deception, who is to be in charge of that location, is a good friend of ours, very personable, and extremely knowledgeable about our industry.

To give you a better idea of Excuses Inc. activities, I am enclosing a recently prepared brochure.