

新编经贸英语系列教材

新编 经贸英语核心教程 (上册)

A New Core Course of English for International Business

唐桂民 徐章宏 主编
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机械工业出版社
China Machine Press

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机械工业出版社

《新编经贸英语核心教程(上册)》体系完善、简明实用,分为18个单元,内容包括外贸商务洽谈、金融业务活动和进出口货物物流活动等。书中每个章节的相关阅读材料中的疑难语句都附有注释加以注解清楚,以利读者参考、学习和提高英语会话能力。本教材适用于经贸英语专业学生,也是对外经贸人员、英语爱好者等学习经贸英语专业知识的必备书籍。

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图书在版编目(CIP)数据

新编经贸英语核心教程.上册/唐桂民,徐章宏主编.

-北京:机械工业出版社,2004.6

(新编经贸英语系列教材)

ISBN 7-111-14663-8

I. 新… II. ①唐… ②徐… III. 商务-英语-教材 IV. H31

中国版本图书馆CIP数据核字(2004)第055029号

机械工业出版社(北京市百万庄大街22号 邮政编码100037)

责任编辑:陈宝英 版式设计:侯哲芬

北京蓝海印刷有限公司印刷·新华书店北京发行所发行

2004年7月第1版第1次印刷

787mm×1092mm 1/16·23.75印张·554千字

0001-5000册

定价:33.00元

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前言

编写宗旨

我国对外开放的深入,加入世界贸易组织,全方位参与国际经济的合作与竞争,标志着中国进一步融入全球经济一体化的大潮。在这种形势下,国家对国际经贸人才的需求将继续增加,对此种人才的素质要求也进一步提高。为了适应这一需求,培养全方位、多层次、宽领域高素质经贸英语复合型人才,我们特推出《新编经贸英语系列教材》,包括《新编经贸英语核心教程》、《新编经贸英语听说教程》、《新编经贸英语听力教程》、《新编经贸英语写作教程》、《新编经贸英语时文选读》、《新编经贸英语翻译教程》、《新编商务谈判英语教程》、《新编经贸英语国际商业概论》和《WTO 知识英语教程》等。与普通英语教材相比,《新编经贸英语系列教材》不仅注重英语能力的培养,而且强调经贸专业知识的传授和技能的训练,做到了集知识性、新颖性和实用性为一体,是培养兼具经贸专业技能和英语能力双高人才的合适教材。

《新编经贸英语系列教材》的对象是“英语+国际商务”和“国际商务+英语”类的涉外型、复合型本科学生。除外,本系列教材可供国际贸易、国际经济、国际金融和国际政治等专业的本科生学习经贸英语时使用,可供副修经贸或英语的商务、经济、管理、金融等专业的在读学生和毕业生使用,还可以用作经贸部门、外贸公司、涉外企业的培训教材。体例说明

《新编经贸英语核心教程》分上下两册,每册 18 个单元,每单元由 2 篇课文和多项练习组成,练习的种类丰富,涵盖面广。作为培养“英语+国际商务”和“国际商务+英语”的复合型人才的综合基础教材,本套教材除了注重听、说、读、写、译等英语技能的培养外,还重视经贸知识的传输。各单元课文具有连贯性、系统性和知识的循序渐进性。上册着重国际商务展望、国际贸易与国际金融等内容;下册则侧重国际投资、国际经济组织及国际商务规则。

本册为上册,共分 18 个单元,其内容涉及主要国际经贸理论、国际商业环境、全球经济一体化、国际贸易概论、国际货物销售合同、商品运输、物流、海上货物保险、支付方式、电子商务、国际营销、服务贸易、技术转让、国际货币市场和国际证券市场。每单元基本分三大模块:主课文、附课文和练习。

每单元的第一部分是预备练习,包括与本单元主题密切相关的口答问题、关键词汇检测和听力,目的是让学生对本单元的主要内容有一个感性认识。第二部分是主课文,课文的正文部分每个自然段都标注了序号,方便学习者快速查找和阅读;正文后标有课文的长度说明,可以方便学习者掌握自己的阅读速度。课文后附有注释和语言点。注释提供课文涉及的经贸、法律、社会、文化等背景知识,语言点则语言难点进行解释说明,两者的目的都是帮助读者理解课文。接着是课文词汇表,按字母顺序排列。练习的第一部分是阅读理解题和释义题。第二部分是与课文相对独立的常见短语搭配,每单元 10 个,按字母顺序

编排,每个短语给出一、二个例句。第三部分为综合练习,分听力、词汇、语法、完型填空、英汉互译、课堂谈论和写作等。练习形式多样,既有主观题,也有客观题。有些练习结合课文编写,有些则不局限于课文,以便帮助学生巩固和提高英语知识。语法部分和写作部分按照循序渐进的原则编写,具有较强的指导性。第二篇课文为泛读课文,课文后设有针对该篇文章的多项选择题。

使用说明

本教程一共两册。建议从第二学年开始使用,如每周 2 学时,每年使用一册;每周 4 学时则每学期使用一册。使用本教材的教师可视课时量和学习者的具体情况,制定不同的授课进度并采取不同的授课方法。

本教材配有由外籍专家朗读的录音磁带。

编者在编写过程中,得到广东外语外贸大学有关领导和部门的积极支持和鼓励,尤其得到国际商务英语学院的具体支持和帮助;学院在教学科研任务非常繁重的条件下,迅速抽调教师参加编写班子并及时提供物质支持。书中涉及英语和经贸两个领域,编者不时请教大学有关专家,他们提出了许多宝贵的建议和具体指导。在此我们谨向他们表示感谢。本书的许多课文和练习选材于近年来外国出版的有关图书和报刊杂志,练习的编写参考了国内外出版的许多工具书。我们向有关作者和出版社一并表示感谢。

本教材的出版能为探讨国际经贸英语教学的有效方法和寻求国际经贸英语学习的新思路起抛砖引玉的作用。由于水平所限,加上时间匆促,疏漏和不当之处,敬请专家和广大读者批评指正。

编者

2004 年 6 月于广州

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Unit 1 An Overview of International Business

Aims & Objectives

Text I: to learn the necessity, definition and economic interdependence of international business

Text II: to understand the three major forms of international business

Collocations: allow for, amount to, approve of, arise from [out of], at a disadvantage, at a discount, at a premium, at all cost / at any cost, at all events, at any price

Grammar: to review and consolidate the Nouns

Writing: sentences (I): types of sentences

Warm-up Practice

1. Pre-text questions

- 1) What does international business deal with?
- 2) Why is international business necessary?
- 3) What do you think are the differences between international business and domestic business?
- 4) What are the forms of doing international business?
- 5) If you were a marketer involved in international business, what would be the factors you take into account in making business plans?

2. Match the words or phrases in Column A with the corresponding definitions in Column B, and then try to give their Chinese equivalents.

Column A		Column B	
() 1)	license	a)	the government department which organizes the collection of taxes on imports
() 2)	subsidiary	b)	to grant a permission to or for; authorize
() 3)	quota	c)	a limited quantity or number of goods or other items that are permitted to be imported, exported or manufactured
() 4)	venture	d)	tax to be paid for importing or exporting goods
() 5)	stock	e)	located or based in a foreign country and not subject to tax laws
() 6)	commitment	f)	the quantity of goods and materials on hand

- | | | |
|-----|--------------|--|
| () | 7) tariff | g) a subordinate company |
| () | 8) inventory | h) something pledged, especially an engagement by contract involving financial obligation |
| () | 9) customs | i) a business enterprise involving some risk in expectation of gain |
| () | 10) offshore | j) the capital or fund that a corporation raises through the sale of shares entitling the stockholder to dividends and to other rights of ownership, such as voting rights |

3. Pre-text listening activities

- 1) In this exercise we look at some of the factors which are important when considering a new overseas operation. Before the committee meeting discusses a new operation abroad, you have made a list of information which you need. On the tape, you will hear your colleague at the meeting asking if you have any questions. Ask each question, using **What about...** or **What do we know about....** And then make a note of his answer before asking your next question.

Your note:

growth rate? _____

rate of inflation? _____

corporation tax? _____

tax holiday? _____

local participation? _____

antitrust laws? _____

- 2) Look at the following table. Listen to the tape and match the markets with the appropriate targets.

Market	Target
North America	two billion dollar profit
Europe	a 12 percent lead over competitors
Middle East	16 million dollar sales
South-East Asia	4,000 units per month
Latin America	a seven percent market share
Africa	overtake current market leaders
Australia	a three percent increase in total sales

Text 1

Introduction to International Business

The Need for International Business

1 The exploration of international business is an exciting, important, and necessary task. International business is exciting because it combines the science and the art of business with many other disciplines, such as economics, anthropology, geography, history, language, jurisprudence, statistics, and demography. International business is important and necessary because economic isolationism has become impossible. Failure to become a part of the global market assures a nation of declining economic influence and a deteriorating standard of living for its citizens. Successful participation in international business, however, holds the promise of improved quality of life and a better society, even leading, some believe, to a more peaceful world. International business offers companies new markets. Since the 1950s, growth of international trade and investment has been substantially larger than the growth of domestic economies. International business, therefore, presents more opportunities for expansion, growth, and income than does domestic business alone. International business causes the flow of ideas, services, and capital across the world. As a result, innovations can be developed and disseminated more rapidly, human capital can be used better, and financing can take place more quickly. International business also offers consumers new choices. It can permit the acquisition of a wider variety of products, both in terms of quantity and quality, and do so at prices that are reduced through international competition. Therefore, both as an opportunity and a challenge, international business is important to countries, companies, and individuals.

A Definition of International Business

2 International business consists of transactions that are devised and carried out across national borders to satisfy the objectives of individuals and organizations. In its many forms international business ranges from export-import trade to licensing, joint ventures, wholly owned subsidiaries, turnkey operations¹, and management contracts. As the definition indicates, the basic business tenet of “satisfaction” is retained. The fact that the transactions are across national borders highlights the difference between domestic and international business. The international executive is subject to a new set of macroenvironmental factors, to different constraints, and to quite frequent conflicts resulting from different laws, cultures, and societies. The basic principles of business still apply, but their application, complexity, and intensity may vary substantially.

3 The definition also focuses on international transactions. The use of this term recognizes that doing business internationally is an activity. Subject to constant change,

international business is as much an art as a science. Yet success in the art depends on a firm grounding in the scientific aspects. Individual consumers, policy-makers, and business executives with an understanding of both aspects will be able to incorporate international business considerations into their thinking and planning. They will be able to consider international issues and repercussions and make decisions related to questions such as these:

How will my idea, product, or service fit into the international market?

What adjustments are or will be necessary?

What threats from global competition should I expect?

How can these threats be counteracted?

What are my strategic global alternatives?

4 When management integrates these issues into each decision, international markets can provide growth, profit, and needs satisfaction not available to firms that limit their activities to the domestic marketplace.

Economic Interdependence

5 Many economists and business experts believe that no business can be purely domestic. The realities of the modern world make all business international. No longer can an economic or political change in one country occur without causing reverberations throughout the world's markets. The effects of the Persian Gulf War were reflected on international stock exchanges. A civil war on the African continent affects the price of commodities in London and New York. A change in interest rates in Germany affects investment flows and currency exchange rates in the United States. The European Monetary Union² could have great impact on exchange rates and cost of doing business. A deterioration in trade relations between the United States and China can affect a manufacturing plant in Canada or Australia. The world today is more economically interdependent than at any other time in history, which has led to the globalization of product, service, and capital markets.

6 Economic interdependence is the result of many factors. Precious natural resources and raw materials are located around the world. Technological advances in travel and communications have brought people closer together. Nations have moved away from protectionism and increasingly toward free trade; thus markets for goods and services that were once closed to foreign competition are now open. The world has seen a steady movement toward economic integration and the development of free trade areas and "common markets" among nations. Greater political stability in the developing countries has led to increased foreign investment, industrialization, and the integration of those nations into the world economy. Economic interdependence also can be attributed to the sharing of technology and know-how, with patents, copyrights, and trademarks now licensed for use around the globe as freely as goods and services are sold. The interrelatedness of financial markets, the worldwide flow of capital, and the coordination of economic policies between nations have had a tremendous impact on the

global economy.

7 This greater economic interdependence has required nations to reach agreement on important legal issues. Thus the global economy has been affected by the development of widely accepted legal norms and conventions, which provide a stable and consistent legal environment for firms operating on a global scale.

(892 words)

Notes

1. turnkey operation: a special form of management contract between a customer and an organization to provide a complete operational system together with the skills investment needed for unassisted maintenance and operation
2. European Monetary Union (EMU): In economics, a monetary union holds a situation where several countries have agreed to share a single currency between them. European Monetary Union (EMU) was the proposal to establish such a single currency between the member states of the European Union. That single currency Euro came into existence on 1 January, 1999.

Language Points

1. *Since the 1950s...* (Para. 1)

Pay attention to the expression of time here. It can be also written as *since the 1950's*.

2. The international executive *is subject to* a new set of macroenvironmental factors... (Para. 2)

The word *subject* can be used as a noun, an adjective (as here in the phrase *be subject to*) and a verb (commonly used in the phrase *subject...to...*). Please note its different meanings in different contexts.

3. The basic principles of business still *apply*... (Para. 2)

The word *apply* here is used as an intransitive verb, meaning to be pertinent or relevant.

4. Subject to constant change, international business is *as much* an art *as* a science. (Para. 3)

Please note the expression *as much + noun + as*.

5. Many economists and business experts believe that *no* business can be *purely* domestic. (Para. 5)

Please note that the object clause is a partial negation, using *no* together with *purely*.

6. *No longer* can an economic or political change in one country occur without causing reverberations throughout the world's markets. (Para. 5)

Please note that this sentence is of inverted order, placing *no longer* at the very beginning of the sentence.

Vocabulary

1. Words

anthropology [ænθrə'pɒlədʒi] n.

available [ə'veɪləb(ə)l] adj.

copyright ['kɒpraɪt] n.

currency exchange rate

demography [dɪ'mɒgrəfi] n.

discipline ['dɪsɪplɪn] n.

disseminate [dɪ'semɪneɪt] v.

free trade

financing [faɪ'nænsɪŋ] n.

人类学

可得到的

版权、著作权

汇率

人口统计学

学科

散布

自由贸易

筹资、融资

globalization [ˌɡləʊbəlaɪˈzeɪʃən] n.	全球化、全球性
grounding ['graʊndɪŋ] n.	基础
highlight ['haɪlaɪt] v.	使显著、突出
intellectual property	知识产权
interdependence [ˌɪntədiˈpendəns] n.	互相依赖
interest rate	利率
joint venture	合资企业
jurisprudence [dʒʊərisˈpruːdəns] n.	法学、法理学
know-how ['nəʊ haʊ] n.	技术诀窍
licensing ['laɪsənsɪŋ] n.	许可证制度
patent ['peɪt(ə)nt; (US) 'pætnt] n.	专利、执照
protectionism [prəˈtekʃ(ə)nɪz(ə)m] n.	保护主义
repercussion [rɪˈpəˈkʌʃ(ə)n] n.	反响
reverberation [rɪˌvəːbəˈreɪʃən] n.	反响
stock exchange	证券交易所
subsidiary [səbˈsɪdiəri] n. (=subsidiary company)	子公司
tenet ['tenɪt] n.	原则
transaction [trænˈzækʃ(ə)n] n.	交易

2. Phrases

be subject to	受支配, 从属于, 可以……的, 常遭受……
in terms of	根据、按照、用……的话, 在……方面
on a(n)...scale	以……的规模
to assure...of...	向(某人 / 机构)保证(某事物)
to attribute to	归因于
to fit into	适合
to have a(n)...impact on	(对……)有……的影响
to hold the promise of	有……的希望 / 可能性
to incorporate / integrate...into...	将……融入……
to limit...to...	将……限制在……
to present more opportunities for	为……提供更多机会
to range from...to...	(指范围)从……到……
to result from	由……产生

3. Proper Nouns

the Persian Gulf War	海湾战争
the European Monetary Union	欧洲货币联盟

Comprehension Questions

1. What are the disciplines related to international business?
2. What will be the consequences of economic isolationism?
3. What are the benefits brought by international business?
4. How does the text define international business?
5. How does the text describe the differences between international business and domestic business?
6. What are the similarities between international business and a science?

7. What factors should be considered if one wants to succeed in international business?
8. What factors have led to economic interdependence in today's world?
9. How does the text illustrate economic interdependence?
10. What should the independent nations react to increasing economic interdependence?

Paraphrasing

1. Failure to become a part of the global market assures a nation of declining economic influence and a deteriorating standard of living for its citizens. (Para. 1)
2. Successful participation in international business, however, holds the promise of improved quality of life and a better society, even leading, some believe, to a more peaceful world. (Para. 1)
3. Subject to constant change, international business is as much an art as a science. (Para. 2)
4. The world has seen a steady movement toward economic integration and the development of free trade areas and "common markets" among nations. (Para. 6)

Collocations

allow for

to take into consideration 考虑; 顾及; 为……留出余地; 体谅

We must allow for his inexperience in doing business.

amount to

to be equal to in quantity 总计, 共计, 共达

1. His debts amount to six thousand dollars.

to be equal to in meaning 等于, 相当于, 实际是, 就意味着

2. What, after all, does it amount to?

approve of

to have a favorable opinion, esp. of a course of action or type of behavior; regard as good, right, sensible, etc. 赞同, 称许

The manager does not approve of John's new development plan.

arise from [out of]

to come into being or begin to be noticed; happen; appear 起因于, 由于……而产生

Disputes arising out of the contract and the performance should be settled.

at a disadvantage

under an unfavorable condition that makes a person or thing less successful or effective than others 处于不利情况下, 处于不利地位

The workers were working at a great disadvantage before the Liberation.

at a discount

below the usual price 打折扣

1. In view of these restrictions, you would have to sell coal at a discount.



not valuable or wanted 没销路, 不受欢迎; 不值钱, 不受重视, 被贬低的

2. Books about war are at a discount in the peaceful regions.

3. Business ethics was rather at a discount in those days.

at a premium

(of a business share) at a rate above the usual value (股票) 溢价, 超过面值的价格

rare or difficult to get, and therefore worth more than usual 在票面价值以上, 以高价

1. The tickets for tonight's concert are bought at a premium.

difficult to get, therefore precious 非常珍贵的

2. Good business partners are at a premium.

at all cost / at any cost

whatever the cost, no matter what will be lost in order to obtain sth. 不惜任何代价, 无论如何

We'll establish a partnership with that multinational corporation at any cost.

at all events

in spite of everything; at least 无论如何, 无论怎样

Somebody set a fire to the factory building, but at all events no workers were killed.

at any price

on any condition 不管价格的高低, 无论多少代价, 无论如何

He swore to win over all his competitors at any price.

Exercises

1. Note-taking & Gap-filling

Listen to the passage only once. While listening to the passage, take notes on the important points. Then complete the following based on your notes.

Reasons for Recent International Business Growth

Historically speaking, the amount of international business conducted over time is 1)_____ to determine because early records which made 1)_____ comparison between different data are not available. Even in recent times, gathering data that can be used to make accurate comparisons can be difficult. For example, whether business is transacted across or 2)_____ 2)_____ national boundaries determines whether business is international or domestic; 3)_____ boundaries may cause what were domestic transactions 3)_____ to become international transactions, or vice versa. After the 4)_____ of 4)_____ the former Soviet Union in 1991, business transactions between Russia and Ukraine changed from domestic to international.

Despite all those problems which impede 5)_____ comparisons, 5)_____ international business growth has been greater in recent times than its growth in early years and also international business growth has been greater than that of 6)_____ business. For example, exports of global merchandise 6)_____

grew faster than global production in eleven of twelve years in the 1984-1995 period. Further, the portion of world output depending on foreign-owned facilities has been growing considerably.

There are four major reasons why companies pursue international business: to expand sales, to acquire resources, to 7) _____ sources of sales and supplies, and to minimize competitive risk. These reasons would have applied in earlier times as well. Therefore, what are the 8) _____ 8) _____ which bring about the increased growth in international business? Suggested answers might be:

1. Rapid increase in and expansion of 9) _____ 9) _____
2. Liberalization of governmental policies regarding cross-border movement of trade and resources.
3. Development of the institutions needed to support and 10) _____ international 10) _____ trade.
4. Increased global competition.

2. Vocabulary

A. Blank filling

Fill up the gaps with the appropriate words given in the box. Change the forms where necessary.

know-how	range	scale	dependence	attribute
patent	incorporate	transaction	grounding	assure
repercussion	protectionism	global	subject	capital

- 1) All _____, from banking to shopping, will be performed electronically.
- 2) Today, the mission of one institution can be accomplished only by recognizing that it lives in a(n) _____ world with conflicts and overlapping interests.
- 3) _____ is the knowledge and skill required to do something correctly.
- 4) David _____ his company's success to the unity of all the staff and their persevering hard work.
- 5) _____ warming is a gradual increase in the average temperature of the Earth's surface and its atmosphere which has been attributed to the greenhouse effect.
- 6) A(n) _____ is a grant made by a government that confers upon the creator of an invention the sole right to make, use, and sell that invention for a set period of time.
- 7) We will _____ your suggestion in the new plan.
- 8) You should invest your _____ to the best advantage.
- 9) A good _____ in English grammar enables her to understand the legal document well.
- 10) This apparently unimportant event had immense _____ throughout the world.

- 11) _____ in trade would discourage free trade and competition.
- 12) Prices _____ from 5 dollars to 10 dollars.
- 13) I can _____ you of the reliability of the news.
- 14) The schedule is _____ to change without notice.
- 15) Any public demonstrations on a large _____ without the permission of the city authorities is antisocial.

B. Fill in the blanks with an appropriate choice.

- 1) Buck Thompson, a retired businessman, survived _____ alive for 80 hours in his car.
A. being buried B. having buried C. burying D. to be buried
- 2) The doctor was asked to go back to the hospital because of _____ case.
A. a treatment B. an operation C. an emergency D. an incident
- 3) To call the music of another music-culture "primitive" is _____ one's own standards on a group that does not recognize them.
A. putting B. emphasizing C. imposing D. forcing
- 4) She obviously displays a great _____ for some of your plays.
A. respect B. admiration C. consent D. pleasure
- 5) Sometimes, very young children have trouble _____ fact from fiction and may believe that such things actually exist.
A. to separate B. for separating C. having separated D. separating
- 6) There's a whole _____ of bills waiting to be paid.
A. stock B. stack C. sequence D. number
- 7) Coal production has been _____ the decline these years.
A. down B. on C. at D. under
- 8) He thought he could talk Mr. Robinson _____ buying some expensive machines.
A. on B. of C. round D. into
- 9) We tossed thoughts back and forth for over three hours but still could not make _____ of them.
A. impression B. comprehension C. meaning D. sense
- 10) Out of _____ revenge, he did his worst to blacken her character and ruin her reputation.
A. perfect B. total C. sheer D. integral

3. Grammar (Nouns)

A. Error correction

There is ONE mistake in each of the following sentences. Try to identify and correct it.

- 1) Some youth from the countryside want to find jobs in the city.
- 2) The earthquake has done damages to the city.
- 3) My brother is five feet five tall.
- 4) She has spent a large number of money on her dress and make-up.

- B. Fill in the blanks with an appropriate choice.**

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