



高等学校

最新商务英语系列教材

BUSINESS
ENGLISH
TRANSLATION

商务英语翻译

金焕荣 主编

苏州大学出版社
Soochow University Press



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编者的话

21 世纪的中国,改革开放不断深化,对外经济交往愈加频繁。在经济全球化的大背景下,许多外国企业相继来华投资,我国许多企业也力争打入国际市场,以谋求更大的发展。目前,我国的对外经济交流已发展到对外贸易、对外投资、对外经济技术合作等多个领域。因此,日益广泛的国际商务领域对国际商务英语人才的培养在数量上和质量上都提出了新的要求。而许多涉外用人单位对精通商务英语的求职者的青睐,也造成了大专院校及社会上的青年热衷于学习商务英语的景象。翻译是对外交流的工具,所以离开翻译谈交流显然是不可能的。目前,我国的翻译产业正在飞速发展,而随着我国对外开放的深入和成功加入 WTO,商务翻译也开始在整个翻译产业链中占据越来越重要的地位。本教材编写的宗旨一方面是为我国商务翻译人才队伍的发展推波助澜,另一方面也期望能够帮助各类读者在激烈的职场竞争中占据更有利的地位。

选稿之初,编者从两个角度出发:一方面考虑教材的时代性,力求内容新颖,与时俱进;另一方面考虑教材的实用性和科学性,争取涉及广泛,适合翻译。在选稿过程中,编者严格依照以上两个出发点,经过多重考虑,层层筛选,最终选定的文章不仅内容新颖,在相关领域具有代表性,而且篇章完整,有语言点以及翻译重点。这些文章大多出自近年来国内外出版的专著、知名报刊或杂志,也有部分内容来自于一些著名经贸类英文网站,内容涉及经济、贸易、金融、投资、营销、管理、商务文化、电子商务、旅游等多个方面。学习者通过学习本教材,不仅可以扩大国际商务知识面,而且能够切实提高翻译能力。

在编写过程中,我们参阅了国内外出版的大量有关资料和信息。主要参考文献目录附于书末。在此,谨表诚挚的谢意。

由于编者经验不足、水平有限,错漏之处在所难免,恳请学界同仁和读者不吝赐教。

金焕荣
2007 年 5 月



使用说明

本书可用作英语专业研究生、本科生及专科生的翻译教材,也可作为已通过国家英语等级考试的经济、贸易、管理等相关专业学生的自学教材或专业英语教材,还可供企业在职人员培训时使用以及有志于从事国际商务活动的人士自学之用。





本书共由 18 个单元组成,每单元有 2 篇英译汉、1 篇汉译英。英译汉部分首先列出文中重点词汇让学习者提前预习,既能促进学习者自学能力的提高,又可避免学习者在翻译过程中因为词汇欠缺而影响对文章的理解。每篇英文后面都附有注释,这一部分列出了该篇文章翻译中的重点句、难句,不但为这些句子提供了参考译文,还着重讲解了句中重点词汇的用法,解析了适用的翻译方法,并介绍了相关商贸背景知识。本着始终对读者负责的态度,为了力求准确,所有词汇讲解和商务知识介绍都是编者经过仔细查阅专业词典或书籍后作出的。每个单元结尾编者都根据正文有针对性地提供了翻译练习,以帮助学习者更牢固地掌握相关词汇和句型。另外,每两个单元之后都有一个翻译技巧专题讲解,其中介绍了许多实用的翻译方法并提供了大量例句讲解。

本书用作全日制学生的教材时,建议一周开设 4 个课时,每周讲解一个单元,一学期可将全书内容讲解完毕。由于英译汉部分有些文章难度较大或篇幅较长,教师可酌情选取一篇重点讲解,另一篇供学生自学或进一步探究。

金焕荣
2007 年 5 月



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Unit 1



Passage A

(English-Chinese Translation)

International Business Methods (I)

Jeff Madura

Words & Expressions

Work on the following words and expressions and write the translated version in the space provided:

acquisitions of existing operations

foreign subsidiaries

at risk

annual sales from exporting

in exchange for ...

licensing agreements

ensure quality control

initial investment

comparative advantages

overseas sales distribution network

the former Soviet states

There are several methods by which firms conduct international business. The most common methods are these:

- International trade
- Licensing
- Franchising





- Joint ventures
- Acquisitions of existing operations
- Establishing new foreign subsidiaries

Each method is discussed in turn, with some emphasis on its risk and return characteristics.

International Trade

International trade is a relatively conservative approach that can be used by firms to penetrate markets (by exporting) or to obtain supplies at a low cost (by importing). There is minimal risk to this approach, since the firm does not place any of its capital at risk.^[1] If the firm experiences a decline in its exporting or importing, it can normally reduce or discontinue this part of its business at a low cost.

Many large US-based MNCs, including Boeing, DuPont, General Electric, and IBM, generate more than \$4 billion in annual sales from exporting. Yet, more than 20 percent of the value of all US exports is provided by small businesses.

Licensing

Licensing obligates a firm to provide its technology (copyrights, patents, trademarks, or trade names) in exchange for fees or some other specified benefits.^[2] For example, AT&T and Nynex Corp. have licensing agreements to build and operate parts of India's telephone system. Sprint Corp. has a licensing agreement to develop telecommunications services in the United Kingdom. Eli Lilly & Co. has a licensing agreement to produce drugs for Hungary and other countries. IGA Inc., which operates more than 3,000 supermarkets in the United States, has a licensing agreement to operate supermarkets in China and Singapore. Licensing allows firms to use their technology in foreign markets without a major investment in foreign countries, and without the transportation costs that result from exporting.^[3] A major disadvantage of licensing is that it is difficult for the firm providing the technology to ensure quality control in the foreign production process.

Franchising

Franchising obligates a firm to provide a specialized sales or service strategy, support assistance, and possibly an initial investment in the franchise in exchange for periodic fees.^[4] For example, McDonald's, Pizza Hut, Subway Sandwiches, Blockbuster Video, Micro Age Computers, and Dairy Queen have franchises that are owned and managed by local residents in many foreign countries. Like licensing, franchising allows firms to penetrate foreign markets without a major investment in foreign countries. The recent relaxation of barriers in foreign countries throughout Eastern Europe and South America has resulted in numerous franchising arrangements.^[5]



Joint Ventures

A joint venture is a venture that is jointly owned and operated by two or more firms. Many firms penetrate foreign markets by engaging in a joint venture with firms that reside in those markets.^[6] Most joint ventures allow two firms to apply their respective comparative advantages in a given project. For example, General Mills Inc. joined in a venture with Nestlé SA, so that the cereals produced by General Mills could be sold through the overseas sales distribution network established by Nestlé.

Xerox Corp. and Fuji Co. (of Japan) engaged in a joint venture that allowed Xerox Corp. to penetrate the Japanese market and allowed Fuji to enter the photocopying business. Sara Lee Corp. and Southwestern Bell have engaged in joint ventures with Mexican firms, as such ventures have allowed entry into Mexico's markets. There are numerous joint ventures between automobile manufacturers, as each manufacturer can offer its technological advantages. General Motors has ongoing joint ventures with automobile manufacturers in several different countries, including Hungary and the former Soviet states.

Notes

[1] There is minimal risk to this approach, since the firm does not place any of its capital at risk.

【译文】采取这一途径的风险最低,因为公司不冒任何资本风险。

【解析】at risk 意为“有危险;冒风险”,place ... at risk 是“冒……风险;把……置于风险之中”的意思,place any of its capital at risk 直译为“冒资本风险”。

[2] Licensing obligates a firm to provide its technology (copyrights, patents, trademarks, or trade names) in exchange for fees or some other specified benefits.

【译文】在许可经营模式下,公司有义务提供包括版权、专利、商标或品牌名在内的技术,以换取一定的费用或其他特定的利益。

【解析】license 亦作 licence。license 作名词时,是“许可;许可证”的意思;而作动词时,则是“许可;批准”的意思,如:

This shop is licensed to sell tobacco.

这家商店获准出售烟草制品。

licensing 在商务英语中是指“许可经营”这种经营模式。

obligate 意为“使在道义上(或法律上)负有责任;使负有义务”,如:

At the maturity date of a note, the maker is obligated to pay the principal plus interest.

在票据到期时,出票人有义务支付本息。

in exchange for 意为“作为(对……的)交换”,如:

Revenue generally is considered to be realized when there is a receipt of cash



or a claim to cash in exchange for goods or services.

当作为售出商品或服务的交换而收悉现金或对现金的要求权时,一般就认为实现了收益。

- [3] Licensing allows firms to use their technology in foreign markets without a major investment in foreign countries, and without the transportation costs that result from exporting.

【译文】在许可经营模式下,公司无须在国外投入大量资金,也不必支付出口带来的运输成本就可以在外国市场使用自己的技术。

【解析】该句的翻译对语序进行了调整。英语通常开门见山,直奔主题,先说结果后说条件。汉语通常根据一定的逻辑顺序按照由条件到结果,有先有后,有主有次地逐层叙述。译文将原句中句末的两个条件状语 *without ...*, *and without ...* 提前,而将主句表达的内容后译,符合汉语先条件后结果的逻辑表达习惯。

- [4] Franchising obligates a firm to provide a specialized sales or service strategy, support assistance, and possibly an initial investment in the franchise in exchange for periodic fees.

【译文】在特许经营模式下,公司有义务向加盟店提供专门的销售或服务策略、支持协助或者初期投资,而加盟店必须定期向其支付一定的费用。

【解析】*franchise* 是“特许代理权;加盟权”的意思,*franchising* 在这里指“特许经营”这种经营模式。原句句末 *in the franchise* 中的 *franchise*,从上下文中可以理解其具体是指“加盟店”,这里体现了英汉两种语言对具体表达和抽象表达的不同使用习惯。另外值得注意的是,在保险行业中,*franchise* 的中文意思是“保险免赔限度”,如:
The insurance company here covers this risk with a franchise of 5%, that is, no liability attaches to the underwriter for claims below 5%.

这里的保险公司以 5% 的免赔限度接受这一险种,即保险商对 5% 以下的损失不负责任。

- [5] The recent relaxation of barriers in foreign countries throughout Eastern Europe and South America has resulted in numerous franchising arrangements.

【译文】近来,整个东欧和南美国家放松了贸易壁垒,因此导致众多特许经营协定的达成。

【解析】*trade barriers* 是指限制外国商品和劳务进口的种种措施,分关税壁垒(*tariff barrier*) 和非关税壁垒(*non-tariff barrier*) 两大类。前者指对进口商品征收高额关税;后者包括除关税以外的一切限制和阻止商品进口的措施,如进口配额、外汇管制和苛刻的卫生标准等。

- [6] Many firms penetrate foreign markets by engaging in a joint venture with firms that reside in those markets.

【译文】许多公司通过与当地公司合资的方式渗透到外国市场。

【解析】*engage in* 意为“从事;参加”,如:

We are engaged in both import and export business.
我们从事进出口业务。





joint venture 指“合资”或“合资公司”。

firms that reside in those markets 是指“当地公司”。



Passage B

(English-Chinese Translation)

International Business Methods (II)

Jeff Madura

Words & Expressions

Work on the following words and expressions and write the translated version in the space provided:

have full control over ...

a large portion of foreign market share

foreign operations

partial international acquisitions

expose ... to less risk

a customer base

extend from ...

direct foreign investment

the optimal method

derive from ...

Acquisitions of Existing Operations

Firms frequently acquire other firms in foreign countries as a means of penetrating foreign markets.^[1] For example, American Express recently acquired offices in London, while Procter & Gamble recently purchased a bleach company in Panama. Acquisitions allow firms to have full control over their foreign businesses and to quickly obtain a large portion of foreign market share. However, an acquisition of existing corporations is normally riskier than the other methods previously mentioned because of the large investment required. In addition, if the foreign operations perform poorly, it may be difficult to sell the operations at a reasonable price.

Some firms engage in partial international acquisitions in order to obtain a stake in foreign operations. This requires a smaller investment than full international acquisitions and therefore exposes the firm to less risk. On the other hand, the firm will



not have complete control over foreign operations that are partially acquired.

Establishing New Foreign Subsidiaries

Firms can also penetrate foreign markets by establishing new operations in foreign countries to produce and sell their products. Like a foreign acquisition, this method requires a large investment. The establishment of new subsidiaries may be preferred to foreign acquisitions because the operations can be tailored exactly to the firm's needs.^[2] In addition, the investment amount may be less than that required to purchase existing operations. However, the firm will not reap any rewards from the investment until the subsidiary is built and a customer base established.^[3]

Summary of Methods

The methods of increasing international business extend from the relatively simple approach of international trade to the more complex approach of acquiring foreign firms or establishing new subsidiaries.^[4] Any method of increasing international business that requires a direct investment in foreign operations normally is referred to as a direct foreign investment (DFI). International trade and licensing usually are not considered to be DFI because they do not involve direct investment in foreign operations. Franchising and joint ventures tend to require some investment in foreign operations, but to a limited degree. Foreign acquisitions and the establishment of new foreign subsidiaries require substantial investment in foreign operations and represent the largest portion of DFI.^[5]

The optimal method for increasing international business may depend on the characteristics of the MNC. Some MNCs, such as Exxon and the Coca-Cola Company, derive most of their revenue from outside the United States. Yet, the Coca-Cola Company engages in various licensing agreements to derive some of its foreign revenue, so it does not require as much direct foreign investment to generate its foreign revenue.^[6]

Notes

[1] Firms frequently acquire other firms in foreign countries as a means of penetrating foreign markets.

【译文】公司经常以收购其他外国公司作为渗透外国市场的手段。

【解析】acquire 在商务英语中是“并购；收购；购置”的意思，如：

Some individuals prefer to acquire shares of firms that pay few dividends but have high growth potential accompanied by rapidly rising stock prices.

有些人喜欢购买那种股息分配虽然不多，但是发展潜力大、股价升值快的公司的股票。



名词 acquisition 意为“收购/并购(企业)”。

- [2] The establishment of new subsidiaries may be preferred to foreign acquisitions because the operations can be tailored exactly to the firm's needs.

【译文】比起对外收购,建立新的子公司更受欢迎,因为子公司可以严格按照公司的需求经营。

【解析】subsidiary 是“子公司,附属公司”的意思;tailor to ... 意思是“使适合……的需要”,如:

The accounting profession has managed to tailor its reports to satisfy these users, resulting in a variety of presentations and disclosures.

会计业已使自己的报告适合于这些用户的需要,结果就有了各种各样的报告和会计事项的公告。

- [3] However, the firm will not reap any rewards from the investment until the subsidiary is built and a customer base established.

【译文】但是,在子公司建立并形成一定的客户基础以前,公司不会从投资中获得任何回报。

【解析】customer base 是指公司赖以生存的客户基础。

这个句子汉译时对语序进行了调整,将原句中后置的条件状语提前,以使译文更加符合汉语表达习惯。

- [4] The methods of increasing international business extend from the relatively simple approach of international trade to the more complex approach of acquiring foreign firms or establishing new subsidiaries.

【译文】从开展国际贸易到收购外国公司或建立新的子公司,拓展国际商务的途径由相对简单逐渐走向复杂。

【解析】英语重主语、重结构,而汉语重主题、重内容。虽然原句主谓清晰,结构简单,意思理解起来也比较容易,但是句子较长,译成汉语时不可能像原句一样不用断句就可以表达清楚,所以参考译文抓住原文主题,即“拓展国际商务的途径由相对简单到逐渐复杂”,把“开展国际贸易”这一简单途径和“收购外国公司或建立新的子公司”这一复杂途径放到句首,译成“从……到……”结构,与后面主题句的结构基本一致,做到形式上工整,内容上也切合原意。

- [5] Foreign acquisitions and the establishment of new foreign subsidiaries require substantial investment in foreign operations and represent the largest portion of DFI.

【译文】收购外国公司和建立新的国外子公司需要对外投入大笔资金,因而占据了对外直接投资的主要份额。

【解析】represent the largest portion of DFI 在这里译作“占据了对外直接投资的主要份额”,也可译为“是对外直接投资的重要组成部分”。

- [6] Yet, the Coca-Cola Company engages in various licensing agreements to derive some of its foreign revenue, so it does not require as much direct foreign investment to generate its foreign revenue.