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# 经贸汉语

CHINESE FOR  
ECONOMICS  
AND TRADE

SINOLINGUA

## 前 言

本书是已经出版的《商务汉语》的姊妹篇，也是 25 课，是中央电视台将要播出的同名电视教学片的配套教材。《商务汉语》是教授外国客商初涉中国场所必需的初级汉语教材。本书是为外国客商在中国进一步拓宽业务而设计的。它的教学对象，是有一定汉语基础、希望在中国建立稳定市场和生产基地的外国客商。全书虽然以汽车作为主产品，但它涉及的经贸领域和语言素材，适用于一切商品的经营。换句话说，学习者只要把“汽车”换成你经营的产品，本书及其配套电视片就是你在中国经商的好帮手了。

本书的故事是这样的：当今中国，出现了国民经济腾飞的大好形势，美国某汽车公司决心抓住这个大好机遇，进一步拓宽在中国的业务。美国汽车公司中国公司经理林玉婉，根据公司总部决策，积极开展工作。她为了实现公司目标，首先带领公司职员进行了广泛的中国市场调研，为合资企业的生产作出了准确的产品和市场定位；然后，寻找合作伙伴，建立合资企业——兴华汽车有限公司，招聘员工，开展上岗培训。很快，合资企业顺利投入运营。在一个偶然的场合，林玉婉遇到了她的老同学吴国栋。他们一起长大，有过一段罗曼史。旧时恋情，新的事业，又把他们连在了一起，他们分别成了合资企业中的中方代表和美方代表，为合资企业的建立、运营和发展友好

合作,但时有异国文化的冲突和感情的纠葛。公司中的美方职员比尔和中方职员李莎,是一对很好的搭档,又是一对初恋的情人,也时时为公司生活增添一些色彩。兴华汽车有限公司,在中美双方的努力下,合作成功,逐步走上了跨国经营的道路。

《经贸汉语》的电视教学片第一集是全片内容的简介,第二集是本书的第一课,第三集是本书的第二课,其余类推。本书每一课都包括课文、课文拼音、课文英文翻译、生词、重点句、注释和练习。每一课都有6个重点句,是学习者应该掌握和比较容易掌握的。课文的英文翻译,可以帮助学习者理解课文。每一课的注释,都是两条,第一条是词语解释,第二条是相关文化知识和背景介绍。全书最后是生词总表,便于学习时查阅。

《经贸汉语》电视教学片的节目主持人,是中央电视台海外中心主任赵宇辉先生和美国的 Karen McMakin 小姐;本书的英文翻译是对外经济贸易大学副校长黄震华教授;中央电视台冯骏、刘屏二位好友,为本书的编写和电视片的摄制,作了大量工作。另外,出版《经贸汉语》的华语教学出版社专门为本书配制了录音带。录音内容包括各课课文及其重点句。我在此一并表示衷心感谢。书中不足之处,欢迎各界朋友批评指正。

对外经济贸易大学

黄为之

1996年11月

## Foreword

The present book is a companion volume to the already-published *Business Chinese*. It also consists of 25 lessons and is the textbook that goes with the TV series of the same name. While *Business Chinese* teaches elementary Chinese that is necessary for foreign businessmen who have come to do business in China for the first time, the present book is meant for those foreign businessmen who have learnt some Chinese and who wish to expand their business in China and to establish stable markets and production bases. Though the book takes automobile as the chief product, the domain of economics and trade and the language material it covers can be applied to the management of all commodities. In other words, the learners need only to change "automobile" to the product they deal in. The present book and the TV series that goes with it should be a good help for their doing business in China.

The story of the book goes as follows. In present-day China, an opportunity for rapid economic development has emerged. An American auto firm is determined to grasp this great opportunity to further expand its business in China. Ms Lin Yuwan, manager of the Chinese Company of this American Auto Corporation, adopts vigorous measures in accordance with the decision of the corporation headquarters. She first leads her staff in carrying out extensive research into the Chinese

market, and making an accurate positioning of the product in the market. Then, she tries to find a partner for cooperation, establishes a joint venture—Xinghua Automobile Corporation Ltd., hires her staff and carries out training of the staff before they take up their new posts. Soon the joint venture goes into operation smoothly. On a surprise occasion, Lin Yuwan happens to meet her schoolmate, Wu Guodong. They grew up together and seemed to have had a romance between them. The affection in the old times and the new undertaking at the present link them together. They become the American and the Chinese representatives in the joint venture respectively, cooperating for the establishment, operation and development of the joint venture. But they also have clashes between different cultures and emotional entanglements. Bill, an American staff member, and Li Sha, a Chinese staff member of the company, are good partners and seem to have fallen in love with each other. They add some colours to the life in the company. Xinghua Automobile Corporation Ltd., with the joint efforts from both the Chinese and the American sides, has been successful in the cooperation and has gradually embarked on the road towards transnational management.

The first episode of the TV educational series *Chinese for Economics and Trade* is a brief introduction to the entire series. The second episode is actually the first lesson, the third episode the second lesson, and so forth. Each lesson comprises a text, the text in *pinyin*, the English translation of the text, new words and their

explanations, key sentences, notes and exercises. Each lesson has 6 key sentences, which need to be grasped by the learners and are easy to learn. The English translation of the texts can help the learners understand those texts. There are two notes in each lesson, of which the first explains some words and expressions and the second provides some relevant cultural background. Finally, there is the general list of all the new words, which makes it easy for the learners to look them up.

The hosts for the TV series *Chinese for Economics and Trade* are Mr Zhao Yuhui, director of Overseas Service of CCTV, and Miss Karen McMakin from the United States. The English translation is done by Professor Huang Zhenhua, Vice-President of the University of International Business and Economics. My two good friends Feng Jun and Liu Ping from CCTV have made significant contributions to the writing of the book and the shooting of the TV series. Sinolingua, the publisher of this book, has also prepared cassette tapes containing the texts and key sentences. Hereby heartfelt thanks are extended to all of them. For any defects in the book, I hope that friends from all circles will oblige me with their valuable comments.

Huang Weizhi

University of International Business and Economics

November, 1996

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## 第一课 国际汽车展览会

(中国国际汽车展览会在某饭店大厅开幕。)

哈 利:林女士!

林玉婉:哈利,你好!

哈 利:林玉婉女士,很高兴见到你!

罗伯特:二位好啊!我不打扰你们吧!

林玉婉:罗伯特,你好!我们都看好中国市场,看来一场激烈竞争是不可避免的了。

比 尔:罗伯特,哈利,你们两个公司可不要落后啊!

哈 利:落后也不怕,中国人常说,后来居上嘛!

林玉婉:不过,在中国汽车市场上竞争对手是很多的,比如德国、日本、韩国、法国……

罗伯特:她说得很对!

李 莎:诸位是不是忽略了一个竞争对手?中国!

罗伯特:这位漂亮的小姐是谁?

比 尔:她是我们汽车公司中国公司林总经理的助理,我的女朋友,李莎小姐。

罗伯特:我很欣赏你的提示。

朱海明:朋友们,欢迎你们的到来!请看看这份《汽车工业产业政策》,今后中国汽车工业要走一条高起点、大批量、专业化的发展道路。

林玉婉:我们就得八仙过海,各显神通!罗!

吴国栋：老同学！

林玉婉：国栋！

吴国栋：看来，你这位久居海外的洋老板还没忘记我吴国栋！

林玉婉：你还是这么不饶人！来，我介绍一下，这位是我的老同学，吴国栋。

哈 利：我们早认识了，我们是同行。

林玉婉：国栋，你也是搞汽车工业的？太好了，将来我们可以合作啦！

吴国栋：你不怕像二十多年前一样，各走东西吗？

林玉婉：我看不会的！

## Guójì Qìchē Zhǎnlǎnhuì

(Zhōngguó Guójì Qìchē Zhǎnlǎnhuì zài mǒu fàndiàn dàitīng kāimù.)

Hāli: Lín nǚshì!

Lín Yùwǎn: Hāli, nǐhǎo!

Hāli: Lín Yùwǎn nǚshì, hěn gāoxìng jiàndào nǐ!

Luóbótè: Èrwèi hǎo a! Wǒ bù dǎrǎo nǐmen ba!

Lín Yùwǎn: Luóbótè, nǐhǎo! Wǒmen dōu kànhǎo Zhōngguó shìchǎng, kànlái yìcháng jīliè jìngzhēng shì bùkě bìmǐǎn de le.

Bǐ'ěr: Luóbótè, Hāli, nǐmen liǎng gè gōngsī kě bú yào luòhòu a!

Hāi!; Luòhòu yě bú pà, Zhōngguó rén cháng shuō hòulái-jūshàng ma!

Lín Yùwǎn; Búguò, zài Zhōngguó qìchē shìchǎngshang jìngzhēng duìshǒu shì hěn duō de, bǐrú Déguó, Rìběn, Hánguó, Fǎguó ...

Luóbótè; Tā shuōde hěn duì!

Lǐ Shā; Zhūwèi shìcūshì hūluè le yí ge jìngzhēng duìshǒu? Zhōngguó!

Luóbótè; Zhè wèi piàoliàng de xiǎojie shì shuí?

Bǐ'ěr; Tā shì wǒmen qìchē gōngsī Zhōngguó gōngsī Lín zǒngjīnglǐ de zhùshǒu, wǒ de nǚ péngyou, Lǐ Shā xiǎojie.

Luóbótè; Wǒ hěn xīnshǎng nǐ de tíshì.

Zhū Hǎimíng; Péngyoumen, huānyíng nǐmen de dàolái. Qǐng kànkàn zhè fèn 《Qìchē Gōngyè Chǎnyè Zhèngcè》, jīnhòu Zhōngguó qìchē gōngyè, yào zǒu yì tiáo gāo qǐdiǎn, dà pīliàng, zhuānyèhuà de fāzhǎn dàolù.

Lín Yùwǎn; Wǒmen jiù děi bāxiān-guòhǎi, gèxiǎn-shéntōng luò!

Wú Guódòng; Lǎo tóngxué!

Lín Yùwǎn; Guódòng!

Wú Guódòng; Kànlái, nǐ zhè wèi jiǔ jū hǎiwài de yáng lǎobǎn hái méi wàngjì wǒ Wú Guódòng.

Lín Yùwǎn; Nǐ háishi zhème bù ráo rén! Lái, wǒ jièshào yíxià, zhèwèi shì wǒ de lǎotóngxué, Wú Guódòng.

- Hāi! : Wǒmen zǎo rènshi le, wǒmen shì tóngháng.  
Lín Yùwǎn: Guódòng, nǐ yě shì gāo qìchē gōngyè de?  
Tài hǎo le, jiānglái wǒmen kěyǐ hézuò la!  
Wú Guódòng: Nǐ búpà xiàng èrshí duō nián qián yíyàng,  
gè zǒu dōngxī ma?  
Lín Yùwǎn: Wǒ kàn bú huì de!

## International Automobile Show

(The Chinese International Automobile Show  
opens at the hall of a hotel.)

- Harley: Ms Lin.  
Lin Yuwan: Hello, Harley.  
Harley: Very pleased to meet you, Ms Lin Yuwan.  
Robert: How are you two? I hope I am not disturb-  
ing you.  
Lin Yuwan: Hello, Robert. We all think the Chinese  
market looks good. It seems as if severe  
competition is inevitable.  
Bill: Robert and Harley, your two companies  
had better not fall behind.  
Harley: Don't worry. The Chinese often say:  
"The newcomers surpass the old-timers."  
Lin Yuwan: But there are many competitors in the Chi-  
nese car market, such as Germany, Japan,

Korea, France . . .

Robert : What she said is absolutely right.

Li Sha : Haven't you overlooked a competitor —  
China?

Robert : Who is this beautiful lady?

Bill : She is my girl friend Li Sha, assistant to  
General Manager Lin of the Chinese Com-  
pany of our corporation.

Robert : I very much appreciate your reminding us.

Zhu Haiming : Welcome, friends. Please have a look at  
this *Industrial Policy for the Automobile  
Industry*. From now on, the Chinese au-  
tomobile industry will follow the road of  
development which is characterized by a  
high starting point, mass production and  
specialization.

Lin Yuwan : Then, we are just like the Eight Immortals  
crossing the sea. Each has to show his or  
her special prowess.

Wu Guodong : Hello, my old mate.

Lin Yuwan : Guodong!

Wu Guodong : It seems that you haven't forgotten me,  
even though you are now a foreign en-  
trepreneur who have lived abroad for so  
many years.

Lin Yuwan : You still have a sharp tongue. Let me in-  
troduce my old schoolmate, Mr Wu

Guodong.

Harley: We have known each other for a long time, as we follow the same trade.

Lin Yuwan: Guodong, you are also in the automobile business? That's great! So we can cooperate from now on.

Wu Guodong: You are not afraid that we will each go his or her own way just as we did more than twenty years ago?

Lin Yuwan: I don't think we will.

## 生 词

### New Words

打扰	dǎrǎo	disturb
看好	kàn hǎo	look good, have a good prospect
激烈	jīliè	intense, severe
避免	bìmiǎn	avoid
落后	luòhòu	lag behind
后来居上	hòulái-jūshàng	the newcomers surpass the old-timers
不过	bùguò	but, only
诸位	zhūwèi	you, ladies and gentlemen
忽略	hūlüè	overlook, neglect
欣赏	xīnshǎng	appreciate

提示	tíshì	prompt, remind
产业	chǎnyè	industry, estate
起点	qǐdiǎn	starting point
批量	pīliàng	batch
专业	zhuānyè	special line, specialized trade
道路	dàolù	road
八仙过海, 各显神通	bāxiān-guòhǎi, gèxiǎn-shéntōng	like the Eight Immortals crossing the sea, each one showing his or her special prowess
饶	ráo	forgive, have mercy on
搞	gǎo	do, make, work out, set up
各走东西	gè zǒu dōngxī	each goes his own way

### 重点句

#### Key Sentences

- 我不打扰你们吧!  
Wǒ bù dǎrǎo nǐmen ba!  
I hope I am not disturbing you.
- 我们都看好中国市场。  
Wǒmen dōu kànhǎo Zhōngguó shìchǎng.  
We all think the Chinese market looks good.
- 中国人常说,后来居上嘛!



Zhōngguó rén cháng shuō, hòulái-jūshàng ma!

The Chinese often say: "The newcomers surpass the old-timers."

4. 诸位是不是忽略了一个竞争对手?

Zhūwèi shìbúshì hūlüè le yí ge jìngzhēng duìshǒu?

Haven't you overlooked a competitor?

5. 我很欣赏你的提示。

Wǒ hěn xīnshǎng nǐ de tíshì.

I very much appreciate your reminding us.

6. 我们是同行。

Wǒmen shì tóngháng.

We follow the same trade.

## 注 释

### Notes

1. 第三个重点句: 中国人常说, 后来居上。

“后来居上”, 是一个由四个字组成的特殊词组, 汉语中叫“成语”。汉语中有许多这样的成语, 都是由比较固定的四个字组成的, 在这一课中就还有“各走东西”、“八仙过海, 各显神通”。有些成语, 是对历史故事的概括。如“八仙过海、各显神通”, 说的是有八个神仙漂洋过海, 各有一套特殊的本领。在学习和使用汉语时, 如果能掌握一些成语, 就可以使交流和表达更为生动、简洁。

Key Sentence No. 3: The Chinese often say: "The newcomers surpass the old-timers."