

商务系列培训教材

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商务人员实用英语

Business English for the Global Professional

下册

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Business English for the Global Professional

Aims

To provide

- modern English language learning in a contemporary and practical context;
- training in modern official communications;
- information and knowledge about world trade trends and organizations.

Introduction to the volumes

Adult education requires a different approach from textbooks designed for school students. As people age, learning becomes more difficult, especially with the pressures of work and home life limiting time for study.

Brain research

Modern brain research, however, tells us that the brain continues to grow even as we get older. We can learn effectively at any age but our brain needs cues and clues to help our learning become part of our long-term memory.

Both volumes use many proven devices to make learning the English language accessible and enjoyable. For instance, brain research tells us that we learn better when we are enjoying our learning. For this reason, the book has many pictures and illustrations. These help to imprint the language in the brain, reinforcing in graphic form the knowledge contained in the words and sentences. A book that is pleasing to the eye will also be attractive to the brain and assist with better learning.

English proficiency

We have begun with the assumption that officials will already have a basic grounding in English, perhaps from school or university. The basic dialogs will refresh that knowledge and should be studied first by the reader. The advanced dialogs employ higher-level vocabulary and syntax and should be able to be quickly mastered.

Much of the language learning is placed in the context of knowledge needed for the

modern world. Readers will find these sections interesting and informative while improving their English skills. The way we behave is closely linked to the way we speak.

Volume One Essential English for Global Business will assist the modern official to learn both the language and the behavior of a global professional.

Volume Two Essential Knowledge for Global Economy provides serious students with a series of informative readings to help further improve their English skills while also developing their knowledge of concepts governing international trade and commerce.

Volume Two

Essential Knowledge for Global Economy

Introduction

Essential Knowledge for the Global Economy provides comprehensive, modern resource material about the important aspects of world trade and international organizations.

Each chapter includes essential knowledge plus a collection of informative readings. The careful reader will not only learn useful information. Close study will also introduce the technical language (jargon) of trade and business along with many current expressions. This volume will improve the reader's grasp of contemporary English as well as inform about topical issues relevant to trade and international relations.

The material in this volume has been selected from up-to-date sources. Fact and opinion are both presented in order to stimulate thought about the benefits and the risks-associated with international trade. Some sections require more effort than others but the range of difficulty is balanced so the material is accessible to all readers.

Louis Pasteur said, "Chance favors the prepared mind." The most prosperous and dynamic societies are those which encourage informed and intelligent debate about significant issues so that the best solutions can be found to economic and social problems. Luck does not fall in a country's lap. Good fortune is the result of discussion, education, planning and foresight.

By "preparing one's mind", the modern civil servant can ensure that the best outcomes are achieved for the nation and its people.

Read this book carefully, study the readings, think deeply about the issues—and enjoy the experience of improving your knowledge while improving your English language skills.

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Part One

International Trade and Economics

Format of each chapter:

Essential knowledge

Vocabulary

Readings

Vocabulary

Quick questions

Comprehension

Specialized word lists

Common economic terms

Case study

Chapter 1 International Trade

No nation was ever ruined by trade.

Benjamin Franklin (1706—1790),
early American statesman and inventor

1 Essential knowledge



Globalization

Globalization is the **term** given to the growth in companies **expanding** into every **region** of the world in search of new markets, increased sales and new **sources** for materials and **components**. One **multinational** company could **source** investment from one country, **raw materials** from another, components from yet another, an **assembly plant** and factory in another country again and its main markets in yet another region. International trade and business are now generally referred to as globalization, which also has **connotations** of other links among the peoples of the world such as shared tastes in **fashion clothing**, **popular music**, **fast food** and movies.

Vocabulary

globalization	[ˌɡləʊbəlaɪˈzeɪʃən; -liˈz-]	n. 全球化
term	[tɜ:m]	n. 术语
expand	[ɪksˈpænd]	v. 扩展, 扩张
region	[ˈrɪdʒən]	n. 地区
source	[sɔ:s]	n. 来源; v. 获得(原料等)
component	[kəmˈpəʊnənt]	n. 零部件
multinational	[mʌltiˈnæʃən(ə)l]	adj. 跨国的, 多国的
raw materials		原材料
assembly plant		装配厂
connotation	[ˌkɒnəʊˈteɪʃən]	n. 含义, 内涵
fashion clothing		时尚服饰
popular music		流行音乐
fast food		快餐

Quick question

What else does globalization refer to, as well as international business and trade?

Answer:

Fashion clothing, music, fast food and movies.

2 Readings

I The forces of globalization

Among all the **forces driving** globalization there are perhaps five main influences—competition, costs, markets, politics, technology.

Competition

A **multitude** of new companies, many from newly industrialized and developing countries, are entering the world **marketplace** while home companies strive to **de-**

fend their turf, while also taking advantage of cheaper labor costs, for instance, in emerging economies. Improved educational and communications are also **generating** global demand for many different kinds of goods and services.

Costs

By sourcing cheap materials from one region, cheap labor from another and then selling in a high-price market, companies achieve the **balance** they are seeking between low **production costs** and high selling prices.

Markets

Global **branding** and the need to find new markets drive many companies overseas. As they **saturate** their home market, finding new markets overseas becomes **imperative**.

Politics

The trend towards **free trade agreements** and trading **blocs** has **accelerated** in the past few decades. Europe and North America have **led the way**. Some countries are now involved in more than one trade agreement.

Technology

Computers, the Internet, mobile phones, **text messaging**, cable TV and global communications networks all enable the **free flow** of information across the world, **transcending** national borders. Mass communications are fast, effective and cheap. Technology not only improves production but also feeds demand as new ideas and products join the race to satisfy seemingly endless global appetites.

Vocabulary

force	[fɔ:ɪs]	n. 力量
drive	[draɪv]	v. 驱动
multitude	[ˈmʌltɪtju:d]	n. 众多, 大量, 大批
marketplace	[ˈmɑ:kɪtˈpleɪs]	n. 市场
defend their turf		守卫他们的势力范围(地盘)
emerging economies		新兴经济体(如开始工业化或现代化的一些发展中国家)
generate	[ˈdʒenəreɪt]	v. 产生, 发生
balance	[ˈbæləns]	n. v. 平衡

production costs		生产成本
branding		n. 品牌营销, 品牌塑造
saturate	['sætʃəreɪt]	v. 使饱和, 使充足
imperative	[im'perətɪv]	adj. 必要的, 势在必行的
free trade agreements		自由贸易协定
bloc	[blɒk]	n. (为共同目的而采取一致行动的) 组织, 集团
accelerate	[æk'seləreɪt]	v. 加速, 促进
lead the way		引路, 领路, 领先, 带头
text messaging		手机短信
free flow		自由流动
transcend	[træn'send]	v. 超越, 超出

Quick question

What are the five main driving forces of globalization?

Answer:

Competition, costs, markets, politics, technology.

II New world trade patterns 1970—2003

One of the common ways of **classifying** countries is by their level of economic or industrial development. The **high-income** countries (Western Europe, the United States, Canada, Australia, New Zealand, and Japan) are usually referred to as either **industrial** or developed countries. Other countries are referred to as developing or less developed countries (LDCs). The share of world exports among developed countries increased from 45.9 percent in 1948 to 64.6 percent in 1972, **whereas** LDCs decreased in world **share**. In **absolute terms**, however, LDC trade, both imports and exports, has increased **substantially** in the last decade.

Several **interrelated** factors help to explain the loss in the world trade share by the LDCs during that period. The **primary** factor is that LDCs depended heavily on **agricultural** products and raw materials for their **export earning**. Earnings from these types of exports have not **kept pace with** those from **manufactured**

goods. In manufactured production the developed countries have advantages in world markets because of their technology and their ability to reduce costs through large-scale production. In many cases, the LDCs have **insufficient domestic production capacity** to supply their own needs, much less than those of other areas.

Since 1972, however, there has been a **turnaround** in the LDC trade position. This has been due primarily to three factors. **Foremost** has been the ability of oil-exporting countries to raise the price of petroleum exports substantially. During the 1970s the price of oil exports increased more than 1200 percent. A second factor has been the rapid industrialization of a number of LDCs, such as Brazil and South Korea, now referred to as newly industrialized countries (NICs). A third factor has been the easier access of LDCs' manufactured products to the markets of industrial countries.

At the United Nations Conference on Trade and Development (UNCTAD) in 1964, developing countries began to **pressure** the industrial nations to give **preference** to manufactured exports from developing countries. By the end of 1970s, every industrial country had **adopted** some type of policy **whereby** LDC manufactures could enter more easily than the same products made in another industrial country. In spite of this overall turnaround, most LDCs have been able neither to export petroleum nor to industrialize rapidly. For them the downward trend in share of world trade has continued.

Given the position of LDCs, it is not surprising that nine of the ten largest exporters in 2001, US, Germany, Japan, France, UK, Canada, Italy, Netherlands, Belgium and Saudi Arabia, are industrial countries. Six of these are members of the EU and **conduct** a large portion of their trade among themselves, there being far fewer **restrictions** among EU members than between the EU and other countries.

Vocabulary

classify	['klæsɪfaɪ]	v. 分类, 分等
high-income		高收入
industrial	[ɪn 'dʌstriəl]	adj. 工业的
whereas	[(h) wɛər 'æz]	conj. 但是, 然而
share	[ʃeə]	n. 份额, 部分
absolute terms		绝对条件, 不与他物比较而言
substantially	[səb 'stænf (ə) li]	adv. 实质上, 大量地

interrelated	[ˌɪntəriˈleɪtɪd]	adj. 相关的
primary	[ˈpraɪməri]	adj. 主要的
agricultural	[ˌæɡriˈkʌltʃərəl]	adj. 农业的
export earning		出口收益
kept pace with		齐头并进
manufactured goods		制成品
insufficient	[ˌɪnsəˈfɪʃənt]	adj. 不充足的
domestic	[dəˈmestɪk]	adj. 国内的
production capacity		生产能力
turnaround	[ˈtɜːnəˌraʊnd]	转向, 转变, (经济等的) 突然好转
foremost	[ˈfɔːməʊst]	adv. 首要的, 首先
pressure	[ˈpreʃə]	n. 压力
preference	[ˈprefərəns]	n. 偏爱, 优先选择
adopt	[əˈdɒpt]	v. 采用
whereby	[(h)wɛəˈbaɪ]	conj. 由此, 以...为手段
conduct	[ˈkɒndʌkt, -dəkt]	v. 经营
restriction	[rɪsˈtrɪkʃən]	n. 限制, 约束

Comprehension

- 1 How are developed countries defined?
- 2 Give four reasons why the LDC share of trade has declined when their production has increased?
- 3 What was the main reason for the turnaround in 1972?
- 4 Write out in full; LDC, NIC.
- 5 How did LDCs benefit from the UNCTAD Conference in 1964?
- 6 List the ten biggest exporters.

Answers:

- 1 By their high income.
- 2 Reliance on raw materials and agriculture; lack of manufacturing; lack of technology; lack of large-scale production; inability to meet domestic needs.
- 3 The rise in oil prices.
- 4 Less developed country; newly industrialized country.
- 5 Many LDCs received preferential trade conditions to allow their goods to enter developed countries.
- 6 US, Germany, Japan, France, UK, Canada, Italy, Netherlands, Belgium and Saudi Arabia.