

# ★ 品读 **美国**

## 经济金融★

李明 主编

*Economy  
and  
Finance*



中国水利水电出版社  
[www.waterpub.com.cn](http://www.waterpub.com.cn)

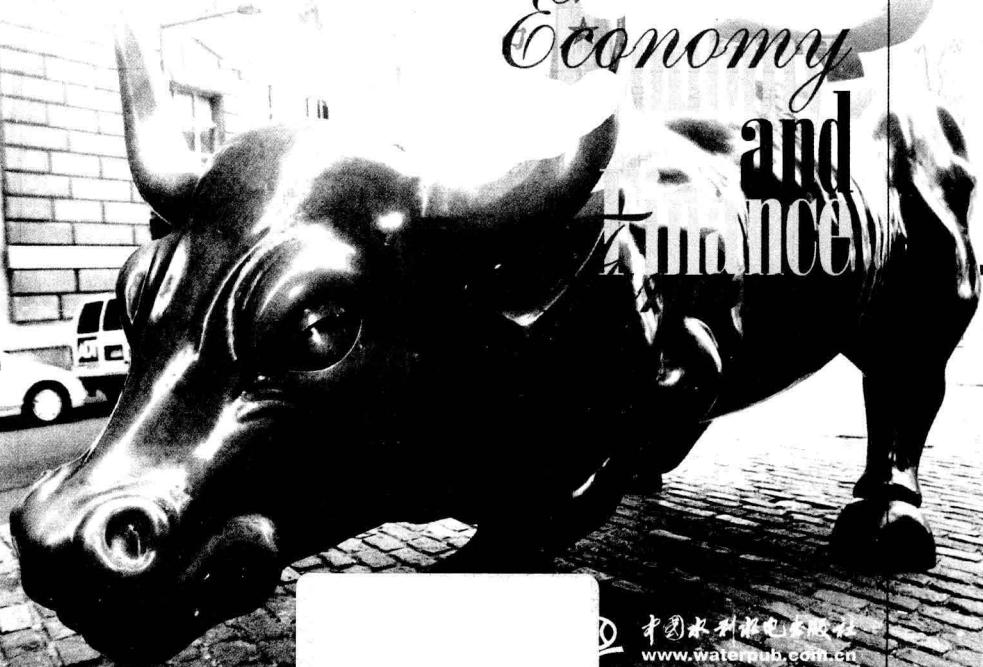


# ★ 品读 **美国** ★

## 经济金融★

李明 主编

*Economy  
and  
Finance*



中国水利水电出版社  
[www.waterpub.com.cn](http://www.waterpub.com.cn)

## 内 容 提 要

这是一本带领读者初步了解美国经济和金融常识的英汉对照读物。本书内容不但系统地介绍了美国经济金融的总体情况以及存在的问题,还介绍了美国在各行业的近期经济动态,认识美国一些闻名世界的公司与品牌,了解美国最前沿的一些创业公司。通过这些有深度但又充满阅读趣味的内容,不知不觉地提升您的英语水平。

本书适用于希望提高英语水平的广大英语爱好者。

## 图书在版编目(CIP)数据

品读美国经济金融:英汉对照/李明主编. — 北京:中国水利水电出版社, 2013. 5  
ISBN 978-7-5170-0838-5

I. ①品… II. ①李… III. ①英语—汉语—对照读物  
②经济—概况—美国③金融—概况—美国 IV.  
①H319.4:F

中国版本图书馆CIP数据核字(2013)第082753号

书 名	品读美国经济金融
作 者	李明 主编
出版发行	中国水利水电出版社 (北京市海淀区玉渊潭南路1号D座 100038) 网址: www.waterpub.com.cn E-mail: sales@waterpub.com.cn 电话: (010) 68367658 (发行部)
经 售	北京科水图书销售中心(零售) 电话: (010) 88383994、63202643、68545874 全国各地新华书店和相关出版物销售网点
排 版	北京飞亚景文化传播有限公司
印 刷	北京嘉恒彩色印刷有限责任公司
规 格	170mm×230mm 16开本 16印张 292千字
版 次	2013年5月第1版 2013年5月第1次印刷
印 数	0001—4000册
定 价	38.00元

凡购买我社图书,如有缺页、倒页、脱页的,本社发行部负责调换

版权所有·侵权必究

## 前 言

这是一套带您多角度了解美国的英汉对照双语读物。美国是当今世界唯一的超级大国，它在经济、社会、文化等多领域引领着世界的潮流。美式英语的影响力已经超越了正统的英式英语，对于英语学习者来说，读一些地道的美国英语、品一些地道的美国文化，这是一条充满学习乐趣的捷径。

本套图书共包括《品读美国经济金融》《品读美国社会生活》《品读美国文化娱乐》和《品读美国风云人物》四册：

《品读美国经济金融》带您通过政治和经济视角来认识美国，探究美国的制度、法律，探究美国经济雄霸世界的奥秘。

《品读美国社会生活》从日常起居、家庭、教育、社会福利、人际关系等方面走近普通美国人的生活。

《品读美国文化娱乐》陪您一起领略风靡世界的美国文化、好莱坞大片、让人欲罢不能的美剧、精彩激烈的 NBA 赛事等让年轻人人为之狂热的流行文化。

《品读美国风云人物》向读者介绍备受美国人民所敬仰的美国风云人物，他们有开国元勋、财富大鳄、科技天才、闪耀群星。他们就是美国的标志，也是美国不断发展的一座座里程碑。

本套书编写过程中特别注重以下特色：

1. 选材中只选中国读者知道的人、事、公司，确保读者对于所选题材的阅读具备一定的社会知识基础，不至于让读者读来索然无味。

2. 本套书籍内容形式包括杂记、散文。以中、短篇幅文章为内容构成基础，利用松散但条理清晰的框架脉络串起各篇文章。既可以按照本书目录顺序阅读，也可以自由选择阅读。

3. 配套手机互动学习软件，支持 iPhone 和 Android 两种最常

用的主流智能手机，让您的学习方式紧跟潮流。

当您开始阅读一本书的时候，就应该问问自己，从中能获得什么。而编者的任务则是提供给您最感兴趣阅读热点，以及提供尽可能轻松的方式帮助您提升英语水平，并希望您能从书中获取最需要的养分。当然，您的学习成绩还取决于您的勤奋和努力。您的努力加本套书的精心安排，这次品读美国之旅一定会让您受益匪浅！

本套书在编写过程中，受到了方雏声以及王生、刘香伟、倪金萍、孟琳、翁周强、彭铮、徐怀亮、郑水妹、张浩、贾成、包晨、任喆、韩灵生、江海涛、卞亭亭、王萍、曹杰、江平、吴俊媛、车健、方彬彬、范森凯、庄继武、张冬梅、程姗、阎淑兰、卑瑜、张波、冯一、黄乐军、牛庆伟、田东婷、姜琦、杨晶文、程玉培、佟团结、刘维、钱晓辉、乔哲等各位老师的帮助，在此对他们的辛苦付出表示衷心感谢。

# 目 录

## 前言

### 美国的综合国力——当今世界唯一的超级大国

1. 美国的综合国力 .....	2
2. 美国的财政收入 .....	5
3. 美元的国际地位 .....	8
4. 美国的对外贸易 .....	12
5. 美国的工业发展 .....	15
6. 美国媒体的影响力 .....	19
7. 美国的环球影城 .....	24

### 美国经济的代表——闻名世界的企业

8. IBM——全球最大的信息技术和业务解决方案公司 .....	28
9. 联邦快递——国际性速递集团 .....	32
10. 沃尔玛——世界上最大的连锁零售企业 .....	35
11. 微软——全球最大的电脑软件提供商 .....	39
12. 苹果——全球著名创新高科技企业 .....	43
13. 通用电气——世界上最大的多元化服务性公司 .....	47
14. 宝洁——世界最大的日用消费品公司之一 .....	50
15. 福特汽车——世界最大的汽车企业之一 .....	53
16. 百事可乐——全球第四大食品和饮料公司 .....	56
17. 花旗银行——美国最大的银行 .....	59
18. 摩根大通——全球历史最长、规模最大的金融服务集团 之一 .....	62
19. 美孚石油——世界第一大石油公司 .....	65
20. 可口可乐——全球最著名的软饮料品牌 .....	68

21. 英特尔公司——全球最大的半导体芯片制造商 .....	71
22. 摩根士丹利——全球领先的国际性金融服务公司 .....	74
23. 波音——世界上最大的民用和军用飞机制造商 .....	77
24. 高盛——国际领先的投资银行和证券公司 .....	81
25. 时代华纳——世界媒体巨人 .....	84
26. 星巴克——遍布世界的经典咖啡 .....	88
27. “暴雪”——有威望的电子游戏开发公司 .....	92
28. 麦当劳——风靡全球的快餐 .....	96
29. 耐克——全球著名的体育用品品牌 .....	99

## 美国强大的根源——不朽的金融帝国

30. 道琼斯指数的秘密 .....	103
31. 投资银行的盛衰 .....	107
32. 中央银行系统的运转 .....	111
33. 美国期货的未来 .....	115
34. 一张美钞引发华尔街热潮 .....	119
35. 次贷危机引发全球金融动荡 .....	123
36. 在危机中发现机遇 .....	127
37. 采取措施拯救美国金融业 .....	131
38. 金融发展需要合作 .....	135

## 美国经济的顽疾——金融危机的阴影

39. 美国次贷危机 .....	140
40. 美国金融改革 .....	144
41. 美国国际集团红利丑闻 .....	148
42. 美国国际集团公司国有化 .....	152
43. 美国信用卡危机 .....	156
44. 美国楼市拯救计划 .....	160



45. 美国富人逃税丑闻 .....	164
46. 美国大批公司破产 .....	168
47. 1819 年的经济恐慌 .....	172
48. 1837 年的金融风暴 .....	176
49. 1857 年的经济衰退 .....	179
50. 1873 年的全国性萧条 .....	183
51. 一战前的经济巨创 .....	187
52. 1987 年的黑色星期一 .....	191

## **美国经济的助推器——领先世界的科技**

53. 美国转基因农作物舆论喜忧参半 .....	196
54. 美国宇航局数年奋斗，成绩喜人 .....	199
55. 多媒体技术渗透于各个领域 .....	202
56. 必应打造全新的快乐搜索体验 .....	205
57. iPhone 引领手机新时尚 .....	209
58. 亚马逊 Kindle 电子阅读器更新换代 .....	213
59. 网络零售闯进大众视野 .....	217
60. 苹果进军教育图书市场 .....	221

## **美国经济的活力之源——创业成就梦想**

61. 谷歌——浏览量最大的网站 .....	226
62. 脸谱网——最受欢迎的社交网络 .....	230
63. 亚马逊网——探索网购的秘密 .....	234
64. 易贝在线——方便平价的拍卖购物网站 .....	238
65. 《美国偶像》——席卷全国的电视秀 .....	242



美国的综合国力——  
当今世界唯一的超  
级大国

# 1 美国的综合国力

America ranks the first among all the countries in the world **in terms of** comprehensive national strength. The comprehensive national strength is measured by economy, military power, science and technology achievement, and natural resources, etc. Therefore we can see American national power in follow factors:

**Economic power:** The United States has a capitalist mixed economy, which is **fueled by** abundant natural resources, a **well-developed** infrastructure, and high **productivity**. According to the International Monetary Fund, the U.S. GDP of \$14.4 trillion constitutes 24% of the gross world product at market exchange rates and almost 21% of the gross world product at **purchasing power parity (PPP)**. It has the largest national GDP in the world, though it is about 5% less than the GDP of the European Union at PPP in 2008.

**Natural resources:** The United States is a land rich in natural resources. Some of these resources, such as water, **iron ore**, coal, oil, silver, and gold, are especially plentiful in the country. It has a large deposit of iron ore. The nation produces more than 80 million tons of iron a year. Coal is another major natural resource found in large quantities in the U. S. which can last for hundreds of years. America, very rich in oil, was once the largest oil producing country in the world. **Oil wells** in the United States produce more than 3,200 million barrels of petroleum a year. America has also plenty of **fertile soil**. Farmlands in the United States make up about 12% of the **arable** lands in the world, and they are among the richest and most productive. These rich resources are one of the most important conditions for America to be the super power.

**Military power:** The U.S. military is one of the largest militaries in terms of number of personnel. It draws its manpower from a large pool of volunteers; although **conscription** has been used in the past in various times of both war and peace, it has not been used since 1972. **As of** 2010, the United States spends about \$692 billion annually to fund its military forces, constituting approximately 43% of world military **expenditures** (As of 2009). The U.S. armed forces as a whole possess large quantities of advanced and powerful equipment, which gives them significant capabilities in both defense and power **projection**.

**Science and technology:** the United States government has encouraged science and invention since the **Enlightenment**. It has done this by promoting a free flow of ideas, by encouraging the growth of “useful knowledge”, and by welcoming creative people from all over the world. And indeed, America has **turned out to be** one of the superpowers in terms of science and technology. One of the most spectacular—and **controversial**—accomplishments of U.S. technology has been the harnessing of nuclear energy. And the space explorations, genetic programs have also call the eyes of the world.

美国的综合国力世界排名第一。综合国力是由一国的经济、军事实力、科技成果和自然资源等来衡量的，因此，我们可以从以下几点因素看出美国的综合国力。

**经济实力：**美国是资本主义混合型经济，丰富的自然资源、发达的基础设施以及较高的生产力推动了美国经济的发展。根据国际货币基金组织的数据显示，按照市场汇率计算，美国 14.4 万亿美元的国内生产总值构成了世界生产总值的 24%，按照购买力平价计算，差不多占世界生产总值的 21%。尽管 2008 年按购买力平价计算，美国的国内生产总值要比欧盟低约 5%，但美国仍然拥有世界上最高的国内生产总值。

**自然资源：**美国自然资源丰富。其中一些资源，如水、铁矿石、煤炭、石油、银、黄金等储量在该国尤其丰富。它还有大量的铁矿石矿藏。美国每年

生产超过 8000 多万吨的钢铁。煤炭是美国另一个主要的储量丰富的自然资源，其储量可持续开采数百年。美国石油资源非常丰富，曾经是世界上最大的石油生产国。美国的油井每年生产超过 32 亿桶石油。美国还有大量肥沃的土地。美国的耕地大约占世界可耕地的 12%，而这些耕地又是其中最肥沃和最高产的。这些丰富的资源是美国成为超级大国最重要的条件之一。

军事实力：在人员数量方面，美国军队是世界上最强大的军队之一。它的军力主要来自庞大的志愿者，虽然过去在战争与和平的各个时期都实施过征兵制度，但自 1972 年以来就再也没有征过兵。截至 2010 年，美国年度军费支出约 6920 亿美元，大约占 2009 年世界军费支出的 43%。作为一个整体，美军拥有大批先进而又效力强大的武器装备，使他们在国防和兵力投射上有强大的能力。

科学与技术：美国政府自启蒙运动时期起就鼓励科学和发明。这是通过促进思想的自由交流、促进“有用知识”的增长和欢迎来自世界各地有创造力的人才做到这一点的。事实上，美国已经是科学和技术方面的超级大国之一。美国最卓著，同时也是最有争议的技术成就之一是对核能的利用。美国的太空探索和基因项目也吸引着全世界的目光。

### ★ 生词点拨

- |                           |                |                |            |
|---------------------------|----------------|----------------|------------|
| ◆ in terms of             | 在……方面          | ◆ fuel         | v. 刺激，激起   |
| ◆ well-developed          | adj. 发达的       | ◆ productivity | n. 生产力     |
| ◆ purchasing power parity | [经] 购买力平价      |                |            |
| ◆ iron ore                | [矿物] 铁矿石       | ◆ oil well     | [油气] 油井    |
| ◆ fertile                 | adj. 富饶的，肥沃的   | ◆ arable       | n. 耕地      |
| ◆ conscription            | n. 征兵，征兵制度     | ◆ as of        | 直至，到……时候为止 |
| ◆ expenditure             | n. 支出，花费       | ◆ projection   | n. 投射      |
| ◆ enlightenment           | n. 启蒙运动        | ◆ turn out to  | 结果是        |
| ◆ controversial           | adj. 有争议的，有争论的 |                |            |

## 2 美国的财政收入

Many economists are worrying about American economy, due to its huge international debt and **budget deficit**.

The U.S. **current account deficit**—the gap between what the United States earns abroad and what it spends abroad in a year – is **on track** to reach seven percent of GDP in 2005. That figure is unprecedented for a major economy. Yet modern-day Panglosses tell us not to worry: the world's greatest power, they say, can also be the world's greatest **debtor**. According to David Levey and Stuart Brown (*The Overstretch Myth*, March/April 2005), “the risk to U.S. financial stability posed by large foreign liabilities has been exaggerated.” Indeed, they write, “the world's appetite for U.S. assets bolsters U.S. **predominance** rather than **undermines** it.”

But in fact, the economic and financial risks that arise from the U.S. current account deficit (and the resulting dependence on foreign financing) have not been exaggerated. **If anything**, they have received too little attention—and are set to grow in the coming years.

U.S. external debt is now equal to more than 25 percent of GDP, a high level given that exports are a small fraction of U.S. GDP. More important, the United States is adding to its debt at an extraordinary pace. The U.S. current account deficit is now **comparable** to those of Thailand and Mexico in the years **leading up to** their financial crises.

In the late 1990s, the United States borrowed abroad to finance private investment. Today, however, the country does most of its foreign borrowing to finance the federal budget deficit, which is projected to be close to 3.5 percent of GDP in 2005. (In 2000, the United States had a surplus equal to 2.5 percent of GDP.) Recent economic growth

has not reduced the budget deficit, but it has increased private demand for scarce savings; the **net result** has been even more borrowing from abroad. In 2004, foreigners bought an amazing \$900 billion in U.S. long-term bonds; the United States exported a dollar of debt for every dollar of goods it sold abroad. Looking ahead, the U.S. debt position will only get worse. As external debt grows, interest payments on the debt will rise. The current account deficit will continue to grow **on the back of** higher and higher payments on U.S. foreign debt even if the trade deficit stabilizes. That is why sustained trade deficits will set off the kind of explosive debt dynamics that lead to financial crises.

In recent years, the rising value of existing U.S. assets abroad has in fact offset much of the new borrowing the United States has taken out to finance its trade deficit, and Levey and Brown **bank on** similar gains in the coming years. But this bet is unwise. Most U.S. assets abroad are in Europe. Since the dollar already has fallen by around 40 percent against the euro, further falls in the dollar are likely to be against Asian currencies and the United States holds relatively few Asian assets.

由于美国巨额的国际债务和预算赤字，许多经济学家一直担心美国的经济。

美国的经常账目赤字——一年内，美国在国外的收入和其在国外的支出的差值——到 2005 年有望达到 GDP 的 7%。对一个主要经济体而言，这是空前的。然而，现代的盲目乐观者告诉我们不用担心：世界上最强大的国家也可以是世界上最大的债务国。据大卫·李维和斯图亚特·布朗(《过度夸大的神话》，2005 年 3 月/4 月)的说法，“大量外债所造成的美国金融稳定的风险被夸大了”。实际上，他们这样写道，“世界对美国资产的胃口增强了美国的显著优势，而不是破坏了其优势”。

但事实上，由美国的经常账目赤字（以及产生的对外国融资的依赖）引起的经济和金融风险并没有被夸大。如果有的话，很有可能是它们受到的关注太少，这类赤字在今后几年势必还会增长。

现在美国的外债超过其国内生产总值的 25%，因为美国出口额只占其国内生产总值的一小部分，因此这样的水平已经很高了。更重要的是，美国正以

惊人的速度增加其债务。美国的经常账目赤字现在已经能比得上泰国和墨西哥当年在财政危机时的数额了。

在 20 世纪 90 年代后期,美国借外债是为了给私人投资提供资金。但是今天,美国的大部分外国借款是用来弥补联邦预算赤字。2005 年,该项赤字预计接近其国内生产总值的 3.5% (2000 年,美国的预算盈余相当于国内生产总值的 2.5%)。最近的经济增长并没有削减财政赤字,却增加了对稀缺储蓄的个人需求,造成的最终结果就是借更多的外债。2004 年,外国购买了令人吃惊的 9000 亿美元的巨额美国长期债券。美国每出口一美元的产品就会带来一美元的债务。展望未来,美国的债务状况只会更加恶化。由于外债的增长,这些债务的利息支付金额将上升。外债需要支付的利息越来越高,即使美国贸易赤字稳定下来,经常账目赤字仍将继续增长。这就是为什么持续的贸易赤字将引发爆炸性动态债务,进而导致金融危机。

近年来,美国现有海外资产的不断升值事实上抵消了大部分美国为弥补贸易赤字而产生的新外债。李维和布朗指望在未来几年里也会有类似的收益,但这个期待是不明智的。大多数美国的海外资产在欧洲。由于美元兑欧元汇率已下跌了大约 40%,美元的进一步下跌很可能不利于亚洲货币,而美国持有相对较少的亚洲资产。

## ★ 生词点拨

- |                  |                          |                           |            |
|------------------|--------------------------|---------------------------|------------|
| ◆ budget deficit | [ 财政 ] 预算赤字              | ◆ current account deficit | 经常账目赤字     |
| ◆ on track       | 走上正轨                     | ◆ debtor                  | n. 债务人     |
| ◆ predominance   | n. 优势                    |                           |            |
| ◆ undermine      | v. 削弱……的基础; 逐渐损毁         |                           |            |
| ◆ if anything    | 如果有的话                    | ◆ comparable to           | 可比较的; 比得上的 |
| ◆ leading up to  | 在……之前                    | ◆ net result              | 最终结果; 净结果  |
| ◆ on the back of | 在……以后不久, 紧接着 (常指又发生不幸之事) |                           |            |
| ◆ bank on        | 指望; 依赖                   |                           |            |



## 3

## 美元的国际地位

The USD is the currency most used in international transactions and is one of the world's **reserve currencies**. Several countries use it as their official currency, in many others it is the **de facto** currency, and it is also used as the sole currency in some British Overseas Territories.

The dollar is also used as the **standard unit** of currency in international markets for commodities such as gold and petroleum (the latter sometimes called **petrocurrency** is the source of the term petrodollar). Some non-U.S. companies dealing in globalized markets, such as Airbus, list their prices in dollars.

The USD is the world's **foremost** reserve currency. In addition to holdings by central banks and other institutions, there are many private holdings, which are believed to be mostly in one-hundred-dollar **banknotes** (indeed, most American banknotes actually are held outside the United States). All holdings of USD bank deposits held by non-residents of the United States are known as “eurodollars” (not to be confused with the euro), regardless of the location of the bank holding the deposit (which may be inside or outside the U.S.).

Economist Paul Samuelson and others (including, at his death, Milton Friedman) have maintained that the overseas demand for dollars allows the United States to maintain persistent trade deficits without causing the value of the currency to **depreciate** or the flow of trade to **readjust**. But Samuelson recently has said he now believes that at some uncertain future period these pressures will **precipitate** a run against the USD with serious global financial consequences.

The USD is an important international reserve currency along with the euro.

The euro inherited this status from the German mark, and since its introduction, has increased its standing considerably, mostly at the expense of the dollar. Despite the dollar's recent losses to the euro, it is still by far the major international reserve currency, with an accumulation more than double that of the euro.

Some countries that have adopted the USD issue their own coins: See Ecuadorian **centavo** coins, Panamanian **Balboa** and East Timor centavo coins. Some other countries link their currency to USD at a fixed exchange rate. The local currencies of Bermuda and the Bahamas can be freely exchanged at a 1 : 1 ratio for USD. Argentina used a fixed 1 : 1 exchange rate between the Argentine peso and the USD from 1991 until 2002. The currencies of Barbados and Belize are similarly **convertible** at an approximate 2 : 1 ratio. In Lebanon, one dollar is equal to 1, 500 Lebanese pound, and is used interchangeably with local currency as de facto **legal tender**. The exchange rate between the HKD and the USD has also been linked since 1983 at HKD7.8/USD, and pataca of Macau, **pegged** to HKD at MOP1.03/HKD, indirectly linked to the USD at roughly MOP8/USD.

At a time of economic weakness and stubbornly-high U. S. unemployment, the USD's international status is not changed.

The dollar might be a weak currency, but we have relatively weaker currencies. The United States might be having big economic woes, but we have Europe struggling even more. The debt ceiling might have been raised in the United States, but we have a series of bailouts in Europe. The U.S. rating might have been downgraded, but money is still flowing into Treasuries.

In other words, on a relative basis, the United States and its currency might still be better. There is no doubt that the dollar still has a long way to go before anyone can think of dethroning the king.

在国际贸易中,美元是最常用的货币,同时也是世界储备货币之一。一些国家将其作为他们的官方货币,而在很多其他国家,它也是实际上使用的货币,