

高等院校商务英语系列教材

丛书顾问 叶兴国

丛书主编 刘法公

新世纪 国际商务英语阅读

NEW-CENTURY ENGLISH READING FOR
INTERNATIONAL BUSINESS

刘法公 钟含春 编著
徐蓓佳 袁 林



浙江工商大学出版社
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内容提要

本教材专门为英语专业和商务英语专业培养应用型外语人才或为商贸类各专业提高学生专业英语阅读水平而精心设计编写。本教材选用英语国家出版物的纯正商务英语语料,内容涵盖国际贸易、国际营销、国际金融、国际物流、商务谈判、国际人力资源、商务环境、美国贸易体系等多个国际商务领域,使读者通过边读边练来提高国际商务英语的沟通能力和商务认知能力,同时全面熟悉多学科的商贸知识,给读者提供了国际商务英语的宽阔视野和快速提高国际商务英语阅读能力的训练平台。

本教材编写特色突出。全书共 11 个单元,内容丰富,每单元有 Text A(细读)和 Text B(泛读)两部分。Text A 让读者边读边思考、边读边提问,读懂、读透文章,通过多样的语言练习题掌握核心语言规律、重要词汇、特殊词语表达现模式和商务英汉/汉英翻译等。Text B 通过专门设计的阅读理解选择题,训练和检验读者的主题篇章阅读能力。书后提供“练习参考答案”,供读者对照检查学习效果。

本教材适合作为高等院校英语、商务英语、国际贸易、国际金融、国际营销、国际经济管理等专业的英语阅读教材,也可作为 MBA 学生的专业阅读选修课教材,还可作为外经贸部门、经济管理部门和涉外企业员工的国际商务英语培训教材或自学的重要参考书。

前言

《新世纪国际商务英语阅读》是专门为英语专业和商务英语专业培养应用型外语人才或为商贸类各专业提高学生专业英语阅读水平而精心设计编写,选用英语国家出版物的纯正商务英语语料,内容涵盖国际贸易、国际营销、国际金融、国际物流、商务谈判、国际人力资源、商务环境等多个国际商务领域。本教材的英语都是国际化的专门用途英语(English for Specific Purposes),即与某种特定职业、学科或目的相关联的英语。这种英语是国际商务领域通用的,学习者一旦掌握它,就能够直接开展国际商务交际,全面进入经济全球化的工作岗位。从语言学的角度看,商务英语属于商务大学科范围内所使用的英语变体,因其有独特的词汇、术语、句法和表达特点,即使掌握普通英语的人也必须经过专门学习和训练,才能掌握商务英语。《新世纪国际商务英语阅读》给读者提供国际商务英语的宽阔视野和快速提高国际商务英语阅读能力的训练平台。

《新世纪国际商务英语阅读》作为商务英语系列教材之一,编写上特色突出。全书分 11 个单元,每单元有 Text A(细读)和 Text B(泛读)两部分。Text A 的编写目标是:让读者边读边思考、边读边提问,读懂读透文章,掌握核心语言规律、重要词汇、特殊词语表达模式。每 3—5 个自然段用 Activities for Comprehension 的形式就上面段落的内容提出 4—5 个问题,检验理解程度;每章中每隔 5—8 页设一组 Exercises,通过 3—7 个语言练习类型,加强读者英汉专业术语的对接能力、句法和语法的掌握、典型商务语句的英汉/汉英翻译能力。每章中的 3—5 组练习题紧扣前面的文章,有很强的实用性和可读性。Text B 的设立旨在检验读者完成了 Text A 的学习之后,是否具备较强的该章主题篇章的阅读认知能力。通过 2—3 篇最新的商贸文章和其后的选择题,读者可以轻松体验学习商务英语的收获。阅读理解的文章商务英语纯正,题材多样,添加的 2—3 个关键注释画龙点睛,后面的选择题均为教材编者原创,新颖实用。为了便于读者核查自己学习的效果和做题的正确性,本教材提供了“练习参考答案”,但我们建议读者独立做完练习后再核对答案,以免影响学习效果。

《新世纪国际商务英语阅读》通过阅读、分析、问答、翻译等一系列的语言学习过程使读者能够快速熟悉国际商务英语的专业术语、语法习惯、句子表达特点,以及国际商务重要环节的业务知识。中国加入 WTO 的现实和经济全球化的趋势要求我国高等院校培养的英语类专业毕业生既要有过硬的英语运用能力,又要有丰富的国际商务知识。近年来,许多高校开办的商务英语、专门用途英语、实用英语、科技英语等课程都努力把某一学科的专业知识与英语技能相结合,培养学生的实用型综合能力。本教材编写的原则首先是帮助学生比较全面地熟悉和掌握国际商务英语的表达方式和术语使用规律,了解该领域英语的词汇、语法、风格的特殊性,提高学习者的商务英语阅读能力,其次是让学生直接学到国际商务的基本知识和操作流程。

本教材由浙江工商大学刘法公教授率三位从事商务英语教学与研究的教师合力编写,经过近两年的认真工作方才完成。刘法公教授负责全书的总体策划、设计和文字统稿,编写了第1—4单元和练习相应的参考答案,以及本书的前言与目录;浙江工商大学钟含春老师编写了第5—6单元和相应的练习参考答案,徐蓓佳老师编写了第7—9单元和相应的练习参考答案,袁林老师编写了第10—11单元和相应的练习参考答案。编写人员团结合作,在近两年的编写过程中不断研讨,反复修改,为编好该书、编出特色,做出了不懈努力。

本教材是浙江省重点教材资助基金项目之一,得到了浙江省教育厅、浙江工商大学和浙江工商大学出版社的大力支持,在此表示诚挚的感谢。

本教材的编写体例和内容难免有不足之处,欢迎批评指正。

编 者

2016年6月6日

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Key to the Exercises

Unit 1

Business Negotiation & Export Contract

Text A

1.0 Preparation before Business Negotiation

In international negotiations, misunderstandings are a strong possibility because of cross-country cultural differences as well as possible language differences. As the background and expertise of governmental officials may be quite distinct from those of businesspeople, they face each other from different occupational cultures. Therefore, the direction of negotiations involving company managers on one side and governmental officials on the other may be uncertain from the start. What the negotiators should know before business negotiation is the culture and language on the other side.

Some cultural differences among negotiators are evident. Some negotiators are decision makers; some are not. Some take a pragmatic view; others take a holistic view. Some use gifts and flattery. However, even negotiators who understand a foreign culture's subtleties may be thrown off because their foreign counterparts are adjusting their behavior based on their understanding of the cultural differences.

It may be difficult for negotiators to find words to express their exact meaning in another language. Therefore, a good mastery of your counterparts' language is very important in a successful negotiation. Since English is so widely understood in the world, people with a different native language may understand quite well most of what is said in English. The degree of precision in language desired by either side may be complicated by cultural factors.

Evidence also exists that cultural factors influence whether interpreters

are acceptable. When interpreters are used, it is usually preferable for each side to have its own. Good interpreters help to brief their teams on cultural factors affecting the negotiation process. But even with interpreters, negotiators cannot be certain that their statements are fully understood, especially if they use slang or attempt humor that is culture-specific.

◎ **Activities for Comprehension**

- (1) What should negotiators first know before any negotiation?
- (2) Why are misunderstandings very common in international negotiations?
- (3) How to understand “negotiators who understand a foreign culture’s subtleties may be thrown off ”?
- (4) In what way can we say interpreters are not reliable for the negotiators?
- (5) Which language is used the most frequently in international negotiations?

1.1 Business Negotiation Itself

Business negotiation in international trade is the process in which the seller and the buyer negotiate about the trade terms in order to reach an agreement about the sales of goods. The trade terms chiefly include such five items as (1) the subject matter of the contract (the name, quality, quantity, and packing of the goods); (2) the price of the goods; (3) the liabilities of the seller; (4) the liabilities of the buyer; (5) the methods to prevent the occurrence of disputes and methods to settle disputes in case there is any.

Many of these are usually first discussed as the general terms and conditions before the formal business negotiation takes place except the quality, quantity, packing, price, time of delivery, and payment of the goods, and sometimes. The general terms and conditions are usually given by one party, which would be integrated in the sales contract after the business negotiation has been finished.

Business negotiation usually undergoes four stages: inquiry, offer, counter-offer, and acceptance. Among them, offer and acceptance are the two necessary stages which are required for the formation of a sales contract.

1.1.1 Inquiry

Business negotiation begins with **inquiry**. Inquiry is usually made by the buyer, inquiring the seller about the terms of a sale. It can also be made by the seller, who may initiate the negotiation by making an inquiry to a foreign buyer, stating his intention of selling a certain kind of goods to the buyer.

An example of an inquiry from the buyer may be:

We are interested in ordering from you 100 Flying Pigeon Brand Bicycles and shall be pleased if you will kindly cable us lowest offer Karachi including our commission of 3%. When quoting, please state your terms of payment and time of shipment.

An example of an inquiry from the seller may be:

Attached please find the brochure of the latest designs of our handbags. They are for western customers and we can assure you that these goods will be popular in western markets, of which we have had much experience. We can offer you any of these samples in four weeks but cannot promise anything definite beyond that period in view of the heavy demand for this type of goods. In case of an order for more than 1000 pieces we would grant a special discount of 5% for settlement within 15 days from date of invoice.

It is worth noticing that whoever makes an inquiry is not obliged to buy or sell, and the other party, at the same time, can make no reply at all. But, as is the general practice in international trade, the receiver of an inquiry will respond without delay with an offer, quotation, or bid, book, and order.

An **offer** from one firm to another is a declaration that it is willing to sell or buy a certain amount of specified goods, at specified prices, under specified terms. An offer becomes legally binding upon the parties involved upon its acceptance.

1. 1. 2 Offer

An offer can be made both verbally or by written forms. **Written offer** can be made by letter, telegrams, e-mail, or fax. **Verbal offer**, when accepted, should be confirmed generally by sales confirmation, or contract.

The offerors can be both buyers and sellers. The offer made by a seller is called **selling offer**, while the offer made by a buyer is called **buying offer**. In selling offers, such words as "offer", "quote" are used, while in buying offers, words like "book", "bid", and "order" are used. Please look at the following examples.

(1) *We offer firm for reply here within one week, 100 metric tons of hand-picked and selected groundnuts for July shipment at US \$450 per ton CIF London. Payment by irrevocable sight L/C*

opened at a first class London bank.

(2) We are pleased to place the following order with you at the price as stated in your catalogue No. 190 if you can guarantee shipment at Osaka to Shanghai by March 30;

1) 10 units of Japanese furniture No F—29

2) 100 pieces of Nagoya Carpet No NC—18

Kindly confirm acceptance of our order within ten days. We will send the bank draft upon receipt of your confirmation.

An offer must satisfy four requirements to make it legally effective: (1) The offeree must be specified. (2) The offeror must show his intention to conclude a contract and abide by the contract. (3) The offer must be definite. Words such as “about”, “roughly”, “approximately”, or “for reference” should not be used in an offer. Also, an offer must be final. (4) The offer must reach the offeree. An offer becomes effective when it has reached the offeree. It becomes invalid if it is lost during delivery.

◎ Activities for Comprehension

- (1) Why should the seller and the buyer negotiate about the trade terms?
- (2) What must be included in the trade terms?
- (3) What is the real purpose of an inquiry?
- (4) What are the four requirements that an offer must satisfy?
- (5) How can a verbal offer be accepted?

1. 1. 3 Counter-Offer

In general practice, when an offeree has received an offer, he usually would not accept it immediately, instead he would try to amend or alter some terms of the offer. For instance, if the offeree finds the price too high or the shipment too late, he would try to change these terms. In so doing, he would make a **counter-offer**. Once the counter-offer has been made, the offer would cease to be valid, and this counter-offer would become a new offer. The counter-offer should also state how long it is firm, for example:

Relating to your offer of April 4th Counter-offer, firm for reply here April 20. US\$400, July shipment.

If the counter-offer does not mention other terms, it means the offeree has no objection to them, and they will form part of the terms of the deal.