

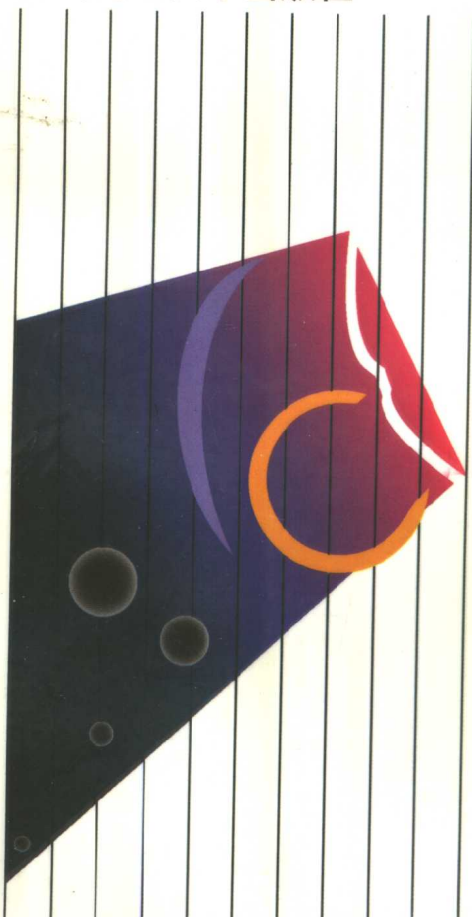
上海财经大学经贸英语系列丛书

实用经贸情景英语

孙晓龙 张和龙 编著

BUSINESS ENGLISH

上海财经大学出版社



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总序

随着我国改革开放政策的深入贯彻执行,我国与世界各国的经济交往也日益增加,国际经贸和商务活动更加频繁。国内大专院校的学生和从业于国际经贸和商务领域的工作人员很希望在掌握普通英语的基础上再进一步学习适用于当今世界国际经贸和商务活动的专业英语,以便更好地为我国的改革开放作出新的贡献。为了满足社会上这方面的需要,上海财经大学经贸外语系组织了一批具有丰富业务和教学经验的资深教师和专家着手编写一套经贸英语系列丛书,将于近年内陆续与读者见面。

本系列丛书的内容涉及当今世界经贸和商务领域的主要方面和有关的业务环节,其中包括国际贸易、国际金融、国际经济与技术合作、国际投资、跨国公司、证券和期货交易、国际保险、中外合资企业管理等。列入本系列丛书的教材和专著有经贸英语口译教程、经贸英语翻译教程、国际商务英语写作、跨文化商务交际、经贸英语阅读、求职面试实用英语、国际商务英语应用文、实用国际商务英语词典等。

本系列丛书选材大都来自国外最新的经贸和商务专著、报刊和商务文件,对于涉及国际经贸和商务领域的专门术语,书中均用中英文详细注释。本系列丛书适合于已具有中级英语水平的大专院校学生和业已在国际经贸和商务领域从业的工作人员,既可以作为教材使用,也可以作为进修和工作中的参考书之用。

根据我们多年教学和业务实践的经验,英语学习者在掌握了

基本英语语法和基础词汇之后,根据自己的专业领域和今后的发展方向,选择适当的经贸专业英语教材,通过潜心研读和积极操练,可以在较短的时间内大大提高自己在国际经贸和商务领域运用英语的能力,从而使自己早日成为当今社会所急需的外向型和复合型的专业人才。

上海财经大学经贸外语系

赵孝盛

1998年1月12日

前 言

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这是一本内容比较全面、操作性强、适应当今社会经济发展需要的实用性英语教材。经济专业的学生以及从事经济贸易活动的广大读者,迫切需要一本有助于他们在日常的经贸活动中利用准确地道的专业英语进行交际和业务往来的书籍。本书即是为适应这一需要而作出的努力。

作为结合专业知识的语言教材,本书以传授专业基本知识和培养语言能力为两大要点,把培养学习者在专业领域的英语交际能力作为最高目的。因此,本书提供了大量经贸方面的情景教材和练习,让学习者有更多的机会进行语言实践和操练。

本书的内容覆盖范围广,涉及面宽,几乎包括所有的经济贸易领域。在注重培养学习者的英语运用和交际能力的同时,也尽量勾勒出经贸活动中以英语作为载体的运作程序及范例形式,希望能为读者在对外商务活动中起到一定的指导和参考作用。

本书分为十一个单元,每个单元涉及经济活动的一个方面,并主要由以下几部分构成:

1. 主题课文(THEMATIC READING)
2. 情景对话(SITUATIONAL DIALOGUE)
3. 练习(EXERCISE)
4. 参考读物(REFERENCE READING)

每部分内容相互补充,针对性强。读者在课文中学到的内容几乎都可以在情景对话中得到印证,在实用性强的练习中得到巩固、操练,相关的内容在参考读物中还有所补充。

本书在编写出版过程中承蒙上海财经大学出版社的大力支持,在此表示感谢。

TO THE READERS

Each of the eleven units in A COURSE BOOK OF SITUATIONAL BUSINESS ENGLISH consists of

THEMATIC READING. A reading text, which focuses mostly on one subject related to economics and foreign trade, is given in each unit. The text is to be read in or out of the classroom and after reading it you are required to do the exercises that follow. Then the teacher, if there is, will check your comprehension orally in class by asking questions and help you understand that subject completely.

SITUATIONAL DIALOGUE. There are two or three full-length dialogues focusing on the subject dealt with in the unit and aiming at exemplifying the use of business English in various business situations. You are required to read them and do the comprehension exercises. Then read the dialogues aloud with correct pronunciation and intonation until you can read them properly with ease.

EXERCISES. The exercises that consist of three parts aim at consolidating the language acquisition concerning the main subject in each unit by providing more materials for business practice. Dialogue Completion that continues to focus on situational business English is to be done in communication immediately af-

ter the Situational Dialogue. Supplementary Consolidation Exercises that follows helps to solve the main problems concerning that subject in actual business activities and consolidate the major business language points in that unit. A topic(s), a situation (s) and specific roles are given in the Role Play whose purpose is to offer you opportunity to use English more freely to express yourself in communication under the given business situation.

REFERENCE READING. One or two reading materials are given in this part. You are expected to read them for much more information on that subject and do the comprehension exercises (if there are) that follow.

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UNIT ONE

— ESTABLISHING A BUSINESS —

初涉商界,该如何迈出、走好这第一步?在本章节的 Thematic Reading 中,你将要首先熟悉商家及企业的种种操作形式。在 Situational Dialogue Two 中, Sir Benjamin 将现身说法,告诉你一些经商的经验和要领。Reference Reading 则告诉你怎样进入角色——如何写求职信、如何面试等,而 Situational Dialogue One 又为此提供了范例。诸项练习为你提供了种种巩固知识、进行模拟操练的机会。

This unit is to familiarize you with some situations and procedures in establishing a business. Also included are how to join a business, the formation of a business and so on.

THEMATIC READING

This reading aims at providing you with some idea of how

people usually get the idea to start a business and the usual forms of business.



Firstly, read this profile. Then, think of the questions listed behind.

Profile: David Mintz, Investor of Tofutti Dessert

David Mintz found that success does not come easily to an entrepreneur. He owned a kosher restaurant⁽¹⁾ and catering service that followed the Jewish dietary laws⁽²⁾. One of those laws prohibits the eating of dairy products at the same meal with

(1) 符合犹太教规的饭店。

(2) 正统犹太教徒遵奉的饮食教规。

meat. That eliminated ice cream and yogurt as desserts. Mr Mintz knew that an alternative dessert would bring more business and more profit. He began experimenting in his laboratory / kitchen. After years of throwing away thousands of new dessert efforts and losing thousands of dollars in the process, David came up with a promising new dessert.

One ingredient was tofu (soybean curd), hardly the stuff dreams are made of. Yet the stuff tasted remarkably good—much like ice cream. He called his frozen dessert Tofutti. The nocholesterol, no-butterfat product made a big hit with its customers and with health-conscious people all over the country.

A few years later, David Mintz formed his own company—Tofu Time Inc. You could buy shares of the company on the over-the-counter market⁽³⁾. The trading symbol was TOFU. Mr Mintz now owned 61% of the shares, which were worth over \$10 million.

Mr Mintz's story is just one of many success stories in the business world. The company took years to build, but Mr Mintz stuck with it. He found that the best way to benefit from his work was to incorporate and sell part ownership of the company to others.

1. *Can I start a business myself?*
 2. *What is a business?*
 3. *How can one carry a business in a most efficient way?*
- Then, read on.*

(3) 场外交易市场。

Getting Started in Business

Have you ever thought about starting your own business? Do you think it would be too hard or too risky? Are you the type who would prefer sailing on a big and placid lake? Are you the go-for-it white water type? Or aren't you sure?

One way to find out is to start your own business while you are in school. One student buys large cookies for 25c and sells them for 35c. Selling 600 cookies for a night, the Cookie Craze owner makes \$ 60 a night for just a few hours' work. Jemie Lee set up a snack bar (natural foods and juices) in the student library. Kathy Wang gathers up dry cleaning and contracts the work out to a local cleaner. Two women at Wellesley contact parents and sell them on the idea of sending cakes to their children for birthdays and other events. There are lots of businesses you could start.

But how do you start a business? How much paperwork is involved? Is it better to own a business by yourself or take on partners? What are the advantages and disadvantages of different forms of business? There is no better way to learn about business than to start one—And now it is as good a time as any. Even if you have no intentions of starting a business, it is interesting to see what is involved.

What is a Business

A business is any organization that seeks profit by providing goods and services to the economic system. A non-profit organization also provides goods and services, but does not have profit

as an objective. Various charity organizations⁽⁴⁾ are examples of nonprofit organizations. Business takes different forms.

Forms of Business Ownership

People can form a business in several ways. They can begin a typing service out of their home, open a car-repair center, start a new restaurant, or go about meeting other wants and needs of the community on their own. An organization that is owned, and usually managed, by one person is called a sole proprietorship⁽⁵⁾. That is the most common form of business ownership.

Many people do not have the money, time, or desire to run a business on their own. They prefer to have someone else or some group of people get together to form the business. When two or more people become co-owners of a business, the organization is called a partnership⁽⁶⁾.

Mr Mintz of Tofu Time Inc. learned that there are advantages to creating a business that is separate and distinct from the owners. A legal entity⁽⁷⁾ that has an existence separate from the people who own it is called a corporation⁽⁸⁾. There are not many corporations in the business world but they do most of the business.

It is important to remember that a corporation does not need to have hundreds of employees or thousands of stockholders. In-

(4) 慈善机构。

(5) 独资企业。

(6) 合股经营公司。

(7) 合法实体,法人。

(8) 股份有限公司。

dividuals (i. e. doctors, lawyers, movie stars, rock stars, and so forth) can also incorporate^{〔9〕}. By doing so, they may save on taxes and receive other benefits of incorporation. It is not always as difficult as it sounds to form a corporation.

Some people dislike the notion of having owners, managers, workers, and buyers as separate individuals with separate goals. They envision a world where people cooperate with one another fully and share the wealth more evenly. These people have formed a different kind of organization that reflects their social orientation. Such an organization is called a cooperative^{〔10〕}. A cooperative is an organization that is owned by members / customers who pay an annual membership fee and share in any profits (if it is a profit-making organization). Often the members / customers work in the organization so many hours a month as part of their duties. Owners, managers, workers, and customers are all the same people.

One of the latest trends in business is for two or more corporations (often from two different countries) to join together to accomplish some objective, such as creating an international car. A joint venture^{〔11〕}, then, is an effort by two or more business firms to capture new markets through cooperation and shared investment risk. This enables world markets to benefit from the expertise of all nations' business-people working together. For example, General Motors joined with Toyota to assemble

〔9〕 吸收, 合并; 组成公司(社团)。

〔10〕 合作社, 合作项目, 合作经营。

〔11〕 合资企业, 公司。