

# 商经贸英语阅读

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## 实用教程

下 册

黄宪芳 陈丽妮 编著



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## 目 录

- Lesson 1 The Complexity of Marketing & Knowing Your  
Market ..... (1)  
营销学的复杂性和了解你的市场  
Skill 1 Selective Reading: Scanning  
技巧 1 选择性阅读: 如何查读
- Lesson 2 The Product Life Cycle & The Language Barrier  
..... (22)  
产品生命周期和产品跨国销售中的语言障碍  
Skill 2 Selective Reading: Skimming  
技巧 2 选择性阅读: 如何略读
- Lesson 3 Market Segmentation & How to Price Your  
Products and Services ..... (47)  
市场细分和如何为你的产品与劳务定价  
Skill 3 How to Make Study Reading  
技巧 3 如何细读
- Lesson 4 The Three Dimensions of Management & Work  
Hours and Productivity Change with the Times  
..... (70)  
管理学的三大方面和工时短、工效高  
Skill 4 How to Analyse the Structure of the Text  
技巧 4 如何分析篇章结构
- Lesson 5 The Work of the Manager & Labour, Land and  
Capital ..... (92)

管理者的职责和劳动、土地与资本

Skill 5 How to Use the Introductory Paragraph

技巧 5 如何利用开启段落信息

Lesson 6 Strategic Management & A Vision of Workplace  
2000 ..... (115)

企业战略管理和 2000 年企业模式展望

Skill 6 How to Use the Summarizing Paragraph

技巧 6 如何利用归纳段落信息

Lesson 7 Accounting & All Kinds of Taxes in the U. S.  
..... (140)

会计和美国税收种种

Skill 7 PQ3R Reading Method 1: P-Prepare

技巧 7 PQ3R 阅读法之一：如何预备

Lesson 8 How Banks Help Us Do Business & The Balance  
of International Payments ..... (161)

银行如何帮助我们经营和国际收支平衡

Skill 8 PQ3R Reading Method 2: Q-Question

技巧 8 PQ3R 阅读法之二：如何发问

Lesson 9 Financial Management & How Do American  
Customers Borrow? ..... (186)

财务管理和美国消费者如何借钱

Skill 9 PQ3R Reading Method 3: R-Read

技巧 9 PQ3R 阅读法之三：如何阅读

Lesson 10 Risk Management and Insurance & The Risks  
of Investment ..... (209)

风险管理与保险和投资风险

	Skill 10 PQ3R Reading Method 4: R-Recite	
	技巧 10 PQ3R 阅读法之四: 如何复述	
Lesson 11	Transnational Corporations & The Future of International Trade .....	(231)
	跨国公司和世界贸易的前途	
	Skill 11 PQ3R Reading Method 5: R-Review	
	技巧 11 PQ3R 阅读法之五: 如何复习	
Lesson 12	Securities Markets in China & Wall Street Bull Market May Be Due to Slow Down .....	(253)
	中国证券市场和华尔街牛市可能放慢速度	
	Skill 12 How to Get Non-verbal Information	
	技巧 12 如何获取非文字信息	
参考试卷	.....	(281)
答案	.....	(297)
课文参考译文	.....	(310)

## Lesson 1

# The Complexity of Marketing & Knowing Your Market 营销学的复杂性和了解你的市场

### Reading Skill 1

#### Scanning Reading

#### 选择性阅读：如何查读

在商经贸英语阅读材料中，有时需要从大量的文献中寻找所需资料，这就需要以比一般快读还要高一倍到数倍的速度去阅读。这样的高速阅读方法有两种：一为查读(Scanning)，二为略读(Skimming)。这里介绍的是前者。

查读的特点是带着问题去寻找答案，它不同于一般阅读，它的目的不是要获得材料中所有信息，而是要在最短时间内获得所需信息，是一种选择性阅读过程。

查读一般按下列步骤进行

(1) 预先决定需要获得何种资料，并且想一想这种资料在文字上具有什么外形特点。例如：要想知道价格或金额，你得找数字；要想知道某项交易何时发生，你得找日期；要想知道谁作成了某事，得找人名、公司名或国名。

请看以下例子: Study the Personnel Manager's diary below.

WEEK 24	PLANS	INTENTIONS	POSSIBILITIES
Monday	Meeting, 10: 00	Assessment of Application	See Supply Officer, new desks
Tuesday	Interview, 08: 00	Letters to job applicants	Check progress of job evaluation
Wednesday	Admin. , all morning Monthly Report	Visit Safety Officer	Meet Bob for lunch
Thursday	Visit, 11: 00 Business Exhibition	Telephone for references	Prepare for wage negotiations
Friday	Lunch, 13: 00 Personnel Director	Evaluation of training course	Write to Employment Office

从以上的人事经理的工作日记中查找日期、时间、人名、安排的事务等内容并不难,因为它们都列入不同的栏目里,一目了然。

(2) 预先估计一下应该到何处去寻找所需资料。你大概不会到某人的应聘申请表寻找公司的营销计划表,不会在一本书的序言部分去找产品的价格,也不会翻开电话簿,在T字母打头的词里,去寻找 Sam Brook 的电话号码吧。

如果你想聘用某人,可查阅其履历表;以下是 Steven Utley 的工作经历片段。

First Steven Utley worked for Robertson's Ltd. as a Personnel Assistant at £3,750 a year. He was with the company from 1984 to 1987. Then he joined Omega Operations, at £4,610 a year, where he stayed until 1989 in the position of Assistant Personnel Manager. He now works for Litho Inc. as a Personnel Officer at an annual salary of £5,100.

(3) 眼光迅速地由上至下扫描这一页,直至找到你所需

的部分。这时可放慢速度，细心阅读所查找的内容。例如：

The function of distribution is to move goods from the producer to the final consumer or user, and it applies to both industrial and consumer goods or services. There are a number of channels open to the producer for this purpose. He can deal directly with the consumer or with middlemen such as retailers, wholesalers or agents.

Question: What is the function of distribution?

从第一句里可找到你所需的部分。找到之后，一般不必再往下读。

根据你要查找的资料以及查找的目的，查读有以下四个层次：

A. 查找单词 (scanning to find a single word)。目的是找出单词、数目（如词典中的单词、电话号码、名称、日期、价格、地点等）或其他容易辨认的具体的单项内容。

例如：从以下“气象报告”中查找答案，目光只扫视有关的词汇。

WEATHER REPORT-FEBRUARY			
City	Average Temperature	Number of days	
		Cloudy	Clear
Seattle	60	23	5
Los Angeles	70	8	20
Santa Fe	75	14	14
Salt Lake City	65	18	10
Denver	63	10	18
Portland	55	10	18
Phoenix	72	8	20
Pierre	46	20	8

Questions:

1. The city which has the same number of cloudy and clear days during Feb. is \_\_\_\_\_.
2. The city having the lowest average temperature during Feb. is \_\_\_\_\_.

从这个例子中看出，只要找出二月份阴晴天各占一半的城市“Santa Fe”与二月份气温最低的城市“Pierre”，这个查读就结束了，非常简单。

B. 查找某个事实 (scanning for a particular fact)。在阅读材料中，事实常以短语或句子的形式出现；阅读时，需要调动注意力和理解力。

例如：下文是关于“最惠国地位待遇”的节选。根据问题，在文中查找答案，注意记下阅读时间。

1. What does MFN mean?
2. Are imports from non-MFN countries dutied at a high rate?
3. How is MFN treatment extended under U. S. Law?

[1] MFN has a long history in America's trade relations with other countries. Most U. S. trading partners already have MFN status. When the United States accords another country MFN treatment, it extends that country the same tariff and other trade concessions it grants to any other MFN recipients.

[2] MFN means that imports from a country are dutied at a rate no higher than imports from any other country — in practice, at the lowest rate generally available under the tariff laws. Imports from non-MFN countries, on the other hand,



are subject to duties as much as 10 times higher. Under U. S. law, MFN treatment is extended automatically to all market economy trading partners. Extension of MFN to non-market economy trading partners is not automatic, but a matter of presidential discretion. The president has authority to remove and restore MFN tariff rates for non-market economy countries, but he always does so subject to Congress' approval.

问题 1 的正确答案很明显, 即第二段落中的第一句。

问题 2 的正确答案可从第二段落中的第二句中查到。Yes, they are dutied at a rate as much as 10 times higher than those from MFN countries.

问题 3 的正确答案就在第二段落中的第三句和第四句里。

C. 查找某个需进一步仔细阅读的部分 (scanning for a selection to be read)。这一层次的查读以需回答的问题为线索, 问题越具体越精确, 确定的范围越小, 查读的速度就越快越好; 反之, 查读的速度就越慢越困难。为了完成高速度的阅读, 允许大量的忽略。

例如: 下面的练习要求你根据问题查读, 目光只扫视有关的词汇、句子或段落。

A scientist who does research in economic psychology and who wants to predict the way in which consumers will spend their money must study consumer behavior. He must obtain data both on the resources of consumers and on the motives that tend to encourage or discourage money spending.

If an economist were asked which of the three groups bor-

low most-people with rising incomes, stable incomes, or declining incomes-he would probably answer: those with declining incomes. Actually in the years 1947~1950, the answer was: people with rising incomes. People with declining incomes were next and people with stable incomes borrowed the least. This shows us that traditional assumptions about earning and spending are not always reliable. Another traditional assumption is that if people who have money expect prices to go up, they will hasten to buy. If they expect prices to go down, they will postpone buying. But research surveys have shown that this is not always true. The expectations of price increases may not stimulate buying. One typical attitude was expressed by the wife of a mechanic in an interview at a time of rising prices. "In a few months, we'll have less to spend on other things. " Her family had been planning to buy a new car but they postponed this purchase. Furthermore, the rise in prices that has already taken place may be resented (怨恨) and buyers' resistance may be evoked (引起). This is shown by the following typical comment: "I just don't pay their prices; they are too high. "

1. According to the passage, if one wants to predict the way consumers will spend their money, he should \_\_\_\_\_.
  - A. rely on traditional assumptions about earning and spending
  - B. try to encourage or discourage consumers to spend money
  - C. carry out investigations on consumer behavior and obtain data on consumers' incomes and money spending motives

- D. do research in consumer psychology in a laboratory
2. According to paragraph 2, one traditional assumption is that people with \_\_\_\_ incomes borrow most.
- A. average    B. stable    C. rising    D. declining
3. According to paragraph 2, research surveys have proved that \_\_\_\_.
- A. price increases always stimulate people to hasten to buy things
- B. rising prices may make people put off their purchase of certain things
- C. women are more sensitive to the rising in prices than men
- D. the expectations of price increases often make buyers feel angry

解析: 1. 见第一段内容。关键词是...must study consumer behavior; ...must obtain data on the resources of consumers and on the motives...

2. 见第二段第一句。

3. 调查表明物价上涨导致购买力低下。物价的上涨使得人们不得不推迟购买。

D. 查找与某个主题相关的所有信息 (scanning all the information on a topic)。凡是与主题有关的信息都是查找的对象。读者在不连贯的、跳跃式的迅速查读活动中, 头脑中始终有着“主题名词” (topic noun), 或“主题句” (topic sentence), 它们就像指示灯, 帮助你迅速找到可以提供有用信息的确切部位。

例如: 在主题名词的指引下, 查读下列文章。

The General Agreement on Tariffs and Trade (GATT) came into force on January 1948, it was originally signed by the U. S. and 22 other nations after World War II. China was one of them. The purpose of creating this organization was to reduce tariffs and monitor the world trade. It is one of the three most important international organizations related to economy and trade. But unlike the International Monetary Fund and the World Bank, it is an independent organization. Up to now, membership has grown to 106 nations. There are some nations which are trying to join the GATT. There are some other nations which have already adopted the principles of the GATT though they are not actual members. China is paving the way for resuming its membership.

When a country joins GATT, it becomes a contracting party and agrees to apply its national laws and trade practices in accordance with GATT guidelines. Trade disputes among GATT nations are resolved bilaterally through negotiation. If negotiation fails, a GATT panel will recommend a solution. However, these panels have no authority to impose their decision. In general, the GATT agreement is composed of three elements: First, trade shall be conducted on a nondiscriminatory basis. Second, protection shall be afforded domestic industries through customs tariff, not commercial measures such as import quotas. Thirdly, consultation shall be the primary means of resolving disputes.

Answer the following questions:

1. When did the General Agreement on Tariffs and Trade

enter into force?

2. What's the purpose of the GATT?
3. How many nations have already joined the GATT?
4. What are the three important elements of the GATT agreement?

解析: 1. 关贸总协定于 1948 年 1 月正式生效。(从文章的第一句中查找时间。)

2. 创立这样一个组织的目的是削减关税并监督世界贸易。(第一段的第三句中的 purpose 是主题名词。)
3. 到目前为止, 关贸总协定已有 106 个会员国。(查找数字。)
4. 从总体上来说, 关贸总协定由三大要素构成: 第一, 要在非歧视原则下开展国际贸易; 第二, 要通过关税而不是像进口配额那样的商务措施来保护本国的幼稚工业; 第三, 解决贸易争端的基本途径是通过磋商谈判。(第二段落中的 elements 是主题名词。)

## PRACTICE

在图表、目录、或在一篇文章中寻找数字材料, 查阅特定内容, 或获取一、二个实例, 查读是最有效的方法。通过以下的练习, 你会更加体会到这一点。

Use the information given in the following passage to complete the Trucker's Telelog form.

On January 3, 1989, at 8:30 a. m. , Fred Campbell picked up a 32-pallet load from Larry Watson of Mid-States Trucking from their Franklin, Michigan terminal at 2945

Robert Drive, (313) 555-6302. His special directions were to turn left onto the hidden driveway just past the I-94 overpass off Joy Road. Fred required a \$ 250. 00 advance payment on the load, to cover his expenses, before departing. The 45, 000-pound net load, bill of lading number 104F022144, was delivered to A-1 Trucking at 623 West Chicago Drive, Columbus, Ohio, the next day. This was trip number three for Fred's 33,010-pound rig; the load brought his gross weight to 78,010 pounds. His advance number was 18 647 for half the gross revenue of \$ 500. 00. He traveled 530 actual and paid miles with his only expenses being: \$ 96. 80 for fuel, \$ 29. 00 for motel, and \$ 23. 60 for combined meals. He earned his usual \$ 0. 95 per mile rate.

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Telelog Books

Curtis Custom Forms

TRUCKER'S TELELOG

Company \_\_\_\_\_ (1) Date \_\_\_\_/\_\_\_\_/\_\_\_\_ (2)  
Address \_\_\_\_\_ (3) P/U Time \_\_\_\_\_ (4)  
City \_\_\_\_\_ (5) State \_\_\_\_\_ (6)  
Person \_\_\_\_\_ (7) Phone(     ) \_\_\_\_\_ (8)  
Directions/Comments, \_\_\_\_\_ (9)  
Bill of lading No. \_\_\_\_\_ (10) Pallets \_\_\_\_\_ (11)  
Final Destination Company \_\_\_\_\_ (12)  
Address \_\_\_\_\_ (13) Del. Date \_\_\_\_\_ (14)  
City \_\_\_\_\_ (15) State \_\_\_\_\_ (16)  
Trip Number \_\_\_\_\_ (17)  
Advance No. \_\_\_\_\_ (18) \$ \_\_\_\_\_ (19)  
Gross Revenue \$ \_\_\_\_\_ (20) Paid Miles \_\_\_\_\_ (21)  
Net Weight \_\_\_\_\_ (22) Gross Weight \_\_\_\_\_ (23)

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Truck Expense This Trip	\$ _____	(24)
Meal Expense This Trip	\$ _____	(25)
Lodging Expense This Trip	\$ _____	(26)
Miscellaneous Expense This Trip	\$ _____	(27)
Total Expense This Trip	\$ _____	(28)
Actual Miles Traveled _____		(29)
Average Rate Per Mile	\$ _____	(30)

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R-2

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## Text Study

### 概 述

营销学的研究对象主要是企业等组织在市场上的营销活动及其规律性。具体地说,它主要是研究卖方的产品和劳务如何转移到消费者或用户手中的全过程。

而对于市场营销的含义有许多误解,最普遍的误解是把“市场营销”等同于“推销(Selling)”。美国学者菲利普·考特勒指出:“市场营销最重要的部分不是推销!它仅仅是市场营销冰山的顶端,它仅仅是市场营销几个职能中的一个,而且往往不是最重要的一个。”1985年,美国市场营销协会(AMA)提出的定义比较明确地表述市场营销的含义:“市场营销是关于构思、货物和劳务的观念、定价、促销和分销的策划与实施过程,即为了实现个人和组织目标而进行的交换过程”。

## Text A The Complexity of Marketing

### 营销学的复杂性

#### 专业概念提示、注解

1. the definition of opportunity 机会定义(注:“机会”指营销环境中对企业营销的有利因素,企业可取得竞争优势和差别利益的市场机会)
2. achieve its sales level 达到销售水平(这里指的是产品包装对促进销售的作用)
3. set up potentials 确立销售潜力(销售潜力指某一公司、某一产品、某一工业部门或某一地区在某一时期内最大的销售量)
4. operate in the same part of economy 从事相同的经济活动(即同行业)
5. time its decision 记录作出决策所用的时间(决策指为了实现预定的目标,制定各种可供选择的方案,并从这些方案中选定一个最适宜的方案加以实施的过程)

[1]Icebergs, we learn, conceal nine-tenths of their bulk beneath the surface of the sea; what we see above the waterline gives little indication of all that lies below. Marketing can mislead in a similar fashion. It is not just advertising, promotions, price cuts, packaging, public relations and surveys which make up the visible tip and which are most frequently considered to be the entirety of marketing. The fascination of marketing lies within the large hidden dimension: the definition of opportunity and the planning to achieve success.

[2] The complexity of some of the factors involved can be illustrated by visiting a local shop or supermarket. Our trip to



the local shop will quickly make it clear that even some of the more obvious aspects of marketing are not as simple as they first appear.

[3] Look at the product on the shop shelf. Usually you will find it attractive—a special colour may attract your eye, a particular shape will appeal, the name may be familiar, a number on it may seem lucky. These are the everyday facets of packaging a product to attract the consumer and that is one of the requirements of making the product achieve its sales level.

[4] But what particular feature of the product would make you, as the consumer, buy an item? All sorts of influences are considered important: price, quality, knowledge of the manufacturing company and its products, previous experience of the product, promotions, culture, the customer's physical and psychological state. Each of these sets up potentials within the market which can either encourage or discourage purchase. Because of the wide range of factors no two companies will face identical problems even if they operate in the same part of the economy; the problems that an established company faces with an established brand will often be almost totally different from those experienced by the young company with a new product.

[5] What made the store buy it? Now let us think of the factors involved in actually getting the product into the store. There will be a buyer for the store who will have a variety of motives for the decision he makes. He may be more interested in profit for his organization; or in the efficiency of his own part