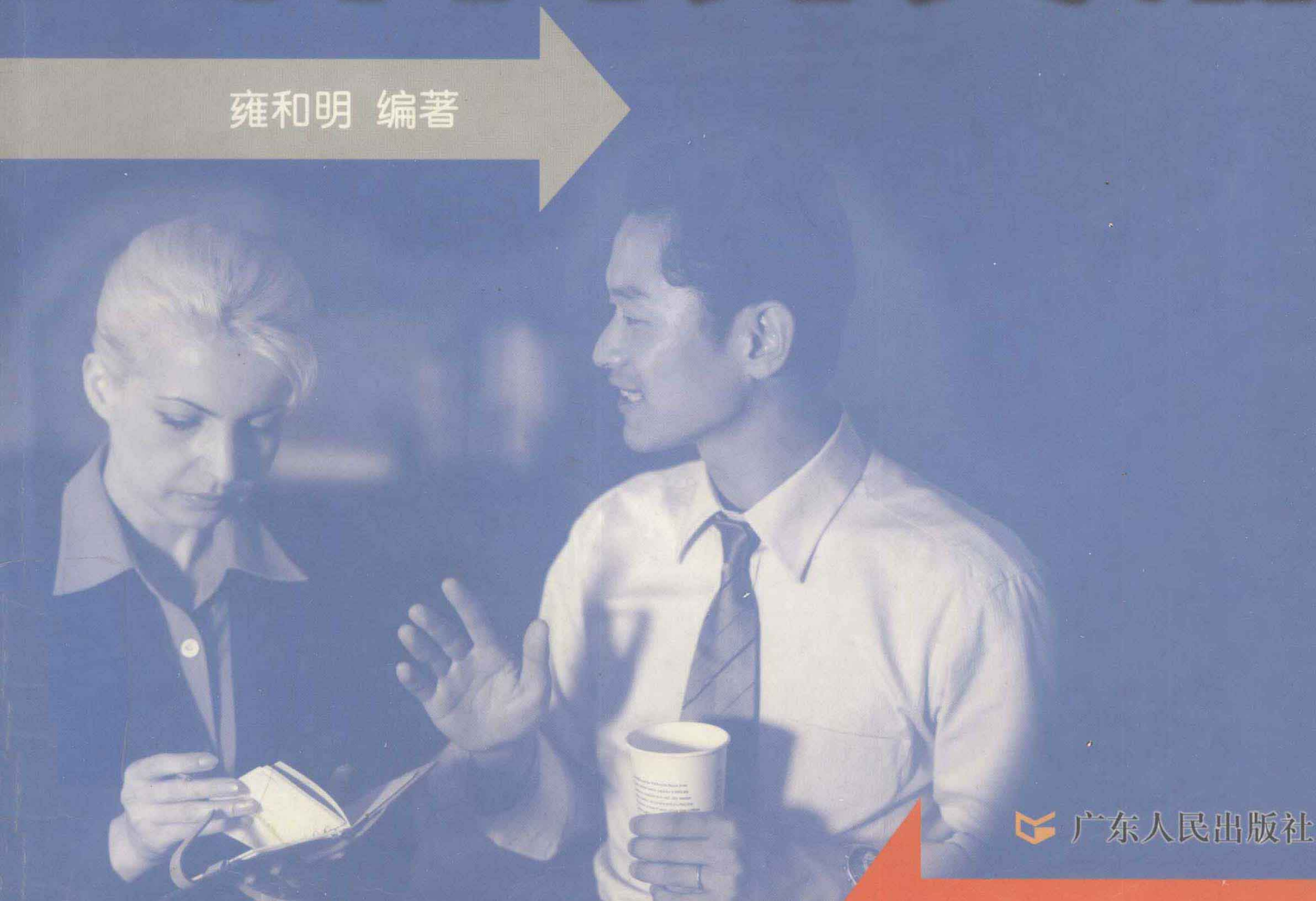


# A New English Course on Contemporary Business

最新

# 国际商务英语

雍和明 编著



广东人民出版社

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图书在版编目(C I P)数据

最新国际商务英语 / 雍和明 编著. — 广州: 广东人民出版社, 2003. 7

(广东商学院全英语公共课系列教材)

ISBN 7-218-04252-X

I. 最... II. 雍... III. 国际贸易 — 英语 — 高等学校 — 教材 IV. H31

中国版本图书馆CIP数据核字(2003)第011696号

---

|      |                                   |
|------|-----------------------------------|
| 出版监制 | 金炳亮                               |
| 责任编辑 | 陈植荣                               |
| 封面设计 | 阳 光                               |
| 责任技编 | 黎碧霞                               |
| 出版发行 | 广东人民出版社                           |
| 印 刷  | 佛山市浩文彩色印刷有限公司                     |
| 开 本  | 889 毫米×1194 毫米 1/16               |
| 印 张  | 22.5                              |
| 插 页  | 1                                 |
| 字 数  | 800, 000 字                        |
| 版 次  | 2003 年 7 月第 1 版 2004 年 7 月第 2 次印刷 |
| 书 号  | ISBN 7-218-04252-X/H : 98         |
| 定 价  | 39.80 元                           |

如发现印装质量问题, 影响阅读, 请与承印厂联系调换。

## 前 言

国内读者对国际商务英语教材的渴求已有时日，而国内出版界却一直没有类似图书满足这种需求。原因有三：一是懂外语的人不一定懂国际商务，而懂国际商务的人往往又缺乏外语支撑，两者缺其一都很难编出令人满意的书来；二是所引进的图书往往在内容上相差甚远，编者对国际商务知识的把握难以系统全面，所编图书内容挂一漏万；三是国际商务理论的构架尚无定论，若编者缺乏驾驭国际商务全局的眼光，要结合中国国情编写就更是不容易的事情。随着近十年来国内外学者对国际商学研究的深入，目前编写一本具有本土化特色的国际商务英语教材的条件和时机已经成熟。

伴随着贸易和经济全球化，国外学者早在上世纪中叶便已开始国际商学的研究，出版了大量的文献。编写国际商学教材，普及国际商学知识，成为各国教育工作者不可回避的职责。从20世纪70年代起，美国就先后出版了一大批国际商学教材，国际商学知识的系统性和全面性已经端倪渐显。在国内，国际商学教育则刚刚起步，国内图书市场上为数不多的国际商学教材均由外国原著翻译、从国外直接引进或自选内容编撰而成。编写一本体系完备、知识系统、符合中国国情、适合中国读者的国际商学教材迫在眉睫。造就应用型和复合型国际商务人才，顺应中国经济社会发展的需要，迎接中国加入世界贸易组织对中国经济发展的挑战，这是时代的必然，历史的选择。

本书编者经过五年多的系统学习和实地调研，利用在澳大利亚麦考里大学攻读博士学位和在美国马塞诸萨大学修读工商管理硕士研究生课程的机会，收集了大量的国际商务资料，对国际商务理论和体系做了细致的探讨，为编写国际商务英语教材创造了必要的条件。

呈现在读者面前的这本《最新国际商务英语》是在认真研习了国外十多种国际商务教材的内容和体系的基础上编写的。它具有以下特点：（1）内容全面。本书囊括了国际商务领域内几乎所有方面，从商学基础到管理、营销、证券、保险，到信息技术在国际商务中的运用等等；（2）体系完整。本书优化了国际商务理论体系，使读者能从整体上掌握国际商务知识结构，

对国际商务理论知识和运作流程有概况性的总揽；（3）材料新颖。本书提供了国际商务最新研究成果，读者能站在国际商务的前沿审视国际商务领域的问题，为读者探讨国际商务中的若干热点和难点问题提供广阔的思维空间；（4）案例典型。本书配备了著名国际企业的典型案例，读者能从中得到企业经营管理的最佳启迪，为读者在国际商务实践中处理实际问题提供有力的借鉴；（5）具有广泛的应用性。本书介绍的知识和技能对从事国际商务人员具有针对性、可操作性和前瞻性，对非国际商务人员也具有极强的启示。

《最新国际商务英语》采用浅显易懂的英语编写，具有中等英语水平的读者便可阅读。但其读者范围并不仅限于具备中等英语水平的读者，其读者对象可以是从事涉外商务、涉外管理、涉外交流的高级国际商务人员、从事涉外专业课程教学的教师、正在攻读工商管理硕士学位或修读商务英语的研究生和本科生，以及对国际商务感兴趣的社会各界人士。

本书可以作为国际商务英语课程的教材，也可以用作大学英语四级课程的后续英语教材，保持大学英语学习四年不断线，更可以作为自学、进修英语之用。

本书在编写过程中得到了专家和朋友的指点与帮助。首先，编者要感谢陈云贤博士、莫高义先生和解廷光先生，与他们在美国朝夕相处的同窗生活使我受益良多；其次，编者要感谢广东人民出版社总编金炳亮先生和本书责任编辑陈植荣先生，是他们的关心和支持使编者克服困难，最终完成编写任务；最后，编者要感谢李群编写了本书第十五单元、第十六单元和第十七单元，并审核了部分书稿，感谢叶艳、陈洁君、方翠娟、梁彩娟、陈丽珩、容志红、彭国源、杨倩茹、温伟萍、李莎、李霞、周秀娟等，参加了编写前的资料搜集整理，出色地完成了书稿的校读工作。

由于编者学识粗浅，书中难免错漏之处，敬请读者批评指正。

雍和明

2003年5月20日



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# Chapter 1 Business and its Environment

Business is both an economic activity and a way of life for countless people all over the world. In its broadest sense, business refers to all profit-seeking activities that provide goods and services that customers want, ranging from a hot dog stand or a news stand in the street corner to a huge company with hundreds of thousands of employees and billions of dollars in sales. Businesses provide us with necessities such as food, clothing, housing, medical care, and transportation, as well as many other things that make our lives easier and better. They also provide people with the opportunity to become wealthy. Sam Walton of Wal-Mart began by opening one store in Arkansas and, over time, became the richest person in America a few years ago. Bill Gates started Microsoft and is now the richest person in the world.

Compared with many countries, the United States makes it pretty easy to start a business. All you have to do is change the message on your answering machine, buy a personal computer, create a Web site, or sell your products over the telephone. In some countries it can take 6 months to create a charter (the equivalent of a U.S. corporation), and the minimum investment needed to start a corporation can be high: \$ 35,000 in Germany and \$ 60,000 in South Korea. In China you do not need to go through as many formalities as you used to in order to start a business nowadays, and the minimum investment varies with the type of business you will get into.

## Business as an Economic Activity

Of course starting a new business does not guarantee that you will be successful. That takes plenty of hard work. Many factors contribute to the success of the business - like management, research, innovation, timing, location, product appeal, pricing, money, and customer satisfaction, to name just a few. To be successful, a business must at least (1) provide value to its customers, (2) be profitable, and (3) be managed efficiently.

## Customer Satisfaction

The product or service offered by a business must have utility for customers to want to buy it. Customers find utility, or satisfaction, in items whose benefits are available when and where they are wanted. A high-quality stereo, a useful computer-repair service, or a very average late-night pizza parlor all have utility if they are in the right place at the right time.

As a corporation, International Business Machines (IBM) has succeeded in satisfying its