

经济学要论 (节选)

Principles of Economics

艾尔弗雷德·马歇尔 著

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序

科学技术的发展不是一蹴而就的，它是人类经验的长期累积和修正的结果，是人类理性思维的不断探索和提高。或者说，任何新科学、新技术都是踩在前人的肩膀上向新高峰的攀登。因此，我们在关注当前新科学、新技术的发展动向的同时，了解世界上伟大思想家、科学家和经济学家的学术思想和成就甚为必要。我们还要了解这些先哲的治学方法和人格情操，如伽利略对亚里士多德权威理论的挑战，达尔文对唯心主义神造论的否定，爱因斯坦除相对论外，对社会和政治问题所表现出的极大兴趣。

对广大中国读者来说，要找到不同时期著名科学家和经济学家经典著作的中文译本有一定困难，有些译文在内容译述和文体表达方式上有待完善，这便呼唤学术界和出版社翻译和出版这方面的高质量的经典著作。如今，由河北经贸大学副校长陈叔敏先生领衔主编《英汉对照世界著名科学家代表作选读》和《英汉对照世界著名经济学家代表作选读》两套系列丛书，并由河北科学技术出版社出版，正是为了满足现代读者的需要。这两套丛书将陆续翻译有关牛顿、伽利略、爱因斯坦、巴甫洛夫、亚当·斯密、马歇尔、凯恩斯、萨缪尔森等名家的代表作。因此，这是一项具有战略意义的

出版工程，是令人无比激动的喜讯。

参加翻译的有该校和兄弟院校的资深英语教授和有关专业的专家，以确保译文的忠实性和可读性。我读了部分译稿后，感到译文达意，表述流畅，爱不释手，时有与先哲们对话之感。愿与读者们共享个中乐趣。

胡壮麟

北京大学/清华大学教授

2000年11月16日

译者前言

阿尔弗雷德·马歇尔（1842—1924）是19世纪末20世纪初西方最著名的经济学家，英国“剑桥学派”的创始人。他的经济思想除继承了英国经济学的传统外，还受到进化论、德国历史学派和法国古诺的数理经济学著作的影响。在此基础上，他提出了均衡价值论等学说。他的价值论和分配论在19世纪末至20世纪30年代的资本主义经济学界占有支配地位，时至今日仍是资本主义微观经济学的基础。

《经济学要论》是马歇尔最具代表性的经济学著作——《经济学原理》的一部精选本。本书主要摘选了《经济学要论》的理论核心——供给与需求的均衡一章。该书英语语言严谨且易于理解；内容叙述准确且深入浅出，是高校大中专学生及其他英语爱好者研读经济英语的一部颇有价值的参考教材。

THE BALANCING OF DEMAND AND SUPPLY.

ON MARKETS.

In later stages of our work we shall be much occupied with the balancing of those economic forces of growth and decay, which have been discussed in the last few chapters in connection with the rise and fall of business firms. But for the present, we must turn to a simpler sort of balancing or equilibrium,^① resembling rather that of a weight suspended^② by an elastic string, or of several balls resting in a bowl. The present Book is given to a general inquiry into the balancing of the forces of Demand and Supply, these terms being used in their broadest sense^③; that is, as hinted^④ at the end of the first chapter of Book IV., it is a bringing together of the chief notions of that Book and of Book III.

Definition of a Market. When demand and supply are spoken of in relation to one another, it is of course necessary that the markets to which they refer should be the same. As Cournot^⑤ says, "Economists understand by the term *Market*, not any particular market-place in which things are bought and sold, but the whole of any region in which buyers and sellers are in such free intercourse with one another that the prices of

供给与需求的均衡

论市场

我们在以下的篇幅中将讨论经济力量生成及消亡过程之间的均衡，我们曾在前面几章中将之与企业的兴起和衰亡相结合着讨论过。不过现在，我们还是应研究一种更为简单的均衡或平衡，这种均衡大体上与一根有弹性的细线下悬挂的重物或是盆中几个静止的小球所保持的均衡是相一致的。本篇中将对于需求和供给能力所保持的均衡进行总体的研究，这里所涉及的名词都是指它们的广义概念，也就是说，正如第四篇第一章结尾所暗示的那样，这里是第三篇和第四篇中的主要概念的综合。

市场的定义。当提到供给与需求的相互关系时，所指的市场当然必须是同一市场。正如古诺所说的：“经济学家所指的市场的概念，并不是那种任一买卖东西的特定场所，而是指这任一区域的整体，在那儿，买卖双方可以自由地往来，相同货

① equilibrium *n.* 平衡状态。

② suspend *vt.* 悬挂，吊。

③ broadest sense 广义。

④ hint *vt.* 迹象、暗示。

⑤ Cournot 古诺，安东万·奥古斯丹（1801—1877）法国经济学家、现代数理经济学的主要创始人。是一位多产作家，作品分为三部分：数学、经济学；科学哲学与历史哲学。

the same goods tend to equality easily and quickly." Or again as Jevons^⑥ says: – "Originally a market was a public place in a town where provisions and other objects were exposed for sale; but the word has been generalized, so as to mean any body of persons who are in intimate^⑦ business relations and carry on extensive transactions^⑧ in any commodity. A great city may contain as many markets as there are important branches of trade, and these markets may or may not be localized. The central point of a market is the public exchange, mart^⑨ or auction rooms, where the traders agree to meet and transact business. In London the Stock Market, the Corn Market, the Coal Market, the Sugar Market, and many others are distinctly localized; in Manchester the Cotton Market, the Cotton Waste Market, and others. But this distinction of locality is not necessary. The traders may be spread over a whole town, or region of country, and yet make a market, if they are, by means of fairs, meetings, published price lists, the post office or otherwise, in close communication with each other."

Thus the more nearly perfect a market is, the stronger is the tendency for the same price to be paid for the same thing at the same time in all parts of the market; but of course if the market is large, allowance must be made for the expense of delivering the goods to different purchasers; each of whom must be supposed to pay in addition to the market price a special charge on

物的价格能轻易、快速地趋于一致。”又如杰文斯所说的那样：“最初，市场就是指在一城镇出售粮食及其他物品的一个公共场所，但这个词的意思被逐渐推广了，以致指任何一群在商业上有密切往来并进行任何商品的大宗交易的人。一个大城市有多少重要行业，就可以有多少相应的市场，而且这些市场可以有也可以没有固定场所。市场的核心是交易所、集市或是拍卖所，商贾们在那里会面并进行交易。伦敦的股票市场，谷物市场，煤炭市场，食糖市场及许多其他市场都有各自的固定场所；曼彻斯特的棉布市场，废棉市场和其他市场也是如此。但这种区域上的划分是不必要的，商人虽散布在全城或是郊区各处，但如果他们借用集市、集会、公布出的价格表、邮局及其他方法而取得相互的密切联系的话，其仍能形成一个市场。”

因而，一个市场越趋于完善，那在该市场各处同一时间对同一商品交付的价格相同的趋势就越强。当然，如果市场很大，则必须考虑到把货物运给不同买主费用；每个买主，除市场价格外，还必须

⑥Jevons 杰文斯，威廉·斯坦利(1835—1882)英国经济学家、统计学家和逻辑学家。边际效用学派创始人和数理经济学派早期代表人之一。

⑦intimate *a.* 亲密的，熟识的。

⑧extensive transactions 大量交易，大宗交易。

⑨mart *n.* 交易所，集市。

account of delivery * .

Boundaries of a market. In applying economic reasonings in practice it is often difficult to ascertain^⑩ how far the movements of supply and demand in any one place are influenced by those in another. It is clear that the general tendency of the telegraph, the printing press and steam traffic is to extend the area over which such influences act and to increase their force. The whole Western World may, in a sense^⑪, be regarded as one market for many kinds of stock exchange securities^⑫, for the more valuable metals, and to a less extent for wool and cotton and even wheat; proper allowance being made for expenses of transport, in which may be included taxes levied^⑬ by any customs houses^⑭ through which the goods have to pass. For in all these cases the expenses of transport, including customs duties^⑮, are not sufficient to prevent buyers from all parts of the Western World from competing with one another for the same supplies.

General conditions of a wide market for a thing. Suitability for grading. There are many special causes which may widen or narrow the market of any particular commodity: but nearly all those things for which there is a very wide market are in universal demand, and capable of being easily and exactly describ-

* Thus it is common to see the prices of bulky goods quoted as delivered "free on board" (f. o. b.)^⑯ any vessel in a certain port, each purchaser having to make his own reckoning for bringing the goods home.

支付一项特别的运费。*

市场的界线。把经济推理应用到实践中时，通常很难弄清某一地区的供求变动在多大程度上受其他地区供求变化的影响。很明显，电报机、印刷机以及蒸汽运输的总体趋势是扩大这些影响的作用范围，加强它们的作用。在某种意义上说，整个西方世界可以看做是个各种股票证券以及贵重金属的市场，从小的方面讲，至少可以看做毛、棉甚至小麦的市场；适当考虑到运费，其中也要包括货物通关时应交的关税。因为在所有这些情况下，包括关税在内的运费并不足以阻止西方世界各地的买主为相同的供货而相互竞争。

影响某种商品市场范围的一般条件。适宜分类。可以扩大或缩小某一特定商品市场的原因有许多：不过差不多所有那些拥有广大市场的商品都有着普遍的需求，而且容易准确地描述出来。

⑩f. o. b. 船上交货(指定装运港)。国际贸易术语的一种，指卖方在指定的装运港将货物装船越过船舷后，即完成其交货义务。而买方必须从那时起承担一切费用以及货物灭失或损坏的一切风险。

⑪ascertain *vt.* 弄清，查明。

⑫in a sense 在某种意义上。

⑬securities *n.* 证券，有价证券。

⑭levy *vt.* 征集、征税。

⑮customs houses 海关。

⑯customs duties 关税。

* 这里常见的如那些笨重货物，以“fob”某港某船方式交易时，各买主必须自费将货物运回。

ed. Thus for instance cotton, wheat, and iron satisfy wants that are urgent and nearly universal. They can be easily described, so that they can be bought and sold by persons at a distance from one another and at a distance also from the commodities. If necessary, samples¹⁷ can be taken of them which are truly representative¹⁸; and they can even be "graded," as is the actual practice with regard to grain in America, by an independent authority¹⁹; so that the purchaser may be secure²⁰ that what he buys will come up to²¹ a given standard, though he has never seen a sample of the goods which he is buying, and perhaps would not be able himself to form an opinion on it if he did.

Portability. Commodities for which there is a very wide market must also be such as will bear a long carriage: they must be somewhat durable²², and their value must be considerable in proportion to²³ their bulk. A thing which is so bulky²⁴ that its price is necessarily raised very much when it is sold far away from the place in which it is produced, must as a rule have a narrow market. The market for common bricks for instance is practically confined to the near neighbourhood of the kilns²⁵ in which they are made: they can scarcely ever bear a long carriage by land to a district which has any kilns of its own. But bricks of certain exceptional kinds have a market extending over²⁶ a great part of England.

Let us then consider more closely the markets for things which satisfy in an exceptional way these conditions of being in

比如棉布、小麦和铁，这些商品都是满足迫切的广泛需求的。它们能容易地描述出来，因而能被彼此相隔很远，以及距商品本身也很远的人们买卖。如有必要，还可以从中选取真正具有代表性的样品：它们甚至可以由一个独立的机构进行等级划分，美国对谷物分级也是如此做法，这样，买主可以确保他所购买的商品达到一个规定的标准，虽然他从没有见过他要购买货物的样品，而且即便见到了也许自己无法做出判断。

商品运输。拥有广泛市场的商品也必须是那种经得起长途运输的商品：它们必须有一定的耐久性，而且与其体积相比其价值必须很大。某一商品非常笨重，以至于在距产地很远的地方销售时价格不得不提高许多，那么这样的商品通常只能有一个狭小的市场。例如普通砖的市场几乎就局限于砖窑附近的区域：它们几乎不可能经得住长距离的陆路运输到那些当地没有砖窑的地区。不过那些特种砖在英国大部分地区还是拥有自己的市场的。

现在让我们进一步探讨以特别方式来满足普遍需求，易于识别又便于运输这些

⑰sample *n.* 样品。

⑱representative *a.* 具有真正代表性的。

⑲authority *n.* 官方机构。

⑳secure *a.* 有把握的，确定无疑的。

㉑come up to 触及，达到。

㉒durable *a.* 持久的，耐久性。

㉓in proportion to 与…相比。

㉔bulky *a.* 体积大的，粗笨的。

㉕kiln *n.* 砖窑。

㉖a market extending over 广泛分布于……

general demand, cognizable^⑦ and portable. They are, as we have said, stock exchange securities and the more valuable metals.

Stock exchange securities. Any one share^⑧ or bond^⑨ of a public company, or any bond of a government is of exactly the same value as any other of the same issue; and it can make no difference to any purchaser which of the two he buys. Some securities, principally those of comparatively small mining, shipping, and other companies, require local knowledge^⑩, and are not very easily dealt in except on the stock exchanges of provincial towns in their immediate neighbourhood^⑪. But the whole of England is one market for the shares and bonds of a large English railway. In ordinary times a dealer will sell, say, Midland Railway shares, even if he has not them himself; because he knows they are always coming into the market, and he is sure to be able to buy them.

But the strongest case of all is that of securities which are called "international", because they are in request in every part of the globe. They are the bonds of the chief governments, and of very large public companies such as those of the Suez Canal and the New York Central Railway. For bonds of this class the telegraph keeps prices at almost exactly the same level in all the stock exchanges of the world. If the price of one of them rises in New York or in Paris, in London or in Berlin, the mere news of the rise tends to cause a rise in other markets; and if for any reason the rise is delayed, that particular class of bonds is likely soon to be offered for sale in the high priced market under tele-

条件的商品市场。正如我们提到过的，这些就指有价证券和贵重金属。

有价证券。某一公司的任一股票或债券，某一政府的任一公债券，与其他同样发行物具有完全一样的价值；对于购买者来说，他购买两者中的哪一种是没有区别的。一些证券，主要是那些较小的矿业公司、船业公司及其他公司的证券需对当地情况有所了解，而且只有在其邻近的城镇交易所中进行交易，除此之外，则难以进行交易。不过整个英国就是英国铁路公司的一个大型证券市场。平时即使某个证券经纪人并没有某家公司如米德兰铁路的股票，他也会出售该公司的股票，因为他知道这种股票总会进入市场，而且他也确信能够买到。

最有力的例证就是那些被称为“国际证券”的证券，因为它们在全球各地都有需求。它们是那些主要国家的债券以及诸如苏伊士运河公司和纽约中央铁路公司等大型公开招股公司的债券。对于这样的证券，电报机使得世界各地证券交易所的价格保持在几乎完全相同的水平上。如果某一证券的价格在纽约、巴黎、伦敦或是柏林上涨的话，那么仅这一条消息就可使其价格在其他市场上扬；如果由于某种原因某种证券没有如期上涨，那么其他市场上

②⑦ cognizable *a.* 认识的，可识别的。

②⑧ share *n.* 股份，股票。

②⑨ bond *n.* 债券。

③⑩ local knowledge 指对于当地各方面的，包括公司背景、业务范围及周边环境等的知识了解。

③⑪ immediate neighbour-hood 十分邻近的地区。

graphic orders from the other markets, while dealers in the first market will be making telegraphic purchases in other markets. These sales on the one hand, and purchases on the other, strengthen the tendency which the price has to seek the same level everywhere* .

The worldmarket for the precious metals. Stock exchanges then are the pattern on which markets have been, and are being formed for dealing in many kinds of produce which can be easily and exactly described, are portable and in general demand. The material commodities however which possess these qualities in the highest degree^② are gold and silver. For that very reason they have been chosen by common consent^③ for use as money, to represent the value of other things; and the world-market for them is most highly organized.

At the opposite extremity to international stock-exchange securities and the more valuable metals are, firstly, things which must be made to order^④ to suit particular individuals, such as well-fitting clothes; and secondly, perishable^⑤ and bulky goods, such as fresh vegetables, which can seldom be profitably carried long distances. The first can scarcely be said to have a wholesale market at all; the conditions by which their price is determined are those of retail buying and selling, and the study

* It is a characteristic fact that securities which are part of large issues are preferred on the Stock exchange.