

21 世纪高职高专经济 · 管理类规划教材

INTEGRATED COURSE OF BUSINESS ENGLISH

Language 2

TRAINING

# 商务英语综合教程

主编 贺雪娟 李细平



中南大学出版社

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# 21 世纪高职高专经济、管理类规划教材

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# 总 序

近几年来，我国的高等职业教育以自己鲜明的特色，独树一帜，迅速发展，打破了高等教育界传统大学一统天下的局面，在适应现代社会人才的多样化需求、实施高等教育大众化等方面，做出了重大贡献，在国内外日益受到界的关注与重视。

1999年6月中共中央、国务院召开第三次全国教育工作会议，作出了“关于深化教育改革，全面推进素质教育的决定”的重大决策，决定中明确提出要大力发展高等职业教育，培养一大批具有必备的理论知识和较强的实践能力，适应生产、建设、管理、服务第一线急需的高等技术应用性专门人才。为此，教育部召开了关于加强高职高专教学工作的会议，进一步明确了高职高专是以培养技术应用性专门人才为根本任务；以适应社会需要为目标；以培养技术应用能力为主线设计学生的知识、能力、素质结构和培养方案；以“应用”为主旨和特征来构建课程和教学内容体系；高职高专的专业设置要体现地区、行业经济和社会发展的需要，以适应社会对职业人才的需求；教材可以“一纲多本”，形成有特色的高职高专教材系列。

由于高等职业教育本身具有鲜明的职业特征，要求我们在改革课程体系的基础上，认真研究和改革课程教学内容及教学方法，努力加强教材建设。但迄今为止，符合职业特点和需求的教材却还不多。在湖南省职业教育教材编写委员会及湖南省教育厅教育科学研究院职业教育与成人教育研究所指导下，由湖南省内18所高职高专院校长期从事高等职业教育、有丰富教学经验的资深教师共同编写的《21世纪高职高专经济、管理类规划教材》，由中南大学出版社出版，这是一件大好事，值得庆贺和推介。

本套教材以教育部教高〔2002〕2号文件《关于加强高职教育人才培养的

意见》为指导，按高等职业教育应用型人才培养目标与规格要求编写，吸取了以往高职教育教材建设方面的成功经验，并反映了最新科研学术成果与教改成果，在突出高职教育教材特色方面进行了有益探索，其主要特点是：① 教材内容紧扣高职高专教学大纲，理论知识以必需、够用为度，以“应用”为宗旨，简明扼要，使教材好教好学。② 教材遵循经济领域相关的新准则、新政策、新惯例，并兼顾上岗证考试、资格证考试，突出实用性、操作性，注重理论联系实际、案例教学及技能训练。③ 在编写体例和内容结构上有所创新，取材新颖，博采众长。④ 语言表达上，通俗易懂，趣味性强，适合高职高专层次学生使用。

由于编写时间紧，教材中也有不尽人意之处，但作为全省高职高专教师们集体合作、团结攻关的成果，为我省高职高专教材建设开了一个好头。各高职高专院校在使用本套教材时，可结合各校的实际情况，灵活运用，并随着教学改革的深入，进行充实、修改，使之日臻完善。

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## 前 言

随着我国经济在入世后进一步发展,经济领域中的各个方面、各个环节也进一步融入了世界经济,经贸英语专业的学生作为未来的贸易工作者必须时刻关注瞬息万变的经济活动,具有系统化的经济知识。本书较全面地编写了与经济活动密切相关的诸多领域的英语文章,如世界贸易组织,跨国公司经营,企业战略管理,国际市场营销,国际金融,证券与股票,保险业,国际商法和电子商务等,反映了该领域的较新动态。

本书紧扣高等职业教育《商务英语》教学大纲,在编写上采用了十分新颖实用的体例,每一章节包括一篇课文,一篇案例分析,一篇对话练习,使读者能在丰富多样的语言环境下更好地理解文章。每章的课文是概念性的文章,深入浅出地介绍了本章的主题,读者能从中掌握该主题的必要词汇;案例分析则以生动形象的语言介绍一个著名案例,其后还设计了灵活多变的课堂讨论题,激发读者的想象力;对话练习是同一主题的对话训练,读者可以在模拟情境下进行口语训练,从多方面提高英语语言能力;每章后还提供了一篇提高性的补充读物,供有兴趣的读者选读。本书充分考虑了高职高专学生的特点,在课文选材上尽量突出实用、易懂的特点;形式上新颖活泼,集听、说、读、写于一体,对学生进行综合性训练,增加其实际应用语言的能力。在整本书的编排上也做到了脉络清晰、层次分明,紧扣教学课时。

《商务英语综合教程》是经贸英语专业学生在学习其专业课程前的一门必修课,通过学习该书,学生可以对经济领域有一个整体的概念,将来能够更好地从事经贸类的工作。另外,由于该书广泛地收录了经济领域各个方面的优秀文章,经贸类其他专业的学生,如:国际贸易,涉外会计,市场营销,证券投资,电子商务等,也可以通过学习扩大其视野,因此本书也可作

为从事经济工作的在职人员学习英语的教材，以提高商务英语的理论水平和语言能力。

本书由长沙民政学院应用外语系贺雪娟副教授和湖南对外经济贸易职业学院商务外语系李细平高级讲师主编，长沙民政学院应用外语系刘玉丹、湘潭职业技术学院黄淑纯、湖南经济管理干部学院尹秋燕、湖南科技职业技术学院李江春担任副主编。第一章由湖南对外经济贸易职业学院李细平、张敬编写；第二章由湘潭职业技术学院黄淑纯、负庆莲编写；第三章由湖南铁道职业技术学院李璐编写；第四章由湖南经济管理干部学院尹秋燕、唐娅娇编写；第五章由株洲科技职业技术学院袁伟征编写；第六章由湖南科技职业技术学院李江春编写；第七章由交通职业技术学院刘圣明编写；第八章由湖南科技大学商学院邹定斌编写；第九章由长沙民政学院刘玉丹、易敏编写；湖南大学外国语学院廖瑛教授在审稿过程中，对本书提供了许多宝贵的意见，全书由贺雪娟统稿。

在本书编著过程中，作者借鉴参考了大量国内外出版的商务英语文献，在此谨向原著者诚表谢意。由于经验有限，不足之处在所难免，欢迎各位同行专家和广大读者不吝赐教。

编者



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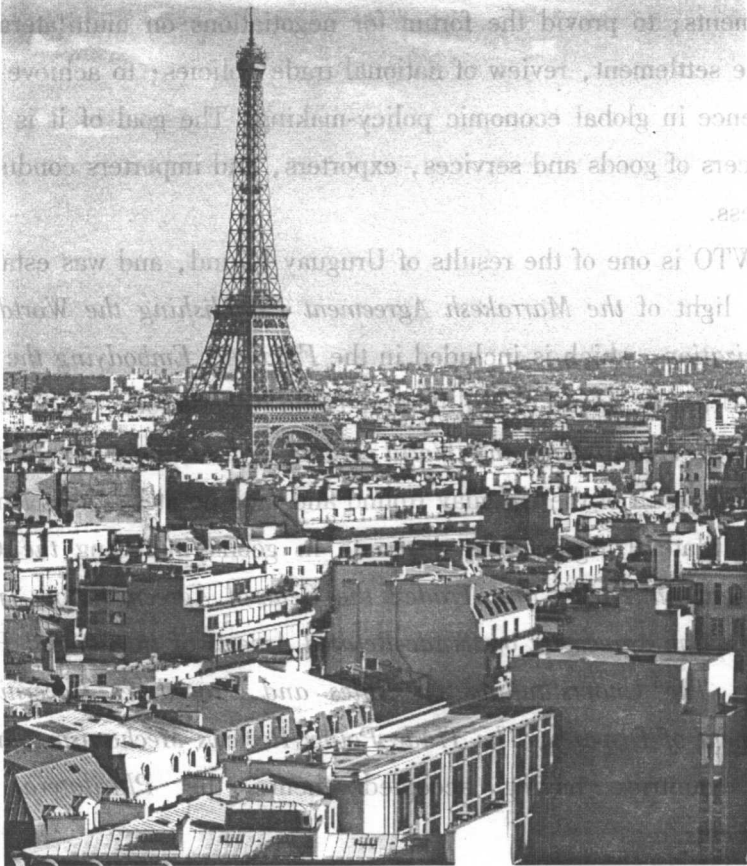
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# Unit 1 WTO and China

## What is the WTO?

With the development of science and technology, global economy becomes closer and closer. It is necessary for us to know the very important international economic organization, WTO and its relationship with China.



By April, 2003, the WTO had 146 members. At the same time,

## **Text**

### **What is the WTO?**

WTO: The World Trade Organization is the legal and institutional foundation of global trading system. It establishes the basic rules and obligations for member countries to follow and provides a mechanism for effective dispute resolution. Its main functions are as follows: to facilitate implementation, administration and operation of the covered agreements; to provide the forum for negotiations on multilateral trade dispute settlement, review of national trade policies; to achieve greater coherence in global economic policy-making. The goal of it is to help producers of goods and services, exporters, and importers conduct their business.

WTO is one of the results of Uruguay Round, and was established in the light of *the Marrakesh Agreement Establishing the World Trade Organization*, which is included in the *Final Act Embodying the Results of the Uruguay Round of Multilateral Trade Negotiations*. *The Marrakesh Agreement Establishing the World Trade Organization* constitutes the principal result of the Uruguay Round and incorporates, in its Annexes, the multilateral Agreements on trade in goods including *the General Agreement on Tariffs and Trade*, *the General Agreement on Trade in Services*, *the Agreement on Trade-Related Aspects of Intellectual Property Rights*, *The Understanding on Rules and Procedures Governing the Settlement of Disputes*, *The Trade Policy Reviews Mechanism*, and, for those countries having accepted them, the *Plurilateral Trade Agreements*.

By April, 2003, the WTO had 146 members. At the same time,

the WTO had more than 30 governmental observers which were in the process of acceding to the World Trade Organization, and 7 international organizational observers to General Council. The aim of the WTO is, as clearly indicated in its name, to be universal.

The Secretariat: around 500 staff, headed by a Director-General, based in Geneva. Provision is made, in Article VI of the WTO Agreement, for the establishment of a Secretariat and the appointment of its Director-General. It was agreed by Ministers that GATT Secretariat would become the Secretariat of the WTO. At present, it has approximately five hundred staff members. The WTO Secretariat is based in Geneva, Switzerland, at the Center William Rappard.

Successor to GATT: Although the WTO is not, formally and legally speaking, a successor agreement to GATT of 1947 in the sense of the international law of treaties, the WTO multilateral system can be considered the successor to the former GATT system. Wider coverage and a genuine thrust for universal participation, however, make the WTO system clearly distinct from the old GATT system.



### Vocabulary

1. obligation *n.* 契约, 义务, 职责
2. embody *vt.* 收录, 包括, 包含
3. multilateral *a.* 多边的
4. constitute *vt.* 包括, 组成
5. annex *n.* 附件
6. procedure *n.* 程序, 手续
7. accede *vi.* [与 to 连用] 加入, 参加
8. secretariat *n.* 秘书处, 书记处

9. thrust *n.* 刺, 猛推



### Notes

1. WTO: the World Trade Organization 世界贸易组织
2. to facilitate implementation, administration and operation of the covered Agreements 便利相关协议的履行、管理和实施
3. to provide the forum for negotiations on multilateral trade 为多边贸易提供谈判场所
4. dispute settlement 贸易争端
5. review of national trade policies 审议成员方的贸易政策
6. to achieve greater coherence in global economic policy-making 实现全球经济决策更大一致性
7. Uruguay Round 乌拉圭回合(UR)
8. Marrakesh Agreement Establishing the World Trade Organization (WTO Agreement) 《马拉喀什建立世界贸易组织协定》(《建立世界贸易组织协议》)或简称《WTO 协定》和《马拉喀什宣言》。  
注:马拉喀什位于摩洛哥。
9. Marrakesh Agreement Establishing the World Trade Organization, which is included in the *Final Act Embodying the Results of the Uruguay Round of Multilateral Trade Negotiations*. 定语从句修饰 *Marrakesh Agreement Establishing the World Trade Organization*, 可以翻译为: 该协定包含在乌拉圭回合多边谈判成果的最后文本中。
10. *The Marrakesh Agreement Establishing the World Trade Organization* constitutes the principal result of the Uruguay Round and incorporates, in its Annexes, the multilateral Agreements on... the *Plurilateral Trade Agreements*. 《马拉喀什建立世界贸易组织

协定》及其附件不仅包含了乌拉圭回合谈判的主要成果，还包括：①包含了《关贸总协定》的有关货物贸易的多边协议，②《服务贸易总协定》，③《与贸易有关的知识产权协定》，④《贸易争端解决规则与程序的谅解》，⑤贸易政策审议机制，⑥诸边贸易协议。

#### 10. *Multilateral Agreements on Trade in Goods*《有关货物贸易的多边协议》

\* *General Agreement on Tariffs and Trade (GATT)*《关贸总协定》

\* *General Agreement on Trade in Services (GATS)*《服务贸易总协定》

\* *Agreement on Trade-Related Aspects of Intellectual Property Rights*《与贸易有关的知识产权协定》(*Trade-Related Aspects of Intellectual Property Rights* 简称 TRIPS)

\* *Understanding on Rules and Procedures Governing the Settlement of Disputes (DSU)*《贸易争端解决规则与程序的谅解》

\* *Trade Policy Reviews Mechanism (TPRM)*《贸易政策审议机制》

\* *Plurilateral Trade Agreements*《诸边贸易协议》



### Exercises

#### i. Answer the questions according to the text:

1. What is the goal of WTO?
2. What was established by the Marrakesh Agreement?
3. How many international organizational observers to General Council are there in WTO?
4. How many staff members are there in the Secretariat at present?
5. What makes WTO clearly distinct from the old GATT system?
6. Where is the WTO Secretariat based?

7. By April, 2003, how many members did the WTO have?
8. How many functions does WTO have?

**ii. Translate the following sentences into English :**

1. 尽管他的成绩很好,但是他还是很谦虚。(modest)
2. 世界贸易组织多边体系可以看作是关贸总协定体系的继承者。  
(the successor to)
3. 世界贸易组织为全球贸易制定规则,并解决各国间的贸易争端。  
(dispute)
4. 中国为许多国家提供农产品。(provide for)
5. 他们的破产是挥霍的生活方式导致的后果之一。(one of the results of)

**iii. Translate the following sentences into Chinese :**

1. The aim of the WTO is—as clearly indicated in its name—to be universal.
2. The World Trade Organization is the legal and institutional foundation of global trading system.
3. The Secretariat: around 500 staff, headed by a Director-General, based in Geneva.
4. The goal of WTO is to help producers of goods and services, exporters, and importers conduct their business.
5. WTO is one of the results of Uruguay Round, and was established in the light of the Marrakesh Agreement Establishing the World Trade Organization, which is included in the Final Act Embodying the Results of the Uruguay Round of Multilateral Trade Negotiations.



iv. *Fill in the blanks with the following phrases in their proper forms:*

meet with   come into being   face with   take measures  
approximately   cope with   find out  
hold considerable advantage   existing   relate

1. No one can \_\_\_\_\_ him in English.
2. You must \_\_\_\_\_ all the challenges bravely in all your life.
3. He \_\_\_\_\_ many serious ordeals, but he overcame them.
4. He \_\_\_\_\_ in running because he has been trained on it.
5. Scientists have already \_\_\_\_\_ how SARS works.
6. The stone is the only \_\_\_\_\_ thing after the big fire.
7. It is time for you to \_\_\_\_\_ now.
8. The PRC \_\_\_\_\_ on Oct. 1, 1949.
9. His income is \_\_\_\_\_ ten thousand dollars a year.
10. I can't \_\_\_\_\_ what he does with [to] what he says.

## **Case Study**

### **China and the WTO**

#### **China's Accession to the WTO**

China was an original signatory to the GATT of 1947, but the Nationalist government in Taiwan withdrew China's membership in 1949. The PRC applied to resume its status as a contracting party in 1986. China's Working Party was established in 1987, and had more than 20 formal sessions. When the WTO came into being on January 1, 1995, China requested conversion of the Working Party to consider the terms of accession to the WTO.