



商贸英语教程

A COURSE FOR BUSINESS ENGLISH

彭守珍 主编



中国商业出版社

国内贸易部部编高等商科教材

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编审说明

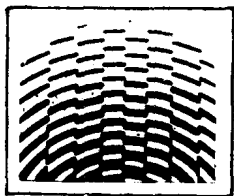
为适应我国经济体制从计划经济体制向社会主义市场经济体制转变、经济增长方式从粗放型向集约型转变的需要,推进学校教学内容的改革,为二十一世纪培养人才,我司委托全国商专学科建设指导组编写了系列的“高等商科教材”。本书是“高等商科教材”之一。现经审定,同意作为普通高等商业、财经院校有关专业的专业课教材或专业基础课教材,也可作为成人高校同层次的函授、自学考试以及在职培训用的教材。

本书在编写和出版发行过程中,曾得到有关院校、部门以及编审者的大力支持,在此谨致谢忱。

为提高本教材的质量,热诚希望各位读者提出宝贵意见,以便进一步修订和完善。

国内贸易部教育司

一九九七年六月



前 言

近年来,改革开放的大潮推动着我国社会主义市场经济逐步与国际接轨,培养大批既掌握市场经济知识又懂得英语的人才迫在眉睫。为了适应这种需要,使学完《大学英语》课程的学生有一本较系统地介绍商贸、经济知识的英语教材,国内贸易部教育司组织有关院校英语教师编写了这本《商贸英语教程》。主要目的是为高等财经、商业院校的经济管理类专业提供一本较全面的专业外语教材,同时也为广大英语学习者提供专业参考书,以培养和提高他们在商贸活动中实际运用英语的能力。

本书共六章三十五课,基本内容包括:

一、课文部分涉及各种商贸基础知识、市场营销、企业管理、金融、投资、证券、保险、税收、房地产、国际贸易等。其中电话销售、人力资源管理、企业文化、商业职业道德、管理信息系统等是同类教材中少见的新内容。

二、第六章专门介绍几种主要商务应用文(电传、传真、劳务合同、购销合同、求职申请等)的格式和写作常识。

三、情景会话部分包括购物、打电话、预订、接待、就餐、面试等。

四、语言技能部分介绍几种常见的商贸文章阅读技巧、翻译技巧和商务应用文写作技巧。

五、练习内容包括:

(1) 每章前的预习,帮助学生预习时弄清本章的主要内容,从而将学生引入积极的阅读状态;

(2) 分课练习,帮助学生充分理解课文内容,熟练掌握专业词汇,正确运用本课所学的常用词汇和语法结构。“Further Reading”中的选材是课文内容的补充和延伸,旨在提高学生阅读和翻译英语商贸书刊、资料的能力;

(3) 每章后的综合练习,有两大特点:一是列出了本章所学的主要专业术语;二是在阅读理解部分收集了一些实用文体文章,包括广告、统计图表等。

六、补充阅读材料中主要介绍中国的改革开放情况和近年商贸热点。

七、书后附有“总词汇表”,“常用商品名称词汇表”,“世界主要货币名称”,“国际经济组织”,“世界六十家商业银行”等英汉对照表。

读者在认真读完本书中一百多篇各种文体的英语文章之后,就会发现本书重点在阅读和翻译,且知识面宽,信息量大,但语言却浅显易懂,适合各专业学生和英语爱好者使用。读者从中既能通过英语学商贸,也能通过商贸学英语,归结到一点就是提高实际运用英语的能力。

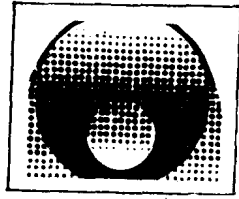
编写组衷心感谢国内贸易部教育司孙以贤同志对本书编写工作的指导和对书稿的审阅。

全书由彭守珍副教授主编,并负责总纂。具体编写分工是:彭守珍第1、3章、阅读技巧、第4章的部分内容,李岫第5章、翻译技巧,张虎飞第6章、写作常识,王平第2章,张海榕第4章,申冬梅补充阅读和附录。

本书既涉及商贸业务知识,又涉及英语语言知识,书中难免存有不足之处,诚恳欢迎同行专家和广大读者批评指正。

编 者

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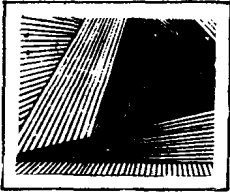
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CHAPTER ONE

FUNDAMENTALS OF
COMMERCE AND TRADE

Pre-reading Questions:

Try to answer the following questions before you read this chapter:

1. What are the basic necessities of human life ?
2. How did trade originate ?
3. What does commerce embrace ?
4. How are specialization, trade, money and capital inter-related ?
5. What is meant by "supply" and "demand" ?
6. What can affect market prices under pure competition ?
7. What is the difference between "free-market economy" and "planned economy" ?
8. What forms of business ownership are most common in the United States?

LESSON 1

Wants, Production, and Commerce

TEXT

A few thousand years ago, our wants would have been comparatively simple and confined to the basic necessities of life—food, clothing and shelter. Life was rough, cheap and uncomfortable, but it was also uncomplicated. Men lived by hunting, and a strong arm and a keen eye were the things that mattered most.

As civilisation advanced, some tribal and village communities began to rear fowl and domesticate a few animals. This eased the day-to-day worry of hunger, which had always been present when man relied only on hunting and fishing to supply his needs.

The nomadic tribes of north Africa and Asia moved continually in search of water and new pastures. The cave dwellers learned to build huts and encampments near rivers, and began to cultivate small patches of vegetables and the first grain crops. Thus the prehistoric trades of hunter, fisherman, shepherd and farmer emerged, the earliest forms of division of labour.

Following this early division of labour came systems of barter. Barter is an exchange of goods for goods, or of service for goods, in which money is not used. Thus an individual, perhaps a shepherd, who produced more than he needed (a surplus) would barter a surplus sheep for the six surplus hens of another man.

The development of barter is important, because it was the beginning of trade, an important part of commerce. As a means of exchange, however, it was not satisfactory; it is, of

course, difficult to decide whether one sheep is worth exactly six hens.

The biggest drawback to barter, however, is that a man who wants to barter has to find someone who has something to exchange that he wants and who is also willing to accept what he has to offer in exchange. This is known as the "double incidence of wants."

Barter still continues among primitive races, such as the pygmies of central Africa, but more civilised peoples, with much greater development of trade, have found it necessary to establish something by which value can be measured, and can be used as a medium of exchange. For us, money is a measure of value; we can express in money exactly what we think something is worth. It is also a medium of exchange; we can give money in exchange for goods.

Wants follow closely upon the heels of thoughts and desires. We think about a thing, and the desire to possess it or do something about it becomes a want. Most wants can be satisfied by a money payment, but there are, of course, exceptions, such as love, friendship, kindness, fresh air, sunshine and rain. Vital though these are to our emotional and physical well-being, they are free, and we put no price on them.

Young children's wants are comparatively few and simple, and are mainly for sweets, toys and books. Parents buy their clothes and try to provide them with suitably balanced diets. As children grow older, their wants become more complex; they expect a greater variety of food, clothes and other, more expensive, possessions.

Our wants seem to be never-ending, but have to be limited to the earning capacity and buying power of the family.

All kinds of food and goods must be produced to satisfy our wants. The products of the earth, the soil and the sea must be gathered and changed to a finished and saleable state.

The gathering and changing of materials in this way is known as production, which therefore includes industry. Industry may be of different kinds. Extractive industry is concerned with gathering the products of the earth, as in coal mining; manufacturing industry is concerned with making goods out of raw materials, as in engineering.

Commerce is concerned with the business activities which are necessary during production and, particularly, after it. Although commerce does not include the gathering and manufacture of goods, it does include the buying, importing and storage of raw materials. When production is complete, commerce is involved in all aspects of moving and exchanging the goods.

Thus, commerce embraces all business activities involved in;

- (a) changing the form of produce and material,
- (b) transporting raw material and finished goods,
- (c) transferring the ownership or possession of raw material and finished goods.

In particular, commerce includes such activities as trade, transport and communication, warehousing, banking, insurance and advertising.

NEW WORDS & PHRASES

commerce ['kɒməs] n.	the buying and selling of goods; trade	商业
confine [kən'fain] v.	to enclose within limits	限制
tribal ['traɪbəl] a.	of tribe	部落的; 家族的
rear [riə] v.	to bring up; care for during the early stage of life	饲养; 抚养
fowl [fəʊl] n.	a bird used as food	家禽
domesticate		
[də'mestikeɪt] v.	to tame	驯化; 培育
ease [i:z] v.	to take away (pain or worry)	减轻(痛苦, 负担等)

nomadic [nəu'mædik] a.	not living in one place for long	游牧的; 流浪的
pasture ['pɑ:stʃə] n.	land where grass is grown and where cattle is fed on	牧场
dweller ['dwelə] n.	a person or animal that lives in the stated place	居民
encampment		
[in'kæmpmənt] n.		野营; 设营
cultivate ['kʌltiveit] v.	to plant, grow or raise	耕作; 栽培
barter ['bɑ:tə] v.	to exchange goods or services without using money	交换; 易货
n.	the practice of bartering	
drawback ['drɔ:bæk] n.	disadvantage	不利; 障碍
incidence ['insidəns] n.		影响范围
primitive ['primitiv] a.	belonging to the earliest stage of development of life or of man	原始的
pygmy ['pigmi] n.		(身体矮小的) 俾格米人; 矮人
extractive		
[iks'træktiv] a.		可抽取的; 可提取的
embrace [im'breis] vt.	to include	包括; 包含

BUSINESS TERMS & EXPRESSIONS

division of labour	劳动分工
business activity	商务活动
earning capacity	收益能力
buying power	购买力

NOTES

1. This eased the day-to-day worry of hunger, which had always been present when man relied only on hunting and fishing to supply his needs.

这减轻了人们日常饥饿的烦恼, 在人类仅靠狩猎和捕鱼满足生活需求时, 这种烦恼永远存在。

ease v. to take away pain or worry 减轻 (痛苦、负担等)

e. g. Economists have devised new measures to ease the problem of inflation.

2. Following this early division of labour came systems of barter.

伴随着这种早期的劳动分工产生了易货方式。

这是一个完全倒装句, systems of barter 是句子的主语。

systems of barter 易货方式; 以货易货制。国际贸易中, 易货方式是在以货换货的基础上把同等价值的进口和出口直接结合起来, 构成商品互换的交易。

3. Vital though these are to our emotional and physical well-being, they are free.

尽管这些东西对于我们的情感和物质利益非常重要, 但他们却是免费的。

Vital though these are 是一个倒装句, 相当于 though these are vital.

4. extractive industry 采掘工业; 提炼工业 (包括各种种植, 农业, 牧业, 伐木, 全部的矿业和采掘以及渔业等)。

EXERCISE

- I. Answer the following questions according to the text:

1. What was the life like a few thousand years ago?
2. What are the basic necessities of human life?
3. Explain the term "barter".
4. How did trade originate?
5. What is meant by "double incidence of wants"?
6. Can money satisfy all the wants? What are exceptions?
7. What are the main differences between "industry" and "commerce"?
8. What activities does commerce embrace?

- II. "True" or "False" questions:

1. A few thousand years ago, man relied only on hunting and fishing. They needed only a strong arm and a keen eye.

2. The prehistoric trades made the cave dweller build huts and begin to cultivate grain crops.
3. Money has been established to be used as a medium of exchange.
4. Love, friendship and kindness are very important to our emotional well-being and cannot be satisfied by a money payment.
5. Our wants are limited to the earning capacity and buying power of the family.
6. Manufacturing industry is concerned with gathering the products of the earth.
7. The business activities are necessary during and after production.
8. Commerce includes not only the gathering and manufacture of goods but the buying, importing and storage of raw materials.

III. Find the definition in Column B to match the terms in Column A:

A	B
1. commerce	a. the business of buying, selling or exchanging goods
2. barter	b. additional to what is needed or used
3. primitive race	c. an exchange of goods without using money
4. raw material	d. people belonging to the earliest stage of development of life or of man
5. trade	e. the ability of purchasing
6. surplus	f. the ability of getting money by working
7. buying power	g. the natural substances from which goods are made