

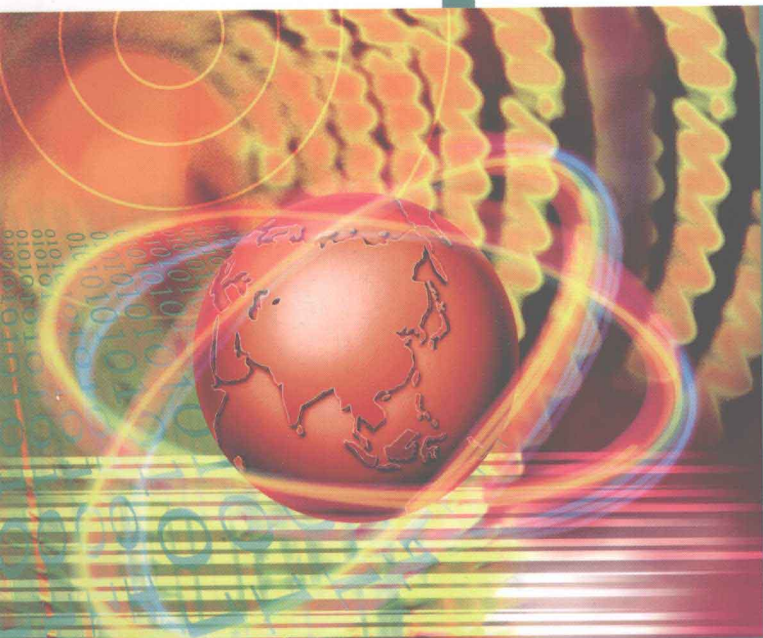


高职高专行业英语系列教材

商务英语

Business English

贺雪娟/主编



外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS



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主 编：贺雪娟
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序

在中国，外语教学特别是英语教学这几年一直是倍受争议的事情。尽管上至国家领导，下至学生和家长都给予了极大关心和重视，政府和学校投入也很大，但教学效果却始终不能令人满意。每年各级各类学校都有大量外语毕业生走向社会，大学英语四六级参考人数也逐步扩大到上千万之多，可学生口语不流利，专业知识缺乏，对国际贸易规则陌生等等，都令社会各界抱怨不已。这是为什么？是哪里出了问题？我们该怎么办？

近十年来，我国高等职业教育研究与实践已经取得了十分丰硕的成果，但仍然有一些基本问题没有解决，这和我们的英语教育颇有相似之处，那就是教育人才培养的效果与市场需求之间存在着系统性偏差，其表现为：高职院校毕业生的职业能力不适合用人单位的要求，社会对高职学生就业能力的认同度低；学生及家长对学校提供的课程不满意，认为在学校学习期间未能获得就业能力的有效培养。我们认为，在高职专业名称与社会需求接轨后，产生系统性偏差的主要原因是目前高职课程体系和培养模式不符合高等职业教育培养人才的内在规律。而我们外语教育出现的问题也在于此！我们的外语教育内容和方法没有能够与时俱进，教学效果没能满足社会的需求。

高等职业技术教育应该以培养面向基层、面向服务和管理第一线需要的高等技术应用型人才为目标，职业技术教育以技术应用为主、以能力教学为核心。应按照“实际、实用、实践”的原则，改革专业教学内容、课程体系，制定各专业的人才规格和知识能力结构。高职教学内容必须强调实用性、针对性，必须根据就业需要去有的放矢地选择教学内容，恰当处理好近期的就业“必需够用”和将来的发展“迁移可用”的关系，科学构建针对性强、能

培养高等实用性人才的课程结构。而高职高专的英语教学也必须遵循这个原则，这也正是本套教材编写的原则和特点。

本系列教材在全面贯彻《高职高专教育英语课程教学基本要求（试行）》的前提下，结合一线教学实际，突出了以下几个特点：

[1] 设置课程原则——面向行业。

[2] 设定培养目标的原则——以能力为本位。

[3] 设定课程内容的原则——适应学生智能特点，真实，可操作性强。

[4] 设计教学活动原则——任务驱动、整体模块，听、说、读、写全方位与专业接轨。

本系列教材难易程度相当于高职高专基础英语的第四册水平，主张“降低难度，小步前进，力求实效”的编写理念，所以，既可作为高职高专基础英语教材的配套教材使用，也可单独用于业务英语的教学和培训。

系列教材包括：《商务英语》、《财务会计英语》、《文秘英语》、《电子商务英语》、《饭店英语》、《旅游英语》、《计算机英语》、《医护英语》、《机械英语》、《物流英语》、《电力英语》等，以满足不同专业对行业英语教学和培训的需求。

当然，任何一种新的事物都将接受实践的考验，但我们有信心为中国的高职英语教育做出我们的贡献。恳请各位专家学者不吝赐教。

郑仰成

2007年3月24日于三晋并州

前言

在国际经济活动中,中国正扮演着日益活跃和重要的角色。既具有扎实英语语言功底又具备相关丰富商务知识的复合型、技能型人才已成为社会急需人才。商务与英语的强强结合必然迸发出强大的力量,这就对高职高专院校当前的商务英语教学提出了更新、更高的要求,同也对商务英语教材的编写提出了更高要求。

本教材是高职高专英语教材,可为商务英语、管理、经贸、市场营销等专业的专业基础必修课商务英语的教材。建议商务英语专业在一年级二学期使用本教材,其它专业可在第二学年使用本教材。

商务英语课程的主要目的是向学生传授基础的、全面的商务知识,并通过一定的练习实践巩固所学的知识。考虑到本书的使用对象,编者尽可能地寻求语言能力培养与商务知识学习的最佳契合点,因此,1)在选材的过程中注重结合案例,并将其有机穿插在教学内容中,增强课程的趣味性;2)将题型设计得新颖多样,适合高职高专的教学特色;3)语言简洁流畅,不生涩难懂。

随着社会发展,国际国内的商务英语内容有了一定的改变,比如,服务行业已经渗透到我们生活的角角落落,文化产业也成为新世纪最具发展势头的产业。因此,在编写过程中编者既注重传统的、经典的商务知识,又加入了一些具有时代性的商务知识。

本教材内容全面,时代性强,既可作为高职高专商务英语教材,也可作为商务工作者和商务英语爱好者的自学用书。

本教材配有相应的电子教案,以作为任课教师教授本教材的参考。教师和读者可以从外语教学与研究出版社的网站下载。

本教材由长沙民政学院贺雪娟教授主编,杨亮辉、刘玉丹为副主编,参加编写工作的还有覃蔚、高涛、陈懿、杨丽波、李涵、张平等。

在编写过程中,编者参考了国内外相关作者的论著,从中获得了很多启示,同时借鉴了许多优秀的教材,在此向原作者表示诚挚的谢意。由于编者水平有限,教材中不妥之处在所难免,欢迎同行专家和广大读者不吝赐教。

编者

2007年1月

编写说明

根据高职高专大学商务英语教学的要求和教学对象的水平，本教材在编写过程中遵循了以下原则：

1. 知识全面，时代性强

本教材介绍的商务知识全面、具体，既注重传统的、经典的商务知识，如金融市场、电子商务、市场营销等，又适时添加时代感强的内容，如文化产业、服务行业等。同时为了让学生对世界经济有总领性的了解，本书的第一单元介绍了世界经济概况；为了增加学生们对现代社会职业现状的认识，最后一单元设定为有实际指导意义的职业设计知识。

2. 由面到点，有的放矢

本教材分为八个单元，每个单元为一个主题，课文A对主题内容进行总述性的讲解，课文B进一步对该主题的一个具体内容进行讲述，同时每单元设计一个典型案例，培养学生们实际运用知识的能力。

3. 放眼全球，兼顾国内

本教材以全球的视点取材，同时又有有机穿插中国的商务现状。这样，学生既能具有高瞻远瞩的世界性眼光，又能将视线聚集于本国。

4. 结合案例，活学活用

商务知识有很强的理论性，如果课文只是单调地讲述知识，教师很容易落入照本宣科的窠臼，而学生们学起来也会觉得枯燥无味，并产生厌烦情绪。因此本教材大量选用案例，并将其与商务理论知识有机融合起来，这样，学生们就能活学活用，增强实践操作能力。

5. 题型新颖，趣味十足

本教材借鉴了国外许多教材中题型新颖多样的优点，题型不单一古板，既不排斥经典题型，又加入许多新颖题型，如图表题、猜词题等。此外各个单元的题型并不完全一致，只采用适合该单元的形式。

本教材供高职高专商务英语、管理、经贸、市场营销等专业的一至二年级学生，以及从事商务工作的人员使用。教师对商务英语专业学生可以A、B课文都详细讲

解，对其它专业学生则可只讲解 A 课文，B 课文可作学生自学之用。本教材供商务英语专业学生一学期 72 学时教学使用，每个单元大约需要 8 课时，并机动安排约 8 个课时进行介绍、归纳总结与测试。教授每一单元时，建议教师依托课文主题和内容，补充相关商务知识，组织与主题相关的辩论或小组讨论活动，并安排足够的时间供学生进行口语练习。建议八个单元供一学年 16 周使用，共需 64 个课时。最后 8 课时可用来安排复习归纳、卷面笔试和口语考试。供其他专业学生一学期 36 学时使用，每个单元约需 4 课时。教师也可根据需要灵活设计课时。

编者

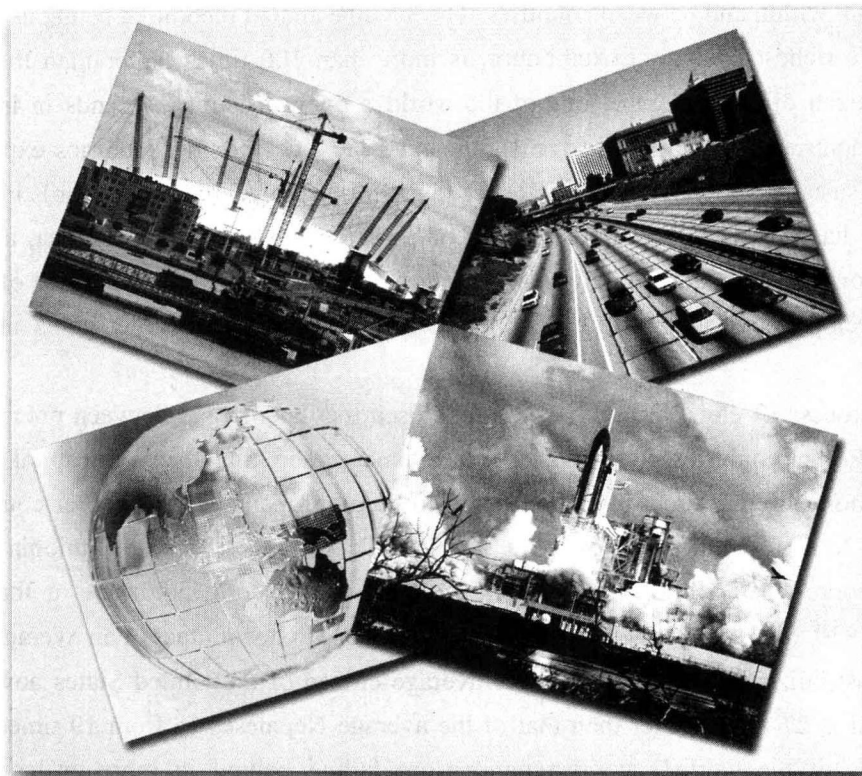
2007 年 1 月

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Unit 1

A Survey of World Economy



Learning Objectives

After studying this unit, you should be able to:

1. have an overall idea of the world economy;
2. have a better understanding of Chinese market economy;
3. realize the challenges China faces after entering WTO;
4. describe the domestic automobile industry briefly.

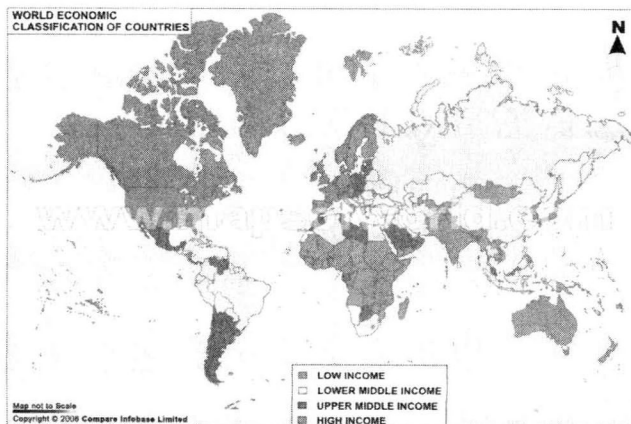


Text A

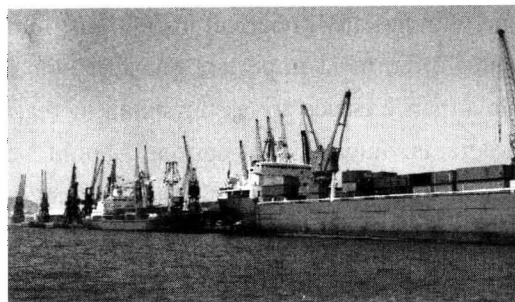
Economic Development Around the World

Our world is richer than ever before, but it is also marked by enormous inequalities, both within and between countries. The average annual income of someone living in the world's richest country, Luxembourg, is more than 100 times larger than that of the average citizen of Sierra Leone, one of the world's poorest country. Trends in inequality between countries have varied. In the 1950s and 1960s, developing countries experienced strong and sustained economic growth. Since the 1980s, however, a trend towards increasing divergence has set in, with a limited group of countries, most of them in Asia, achieving rapid economic growth and gaining more from open global markets, while much of the rest of the developing world has faced economic instability and made few gains in human well-being.

The process of globalization has not yet closed the income gap between poor and rich countries. Richer countries, for instance, tend to have preferential access to capital markets, to attract more foreign direct investment, and to be more resilient than poorer countries in responding to shifts in global commodity markets. The average citizen in Ethiopia today is 35 times poorer than a citizen who happens to have been born in Europe or the United States. In 1950, the income level of an Ethiopian was one sixteenth that of an average citizen of the industrialized world. Similarly, the average citizen of the United States now has an income that is 27 times larger than that of the average Nepalese, up from 19 times around 1950. Most of the world's poorest nations are falling behind in more or less similar degrees. Periods of growth for developing countries have alternated with prolonged periods of stagnation and volatility, especially since the mid-1970s. Only a few developing countries have been growing at sustained rates in recent decades, but these include, most notably, the world's two most populous countries, China and India.



China can be taken as an example of successful ongoing institutional change. The Chinese economy has been growing at a rapid pace since the initiation of its reform policies in the late 1970s. Despite some social and economic volatility, its economic achievement has lifted tens of millions of people out of abject poverty in the last two decades. No stereotypic reform package has ever been adopted in advance and Chinese economic reform has been described as a process of “crossing the river by groping for the stepping stones”. As a matter of fact, economic development has been laid down as the ultimate goal.



The institutional reform process has been guided in the general direction of improving overall economic efficiency by providing individuals with incentives, by fostering competition among different categories of market players. In general, China's transition to a market economy has been a gradual process of economic reform which can be divided into three stages. In the first stage, which spanned the period from 1978 to 1993, reform had been carried out incrementally to improve incentives and to expand the scope of the market for resource allocation. It had been characterized by successful agricultural reform and the dual-track price-setting scheme. The second stage began in 1994 when the Chinese Government decided to set the eventual establishment of a modern market system as the goal of reform. The most recent stage has put a stronger emphasis on the need to deal with the growing regional and income disparities generated by the accelerated growth process. Currently, challenges still remain for China's reform process, particularly in the agricultural sector and large state-owned enterprises. China's experience underlines the importance of viewing institutional reform as a process, rather than as a one-off event.

China's sustained economical growth is a success of China's economic reform. But not all the economic reforms lead to success. At present, most of the successful growth stories have occurred in East Asia, while most growth collapses have been seen in Africa. Also, growth performance in Latin America has been rather uniform among the countries of the region, but different when the region is compared with other regions in the world. The US economy remains the main engine of global economic growth, but the growth of China, India and a few other large developing economies is becoming increasingly important. They set good examples that sustained growth can be generated through small governance changes

and with initially imperfect institutions. In the case of most post-conflict countries or “failed states”, the most important consideration is to foster the resumption of economic activity. Governance issues are assuming an increasing weight in bilateral and multilateral economic programs. International support should be directed towards improving specific areas of governance weaknesses rather than achieving comprehensive reforms.

Vocabulary

inequality *n.* 不平均

divergence *n.* 分歧

preferential *adj.* 优先的

resilient *adj.* 有弹性的

stagnation *n.* 停滞

volatility *n.* 波动性

initiation *n.* 开始

abject *adj.* 可怜的

stereotypic *adj.* 模式的, 惯常的

incentive *n.* 激励

foster *vt.* 培养

incrementally *adv.* 逐渐地, 递增地

allocation *n.* 分配

disparity *n.* 差距

accelerate *v.* 加速, 促进

resumption *n.* 恢复

bilateral *adj.* 双边的

multilateral *adj.* 多边的

Terms

sustained economic growth

economic volatility

institutional reform

dual-track price-setting scheme

state-owned enterprises

post-conflict countries

可持续的经济增长

经济波动

体制改革

双重价格体系

国有企业

战后冲突国家

Notes

- (1) globalization: 经济全球化。经济全球化是指生产要素跨越国界, 在全球范围内自由流动, 各国、各地区相互融合成整体的历史过程。目前, 经济全球化已显示出强大的生命力, 并对世界各国经济、政治、文化、社会、军事, 甚至思维方式, 都造成了巨大的冲击。

- (2) **developing countries:** 发展中国家。从世贸组织的协定、协议来看，世贸组织中的发展中国家成员基本上可分为三大类：第一大类是最不发达国家和地区，其判断依据是联合国认定的最不发达国家和地区；第二大类是年人均国民生产总值低于1,000美元的国家；第三大类是“其他发展中国家成员”，即不属于上述第一、二类的发展中国家成员。
- (3) **developed countries:** 发达国家。根据各种国际组织的资料看，发达国家通常指经济发展水平较高、技术较为先进、生活水准比较高的国家，又称工业化国家。
- (4) **post-conflict countries:** 战后冲突国家。主要指的是第二次世界大战后，处于内战状态的国家或者地区冲突国家。例如：几内亚、苏丹、乍得、黎巴嫩、巴勒斯坦和以色列等。
- (5) **failed states:** 失败国家。这一说法由美国提出，指的是那些中央政府无力控制恐怖主义、内战、动乱并使国家陷入混乱的孱弱国家。

Exercises

I. Answer the following questions according to the text.

1. Why isn't the world economy developing equally?
2. Why can China be taken as an example of successful ongoing institutional change?
3. What are the three stages of China's transition to a market economy?
4. Which benefits more from globalization, Africa or Asia?

II. Fill in the table below by giving the corresponding Chinese or English equivalents.

资源配置	
	institutional reform
社会和经济动荡	
	sustained growth
现代市场体制	
	to improve overall economic efficiency
国际支援	
	governance weaknesses
不完善的体制	
	bilateral and multilateral economic programs

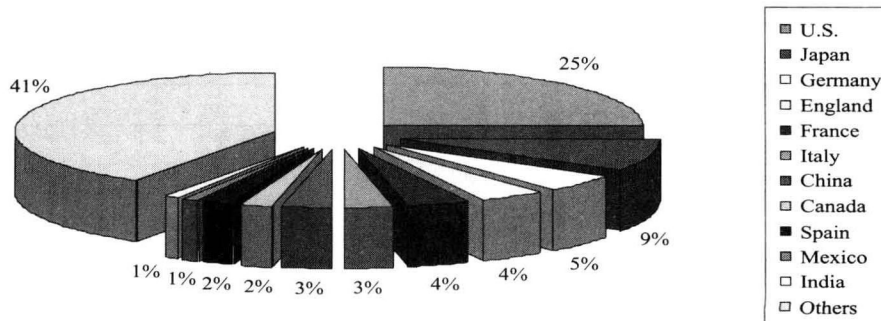
III. Decide whether the following statements are true (T) or false (F) according to the text.

1. Since the 1980s, most developing countries experienced strong and sustained economic growth and gained much from more open global markets. ()
2. The process of globalization has closed the income gap between developing and developed countries. ()
3. Three-stage strategy is the gradual process of China's economic reform for the transition to a market economy. ()
4. Currently, economic development has been laid down as the ultimate goal in Chinese economic reform. ()
5. Compared with Africa, Asia benefits more from globalization. ()
6. Compared with other regions in the world, growth performance in Latin America has been rather different, but it's uniform among the countries in the region. ()
7. The economies of China, India and a few other large developing countries are good examples of sustained growth generated through small governance changes and with initially imperfect institutions. ()
8. Comprehensive reforms should be first achieved to improve specific areas of governance weaknesses instead of international support. ()

IV. Practical Writing

Imagine that the managing director of a multinational corporation selling luxurious products has asked you to investigate the world economy and make recommendations for sales improvement.

The World's GDP Percentages in 2006



Draft a report to your MD by analyzing the world's GDP percentages in 2006 according to the diagram above. Begin your report like this:

To: Mr Rice, Managing Director

From: Clyde Martinez

Date: March 15, 2007

Analysis on the World's GDP percentages in 2006

As requested by the Managing Director on 10 January 2007, I have analyzed the world's GDP percentages in 2006....

Recommendations/Proposals

1. _____
2. _____
3. _____
4. _____



Text B

Challenges China Faces After Entering WTO

Globalization is an irreversible trend. Historical experiences have taught the Chinese not to shut the door in front of challenges. No country can side-step the changes brought about by international competition and cooperation. China's entry into WTO is a fundamental change for China. It presents a new stage of reform and opening to the outside world. A basic requirement or a basic obligation the country should meet is that China must observe a series of international rules under WTO. China's economic activities and international exchanges must abide by the rules of the world, which embody the advanced culture of a modern market economy. Such a kind of culture can help eliminate poverty and bring about wealth. However, the modern market economy culture is incompatible with

traditional Chinese view and thinking formed by planned economy. Inevitably, China will face challenges mainly in these aspects: mind, management, and operation mechanisms.

Great changes will first take place in people's traditional mentality formed under the planned economy for a long time. For instance, people may traditionally associate getting

rich with corruption, bribery and nepotism. People sometimes discriminate against privately-owned or collective economies. All these result from the traditional idea of belittling commerce. What challenges us now is to change the outdated ideology and create favorable legal, political, financial, and social environments and public opinion for privately-owned and collective economies. Only in this way can Chinese enterprises improve their competitiveness and avoid being defeated by foreign enterprises after China's accession to WTO.

Too much administrative intervention in managing economic activities puts challenges to China after its accession to WTO. What China needs to do is to improve the management system to meet the needs of the market system. And people gradually recognize that the way which the government monopolizes everything under the planned economic system cannot make normal operation of modern economic system go well. The only way to solve these problems is to devolve power to lower levels and give economic activities more autonomy, and enable them to face the market independently. Government's functions in economic management should be changed to an optimal macro-regulatory system in indirect means, separating the functions of administration and those of enterprises', reducing government intervention in enterprises' activities, abolishing mandatory plans and replacing them with guidance plans such as tax revenue, credit and exchange rates. From the perspective of market economy, traditional structure of the previous planned economy should be further dismantled and the relationship between the government and the market should also be

