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国际商务英语系列教程 主编 王正元
A SERIES OF INTERNATIONAL BUSINESS COURSES (WTO)

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国际经贸英语

阅读听说教程

ENGLISH COURSE FOR
INTERNATIONAL
BUSINESS & TRADE

READING
LISTENING
SPEAKING

WTO

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Words from Chief Compiler

主编寄语

这几年来我国经济发展很快,变化很大,中国企业走进世界,外国企业走进中国,跨越文化的商务交际越来越多了起来;作为交际的重要工具英语,从来没有像今天这样普及,这样重要。大学生和商界人士在商业大潮中已深深感受到:仅仅会说几句普通的英语口语已经远远不够了,学习商务专业英语,特别是提高阅读与听说能力已是当务之急。我的大学毕业的学生在谈及自己就业和在企业工作发展的体会时对我说:光会几句简单口语不行了,商务专业英语阅读听说水平高会给你的事业发展插上腾飞的翅膀。这表达了年青人对商务英语听说能力提高的渴求。国家教育部也发出通知,大力倡导高校用英语或英汉双语讲授专业课,都说明英语学习已经从普及中走向提高。时代在进步,作为服务于社会教育的教材也必须跟上来。基于这些基本的想法,由我担任主编,汇集了北京外国语大学、中国人民大学、辽宁大学、河北科技大学、燕山大学、沈阳大学等高校教师编写了这套《WTO 国际商务英语系列教程》。

这套教程共 6 本,包括《国际经贸英语阅读听说教程》、《国际金融英语阅读听说教程》、《国际商务实用英语阅读听说教程》、《国际商务合作英语阅读听说教程》、《国际商务管理英语阅读听说教程》、《国际旅游休闲英语阅读听说教程》。各册教程的编写围绕着专业主题进行,突出对专业英语的阅读与听说训练,寓商务专业学习与英语能力培养于一体。因此,本套教程不仅适合大学经贸、管理、商务、英语专业作教材使用,也适合有志涉足当代商务的大学生、企业界人士作商务英语自修教材。

本套教程在编写过程中得到了知识出版社张高里、何为先生的大力支持和宝贵的指导,来自美国和英国的几位外籍教师专门为本套教程录了音。由于大家的共同努力,才完成了本套教程,我对全体编写者和为本套教程录音的外教朋友们表示衷心的感谢。由于我们编写经验不足,这套教程一定还有许多错误和不足之处,欢迎读者和同行批评指正。

王正元

2002 年夏

Preface

前 言

中国加入世界贸易组织以来,对外贸易和对外经济关系蓬勃发展。挑战与机遇给从事对外经贸工作的人士及相关工作人员,尤其对国际经贸专业的大专院校的学生的英语水平提出了更高的要求,为了满足上述人士提高专业英语水平的要求,特编写《国际经贸英语阅读听说教程》一书,相信会对大家有所帮助。

本教程属《WTO 国际商务英语系列教程》之一部,涉及国际经济贸易理论和实务两大方面的诸多内容。其中包括国际经贸理论、国际投资、贸易实务、贸易政策与措施、跨国公司、国际市场营销、主要国际贸易组织,等等。

本教程由阅读、口语对话和练习三大部分组成,每课的阅读材料和口语对话内容基本保持一致,便于读者更好地消化、理解和应用所学内容。本教程每课均配有录音带,供读者练习听力使用。

本教程兼顾通过英语学习国际经贸知识和通过学习经贸知识提高专业英语水平的双重需要,内容新颖、广泛丰富,适合国际经贸工作人员和国际经济、贸易、管理、金融等专业的大专院校高年级学生使用。

为了方便学习者掌握课文难点,知识出版社的编辑同志们还专门增设了词汇、基本句型和难句子的国际音标注音、中文释义和注释3个部分。

由于编者水平有限,书中定有不足之处,敬请读者批评指正。

尹雅娟 厉秀仁

李尚萍 张丽英

马凤洁

2002 年夏

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Theories of International Business

国际商务理论

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国际商务理论

Passage 1

Why Companies Engage in International Business

为什么公司要开展国际商务

A Reading

Read the following passage carefully, try to understand it with the help of the words given below.

When operating internationally, a company should consider its mission (what it will seek to do and become over the long term), its objectives (specific performance targets to fulfill its mission), and strategy (the means to fulfill its objectives). There are four major operating objectives that may influence companies to engage in international business.

- To expand sales
- To acquire resources
- To diversify sources of sales and supplies
- To minimize competitive risk

Expand sales. Companies' sales are dependent on two factors: the consumers' interest in their products or services and the consumers' willingness and ability to buy them. The number of people and the amount of their purchasing power are higher for the world as a whole than for a single country, so companies may increase their sales by reaching international markets.

Acquire resources. Manufacturers and distributors seek out products, services, and components produced in foreign countries. They also look for foreign capital, technologies, and information they can use at home. Sometimes they do this to reduce their costs. For example, Hasbro relies on cheap manufacturing bases in China to make Star Wars figures. Sometimes a company operates abroad to acquire something not readily available in its home country, such as the Tunisian desert scenery Lucasfilm used in Star Wars movies. Acquiring resources may enable a company to improve its product

quality and differentiate itself from competitors — in both cases, potentially increasing market share and profits. Although a company may initially use domestic resources to expand abroad, once the foreign operations are in place, the foreign earnings may then serve as resources for domestic operations. For example, McDonald's used the strong financial performance of its foreign operations to pour more resources into domestic expansion.

Diversify sources of sales and supplies. To minimize swings in sales and profits, companies may seek out foreign markets to take advantage of business cycle — recessions and expansions — differences among countries. Sales decrease in a country that is in a recession and increase in one that is expanding economically. By obtaining supplies of the same product or component from different countries, companies may be able to avoid the full impact of price swings or shortages in any one country.

Minimize competitive risk. Many companies enter into international business for defensive reasons. They want to counter advantages competitors might gain in foreign markets that, in turn could hurt them domestically. For example, Company A and Company B compete in the same domestic market. Company A may fear that Company B will generate large profits from a foreign market if left alone to serve that market. Company B may then use those profits in various ways (such as additional advertising or development of improved products) to improve its competitive position in the domestic market. Companies harboring such a fear may enter foreign markets primarily to prevent a competitor from gaining advantages.

Words:

1. mission ['mɪʃən] *n.* 使命, 任务, 责任
2. objective [əb'dʒektɪv] *n.* 目标, 目的
3. strategy ['strætɪdʒi] *n.* 战略, 谋略, 策略, 政策
4. acquire [ə'kwaɪə(r)] *v.* (由于能力、努力或行为而) 获得, 得到
5. diversify [daɪ'vɜ:sɪfaɪ] *v.* (指企业) 进行多种经营, 进行多样性投资
6. interest ['ɪntrəst] *n.* 利益, 福利, 权益
7. manufacturer [ˌmænjʊ'fæktʃərə(r)] *n.* 制造商
8. distributor [dɪ'strɪbjʊtə] *n.* 经销人, 销售商
9. available [ə'veɪləbl] *adj.* (指物) 可用的, 可以买到的, 可以获得的
10. differentiate [ˌdɪfə'renʃieɪt] *v.* 区别, 分别, 辨别

11. minimize ['minimaɪz] *v.* 使减到最少,使降到最低程度
12. swing [swɪŋ] *n.* 摆动,(物价、行情、利率等的)涨落
13. recession [ri'seɪʃən] *n.* (经济上的)衰退,不景气
14. expansion [ɪk'spænfən] *n.* (经济上的)膨胀
15. harbor ['hɑ:bə(r)] *v.* 心怀,怀着

Expressions:

1. expand sales: 推销
2. acquire resources: 开发资源
3. diversity sources of sales and supplies: 拓展销售及供应渠道
4. minimize competitive risk: 降低竞争风险
5. ability to buy sth./purchasing power: 购买能力
6. seek out: 寻找并发现
7. star wars: 星球大战
8. in turn: 进而,结果

Notes:

1. The number of people and the amount of their purchasing power are higher for the world as a whole than for a single country, so companies may increase their sales by reaching international markets. 因为全世界作为一个整体其人口数量及其购买力远远高于单个国家,所以一些公司通过渗透国际市场拓展其销售。
2. Acquiring resources may enable a company to improve its product quality and differentiate itself from competitors — in both cases, potentially increasing market share and profits. 获得资源可以使公司得以提高产品质量和有别于竞争者——并在二者基础上,潜在地增加市场份额和利润。
3. To minimize swings in sales and profits, companies may seek out foreign markets to take advantage of business cycle — recessions and expansions — differences among countries. 为了尽量减少销售和利润的波动,一些公司会寻求国外市场来利用商业周期(包括衰退期和膨胀期)在不同国家中的差异。
4. By obtaining supplies of the same product or component from different countries, companies may be able to avoid the full impact of price swings or shortages in any one country. 通过从不同国家获得同种产品和零件的供应的方法,一些公司能够避免物价波动或任何国家的物资短缺的全面影响。
5. They want to counter advantages competitors might gain in foreign markets that, in turn could hurt them domestically. 他们想抵制竞争对手们可能在国外争取到市场又必然在国内市场上给他们以挫伤的优势。
6. Companies harboring such a fear may enter foreign markets primarily to prevent a competitor from gaining advantages. 怀有这种担心的公司进入外国市场可能主要

是不让竞争对手获得更多的优势。

B Listening

Listen to the above passage, and then fill the blanks with proper words you heard from the passage.

1. Companies' sales are dependent on two factors: the _____ interest in their products or services and the consumers' _____ and ability to buy them. The number of people and the amount of their _____ power are higher for the world as a _____ than for a single country, so companies may increase their sales by _____ international markets.
2. Manufacturers and _____ seek out products, services, and _____ produced in foreign countries. They also look for foreign capital, technologies, and information they can use at _____.
3. Sometimes they do this to reduce their costs. For example, Hasbro relies on cheap manufacturing bases in China to make Star Wars _____. Sometimes a company operates abroad to _____ something not readily _____ in its home country, such as the Tunisian _____ scenery Lucasfilm used in Star Wars movies.
4. Acquiring resources may enable a company to improve its product _____ and differentiate itself from _____ — in both cases, potentially increasing market share and _____.
5. Although a company may initially use domestic resources to _____ abroad, once the foreign operations are in _____, the foreign _____ may then serve as resources for domestic _____.
6. To minimize _____ in sales and profits, companies may seek out foreign markets to take advantage of business cycle — _____ and expansions — differences among countries. Sales _____ in a country that is in a recession and _____ in one that is expanding economically.
7. Many companies enter into international business for _____ reasons. They want to _____ advantages competitors might gain in foreign _____ that, in turn could _____ them domestically.
8. For example, Company A and Company B _____ in the same domestic market. Company A may fear that Company B will _____ large profits from a foreign market if left alone to _____ that market. Company B may then use those profits in various ways (such as additional _____ or development of improved products) to _____ its competitive position in the domestic market. Companies _____ such a fear may enter foreign markets primarily to _____ a competitor from gaining advantages.

C Rereading

Reread the above passage quickly, and then do the ask-and-answer oral practice in pairs.

1. Generally saying, why do companies involve in international business?
2. What are the two factors that determine companies' sales?
3. How does acquiring resources differentiate a company from its competitors?
4. How to understand diversifying sources of sales and supplies abroad?
5. Why going abroad can help a company improve its competitive position in the domestic market?

D Sentence-Making

Make sentences using the following words or patterns.

1. engage in...

2. be dependent on...

3. seek out...

4. differentiate oneself from...

5. take advantage of...

6. enter into...

E Speaking

Read the following dialogue. Underline the key words while reading and retell the dialogue in your own words to your partner.

A: — Good afternoon, Professor Thomson.

B: — Good afternoon. What can I do for you?

A: — Yeah. Will you please clarify a few concepts for me?

B: — What are they?

A: — We have talked a lot about why companies involve in international business. But what does international business cover?

B: — International business is all commercial transactions — private and governmental — between two or more countries. The goal of private business is to increase or to stabilize profits, which partly depends on foreign sales and foreign resources. Government business may or may not be profit motivated.

A: — As I know, international business is a newly emerging discipline. But international

- business already has a long history, maybe of thousands of years. Right?
- B: —Yes. However, the implication of international business has changed a lot over years. Before, people emphasized on international trade, but now they are concerned with sales, investments and transportation.
- A: —Although international business is new as a discipline, but popular. A lot of people are studying it. Why so many people are interested in this subject?
- B: —A simple answer is that international business comprises a large and growing portion of the world's total business. Today, global events and competition affect almost all companies — large or small — because most sell output to and secure supplies from foreign countries. Many companies also compete against products and services that come from abroad. A more complex answer is that a company operating in the international business field will engage in modes of business, such as exporting and importing, that differ from those it is accustomed to on a domestic level. To operate effectively, managers must understand these different modes.
- A: —What is the difference between the domestic and international business?
- B: —The conditions within a company's external environment affect the way business functions such as marketing are carried out. These conditions are physical, societal. And competitive. When a company operates internationally, it adds foreign conditions to its domestic ones, making its external environment more diverse.
- A: —I think I got your idea. You mean international business is more complex than domestic.
- B: —Correct. Companies international operations and governmental regulation of international business affect company profits, employment security and wages, consumer prices, and national security. A better understanding of international business may help managers to make more informed decisions.
- A: —I see. Thank you very much, professor, for explaining this to me.

Passage 2

Modes of International Business

国际商务形式

Reading

Read the following passage carefully, try to understand it with the help of the words given below.

When pursuing international business, private enterprises and governments have to decide how to carry out their business, such as what mode of operation to use. A company has a number of modes from which to choose.