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Commercial English I

谢毅斌 编著

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商务英语(上)

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北京市高等教育精品教材立项项目
国际贸易专业成人专科、高职高专系列教材

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总 序

21 世纪是知识经济时代,是全球经济大融合的时代。经济大融合必将推动国际贸易迅速发展,而我国经济改革开放和现代化进程也将跟随经济全球化的步伐进一步加快。加入 WTO 后,中国经济及社会发展都面临着前所未有的机遇和挑战。在这样一种时不我待、知识急剧更新的形势下,我们惟有把处于时代最前沿的国际贸易知识及其运行规则以及作为从事外经贸工作所必须掌握的专业语言工具及时有效地传授给学生,使其成为应用型外经贸人才,才能适应新环境的需要。为此,学校需要对培养目标作出相应的调整,即今后的重点应是造就知识经济所需要的具有创新精神和创造能力的人才。国际贸易专业知识,作为连接中国与世界贸易往来的载体,必将在中国与国际间贸易交往中发挥它应有的作用。

本套教材的推出,是在北京市教委的大力支持下,在我校教务处和各相关院系的积极配合下完成的,并已列入北京市精品系列教材。全套教材共十三本,分别是《政治经济学原理》、《大学语文》、《中国对外贸易概论》、《国际贸易》、《国际贸易实务》、《国际金融实务》、《国际货物运输》、《国际货物运输保险》、《会计学原理》、《应用统计》、《商务书信》、《商务谈判》、《商务英语》。

教材的编写与出版,是多年的教学实践和科研成果的总结,它经过校内外专家反复论证,在原有的国际贸易专业大专系列教材的基本框架的基础上,对相关内容加以修订和完善,增加了外贸专业英语的有关内容。同时根据我国加入 WTO 三年来所面临的新形势和所碰到的新问题,充分吸收近年来国内外国际贸易教学和科研方面所积累的新成果内容,力求不落俗套,有所创新。教材主要有以下特点:

1. 理论联系实际:在探讨理论的同时注重实用性和可操作性。
2. 富有新意:外经贸领域中新的知识点,新的贸易规则,新的外经贸政策以及新的外经贸发展动向,在本套系列教材中均有体现。
3. 质量上乘:在原国际贸易大专系列教材的基础上,取其精华,并从内容到结构进行了大幅度调整。

参编作者都是在各自学科从事多年教学和科研工作的教师,他们全力支持教

材的编写,为本套教材的出版付出了大量的心血和精力,在此一并予以赞扬和感谢。

由于编写时间仓促,教材中难免出现疏漏和不当之处,敬请批评指正。

对外经济贸易大学继续教育学院
教材编写委员会

2005年2月

前言

中国加入世界贸易组织之后,尤其是进入21世纪以来,世界经济格局和国际经济关系大环境都发生了很大改变。如今,我国的国际商务活动,无论在深度和广度上都发生了深刻的变化,中国的贸易量已创历史新高,这足以说明国际商务在国家经济增长总量中所占的重要地位。

在当今改革和发展的时代大潮中,国际间存在的商务活动势必需要大量的商务人才,而这种人才既要懂得广博的国际商务知识,又要能够熟练掌握商务英语技能。但是,目前这类复合型人才还远远不能满足市场的需求。因此,为国家培养出熟悉国际经济环境、通晓国际商务规范、能够熟练进行跨文化商务交际的高素质、外向型、具有国际视野的复合型国际商务人才已成为当务之急。

《商务英语》正是为此目的而策划、编写的一本教学用书。事实上,对外经济贸易大学自上个世纪八十年代末同中央人民广播电台联合举办《国际商业英语》广播教程起,就编写了用英语撰写的《出口管理》一书作为系列教材的一部分。此书虽然一直沿用至今,但毕竟层次偏高、不太适合广大商务英语爱好者和外贸企业员工。因此,编者那时已萌发编写出一本适合于广大有志于投身国际贸易的学子、商务英语爱好者和外贸企业员工的《商务英语》教材。十多年来,编者一直耕耘在商务英语教学第一线,经过日积月累、广搜素材、提炼加工、数易其稿,在过去十数载教学实践和广泛征求学子与专家学者意见的基础上,最终编写出了摆在读者们面前的这本《商务英语》教材。

本书力图从宏观到微观、从经济学原理到国际贸易实务全方位系统化地涵盖国际商务知识,精选了大量与经济和商务有关的原著文章,并加以精心的编排注释,配备了大量具有针对性的图片与练习,使读者能够提高阅读和分析能力,最终从整体上提高英语语言水平以及语言欣赏和运用的能力,并从中了解和掌握国际商务知识,使学生在今后的商务实践和个人职业发展中发挥出独特的综合优势和潜能。

全书上下两册,根据知识结构分为8个单元,每册4个单元,上下两册共36章,每册18章,是按照每学期每周讲授一章而设计的。上册开宗明义讲“什么是经济

学”,接着依次讲解供求关系、中国的消费市场、国际贸易,然后介绍与产品相关的各种知识,最后对国际市场、自由贸易、关税壁垒、商务会展和世界贸易组织等进行了阐述。下册是从同国际商务紧密相关的海运、空运谈起,然后集中介绍与商品出口相关的知识,最后则是有关银行、货币、信用证、跟单托收和保险等概念的阐释。

本书在结构编排、内容选择上都力求突出特色,主要体现在以下几个方面:

(1) 每章开头是一段引语,用中英文概述全章要旨,让学生一开始就明晰全章要意;

(2) 每章正文精选相关的国际商务文章和插图,以最典型和新鲜的商务语言和图片传递最新的国际商务信息和当今热点;

(3) 每章专设有生词、专用词组、片语用法、注释,帮助学生理解课文内容;

(4) 每章之后都设计了形式多样的练习,包括回答问题、选词填空、多项选择、阅读理解、汉译英(句)、英译汉(段)等,并提供了所有练习的答案,便于学生自学自查;

(5) 每章之后练习部分均编排和正文有关联的一篇阅读短文,供学生增加信息量,提高阅读能力;

(6) 每章末尾附有世界名人的名言佳句,主要目的是让学生在学间隙品味欣赏名家的语言魅力和思想内涵,使人深受教益;

(7) 每章课文均附有参考答案和参考译文,以帮助学生更好地理解全篇内容,提高分析和理解能力。

本书虽然为成人国际贸易类专科层次学生使用,但也适用于高等院校大学本科一、二年级学生、经贸类中等专业学校师生、各类经贸企业、三资企业和涉外企业的员工以及商务英语爱好者。

本书在策划和编写的初期,吴顺昌和徐俊贤两位教授对课文内容和编排提出了宝贵建议;在本书编写过程中,部分学生提供了大量图片资料和辅助素材;全书编写完成后,黄震华教授对全书进行了认真审校,在此对所有为本书的编撰做出贡献和付出辛劳的专家、教授、同事和学生深表谢意。

由于编著时间仓促,水平有限,本书还会存在一些不尽人意之处,恳请有关专家学者和广大读者不吝赐教。

编者

2005年7月于北京

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UNIT ONE

LEARNING OBJECTIVES

- ◆ *To learn some fundamental knowledge about economics and its importance in our daily life*
- ◆ *To understand the definitions of “needs” and “wants”*
- ◆ *To realize how a qualified exporter could make full use of the theory of needs and wants in business*
- ◆ *To identify the factors affecting prices*
- ◆ *To examine the current consumer market in China*

BOSCH

PHILIPS

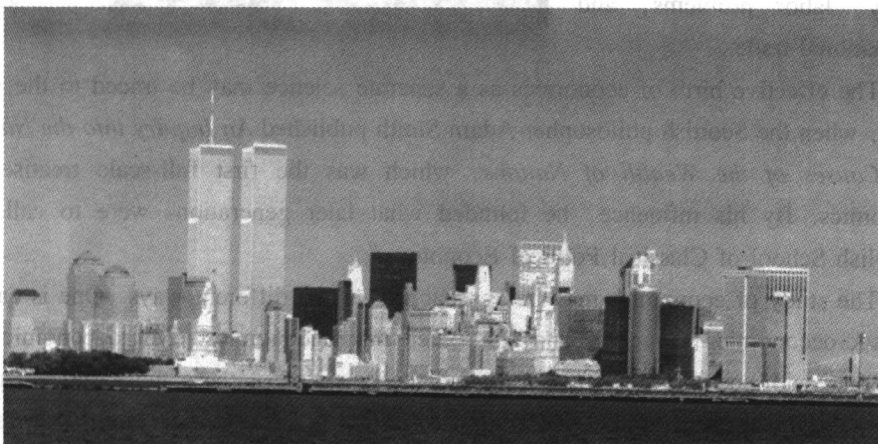


CHAPTER 1

What is Economics

不管你懂不懂经济学,学不学经济学,日常生活中你都在不知不觉地实践着经济学的某些理论。学习经济学有助于你做出更好的个人决策,更精明地参与经济生活。至少,当你失业的时候,你知道你为什么失业。

A society faces many decisions. It must decide who will eat shark's fin and who will eat potatoes. It must decide who will drive a Mercedes-Benz and who will take the bus. Economics will tell you why.



Former World Trade Center, New York

TEXT

Economics is everybody's business, but it is especially important to business people and others who wish to become well-informed. We ought to be curious about our complex physical and social environment.

Economics deals with managing resources to meet the desires of people. It is a body of knowledge that deals with the creation and distribution of goods and services to satisfy human wants. The economist studies theories relating to demand-supply relationships, monetary problems, pricing theory, labor problems, and international trade.

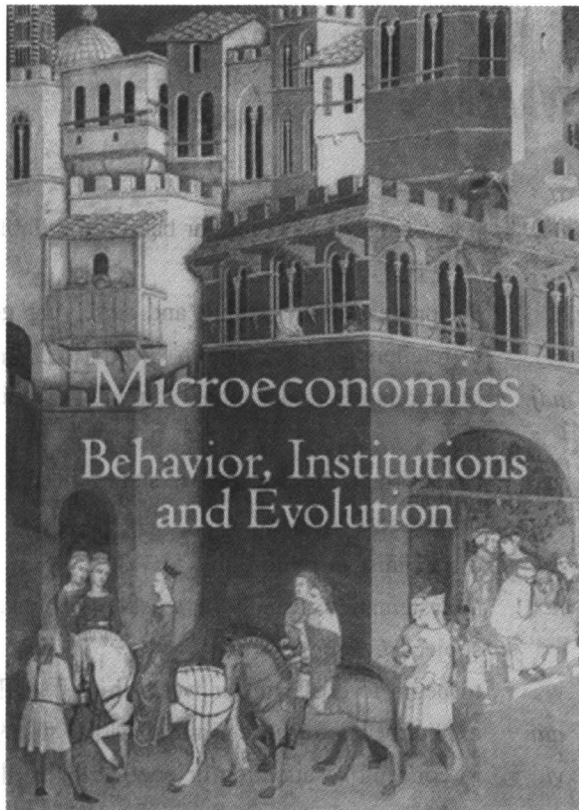


The effective birth of economics as a separate science may be traced to the year 1776, when the Scottish philosopher Adam Smith published *An Inquiry into the Nature and Causes of the Wealth of Nations*, which was the first full-scale treatise on economics. By his influence, he founded what later generations were to call the "English School of Classical Political Economy."

The study of economics may be approached in two different ways. One is called the microeconomics approach and the other macroeconomics. Microeconomics is concerned with specific economic units and the behavior of these units under certain conditions. In microeconomics we deal with terms of an individual industry or firm and focus on such things as the firm's output, the number of persons employed, and the firm's revenue or income. In microeconomics we study the trees, not the forest. In contrast, macroeconomics deals with the total economy or with large parts of it.

Groups of economic units are treated as if they were one unit. Thus, we might lump together retail stores and treat them as a single economic unit. Macroeconomics projects an overview without paying attention to individual stores.

Economics is of practical value in business, for it aids in making decisions and establishing policies. It helps us become better-informed in dealing with the problems of business.



At this point, we can consider what economic growth can bring about. It can increase the amount of goods and services available to people; it can provide a rising standard of living. As an increased quantity of goods is produced, a family can live much better. It can guarantee full employment, providing jobs for all who are willing and able to work; it can encourage price stability. Stable prices are needed to minimize upswings and downswings in the business cycle and to prevent inflation and

deflation. It can provide an equitable distribution of income, eliminate the extremes of wealth and poverty and provide a good living standard for everyone; it can ensure economic freedom. Persons should be guaranteed the freedom to choose the work they prefer and the privilege of buying goods freely in the marketplace; and finally it can provide economic security. Persons who are disabled, aged, dependent, or handicapped and unable to care for themselves should be given some sort of economic assistance.

NEW WORDS

6

well-informed	<i>adj.</i>	possessing, displaying, or based on reliable information 消息灵通的, 熟悉的
distribution	<i>n.</i>	the process of marketing and supplying goods, especially to retailers 商品的流通; 销售和配销商品的过程
monetary	<i>adj.</i>	of or relating to a nation's currency or coinage 钱的; 货币的
trace	<i>vt.</i>	to ascertain the successive stages in the development or progress of 追溯
philosopher	<i>n.</i>	a specialist in philosophy 哲学家
treatise	<i>n.</i>	a systematic, usually extensive written discourse on a subject 专题论文
approach	<i>v.</i>	to begin to deal with or work on 着手; 开始处理或工作
specific	<i>adj.</i>	explicitly set forth; definite 详细而精确的; 明确的
focus	<i>vi.</i>	to concentrate attention or energy 集中(注意力或能力)
revenue	<i>n.</i>	yield from property or investment; income 收益; 收入
lump	<i>vt.</i>	to put together in a single group without discrimination 聚成团; 聚在一块
retail	<i>adj.</i>	of, relating to, or engaged in the sale of goods or commodities at retail 零售的; 与零售有关的
project	<i>vt.</i>	to put forth; present for consideration 提出; 阐述
overview	<i>n.</i>	a broad, comprehensive view; a survey 综述; 概览

practical	<i>adj.</i>	of, relating to practice or action, rather than theory, speculation, or ideals 实践的,实际的
establish	<i>vt.</i>	to introduce and put (a law, for example) into force 提出、制定和实施(法律等)
available	<i>adj.</i>	present and ready for use; accessible 可用的;可获得的
stability	<i>n.</i>	the state or quality of being stable 稳定性
minimize	<i>vt.</i>	to reduce to the smallest possible amount, extent, size, or degree 减少到最低限度(范围、尺寸或程度)
upswing	<i>n.</i>	an upward swing or trend 增长,向上的趋势
equitable	<i>adj.</i>	just and impartial 公正的;公平的
eliminate	<i>vt.</i>	to get rid of; remove 消灭;消除
guarantee	<i>vt.</i>	to make certain; to furnish security for 保证;担保
privilege	<i>n.</i>	a special advantage, immunity, permission, right, or benefit granted to or enjoyed by an individual, a class, or a caste 特权;基本公民权利
security	<i>n.</i>	freedom from risk or danger; safety 安全
disabled	<i>adj.</i>	impaired, as in physical functioning 身体有残疾的
handicapped	<i>adj.</i>	physically or mentally disabled 残疾的;有生理缺陷的;智力低下的
assistance	<i>n.</i>	aid; help 帮助;援助

SPECIAL TERMS

**demand and supply
relationship**

the relationship between the amount of goods for sale and the amount of goods that people want to buy, especially the way it influences prices 供求关系

microeconomics

the study of the operations of the components of a national economy, such as individual firms, households, and consumers 微观经济学是研究一个国家经济的组成部分,诸如私人公司,家庭和消费者活动的分科

macroeconomics

the study of the overall aspects and workings of a national economy, such as income, output, and the interrelationship among diverse economic sectors 宏观经济学是对一个国家经济整体方面和运作,诸如收入、支出和各种经济成分之间相互关系的研究

deflation

a persistent decrease in the level of consumer prices or a persistent increase in the purchasing power of money because of a reduction in available currency and credit 通货紧缩的含义是由于可获得货币和信贷的减少,导致消费品价格水平持续下降或货币购买力持续提高也作“living standard”生活水平

standard of living

inflation

a persistent increase in the level of consumer prices or a persistent decline in the purchasing power of money, caused by an increase in available currency and credit beyond the proportion of available goods and services 通货膨胀是由于市场上通货和信用货币增到超过市场所提供的商品和服务而导致的消费品价格水平持续上涨和货币购买力持续下跌

Political Economy

政治经济学

English School of Classical

英国古典政治经济学派

Political Economy

USAGE OF PHRASES

deal with sb./sth.

1. [本课]有关,论及

This is a book dealing with Business English.

这是一本有关商务英语的书。

2. [Biz]与某人或公司有生意来往,与……交易

When you deal with that company, you should be cautious. It doesn't enjoy a good credit standing.