

新世界
NEW WORLD



全国高职高专院校规划教材·商务英语专业

An Integrated Course in Business English

(II) (Second Edition)

商务英语综合教程 (下册) (第二版)

刘玉玲 主编



对外经济贸易大学出版社
University of International Business and Economics Press

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研究生和本科层次的商务英语教材适用于全国各高等院校英语专业的商务英语方向或国际贸易、国际经济、国际工商管理等商科专业的学生。

高职高专层次的商务英语教材适用于全国高职高专院校英语专业的商务/应用/外贸英语方向以及国际贸易或财经类专业的学生。

根据国家教育指导思想，目前我国高职高专教育的培养目标是以能力培养和技术应用为本位，其基础理论教学以应用为目的、够用为尺度、就业为导向；教材强调应用性和适用性，符合高职高专教育的特点，既能满足学科教育又能满足职业资格教育的“双证书”（毕业证和技术等级证）教学的需要。本套教材编写始终贯彻商务英语教学的基本思路：将英语听说读写译技能与商务知识有机融合，使学生在提高英语语言技能的同时了解有关商务知识，造就学生“两条腿走路”的本领，培养以商务知识为底蕴、语言技能为依托的新时代复合型、实用型人才。

本套教材——“新世界全国高职高专院校规划教材·商务英语专业”——包括《商务英语综合教程（上册）》、《商务英语综合教程（下册）》、《商务英语阅读（上册）》、《商务英语阅读（下册）》、《商务英语听说》、《商务英语口语》、《商务英语写作》、《商务英语翻译》、《外贸英语函电》、《商务谈判》、《国际商务制单》共 11 册教材。作者主要来自天津对外经济贸易职业学院、山东外贸职业学院、安徽国际商务职业学院、安徽商贸职业技术学院、大连职业技术学院和广东科学技术职业学院等。他们都是本专业的“双师型”名师，不仅具有丰富的商务英语教学经验，而且具有本专业中级以上职称、企业第一线工作经历，主持或参与过多项应用技术研究，这是本套教材编写质量的重要保证。

此外，本套教材配有辅导用书或课件等立体化教学资源，供教师教学参考（见书末赠送课件说明）。

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再 版 前 言

《商务英语综合教程(上)、(下)》自2007年出版后受到广大高职高专院校师生的好评,不少院校已使用多轮,许多专家及读者同时也提出了很多有益的建议,在此谨表谢意。近年来国际商务活动的环境发生了很大的变化。经济全球化、科学技术新发展、国际组织机构的革命性改组及世界范围的政治、法律乃至道德等方面的新趋势,都对人们的商务交际活动产生了很大的影响。因此,无论是从事国际商务活动的人,还是从事商务英语教学和学习的人都必须适应新的商业环境,掌握新的商务知识及交际原则和技巧,以求做到能得心应手地迎接商务领域种种新的挑战,以取得事业上的成功。

为适应这一新潮流,我们对《商务英语综合教程》整套教材进行了修订。此次修订维持了原教材的基本体例。所做的改变集中在对主课文的“一增一减”。增加了当今经济社会正在发生且不断变化的全球经济、贸易及商务活动最新动态的文章及相关专业术语、背景知识和详细的参考资料的详解;删减了一些内容过时的文章及较为难懂的说明和语句,从而新版的教材更具实用性。

此次修订,力图容纳尽可能多的最新的商务信息。所做的修订主要是针对商务英语教学强调的是在与时俱进的商务活动中特殊语言交际方式和特殊商务语言形式的运用。使学生在在学习语言的同时,掌握必要的且具有时效性的商务知识及技能。因此,该书内容更加新颖、充实、贴近生活,从而增加学生的学习兴趣。

本套教材的教学目标是以我国高职高专商务英语人才培养目标为依据,突出教学内容的实用性、时效性和针对性,将语言基础及商务交际能力有机结合起来,以满足21世纪经济发展全球化的要求。

简而言之,对于该教材的修订,我们力求做到学术性、知识性、实用性及趣味性。强调核心能力及综合素质的培养。

本套教材对上、下册均进行了修订。上册主编:房玉靖。副主编:刘玉玲、张怡。下册主编:刘玉玲。副主编:房玉靖、张怡。本教材的编写和修订均得到了对外经济贸易大学出版社宋海玲老师的鼎力支持和帮助,在此谨致谢意。

编者

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Contents

Unit 1

Text: Statement at the Opening Plenary Session of the United Nations Summit on Climate Change

Grammar: Adverbial Clause of Time

Unit 2

Text: Invisible Barriers

Grammar: Adverbial Clause of Place

Unit 3

Text: Business Law—Contract and Agency

Grammar: Adverbial Clause of Manner

Unit 4

Text: Keynote Speech at Economic Dialogue under the Framework of the China-US Strategic and Economic Dialogues

Grammar: Adverbial Clause of Concession

Unit 5

Text: Product Positioning

Grammar: Adverbial Clause of Condition

Unit 6

Text: A Changing China in a Changing World

Grammar: Adverbial Clause of Reason

Unit 7

Text: Strategies of Transnational Corporations

Grammar: Adverbial Clause of Purpose

Unit 8

Text: International Stock Exchange of UK

Grammar: Adverbial Clause of Result

Unit 9

Text: Development Issues (I)

Grammar: Adverbial Clause of Comparison

Unit 10

Text: Development Issues (II)

Grammar: Revision

Unit 11

Text: Investment Demand

Grammar: Subject-Verb Agreement

Unit 12

Text: Foreign Exchange Trading

Grammar: Emphatical “It”

Unit 13

Text: International Marketing Research and Steps

Grammar: Inversion

Unit 14

Text: Balance of Payments

Grammar: Subjunctive Mood (I)

Unit 15

Text: International Financial System Meets Challenge

Grammar: Subjunctive Mood (II)

Unit 16

Text: Economy Theory and Dumping

Grammar: Revision

Unit 1

TEXT

Climate change is an issue arising in the course of human development. It is associated with both natural factors and human activities. It is an environmental issue, but also, and more importantly, a development issue, as it is closely connected with the development stage, way of life, size of population and resource endowment of different countries and their places in the international division of labor. In the final analysis, we should and can only advance efforts to address climate change in the course of development and meet the challenge through common development.

Statement at the Opening Plenary Session of the United Nations Summit on Climate Change

1 Today, the world leaders are gathered at the United Nations to discuss ways to tackle climate change. This is of great significance for catalyzing strong action by the international community to meet this global challenge.

2 Global climate change has a profound impact on the existence and development of mankind, and is a major challenge facing all countries. In the last 37 years, from Stockholm to Rio de Janeiro, and from Kyoto to Bali, we have made concerted efforts and achieved notable progress in protecting the global environment and tackling climate change. This is a historic process, through which all countries have deepened their understanding, built consensus and stepped forward to meet the challenge. To ensure long-term development of the world economy, we must, while countering immediate difficulties adopt a multi-pronged approach

and effectively address the underlying structural problems in the world economy. We should turn the crisis into an opportunity and lay a solid foundation for the full recovery of the world economy.

3 Climate change is an issue arising in the course of human development. It is associated with both natural factors and human activities. It is an environmental issue, but also, and more importantly, a development issue, as it is closely connected with the development stage, way of life, size of population and resource endowment of different countries and their places in the international division of labor. In the final analysis, we should and can only advance efforts to address climate change in the course of development and meet the challenge through common development.

4 At stake in the fight against climate change are the common interests of the entire world, and the development interests and people's well-being of the vast number of developing nations in particular. It is imperative to give full consideration to the development stage and basic needs of developing countries in addressing climate change. Both their historical and per-capita emissions are low. Due to their low development level and shortage of capital and technology, developing countries have limited capability and means to deal with climate change. And they have to bear a large amount of transferred emission as they are placed at the lower end of the international industrial chain in the process of economic globalization. For developing countries, the top priority now is to grow economy, eradicate poverty and improve livelihood. The international community should pay close attention to the predicament of developing countries, especially the small island states, the least developed countries, landlocked countries and African countries. It is important to listen to their voice and respect their wishes, and combine our efforts to address climate change with those to promote the growth of developing countries and build up their own dynamism for development and ability for sustainable development.

5 To address climate change and achieve sustainable development is an urgent and long-term task for all of us. It bears on the living environment of mankind and the development prospects of all countries, and calls for the unremitting efforts of the whole world. In this connection, let me highlight a few principles we need to follow in our common endeavor to tackle climate change:

6 First, fulfilling respective responsibilities should be at the core of our effort. The principle of common but differentiated responsibilities embodies the consensus of the international community. Adherence to this principle is critical to keeping international cooperation on climate change on the right track. Both developed and developing countries should take active steps to tackle climate change. We should act in keeping with the provisions of the UNFCCC and its Kyoto Protocol and advance negotiations under the Bali Roadmap in real earnest. Developed countries should fulfill the task of emission reduction set in the Kyoto Protocol, continue to undertake substantial mid-term quantified emission reduction targets, and

support developing countries in countering climate change. Developing countries should, in the light of their national conditions and with the financial and technological support of developed countries, work hard to adapt to climate change and do their best to reduce greenhouse gas emissions.

7 Second, achieving mutual benefit and win-win outcome should be the goal of our effort. Climate change respects no national borders, and no country is immune from it. To counter this challenge requires the whole-hearted cooperation and coordinated actions of the international community. Developed countries should support developing countries in tackling climate change. This is not only their responsibility, but also serves their long-term interest. We should foster the idea that helping others is helping oneself and make our endeavor on climate change a win-win for both developed and developing countries and a win-win for both the interests of individual countries and the common interests of humanity.

8 Third, promoting common development should be the basis of our effort. Developing countries need to strike a balance between economic growth, social development and environmental protection, strengthen capacity for sustainable development and avoid the old path of “polluting first and cleaning up later.” They should not, however, be asked to take on obligations that go beyond their development stage, responsibility and capabilities. Without common development, particularly the development of developing countries, there cannot be a broad and solid basis in the long run for tackling climate change.

9 Fourth, ensuring financing and technology holds the key to the success of our effort. Developed countries should take up their responsibility and provide new, additional, adequate and predictable financial support to developing countries. This, in effect, represents a joint investment in the future of mankind. Environment-friendly technologies should better serve the common interests of humanity. In order to enable the developing countries to have access to climate-friendly technologies, it is necessary to set up a sound interactive mechanism with governments playing the leading role, businesses taking part and market principles at play.

(953 words)



NEW WORDS

catalyze *vt.* 催化; 刺激, 促进

differentiate *vi. & vt.* 区分, 区别

endowment *n.* 捐赠; 捐助; 捐款; 天资

imperative *adj.* 必要的, 势在必行的; 命令的; 紧急的

emission *n.* (光、热等的) 发射, 散发; 喷射; 发行

landlocked *adj.* 为陆地所包围的

unremitting *adj.* 不懈的; 不间断的; 坚忍的

provision *n.* 供应品; 准备; 条款; 规定

vt. 供给……食物及必需品

protocol *n.* 协议; 草案

target *n.* 目标; 靶子

vt. 把……作为目标; 规定……的指标; 瞄准某物

greenhouse gas *n.* 二氧化碳、甲烷等导致温室效应的气体, 温室气体

immune *adj.* 免疫的; 免于……的, 免除的

counter *v.* 反对; 反击

adequate *adj.* 适当的; 胜任的; 充足的

humanity *n.* 人类; 人道; 仁慈; 人文学科

PHRASES & EXPRESSIONS

international division of labor 国际分工; 国际劳动分工

greenhouse gas emissions 温室气体排放

NOTES

1. per capita 按人头, 每人

Per capita is a term adapted from the Latin phrase pro capita meaning “per (each) head” with pro meaning “per” or “for each”, and capita (caput ablative) meaning “head.” Both words together equate to the phrase “for each head”, i.e. per individual or per person. The term is used in a wide variety of social sciences and statistical research contexts, including government statistics, economic indicators, and built environment studies.

It is commonly and usually used in the field of statistics in place of saying “for each person” or “per person”.

It is also used in wills to indicate that each of the named beneficiaries should receive, by devise or bequest, equal shares of the estate. This is in contrast to a per stirpes division, in which each branch of the inheriting family inherits an equal share of the estate

2. greenhouse gas emissions 温室气体排放

It refers to recent year-to-year increase of atmospheric CO₂.

The two primary sources of CO₂ emissions are from burning coal used for electricity generation and petroleum used for motor transport.

Measurements from Antarctic ice cores show that before industrial emissions started atmospheric CO₂ mole fractions were about 280 parts per million (ppm), and stayed between 260 and 280 during the preceding ten thousand years. Carbon dioxide mole fractions in the atmosphere have gone up by approximately 35 percent since the 1900s, rising from 280 parts per million by volume to 387 parts per million in 2009. One study using evidence from stomata of fossilized leaves suggests greater variability, with carbon dioxide mole fractions above 300 ppm during the period seven to ten thousand years ago, though others have argued that these findings more likely reflect calibration or contamination problems rather than actual CO₂ variability. Because of the way air is trapped in ice (pores in the ice close off slowly to form bubbles deep within the firm) and the time period represented in each ice sample analyzed, these figures represent averages of atmospheric concentrations of up to a few centuries rather than annual or decadal levels.

Since the beginning of the Industrial Revolution, the concentrations of most of the greenhouse gases have increased. For example, the mole fraction of carbon dioxide has increased by about 36% to 380 ppm, or 100 ppm over modern pre-industrial levels. The first 50 ppm increase took place in about 200 years, from the start of the Industrial Revolution to around 1973; however the next 50 ppm increase took place in about 33 years, from 1973 to 2006.

Recent data also shows that the concentration is increasing at a higher rate. In the 1960s, the average annual increase was only 37% of what it was in 2000 through 2007.

EXERCISES

Comprehension of the Text

I. Answer the following questions according to the text.

1. Can you generally define climate change? And what is it directly or indirectly attributed to?
2. What is international division of labour? And with the occurrence of the international division of labour, is the process of production still confined to national economies?
3. What is the top priority for developing countries now?
4. What do you think both developed countries and developing countries should do in countering climate change?
5. How much do you know about “The Kyoto Protocol”?

Language Skills

II. Word Study

1. Match words from the two columns below to form compound adjectives. e.g. fast-growing

A

- 1) time-
- 2) world-
- 3) multi-
- 4) far-
- 5) short-
- 6) high-
- 7) long-
- 8) self-
- 9) hard-
- 10) narrow-

B

- a. boiled
- b. national
- c. term
- d. sleeved
- e. consuming
- f. fetching
- g. minded
- h. heeled
- i. class
- j. employed

2. Fill in the blanks with the words or expressions given below. Change the form if necessary.

increasing

opt

pay

available

shift

- 1) The higher requirements of product and service are making it _____ important to set up operations in the outlet markets.
- 2) When a foreign company was taken over, much more attention was therefore _____ to compatibility with existing corporate activities.
- 3) The _____ of an adequate pool of well-trained staff and an effective communication and computer infrastructure has become more important.
- 4) Companies lacking the resources to take over a foreign company but willing to cooperate with them are _____ opting for strategic alliances.
- 5) Apart from these investments in production resources and/or companies, companies that lack the finance or do not wish to accept the associated risks are increasingly _____ to introduce other resources.
- 6) A _____ is made in return.
- 7) Low wages for untrained labor and the _____ of raw materials have become ever less important as a result of the development of technologies.
- 8) The _____ in the countries and sectors in which foreign direct investments are made are connected with the changes in the motives behind foreign direct investments.

- 9) In short, the motives for foreign direct investment have _____ from making use of cheap local labor and local raw materials, to keeping abreast of the technology race and new trends in production and marketing.

3. Choose the right answer to fill in each of the blanks.

The causes of foreign investment are quite different for subsidiaries supplying raw materials needed by their parents. The explanation of these investments at first seems obvious: How can a rubber company produce tires without 1) rubber? The more interesting question, 2), is why the raw material source is developed by a subsidiary of the company that will process it rather than by independent firms in the country where the raw material is found. The gain from this 3) direct investment seems to be the 4) of risk. Few companies in the world refine and fabricate copper. Important deposits of copper ore occur 5) only a few locations. If independent firms produced and refined the ore, 6) would be forced to commit funds 7) the construction of large fixed facilities without any guarantee regarding the bargain they could strike with the other party. What could the ore producer do if its smelter customer 8) threatened to drop its business? What could the smelter do without an ore supply? "Vertical integration" in any industry reduces uncertainty. 9) the firms extracting raw materials must be located where the resources are, and the firms processing and selling them where the markets are, foreign investment must be 10).

- | | | | |
|--------------------|---------------|---------------|-----------------|
| 1) A. crude | B. raw | C. finished | D. synthetic |
| 2) A. therefore | B. though | C. hence | D. furthermore |
| 3) A. vertical | B. horizontal | C. unexpected | D. redundant |
| 4) A. replacement | B. reduction | C. recurrence | D. reproduction |
| 5) A. in | B. on | C. within | D. from |
| 6) A. none | B. two | C. both | D. one |
| 7) A. in | B. on | C. to | D. for |
| 8) A. ridiculously | B. friendly | C. recently | D. convincingly |
| 9) A. But | B. Therefore | C. In case of | D. Because |
| 10) A. enhanced | B. produced | C. distrusted | D. involved |

III. Grammar—Adverbial Clause of Time

1. Translate the following sentences into English, using adverbial clause of time.

- 1) 我打开门的时候，发现他躺在地板上。
- 2) 写得清楚些，让老师能清楚地理解你的意思。
- 3) 只要他努力做，我不在乎他什么时候能够做完这项工作。
- 4) 尽管他很年轻，但他愿意为他所做的一切承担责任。
- 5) 像他父母多年前那样，他也选择去那个学校当老师。

2. Translate the following sentences into Chinese.

- 1) He speaks English, but not as well as his sister does.
- 2) The demonstration will go on as it was planned.
- 3) Hard as he tried, he was unable to make much progress.
- 4) We should be able to do the job quickly, provided that you give us all the necessary information.
- 5) Suddenly it began to rain heavily, so that it was almost impossible to carry on driving.

Business Knowledge Extension**IV. Translate the following sentences into English.**

1. 气候变化是人类发展进程中出现的问题, 既受自然因素影响, 也受人类活动影响, 既是环境问题, 更是发展问题。
2. 应对气候变化, 涉及全球共同利益, 更关乎广大发展中国家发展利益和人民福祉。
3. 发展中国家的首要任务仍是发展经济、消除贫困、改善民生。
4. 发展中国家应该根据本国国情, 在发达国家资金和技术转让支持下, 努力适应气候变化, 尽可能减缓温室气体排放。
5. 发达国家应该担起责任, 向发展中国家提供新的, 额外的, 充足的, 可预期的资金支持。

V. Translate the following sentences of the text into Chinese.

1. To address climate change and achieve sustainable development is an urgent and long-term task for all of us. It bears on the living environment of mankind and the development prospects of all countries, and calls for the unremitting efforts of the whole world.
2. The principle of common but differentiated responsibilities embodies the consensus of the international community. Adherence to this principle is critical to keeping international cooperation on climate change on the right track. Both developed and developing countries should take active steps to tackle climate change.
3. Climate change respects no national borders, and no country is immune from it. To counter this challenge requires the whole-hearted cooperation and coordinated actions of the international community. Developed countries should support developing countries in tackling climate change. This is not only their responsibility, but also serves their long-term interest.
4. Developing countries need to strike a balance between economic growth, social development and environmental protection, strengthen capacity for sustainable development and avoid the old path of “polluting first and cleaning up later.” They should not, however, be asked to take on obligations that go beyond their development stage, responsibility and capabilities.
5. We should foster the idea that helping others is helping oneself and make our endeavor on

climate change a win-win for both developed and developing countries and a win-win for both the interests of individual countries and the common interests of humanity.

VI. Write a summary of the text in about 120 words.

VII. Write a one-paragraph composition entitled “To address climate change and achieve sustainable development is an urgent and long-term task for all of us”. Complete the paragraph with five to seven sentences, using the words and phrases given below.

respective responsibilities, international cooperation, emission reduction, common interests of humanity, common development, environment-friendly technologies

VIII. Discuss with your partner about the existence and development of mankind.