

A BUSINESS  
ENGLISH  
COURSE

商务英语  
综合教程

■ 杜凤秋 主编



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# 商务英语综合教程

## A Business English Course

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# 前 言

进入 21 世纪,中国迎来了崭新的发展商机。无论是加入 WTO,还是获得 2008 年奥运会主办权,都意味着 21 世纪的中国是一个更加开放的中国,同时也面临着一个更加开放的世界。中国的日益开放,其大背景是当今世界发展所呈现出的最显著的趋势——经济全球化,以网络为代表的信息技术突飞猛进对各国经济和贸易发展产生着重要影响。

随着中国所承诺的 WTO 市场全面开放期限的临近,任何企业、组织和个人,要想谋求发展,超越自我,都离不开日益密切的政治、经济、文化等各方面的国际合作大舞台和日益激烈的全球范围的竞争。英语作为当今世界交往中最主要的语言工具,不仅是连接中国和世界的重要桥梁和媒介,而且更是中国商务人才参与国际竞争,加强国际合作,实现中国企业的国际战略的基石。培养了解国际商务知识并掌握英语的人才,成为我们教育的重要内容。

为了培养、提高学生在国际商务的实际操作和研究工作中的运用英语的能力,我们产生了编纂此教程的想法。希望通过本教程的学习,学习者既能提高国际商务方面的英语水平,又能掌握国际商务方面一些重要的理论和实践知识。

国际商务本身就涉及诸多领域,本书从企业类型、西方经济学、市场营销和国际贸易四个方面对国际商务进行了介绍和分析,又多方面收集了来自现实的实例加以补充,以帮助学习者更好地理解 and 掌握国际相关知识。除此之外,我们在语言的润色、修辞以及结构安排等方面进行了一些新的尝试,从而使本书更加生动有趣。

本书特色:

### 1. 结构严谨,层次分明

全书共分四个部分。第一部分介绍了企业类型和竞争类型。第二部分的重点是西方经济学的主要理论。第三部分是同国际商务密切相关的市场营销的理论和实践案例。第四部分包括贸易理论、贸易类型和贸易实践等国际贸易方面的知识。

### 2. 可操作性强

本教程立足于对现实的研究,尽可能多地搜集实例加以分析,以强化理论,并有助于进行课堂讨论,加强学生更深入的理解和消化。

### 3. 突出教学性

作为教程,它的作用是用于教学。所以我们尽可能使本书更具有指导性和教育性。

- 教程强调专业理论,重视语言运用。
- 实例的引用,利于组织课堂讨论。
- 教程知识覆盖面广,注重提高学生综合能力。

本教材适用于本科英语专业国际贸易方向或国际贸易专业等。

杜凤秋

2007年3月

# Contents.....

<b>Part I</b>	<b>Various Types of Business Organizations</b> .....	(1)
Chapter 1	The Sole Trader .....	(3)
Chapter 2	Partnership .....	(8)
Chapter 3	A Limited Company .....	(14)
Chapter 4	A Public Company .....	(19)
Chapter 5	Company Organization .....	(24)
Chapter 6	Types of Competition .....	(30)
<b>Part II</b>	<b>International Economics</b> .....	(37)
Chapter 7	Economics .....	(39)
Chapter 8	The Market Economy .....	(48)
Chapter 9	The Balance Sheet .....	(54)
Chapter 10	Income Statement .....	(61)
Chapter 11	Analyzing Financial Ratios .....	(68)
Chapter 12	The Foreign Exchange Rate .....	(77)
Chapter 13	Foreign Exchange Risk .....	(85)
Chapter 14	Functions of the Foreign Exchange Market .....	(94)
<b>Part III</b>	<b>Marketing</b> .....	(105)
Chapter 15	Market Research .....	(107)
Chapter 16	What is Marketing .....	(112)
Chapter 17	The Marketing Mix .....	(119)

Chapter 18 Promotional Mix ..... (124)

Chapter 19 Retailing ..... (143)

Chapter 20 Wholesaling ..... (151)

**Part IV International Trade** ..... (157)

Chapter 21 International Trade ..... (159)

Chapter 22 The Advantages of International Trade ..... (164)

Chapter 23 Changes in the Patterns of International  
Trade ..... (172)

Chapter 24 Forms of International Business ..... (179)

Chapter 25 Types and Management Systems of Joint  
Venture ..... (188)

Chapter 26 Some Methods for Selling Know-how ... (197)

Chapter 27 International Commercial Payments ..... (204)

Chapter 28 Export Documentation ..... (213)

Chapter 29 Some Understanding of Countertrade ..... (220)

Chapter 30 Nontariff Barriers to Trade ..... (231)

# **Part I**

## ***Various Types of Business Organizations***





In our daily life, we may come into contact with different types of business organizations. They may be street peddlers, limited companies and even international corporations. The business organization we most frequently come across is the sole trader.

The sole trader is an individual who owns and controls a business, receives all its profits and bears all its losses. From the definition, we know that:

- 1) A sole trader is the only owner of the business. Some sole traders get loans but the lender is not in any way an owner. He is a creditor (the trader owes him money).
- 2) A sole trader controls the business — He has sole responsibility for all decisions. When the sole trader is away, to buy shoes, for instance, he may put the shop under the control of one of his employees — a salesgirl. She however, would only be managing the shop for him; he would be responsible.
- 3) The sole trader does not need to share with any others the profits he makes because he is the sole trader. If, however, he loses money and if the losses are ¥ 10,000 RMB, he has to bear these losses himself.

These then are the features of a sole trader:

- a. sole ownership

- b. sole responsibility for profits and losses.

### Advantages of the Sole Trader Organization

- 1) The business is a very personal one — the owner will see the representatives of firms selling him goods. He will have closer personal contact with his employees and therefore be able to get the best out of them.
- 2) The success of the business will be of direct benefit to the sole trader and so he knows that his efforts will bring rewards to him, not anyone else. So traders are often willing to work long hours to benefit the business.
- 3) Sole traders do not have to consult others when they want to make changes. They can decide and act quickly.
- 4) A sole trader does not have to go through any lengthy formalities to set up his business.
- 5) A sole trader does not need to publish any information about his business to the public. Any member of the public has the right to see details of companies but no right to have details of a sole trader's business.

### Disadvantages of Sole Trader Organization

- 1) Sole trader has to work long hours to run his business. He has all the burden of the business on his shoulders. It can be fairly said that a sole trader has a number of personal burdens.
- 2) A sole trader has unlimited liability<sup>1</sup>. This means he is liable for the debts of the business over and above money he has put in. In law the business and the owner are treated as

though they were one and the owner's personal property could be seized to pay off business debts. As we will see later, companies are not in this position and this is why they often have "limited" in their title. Unlimited liability is a very serious disadvantage.

- 3) Expansion is limited by insufficiency of capital. Sole traders do not usually have sufficient reserves to open several other branches.
- 4) A sole trader has to do all the work of managing the business himself and some aspects such as the accounts, stocktaking<sup>2</sup> and sales returns<sup>3</sup> he does not like and is not very good at. So the sole trader organization often lacks some essential skills.

 **Notes:**

1. unlimited liability 无限责任。指未注册为有限责任公司或商行的拥有人，必须对自己的公司或商行的债务负无限责任。unlimited company (无限公司)，指股东负有无限责任的公司。
2. stocktaking 盘点存货，inventory 亦有此义。如 continuous stocktaking 或 continuous inventory 为“连续盘存”。而通过实际盘查，即点数、称重或计量，从而确定存货数量的“实地存盘”，则称之为 physical stocktaking 或 physical inventory。
3. sales return 销货退回。类似的说法有：return sales, returned sales 及 return inward。在商品销售过程中有一种做法称为 sale or return (剩货包退)，指制造商或批发商向销售商提供货物后，若在合理的时期内未售出，零售商可以退货。常缩写为 s. o. r. , S. o. R. , 或 S/R。

 **Review Questions:**

1. What are the features of a sole trader organization?

2. Why can a sole trader decide and act quickly?
3. Why has a sole trader a number of personal burdens?

**True or False:**

1. A creditor who lends money to a sole trader shares ownership of the business.
2. The sole trader owns his business while his assistants control it.
3. A sole trader can lose more than he has invested.
4. Generally sole traders do not work hard enough.
5. All sole traders must indicate their names on their invoices.
6. The public have the right to know the details of a sole trader's business.
7. Sole traders must supply details of their businesses to some authority.
8. Disadvantages of sole trader organizations are unimportant.
9. Unlimited liability means that a sole trader has unlimited responsibility for managing his business.
10. A business colleague is someone a sole trader employs.

**Translation:**

Sometimes known as a "one-man" business, the sole trader organization (an alternative term for the sole proprietorship) is a type of business unit where one person is solely responsible for providing the capital, for bearing the risk of the enterprise and for the management of the business. Among the advantages of this kind of business are: (1) the self-interest of the trader, which may make for greater efficiency; (2) it is possible for the sole trader to keep in

personal touch with all sides of the business; (3) decisions can be made and put into effect quickly. The disadvantages of this type of business include: (1) too much depends on the ability of one man; (2) its capital is likely to be small and so expansion to the optimum size is not likely to be possible; (3) the trader is personally liable for all the debts of the firm.

A sole trader has established his business and each year his profits increase. He is very ambitious and he feels he would like to expand his business by buying two other shops which are for sale. He has some money available, but not enough, for the two purchases so he decides to find partners to form a partnership. He contacts two friends of whom one has good retailing experience and decides to invest \$60,000 and the other also agrees to use his savings of \$20,000 to join the partnership. The \$60,000, plus the \$20,000, together with his own money, allow him and his new partners to buy the two shops. Now they set up a new form of business organization — partnership.

Partnership is a for-profit business association of two or more persons. Each partner shares directly in the organization's profits and shares control of the business operation and partners are jointly and independently liable for the partnership's debts.

*Partnership Business Law of the People's Republic of China* was adopted at the twenty fourth session of the Standing Committee of the Eighth National People's Congress on February 23, 1997 and entered into force as of August 1, 1997. According to the law, the necessary conditions for establishment of this type are as follows:

1. two or more partners
2. written partnership agreement (partnership deed)

3. real investment
4. partnership business name
5. and other necessary conditions

### **Some Points of Partnership Deed**

1. The partnership capital (i. e. the money in the business) is as follows: \*\*\* \$ 80, 000, \*\*\* \$ 60, 000, and \*\*\* \$ 20, 000.
2. The profits are to be shared in the proportion 8: 6: 2, i. e. the profits will be divided into sixteen parts. The first one will get  $\frac{8}{16}$  ( $\frac{1}{2}$ ), the others  $\frac{6}{16}$  ( $\frac{3}{8}$ ) and  $\frac{2}{16}$  ( $\frac{1}{8}$ ). You will have noticed that the agreement lays down that the profits will be shared in exactly the same proportion as the ownership: 80, 000, 60, 000, 20, 000. It is also agreed that the precise amount of profits to be shared will be determined by a meeting of the three partners. ( Many businesses, of course, do not distribute all their profits but use a proportion to put back in the business, e. g. to make improvements. This process is known as “ ploughing back”<sup>2</sup>. )
3. The partnership deed specifies that two of partners will share in the management of the business. The overall policy relating to sales, advertising, sales promotions and ordering will be made by the two partners, but one will look after two new shops while the other will manage the first one. The deed specifies that the third will be a “ sleeping partner”<sup>3</sup> or “ silent partner” or “ dormant partner”; he will have no management duties.
4. The partnership deed also lays down that the two partners



will be paid each an annual salary of \$ 7, 000; these salaries will be deducted before the profits are calculated.

A partnership has been formed with three partners. A partnership is regarded as being an association of individuals engaged in business, and it has the following features:

1. Each partner has unlimited liability — the three partners could lose more than their investment in the business, i. e. \$ 80, 000, \$ 60, 000 and \$ 20, 000.
2. If the partnership did not for any reason pay some of its debts then the creditor could not sue the partnership but would sue the partners by name.
3. If one of the partners makes a contract then he binds the other partners.
4. Like a sole trader the partnership does not need to provide any information to the public.
5. The partnership is owned and controlled by the partners.

### Advantages of Partnership

1. It helps to provide additional capital.
2. It can allow a sharing of the work so that partners can take on what they are particularly good at.
3. A third advantage is that having a partner can take the strain out of running a business.

### Disadvantages of Partnership

There are also some disadvantages of partnerships.

1. The decisions will be slow because of the need for consultation.