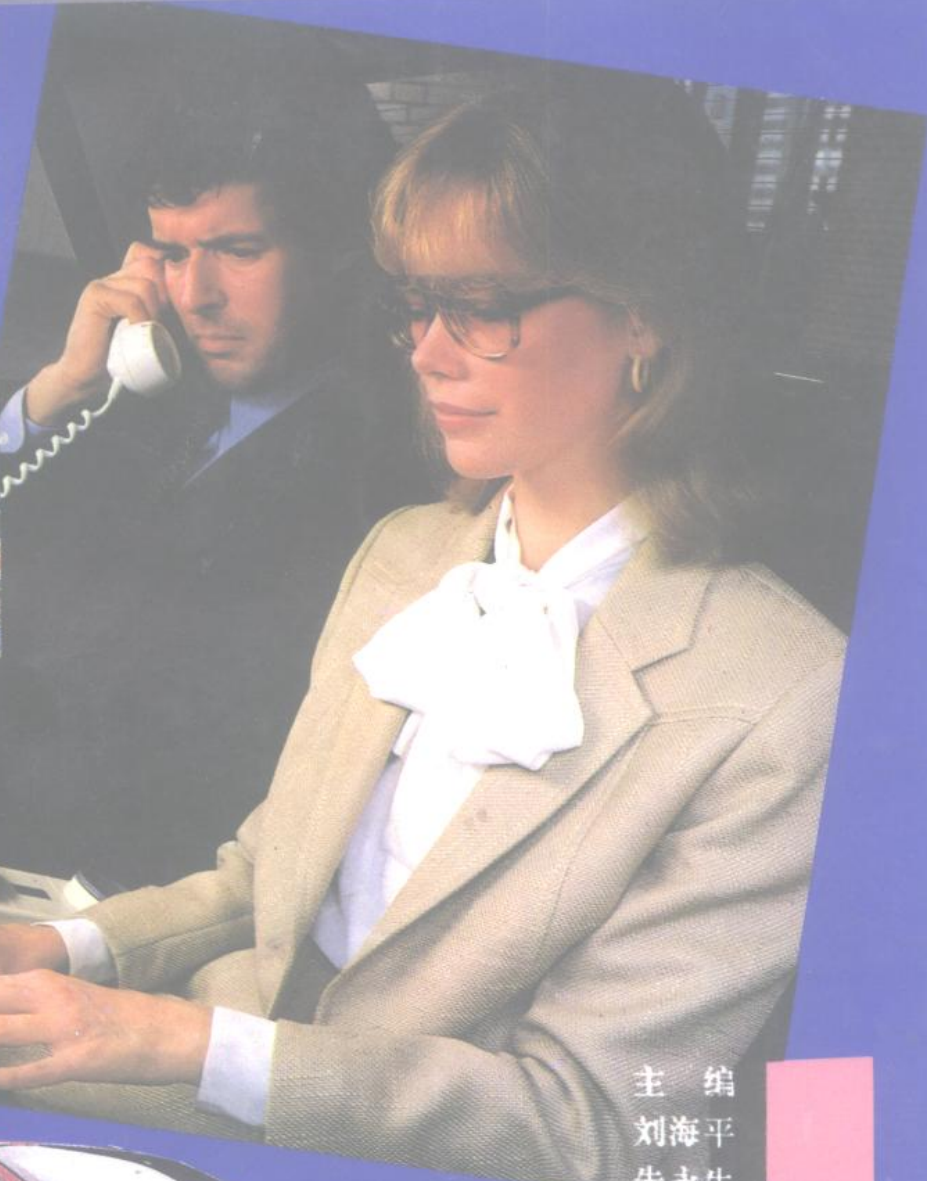


ENGLISH FOR INTERNATIONAL BUSINESS

国际商务英语教程



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南京大学出版社

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第四册

刘海平 朱永生 洪庆福 主 编
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金焕荣

序

《国际商务英语教程》由南京大学外国语学院国际商务系设计规划,由南京大学外国语学院国际商务系、英语系,南京师范大学外语系与苏州大学外语系的部分教师通力合作编写而成。它是计划编写的“英语国际商务系列教材”中首先推出的一套基础教程。

随着改革开放的不断深入和社会主义市场经济的逐步建立,我国已经成为世界经济大家庭中的一个生机勃勃、不可或缺的成员。我国与国外的经济往来与日俱增;外商、外资在我国开办的合资、独资企业,设立的办事处、代理机构如雨后春笋,星罗棋布;国有公民、集体企业以及私人企业家早已把眼光投向世界,办起许多跨国公司和境外企业。所有这些,都急切地需要我们培养出大批既能熟练使用英语、又有国际商务头脑的优秀人才。近年来,为适应这一变化了的形势,全国外语、商贸和财经院系都纷纷办起了外贸、外经、国际金融、国际财会、国际旅游等与国际商务密切相关的专业,招收了数以万计的学生。“英语国际商务系列教材”正是为了这些专业的本科生和大专生以及社会上有志于自学此道的青年而编写的。

编写教材,与从事任何其它创造性活动一样,贵在特色。目前市场上确有不少与国际商务有关的英语教材,但大多要不只重视英语语言教学,以文学和日常生活为内容,极少涉及商务;要不以商务为中心,而很少考虑英语学习的内在规律和我国学生的实际水平。《国际商务英语教程》的一个重要特色在于把英语语言技能的训练与国际商务观念的建立密切结合,通过阅读一些内容丰富、专业面广、程度适宜、富有趣味的商务方面文字,以及进行大量形式多样、生动活泼、针对性强的练习来帮助学生掌握英语。

《国际商务英语教程》全套四册,在全日制专业学习环境下,供两学年学完。每分册十六个单元,每个单元有一篇主要课文和一篇与之呼应的补充读物。这些文章取材新颖,大多选自最近一、二年内英美国家出版的报刊书籍,稍作压缩修改而成。尽管课文内容涉及国际商务种种观念与理论,但文字大多能深入浅出、生动活泼而不乏幽默。根据专业计划,学生以后还需分门别类地学习商务专业课程,因此,这里所选课文在内容上力戒过细过深,唯求将学生引入国际商务大厦之门,掌握基础原理、建立基本观念、培养新的思维方式,并通过一些企业管理及营销方面的成败案例分析,使之了解国际商务新动向,获取新认识。

每个单元中的语言练习设计,体现了多年来我国英语教学的成功经验和国外语言教学研究的最新成果,也部分吸收了全国专业英语统测使用的题型。针对我国学生在语音语调、基本词汇、语法掌握、交际活动、商务会话、英汉互译、实用写作等方面存在的问题,我们设计了七、八种不同类型的练习,对学生的语言应用能力逐项进行操练。考虑到中学已经系统地学过英语

语法,这里便以练习为本而摒弃了繁杂的理论说明。该教材语言教学的总体目标是以全国英语教学指导委员会制定的“专业英语基础阶段教学大纲”为基准,让学生大量阅读,反复训练,切实掌握英语听、说、读、写、译等基本技能,以望他们在今后变化多端、竞争激烈的国际商务活动中,能以其厚实的语言功底和灵活的商务头脑,左右逢源而游刃有余。

《国际商务英语教程》已在一定范围内给国际商务系及英语专业本科和大专学生试用,并按试用情况作了修改。这套教材自构思、编写到出版前后花了两年多时间,参编人员二十有余。无论是挥汗如雨的酷暑,还是呵气成雾的严寒,时常为了一字一句,编写人员查尽成堆资料,有时在电脑前一坐十几个小时,这里的辛劳,不言而喻。但是,大家明白,这套教材若没有原文作者的成果供借鉴参考,没有所在院系提供的多种保障,没有南京大学出版社社长时惠荣先生、总编任天石先生、外语编辑室主任钱厚生先生和责任编辑张倩小姐的支持与耐心,是绝不可能如期按质完成的。愿在此一并感谢。

刘海平

1994. 8. 8

前 言

本书是《国际商务英语教程》第四册,供大学二年级下学期使用。对象为商务英语专业和其他相关专业的学生,以及具有同等外语水平的自学者。

本书的编写原则与前几册相同,主要目的是通过课文的阅读与理解、大量不同类型习题的操练,使学生进一步打好英语基础,并初步掌握商务方面的知识。

本书共分十六单元。每一单元含一篇主课文和一篇补充阅读材料,题材涉及产品营销、技术转让、知识产权、财务报告、商务谈判、贸易政策、国际金融等诸多方面。在选材时,尽量注意内容的时代性和语言的规范性,使学生在学商务知识的同时,接触地道的英语。

在习题编写方面,侧重于写和译。在写作练习中,要求学生根据提示,写出与商务知识和商务活动紧密相关的短文,以增强学生的实际写作能力。在翻译方面,以段落翻译为主,既有英译汉,也有汉译英,从语篇层次上培养学生的英汉对译能力。此外,本书所设计的各种词汇练习、语法练习、完形填空和语篇改错,可以从多方面帮助学生提高对语言的分析能力和运用能力。

本册还提供了商务英语常用词汇表,所收词汇既包括本套教材一至四册中出现的专业词汇,而且也包括一些未在本教材中出现但相当实用的词汇,为读者查阅和进一步学习商务英语提供帮助。

苏州大学外语学院的部分教师和学生为本册教材的试用提供了支持,在此表示衷心的感谢。

我们真诚地希望,本书的出版和使用能为我国国际商务人才的培养作出一份微薄的贡献。我们也真诚地希望,广大读者对本书的不足之处提出批评和建议,以使我们今后对本书作进一步的完善。

编 者

1995 年 10 月

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Unit 1



Warming-up

Key Words

bankruptcy <i>n.</i>	the legally declared state of being unable to pay one's debts with his property being divided among his creditors
barrier <i>n.</i>	something that stands in the way; something stopping progress or preventing approach
patronize <i>v.</i>	be a regular customer
preference <i>n.</i>	the favoring of one above another
protectionism <i>n.</i>	the idea or policy of government economic protection for domestic producers through restrictions on foreign competitors
restriction <i>n.</i>	confining within bounds; something that confines
retaliate <i>v.</i>	pay back wrong, injury etc.
transition <i>n.</i>	a change or passing from one condition, place, or thing to another

Pre-Text Questions

1. Are there any imported products in your family? What are they, if any?
2. Why do you have to pay a much higher price for a *Sony* TV set in China than in Japan?
3. Can you name some of the barriers in international trade?

What Does It Cost to "Buy American"?

If you've been thinking your preference for Japanese TV sets or the Hong Kong sweaters, you're not alone. Lots of Americans are wondering if foreign goods are costing us too many jobs. Some even think our government should keep more of these products out of the country.

But before we turn our backs on imports, we should ask:

Does "buying American" save jobs? It benefits the companies you patronize; they'll have more work than they would if you bought competing products made abroad. But if more people buy American, some American jobs will be lost in the firms that import and sell foreign goods. Protectionist policies seldom create jobs; they just move them from one sector of the economy to another.

Would more import restrictions help this country? They would certainly help the companies that are having trouble competing with foreign goods. The four-year restriction on Japanese-auto imports, which ended on March 31, 1985, may have stimulated the recall of some laid-off auto workers. But the demand for Japanese cars remained high, and employment in the US auto industry stayed well below the 1978-79 peak.

American automakers believe that import restrictions cannot save an industry that is noncompetitive in world markets; thus they're installing robots and learning to build better cars with fewer workers. General Motors, which opposed import limits, has concentrated on big cars while importing small ones from more efficient foreign manufacturers. Even Chrysler—which fought Japanese imports—nevertheless imports Mitsubishi engines, cars and trucks.

American businessmen and farmers who export heavily are afraid that increased protectionism will cause foreigners to retaliate. Thus, the effort to save a steelworker's job may cause a farmer to go out of business.

And that old steel job may be impossible to save anyway. Although portions of the steel industry have periodically been under various forms of protection since 1968, a number of the major mills are now in trouble or in bankruptcy. Their place is being taken by efficient American mini-mills that don't need protection to compete with foreign imports. New and more lasting steel jobs are rising from the ashes of the old.

If imports are limited, what happens to prices? In protected industries, prices invariably go up, and a strong anti-import policy would mean higher prices throughout the economy. Copper quotas would increase the cost of homes built with copper pipes, for example, and steel quotas would raise the price of cars and buildings.

Some economists estimate that small American cars cost up to \$1,000 more than they would have without the limits on Japanese models. By contrast, average retail prices of apparel—about half of which is now foreign-made—rose less than half as much as prices in general between 1981 and 1985.

You may be willing to pay higher prices to save American jobs, but it seems unlikely that such a sacrifice will achieve its goal. If you pay more for an American car, you may help save the job of an auto worker. But you'll have less money to spend on other things, which could cost the job of an employee in another industry.

What can be done about workers hurt by imports? The economy will function more

efficiently and American standards of living will rise if workers are eased out of weak industry into more competitive ones. Retraining workers in affected industries may help the transition.

We can encourage young people to avoid troubled industries. They should seek work in more promising fields, such as retailing, restaurants, high-tech, health care, transportation, financial services and real estate.

Finally, we can reduce the federal-budget deficit. Many people blame only low foreign wages for the invasion of imports, but US economic policies are equally responsible. Today's very strong dollar makes imports cheaper and the strong dollar stems from our high interest rates that make foreigners want to buy US dollars to invest in American financial instruments. Many economists believe that a major cause of high interest rates is the budget deficit.

Buy American if you like, but I would oppose government efforts to force you to do so by restricting imports. While many countries put up more barriers to trade than we do, our standard of living is higher than theirs. Between 1974 and 1984, we created about 20 million new jobs, while employment in much of the rest of the world was stagnant. America has shown an astonishing ability to change and to compete in the new world economy.

This text is adapted from *Readers' Digest*.

Notes to the text

1. **"Buy American":** In 1933, the "Buy American Act"(购买国货法案) was passed in the USA with the intention to ban the federal government and its affiliated agencies from buying foreign products in government procurement practices, unless domestic prices are "unreasonably high."
2. **General Motors:**通用汽车公司。该公司与福特公司(Ford)和克莱斯勒公司(Chrysler)常被称作美国汽车业的三巨头("the Big Three").
3. **Mitsubishi:** (日本)三菱公司。

Comprehension & Reflection

I. True or False questions

1. Americans will certainly have more job opportunities if they buy only their domestic products.
2. Americans retained their interest in Japanese cars even though their government very strictly restricted the import of foreign cars in early eighties.
3. For American auto industry, the only way out is to raise efficiency and produce cars of higher quality to meet the strong competition from outside.
4. Usually a protected industry can develop more rapidly because there is less competition.
5. The establishment of an import quota of steel would raise the price of cars and buildings because there would be a larger demand for steel than otherwise.
6. The laid-off workers from weak industries should be further trained so as to be qualified for posts in more competitive industries.
7. Young people should be encouraged to engage in farm work, which is more promising than some troubled industries.
8. America has exhibited an astonishing ability to avoid competitions from other countries in the world.

II. Answer the following questions:

1. What should the US government do to save the American auto industry?
2. What might happen if the US government tries to save jobs through protectionism?
3. Find examples from the text to show the effect of import restrictions on prices.
4. In what way is the budget deficit responsible for the invasion of imports?
5. Do you think that the US government should keep more foreign goods out of their country?
Why or why not?
6. What are the pros and cons of protectionism?

Word Study

invest v.

1. commit (money) to a particular use in order to earn a financial return
The company invested one million pounds in a new factory.
If I had any money to invest, I would invest it in that land.
The widow was persuaded by an unscrupulous rogue to "invest" all her money in a spurious company.
2. devote or commit to something
I've invested a lot of time and effort in this plan, and I don't want it to fail.
He invested every spare minute in trying to improve his mind.
3. confer authority, office, or rank on
The government invested him with special powers to deal with the situation.
The military governor was invested with full authority.
The Queen invested the celebrated author with the order of merit.

sacrifice

v.

1. offer as a sacrifice
The ancient Greeks sacrificed lambs or calves before engaging in battle.
In some countries animals are sacrificed to a god.
2. give up or lose for the sake of an ideal or end
A mother will sacrifice her life for her children.
We know how to work, to sacrifice, to fight.
Do you approve of sacrificing comfort to appearance?
We decided to sacrifice a trip for a new car.
3. sell at a loss
He was forced to sacrifice the house.

n.

1. an act of offering to a god
A lamb was offered in sacrifice.
Before the battle, the commanders ordered the sacrifice of two bullocks to the god of war.
2. something offered
They offered a pig as a sacrifice.
The ancient Hebrews killed animals on the altars as sacrifices to God.
3. something given up or lost
I would never dream of asking you to make such a sacrifice.

All the same, he always felt guilty when he asked these sacrifices of her.

It's a long and bitter struggle, but the victory is worth the sacrifice.

at the sacrifice of with something given up or lost

At the sacrifice of his own comfort, he allowed the guest to use his bed.

sell at a sacrifice sell at a loss

He will sell his house at a sacrifice because he needs money.

stem

v.

1. originate

His back trouble stems from an old war injury.

This result stems from what was done before.

Her interest in flowers stemmed from her childhood in the country.

2. stop, check

He could not stem the bleeding.

To stem a stream is to stop the flow of water.

The government tried to stem the growing discontent of the people.

n.

1. the main part of a plant above the ground, which supports the other parts

The trunk of a tree and the stalks of corn are stems.

Daffodil stems are straight and thick.

2. the part of a word to which endings are added and in which changes are made

Swim is the stem of *swimming*, *swims*, and *swimmer*.

Run is the stem of *running*, *runners*, *ran*, etc.

stimulate v.

1. excite to growth or to (greater) activity; animate

The 1979 election campaign stimulated an upsurge of terrorist violence.

The small shop owner often welcomes a nearby competition to stimulate business.

Reading stimulates the mind.

2. function as a physiological stimulus; arouse

Light stimulates some plants.

The headmaster's kind words stimulated the boys to do better work.

stimulant n. something that excites or stirs or stimulates

stimulus (pl. stimuli) n. something that rouses or incites to activity

Note: Both a stimulant and a stimulus stimulate, but a stimulant usually refers to drinks and drugs.

whereas a stimulus usually refers to an abstract incentive, e.g.

The doctor gave the heart patient a stimulant.

The approach of Christmas acted as a stimulus to finish the job.

Vocabulary Exercises

I. Fill in the blanks with the phrases given below, changing their forms where necessary:

put up

go out of business

show preference for

compete with

blame ... for

have trouble (in doing something)

take the place of

turn one's back on

1. Electric trains _____ steam trains in England.
2. A lot of small grocers _____ since the advent of the supermarkets.
3. I object to _____ something I did not do.
4. A teacher should not _____ any one of his pupils.
5. He never _____ his neighbors when they needed help.
6. We try to make the train run on time, but we can't _____ the weather.
7. They _____ stubborn resistance.
8. I _____ reading the letter, as his handwriting was very bad.

II. Fill in the blanks with the derivatives of the words given below:

invest stimulate

1. His _____ amounted to millions of dollars.
2. Some people say children are a good _____ against loneliness when one is old.
3. He considers the United States bonds the safest _____.
4. Athletes are forbidden to take _____ before a race.
5. The promise of a bonus was a _____ to the workers.
6. Drink in moderation can act as a _____.
7. The approach of Christmas acted as a _____ to finish the job.
8. Lazy children need some _____ to make them work.

III. Put the following into English:

1. 在许多国家,只有工会才有权号召罢工。
2. 他将自己的许多时间用于帮助弱智(retarded)儿童。
3. 他牺牲了健康才获得成功。
4. 经过一天的激烈战斗,我们的部队遏制了敌人的进攻。
5. 这种增长主要是由于劳动大军中妇女人数的增加。
6. 参观都市博物馆使我对佛罗伦萨画派的大师 (Florentine masters) 产生了兴趣。
7. 无论在中国还是在外国,传统的节日往往会促进消费。
8. 最后,岛上的孩子们决定将猪头作为祭品献给那只野兽。

IV. Choose the best answer:

1. David Singer, my friend's father _____ raised and educated in New York, lived and lectured in Africa most of his life.
A. who B. if C. while D. though
2. I _____ writing the paper as scheduled, but my mother's illness interfered. I hope you will excuse me.
A. am to have finished B. was to have finished
C. was to finish D. ought to finish
3. This pair of shoes isn't good, but that pair is _____ better.
A. rather B. less C. ever D. hardly
4. It's high time they _____ this road.
A. mended B. mend C. have mended D. will mend
5. My brother was annoyed when I came home late, and my excuse only _____.
A. made matters worse B. made matters worst

C. matters made worst

D. matters made worse

6. To assist someone is to help him _____.

A. on

B. off

C. in

D. out

7. This watch is _____ to all the other watches on the market.

A. superior

B. better

C. cheaper

D. beneficial

8. The most important _____ of his speech was that we should all work wholeheartedly for the people.

A. element

B. point

C. sense

D. place

9. The tourist is prevented from entering a country if he does not have _____ passport.

A. a verified

B. a valid

C. an efficient

D. a sufficient

10. I must go now. _____, if you want that book I'll bring it next time.

A. Occasionally

B. Accidentally

C. Incidentally

D. Subsequently

Cloze Test

Put in the missing words:

Protectionist measures generally favor one group in a country _____ the expense of other sectors of the economy. _____, nations have to evaluate the trade-off involved _____ protectionist policies and determine the net benefits or costs to the country. If US steel industry, for _____, is given protection _____ foreign steel imports _____ tariffs, quotas, or so-called orderly market agreements, the direct _____ will be to the steel workers _____ terms of jobs, to the steel companies in terms of profits, and to the US trade balance because _____ reduced imports.

On the cost _____, because of resulting higher domestic prices for _____, other US industries that use steel to produce machinery became _____ competitive in _____ foreign and domestic markets. Their profits, their workers, and their foreign exchange earnings for the country are _____ to suffer. Domestic consumers of steel products will have to pay higher prices and _____ effect, subsidize the protected industry.

Error Correction

In the following passage, there are altogether 10 mistakes, one in each numbered line. Put your corrections in the blanks provided:

With the US trade deficit reaching almost \$150 billion in 1985, pressure is built from business, labor, and Congress to do something to increase US exports. More than four hundred trade bills have introduced in Congress in the last few years to protect specific industries and to curb the exports to other countries. For example, one bill asked the president to restrict

1. _____

2. _____

3. _____

imports from Japan if the Japanese allowed foreign producers wider access to their markets. In contrast to the large American trade deficit, Japan has close a \$40 billion trade surplus with the United States.

Competitiveness between American and Japanese companies in the United States has become severe. Motorola, an US maker of semiconductors and transistors, was a shoo-in to lead the US cellular phone market. But when the firm was experiencing problems in manufacturing and distribution, the Japanese steps in to capture a large share of the market at cutthroat pricing. The US Commerce Department has since judged eight Japanese companies guilty in dumping (selling products below cost) and penalized them with special import duties. The Japanese, however, are regrouping by transferring productions to American locations.

4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Passage Translation

I. Put the following passage into English:

易货贸易是最简单、最古老的商业交易形式之一。它指的是在不利用货币的条件下,价值相当的货物之间的直接交换。易货贸易是典型的互惠贸易。对不发达国家来说,这一交易形式不仅能降低或消除对硬通货的需求,而且能为商品的出口开辟新的途径。就发达国家而言,易货贸易往往是其向发展中国家出口商品的必要条件。

II. Put the following passage into Chinese:

Three different levels of regulation typically exist in the international trade transaction. The first level is a private-party regulation through contractual relationships. The contract between the parties may "legislate" for the transaction with regard to arbitration, conflicts of laws, and other matters. The second level of regulation includes national government laws that may bear on the transaction--those of importing, exporting, or a third country. The third level of regulation comprises international controls. The World Trade Organization for Economic Cooperation and Development, and the United Nations are examples of the international organizations currently spewing out laws and regulations for traders to worry about.

Writing Practice

I. Write a 150-word composition on the given topic according to the following guidelines:

Why are Japanese Cars So Competitive in the World Market

In the first part, make a general statement that Japanese cars are very competitive in the world market;

In the second part, explain why Japanese cars are so competitive.

II. Writing Technique: definition

Words can be defined in three ways: by a *synonym* (substituting a familiar word for the word to be