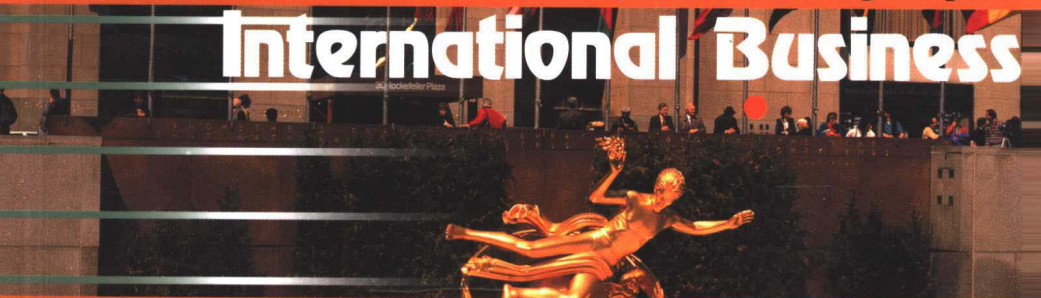


● 新世纪高等教育教学改革工程
大学外语教学改革与实践项目

New Century
Reading Course for College English

International Business



新世纪 大学英语 阅读教程 国际商务分册

王勇 主编

上海科技教育出版社

新世纪高等教育教学改革工程
大学外语教学改革与实践项目



21st Century

Reading Course for College English

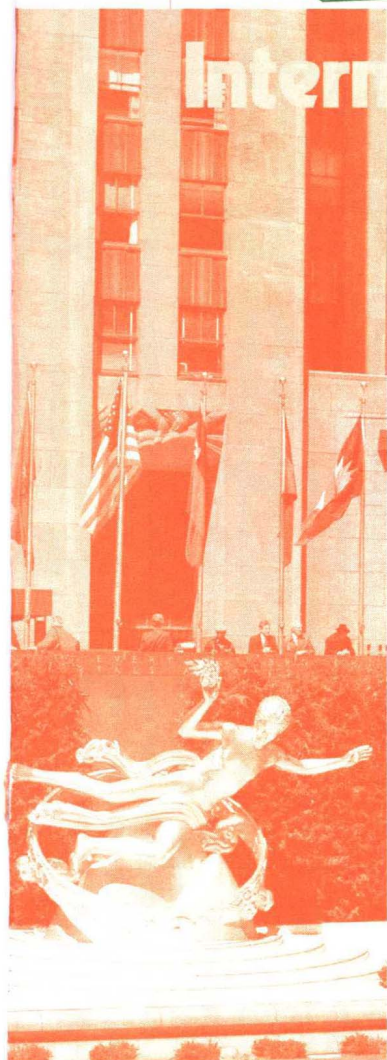
International Business

新世纪

大学英语阅读教程

国际商务分册

主编 王 勇
编者 毛 静 唐 沛
初丽岩 许 玲
主审 吴稚倩



上海科技教育出版社

图书在版编目(CIP)数据

新世纪大学英语阅读教程. 国际商务分册/王勇主编.
—上海:上海科技教育出版社,2008.1

ISBN 978-7-5428-4490-3

I. 新... II. 王... III. 英语—阅读教学—高等学校—教材 IV. H319.4

中国版本图书馆CIP数据核字(2007)第154879号

新世纪大学英语阅读教程——国际商务分册

主 编 / 王 勇

编 者 / 毛 静 唐 沛 初丽岩 许 玲

主 审 / 吴稚倩

责任编辑 / 焦 健

版式设计 / 杨颖皓

封面设计 / 汤世梁

出版发行 / 上海世纪出版股份有限公司

上 海 科 技 教 育 出 版 社

(上海市冠生园路 393 号 邮政编码 200235)

网 址 / www.ewen.cc

www.sste.com

经 销 / 各地新华书店

印 刷 / 常熟文化印刷有限公司

开 本 / 850×1168 1/32

印 张 / 7.5

版 次 / 2008 年 1 月第 1 版

印 次 / 2008 年 1 月第 1 次印刷

印 数 / 1-4 200

书 号 / ISBN 978-7-5428-4490-3/H·82

定 价 / 16.80 元

前

言

Foreword

《大学英语课程教学要求》明确提出:大学英语教学的目标在于培养学生的英语综合能力,特别是听说能力,使他们在今后工作和社会交往中能用英语有效地进行口头和书面的信息交流,同时增强其自主学习的能力,提高综合文化素质,以适应我国社会发展和国际交流的需要。因此,大学英语教学改革的重点就是发展学生的语言实际运用能力。学生学习英语不仅要打下扎实的语言基础,更应注重学以致用;通过学习和实践,顺利地完成了从学习英语到使用英语的转变。

本套新世纪大学英语阅读教程是以《大学英语课程教学要求》为指导,以促进大学生学习英语的兴趣、扩大语言学习的知识面、培养其语言综合运用能力为宗旨而设计和编写的英语阅读教程,适用对象主要为学习大学英语课程的本专科生、出国进修生及其他各类欲继续深造的英语爱好者。全教程分为文化、文学、报刊和国际商务等4本分册,可以满足不同专业和不同层次读者的需要。

教程中的课文选材注重科学性、知识性、趣味性和可读性。每篇课文前配有导读语,课文后编有阅读理解题、思考讨论题和英汉翻译题。这些练习把语言的输入与输出有机地结合起来,给予学生大量的实践机会将学到的知识加以运用。为方便学习者,作者对课文中的有关生词、习惯用法与词组、专有名词及背景知识作了必要的注释。另外,每册书后附有阅读理解题和英汉翻译题的参考答案。所以,本教程既适用于大学英语的课堂教学,也不失为的一套很好的英语自学课本。它对扩大学生的知识面,提高他们的文化素质和修养,培养其语言交际能力将起到积极的促进作用。

本分册的内容涉及国际经贸、电子商务、世界贸易组织、股票、债券、货币、保险业务、税收、房地产和进出

口业务等领域。课文题材广泛,内容新颖,篇幅适中,语言规范。学生通过本教程的学习可以掌握一定数量的专业英语词汇,同时了解国际商务方面的基本知识,为以后开展相关专业的课堂双语教学、阅读英语的原版材料打下较为扎实的语言基础。

《新世纪大学英语阅读教程》曾作为教育部“新世纪高等教育教学改革工程”大学外语教学改革与实践研究项目的成果,全套教程由王勇教授担任主编,吴稚倩教授审阅了全书的主要内容。该套阅读教程出版后在一些高校作为阅读课教材使用,得到了广大教师和学生的好评。上海交通大学的王同顺教授和上海海事大学的左飏教授在评审这套教程时也都给予了很高的评价。现根据社会的实际需求和大学英语教学改革实践的需要,我们对这套阅读教程进行了及时的修订,增加了部分新的内容,使本套阅读教程的内容更为新颖、丰富和充实。在编写、修订和出版过程中,我们得到了所在学校和上海科技教育出版社的大力支持和帮助,在此表示衷心的感谢。

由于编者水平和经验所限,教程中存在的不足和疏漏之处,恳请广大读者批评指正。

编 者

2007 年 12 月

Unit One

10 Benefits of the WTO Trading System /1

Unit Two

The Man Who Saved Ferrari /13

Unit Three

Marketing across Cultures/22

Unit Four

Earning the ISO 9000 Seal of Approval /31

Unit Five

Your Claim is Denied /39

Unit Six

Free Trade versus Fair Trade /49

Unit Seven

Plugging into E-Commerce /63

Unit Eight

Buying and Selling Securities /74

Unit Nine

The New Titans /82

Unit Ten

Make Your Dealers Your Partners /94

Unit Eleven

Human Capital /103

Unit Twelve

Do You Have What It Takes /112



录

Contents

Unit Thirteen

Money /124

Unit Fourteen

Here Comes the Euro /135

Unit Fifteen

Electronic Purse /146

Unit Sixteen

Dirty Products and Industries /159

Unit Seventeen

Commodity Agreements /171

Unit Eighteen

The Capital Inflows Problem /183

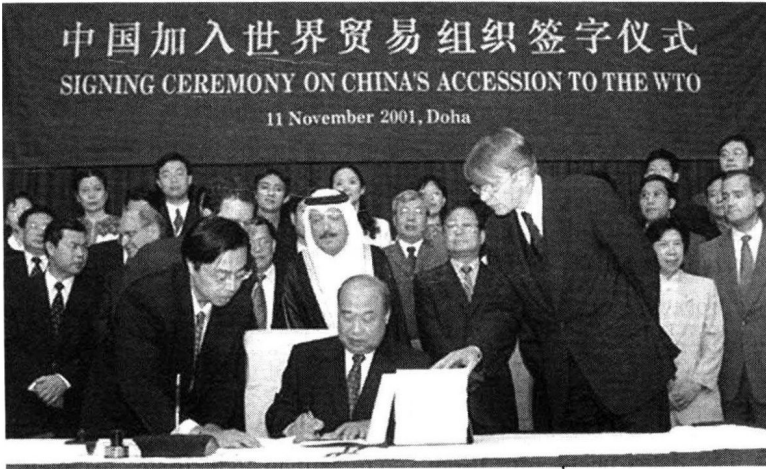
Unit Nineteen

The Principles of Taxation /194

Unit Twenty

The Nature of the Real Estate Market /208

Key to the Exercises /222



Unit One

10 Benefits of the WTO Trading System

With Vietnam's accession to the WTO on January 11, 2007, the WTO has now taken 150 members worldwide. From the money in our pockets and the goods and services that we use, to a more peaceful world — the WTO and the trading system offer a range of benefits, some well-known, others not so obvious. This passage highlights 10 main benefits of the WTO trading system. After you read it, you will have a clearer picture of what the system actually does.

[1] **Benefit 1: The system helps to promote peace.**

[2] History *is littered with* examples of *trade disputes* turning into

war. One of the most vivid is the trade war of the 1930s when countries competed to raise **trade barriers** in order to protect domestic producers and retaliate^① against each other's barriers. This worsened the **Great Depression** and eventually played a part in the outbreak of World War II.

[3] Two developments immediately after the World War II helped to avoid a repeat of the pre-war trade tensions. In Europe, international cooperation developed in coal, and in iron and steel. Globally, the **General Agreement on Tariffs and Trade** (GATT) was created. Both have proved successful, so much so that they are now considerably expanded—one has become the **European Union** (EU), the other the **World Trade Organization** (WTO).

[4] But how does the WTO system help to keep peace?

[5] Sales people are usually reluctant to fight their customers. If trade flows smoothly and both sides enjoy a healthy commercial relationship, political conflict is less likely. What's more, smoothly-flowing trade also helps people all over the world become better off. People who are more prosperous and contented^② are also less likely to fight.

[6] But that is not all. The GATT/WTO system is an important confidence-builder. The trade wars in the 1930s are proof of how protectionism can easily **plunge** countries **into** a situation where no one wins and everyone loses.

[7] Confidence is the key to avoiding that kind of no-win scenario^③. When governments are confident that others will not raise their trade barriers, they will not be tempted to do the same. They will also be in a much better frame of mind to cooperate with each other.

[8] The WTO trading system plays a vital role in creating and reinforcing that confidence. Particularly important are negotiations that lead to agreement by consensus^④, and a focus on **abiding by** the rules.

[9] **Benefit 2: The system allows disputes to be handled constructively.**

[10] As trade expands in volume, in the numbers of products traded, and in the numbers of countries and companies trading, there is a

greater chance that disputes will arise.

[11] The increasing number of disputes brought to GATT and its successor, the WTO, does not reflect increasing tension in the world. Rather, it reflects the closer economic ties throughout the world, the GATT/WTO's expanding membership and the fact that countries have faith in the system to solve their differences.

[12] Around 300 disputes have been brought to the WTO since it was set up in 1995. Without a means of tackling these constructively and harmoniously, some could have led to more serious political conflict, because the WTO trade rules include an obligation for members to bring their disputes to the WTO for negotiation and not to act unilaterally^⑤.

[13] Sometimes the exchanges between the countries in conflict can be acrimonious, but they always aim to *conform to* the agreements and commitments that they themselves negotiated.

[14] **Benefit 3: A system based on rules rather than power makes life easier for all.**

[15] Decisions in the WTO are made by consensus. The WTO agreements were negotiated by all members, were approved by consensus and were ratified^⑥ in all members' parliaments. The agreements apply to everyone. Rich and poor countries alike have an equal right to challenge each other in the WTO *dispute settlement procedures*. This non-discrimination principle of the WTO system makes life easier for all, in several different ways.

[16] Smaller countries can enjoy some increased *bargaining power*. They would be able to resist unwanted pressure that might *be* unilaterally *imposed by* more powerful countries. In addition, smaller countries can perform more effectively if they make use of the opportunities to *form alliances* and to pool^⑦ resources. Several are already doing this.

[17] There are matching benefits for larger countries. The major economic powers can use the single forum^⑧ of the WTO to negotiate with all or most of their trading partners at the same time. This makes

life much simpler for the bigger trading countries. The alternative would be continuous and complicated bilateral^⑨ negotiations with dozens of countries simultaneously^⑩, which would lead to different trading conditions for each of its trading partners, making life extremely complicated for its importers and exporters.

[18] **Benefit 4: Freer trade cuts the cost of living.**

[19] The WTO system lowers trade barriers through negotiation and applies the principle of non-discrimination. The result is reduced costs of production (because imports used in production are cheaper) and reduced prices of finished goods and services, and ultimately a lower cost of living.

[20] There are plenty of studies showing just what the impacts of protectionism and of freer trade are. Here are some figures:

When you protect your agriculture, the cost of your food goes up — by an estimated \$1,500 per year for a family of four in the EU; by the equivalent of a 51% tax on food in Japan (1995); by \$3 billion per year added to US consumers' grocery bills just to support sugar in one year (1988). Import restrictions and high *customs duties* combined to raise US textiles and clothing prices by 58% in the late 1980s. UK consumers pay an estimated £500 million more per year for their clothing because of such restrictions. For Australians it would be A\$300 annually per average family if Australian customs duties had not been reduced in the late 1980s and early 1990s. The same goes for other goods and services. If Australia had kept its tariffs at 1998 levels, Australian customers would pay on average A\$2,900 more per car today. Liberalization^⑪ in telephone services is making phone calls cheaper — in the 1990s by 4% per year in developing countries and 2% per year in industrial countries ...

[21] With more rounds of trade negotiations under the WTO, trade barriers around the world are becoming lower than they have ever been in modern trading history. They continue to fall, and we are all benefiting.

[22] **Benefit 5: It gives consumers more choice, and a broader range of qualities to choose from.**

[23] Think of all the things we can now have because we can import them: fruits and vegetables out of season, foods, clothing and other products that used to be considered exotic^②, cut flowers from any part of the world, all sorts of household goods, books, music, movies, and so on.

[24] Think also of the things people in other countries can have because they buy from us or elsewhere. Look around and consider all the things that would disappear if all our imports were taken away. Imports allow us more choice — both more goods and services to choose from, and a wider range of qualities. Even the quality of locally-produced goods can improve because of the competition from imports.

[25] If trade allows us to import more, it also allows others to buy more of our exports. It increases our incomes, providing us with the means of enjoying the increased choice.

[26] **Benefit 6: Trade raises incomes.**

[27] Lowering trade barriers allows trade to increase, which adds to incomes — national incomes and personal incomes.

[28] This is true. According to the WTO estimates, the impact of *the 1994 Uruguay Round* was between \$109 billion and \$510 billion added to world income. More recent research has produced similar figures. In Europe, *the EU Commission* calculates that over 1989~1993 EU incomes increased by 1.1~1.5% more than they would have done without *the Single Market*.

[29] So trade clearly boosts incomes. Trade also poses challenges as domestic producers face competition from imports. But the fact that there is additional income means that resources are available for governments to redistribute^③ the benefits from those who gain the most — for example to help companies and workers adapt by becoming more productive and competitive in what they were already doing, or by switching to new activities.

[30] **Benefit 7: Trade stimulates economic growth, and that**

can be good news for employment.

[31] Trade clearly has the potential to create jobs. In practice there is often factual evidence that lower trade barriers have been good for employment.

[32] But the picture is complicated by a number of factors. For example, technological advance has also *had a strong impact on* employment and productivity, benefiting some jobs, hurting others. While trade clearly boosts national income (and prosperity), this *is* not always *translated into* new employment for workers who lost their jobs as a result of competition from imports.

[33] What's more, the picture is not the same all over the world. The average length of time a worker takes to find a new job can be much longer in one country than for a similar worker in another country experiencing similar conditions. In other words, some countries are better at making adjustment than others. This is partly because some countries have more effective adjustment policies. Those without effective policies are missing an opportunity.

[34] Even when a country has difficulty making adjustments, protectionism is not the way to tackle employment problems. In the early 1980s, trade barriers designed to protect US jobs by restricting imports from Japan ended up making cars more expensive in the US, so fewer cars were sold and jobs were lost. An attempt to tackle a problem in the short term by restricting trade finally turned into a bigger problem in the longer term.

[35] **Benefit 8: The basic principles make the system economically more efficient, and they cut costs.**

[36] Trade allows a division of labor between countries. It allows resources to be used more appropriately and effectively for production. But the WTO trading system offers more than that. It helps to increase efficiency and to cut costs even more because of important principles enshrined in the system.

[37] Imagine a situation where each country sets different rules and

different customs duty rates for imports coming from different trading partners. Imagine that a company in one country wants to import copper for production. Thus, buying some copper would become very complicated because the company needs to look at the different prices offered by suppliers globally, different duty rates charged on the imports, and the regulations that apply to imports from each country.

[38] That, in simple terms, is one of the problems of discrimination. Imagine now that the government announces it will charge the same duty rates on imports from all countries and use the same regulations for all products, no matter where they come from, whether imported or locally produced. Life for the company would be much simpler. Sourcing components would become more efficient and would cost less.

[39] Such non-discrimination rule is just one of the key principles of the WTO system. Others include transparency, increased certainty about trading conditions, simplification and standardization of customs procedure, removal of *red tape*, centralized databases of information, and other trade facilitation[®] measures.

[40] Together, these principles make trading simpler, cutting companies' costs and increasing confidence in the future. That in turn also means more jobs and better goods and services for consumers.

[41] **Benefit 9: The system shields governments from narrow interests.**

[42] The GATT/WTO system evolved in the second half of the 20th century helps governments take a more balanced view of trade policy.

[43] Superficially, restricting imports looks like an effective way of supporting an economic sector. But it biases the economy against other sectors which shouldn't be penalized[®]— if you protect your clothing industry, everyone else has to pay for more expensive clothes, which puts pressure on wages in all sectors, for example. Protectionism can also escalate[®] as other countries retaliate by raising their own trade barriers.

That's exactly what happened in the 1920s and 30s with disastrous effects. Even the sectors demanding protection ended up losing.

[44] Therefore, governments need to be armed against pressure from narrow interest groups, and the WTO system can help. So, if during a WTO trade negotiation one pressure group **lobbies** its government **to** be considered as a special case in need of protection, the government can reject the protectionist pressure by arguing that it needs a broad-ranging agreement that will benefit all sectors of the economy.

[45] **Benefit 10: The system encourages good government.**

[46] Under WTO rules, once a commitment has been made to liberalize a sector of trade, it is difficult to reverse. The rules also discourage a range of unwise policies.

[47] Protectionism in general is an unwise practice because of the damage it causes domestically and internationally, as we have already seen. Particular types of trade barriers also cause damage because they provide opportunities for corruption and other forms of bad government.

[48] One kind of trade barrier is the quota. Because quotas limit supply, they artificially raise prices, creating abnormally large profits. That profit can be used to influence policies because more money is available for lobbying. It can also provide opportunities for corruption, for example in the allocation[®] of quotas among traders. There are plenty of cases where that has happened around the world.

[49] Governments have agreed through the WTO rules that their use should be discouraged. Nevertheless, quotas of various types remain in use in most countries, and governments argue strongly that they are needed. But they are controlled by WTO agreements and there are commitments to reduce or eliminate many of them, particularly in textiles.

[50] Therefore, for business, the WTO member's commitment not to **backslide into** unwise policies means greater certainty and clarity about trading conditions. For governments, it can often mean good discipline.

Vocabulary

- ① retaliate *v.* to return like for like, especially evil for evil
- ② contented *a.* satisfied with things as they are
- ③ scenario *n.* 情景; 模式
- ④ consensus *n.* general agreement
- ⑤ unilaterally *ad.* performed or undertaken by only one side
- ⑥ ratify *v.* 认可; 正式允许
- ⑦ pool *v.* 集中; 共享
- ⑧ forum *n.* 论坛; 讨论会
- ⑨ bilateral *a.* 双边的
- ⑩ simultaneously *ad.* 同时地
- ⑪ liberalization *n.* 自由化; 放宽限制
- ⑫ exotic *a.* from another part of the world; foreign
- ⑬ redistribute *v.* to deliver again in a different way; to reallocate
- ⑭ facilitation *n.* 简易化
- ⑮ penalize *v.* 处罚; 使处于不利地位
- ⑯ escalate *v.* 增强; 升级
- ⑰ allocation *n.* 分配

Notes

1. be littered with: 充斥着
2. trade dispute: 贸易争端
3. trade barrier: 贸易壁垒
4. the Great Depression: 大萧条(指1929~1939年发生于美国和其他国家的经济衰退)
5. General Agreement on Tariffs and Trade: 关税贸易总协定, 常缩略为GATT
6. the European Union: 欧盟
7. the World Trade Organization: 世界贸易组织, 常缩略为WTO
8. plunge ... into: 使……陷入
9. abide by: 遵守; 坚持
10. conform to: 符合; 遵照
11. dispute settlement procedure: 争端解决程序