

新视界 商务英语系列教材

商务英语“十三五”规划特色重点教材
山东省商务英语专业委员会重点推荐教材

总顾问 / 叶兴国 王立非
总主编 / 刘白玉
副总主编 / 孔宪遂 刘夏青

商务英语阅读

(第3册)

■ 主 编 / 赵淑容 宋君霞



 中国人民大学出版社

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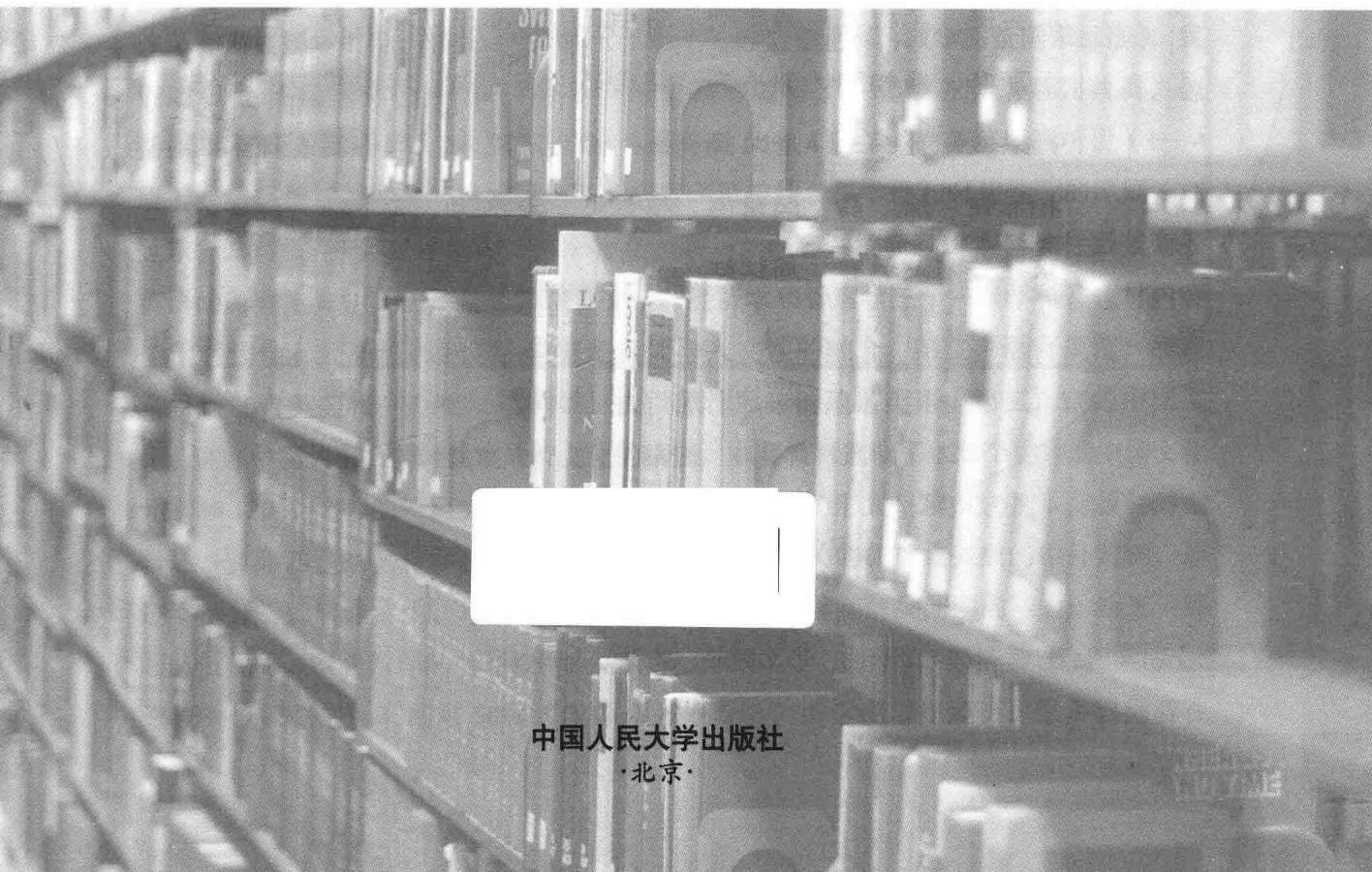


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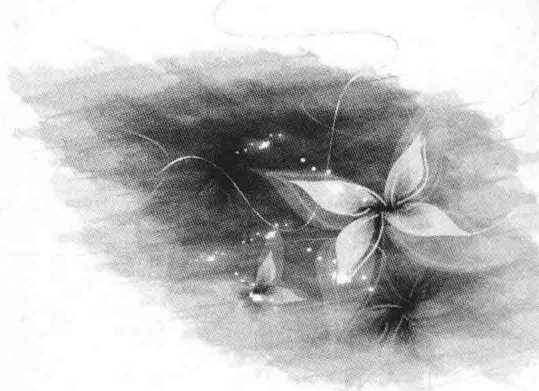
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总序



作为世界第二大经济体、第一大出口国和“一带一路”的倡导者，中国在国际经济舞台上发挥的作用越来越大，对既具有国际视野又懂英语、懂商务的复合型高级人才的需求也与日俱增。商务英语专业顺势而生，并得到了蓬勃发展。从2007年对外经济贸易大学最先开设商务英语本科专业至2017年短短10年的时间内，全国开设商务英语本科专业的高校多达324所，开设商务英语方向的高校已达200所，在校生约11万人，商务英语专业教师约6000人。目前，获批开设商务英语本科专业的高校还在以每年20~30所的速度递增。预计到2025年，拥有商务英语本科专业的高校将达到500所，在校生人数将达到约17万人，其规模将在本科专业中名列前茅。

为了适应商务英语专业学科和人才培养快速发展的需要，根据《国家中长期教育改革和发展规划纲要（2010—2020年）》和《英语类专业本科教学质量国家标准》，我们组织全国12所高校的120多位专家学者精心编写了一套商务英语系列教材，包括：《综合商务英语（1—4册）》《商务英语阅读（1—4册）》《商务英语视听说（1—4册）》。按照教材要体现“国家意志”并具有“思想性、科学性和时代性”的原则（刘延东，2017），本套教材有如下八个特点：第一，内容系统新颖。本套教材涵盖商务英语的所有主要领域，涉及外国语言文学、经济学和管理学三个一级学科；选材内容注重时代性和经典性的融合，语言工具性与人文性的融合。第二，语言规范。所有素材均选自英美报刊书籍或者网站，提供原汁原味的地道英语。第三，宣传中国文化，讲好中国故事，同时汲取外国文化的精髓。本套教材选取了120个优秀的中国文化元素和120个优秀的外国文化元素，且以中英文双语的形式呈现，这是本套教材的创新之一。第四，案例教学。教材中穿插多个与主题相关的成功或失败的中外案例，通过案例分析，启迪学生，培养学生发现问题、分析问题和解决问题的能力。第五，编写队伍优秀。本套教材的编写教师由语言学、外国文学、翻译学、经济学、管理学博士、教授等专家组成；有超过50%的教师有海外留学、访学或工作经历；很多教师有在

企业、事业单位及政府工作的实践经历。第六，融合英语专业四、六级考试。为了帮助学生更好地备考，本套教材不仅在单词和短语解释部分标注出是否为专四、专八以及大学英语四、六级考试的高频词汇，而且收集了近10年的专四考试真题。第七，立德树人。本套教材不忘教师初心，始终将育人放在首位，在传授学生知识和培养其能力的同时，不忘培育学生“爱国、敬业、诚信、友善”的品质，不忘培养学生乐观向上的人生观，譬如设立了“中外文化”栏目、“名人名言”栏目和“欢乐时刻”栏目。第八，教辅齐全。本套教材配有全套的练习答案、PPT课件和音频视频资料。欢迎授课教师联系出版社免费索取。

本套教材既可供商务英语专业本科学生使用，也可供英语专业商务英语方向的本科学生使用，还可供计划升本的商务英语专科学生使用。

本套教材在出版过程中，得到了我国著名出版机构、国家一级出版社——中国人民大学出版社的鼎力支持；同时得到外语分社编辑老师严谨、细致、耐心的指导，在此表示衷心的感谢！

由于时间紧迫，再加上编者水平所限，虽竭尽全力，但不足之处在所难免，恳请方家指正。

刘白玉

2017年6月于烟台黄海之滨

前言



“新视界商务英语系列教材”之《商务英语阅读》兼具全球化视野和时代特色，其特点主要表现在以下几个方面：

选材主题突出时代性。本系列教材为商务英语教学提供了大量贴近时代的素材，内容新颖，使学生在掌握语言技能的同时，了解现代国际商务的现状。

选材内容兼具国际化和本土化。针对有些原版教材国际化成色有余，本土化略显不足的特点，本系列教材在内容选取上，兼顾国际化和本土化，每个单元既有国际背景的语篇材料，也有涉及中国本土企业或市场的相关内容，使学生在具有国际化视野的同时，能从本土企业或市场的角度思考国际商务问题。

强调商务语境下分析、解决问题的实践能力。本系列教材强调将商务理论知识应用于实践，重视知识与技能之间的转换，为此在书中提供了实践案例的学习，提高学生的实际商务操作能力。

兼顾商务知识的专业性和传统文化的普及性。教材编写以“人的发展”为依据，在突出商务知识学习的同时，兼顾中西方传统文化的普及，期望达到“全人教育”的目的。

《商务英语阅读》共分四册。本书为第3册，由山东女子学院商务英语研究所组织编写，共10个单元，内容涉及国际组织、贸易壁垒、产品质量、商业领导、团队精神、商业创新、客户服务、商业竞争等。本书每个单元均由Text A、Text B及相关练习组成。Warming-up questions围绕每个单元的主题展开，具有很强的针对性和启发性。Text A侧重国际商务知识习得，练习题形式主要有篇章理解、词汇练习、完形填空、翻译等。Text B大多是本土化商务语篇阅读材料，课后阅读练习由选择题与问答题组成，侧重学生综合阅读能力的提高。每个单元都有中西方文化的介绍，以增加教材的趣味性和加强传统文化的普及。本书的文化选题涉及中西方作家作品、名人名家、名胜古迹、

餐桌礼仪等诸多方面,对于提升学生的跨文化交际意识具有正向引导作用。此外,每两个单元设置案例分析环节,对于开阔学生视野,了解国际商务现状,提高商务实操能力具有促进作用。针对学生英语专业四级考试的需求,本教材的附录中收录了2015年—2017年的专四阅读理解真题,可供教师和学生选择使用。

本套教材既可供商务英语专业本科学生使用,也可供英语专业商务英语方向的学生使用,还可供计划升本的商务英语专科学生使用。

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Unit 1

International Organizations



Quotation:

“Every kind of peaceful cooperation among men is primarily based on mutual trust and only secondarily on institutions such as courts of justice and police.”

— Albert Einstein (1879–1955),
German-born theoretical physicist

Text A

Spurring Global Growth via a New Trade Facilitation Agreement

by Klaus Tilmes

Warming-up

1. Do you know any international organizations? What are they?
2. Please introduce one international organization you're familiar with, as to its headquarter, aim, function and structure.
3. List at least 3 abbreviations of the names of international organizations for your classmates to guess the full names.

1 As the global economy struggles to emerge from its chronic slow-growth stall, policymakers are increasingly focused on an energetic opportunity to help jump-start economic growth: the adoption of the landmark Trade Facilitation Agreement (TFA) that is now nearing ratification and implementation. By helping reduce trade costs and by helping enhance customs and border agency cooperation, a recent WTO report has found, the successful implementation of the TFA's provisions could boost developing-country exports by between \$170 billion and \$730 billion per year. The OECD has calculated that the implementation of the TFA could reduce worldwide trade costs by between 12.5 percent and 17.5 percent.

2 Buoying the spirits of those who hailed the broad support for TFA at December's ministerial conference of the World Trade Organization (WTO) in Nairobi, 68 countries have already ratified the agreement. The number of country-by-country ratification is fast approaching the total of 107 required for the TFA to go into effect. Adopted in December 2013 at the WTO's conference in Bali, the TFA is the WTO's first-ever multilateral accord, having won approval from all 162 WTO member nations. The agreement contains provisions for expediting the movement, release and clearance of goods traveling across borders. It also sets out measures to promote cooperation among customs and border authorities on customs compliance issues.

3 A recent seminar at the World Bank Group—convened by the Trade Facilitation Support Program (TFSP) of the Trade and Competitiveness Global Practice (T&C)—explored the provisions of the TFA and learned of the increasingly active role of the private sector in supporting the TFA's enactment. Awareness and momentum are building as a new coalition of private-sector firms—the Global Alliance for Trade Facilitation—mobilizes business support for TFA's effort to speed and strengthen cross-border commerce. As the seminar heard from Norm Schenk, who serves as the chairman of the International Chamber of Commerce's (ICC) Commission on Customs and Trade Facilitation, members of the alliance plan to meet in Washington this week to explore strategies for promoting the TFA's adoption.

4 As a mechanism for business engagement in the TFA process, the Geneva-based coalition was launched as a platform for public-private cooperation to advance the implementation of key provisions of the TFA, said Schenk, who in addition to his ICC role is the vice president of global customs policy and public affairs for the express delivery firm UPS. Organizations supporting the alliance include the ICC, the World Economic Forum and the Center for International Private Enterprise. The alliance also seeks synergies with the work of such

international bodies as the World Customs Organization, the WTO and the United Nations Conference on Trade and Development (UNCTAD).

5 The alliance aims to build a broader understanding of the benefits of trade facilitation; establish multi-stakeholder dialogues on trade; mobilize public-private partnerships by engaging local businesses and associations; provide technical and financial assistance in support of capacity-building; and pursue benchmarking and evaluation based on established business metrics.

6 Launched by T&C in 2014, the TFSP now offers support to almost 50 countries that have committed to implementing reforms to align with the TFA. By helping developing countries implement trade facilitation reforms, the TFSP aims to stimulate increased cross-border trade and investment, thus spurring job creation in the economies of all trading nations. As the TFSP's leader, Bill Gain, told the seminar, the program is central to the WBG's support for implementation of the TFA, complementing the WBG's broader efforts on trade facilitation. Total WBG support for trade facilitation—including both “hard” and “soft” infrastructure—is currently more than \$7 billion.

7 The TFSP has worked with client countries that are focused on such priorities as setting up or strengthening national trade facilitation committees; conducting legal analyses of gaps in the way their national regulations would comply with the TFA; strengthening specific measures like advance rulings, post-clearance audits and simplified procedures for expedited shipments; and implementing national “trade portals.” The TFSP is supported by seven donor partners: the European Union, the United Kingdom, Norway, Switzerland, Australia, Canada and the United States.

8 As the TFA advances toward adoption, T&C and the TFSP are committed to helping client countries anticipate how to implement its provisions, and are eager to continue a wide-ranging dialogue with the Global Alliance for Trade Facilitation. Three ideas of where we could focus our collaboration include:

- Data, analytics and diagnostics. Through the TFSP, we have conducted detailed assessments of the gaps that need to be addressed for the full implementation of the TFA in 41 countries, based not just on reviews of legislation but on operational assessments of what is required. The Global Alliance, through its private-sector focus, could be in a strong position to complement this with data gathered by private-sector operators on trade facilitation performance at the country level. That could help analyze the problems that need to be faced,

and it could also support the continuing monitoring of reform.

● Supporting reforms to implement the TFA at the country level. Diagnostics and analytics are the first step. The real challenge is implementing lasting reform at the country level. We could work with the Global Alliance to pilot collaboration at the country level, building on our respective strengths, to support reform.

● Improving global collaboration and advocacy on the TFA. The World Bank Group, along with the WTO and a number of other international organizations, was a founding member of the “Annex D” group of organizations supporting the implementation of the TFA. The informal group collaborates on assistance at the country level, disseminates information about experiences in implementing TFA reforms, and advocates for effective implementation. Working with the Alliance on this global agenda related to the TFA could help strengthen our respective efforts. (941 words)

(Adapted from: <http://www.worldbank.org>. Wed, Oct. 02, 2016)



Words and Expressions

1. **stall** /stɔ:l/ *n.* a malfunction in the flight of an aircraft in which there is a sudden loss of lift that results in a downward plunge 失速
Once the shining start of the Latin American economies, Brazil is now at stall speed.
2. **jump-start** /'dʒʌmpstɑ:t/ *v.* to start or re-start vigorously 强力启动; 使充满生机
Other nations are trying various economic measures to either jump-start their economies or lessen the impact of recessions.
3. **buoy** /bɔɪ/ *v.* to make people feel more cheerful and optimistic 使振奋
They are buoyed up by a sense of hope.
4. **hail** /heɪl/ *v.* to call for 招呼
I hurried away to hail a taxi.
5. **ratify** /'rætɪfaɪ/ *v.* to approve and express assent, responsibility, or obligation 批准; 认可
The parliaments of Australia and Indonesia have yet to ratify the treaty.
6. **multilateral** /ˌmʌltɪ'lætərəl/ *adj.* having many parts or sides 多边的; 多国的
Many want to abandon the multilateral trade talks in Geneva.
7. **expedite** /'eksprɪdaɪt/ *v.* to speed up the progress of; facilitate 加快; 促进; 发出

We tried to help you expedite your plans.

8. **convene** /kən'vi:n/ *v.* to meet formally 召集, 集合

Last August he convened a meeting of his closest advisers at Camp David.

9. **enactment** /ɪ'næktm(ə)nt/ *n.* the passing of a law by a legislative body 制定, 颁布; 通过

We support the call for the enactment of *Bill of Rights*.

10. **coalition** /kəʊə'lɪʃən/ *n.* an organization of people (or countries) involved in a pact or treaty 联合; 结合, 合并

He had been opposed by a coalition of about 50 civil rights, women's, and Latino organizations.

11. **synergy** /'sɪnədʒi/ *n.* the working together of two things (muscles or drugs for example) to produce an effect greater than the sum of their individual effects 协同; 协同作用

Of course, there's quite obviously a lot of synergy between the two companies.

12. **stakeholder** /'steɪkhəʊldə(r)/ *n.* someone entrusted to hold the stakes for two or more persons betting against one another; must deliver the stakes to the winner 利益相关者; 保证金保存人

One is commercialization projects where we facilitate stakeholder engagement of various parties in order to make the projects viable.

13. **metric** /'metrɪk/ *n.* a system of related measures that facilitates the quantification of some particular characteristic 度量尺度, 标准

Converting metric measurements to U.S. equivalents is easy.

14. **portal** /'pɔ:təl/ *n.* a grand and imposing entrance (often extended metaphorically) 大门, 入口

The site acts as a portal for thousands of online dealers.

15. **donor** /'dəʊnə/ *n.* a person who makes a gift of property 捐赠者

Donor countries are becoming choosier about which countries they are prepared to help.

16. **advocacy** /'ædvəkəsi/ *n.* active support of an idea or cause etc.; especially the act of pleading or arguing for something 主张; 拥护; 辩护

I support your advocacy of free trade.

17. **disseminate** /dɪ'semɪnət/ *v.* to cause to become widely known 宣传, 传播; 散布

He actively promoted the dissemination of scientific ideas about matters such as morality.