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INTERNATIONAL BUSINESS

国际贸易

罗义蕴 编著

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· 1992 ·

内 容 提 要

本书是为外交、外贸人员、出国人员和英语专业学生编写的一本有关国际贸易的英语读物。书中每篇短文文笔流畅、生动优美。这些短文介绍了市场时代国际贸易的各个重要领域,其中有关世界银行、倾销、关税及贸易总协定、分析市场运转及英国的进出口贸易等,是以国际贸易事务来阐明本门科学的特色。为便于读者阅读,每篇短文均配以中文简介及注释。此外,还以练习问答的形式促进读者独立思考及口语、笔写的能力。

国际贸易

罗义蕴 编著

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前 言

随着我国改革开放的发展,从事旅游、公关和国际贸易等涉外工作的人员不断增多,英语专业的学生也有了更广阔的分配领域。因此,在英语专业的课程设置有,除了培养学生听、说、读、写的技巧及文学、文化修养外,也需要有知识性的课程,以开拓学生的视野,使他们走入现代前沿实用学科。

为此,我们编写了《国际贸易》、《世界旅游》、《公共关系》等系列教材。本教材注意了知识性、实践性、趣味性的原则,以激发学生的求知欲。每册书共分十课,每课都有中文的课文简介与注释,可以帮助学生扫清阅读的障碍;课文后所附的练习与问答,又可以促进学生的独立思考及口、笔语能力的提高。本教材在四川大学已试用了两年,深受学生的喜爱。

本教材在编写的过程中,得到了电子科技大学外语培训中心主任冯斗的支持和帮助,全书由冯斗教授和电子科技大学出版社杨旭明教授审订。此外,授课教师李国林、孙定等还对本书提出了许多宝贵意见,值此一并感谢。由于编者阅历有限,书中疏漏之处在所难免,还望读者批评指正。

罗义猛
于四川大学
1989.9

6/11/90/07

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Lesson One

The Era of Marketing

The decade of marketing. The years beginning with 1950 have been widely described as "the era of marketing" in the United States. This designation is not merely an academic term. It is generally accepted by business as signifying a definitely new era, a new phase in the economic development of the United States. Because of the proximity of the United States and Canada and the similarity of economic development in these two countries, virtually all the factors that make the current period the era of marketing in the United States apply with equal force in Canada.

It has also been said that this new era of marketing marks the fifth phase in the unfolding of the American economy.

The first phase was the era of agriculture during colonial times, a period in which the main concern was to conquer the wilderness.

The second phase, the era of industrialization, corresponded roughly to the pioneering age beginning with the Industrial Revolution and ending in 1870 with the reconstruction period after the American Civil War.

The third period fell in the last thirty years of the nineteenth century and the first decade of the twentieth century. This was the

era of financial leadership, making possible the development of giant industrial and business establishments. Roughly, this phase ended with the financial panic of 1907 and its aftermath.

Then came the fourth phase, the era of production. World War I made enormous demands upon America as "the arsenal of democracy". Production and more production was the cry. The United States and Canada responded with technological progress and increased the volume of production to a level never before seen in the history of the world.

At the beginning of the twentieth century, per man productivity in factories of the United States and Canada was about the same as that of European factories. But the demands of an expanding domestic economy, plus the demands of a world at war, called upon American engineering genius to develop new machines that would increase productivity at a much higher rate. By the end of World War I, American productivity led the world. Twenty-seven years later, at the end of World War II, American productive know-how was the most sought-after export the world over. By mid-century, in 1950, an American or Canadian worker, with tools and machinery utilizing two and a half times the horsepower available to a European worker, produced between two and a half to three times as much per hour as did his European counterpart.

This productivity ushered in the fifth phase in the economic development of America, the era of marketing. The capacity to produce became the highest in the world. It met the needs of an

expanding domestic consumer market as well as the needs of a government geared to a period of world-wide "cold war". New equipment, new processes, new facilities, new product developments, as well as expanded research, brought the United States and Canada to an entirely new point in economic development. For the first time in the history of the world, these nations found themselves concerned more with the management of surpluses than with the management of scarcities.

课 文 简 介

市场时代

本文分析了北美经济发展的五个阶段,第一阶段为征服荒野发展农业时期。第二阶段以工业革命到 1870 年,为经济恢复时期。第三阶段从 19 世纪后三十年到 20 世纪头十年,为工业和商业高速发展时期,其间出现过 1907 年的财政恐慌。第四阶段为第一次世界大战时期,所谓“民主军械库”的美国在技术上取得了进展,生产达到前所未有的水平。第二次世界大战结束后,北美的生产技术成为世界各地追求的目标。由于机器和工具提供的方便,北美工人在本世纪中叶每小时创造的产值,是欧洲工人每小时产值的二倍半到三倍。经济的发展需要扩大市场造成了国际范围争夺市场的“冷战”,也是经济发展的第五个阶段。而新的设备、新的生产过程、新的便利条件、新的生产发展及研究项目的扩大使北美经济进入了新的时期,也就是课文标题所说的“市场新时代”。

Notes

- | | |
|-------------------------|-------|
| the era of marketing | 市场新时代 |
| proximity | 近似 |
| corresponded roughly to | 大体相当于 |

“the arsenal of democracy” “民主军械库”(注意引号的讽刺涵义)

an expanding domestic economy 扩展国内经济

productive know-how 生产技能

the most sought-after 极力追求的

counterpart 相当部分, 课文里指欧洲工人

to usher in 引导入

(to be) geared to 配搭活动

surpluses 盈余

scarcities 缺乏

Analyse, paraphrase, translate the following sentences or give your comments on them;

1. This designation is not merely an academic term.
2. Virtually all the factors apply with equal force in Canada.
3. It has also been said that this new era of marketing marks the fifth phase in the unfolding of the American economy.
4. Production and more production was the cry.
5. The United States and Canada responded with technological progress and increased the volume of production to a level never before seen in the history of the world.
6. The demands of an expanding domestic economy, plus the demands of a world at war, called upon American engineering genius to develop new machines.
8. The capacity to produce became the highest in the world.
9. It met the needs of an expanding domestic consumer market as well as the needs of a government geared to a period of world-

wide "cold war".

10. These nations found themselves concerned more with the management of surpluses than with the management of scarcities.

Answer the following questions:

1. What period in American history is called the new era of Marketing?
2. If it is not merely the academic term what is its essence and implication?
3. How many stages are divided in the unfolding of the American economy?
4. What were the main concerns of the first and the second stages?
5. What time did Northern Americans take financial leadership?
6. How did the United States and Canada respond to the cry of production during W. W. I. ?
7. What was the result of this quick development in production during the fifth stage?
8. How much more per hour could an American worker produce than his European counterpart?
9. What was the prospect of this quick development?
10. What did these two countries concern more for the first time in history?
11. What is the positive experience of American productivity and economy?
12. What is the negative side of American economy?
13. What stage of economy is not mentioned in this essay? (The Decade of Depression since 1929)

Lesson Two

The Economic Role of Marketing

We are now ready to take a look at the modern, economic role of marketing. Old-style economists referred to marketing as adding "time and place utility". This was to distinguish it from production which adds form utility by changing the form of raw materials into finished products for consumers. Marketing places the goods at the right time and at the right place for the consumer to buy and to use. Thus, marketing adds time and place utility.

But modern marketing students see a wider role for marketing in the economy. The focus on the ultimate consumer, mentioned elsewhere, has uncovered a far greater task for efficient marketing. Marketers today know that marketing deals, not just with the physical movement of goods, but with customer values. Thus, the marketing manager is concerned not only with time and place but also with customer's convenience, peace of mind, pride of ownership, satisfaction, ease of use, ease of storing, ease of re-order and other considerations, all dealing with the ability and willingness of the consumer to maintain and increase his demand.

It has been said that the economic role of marketing today is that of acquiring profitable customers. Such a role includes, as we shall see in a later chapter, all the functions having to do with satisfying the ultimate consumer. But before we consider it

successful marketing, this customer-satisfaction must be accompanied with profit to the producer, the distributor, and everyone participating in the production and distribution of the goods. In order for the economic system of free, competitive enterprise to operate properly, not only the customer, but the producer and distributor as well, must be satisfied. These latter are satisfied by being adequately compensated for their services.

The recognition of this greater economic contribution of marketing, transcending mere time and place utility, is the key to an appreciation of the study of marketing in the modern business world.

With a growing national income and a wider distribution of that income among more families, more consumers are in a position to choose purchases which will give them the greatest satisfaction. Some economists have denounced such choices as frivolous. The fact remains, however, that what gives the consumer the most satisfaction constitutes, for him, the greatest return for his money. So long as the consumer has a choice, he will choose those things which represent, for him, the greatest value. This has, of course, great significance in marketing. It has given rise to important developments in the uses of the social sciences—psychology, sociology, economic—improve the efficiency of marketing operations.

The new marketing concept. As we have seen, the United States economy, as well as that of Canada, is characterized by growth, activity, and change. It is said, in fact, that change is the only basic law of economics. Marketing, which is the art of

distributing the world's goods among the various claimants, has also only one basic law, change.

It was inevitable, with the many economic and social changes which we have noted, that business management would fall heir to the job of managing these changes. To do this, management had to develop the necessary organization for a business to absorb new ideas, new approaches, and to meet new market demands.

In marketing, this has taken the form of what has become called "the new marketing concept". Stated simply, it means that management-thinking, management-orientation and management-organization have been changed to focus business thinking and policy formulation on the customer. Business decisions are now made in the light of customer needs or wants. Management recognizes that a business can exist only if customers are satisfied. As customer-wants change, a business must recognize to meet these changes.

The organization for marketing, marketing strategies and marketing programs has changed. It can be said that business, by and large, has reorganized for the new type of marketing necessary to meet the challenge of the future.

课 文 简 介

市场的经济作用

本文介绍了市场的经济作用。老派经济学家们认为市场就是增加“时间与地点的功利效益”，而新派学者们认为市场不仅涉及货物的搬运，还涉及到顾客的心理价值。所以市场的管理者不仅关心着时间与地点的转移，而且更关心着顾客的方便，顾客的信赖，顾客对所购货物是否感到自豪、满意，使用、储存、订购是否方便等等，这些都是使消费者购买或增订货物的因素。

消费者满意就会给生产者、销售者和参与工作者带来利润，因而后者的服务也就得到了补偿。彼此最大的满足就赋予了市场最重要的意义。市场是把不同的货物分售给不同的顾客的一门艺术，它的基本规律在于交换。要适应新市场的需要，就要发展必要的商业组织，吸收新观点，采纳新方法。以顾客为中心，急顾客之所急，按顾客需要而进行改变和改进，就能使新市场迎接未来的挑战。

Notes

economic role of marketing 市场的经济作用

raw materials 原料

finished products	产品
utility	功利
ultimate consume	终极消费者
custome values	顾客心理价值
to acquire profitable customers	求得可赢利的顾客
to be adequately compensated	得到适当补偿
transcend	超出,超越
frivolous	无价值的
claimant	请求者,申请者
to fall heir to the job	担负职责
management-orientation	管理方向
policy formulation	制定政策
marketing strategy	市场战略
by and large	一般说来

Analyse, paraphrase, translate the following sentences or comment on them;

1. Old-style economists referred to marketing as adding "time and place utility".
2. Marketing places the goods at the right time and at the right place for the consumer to buy and to use.
3. The focus on the ultimate consumer has uncovered a far greater task for efficient marketing.
4. The economic role of marketing today is that of acquiring profitable consumers.
5. In order for the economic system of free, competitive enterprise

to operate properly, not only the customer, but the producer and distributor as well, must be satisfied.

6. Some economists have denounced such choices as frivolous.
7. What gives the consumer the most satisfaction constitutes, for him, the greatest return for his money.
8. It is said, in fact, that change is the only basic law of economics.
9. Business management would fall heir to the job of managing these changes.
10. Business decisions are now made in the light of customer needs or wants.

Answer the following questions:

1. What are customer values?
2. Besides satisfying the ultimate consumers who else must be satisfied?
3. What is the basic law for marketing?
4. How to improve the efficiency of marketing operations?
5. What does business management do generally?
6. What is "the new marketing concept"?
7. What is the best way to make business decisions?
8. How can a business be prosperous?
9. How can business meet the challenge of the future?
10. What is the economic role of marketing?