

**英汉国际经济贸易指南**  
**AN ENGLISH-CHINESE GUIDEBOOK TO**  
**INTERNATIONAL ECONOMICS & TRADE**

**SUZHOU UNIVERSITY PRESS**

**苏州大学出版社**

(苏)新登字第 015 号

**英汉国际经济贸易指南**

朱叶 洪庆福

苏州大学出版社出版发行

江苏省新华书店经销

宜兴市第二印刷厂印刷

开本 850×1168 1/32 印张:15.5 字数 387 千

1994 年 4 月第 1 版 1993 年 4 月第一次印刷

印数 1—5000

ISBN—81037—079-0/Z·2 定价:12.80 元

苏州大学出版社出版的图书若有印刷装订错误,可向承印厂调换

## FOREWORD

This book provides a concise yet comprehensive guide to both the diversified fields of knowledge and the varying aspects of general practice, involved in international economics and trade. It is especially designed for

- (1) everyone engaged in or aspiring to engage himself/herself in the career of international business;
- (2) managers and all business persons in business entities and export-import companies either in or outside China; and
- (3) university students majoring in international business and related disciplines such as international economic cooperation, trade, management, and marketing.

It consists of 30 chapters, or 30 subjects, theoretical and practical, within the field of international business, each of which is made up of 5 parts:

- (1) Introduction (Essential concepts and ideas of the subject);
- (2) Conversation (An example of oral discussion or business talk);
- (3) Highlights (Guiding principles, methods and techniques, etc.);
- (4) Documentation (Samples of business documents, reports, etc.); and
- (5) Glossary (Words and expressions often used in the field of the subject).

The book, written in both English and Chinese, can richly serve either as a guide to the theory and practice of international business or as a coursebook for teaching and learning Business English in university classrooms. It can also justifiably be used in a good number of other capacities under a variety of circumstances, among which are, to list a few, a teach-yourself book, a handbook for consultation of how to conduct business talks, fill out commercial documents, draft market reports, handle shipment and go through the Customs, etc., and an integral part of the file on the manager's desk.

## 前言

本书旨在对于国际经济贸易分门别类的知识和变化万千的实践，提供一部简明然而又是综合性的指南。该指南适用于下列各类人员：

- (1) 正在从事或者意欲从事国际商务的所有人员；
- (2) 中国境内外商业企业和进出口公司的经理和业务人员；
- (3) 主修国际商务以及国际经济合作、贸易、管理和营销等一切有关学科的大学生。

全书共有三十章，亦即国际经贸领域中三十项理论与实践的课题。每章由以下五个部分组成：

- (1) 课题介绍（基本概念和主要内容）；
- (2) 实用会话（口头讨论或商务洽谈的实例示范）；
- (3) 要点综合（指导原则、方法与技巧等）；
- (4) 文件资料（商务文件、报告等实例示范）；
- (5) 专用词语（课题中的常用词语）。

本书文字采用英、中文对照，极为适于作为中外人士国际商务理论与实践的指南，以及大学生学习商务英语的教科书。同时，读者可以根据不同的实际情况将此书作不同的用途，或作自学教材，或作便携手册。凡遇洽谈商务、填写商业文件、起草市场报告、办理货运和申报关税等，均可查阅此书，这肯定是每位经理案头不可或缺的必备书籍。

The reader enjoys option of reading the book in whatever way he or she wishes; to start from the macro to the micro, or from the theoretical to the practical, or in line with the arrangement of the book. However, it is also fruitful to begin with the chapters of greatest appeal now and come to other chapters at a later time. Finally, the reader is well-advised to refer, from time to time, to the glossary in the last part of the book for an enhancement of his/her word power and enrichment of vocabulary of technical terms in the prospering field of international economics and trade.

All experienced readers know that two sentences written in two different languages but expressing the "same" idea, will generally take different lengths, which will, more often than not, results in the loss of unity in format. This volume is no exception to this "general rule". In order to benefit readers with the most satisfying bilingual-cross-reading utility, we have but to bear this "opportunity cost".

We wish to acknowledge our indebtedness to all the authors whose books of substantial knowledge of international economics and trade we have consulted throughout quite a number of years and particularly the past year when we worked on this book. Their names will cover quite a few pages; therefore, we hereby extend our sincere gratitude to every author whose name we put down in the *Bibliography* for the inspiration and valuable ideas in their works that have made this book possible or better. However, we are particularly grateful to Sayre D. Andersen and Bonnie J. Andersen, of Wayne State College, Nebraska, U. S. A., both of whom have meticulously read the English manuscript of our book and enabled us to contribute this book with really idiomatic English.

Zhu Ye      Hong Qingfu

January 1994

读者使用本书可以按照各自的意愿,采取自由灵活的方式:既可以先宏观后微观,也可以先理论后实践,当然也可以按本书的安排循序渐进地学习。即使读者先从现时最感兴趣的章节入手,然后再学习其它章节,也同样受益。最后,还请读者经常查阅书后的《专用词语汇编》,以便在国际经贸这一前途无量的领域中丰富自己的专业词汇量,并增强用词能力。

一切有经验的双语读者都知道,两种语言中表达“同一”意思的两个句子,其长度一般说来是不一样的,这时常导致格式的不一致。本书对此“通规”亦不能例外。为了能使读者获得最大的双语参照阅读满足,我们不得不承受这样的“机会成本”。

我们在多年的工作,尤其是在编写本书的过程中,参阅了大量有关国际经贸的文献和专著,所有这些著作均使我们获益匪浅。这些著作的作者姓名将长达多页,无法在此一一列举,因此我们谨向收入本书《参考文献》的每一位作者致以衷心的感谢,感谢他们的著作的启示和丰富内容使得本书的写作得以可能或改善。然而,我们在此还是要特别向美国内布拉斯加州韦恩州立学院 Sayre D. Andersen 先生和 Bonnie J. Andersen 女士表示谢忱,他们俩位极其仔细地审阅了本书的英文稿,使我们能够以真正地道的英文向读者献上本书。

朱 叶 洪庆福

一九九四年一月

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苏州大学出版社

SUZHOU UNIVERSITY PRESS

## Chapter One

# A New Era for International Economics

### Introduction

Any economist who is not feeling the earth move beneath his or her feet is living in the past and unprepared for the future. In every aspect of economic thoughts, we are now experiencing dynamic differences that affect the continued validity of our theories and principles. As time passes, these differences, especially that of the long-held generalizations about demand and supply, will be increasing in frequency and intensity to almost seismic proportions. Something unusual, puzzling and powerful, is at work in every strain of thinking about political economy and international economics. In a word, the phenomenon of change is gaining on us.

Evidence of change in the business sector also surrounds each of us, whatever our industry or role. We see startling technological changes brought about by the microchip, the laser, genetic engineering, and the industrialization of space. Social changes abound, including the dissolution of the nuclear family, the changing roles of women, the aging of our population, the fitness revolution and decentralization of institutions. To make matters more complicated, many an economy is stunned with inflation, deflation, up-down interest rates, and a recurring cycle of panic-hope-panic over national deficits.

Where is all this taking us? What role should economists assert in societies in ruins, with a decaying physical infrastructure and a collapsing fiscal nightmare, or in states swarming with foreign competitors while experiencing a rebirth of basic ideas and strengths?

# 第一章 国际经济的新纪元

## 课题介绍

任何一位经济学家如果对其立足的世界之运动毫无感觉的话，那他只能算是生活在过去，并且对未来也茫然无备。在经济思潮的各个方面，我们正在经历种种动态演变，它们对我们所持理论和原则的有效性不断产生影响。伴随着时间的进程，这些演变，尤其是人们长期坚持的有关需求与供给的一般概念的演变，将会达到瞬息万变并强烈到如地震般摇撼大地的程度。在政治经济学和国际经济学的各种思潮中，正在出现某些异乎寻常、令人迷惑和强大有力的事物。简言之，变革的现象正在向我们挑战。

商务部门的变革随处可见。我们看到了令人惊叹不已的由微型芯片、激光、基因工程和宇宙空间的工业化开发带来的技术变化。社会变革亦纷至沓来，如核心家庭的解体、女性社会角色的演进、人口的老齡化、适身革命、社会机构的非集权化趋势等等。更为复杂的是，通货膨胀、通货紧缩、利率的上下波动以及围绕国民经济赤字的“由恐慌到希望、由希望再到恐慌”的周期循环，使得诸多经济不知所措。

所有这一切会把我们引向何方？在遍布日渐衰败的基础设施和充满破碎财政恶梦的社会里，经济学家们应该担当什么样的角色呢？在一面是蜂涌而至的外国竞争者，另一面是本国基本思想和力量的再生这一双重视现实构成的国家里，经济学家们又该起什么作用呢？

The answers depend on the realization that change is a factor in the world and that those clinging to the nostalgia of fixed economic concepts and constants will have no place to stand in this vortex of change. Both economists and corporate managers must synchronize with it in both economic value systems and methodological tools used to analyze and find solutions to economic problems. It is not that we need an entirely new framework to model economic reasoning, predict economic activities, and attend business activities, but that we need a rethinking about the nature of economics in this new era of international cooperation and competition. What good can economists make to management if economists themselves do not cast doubt on the value of traditional tools, techniques, and systems they employed to help achieve economic goals? The ground is simply shaking too much and too fast for us to hold on to yesterday

### **Conversation**

**(Talking about new changes in international economies)**

- A: What do you think of international economy during the last years of this century?
- B: There will be a lot of changes during the continuing process of integration of the world economy. That's certain.
- A: How do you regard the third wave, or the fourth wave, then?
- B: Well, the march of technology will be relentless in communications and information, especially in a time when advanced modes of transportation and international cooperation are creating not only a global village, but also a global marketplace.
- A: Won't these forces work together to help create a more globalized competitive environment?
- B: Yes, they will have great ramifications for all aspects of international economics both as a discipline and a field of business.

对于上述问题的回答，取决于获得这样的认识，即变革是世界的要素，在这变革的漩涡里，那些固执地怀恋一成不变的经济观念与常数的人将无立足之地。经济学家和企业经理必须赶上变革的步伐，改造经济价值体系，并改进分析经济问题的技术方法和解决这些问题的技术工具。这绝不意味着我们需要建立一整套全新的理论框架来规范经济理性、预测经济活动和调整经济行为，而是表示我们应该对这样一个国际合作和竞争的新时代之中的经济学本质进行再思考。如果经济学家自身都不对他们藉以实现经济目标的传统工具、技术和体系的价值提出质疑的话，那么，他们对于工商管理又何用之有呢？我们足下的大地正在震荡，其势之大、其速之疾，使我们再也无法固守昨日了。

## 实用会话

### （谈论国际经济中的新变化）

- A: 请问您对本世纪最后几年的国际经济有何高见？
- B: 在世界经济一体化的持续过程中将会有许多变革，这是毫无疑问的。
- A: 那么，您对于第三次浪潮或者第四次浪潮是怎样看的呢？
- B: 噢，通讯和信息方面的技术进步将会持续不断，特别是先进的运输和国际合作方式不仅正在创造一个全球村庄，而且正在创造一个全球市场。
- A: 这些技术进步力量会不会共同创造出一个更加全球化的竞争环境？
- B: 当然会的，这些力量对于作为一门学科和一个商业领域的国际经济的所有方面都将会造成重大效果。

- A: Do you suggest that professors in economics should gain a new perspective in their international outlook and that international business people should reformulate their practices in trade and investment?
- B: That's right. At the very least, we Chinese ought to learn the basics of competition, and our scholars have the undeniable responsibility to draw newly emerging facts to support their new ideas about international business, if any.
- A: But it'll be hard for us when we are only on the periphery of a socialist market economy.
- B: It is hard. Yet you can't stop firms from all countries using a wider variety and combination of approaches. Sure, the classical methods are still being used. But there are many innovations and variations in them.

### Highlights

1. *Inquiry into the Nature and Causes of the Wealth of Nations* by Adam Smith—the father of modern economics—marked the beginning of economics as a science and identified the principles of a free market system.
2. A market system, to a certain extent, depends on individuals making their own decisions, with no law, no central committee, and no court telling them what to buy and sell.
3. In our society, government performs several broad economic functions, for example, providing public goods and services, promoting economic growth and full employment, redistributing income to those in need, correcting case of market failure created by monopolies, and establishing the legal framework for protecting the rights of citizens.
4. A centrally planned economy organizes and distributes resources differently from a price economy.
5. The market can theoretically order itself and operate as its own regulator if it is left to itself.



- A: 您是否在说, 经济学教授应该采取国际观的新视角, 国际商务人员应该重新制定贸易和投资的做法?
- B: 不错。至少我们中国人应该学习竞争的基本知识, 我们的学者则有不可推卸的责任, 用新出现的事物来支持他们在国际贸易上可能有的新想法。
- A: 但是, 如果我们仅处于社会主义市场经济边缘的话, 这对我们来说是艰巨的。
- B: 确实不易。但是, 我们不能阻止各国公司使用各种各样的兼收并蓄的方法。当然, 传统的办法还在使用, 但是其中也有许多改革和变化。

## 要点综合

1. 现代经济学之父亚当·斯密所著《国富论》标志了经济学作为一门科学的开始, 并确立了自由市场体制的原则。
2. 市场经济体制在一定意义上取决于个人作出自己的决定, 而不听命于法律、中央机关或司法部门规定他们该买、卖些什么。
3. 在我们的社会中, 政府履行某些重大的经济职能, 例如提供公共货物和公共服务, 促进经济增长和充分就业, 对于困难者实行收入再分配, 纠正垄断造成的市场混乱, 以及建立一套法律机制以保护公民权益等。
4. 中央计划经济采取有别于价格经济的方式来组织和分配资源。
5. 市场如果不受干扰, 理论上是可以自行有序地规范并在自我调节的基础上运作自如的。