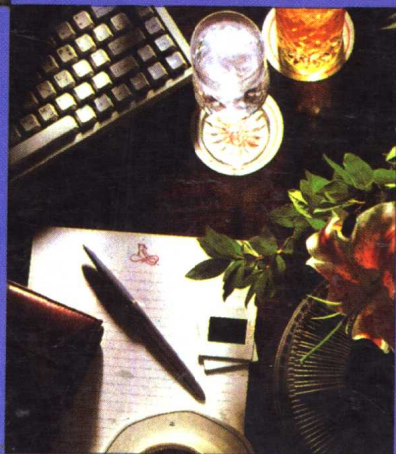




经贸 英语 阅读

刘新民 主编



上海外语教育出版社

经贸英语阅读

Business English Through Reading

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内 容 提 要

本书共收录了 100 篇文章,内容涉及市场经济各种基本知识,包括消费者、商品、市场供求、物价、营销、广告、金融、税收、证券、会计、企业管理、国际贸易等。其中二十余篇分别介绍我国改革开放和近年来经贸热点、世界重要经济组织及重要国家、地区经济发展趋势。每篇文章后均设有问题供复习之用。超出《大学英语教学大纲》的生词予以注释。书末提供总词汇表、我国经贸新词汇、世界重要经济组织、国外著名企业及各国货币等多种附录。

本书内容新,知识面宽,信息量大,难度适中,可用作大专院校各专业尤其是商经财外贸等涉外专业学生的泛读教材或课外读物,也可供对外经贸业务人员、三资企业及涉外行业职工阅读。既可提高英语水平,又可从中学习最基本的市场经济理论和实际知识。

前 言

当前,社会主义市场经济的大潮正有力地推动着我国改革开放事业的迅猛发展。随着我国经济逐步与世界接轨,中外经济联系必将更广泛全面,我国就迫切需要大批既掌握外语又懂市场经济知识和国际经贸业务的人才。而社会上经久不衰的外语学习热和经商热也将掀起更强劲的势头。本书就是为适应这种种需要而编写的。

根据教学大纲编写的大学英语系列教材,对于提高大学生的英语水平,起了决定作用。美中不足的是,教材对广大学生兴趣所在的经贸热点没有提供较多语言及专业信息。本书为大学英语系列教材填补这方面的空缺,是一本理想的英语泛读课本。

本书共收录了100篇课文,内容主要有:一、我国改革开放情况和近年轻贸热点;二、市场经济各种基本知识,包括消费者、商品、市场供求、物价、营销、广告、金融、税收、证券、保险、会计、公关、企业管理、国际贸易等等;三、介绍世界重要经济组织,重要国家、地区最新经济情况和发展趋势,其中有关贸总协定、北美自由贸易区、欧洲统一市场、日本及亚洲四小龙等。本书语言规范,知识面宽,信息量大,难度适中,可用作大专院校各专业,尤其是商经财贸及涉外专业学生的英语读物或泛读教材,也可供对外经贸业务人员和涉外行业广大职工学习英语之用。为了方便学习,凡超出《大学英语教学大纲》的词汇都予以中文注释,每篇文章都设有问题供复习之用。书末提供总词汇表、我国经贸生活中的新词汇、世

界重要经济组织、国外著名企业及世界各国货币等多种附录。

限于编者水平,书中或有错误和不妥之处,希望广大读者提出宝贵意见。

编 者

于杭州商学院外语系

1993年4月

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1. Deng Xiaoping Calls for Speedup in Reform

China is now carrying out a reform. I am all in favour of that. There is no other solution for us. After years of practice it turned out that *the old stuff*^① didn't work. In the past we copied foreign models mechanically, which only *hampered*^② the development of our productive forces, and kept people and *grass-roots units*^③ from taking any initiative. We made some mistakes of our own as well, such as the "great leap forward" and the "cultural revolution". I would say that since 1957 our major mistakes have been "left" ones. The "cultural revolution" was an ultra-left mistake. In fact, during the two decades from 1958 through 1978, China remained at a standstill. There was little economic growth and not much of a rise in the people's standard of living. How could we go on like that without introducing reforms? So in 1978, at the Third Plenary Session of the 11th Central Committee, we worked out a new basic political line: to give first priority to the drive for modernization and strive to develop the productive forces. *In accordance with*^④ that line we *drew up*^⑤ a series of new principles and policies, the major ones being reform and the open policy. By reform we mean reform of both the eco-

① 老一套

② 妨碍,阻碍

③ 基层单位

④ 依照,依据

⑤ 制订

nomie structure and the political structure and corresponding changes in all other areas. By the open policy we mean both opening to all other countries and opening at home, which means *invigorating*¹ the domestic economy.

We introduced reform and the open policy first in the countryside. Why did we start there? Because that is where 80 per cent of China's population lives. An unstable situation in the countryside would lead to an unstable political situation throughout the country. If the peasants did not shake off poverty, it would mean that the majority of the people remained poor. So after the Third Plenary Session of the 11th Central Committee, we decided to carry out reform, giving more decision-making power to the peasants and the grass-roots units. By so doing we immediately *brought their initiative into play*². And by adopting a policy of *diversifying agriculture*³, we *substantially*¹ increased not only the output of grain but also the output of *cash crops*³. The rural reform has achieved much faster results than we had anticipated. Frankly, before the reform the majority of the peasants were extremely poor, hardly able to afford enough food, clothing, shelter and transportation. Since the rural reform began they have shown their initiative. Bearing local conditions in mind, they have grown grain and cash crops in places suited to them. Since the peasants were given the power to decide for themselves what to produce, they have brought about a dramatic

¹ 搞活,使充满生机

² 调动他们的积极性

³ 农业多种经营

¹ 极大地

³ 经济作物,供销售的农作物

change in the rural areas. The reform was so successful that in many places it yielded very good results within just one year. The peasants' income has increased substantially, sometimes even doubling or *quadrupling*^①.

Generally speaking, once the peasants' initiative was brought into play, the rural reform developed very quickly. Our greatest success—and it is one we had by no means anticipated—has been the emergence of a large number of enterprises run by villages and townships. They were like a new force that just *came into being spontaneously*^②. These enterprises engage in the most diverse endeavours, including both manufacturing and trade. The annual output value of these village and township enterprises has been increasing by more than 20 percent every year. This increase in village and township enterprises, particularly industrial enterprises, has provided jobs for 50 percent of the surplus labour in the countryside. Instead of *flocking into*^③ the cities, the surplus farm workers have been building up a new type of villages and townships. If the Central Committee made any contribution in this respect, it was only by laying down the correct policy of invigorating the domestic economy. The fact that this policy has had such a favourable result shows that we made a good decision. In short, the rural reform has produced rapid and noticeable results. Of course, that doesn't mean all the problems in the countryside have been solved.

The success of the reform in the countryside encouraged us

① 翻二番

② 自发产生

③ 涌入

to apply the experience we had gained from it to economic restructuring in the cities. That too has been very successful, although it is more complicated than rural reform.

In the meantime, the policy of opening China's doors to the outside world has produced the results we hoped for. We have implemented that policy in various ways, including setting up special economic zones and opening 14 coastal cities. Wherever the open policy has been implemented there have been notable results. First we established the Shenzhen Special Economic Zone. It was the leaders of Guangdong Province who came up with the proposal that special zones be established, and I agreed. We decided to set up three more special zones in addition to Shenzhen—Zhuhai and Shantou, both also in Guangdong Province, and Xiamen in Fujian Province. I visited Shenzhen a couple of years ago and found the economy flourishing there. The Shenzhen people asked me to write an *inscription*^① for them, and I wrote: "The development and experience of the Shenzhen Special Economic Zone prove the correctness of our policy of establishing such zones." The Shenzhen Special Economic Zone has achieved remarkable successes since it was established almost eight years ago. This zone is an entirely new thing, and it is not fair for the people who run it not to be allowed to make mistakes. If they have made mistakes, they were minor ones. The people in Shenzhen reviewed their experience and decided to shift the zone's economy from a domestic orientation to an *external orientation*^②, which meant that Shenzhen would become an industrial base and

① 题辞

② 外向型的

offer its products on the world market. It is only two or three years since then, and already the situation in Shenzhen has changed greatly. The comrades there told me that more than 50 percent of their products were exported and that receipts and payments of foreign exchange were in balance.

I am now in a position to say with certainty that our decision to establish special economic zones was a good one and has proved successful. All *scepticism*^① has vanished. Recently a comrade told me that the Xiamen Special Economic Zone is developing even faster than Shenzhen. When I visited Xiamen in 1984, there was only an airport surrounded by wasteland. Great changes have taken place there since then. Now we are preparing to make all of Hainan Island a special economic zone. Hainan Island, which is almost as big as Taiwan, has abundant natural resources, such as iron ore and oil, as well as rubber and other tropical and *subtropical*^② crops. When it is fully developed, the result should be extraordinary.

Our achievements in the last few years have proved the correctness of our policies of reform and of opening to the outside world. Although there are still problems in various fields, I don't think they'll be too hard to solve, if we go at it systematically. Therefore, we must not abandon these policies or even slow them down. One of the topics we have been discussing recently is whether we should speed up reform or slow it down. That's because reform and the open policy involve risk. Of course we have to be cautious but that doesn't mean we should

① 怀疑主义

② 亚热带的