

李新萍 主编

# 大学英语

# 阅读教程

## 经济篇

对外经济贸易大学出版社

# 大学英语阅读教程

## 经济篇

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## 编者的话

在目前世界经济一体化的大潮中,我国加入 WTO 使得市场对既懂经贸知识,又懂英语的人才的需求量不断上升。本书的编写目的是为了帮助大学生和英语学习爱好者提高经贸英语阅读理解能力。在编写过程中,我们力求使内容通俗易懂,集知识性、实用性和趣味性为一体。努力做到既能提高读者的经贸英语阅读理解能力,又能丰富读者的经贸基础知识。

我们在编写过程中,力求使本书具有如下特点:

1. **知识性** 注重经贸专业的基本概念,经济常识和国际商务活动中的跨文化交际等方面的知识,注重专门用途英语的表达和内容的通俗易懂。

2. **趣味性** 注意题材多样化和内容的趣味性。课后练习形式多样,有较强的启发性。

3. **实用性** 注重内容的实用性,尽量选择与经济生活和经贸活动密切相关并有实际应用价值的内容,使学习者学有所获。

本书的内容共有 35 个单元,每个单元有两篇课文,每篇课文后均配有注释和练习,有利于读者理解课文,巩固所学知识。本书附有练习参考答案及词汇表,便于大学生和从事经济贸易活动的在职人员学习使用。

本书由李新萍任主编,单凌云、马莹辉任副主编。其中,李新萍负责编写 Units 2, 3, 4, 5, 8, 11, 13(Text B), 15, 20, 24, 25, 26, 27, 28, 29, 31, 32, 33;单凌云负责编写 Units 1(Text A), 6, 7, 9, 10, 13(Text A), 14, 16, 18, 19, 21, 22, 30;马莹辉负责编

写 Units 1(Text B), 12, 17, 23, 34, 35。全书的修改、统稿工作由李新萍、单凌云、马莹辉完成。

由于编者水平有限,错误在所难免。恳请同行和读者提出宝贵意见。

编者

2004年6月 于北京

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# UNIT 1

## TEXT A

### Pre-reading Study

Get yourself familiar with the following words and expressions:

conversion *n.* 转化, 转变

distribution *n.* 分销

marketing *n.* 市场营销

### What Is Business?

Business is a word that is commonly used in many different languages. But exactly what does it mean? The concepts and activities of business have increased in modern times. Traditionally, business simply meant exchange or trade for things people wanted or needed. Today it has a more technical definition. One definition of business is the production, distribution, and sale of goods and services for a profit. To examine this definition, we will look at its various parts.

First, production is the creation of services or the changing of materials into products. One example is the conversion of iron ore into metal car parts. Next, these products need to be moved from the factory to the marketplace. This is known as distribution. A car might be moved from a factory in Detroit to a car dealership in Miami.

Third is the sale of goods and services. Sale is the exchange of a product or service for money. A car is sold to someone in exchange for money. Goods are products that people either need or want; for example, cars can be classified as goods. Services, on the other hand, are activities that a person or group performs for another person or organization. For instance, an auto mechanic performs a service when he repairs a car. A doctor also performs a service by taking care of people when they are sick.

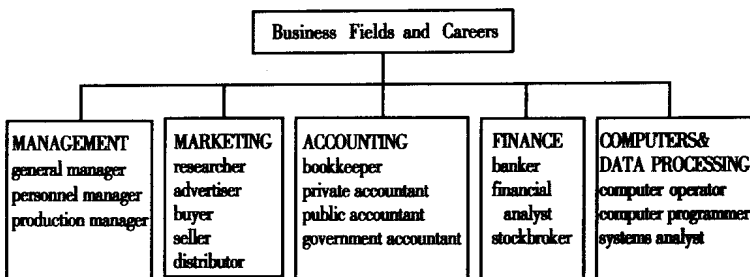
Business, then, is a combination of all these activities: production, distribution, and sale. However, there is one other important factor. This factor is the creation of profit or economic surplus. A major goal in the functioning of an American business company is making a profit. Profit is the money that remains after all the expenses are paid. Creating an economic surplus or profit is, therefore, a primary goal of business activity.

Business is an increasingly important activity throughout the world today. Consequently, the opportunities for a business career have grown in variety and number. There are now five broad fields, or areas, of business that offer exciting careers:

- management
- marketing
- accounting
- finance
- computers and data processing

Within each of these fields are specific jobs in which you can specialize. For example, within the field of marketing you can specialize in market research, advertising, buying, selling, or distribution. The figure below shows general career opportunities that

are available in the various fields of business.



In choosing a business career, there are several questions you may want to ask. For instance, does the work interest you? Are there any areas of business for which you have an aptitude or special capability? What are the opportunities involved, such as salary, chance for advancement, and demand (or need) for the job? Answers to these kinds of questions and careful planning will help you choose a suitable and successful career in business.

## After-reading Activities

### I . Determine which of the following statements are true and which are false.

1. Business is not just one activity but a combination of different operations, such as production, distribution, and sale.
2. From ancient to modern times the definition of business has remained the same.
3. Moving a truckload of oranges from the orchard to the supermarket is an example of production.
4. A salesclerk provides a service by answering customers' questions.

5. The opportunities for a business career have grown in variety and number.

**II . Substitute appropriate terms for the italicized words or phrases in the sentences below :**

careers field aptitude advancement consequently  
variety offer suitable specialize in salary

1. Because computers and data processing is a growing field, the opportunities for *upward movement* are great. \_\_\_\_\_
2. There is a wide *range* of careers in the business world. \_\_\_\_\_
3. The employee quit his job because of the poor *amount of money earned* . \_\_\_\_\_
4. The *area* of marketing offers different types of jobs, such as advertiser or distributor. \_\_\_\_\_
5. The computer programmer had a(n) *appropriate* job because he didn't like to work with people. \_\_\_\_\_
6. Business *professions* offer opportunities in the areas of management, marketing, accounting, finance, and computers and data processing. \_\_\_\_\_
7. Because the young accountant had a(n) *special capability* for mathematics, he was very successful. \_\_\_\_\_
8. A person may *train in* different types of management, such as personnel or production management. \_\_\_\_\_

**III . Match these parts of the business definition with the following real-life situations.**

- ★ production of goods
- ★ distribution of goods

- ★ sale of goods
- ★ sale of services

### Examples:

Iron ore is made into metal car parts.	<u>production of goods</u>
A car is moved from a factory to a car dealership.	<u>distribution of goods</u>
A salesperson sells a car.	<u>sale of goods</u>
An auto mechanic repairs a car.	<u>sale of services</u>
1. A shipment of grain is transferred from a boat to a truck.	_____
2. A chemical plant turns raw materials into fertilizer.	_____
3. A salesperson from a concrete manufacturer convinces the owner of a building materials company to buy a shipment of drainage pipes from his company.	_____
4. A warehouse ships books to a bookstore.	_____
5. A manufacturer receives silicon chips and puts them into minicomputers.	_____
6. A dentist repairs a child's broken tooth.	_____
7. A train moves truck parts across the country.	_____
8. A grocer exchanges groceries for money.	_____
9. A waitress takes your order for lunch.	_____
10. A farmer plants vegetables for harvest in the fall.	_____

## TEXT B

### Pre-reading Questions

1. What kinds of jobs do you expect to find in job markets?
2. What expectations do you have on the wage rates and the working

conditions?

3. What do your future employers expect from you? Make a list.

## **Workers in a Market Economy**

### *Workers and Employers*

Without a central planning organization, workers and their employers determine their relationship through a series of independent decisions. This doesn't mean that they always negotiate as equals (地位等相同的人), or that workers are always happy with their jobs and rates of pay. But it does mean that employees and employers have a great deal of freedom in deciding to begin, change, or end their relationship. And that raises a basic question: what keeps a worker and firm together in a market economy, or leads them to change their relationship?

The kind of job a worker has in a market economy depends first and foremost on his or her individual interests, training, and skills. People are free to pursue any career they choose, but only those who are able to meet basic performance standards in the jobs they choose will remain on an employer's payroll. In competitive markets, firms simply can't afford to keep paying workers who can't, or won't, do the jobs they were hired to do. But by the same standard, workers who make solid contributions to a firm's production of goods and services are very valuable employees whom many different firms would like to employ.

To keep the services of those current workers, firms have to offer competitive wages and terms (条件) of employment compared to other firms. That competition among workers looking for good jobs, and firms looking for good workers, is a constant activity in most labor

markets.

The wage rates that firms will pay to workers are mainly determined by the productivity of workers, and by the relative scarcity (缺乏) or abundance (充足) of workers with those skills. In general terms, workers who can make or do things that many consumers like, and that only a small number of people are able to do, will command the highest wages.

Other factors influence that relative scarcity, however. For example, unpleasant or dangerous working conditions can mean wage and salary premiums (额外补贴; 奖金) for those workers, because many people aren't willing to do those jobs. Coal miners generally make more than file clerks; steelworkers who build skyscrapers earn more than general laborers who dig foundations for such buildings.

### *Education and Training*

Jobs that require more training and education also tend to command higher salaries, other things being equal, because these workers give up years of working to acquire the skills necessary for access to the higher-paying jobs — and because the education itself requires intelligence and hard work to complete. Engineers and architects (建筑师; (船舶等的)设计师) are, on average, highly paid in most market economies — in large part for these reasons.

Training, education, and level of effort may all influence income, but one very important factor is society's demand for a particular skill or line of work. Skilled plumbers or electricians often command higher fees than carpenters or auto mechanics; but a carpenter who is a skilled cabinetmaker or a master mechanic may be in extremely high demand and command high wages that reflect the value of his or her skills.

## Prices and Wages

The education and training issue also shows that the decisions workers make in labor markets are, once again, strongly influenced by various prices, and especially by wage rates. These prices for labor are in turn influenced by the demand for the products and services for which workers are hired. As a result, wages in different occupations rise and fall over time in large part because of changes in the prices for those consumer goods and services.

International trade can also be an important factor in determining overall demand. Industries and companies that can compete successfully and export to foreign markets open more jobs and career opportunities for workers — just as imports from these countries offer them, as consumers, a wider choice of goods at competitive prices.

Workers who prepare for careers that experience strong growth in demand will gain from their foresight (远见, 深谋远虑). Those who try to cling to (坚持, 墨守) jobs in declining markets using traditional skills will often be disappointed, and may even find themselves unemployed. They will need training, whether provided through their own resources, by government, or by their employer. But that, too, is part of the strong system of incentives that directs more resources — labor resources in particular — into the production of goods and services that consumers want most, and away from those no longer in demand.

## After-reading Activities

I. Fill in the blanks with the words given; change the forms if necessary.

pay	investment	economy	bear
labor	lower-paying	pursuit	risk