



大学英语 系列阅读教程

主编 王 勇 主审 吴稚倩

经贸 分册

Reading Course
for College English



Economy and Trade

上海科技教育出版社



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Economy and Trade

经济类

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主 编 王 勇
编 者 初丽岩 许 玲
主 审 吴稚倩

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前言

《大学英语教学大纲》明确指出:大学英语教学的目的在于培养学生具有较强的阅读能力和一定的听、说、写、译的能力,使他们能用英语进行交流。因此,大学英语教学改革的重点就是培养学生的语言实际运用能力。学生学习外语不仅要打下扎实的语言基础,更应注重学以致用;通过学习和实践,顺利地完

从学习英语到使用英语的转变。

《大纲》同时规定:大学英语教学分为基础阶段和应用提高阶段两部分。学生在完成基础阶段的学习任务、达到英语四级或六级后,都必须修读专业英语。专业英语的学习是大学英语教学必不可少的一个组成部分,是培养学生正确使用英语的一个重要过程。专业英语阅读课程的设置可以巩固学生在基础阶段所学到的英语知识,使他们的英语学习“不断线”。

本套英语系列阅读教程是以《大学英语教学大纲》为指导,以提高学生学习英语的兴趣、培养学生语言运用能力为宗旨而设计和编写的专业英语教程,适用对象主要为已通过大学英语四级考试的学生,准备大学英语六级考试和研究生入学考试的考生,出国进修者和欲继续深造的英语爱好者。全教程分为科技、经贸、人物、报刊、文化、文学等六本分册,可以满足不同专业和不同层次读者的需要。教程中的课文选材注重科学性、知识性、趣味性和可读性。每篇课文前配有导读语,课文后编有阅读理解题、思考讨论题和英汉翻译题,并对课文中的有关生词、惯用法与词组、专用名词及背景知识作了注释。另外,每册书后附有阅读理解题和英汉翻译题的参考答案。所以本教程既适用于专业英语的课堂教学,也不失为一套很好的英语自学读本。它对于扩大学生的知识面,提高他们的文化素质,培养其语言综合运用能力将起到积极的促进作用。

本分册的内容涉及经济学、国际贸易、教育投资、股票债券、货币、保险、税收、房地产、进出口业务、电子商务等领域,题材广泛,内容新颖。文章篇幅适中,语言规范。

本套大学英语系列阅读教程由华东师范大学大学外语部负责编写,王勇教授担任主编,吴稚倩教授担任主审,初丽岩、许玲参加了本册书的编写。在编写和出版过程中,我们得到了学校、外语学院和上海科技教育出版社的大力支持和帮助,在此表示衷心的感谢。

由于编者水平和经验所限,教程中存在的不足和疏漏之处,恳请广大读者批评指正。

编 者
2000 年夏
于上海华东师范大学

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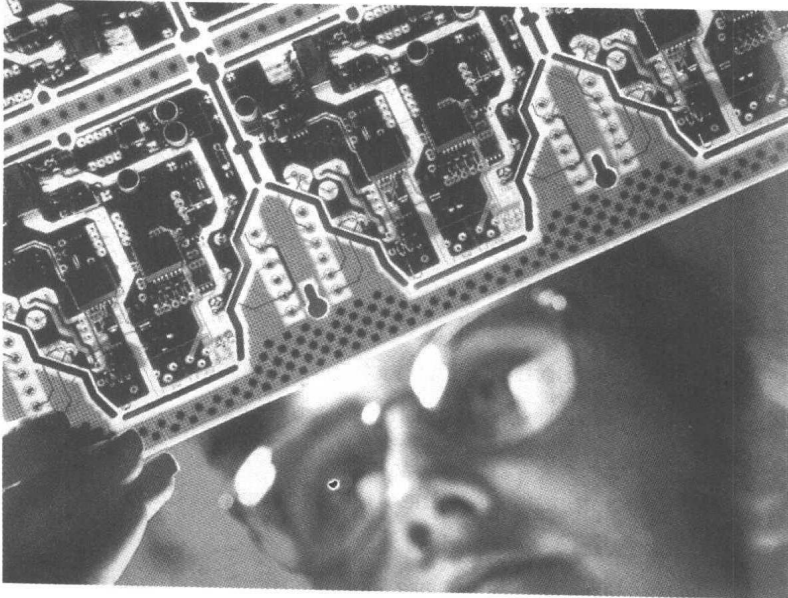
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Unit One



1

Earning the ISO 9000 Seal of Approval

Customers today are no longer gullible. Hence, the manufacturers around the world are all taking pains to seek the ways in which they can assure customers of the quality of their products and services. Perhaps, the best policy for them is to be ISO 9000 registered. Then, what does ISO stand for? How do they prepare to be ISO 9000 registered? Are there any obvious benefits? Read over the following passage, and you will presumably get some knowledge of ISO 9000.

[1] As international markets grow larger and more competitive, as global supply chains grow longer and more complicated, and as American companies grow increasingly dependent on building long-distance business relationships, trust becomes an ever more important survival tool.

[2] When it comes to worldwide exchanges of goods and services between buyers and sellers who might never meet in person—and might not even speak a common language—one of the ways in which trust is built is through guarantees of quality. Many buyers around the world now require their suppliers to demonstrate consistent standards of quality in the development, production, installation, and service of their products, either through proprietary^① audits^② of vendors^③ or through third-party programs. The most commonly accepted standard of quality assurance is the International Organization for Standardization's ISO 9000 series.

[3] Many US companies are finding more and more frequently that they need ISO 9000 certification just to be considered as a supplier.

[4] ISO 9000 is really a standard of standardization. The key is documentation. Every process by which a company brings its product or service from conception to customer must be standardized and documented. Compliance^④ with ISO 9000 means that any employee involved with a particular step or process is trained in the standardized method of doing the job, and follows the accepted method exactly.

[5] There are five standards within the ISO 9000 series, each with its own requirements, but all with one goal: to make sure that the process by which the product or service is brought to its finished stage is well thought out, and that it is documented for consistency. While ISO 9000 does not deal with specific products or services, it does provide a

framework for any company to develop a system for ensuring and monitoring quality assurance. Certified companies have promised and proven to follow policies and procedures for 20 different areas of operations, from design to delivery.

[6] For example, a manufacturer of instruments used to calibrate^⑤ medical equipment might need to document each step of the design process with written progress reports, explanations for engineering changes, and a review by a second employee at each step.

[7] “The entire design process should be measurable, documented, and verifiable,” says Lesley Swain, US Sports Lab Manager for ISO 9000 registrar^⑥ TÜV Product Service.

[8] The cost of getting ISO 9000 registration will vary from company to company. Registration is obtained by passing a certifying audit which is performed by an independent, third-party “registrar.” The audit itself normally involves only a few days. Most registrars set a price according to the number of employees and the number of company locations; a typical company with 100 employees and one site might be charged between \$ 10,000 and \$ 15,000.

[9] However, the cost of getting prepared for the audit could be much greater in terms of both time and money, depending on what kinds of quality systems already are in place.

[10] Worldwide, the average cost for preparing to be ISO 9000 registered for a company with 100 employees is about \$ 60,000, according to Alex Chong, *CEO* of Plexus Corporation. Plexus conducts training programs for employees of companies preparing for certification.

[11] Developing a quality assurance system that meets ISO 9000 standards might take 6 to 18 months. Preparing to meet the standards could involve nearly every employee in the company and should include

at least one person in-house^⑦ with ultimate responsibility for overseeing^⑧ the process.

[12] Some companies hire outside consultants^⑨ to help to develop systems that meet ISO 9000 standards, which obviously increases the cost. But Chong adds that when a company prepares for registration on its own, the benefits of registration are greatly increased, as well. The procedures will be better suited to the organization, and more likely to be followed in a disciplined way. In fact, Chong cites several studies which show that the companies that develop their own systems, and apply the “spirit” as well as the letter of the standards, can recoup four times the cost of registration within the first year alone.

[13] Most companies find that ISO certification opens new markets; maintains market share where customers require ISO 9000 registration; and encourages increased customer loyalty, even in markets where registration is not required.

[14] Further, certification is contagious. Companies that are themselves ISO 9000 registered now commonly require their suppliers to be ISO 9000 registered, as well, because to maintain their own ISO 9000 registration, these purchasers must make sure their vendors also apply consistent quality procedures.

[15] In most cases, certification also “improves efficiency within the company, reduces customer complaints and returns, and effects continual improvement in processes and products,” says Swain.

[16] “ISO is more than just a standard. It reflects a well-organized operation with trained and motivated people,” write John Rabbitt and Peter Bergh, authors of *The ISO 9000 Book*.

[17] A study by Grant Thornton, an international accounting and management consulting firm, confirms that companies profit from ISO 9000 registration both from increased sales and decreased internal

costs. Companies with ISO 9000 registration can have three times the annual sales growth of those without. But they are also five times less likely to fail.

[18] Victor Murawa, a partner at Grant Thornton, adds that benefits such as management control, customer satisfaction, efficiency, employee motivation—not to mention increased exports and increased market share—can all result from ISO certification.

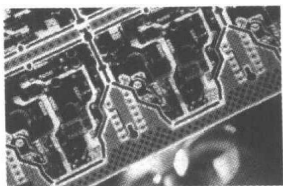
[19] Minnesota office furniture manufacturer Viking Acoustical^① Corporation, a 65-person company certified by *Underwriters Laboratories* in order to gain a competitive edge, has been better able to correct problems because of the ISO systems, according to Viking president Bret Starkweather.

[20] When Conn.-based United Aluminum Corporation, which manufactures aluminum strips in coil form, decided to expand to Europe five years ago, they spent 18 months becoming ISO 9000 registered. According to ISO manager Jack Armstrong, they would have had little success there without it. He says that maintaining registration is a difficult task because it requires the commitment of every employee, but he adds that “by getting that commitment, the company’s quality is significantly enhanced^①.”

[21] Because of the global nature of ISO 9000, no single organization judges if the standards have been met by any individual company. Literally hundreds of registrars award ISO 9000 registration. In many countries, registrars can themselves be registered or accredited^②, and ISO certification from a non-accredited registrar might not be acceptable to some of your customers. It is equally important to find a registrar familiar with your industry.

[22] The most recognized accreditation for US registrars is that of the *US Registrar Accreditation Board (RAB)*. As yet, however, few

countries recognize each others' registrars. ISO 9000 registration must be awarded by a registrar properly accredited in the country in question. While the European Union and the US agreed in principle last March to recognize each other's registrars, implementation^⑬ is still not complete. Other countries are not so strict. **The Czech Republic**, for instance, announced earlier this year that it would accept a registration issued by any European Union-approved registrar. A number of US registrars, such as TÜV Product Services and Underwriters Laboratories Inc. are accredited by foreign boards or at least associated with registrars abroad and can more easily provide any required foreign registration.



Vocabulary

- ① proprietary *a.* privately owned or controlled
- ② audit *n.* an official examination (of the accounts) of a business
- ③ vendor *n.* the seller of house, land, etc.
- ④ compliance *n.* obedience
- ⑤ calibrate *v.* 校准; 标定
- ⑥ registrar *n.* a person who is in charge of official records
- ⑦ in-house *ad.* 在机构内部
- ⑧ oversee *v.* to supervise; to overlook
- ⑨ consultant *n.* adviser
- ⑩ acoustical *a.* 音响的
- ⑪ enhance *v.* to increase in strength or amount

- ⑫ accredited *a.* 官方认可的
- ⑬ implementation *n.* the act of carrying out or putting into practice

Notes

1. CEO: Chief Executive Officer 的缩写, 总经理
2. Underwriters Laboratories: (美) 保险商实验室
3. Conn.: Connecticut 的缩写, (美) 康涅狄格州
4. the US Registrar Accreditation Board (RAB): 美国登记员授权委员会
5. the Czech Republic: 捷克共和国

Exercises

7

I. Choose the best answer for each of the following:

1. What is the main purpose of this passage?
 - A. To encourage the manufacturers around the world to be ISO 9000 registered.
 - B. To recommend some recognized registrars of ISO 9000 series.
 - C. To complain about the difficulty of earning the ISO 9000 seal of approval.
 - D. To introduce the necessary procedures of applying for ISO 9000 registration.
2. According to the passage, ISO 9000 is really a standard of standardization, which has got the meaning that _____.
 - A. all the manufactured products have to be standard both in size and weight, and after that, they can be put into the market
 - B. all the services must meet the requirement of standardization, thus they will be appreciated by the customers
 - C. all the employees involved have to receive a very strict training of us-

ing exact standard methods in their work before they get the job in business

- D. those employees who haven't got any training before they enter the company must do everything in accordance with the exact standards
3. In paragraph 12, Alex Chong is of the opinion that a company will get more and more benefits of registration if it prepares for registration on its own, the possible reason for this is that _____.
A. the measures and steps the company takes will be more acceptable and easier to follow
B. the company can bring the potentials of its employees into full play
C. the employees will feel very familiar with the regulations and quite appreciate them
D. the company is entitled to get some privileges
4. The word "recoup" in paragraph 12 probably means _____.
A. to reduce
B. to regain
C. to cover
D. to reassure
5. According to the passage, companies mainly profit from ISO 9000 registration in that _____.
A. they automatically have the power to certify the products of their supplies
B. employee motivation and customer loyalty are significantly enhanced
C. the sales are greatly increased with prices being lowered
D. they have the right to demand their suppliers to be ISO 9000 registered
6. The example mentioned in paragraph 20 implies that _____.
A. it is not very easy for a company to get ISO 9000 registration
B. the United Aluminum Corporation wanted to open a new market over-

seas

- C. the support from the employees of the company can improve the company's quality
 - D. becoming ISO 9000 registered is to a great extent a guarantee of success in business
7. According to the passage, which of the following statements is TRUE?
- A. The ISO 9000 registration attaches more importance to the design and delivery of product and service.
 - B. Customers are not always credulous of the products with ISO certification.
 - C. The certifying audit performed by a registrar is both time-consuming and money-consuming.
 - D. To develop a standardized quality system involves nearly every employee in the company and the consultants.
8. It can be inferred from the last part of this passage that _____.
- A. among hundreds of registrars, the RAB is the only one which is officially accredited
 - B. since last March, the European Union and the US have recognized each other's registrations
 - C. Customers might be more willing to accept ISO certification from an accredited registrar
 - D. it is preferably wise to find a properly accredited registrar who has a thorough knowledge of your industry

II . Topics for Discussion :

1. Discuss what the manufacturers should do to become ISO 9000 registered.
2. Describe the important role of ISO 9000 in quality ensuring and monitoring.