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Business

国际经济导论

Introduction to Global Economic Environment

总主编 陈苏东 陈建平

主 编 王关富



高等教育出版社

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总 序

改革开放的20年是中国经济高速发展并逐渐融入世界经济的20年。中国加入世界贸易组织是此进程的一个重要里程碑,必将进一步推动中国经济与世界经济的接轨与融合。经济日益全球化的趋势迫切需要我们培养一大批熟练掌握外语、通晓商务知识、熟悉国际商务环境、善于跨文化交际的国际型商务人才。

此类商务人才的成功培养涉及到诸多环节与因素,其中至关重要的是要有一套有助于实现此培养目标的、编写意图明确、针对性强、质量高的教材,因为教材是一切教学活动得以开展的基础与前提。目前涉及商务英语的教材不少,但在系统性、完整性以及语言技能与商务知识的有机结合上都多少存在着不足。

“十五”国家级规划教材——商务英语系列教材是高等教育出版社与在商务英语教学与研究领域起步早、阵容强的对外经济贸易大学、广东外语外贸大学、上海对外贸易学院、上海外国语大学、厦门大学、北京外国语大学、北京工业大学和湖南大学等单位联合推出的一套全新的商务英语系列教材。这套教材在编写设计时特别注意把握好商务活动主题的涵盖面、商务知识的系统性与完整性以及语言技能与商务知识的平衡,在体系上分为商务英语基础课程教材《商务英语听说》、《商务英语阅读》、《商务英语写作》、《商务英语翻译》等,和商务英语专业核心课程教材《工商导论》、《国际经济导论》、《国际贸易实务》等。每本教材自成体系,但整套教材又形成了有机的整体。另外,此套教材不是封闭系列,还将不断有新教材推出。

本套教材体现了编撰者努力将语言技能的训练与商务英语知识的介绍融为一体的编写理念,最终服务于复合型人才培养的目标。编撰者们不仅具有丰富的语言教学经验,而且具备商务活动的实践经验。有些作者本身就是经贸领域的专家学者,他们集教学经验、学术背景与专业经验于一身,有力地保证了这套系列教材的编撰质量。

本套教材在编撰过程中得到了高等教育出版社的大力支持,在此特致感谢。

陈苏东

2002年6月

前 言

中国已于2001年12月11日正式成为世界贸易组织成员国。为更快地融入世贸组织大家庭,迎接入世后的机遇和挑战,尽快熟悉国际经济环境、通晓国际商务规范、熟悉跨文化商务交际已成当务之急。这对保持我国经济持续健康高速发展、提升我国产业和企业在国际市场上的竞争力、使我国在不久的将来屹立于世界强国之林将发挥重大的作用。

为了适应国际经贸迅猛发展的形势,快速高效地为国家培养急需的人才,我国领导人和教育部提出了培养高级复合型人才战略思想。培养既熟练掌握语言技能、具有扎实语言功底和交际能力,又通晓国际经贸知识和规范的学生则是实践这一战略思想的最佳选择和有效途径。经过多年的观察、研究和实践,我们认为,对商务英语学习者来说,孤立地掌握一些专门词汇、言语行为或零碎的商务知识是不够的,也是不可取的。商务英语的学习应该集系统商务学科知识、英语语言知识、跨文化交际能力和商务操作技能于一体,使学生在今后的商务实践和个人职业发展中发挥出独特的综合优势和潜能。《国际经济导论》一书正是按照这一思路和培养高层次复合型国际商务英语人才的思想而编写的。对于今后有志从事国际商务工作的学生来说,认真学习该课程,充分了解并掌握经济贸易理论和国际经济运行环境,将为其今后从事国际商务实践工作打下坚实的基础。

本书从历史和理论的层面对国际经济环境进行了介绍,比较客观地反映了最有代表性的西方经济学家和管理学家的研究成果。不过,在当今西方各经济管理流派的思想中虽不乏真知灼见,但也有不少谬论与怀有偏见的论调。因此,对于西方市场经济运行理论和国际商务管理规范我们要认真吸取,但从作为意识形态的西方经济和管理理论来看,我们则须细心鉴别,取其精华,去其糟粕。望读者在学习过程中培养思辨能力,提高分析问题和鉴别是非的能力,对书中的理论观点批判地加以吸收。

全书共分为五个部分,其基本的框架如下:第一部分为经济运行管理(Managing the Economy),主要介绍当今西方最有代表性的经济思想理论和市场经济的运行规则;第二部分为国际商务体系框架(Framework of International Business),着重介绍国际商务理论,自由贸易与贸易保护主义的发展以及国际商务全球化发展的趋势;第三部分是国际金融环境(International Financial Relations),介绍国际金融体系,货币市场和外汇及汇率;第四部分是国际竞争环境(Global Competitive Environment),主要介绍竞争战略、竞争优势理论、公司战略和技术进步等与竞争优势的关系,以及如何保持持

久的竞争优势；第五部分是其它相关环境因素 (Other Relevant Environments)，重点介绍政治、法律、社会文化环境及其对国际经济与商务的影响。第一和第三部分由张翠萍副教授编写，第二和第四部分由江春副教授编写，第五部分由王关富教授编写。全书由王关富教授审阅定稿。

本书适用于已完成基础英语阶段学习的本科生、从事或即将从事各种国际商务活动的人士以及广大英语爱好者。本书在传授知识的同时，也十分注重语言知识与技能的学习和掌握，在书中为读者设计了形式多样、内容丰富的练习 (In-text Study)，这些练习既可以加强学生对知识的掌握与巩固，又可以使读者熟练掌握所需的语言运用技能，尤其是讨论题和小案例，理论联系实际，又有一定的开放性，能引发读者的思考和探索，提高其认识问题、分析问题和解决问题的能力。

本书的教学需要一学期时间，每周4学时，共72学时。在教学过程中，教师要避免就书论书，要注意多收集相关资料，对教材灵活运用；还要注意正确处理好专业知识与语言技能的关系，在引导学生学习经贸知识的同时，要注意锻炼学生运用专业知识所需的语言技能，而且能准确、流畅、自如地表达和交流。还有一点需要特别强调，在教学过程中切忌教师一言谈，一定要给学生表达思想和阐述观点的机会。另外，还要求学生每章节的内容做相应的调研，收集相关的资料，从调研中获取更多的知识，进一步充实、丰富、完善所学的内容。

在编写此书的过程中，我们得到了许多人士的大力协助，同事们为此书的整体框架提出了建设性的宝贵意见；本院的研究生为素材的收集作了贡献，其中有单晓晖、张志莉、王婷婷、陈曦、王智杰和王平。需要特别感谢的是出版社的刘援社长，贾魏编辑，他们为本书的最终出版付出不少的心血。

由于本书作者的知识所限，再加上时间的仓促，书中难免存在不当之处，恳请专家学者和广大读者指正。

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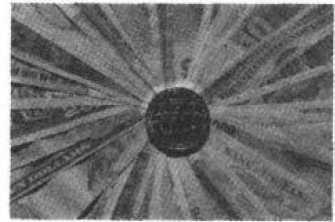
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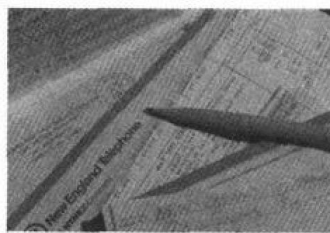
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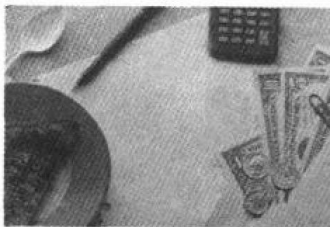
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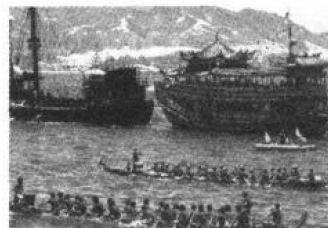
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Part One

Managing the Economy

Economic history tells us that the economy never grows smoothly. A country may enjoy several years of fast economic growth. But this might be followed by a recession or even a financial crisis or, very rarely, a prolonged depression. Upward and downward movements in output, inflation, interest rates, and employment form the business cycle that features all market economies. This part involves the attempts of policymakers to influence the behavior of broad economic aggregates in order to tame the short-run business cycle and stimulate the long – run economic growth — the concern of macroeconomic policy. Generally, macroeconomic policy has the following objectives: a reasonable rate of economic growth, high employment (low unemployment), stable prices, satisfactory balance of payments, equilibrium and an equitable distribution of income. To make things simple, we concentrate on the first three objectives for the time being. (Macroeconomic policy in an open economy will be analysed in Part Three.) How do different forces interact to determine overall economic activity, i.e. the levels of output, prices and unemployment? The aggregate-demand and aggregate-supply model gives us a tool to understand the determinants of overall economic activity.

The question arises as to how governments can achieve these objectives. Certain instruments can be used by governments to affect macroeconomic activity. That is, by changing demand-side (fiscal, monetary), supply-side, incomes, and other policies, governments can avoid the worst excesses of the business cycle and can stimulate the growth rate of potential output. The choice of policy instruments and the effects of them are the concern of the last two chapters in this part.



Chapter 1

Measuring Economic Success

Chapter Overview

An ideal market economy is one in which all goods and services are voluntarily exchanged for money at market prices. Such a system squeezes the maximum benefits out of a society's available resources without government intervention. In the real world, however, every market economy suffers from imperfections, which lead to such ills as excessive pollution, unemployment, and extremes of wealth and poverty. For that reason, no government in the world, no matter how conservative, keeps its hands off the economy.

In response to the Great Depression in late 1930s, John Maynard Keynes developed his revolutionary theory, which helped explain the forces producing fluctuations and suggested an approach for controlling the worst excesses of business cycles. Since then, in addition to correcting market failures and redistributing income, the third role of the government has been admitted in achieving economic success (i.e. reasonable rate of economic growth, high employment, and price stability) mainly through fiscal and monetary policies. The **macroeconomic** objectives and their measurement will be dealt with individually in this chapter.