

国际商务英语新视点

# 国际商务

INTERNATIONAL BUSINESS ENGLISH LEARNING: READING

## 英语阅读

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主 编 金焕荣 洪庆福  
副主编 丁万江 朱全明  
审 缪华伦

INTERNATIONAL BUSINESS ENGLISH: NEW PERSPECTIVES

苏州大学出版社

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第 2 版



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## 序

《国际商务英语新视点》系列教材杀青之际,编者嘱我为之作序。我其实难当此任,道理有二:一、序言一般由名家撰写,冠于书首,方可为书增光;我非名家,岂敢乱来?二、我虽从事英语教学有年,然一直与文学和翻译打交道,且对于国际商务英语,平素很少涉猎,更无建树。由我这样一个布衣白丁来为专业教材写序,恐更不妥。既经坚辞而不见允,只好写上几句。我以为,《国际商务英语新视点》系列教材的最显著特点就是它的“新视点”。这个视点之所以新,在于它瞄准与国际商务接轨。编者不论在精选范文供作课文、采择材料锻炼翻译、广集命题指导作文方面,还是在编写短文训练听力以及提供情景练习口语方面,无不从一个“真”字出发。它处处紧扣唇枪舌战、硝烟弥漫的国际商务战场的实际,而无意过多地“照顾”学生的能力。编者更没有为了迁就学生的水平而自撰课文(大多数教材有此通病),也不屑于为了减少学习困难而篡改原始材料,可是这套教材仍具有其独特的系统性和完整性,用它培养出来的学生,将来在国际商务活动中足欲前而趑趄、口欲言而嗫嚅的尴尬现象或许也会大大减少的。是为序。

缪华伦

2000年8月25日于苏州大学

## 前 言

改革开放以来,我国的对外贸易与经济技术合作活动迅猛发展,空前活跃;正式加入世界贸易组织(WTO)后,我国的国际商务工作必将迎来新的机遇与挑战。为了充分适应和有效利用这一新形势,培养既有扎实的英语语言功底、又有丰富的经贸知识、并能在商务实践中灵活自如地应对各种复杂多变场面的新世纪复合型人才,我们组织编写了这套商务英语教材,包括《国际商务英语阅读》、《国际商务英语案例导读》、《国际商务英语写作》、《国际商务英语翻译》和《国际商务英语口语》等。

本套教材视域开阔、内容丰富、题材广泛、体裁多样、信息量大、适应性强。它既能增益见识,又能启发思维,阅后无疑将大大拓宽读者的知识面,从而有效地提高读者自身的综合素质和在商务实践中的应变能力。

《国际商务英语新视点》丛书编委会

2000年8月

## 使用说明

本书为阅读分册,文章大多选自近年来国外出版的报刊、杂志以及专著,还有部分内容是从国外一些著名网站下载的材料。内容涉及经济、贸易、投资、金融、管理、营销、旅游和法律等。

本书可用作英语专业高年级商务英语阅读教材;经济、贸易、金融以及管理等相关专业学生通过国家等级考试以后提高英语水平的自学教材或专业英语教材;非英语专业研究生英语泛读教材;外经贸行业以及合资、独资企业在职人员的培训用书。

本书各单元均由正文、注释、词汇释义和讨论题四部分组成。注释部分主要针对商务术语和专业知识,而词汇和短语则针对注释内容以外的疑难词汇和短语,讨论题旨在帮助读者加深在语篇层次上对课文的理解。

由于我们经验不足,学识浅薄,疏漏谬误之处 势所难免,希望广大读者和同行提出宝贵意见,以便日后对本书作出修改,使之更趋完善。

编 者  
2000 年 8 月



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# Unit 1

## International Business<sup>1</sup>

For several centuries international economists have used the classical economic theory of **comparative advantage**<sup>2</sup> to explain trade movement between nations. Springing from the writings of Adam Smith and David Ricardo in the eighteenth and nineteenth centuries, the theory, in simple terms, states that everyone gains if each nation specializes in the production of those goods that it produces relatively most efficiently and imports those goods that other countries produce relatively most efficiently. The theory has supported free-trade<sup>3</sup> arguments, such as the North American Free Trade Agreement<sup>4</sup> (NAFTA).

The doctrine of **comparative advantage** made an initial assumption that although the products of economic activity could move internationally, the factors of production were relatively fixed in a geographic sense. Land, labor, and capital were assumed to be internationally immobile. Although the early economists did not go beyond their initial three factors, by implication such other factors as managerial skills, worker education, and research and development abilities were assumed to be largely attributes of particular nations.

The still growing post-World War II wave of direct foreign investment<sup>5</sup> and growth of multinational business enterprises is perhaps the major economic phenomenon of the last half of the twentieth century. This development, which holds such potential for the economic betterment of the world's population, runs counter to the postulates of Smith and Ricardo in that it is based on international mobility of the most important factors of production in the twentieth century.

- Capital raised in London by a Belgium-based corporation may finance the acquisition of machinery by a subsidiary located in Australia.
- A management team from French Renault may take over a U. S. -built automotive complex in the Argentine.
- Clothing for dolls, sewn in South Korea on Japanese-manufactured sewing machines according to U.S. specifications, may be shipped to northern Mexico for assembly<sup>6</sup> with other components into dolls

<sup>1</sup> From *Multinational Business Finance* by David R. Eiteman, et al., Addison-Wesley Publishing Company, 1998.

<sup>2</sup> comparative advantage: 比较优势, 相对优势, 比较利益

<sup>3</sup> free-trade: 自由贸易的, 自由贸易主义的

<sup>4</sup> North American Free Trade Agreement: 北美自由贸易协议

<sup>5</sup> direct foreign investment: 对外直接投资

<sup>6</sup> assembly: 组装

being manufactured by a U.S. firm for sale in New York and London during the Christmas season.

- A Hong Kong bank originally developed with British management and capital buys control of a major upstate New York banking chain, which in turn finances the construction in South Korea of ships intended for the Greek merchant marine.

### Classification of International Business Activities

Cross-border business transactions are divided into three categories:

**International.** The traditional international activity of business is importing and exporting. Goods are produced in the domestic market<sup>1</sup> and then exported to foreign buyers. Financial management problems of this basic international trade activity focus on the payments process between the foreign buyer (seller) and the domestic seller (buyer).

**Multinational.** As international business expands, the firm needs to be closer to the consumer, closer to cheaper sources of inputs, or closer to other products of the same product to gain from their activities. It needs to produce abroad as well as sell abroad. As the domestic firm expands its operations across borders, incorporating activities in other countries, it is classified as a *multinational*.

**Transnational.** As the multinational firm expands its branches, affiliates, subsidiaries, and network of suppliers, consumers, distributors, marketers, and all others which fall under the firm's umbrella of activities, the once-traditional "home-country" becomes less and less well-defined. Firms like Unilever, Philips, Ford, Sony, Schlumberger, Royal Dutch Shell, and Asea Brown Boveri have become intricate networks with home offices defined differently for products, processes, capitalization, and even taxation.

### Words & Expressions

**specialize** *v.* be or become a specialist

**doctrine** *n.* beliefs and teachings of a church, political party, school of scientists, etc.

**immobile** *a.* not able to move or be moved; motionless

**attribute** *n.* quality looked upon as naturally or necessarily belonging to sb. or sth.

**potential** *n.* that which can or may come into existence or action

**postulate** *v.* demand, put forward, take for granted, as a necessary fact, as a basis for reasoning

**postulate** *n.* sth. postulated; sth. that may be considered axiomatic

---

<sup>1</sup> domestic market: 国内市场

**incorporate** *v.* make, become united in one body or group

**intricate** *a.* complicated, puzzling, difficult to follow or understand

## Comprehension

1. How does the theory of comparative advantage support free trade?
2. What do you know about the initially-assumed doctrine of comparative advantage?
3. How does the post-World War II trend of direct foreign investment and others affect the classical theory of comparative advantage?
4. For what reason(s) are four cases listed in the third paragraph?
5. How many international business activities are there? What are they?

## Unit 2

### Asians Seek Regional Trade Pacts<sup>1</sup>

#### *Development Grows from Stalemate in World Trade Organization*

Michael Richardson

SINGAPORE—Disillusioned by blockages to global trade liberalization<sup>2</sup>, an increasing number of Asian and Pacific nations are turning to regional and bilateral pacts as a way of expanding trade.

Advocates of such limited-member trading arrangements say they are another means of keeping trade growing after the collapse of the World Trade Organization<sup>3</sup> meeting in Seattle in December, the subsequent failure of WTO members to move ahead with global negotiations to lower barriers to farm trade and the growing opposition in the United States to further trade opening.

But supporters of the multilateral system say it could be further undermined by the proliferation of so-called free trade agreements at a regional and bilateral level that limit the tariff and other concessions to their members.

Singapore—which insists it is still a strong supporter of multilateral trade liberalization<sup>4</sup>—is among the Asia-Pacific countries pushing most vigorously for an extension of regional and bilateral free trade arrangements.

It is negotiating or exploring bilateral deals with Japan, Mexico, New Zealand and Chile.

Singapore was also instrumental in getting the Association of South East Asian Nations<sup>5</sup> to agree to assess the feasibility of forming a free trade area for goods, services and investment between the 10 ASEAN members and Australia and New Zealand by 2010. A decision is expected by December.

Such an accord, which would link the planned ASEAN free trade zone<sup>6</sup> with an already operational free trade agreement between Australia and New Zealand, would create a market of more than half a billion consumers.

But analysts said Sunday that the most significant shift had come from Japan, previously one of the region's staunchest supporters of multilateralism<sup>7</sup>. Tokyo has agreed to study the viability of prefer-

<sup>1</sup> From *International Herald Tribune*, May 9, 2000.

<sup>2</sup> global trade liberalization: 全球贸易自由化

<sup>3</sup> World Trade Organization: 世界贸易组织

<sup>4</sup> multilateral trade liberalization: 多边贸易自由化

<sup>5</sup> Association of South East Asian Nations: 东南亚国家联盟(简称“东盟”ASEAN)

<sup>6</sup> free trade zone: 自由贸易区

<sup>7</sup> multilateralism: 多边贸易政策, 多边贸易主义

ential trade agreements not just with Singapore, but also with South Korea, Mexico and Canada.

Singapore officials said recently that the findings of the study on the proposed Japan-Singapore free trade agreement were to be handed to the prime ministers of both countries by the end of the year.

Japan is the only major economy in the world, other than China and South Korea, that is not a member of any free trade agreement or economic union.

“For Japan to choose a strategy of closed regionalism<sup>1</sup> would have considerable reverberations within East Asia and the Pacific and within the world trading system,” said Peter Drysdale, a trade economist at Australian National University in Canberra. “It would mark a historic turning point in Japan’s economic diplomacy.”

The WTO director-general<sup>2</sup>, Mike Moore, said recently that interest in regional and bilateral trading deals was expanding in direct relationship with the disappointment at the failings of the multilateral system.

“But there are dangers in regionalism,” he warned. “The bigger guys could pick and choose their partners. It could become a nightmare for some smaller countries. That’s why the multilateral system is better.”

Mr. Drysdale said that with East Asia recovering strongly from the financial turmoil and economic slowdown of 1997 and 1998, intraregional trade<sup>3</sup> was again taking up a growing share of East Asia’s total trade.

“This has encouraged some in Japan and elsewhere in the region to think of more exclusive arrangements in East Asia, cutting loose from traditional commitments to broader multilateral arrangements,” he added.

Singapore officials have said repeatedly that regional and bilateral free trade deals will help accelerate the pace of trade opening across the Pacific through APEC<sup>4</sup>, the Asia-Pacific Economic Cooperation forum, which includes all the significant economies in the region.

The head of Singapore’s Trade and Industry Ministry, Khaw Boon Wan, said recently that “suitably designed” regional and bilateral trade pacts could “stimulate further global trade liberalization in the WTO”.

Singapore announced last week that it had made good progress in official discussions with Mexico on a free trade accord, and that formal negotiations to conclude a deal would start in July.

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<sup>1</sup> regionalism: 区域贸易政策, 区域贸易主义

<sup>2</sup> WTO director-general: 世贸组织总干事

<sup>3</sup> intraregional trade: 区域内部贸易

<sup>4</sup> APEC: 亚太经合组织(系 Asia-Pacific Economic Cooperation 的缩写形式)

Mexico is a member of the North American Free Trade Agreement with the United States and Canada. It recently concluded free-trade negotiations with the European Union<sup>1</sup> and Israel.

“These trade agreements mean that firms established in Mexico will be able to enjoy preferential access to a huge consumer base,” said Lim Swee Say, the deputy trade minister of Singapore.

## Words & Expressions

<b>disillusion</b> <i>v.</i>	change an illusion or false belief; disenchant
<b>blockage</b> <i>n.</i>	sth. that blocks or prevents things from going through
<b>pact</b> <i>n.</i>	solemn agreement, esp. between opposing groups or nations
<b>stalemate</b> <i>n.</i>	situation in which neither group involved in an argument can win or get an advantage and no action can be taken
<b>advocate</b> <i>n.</i>	one who speaks or writes in support of a cause, person, etc.
<b>undermine</b> <i>v.</i>	weaken (esp. someone's power or chances of success), often gradually
<b>instrumental</b> <i>a.</i>	influential; important
<b>proliferation</b> <i>n.</i>	rapid increase or spreading
<b>accord</b> <i>n.</i>	(formal) agreement
<b>staunch</b> <i>a.</i>	always loyal in supporting a person, organization or set of beliefs or opinions
<b>reverberation</b> <i>n.</i>	sound heard again and again
<b>turmoil</b> <i>n.</i>	state of confusion, uncertainty or lack of order
<b>slowdown</b> <i>n.</i>	reduction in speed, activity or the rate that things are produced
<b>forum</b> <i>n.</i>	place or occasion for talking about a problem or matter, esp. of public interest

## Comprehension

1. What is regionalism?
2. What is multilateralism?
3. Why are so many Asian and Pacific countries turning to regional and bilateral pacts?
4. What do you think of regionalism and multilateralism?

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<sup>1</sup> European Union: 欧洲联盟 (简称“欧盟” EU)



## Unit 3

### Battered and Bruised<sup>1</sup>

History often repeats itself as farce—precisely what may soon play out in Washington. As World War II was drawing to a close, experts from the world's leading countries gathered at Bretton Woods, New Hampshire, to create a global economic order. They established the World Bank and the International Monetary Fund and called for a new body to supervise global commerce that eventually became known as the International Trade Organization. When it came time for the US Congress to approve the ITO, President Harry Truman, preoccupied with a plan for US health-care reform, failed to lobby vigorously for the ITO. Protectionists torpedoed the proposal, and the General Agreement on Tariffs and Trade, or GATT, the loose trade organization that has governed world commerce since then, was cobbled together as an interim replacement.

Now something very similar may be about to happen. This time Congress has to vote to accept the Uruguay Round trade agreement as well as a new government body, the World Trade Organization, which is to take over GATT functions. While President Clinton is focusing on his health-care package opposition to the WTO is mounting. "It's already seen all over again," says Susan Aaronson, a trade historian at George Washington University. "Both Presidents Truman and Clinton supported a potentially powerful new trade organization, only to confront mushrooming resistance for many of exactly the same reasons."

The WTO faces an odd coalition of opponents—and not only in the US. In India hundreds of thousands of farmers staged demonstrations earlier this year to protest WTO provisions that would allow the patenting of agricultural seeds, thus greatly raising their cost. In Europe ratification has been on hold as the 12 members of the European Union struggle with the European Commission over who will negotiate on their behalf in the WTO. In the US anti-WTO forces include the likes of Ross Perot, the maverick 1992 presidential candidate; the consumer advocate Ralph Nader; the ultraconservative Senator Jesse Helms; and environment activists from groups such as Greenpeace USA and the Sierra Club. As the Clinton Administration stepped up its lobbying on behalf of the trade accord last week, Anglo-French multimillionaire industrialist Sir James Goldsmith was in Washington, arguing that the WTO meant disaster for Europe, the US and Japan. "We face much more rigid new rules, with sovereign

<sup>1</sup> From *International Business English* (Book Four), Nanjing University Press, 1996.