

国际商务英语

— 商务理论、语言与实务

廖瑛 等 编著

ENGLISH FOR INTERNATIONAL BUSINESS

— Theory , Language & Practice



English for International Business

—Theory, Language & Practice

国际商务英语

——商务理论、语言与实务

编著者： 廖 瑛 莫再树 罗雪梅
 蔡艳萍 田 兰 曾永红
 余民顺 陈立志

中南大学出版社

图书在版编目(CIP)数据

国际商务英语——商务理论、语言与实务/廖瑛等编著.
—长沙:中南大学出版社,2002.1
ISBN 7-81061-472-X

I. 国... II. 廖... III. 国际贸易—英语
IV. H31

中国版本图书馆 CIP 数据核字(2002)第 004430 号

国际商务英语

——商务理论、语言与实务
编著者 廖瑛 等

责任编辑 谭平

出版发行 中南大学出版社

社址:长沙市麓山南路 邮编:410083

发行科电话:0731-8876770 传真:0731-8829482

电子邮件:csuchs @ public. cs. hn. cn

经 销 湖南省新华书店

印 装 中南大学印刷厂

开 本 787×960 1/16 印张 21.375 字数 428 千字

版 次 2002 年 2 月第 1 版 2002 年 2 月第 1 次印刷

印 数 0001—4000

书 号 ISBN 7-81061-472-X/H·071

定 价 25.00 元

图书出现印装问题,请与经销商调换

前 言

时间跨进了 21 世纪，我国已加入世界贸易组织，国际商务活动日益频繁，无疑需要大量既懂国际商务理论与实务，又懂商务英语的复合式人才。《国际商务英语——商务理论、语言与实务》一书是作者根据自己长期从事经贸英语教学、外事工作和业余商务谈判的实践经验而编写的一部国际商务工作者适用的商务理论、语言与实务三结合的专著。

全书分三个部分，共 24 章：第一部分为国际商务导论，包括国际商务概论，商务组织，经营方式，经济学入门，市场经济，营销的含义，产品促销，国际支付与决算；第二部分为国际商务英语的文体风格和语言模式，包括商务英语的文体风格和语言特点，国际商务合同的语言模式和写作方法，国际商务电报、电传、传真和电子邮件文稿的语言模式和写作方法，国际贸易术语的释义；第三部分为国际商务英语信函与谈判，即贸易实务部分，包括国际贸易实务简介，国际贸易谈判策略，建立业务关系，询盘与报盘，还盘、递盘与反还盘，接受与订货，包装与装运，付款与交货，商检、保险与仲裁，抱怨、索赔与理赔，代理与签约，合资办企业等。全书内容丰富，语言规范，融商务理论、商务语言和贸易实务三者为一体，且各章均有商务术语释义、自我测试。信函与谈判部分，按业务进展顺序，上下文互相衔接，构成了书面谈判和口头谈判两幅完整的生活画卷，并聘请外国专家配有录音磁带，使读者一听其声，如临其境，能有效地提高自己的英语听说水平和商贸业务能力。本书的姊妹篇《国际商务英语——译文及答案》可供学习者参考。

本书适合于从事国际商务工作的翻译、外贸业务员、国际推销员、公关文秘人员、海关工作人员、银行业务员和主管外贸业务工作的厂长、经理、政府官员用以提高自己的国际商务英语的理论水平、语言知识和业务能力，也可作高等学校英语专业（国际商务英语方向）、国际贸易、国际会计、国际金融、国际经济法、国际旅游、工商管理等专业硕士研究生教材，或上述相关专业的本科高年级学生的专业英语教材。

本书由湖南大学外国语学院国际商务英语系廖瑛教授为主编著（第 1 章、第 4 章、第 5 章、第 9 章、第 10 章、第 11 章、第 14 章、第 22 章、第 23 章、第 24 章，并负责制订写作大纲、全文统稿和审订工作）；参加编著工作的还有湖南大学外国语学院国际商务英语系艾再树（第 2 章、第 3 章和第 13 章）；湖南大学外国语学院罗雪梅（第 12 章）；湖南大学工商管理学院蔡艳萍（第 8 章）；中南大学工商管理学院田兰（第 6 章和第 7 章）；湖南师范大学外国语

2 国际商务英语

学院曾永红（第15章、第20章和第21章）；湘潭师范学院外语系余民顺（第18章和第19章）；湘潭师范学院外语系陈立志（第16章和第17章）。

在编著过程中，出于对商务知识的考虑，本书作者参考并借鉴了国内外出版的有关书籍和资料，从中获得了很大的启示，在此谨致谢意。

由于作者水平有限，书中不妥之处在所难免，欢迎同行专家和广大读者不吝赐教。

廖 瑛

2002年1月于湖南大学外国语学院

CONTENTS

目 录

Part I Introduction to International Business (国际商务导论)

Chapter 1	International Business? (国际商务?)	3
1.	What Is Business? (什么叫商务?)	3
2.	What Is International Business? (什么叫国际商务?)	3
3.	The Scope of International Business Activities (国际商务活动范围)	4
4.	International Risk (国际风险)	6
5.	On International Business Law (关于国际商法)	6
6.	Commercial Credit (商业信用)	7
7.	On Management of International Business (关于国际商务管理)	10
8.	Brief Introduction to WTO (世界贸易组织简介)	11
Chapter 2	Business Organizations (商务组织)	15
1.	Introduction (概述)	15
2.	Sole Proprietorship (独资商)	15
3.	General Partnership (一般合股商)	16
4.	Limited Partnership (有限合股商)	18
5.	Joint Stock Company (合股公司)	18
6.	Corporations (公司)	19
Chapter 3	Ways of Business (经营方式)	23
1.	Introduction (概述)	23
2.	Wholesaling (批发)	23
3.	Retailing (零售)	25
4.	Franchising (特许经营权)	27
5.	Agency (代理)	29
6.	Electronic Commerce (电子商务)	31

Chapter 4 A Guide to Economics (经济学入门)	36
1. What Is Economics? (什么叫经济学?)	36
2. What Is Macroeconomics? (什么叫宏观经济学?)	36
3. Monetary and Fiscal Policy(货币和财政政策)	37
4. What Is Microeconomics? (什么叫微观经济学?)	38
5. The Demand Curve (需求曲线)	38
6. The Supply Curve (供应曲线)	39
7. The Equilibrium Price (均衡价格)	39
8. Changes in Demand Versus Changes in Quantity Demanded (需求变化和需求量变化的关系)	40
9. Changes in Supply Versus Changes in Quantity Supplied (供应变化和供应数量变化的关系)	40
Chapter 5 The Market Economy (市场经济)	43
1. Market and Market Economy (市场与市场经济)	43
2. Price (价格)	43
3. Supply and Demand (供给和需求)	44
4. The Market Price (市场价格)	44
Chapter 6 What Is Marketing (营销的含义)	48
1. What Is Marketing? (什么是营销?)	48
2. Needs, Wants and Demands (需要、欲望和需求)	48
3. Products (产品)	49
4. Value, Satisfaction and Quality (价值、满意和质量)	49
5. Exchange, Transactions and Relationships (交换、交易和关系)	50
6. Markets (市场)	52
7. Marketing (营销)	52
Chapter 7 Promotion of Products (产品推销)	54
1. Introduction (概述)	54
2. Advertising (广告)	54
3. Sales Promotion (促销)	55
4. Publicity (宣传)	57
5. Personal Selling (人员促销)	58
Chapter 8 International Payments & Settlements (国际支付与结算)	64
1. Introduction (概述)	64

2. Credit Instruments (信用工具)	65
3. Bill of Exchange (汇票)	67
4. Promissory Note and Cheque (本票与支票)	72
5. Remittance (汇款)	73
6. Terms and Methods of Payment in International Trade — Payment in Advance, Open Account Business, Collection (国际贸易支付条件与支付方式——预付货款、赊账业务、托收)	75
7. Terms and Methods of Payment in International Trade — Letters of Credit (L/C) (国际贸易支付条件与支付方式——信用证)	78
8. Guarantee (保证书)	82
9. Documents (单据——汇票、发票、保险单)	84

Part II **Styles and Patterns in Language of English for International Business** (国际商务英语的文体风格和语言模式)

Chapter 9 Styles and Features in Language of English for International Business (国际商务英语的文体风格和语言特点)	93
1. Introduction (概述)	93
2. Classification of Practical Business English Writings (商务英语应用文分类)	93
3. The Function of Practical Business English Writing (商务英语应用文的功用)	94
4. Quality to the Writer (作者应具备的素质)	95
5. Preparation before Writing (写作前的准备工作)	96
6. Writing Principles and Language Features (应用文的写作原则和语言特点)	97
Chapter 10 Language Patterns and Writing Ways of International Business Contracts (国际商务合同的语言模式和写作方法)	124
1. The Basic Definition of a Contract (合同的基本定义)	124
2. Classification of International Business Contracts (国际商务合同的分类)	124
3. Language Features and Writing Ways of International Business Contract (国际商务合同的语言特点和写作方法)	126

4 国际商务英语

4. The Structure of an International Business Contract
(国际商务合同的结构) 136
5. How to Draft International Business Contracts and Agreements
(怎样草拟国际商务合同与协议) 137
6. The Example of a Business Contract (商务合同实例) 138

Chapter 11 Language Patterns and Writing Ways of Message for International Business Telegrams, Telexes, Faxes and E-mail (国际商务电报、电传、传真和电子邮件文稿的语言模式 和写作方法) 158

1. Introduction (概述) 158
2. Telegrams in International Business (国际商务电报) 158
3. Telexes in International Business (国际商务电传) 163
4. Fax or Facsimile Transmission (传真) 171
5. E-mail (电子信件) 172

Chapter 12 International Trade Terms (国际贸易术语) 175

1. Introduction (概述) 175
2. Definition of the Trade Terms in 《Incoterms 1990》
(《1990年国际贸易术语解释通则》中贸易术语的定义) 178
3. How to Determine the Price for Imports and Exports?
(如何确定进出口商品的价格?) 183
4. Selection of Money of Account (计价货币的选择) 184
5. Commission and Discount (佣金与折扣) 185
6. Other Non-price Commercial Technical Terms (其他非价格商业术语)
185

Part III International Business English Correspondence and Negotiation (国际商务英语信函与谈判)

Chapter 13 Brief Introduction to International Business Practice (国际贸易实务简介) 193

1. Introduction(概述) 193
2. Business Preparatory Work (业务准备工作) 193
3. Business Negotiation (交易磋商) 194

4. The Signing of a Contract (签约)	197
5. The Performance of an Export Contract (出口合同的履行)	197
6. The Performance of an Import Contract (进口合同的履行)	201
Chapter 14 Negotiation Strategies on International Business (国际商务谈判策略)	205
1. Introduction (概述)	205
2. The preparations for Business Negotiation (谈判前的准备工作)	206
3. The Notable Problem during the Process of Negotiation (谈判中应注意的问题)	207
Chapter 15 Establish Business Relations (建立业务关系)	212
1. Introduction (概述)	212
2. Sample Letters (信函样例)	213
3. Situational Conversation (情景会话)	214
Chapter 16 Inquiries and Offers (询盘与报盘)	221
1. Introduction (概述)	221
2. Sample Letters (信函样例)	223
3. Situational Conversation (情景会话)	224
Chapter 17 Counter-Offer, Bid and Counter-Counter-Offer (还盘、递盘与反还盘)	230
1. Introduction (概述)	230
2. Sample Letters (信函样例)	231
3. Situational Conversation (情景会话)	232
Chapter 18 Acceptance and Order (接受与订货)	240
1. Introduction (概述)	240
2. Sample Letters (信函样例)	242
3. Situational Conversation (情景会话)	243
Chapter 19 Packing and Shipment (包装与装运)	250
1. Introduction (概述)	250
2. Sample Letters (信函样例)	253
3. Situational Conversation (情景会话)	254
Chapter 20 Payment and Delivery (付款与交货)	262

6 国际商务英语

1. Introduction (概述)	262
2. Sample Letters (信函样例)	263
3. Situational Conversation (情景会话)	264
Chapter 21 Inspection, Insurance and Arbitration (商检、保险与仲裁)	271
1. Introduction (概述)	271
2. Sample Letters (信函样例)	273
3. Situational Conversation (情景会话)	274
Chapter 22 Complaints, Claims and Adjustments (抱怨、索赔与理赔)	282
1. Introduction (概述)	282
2. Sample Letters (信函样例)	285
3. Situational Conversation (情景会话)	287
Chapter 23 Agency and Contract (代理与签约)	297
1. Introduction (概述)	297
2. Sample Letters (信函样例)	299
3. Situational Conversation (情景会话)	302
Chapter 24 Joint Venture (合资办企业)	312
1. Introduction (概述)	312
2. Sample Letters (信函样例)	319
3. Situational Conversation (情景会话)	321

Part I

Introduction to International Business
(国际商务导论)

Chapter 1

International Business

1. What Is Business?

Traditionally, business simply meant exchange or trade for things people wanted or needed, but today it has a more technical definition, which is the production, distribution, and sale of goods and service for a profit. Business includes production, i. e. the creation of products or the offer of services, distribution, sale and profit. One good example is the conversion of iron ore into metal machine tool parts. The machine tools, made up of the various parts, need to be moved from a factory to a market place or a machine dealership, which is known as distribution. The sale means the exchange of goods or services for money. For example, a machine tool is sold to someone in exchange for money or a mechanic offers a service by repairing a machine tool for money, which we call sales.

From the above, we can say, business is a combination of all these activities: production, distribution and sale, through which profit or economic surplus will be created. The major goal in functioning of any business company is to make profit, the money that remains after all the expenses are paid. So, creating profit or economic surplus is a primary goal of business activities.

2. What Is International Business?

International business as a field of management training deals with the special features of business activities that cross national boundaries. These activities may be movements of goods, services, capital, or personnel; transfers of technology, information, or data, or even the supervision of

employees. International business has emerged as a separate branch of management training, because the growing scale and complexity of business transactions across national boundaries gives rise to new and unique problems of management and governmental policy that have received inadequate attention in traditional areas of business and economics.

Business transactions that extend between different sovereign political units are not new phenomena on the world economic scene. Some business firms have had foreign direct investments and foreign operations for many years, predominantly in (but not limited to) the fields of mining, petroleum, and agriculture. Foreign trade, moreover, has a venerable history dating back to the emergence of the nation-state. But since the end of World War II a dramatic change has occurred in the patterns of international business activities. Thousands of business firms in many nations have developed into multinational enterprises with ownership control or other links that cross national boundaries. These firms take a global view of all aspects of business — from markets to resources — and they integrate markets and production on a world scale. Traditional international trade in the form of transactions between independent firms in different nations has continued to grow. But the relative importance of trade in the total picture has declined to other forms of cross-border business transactions which have expanded more rapidly.

The international business field is concerned with the issues facing international companies and governments in dealing with all types of cross-border business transactions. The field encompasses international transactions in commodities, international transfers of intangibles such as technology and data, and the performance of international services such as banking and transportation. It gives special attention to the multinational enterprise — an enterprise based in one country and operating in one or more other countries — and the full range of methods open to such enterprises for doing business internationally.

3. The Scope of International Business Activities

The scope of international business covers a wide range of significant business sectors. International transactions in physical goods involve products from mining, petroleum, agriculture, and manufacturing activities. Transactions in services are extensive in the construction, hotel, tourism,

business consulting, and retailing and wholesaling sectors; in financial areas such as commercial and investment banking, securities, and insurance; in air and ocean transportation; and in communications media such as radio, television, telegraph, telephone, magazines, books, newspapers, news services, and movies. Transactions in intangibles occur in fields such as technology, trademarks, and cross-border data transmission.

International business activities also include an extensive range of optional methods available to firms for doing business internationally that involve different degrees of foreign direct investment commitments. Even where it assumes an ownership position in foreign facilities, the firm has options ranging from the construction of sales offices, warehouses, and packaging and assembly operations to full-scale production facilities.

Foreign direct investments are defined as investments that give the investor effective control and are accompanied by managerial participation. In contrast, portfolio investments are undertaken for the sake of obtaining investment income or capital gains rather than entrepreneurial income. The dividing line between direct and portfolio investments is often difficult to determine.

Direct investment may be financed in a number of ways other than through capital movements abroad. Foreign investments may be financed by borrowing locally, by reinvesting foreign earnings, by the sale to the foreign affiliate of non-financial assets such as technology, or through funds generated by licensing fees and payments for management services to the parent company. More accurately, direct foreign investment is not so much international capital movement as capital formation abroad.

Without making foreign direct investment commitments, firms can engage in international business through exporting and importing, licensing of nonaffiliated foreign firms, sale of technology, foreign management contracts, and selling turnkey projects. In a turnkey project, the seller plans, constructs, and places in operation a foreign facility that is then transferred to a local owner. The seller receives a fee for its services but usually retains no ownership interest.

In addition to options as to scale and type of foreign operations, the direct investment approach offers a range of possibilities as to ownership patterns. Foreign facilities may be wholly owned or may be a joint venture with one or more partners. The partners may be private firms or governments in the host

country or they may be other international firms of different nationalities.

4. International Risk

The special risk elements confronted in international business activity include financial, political, regulatory, and tax risks. They arise from causes such as the existence of different currencies, monetary standards, and national goals; but they are all measurable through their effect on profitability or ownership.

The financial risk elements involve balance-of-payments considerations, varying exchange rates, differential inflation trends among countries, and divergent interest rates. In the political area, the risk of expropriation or lesser harassment directed toward the foreign firm must be considered for many years ahead when heavy capital investments are being contemplated. The regulatory risks arise from different legal systems, overlapping jurisdictions, and dissimilar policies that influence such conditions as the regulation of restrictive business practices and the application of antitrust laws. In the tax field, unforeseen changes in fiscal policies can affect significantly the profitability of the multinational corporation. Furthermore uncertainty as to application of tax laws frequently creates a risk of double taxation.

The need has become recognized for a continuing business intelligence activity of considerable complexity to identify and predict international risks. Ideally international risks should be analyzed for underlying causal forces, and projections into the future should be formulated in terms of probabilities and quantified in terms of potential costs.

5. On International Business Law

The international businessperson expands across different national borders and operates in many foreign legal environments. Therefore, the world businessperson, unlike the wholly domestic businessperson, has to take into account complex and diverse legal constraints. In some cases, those constraints are not only ambiguous but may be subject to recurring change.

What is international business law? Is it capable of definition? Where can it be found? These are some of the questions that concern business managers as they formulate international business policy.