



商务部“十二五”  
规划系列教材



中国国际贸易学会  
“十二五”规划教材

ENGLISH FOR INTERNATIONAL BUSINESS

# 国际商务英语

主编 丁 溪

全国高等院校经济贸易与管理统编教材



中国商务出版社  
CHINA COMMERCE AND TRADE PRESS

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## 图书在版编目 (CIP) 数据

国际商务英语 = English for International Business / 丁溪  
主编. —北京: 中国商务出版社, 2012. 3

商务部“十二五”规划系列教材 中国国际贸易学会  
“十二五”规划教材 全国高等院校经济贸易与管理统编  
教材

ISBN 978-7-5103-0648-8

I. ①国… II. ①丁… III. ①国际贸易—英语—高等  
学校—教材 IV. ①H31

中国版本图书馆 CIP 数据核字 (2012) 第 021305 号

商务部“十二五”规划系列教材  
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出 版: 中国商务出版社  
发 行: 北京中商图出版物发行有限责任公司  
社 址: 北京市东城区安定门外大街东后巷 28 号  
邮 编: 100710  
电 话: 010—64269744 (编辑室)  
010—64266119 (发行部)  
010—64263201 (零售、邮购)  
网 址: [www.cctpress.com](http://www.cctpress.com)  
邮 箱: [cctp@cctpress.com](mailto:cctp@cctpress.com)  
照 排: 嘉年华文排版公司  
印 刷: 北京密兴印刷有限公司  
开 本: 850 毫米 × 1168 毫米 1/16  
印 张: 18.75 字 数: 438 千字  
版 次: 2012 年 2 月第 1 版 2012 年 2 月第 1 次印刷

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书 号: ISBN 978-7-5103-0648-8

定 价: 35.00 元

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举报电话: (010) 64242964

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# 前 言

随着国际形势的变化以及我国经济改革发展的不断深入，越来越多的国际大型跨国公司来到中国市场，不少有实力的国内企业也纷纷走出国门，国际业务随之剧增，原来的英语教学结构已经不能够应对如此大量市场信息的变化，因此，尽快培养一大批既能熟练掌握商务英语并运用英语进行谈判，同时又了解国际市场行情以及各国法律的复合型商务经贸人才，已成为当前的一项紧迫任务。本教材的出版将对我国商务英语的教学和实践起到一定的推动作用。

本教材具有以下特点：

1. 选材范围广泛——所选文章涵盖了国际贸易、国际营销、国际法律和惯例、国际运输、合同、国际商务函电、国际旅游、国际投资、国际结算、电子商务等多方面的内容。

2. 实用性强——所选文章涉及当前我国经济、商务的各个方面。为了帮助学生理解各章的知识内容，部分章内还配有小贴士、背景知识简介以及一些阅读理解文章。通过这些，学生可了解当前最新国际经贸动态和业务常识，为未来从事经贸活动打下牢固的基础。

3. 语言规范、流畅——所选文章经过多次筛选，具有真实的语境、生动的用词、恰当的比喻等特色，均是原汁原味的佳作。

4. 注释详细、全面——注释既有对背景知识、组织名称等内容的解释，又有个别难句的分析和翻译，这些都大大方便了学生对课文的深刻理解。

5. 题型多样、难易适度——练习题型设计多样，方便学生巩固与复习所学的知识，加强对该类内容的英文及相关知识的掌握。

6. 词汇专业性强、重点突出——每篇文章后附有生词表，并附有中文解释，便于学习。

7. 文章篇幅适宜——所选内容的篇幅适宜，适用于精读教学，也可用于

泛读。

8. 本书附有测试题一套, 供读者学习后进行自测。

9. 本书配有各章 Section A 的译文、习题答案以及测试题答案, 作者特地制成 PPT, 供使用者参考, 使用单位或个人可向出版社索要 (详见书后“索要说明”)。

本教材既适用于全国高等院校商务英语方向学生提高其英文原文阅读能力, 同时也适用于有一定英语基础的广大商务英语爱好者。

本教材在编写过程中参考了众多国内外出版的教材、文章和著作, 并得到国际金融实际工作部门同志的帮助, 特借此机会向这些同仁致以衷心的感谢。在本教材的出版过程中, 我们也得到了家人的理解和支持, 特此感谢他们, 如果没有他们的关爱, 就没有这本书的出版。

本教材由哈尔滨工业大学的丁溪老师主编, 参与本书编写的有交通银行黑龙江省分行的张月滨、东北农业大学经济管理学院刘萍、哈尔滨师范大学的姜波、吉林农业科技学院宿桂红、黑龙江省社会科学院的孙浩进、黑龙江省(海南)经济贸易总公司的刘丽宁、中央财经大学外国语学院的王陆英、哈尔滨工业大学的常巍、哈尔滨工程大学的岳铁艳、中央财经大学的岑飒、哈尔滨工程大学的万秋滨、哈尔滨商业大学的姜述弢、东北农业大学的张亚娟、哈尔滨师范大学的胡晓华、绥化学院的庞敬春、哈尔滨商业大学的张纯、哈尔滨医科大学的李英迪和哈尔滨市第二十六中学的晁羽。其中, 丁溪、张月滨、常巍、岳铁艳负责全书的修改和总纂。

由于作者能力有限, 书中疏漏之处在所难免, 恳请广大读者和同行惠予指正。

丁 溪

2012 年 1 月 10 日

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# ***Chapter 1***

## **International Business**

### **Section A**

#### **Introduction**

Ever since the first national borders were formed, international business has been conducted by nations and individuals. In many instances, international business itself has been a major force in shaping borders and changing world history. International business refers to the performance of trade and investment activities by firms across national borders. Since the most conspicuous aspect of international business is the crossing of national boundaries, we also refer to international business as cross-border business.

International business encompasses all business activities that involve exchanges across national boundaries. Thus a firm is engaged in international business when it buys some portion of its input from, or sells some portion of its output to an organization that is located in a foreign country. Some countries are better equipped than other countries to produce particular goods or services. The reason may be a country's natural resources, its labor supply, or even custom or historical accident. Firms may develop expertise and firm specific advantages based initially on abundant resources at home, but as resource needs change, the stage of the product life cycle matures, and home markets become saturated, these firms find it advantageous to invest internationally.

Today, business is acknowledged to be international and there is a general expectation that this will continue for the foreseeable future. International business grew over the last half of the twentieth century partly because of liberalization of both trade and investment, and partly because doing business internationally had become easier. In terms of liberalization, the General Agreement on Tariffs and Trade (GATT) negotiation rounds resulted in trade liberalization, and this was continued with the formation of the World Trade Organization (WTO) in 1995. At the same time, worldwide capital movements were liberalized by most governments, particularly with the advent of electronic funds transfers. In addition, the introduction of a new European monetary unit, the euro, into circulation in January 2002 has impacted international business economically. The euro is the currency of the European Union, membership in March 2005 of 25 countries, and the euro replaced each country's previous currency. As of early 2005, the United States dollar continues to struggle against the euro and the impacts are being felt across industries worldwide.

Early civilizations in the Mediterranean, Middle East, Asia, Africa and Europe have all contributed to the growth of cross-border trade over time. Globalization evolved out of a common shared international heritage of all civilizations, no matter where they developed, to reach out and touch one another. In essence, globalization leads to compression of time and space. It allows many firms to internationalize and has substantially increased the volume and variety of cross-border transactions in goods, services, and capital flows. It has also led to more rapid and widespread diffusion of products, technology, and knowledge.

### • *Forms of International Business*

The most conventional forms of international business transactions are international

trade and investment. International trade refers to an exchange of products and services across national borders. Trade involves both product and services. Exchange can be through exporting, an entry strategy involving the sale of products or services to customers located abroad, from a base in the home country or a third country. Exchange can also take the form of importing, or global sourcing—the procurement of products or services from suppliers located abroad for consumption in the home country or a third country. Therefore, exporting is an outbound activity, while importing is an inbound flow of products and services. Both finished products and intermediate goods, such as raw material and components, are subject to importing and exporting.

Firms organize, source, manufacture, market, and conduct other value-adding activities on an international scale. They seek foreign customers and engage in collaborative relationships with foreign business partners. While international business is primarily carried out by individual firms, governments and international agencies also engage in international business transactions. Firms and nations exchange many physical and intellectual assets including products, services, capital, technology, and labor. While international business has been around for centuries, it has gained much speed over the past two decades. Firms seek international market opportunities more today than ever before, touching the lives of billions of people around the world. Daily chores such as shopping and leisure activities like listening to music, watching a movie, or surfing the Internet involve international business transactions that connect you to the global economy. International business gives you access to products and services from around the world and profoundly affect your quality of life and economic well-being. The growth of international business activity coincides with the broader phenomenon of globalization of markets. The globalization of markets refers to the ongoing economic integration and growing interdependency of countries worldwide. While internationalization of the firm refers to the tendency of companies to systematically

increase the international dimension of their business activities, globalization refers to a macro trend of intense economic interconnectedness between countries.

International business consists of transactions that are devised and carried out across national borders to satisfy the objectives of individuals, companies, and organizations. These transactions take on various forms, which are often interrelated. Primary types of international business are export-import trade and direct foreign investment. The latter is carried out in varied forms, including wholly owned subsidiaries and joint ventures. Additional types of international business are licensing, franchising, and management contracts.

#### • *Challenges in International Business*

Trade and investment can be examined in terms of the comparative advantage of nations. Comparative advantage suggests that each nation is relatively good at producing certain products or services. This comparative advantage is based on the nation's abundant factors of production, and a country will export those products/services that use its abundant factors of production intensively.

The concept of comparative advantage can also help explain investment flows. Generally, capital is the most mobile of the factors of production and can move relatively easily from one country to another. Other factors of production, such as land and labor, either do not move or are less mobile.

Specialization and international trade can result in the efficient production of satisfying goods and services, on a worldwide basis. And total international business is generally increasing. Yet the nations of the world continue to erect barriers to free trade. They do so for reasons ranging from internal political and economic pressures to simple mistrust of other nations.

Nations are generally eager to export their products and services. They want to provide markets for their industries and to develop a favorable balance of trade. Hence, most trade restrictions are applied to imports from other nations. Perhaps the most commonly applied trade restriction is the customs duty, or import duty. An import duty is a tax that is levied on a particular foreign product entering a country. This tax, which is also called a tariff, has the effect of raising the price of the product in the importing nations. Because fewer units of the product will be sold at the increased price, fewer units will be imported.

The only meaningful measure of a nation's competitiveness should be based on that nation's level of productivity where productivity "depend on both the quality and the features of products and the efficiency with which they are produced" to maintain a high level of productivity. Nations must continually upgrade their methods through seeking out quality-improving practices and more efficient means of production. This quest leads many national companies into the international arena.

International trade compounds the concerns of financial managers. Currency exchange rates, tariffs and foreign-exchange controls, and the tax structures of host nations all affect international operations and the flow of cash. In addition financial managers must be concerned both with the financing of their international operations and with the means available to their customers to finance purchases. Fortunately, a number of larger banks have become international in scope. Many have established branches in major cities around the world, such as the Export-Import Bank of the United States, the Multilateral Development Banks, the International Monetary Fund, and the like.

The definition of international business focuses on transactions. The use of this term recognizes that doing business internationally is an activity, not merely a passive observation. Closely linked to activity is the term "satisfaction". It is crucial that the participants in international business are satisfied. Only if they feel they are better off

after the transaction than they were before, will individual business transactions develop into a business relationship. The fact that the transactions are across national borders highlights a key difference between domestic and international business. The international executive is subject to a new set of macro environmental factors and to quite frequent conflicts resulting from different laws, cultures, and societies. The basic principles of business are still relevant, but their application, complexity, and intensity vary substantially. Subject to constant change, international business is as much an art as a science. Yet success in the art of business depends on a firm grounding in its scientific aspects. Individual consumers, policymakers, and business executives with an understanding of the aspect will be able to incorporate international business considerations into their thinking and planning. Before making decisions, they will be able to consider international issues and repercussions such as outputting ideas, goods or services into the international market, the threats from global competition and so on. When management integrates these issues into each decision, international markets can provide growth, profit, and needs satisfaction not available to those that limit their activities to the domestic marketplace.

## NEW WORDS AND EXPRESSIONS

acknowledge [ək'nɒlɪdʒ] vt. 承认; 答谢

advent ['ævənt] n. 到来; 出现

arena [ə'ri:nə] n. 舞台; 竞技场

conspicuous [kən'spɪkjʊəs] adj. 显著的, 显而易见的

diffusion [dɪ'fju:ʒən] n. 扩散, 传播

euro ['juərəu] n. 欧元 (欧盟的统一货币单位)

impetus ['ɪmpɪtəs] n. 动力; 促进; 冲力

integrate ['ɪntɪgreɪt, 'ɪntɪgrɪt] vt. 使……完整; 使……成整体 vi. 成为一体

adj. 整合的; 完全的 n. 一体化; 集成体

interdependency [,ɪntə'dɪpendənsɪ] n. 互相依赖

monetary ['mɒnɪtəri] adj. 货币的; 财政的

procurement [prəu'kjʊəment] n. 采购; 获得, 取得

saturate ['sætʃəreɪt, 'sætʃərɪt] vt. 浸透; 使饱和, 使充满 adj. 浸透的, 饱和的

## NOTES

1. collaborative relationships 合作关系
2. intellectual assets 智力资产, 知识资产
3. economic integration 经济一体化
4. international dimension 国际格局
5. economic interconnectedness 经济内在关联
6. entry strategy 进入策略; 进入战略
7. intermediate goods 半成品
8. currency exchange rates 货币汇率
9. foreign exchange control 外汇管制
10. host nation 东道国
11. The Export-Import Bank of the United States 美国进出口银行
12. The Multilateral Development Banks 多边发展银行
13. The International Monetary Fund 国际货币基金组织
14. comparative advantage 相对优势

## EXERCISES

### I. Reading comprehension.

The United States as a nation and as individuals must therefore seek more involvement in the global market. The degree to which Americans can successfully do business internationally will be indicative of their competitiveness and so help to determine their future standard of living.

Most U. S. firms are affected directly or indirectly by economic and political developments in the international marketplace. Firms that refuse to participate actively are relegated to reacting to the global economy. Consider how the industrial landscape in the United States has been restructured in the past decade as a result of international business.

Many industries have experienced the need for international adjustments. U. S. farmers, because of high prices, exchange-rate inequities, increased international competition, trade-restricting government actions, and unfair foreign trade practices, have lost world market share. U. S. firms in technologically advanced industries, such as semiconductor producers, saw the prices of their products and their sales volumes drop precipitously because of global competition. As a result of competition, many industries have adjusted, but with great pain. Examples abound in the steel, automotive, and textile sectors of the U. S. economy.

1. What are the factors that affect many American firms in the international marketplace?

- A. Economic and political developments
  - B. High unemployment and global competition
  - C. Foreign exchange rate and high prices
  - D. International competition and government actions
2. Which of the following statements is not true?
- A. As a result of international business, the American industries have been restructured.
  - B. Because of global competition, many American industries have adjusted easily and successfully.
  - C. Many industries have experienced the need for international adjustment.
  - D. The U. S. as a nation must seek more involvement in the international market.
3. Which of the following is not the reason that U. S. farmers have lost world market share?
- A. High prices and exchange-rate inequities
  - B. Increased international competition
  - C. Foreign exchange control and unfair foreign trade practices
  - D. Trade-restricting government actions

## II. Translate the following sentences into Chinese.

1. International business encompasses all business activities that involve exchanges across national boundaries. Thus a firm is engaged in international business when it buys some portion of its input from, or sells some portion of its output to an organization that is located in a foreign country.

2. Specialization and international trade can result in the efficient production of want satisfying goods and services, on a worldwide basis. And total international business is generally increasing. Yet the nations of the world continue to erect barriers to free trade.

3. Nations are generally eager to export their products and services. They want to provide markets for their industries and to develop a favorable balance of trade. Hence, most trade restrictions are applied to imports from other nations. Perhaps the most commonly applied trade restriction is the customs duty, or import duty.

## Section B

### Scope of International Business Activities

International business refers to the performance of trade and investment activities by firms across national borders. International business has forged a



network of global links around the world that binds us all countries, institutions and individuals much closer than ever before. These links tie together trade, investment, market, service, technology and many matters in an unprecedented way.

### • *International Trade*

International trade is the exchange of capital, goods, and services across international borders or territories. In most countries, such trade represents a significant share of gross domestic product (GDP). While international trade has been present throughout much of history, 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 on the international trade system. Increasing international trade is crucial to the continuance of globalization. Without international trade, nations would be limited to the goods and services produced within their own borders.

International trade is, in principle, not different from domestic trade as the motivation and the behavior of parties involved in a trade do not change fundamentally regardless of whether trade is across a border or not. The main difference is that international trade is typically more costly than domestic trade. The reason is that a border typically imposes additional costs such as tariffs, time costs due to border delays and costs associated with country differences such as language, the legal system or culture.

Another difference between domestic and international trade is that factors of production such as capital and labor are typically more mobile within a country than across countries. Thus international trade is mostly restricted to trade in goods and