

# 国际 经济贸易英语—— 会话与阅读

编者 赵杨俊

上海交通大学出版社

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## 内 容 提 要

本书内容涉及国际经济、国际营销、国际贸易实务、国际技术交流、国际企业管理以及合资经营、合作生产、许可证贸易、租赁业务、合作承包等国际贸易的诸多方面。

本书可用作大专院校工业外贸、企业管理、经济等专业的英语教材或教学参考书，也可作为从事或即将从事对外经济贸易业务的企业干部、科技人员进修英语时使用的业务参考手册。

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## 前 言

近年来,我国对外经济贸易活动日益广泛,特别是越来越多的工厂企业也开展了对外经济贸易合作。为了适应这一新形势,许多理工科大学设立了工业外贸管理专业,培养对外经济贸易人材。《国际经济贸易英语——会话与阅读》正是为了配合这项工作而编写的。

本书编写的主要特点是采用国际经济贸易知识与英语知识相结合的模式。内容涉及国际经济、国际营销、国际贸易实务、国际技术交流、国际企业管理,以及合资经营、合作生产、许可证贸易、租赁业务等国际经济贸易的诸多方面。形式有业务谈判、技术交流会、一般接待会话、商务术语解释、特殊英语语法现象研究和中短篇阅读材料。每单元附有练习,有助于读者理解和掌握所学内容。

本书可用作大专院校工业外贸、企业管理、经济等专业的英语教材或教学参考书,也可作为从事或即将从事对外经济贸易业务的企业干部、科技人员进修英语时使用的业务参考手册。

由于编者业务水平有限,难免会有不妥之处,欢迎读者批评指正。

赵杨俊

1987年4月5日于上海

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# Unit One

## Lesson 1

### The New Era of Marketing

Today, new equipment, new processes, new facilities, new product developments, as well as expanded research have brought about an entirely new point in economic development. There is no longer an insatiable demand-market waiting to consume everything the factories can turn out. Cutbacks due to excess productive capacity in many industries take place. It has become evident that business will have to sell and promote aggressively in order to develop and expand the markets necessary to consume all the things the factories can produce. It means that business has to determine beforehand what, how much, at what price and under what circumstances the ultimate consumer will purchase. Then it has to organize its productive and marketing facilities to meet these conditions.

It has become necessary to develop new and better tools of market research in order to forecast sales with greater certainty because production and purchasing has to be adjusted to sales expectations. It has become necessary also to review and revise selling, advertising and promotion policies. Above all, it means that industry in the future must

use scientific product-planning and development on a new basis and on a scale never before imagined.

Emphasis has definitely shifted to the demand side of the economy. From now until the foreseeable future, production will be determined, not by capacity alone, but by the predetermined demands of the markets.

No longer is marketing the neglected adjunct to production as it was in the past. It has become the very core of successful enterprise. All business decisions must now be made in the light of the market. Marketing assumes its place along-side finance and production as a top-management function of vital importance in modern business.

We are now ready to take a look at the modern, economic role of marketing. Old-style economists referred to marketing as adding "time and place utility". This was to distinguish it from production which adds form utility by changing the form of raw materials into finished products for consumers. Marketing places the goods at the right time and place for the consumer to buy and to use. Thus, marketing adds time and place utility.

But modern marketing students see a wider role in the economy for marketing. The focus on the ultimate consumer has uncovered a far greater task for efficient marketing. Marketers today know that marketing deals not just with the physical movement of goods but with customer values. Thus, the marketing manager is concerned not only with time and place but also with customer's convenience, satisfaction, peace of mind, pride of ownership, ease of use, ease of storing, ease of re-order and other considerations,



all dealing with the ability and willingness of the consumer to maintain and increase his demand.

The fact is that what gives the consumer the most satisfaction constitutes, for him, the greatest return for his money. So long as the consumer has a choice, he will choose those things which represent, for him, the greatest value. This has, of course, great significance in marketing. It has given rise to important developments in the use of the social sciences—psychology, sociology, economics—to improve the efficiency of marketing operations.

The economy today is characterized by growth, activity, and change. It is said, in fact, that change is the only basic law of economics. Marketing which is the art of distributing the world's goods among the various claimants has also only one basic law, change.

It is inevitable, with the many economic and social changes, that business management would fall heir to the job of managing these changes. To do this, management has to develop the necessary organization for a business to absorb new ideas and new approaches and to meet new market demands.

In marketing this has taken the form of what has come to be called "the new marketing concept." Stated simply, it means that management-thinking, management-orientation and management-organization have been changed to focus business thinking and policy formulation on the customer. Business decisions are now made in the light of customer needs or wants. Management recognizes that a business can exist only if customers are satisfied. As customer-wants change, a bu-

siness must reorganize to meet these change.

The organization for marketing, marketing strategies and marketing programs has changed. It can be said that business, by and large, has reorganized for the new type of marketing necessary to meet the challenge of the future.

## Grammar

### *The Structural Classification of Dependent Clauses*

Dependent clauses may be classified either by structural type (i.e., in terms of the elements they themselves contain) or by function (i.e., the part they play in the main clause). Here we will discuss only the structural type of classification. Analysing by this type, we arrive at three main clauses.

*A. Finite clause*, A clause whose *V*-element is a finite verb phrase.

*e.g.*: It means that business has to determine beforehand what, how much, at what price and under what circumstances the ultimate consumer would purchase.

*Note*: a) The finite clause usually contains a subject and there is person and number concord between the subject and the finite verb. b) Finite verb phrases have tense distinction.

*B. Non-finite clause*, A clause whose *V*-element is a non-finite verb phrase. The three classes of non-finite verb phrase serve to distinguish three classes of non-finite clause.

a) Infinitive clause,

*e.g.* Marketing places the goods at the right time

and place *for the consumer to buy and to use.* (with subject)

It has become necessary *to develop new and better tools of market research.* (without subject)

b). -ing participle clause:

*e.g.* There is no longer an insatiable demand-market *waiting to consume everything that the factories can turn out.* (...which is waiting to...)

c) -ed participle clause:

*e.g.* Above all, it means that industry in the future must use scientific product-planning and development on a new basis and on a scale *never before imagined.* (...which has never before been imagined)

C. *Verbless clauses:* With verbless clauses, we can usually infer ellipsis of the verb *be*, the subject, when omitted, can be treated as recoverable from the context.

*e.g.* It has become evident that business will have to sell and promote aggressively in order to develop and expand the markets *necessary to consume all the things the factories can produce.*

### Vocabulary

1. *marketing* the sum total of all business activities **that**

deal with the movement of goods and services from producer to ultimate user. This includes raw materials, supplies, partially fabricated goods, and finished products, as well as those services necessary to keep consumers using all these goods.

2. *marketing research* the gathering, reporting and analyzing of facts concerning any phase of marketing activity. This includes consumer research, product research, market research, dealer research, price and policy research, selling and advertising research, inventory research and cost, transportation, warehousing and efficiency studies.
3. *process* a system of operations in the production of something.
4. *product development* the generation of new ideas for new or improved goods to be added to or to replace existing items.
5. *product planning* the process leading to the identification of goals and procedures, as well as the precise nature of the merchandise to be marketed.
6. *sales expectations* the expected situation of sales.
7. *physical movement of goods* movement of merchandise from manufacturer to consumer.
8. *customer values* the reasons, desires, and problems of the customer.
9. *promotion* stimulating the demand for goods by advertising, publicity, and events to attract attention and create interest among consumers.
10. *fall heir to* inherit

11. *by and large* on the whole, for the most part

## Situation 1

### A Foreign Businessman Arrives

#### At the Airport

*Mr. Bob Hall, marketing manager of Westinghouse Inc. has arrived at the Shanghai Airport. Meeting him there is Mr. Chen, manager of the Shanghai Branch of China National Machinery Import and Export Corp.*

*Chen:* Excuse me, but aren't you Mr. Hall?

*Hall:* Yes, I am.

*Chen:* I'm from the China National Machinery Import and Export Corp., Shanghai Branch. My name is Chen.

*Hall:* How do you do, Mr. Chen.

*Chen:* How do you do.

*Hall:* It's very nice of you to come to meet me, Mr. Chen.

*Chen:* It's a pleasure, Mr. Hall. Now shall we go see about your baggage?

*Hall:* Yes, Where is the baggage counter?

*Chen:* It's down there at gate No.8. How many pieces of baggage do you have?

*Hall:* I have two suitcases.

*Chen:* Here we are. Could you point them out?

*Hall:* They are not there. Could you ask the traffic agent?

*Chen:* O.K. please let me have your baggage checks.

*(Chen shows the traffic agent the numbers of the baggage checks, and eventually finds that the suitcases*

*are missing)*

We are sorry that your baggage has not arrived. Could you please fill out this baggage discrepancy report. We must know the type, colour, weight and dimensions of your baggage, so that we can flash a telex immediately to all the enroute stations and find out if they have your baggage.

*Hall:* I suppose that's all you can do? Fortunately I have all the papers in my handbag. But I won't be able to change my clothes.

*TA:* You may approach the TWA office at the airport and claim for an interim relief.

*Hall:* That's fine. Can I keep one copy of the discrepancy report?

*TA:* Sure.

#### At the TWA Office

*A TA:* What can I do for you, sir?

*Hall:* My baggage has not arrived. I want ...er...an interim relief. Here is a copy of my discrepancy report.

*A TA:* We are very sorry about that. We'll do our best to find your baggage as soon as possible. And meanwhile, you may buy some daily necessities and a change of underwear from our account.

*Hall:* That's fine. Thank you.

*TA:* Could you tell me where we are to send the baggage when it comes?

*Chen:* Mr. Hall will stay at the Peace Hotel. Room No. 404.

*TA:* Thank you.

*Hall:* (*speaking to Chen*) So you've booked me a room at the Peace Hotel. That's incredible. Now is that the taxi service over there?

*Chen:* That's right. But I have a company car waiting at the parking lot.

*Hall:* Excellent.

### On the Way to the Hotel

*Chen:* Did you have a pleasant trip?

*Hall:* Quite a nice flight. I just had a wonderful bird's-eye view of the Shanghai suburbs. Your heavy industry seems to be located in the suburbs.

*Chen:* Most of the large plants are in the suburbs. By the way, is this your first trip to China?

*Hall:* As a matter of fact, I was born in Shanghai. My father used to run a garage near the former Cathay Theater. But this is the first time I returned to Shanghai since I left 38 years ago.

*Chen:* How is Mr. Howard Eaton? He used to come a lot.

*Hall:* He's resigned. Last year, a merchant bank, made a loan of \$100 m. at a low rate of interest, and bought a percentage of the shares. They put Jean White on the Board of Directors,

and appointed Rachel Sene as chairman and managing director. As Sene and Eaton disagreed on policy over discontinuing certain products, Eaton was forced to resign and Sene appointed me in his place. Sene reduced the range of products and concentrated on making better use of resources and on more efficient production. As a result of his policy annual sales have increased rapidly during the last year. So we are now again looking out for opportunities to expand. The Board decided to send me to Shanghai to discuss with the No.2 Machine Tools Factory on the feasibility of a joint venture.

*Chen:* We would be very glad to work together with a new friend. By the way, when will the engineers arrive?

*Hall:* They are supposed to arrive tomorrow from Hong Kong by CAAC flight. We have a service station in Hong Kong. They are inspecting the operations there. Excuse me, are we passing the CAAC booking office? I want to book seats to Beijing.

*Chen:* Oh yes. But have you decided when you will leave for Beijing?

*Hall:* We will fly there next Friday.

*Chen:* Then you have enough time. Maybe you'd better go to the hotel and settle down first. We'll book seats for you after the engineers arrive.

*Hall:* So much the better.



### At the Hotel's Reception Desk

*Chen:* Mr. Hall, please fill this hotel registration form.

*Hall:* All right. Here you are.

*Chen:* Put the room number also at the right-side top.

*Hall:* But what's my room number?

*Chen:* Room 404.

*Hall:* Oh yes, you told me.

*Chen:* Your room is on the 4th floor. The elevator is at the end of the hallway on the right. You can collect the key to the room from the floor attendant sitting at a counter near the elevator. And the restaurant is on the 8th floor.

*Hall:* Thank you, Mr. Chen, for your briefing. Have you also booked rooms for the engineers? They should be on the same floor.

*Chen:* There are no more rooms on the same floor. So they were booked on the 5th floor.

*Hall:* Could you help to arrange that I move to the 5th floor too?

*Chen:* But there is no vacant suite on the 5th.

*Hall:* How about the other floors?

*Chen:* I'll request the hotel reception desk to rearrange tomorrow, and try to get everybody on the same floor.

*Hall:* Thank you so much, Mr. Chen.

*Chen:* Tomorrow morning we'll invite you to have a sightseeing tour of the city. In the afternoon,