

●国际商业英语广播课程 ●高等经贸院校教学用书

国际经贸 英语教程



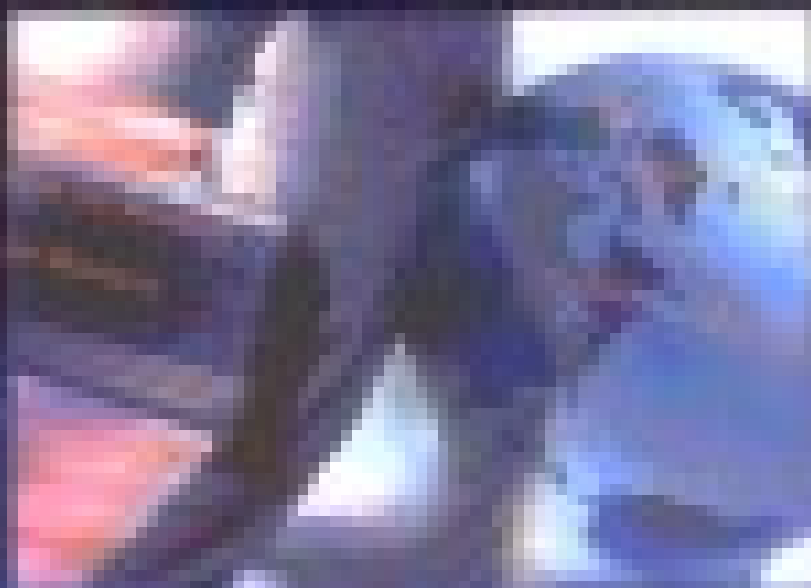
ENGLISH FOR BUSINESS

◎李平 谢毅斌 主编

中国国际广播出版社

下

国际经贸 英语教程



ENGLISH
FOR BUSINESS

●国际商业英语广播课程

●高等经贸院校教学用书

国际经贸英语教程

ENGLISH FOR BUSINESS

李 平 谢毅斌 主编

下册

中国国际广播出版社

前 言

《国际商业英语》广播课程是由中央人民广播电台和对外经济贸易大学于1988年开办的，延续至今已举办了七期，正式报名参加函授或自由收听的学员人数近10万。大量事实说明，开办这样的广播课程符合广大有志于投身国际商贸活动的听众的要求，适应了社会主义市场经济发展的需要。正因为如此，它自开播以来，就一直受到各方面的瞩目，具有很强的生命力。特别令人鼓舞的是，这一节目受到了党和国家领导人的关注。中共中央政治局常委、国务院副总理、原经贸部部长李岚清同志和全国人大常委会副委员长、原国务院副总理田纪云同志，都曾亲临我校视察和指导广播教学工作，从而更坚定了我们办好这一广播课程的信心和决心，为落实科教兴国战略尽一份应尽的力量。

十几年来，我们本着对学员高度负责的精神，不断更新节目，补充更换内容，提供面授辅导，增加函授答疑并通过强化学籍管理，严格考试和结业，选拔优秀学员到我校参加奖学金班学习，提高了教学质量，使节目越办越好。1998年3月，经贸大学继续教育学院同中央人民广播电台科教部对这些年来办学的效果和经验进行了认真的评估，决定根据国家当前经济建设发展的新形势和新需要，开办第八期广播函授课程。

1999年,是我国外贸事业面临更大发展的一年。随着国家外贸审批制度向登记备案制度改革,大批私营企业和民营企业将直接进入对外贸易渠道。为了帮助这些企业的从业人员熟练地使用英语,切实掌握国际经贸知识,我们编写了这套《国际经贸英语教程》作为第八期广播函授教学用书。全书共70课,分上下两册,下册27课至34课为补充阅读材料。内容涉及股票、期货、现货、国际贸易实务、跨国公司、世界银行、国际货币、营销学、广告宣传、企业管理、公共关系、价格体系、国际经济、贸易机构、企业文化、贸易谈判等几十个选题,以国际贸易为主线,涵盖国际经贸业务的诸多方面,文字规范易懂,实用性很强,是一本融语言学习和知识传授于一体的适用性很强的教材。我们相信,学员通过对本书的学习,将在提高英语能力和把握相关知识方面获得双收益。

本套教程由对外经济贸易大学继续教育学院和中央人民广播电台科教部共同组织编写,由李平和谢毅斌二人担任主编,具体负责该书的组织策划、统稿和审校工作。特邀本校交流学院李平、瞿秀芳、左放军和继续教育学院冯建国、高永胜、陈坚、谢毅斌等7位教授、副教授参加编写。中央人民广播电台的高级编辑张力和我院顾问鲍世修教授对本书也做了大量的审校工作;中央人民广播电台英语组的王丽君、吴纯美、赵国辉同志,我院外语培训部(原外贸英语中心)的王蔚、高永胜、安玲等同志对本书的顺利完成自始至终给予了很大支持,特此致谢。

本书适合于公私营外经贸企业、三资企业和涉外企业的广大职工、各经贸类大专院校、中等专业学校的师生以及广大外贸英语爱好者使用。我们希望大家踊跃参加广播函授《国际经贸英语教程》的学习,为开创我国对外经贸新局面做出新贡献。

对外经济贸易大学

继续教育学院

1999年2月

1

What Is Marketing?

Modern marketing has two different meanings in the minds of people who use the term. One meaning of marketing conjures up the term selling, influencing, persuading. Marketing is seen as the task of finding and stimulating buyers for the firm's output. It involves product development, pricing, distribution, and communication; and in the more progressive firms, continuous attention to the changing needs of customers and the development of new products, with product modifications and services to meet these needs.

The other meaning of marketing unfortunately is weaker in the public mind; it is the concept of sensitively serving and satisfying human needs. This marketing concept holds that the problem of all business firms in an age of abundance is to develop customer loyalties and satisfaction, and the key to this problem is to focus on the customer's needs. It is this second side of marketing that contributes to the recognition of effective marketing which requires a consumer orientation instead of a product orientation. Marketing has taken a new

lease on life and tied its economic activity to a higher social purpose.

Marketing is a pervasive social activity that goes considerably beyond the selling of toothpaste, soap, and steel. Political contests remind us that the candidates are marketed as well as soap; students recruitment by colleges reminds us that higher education is marketed; and fund raising reminds us that "causes" are marketed. In fact, all organizations are formed to serve the interest of particular groups; hospitals serve the sick, schools serve the students, and governments serve the citizens. All organizations must develop appropriate products to serve their consuming groups and must use modern tools of communication to reach their consuming publics. The choice facing those who manage business or nonbusiness organizations is not whether to market or not to market, for no firms or organizations can avoid marketing. The choice is whether to do it well or poorly.

参考译文

什么叫营销学?

现代营销在使用这个术语的人的头脑里有两种不同的概念。一种使人们联想起像销售产品、施加影响、劝说购买这

类词。人们认为营销就是为某个公司的产品找到买主,并鼓励购买。它包括产品开发、定价、推销和产品信息交流;在那些观念较新的企业里,营销还包括关注客户需求的不断变化、不断开发新产品,并且不断地改进产品、改进服务,以满足客户的要求。

关于营销的另一种概念就是理解并有意识地为人的根本需求服务并使其得到满足,而这一点在公众头脑里却比较淡薄。这种营销概念认为,在供应极大丰富的时代,所有商业公司面临的问题是培养客户对公司产品的忠诚和提高客户的满意程度,而这个问题的关键是把注意力集中在客户的需求上。正是关于营销的第二种概念提高了人们对有效营销的认识。有效营销是以消费者为出发点,而不是以产品为出发点。营销学把市场活动与更高的社会目的联系在一起,从而增添了它的活力。

营销是一种无处不在的社会活动,它远远超出牙膏肥皂或者钢铁的销售活动。政治竞争让我们看到候选人也象肥皂一样被宣传推销;大学录取学生使我们明白高等教育也要宣传推销;集资活动也让我们了解到“各种事业”同样也需要宣传推销。其实,任何机构都是为服务于某个特定群体的利益而成立的,医院是为病人服务的;学校是为学生服务的;政府是为公民服务的。所有的机构必须开发对路的产品以满足其消费群体的需求,而且必须运用现代交流工具与其消费群体沟通。商业或非商业机构的管理者面临的选择不是要不要宣传推销的问题,因为没有任何一家公司或企业可以避开营销。他们面临的选择是做的好坏的问题。

WORDS AND EXPRESSIONS

marketing	n.	营销学
conjure sth. up		使……浮现于脑际
influence	v.	影响
persuade	v.	劝说
distribution	n.	分布; 推销
communication	n.	交际; 交流
progressive	a.	主张进步的
modification	n.	改进; 修改
sensitively	adv.	细致地; 审慎地
concept	n.	概念
abundance	n.	充足
loyalty	n.	忠实
orientation	n.	确定方向
to take a new lease on life		活得更带劲(比喻)
pervasive	a.	无处不在的
contest	n.	竞争; 竞赛
candidate	n.	候选人
recruitment	n.	招收新生; 新员工
avoid	v.	避免

NOTES

- 1** One meaning of marketing conjures up the term selling

…营销学的概念之一使人们联想起销售……

句中 to conjure sth. up 意为“唤起美好的回忆”。例如：
These old melodies conjured up the visions of my childhood.

这些古老的曲调使我回忆起童年的情景。

- 2** This marketing concept holds that…

句中 to hold 表示“认为”、“相信”，这是比较正式的用
法。例如：

Both parties hold that the insurance company be responsible for the shortage occurred during the transit.

双方都认为应由保险公司对在运输途中发生的短缺负责。

- 3** an age of abundance 物质极大丰富的时代

- 4** customer loyalties 客户(对商品/厂家)的忠诚

- 5** …for no firms or organizations can avoid marketing.

注意动词 avoid 后面要跟-ing 形式,或者名词;不能跟
动词不定式。例如：

I always avoid driving in the centre of the city.

我从来都避开城市中心行驶。

I know he's been avoiding me like the plague since our quarrel.

我知道自从我们吵架后,他一直像逃避瘟疫似地躲着

我。

EXERCISES

1 Comprehension questions on the text:

1. What are the two different meanings of marketing in the minds of people who use the term?
2. Why is marketing a social activity?
3. According to the concept of marketing, in an age of abundance what is the key problem facing all business firms?
4. What does modern marketing involve?
5. What is the purpose of marketing?

2 Translate:

1. 现代营销学是一种无处不在的社会行为。
2. 现代营销学认为在物质极大丰富的年代,如何满足客户的需求是所有商家面临的重大问题。
3. 这幅图画使我们想起许多童年的往事。
4. 刺激消费者购买公司的产品是营销学要研究的问题之一。
5. 在现代社会中,每一个企业、机构所面临的选择不是要不要推销的问题,而是怎样做好推销的问题。

3 Vocabulary and structure:

In each of the following sentences there is a blank. Below each sentence are four choices marked a, b, c and d. Decide which one of the four choices is the most suitable

for the blank.

1. The cliffs on this part of the coast are constantly being _____ by the sea.
a. impaired b. decomposed
c. erupted d. eroded
2. A group of agitators _____ the mob to break down the exhibition door.
a. excited b. promoted
c. shouted d. incited
3. Some sorts of ambition are excellent, but the ambition to have power over others is only to be _____.
a. blamed b. deplored
c. frowned d. grumbled
4. Maria _____ missed the first train so as to travel on the same one as John.
a. deliberately b. decisively
c. objectively d. predictably
5. The criminal _____ all questions concerning his past.
a. pervaded b. evaded
c. admitted d. convened
6. There is no rule _____ has exceptions.
a. but b. that
c. admitted d. convened
7. Paradoxically, a good manager often _____ re-

sponsibility to his assistants.

- | | |
|---------------|--------------|
| a. refers | b. gives up |
| c. hands over | d. delegates |

8. The use of standard components make _____
easier when they are worn.

- | | |
|-----------------|----------------|
| a. modification | b. revision |
| c. substitute | d. replacement |

2

Understanding Needs and Utility

No matter how well made a product is, superior quality by itself is not enough to sell anything. Marketing is needed to tout the advantages of a graphite tennis racket, the high performance of a new sports car, or even the prompt service at a bank.

Production and marketing, therefore, work in tandem to create goods and services that satisfy consumers' needs. The power to satisfy those needs is called utility. Four types of utility are important to consumers: utility of form, possession, time, and place.

Consumers obtain form utility from the product itself. However, mere production of a product like bicycles doesn't necessarily guarantee consumer satisfaction. Consumers must want one of those bicycles—or no need is satisfied, and no utility occurs. The production side of business, then, is guided by marketing decisions. What do consumers really want to purchase and why?

Even when form utility has been provided, marketers need to consider ways to give consumers possession of the product. Consumers must be able to obtain it and then have right to use or consume it. Money is typically exchanged for possession utility. A sample bicycle on display, not for sale, may be just what a consumer wants. But if he or she cannot buy it, the bicycle has no possession utility.

Providing the consumer with the product when he or she wants it is known as time utility. Having an ample supply of bicycles, sports cars, or bank tellers at the time of consumer need is thus another marketing requirement.

Place utility—having the product available where the customer can get it—is also vital to business success. Bicycles and sports cars aren't usually sold if customers have to travel far out of their way to get them. Customers are even less likely to travel long distance for everyday needs. That's why banks have branches. That's why the 24-hour convenience markets, which sell gasoline and a few basic food items, have become so popular.

In summary, form, possession, time, and place utility are essential components of marketing success.

理解需求和功用

一个产品不论制造多么精良,单凭其本身上乘的质量还不足以使它畅销。一付用石墨纤维制作的网球拍有什么优点,一辆新赛车的性能有多么可靠,甚至一家银行可以提供多么快捷的服务,都需要进行推销。

所以说是生产和销售共同创造能够满足顾客需要的产品和服务。满足这些需要的能力就叫做功用。对于消费者来说有四种功用,即形式功用、拥有功用、时间功用和地点功用。

消费者从产品本身得到形式功用。不过,仅仅有产品,比如自行车,不一定能确保满足消费者。消费者必须对一辆自行车有需求,不然就没有需求可以满足,因而也不产生功用。由此说明,生产一方是受各种市场购买决策支配的。消费者到底想要买什么?为什么要买?

提供了形式功用之后,推销人员还需要考虑用什么样的方法使消费者拥有这个产品。消费者必须能拥有它,并且有权使用或者消费这种产品。钱是换取拥有功用的典型方式。一辆样品自行车,只是展览而不出售,它也许恰好是消费者所需要的,但如果他/她不能买下这辆自行车,那么自行车就不具有拥有功用。

在消费者需要的时候向他或她提供所需要的产品就是时间功用。所以,在消费者需要的时候能提供足够的自行车、赛车,或者银行出纳员,是市场营销的另一个方面。

地点功用对于交易的成功也是至关重要的,也就是说把产品放在消费者能够买到的地方。消费者是不会跑很远的路、费很大的力气去买自行车或赛车的。他们更不会跑很远去购买日用品。正因如此,银行才会设立分行。也正因如此,那些出售汽油和某些必需食品的 24 小时便民店才那么受欢迎。

总之,形式、拥有、时间和地点功用是成功的市场营销必不可少的组成部分。

WORDS AND EXPRESSIONS

utility	n.	功用
tout	v.	兜售(货物)
graphite tennis racket		石墨纤维制的网球拍
performance	n.	功能
in tandem		同步;共同
possession	n.	拥有
guarantee	v.	确保;担保
for sale		出售
ample	a.	充足的