

# 经贸英语基础教程

## Practical English of Economics and Business

主 编 李 荣 轩  
副 主 编 王 益 平 潘 健  
胡 仕 明 丁 华 南



中南工业大学出版社

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## 前 言

为适应我国经济改革发展和扩大对外开放的需要，为我国财经战线培养一批既有扎实的专业基础理论与实践知识，又能运用英语这门工具从事经贸业务及管理的复合型人才，我们编写了《经贸英语基础教程》一书。

《经贸英语基础教程》课文的内容涉及到财经专业的主干知识，包括经济学、管理学、金融、财政、会计、税收、市场、国际贸易、经贸英语应用文等诸方面。我们在选材方面首先注意了内容的权威性。教材中有关基础经济理论以及基础管理理论的课文均选自于西方经济学理论权威保罗·A·萨缪尔森（Paul A. Samulson）与威廉·D·诺德豪斯（William D. Nordhaus）所著《经济学》（高鸿业等译）以及西方管理学理论权威哈罗德·孔茨（Harod Koontz）和西黑尔·奥唐奈（Cyril O'Donell）等人所著的《管理学》（黄砥石、陶文达译）。我们在选材方面也注意到了所选内容的常识性、普及性和可读性，文章都选自英美经济专家有代表性的通俗的著名论著。

本书不同于其它财经类专业英语教材之处，一是它的专业知识覆盖面宽，综合性强；二是它克服了传统的专业英语教材只注重专业知识的介绍，而忽略了对基础英语知识的巩固与深化的缺点。因而本教材颇具有基础英语与专业英语有机结合之特色。

本教材既适合于修读完基础英语的财经类专业的学生作为

专业英语阅读的教材，亦可供从事经贸业务及管理的人士提高英语水平进行自学之用。

全书分为20个单元。1~4单元由李荣轩编写，5~7单元由胡仕明编写，8~11单元由潘健编写，12~16单元由王益平编写，17、18、20单元由丁华南编写，19单元由刘骏编写。全书由李荣轩主编和审定。

由于编者水平有限，有不妥和错漏之处，请读者批评指正。

编 者

1995年11月

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## Unit One

### What Economics Is

As a scholarly discipline, economics is only two centuries old. Adam Smith published his pathbreaking book *The Wealth of Nations* in 1776, a year notable also for the Declaration of Independence. It is no coincidence that both documents appeared the same year: Political freedom from the tyranny of monarchy was closely related to emancipation of prices and wages from the interfering hand of state regulation.

Adam Smith, of course, represented only a beginning. In more than a century and a half that elapsed between the appearance of *The Wealth of Nations* and the publication of John Maynard Keynes *The General Theory of Employment, Interest and Money* (1936), economics went through many stages of development. Almost at the halfway point, there appeared the massive critique of capitalism by Karl Marx: *Das Kapital* (1867, followed by two posthumous volumes). More than a billion people, one-third of the world's population, live in countries where *Das Kapital* is economics gospel.

On first encountering economics, people often want a short definition. In response to this demand, there is no shortage of supply. Here are a few popular definitions:

● Economics is the study of those activities that involve production and exchange among people.

● Economics analyzes movements in the overall economy – trends in prices, output, and unemployment. Once such phenomena are understood, economics helps develop the policies by which governments can affect the overall economy.

● Economics is the science of choice. It studies how people choose to use scarce or limited productive resources (land, labor, equipment, technical knowledge) to produce various commodities (such as wheat, beef, overcoats, concerts, roads, missiles) and distribute these goods to various members of society for their consumption.

● Economics is the study of how human beings go about the business of organizing consumption and production activities.

● Economics is the study of money interest, rates, capital and wealth.

The list is a good one, yet a scholar can extend it many times over. Why is it so long? Because, for a subject that encompasses so much and evolves so rapidly, it is always hard to compress into a few lines an exact description that will differentiate its boundaries from those of other disciplines. Economics certainly does involve all the elements stressed in these various definitions – and more.

Economists today agree on a general definition something like the following:

Economics is the study of how people and society choose to employ scarce resources that could have alternative uses in order to produce various commodities and to distribute them for consump-

tion, now or in the future, among various persons and groups in society.

## Measurement in Economics

We might conclude that economics talks about many of life's practical questions. But it does more than talk: Economics is vitally concerned with the *measurement* of important phenomena - unemployment, prices, incomes, and so forth.

One important example of such measurement occurs in macroeconomics. As we will see in Parts Two and Three of this text, *macroeconomics* studies the behavior of the economy as a whole-movements in overall prices or output or employment. *Microeconomics*, in a sense, looks at the economy through a microscope-studying the behavior of an economy's individual molecules, like firms or households.

Returning to measurement, one of the most important concepts in all economics is the *gross national product* (GNP). This, as Chapter 6 will discuss, represents the total dollar value of all goods and services produced each year in a nation. The GNP tells us much about the real economic performance of a country. It is the best available summary measure of the quantity of real goods and services - food, clothing, penicillin, ballet, baseball, and so forth - a country is capable of generating. It tells us much about a country's living standard, its health status, and its educational attainment.

The widespread use of measurement has led to a backlash.

Critics of economics have come forward to deplore materialistic concentration on the quantity of this or that. In the striking words of a young radical: "Don't speak to me of all your numbers and dollars, your gross national product. To me, GNP stands for gross national pollution."

What are we to think? Isn't it true that GNP includes missiles and sulfur-emitting smokestacks along with bread and education? Must modern economics make a fetish of quantity at the expense of quality of life? Or can we correct the defects of the official gross national product numbers so that they better reflect the true satisfaction-producing products of our economy?

Yes, we can focus on quality as well as on quantity. In order to include the new realities with the old, we can correct the traditional GNP numbers. We can subtract the costs of the unpleasant features of modern urban living, such as dirty air enjoyed by our citizens, along with household services produced by wives and husbands. These losses and gains are ignored by government statisticians, but they need not be overlooked by economists!

### New Words

discipline/'disiplin/ *n.* 学科, 课程

pathbreaking/'pa:θ,breikin/ *adj.* 开创性的, 奠定基础的

coincidence /kə'insədəns/ *n.* combination of events happening by chance but in such a way that it seems planned or arranged 巧合, 巧合的事物

tyranny /'tirəni/ *n.* government by a ruler with absolute power,

usually gained by unjust means 专制统治, 暴政  
 monarchy /'mɒnəki/ *n.* a government or state headed by a king,  
 queen or emperor 君主政体, 君主制  
 emancipation /i,mænsi'peɪʃən/ *n.* the act of setting free from  
 slavery or restraint 解放, 解除  
 elapse /i'læps/ *v.* (of time) to pass away (时间) 消逝  
 massive /'mæsɪv/ *adj.* large and heavy, great, powerful 大的,  
 有力的  
 critique /kri'tik/ *n.* an article, book set of remarks expressing  
 criticisms 批判性的文章、书或评论  
 posthumous /'pɒstjʊməs/ *adj.* (of a book, musical work, etc.)  
 printed and made public after the death of the writer  
 著作者死后出版的  
 gospel /'gɒspəl/ *n.* a principle which should be followed 真理,  
 主义, 信条  
 trend /trend/ *v.* to have a general tendency, course or direction of  
 development, tend 倾向, 趋向  
 commodity /kə'mɒdɪti/ *n.* something sold for profit 商品  
 consumption /kən'sʌmpʃən/ *n.* the using up of goods 消费, 消耗  
 encompass /ɪn'kʌmpəs/ *v.* to contain, to include 包含, 包括  
 evolve /i'vɒlv/ *v.* develop gradually (使) 发展; (使) 逐渐形成  
 compress /kəm'pres/ *v.* to put (thoughts, ideas, etc.) into fewer  
 words (思想, 意见等) 用精练的文字表达出来  
 alternative /ɒl'tənətɪv/ *adj.* other 其他的  
 macroeconomics /'mækroʊɪkə'nɒmɪks/ *n.* 大经济学,  
 宏观经济学  
 microeconomics /'maɪkroʊɪkə'nɒmɪks/ *n.* 微观经济学

backlash /'bækklæʃ/ *n.* a strong but unfavorable reaction against a political or social development (在政治上和社会发展上)强烈的不利反应

deplore /di'plɔ:/ *v.* to be regretful and sorry about 痛心,惋惜

radical /'rædɪkl/ *n.* a person who wishes to make great and rapid changes in the government 激进分子

sulfur-emitting /'sʌlfə i'mitiŋ/ *adj.* 排放硫磺气的

smokestack /'sməʊkstæk/ *n.* a tall chimney for taking off smoke esp. from a ship or factory (尤指轮船或工厂)大烟囱

fetish /'fi:tɪʃ/ *n.* an object that is worshipped as a god and thought to have magic power 神物

subtract /səb'trækt/ *v.* to take (apart or amount) from something larger 减去,扣除

enhance /in'hɑ:ns/ *v.* to increase, to raise 增加,提高

## Phrases and Expressions

1. *The Wealth of Nations* 《国富论》
2. *The General Theory of Employment, Interest and Money* 《就业、利息和货币通论》
3. Compress...into... 把...用简炼的文字表达成...
4. go about 从事,忙于,着手进行
5. at the half way point 在某段时间的中期,中叶,中点
6. in response to 响应,回答
7. Gross National Product (GNP) 国民生产总值
8. make a fetish of 对...迷信,对...盲目崇拜
9. at the expense of 以...为代价;在...受损害的情况下

## Notes

1. It is no coincidence that both documents appeared the same year. 两者在同一年出版绝非偶然的巧合。

这是一句强调句型。句中的 no 在这里表示一个语气很强的否定,意即“完全不是的”、“远非”。例如: It is no moment to listen to her endless complaints. 现在不是听她没完没了发牢骚的时候。

2. Economics is the study of how human beings go about the business of organizing consumption and production activities. 经济学研究人类如何组织他们的消费和生产的活动。

句中的短语动词 go about 在这儿的词意是 set to work at, undertake. 例如: If you go about it in the right way, you'll soon get it finished. 你如果用正确的方法着手去做,你就很快会把它完成。

3. ... it is always hard to compress into a few lines an exact description that will differentiate its boundaries from those of other disciplines. ... 要想把它压成几行文字来精确地描写它,划清它与其他的学科的界限,这总是很难办到的。

因为此句中动词 compress 后面的宾语部分太长,为了保持句子的平衡,把本应放在句尾的介词短语 into a few lines 放到了动词 compress 的后面,这种现象称为句子的部分倒装。

4. Must modern economics make a fetish of quantity at the expense of quality of life? 现代经济学一定是要以牺牲生活的质量来把数量视若神明吗?

动词短语 make a fetish of 意为“盲目崇拜”、“过份迷恋”。

例如: The general made a perfect fetish of his horse; she was always brushing itself down. 将军对他的马爱之若狂, 他总是不停地把它刷得干干净净。

5. We can add the enhanced leisure enjoyed by our citizens, along with household services produced by wives and husbands. 我们可以加上公民们享受到的已经增加了的休闲时光以及夫妻们在自己家庭中所提供的劳务。

## Exercises

I. Answer the following questions:

1. How old is economics as a scholarly discipline?
2. What's the population in the world that regards *Das Kapital* as economic gospel according to the author?
3. Why is it so difficult for the scholars to give a concise definitions to economics?
4. What's the general definition of economics that economists today share the opinion on? .
5. What do you think of the conclusion that economics talks about many of life's practical question?
6. What's the difference between macroeconomics and microeconomics?
7. What does it mean by the gross national product?
8. How should we correct the defects of the official gross national product numbers?
9. Why must we direct our attention to quality as well as quantity?



10. What are the losses and gains which economists can not ignore according to the author?

II. Fill in the blanks with the expressions given below. Make changes if necessary.

at the expense of, subtract, coincidence, encompass, emancipation, evolve, elapse, alternative, deplore, posthumous

1. The \_\_\_\_\_ of smoking and cancer suggests that the disease may be caused by the habit.

2. The \_\_\_\_\_ of the slaves from the racial discrimination was proclaimed by President Lincoln in 1963.

3. Ten years have \_\_\_\_\_ since he graduated from Beijing University.

4. He received a \_\_\_\_\_ award as he sacrificed his life to save others.

5. That famous writer recently finished a set of works which \_\_\_\_\_ the entire range of man's religious beliefs.

6. The method of manufacture \_\_\_\_\_ out of a long process of trial.

7. \_\_\_\_\_ sources of protein must be found when meat and fish are not available.

8. Talkative people say many things in company which they \_\_\_\_\_ when alone.

9. A month later, read the meter again and \_\_\_\_\_ the first reading from the second.

10. Those who try to profit \_\_\_\_\_ others will come to no good end.

III. Translate the following sentences into English: