

许家森 张吟德 编写



涉外经济 英语阅读

上海交通大学出版社

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内 容 提 要

本书是涉外经济类英语教材。全书 18 课,除课文外,还配有阅读材料 21 篇。每课均由课文、词汇、注释、练习和阅读材料等部分组成,书后还附有总词汇表。

课文和阅读材料主要选自发达国家出版的最新经济著作和刊物,内容涉及一般经济理论、国际金融、国际投资、企业管理、国际贸易、中国经济开放等领域。本书出现的生词和词组以大学英语四级及四级以上程度为主,并对语言难点和背景知识做了注释。练习中设置词组、句子、段落、语篇的翻译、完形填空等题型,以培养学生阅读理解、翻译等方面的能力。

本书内容新颖、题材广泛、信息量大、文字优美,是一本既可提高英语读写能力,又可了解国际经济、金融和商务等多方面知识的实用性英语教材。

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序

随着改革开放的不断深入,中国正以日新月异的速度“走向世界”,上海将成为国际经济、金融、贸易、航运中心之一。因此,与“国际接轨”的新形势向各类人才提出了更高的要求,而人才的培养几乎无一不与外语能力有关。所以,培养和造就一大批坚持为社会主义建设和发展服务,既精熟专业,又通晓外语的复合型高层次人才已成为当务之急。在这种情况下,《涉外经济英语阅读》一书的问世,无疑是适时之作。

跨世纪时代需要我们抓住开发开放的机遇,努力提高经济的外向度,提高利用外资和对外贸易的质量,组建一批在国际市场上有竞争力的企业集团等等。这就要求无论是工业、贸易、金融、旅游、房地产行业,还是城市建设与管理,或者是高新技术产业等方面的各类专业人才,必须通晓一至两门外语,掌握经贸方面的知识,了解国际国内两个市场,拥有参与国际竞争的能力。因而,本书编者花费了多年的心血以国际金融和贸易为主题,选编了国内外出版的有关文章,精著成册,以供旨在培养自己在英语、经济、管理等方面均具有一定特长的各界人士阅读。这既反映了编者对英语和经贸教学的重视,更展示了他对人才素质教育的高度热情。

本书介绍的内容无一不是现代经济领域中经常涉及的实用知识,从经贸领域到求职面试,从对外经济开放到计算机应用,从企业管理到公共关系等等各个方面。因而,本书实用性强,题材广泛,信息量大,是经贸类人士不可多得的英语阅读书籍,亦是各类人才学习国际经济、国际金融和国际商务贸易等方面知识的英语好教材。

当我们读完本书,掩卷回味时,还有一种强烈的感受,就是本书语言文字优美,一改传统经贸类教材枯燥乏味之感,读之亦觉是一种享受。因而在此,我乐意向想继续学习英语,提高读写能力的各界人士推荐本书。

彭运鹄

1996年7月15日

前 言

随着我国改革开放政策的实施和对外经济贸易的发展,外资的大量涌入,各种新兴企业的出现,经常阅读英文版的经济类文章已成为日常必需。因而高校毕业生不仅要掌握本专业的知识,还需进一步拓宽在经济、贸易、金融等方面的知识,成为复合型人才,成为跨世纪时代急需人才。对于已就业人士来说,为了适应现今工作所需或寻找更具有挑战性的职业,也需掌握新信息,学习新知识。为此我们编写了这本涉外经济英语阅读教材。

本书在选材上除注意语言规范流畅外,还注意收集当前和今后经济热点相关的材料,全书主要包括下列三方面内容:

一、发达国家(主要为美国)的经济、金融、外贸等领域的状况和相关理论。如《外汇市场》、《国际贸易的利与弊》、《保险和保险公司》、《市场经济》、《国际投资》、《证券买卖》、《西方会计》、《商标与包装的重要性》、《经济与社会不平等》等课文。

二、国外出版涉及工商管理、计算机应用、择业选择、面试、公共关系等方面的内容。如《信息社会》、《参与管理的重要性》、《公共关系》、《市场竞争中的职业选择》等课文。

三、我国对外经济开放宣传方面的文章。如《投资指南》、《税收减免》、《经济技术开发区》等课文。

本书题材广泛,信息量大,不但适用于工贸、金融、经济等专业的学生,也适用于要求继续提高英语水平的其他专业学生,还适用于期望通过自修,进一步提高英语水平,拓宽知识面和扩大信息摄入量的已就业的高校毕业生。同时也可供意想进入涉外企事业单位或已在这些单位就业的人士,完善自己的英语水平作参考。

承蒙上海铁道大学经济管理学院院长、上海外文学会副会长、世界银行顾问、加拿大哥伦比亚大学访问教授彭运鹏先生为本书写序,上海铁道大学外语系美国语言专家约翰·克拉克先生为本书审阅全部书稿,在此谨致以谢忱。

编 者

1997年1月

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Unit one

Text The Information Society

From Dirt to Data

Two centuries ago, 90 of every 100 people worked to produce food. As people became more efficient in the production of food, an *agrarian* society gave way to the growth of an *industrial society*. Our transition to an industrial society was slow and marked with social strife. Each new technological innovation had a profound impact. For example, the steam shovel did the work of 100 men.

We know now that the industrial revolution shortened the workweek, provided greater opportunities for employment, and generally improved the quality of life for all. But at the time, no argument could convince any of the 100 men who lost their jobs to a steam shovel that the industrial revolution would eventually improve their plight in life.

Today, two people produce enough food for the other 98 and we are in the middle of a transition from an *industrial society* to an *information society*. (The trend in today's offices and factories is paralleling that of the farm 200 years earlier.) If history repeats itself—and most experts believe that it will—automation will continue to reduce the number of workers needed to accomplish unskilled and semiskilled tasks. Also, automation will provide workers with valuable information that will help them to better do their jobs.

In the information society, workers will focus their energies

on providing a myriad of information services. Today, it is a bit difficult to imagine a society that may become desperately dependent on certain information services. But let's put this concern into its proper perspective. Can you imagine our nineteenth-century forefathers becoming desperately dependent on the speed of air travel or hair dryers? Who among us would give up our hair dryer!

The Computer Revolution

The driving force behind our transition to an information society is the *computer*. The computer and the emerging information society are having a profound impact on the business community. Retailers are making it possible for us to do more shopping from the comfort of our own homes. Financial analysts are consulting their computer "partner" before advising a client on the best investment strategy. Some factories have no windows or lights—computer-controlled robots don't need to see!

The computer revolution is upon us. This unprecedented technical revolution has made computers a *part of life*. With the rapid growth in the number and variety of computer applications, they are rapidly becoming a *way of life*.

In our private lives, computers may speed the checkout process at supermarkets, enable 24-hour banking, provide up-to-the-minute weather information, and, of course, entertain us with video games. And if that is not enough, computers are the culprits behind our "conversations" with elevators, automobiles, and vending machines.

In our professional lives, the computer is an integral tool in the performance of many jobs. Retailers query their computer systems to determine which products are selling and which are not. Managers use word processing systems to compose memos and to check spelling, grammar, and style. Geologists rely on an "expert" computer system for guidance in the quest for minerals.

Bankers examine up-to-the-minute securities information from their computer terminals.

The overwhelming majority of people believe that computers enhance the quality of life. The people of the world have become committed to a better way of life through computers, and it is unlikely that the momentum toward this goal will change. It is our responsibility to ensure that this inevitable evolution of computer technology is directed to the benefit of society.

New Words to the Text

agrarian [ə'grɪəriən]	n.	of land or land ownership	土地的; 土地所有权的
shovel [ˈʃʌvəl]	n.	spade-like tool	铲
myriad ['mɪrɪəd]	n.	very great number (of)	极大数量
plight	n.	condition	情况, 形势 窘境 惨状 惨状的
culprit ['kʌlprɪt]	n.	person who has done wrong; offender	犯罪者, 犯过者
vending (machine)	a.	slot machine for the sale of small articles	自动售货机
query ['kwɪəri]	v.	inquire; express doubt about	询问; 对……表示怀疑
memo	n.	short for memorandum	“备忘录”的略语
enhance [ɪn'hɑ:ns]	v.	add to	增加, 提高
momentum [mə'mentəm]	n.	quantity of motion of a moving body	动量; 动力

Phrases and Expressions

give way to	be superseded or replaced by	被替代
in the quest for	in search of	寻求

Notes

1. The information society —

After existing for millennia as an agrarian society, the people of the world progressed to an industrial society. Today, what is emerging is an information society. Each year, computers, both in general and at a more

personal level, are having a greater influence on our lives. It is our responsibility to direct the application of computers to the benefit of society.

2. Our transition to an industrial society was slow and marked with social strife. 过渡到工业社会较为缓慢,并显示社会冲突。

transition (from...) to... 过渡,转变

e. g. (1) The transition from farm life to city life is often difficult.

(2) The sudden transition from hot to cold made us feel ill.

3. But at the time, no argument could convince any of the 100 men who lost their jobs to a steam shovel that the industrial revolution would eventually improve their plight in life. 但其时,并不能使因有了蒸气锹而失业的 100 个人中的任何人相信,工业革命终将会改善他们的生活。

Note the structure: convince somebody that...

convince somebody of...

e. g. The computer teacher convinced us that by 2000, virtually all office workers, from the clerical level to the strategic level, and many blue-collar workers will routinely interact with computer-based systems.

cf. We convinced him of the importance of using the computer in his designing.

4. The driving force behind... is the computer. 计算机是过渡到信息社会的驱动力。此句语序属倒装句,把表语部分提到句首是为了起强调作用,把主语 computer 放在句末,是考虑到为了与下一句句首有一个句子过渡的内在联系。

5. Retailers are making it possible... from the comfort of our own homes. 零售商们要为居家舒适购买成为可能。

it 是形式宾语,代表 to do more shopping... of our own homes, for us 是不定式 to do 的逻辑上的主语。

6. Managers use word processing systems to compose memos and to check spelling, grammar, and style. 经理们运用文字处理系统来记录巨细,并能检查拼写、语法和文体上的问题。

word processing system 简称 wps, 是一种计算机软件。

Exercises

- I. Match the special terms in Column A with their explanations in Column B

Column A

Column B

- (J) automatic teller machine (ATM) a. a facility in which computing resources are made available to

(e) input unit

(7) information centre

(f) Hacker

(C) application software

(h) data communication

(A) random file

(D) hardware

(g) memory unit (storage unit)

(b) database

various user groups

- b. a collection of records that can be processed randomly
- c. a software that is designed and written for a specific personal, business, or processing task
- d. the part of a computer that stores all data entered into the computer and processed by it
- e. the device used to enter data into a computer 设备
- f. a name given to computer enthusiasts who use the computer as a source of enjoyment as well as a business tool
- g. the physical devices that comprise a computer system
- h. the collection and/or distribution of data from and/or to a remote facility
- i. a single collection of data that is stored in one place and can be used by people throughout the organization to make decisions
- j. an automatic deposit/withdrawal device used in banking

I. Translate the following expressions or phrases into Chinese

- 1. double click
- 2. information age
- 3. dynamic like
- 4. program file
- 5. combo box
- 6. primary button
- 7. information hardness
- 8. print queue
- 9. invalid path
- 10. informational processing

II. Fill in the blanks with the following words in their proper forms

Passage One The Computer System

complex up simple count system
form data as capable technology

Technically speaking, the computer is any _____ device. But in the context of modern _____, we'll define the computer _____ an electronic device _____ of interpreting and executing programmed commands for input, output, computation, and logic operations.

Computers may be technically _____, but they are conceptually _____. The computer, also called a processor, is the "intelligence" of a computer system. A computer _____ has only four fundamental components—input, processing, output, and storage. Note that a computer system (not a computer) is made _____ of the four components. The actual computer is the processing component and is combined with the other three to _____ a computer system.

The relationship of data to a computer system is best explained by an analogy to gasoline and an automobile. Data are to a computer system as gas is to a car. Data provide the fuel for a computer system. A computer system without _____ is like a car with an empty gas tank: no gas, no go; no data, no information.

Passage Two Science and Research

analyze routinely create tool application
prototype median political predict engineer

Engineers and scientists _____ use the computer as a _____ in experimentation and design. Mechanical engineers use computers to simulate the effects of a wind tunnel to _____ the aerodynamics of an automobile _____. _____ scientists collect and analyze demographic data, such as _____ income and housing starts, to _____ voting trends. Chemists use computer graphics to _____ three-dimensional views of an experimental molecule. There are at least as many science and research _____ for the computer as there are scientists and _____.

Passage Three Computers and Opportunity

emergence effort over challenge professional
moreover improve pace knowledge benefit

Computers provide many opportunities for us to _____ the quality of both our private and professional lives. The _____ is to take advantage of the opportunities afforded by the computer revolution and our _____ to an information society. People, like you, who are willing to put forth the _____ and accept the challenge will be the ones who _____ the most. Your marketability for employment is improved. You have an advantage _____ those of your peers who are uncomfortable with computers. If you are or will become a self-employed _____, such as an attorney or an accountant, an introductory computer education will provide you with the prerequisite _____ that you need to maintain a competitive edge. _____, the rate at which you can learn more about computers is accelerated. Your base of knowledge will grow so that you will be better equipped to keep _____ with a rapidly changing technology.

IV. Translate the following into Chinese

1. An airline reservation system is a classic example of an information system that reflects an up-to-the-minute status.
2. The use of the ever-present automatic teller machine (ATM) is an application of electronic funds transfer (EFT).
3. The door has been opened for computer applications that were only dreams of fantasies three decades ago. Computer based information systems can be found in diverse business and government environments.
4. We combine hardware, software, people, procedures, and data to create an information system.
5. The most distinguishing characteristic of any computer system is its "size" of computers, minicomputers—medium-sized computers, mainframe computers—large computers in size and capacity, and microcomputers small desk top machines(PC).
6. All computers, no matter how small or large, have the same fundamental capabilities: processing, storage, input and output.
7. A microcomputer is also called a personal computer or PC. The label "personal computer" was associated with microcomputers because they were designed for use by one person at a time.
8. Whether you are seeking employment (or perhaps a promotion) as an economist, an accountant, a salesperson, a financial broker, or in any of a hundred other jobs, one question is frequently asked: "What do you know about computers?" Already, well over half of all white-collar workers routinely work with computers. By 1990, virtually all white-

collar workers and a good portion of the blue-collar workers will spend a significant portion of their day interacting with a computer.

9. By their very nature, computers bring about change. With the total amount of computing capacity in the world doubling every two years, we can expect even more dramatic changes in the future. The cumulative effects of these changes are altering the basic constructs of society and the way we conduct business.
10. The data base supporting the air traffic control system contains the location, altitude, and flight path of all aircraft. The system gives controllers a visual and audible warning when adequate aircraft separation is violated.

V. Turn the following into English

经理们要用他们 75% 的时间与人交际,在典型的一天中,经理们可能会被电话、信件、报告、会议和来访者轰得晕头转向,换句话说被信息搞得晕头转向。如果经理是幸运的,他或她能用余下的工作日来利用这些信息。

信息是从中发展计划和作出决策的基本材料。为了帮助他们的经理得到并使用信息,大部分企业建立了管理信息系统。这种信息系统设计是为了自动处理每天交际。目前人们正使用最新技术为用户更快地提供信息。最近的“计算机革命”已经拓展了这些系统的能力,容量,以至于他们的用途。

Reading Material Computer are for Everyone

In “the old days,” that is, during the 1950s, 1960s, and even into the 1970s, business computer systems were designed such that a computer professional served as a middleperson between the **end user** and the computer system. **End users**, or simply users, are blue-and white-collar workers who use the computer to do their jobs better. In the past, plant supervisors, financial directors, and marketing managers would relate their information needs to computer professionals, such as programmers or systems analysts, who would then work with the computer system to generate the needed information.

In “the old days.” the **turnaround time**, or elapsed time be-