

专业英语

Zhuanye Yingyu

(高等院校经济、管理专业用)

中国物资出版社

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内 容 简 介

本书是根据原教育部1984年公布的《大学英语教学大纲》对大学本科高年级学生阅读英文的要求而编写的，课文均选自最近几年国外出版的教科书和报刊杂志，涉及内容广泛，包括预测、计划、统计、会计、审计、广告、运输、物流、检验以及电子计算机应用和经济法等多个方面。每课包括课文、单词、短语、注释、练习、参考译文、参考答案等七个部分。

本书可供经济管理、物资、商业、外贸等院校的高年级学生使用，也可作为上述各专业有一定英语水平中专教师、学生和业务干部自学之用。

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编 者 的 话

本书是根据原教育部1984年公布的《大学英语教学大纲》对专业阅读阶段的要求，由华中工学院、北京物资学院、北方交通大学、北京经济学院、北京商学院的部分专业教师和英语教师组成的编写组编写的。

本书供经济、物资、商业、财贸院校及其他院校中经济管理、企业管理和财会、贸易等专业的高年级学生五至七学期使用，也可供上述各专业有一定英语水平中专教师、高年级学生和业务干部自学用。

为了使学生在学完基础英语之后能继续扩大语言知识面，学习掌握经济、管理方面的专业英语，本教材36课全部课文均选自最近几年国外出版的有关专业方面的教科书及报刊杂志，内容涉及管理经济学的基础理论和现代化的管理方法，包括预测、计划、统计、会计、审计、广告、运输、物流、库存、产品管理、检验、结算以及计算机的应用和经济法等多个侧面。所选课文的文字水平为中等或中上难度。每课课文约3,000~5,000印符，每课内容均分为课文、单词、短语、注释、练习、参考译文和参考答案七个部分。单词：大部分都有双解，以培养高年级学生查阅原文词典的能力，同时也有利于复习原有单词；注释：一部分是对难句给予语法分析，一部分是作专业上的解释；练习：大多按现在通行的测试形式和项目安排；参考译文：为便于教学和自学，多半采用直译；参考答案：主要供教师及自学者参考之用，在校学生切不可先看答案再作练习。

本书编完后将全书新增单词与教育部1984年公布的新大纲所列词汇表作了对比，除去基础阶段已学过的单词外，本书实际提供了新单词1,000个左右。其中70%以上为专业新词，也有少量是原来学过的，但在专业文献中赋予了新的意义。这与原教育部

对专业英语的要求是完全吻合的。另外，新大纲对短语没有提出具体要求，本书除一般常见短语外，还编入了专业术语800条左右。

在制订本教材编写大纲过程中，许多兄弟院校和有关业务部门提供了不少宝贵意见；本书第十四、十五、十六、十七课的译文参考了中国财经出版社出版的《会计英语教材》一书的有关部分。北京经济学院和中国人民大学王聘余、陈培基、杨重光、汪锦才、谢鸣一、沈瑞年等同志或提供部分资料或帮助修订专业名称和审稿；中国物资出版社从提出编写本教材的设想，到制定大纲直至最后审稿，始终都给予热情的关心和大力支持，我们在此一并表示谢意。

限于编者的水平和经验，错误和不妥之处在所难免，希望同志们批评指正。

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Reference Translation

Reference Key to Exercises

Lesson One

TEXT

What Is Managerial Economics?

Although one finds the term *managerial economics* defined¹ in a variety of ways, the differences are typically more semantic than real. To some, managerial economics is applied microeconomics. Others define the field in terms of² management science and operations research concepts. There are also those who see managerial economics as primarily providing³ an integrative framework for analyzing business decision problems. In actuality, all of those views

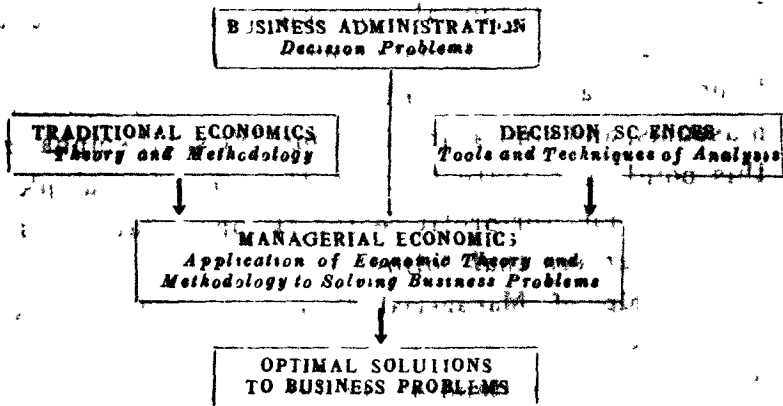


Figure 1 The Role of Managerial Economics
in Business Decision Making

are correct, for each tells a part of the truth.

Managerial economics is the application of economic theory and methodology to business administration practice. More specifically, managerial economics uses the tools and techniques of economic analysis to analyze and solve business problems. In a sense, managerial economics provides the link between traditional economics and the decision sciences in managerial decision making, as is illustrated in Figure 1.

While we relate managerial economics to business administration decision problems in Figure 1, and while our focus is primarily on business applications throughout the text, it is important to recognize that the concepts of managerial economics are equally applicable to other types of organizations. That is, the principles of managerial economics are also relevant to the management of nonbusiness, nonprofit organizations—such as government agencies, schools, hospitals, museums, and similar institutions. We shall emphasize this point repeatedly through the use of examples from the not-for-profit sector at appropriate points in the chapters that follow.

Relationship of Managerial Economics to Traditional Economics

A clearer understanding of the generality of the concepts of managerial economics, as well as the complexities involved, can be gained by examining the relationship of managerial economics to tradi-

tional economics and the decision sciences. Understanding the relationship between managerial economics and traditional economics is facilitated by a consideration of the structure of traditional economics. Although this structure may be presented in several different ways, one common breakdown is given in Table 1.

The various aspects of traditional economics presented in Table 1 overlap to some extent. Not only are micro and macro theory interrelated but there are also micro and macro aspects to each area

Table 1 Classifications of Traditional Economic Studies

Theory:	<i>microeconomics focuses on individual consumers and firms</i> <i>Macroeconomics focuses on aggregations of economic units, especially national economies.</i>
Specific Areas:	<i>Agricultural Economics</i> <i>Comparative Economics</i> <i>Econometrics</i> <i>Economic Development</i> <i>Foreign Trade</i> <i>Industry Organization</i> <i>Labor Economics</i> <i>Money and Banking</i> <i>Public Finance</i> <i>Stabilization Policy</i> <i>Urban and Regional Economics</i> <i>Welfare Economics</i>
Emphasis:	<i>Normative focuses on prescriptive statements, that is, establishes rules to help attain specified goals.</i> <i>Positive focuses on description, that is, describes the manner in which economic systems operate without attempting to state how they should operate.</i>
