

财经英语文选

(英汉对照)

甘肃科学技术出版社

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周伟和 刘宝珠 译
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甘肃科学技术出版社出版

(兰州第一新村81号)

甘肃省新华书店发行 兰州新华印刷厂印刷

开本787×1092毫米1/32 印张10 插页2 字数219,000

1989年4月第1版 1989年4月第1次印刷

印数: 1 — 3,000

ISBN 7-5424-0072-X

F·2 定价: 3.00元

编译者说明

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书中的文章主要选自国外最近出版的经济学教科书以及有关财经的书籍和杂志（见原书编者说明）。该书文章选材广泛，涉及财经专业诸方面，包括政治经济学基本原理、市场学、人口学、社会学、企业管理、国际金融以及国际贸易等内容。其中有些文章反映了当前资本主义国家的经济动态和趋势。此外，本书所选文章均系原文，语言地道、风格迥异。译者在教学中，发现该书深受学生的欢迎；因其不仅有助于专业学生提高阅读专业原文的能力，更重要的是可从中获得一些专业课中不易学到的新知识。为了把该书更广泛地介绍给读者，并便于自学者自修，我们将译文与原文对照编成了《财经英语文选》（英汉对照），奉献给读者。

本书编译过程中，课文部分参考了原书的注释译文，个别地方作了必要的变动。此外对于英语原文中个别文字存在的错误（可能是原文作者的笔误），一般未作改动，以保留

原文的面貌。为了读者明了，在译文中作了技术性处理。为了有助于读者对原文的理解，译文以直译为主。

囿于编译者水平，译文中难免有疏忽不妥之处，敬请原书编者和读者不吝指教。

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7722

责任编辑：毕 伟
封面设计：俞 冰

ISBN 7-5424-0072-3

F·2 定价：4.00

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1. What is Economics?

Economics involves the study of topics like wealth and poverty, money and banks incomes taxes prosperity and depression, big business and labor unions, and hundreds of other matters that intimately affect the way we live. Economic forces surround our daily lives, influencing how easy or how hard it is to get a job, how much we can earn in our chosen occupations, and how much our paychecks will buy after we receive them.

Economic factors are major concerns in governments' decisions about how much to spend and for what purposes, and how much to raise in taxes and who should be taxed as well as in their evaluations of the consequences of war, peace, and disarmament. Urban slums, job discrimination, unequal educational opportunities, and civil rights have important consequences for all of us, for both those who are discriminated against and those who are not. At a still more global level, economic factors are involved in birth, health, death, population growth, and the dynamics of history.

In fact, probably without exception, each topic in economics not only touches somewhere on your own personal life but is also important to some current economic problem of government or social policy and is, at the same time, involved in the long-range concerns of human history.

The common thread that runs through all of these topics, binding them together into a coherent body of study, is that, one way or another, each deals with the way society produces and uses goods and services. practically nothing that we eat, wear or use comes to us directly from nature. A loaf of bread is the end result of a long series of operations that begins with planting and harvesting grain and proceeds through milling, baking and shipping to the point at which the housewife can pick the loaf off the grocer's shelf. The driver filling his tank at a service station is taking the final step in a long chain of activities: drilling oil wells, moving petroleum in ships and pipelines, chemical treatment, refining and storage. The same is generally true of all goods.

The process of bridging the gap between the original resources of nature and the needs of the final consumer is production. Production includes any activity that makes goods and services available to people. It is not restricted to work on tangible physical

commodities, but encompasses services as well. Doctors, lawyers, teachers, and barbers are productive, as are actors, musicians, entertainers, and others who perform services for our benefit.

It is particularly worth noting that the services of wholesalers, retailers, bankers, and similar "middlemen" are an important part of the productive process. After all, it is not enough simply to manufacture the product. Before it can be used it must be made available to the family that wants to buy it, a job that requires the services of store clerks, managers, transportation workers, and many others.

From Suits: Principles of Economics

2. The Meaning of Economics

Although economics can be defined in a variety of ways, it broadly encompasses the behaviour, institutions, and consequences associated with scarcity. More specifically, economics is defined as the study of the alternative ways mankind chooses to use scarce but productive resources to produce goods and services to satisfy wants. Note that this rather standard definition of economics implies several things. First

of all, it requires a system of economic organization guided by rules within an institutional framework. Second, it states that mankind must choose among alternative uses for scarce resources. This raises such problems as how choices are made, who makes them, and how the decision-making process relates to a system of economic organization. Third, the definition implies an interest in getting as much satisfaction as possible from scarce resources. For all of these reasons, we must be concerned with the way an economic system accomplishes the production and exchange of goods and services. The study of economics centers upon questions like: Whose wants are satisfied? To what extent is satisfaction achieved? Can resources be used more fully or efficiently to produce more output? In a general sense, economics is the study of decision-making and choice necessitated by unlimited wants and scarce resources. Economics is a search for ways to expand our limited capability to fulfil our wants.

From Wykstra: Introductory Economics

3. Production

production, in economics, means all those activities of mankind that have to do with the creation of wealth, i.e., with imparting to raw materials utility or the ability to satisfy human wants.

The farmer who manipulates the forces of nature to grow wheat, the miller who grinds the wheat into flour, and the baker who transforms flour into bread are examples of producers who, each in his own way, impart what is known as form utility to a natural material. Another class of producers, those engaged in transportation, add place utility to goods or commodities, and a third class, including those engaged in canning, storage, and refrigeration, add time utility.

The creation of time and place utilities, thought of by businessmen as marketing, is regarded by economists as a part of production because, until goods are made available at the right time and place, they cannot satisfy human wants.

For any kind of production in modern society, large amounts of capital in the form of machinery are required. Equally essential are land or nature, from

which the raw materials are obtained and labor, which with the aid of capital, extracts and transforms the raw materials.

To these three primary factors of production, is sometimes added a fourth: the entrepreneur, or enterpriser, who organizes the forces of production and assumes the risks. Since under capitalism production is for a market, an important function of the entrepreneur is to anticipate as accurately as he can the economic demands for goods and to produce the kind and quantity of goods that will meet that demand.

With the development of power and automatic machinery and with the many other practical applications of science, the production of goods to satisfy human wants ceased to be a major economic problem in most parts of the world. Goods can readily be produced in excess of financial ability to buy them. The problem of distribution has generally become more difficult than that of production.

Overproduction is production in excess of effective economic demand, i.e., of ability to buy, not of ability or desire to consume. A surplus is what cannot be sold profitably, and not what cannot be used.

The tendency is more to standardize goods and to produce them at low cost by extensive use of au-