


高等院校商务英语专业  
核心课精品系列教材

# Business English Intensive Reading (I)

## 商务英语精读(上册)

张中宁 吴 桦/主编

 首都经济贸易大学出版社

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内容丰富,逻辑严密,自成体系

图文并茂,形式精美

设计人性化,考虑细致周到

体例独创,别开生面

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高等院校商务英语

材

# Business English Intensive Reading (I)

## 商务英语精读 (上册)

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# 前 言

2001年加入世界贸易组织以来,我国在国际商务领域正面临着前所未有的机遇和挑战。我国的国际贸易无论在质上还是在量上,都出现了前所未有的飞跃。2004年7月1日实施的《中华人民共和国对外贸易法》,降低了企业和个人从事国际商务活动的门槛,加快了中国经济与世界经济的接轨。如今,即使那些从未考虑过开拓国际市场的国内企业,也不得不正视其产品正面临着国内外许多同类商品竞争的严峻现实。这是中国企业和个人在享受经济全球化和知识经济所带来的好处的同时需要认真应对的挑战。招揽外语熟练,熟知国际贸易惯例、国际金融和法律知识,掌握国际贸易流程各个环节的业务操作并了解各国风土人情的复合型经贸人才无疑是中国企业成功地适应新形势、应对挑战、走向世界、更好地参与国际市场竞争的要素之一。目前,市场上这样的复合型经贸人才正面临着巨大的缺口,这在某种程度上成为制约中国企业更好、更快地发展壮大自己的瓶颈。因此,为国家培养出熟悉国际经济环境、通晓国际商务知识、能够熟练进行跨文化商务交际的高素质、外向型、具有国际视野的复合型国际商务人才已成为当务之急。

《商务英语精读》(上下册)正是为此目的而编写的一套理论联系实际、富有新意、质量上乘的应用型教学用书。本书以外贸企业和跨国公司从事国际商务活动时所经历的各个环节为主线,以它们的经营所面临的内外环境、所涉及的因素为纲,以既阐述国际商务知识,又培养英语语言能力和跨文化商务交际能力为指导思想,真实地再现这类企业从事国际商务活动的自然流程。正是在这个意义上,本书在理论联系实际、帮助学习者努力实现学以致用目标方面作了大胆的尝试和创新。

本书的使用对象是高等院校商务英语专业学生,也可供国际贸易、市场营销、工商管理、电子商务、公关与文秘等专业的本专科学生和广大对商务英语感兴趣、有志于在外贸行业或外企工作的英语自学者使用。同时,本书也是各类涉外经贸企业、“三资”企业和跨国公司培训员工商务技能和英语能力的优秀教材。

根据教学需要,本书可分别用做专业基础课教材(供两学年使用)或专业必修课教材(供一学年使用)。全书分上下两册,每册5个单元,各18章,两册共36章。每单元以一个主题为中心,各章内容均紧紧围绕主题精选材料。上册主要从宏观的角度,开宗明义介绍“什么是商务”,接着依次讲解国际商务的基本理论、国际商务环境(包括国际金融市场、银行、经济全球化和跨国公司的作用等内容)、国际商务政策(包括国际收支、关税和非关税壁垒、世界贸易组织等)及国际企业的管理等。下册侧重微观,从外向型企业如何开拓国际市场谈起,然后逐步展开,介绍外贸企业或跨国公司从事国际商务活动时具体的



业务操作和流程,内容包括开拓国际市场的理由和相应的准备、国际营销中目标市场的选择、国际商务谈判、国际商务合同的签订、国际贸易术语、国际支付手段(信用证、跟单托收等)、国际货物的运输和保险等。本书内容既有宏观理论,又有微观知识,努力做到全方位、系统化地讲解商务知识,培养学生的商务技能和语言能力。课文的材料绝大多数选自国外经典的商务教材,内容全面、观点新颖、语言地道、知识先进,能真实地反映当代商务英语的特点,激发学生的学习兴趣。具体来说,本书的特色主要表现在以下几个方面:

### 一、针对性强,涵盖面广,新颖实用

本书专为上文提到的各类商务英语学习者编写,尤其针对上述专业学生毕业时的就业去向,给他们提供了一套理论与实际紧密结合、学以致用实用的教材。全书基本涵盖经贸企业(尤其是外贸企业和跨国公司)经营操作的各个方面,为学生今后在这类企业工作打下了坚实的基础。

### 二、内容丰富,逻辑严密,自成体系

本书在结构、内容编排上多有创新之处。每单元都围绕一个主题,自成体系。同时,各章内容还一脉相承、融会贯通、环环相扣、逻辑严密,使全书构成一个有机的整体。在编写过程中,本书把语言知识、语言技能、商务知识、跨文化商务交际能力等各项知识技能的学习和培养综合考虑,为学生今后在商务领域的深入学习奠定了基础。

### 三、图文并茂,形式精美

每章开篇提供一副紧扣本章主题的插图。书中也根据情况或需要提供至少三至四幅反映书中内容、提供背景知识、有助于加深学生理解和记忆的图画,目的是以最典型和新鲜的商务语言和图片传递最新的国际商务信息和当今世界经济上的热点经济话题,使本书形式、内容并重,知识趣味俱备,抽象形象兼有。

### 四、设计人性化,考虑细致周到

为方便学生阅读时查找生词、重要商务术语和短语,引起学生对这些需要重点掌握的语言点的注意,本书特意在课文中把生词和短语用黑体标出,把重要的商务术语用斜体标示出来。阅读文章部分的生词也采用了类似的人性化设计,体现编者以读者为本的思想。

### 五、体例独创,别开生面

这是本书另一个重要的特色,也是本书创新精神的集中体现。本书的每章由五大部分组成,它们分别是第一部分的商务交际、第二部分的课文(包括生词和重要商务术语的解释、重要词组例解和课文注释等)、第三部分的课文练习、第四部分的商务加油站和第五部分的商务拓展阅读(包括阅读前提问、文章和其后的练习)。各章除讲授相应的商务知识外,还全面操练听说读写译等英语各个方面的技能。各部分的功能和特点如下:

#### 1. Section One: Business Communications 商务交际

本部分通过商务英语对话的学习培养学生商务英语的听说技能和跨文化商务交际的能力。全书对话以两家虚拟的中外企业之间的相互交往并逐步开展业务为主线,内容涉及涉外企业日常经营、管理、营销和外贸业务操作等方面。



## 2. Section Two: Text 课文

课文侧重专业知识的传授与语言技能的综合训练,分为以下六个部分:

(1) **Introductory Remarks** 课文导语(用中英文对课文内容进行提纲挈领的说明,让学生一开始就明晰整篇大意,从而引起学生的注意和兴趣);

(2) **Text** 课文(每章的学习重点,帮助学生掌握商务知识,培养语言能力);

(3) **Vocabulary** 词汇(侧重帮助学生学习和积累课文中的语言知识);

(4) **Key Business Terms** 重要商务术语(侧重帮助学生了解和掌握文中的商务知识和术语);

(5) **Business Usage of Phrases** 重要词组例解(例句尽量与商务挂钩,凸显本教材的商务特色,体现语言能力的培养和商务知识熏陶相结合的原则);

(6) **Notes** 课文注释(提供课文难句解析和背景知识介绍,帮助学生理解课文内容)。

## 3. Section Three: Exercises 练习

练习共分为课文理解、口语练习、语言学习和商务聚焦四个部分,其设计集中体现本书力图把语言知识、交际能力、文化背景知识和商务知识融为一体的编写原则,既检验学生对本章专业知识的理解,又全面操练听、说、读、写、译和语法等各项语言知识和技能。以下分别介绍练习的四个部分:

(1) **Text Comprehension** 课文理解(侧重课文内容的理解和商务知识的掌握);

(2) **Oral Practice** 口语练习(侧重思维、口语技能的训练和跨文化交际能力的培养);

(3) **Language Study** 语言学习(侧重词汇、语法等语言能力的检测和巩固);

(4) **Business Focus** 商务聚焦(侧重于商务知识的掌握和词汇、翻译等语言能力的培养)。

## 4. Section Four: Biz Fueling Station 商务加油站

商务加油站分为两个部分。第一部分是 **Business Quotations**(商务语录),主要提供世界名人所说的与商务有关的名言佳句,并大多与本章主题呼应,主要目的是让学生在学间隙品味、欣赏名家的语言魅力和思想内涵,使其深受教益的同时,加深对课文内容的理解。第二部分是 **Moment of Relaxation**(轻松一刻),内容为有关商务的笑话,帮助提高学生的阅读理解能力,拓展学生的知识面和加深其对商务生活的理解。

## 5. Section Five: Business Reading 商务阅读

本部分是课文部分所讲述的专业知识的延伸阅读,强化学生对本章主题的理解,训练学生的阅读技能。具体包括以下内容:

(1) **Pre-reading Questions** 阅读前问题(带着问题阅读是训练阅读技巧的常用方法,因此,该设计可以培养学生的阅读技能,尤其是利用已有的知识和常识提高对所阅读文章的宏观预测能力);

(2) **Reading Passage** (与 Section Two 中的课文遥相呼应,是该课文商务知识方面的延伸、拓展、强化或补充);



(3) Comprehension Check 阅读练习 (检测对商务阅读文章的理解);

(4) Translate into Chinese the underlined sentences in the passage 短文画线句子翻译 (既检测学生对商务阅读文章中部分重点句子或专业知识点的理解,又训练其翻译技能)。

全书最后附有参考答案和课文的参考译文,便于学生自学自查。

在这书策划和编写过程中,得到了首都经济贸易大学出版社领导和孟岩岭编辑的大力支持和帮助。

本书由张中宁、吴桦主编,负责全书内容的选择、安排,体例的制定和统稿工作。本书其他参编人员还有:邵静、杨敏、曾晓蕾、王芳、侯丽枚、陈静、郭秀珍等。

本书在编写过程中还得到栾玉芹教授、朱德光老师和其他诸多同事的关心、支持和帮助。在此,对以上各位老师的辛勤工作和对所有关心和帮助过我们的各方面人员表示衷心的感谢。

本书的小部分资料和大量图片来自于互联网,在此,我们对相关网站和人员表示感谢。

由于时间仓促,水平有限,书中难免存在一些不尽如人意之处,恳请有关专家学者和广大读者不吝赐教,以使本书的质量更上一层楼。

张中宁

2008年1月16日于惠园



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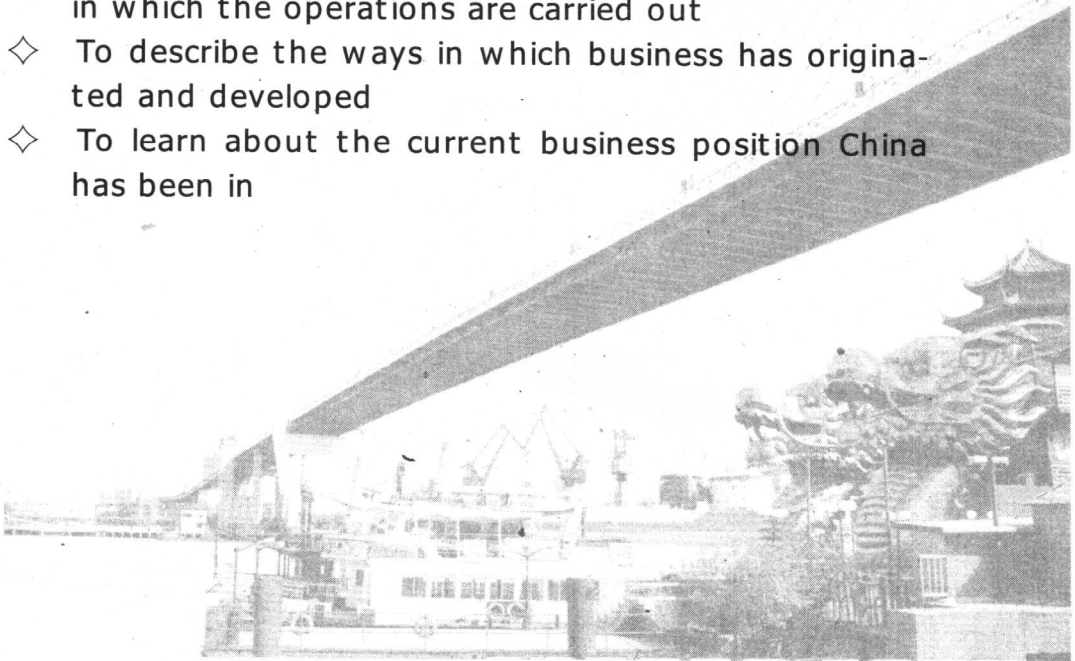
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# UNIT 1 Overview of Business

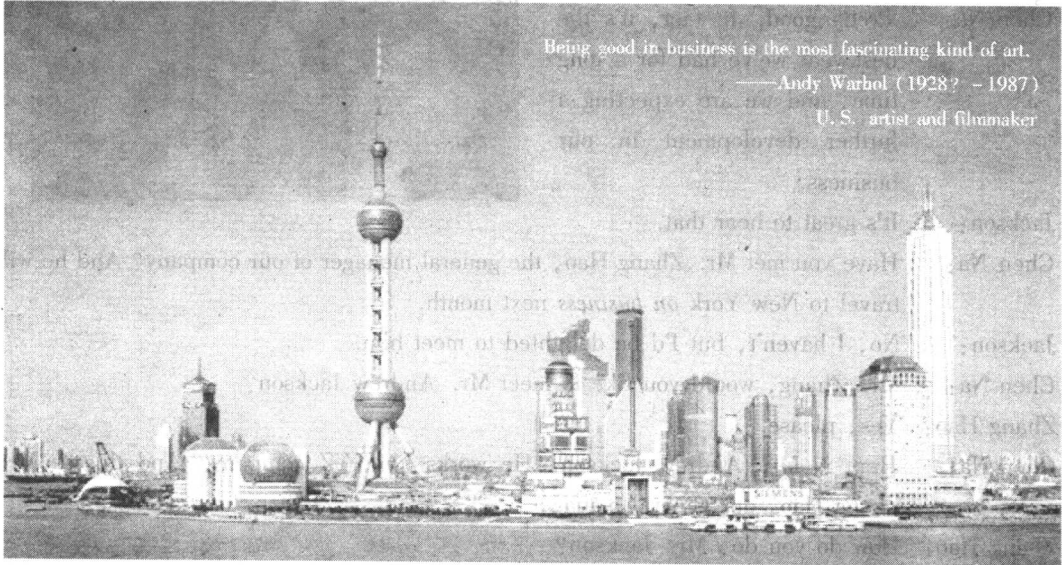
## Learning Objectives

- ◇ To define the meaning of business and introduce major forms of business
- ◇ To study the basic operations of business and ways in which the operations are carried out
- ◇ To describe the ways in which business has originated and developed
- ◇ To learn about the current business position China has been in





# Chapter 1 Introduction to Business



## Section One: Business Communications

### Greetings and Introductions

At a *trade fair* in Guangzhou, Mr. Jackson, an American businessman, **comes across** Miss Chen, a secretary to Mr. Zhang, *General Manager* of ABC Foreign Trade Co. Ltd. **head-quartered** in Beijing. Miss Chen takes the **opportunity** to introduce Mr. Jackson to Mr. Zhang, who will soon be leaving for New York on a trade **mission**.

Jackson: Hello, Miss Chen.

Chen Na: Oh, hello, Mr. Andrew, it's a pleasant surprise to meet you here. I didn't know you were coming to the fair.

Jackson: It's very nice to be here, but I didn't decide to come here until the last minute.

Chen Na: You do look very well.



Jackson: Sure, I'm quite OK indeed.  
And how are you and your family?

Chen Na: Very well, thanks.

Jackson: How's your business?

Chen Na: Pretty good. In fact, it's the best year we've had for a long time, and we are expecting a further development in our business.

Jackson: It's great to hear that.

Chen Na: Have you met Mr. Zhang Hao, the general manager of our company? And he will travel to New York *on business* next month.

Jackson: No, I haven't, but I'd be delighted to meet him.

Chen Na: Mr. Zhang, would you like to meet Mr. Andrew Jackson?

Zhang Hao: Yes, please.

Chen Na: Here is Mr. Andrew Jackson. He works for XYZ company. And this is Mr. Zhang Hao, our general manager.

Zhang Hao: How do you do, Mr. Jackson?

Jackson: How do you do? I am happy to make your **acquaintance**, Mr. Zhang.

Zhang Hao: The pleasure is mine. Miss Chen has mentioned your name many times before.



## Section Two: Text

### What is Business

● 不管身处何处,身兼何职,生活中的每一天你都避免不了与各种各样的商务活动打交道。

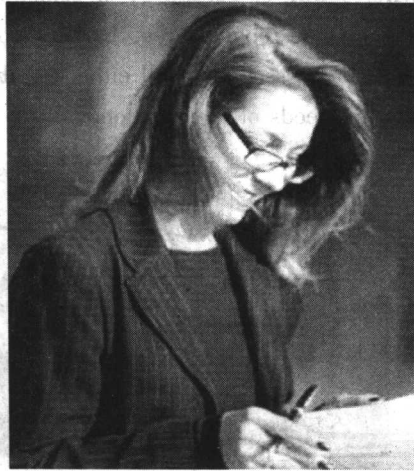
Everyone has some business dealings every day wherever and whatever he or she is. We are all part of this business world and involved in the business activities in some way.

We **are about to** begin an exciting, important, and necessary task: the study of business, especially the international one. Business is exciting because it **combines** the science and the art of business with many other subjects, such as **economics**, geography, history, language, culture, laws, and so on. It is important and necessary because we have business dealings almost every day of our lives, whatever we are or wherever we live. Most of the time, we are



buyers or users of some goods or services. For example, we buy *daily necessities* like toothpastes, washing powder or soaps in nearby drugstores or go to the **barbershop** for a haircut. Sometimes, however, we are sellers of goods or services, too. Most people who work for a living are either directly or **indirectly** selling something. As a result, when we really examine what goes on in the business world, it becomes **obvious** that we are all part of it.

As a word commonly used in many different languages, business has increased its **concepts** and activities in modern times. **Traditionally**, business simply meant exchange or trade for things people wanted or needed. Today, its **definition** is more technical. One definition of business is the production, **distribution**, and sale of goods and services for a profit. The other is the organized efforts of **individuals** or companies to provide, for a profit, goods or services that satisfy the society's needs. In general, business refers to all such efforts within a society or within an industry. However, a business is a particular organization engaged in the above-mentioned activities. Some businesses are non-profit in nature, only seeking to earn enough to cover their *operating costs*.



Commonly called nonprofits, these organizations are **primarily** nongovernmental service providers. Examples of non-profit businesses include such organizations as social service **agencies**, **foundations**, **advocacy** groups, and many hospitals. All of them, for-profit or non-profit, **play a key role in** improving the society's *standard of living* (Left: the Bill & Melinda Gates Foundation

gave out \$84.3 million to fight newborn illness and death in developing countries).

There are many types of businesses in a *free-market economy*. The three most common are **manufacturing** firms, **merchandisers**, and service **enterprises**. Manufacturing firms produce a wide **range** of products. Large manufacturers include producers of airplanes, cars, computers, and **furniture**. Merchandisers are also called **middlemen**. They buy the goods produced by manufacturers and then resell them, helping to move goods through a *channel of distribution*—that is, the route goods take in reaching the **consumer**. Merchandisers may be **involved**



in **wholesaling** or **retailing**, or sometimes both. Examples of service enterprises include dry cleaners, shoe repair stores, barbershops, restaurants, hospitals, and hotels. All these three types of businesses may sell either to other firms or to consumers, and their efforts must be to satisfy the needs of their customers.



(Above: a manufacturing firm and a service enterprise—barbershop)

A number of different forms of *business ownership* exist today, including *sole proprietorships*, *partnerships*, *corporations*, and *joint ventures*. The most common form of ownership is a sole proprietorship—a business owned by one individual. These businesses have the **advantage** of being easy to set up and to dismiss. A partnership is an **association** of two or more people who operate a business as **co-owners**. A corporation is a *legal entity*. By offering **stock** publicly, it enables anyone with some money to buy the stock and become a part-owner of the company. As a result, corporations can more easily *raise capital for business expansion* than can sole proprietorships and most partnerships. A joint venture is a partnership agreement in which two or more individual-or group-run businesses join together to carry out a single business project. In joint ventures, individuals or businesses **cooperate** to create a single product or *service package*.

### VOCABULARY



- headquarter** /hed'kwɔ:tə/ *v.* to establish headquarters 以……作总部, 设总公司于
- opportunity** /ɔpə'tju:niti/ *n.* a chance for progress or advancement 机会, 时机
- mission** /'mɪʃən/ *n.* a body of persons sent to conduct negotiations or establish relations with a foreign country 使命, 任务
- acquaintance** /ə'kweɪntəns/ *n.* a person whom one knows 相识, 熟人
- combine** /kəm'baɪn/ *vt.* to bring into a state of unity; merge 使结合; 合并
- economics** /,i:kə'nɒmiks/ *n.* 经济学



<b>barbershop</b> /'bɑ:bə:ʃɒp/	<i>n.</i> the place of a barber's business 理发店
<b>indirectly</b> /,ɪndɪ'rektli/	<i>adv.</i> not directly 间接地, 拐弯抹角地
<b>obvious</b> /'ɒbvɪəs/	<i>adj.</i> easily perceived or understood; quite apparent 明显的
<b>concept</b> /'kɒnsept/	<i>n.</i> a thought or notion 概念, 想法
<b>traditionally</b> /trə'dɪʃənəli/	<i>adv.</i> relating to, or in accord with tradition 传统上
<b>definition</b> /,defɪ'nɪʃən/	<i>n.</i> a statement conveying fundamental character 定义, 说明
<b>distribution</b> /,dɪstrɪ'bju:ʃən/	<i>n.</i> the act of distributing; the process of marketing and supplying goods 分配, 销售, 商品的流通
<b>individual</b> /,ɪndɪ'vɪdʒuəl/	<i>adj.</i> a single human being 个体的, 个人的 <i>n.</i> 个人
<b>primarily</b> /'praɪməri:li/	<i>adv.</i> chiefly; mainly; at first; originally 首先, 主要地, 根本上
<b>agency</b> /'eidʒənsi/	<i>n.</i> a business or service authorized to act for others 代理处, 经销处, 代理, 中介
<b>foundation</b> /faʊn'deɪʃən/	<i>n.</i> institution founded and supported by an endowment 基金会
<b>advocacy</b> /'ædvəkəsi/	<i>n.</i> the act of pleading or arguing in favor of something; active support 拥护; 提倡; 鼓吹
<b>manufacture</b> /,mænʃu'fæktʃə/	<i>vt.</i> to make or process (a raw material) into a finished product 制造, 加工 <i>n.</i> 制造业
<b>merchandiser</b> /'mɜ:tʃəndaɪzə/	<i>n.</i> person who buys and sells products for profit 商人
<b>enterprise</b> /'entəpraɪz/	<i>n.</i> an undertaking; a business organization 企业, 事业
<b>range</b> /reɪndʒ/	<i>n.</i> the full extent covered 范围
<b>furniture</b> /'fɜ:nɪʃə/	<i>n.</i> the movable articles in a room that make it fit for living or working 家具
<b>middleman</b> /'mɪd(ə)lmæn/	<i>n.</i> a trader who buys from producers and sells to retailers or consumers 中间人; 经纪人
<b>consumer</b> /kən'sju:mə/	<i>n.</i> one that consumes 消费者
<b>involve</b> /ɪn'vɒlv/	<i>vt.</i> to include, to engage as a participant; embroil 卷入; 使参与
<b>wholesale</b> /'həʊlseɪl/	<i>vt.</i> to sell in large quantities for resale 批发 <i>n.</i> the sale of goods in large quantities 批发
<b>retailing</b> /'ri:teɪlɪŋ/	<i>n.</i> activities involved in the selling of commodities directly to consumers 零售(业)
<b>ownership</b> /'əʊnəʃɪp/	<i>n.</i> legal right to the possession of a thing 所有权





**sole** /səʊl/

*adj.* of or relating to only one individual or group; exclusive  
单独的;独有的

**proprietorship**

/prə'praɪətəʃɪp/

*n.* ownership 所有权

**partnership** /'pɑ:tənəʃɪp/

*n.* 合作关系;合股经营

**corporation** /kɔ:pə'reɪʃən/

*n.* a body that is granted a charter legally recognizing it as a separate legal entity having its own rights 法人, 公司, 企业

**joint** /dʒɔɪnt/

*adj.* characterized by cooperation or united action 联合的

**venture** /'ventʃə/

*n.* a business enterprise involving some risk in expectation of gain 企业

**advantage** /əd'vɑ:ntɪdʒ/

*n.* a beneficial factor 优势, 有利条件

**association** /ə.səʊsi'eɪʃən/

*n.* an organized body of people who have an interest, an activity, or a purpose in common 协会, 联合

**co-owner** /kəʊ'əʊnə(r)/

*n.* 共同所有者, 共有者, 共有权人

**entity** /'entɪti/

*n.* something that exists as a particular and discrete unit 实体

**stock** /stɒk /

*n.* the number of shares that each stockholder possesses 股票, 股份

**expansion** /ɪks'pænjən /

*n.* the act or process of expanding, a period of increased economic or business activity 扩张, 扩展时期

**cooperate** /kəʊ'ɒpəreɪt/

*vi.* to work or act together toward a common end or purpose 合作, 协作

**package** /'pækɪdʒ /

*n.* a wrapped or boxed object, a proposition or an offer composed of several items 包裹, 包装, 一整套建议或方案

## KEY BUSINESS TERMS



**trade fair**

商品交易会

**general manager**

总经理(商务文章中常缩写成 GM)

**Foreign Trade Co. Ltd.**

外贸股份有限公司

**trade mission**

贸易代表团;负有贸易使命

**on business**

因公, 有事; 出差

**daily necessities**

日常必需品, 日用品

**operating costs**

生产费用, 营业成本

**standard of living**

生活水平

**free-market economy**

自由市场经济