



商务部“十二五”规划系列教材



中国国际贸易学会“十二五”规划教材

经贸 英语

ENGLISH FOR

主编 蒋磊 沙鹏飞

BUSINESS
AND TRADE



中国商务出版社
CHINA COMMERCE AND TRADE PRESS

商务部“十二五”规划系列教材
中国国际贸易学会“十二五”规划教材

English for Business and Trade

经贸英语

主 编：蒋 磊 沙鹏飞

副主编：王 冉 郭遂红 王丽娟

编 者：林月俏 张振伟 陈 曦 蒋 磊
沙鹏飞 王 冉 郭遂红 王丽娟

中国商务出版社
中国·北京

图书在版编目(CIP)数据

经贸英语 = English for Business and Trade / 蒋磊, 沙鹏飞主编. —北京: 中国商务出版社, 2012. 1
商务部“十二五”规划系列教材 中国国际贸易学会
“十二五”规划教材
ISBN 978-7-5103-0634-1
I. ①经… II. ①蒋… ②沙… III. ①贸易—英语—
高等学校—教材 IV. ①H31
中国版本图书馆 CIP 数据核字(2012)第 006909 号

English for Business and Trade

经贸英语

蒋磊 沙鹏飞 主编

出 版: 中国商务出版社
发 行: 北京中商图出版物发行有限责任公司
社 址: 北京市东城区安定门外大街东后巷 28 号
邮 编: 100710
电 话: 010—64269744(编辑室)
010—64266119(发行部)
010—64263201(零售、邮购)
网 址: www.cctpress.com
邮 箱: cctp@cctpress.com
照 排: 卓越无限排版公司
印 刷: 北京密兴印刷有限公司
开 本: 850 毫米×1168 毫米 1/16
印 张: 13.75 字 数: 276 千字
版 次: 2012 年 1 月第 1 版 2012 年 1 月第 1 次印刷

书 号: ISBN 978-7-5103-0634-1

定 价: 24.00 元

版权专有 侵权必究

举报电话: (010)64242964

前言

近年来,在高等教育大众化发展的方针指导下,我国高等教育蓬勃发展。为顺应高校英语课程改革的趋势,满足基础英语与相关专业英语学习的需要,实现基础阶段与专业技能阶段的有机衔接,我们精心策划编写了《经贸英语》教材。本教材以“能力本位”的教育理念为指导,面向经贸职业岗位的实际需求,将语言学习与职业技能培养有机融合,侧重专业发展对英语的需求,确保其针对性、实用性和适度性,旨在培养学生从事经贸职业岗位工作应具有英语能力。

本教材以英语为载体,把经贸学科的专业知识作为被载体,使学习者真正体验经贸职业典型的工作过程,获取以英语为载体的过程性知识,并能在以后的工作中用英语进行相关的交际活动。

本教材集 Looking and Thinking、Listening and Speaking、Reading and Understanding、Writing Project 为一体,根据经贸工作所需要的英语知识和技能设计英语学习任务,全方位地训练学生经贸英语阅读和表达的实际语言应用能力,从而提高学生的综合职业素质和就业能力,真正体现了教学内容与教学过程职业性与应用性。

本教材运用职业教育的理论来组织内容,但采用与纯语言教材类似的单元主题方式来编写,最终以语言教材的形式呈现给学习者,因此,教授本教材的教师基本不需要太多的经贸专业知识。

本教材分为十个单元,各涉及经贸领域的某一主题,每个单元计划用 6~8 学时完成,全书计划用 64~80 学时。在使用本教材时,教师既可根据实际情况按单元顺序逐课讲解,也可有选择地授课。本教材的结构特点如下:

1. 每个单元的 Part I Looking and Thinking 为单元主题的导入部分,包括两项任务(Task1 和 Task2),通过图片讨论、角色扮演等生动有趣的活动引入单元主题,帮助学生了解单元核心内容,激发学生口头表达热情,并提高他们的学习兴趣。

2. 每个单元的 Part II Listening and Speaking 设置了与课文主题密切相关的听、说内容。形式多样、适度而充分的听说训练项目可以兼顾起点不一的各校教学环境,满足不同学习水平的学生参加各类国家级证书考试的需要,教师可根据教学实际有所侧重,配合教学需要灵活选用。

3. 每个单元的 Part III Reading and Understanding 为单元主体部分,包括 Reading A 和 Reading B。这两篇与经贸业务和经贸知识相关的课文围绕一个主题相互联系,各有侧重。每篇课文都配有相应的练习,可在教师指导下完成。

4. 每个单元的 Part IV Writing Project 紧密结合单元主题设计一项以小组合作形式完

成的应用写作项目。在项目完成过程中,学生需要综合运用所学知识和技能,以小组讨论形式将书面表达的项目介绍给合作伙伴共享,可提高语言实践能力。

5. 每个单元的 Part V Funny Time 特意设计了一则小幽默,强调寓教于乐和学生文化素养的提高,从不同的角度为学生提供了生动多元的文化氛围和真实丰富的语言环境,从而使专业学习、语言实践以及文化体验有机结合,凸显了应用性、实用性、趣味性和文化性为一体的特色。

6. 为方便教师备课,本教材另配有教师参考用书,主要是提供各单元语言点的解析示例、各项练习的参考答案、听力录音原文及课文参考译文。

本教材基本可满足经贸从业人员工作过程中的英语交际需要,适用于经贸类商务英语、国际贸易、国际商务等相关专业的学生,也可供从事翻译、外事、外经贸等涉外人员以及有较好基础的英语爱好者自学使用。

本教材由蒋磊教授负责总体设计及全书的统稿;各单元具体编者如下:

学生用书:

沙鹏飞 Unit 1 Unit 6

蒋磊 Unit 2

王丽娟 Unit 3

王冉 Unit 4 Unit 9

郭遂红 Unit 5 Unit 7

张振伟 Unit 8

陈曦 Unit 10

教师用书:

沙鹏飞 Unit 1

蒋磊 Unit 2

王丽娟 Unit 3 Unit 4

林月俏 Unit 5 Unit 6

张振伟 Unit 7 Unit 8

王冉 Unit 9

陈曦 Unit 10

在本教材编写过程中,北京外国语大学徐立新教授曾提出宝贵意见,在此表示感谢。由于编者水平有限,错误疏忽,恐在所难免。不当之处,敬请专家、学者及广大读者不吝赐教。

编者

2011年10月于广州

Contents

Unit 1 Business and Trade	1
Learning Objectives	1
Part I Looking and Thinking	1
Part II Listening and Speaking	3
Part III Reading and Understanding	6
Reading A International Trade	6
Reading B Yard Sales in the United States	14
Part IV Writing Project	20
Business Letter for Import & Export Corp.	21
Part V Funny Time	22
 Unit 2 Company Presentations	23
Learning Objectives	23
Part I Looking and Thinking	23
Part II Listening and Speaking	25
Part III Reading and Understanding	28
Reading A A Trend—Businesses Today Go Global	28
Reading B IKEA—Making Life Better	36
Part IV Writing Project	43
Advertisement for IKEA Corp. Furniture	43
Part V Funny Time	44
 Unit 3 Conference and Exhibition	45
Learning Objectives	45
Part I Looking and Thinking	45

Part II	Listening and Speaking	47
Part III	Reading and Understanding	50
Reading A	Trade Show—An Promising Industry	50
Reading B	Fashion Shows	56
Part IV	Writing Project	63
Event Planning	63
Part V	Funny Time	63
Unit 4	New Retailing Program	64
Learning Objectives	64
Part I	Looking and Thinking	64
Part II	Listening and Speaking	66
Part III	Reading and Understanding	70
Reading A	Factory-to-store Strategy Pays Off for US Retailer	70
Reading B	Carrefour—World Largest Food Retailer	78
Part IV	Writing Project	85
Report on Grocery Retail	85
Part V	Funny Time	86
Unit 5	Business Dinner	87
Learning Objectives	87
Part I	Looking and Thinking	87
Part II	Listening and Speaking	89
Part III	Reading and Understanding	92
Reading A	Doing Business over Meals	92
Reading B	A Bigger and Better Reception	97
Part IV	Writing Project	104
Letters of Invitation	104
Part V	Funny Time	105
Unit 6	Brands	106
Learning Objectives	106

Part I	Looking and Thinking	106
Part II	Listening and Speaking	108
Part III	Reading and Understanding	110
Reading A	Developing a New Brand	110
Reading B	The Importance of Brands	118
Part IV	Writing Project	124
A Catalog of a Brand		124
Part V	Funny Time	124
Unit 7	Money and Banking Matter	125
Learning Objectives		125
Part I	Looking and Thinking	125
Part II	Listening and Speaking	127
Part III	Reading and Understanding	130
Reading A	How the Pound Killed British Industry	130
Reading B	How to Turn Your Clicks to Cash	137
Part IV	Writing Project	144
Making a Trial Order		144
Part V	Funny Time	144
Unit 8	Marketing	145
Learning Objectives		145
Part I	Looking and Thinking	145
Part II	Listening and Speaking	147
Part III	Reading and Understanding	150
Reading A	Give Benefits Not Products	150
Reading B	Internet Marketing Promotion Today	156
Part IV	Writing Project	164
A Poster		164
Part V	Funny Time	165

Unit 9 Customer Service	166
Learning Objectives	166
Part I Looking and Thinking	166
Part II Listening and Speaking	168
Part III Reading and Understanding	171
Reading A Customer First Customer Service	171
Reading B Customized Shops Bring the Customers	178
Part IV Writing Project	184
Excellent Customer Service	184
Part V Funny Time	185
 Unit 10 Starting up Your Own Business	 186
Learning Objectives	186
Part I Looking and Thinking	186
Part II Listening and Speaking	189
Part III Reading and Understanding	192
Reading A Nike's E-recruitment Strategy	192
Reading B Start Up the Easy Way by Taking a Franchise	199
Part IV Writing Project	207
McDonald's Corporate Careers	207
Part V Funny Time	209

Unit 1 Business and Trade

Learning Objectives

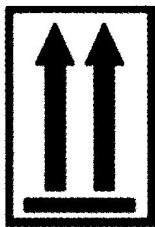
After reading this unit, you will be able to:

- ◇ understand the meaning of business and trade
- ◇ answer general questions about international trade
- ◇ give a brief introduction to yard sales in the US
- ◇ write a letter of establishing business relations

Part I Looking and Thinking



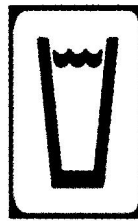
Task 1 Look at the following labels and describe the meaning of each one with a brief sentence.



(1)



(2)



(3)



(4)



(5)



(6)



(7)



(8)



(9)



(10)



Task 2 Discuss with your partner and match the world famous advertisement slogans 1-6 with logos A-F.



(A)



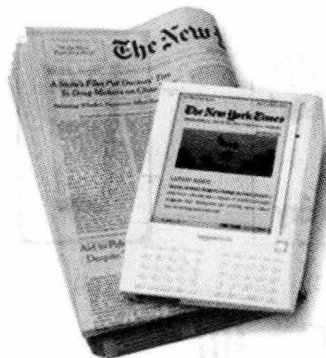
(B)



(C)



(D)



(E)



(F)

- | | |
|--------------------------------------|---|
| 1. All the news that's fit to print. | 2. Better things for better living through chemistry. |
| 3. Finger-lickin' good. | 4. I'm lovin' it. |
| 5. Something special in the air. | 6. We bring good things to life. |

Part II Listening and Speaking



Task 1 *Listen to the statements about the traditional markets and fill in the blanks with the exact words you hear.*

1. International trade is a win-win _____ for all countries that participate.
2. A comparative _____ is the ability to produce a specific product more efficiently than any other products.
3. Importing and exporting are the _____ activities involved in international trade.
4. A nation's balance of trade is the total value of its _____ less the total value of its imports, over some period of time.
5. If a country imports more than it exports, its _____ of trade is negative and is said to be unfavorable.
6. An absolute advantage is the ability to produce a specific product more _____ than any other nations.
7. The more consumers there are in the market, the greater the ability of each country to _____ in what it does best.
8. Through international trade, countries _____ goods they produce most efficiently for goods other countries produce most efficiently.
9. A country would be best off if it could specialize in the _____ of some products that can be produced most efficiently.
10. A firm is engaged in international trade when it buys some _____ of its input from, or sells some portion of its output to a foreign country.



Task 2 *Listen to the passage and choose the information mentioned according to what you hear.*

1. manufacturing electronic components
2. brief introduction to the company
3. set up a joint venture
4. competition on the market
5. form a partnership
6. tomorrow morning 9 : 30
7. good quality labor

8. expanding business
9. provide land and labor.
10. colleges and vocational schools
11. plan for development
12. obtaining a reasonable market share
13. previous customers' satisfaction
14. equipment and raw materials



Task 3 *Listen to the conversation and choose the best answer for each question.*

1. A. In wooden cases six toys in one box, ten boxes in one case.
B. In cartons six toys in one box, ten boxes in one carton.
C. In cartons ten toys in one box, six boxes in one carton.
D. In wooden cases ten toys in one box, six boxes in one case.
2. A. 3 B. 30 C. 33 D. 11
3. A. She decides to choose wooden cases.
B. She decides to choose another company.
C. She decides to choose both wooden cases and cartons.
D. She decides to choose cartons.
4. A. Because it will be the busiest month next month.
B. Because more than 20 companies have placed orders with them.
C. Because if they receive the goods too late, there will be no profit.
D. Because they have been doing business with the man for many years.
5. A. By the end of May B. For two weeks
C. By the end of this year D. By the end of this month



Task 4 *Listen to the following passage twice and fill in the blanks with what you hear.*

Establishing business relations is usually the first step for a company to do business, and it is very important either for a new firm or an old one. For the f_____, it helps start business and secure its position on the m_____; for the latter it enables the old firm to e_____ business and increase the turnover.

In international business, there are some c_____ for a business to obtain information about potential customers, such as advertisements in the m_____, market survey, its business connections, chambers of c_____, trade fairs and exhibitions held both at home and abroad, or m_____ visits by trade delegations and groups, etc. The generally enormous geographic d_____ between the buyer and the seller makes it hard for them to meet, so writing to a p_____ or prospective client for the establishment of business relations is a common practice.



Task 5 *Work in pairs. Converse according to the situations given in the following Cue cards.*

Cue card A

Situation

Speaker A: *Suppose you were Sara, a staff from the Fortune Export & Import. You are in charge of repetition introducing business of your company to the visiting clients.*

Tips for speaking

- ◇ answer the phone promptly
- ◇ provide information immediately
- ◇ greet your customers
- ◇ be polite

Cue card B**Situation**

Speaker B: *Suppose you were a manager, Mr. Brown, working with the United Produce Corporation. You are calling to see if there would be opportunities for the business cooperation.*

Tips for speaking

- ◇ introduce your company
- ◇ introduce business scope
- ◇ looking forward to cooperation
- ◇ be willing to an appointment further

Part III Reading and Understanding**Reading A*****International Trade***

Trade is the voluntary exchange of goods, services, or both. A **mechanism** that allows trade is called a market. The original form of trade was **barter**, the direct **exchange** of goods and services, such as one automobile for 10,000 bags of coffee, so foreign trade would be extremely cumbersome and restrictive. Modern traders instead generally **negotiate** through a medium of exchange, such as money. As a result, buying can be separated from selling, or earning. The invention of money (and later credit, paper money and non-physical money) greatly simplified and promoted trade.



As transportation networks improved, trade **expanded considerably**. Today trade takes place between neighboring households, between neighboring cities, and between neighboring

continents. Trade between two traders is called **bilateral** trade, while trade between more than two traders is called **multilateral** trade or international trade. When nations export more than they import, they are said to have a favorable balance of trade. When they import more than they export, all unfavorable balance of trade exists. Nations have to maintain a favorable balance of trade, which assures them of the means to buy necessary imports.

As the **backbone** of our modern, commercial world, international trade has always been the major force behind the economic relations among nations. It **enables** a nation to specialize in those goods it can produce most cheaply and efficiently. Trade also enables a country to consume more than it would be able to produce if it depended only on its own resources. As producers in various nations try to **profit** from an expanded market, rather than be limited to



selling within their own borders, trade enlarges the **potential** market for the goods of a particular economy.



The key to understanding trade is to remember why it takes place. Why people trade is that they believe they will be better off by trading. First, the **uneven distribution** of resources around the world makes neither individuals nor nations are self-sufficient. No nation has all of the commodities that it needs, for which nations trade with each other. Raw materials are scattered around the world. Nations have **utilized** different economic resources; people have developed different skills.

Such a country would **be best off** if it could **specialize** in the production of such products, because it can produce them most efficiently. For example, large deposits of copper are mined in Peru and Zaire diamonds are mined in South Africa and petroleum is recovered in the Middle East Countries that do not have these resources within their own boundaries must buy from countries that export them. The United States is a major consumer of coffee, yet it does not have the climate to grow any of its own. Consequently, the United States must import coffee from

countries(such as Brazil,Columbia and Guatemala) that grow coffee efficiently. On the other hand,the United States has large industrial plants capable of producing a variety of goods,such as chemicals and airplanes, which can be sold to nations that need them. Also, developing countries are not yet able to modernize their industries and economies with advanced machinery, equipment and plant because of the lack of capital; as a result, this has **given rise to** the need for developing international trade.

International trade also occurs because a country often does not have enough of a particular item to meet its needs. Although the United States is a major producer of sugar,it consumes more than it can produce internally and thus must import sugar.

Third, **in addition to** getting the products they need, countries also wish to gain economic benefits by trading with each other. For the same **commodity**, it has various prices around the world, reflecting the differences in the cost of production. one nation can sell some items at a lower cost than other countries. A country should specialize in and export those commodities it produced more efficiently to trade those commodities it produced less efficiently, so both countries can benefit from trade. Japan has been able to export large quantities of consumer electronics because it can produce them more efficiently than other countries. It is cheaper for the United States to buy these from Japan than to produce them **domestically**.

Finally,International trade takes place because of **innovation** or style. The process of importing and exporting creates a greater variety of goods and services because it permits countries to specialize in what they do best. The process also provides consumers with more goods at lower prices. By specializing in the goods it can produce most efficiently, a country can increase the opportunity to **impel** innovation. Even though the United States produces more automobiles than any other country,it still imports large numbers of new style autos from Germany,Japan and Sweden. With the trade increasing in the 21st century,it is becoming a more **dominant segment** of the world's economy and expected that the trend toward increasing interdependence among national economies will continue into the future.

