



高等教育“十二五”应用型人才培养规划教材

# 国际商务英语

GUOJI SHANGWU YINGYU



主编 徐剑山 高玉清 高玉英



北京理工大学出版社

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# 序

改革开放 30 多年来,英语专业的人才培养发生了显著的变化。除了传统意义上的语言文学方向的人才外,英语专业面临新的任务是培养应用型和复合型的英语人才。应用型是相对于学术型而言,主要指实用型的人才,如翻译、导游、文秘等;复合型则指具备英语学科和相关学科知识的人才,如英语+专业,或专业+英语的人才,像同时具备英语和法律知识的人才,或具备英语和商务知识的人才。英语专业人才培养规格的变化是高校外语教学适应社会多元需求的结果,商务英语的出现即是时代的产物。

为了培养商务英语人才,除了应具备师资条件外,还必须加强课程建设,没有课程内容的改变,就无法保证达到培养规格的要求,进而实现人才的培养目标。从这个意义上讲,教材编写就显得尤为重要。近些年来,随着商务英语课程的不断拓展,我们已从国外引进了大量商务英语教材,同时国内高校也编写了不同种类的商务英语教材,但是由于我国英语专业与日俱增,高校的类型不同,英语学习者的层次也有很大差别,所以商务英语教材仍不能满足各类学校及其不同层次英语学习者的需要。《国际商务英语》这本教材从某种程度上适应了这种需要。

这本教材简明易学,它包括商务基础、商务谈判实战以及实践国际商务所必备的知识,有助于学习者掌握国际商务知识和技能。这本教材也简明易教,它配有译文、注释及不同形式的练习,便于课堂讲解和操练,教师通过组织课堂实践可帮助学生有效地掌握相关知识和提高商务技能。

一本教材的好坏,应由教者和学习者最终作出判断,我的评价权作不同的意见罢了。

张绍杰

# 前 言

随着我国经济的迅速发展，国际商务活动的增多，越来越多的企业跨入了国际市场，直接参与各种国际商贸活动，因此，对商务人才的需求量也逐年上升。高校商务英语教学应适应这一变化，编写一本系统性、实用性较强的商务英语教材，否则就是“巧妇难为无米之炊”。

本书将国际商贸的相关基本知识涵盖其中，如国际贸易与运输、外汇与支付、电子商务和国际谈判等内容。本书具有较强的系统性、实用性和可操作性，而且突破了以往传统的教材体系，编写时针对每一单元内容有相应的课文拓展和练习，重点突出，一目了然。本书适合国际商务、国际贸易、国际金融、市场营销、工商文秘、电子商务及商务英语相关专业使用，同时也适合企业商务人士及自学爱好者阅读。

全书共分 10 个单元，包含单元课文、单词与短语、难句注释、课后练习和课文拓展等内容，还将译文、练习答案提供给读者，以方便学习。教学过程中，任课教师可根据课时安排和学生层次对各单元内容和练习进行取舍。

在本书的编写过程中，编者借鉴了同行及著名专家学者的相关资料和教材，并得到了北京理工大学出版社的大力支持，在此对其表示谢意。

另外，由于时间仓促，书中难免有缺憾和不足之处，敬请读者们不吝赐教。我们的 Email 地址：gyq6091@126.com。

编 者

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# Unit 1

## Introduction to International Business



### Learning Focus

- Master the definition of international business.
- Comprehend various aspects of international business.
- Understand the trend of economic globalization.

### Text A

#### Introduction to International Business

##### 1. What Is Business?

Traditionally, business simply meant exchange or trade for things people wanted or needed. Today it has a more technical definition, which is the production, **distribution**, and sale of goods and services for a profit. Business includes production, i.e. the creation of services or the offer of services, distribution, sale and profit. One good example is the **conversion** of iron ore into metal machine tool parts. The machine tool parts, made up of the various parts, need to be moved from a factory to a **marketplace** or a machine **dealership**, which is known as distribution. The sale means the exchange of goods or services for money. For example, a machine tool is sold to someone in exchange for money or a mechanic offers a service by repairing a machine tool for money, which we call sale.

From the above, we can say, business is a combination of all these activities: production, distribution, and sale, through which profit or economic **surplus** will be created. The major goal in the functioning of any business company is to make profit, the money that remains after all the expenses are paid. Therefore, creating profit or economic surplus is a **primary** goal of business activities.

## 2. What Is International Business?

International business as a field of management training deals with the special features of business activities that cross national **boundaries**. These activities may be movements of goods, services, capital, or personnel; transfers of technology, information, or data; or even the supervision of employees. International business has **emerged** as a separate branch of management training, because the growing scale and **complexity** of business **transactions** across national boundaries give rise to new and **unique** problems of management and governmental policies that have received **inadequate** attention in traditional areas of business and economics.

Business transactions that extend between different **sovereign** political units are not new phenomena on the world economic scene. Some business firms have had foreign direct investments and foreign operations for many years, **predominantly** in (but not limited to) the fields of mining, **petroleum**, and agriculture. Foreign trade, moreover, has a **venerable** history dating back to the emergence of the nation-state. But since the end of World War II a **dramatic** change has occurred in the patterns of international business activities. Thousands of business firms in many nations have developed into multinational enterprises with ownership control or other links that cross national boundaries. These firms take a global view of all aspects of business from markets to resources and they integrate markets and production on a world scale. Traditional international trade in the form of transactions between independent firms in different nations has continued to grow. But the relative importance of trade in the total picture has **declined** to other forms of cross-border business transactions which have expanded more rapidly.

The international business field is concerned with the issues facing international companies and governments in dealing with all types of cross-border business transactions. The field encompasses international transactions in commodities, international transfers of intangibles such as technology and data, and the **performance** of international services such as banking and transportation. It gives special attention to the multinational enterprise which is an enterprise based in one country and operating in one or more other countries and the full range of methods open to such enterprises for doing business internationally.

## 3. The Scope of International Business Activities.

The scope of international business covers a wide range of **significant** business sectors. International transactions in physical goods involve products from mining, petroleum, agriculture, and manufacturing activities. Transactions in services are **extensive** in the construction, hotel, tourism, business consulting, and retailing and wholesaling sectors; in financial areas such as commercial and investment banking,



**securities**, and **insurance**; in air and ocean transportation; and in communication media such as radio, television, telegraph, telephone, magazines, books, newspapers, news services, and movies. Transactions in **intangibles** occur in fields such as technology, trademarks and cross-border data **transmission**.

International business activities also include an extensive range of optional methods available to firms for doing business internationally that involves different degrees of foreign direct investment commitments. Even where it assumes an ownership position in foreign facilities, the firm has options ranging from the construction of sales offices, **warehouse**, and packaging and assembly operations to full-scale production facilities.

#### 4. International Risk

The special risk elements confronted in international business activities include financial, political, **regulatory**, and tax risks. They arise from causes such as the existence of different currencies, monetary standards, and national goals; but they are all measurable through their effect on **profitability** or ownership.

The financial risk elements involve balance-of-payments considerations, varying exchange rates, differential inflation trends among countries, and divergent interest rates. In the political area, the risk of **expropriation** or lesser harassment directed toward the foreign firm must be considered for many years ahead then heavy capital investments are being contemplated. The regulatory risks arise from different legal systems, **overlapping jurisdictions**, and dissimilar policies that influence such conditions as the regulation of restrictive business practices and the application of antitrust laws. In the tax field, unforeseen changes in fiscal policies can affect significantly the profitability of the multinational corporation. Furthermore uncertainty as to application of tax laws frequently creates a risk of double **taxation**.

The need has become recognized for a continuing business intelligence activity of considerable complexity to identify and predict international risks. Ideally international risks should be analyzed for underlying causal forces, and projections into the future should be formulated in terms of probabilities and quantified in terms of potential costs.

#### 5. On International Business Law

The international businessperson expands across different national borders and operates in many foreign legal environments. Therefore, the world businessperson, unlike the wholly domestic businessperson, has to **take into account** complex and diverse legal constraints. In some cases, those constraints are not only **ambiguous** but may be **subject to** recurring change.

What is international business law? Is it capable of definition? Where can it be

found? These are some of the questions that concern business managers as they **formulate** international business policies.

Business laws influence whether business activities can or can not take place whenever an organization imports, exports, ships, invests, or contemplates an international business activity. For example, it is necessary to consult the domestic law in the home and the host states if a proposed activity requires the movement of people. Items such as visas, work permits, employment agreements, and employment termination clauses would be involved. On the other hand, the movement of goods involves tax, antitrust, packaging, and advertising problems. Transfers of information involve patent and trademark problems. Each international transaction raises the possibility of the **extraterritorial** extension of the domestic laws of the home and the host states, which may result in potential conflicts. International business activities may also require consulting the trade rules of regional groups like the European Common Market. Finally, there are multilateral and **bilateral** treaties between the home and the host states that might **impinge on** international business.

China's laws and **regulations** on international business mainly include "The Law of the People's Republic of China on Joint Ventures Using Chinese and Foreign Investment" "Trademark Law of the People's Republic of China" "Law on Foreign Economic Contract of the People's Republic of China" "The Law of the People's Republic of China Governing Wholly Foreign-owned Enterprises" "Customers Law of the People's Republic of China" "Import and Export **Tariff** Regulations of the People's Republic of China" "Rules for the **Implementation** of the Income Tax Law of the People's Republic of China Concerning Chinese-Foreign Joint Ventures" "Rules for the Implementation of the Income Tax Law of the People's Republic of China Concerning Foreign Enterprises" "Regulations for the Implementation of the Law of the People's Republic of China Concerning the Chinese-Foreign Joint Venture" "Regulations of the People's Republic of China on the Inspection of Import and Export Commodities," and so on.

## 6. Commercial Credit

**Remittance** and collection belong to commercial credit. Letter of credit belongs to banker's credit. The word "credit" means who takes the responsibility of paying money and surrendering the shipping documents which represent the title to the goods in handing over the transacted goods and paying the above said money. In remittance or collection transactions, the buyer is responsible to make payments, the seller to **surrender** documents. In L/C transactions, the banker is responsible to pay money and tender documents **on behalf of** both parties.

When remittance is adopted in international trade, the buyer on his own **initially**

**remits** money to the seller through a bank according to the terms and time stipulated in the contract. The buyer can adopt three different ways of remittance when he sends the money.

#### 1) Mail Transfer (M/T)

The buyer gives money to his local bank. The local bank issues a trust deed for payment, then sends it to a correspondent bank at the seller's end by means of mail and entrusts him to pay the money to the seller.

#### 2) Telegraphic Transfer (T/T)

At the request of the buyer, the local bank sends a trust deed for payment by cable directly to a correspondent bank at the seller's end and entrust him to pay money to the seller.

This method is quicker than mail transfer. The seller can receive the money at an early date. But the buyer has to bear more expenses.

#### 3) Demand Draft (D/D)

The buyer buys a bank draft from his local bank and sends it by mail to the seller. On the basis of the above bank draft, the seller or his appointed person takes the money from the relative bank in his place.

Collection is the second mode of payment in international trade. The seller issues a draft, to which the shipping documents are attached, forwards the draft to a bank in his place (i.e., the remitting bank), makes an application for collection and entrusts the remitting bank to collect the purchase price from the buyer through its correspondent bank abroad (i.e., the collection bank).

Because the remitting bank instructs the collecting bank not to part the documents with a letter until the draft is accepted or paid, many of the difficulties mentioned in "Shipment at First and Settlement Later" are removed by this method. Notably, the buyer's lack of commercial integrity is guarded against, for until the buyer accepts the draft or pays it according to the terms of the contract, he will be unable to obtain the delivery of the goods.

### 7. On Management of International Business

Management plays a vital role in any business or organized activity. It is **composed of** a team of managers who are in charge of the organization at all levels. Their duties include making sure company objectives are met and seeing that the business operates efficiently. **Regardless of** the specific job, most managers perform five basic functions. These management functions are planning, organizing, directing, coordinating and controlling.

Planning involves determining overall company objectives and deciding how these goals can be best achieved. Managers evaluate alternative plans before choosing

a specific course of action and then check to see if the chosen plan fits into the objectives established at higher organizational levels. Planning is listed as the first management function because the others depend on it.

Organizing is the process of putting the plan into action. This involves **allocation** resources, especially human resources, so that the overall objectives can be attained. In this phase managers decide on the positions to be created and determine the associated duties and responsibilities. Staffing, choosing the right person for the right job, may also be included in part of organizing function.

Third is the day-to-day direction and supervision of employees. In directing, managers guide, teach, and motivate workers so that they reach their potential abilities and at the same time achieve the company goals.

Coordinating is to bring into proper relations among the various departments of the company. To harmonize, adjust relative order by ongoing communication with employees.

Controlling is the last; managers evaluate how well company objectives are being met. If major problems exist and goals are not being achieved, then changes need to be made in the company's organizational or managerial structure. In making changes, managers might have to go back and replan, reorganize, redirect, and recoordinate.

In order to adequately and efficiently perform these management functions, managers need interpersonal, organizational and technical skills. Although all five functions are managerial duties, the importance of each may vary with the situation. Effective managers meet the objectives of the company through a successful combination of planning, organizing, directing, coordinating, and controlling.



## Words

distribution [ˌdɪstriˈbjʊːʃən]

conversion [kənˈvɜːʃən]

marketplace ['mɑːkitpleɪs]

dealership ['diːləʃɪp]

surplus ['sɜːpləs]

primary ['praɪməri]

boundary ['baʊndəri]

emerge [iˈmɜːdʒ]

complexity [kəmˈpleksɪti]

transaction [trænˈzækʃən]

unique [juːˈniːk]

*n.* 分配, 分发, 分布, 散布, 销售量

*n.* 转变, 换算

*n.* 市场, 集会场所

*n.* 代理商, 经销权, 代理权

*n.* 盈余, 顺差, 过剩

*adj.* 首要的, 根本的, 主要的

*n.* 边界, 分界线

*vi.* 浮现, (事实) 显现出来

*n.* 复杂, 复杂性, 复杂的事物

*n.* 交易, 处理, 事务

*adj.* 独特的, 独一无二的

inadequate [in'ædikwɪt]  
 sovereign ['sɒvrɪn]  
 predominantly [pri'dɒmɪnəntli]  
 petroleum [pi'trəuliəm]  
 venerable ['venərəbl]  
 dramatic [drə'mætɪk]  
 decline [di'klaɪn]  
 performance [pə'fɔ:məns]  
 significant [sig'nɪfɪkənt]  
 extensive [ɪks'tensɪv]  
 securities [si'kjʊərɪtɪs]  
 insurance [ɪn'ʃʊərəns]  
 intangible [ɪn'tændʒəbl]  
 transmission [træns'mɪʃən]  
 warehouse ['weəhaus]  
 regulatory ['regjʊlətəri]  
 profitability [ˌprɒfɪtə'bɪləti]  
 expropriation [ˌeks.prəʊpri'eɪʃən]  
 overlapping [əʊvə'læpiŋ]  
 jurisdiction [ˌdʒʊrɪs'dɪkʃən]  
 taxation [tæk'seɪʃən]  
 ambiguous [æm'bigjuəs]  
 formulate ['fɔ:mjuleɪt]  
 extraterritorial ['ekstrə'terɪ'tɔ:riəl]  
 bilateral [baɪ'lætərəl]  
 regulation [ˌregjʊ'leɪʃən]  
 tariff ['tærɪf]  
 implementation [ˌɪmplɪmen'teɪʃən]  
 remittance [rɪ'mɪtəns]  
 surrender [sə'rendə]  
 initiative [ɪ'niʃətɪv]  
 remit [rɪ'mɪt]  
 allocation [ˌælə'keɪʃən]

*adj.* 不适当的, 不充分的  
*adj.* 具有主权的, 至高无上的  
*adv.* 主要地, 占优势地, 压倒性地  
*n.* 石油  
*adj.* 值得尊敬的, 悠久的  
*adj.* 戏剧性的, 引人注目的  
*v.* 下降, 减少, 变弱  
*n.* 实行, 表现, 履行  
*adj.* 重要的, 有意义的  
*adj.* 广泛的, 广阔的, 大量的  
*n.* 股票, 有价证券  
*n.* 保险, 保险费  
*n.* 无形的东西, 无形的商品  
*n.* 传输, 传播  
*n.* 仓库, 货栈  
*adj.* 规章的, 管理的  
*n.* 收益性, 盈利能力  
*n.* 没收, 征收  
*adj.* 重合的, 相互重叠的  
*n.* 司法权, 管辖权, 审判权  
*n.* 课税, 征税  
*adj.* 模棱两可的, 含混不清的  
*v.* 制订, 规划  
*adj.* 治外法权的  
*adj.* 双边的  
*n.* 规则, 规章, 管理  
*n.* 关税  
*n.* 实施, 履行, 落实  
*n.* 汇款  
*v.* 让与, 提交  
*adj.* 初步的, 创始的  
*vt.* 汇出, 提交  
*n.* 分配, 配置



## Phrases & Expressions

take into account

考虑……的因素

be subject to  
regardless of  
be composed of  
impinge on  
on behalf of

以……为条件, 易于  
不管, 不顾  
由……组成  
冲击, 打击, 影响  
代表, 为了……的利益



## Exercises

### I. Answer the following questions according to the text

1. According to the passage, what is business?
2. According to the passage, what is international business?
3. What is the scope of international business activities?
4. What is the influence of business law?
5. What are the ways of remittance when one wants to send the money?

### II. Fill in the blanks with the proper forms of the words below

significant	conversion	sovereign	regulation	insurance
primary	dramatic	complexity	allocation	distribution

1. The companies merged to optimize the \_\_\_\_\_ of resources.
2. \_\_\_\_\_ to gas central heating will save you a lot of money.
3. This is one of the most \_\_\_\_\_ studies of the subject.
4. International law is a minefield for anyone not familiar with its \_\_\_\_\_.
5. The two health \_\_\_\_\_ schemes have nothing at all in common.
6. This would be your first \_\_\_\_\_ foreign policy initiative.
7. The manager tried to even out the \_\_\_\_\_ of work among his employees.
8. We regard husband and wife as the \_\_\_\_\_ units of the family.
9. We celebrate our regained status as a \_\_\_\_\_ and independent nation.
10. From now on any violation of the \_\_\_\_\_ must be cruelly punished.

### III. Cloze

**Directions:** There is a passage with ten blanks. You are required to select one word for each blank from a list of choices. You can not use any of the words in the blank more than once.

Customs officers at a London airport yesterday found 500,000 pounds worth of drugs which were being smuggled (走私) into Britain in boxes marked "Urgent Medical Supplies." The authorities might have suspected for some time 1 drugs were being brought into the country in this way. The operation is believed to be the work of a 2 international group. Four men were arrested at the airport and help for questioning, 3 it is unlikely that they are the organizers. In fact they declared

that they were 4 of what the boxes contained and had acted in good faith in bringing 5 into Britain. This is the third time 6 six months that attempts have been made to smuggle illegal goods through Customs by declaring them to be medical supplies. They are frequently 7 in special containers and a 8 is given that they may be damaged if they are not handled with care. "We are determined to put a stop to this practice," said one of the Customs officers today. "9 is no way these people are going to get away 10 this any longer. We have the full co-operation of the international police who are as anxious as we are to track down the main source of supply."

- |                        |                  |                   |              |
|------------------------|------------------|-------------------|--------------|
| 1. A. what             | B. that          | C. although       | D. when      |
| 2. A. well-constructed |                  | B. well-designed  |              |
|                        | C. well-composed | D. well-organized |              |
| 3. A. but              | B. so            | C. because        | D. as        |
| 4. A. unconscious      | B. unaware       | C. unfamiliar     | D. unknown   |
| 5. A. all              | B. it            | C. them           | D. such      |
| 6. A. of               | B. for           | C. by             | D. in        |
| 7. A. parked           | B. picked        | C. passed         | D. packed    |
| 8. A. warning          | B. note          | C. symbol         | D. signature |
| 9. A. It               | B. This          | C. There          | D. That      |
| 10. A. off             | B. in            | C. for            | D. with      |

#### IV. Translate the following phrases into English

- |           |           |
|-----------|-----------|
| 1. 经济盈余   | 2. 主权政治团体 |
| 3. 多国企业   | 4. 投资银行   |
| 5. 外国直接投资 | 6. 货币标准   |
| 7. 利率     | 8. 雇佣协议   |
| 9. 多边条约   | 10. 商业信用  |

#### V. Translate the following sentences into Chinese

- From the above, we can say, business is a combination of all these activities: production, distribution, and sale, through which profit or economic surplus will be created.
- Business transactions that extend between different sovereign political units are not new phenomena on the world economic scene.
- The financial risk elements involve balance-of-payments considerations, varying exchange rates, differential inflation trends among countries, and divergent interest rates.
- In L/C transactions, the banker is responsible to pay money and tender documents on behalf of both parties.

5. In making changes, managers might have to go back and replan, reorganize, redirect, and recoordinate.

## Text B

### Economic Globalization

The term “economic **globalization**” is now being used with increasing **frequency** in newspapers, magazines, seminars and international conferences. With the basic feature of free flow of commodity, capital, technology, service, and information in the global context for optimized allocation, economic globalization is giving new impetus and providing opportunities to world economic development and meanwhile making the various economies more and more interdependent and **interactive**. Economy is not the only **element** involved in globalization since it also has an important bearing on politics, cultures, values and ways of life. While many people are **acclaiming** the benefits brought about by economic globalization, there are also loud voices of opposition, since different countries and peoples do not enjoy balanced benefits. Economic integration enables countries benefit from the boom of other countries but also makes them more vulnerable to the **adverse** events across the globe. Maybe we can say few topics are as **controversial** as globalization. But like it or not, it has become an objective trend in world economic development. The best policy for us is to follow the trend closely, availing the opportunities it offers to develop ourselves and avoiding its possible impacts.

Such world organizations as the WTO, the World Bank and the International Monetary Fund which we shall discuss in later lessons, are, in a sense, champions of economic globalization, while the multinational corporations are directly engaged in the trend and their operations constitute the major content of economic globalization. Some knowledge of the multinationals will help us gain a better understand of the global trend.

Before World War II there were already a number of companies that would be described as multinationals. They were, however, comparatively small in number and scale. The first step in the **internationalization** of business after the War was simply a very rapid growth in fairly traditional terms, in the sense that more and more companies in one developed country set up their own, or bought over existing, manufacturing **facilities** in other countries.

As the development of such business activities grew rapidly, they were not only variously defined in different studies, but also **labeled** with different names. However, a typical multinational enterprise shall be defined as a business organization which



owns (where wholly or partly), controls and manages **assets**, often including productive resources, in more than one country, through its member companies **incorporated** separately in each of these countries. Each member company is known as a multinational corporation. Each MNC is **purported** to represent certain interests (or to fulfill certain goals) of the enterprise and is linked to one another within the organizational framework of the same multinational enterprise. If the MNC is the original investing corporation it is known as the parent MNC, which is normally the international headquarters of the MNE. If the MNC is established as a result of investments by the MNE, whether through the parent or through another of its already established MNC, it is an **affiliate** MNC. An MNE may also have various regional or operational headquarters, in addition to its international headquarters.

The multinationals have the following distinctive characteristics:

Firstly, MNEs are generally enormous in size. For instance, General Electric established in 1892 now has subsidiaries in over 100 countries and regions with more than 300,000 employees. In China alone, it has 30 joint ventures or solely owned subsidiaries with over 8,000 employees. There is little doubt that the size of an MNE does indicate the amount of resources it controls even though the amount of resources located in particular countries may be small.

Secondly, wide geographical spread is also characteristic of MNEs. Such geographical spread of MNEs enables them to have a wide range of options in terms of decisions in areas such as sourcing and pricing. They are also able to take advantage of changes in the international economic environment. Such multi-nationality also enables MNEs to engage in worldwide integrated production and marketing giving rise to extensive intra-MNE transactions which constitute a very significant proportion of total international trade.

Another general characteristic of large MNEs is their longevity and rapid growth. Some MNEs have a history of many years and their **double digit** growth rate of revenue adjusted for inflation is higher than that of the GDP of many countries.

The behavior of MNEs is very much determined by their needs. These needs are often identified as goals. The purpose of organization is to facilitate the MNEs' operations and the purpose of its operations is to achieve its organizational goals.

Like most business organizations, MNEs are formed for profit. There is little doubt that the profit goal represents the basic need of the MNEs' shareholders. It is also the need of all groups interested in the continued **survival** of the MNEs. Yet this interest in the continued survival of the MNE expresses a second basic need—that of security.

The importance of security to any MNE cannot be doubted. Profit is useless if it