

# WTO

国际商务英语系列教程 主编 王正元  
A SERIES OF INTERNATIONAL BUSINESS COURSES (WTO)

## 国际商务实用英语

阅读听说教程

编著 蒋丽娜 主审 陈 峰  
录音 Susan J. Barraclough

ENGLISH COURSE FOR

# INTERNATIONAL BUSINESS PRACTICES

*READING  
LISTENING  
SPEAKING*

知识出版社

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# Words from Chief Compiler

## 主编寄语

这几年来我国经济发展很快,变化很大,中国企业走进世界,外国企业走进中国,跨越文化的商务交际越来越多了起来;作为交际的重要工具英语,从来没有像今天这样普及,这样重要。大学生和商界人士在商业大潮中已深深感受到:仅仅会说几句普通的英语口语已经远远不够了,学习商务专业英语,特别是提高阅读与听说能力已是当务之急。我的大学毕业的学生在谈及自己就业和在企业工作发展的体会时对我说:光会几句简单口语不行了,商务专业英语阅读听说水平高会给你事业的发展插上腾飞的翅膀。这表达了年青人对商务英语听说能力提高的渴求。国家教育部也发出通知,大力倡导高校用英语或英汉双语讲授专业课,都说明英语学习已经从普及中走向提高。时代在进步,作为服务于社会教育的教材也必须跟上来。基于这些基本的想法,由我担任主编,汇合了北京外国语大学、中国人民大学、辽宁大学、河北科技大学、燕山大学、沈阳大学等高校教师编写了这套《WTO 国际商务英语系列教程》。

这套教程共6本,包括《国际经贸英语阅读听说教程》、《国际金融英语阅读听说教程》、《国际商务实用英语阅读听说教程》、《国际商务合作英语阅读听说教程》、《国际商务管理英语阅读听说教程》、《国际旅游休闲英语阅读听说教程》。各册教程的编写围绕着专业主题进行,突出对专业英语的阅读与听说训练,寓商务专业学习与英语能力培养于一体。因此,本套教程不仅适合大学经贸、管理、商务、英语专业作教材使用,也适合有志涉足当代商务的大学生、企业界人士作商务英语自修教材。

本套教程在编写过程中得到了知识出版社张高里、何为先生的大力支持和宝贵的指导,来自美国和英国的几位外籍教师专门为本套教程录了音。由于大家的共同努力,才完成了本套教程,我对全体编写者和为本套教程录音的外教朋友们表示衷心的感谢。由于我们编写经验不足,这套教程一定还有许多错误和不足之处,欢迎读者和同行批评指正。

王正元  
2002年夏

# Preface

## 前言

为适应国际经济形势的变化和满足我国加入世界贸易组织(WTO)的需求,编者编写了这本《国际商务实用英语阅读听说教程》。本教程属《WTO 国际商务英语系列教程》之一部,它强调发展语言能力和提高实用技巧,使学习者在真实的场景下学习专业语言知识,掌握国际商务实用英语的操作技能。

本教程共有 12 课,并配有录音磁带,内容涉及中国加入世贸、商务特征、管理过程、创办企业、国际商务谈判、人力资源管理、市场管理、促销战略、风险管理与保险、国际商务、管理与文化、金融市场等方面。每课一个主题,内分 3 个段落,分别介绍了国际商务活动的各个方面。每一段落配有相关练习,包括听力、词汇、基本句型、问答题、对话,使读者根据各种国际商务活动的具体情境并结合会话练习,提高阅读、听力和口语的能力。

为了方便学习者掌握课文难点,知识出版社的编辑同志们还专门增设了词汇、基本句型和难句子的国际音标注音、中文释义和注释 3 个部分。

本教程紧扣时代,内容新、题材广,作为一套完整的系列教程之一部,适用于英语、外贸、商务和经济管理等专业的学生,以及对这些专业英语感兴趣或需要了解的成人或自学者等。

由于作者水平有限,书中难免有不足之处,恳请读者批评指正。

蒋丽娜

2002 年夏

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# Lesson One China's Entry into WTO

## 中国加入世贸

### Passage 1

#### A Reading

*Read the following passage carefully, try to understand ideas of it with the help of the given words below.*

The relief was palpable as Chinese President Jiang Zemin and U.S. Trade Representative Charlene Barshefsky celebrated a deal on terms for China's entry into the World Trade Organization on November 15 in a red-carpeted hall in the Zhongnanhai leadership compound. Their vigorous handshake led the evening news, the cameras showing them beaming at each other and their entourages. "Good, good, good," Jiang gleefully repeated in English.

The deal has been a full 13 years in the making. Although China must still conclude bilateral negotiations with the European Union and Canada, among others, before entering the trade body, Barshefsky predicted full accession early next year, maybe even in January. Once a member of the group that sets the rules for global trade, China is to open its markets to a level of foreign participation hard to imagine a year ago. It's now committed to opening everything from banking and insurance to telecoms and the Internet. Over a phase-in period of up to six years, the agreement cuts duties on a wide range of products, gives foreigners the right to distribute their goods within China, allows foreign auto makers to provide car financing, and increases imports of foreign firms on a revenue-sharing basis.

In remarks to reporters, Barshefsky emphasized that trade among WTO members is based on a strict set of enforceable rules, which should make doing business in China more predictable. The deal could have even broader significance, says China scholar Edward S. Steinfield of the Massachusetts Institute of Technology (MIT). "It will lead to an expansion of the Chinese economy,

which we hope is the best shot for China's long-term stability."

### Words:

1. relief [ri'li:f] *n.* (痛苦等的)减轻
2. palpable ['pælpəbl] *adj.* 可触知的, 明显的
3. vigorous ['vigorəs] *adj.* 精力旺盛的, 有力的, 健壮的
4. entourage [ɒntu'reɪʒ] *n.* 周围, 环境, 随从
5. gleefully ['gli:fʊli] *adv.* 愉快地
6. phase-in ['feɪzɪn] *n.* 逐渐采用
7. distribute [dis'tribju:t] *v.* 分发, 分销
8. enforceable [ɪn'fɔ:səbl] *adj.* 可强行的, 可实施的

### Expressions:

1. U.S. Trade Representative: 美国贸易谈判代表
2. celebrate a deal: 庆祝(达成)一项协议
3. the World Trade Organization (WTO): 世界贸易组织
4. bilateral negotiations: 双边谈判
5. European Union (EU): 欧盟
6. trade body: 贸易组织
7. foreign participation: 外国参与
8. car financing: 为购车提供的资金融通(如分期付款等)
9. on a revenue-sharing basis: 在平分收益的基础上
10. in remarks to: 对……发表评论
11. enforceable rules: 强制性的规定
12. Massachusetts Institute of Technology: 麻省理工学院
13. long-term stability: 长期稳定

### Notes:

1. The deal has been a 13 full years in the making. 达成这一协议(指中国加入世界贸易组织的协议)整整花了 13 年的时间。
2. It's now committed to opening everything from banking and insurance to telecoms and the Internet. 现在中国有义务对外开放一切市场, 包括银行业、保险、电信和互联网。It 指中国; be committed to (doing) sth., 有义务做某事, 忠心于某事。
3. Over a phase-in period of up to six years, ... 在 6 年的时间里, 采取分阶段的办法.....
4. ...trade among WTO members is based on a strict set of enforceable rules, which should make doing business in China more predictable. ....世界贸易组织成员之间的贸易是建立在严格的强制性规则基础之上, 这使得在中国做生意更加具有

可预测性。

5. "It will lead to an expansion of the Chinese economy, which we hope is the best shot for China's long-term stability." "加入世界贸易组织有利于中国经济的扩展,对中国经济的长期稳定来说,我们希望这是最有力的兴奋剂。"

## B Listening

*Listen to the above passage with your book closed, then fill the blanks with proper words you heard from the passage.*

1. Their vigorous \_\_\_\_\_ led the evening news, the cameras showing them beaming at each other and their entourages. "\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_," Jiang gleefully repeated in English.
2. Although China must still conclude \_\_\_\_\_ negotiations with the European Union and \_\_\_\_\_, among others, before entering the \_\_\_\_\_, Barshefsky predicted full accession early next year, maybe even in \_\_\_\_\_.
3. It's now committed to opening everything from \_\_\_\_\_ and \_\_\_\_\_ to \_\_\_\_\_ and the \_\_\_\_\_.
4. Over a \_\_\_\_\_ period of up to six years, the agreement cuts \_\_\_\_\_ on a wide range of products, gives foreigners the right to \_\_\_\_\_ their goods within China, allows foreign auto makers to provide \_\_\_\_\_, and increases imports of foreign firms on a \_\_\_\_\_ basis.
5. It will lead to an \_\_\_\_\_ of the Chinese economy, which we hope is the best \_\_\_\_\_ for China's \_\_\_\_\_.

## Reading

*Reread the above passage quickly, then do the ask-and-answer oral practice in pairs.*

1. How long did it take China to conclude the deal?
2. When did U.S. Trade Representative Charlene Barshefsky foresee that China could enter the WTO at the earliest?
3. What is a "China scholar", a scholar who is a Chinese citizen or a foreign scholar who studies China?
4. If you know the word "phase" means "阶段", then what does "phase-in" mean?
5. What do you know from the passage?

## Sentence-Making

*Make sentences using the following words or patterns.*

1. ...lead the evening news...

2. ...among others...

3. ...entry into the WTO...

4. ...accession to...

5. ...be committed to (doing) sth. ...

6. ...on a revenue-sharing basis...

7. ...give sth. a shot...

8. ...global trade...

## E Speaking

*Read the following dialogue once. Underline the keywords while reading and retell the dialogue in your own words to your partner.*

A:—Do you know who celebrated a deal on terms for China's entry into the WTO?

B:—Chinese President Jiang Zemin and U.S. Trade Representative Charlene Barshefsky.

A:—Do you know when and where the celebration was held?

B:—I think on November 15 in a red-carpeted hall in the Zhongnanhai leadership compound.

A:—What has China promised in the Sino-US agreement?

B:—Once a member of the group that sets the rules for global trade, China is to open its markets to a level of foreign participation hard to imagine a year ago. It's now committed to opening everything from banking and insurance to telecoms and the Internet. Over a phase-in period of up to six years, the agreement cuts duties on a wide range of products, gives foreigners the right to distribute their goods within China, allows foreign auto makers to provide car financing, and increases imports of foreign firms on a revenue-sharing basis.

## Passage 2

### A Reading

*Read the following passage carefully, try to understand ideas of it with the help of the given words below.*

Joining the WTO will be painful for some Chinese industries, especially agriculture. It will infuriate the leaders of some ministries who see their interests threatened—notably the Ministry of Information Industry, which oversees telecoms and the Internet and has re-

sisted foreign participation in both. But Jiang and his premier, Zhu Rongji, held firm in their determination to reach a deal in the belief that only through exposure to foreign competition will Chinese enterprises be able to hold their own in the global economy.

At home and abroad, the deal is being hailed as a defining moment in China's modern history. It's "the most significant move since the start of economic reforms themselves 20 years ago," says Shawn Xu, head of research at CICC, a Beijing-based joint venture between China Construction Bank and U.S. investment bank Morgan Stanley. Even New York-based Human Rights Watch, a frequent critic of China, hailed the deal as "good for trade but also for human rights and the rule of law".

For Hai Wen, deputy director of Beijing University's China Centre for Economic Research and a nationally recognized authority on WTO membership, entering the WTO means that "the next big idea is integration with the world economy". And that will finally allow policy-makers to focus on making Chinese companies globally competitive.

But now, popular mistrust of the powerful trade group lingers. *The Beijing Youth Daily* felt obliged to reassure its readers on November 16 with a headline reading: "Not one of 134 member countries saw its economy collapse because of entry into the WTO." A chart in the paper addressed concerns that entry into the group would lead to soaring unemployment. The paper estimated that within seven years of China joining the WTO, 14.5% of jobs in the car industry, or 500,000 positions, will be lost and 3.6% of agricultural jobs, or 10 million positions, will disappear. But it also predicted a leap of 52.3% in jobs in the clothing industry and a 23.6% increase in positions in the textile industry as foreign quotas on imports of the industries' products are removed.

### Words:

1. infuriate [in'fjuəriet] v. 激怒
2. oversee [ˌəʊvə'si:] v. 监督, 掌管
3. exposure [iks'pəʊʒə] n. 暴露
4. hail [heil] vt. 向……欢呼, 称赞
5. linger ['lɪŋgə] v. 逗留, 徘徊
6. collapse [kə'leɪps] v. 倒塌, 崩溃

7. chart [tʃɑ:t] *n.* 图表
8. leap [li:p] *n.* 跳跃, 飞跃
9. quota ['kwəutə] *n.* 配额, 限额

### Expressions:

1. the Ministry of Information Industry: 信息产业部
2. reach a deal: 达成协议
3. China Construction Bank: 中国建设银行
4. hold one's own = hold one's own ground: 坚持住, 站稳脚跟
5. at home and broad: 在国内外
6. a defining moment: 具有决定意义的一刻
7. the most significant move 最具有历史意义的壮举
8. a nationally recognized authority: 举国公认的权威
9. be integration with: 与……整和在一起
10. policy-makers: 决策者
11. focus on: 集中
12. soaring unemployment: 失业人数猛增

### Notes:

1. Joining the WTO will be painful for some Chinese industries, especially agriculture.  
加入世界贸易组织将会冲击中国的一些产业, 尤其是农业。
2. But Jiang and his premier, Zhu Rongji, held firm in their determination to reach a deal... 但是江泽民主席和朱镕基总理坚决果断地要达成协议……
3. ...only through exposure to foreign competition will Chinese enterprises be able to hold their own in the global economy. ... 中国企业惟有参与世界竞争, 才能在全球经济中立于不败之地。
4. At home and abroad, the deal is being hailed as a defining moment in China's modern history. 作为中国现代史上具有决定意义的一刻, 举国上下乃至全世界都在为这一协议的签订而欢呼雀跃。
5. ...popular mistrust of the powerful trade group lingers. ... 人们普遍对这一强大贸易组织(指 WTO)存有疑惑。
6. A chart in the paper addressed concerns that entry into the group would lead to soaring unemployment. 报纸(指《北京青年报》)上刊登的一份说明加入世界贸易组织(the group, 指 WTO)将会导致失业人数巨增的图表, 引起了人们的关注。
7. ...as foreign quotas on imports of the industries' products are removed. ... 原因是国外取消对华服装、纺织工业(the industries, 这里指 上面所说的 clothing 和 textile 产业)产品的进口配额制。

## B Listening

Listen to the above passage with your book closed then fill the blanks with proper words you heard from the passage.

1. Joining the WTO will be painful for some Chinese \_\_\_\_\_, especially \_\_\_\_\_.
2. It will \_\_\_\_\_ the leaders of some ministries who see their interests threatened— notably the Ministry of Information Industry, which oversees \_\_\_\_\_ and the \_\_\_\_\_ and had resisted \_\_\_\_\_ in both.
3. For Hai Wen, \_\_\_\_\_ of Beijing University's China Centre for Economic Research and a nationally recognized authority on WTO membership, entering the WTO means that "the next big idea is \_\_\_\_\_ with the world economy." And that will finally allow \_\_\_\_\_ to focus on making Chinese companies globally \_\_\_\_\_.
4. *The Beijing Youth Daily* felt \_\_\_\_\_ to reassure its readers on November 16 with a headline reading: "Not one of \_\_\_\_\_ member countries saw its economy \_\_\_\_\_ because of entry into the WTO."
5. The paper estimated that within seven years of China joining the WTO, \_\_\_\_\_ of jobs in the car industry, or \_\_\_\_\_ positions, will be lost and \_\_\_\_\_ of agricultural jobs, or \_\_\_\_\_ positions, will disappear. But it also predicted a leap of \_\_\_\_\_ in jobs in the clothing industry and a \_\_\_\_\_ increase in positions in the textile industry as foreign quotas on imports of the industries' products are removed.

## C Rereading

Reread the above passage quickly, then do the ask-and-answer oral practice in pairs.

1. Why do Chinese President Jiang Zemin and Premier Zhu Rongji strongly support China's joining the WTO primarily?
2. For Hai Wen of Beijing University thinks that after China enters the WTO, what should be our next big step?
3. Do you think if it is true that all China's industries will benefit after China joins the WTO?
4. The passage says in terms of employment, which industry will be the biggest winner? Why?
5. What does the article on *the Beijing Youth Daily* aim to?
6. What does the chart in *the Beijing Youth Daily* show?

## D Sentence-Making

Make sentences using the following words or patterns.

1. ...exposure to...

2. ...hold one's own...

3. ...hail as...

4. ...defining moment...

5. ...integration with the world economy...

6. ...with a headline reading...

7. ...in the belief that...

8. ...feel obliged to...

9. ...because of...

10. The paper estimated that...

## E Speaking

*Read the following dialogue once. Underline the keywords while reading and retell the dialogue in your own words to your partner.*

A:—Hi, Tom, where have you been?

B:—I have been in the library recently to read some reviews on China's entry into the WTO.

A:—What do you know so far?

B:—Joining the WTO will be painful for some Chinese industries, especially agriculture. It will infuriate the leaders of some ministries who see their interests threatened—notably the Ministry of Information Industry, which oversees telecoms and the Internet and has resisted foreign participation in both. But Jiang and his premier, Zhu Rongji, held firm in their determination to reach a deal in the belief that only through exposure to foreign competition will Chinese enterprises be able to hold their own in the global economy.

A:—What else?

B:—It's "the most significant move since the start of economic reforms themselves 20 years ago," says Shawn Xu, head of research at CICC, a Beijing-based joint venture between China Construction Bank and U.S. investment bank Morgan Stanley. Even New York-based Human Rights Watch, a frequent critic of China, hailed the



deal as “good for trade but also for human rights and the rule of law.”

A:—Oh, I see. Maybe these information will be helpful for my paper. I'll go there too.

Bye!

B:—Bye!

### Passage 3

#### A Reading

*Read the following passage carefully, try to understand ideas of it with the help of the given words below.*

Chinese commentators expect the agreement to lead to a fundamental readjustment of the Chinese economy. Chinese media has reported in the short term, labor and resource-intensive industries will likely be least affected by the deal because developed countries have largely moved out of such industries. Beijing University's Hai believes China's electronics industry will gain importance and says China may even become a “major exporter” of cars, “not in one or two years, but maybe in ten years.” He also sees opportunities in knowledge-based industries such as information technology and the Internet.

Agriculture will be a big loser. “The U.S., Canada and Australia all have a comparative advantage over us” because of China's shortage of arable land, Hai says. To find jobs for agricultural workers who lose their jobs, he says, the government must focus on developing small and medium enterprises. Such private companies will likely find it easier to access much-needed capital now that the banking industry is to be open to foreign participation.

State companies also will face hard times. “The state sector will disappear gradually,” Hai says, as those companies that aren't profitable succumb to the new competition and private owners take over. When China joins the WTO “we will all be competing in the same market, so our systems must converge,” he explains. It's an “inevitable trend.”

#### Words:

1. commentator [ˈkɒmentəteɪtə] *n.* 评论员
2. media [ˈmiːdiə] *n.* 媒体 (medium [ˈmiːdiəm] 的复数)
3. intensive [inˈtensɪv] *adj.* 密集型的
4. comparative [kəmˈpærətɪv] *adj.* 比较的, 相当的