

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

(I) (Second Edition)

## 商务英语综合教程 (上册) (第二版)

房玉靖 主编



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

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对外经济贸易大学出版社  
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责任编辑: 胡小平 杨 芳

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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。

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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。

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对外经济贸易大学出版社

2011 年 5 月

# 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。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，以便能得心应手地迎接商务领域种种新的挑战，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。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。

此次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。

本套教材的教学目标是以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。

本套教材上、下册均进行了修订。上册主编为房玉靖，副主编为刘玉玲、张怡。下册主编为刘玉玲，副主编为房玉靖、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

2011 年 9 月

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# Unit 1

## Work in Unity for the Future

### TEXT

*With concerted efforts of the G20 members and the entire international community, the world economy is gradually recovering. But the recovery is neither firmly established nor balanced and there are still quite a few uncertainties down the road. Sovereign debt risks continue to rise in some countries. A host of problems have been exposed in some systemically-important financial institutions. Exchange rates of major currencies fluctuate drastically and international financial markets suffer from persistent volatility. Commodity prices hover at a high level and protectionism of various forms is notably growing. All this shows that the deep impact of the international financial crisis is yet to be overcome and systemic and structural risks in the world economy remain serious. We must fully recognize the gravity and complexity of the deep impact of the international financial crisis and continue to work in a spirit of unity and win-win progress.*

1 The Framework for Strong, Sustainable and Balanced Growth launched at the Pittsburgh Summit is of great importance to the long-term healthy growth of the world economy. I wish to offer the following proposals concerning the efforts required for bringing about strong, sustainable and balanced world economic growth at an early date.

2 First, we need to turn the G20 from an effective mechanism to counter the international financial crisis to a premier platform for advancing international economic cooperation. The complex world economic situation makes it necessary for the G20 to play a

guiding role. We need to take a longer-term perspective and shift the focus of the G20 from coordinating stimulus measures to coordinating growth, from addressing short-term contingencies to promoting long-term governance and from passive response to proactive planning. We should strengthen coordination of macroeconomic policies among the G20 members, keep the right intensity of our policies and support countries hit by the sovereign debt crisis in overcoming the current difficulties. We must act in a cautious and appropriate way concerning the timing, pace and intensity of an exit from the economic stimulus packages and consolidate the momentum of recovery of the world economy. We must follow through on the decisions and consensus of the previous G20 summits and uphold together the credibility and effectiveness of the G20. We must advance the G20's institutional-building under the principle of seeking gradual progress and win-win outcomes, and properly handle various problems and differences in order to ensure the sound development of the G20 summit mechanism. We need to well manage the G20's relationship with other international organizations and multilateral mechanisms and ensure that the G20 plays a core role in promoting international economic cooperation and global economic governance.

3 Second, we need to accelerate the establishment of a new international financial order that is fair, equitable, inclusive and well-managed. We must learn the hard lessons of the international financial crisis, take effective measures to address the root causes of the crisis, and push forward reform to ensure that the future international financial supervisory and regulatory regime is easy to operate and highly accountable. It is important to establish an international financial system that is good for the growth of the real economy. We need to establish and enforce strict capital and leverage ratio requirements, bring the shadow banking system under supervision and regulation and formulate globally consistent accounting rules. We need to make greater efforts to strengthen supervision and regulation of systemically-important financial institutions and take necessary precautionary measures to forestall excessive risks and speculation. We need to stress the consistency of core principles and standards of international supervision and regulation and, at the same time, take into full consideration the differences between financial markets of individual countries to make financial supervision and regulation more focused and effective. We need to strengthen regulation of credit rating agencies, reduce dependence on these agencies and improve their code of conduct and accountability system. It is particularly important to establish objective, fair, reasonable and uniform methodologies and standards for credit rating so that the rating results can accurately reflect the state of a country's economy and credit worthiness. We need to continue to push forward the reform of international financial institutions, complete the adjustment of the IMF quotas at a faster pace, enable more people from emerging markets and developing countries to assume senior management posts at international financial institutions, and increase the representation and voice of developing countries. We need to enhance the IMF's capacity-building and surveillance reform, and we need to strengthen supervision over macroeconomic

policies of various parties, particularly major reserve currency issuing economies.

4 Third, we need to advance the building of an open and free global trading regime. We must take concrete actions to reject all forms of protectionism, and unequivocally advocate and support free trade. We must renew our commitment not to impose new restrictions on goods, investment and services, and earnestly follow through on this commitment. Developed countries should promote international trade with greater openness. It is important to address trade frictions appropriately through dialogue and consultation and under the principle of mutual benefit and common development. We should work for comprehensive and balanced outcomes from the Doha Round negotiations and attain the goals of this development round at an early date. And we should do so by upholding the Doha mandate, locking up the existing achievements, and working on the basis of the existing negotiating text.

5 We must recognize that “strong, sustainable and balanced growth” is an integral concept. To ensure strong growth is the top priority in today’s world economic development; to enable sustainable growth is our long-term objective; and to achieve balanced growth through the transformation of the economic development pattern is necessitated by the calling of our times. We need to take proactive steps to ensure strong growth, make great efforts to develop the real economy, create jobs for the people and step up international cooperation in emerging industries. We should overcome difficulties in the course of progress and tackle challenges through growth. We should value sustainable growth, which includes sustainability of the environment as well as sustainability of fiscal, monetary, trade and industrial policies, and reduce macroeconomic fluctuations and risks. We should strive for balanced growth, including balanced growth both among different parts and industries of a country and among different countries and regions. It will take a long and complex process to achieve strong, sustainable and balanced growth of the world economy. It cannot be done overnight. We must make persistent efforts to push forward this process. And in doing so, we must also take into account specific circumstances of individual countries and respect their diverse development paths and models. (944 words)



## NEW WORDS

concerted *adj.* 协定的; 商议定的; 协调的

sovereign *adj.* 至高无上的; 有主权的; 拥有最高统治权的;  
*n.* 君主; 最高统治者; 独立国

fluctuate *vi.* 波动; 动摇; 涨落

*vt.* 使动摇; 使波动

drastically *adv.* 彻底地; 激烈地

persistent *adj.* 固执的, 坚持的; 持久稳固的

volatility *n.* 挥发性; 易变; 活泼

hover *vi.* 盘旋, 翱翔; 徘徊

*vt.* 孵; 徘徊在……近旁

*n.* 徘徊; 盘旋; 犹豫

gravity *n.* 重力, 地心引力; 庄严; 严重性

complexity *n.* 复杂, 复杂性; 复杂错综的事物

launch *vt.* 发射 (导弹、火箭等); 发起, 发动; 使……下水

*vi.* 下水; 开始; 起飞

*n.* 发射; 下水; 汽艇; 发行, 投放市场

premier *adj.* 第一的; 最初的

*n.* 总理, 首相

contingency *n.* 意外事故; 可能性; 偶然性; 意外开支

proactive *adj.* 有前瞻性的, 先行一步的

macroeconomic *n.* 整体经济

*adj.* 宏观经济的, 总体经济的

intensity *n.* 强烈; 强度; 亮度; 紧张

cautious *adj.* 谨慎的; 十分小心的

stimulus *n.* 刺激; 激励; 刺激物

momentum *n.* 动力; 动量; 冲力; 势头

credibility *n.* 可信性; 确实性

multilateral *adj.* [数] 多边的; 多国的, 多国参加的

leverage *n.* 杠杆作用; 杠杆效率; 手段, 影响力

ratio *n.* 比率, 比例

precautionary *adj.* 预防的; 留心的; 预先警戒的

forestall *vt.* 预先阻止; 占先一步; 垄断

speculation *n.* 推测; 思索; 投机; 投机买卖

methodology *n.* 方法学, 方法论

unequivocally *adv.* 不含糊地; 明确地

advocate *vt.* 提倡, 主张, 拥护

*n.* 提倡者; 支持者; 律师

friction *n.* 摩擦, 摩擦力

consultation *n.* 咨询; 磋商; [医] 会诊; 讨论会

integral *adj.* 完整的, 整体的; [数学] 积分的

necessitate *vt.* 使成为必需, 需要; 迫使

fiscal *adj.* 国库的; 会计的, 财政的

fluctuation *n.* 起伏, 波动

## PHRASES & EXPRESSIONS

concerted efforts 齐心协力

reserve currency 储备货币

comparative advantage 比较优势

sovereign debt 国家主权债务，国债，外债

free trade 自由贸易

## NOTES

### 1. The 2009 G-20 2009 年 20 国集团匹兹堡峰会

The Pittsburgh Summit was the third meeting of the G-20 heads of state in discussion of financial markets and the world economy.

G-20 is the premier forum for discussing, planning and monitoring international economic cooperation.

### 2. the capital and leverage ratio requirement 资本和杠杆率要求

Capital requirement is a bank regulation, which sets a framework on how banks and depository institutions must handle their capital. The categorization of assets and capital is highly standardized so that it can be risk weighted. Internationally, the Basel Committee on Banking Supervision housed at the Bank for International Settlements influence each country's banking capital requirements. In 1988, the Committee decided to introduce a capital measurement system commonly referred to as the Basel Accord. This framework has been replaced by a significantly more complex capital adequacy framework commonly known as Basel II. After 2012 it will be replaced by Basel III.

While Basel II significantly alters the calculation of the risk weights, it leaves alone the calculation of the capital. The capital ratio is the percentage of a bank's capital to its risk-weighted assets. Weights are defined by risk-sensitivity ratios whose calculation is dictated under the relevant Accord.

In finance, leverage is a general term for any technique to multiply gains and losses. Common ways to attain leverage are borrowing money, buying fixed assets and using derivatives.

### 3. reserve currency, or anchor currency 储备货币

A reserve currency, or anchor currency is a currency that is held in significant quantities by many governments and institutions as part of their foreign exchange reserves. It also tends to be the international pricing currency for products traded on a global market, and commodities such as oil, gold, etc.

The common reserve currencies are: United States dollar, Euro, Pound sterling, Japanese yen, Canadian dollar, Swiss franc, Chinese yuan.

#### 4. free trade 自由贸易

Free trade is a system of trade policy that allows traders to trade across national boundaries without interference from the respective governments. According to the law of comparative advantage the policy permits trading partners mutual gains from trade of goods and services.

#### 5. comparative advantage 比较优势

In economics, the law of comparative advantage says that two countries (or other kinds of parties, such as individuals or firms) can both gain from trade if, in the absence of trade, they have different relative costs for producing the same goods. Even if one country is more efficient in the production of all goods (absolute advantage), it can still gain by trading with a less-efficient country, as long as they have different relative efficiencies.

#### 6. North American Free Trade Agreement 北美自由贸易协定

The North American Free Trade Agreement or NAFTA is an agreement signed by the governments of Canada, Mexico, and the United States, creating a trilateral trade bloc in North America. The agreement came into force on January 1, 1994. It superseded the Canada-United States Free Trade Agreement between the U.S. and Canada. In terms of combined purchasing power parity GDP of its members, as of 2007 the trade bloc is the largest in the world and second largest by nominal GDP comparison.

The North American Free Trade Agreement (NAFTA) has two supplements, the North American Agreement on Environmental Cooperation (NAAEC) and the North American Agreement on Labor Cooperation (NAALC).



## EXERCISES

### Comprehension of the Text

#### I. Answer the following questions according to the text.

1. The world economy is recovering with the great efforts made by G20 members and the entire international community, however, there are still many uncertainties, can you name some of the uncertainties?
2. What can be of great importance to long-term healthy growth of the world economy?
3. What is our long term objective ?
4. What must be done to ensure the sound development of the G20 summit mechanism?
5. What do you think we need to do to make financial supervision and regulation more focused and effective?

## Language Skills

### II. Word Study

1. The suffixes-ful, -less are used to form adjectives, e.g. help→helpful.

Now complete the following table.

Noun	Adjective	Noun	Adjective
price		speech	
grace		beauty	
success		regret	
doubt		harm	

2. Fill in the blanks in the passage with the words or expressions given below.

stimulate	appeal	convince	devote	combination
distribute	attract	transmit	present	influence

- 1) The World Cup final is being \_\_\_\_\_ live to over fifty countries.
- 2) Her sense of humor \_\_\_\_\_ to him enormously.
- 3) Praise always \_\_\_\_\_ him to make greater efforts.
- 4) I don't want to \_\_\_\_\_ you either way, so I won't tell you my opinion.
- 5) He \_\_\_\_\_ all his efforts to his students.
- 6) They \_\_\_\_\_ a sum of money to the college in memory of their son.
- 7) Do any of these designs \_\_\_\_\_ you?
- 8) In a co-operative profits are \_\_\_\_\_ among the work-force.
- 9) The firm is working on a new product in \_\_\_\_\_ with several overseas partners.
- 10) What she said \_\_\_\_\_ me that I was mistaken.

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

- 1) What you wrote is not related \_\_\_\_\_ the topic given.  
A. with                      B. to                      C. of                      D. about
- 2) My brother is deaf so he has to use a hearing \_\_\_\_\_.  
A. help                      B. machine                      C. aid                      D. assist
- 3) \_\_\_\_\_ your orders, I cancelled the meeting.  
A. In accordance with    B. In around with                      C. On behalf of                      D. On account of
- 4) European dress has been \_\_\_\_\_ by people in many parts of the world.  
A. observed                      B. reserved                      C. adopted                      D. followed



- 5) To gain market share they would have \_\_\_\_\_ below established producers initially.  
A. to price                      B. to pricing                      C. price                      D. priceless
- 6) The urgency of the situation requires that we \_\_\_\_\_ an immediate decision.  
A. make                      B. makes                      C. making                      D. made
- 7) Where did you \_\_\_\_\_ your excellent English?  
A. take up                      B. pick up                      C. pick out                      D. heed up
- 8) Mrs. Brown is so \_\_\_\_\_ about her housework that servants will not work for her.  
A. special                      B. especial                      C. peculiar                      D. particular
- 9) Although salmon may travel hundreds of miles from where they were spawned, they will \_\_\_\_\_ return there to lay eggs.  
A. reluctantly                      B. ultimately                      C. apparently                      D. consequently
- 10) Oxygen is a kind of gas \_\_\_\_\_ unites with many substances.  
A. where                      B. which                      C. that is                      D. who

### III. Grammar—Passive Voice

#### 1. Complete the following sentences.

- 1) It is reported that \_\_\_\_\_ (该不明飞行物昨晚在新泽西州被看到).  
2) By this time next year, these new houses \_\_\_\_\_ (已经建成了).  
3) May I use your computer? Mine \_\_\_\_\_ (正在修理).  
4) \_\_\_\_\_ in the accident yesterday (没有人受伤).  
5) The books \_\_\_\_\_ (不能带出室外).

#### 2. Fill in the blanks with the passive voice of the words given in the blankets.

- 1) We tried, but the window \_\_\_\_\_; it was painted shut. (couldn't + open)  
2) These books \_\_\_\_\_ to the library. (have to + return)  
3) Children \_\_\_\_\_ to respect their elders. (should + teach)  
4) Mary \_\_\_\_\_ about our change in plans. (has to + tell)  
5) The entire valley \_\_\_\_\_ from their mountain. (can+ see)

### Business Knowledge Extensions

#### IV. Translate the following sentences into English.

1. 国际金融危机深层次影响尚未消除, 世界经济系统性和结构性风险仍十分突出。
2. 推动二十国集团从应对国际金融危机的有效机制转向促进国际经济合作的主要平台。
3. 我们必须以实际行动反对各种形式的保护主义, 坚决倡导和支持自由贸易。
4. 我们应该积极推动强劲增长, 着力发展实体经济, 促进民众就业, 加强新兴产业领域国际合作, 在前进中克服困难, 在增长中解决问题。
5. 我们应该努力实现平衡增长, 既要实现各国国内不同区域、不同产业平衡增长, 也要实现不同国家和地区平衡增长。