

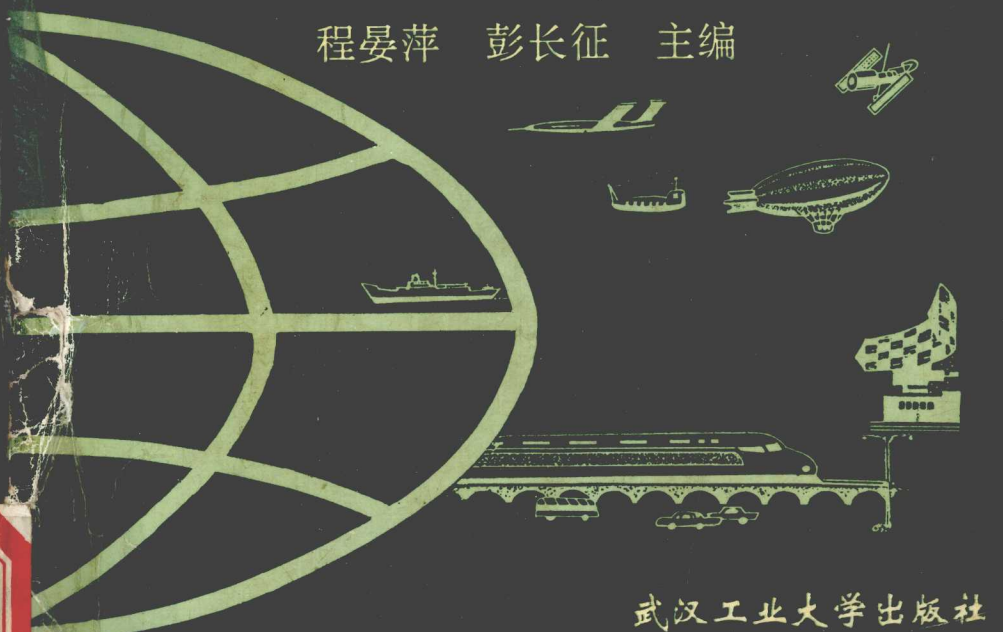
国际贸易英语

English for International Business

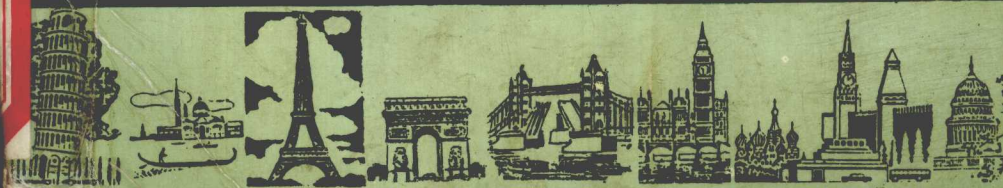
—国际市场、营销策略及实用语言

- International Marketplace
- Marketing Strategies
- Practical Language

程晏萍 彭长征 主编



武汉工业大学出版社



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序

改革开放是中国现行的基本国策。同其它的国家
和地区在经济、贸易方面进行接触和交往,互通有无,
是我国改革开放的主要内容之一。中国自70年代末以
来,对外经济贸易迅猛发展,形势十分喜人。在此背景
之下,如何培养既懂经贸专业,又会外语的优秀的对
外贸易人才,提高外贸工作者的素质,是我们当今面
临的一个重大课题。《国际贸易英语——国际市场、营
销策略及实用语言》一书的作者为解决这方面的问题,
作了积极有益的尝试。

纵览全书,同现有的国际经贸专著和教材相比,
我以为本书具有如下特色。

首先,本书是一部内容丰富的国际贸易专著。全
书共分十四章,涉及国际贸易各主要方面,包括
国际贸易的涵义、类型、环境、方式、策略、合同、产品
特征、市场要求、国际投资、跨国公司、金融和后勤管
理等内容。

同时,这又是一本中高级英语学习指南。为了使
读者更深刻地理解英语选文,本书作者特做了一项开
创性的工作——为每章撰写了中文导读;为了给读者

提供学习的方便,还提供了单词及词语表列,特别是对术语予以详释;此外,精心设计的练习可帮助读者明确文章的主要论点并掌握语言要点。读者使用此书,可望在丰富经贸专业知识和提高英语水平方面皆获益。

尤其值得一提的是,本书的英语选文大都取材于80年代末和90年代初西方经济学专家的专著,介绍了当代国外经济学家的前沿理论,选材新颖,文字地道,信息量大,可读性强。其选例在当今的国际贸易中颇具代表性和针对性。

本书是由我校外语系五位有所作为的中青年学者主持编写的,其文字表述通俗、亲切。就其理论深度和实用价值而言,切合目前本学科领域的需要。我诚望,本书可以作为高等院校工商管理,经济管理、外贸英语、科技英语等专业的教学用书,也可以作为有关业务部门工作人员的参考资料。

武汉工业大学校长

陈阳世翁

1995年7月16日

Preface

✓ Reform and opening is currently a fundamental national policy of China. To develop economic and business relationships with other nations and regions is a major aspect of this policy. Since the late 1970's, China has witnessed rapid developments in her foreign trade. Under such circumstances, how to turn out well-qualified international marketing personnel with both business know-how and English proficiency is a significant task confronting us at present. Toward this end, the authors of *English for International Business* have made their valuable attempts.

✓ In contrast with other works and coursebooks available on foreign business, this book is characterized by the following stand-alone features.

First, it is a monograph on international trade with a substantial academic content, its fourteen chapters covering all major aspects of international business, namely, definitions, categories, environment, modes, strategies, contracts, product features, market requirements, foreign investment, multinational corporations, finance, logistics management and so on.

Meanwhile, this book is intended to be an English textbook as well for learners of intermediate and advanced levels. A specially creative job has been done by the authors——reading guide in Chinese is provided in each chapter, which will enable the

readers to acquire a better understanding of the English selections; to offer much ease and convenience, new words and expressions are listed, special attention being paid to terminology; besides, exercises are carefully designed to ensure that the readers will get the gist of each chapter, fully understand the leading arguments expounded and obtain a good mastery of the language points. Therefore, this book will, hopefully, help its readers enrich their knowledge of international business and, improve their proficiency in English.

Finally, special mention should be made of the English readings which are mainly derived from the works of Western economists published in the late 1980's and early 1990's and which have introduced the in-vogue theories of foreign economists. The materials involved are up-to-date, the language idiomatic, the volume of information tremendous, and the readability of the book remarkable. The instances cited are representative and typical of the prevailing foreign trade practices.

Compiled by five promising young and middle-aged scholars in Wuhan University of Technology, the material is presented here with a focus on ease of communication and reader-friendliness. In terms of its theoretical depth and practical value, this book has reflected the realities of educational needs in this field. I honestly expect that it can be adopted as a college coursebook for majors of economics,

business, management and administration and
English or, as a reference book for personnel
working in relevant institutions.

Ouyang Shixi

President

Wuhan University of Technology

July 16, 1995

卷首语

Are you a mountain climber? Please join us in this TEAM——that of the successful international marketing managers! International marketing can be compared to mountain climbing: challenging, arduous and exhilarating.

After reading this book, you will have a global view of the international marketing phenomena, and you will see what happens, understand what happens and one day in your future perhaps even YOU YOURSELF will make something new happen! Don't you think all this is much better than to stand by and wonder what has happened?

你是一名登山者吗?请加入我们这个登山队吧——这支事业有成的国际市场营销之旅。国际市场营销如若登山:富于挑战性,艰苦险峻而又令人激奋。

读完这本书,综观了国际市场营销概论,你会知道如今国际市场上正在发生着什么变革,理解这些变革的原委,也许,将来有朝一日,新的变革恰恰就会在你手中脱颖而出!

你不觉得所有这一切都会比你站在那里袖手旁观着,惊诧着所发生的变革要强得多吗?

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