

新世界
NEW WORLD



全国高职高专院校规划教材·商务英语专业

An Integrated Course in
Business English(II) Reference Book

商务英语综合 教程(下册)辅导用书

房玉靖 刘玉玲 主编



对外经济贸易大学出版社

University of International Business and Economics Press

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出版说明

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研究生和本科层次的商务英语教材适用于全国各高等院校英语专业的商务英语方向或国际贸易、国际经济、国际工商管理等商科专业的学生。

高职高专层次的商务英语教材适用于全国高职高专院校英语专业的商务/应用/外贸英语方向以及国际贸易或财经类专业的学生。

根据国家教育指导思想，目前我国高职高专教育的培养目标是以能力培养和技术应用为本位，其基础理论教学以应用为目的、够用为尺度、就业为导向；教材强调应用性和适用性，符合高职高专教育的特点，既能满足学科教育又能满足职业资格教育的“双证书”（毕业证和技术等级证）教学的需要。本套教材编写始终贯彻商务英语教学的基本思路：将英语听说读写译技能与商务知识有机融合，使学生在提高英语语言技能的同时了解有关商务知识，造就学生“两条腿走路”的本领，培养以商务知识为底蕴、语言技能为依托的新时代复合型、实用型人才。

本套教材——“新世界全国高职高专院校规划教材·商务英语专业”——包括《商务英语综合教程（上册）》、《商务英语综合教程（下册）》、《商务英语阅读（上册）》、《商务英语阅读（下册）》、《商务英语听说》、《商务英语口语》、《商务英语写作》、《商务英语翻译》、《外贸英语函电》、《商务谈判》、《国际商务制单》共11册教材。作者主要来自天津对外经济贸易职业学院、山东外贸职业学院、安徽国际商务职业学院、安徽商贸职业技术学院、大连职业技术学院和广东科学技术职业学院等。他们都是本专业的“双师型”名师，不仅具有丰富的商务英语教学经验，而且具有本专业中级以上职称、企业第一线工作经历，主持或参与过多项应用技术研究，这是本套教材编写质量的重要保证。

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前 言

随着经济活动日趋全球化,中国的国际地位日益提高,不同经济、政治、文化背景的交往空前广泛,国际间多层面、多目标、多方式的交流也非常活跃,商务英语人才在国际交往和交流中的作用日趋重要。今天,我国对外开放正在不断地向更深、更广的领域拓展,这些趋势都对商务英语人才的素质提出了更高的要求,对商务英语的专业教学提出了更严峻的挑战。我们迫切需要培养一大批既通晓商务知识、熟悉国际商务环境、善于跨文化交际,又掌握商务英语的高素质人才。《商务英语综合教程》旨在为全国的外经贸发展培养出更多合格的商务英语人才,以满足不断扩大的市场需求。

目前,对我国的高职高专教育而言,全面推进素质教育是改革的根本任务,而在素质教育实施过程中,构建符合素质教育要求的新的教育课程体系,已成为素质教育实施的核心。特别是在加入 WTO 以后,中国高职高专教育体制的国际化已不可避免。在这样的背景下,我们在原有教学经验的基础上,主动与行业接轨,积极引进《全国国际商务英语证书》中科学的教学指导思想和先进、实用的育人理念,在教学中切实实行以学生为中心的教学方法,重在过程的教学评估,强调核心技能的素质教育实践,最终编写了这套教材。

本书是《商务英语综合教程》的教学参考书,编写内容分为四部分:

- 一、相关专业术语解释;
- 二、语法知识讲解及补充练习;
- 三、课后练习参考答案;
- 四、课文译文。

本书分上、下两册,由房玉靖、刘玉玲主编,张怡参编,姚颖、刘媛、秦亚娟、马国志、陈丽萍、孙爱民、陈子扬老师参加了部分编写。本书的编写得到了对外经济贸易大学出版社的鼎力支持和帮助,在此致谢。

编 者
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Unit 1

Changes in the Motives and Developments

Related Technical Terms

1. protectionism

(1) a system of import duties and exchange and other controls that protects producers in the home country against competition from foreign producers 保护(贸易)制。一种保护本国生产者抵御来自外国生产者竞争的进口关税、外汇及其他管制的制度。

(2) the ideas taught and practised by protectionist. 保护(贸易)主义,保护(贸易)主义者倡导和实践的思想

2. labor-intensive

of an industry, needing a large amount of labor per unit of output, i. e. one in which wages form a high proportion of the costs of production. 劳动密集型,劳动集约型

3. conglomerate

a group of companies resulting from a conglomerate merger. 联合大企业,跨行业公司

4. productivity

the relation between the output or amount produced in a given period and one unit of the factors of production employed in producing that output. 生产力,生产率

5. equity

that part of a company's capital that belongs to the ordinary shareholders, i. e. the persons who bear the risk and therefore in the end have the right to an equal share in the profits. 股本,产权

Grammar — Adverbial Clause of Time

时间状语从句可由 when, whenever, while, as, before, after, till/until, since, ever

since, no sooner... than, hardly/barely/scarcely... when/before, as soon as, once, now (that), immediately, instantly, directly, so (as) long as, the minute/moment/instant, the day/year, the first/last time, every/each time, next time, all the time, by the time 等词或短语引导。例如:

We could not look on while they were mistreated.

当有人对他们不公正时,我们不能旁观。

Now (that) you mention it, I do remember.

既然你提到它,我记起来了。

I'll let you know as soon as it is arranged.

一旦安排好我就让你知道。

Every time I catch a cold, I have pain in my back.

每当我感冒了,我的背就疼。

Directly she uttered these words, everyone was silent.

她刚一说出这些话,所有人都静了下来。

By the time (that) we reached there, they had begun their work.

我们到达那儿时,他们已开始工作了。

Grammar Exercises

I. Fill in the blanks with *as*, *when*, or *while*.

1. The ship stopped its engines _____ it neared the dock.
2. Energy is the currency of the ecological system and life becomes possible only _____ food is converted into energy, which in turn is used to seek more food to grow, to reproduce and to survive.
3. We won't talk business _____ we have dinner. I never talk business at meals.
4. I'll take the paper with me. I'll read it _____ I'm waiting for the bus.
5. Learning is more efficient _____ it is fun, less efficient _____ it is drudgery.
6. I was watching the television, _____ suddenly the lights went out.
7. The policeman stopped them _____ they were about to enter.
8. _____ Alec was traveling in Europe, his house was painted.
9. _____ Robert reached the age of 40, his temper improved.
10. I arrived _____ the meeting was in progress.

II. Translate the following into English.

1. 我到达售票处时,所有的票已售完。
2. 我驱车离开时看见他们挥手告别。
3. 我正在河里游泳,突然听见有人喊救命。
4. 你去度假期间,谁照看你的猫了?

5. 趁孩子们在玩,我们去购物吧。
6. 凯西(Kathy)正在洗头,电话铃响了。

III. Fill in each blank with *till/until*, *since* or *every/each time*.

- Little Jane has come a long way _____ she broke her leg.
- You can't really learn anything _____ you rid yourself of complacency (自满).
- The city has grown up _____ I was young.
- _____ I meet him, I talk seriously to him.
- It was a small thing to happen but the newspaper has blown it up _____ it seemed important.
- The moon rotates once _____ it revolves round the earth.
- Joe is a good horseman; he has been riding _____ he was six.
- The student followed out all the index references in the encyclopedia _____ he found what he wanted to know.

参考答案

I.

- | | | | | |
|------------|---------|---------------|---------------|---------------|
| 1. as/when | 2. when | 3. when/where | 4. when/while | 5. when, when |
| 6. when | 7. as | 8. While | 9. When | 10. while |

II.

- When I reached the booking office, all the tickets had been sold out.
- As/When I drove away, I saw them waving goodbye.
- I was swimming in the river when I heard a cry for help.
- Who looked after your cat while you were on vacation?
- Let's go shopping while the kids are playing.
- Kathy was washing her hair when the phone rang.

III.

- | | | | |
|---------------|--------------------|---------------|--------------------|
| 1. since | 2. till/until | 3. since | 4. Each/Every time |
| 5. till/until | 6. each/every time | 7. till/until | 8. till/until |

Key to Exercises

Text

I. Omitted

II.

1.

- (1) e (2) i (3) b (4) f (5) c (6) h (7) d (8) j (9) a (10) g

2.

- (1) increasingly (2) paid (3) availability (4) increasingly (5) opt
(6) payment (7) availability (8) shifts (9) shifted

3.

- (1) A (2) B (3) A (4) B (5) A (6) C (7) C (8) D (9) D (10) D

III.

1.

- (1) I found him lying on the floor when I opened the door.
(2) Write clearly so that the teacher can understand you better.
(3) I don't care when he will finish the work as long as he is trying his best.
(4) Young as he is, he is willing to shoulder the responsibilities for everything he has done.
(5) He chose to be a teacher in that school as what his parents did many years ago.

2.

- (1) 他讲英语,但不像他姐姐那么好。
(2) 游行会像计划的那样进行。
(3) 尽管他很努力,也没能取得任何进步。
(4) 如果你能提供所有的信息,我们应该能很快地完成工作。
(5) 突然间下起了大雨,所以不可能再往前开了。

IV.

1. Foreign direct investment is playing an important role in the construction and development of China's economy.
2. The emphasis of foreign investment are shifting gradually from labor-intensive industries to knowledge-intensive industries.
3. We should keep abreast of the times in both knowledge and ideas.
4. The average people can hardly gain access to the database of the national secret department.
5. Sharing information is gaining importance in our daily life.

V.

1. 外商直接投资的国家和地区与以前不同,这种改变主要是由于这些投资的推动力发生了变化。
2. 七十年代流行着一种企业联合的理念:一家海外公司被收购的原因是这家公司可以赚到很多钱,而不是因为要配合收购者现有的经营范围。
3. 被收购方所持有的技术、所处的市场位置、所拥有的品牌以及其他有利于国际竞争的因素变得越来越重要,而它的收益率倒不是首要的。
4. 总之,外商投资的推动力已经从追求廉价的劳动力和获取本地原材料朝着保持科技的领先和适应生产营销的方向转变。
5. 除了在生产资料和其他公司的投资之外,缺乏资金和不愿承担风险的公司还倾向于吸收产品、生产技术、管理经验或知名品牌这样的资源。

VI. Omitted

VII. Omitted

VIII. Omitted

Supplementary Reading

I.

1. F 2. F 3. F 4. F 5. T

II. Omitted

Chinese Version of the Text

动力与发展的变迁

诸如服务与运输这类非常重要的、封闭的服务行业,自从二十世纪八十年代开始面临越来越多的外商直接投资所引发的竞争。因为运输、电信、公共事业的私有化,这种竞争的趋势极有可能在九十年代会继续存在。

外商直接投资的国家和地区与以前不同,这种改变主要是由于这些投资的推动力发生了变化。

直到二十世纪八十年代,海外直接投资的最大推动力出现了:

(1) 占领利用出口难以侵占的实行贸易保护主义的工业化和发达国家的市场。

(2) 在发展中国家:

- 进行采矿或生产商业化的农产品。如在尼日利亚投资石油开采、智利投资铜的开采以及中美洲投资香蕉的种植。

- 利用发展中国家低工资,劳动密集型产品的生产(一般来讲,这样的产业是游移不定的。如果当地劳动力价格上涨,那么哪里有更廉价的劳动力,这些产业就到哪里去)。

七十年代流行着一种企业联合的理念:一家海外公司被收购的原因是这家公司可以赚到很多钱,而不是因为要配合收购者现有的经营范围。

随着高产和原材料节约的技术不断进步,支付劳动力低工资及获得原材料问题已不像过去那么重要。并且,随着国际贸易和直接投资越来越自由,占领被保护的市场的动力也不是那么重要了;而利用当地得天独厚的竞争优势及为提高投资方的实力所做出的努力却变得越来越受到重视。由于对产品及服务质量需求的标准越来越高,在销售的市场建立经营部门越发显得更加重要。下述推动力在二十世纪八十年代变得尤为突出:

- 加强合作,以此巩固公司在—个或几个核心领域的地位;
- 成为公司群体的一部分及知识的中心,从而来提高技术并能参与技术竞争;
- 降低物流成本并获得进入分销渠道的权力,以此更加有效地占领市场并提高服务水平。

在收购一家外国公司时,应该将注意力放在被收购方是否与收购方现有的经营范围相协调。被收购方所持有的技术、所处的市场位置、所拥有的品牌、以及其他有利于国际

竞争的因素变得越来越重要,而它的收益率倒不是首要的。Dunning 和 Porter 让大家认识到第一地理位置对增强公司竞争力的重要性。Dunning 强调说,由于有些公司在不同的地区会拥有不同的特定区域优势,那么这些公司就可以运用国际调拨价格,在不同货币地区转移资金,并避免由于政局动荡和罢工所引发的危险。

总之,外商直接投资的推动力已经从追求廉价的劳动力和获取本地原材料朝着保持科技的领先和适应生产营销的方向转变。拥有大量训练有素的员工,高效的通讯手段和计算化的基础设施变得越来越重要。要说明原来向发展中国家的投资为何大都开始向发达国家转移还需要很长一段时间。

外商直接投资的传统模式就是建立全新的生产和经营机制(就是通常所说的绿地投资模式),这种投资模式一般都需要投入大量的时间与资金。

在已经成熟的市场上,尤其是以严酷竞争为标志的那些市场上,想要扩大生产能力,增加销售渠道,创建(知名)品牌,建大的工厂,就要求投资方投入庞大的资金及精力并在营销方面作出巨大努力;其实,在这样的市场上,兼并一家已具有一定生产能力、销售渠道和知名品牌的公司是则更为合算。

有些公司缺乏兼并外国公司的实力,但希望与这些外国公司合作,从他们的技术,对市场的了解,品牌或是销售渠道上获得收益。这些公司越来越倾向于缔结战略合作伙伴关系。如果一方拥有对方的少量资产,那么在海外投资的推动下,这种(合作伙伴)关系是较容易达成的。航空业、汽车工业、电子业都大量存在这样的案例。由于受制于某些国家政府法规的冲击,这些国家只是最近才对国外的直接投资开放,同时,鉴于在干预严重的国家里在当地拥有良好合作伙伴的重要性,合资企业便成为了很重要的一种投资形式。

除了在生产资料和其他公司的投资之外,缺乏资金和不愿承担风险的公司还倾向于吸收产品、生产技术、管理经验或知名品牌这样的资源。非资产形式的投资一般可以通过征收特许费用、专利权税、管理费等形式赚取较低的利润,但是作为回报,其承担的风险也是较低的。

Unit 2

Invisible Barrier

Related Technical Terms

1. anti-dumping

one form of action taken by a government to protect industries from unfair competition, usu. by means of special import duties, to reduce or stop imports of goods for sale at a price lower than in the country in which they were manufactured. 反倾销。政府为保护工业免受不公平竞争的损害而采取的一种行动。通常采用特别进口关税的方式,用以减少或制止进口商品以低于商品生产国国内的价格销售。

2. quota

(1) a share or portion. 配额,定额,摊派额

(2) a limit placed by a government on the amount of imports or exports of a particular article or commodity. The government first decides the total amount for a given period, and then gives licenses to importers or exporters up to this amount. 限额,配额。政府对特定物品或商品进口或出口设置的限额。政府首先决定一个特定时期内的总额,然后在这一额度内向进口商或出口商发放许可证。

3. tariff

(1) any scale of prices or charges, or of rates of tax. 价目表,收费表,税率表,关税税率表

(2) a table of rates charged by a transport company for carrying various classes of goods and passengers. 运费表,运价表。运输公司载运各类货物和旅客所收取的费率表

4. subsidies

money given by a government to certain producers, such as farmers, to help them to produce without loss to themselves, and yet at a low price, goods and services needed by the public. Possible subsidies include food subsidies and housing subsidies, export subsidies to encourage foreign trade, and employment subsidies to prevent unemployment. 津贴费,补助金。政府发给某些生产者(如农民)的补贴,以帮助他们低价生产为社会所需要的商品及

劳务而又不致使他们受损失。补贴金可包括食品补贴、住房补贴、鼓励外贸的出口补贴和预防失业的就业补贴等。

Grammar — Adverbial Clause of Place

一般说来,地点状语从句由 where 或 wherever 引导,但也可由 anywhere, everywhere 引导;有时还可由引导时间状语从句的连词引起。例如:

Where there is a will, there is a way.

有志者,事竟成。

Wherever there is oppression, there is resistance.

哪里有压迫,哪里就有反抗。

You can sit anywhere you would like to.

你可以坐在你喜欢的任何地方。

The road stops just after it goes under a bridge.

刚到桥下就没路了。

➔ Grammar Exercises

Choose the answer that best completes the sentence.

- A driver should slow down _____ there are many houses.
A. where B. when C. till D. since
- _____ the boys were discussing the car accident, Ben put in that the road was icy.
A. Since B. While C. Where D. As soon as
- We heard a loud sound of drums beating _____ the parade marched.
A. till B. where C. while D. the moment
- The picture is not hanging _____ it should on the wall.
A. until B. when C. wherever D. where
- John didn't plan in advance what to say but made it up _____ he was asked questions.
A. since B. where C. as D. till
- _____ Charles started a job, he did it _____ it was finished.
A. Since, where B. Once, till C. Each time, once D. The moment, as
- Dew is formed _____ the grass is thick.
A. while B. when C. where D. until
- I know the coat's unfashionable but I'm not going to throw it away. I'll keep it _____ that style comes into fashion again.
A. when B. since C. until D. as
- _____ we have a puncture (轮胎破裂) she just sits in the car _____ I change the tyre.