



新编国际商务英语系列教材

# 国际商务英语快速阅读教程


Fast Reading for International Business English

白远 周建萍 编著



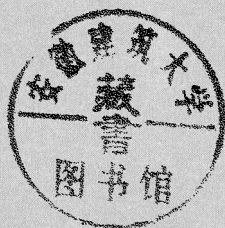
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## 内 容 简 介

本教材共 42 单元。每一个单元有两篇阅读文章，第一篇为主要文章，涉及经济学原理、贸易、金融、市场营销、对外投资、管理及国际组织等方面的内容，并附有阅读理解、词汇解释、词汇填空、判断正误等练习；第二篇为补充阅读，重点是在经济活动中出现的实用性和功能性语言材料，通常为经济类广告、新闻、产品说明等，以及经贸阅读中经常遇到的图表、数字等不同的表达方式，同时也附有阅读理解练习。

本教材适用于高等院校经济、财贸、管理、商务英语等专业一、二年级的学生使用，同时也可供对国际经济与贸易感兴趣的自学者参考。

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# 前言

随着全球化进程的加速,英语已经渗透到我们生活的方方面面,尤其是在经贸中的作用日益重要。如何既提高学生的英语水平,同时又使他们掌握一定的国际经济贸易方面的知识,培养时代需要的人才成为英语教师们研究的一个课题。

《国际商务英语快速阅读教程》就是为了满足我国对具有国际经济贸易专业知识的英语人才这一时代的需求而编写的,目的是帮助英语学习者在语言和知识两个方面同时得到提高。

作为英语专业基础阶段教学的一门必修课,泛读课对于培养阅读能力、扩大词汇量、提高阅读技能、增加知识等具有举足轻重的作用。而快速阅读又是泛读课的一个重要组成部分,其目的在于通过提高学生的阅读技能来提高阅读速度。阅读速度取决于词汇量、阅读技巧及对文章所涉及知识的熟悉程度等多种因素。因此,快速阅读一方面可以通过传授快速阅读技巧,如跳读、扫读、猜词等来提高阅读速度,另一方面也可以通过扩大学生的知识面、了解基本题材、认知基本词汇和术语、熟悉相关知识来提高阅读速度。例如,图表、广告等题材并不难理解,但是如果很少接触,就会花相当多的时间去阅读。

学习过程中语言输入的多少对于学生提高语言水平具有决定性作用。语言输入不仅要有量,而且要注意输入的语篇文体要多样化。输入达到一定程度后,学生自然就会在头脑中建立起这种语篇的模式。因此,大量广泛的语篇输入成为提高语言水平的最根本、最基础的要求。

本教材注重语篇量的输入和输入的多样化,选择了以国际经济贸易为主要内容的各种题材、各种形式的文章、广告、图表等,对学生进行大量的语言和知识的输入,从而提高学生快速阅读的技巧,以达到短时间内掌握大量专业知识信息的目的。

本教材共42单元,为一个学年的教学任务。每一个单元有两篇阅读文章,第一篇为主要文章,涉及所讲的主要内容,字数按照学生水平的提高由少至多。第一篇文章后面附有4种类型的练习,包括阅读理解、词汇解释、词汇填空、判断正误等,通过大量的练习不仅可以查看学生的理解水平,也可使学生掌握基本词汇和一些生词的运用。第二篇文章为补充阅读,重点是在经济活动中出现的实用性和功能性语言材料,通常为经济类广告、新闻、产品说明等,以及经贸阅读中经常遇到的图表、数字等不同的表达方式,同时附有阅读理解练习。

本教材的创新与特色之处有以下几个方面。

## 1. 多种多样的练习

本教材选用的阅读文章篇幅较短,每篇阅读文章后都编写了精心构思的练习,包括阅读理解题、词汇解释题、词汇填空题和判断正误题。练习的目的在于使学生在反复做练习的过程中对文章有一个高效的、透彻的理解,并且能够熟练运用所学的词汇。第二篇阅读材料是应用性较强的补充阅读,其内容在以往的经贸类阅读材料中比较少见。此篇阅读材料也附有阅读理解练习。

本教材与以往一些经贸类英语阅读教材最大的不同点在于,本教材不仅仅局限于找几篇文章,附上几个简单的阅读理解题(对于编者来说这是比较省事省力的办法,但是对于学习者来说没有达到学习的目的,对文章只有一个肤浅的认识),而是针对阅读教材中几乎所有难点句子和词语都编写了

大量的练习。这样做对于编者来说需要付出艰辛的脑力劳动和时间投入，然而学习者却能够在短期内学到大量的知识，从而大大提高了学习的效率。

## 2. 以快速阅读的形式编写

本教材以快速阅读的形式编写，浅显易懂。信息量和阅读速度对于生活在信息时代的学生是至关重要的。本教材旨在提高学生的阅读速度，让学生充分利用课上的有限时间获取大量的信息，学习到关于经贸的基本知识和基本术语，为高年级阶段学习专业知识打下语言基础。

## 3. 提高学生快速阅读的技能

本教材本着“授人以渔”的原则，强调运用阅读技巧来提高阅读速度，既快又准地理解文章，如运用上下文、构词法知识等猜词技巧，运用扫读、跳读等阅读技巧，运用归纳、分析、推理等方法来对文章有一个比较全面、透彻的理解。

## 4. 涵盖全面

本教材所选材料涵盖全面，涉及经济学原理、贸易、金融、市场营销、对外投资、管理及国际组织等诸多方面。本教材的目的不在于对某一方面进行深入的探讨，而在于使学生对某一内容有所涉猎，掌握基本的概念和词汇，借此扩大学生的知识面，为以后的阅读奠定坚实的基础，为高年级阅读课和专业课，尤其是双语课程做充分的准备，同时也为日后的工作提供便利。

本教材所选文章均为经贸类原文或根据原文稍加修改以适应学生的水平，包含所涉及内容的基本词汇和概念，由浅入深，从基础知识入手，涉及经济贸易的各个方面。

## 5. 应用广泛

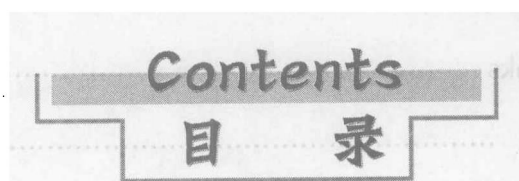
经济渗透在我们生活的方方面面，因此学生掌握一定的经济知识是非常有必要的。从知识角度来说，本教材旨在达到使经济专业的学生可以很快地进入阅读英语专业文章的阶段，非经济专业的学生掌握经济基本知识的目的。本教材针对基础阶段一年级和二年级的学生，英语和非英语专业、经济和非经济专业的学生都可使用，既可以作为泛读课上的快速阅读材料，也可以作为学生课下阅读的补充材料。

本教材适用于经济、财贸、管理、商务英语等专业一、二年级的学生及对国际经济与贸易感兴趣的自学者。

本教材由白远、周建萍共同编著，具体编写分工为：白远负责编写第1～10、17、19～20、23、25～26、29～30、32、34、38单元，周建萍负责编写第11～16、18、21～22、24、27～28、31、33、35～37、39～42单元。

限于编者水平，本书难免有不妥之处，敬请读者批评指正，以求进一步完善。

编者  
2009年5月



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## The Meaning of Economics



### Text A

### The Meaning of Economics

Although economics can be defined in a variety of ways, it broadly includes the behavior, economic system and organizations, and results connected with scarcity. More clearly, economics is defined as the study of the alternative ways mankind chooses to use scarce but productive resources to produce goods and services to satisfy wants. Note that this rather standard definition of economics implies several things.

First of all, it requires a system of economic organization guided by rules within an organizational framework. Second, it states that mankind must choose among alternative uses for scarce resources. This raises such problems as how choices are made, who makes them, and how the decision making process relates to a system of economic organization. Third, the definition implies an interest in getting as much satisfaction as possible from scarce resources.

For all of these reasons, we must be concerned with the way an economic system accomplishes the production and exchange of goods and services. The study of economics centers upon questions like: Whose wants are satisfied? To what extent is satisfaction achieved? Can resources be used more fully or more efficiently to produce more output? In a general sense, economics is the study of decision making and choice necessitated by unlimited wants and scarce resources. Economics is a search for ways to expand our limited capability to fulfill our wants. (224 words)

### Exercises

I. Choose the best answer from A, B and C to each of the following questions.

- Economics includes \_\_\_\_\_.
  - economic system and organizations, behavior and results connected with scarcity
  - the behavior, economic system, and results connected with scarcity and many other things
  - the behavior, economic system and economic organizations
- Economics \_\_\_\_\_.



- A. refers to scarce resources  
B. can be defined in a variety of ways  
C. is explained by many people but all in one way
3. More clearly, economics studies \_\_\_\_\_.
- A. how to satisfy people's needs  
B. how to use scarce but productive resources to produce goods  
C. how to choose among different ways to satisfy people's wants by using scarce but productive resources to produce goods
4. The definition of economics tells that \_\_\_\_\_.
- A. a system of economic organization is most important  
B. a system of economic organization is one of the important points  
C. a system of economic organization is not important
5. Mankind must choose among alternative uses for scarce resources. This raises \_\_\_\_\_.
- A. only three problems  
B. some problems connected with making choices  
C. problems which are difficult to solve
6. Economics is interested in \_\_\_\_\_.
- A. making the best use of scarce resources  
B. scarce resources  
C. getting more satisfaction from scarce resources
7. Generally, economics studies questions like \_\_\_\_\_.
- A. whose wants are satisfied  
B. to what extent is satisfaction achieved  
C. decision-making and choice needed by unlimited wants and scarce resources
8. Economic decision makers want to make the best use of scarce resources to \_\_\_\_\_.
- A. satisfy people's limited wants  
B. meet people's wants  
C. restrain people's unlimited wants
9. Economics tries to \_\_\_\_\_.
- A. find ways to make our ability unlimited  
B. fulfill our wants in order to expand our limited ability  
C. satisfy our needs by expanding our limited ability
10. The production and exchange of goods and services should be accomplished by \_\_\_\_\_.
- A. an economic system  
B. social forces  
C. markets

## II. Guess the meaning of the underlined words using reading techniques.

1. Diamond is scarce therefore valuable because there is very limited deposit on the earth.  
2. The seller will have no alternative but to reduce the price by half because of sluggish market.  
3. The output of the products of the factory has risen steeply, however the quality has dropped sharply.  
4. Metal expand when they are heated while water expands when it is frozen.  
5. He did me a service before, so I should help him this time.

III. Choose from the following words and expressions to fill in the blanks.

define	a variety of	productive	be concerned with
enter upon	efficiently	fulfill	necessitate

1. This story \_\_\_\_\_ fairies and wicked magicians.
2. Machines work more \_\_\_\_\_ than hands.
3. What you said may \_\_\_\_\_ my thinking about the question again.
4. Much office work in a factory is not directly \_\_\_\_\_ even if it is necessary.
5. Everyone arrived late at the meeting for \_\_\_\_\_ reasons.

IV. Decide whether the following statements are true or false.

1. People's wants are unlimited while natural resources are limited. (     )
2. Since resources are scarce, so we should limit our demand. (     )
3. Economics has a variety of meanings. (     )
4. Our wants can always be satisfied because there are alternative ways to choose to produce goods and services. (     )
5. To get as much satisfaction as possible from scarce resources is what economics interests. (     )
6. Economics does not study how factories should produce. (     )
7. An efficient economic system is important in finishing the production and exchange of goods and services. (     )
8. All natural resources are scarce. (     )
9. Economics studies many questions. One of them is to what extent satisfaction is gained. (     )
10. To increase output, we should make full and efficient use of resources. (     )



## Text B

Read the classified ad below:

### LANDSCAPE GARDENING

For residential gardens only.  
 Planting, design, irrigation, innovation.  
 Call 841-2333  
 Weekdays only, after 7 p.m.  
 Min. \$ 7 per hour

## Exercises

Choose the best answer from A, B, C, and D to each of the following questions.

1. At what sort of place does this gardener want to work?

1. A. A private residence.      B. A hospital.      C. A factory.      D. An office building.
2. How much does this gardener charge?  
A. About \$7.00 per hour.      B. Not decided yet.  
C. Less than \$7.00 per hour.      D. \$7.00 per hour or more.
3. When can the gardener be contacted?  
A. any time.      B. Weekday evenings.      C. Saturdays.      D. Weekends.

### Difficult Words and Expressions

define 解释, 给……下定义

alternative 选择的, 可供选择的

framework 结构, 机构

residential 住宅的

min. = minimum 最低限度

scarcity 稀少, 缺乏

imply 暗示

be concerned with 有关

irrigation 灌溉

## Two Methods in Economic Studies



### Text A

### Two Methods in Economic Studies

There are two possible methods in the study of economics. We could start by examine total national income, total production, total demand, total savings and total investment. This method has been called macro-economics. Macro-questions are concerned with the behavior of the economy as a whole. What are the major influences on the rates of output and employment in the economy? What is the relation between total demand spending and total incomes? Why do economics have regular changes in economic activity?

The other method studies the economic motives and actions of individual persons, of individual firms, of individual industries. This method has been called micro-economics. Micro-questions are such things as: what decides the relative prices of goods, such as potatoes and bread? What decides the action of particular firms and households in the economic system? What decides a firm's prices of output and employment of labor? These two methods help each other in the study of economics. Neither of these methods is complete without the other.

Micro-economic theory was established earlier than macro-economic theory. In 1936, Keynes published his most important economic work, General Theory of Employment, Interest, and Money. As a result of the publication of the General Theory, a new branch of economic theory, macro-economics, was started, which marks the beginning of modern economic thought. (216 words)

### Exercises

I. Choose the best answer from A, B and C to each of the following questions.

1. The main idea of Paragraph One is that \_\_\_\_\_.
  - A. there are two possible methods in the study of economics
  - B. one of the methods is called macro-economics
  - C. what is macro-economics
2. Macro-economic questions are concerned with \_\_\_\_\_.

- A. the relation between total demand, spending and total incomes  
B. the behavior of the economy as a whole  
C. the major influences on the rates of output and employment in the economy
3. The last sentence of Paragraph One means \_\_\_\_\_.  
A. different economic systems may have regular changes in economic activity  
B. changes happen regularly in economic activity  
C. economies may not have regular changes in economic activity
4. The main idea of Paragraph Two is that \_\_\_\_\_.  
A. the second method is called micro-economics  
B. what are the topics micro-economics studies  
C. micro-economics is interested in a few questions
5. Micro-economic questions are concerned with \_\_\_\_\_.  
A. the behavior of the economy from the point of view of individual persons, firms and industries  
B. the relative pieces of goods, such as potatoes and bread, and a firm's prices of output and implement of labor  
C. the action of particular firms and households in the economic system
6. The last sentence in Paragraph Two means \_\_\_\_\_.  
A. one of the methods will be incomplete with the other  
B. the two methods will be complete without each other  
C. one method can not be complete without the other
7. The main meaning of Paragraph Three is that \_\_\_\_\_.  
A. in 1936, Keynes published his most important economic work, General Theory of Employment, Interest, and Money  
B. Micro-economic theory started earlier than macro-economic theory  
C. the publication of Keynes' General Theory marked the beginning of a new branch of economic theory
8. The last sentence in Paragraph Three indicates that \_\_\_\_\_.  
A. Keynes established the new theory of macro-economics  
B. only Keynes could establish a new branch of economic theory  
C. macro-economic theory was not studied before 1936
9. Macro-economic theory studies \_\_\_\_\_.  
A. the behavior of the economy as a whole  
B. the behavior of individual firms  
C. both A and B.
10. Both macro and micro-economic theories are important because \_\_\_\_\_.  
A. they study how price influence a country's economy  
B. they study how a country's economy behave  
C. they study from both aggregate and individual firms' perspectives

II. Guess the meaning of the underlined words using reading techniques.

1. His income was barely enough for his family.  
2. Hatred was the young man's motive for attacking the police.  
3. Mr. Smith is the branch manager of the firm.  
4. Mother is usually responsible for household duties.

5. This story is concerned with a brave young man fighting with a robber.

III. Choose from the following words and expressions to fill in the blanks.

be concerned with	individual	households	output
mark	branch	economic theory	as a whole

1. We would examine the event \_\_\_\_\_, not from one side.
2. A teacher cannot give \_\_\_\_\_ attention to his students if his class is very large.
3. The \_\_\_\_\_ of the factory has increased by 10% this year.
4. September 18, 1931 \_\_\_\_\_ the beginning of Japanese invasion into China.
5. Keynes established a new \_\_\_\_\_, macro-economic theory.

IV. Decide whether the following statements are true or false.

1. There are only two economic theories in economic studies. ( )
2. Micro-economic theory studies total saving, total investment, and individual firms. ( )
3. The major influences on the rates of output and employment in the economy is a question studied by macro-economic theory. ( )
4. Macro-economics tries to find out the reason that economics have regular changes in economic activity. ( )
5. Micro-economics is interested in the factors that decide prices of cars or eggs. ( )
6. The motive and actions of individual firms cause the interest of both micro-economics and macro-economics. ( )
7. The theories of micro-economics and macro-economics are important in the study of economics. ( )
8. Micro-economic theory was established before 1936. ( )
9. Keynes is the founder of micro-economic theory. ( )
10. Modern economic thought began with the publication of Keynes' General Theory.



## Text B

Read the ad below:

### ELECTRONIC WIREMEN

- Permanent, full-time position
- 2 - 3 years experience
- Day shift

Wiring and soldering of framework of a motorcar of carriage.

Excellent company benefits. Salary suitable with experience.

Phone: 538 - 3889

8999 Robin Road, Long Hill

Equal Opportunity Employer

## Exercises

Choose the best answer from A, B, C, and D to each of the following questions.

1. What hours would the applicant expect to work?
  - A. Suitable with experience.
  - B. Midnight to 7 a. m.
  - C. 8 a. m. to 5 p. m.
  - D. 3:30 p. m. to midnight.
2. How much would the applicant be paid?
  - A. Permanent.
  - B. The same as other wiremen.
  - C. Fitting with experience.
  - D. Not decided yet.
3. What would be the applicant's job?
  - A. Full-time position.
  - B. Shifting.
  - C. Company benefits.
  - D. Wiring and soldering.

## Difficult Words and Expressions

macro-economics 宏观经济学

John Maynard Keynes 约翰·梅纳德·凯恩斯  
(1883—1946, 英国经济学家)

permanent 永久的

solder 焊合, 接合

micro-economics 微观经济学

motive 动机

wireman (电路) 检修工

day shift 日班

Unit

3

## The World Natural Resources



Text A

### The World Natural Resources

There are basically three commodity groups: minerals such as coal, copper, zinc, and bauxite; tropical agricultural products, such as cocoa, coffee, sugar, tea, and tobacco which grow in tropical climates; and cereals, such as wheat, maize, and other grains, which grow in colder climates. While world consumption of resources is increasing at a fast pace, world reserves of many commodities are increasing equally fast. The Brookings Institution in Washington, D. C. , estimates that iron ore and bauxite reserves have recently doubled. The amount of world reserves has been determined by exploration. Although the earth contains extremely large mineral deposits, some of these are not easily accessible. Also, in some cases, the quality of a mineral varies from one place to another. For example, in the nineteenth century half of the world's copper ore came from Cornwall, England, and had a 13 percent metal content. Today copper ore mined in the United States has less than a one percent metal content. But over the last seventy years, improved technology in exploration, production, and transportation now makes mining of such ores with low-metal content a worthwhile venture.

The location of the world's natural resources, also called commodities, determines the patterns of world trade. Some regions are abundant in resources; elsewhere, reserves are scarce or nonexistent. As far as the industrialized nations are concerned, the United States and Canada also have vast coal and oil reserves, as well as nonferrous metal deposits, such as copper, zinc, and lead, which these countries export. The United States is also a heavy consumer of natural resources, and it is increasingly reliant on certain import especially on oil. Japan, a highly industrialized nation, is very dependent and has to import 99 percent of its primary commodities. Western Europe produces nearly all of the grain it needs but lacks other commodities to a great extent. The United States, Canada, Japan, and Western Europe all have to import tropical agricultural products from the developing nations. (325 words)



## Exercises

I. Choose the best answer from A, B and C to each of the following questions.

1. Natural resources can be divided into several groups according to \_\_\_\_\_.  
A. where they are found      B. their usage and location      C. what they look like
2. Which commodity group does "rice" belong to?  
A. Minerals.      B. Tropical agriculture.      C. Cereals.
3. The amount of world reserves has been determined by how much \_\_\_\_\_.  
A. people use      B. people want      C. people explore
4. Although the earth contains extremely large mineral deposits \_\_\_\_\_.  
A. they are still not enough      B. they are not easy to be obtained      C. it is difficult to locate them
5. The quality of copper ore is determined by \_\_\_\_\_.  
A. where it is explored      B. its copper content      C. when it is explored
6. What makes mining ores with low-metal content a worthwhile venture?  
A. Scientific methods in production, exploration and transportation.  
B. Improved technology in finding ores.  
C. Low cost in transportation.
7. The location of the world's natural resources determines \_\_\_\_\_.  
A. what each country should produce  
B. where to find what a country needs  
C. what to sell and what to buy for each country
8. The United States, Canada, Japan and Western European countries are all \_\_\_\_\_.  
A. developing countries      B. developed countries      C. agricultural countries
9. The United States and Canada enjoy the most favorable position because \_\_\_\_\_.  
A. they produce a lot of grains  
B. they have vast coal and oil reserves  
C. they have both A and B
10. The United States, Canada, Japan and Western Europe all have to import tropical agricultural products because \_\_\_\_\_.  
A. they are industrialized countries  
B. they are not developing countries  
C. they are not in the tropical areas

II. Guess the meaning of the underlined words using reading techniques.

1. Tea is one of many commodities that China sells abroad.
2. Many countries in Africa situate in the tropical areas.
3. Cereals, such as wheat, maize, and other grains, grow in colder climates.
4. Coal, oil, copper, zinc and bauxite all belong to minerals.
5. China is abundant in resources but Japan is poor in resources.