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前 言

我们已步入一个新的世纪、新的千年。1999 年 11 月，中美就中国加入 WTO 达成了双边协议，中国加入世贸组织指日可待。毫无疑问，不断地开放、与国际接轨、与世界融合将成为中国社会生活中的主旋律。

英语是我们顺应各种社会变革的最重要工具之一，但长期以来的英语教学与实践脱节、与时代脱节。一个生活在现代社会的人，一个想在未来社会有所发展的人，一个有志向在国际化潮流中大展宏图的人，必须学习纯正的、鲜活的、实用的英语。品味工作室推出的“英语书房”系列英汉对照读物，正是把学习英语和了解世界结合起来。《国际风云》、《经济聚焦》、《法庭内外》、《科技透视》等书中的文章均选自英语国家权威媒介并由各专业资深人士精心译校。其内容是近年来发生的具有重大影响的事件、思潮、动态，既具有较高的专业品味，其通俗性也适合不以英语为母语的人士阅读。这在已有的英语教材或读物中非常少见。读这样的英汉对照读物，我们不仅可以学习英语，而且学到的是带有强烈实践性和时代感的英语，特别有助于我们把

握和体会英语语言逻辑以及英语世界（国家）的社会思维。不论对初学者，还是对专业人士，都将大有裨益。

这套英汉对照读物采用了国际流行的口袋本形式，便于读者在紧张的工作和生活当中利用点滴时间随时翻阅。这套书在于倡导这样一种新的英语学习概念：“了解世界、学习英语、开拓视野、把握未来”。我们相信这代表了未来英语读物和英语学习的趋势，也是我们对所有读者的最良好的祝愿。

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Marketing in the Information Society

Marketing is certainly one of the most pervasive and dynamic forces in the United States today. Marketing's importance has increased over the last 30 years and there is little to suggest that there will be any significant decrease in its importance in the future. If anything, the importance of marketing in our society should be even greater.

Definition of Marketing

Although there are a number of definitions for marketing, we believe that marketing is best defined as the determination of the needs and desires of the market so that goods and services can be provided that satisfy these needs and desires. Let's examine the various aspects of this definition.

Determining Needs and Wants Before Goods and Services Are Developed

We do not develop products and services without knowing if they are desired by the market. Consumers and business firms do not buy products they do not want. They do purchase products and services that satisfy their needs and desires.



信息社会的市场营销

市场营销当然是当今美国最具渗透性最具活力的动力之一。在过去 30 年中，其重要性在逐步增加，现在还没有迹象表明在未来它的重要性会有明显的下降。如果会有什么变化的话，在我们社会里市场营销的重要性只会变得更大。

市场营销定义

对市场营销有许多种定义，但是我们认为市场营销最好定义为：决断市场的需要与渴求，以便能提供满足其需要与渴求的商品和服务。让我们讨论此定义的几个方面。

在开发商品和服务前决断需要与渴求

在不知道市场是否需求的情况下，我们不会去开发商品和服务。消费者和商业公司不会购买他们不想要的产品，而只购买能满足他们需要和渴求的产品、服务。



Needs and Desires Are Incorporated into Goods and Services

The specific features of the products and services must be related directly to the market's needs and desires. A good example of this is the Volkswagen Rabbit. Through an analysis of the market, Volkswagen found that car purchasers' most important needs and desires were (1) low purchase price, (2) fuel economy, and (3) inside roominess. The Rabbit sells for under \$ 3, 500, gets 40 miles to the gallon, and has interior dimensions equivalent to those found in medium-sized cars.

Needs and Desires Must Be Satisfied

Making sure that customer needs and wants are being satisfied is considered by many companies to be so important that company presidents often mingle with customers in order to get customer reaction to company products and services. Also, consumer affairs departments in many large firms, which were established in the 1960's and 1970's to represent the customer viewpoint in their firms have become involved with measuring customer satisfaction. Other mechanisms also exist to deal with customer satisfaction. Whirlpool has initiated Collin, which is a nationwide toll-free number available to customers



商品和服务要体现需要和欲望

产品和服务的具体特点必须能够直接同市场的需要和渴求挂勾。大众汽车公司的兔牌轿车就是一个好的例子：通过对市场的分析，大众汽车公司发现汽车购买者最主要的需要和渴求是（1）低价；（2）省油；（3）车内宽敞。兔牌轿车的售价低于 3,500 美元，行驶 40 英里耗油一加仑，车体内空间和中型轿车的相当。

必须满足需要和渴求

很多公司认为保证顾客的需要和渴求得到满足至关重要，如此重要以致于公司的经理经常接触顾客，以便得到顾客对公司产品和服务的反应。此外，很多大公司在 60 和 70 年代设立了消费者事务部，它们代表消费者对他们公司的观点，已经涉入了解消费者的满意程度业务。除此之外，还有其它一些了解消费者是否满意的方式。惠而浦公司首先设立了一个全国都可以免费拨打的电话号码，消费者可通过电话反映对产品的意见和投诉。



with problems and complaints.

Importance of Marketing in Our Society

There is probably no organization in the United States that does not practice marketing to some extent. Not only business firms that provide products and services, but also other organizations in our society have come to increasingly rely on marketing to achieve their objectives.

Political parties now determine the needs and desires of voters. Surveys are often used to determine what these needs and desires are. Candidates and party platforms reflect them. Candidates use such marketing tools as advertising in an effort to be elected.

Hospitals in 1976 were encouraging their "customers" (patients) to schedule non-urgent surgery in order to avoid overuse or underuse of hospital facilities. Blue-Cross/Blue-Shields is using advertising to convince individuals to have minor surgery performed in doctors' offices rather than occupy a hospital bed.

In 1974 federal drug enforcement agencies hired marketing consultants whose responsibility was to develop models of the distribution networks for heroin. From these models it was hoped that more



市场营销在我们社会的重要性

可能没有一家美国机构没有在某程度上应用市场营销。不但是提供产品和服务的商业公司，而且社会上其它机构也都越来越依靠市场营销来达到他们的目标。

现在，政党要测定选民的需要与渴求。他们常常进行调查以了解他们的需要与渴求是什么。候选人和党的政纲对其予以反映。候选人获得当选的努力中利用诸如广告之类的营销工具。

1976年，医院鼓励“顾客”（患者）预约非急诊手术，以避免医院设置紧张或不足的情况。蓝十字/蓝盾医院用广告来说服人们在医生的门诊室做小手术，而不必占用一个医院的床位。

1974年，联邦禁毒局聘用了营销顾问，他们的责任是建构海洛因经销网模式。禁毒局希望能从这些模式中更多地了解海洛因经销商的活动方式，从而减少流往美国的海洛因。



could be learned about the operations of heroin dealers and that the flow of heroin into the United States could be reduced.

Marketing Provides Employment

Marketing provides a great many jobs in the United States. Although exact numbers are not possible, marketing jobs probably account for one fourth to one-third of all jobs in the civilian labor force.

What are included in marketing jobs? All workers employed by the 2,329,000 retail stores and 548,000 wholesaling firms, employees of advertising agencies and marketing consulting firms, many of those who work for transportation companies, employees of manufacturing firms who perform marketing functions (such as advertising and marketing research), employees in other non-marketing firms (banks, insurance companies, etc.) who are involved in marketing activities are all considered marketing employees.

Marketing Costs

It is generally recognized that about 50% of the final cost of most consumer products is made up of marketing costs. This means that for every dollar a consumer spends in a retail store, \$ 0.50 goes for the performance of marketing activities. Probably no



营销活动提供就业

营销活动为美国提供了大量工作机会。虽然不可能得出精确的数字，但是从事营销工作的人数可能占到文职人员总数的三分之一到四分之一。

营销工作包括哪些呢？2 329000 个零售店和 548 000 家批发公司所雇佣的工人，广告机构和营销咨询公司的雇员，运输公司的多数职员，制造厂家中担任营销工作（如广告和市场营销研究）的职员，以及在其它非营销企业中（银行、保险公司等）从事市场营销活动的职员都被看成是市场营销人员。

营销费用

人们一般认为，在大部分消费类产品的最终费用中，营销费用要占 50%。这意味着，消费者在零售商店所花的每一块美元中，有 50 美分是支付给营销活动的，或许没有别的数字能更有力地说明营销活动在我们经济中的重要性。



other figure more strongly indicates the importance of marketing in our economy.

Much of this cost occurs because the marketing system is responding to genuine consumer needs. A good example of this is packaging. Consumers have demanded packages that can be easily stored, provide easier opening, and are lighter in weight. As a result, total expenditures on packaging materials increased from \$ 9 . 6 billion in 1958 to \$16. 6 billion only 10 years later. Obviously, these increases in costs have contributed to the high percentage of product cost attributable to marketing.

The Ten Most Common Mistakes of New - to-Export Firms

In exporting, as in many things, there is no substitute for experience. As you put into practice the export steps, they will become more familiar, more comfortable, and easier to use in an effective way. Your confidence, too, should grow in proportion with your exporting proficiency. However, since experience also includes knowledge gained from mistakes, the following common mistakes and pitfalls offer you a chance to profit from errors made by many exporters who have preceded you over the years.



这笔费用的出现是由于营销系统对应消费者真正的需要。这方面的一个好例子是包装。消费者要求商品的包装便于存放、方便启封、更为轻便。其结果是，用于包装材料的全部费用在1958年为96亿美元，在仅仅10年后便增加到166亿美元。显然，这种费用的增长造成了产品成本中营销费用的高比例。

新出口公司的十大常见错误

出口和很多工作一样，没有东西可以取代经验。只有从实际工作按步就班地做起，才会熟能生巧，得心应手地干起来。你的信心也才会随着你对出口工作的熟悉而增长。不过，既然经验也指从错误中吸取的教训，所以下列常见错误和失误能使你从很多比你早几年从事出口工作的人所犯的过失中学到很多东西。

