



高等学校**应用型特色**规划教材

经管双语系列

国际经贸英语实务

(双语教材)

Economics and Trade

主 编 周 锦 刘畅唱



赠 送
电子课件

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内 容 简 介

本书共分为三个部分：第一部分为“引言”，介绍国际贸易相关知识；第二部分为“商务谈判”，由12章组成；第三部分为“商务实践”，由8章组成。各章设有背景知识、情景对话、邮件往来、实用技能和综合实训等单元。

本书注重国际经贸英语的知识性和实用性，“专业知识+语言技能”双管齐下，旨在培养学生“动脑+动口”的能力。

本书适合高等院校国际贸易、外贸英语等专业的学生使用，也可供国际贸易领域的从业人员使用。

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出版说明

应用型人才是指能够将专业知识和技能应用于所从事的专业岗位的一种专门人才。应用型人才的本质特征是具有专业基本知识和基本技能，即具有明确的职业性、实用性、实践性和高层次性。应用型人才的培养，是“十二五”时期教育部关于进一步深化本科教学改革，全面提高教学质量的目标之一，也是协调高等教育规模速度与市场人才需求关系的重要途径。

教育部要求“十二五”期间有相当数量的高校致力于培养应用型人才，鼓励高校进行双语教学模式的改革与创新，以满足社会对应用型人才的巨大需求。在教育部旨在精选双语教学示范课程，促进双语课程建设，提高双语教学水平精神的指导下，我们组织全国高校的专家教授，努力探求更为合理有效的应用型人才培养方案，并结合我国高校的实际情况，编写了这套“高等学校应用型特色规划教材·经管双语系列”丛书。

双语教学是指将母语外的另一种外国语言直接应用于非语言类课程的教学，使学生同步获取外语与学科知识的一种教学模式。双语教学示范课程要体现现代教育思想，融外语与学科知识教学于一体，恰当运用现代教学技术、方法与手段，教学效果显著，具有鲜明特色和辐射推广作用。

为使教材的编写真正切合应用型人才的培养目标，我社编辑在全国范围内走访了大量高等学校，拜访了众多院校主管教学的领导以及教学一线的系主任和教师，掌握了各地区各学校所设专业的培养目标和办学特色，推进了优质教育资源进课堂，并广泛、深入地与用人单位进行交流，明确了用人单位的真正需求。这些工作为本套丛书的准确定位、合理选材、突出特色奠定了坚实的基础，同时逐步形成了反映时代特点、与时俱进的教材体系。

◆ 教材定位

国际化与中国特色相结合，顺应高等教育日趋国际化的发展趋势。不断探索与国际先进教学理念和教学方法接轨的、符合中国实际的双语课程教学模式。

- 以就业为导向。在应用型人才培养过程中，充分考虑市场需求，因此本套丛书充分体现“就业导向”的基本思路。
- 符合本学科的课程设置要求。以高等教育的培养目标为依据，注重教材的科学性、实用性和通用性，融入实践教学环节。
- 定位明确。准确定位教材在人才培养过程中的地位和作用，紧密结合学科专业发展和教育教学改革，正确处理教材的读者层次关系，面向就业，突出应用。
- 合理选材、编排得当。妥善处理传统内容与现代内容的关系，大力补充新知识、

新技术、新工艺和新成果。根据本学科的教学基本要求和教学大纲的要求,制订编写大纲(编写原则、编写特色、编写内容、编写体例等),突出重点、难点。

- 建设“立体化”的精品教材体系。提倡教材与电子教案、学习指导、习题解答、课程设计、毕业设计等辅助教学资料配套出版。

◆ 丛书特色

- 注重双语教学模式的改革与创新,提高双语教学水平;注重教学方法和手段的灵活运用。
- 注重提高学生专业外语水平和直接使用外语从事科研的能力;注重促进学生专业知识、外语水平及能力素质的全面发展。
- 围绕应用讲理论,突出实践教学环节及特点,包含丰富的案例,并对案例作详细解析,强调实用性和可操作性。
- 涉及最新的理论成果和实务案例,充分反映岗位要求,真正体现以就业为导向的培养目标。

◆ 读者定位

本系列教材主要面向普通高等院校和高等职业技术学院,以满足培养应用型人才的高等院校的教学需要。

◆ 关于作者

丛书编委特聘请执教多年且有较高学术造诣和实践经验的教授参与各册教材的编写,其中有相当一部分的教材主要执笔者是各专业双语教学示范课程的负责人,本丛书凝聚了他们多年的教学经验和心血。

◆ 互动交流

本丛书的编写及出版过程,贯穿了清华大学出版社一贯严谨、务实、科学的作风。伴随我国教育教学改革的不断深入,要编写出满足新形势下教学需求的教材,还需要我们不断地努力、探索和实践。我们真诚希望使用本丛书的教师、学生和其他读者提出宝贵的意见和建议,使之更臻成熟。

清华大学出版社

前 言

进入 21 世纪,国际贸易已经成为世界经济发展的重要形式。由于国际贸易活动日益增多,对于经贸人才的需求也随之不断增加,这些人才既需要精通国际贸易实务的基本流程,掌握国际贸易法规,又要具备一定的专业英语水平,能在实践中熟练运用英语。为此,我们编写了应用型教材《国际经贸英语实务(双语教材)》一书,它不仅适用于高等院校国际贸易等专业的不同层次的学生,也可以用于双语教学,还适合从事国际经贸业务的人员使用,能够满足经贸类学生和社会各界对进出口贸易实务知识学习的需要。

本书着力于突出“宽和实”两个特色:范围“宽”——涵盖了国际贸易实务进出口业务活动的整个流程,使读者在掌握实务知识的同时又能更好地应用英文来完成整个流程;内容“实”——以国际贸易实务为导向,安排情景对话和邮件往来等环节,力求达到“学以致用,脱口而出”的目的。

本书共分为三个部分。第一部分为“引言”,介绍国际贸易相关知识。第二部分为“商务谈判”,由 12 章组成,内容涉及建立业务关系、询盘与报盘、还盘与反还盘、佣金与折扣、接受与订货、合同签订、付款与交货、包装与装运、商检与保险、索赔与理赔、代理和合资企业等贸易环节,每章设有背景知识、情景对话、邮件往来、实用技能和综合实训单元。第三部分为“商务实践”,由 8 章组成,内容涉及开发新客户的推销信函、展会现场英语、商务电话英语、客户接洽英语、商旅英语、公司和产品介绍英语、宴会礼仪英语和旅游英语等应用环节。每章由背景知识、情景对话、实用技能、综合实训和综合讨论组成。

本书由周锦负责全书构思、体例安排和部分内容编写,刘畅唱对本书结构和部分内容进行了编写和审定。吴疏影和周杨参与了第二部分资料的收集和整理,周鹏飞和谭骏炜参与了第三部分资料的收集和整理。

在编写本书的过程中,编者参阅了许多国内外专家和学者的论文、专著和网站资料,吸收和借鉴了其中的精华,在此向这些专家和学者表示感谢。由于编者水平有限,书中不妥之处在所难免,恳请专家和读者批评指正。

编 者

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Part 1 Overview

Lead-in

The world has a long and rich history of international trade. In fact, trading among nations can be traced back to the earliest civilizations. These and other early civilizations recognized that trade has a close and direct tie to an improved quality of life for the citizens of all the partners. Today, the practice of trade among nations is growing by leaps and bounds. There is hardly a person on earth who has not been influenced in some way by the growing trade among nations. It is safe to say that nearly every person on earth has benefited from international trading activities.

Background Information

What Is International Trade?

International trade, also known as world trade, foreign trade, overseas trade, import and export trade, is the fair and deliberate exchange of goods and services across international boundaries or territories. It concerns trade operations of both import and export and includes the purchase and sale for both visible and invisible commodities.

International trade involves activities across international boundaries and territories. Domestic trade is the exchange of domestic goods and services within the boundaries of a country. However, it is in principle not different from domestic trade as the motivation and the behavior of trade parties involved in a trade does not differ fundamentally depending on whether trade is across a border or not.

The main difference is that international trade is typically more costly and complicated than domestic trade, and special problems may arise, which are not normally experienced when trading at home. The reason is that trade between foreign countries will have the peculiarities such as differences in language, culture, currency, technical specification for goods and requirements as well as tariff barriers such as custom duties, exchange restrictions, fixed quotas and other tariff barriers, and complexity in documentations, transportation and insurance.

Basic Concepts in International Trade

1) Visible trade and invisible trade

Visible trade refers to the exchange of physically tangible goods between countries,

involving the export, import, and re-export of goods at various stages of production. It is distinguished from invisible trade, which involves the export and import of physically intangible items such as services. Basic categories of invisible trade include services (receipts and payments arising from activities such as customer service, shipping or insurance); income from foreign investment in the form of interest, profits, and dividends; private or government transfers of money from one country to another; and intellectual property and patents.

2) Import trade, export trade and entrepot trade

When goods or services are sold from foreign countries to the domestic consumers in a legitimate fashion, the exchange is import trade. However, when goods or services are provided to foreign consumers by domestic producers in a legitimate fashion, it is export trade. Given certain reason, the exchange of goods or services does not happen directly between the producers and consumers, but via a third party. Under this circumstance, the trading activity is called entrepot trade.

3) Value of foreign trade, balance of trade and quantum of foreign trade

Value of foreign trade means the total value of imports and exports of a country at a certain period of time. It is usually expressed with a nation's currency or currency for international use. The UN usually uses U.S. dollars. To have the statistics of visible commodities, value of export trade is calculated with FOB, while value of import trade with CIF. Invisible commodity is not required to declare to the custom. Therefore, there's no custom statistics.

Balance of trade is the difference between the monetary value of exports and imports in an economy over a certain period of time. A favorable balance of trade is known as trade surplus (Exports>Imports), or excess of export over import; an unfavorable balance of trade is known as trade deficit (Exports<Imports), or excess of import over export, or informally, a trade gap.

Given the fluctuation in the value of currency, monetary value of foreign trade fails to exactly express the real scale of a nation's overseas trade. It also prevents the direct comparison of foreign trade at different period of time. To avoid the influence, trade index is used. It means that the value of foreign trade is calculated using a fixed price at a certain period of time as standard price. The formula is quantum of foreign trade = volume of export and import/the fixed export and import price index.

4) Terms of trade

Terms of trade, or TOT, are the relative prices of a country's export to import. In the simplified case of two countries and two commodities, terms of trade is defined as the ratio of the price a country receives for its export commodity to the price it pays for its import commodity. Export and import price index (PX & PM) are used to calculate the ratio.



Main Theories of International Trade

1) The Mercantilism

Mercantilism developed at a time when the European economy was in transition. At that time, the capitalist mode of production had not been established. However, technological changes in shipping and the growth of urban centers led to a rapid increase in international trade. Of course, the introduction of double-entry bookkeeping and modern accounting as well as the discovery of America played a great role. The former made very clear the inflow and outflow of trade, thus giving the balance of trade a close scrutiny, while the latter opened new markets and propelled foreign trade.

2) The Absolute Advantage Theory

The notion of division of labor across borders and free trade was first proposed by Adam Smith (1723-1790) in his representative works *An Inquiry into the Nature and Cause of the Wealth of Nations*, in short *Wealth of Nations*, in 1776. According to Adam Smith, theoretical basis of division of labor was absolute advantage or absolute cost.

3) The Comparative Cost Doctrine (the Comparative Advantage) Theory

From absolute advantage, British economist David Ricardo (1772-1823) argued about the comparative advantage. Principles of comparative advantage argued for the first time that benefits from foreign trade was not limited to the availability of absolute advantage. What matters is not absolute cost, but the opportunity cost of production. A country should specialize in products and services in which it has a comparative advantage. It should trade with another country for products in which the other country has a comparative advantage. In this way both countries become better off and gain from division of labor and trade.

4) The Heckscher-Ohlin Theory (Factor Proportions Theory)

Factor Proportions Theory is most commonly known as the Heckscher-Ohlin Theory. That is a country should choose what to produce and trade on the basis of the relative scarcity of labor, land, and capital. Basically, on this view the relative scarcity of a factor or factors determines the comparative advantage of the country. According to Heckscher and Ohlin, a country can produce relatively more cheaply the commodity which uses relatively intensively (in the production process) (factor intensity) the factor with which the country is relatively abundantly endowed (factor abundance). So the H-O theory predicts the pattern of trade between countries based on the characteristics of the countries. A capital-abundant country will export the capital-intensive goods while the labor-abundant country will export the labor-intensive goods.

Practical Skills

- (1) How to build a special economic zone?
 - a. Emphasize area location choice.
 - b. Formulate reasonable preferential policy.
 - c. Build a better investment environment.
 - d. Formulate developing plan.
 - e. Provide law guarantee.
- (2) The basic principles of WTO are as follows:
 - a. non-discriminated;
 - b. transparency;
 - c. predictable and market enlargement entrance principle;
 - d. fair competition principle;
 - e. customs duty binding and gradual reduction of customs duties;
 - f. prohibition of quantity limitation;
 - g. exceptions and guarantee countermeasures to be implemented.
- (3) The influences of transnational corporation on international trade are as follows:
 - a. Strengthen the development of international trade;
 - b. The influences on the geographical direction of international trade;
 - c. The influences on the commodity structure of international trade;
 - d. Strengthen the monopoly and competition of international trade;
 - e. The influences on the foreign trade of developed countries;
 - f. The influences on the foreign trade of developing countries.

Practices

1. Translate the following into Chinese:

(1) Trade is often the 'engine' of growth. However oversimplified this metaphor may be, it does serve to underline the importance of foreign trade in the process of growth. A healthy expansion of exports may not always be sufficient condition for rapid and sustained growth, but a strong positive association between the two is clearly undeniable. Trade expansion contributes to economic growth in many ways. Among them are the benefits of specialization; the favorable



effects of international competition on domestic economic efficiency; the increased capacity to pay for the imports required in development and more generally the stimulus to investment.

(2) International trade is the exchange of goods and services produced in one country for goods and services produced in another country. In addition to visible trade, which involves the import and export of goods and merchandise, there is also invisible trade, which involves the exchange of services between nations. Nations such as Greece and Norway have large maritime fleets and provide transportation service. This is a kind of invisible trade. Invisible trade can be as important to some nations as the export of raw materials or commodities is to others. In both cases, the nations earn the money to buy necessities.

(3) There exist different ways of conducting international business. Exclusive sale means the seller gives the overseas client the exclusive right of selling a particular product in a designated area within a specified period of time. In this kind of business transaction, the product is bought by the exclusive seller and therefore he should sell the product by himself, assuming sole responsibilities for his profit and loss. Exclusive sale is different from agency where only commission is involved. And difference exists between general contract and exclusive sale because the exclusive seller enjoys exclusive right in a particular area.

(4) There is no country in the world that can produce all the products it needs. Thus countries join in international division of labor for effective production and reproduction. Sometimes a country can buy goods and services from abroad on a barter basis. Barter means doing business by exchanging goods of one sort for goods of another sort without using money. Barter trade itself is not enough to meet a country's import needs. But as a form of international trade, it is still attractive in developing countries where foreign exchange is in short supply and inflow of foreign funds is far from sufficient to meet their obligations in external trade.

2. Explain the following concepts in English and Chinese:

- (1) Foreign exchange control
- (2) Dumping
- (3) World economy integration
- (4) Customs duty
- (5) Voluntary export quotas
- (6) Special economic zone

Discussions

- (1) Please give the four major operation forms chosen by most companies.

(2) What does balance of payments account mean?

(3) Could you find any difference between Direct Investment and Portfolio Investment? If you can, please tell the main reasons.

(4) What influences the international operational forms which a company will choose?

(5) What is “franchising”?