

BUSINESS ENGLISH READING

新视界商务英语系列教材

商务英语阅读 (上册)

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(上册)



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2010 年是中国经济的里程碑,因为在这一年中国的国内生产总值达到 58 786 亿美元,超过了日本的 54 742 亿美元,成为世界上第二大经济体。而按照美国高盛公司预测:中国的国内生产总值在 2041 年将达到 28 万亿美元,超过美国的 27.9 万亿美元,成为世界最大的经济体。中国经济的腾飞带动了高等教育的快速发展,中国的在校大学生数量目前已经达到 2 900 万,位居世界第一。与经济密切相关的学科发展更是令人瞩目,商务英语就是这样一个学科。从 20 世纪 90 年代诞生以来,经过短短 20 年的发展,已经有 400 多所高校设立了商务英语本科、专科专业或方向。虽然“小荷才露尖尖角”,但由于其定位是培养国际视野的复合型应用型人才,备受社会欢迎,就如同改革开放以来的中国经济一样,表现出了强大的发展势头和潜力。

按照教育规律,教材是一个学科发展的基石,就如同地基对于摩天大楼;没有精品教材,就不可能培养出适应社会发展的精英。为此,中国人民大学出版社与时俱进,决定陆续推出一套大型的商务英语系列教材,打造适合中国学生学习和成长的一流教材。

一流教材,必须有一流的编写队伍。为此,我们特聘请两位在中国商务英语领域乃至中国外语界卓有影响的权威专家担任本套教材的总顾问,他们分别是:中国国际商务英语研究会会长、上海对外贸易学院副校长、教育部高等学校外语专业教学指导委员会委员叶兴国教授;中国国际商务英语研究会副会长、教育部商务英语国家级教学团队负责人、对外经济贸易大学英语学院院长、博士生导师王立非教授。本套教材的总主编由山东省国际商务英语学会会长刘白玉教授担任,30 多位具有丰富教学、实践经验的大学专家教授担任本套教材的编委。这些编委,不仅有多从事商务英语的一线教学经验,而且具有多年从事国际商务的实践经验,甚至有很多到过英国、美国等国家教学、工作、留学,对发达国家有比较全面的了解和独到的见解,这无疑保证了教材的编写质量。

一流教材,必须有一流的内容。一流的内容包括系统性和新颖性。和其他版本的商务英语系列教材相比,本套教材有一大亮点:内容系统地涵盖了商务英语的主要领域,同时增加了中国企业从事国际商务的成功和失败案例,这是大胆的尝试和创新性的贡献。

一流教材,必须有一流的语言。为保证学生学到原汁原味的英语,教材的资料全部选自英美书籍、报纸、杂志、网站。英语语言规范是英语教材的基础。

一流教材,必须有一流的教辅。作为一线教师,编者深知教辅对教师的重要性。对此,教材配套编写了全部练习答案、PPT 课件和相应的试题,解除了任课教师的后顾之忧。

本套教材第一批包括中国国内专家学者自主研发编写的《商务英语阅读》(上、下册)、《国际商务英语实务写作》、《国际贸易实务》和《国际商务谈判》,后续种类还会不断扩大。同时,我们还会在本套教材中增加优秀的国外原版商务英语类教材,使这套教材自编版与引进版交相辉映,相互补充,成为一个有机权威的体系。

本套教材既可供商务英语专业本科、专科学生使用，也可作为高校选修课教材供非商务英语专业的学生使用，同时也可供企业、事业单位培养外向型人才使用。

相信本套教材的出版，将成为商务英语学科百花园里的一朵奇葩，香飘四溢，历久弥新。

刘白玉 教授

2011年6月于烟台黄海之滨

本教材由上、下册组成,各包括 16 章主题课文和一个附录。并附有完整的教学 PPT,含各章教学目的、教学导引、主课文、词汇、注释,还包括全部练习答案和附录的三套模拟题答案。

上册第 1 到 16 章为围绕十二个专题选取的阅读材料陈列,按涉及的阅读技巧的难度梯度排列。每章含示范阅读、课堂阅读、课后阅读、课外快速阅读和弹性阅读材料各一篇,除弹性篇目外,均在篇目后附专项阅读理解训练;附录为三套剑桥商务英语考试阅读部分模拟训练题。上册选材主要涵盖国际贸易理论、国际贸易政策、国际贸易惯例、国际贸易公约、一般贸易方式、其他贸易方式、贸易战、宏观经济政策、金融证券、投资、工商管理、产品营销、物流、跨文化交际等内容。

下册第 1 到 16 章给出了:1. 围绕一般贸易方式下从建交、资信调查、问询、磋商、成交、履约、租船订舱、保险、运输、单据、支付到投诉索赔等善后工作的完整商务过程的阅读材料;2. 其他贸易方式局部环节的阅读材料,如涉及寄售、拍卖、租赁、招投标、代理、补偿贸易、加工贸易等的阅读材料;3. 商务领域职场英语阅读材料。各章按涉及的阅读技巧的难度梯度排列。同上册,每章含示范阅读、课堂阅读、课后阅读、课外快速阅读和弹性阅读材料各一篇,除弹性篇目外,均在篇目后附专项阅读理解训练。附录为三套全国商务英语等级考试模拟试题。下册首要地通过对信函、备忘录、便条、商务调查报告、运输单据、保险单据、货物单据、图表、询价单、报价单、订单、合同、国内外经贸文章节选等样式材料的阅读训练,综合训练学生在国际贸易实务微观操作层面对各种文体的阅读技能;其次,通过阅读精选的国内外招聘广告样本、求职书信样本、简历样本、推荐信样本、辞职书信样本、邀请函、祝贺函、慰问函、吊唁函样本等,训练学生对商业领域职场英语材料的阅读理解能力。

本教材上、下册的编写得到了全国各地许多外语和外经贸专业院校的大力支持,中国人民大学出版社外语分社的社长、编辑同志给予了大力合作,在此一并表示感谢。上、下册由西安翻译学院王淙副教授和山东孔宪遂、吕筠主编。王淙负责全教材编写思路、编写大纲的编纂,负责上册编写的组织、协调及管理,编写上册第 11 章及其练习、练习答案,负责编制附录中模拟题 1 和答案,制作第 11 章教学 PPT、三套模拟题答案 PPT,并负责上、下册全部纸面文稿和 PPT 文稿的最终审核;张国建,副主编,负责编写上册第 6 至 10 章及其练习、练习答案,以及制作相应的 PPT;王建娜,编者,负责编写上册第 1 至 5 章及其练习、练习答案,以及附录中模拟题 3 及答案部分,制作相应的 PPT;杨妍,编者,负责编写上册第 12 至 16 章及其练习、练习答案,以及附录中模拟题 2 和答案部分,以及制作相应的 PPT。马青老师协助审阅了全部文字稿。编写过程中,西安翻译学院外国语学院姚宝荣院长、冯伟年副院长给予了关心和指导,在此表示特别感谢!

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本阶段阅读目的

第 1~2 章集中训练通过阅读定位段落大意。第 1 章主要通过直接在文段中寻找主题句来定位段落大意。

阅读技巧提示

关注各段落首句。尤其是第一段首句，这与西方人思维相关，他们习惯开门见山表达出自己的观点，然后广泛引用材料去论述。因此，一般而言首段的首句构成文章的中心句，而各段的首句构成各段的中心。

关注首段末句。有些习惯先列出一些传统的观点或先对一些具体现象进行说明，然后提出与之不同的观点或在结尾对现象进行总结，在接下来的段落中继续论述。对于这类文章，如果没有提出不同的观点，则最后总结性语句为段落大意，一旦提出不同或完全对立的观点，又在后文中加以论述，则提出的新观点为段落大意；如果新老观点均是对同一个结果的论述，那么该论述的结论为段落大意。

当不能直接找出主题句时，通常文章中给予叙述较多或强调较多的某一事物或某一观点即为文章的中心。在题目作答时，可采用中心词定位法，排除不含中心词的选项，对比有中心词的选项，选择最接近中心的选项。

如果对选项仍有异议，可把有异议的选项逐个带入文章中，看哪个能更好地囊括文章中心。

应该在做每篇文章的题目之前先用 5 分钟左右的时间迅速地对文章进行跳跃性阅读，把握文章的整体结构和各段大意，为做题奠定定位的基础。而解段落大意题的过程其实就是变相的做了快速跳跃性阅读的步骤，通过解题掌握了文章结构和段落大意，之后再做其他细节题，往往会有“会当凌绝顶，一览众山小”的感觉。如果一篇文章既有主旨题又有细节题，那么考生不妨先做主旨题即段落大意题，这样可以为解细节题奠定坚实的基础。所以，提高解段落大意题的能力对于提高阅读的综合解题能力有着极为重要的指导作用。

The Main Theories Relating to International Trade

国际贸易理论文摘

材料
1

在教师带领下示范阅读

International trade is the exchange of goods and services across international boundaries or territories. In most countries, it represents a significant share of GDP. While international trade has been present throughout much of history (see Silk Road, Amber Road), its economic, social, and political importance has been on the rise in recent centuries. Industrialization, advanced transportation, globalization, multinational corporations, and outsourcing are all having a major impact. Increasing international trade is the primary meaning of "globalization". International trade is also a branch of economics, which, together with international finance, forms the larger branch of international economics.

Several different models have been proposed to predict patterns of trade and to analyze the effects of trade policies such as tariffs. The Ricardian model focuses on comparative advantage and is perhaps the most important concept in international trade theory. In a Ricardian model, countries specialize in producing what they produce best. Unlike other models, the Ricardian framework predicts that countries will fully specialize instead of producing a broad array of goods. Also, the Ricardian model does not directly consider factor endowments, such as the relative amounts of labor and capital within a country. The Heckscher-Ohlin model was produced as an alternative to the Ricardian model of basic comparative advantage. Despite its greater complexity, it did not prove much more accurate in its predictions. However, from a theoretical point of view, it did provide an elegant solution by incorporating the neoclassical price mechanism into international trade theory.

The international trade theory still indicates the regulation of international trade. Traditionally trade was regulated through bilateral treaties between two nations. For centuries under the belief in Mercantilism, most nations had high tariffs and many restrictions on international trade. In the 19th century, especially in Britain, a belief in free trade became paramount and this view has dominated thinking among western nations for most of the time since then. In the years since the Second World War, multilateral treaties like the GATT and World Trade Organization have attempted to create a globally regulated trade structure. Free trade is usually most strongly supported by the most economically powerful nations in the world, though they often engage in selective protectionism for those industries which are politically important domestically, such as the protective tariffs applied to agriculture and textiles by the United States and Europe. The Netherlands and the United Kingdom were both strong advocates of free trade when they were economically dominant, today the United States, the United Kingdom, Australia and Japan are its greatest proponents. However, many other countries (such as India, China and Russia) are increasingly becoming advocates of free trade as they become more economically powerful themselves. As tariff levels fall there is also an increasing willingness to negotiate non tariff measures, including foreign direct investment, procurement and trade facilitation.



[商英考题型]

I Read the material very fast and then choose the best answer for the following questions.

1. What is the proper title for this passage?
 - A. International Trade Theory
 - B. Patterns of International Trade
 - C. Strong Advocates of Free Trade
 - D. Traditionally Trade Was Regulated Through Bilateral Treaties
2. Why is increasing international trade meant the primary meaning of "globalization"?
 - A. Because international trade represents a significant share of GDP.
 - B. Because international trade has been present throughout much of history.
 - C. Because international trade is also a branch of economics.
 - D. Because international trade exchanges goods and services across international boundaries or territories and accelerate national improvement.

3. What is usually most strongly supported by the most economically powerful nations in the world?
 - A. Traditional trade.
 - B. Protective trade.
 - C. Free trade.
 - D. World Trade Organization.
4. What is the most important concept in international trade theory?
 - A. The Ricardian model.
 - B. The Heckscher-Ohlin model.
 - C. The comparative advantage.
 - D. The regulation of international trade.

II Choose the correct meaning of the underlined word according to the context.

1. International trade is the exchange of goods and services across international boundaries or territories.
 - A. borders
 - B. frontiers
 - C. places
 - D. lands
2. In a Ricardian model, countries specialize in producing what they produce best.
 - A. generalize
 - B. particular
 - C. focus on
 - D. devote
3. The Heckscher-Ohlin model was produced as an alternative to the Ricardian model of basic comparative advantage.
 - A. substitution for
 - B. change for
 - C. option for
 - D. sort in
4. Traditionally trade was regulated through bilateral treaties between two nations.
 - A. identical
 - B. undertaken
 - C. two-sided
 - D. multiple
5. They often engage in selective protectionism for those industries which are politically important domestically.
 - A. protection
 - B. benefit
 - C. import
 - D. trade barrier



供课堂练习

[BEC题型]

- ☐ Read the extract below from an article about the absolute advantage.
- ☐ Choose the best sentence from A~G to fill each of the gaps.
- ☐ For each gap 1~5, mark one letter A~G.
- ☐ Do not use any letter more than once.
- ☐ Gap 0 is done for example.

During the seventeenth and eighteenth centuries the dominant economic philosophy was mercantilism, which advocated severe restrictions on import and aggressive efforts to increase export. The resulting export surplus was

supposed to enrich the nation through the inflow of precious metals. Adam Smith (1776), (0) B, countered mercantilist ideas by developing the concept of absolute advantage. He argued that it was impossible for all nations to become rich simultaneously by following mercantilist prescriptions because the export of one nation is another nation's import. However, all nations would gain simultaneously if they practiced free trade and specialized in accordance with their absolute advantage. To illustrate Smith's concept of absolute advantage, (1) , the United States and the United Kingdom.

Division of labor and specialization occupy a central place in Smith's writing. For instance, the United States has an absolute advantage in wheat and the U.K. has an absolute advantage in cloth. Smith's absolute advantage is determined by a simple comparison of labor productivities across countries. Smith's theory of absolute advantage predicts that the United States will produce only wheat (W) and the U.K. will produce only cloth (C). (2) . If they trade 6W for 6C, then the gain of the United States is 1/2 hour's work, which is required to produce the extra 2C that it is getting through trade with the U.K. Because the U.K. stops wheat production, the 6W it gets from the United States will save six hours of labor time with which 30C can be produced. After exchanging 6C out of 30C, the U.K. is left with 24C, which is equivalent to almost five hours' labor time. Nations can produce more quantities of goods in which they have absolute advantage with the labor time they save through international trade.

Though Smith successfully established the case for free trade, he did not develop the concept of comparative advantage. Because absolute advantage is determined by a simple comparison of labor productivities, (3) . Adam Smith, however, was much more concerned with the role of foreign trade in economic development and his model was essentially a dynamic one with variable factor supplies, as pointed out by Hla Myint (1977).

David Ricardo (1817) was concerned with the static resource allocation problem when he defined the concept of comparative advantage, which is determined not by absolute values of labor productivity but by labor productivity ratios. Ricardo's theory of comparative advantage creates hope for technologically backward countries by implying that they can be a part of the world trading system even though their labor productivity in every good may be lower than that in the developed countries. (4) . Ricardo was blissfully unaware of the complications that would be created if his model included another factor such as capital, and if the producers had responded to changes in factor price ratio in favor of the cheaper factor. It was Wolfgang Stolper and Paul A. Samuelson (1941) who later discussed the effect of international trade

on income distribution. (5)____, which ignore the fact that the real world consists of many countries producing many goods using many factors of production. Each market is assumed to be perfectly competitive, when in reality there are many industries in which firms have market power.

- A. it is possible for a nation to have absolute advantage in nothing
- B. who is regarded as the father of modern economics
- C. In the Ricardian model, trade is a win-win situation, as workers in all trading countries are able to consume more of all goods
- D. it assumes that quantities of wheat and cloth produced by one hour's work in two countries
- E. Both nations would gain if they have unrestricted trade in wheat and cloth
- F. The comparative advantage model has many unrealistic assumptions
- G. While there are possible gains from trade with absolute advantage



供课外练习

[BEC题型]

- Look at the advice for Chinese investment and the sentences below.
- Which topic does each sentence 1~7 refer to?
- For each sentence, mark one letter A, B, C or D.
- You will need to use some of these letters more than once.



Trade was the earliest form of China-Africa economic and trade cooperation. With the development of China-Africa relations and increased exchanges between China and African countries, the scale of China-Africa trade has increasingly expanded. China-Africa bilateral trade volume was only \$12.14 million in 1950, it rose to \$100 million in 1960, and exceeded \$1 billion in 1980. After reaching the \$10 billion mark in 2000, China-Africa trade has maintained a momentum of rapid growth ever since. In 2008, China-Africa bilateral trade volume exceeded \$100 billion, of which \$50.8 billion is China's exports to Africa and \$56 billion, is imports from Africa. The average annual growth rate of China-Africa trade between 2000 and 2008 reached 33.5 percent, with its proportion in China's total foreign trade volume rising from 2.2 percent to 4.2 percent, and its proportion in Africa's total foreign trade volume increasing from 3.8 percent to 10.4 percent.

B.

Although China-Africa trade volume dropped to \$91.07 billion in 2009 as a result of the international financial crisis, China became Africa's largest trade partner that year for the first time. As the global economy recovered, China-Africa trade also maintained a favorable recovery and development momentum. From January to November in 2010, China-Africa trade volume reached \$114.81 billion, a year-on-year growth of 43.5 percent. With the expansion in the scale of trade, the China-Africa trade structure has been gradually optimized, and advantageous products have successively entered each other's market. During the 1980s and 1990s, China's exports to Africa were mainly light industrial products, food, chemical products, native produce and animal byproducts.

C.

Since 2000, the export of machinery, automobiles and electronic items has been dramatically increasing, with product quality and technology markedly improved. Currently, the proportion of machinery and electronic products accounts for more than half of China's exports to Africa. Africa's major export products to China used to be cotton and phosphate, among other primary products. In recent years, steel, copper, chemical fertilizers and electronic items produced in Africa have successively entered China's market.

D.

In addition, Africa's export of agricultural products to China has been increasing rapidly. Local specialties as oranges from Egypt, wine from South Africa, cocoa beans from Ghana, coffee from Uganda, olive oil from Tunisia and sesame from Ethiopia have become familiar to and popular among Chinese consumers. Because of the impact of the international financial crisis, China saw its imports from Africa drop in 2009, but import of agricultural products increase by 25 percent.

1. China-Africa trade volume dropped in 2009 as a result of the international financial crisis.
2. The scale of China-Africa trade has increasingly expanded, as the development of China-Africa relations and increased exchanges.
3. The export of agricultural products from Africa to China has been enlarging fast.
4. The export of electronic items has been greatly increasing with product quality and technology noticeably improved.
5. After reaching a mark in 2000, China-Africa trade has maintained a momentum of rapid growth ever since.

6. Cotton and phosphate are the major export products from Africa to China.
7. Light industrial products, such as food, chemical products, native produce and animal byproducts are China's exports to Africa.



课外快速阅读

[商英考题型]

Directions: Read the following passage and the statements that follow. Choose the best answer for each statement from the three choices marked A, B and C.

The Gloom over Trade

The economic recovery might have been sprightlier last year than once expected, but sustaining it in 2011 will be a tough task. The boost from firms rebuilding their inventories after running them down in the recession will dwindle. Consumers will be squeezed by rising inflation and higher taxes. Big cuts in public spending will get under way in April. Maintaining the upswing will hinge on businesses investment and export.

Recent figures for capital spending by firms have been encouraging. After plunging by an extraordinary 18.9% in 2009, fixed investment by businesses grew by 8.9% in the year to the third quarter of 2010. Britain's trading performance, in contrast, has disappointed those expecting a swift pay-off from a weaker pound.

The depreciation of some 25% in sterling's trade-weighted value from mid-2007 had kindled hopes that an export boom and an import slowdown would bolster GDP growth. Net trade did cushion the economy during the recession, as imports fell more than exports. But more recently it has been holding back the recovery as imports have bounced back faster than exports, growing by 10.3% in the year to the third quarter of 2010 compared with a 7.5% rise in exports. Official figures published this week showed the overall deficit on goods and services widening from £4 billion (\$6.3 billion) in October to £4.1 billion in November.

Still, the direction of these currently adverse trade winds should soon change. It would be odd if imports continued to surge, given that any rise in consumer spending this year is likely to be nugatory. And the slackening pace of inventory rebuilding will curb import growth, because stock building is the component of demand that is hungriest for imports.

Moreover, the overall figures for exports mask a striking divergence between goods and services. Manufacturers are taking advantage of the weaker pound and the recovery in world trade. Exports of goods rose by 12.2% in the year to the third quarter, close to the 12.9% increase in imports over the same period. Stripping out oil and erratic items such as aircraft, exports jumped by 3.4% between October and November, as imports rose by 0.3%.

The surge in goods exports seems likely to continue. The EEF, a manufacturers' organization, forecasts another strong year for industry, with sectors such as mechanical engineering flourishing thanks to sales into fast-growing emerging markets. A survey from the British Chambers of Commerce (BCC) has reported the healthiest manufacturing export orders since 1994.

By contrast, exports of services have been lackluster, rising by only 0.8% in the year to the third quarter. Britain—the world's second-biggest exporter of services—relies more than most other large economies on its ability to sell the intangible. But since the banking crisis exports of financial services, which were previously burgeoning, have fallen. One worry is that this weakness will persist, reflecting lower international demand for the activities in which the city specializes.

Reassuringly the Office for Budget Responsibility, which now oversees the government's economic and fiscal forecasts, said in November that it judged "the current weakness in services exports to be a temporary effect". The BCC survey seems to back this up. Although export orders for services were lower than those for manufacturing, they have climbed to their highest level since the middle of 2007.

So the gloom over trade may be overdone; but Britain still needs to get a lot better at exporting, especially to emerging economies. David Cameron is actively promoting more trade with China and India. The most compelling argument for businesses to export more is an economic version of the reason many Britons take foreign holidays: the contrast between a chilly climate at home and the warmth of fast-growing overseas markets.

1. The prevailing gloom over Britain's trading performance is overdone.
A. True B. False C. Not mentioned
2. Big cuts in public spending will be going before April.
A. True B. False C. Not mentioned
3. Because the exports fell less than imports, net trade did cushion the economy during the recession.
A. True B. False C. Not mentioned