

英文报刊

国际商务阅读

刘洪 陈祥国 编著



对外经济贸易大学出版社

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编者的话

为适应国际经济形势的变化和满足我国外贸教育发展的要求,编者编写了这本适合高等职业学校和中专学校外贸英语或商务英语专业使用的《英文报刊国际商务阅读》。

全书共 18 课,内容涉及国际贸易、贸易关系、工业、金融、知识经济、网上贸易、中国入世、环保、石油工业、饮食业、科技等方面,特别是包括了许多与因特网有关的内容。本书选材紧扣时代,内容新,题材广。文章按照语言上由浅入深的顺序排列。

本书所选文章中除一篇选自中国报纸《二十一世纪》外,其余均取材于西方知名报刊,如《经济学家》、《国际先驱论坛报》、《远东经济评论》、《纽约时报》、《新闻周刊》、《亚洲华尔街日报》、《今日美国》、《幸福》等,时间跨度为 1998 年至 2000 年,其中部分文章略有删节。本书注解详细,分 Notes 和 Language Points 两部分。Notes 部分主要是解释一些专业性较强的词语和介绍有助于理解文章的背景知识。Language Points 主要是非专业性词语的注释,重要的语言点配有例句,所选例句多数取自《剑桥国际英语词典》。

课后练习形式多样,其中 Answer the following questions 部分是词义练习,Comprehension questions 和选择填空、判断对错等部分是理解练习,另外还有术语汉译英、句子英译汉、问题讨论等。术语汉译英目的是让学生掌握涉及经贸方面的专业术语;句子英译汉的目的是培养学生的翻译能力;问题讨论部分有的题目紧扣课文,但多数题目是课文内容的延伸,目的是培养学生口语能力和思考能力,以便能就时事话题进行讨论。

编者在选材过程中,一方面考虑到中国学生的英语水平,另一方面又考虑到本书适用于高职学校和其它专科学校,因此尽量选

择难度适中的文章。但因报刊经贸文章的特性,英文作者不会因读者的英语水平有限而特意写一些简单的文章,故有的文章有一定难度,这是在所难免的;况且一味选择简单的文章,即便学生读懂了,也不能应付实际问题。在这种情况下,编者以详细注解的方式,以减少课文的难度。也正因为此,编者认为本书应以“泛读的内容,精读的态度”对待,即在使用过程中对待内容象对泛读材料那样不用深究,但对待语言点应象对精读一样仔细钻研。

由于时间仓促,更因为编者水平有限,查寻资料有限,错误和不足之处在所难免,敬请广大同行和读者批评指正。

2000 年 6 月

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Lesson One

Big-Thinking Chinese HDTV Maker Looks to the U.S. Market

By Sharon R. King

(International Herald Tribune, Apr., 1999)

With ambitions that echo those of Japanese and South Korean manufacturers in earlier decades, Konka Group Co. of Shenzhen, China, is seeking to make the leap from a wellknown brand at home to a global consumer electronics maker by grabbing a share of the U.S. market for television sets.

The American market is among the toughest in the world, but Konka is betting that it can compete by being among the first and the cheapest to offer the next generation of television sets: those that will offer the digitally improved picture and sound of high-definition television.

"They're trying to come up to the food chain in terms of technology," said Jack Fensterstock, president of China Capital Corp., a venture-capital firm in Bethesda, Maryland, that invests in Chinese companies but has not invested in Konka.

While it is too early to start talking about a "China Inc.," Konka's plans point to new ambitions among Chinese manufacturers. A slowdown at home after two decades of explosive growth, combined with fierce domestic competition, has forced Chinese companies to consider how to pursue growth in foreign markets more aggressively—even if it means going head to head against the world's leaders in technology and marketing.

Chinese manufacturers “really want to show that they’ve come a long way,” Mr. Fensterstock said. “It’s a national strategy to do this in China.”

Wendy Wu, Konka’s head of sales and marketing in the United States, said: “We think we are strong enough to come to this country. This is the right time. We don’t see the right time in another five years.”

She added that other Chinese companies were tracking Konka’s progress in the United States. “Everybody’s watching us,” she said.

But breaking into the \$8 billion U. S. television market will not be easy. Some 98 percent of American households already own at least one television set, and Konka must still enlist a major distributor to get its products into national chain stores if it is to compete with bigger and better-known manufacturers.

“Most Americans take their televisions very seriously,” said Nick Donatiello, president and chief executive of Odyssey Group, a market-research firm in San Francisco.

“This is not a frivolous thing. Brand names matter a lot, and the top brands are very powerful. It’s not enough to have your televisions sitting in Good Guys or Circuit City,” he said, referring to two of the major U.S. store chains.

Still, Konka’s history fits a familiar pattern in consumer electronics. Like Matsushita Electric Industrial Co. of Japan, maker of the Panasonic brand, and LG Group of South Korea, maker of Goldstar, Konka began assembling electronics for foreign manufacturers drawn by cheap labor.

And as those Asian giants did, Konka is counting on taking a great leap forward in consumer electronics through technology.

Konka contends that high-definition television, still in its infan-

cy, offers an opening for a newcomer. The sale of HDTV sets is but a trickle—fewer than 20, 000 sets since their introduction in August—and programming is limited. Yet as HDTV's bright, vivid picture and crystal-clear sound seduce more consumers, and as broadcasters step up their transition to digital programming, the potential is vast in a nation of 250 million conventional sets.

“We see the HDTV revolution as a great opportunity,” Wei Rongchen, Konka's president, said in a phone interview from Hong Kong.

“As a new brand bringing in a new technology, we can deliver a message to the consumer that Konka is not just a common television manufacturer.”

If Konka puts its sets on American shelves—no major regional or national retailer has so far agreed to carry them—many consumer electronics analysts expect its greatest selling point will be price.

Konka plans to introduce a \$ 3, 000 32-inch-screen HDTV set this autumn. At the moment, that is less than half the price of sets with more familiar names, which are now selling for \$ 7, 000 to \$ 8, 000.

Notes

1. HDTV: high-definition television 高清晰度电视
2. manufacturer 生产商, 制造商, 厂商
3. Konka Group 康佳集团
4. brand 牌号, 品牌
5. consumer electronics 家用电子产品
6. share: 1) 市场份额
2) 股份

E.g., The value of my shares has risen by 8%.

我持有的股票上涨了 8%。

We've got some shares in British Telecom.

我们有一些英国电信公司的股票。

Share prices showed little change today.

股票价格今天未有多大变化。

The FTSE 100 share index closed 25.4 points down.

FTSE 100 股票指数以 25.4 点的跌幅收盘。

7. digital 数字的

1) 显示数字的

a digital clock 数字钟

a digital watch 数字表

a digital display 数字显示

2) 以数字方式记录、储存或传送信息的

digital data 数字数据

a digital recording 数字录音

a digital mobile phone 数字移动电话

Sound and pictures can be stored digitally.

声音和图片可以以数字方式储存。

8. food chain 食物链

9. technology 技术

10. president (公司)总经理, (国家)主席, 总统

11. invest v. 投资

investment n. 投资

12. venture-capital 风险资本, 投资者或股东冒险投到新的企业或扩展业务中的资本

E.g., They'll need to raise \$10 million in venture capital if they're to get the business off the ground.

如果他们想使业务起步, 至少要筹集 1000 万美元的风险资

本。

13. China Inc. : 日本和韩国曾由于其国家推动的外贸扩张,被西方人冠名为 Japan Inc. (日本有限责任公司)和 Korea Inc. (韩国有限责任公司)。作者此处所说的 China Inc. 就是这种意思。

14. domestic competition 国内竞争

15. marketing 营销

16. distributor 分销商

17. chain store 连锁商品

18. chief executive = chief executive officer (CEO) 首席执行官

19. market research 市场调查

20. Panasonic (日本)松下电器

21. LG Group (韩国)LG 集团

22. assemble v. 装配, 组装

assembly n. 装配, 组装

23. labor 劳动力

24. programming 节目的制作以及传送

25. broadcasters 此处指电视公司或电视台

26. conventional sets 传统的电视机

27. phone interview 电话采访

28. retailer 零售商

29. selling point 卖点

E. g. , They attached too little importance to design and missed an important selling point in the export market.

他们太不重视设计,以至于错过了出口市场上一个很重要的卖点。

30. International Herald Tribune 《国际先驱论坛报》:是《纽约时报》和《华盛顿邮报》共同拥有的一家日报,总部设在巴黎。

Language Points

1. look to 把眼光投向, 瞄准
2. ambition n. 雄心, 野心
3. decade n. 十年
4. grab v. 攫取
5. bet v. 打赌
6. Inc. : Incorporated 的缩写, (美) 有限责任
常用在公司名称中的缩写还有:
Ltd. : Limited (英) 有限责任的
Co. : Company 公司
Corp. : Corporation 公司
PLC: Public Limited Company 公共有限公司
Pte: Private 私人的
7. point to 说明, 显示
E.g., Statistics point to a recovery in consumer spending.
统计数字显示消费支出出现回升。
8. explosive adj. 爆炸性的
9. aggressively adv. 进攻性的
10. track v. 跟踪; 密切注视
11. enlist v. 招募
12. frivolous adj. 不庄重的, 不严肃的
13. giant n. 巨头
14. count on 指望, 依靠
E.g., You can always count on Michael in a crisis.
在危机时刻你总是可以依靠迈克尔。
I'm counting on the meeting finishing on time, or I'll miss my train.
我期望会议准时结束, 否则我将赶不上火车。
Anne could always count on Pat to babysit for her.

Anne 总是可以指望 Pat 替她看孩子。

15. contend v. 力辩, 主张

16. in its infancy 在发展或成长的初期; 新的

E.g., The system is still in its infancy.

该体制还处在发展初期。

17. trickle n. 滴流; 少量的

E.g., We usually only get a trickle of customers in the shop in the mornings.

上午商店里的顾客通常很少。

18. seduce v. 引诱, 吸引

19. introduce v. 开始使用, 推出

E.g., The smaller 10 pence coin was introduced in 1992.

面值更小的 10 便士的硬币是 1992 年推出的。

When we introduced this system, no one believed it would work.

我们开始实行这一制度时, 没人相信它会有效。

Exercises

1. Answer the following questions:

1) “Big-Thinking Chinese HDTV Maker Looks to U.S. market”

a. Find a word from this article that can help you figure out the meaning of “big-thinking”,

b. What does “HDTV” stand for?

2) “With ambitions that echo those of Japanese and South Korean manufacturers in earlier decades, ...”

What is the part of speech of “echo”? What does it mean?

3) “A slowdown at home after two decades of explosive growth, combined with fierce domestic competition, has forced Chinese

companies to consider how to pursue growth in foreign markets more aggressively—even if it means going head to head against the world's leaders in technology and marketing.”

a. What does “slowdown” mean? (Hints: slow + down)

b. What does “going head to head against” mean?

- 4) “Brand names matter a lot, and the top brands are very powerful.”

What's the part of speech of “matter”? What does it mean?

- 5) “... It's not enough to have your televisions sitting in Good Guys or Circuit City,” he said, referring to two of the major U.S. store chains.”

What are “Good Guys” and “Circuit City”?

- 6) “Konka contends that high-definition television, still in its infancy, offers an opening for a newcomer.”

a. The word “infancy” means “幼年”. But if you say something is “in its infancy”, what do you mean? (You can answer in Chinese)

b. What does “newcomer” refer to?

- 7) “The sale of HDTV sets is but a trickle...”

The word “trickle” originally means “细流”. What does “a trickle” mean here?

- 8) “... and as broadcasters step up their transition to digital programming, the potential is vast in a nation of 250 million conventional sets.”

a. What does “broadcasters” mean? Does it mean “播音员”?

b. Which country does “a nation” refer to?

- 9) “If Konka puts its sets on American shelves...”

What does “sets” mean?

- 10) “At the moment, that is less than half the price of sets with

more familiar names, which are now selling for \$ 7,000 to \$ 8,000.”

What are “sets with more familiar names”?

11) As “echo” in the above question, there are a lot of verbs in English that are converted from either nouns or adjectives. Say whether the italicized verbs in the following sentences are formed from nouns or adjectives, and tell their meanings:

- a. By 1995 GM will have closed 22 plants and *idled* 74,000 workers under a major retrenchment (节省) plan.
- b. Wang Yung-ching, chairman of Taiwan’s giant Formosa Plastics Group (FPG), has a dream: he wants to *pioneer* commercial production of electric cars.
- c. His mission was to assess the technology and see whether batteries could *power* cars that people would buy.
- d. The already high inflation in the region was *fueled* by escalating military spending.
- e. He *patents* his invention and starts a company to sell the new product.
- f. MS disputes the claim, but the judge *sides* with the government.
- g. Germany, not America, *tops* the OECD’s knowledge-economy table.

2. Translate the following terms into English:

- | | |
|-----------|-----------|
| 1) 生产商 | 10) 分销商 |
| 2) 品牌 | 11) 连锁商店 |
| 3) 家用电子 | 12) 首席执行官 |
| 4) 市场份额 | 13) 市场调查 |
| 5) 高清晰度彩电 | 14) 电话采访 |