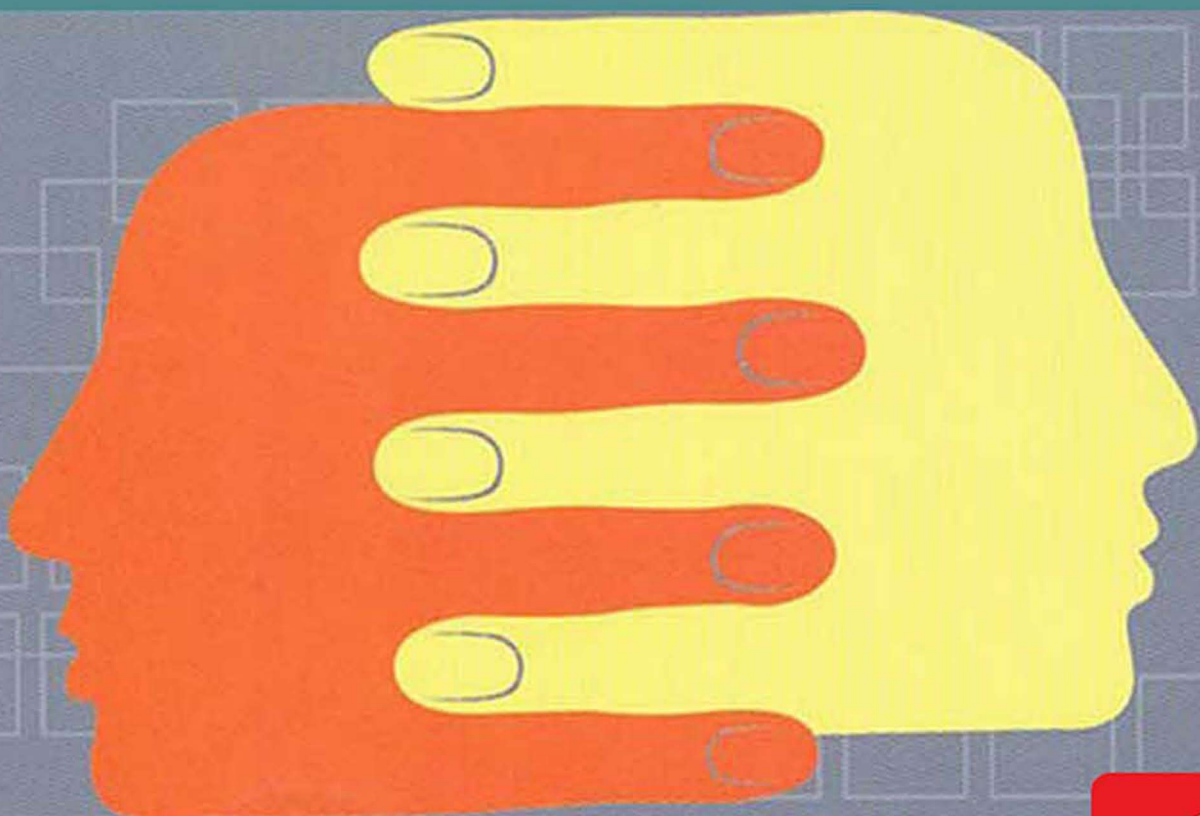


商务英语阅读

孔宪遂 主编



对外经济贸易大学出版社





新国标应用型本科商务英语系列规划教材

总主编 王立非

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主编 孔宪遂



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出版说明

本系列教材是国家现代教育改革的必然要求。2014 年伊始，国家国务院和相关部门针对现代职业教育改革开展了多次会议，引导普通本科高等学校转型发展，采取试点推动、示范引领等方式，引导一批普通本科高等学校向应用技术类型高等学校转型，重点举办职业教育。

截至 2016 年年底，全国有 300 多所高等院校开设了商务英语本科专业，其中多数院校属于应用型本科院校。《商务英语专业本科教学质量国家标准》也即将颁布。本套教材根据本标准着力打造，适用于全国应用型本科商务英语专业和财经类本科专业学生。

本套教材具有以下特色：

一、吸收二语习得和现代教育的最新理论，体现《商务英语专业本科教学质量国家标准》的最新要求。教材编写上注重提高学生的语言技能、让学生掌握相关的商务知识与实践技能，培养学生的跨文化交际能力、思辨与创新能力，以及自主学习能力。

二、秉承应用型本科教育“优化理论，突出实践”的理念。应用型本科教育注重技术但不能完全抛弃学术，其人才培养是学术性与职业性的有机统一，其基本特征是“本科底蕴+突出应用+专业特长”。体现在教材上，其强调“优化理论，突出实践”，优化理论基础，注重理论与专业技术的相关性，以培养目标与从业要求为依据对基础理论进行优化整合，介绍与专业相关的必要理论，重点强化行业知识的讲解；突出实践方面，强调教材的编排设计从教学目标到内容的组织，练习题的设计都环环相扣、注重培养学生的职业适应能力，突出实践教学的内涵。

三、贯彻“任务引领、项目导向”的指导思想。本套教材以“任务驱动”为理念，强化了教材的任务驱动效应，突出作业流程的可操作性；以真实企业业务经营为主线贯穿始终，从而保持教材内容前后的一致性和连续性；通过具体任务的设计和实施，使学生能够掌握业务技能。

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2017 年 1 月

前言 Preface

《商务英语阅读》是“新国标应用型本科商务英语系列规划教材”的主干教材之一。本册教材旨在为商务英语本科专业及同等程度的应用类英语专业学生提供专业基础课教材，以便适合该专业学生的英语水平、提高专业英语阅读能力、提升专业素养，培养国际化、复合型、应用型国际商务人才。

本册教材紧跟时代发展、视角新颖、选材广泛、内容丰富，涉及虚拟经济、二级市场、大数据、国际金融、跨国经济体管理、电子商务等诸多国际商务领域，英语语言知识和商务知识有机结合，帮助学生提高英语阅读理解能力，系统掌握商务英语的专业表达方式，深入、全面地获得国际商务的基本知识。

本册教材分为 12 个单元，每单元设计 5 个模块，分别为 **Background**、**Texts**、**Words and Terms**、**Notes** 和 **Exercises**。

Background 介绍与本单元主题相关的主要知识背景，以便明确相关的主体内容，使学生有宏观的了解，做到“胸中有数”。

Text A、**Text B** 和 **Text C** 三篇文章构成阅读的主要内容材料。其中 **Text A** 作为主课文使用，目的是培养商务英语专业学生的综合阅读能力，提高对商务知识的理解；**Text B** 是拓展阅读材料，帮助学生拓展相关知识内容、使其获取更多的商务信息，**Text B** 也可以按照计时的方法在课堂规定的时间内完成，作为检验阅读能力的实践材料；**Text C** 是补充阅读材料，设计了两种模式（**model**）——改错与填充，对学生的阅读技能进行专项训练，强调阅读技巧的实践运用。

Words and Terms 呈现阅读材料中的主要词汇或词组，突出重点，加强认知，巩固印象。

Notes 补充阅读材料中的专业概念、商务组织机构、产品名称等有关知识，为完善学生对专业知识点的认知，提供参考。

Exercises 着重实践能力的提升，结合阅读材料，设计不同的练习类型，达到全面锻炼的效果，在培养学生学习策略的同时，让学生的实际操作能力得到锻炼。

此外，为了兼顾学生词汇量、阅读量和阅读速度，每篇阅读材料后面附有词汇表，并加有注音、注释、注解以及必要的商务背景知识。

本册教材旨在为商务英语本科专业及同等程度的应用类英语专业学生提供专业基础课教材，可供高等专科学校高年级商务英语专业的学生使用，也可以作为非商务英语专业学生的自学教材。

本教材参阅了大量国内外线上线下商务英语文献资料，借鉴了该领域许多著名专家的宝贵意见和建议，参考了商务英语专业学生的反馈，他们对本教材的编写提供了极大的帮助，在此一并表示感谢。

由于编者水平局限，如有错误或疏漏之处，敬请读者批评指正。

编 者
2017 年 1 月

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International Business Cooperation



“But we will need more funds, and heightened international cooperation, to finish the job. ... We hope there will be universal participation in this. By not only returning fuel from our own country, we hope to set an example that others will follow.”

Spencer Abraham, American Politician

Background

International Business Cooperation is used to collectively describe all commercial transactions (private and governmental, sales, investments, logistics and transportation) taking place between two or more nations. It refers to all those business activities which involve cross-border transactions of goods, services, resources between two or more nations. Economic transactions of resources include capital, skills, people etc. for international production of physical goods and services such as finance, banking, insurance, construction etc..

Pre-reading tasks:

1. How much do you know about the WTO?
2. What are the positive and negative effects of the WTO?
3. What is your attitude towards the WTO?

Text A The World Trade Organization

There are a number of ways of looking at the World Trade Organization. It is an organization for trade opening. It is a forum for governments to negotiate trade agreements. It is a place for them to settle trade disputes. It operates a system of trade rules. Essentially, the WTO is a place where member governments try to sort out the trade problems they face with each other.

What to be

Headquartered in Geneva, Switzerland, the WTO was born out of negotiations, and everything the WTO does is the result of negotiations. The bulk of the WTO's current work comes from the 1986-94 negotiations called the Uruguay Round and earlier negotiations under the General Agreement on Tariffs and Trade (GATT). The WTO is currently the host to new negotiations, under the "Doha Development Agenda" launched in 2001.

At its heart are the WTO agreements, negotiated and signed by the bulk of the world's trading nations. These documents provide the legal ground rules for international commerce. They are essentially contracts, binding governments to keep their trade policies within agreed limits. Although negotiated and signed by governments, the goal is to help producers of goods and services, exporters, and importers conduct their business, while allowing governments to meet social and environmental objectives.

The system's overriding purpose is to help trade flow as freely as possible—so long as there are no undesirable side effects—because this is important for economic development and well-being. That partly means removing obstacles. It also means ensuring that individuals, companies and governments know what the trade rules are around the world, and giving them the confidence that there will be no sudden changes of policy. In other words, the rules have to be transparent and predictable.

What to do

The WTO is run by its member governments. All major decisions are made by the membership as a whole, either by ministers (who usually meet at least once every two years) or by their ambassadors or delegates (who meet regularly in Geneva).

While the WTO is driven by its member states, it could not function without its Secretariat to coordinate the activities. The Secretariat employs over 600 staffs, and its experts—lawyers, economists, statisticians and communications experts—assist WTO members on a daily basis to ensure, among other things, that negotiations progress smoothly, and that the rules of international trade are correctly applied and enforced. At least once every two years, ministers

or heads-of-state meet at WTO Ministerial Meetings to negotiate new trade agreement or to expand on existing agreements.

Trade negotiations

The WTO agreements cover goods, services and intellectual property. They spell out the principles of liberalization, and the permitted exceptions. They include individual countries' commitments to lower customs tariffs and other trade barriers, and to open and keep open service markets. They set procedures for settling disputes. These agreements are not static; they are renegotiated from time to time and new agreements can be added to the package. Many are now being negotiated under the Doha Development Agenda, launched by WTO trade ministers in Doha, Qatar, in November 2001.

Implementation and monitoring

WTO agreements require governments to make their trade policies transparent by notifying the WTO about laws in force and measures adopted. Various WTO councils and committees seek to ensure that these requirements are being followed and that WTO agreements are being properly implemented. All WTO members must undergo periodic scrutiny of their trade policies and practices, each review containing reports by the country concerned and the WTO Secretariat.

Dispute settlement

The WTO's procedure for resolving trade quarrels under the Dispute Settlement Understanding is vital for enforcing the rules and therefore for ensuring that trade flows smoothly. Countries bring disputes to the WTO if they think their rights under the agreements are being infringed. Judgments by specially appointed independent experts are based on interpretations of the agreements and individual countries' commitments.

Building trade capacity

WTO agreements contain special provision for developing countries, including longer time periods to implement agreements and commitments, measures to increase their trading opportunities, and support to help them build their trade capacity, to handle disputes and to implement technical standards. The WTO organizes hundreds of technical cooperation missions to developing countries annually. It also holds numerous courses each year in Geneva for government officials. Aid for Trade aims to help developing countries develop the skills and infrastructure needed to expand their trade.

Outreach

The WTO maintains regular dialogue with non-governmental organizations, parliamentarians, other international organizations, the media and the general public on various aspects of the WTO and the ongoing Doha negotiations, with the aim of enhancing cooperation and

increasing awareness of WTO activities.

Members and observers

The WTO has 162 members and 22 observer governments up to July 2015. In addition to states, the European Union is also a member. WTO members do not have to be fully independent states. Instead, they must be a customs territory with full autonomy in the conduct of their external commercial relations. A number of non-members have been observers(28) at the WTO and are currently negotiating their membership. With the exception of the Holy See, observers must start accession negotiations within five years of becoming observers. Some international intergovernmental organizations are also granted observers status to WTO bodies. 14 states and 2 territories so far have no official interaction with the WTO.

Criticism

The stated aim of the WTO is to promote free trade and stimulate economic growth. Some people accuse free trade of widening the social gap between rich and poor it claims to be fixing. Martin Khor argues that the WTO does not manage the global economy impartially, but in its operation there is a systematic bias toward rich countries and multinational corporations, harming smaller countries which have less negotiation power. He argues that developing countries have not benefited from the WTO Agreements of the Uruguay Round, because(among other reasons): making access in industry has not improved; these countries have had no gains yet from the phasing out of textiles quotas; non-tariff barriers such as anti-dumping measures have increased; and domestic support and export subsidies for agricultural products in the rich countries remain high. Jagdish Bhagwati asserts, however, that there is greater tariff protection on manufactures in the poor countries, which are also overtaking the rich nations in the number of anti-dumping filling.

Other critics claim that the issues of labor relations and environment are steadfastly ignored. Steve Charnovitz, former Director of the Global Environment and Trade Study (GETS), believes that the WTO “should begin to address the link between trade and labor and environment concerns.” Further, labor unions condemn the labor rights record of developing countries, arguing that to the extent the WTO succeeds at promoting globalization, then in equal measure do the environment and labor rights suffer. On the other side, Khor responds that “if environment and labor were to enter the WTO system..., it would be conceptually difficult to argue why other social and cultural issues should also not enter.” Bhagwati is also critical towards “rich-country lobbies seeking on imposing their unrelated agendas on trade agreements.” Therefore, both Bhagwati and Arvind Panagatiya, professor at Columbia University, have criticized the introduction of TRIPs (Agreement on Trade-Related Aspects of Intellectual Property Rights) into the organization’s function.

Other critics have characterized the decision-making in the WTO as complicated, ineffective, unrepresentative and non-inclusive. They have proposed the establishment of a small, informal steering committee (a “consultative board”) that can be delegated with responsibility for developing consensus on trade issues among the member countries. The Third World Network has called the WTO “the most non-transparent of international organizations”, because “the vast majority of developing countries have very little real say in the WTO system”; the Network stresses that “civil society groups and institutions must be given genuine opportunities to express their views and to influence the outcome of policies and decisions.” Certain non-governmental organizations, such as the World Federalist Movement, argue that democratic participation in the WTO could be enhanced through the creation of a parliamentary assembly, although other analysis has characterized this proposal as ineffective.

(From <https://www.wto.org/>)

Words and Terms

ambassador	<i>n.</i>	a diplomat of the highest rank 代表; 特使
autonomy	<i>n.</i>	immunity from arbitrary exercise of authority; political independence 自治, 自治权; 自主性
bacterial	<i>adj.</i>	relating to or caused by bacteria 细菌的; 细菌性
barrier	<i>n.</i>	any condition that makes it difficult to make progress or to achieve an objective 壁垒; 堡垒; 障碍
bulk	<i>n.</i>	the property possessed by a large mass 主体; 大部分
commitment	<i>n.</i>	the act of binding yourself (intellectually or emotionally) to a course of action 承诺, 许诺; 委托
delegate	<i>n.</i>	a person appointed or elected to represent others 代表, 代表团成员
subsidy	<i>n.</i>	a grant paid by a government to an enterprise that benefits the public 出口津贴 (补贴)
General Agreement on Trade in Service <i>phr.</i> 《服务贸易总协定》		
implement	<i>vt.</i>	pursue to a conclusion or bring to a successful issue 实施, 执行; 使生效、实现
infrastructure	<i>n.</i>	the stock of basic facilities and capital equipment needed for the functioning of a country or area 基础设施; 基础建设
procedure	<i>n.</i>	a process or series of acts especially of a practical or mechanical nature

	involved in a particular form of work	程序, 工序, 过程, 步骤
secretariat <i>n.</i>	an administrative unit responsible for maintaining records and other secretarial duties	秘书处; 秘书
static <i>adj.</i>	showing little if any change	静止的; 不变的
tariff <i>n.</i>	a government tax on imports or exports	关税; 关税表; 价格表
Agreement on Trade-Related Aspects of Intellectual Property Rights <i>phr.</i> 《与贸易有关的知识产权协议》		

Notes

1. Uruguay Round: GATT 共主持了八轮多边贸易谈判, 最近的持续时间最长的一轮叫乌拉圭回合谈判, 该回合从 1986 年开始, 前后长达 7 年半之久, 其重要成果之一就是创立 WTO。
2. Doha Development Agenda (DDA): “多哈发展议程”是新一轮贸易谈判。这个回合的谈判于 2001 年 10 月在卡塔尔启动, 预定 2004 年底完成。但谈判在 2003 年 9 月墨西哥坎昆 (Cancun) 会议期间破裂。从 2004 年初开始, 美国副国务卿罗伯特·泽奥里克为打破多哈发展议程的僵局频频出访, 与 40 多位贸易官员探讨推动谈判的最佳途径, 行程达 32 000 英里。7 月 25 日, 泽奥里克又与贝宁、布基纳法索、乍德和马里这四个西非国家的部长开始商讨他们所关心的棉花贸易问题。2013 年《巴厘一揽子协定》签署, 成为多哈回合 “0” 的突破。
3. General Agreement on Tariffs and Trade (GATT): 《关税及贸易总协定》, 是一个政府间缔结的有关关税和贸易规则的多边国际协定, 简称 “关贸总协定”。其宗旨是通过削减关税和其他贸易壁垒, 消除国际贸易中的差别待遇, 促进国际贸易自由化, 以充分利用世界资源, 扩大商品的生产与流通。“关贸总协定”于 1947 年 10 月 30 日在日内瓦签订, 并于 1948 年 1 月 1 日开始临时适用。
4. Steve Charnovitz: 史蒂夫·夏诺维兹。乔治华盛顿大学法学院 (George Washington University Law School) 教授, 主要研究贸易与环境、贸易与劳工权利的关系。
5. Third World Network(TWN): 第三世界网络。第三世界网络是个从事研究发展相关议题的国际非营利性智库与研究中心, 成立于 1984 年。它积极地参与发展第三世界和南北事务, 专门研究与全球经济及环境相关的问题。
6. Martin Khor: 马丁·科尔。马来西亚政府政策顾问, 2009 年 3 月曾任非政府国际组织南方中心 (South Center) 主任。
7. Jagdish Bhagwati: 贾格迪什·巴格沃蒂。美国哥伦比亚大学教授、世界贸易组织顾问、

联合国经济政策特别顾问。于 1971 年和 1989 年先后创办《国际经济学》和《经济学和政治学》杂志，曾任美国经济协会副主席和美国社会科学院院士。研究方向主要集中于国际贸易、福利经济学和财政学等领域，是国际贸易领域最重要的理论家之一。

8. **World Federalist Movement:** 世界联邦主义运动。于 1947 年在瑞士蒙特勒 (Montreux) 创办，目前总部设于纽约。作为与世界银行 (World Bank)、联合国 (UN) 等拥有合作关系的非政府组织联盟，世界联邦主义运动多年来致力于实现以民主联邦制为基础的全球政府。目前在世界各地拥有数以十万计的支持者。

Exercises

I. Choose the correct meaning of the underlined word according to the context.

- While the WTO is driven by its member states, it could not function without its Secretariat to coordinate the activities.
A. refuse B. deny C. cooperate D. delete
- Further, labor unions condemn the labor rights record of developing countries.
A. praise B. smock C. denounce D. argue
- The system's overriding purpose is to help trade flow as freely as possible.
A. unimportant B. chief C. trivial D. inessential
- Countries bring disputes to the WTO if they think their rights under the agreements are being infringed.
A. protected B. violated C. neglected D. maintained
- In other words, the rules have to be transparent and predictable.
A. obvious B. obscure C. elusive D. complicated

II. Choose the best answer to each question.

- Which of the following is NOT true?
A. The WTO headquarters is in New York.
B. The WTO manages trade disputes and monitors national trade policies.
C. Minister or heads-of-state meet at WTO Ministerial Meetings once every two years.
D. The WTO is an international body consisting of more 100 member nations.
- One major task of the WTO is to _____.
A. change domestic laws of WTO members
B. allow individuals to settle trade disputes

- C. settle trade disputes among countries
D. force individual countries to comply with the WTO decisions
3. The WTO seeks all of the following except _____.
A. A reduction in tariffs and other barriers to trade
B. The elimination of discriminatory treatment in international trade relations
C. The transformation of the WTO into an overarching global environmental regime
D. The promotion of a common set of international trade rules
4. Countries that have signed onto the WTO agreements should not _____.
A. be a customs territory with full autonomy
B. protect and preserve the environment
C. ensure full employment
D. raise standard living
5. Among criticisms against the WTO, which of the following is NOT concluded?
A. Some argue that the WTO does not manage the global economy impartially.
B. Developing countries perhaps have not benefited from the WTO Agreements.
C. The decision making in the WTO has been characterized by some critics characterized as complicated, ineffective, unrepresentative and non-inclusive.
D. The issues of labor relations and environment are steadfastly emphasized.

III. Read the paragraph and choose an appropriate word to fill each blank.

creditor	hottest	average	trading	source
accession	pivotal	risks	factor	gains

The most important 1 in reshaping public sentiment toward the WTO in China, however, has been the actual 2 the country has achieved since joining. Throughout the past decade, China's GDP has grown at an 3 of nine percent per year. It moved from being the fourth-largest 4 nation to the second, in both exports and imports. China has emerged as a 5 of outbound investment, in addition to being one of the 6 destinations for foreign direct investment (FDI). Beyond trade and investment, China has become a major 7 nation. These achievements demonstrate to the Chinese people that WTO 8 and integration into the global economy have been 9 in contributing to the country's progress. For China, the gains from WTO membership have exceeded the 10 —so far.