

PRACTICAL ENGLISH
ON INTERNATIONAL
BUSINESS

国际商务实用英语

王 虎 主编

成都科技大学出版社



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内 容 提 要

本书内容涉及国际贸易、国际金融、国际旅游和国际经济合作等诸多方面,着重介绍国际事务的基本理论、基础知识和具体实务,重点放在基础知识和英语实用能力的培养上面。全书共二十二课,课文编排由浅入深,循序渐进,注意虚实结合、讲练结合、突出应用。每课附有练习、会话及副课文,帮助复习巩固所学知识,熟练掌握国际商务信函或具体案例的实际操作方法,以及国际旅游的日常英语会话技能。本书熔理论性、知识性和实用性为一炉,以培养从事国际商务的综合能力,可作为大专教育经贸专业的专业英语教科书,也可作为涉外经贸部门、三资企业业务人员从事专业英语学习和进修之用。

编者简介

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前 言

随着我国对外开放政策的进一步贯彻执行和对外贸易事业的日益发展扩大,需要愈来愈多的既熟悉国际商务又通晓英语的专门人才。为了满足这一形势的需要,我们编写了这本《国际商务实用英语》。

该教材涉及面广,力图包括国际贸易、国际金融、国际旅游、国际技术转让和国际工程承包等方面的内容。每课分正课文,会话和副课文三部分。正课文附有词汇、注释和练习,着重介绍国际贸易等方面的基础知识和训练学生的英语实际表达能力。会话涉及出国旅行和日常生活等方面的题材,短小精干,实用性强。副课文以具体商务实例和应用信函为主,附以写作和翻译练习,具有可操作性。全书根据内容及语言难易程度编排,尽力做到由浅入深,循序渐进,并注重虚实结合,讲练结合,有理论有实践,突出重点,突出应用,使学生通过本书学习,能掌握对外经贸有关方面的基本知识和实用英语技能,比较熟练地进行英文文书、合同的拟定和翻译工作,以及国际商务中的关文件的中英文本的协调工作。本书共二十二课,并附有课文的中文译文及主要练习的答案(另册编写)供学习时参考。

本书由四川大学对外经济贸易系英语教研室编写,参加编写的人员有王虎,刘声珮(1—5课)、张崇鼎(全书会话)、王志源(6—8,11,15,20,22课)、薛敏(全书副课文)、田佳(9、10、12、14、16课)和潘秀峰(13、17、19、21课)。最后由王虎、张崇鼎、王志源对全书进行了统稿和完稿。

在编写本书的过程中,四川天一学院的领导给予了大力支持及原则指导;四川大学对外经贸系副主任赵锡琚副教授和李天德副教授对本书的内容提出了宝贵意见及建议,特别是赵锡琚主任还对全书初稿进行了认真审阅,在此特致以衷心的感谢。

由于编者水平有限,加之时间紧迫,本书在内容选择、编排及具体编写中,缺点、错误一定不少,敬请同行专家和读者批评指正。

编 者

1992年10月于成都。

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jobs
unemployed

show pity / mercy on sb

Lesson One

TEXT: International Trade

International trade, where goods and services move across borders, is often explained by the theory of comparative advantage, also called the comparative cost theory. This theory was developed by David Ricardo, John Stuart Mill, and other economists in the nineteenth century. It emphasizes that different countries or regions have different production possibilities. A tropical climate is better suited for growing bananas than a cold one. A country like Norway could produce bananas in hot-houses, but it is cheaper for Norway to import the bananas than to produce them. Thus, climate establishes a trade pattern between a northern and a southern country. In other cases the availability of natural resources may be the trade factor.

The theory of comparative cost points out that trade between countries can be profitable for all, even if one of the countries can produce every commodity more cheaply. As long as there are minor, relative differences in the efficiency of producing a commodity, even the poor country can have a comparative advantage in producing it. The paradox is best illustrated by this traditional example: the best lawyer in town is also the best typist in town. Since the lawyer cannot afford to give up precious time from legal affairs, a typist is hired who may be less efficient than the lawyer in both legal and typing matters. But the typist's comparative disadvantage

is least in typing. Therefore, the typist has a relative comparative advantage in typing.

The same holds true for countries. Paul Samurson, a well-known United States economist, gives this example: the United States is relatively more efficient than Europe in producing food (using only one-third of the labor that Europe does) and in producing clothing (using only one half the labor). Thus, while the United States has an absolute advantage in both forms of production, its efficiency in food production is greater. It has a comparative disadvantage in clothing. Consequently, a great deal of clothing is exported from Europe to the United States. To conclude, the theory of comparative advantage states that if each country specializes in products in which it has a comparative advantage (greatest relative efficiency), trade between these countries will be mutually profitable.

Comparative advantage has led countries to specialize in particular products and to mass-produce. Sometimes this goes one step further. Italy gained a comparative advantage over many countries in mass-producing wine. France, self-supporting in wine, presently imports large quantities of Italian wine, which is cheaper. In turn, a large portion of the French wine production is exported.

It is generally assumed, as the famous economist David Ricardo stated in the last century, that international trade is beneficial for all participants. However, governments can often take protectionist measures for their domestic industry. Protectionism has many forms. Tariffs or taxes are levied on imports, and non-tariff rules in the form of quotas, quality and labeling standards, and similar restrictions tend to keep foreign goods and services out of domestic markets or to make them not sold cheaper than home-made ones. A tariff is a tax imposed on imported items, computed as a percentage

of the import value. An import quota is the maximum quantity of a product allowed into a country during a given period of time. At the same time, countries attempt to achieve equilibrium in the balance of payments. Subsidies to domestic firms similarly provide disadvantages to foreign competitors although foreign consumers get cheaper goods as a result. The absence of protectionism is termed free trade wherein goods and services flow across international boundaries on the primary basis of comparative advantage. Free trade is commonly under attack from protectionists.

New Words:

border ['bɔ:də] n. & v. 边界; 以……为边界

explain [iks'plein] vt 解释, 说明

cost [kɒst] n. & v. 费用, 成本, 损失; 花费

emphasize ['emfəsaiz] vt. 强调, 着重, 加强

region ['ri:dʒən] n. 地区, 地方, 领域

possibility [ˌpɒsə'biliti] n. 可能性, 机会

tropical ['trɒpɪkl] a. 热带的,

climate ['klaɪmɪt] n. 气候

banana [bə'na:nə] n. 香蕉

hothouse ['hɒt'haus] n. 暖房, 温室

cheap [tʃi:p] a. 廉价的, 便宜的

import ['ɪmpɔ:t] vt. & n. 进口

establish [is'tæblɪʃ] vt. 建立, 确立, 设立

pattern ['pætən] n. 方式, 格式, 样板

availability [əˌvleɪə'biliti] n. 可利用, 可得到的东西

resource [ri'sɔ:s] n. 资源, 物力

factor ['fæktə] n. 因素

profitable ['prɒfɪtəbl] a. 有益的、有用的、有利可图的

commodity [kə'mɒdɪtɪ] n. 商品, 货物, 日用品
minor ['maɪnə] adj & n. 次要的, 次要
relative ['relatɪv] a. & n. 相对的, 相关的; 亲戚, 有关物
efficiency [ɪ'fɪʃənsi] n. 效率, 功效, 效能
paradox ['pærədɒks] n. 似是而非, 自相矛盾
illustrate ['ɪləstreɪt] vt. 说明, 举例证明
traditional [trə'dɪʃənəl] a. 传统的, 因袭的, 口头传说的
lawyer ['lɔ:jə] n. 律师
typist ['taɪpɪst] n. 打字员
afford [ə'fɔ:d] v. 提供得起
precious ['preʃəs] a. 宝贵的
legal ['li:ɡəl] a. 法律上的, 合法的
hire ['haɪə] v. 雇用
least [li:st] a. & ad. 最少, 最小
therefore ['ðeəfɔ:] ad. 因此, 为此, 所以
absolute ['æbsəljut] a. 绝对的, 完全的, 纯粹的
consequently ['kɒnsɪkwəntli] ad 因而, 因此, 所以
export ['eksɔ:t] v. & n 出口
conclude [kən'klu:d] v. 结束, 终止、断定
state [steɪt] v. 声明, 陈述, 说明
specialize ['speʃəlaɪz] v. 使专门化, 专门从事
product ['prɒdʌkt] n. 产品, 制品, 产物
mass-produce ['mæs'prɒdju:s] v. 大规模生产, 大批生产
further ['fə:ðə] a. & ad. 进步
gain [geɪn] v. & n. 取得, 收益
self-supporting a. 自给自足
presently ['prezəntli] ad. 最近, 目前
quantity ['kwɒntəti] a. 数量
portion ['pɔ:ʃən] n. & v. 部分, 分成部分

generally ['dʒenərəli] ad. 一般地, 总地,
 assume [ə'sju:m] v. 认为, 假定, 假设
 famous ['feiməs] a. 出名的, 有名的, 著名的
 beneficial [beni'fiʃəl] a. 有益的, 有利的
 participant [pa:'tisipənt] n. 参加者, 参加国
 protectionist [prə'tekʃənist] a. & n. 保护主义的, 保护主义者
 measure ['meʒə] n. & v. 尺寸, 度量, 测量
 domestic [də'mestik] a. 家内的, 本国的, 国内的
 industry ['indʌstri] n. 工业, 产业
 tariff ['tærif] n. 关税
 tax [tæks] n. 税, 税收
 levy ['levi] v. 征收, 征集, 征用
 quota ['kwəutə] n. 定额, 配额
 quality ['kwɒliti] n. 质量, 质地, 品质
 label ['leibəl] v. & n. 打标签, 标签
 standard ['stændəd] n. 标准
 similar ['similə] a. 类似的, 相似的
 market ['mɑ:kit] n. & v. 市场, 营销, 销售
 impose [im'pəʊs] v. 强加于
 compute [kəm'pjʊ:t] v. vt 计算
 percentage [pə'sentidʒ] n. 百分比, 百分数
 maximum ['mæksiməm] adj. & n. 最大的, 最高值
 allow [ə'lau] v. 允许
 value ['vælju:] n. 值, 价值
 attempt [ə'tempt] v. & n. 企图, 试图, 尝试
 equilibrium [i:'kwɪ'libriəm] n. 平衡, 均衡, 相称
 balance ['bæləns] n. & v. 平衡; 均衡; 使平衡, 对照
 subsidy ['sʌbsidi] n. 补助、补贴
 firm [fə:m] n. 公司, 商号

075137

competitor [kəm'petitə] n. 竞争者, 敌手

consumer [kən'sju:mə] n. 消费者, 用户

Useful Phrases and Expressions:

to be suited for 适于……

to afford something (to do something) 提供 (做某事)

a great deal of 大量的 (常用于修饰不可数名词)

large quantities of 大量的 (常用于可数名词)

in the form of 以……形式

to tend to (do) 易于……; 会……

to impose...on (upon) ... 将... 强加于...

to provide...to (for) ... 为... 提供

cf. provide... with ...

as a result 结果 (作状语)

cf. as a result of 由于...

under attack 受到攻击

Notes to the Text:

1. International trade, where goods and services move across borders, is often explained by the theory of comparative advantage:

在国际贸易中, 商品和劳务的交换要跨越国界, 人们常用比较利益理论来解释国际贸易。

where goods and services move across borders

是非限定性定语从句, 修饰 international trade; where 是关系副词, 含义是“在国际贸易中”。

2. the theory of comparative advantage: “also called the theory of comparative cost, is an economic theory stating that if one country can produce a product relatively more efficiently than another country, it is beneficial to both countries for the first country