

An English Reading Course of
Foreign Trade and Business

外贸英语阅读

姜 涛 主编

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哈尔滨工业大学出版社

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内容提要

该书分七个单元,每个单元包括5种知识类型,即商贸新闻、实业经营、对外贸易、外贸书信、商贸广告。每篇文章后都配有适易难度的习题,书末附有答案。

该书内容丰富,知识性强,覆盖面广,资料详实。可作大学本专科外贸专业学生的教材,也可作从事外贸工作人员的自学读物。

外贸英语阅读

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前 言

随着改革开放的进一步深入和发展,我国与世界各国之间的经济贸易往来更加频繁。对外贸易的发展,使国内外贸行业出现了空前的繁荣景象,社会对从事外贸人员的需求量也越来越大。为了满足这一社会需求,许多大专院校相继开设了外贸专业,培养外贸工作人员。但从整体上看,我国在这一方面还比较落后,外事人员专业素质还有待提高,外语水平较低,特别是对外贸英语中的一些专业知识、词汇、句子等了解不多,更谈不上熟悉和自如运用了。为了解决这一困难,我们出版了《外贸英语阅读》一书,以提高外贸人员的专业知识和英语水平。

《外贸英语阅读》这本书不同于其它外贸专业书籍,它的主要目的是在一定外贸专业基础知识基础上,从英语语言角度出发,扩展外贸专业知识,让学生掌握英美一些国家普遍采用的一些外贸程序、金融业务、外贸法规和有关专业术语等方面的知识,以对国外外贸业务有一个总体的认识,进而提高自身业务水平和业务能力。

《外贸英语阅读》共分七个单元,每个单元含五种不同的文体,从不同角度讲述外贸知识。该书内容丰富,知识性强,覆盖面广,资料详实,具有较强的操作性。《外贸英语阅读》一书大体上可分为五种知识类型:商贸新闻、实业经营、对外贸易、外贸书信、商贸广告。每篇文章后都配有难易适度的练习,以测试读者对文章内容的理解和对词汇的掌握。此外,有供学生课堂讨论的问题,并通过讨论进一步加深对文章的理解。

《外贸英语阅读》适合作大学本专科外贸专业学生的教材,也适合于社会上有志于从事外贸工作的在职人员和自学者阅读。在编写《外贸英语阅读》的过程中,我们考虑到读者的英文水平,篇章顺序安排上进行了合理调整,由浅入深,循序

渐进,使读者在每一单元结束后,都感到有所收获,希望这本书能给读者以帮助。

我们衷心感谢美籍专家帕里克·克恩先生在繁忙的教学中抽出时间审阅了部分书稿并提出宝贵意见和建议,并向国内外提供了资料的同仁表示谢忱。限于我们的水平和能力,在编写过程中错误和不妥之处在所难免,肯切希望有关专家、同行和读者给予指正。

姜 涛

1994年9月

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Unit I

1.1 Business News

A Manager Gets the Secretary He Deserves

It costs a lot every time a manager loses his secretary. There are tangible costs, like advertising for a new one, training her, etc. And there are intangible costs, such as the effect of the resignation on staff morale, disturbed work and communications, and other things that lower efficiency. Eve Macpherson, Editor of *Top Secretary and Women in Management*, has this advice for managers who want to avoid all this.

First of all, be specific about what you intend to delegate to her—non-technical correspondence, supervising the office and so on. She will have heard such phrases before as ‘satisfying and rewarding job’, ‘duties depend largely on you’, and so on. In any case, roughly translated all that means just ‘another boring short hand, typing and filing job.’ Secondly, give her not just the responsibility but the authority as well to get on with the job. That includes telling your colleagues plainly that she has that authority. Job specifications in writing are essential. Once they are there for her and you to see, there can be no arguments about overstepping her authority or failing to achieve her objectives.

Regular job appraisal is an obvious follow-up. A golden

rule here is; do not appraise in secret. She has a right to know the results of the appraisal. Besides the appraisal, do not check up on her. If you have set her a task, then tell her when you want it done - do not ask her daily if she has done it yet or if she has forgotten.

A manager's secretary is a member of his executive staff and should be treated like one. Take her around personally when she is new and introduce her to your colleagues and the staff. Do not just leave her to make a fool of herself because she does not know who anyone is.

Whether you call her a 'private', 'executive' or 'personal' secretary, she must be treated like a 'confidential' secretary. Show that you have confidence in her; do not cover up those 'top secret' papers every time she walks into the room. Let her know you value her opinion.

You will know within a few weeks of hiring her whether she can be fully trusted. If she cannot be, fire her.

Exercise A

First Reading

Read the following statements and decide whether they are true or false according to the passage. Write "T" for true and "F" for false.

- () 1. It costs him a great deal of money every time a manager loses his secretary.
- () 2. Eve Macpherson advises managers to avoid unnecessary resignations from their secretaries.
- () 3. A manager should tell his secretary what she ought to do in a specific way.
- () 4. A manager is well advised to give his secretary responsibility only.
- () 5. A secretary will feel embarrassed if she does know who the other people in the office are.

- ()6. Job specifications in written form are necessary because it can avoid arguments between a manager and his secretary.
- ()7. A manager has to remind his secretary when her task is done several times a day in case she should forget.
- ()8. Sometimes it is necessary to let a secretary know some of the "top secret" papers.
- ()9. It's better for a manager to let his secretary feel that he thinks highly of her opinion.
- ()10. If a manager decides that he cannot fully trust his secretary, he is well advised to hire her for a few weeks and then fire her.

Exercise B

Second Reading

Here are ten words and expressions from the passage. Each is followed by four explanations of its meaning: Only one is correct. Circle the letters of the correct definitions.

- 1. *tangible* costs
 - a. obvious costs that can be calculated
 - b. reduced costs
 - c. prime costs
 - d. living costs that one has to pay for
- 2. *staff morale*
 - a. teaching, showing
 - b. virtuous
 - c. strength of spirit
 - b. principles or standards
- 3. *disturbed* work and communications
 - a. destroy the peace of
 - b. make uneasy and anxious
 - c. cause mental pain or sorrow
 - d. interfere with

4. to *delegate* to her
 - a. to represent
 - b. to stand for
 - c. to give over one's power or authority to
 - d. to appoint somebody
5. technical *correspondence*
 - a. agreement
 - b. exchanging of letters
 - c. letters
 - d. writing
6. *supervising* the office and so on
 - a. look after
 - b. direct the work of others
 - c. be on guard against
 - d. take the place of
7. executive *staff*
 - a. all the employees in an office
 - b. something serving as a support
 - c. a stick as a sign of authority
 - d. worthless material, useless things
8. a *confidential* secretary
 - a. trusted with private matters
 - b. faithful and secret
 - c. believable
 - d. confident
9. job *appraisal*
 - a. a statement of value
 - b. apprehension
 - c. employment
 - d. application
10. *top secret* papers
 - a. the highest secret
 - b. the most confidential

- c. the rarest
- d. the most important

Exercise C

Put in the appropriate word or phrase from the list below :

**appraisal staff correspondence disturb confidential
supervise delegate morale top-secret tangible**

1. Can you _____ a whole production line?
2. The school's teaching _____ is excellent.
3. He made a clear-headed _____ of the international situation.
4. The library bought all the _____ between Queen Victoria and her daughters.
5. The police need _____ proof of his guilt before they can act against him.
6. This information is _____.
7. Trapped in the cave by a fall of rocks, the men kept up their _____ by singing together.
8. I have _____ my command to Captain Roberts.
9. She has _____ all his plans for going abroad.
10. The documents are _____.

Exercise D

Talking Points :

1. Suppose you have just been hired as a secretary of a firm, what would you do first? Why?
2. If you were a manager, would you like to take the writer's advice? Why or Why not?
3. Which parts of the advice do you think particularly important? Why?
4. Suppose you are a manager and you find that your newly-employed secretary is not achieving some objectives, what would you do? Why?

5. Suppose you are a qualified secretary in a company and you know you have done a good job and want to get your salary raised, what would you do first? If you can get it raised, what would you do then? Why?

1.2 Starting Your Own Business

Starting a Small Business In Australia

Before we talk about starting a small business we should first define the term. Using the most common rule of thumb—which is any business with less than 20 employees in a non-manufacturing business or less than 100 employees in a manufacturing business—there are over 700 000 small businesses in Australia. This does not include farms and agricultural businesses, which would take the figure to over 800 000.

Collectively, these businesses make up over 95 percent of all the firms in this country and they employ around half of the private sector workforce. They also contribute to over 40 percent of our gross domestic income and create around three times more new employment than big business. Australia really is a 'nation of shopkeepers' and a strong, healthy small business sector is vital to the survival of our economy.

The high failure rate of small business in Australia has been well documented and the severity and length of the recession has added to the problem. In spite of the difficult times, every day men and women all over Australia decide to start up their own businesses.

It must be stressed that starting and running a successful small business at any time is not an easy task and while we don't wish to dwell too much on the negative aspects, it

is vitally important that budding entrepreneurs appreciate just what they are up against.

Actual figures on the rate and causes of small business failure are difficult to verify and probably the most comprehensive study to date has been by Professor Alan Williams of Newcastle University. His findings estimate that over 50 percent of small businesses fail within five years and as many as 90 percent of new start-ups fail within 10 years.

The causes of these alarmingly high failure rates are often as varied as the types of new ventures undertaken. However, overwhelming evidence suggests that the most common cause of failure is lack of planning and management expertise.

Dick West, of the N. S. W. Small Business Service, sums it up appropriately with the old adage, "NO business plans to fail, it just fails to plan." Studies by the Office of Small Business have indicated that at least 45 percent of these failures are due to managerial incompetence. All too often, Dick is faced with people who have got themselves into an unholy mess and have come to him as a last resort for some kind of miracle cure for their woes. Unfortunately, by this stage there is often little that can be done to help, except to recommend action by an accountant or solicitor.

Dick vividly recalls one traumatic situation where a semitrailer operator visited his office in dire straits; his wife and children had been virtually put out on the street and all his worldly goods had been repossessed by the finance company. His rig was hidden somewhere in the bush and the bailiffs were hot on his trail. Dick felt so sorry for him he gave him ten dollars out of his own pocket to buy a meal!

Surprisingly, this story has a happy ending. Years later, the truckie walked into Dick's office and repaid him the ten dollars he had borrowed! He had somehow managed to

get himself out of his troubles and was apparently back on the road to success.

Unfortunately, many of these stories do not have a favorable conclusion. Many of them end in despair, with people losing their life savings or even their home. In some cases failure has even resulted in the loss of the homes of people who are not directly involved in the business—people who have simply been guarantors for business loans. These are often relatives, parents or in-laws. Apart from the trauma experienced by people in these situations, it can put an enormous strain on marriages and family relationships.

Despite the risks involved, there will always be some people prepared to take them. And while you will probably have to work long hours for low pay in the early years, the ultimate rewards and sense of achievement for those who finally make it are well worth the effort.

Secrets of success

Most people contemplating a new business venture often ask themselves: “What makes a business fail?” What they should be asking themselves is: “What makes a business succeed?”

A positive mental attitude is essential in any new enterprise. There will no doubt be plenty of real problems to overcome so don't dwell on the negative aspects. Many of your worst fears will never be realized.

Concentrate on the positive side and analyze how other people in your chosen field have succeeded. Enthusiasm and determination are two of the main ingredients for success and when these are combined, they can often make up for a lack of expertise.

Where to get help

Seek help early, before you get into trouble. Get expert advice from professionals. Talk to your accountant, solici-