

全国高职高专国际贸易、商务英语规划系列教材

商务英语泛读



李娜 孙静 主编



电子工业出版社

PUBLISHING HOUSE OF ELECTRONICS INDUSTRY

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内 容 简 介

本书共分 10 章, 内容包括国际贸易、国际经贸组织、企业文化、品牌与品牌名称、国际竞争、营销、促销、报价、电子商务和经济危机十大主题。每章由 Text A、Text B 和 Text C 3 篇文章组成, 每篇文章以教学目标、导入、独立阅读和词汇预习作为课前任务, 以课堂阅读、词组、词汇、句子和讨论作为课堂任务和课后任务。通过任务引导学生积极预习、练习和复习, 在完成阅读任务的同时扩大商务英语的理论知识面, 培养英语的阅读技巧, 提高专业英语的阅读能力。

本书既可作为高职高专、商务英语专业及相关专业教材, 也可作为有关从业人员的培训教材或阅读参考书。

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前 言

本教材的编写目的在于使学生通过不同主题的商务英语文章的学习，了解商务英语的语言特点，扩充专业英语知识，提高阅读速度。

本书共分 10 章，内容包括国际贸易、国际经贸组织、企业文化、品牌与品牌名称、国际竞争、营销、促销、报价、电子商务和经济危机十大主题。每章由 Text A、Text B 和 Text C 3 篇文章组成，每篇文章以教学目标、导入、独立阅读和词汇预习作为课前任务，以课堂阅读、词组、词汇、句子和讨论作为课堂任务和课后任务。通过任务引导学生积极预习、练习和复习，在完成阅读任务的同时扩大商务英语的理论知识面，培养英语的阅读技巧，提高专业英语的阅读能力。

本书的特点如下。

1. 编写理念新

本教材构建了“任务驱动”的教学模式，每个单元以完成具体的任务为线索，把教学内容巧妙地隐含在每个任务中，教师在“任务驱动”下展开教学活动，引导学生由简到繁、由易到难、循序渐进地完成一系列“任务”，从而得到清晰的思路、方法和知识的脉络。在完成“任务”的过程中，培养学生分析问题和解决问题的能力。

2. 题材新颖

本教材参照国内外最新资料，每篇文章针对本单元的中心话题，从最新的视觉进行陈述，使学生的视野更加开阔。

3. 以学生为主体

每个单元都为学生精心设计了实训练习，教师不再是课堂的绝对中心，而是作为学生学习的引导者、课堂教学的组织者。本教材力求最大限度地调动学生课堂参与的积极性，以让每个学生得到尽可能充分的训练为目标。“练”是“任务驱动”教学的关键，是从不会到会的过程，也是“任务型”学习的最基本途径。

4. 教材适用性广

本教材在组织编写过程中注重不同学校、专业的教学要求，充分考虑高职高专学生的英语基础和程度，语言简洁流畅，通俗易懂，最大限度地使教材与学生的基础相适应，与实际需要相吻合，缩小教材与教学实际的差距。本教材不仅适用于高职高专商务英语专业的学

生，也适用于旅游英语专业、旅游管理专业、国际贸易专业、报关专业和物流专业等相关专业
的学生。另外，还适用于使用英语从事涉外商务活动的广大商务工作者。

本书由李娜、孙静担任主编，张萌、戴晓晖、于占英和解珍芳担任副主编，孙祥来、
李海霞、李燕和李丽参与编写。由于编者水平有限，书中疏漏之处在所难免，恳请广大读者
批评指正。

编 者

2010年3月

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Chapter 1

Survey of International Trade

Overall Task 1: Learning Objective

- To know about the history of international trade. 了解国际贸易的历史。
- To grasp the theories of international trade. 掌握国际贸易的原理。
- To get familiar with unique problems related with international trade. 熟悉国际贸易中特有的问题。

Overall Task 2: Lead In

Trading, the exchange of goods and service, is the one of the most basic activities of mankind. It has existed in every society, every part of the world, and actually every day since a primitive man swapped an animal skin for stone chisel. International trade, in nature, is just like any other trade except that it crosses international boundary lines. The following lessons will help us understand the history of international trade, some trade-related theories, and some trade-related issues as well.

Text A

Pre-class Task 1: Read text A once for the main idea. Do not refer to the notes, the glossary, or dictionaries.

Pre-class Task 2: Read text A a second time for a better understanding of the



main points and discuss the following questions.

1. How was trade conducted in earlier times?
2. What measures did they take when nations sensed a threat to their domestic economics?
3. Which act referred to in the passage reduced US tariffs?
4. Which organization grew out of Bretton Woods Conference? What did this organization aim for?
5. Why does a large market area greatly stimulate economic growth and prosperity?

History of International Trade

International trade today little resembles European commerce as it existed between the 16th century and the 19th century. Trade in earlier times was conducted largely between a mother country and its colonies. It was conducted according to strict mercantilist principles. The colonies were supposed to supply the mother country with raw materials, and they were expected to buy all finished goods from the mother country. Other forms of trade were forbidden to the colonies, but many of them evaded these restrictions.

Growth of Free Trade

The repeal of the Corn Laws by Great Britain in 1864 ended Britain's long-standing policy of protectionism. During the 19th century, many European nations made commercial agreements with each other easing their tariff rates. Lower tariffs and the growth of population and industry caused trade to soar in the 19th century.

Two World Wars and Great Depression

In the 20th century two world wars and a major depression caused severe disturbances in international trade. Nations, sensing a threat to their domestic economies, sought to protect themselves from further disturbances by erecting various barriers to trade.

The Hawley-Smoot Tariff, which was enacted by the United States in 1930, raised high tariffs to even higher levels, making it difficult for foreigners to sell goods to the United States.

Collapse of the Gold Standard

The situation became even worse after Great Britain abandoned the gold standard. The nations that were closely related to Britain, including most of the members of the Commonwealth of Nations, followed Britain's example. Other nations also abandoned the gold standard. As the means



of making international payments broken down and trade restrictions increased, some countries had to resort to barter to obtain foreign goods.

International trade was in such severe straits during the depression that a World Economic Conference was held in 1933. This conference, however, was unable to halt a rash of currency devaluations, tariff increases, and quota arrangements.

Reciprocal Trade Agreements Act

In 1934, US Secretary of State Cordell Hull persuaded Congress to pass the Reciprocal Trade Agreements Act. This law authorized the President to negotiate tariff cuts with other nations. The Reciprocal Trade Act provided for protection of US industries in the event foreign imports increased to such a degree that US businesses were injured. This protection included peril point and escape clauses, under which tariff cuts could be refused or rescinded if a US industry suffered economic hardship. Despite the protectionist clauses in the act, US tariffs were substantially reduced.

In the postwar period devastated countries badly needed imports to supplement their limited domestic production. Yet they could spare no goods for export to earn the necessary foreign currencies. The US dollar, as the world's strongest currency, was in great demand. Other countries took measures to prevent depletion of their precious dollar supplies.

Bretton Woods Monetary Conference

Shortly before the end of world war II, members of the United Nations met at Bretton Woods, NH, to discuss ways of reducing the financial barriers to international trade. The International Monetary Fund was established as a result of the conference. The Fund was designed to encourage the growth of international trade by stabilizing currencies and their rate of foreign exchange.

GATT

In the early postwar period, more than 20 nations met in Geneva, Switzerland, to negotiate tariff reductions. When any two nations reached an agreement to reduce tariffs on a product, the benefits were extended to all participating nations. This was an application of the so-called most-favored-nation clause.

The Geneva tariff agreements were written into the General Agreement on Tariffs and Trade (GATT). GATT also established standards for the conduct of international trade. For example, the agreement prohibits nations from placing quotas or limits on imports, except under very special circumstances.



Regional Trade Blocks

After World War II a number of free trade areas were formed to solve trade problems on a regional basis. Tariffs on goods moving within these areas were to be abolished. Some of the groups also erected a single tariff on the goods of outsiders coming into their common area. Such groups are called customs unions. The goal of all the trade blocs was to merge small political units into large geographic entities in which goods could be freely manufactured and sold. A large market area greatly stimulates economic growth and prosperity. These trade blocs are: Benelux, the European Coal and Steel Community (ECSC), the European Economic Community (EEC or Common Market), the European Free Trade Association (EFTA), the Council for Mutual Economic Assistance (COMECON), the Latin American Free Trade Association (LAFTA), the Central American Common Market (CACM), the Caribbean Free Trade Area (CARIFTA), the Caribbean Community and Common Market (CARICOM).

Notes

1. mercantilist principles: 重商主义原则。
2. protectionism: 保护主义。-ism 翻译为××主义，如 socialism 译为社会主义，Marxism 译为马克思主义。
3. great depression: 大萧条。这是美国所经历的时间最长、最为严重的经济不景气时期，它以 1929 年 10 月纽约股市股票价格的暴跌为起点，直到 1941 年年末美国参加第二次世界大战后才结束。
4. the gold standard: 金本位制。
5. This protection included peril point and escape clauses under which tariff cuts could be refused or rescinded if a US industry suffered economic hardship. 此句是介词 under 提前的 which 引导的定语从句。which 指代 escape clauses 例外条款，peril point 指危险点。
6. GATT: General Agreement on Tariffs and Trade. 译为关税及贸易总协定。1947 年，23 个工业国家在日内瓦召开会议讨论互相减少贸易壁垒事宜。他们最后达成了关税及贸易总协定，减少了 45000 项商品的关税。

Pre-class Task 3: Read text A again to study the following glossary in the context.



Glossary

- | | |
|----------------------------------|----------------------------------|
| resemble v. 像, 类似 | devaluation n. 贬值 |
| colony n. 殖民地 | quota n. 配额 |
| be supposed to do 应该, 被期望 | reciprocal a. 互相给予的, 互惠的 |
| evade v. 逃避, 规避 | authorize v. 授权, 批准, 委托 |
| restriction n. 约束, 限制 | negotiate v. 谈判, 协商, 议定 |
| repeal v./n. 废除, 撤销 | peril point 危险点 |
| long-standing a. 长期存在的 | escape clause 例外条款 |
| tariff n. 关税 | rescind v. 废除 |
| soar v. 高涨, 猛增 | substantially ad. 实质上, 大体上 |
| disturbance n. 混乱 | devastate v. 毁坏, 使荒芜 |
| erect v. (formal) 建立 | spare v. 抽出, 让出, 分出 |
| enact v. 制定(法律), 通过(法案) | currency n. 通货, 货币; 流通, 通用 |
| collapse n. 倒塌, 崩溃 | depletion n. 损耗 |
| abandon v. 放弃, 遗弃 | stabilize v. (使) 稳定, (使) 稳固 |
| break down 损坏, 发生故障; 失败, 破产 | most-favored nation clause 最惠国条款 |
| resort (to) v. 求助于 | prohibit v. 禁止, 阻止 |
| barter n. 物物交换, 易货 | circumstance 环境, 条件, 情况 |
| strait n. 窘迫, 困难 | abolish v. 废除, 废止 |
| halt v. (使某人, 某物) 暂停 | custom union 关税同盟 |
| rash (of sth.) n. 令人不愉快的事物突然大量出现 | merge v. (使) 合并, (使) 结合 |

In-class Task 1: Comprehension Task

Mark each of the following statements with "T" for True or "F" for False according to what you have learned from text A.

1. International trade today has many differences with European commerce as it existed between the 16th century and the 19th century.
2. After 1864 Great Britain ended long-standing policy of protectionism.
3. As the means of making international payments broken down and trade restrictions increased, some countries couldn't obtain foreign goods.



4. In the Reciprocal Trade Agreements Act there was no the protectionist clause, US tariffs were substantially reduced.

5. The Geneva tariff agreements prohibit nations from placing quotas or limits on imports unless it is under very special circumstances.

In-class Task 2: Term Task

Please translate the following terms.

宗主国	原材料
制成品	国内生产
美元储备	自由贸易
商业协定	关税税率
国际支付	货币贬值
quota arrangement	reciprocal trade agreement
foreign currencies	most-favored-nation clause
customs unions	trade blocs
escape clauses	mercantilist principles
economic depression	domestic economy

In-class Task 3: Vocabulary Task

Fill in the blanks with the words or expressions given below. Change the form where necessary.

resemble	repeal	soar	depression	abandon
currency	negotiate	merge	supposed	long-standing

1. Business _____ usually causes misery among the working class.
2. She _____ her husband and children and went off with another man.
3. You will need some cash in local _____ but you can also use your credit card.
4. Those who want to _____ the latest trade union legislation have formed a ginger group within the TUC.
5. Put simply, because personas _____ real people, they're easier to relate to than feature lists and flowcharts.
6. If the birds have not flown for three years, they will _____ into the clouds.
7. The _____ government with the opposition party over the new law.
8. Compared with the _____ friendship between the two countries, their boundary dispute is only a temporary and limited issue.
9. We _____ not _____ be at the party for an hour yet.



10. The big company _____ various small businesses.

In-class Task 4: Sentence Task

I . Please translate the following sentences into Chinese.

1. The colonies were supposed to supply the mother country with raw materials, and they were expected to buy all finished goods from the mother country.
2. As the means of making international payments broken down and trade restrictions increased, some countries had to resort to barter to obtain foreign goods.
3. This conference, however, was unable to halt a rash of currency devaluations, tariff increases, and quota arrangements.
4. When any two nations reached an agreement to reduce tariffs on a product, the benefits were extended to all participating nations. This was an application of the so-called most-favored-nation clause.
5. The goal of all the trade blocs was to merge small political units into large geographic entities in which goods could be freely manufactured and sold.

II . Please translate the following sentences into English.

1. 如果一个国家没有外汇储备，没有贷款，也不可能通过谈判达成其他协定，那么唯一的选择就是易货交易。
2. 第二次世界大战后，出现了各种跨国经营活动，比如商品和劳务贸易，对外直接投资和技术转让。
3. 通过国家贸易，富裕国家可以更高效地使用其劳动力、技术或资本等资源。
4. 发达的工业国家仍居国际贸易的主导地位，其贸易额占世界贸易总量的一半以上。
5. 资源在世界各国的不均衡分布决定着世界贸易的格局。

After-class Task: Discussion

From text A, we know the history of international trade. Please discuss with your partner the reality of international trade.

Text B

Pre-class Task 1: Read text B once for the main idea. Do not refer to the notes, the glossary, or dictionaries.

Pre-class Task 2: Read text B a second time for a better understanding of the main points and discuss the following questions.

1. How would you define international trade?



2. Why did international trade first begin?
3. What is the new incentive for trade with the development of manufacturing and technology?
4. Which are two theories of international specialization? Which theory makes more sense?
5. Is comparative advantage something static? Is it purely decided by the endowments of nature? Give examples to show the development of comparative advantage by certain countries.

The theories of International Trade

International trade can be defined as the exchange of goods and services produced in one country with those produced in another.

In the complex economic world, no country can be completely self-sufficient. The distribution of natural resources is uneven. Some countries are abundant in resources, while elsewhere reserves are scarce or even nonexistent. And a country may be rich in some resources but poor in others. For instance, Britain has large reserves of coal but lacks some metal reserves. Kuwait has vast oil deposits but little farm produce. And Japan relies heavily on import for most of the primary commodities. That is the reason why international trade first began.

With the development of the manufacturing and technology, there arose another incentive for trade, i.e. international specialization — one country producing more of a commodity than it uses itself and selling the remainder to other countries. Such specialization constitutes an important basis for international trade.

Absolute advantage and comparative advantage are two theories of international specialization. Both theories attempt to determine which goods a country should produce for itself and export to other countries and which goods it should import from other countries.

The theory of absolute advantage holds that a commodity will be produced in the country where it costs least in terms of resources (capital, land, and labor). This theory is illustrated in the following table. To be more illustrative, let us assume there are only two countries producing two commodities under perfect competition:

Output per man-year of labor		
	Country A	Country B
Computers	50	10
Cars	20	40

From the above table, we can see that a man in Country A can produce 50 computers in a year but only 10 in Country B. On the other hand, one man in Country B can produce 40 cars in a year but only 20 in Country A. So Country A is more efficient in producing computers than Country B,