

ENGLISH READING

挑战大学英语考试辅导丛书

四级时文阅读

全球经济透视

北京大学

刘晓晖

王永

编

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Capital Idea

揭开“自由市场”起源的面纱

中国的经济实力虽然逊于欧洲,但其悠久而灿烂的思想文化一直令人神往。早在 18 世纪,著名的经济学家奎内和《国富论》的作者亚当·斯密就深受老子和孔子哲学思想的启发。法国人将“无为”译作法语的“Laissez-faire”,在此基础上,斯密建立起了现代“自由市场”经济学的原理。

China may have lagged (落后 vi.) behind Europe entering the industrial age, but there was much that China contributed to modern European economic thinking. In an earlier age, when Europe was in the throes (挣扎 n.) of the Enlightenment (启蒙 n.), China was considered more enlightened as it emerged from centuries of centralized bureaucratic (官僚的 adj.) control.^[1] Modernity (现代性的东西 n.) often plays tricks with history^[2]: China's apparently (表面上的 adv.) contradictory embrace (接受 n.) of free trade under communist rule today obscures (隐藏 vt.) the fact that basic notions (观念 n.) of a free-market economy were derived (起源 vi.) with the help of observations made in China by Jesuit missionaries (传教士 n.) in the mid-18th century.

The great Scottish (苏格兰的 adj.) economist, Adam Smith, is credited with (被归功于) establishing the principles of modern free-market economics in his *An Inquiry into the Nature and Causes of the Wealth of Nations* published in 1776. Less is known about a French physician-turned-philosopher who inspired (鼓舞 vt.) Smith when he worked for a time as a tutor (家庭教师 n.) to the nobility (贵族 n.)

at the royal (王室的 adj.) court of Versailles.^[3] Francois Quesnay first coined (创造 vt.) the term “laissez-faire” in 1758. He belonged to a group of intellectuals (知识分子 n.) known as the Physiocrats (重农主义者 n.) who believed that government policy should not interfere with the operation of natural economic laws.

According to contemporary (同时代的 adj.) British philosopher John James Clarke, the source of these ideas was the *Tao Te Ching*, the basic text of Taoism (道教 n.) attributed to (属于) the semimythical (半神话的 adj.) Chinese philosopher Lao-tze.^[4] Travellers to the China of the late Ming and early Qing period were impressed by the high degree of organization—exemplified by the exam system—the weak hand of government, and the extensive economic freedom and efficiency this combination produced. Their Chinese hosts (主人 n.) told them that such a state was close to the ideal of *wu wei* (无为), whereby the wise ruler knows that the best way to rule is by doing nothing. “Practise not doing and everything will fall into place,^[5]” the *Tao* recommends (介绍 vt.).

For Europeans struggling to escape from the last vestiges (陈迹 n.) of feudalism (封建制度 n.), the relative sophistication of Chinese absolutism (绝对论 n.) was appealing^[6] (吸引人的 adj.). Quesnay was so enthralled (迷惑 adj.) he was known as the “European Confucius (孔子 n.)” in his day.^[7] The French translated the concept of *wu wei* into *laissez-faire*. It had a tremendous (巨大的 adj.) influence on Smith, who, historians speculate (推测 vi.), would have dedicated the *Wealth of Nations* to Quesnay had his mentor (导师 n.) not died shortly before its publication.^[8]

Source: “Far Eastern Economic Review”, 6/10/1999, by Michael Vatikiotis

Translations for Reference 参考译句

[1] 早期,当欧洲仍处在启蒙阶段的挣扎中,一个来自长达几个世纪

的集权统治下的中国已经相当开明了。

- [2] 现实总是和历史开玩笑。
- [3] 我们对那位激发了斯密灵感的法国医生及哲学家了解的不多，是他鼓励了当时还在凡尔赛宫给贵族当老师的斯密。
- [4] 道教的基本思想属于半神话般的中国哲学家——老子。
- [5] 什么都不干预，一切自会顺理成章。
- [6] 对于正试图摆脱封建主义遗迹的欧洲人来说，中国的绝对论是非常吸引人的。
- [7] 奎内对“无为”相当入迷，他被誉为那个时代的“欧洲的孔子”。
- [8] “无为”对斯密的影响非常巨大，据历史学家推测，如果不是因为他的导师奎内在这本《国富论》出版前不久去世了，斯密会把此书献给他的导师。

Reading Comprehension 阅读理解

1. Which of the following best states the central idea of the passage?

- _____
- A. Free-market philosophy derived from ancient China.
- B. Adam Smith established the principles of modern free-market economics in his *An Inquiry into the Nature and Causes of the Wealth of Nations*.
- C. Francois Quesnay believed that government policy should not interfere with the operation of natural economic laws.
- D. Quesnay was regarded as the “European Confucius” in his day.

2. According to the passage, which of the following first created the term “laissez-faire”? _____

- | | |
|---------------|----------------------|
| A. Adam Smith | B. John James Clarke |
| C. Lao-tze | D. Francois Quesnay |

Keys for Reading Comprehension 阅读理解答案

1. A

2. D

The Market

三论“市场”

“市场经济”是社会发展的主流,因而“市场”也就成了经济学家、企业家们百般研究的对象。不了解“市场”,就不可能在竞争日益激烈的商界获得一席之地,这是人们公认的事实。本文从三个方面分析了“市场”的概念,市场与企业利益密切相关,由此可见一斑。

The market can be assessed along many dimensions^[1]. For instance, consider stability versus volatility (挥发性 n.). Some markets are quite stable in that buying behavior doesn't change drastically (剧烈地 adv.) over a long period of time. Distribution channels, product applications, and overall marketing strategies remain quite consistent under these circumstances, as with basic consumer food products or industrial raw materials (原材料). Volatile markets exist when products have very short life cycles, when rapidly changing technology is the basis for competing effectively^[2], and when demand is very sensitive to economic cycles and social changes. Examples include the market served by the aerospace industry, women's fashions, and children's toys. Many markets fall between these extremes^[3], of course, but the greater the volatility, the more the organization must favor flexibility over stability and fast response to change over routinization and specialization of tasks.

Other dimensions of the market should also be considered. One way to look at markets is in terms of the product life cycle. Different stages are accompanied by different competitive pressures and demand patterns. Most firms focus their marketing strategy at one or two

stages, however, and adjust their organization accordingly. For instance, offering innovative products at early life-cycle stages presents a far different organizational challenge than offering products already well-accepted which have reached the end of the growth stage or the maturity stage. High risk characterizes the early stages, but high profits are forthcoming (即将来临的 adj.) if the firm is successful.^[4] The proper organization structure is needed to identify these innovator markets and to respond quickly to early signs of success (plunge ahead) (勇往直前) or failure (quit and avoid more losses). Markets at the maturity stage are far more stable and easily defined. They require less emphasis on go, no-go decisions and more emphasis on cost control and fine-tuning (调整) an already proven marketing strategy.

Another market dimension involves the type of buying behavior prevailing among customers. For instance, a comparison of industrial buyers versus hospital buyers showed that hospital buyers placed far more emphasis on service and warranty (保证 n.) factors whereas (然而 conj.) industrial buyers were significantly more concerned with the technical, capabilities and continuing supplier relationships. Other studies have pointed out how changes in industrial buying behavior necessitate adjustments in the selling approach and in organizational back-up (支持 n.) required to serve these buyers.^[5] Once such change is systems buying, which occurs when the customer expects assistance from the seller in addition to the product supplied. If the product is a machine, for example, the buyer may request help in acquiring related products to form a total production line, in training product users, in maintaining the product in peak (达到最高点的 adj.) operating condition, and in analyzing the financial impact of using the product on productivity and cost measures. Multiple buying influences represent another growing trend in purchasing requiring parallel attention from counterparts in the selling firm.^[6] All of these factors influence the complexity and coordinating (协调) ability required in the marketing organization.

Source: "West's Business Law", Seventh Edition, 1998, by Kenneth W. Clarkson etc.

Translations for Reference 参考译句

- [1] 市场可以从不同的角度评价。
- [2] 当迅速变化的科技是有效竞争的基础时。
- [3] 很多“市场”是介于这两个极端之间的。
- [4] 高风险是早期阶段的特点,但是如果公司成功,高利润也就为期不远。
- [5] 其它研究已经表明:工业购买行为的变化使得销售途径的调整以及“服务顾客”所要求的组织结构的调整成为必需。
- [6] 多种购买影响力代表另一种正在发展的购买趋势,而这种趋势应该得到卖方有关部门相应的注意。

Reading Comprehension 阅读理解

1. According to the first paragraph, volatile markets can exist under which of the following conditions? _____
 - ① When products have very short life cycles.
 - ② When rapidly changing technology is the basis for competing effectively.
 - ③ When demand is very sensitive to economic cycles and social changes

A. ① only

B. ② only

C. ① and ③ only

D. ①, ② and ③
2. In the second paragraph, the author mentions all of the following except _____
 - A. aifferent stages are accompanied by different competitive pressures and demand patterns.

- B. high risk characterizes the early stages, but high profits are forthcoming if the firm is successful.
- C. markets at the maturity stage are far more stable and easily defined.
- D. they require more emphasis on go, no-go decisions and less emphasis on cost control and fine-tuning an already proven marketing strategy.
3. It can be inferred from the third paragraph, the buying behavior of industrial buyers is far different from that of hospital buyers. Which of the following is industrial buyers more concerned with?

① service

② warranty factors

③ the technical, capabilities and continuing supplier relationships

A. ① only

B. ② only

C. ③ only

D. ①, ② and ③

Keys for Reading Comprehension 阅读理解答案

1. D

2. D

3. C

The Challenge of A Global Economy

全球经济一体化

“全球经济一体化”，或许对某些人来说还是一个比较陌生的词汇。但只要看一看大街上随处可见的丰田、奔驰，商场里琳琅满目的外国化妆品和婴儿食品，你就会发现我们早已置身在“全球经济一体化”的浪潮中。未来，世界将只有一种经济，地球将成为一个大市场。

Evidence of a global economy is everywhere today. For example, 28 cents of every dollar Americans spend for consumer goods goes toward imports.^[1] The import figure for capital goods used by U. S. businesses is 50 cents of each dollar spent. Each of us is challenged to understand the workings and implications of the global economy better in light of its profound impact on our lives and work.^[2]

A SINGLE GLOBAL MARKETPLACE.

Money spent on imported Japanese cars, French perfumes, Colombian coffee, New Zealand meat and produce, German beers, and Italian shoes may be evidence of a global economy. Deeper analysis, however, reveals more profound changes. First, according to John Naisbitt and Patricia Aburdene's book *Megatrends 2000*, "The new global economy cannot be understood if it is thought to be merely more and more trade among 160 countries; it must be viewed as the world moving from trade among countries to a single economy. One economy. One marketplace." Both the North American Free Trade Agreement (NAFTA) among Mexico, Canada, and the United States and

the 117-nation General Agreement on Tariffs (关税 n.) and Trade (GATT) represent steps toward that single global marketplace. Second, the size of the global economy has expanded dramatically. *Fortune* explains why:

... the commercial world has been swelled (膨胀 vi.) by the former Soviet empire, China, India, Indonesia, and much of Latin America—billions of people stepping out from behind political and economic walls. This is the most dramatic change in the geography of capitalism in history.

GLOBALIZATION IS PERSONAL.

Economic globalization is a huge concept, stretching the limits of the imagination.^[3] For instance, try to grasp what it means that as much as \$1 trillion moves through the global banking network in a single day! Ironically, globalization is also a very personal matter affecting where we work, how much we're paid, what we buy, and how much we pay. Let us explore two personal aspects of the global economy:

1. *Working for a foreign-owned company.* One of the most visible signs of a global economy is the worldwide trend toward foreign ownership. As *The Wall Street Journal* observed in 1993, "foreign-owned businesses employ 4.7 million people in the U.S., or 5.2 percent of U.S. employment." Has the rapid growth of these figures since then been a positive or a negative? Recent research shows a positive impact on paychecks (薪水 n.):

Foreign direct investment into the U.S. has tripled (增至三倍 vi.) over the past two years, leading to a heated debate over the pluses and minuses of foreign ownership.^[4] Do foreign companies set up low-paying operations in the U.S., or does foreign investment create new opportunities that benefit workers?...^[5]

[Researchers] discovered that in Mexico, Venezuela, and the U.S., workers employed by foreign-owned businesses tend to have higher wages than other workers in the same industry.

In the U. S., this wage differential comes to about 10 percent. [6]

2. Meeting world standards. One does not have to work for a foreign-owned company to be personally impacted by the global economy. [7] Many people today complain of having to work harder for the same (or perhaps less) money. Whether they realize it or not, they are being squeezed (压榨 vi.) by two global economic trends: higher quality and lower wages. Only companies striking the right balance between quality and costs can be globally competitive. [8] For example, the 1,600 employees at Cargill's Schuyler, Nebraska, meatpacking plant enjoy good job security by doing a better job for less. "Japan's growing taste for American beef more than makes up for Americans' declining appetite; whereas U. S. customers buy huge slabs of meat, Japanese importers want labor-intensive trimming work done at the plant to avoid high wage costs at home." [9]

Source: "Management", Seventh Edition, 1998, by Robert Kreitner

Translations for Reference 参考译句

- [1] 美国人用来购买消费品的开支,平均每1美元中就有28美分是花在进口商品上。
- [2] “全球经济一体化”对我们的生活和工作有着深刻的影响,因此每一个人都有必要理解“全球经济一体化”的意义。
- [3] 经济全球化是一个庞大的概念,超出了想像的范围。
- [4] 在过去的两年里,外国在美国的直接投资增至三倍,引发了一场关于增加还是减少外国所有权的激烈争论。
- [5] 外国公司在美国是建立了低收入的企业,还是外国投资创造了有利于工人的新的就业机会。
- [6] 在美国这种工资上的差异达到10%。