

国际商务英文读本

高等院校商务英语本科教材

师英 周红 编著

南开大学出版社

Fundamentals
of
FUNDAMENTALS
OF
International
INTERNATIONAL
BUSINESS
Business

适用读者： 外语学院及商学院本科高年级学生
高自考国际商务英语、外贸英语专业本科学生

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内容简介

本书是一本商务管理类英文教科书, 共分为四大部分: 国际商务简介——包括: 国际贸易及投资理论和实践, 与之相关的国际收支帐户和国际货币体系, 国家间的经济合作; 影响国际商务活动的环境及其应对策略——包括: 政治环境, 文化环境以及竞争和技术环境; 从事国际商务活动前的准备工作——包括: 跨国公司简介, 国际市场调研, 进入和开发国际市场策略; 以及国际商务管理策略——包括: 营销管理, 财务管理, 物流管理和人力资源管理。

本书练习与课文完全配套, 由浅入深。从连线排序课文中出现的英文关键词, 到专业词组的英文解释及中文翻译, 到短小段落的完型填空, 最终到较长段落的英译汉练习, 都可帮助学生掌握并巩固所学的内容, 加深对课文内容的理解。

Preface

International Business is a course of business management introduced from the United States. Based on several text - books in this field we selected some parts which, we consider, proper for the Chinese students to learn, made some simplifications and revisions, and compiled this book — “Fundamentals of International Business”. The book mainly covers four parts: (1) introduction and the global economy, which consists of international trade and international investment theories and activities; international cooperation among nations; and balance of payments accounts and the international monetary system; (2) the international environment, which includes the cultural environment; the political environment; and the competitive and technological environment; (3) international business preparation and market entry, which gives a brief introduction of multinational corporations; recommends some methods of doing market research; and entry and development strategies; (4) management of multinational corporations, which is chiefly the marketing management; the financial management; the logistics management; and the human resources management of international business.

The book is designed just to give students a rough idea about international business and business management. Hopefully, it can serve as a basis for them to learn and study further in this field since almost every unit discussed in the text - book is an important subject. For the students of English major, we think, while learning some special vocabularies, terms and phrases, and expressions, they will gain some basic knowledge about business and business management. For the students of economics and business majors, we suggest their attention should be focused on English since they have relatively more knowledge about business and economics, but usually are not rich in the English vocabulary in those fields.

Attached to the text of each unit, there are four kinds of exercises, which are

all connected with the subject of the text. Exercise one is intended to help students know the exact meaning of the key words appeared in the text and enable students to master them, exercise two is mainly the business terms and short forms which the students should bear in mind both the English explanation and the corresponding Chinese version, exercise three (match) and exercise four (passage translation) are designed to move the students ability of English in this related field to a higher level and also help them to understand well the contents of the text, for the passages in those two exercises are mostly associated with the subject matter of the text.

It is our sincere hope that the book can be of some help for the students to form a general idea about international business and business management, and to grasp more English vocabularies and expressions in the above mentioned fields.

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Unit 1

Studying International Business --an Introduction

1. What Is International Business?

International business consists of business activities that are conducted across national boundaries. Such activities generally involve the transfer of resources, goods or services from nation to nation.

We call the transfer of resources international investment, and the transfer of goods, or services international trade.

International trade, for example, involves movements of products or commodities from sellers located in one nation to buyers located in another nation, while **international investment** involves the transfer of resources, such as capital or technological know-how.

2. International Business Activities

Historically, international business activity first took the form of international trade, which mainly covers exporting and importing.

Exporting is the selling of products made in one's own country for use or resale in other countries.

Importing is the buying of products made in other countries for use or resale in one's own country. Trade in goods, that is, tangible products such as clothing, foodstuffs and machinery is called **merchandise export and import** in the U. S. and **visible**

Note:

trade in Great Britain.

Trade in services, that is intangible products such as travel, banking and insurance is called **service export and import** in the U.S. and **invisible trade** in Great Britain.

The second major form of international business activity is international investment, which is divided into the following categories, foreign direct investments (FDI), joint ventures and portfolio investments.

Foreign direct investments (FDI)

They are investments made for the purpose of actively controlling property, assets, or companies located in host countries. (The country in which the parent company's headquarters is located is called the home country, any other country in which it operates is known as a host country). An example of FDI is Motorola (China) Electronics Co. Ltd. in TEDA, Tianjin.

Joint Ventures

Joint ventures are created when two or more firms agree to work together and create a jointly owned separate firm to promote their mutual interests. Many joint ventures are owned equally by the founding firms, although unequal ownership is also common. A typical example of this kind is a Chinese — American jointly owned pharmaceutical company in Tianjin—Tianjin Smith Kline & French Laboratories Ltd.

The joint venture agreement sometimes may provide for changes in ownership shares. For example, initial ownership of the joint venture Beijing Jeep was divided equally between its owners, American Motors Corporation and the city owned Beijing Automotive Works. However, the joint venture agreement allows American Motors to increase its ownership stake in Beijing

Jeep to 70 percent by using its share of the profits to purchase additional shares.

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Portfolio investments

They are purchases of foreign financial assets (stocks, bonds, and certificates of deposit) for a purpose other than control and in anticipation of returns. Companies, individuals, private groups, or public bodies can all invest in foreign locations through such purchases.

Besides the activities discussed above, international business activity can take several other forms, and the most important of them are licensing, franchising, and management contracts.

Licensing. A firm in one country licenses the use of some or all of its intellectual property (patents, trademarks, brand names, copyrights, or trade secrets) to a firm in a second country in return for a royalty payment. For example, the Walt Disney Company may permit a Shanghai clothing manufacturer to make children's pajamas embroidered with Mickey Mouse's smiling face in return for a percentage of the company's sales.

Franchising. A firm in one country (the franchiser) authorizes a firm in a second country (the franchisee) to use its brand names, logos, and operating methods in return for a royalty payment. For example, McDonald's Corporation franchises its fast-food restaurants worldwide.

Management contracts. A firm in one country agrees to send some of its managers to assist a firm in another country and to train its personnel to take managerial positions for an agreed-upon fee. Management contracts are common, for example, in the international hotel industry.

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Exercises

1 Match the words and expressions on the left with the explanations on the right.

- | | |
|-----------------|---|
| (1) resources | a). a paper in which a government or industrial firm promises to pay back with interest money that has been lent |
| (2) know - how | b). a piece of writing from a government Patent Office giving someone the right to make or sell a new invention for a certain number of years |
| (3) merchandise | c). possessions of a country, in the form of wealth and goods |
| (4) insurance | d). a special sign, word etc., marked on a product to show that it is made by a particular producer, and may not be used by other producers |
| (5) portfolio | e). practical ability or skill |
| (6) property | f). the right in law to be the only producer, seller, or broadcaster, of a book, play, film, record, etc., for a fixed period of time |
| (7) stock | g). things for sale; goods for sale |
| (8) bond | h). money paid to the owner of a copy right for permission to publish copy right material, and to the owner of a patent for permission to use a patented design, usually at an agreed percentage of the sell- |

Note:

(9) patent	ing price of the product i) . agreement by contract to pay money esp. in case of illness, death or accident
(10) trademark	j) . the list of shares in business owned by a person or a company
(11) copyright	k) . intangible property that is the result of creativity, such as patents, copyrights, etc.
(12) royalty	l) . that which is owned and has some value
(13) logo	m) . a symbol or other small design adopted by an organization to identify its products, uniform, vehicles etc
(14) intellectual property	n) . the legal capital of a company divided into shares

2. Explain the terms in English and then give the Chinese version for each of them.

a). international business

b). international trade

c). international investment

d). importing

Note:

e). exporting

f). visible trade

g). invisible trade

h). foreign direct investment

i). portfolio investment

j). franchising

k). licensing

l). management contract

m). franchiser

n). franchisee

o). merchandise import and export

p). service import and export

Note:

q) joint venture

3. Fill in each of the blanks with a suitable word.

Expansion of Honda Production

in the United States

Management at Honda Motor Company decided in 1987 to i _____ U. S. engine production capacity sixfold and to begin making transmissions, suspension assemblies, and brakes in the United States. These new o _____ are part of a \$450 million planned expansion of the company's engine plant at Anna, Ohio, and at the time represented the largest direct i _____ in the United States of any Japanese auto company. Honda's planned e _____ represented another inroad into the lucrative North American market. It came at a time when the s _____ of the Japanese yen made it cost efficient for foreign producers to manufacture in the United States. The expansion was also seen as likely to help the Japanese battle presentiment in the U. S. Congress.

4. Put the passage into Chinese.

An Export Trading Company in a Business School

The Georgetown University School of Business Administration has made the international component of business education a primary focus of its educational activities. The goal is to have international business issues permeate the entire graduate and undergraduate business curriculum.

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One approach used to achieve this goal was the formation of an export trading company. With the help of a grant by the U. S. Department of Education, Georgetown Export Trading Company Inc. (GETI) was formed by the school's affiliated National Center for Export—Import Studies. The firm was allocated office space and began to offer export trading services as an agent and consultant to minimize financial risks.

Students join the firm on a for—credit basis, devoting 15 hours each week to learning about export trading. Some students concentrate on one specific function of exporting such as export licensing, packaging, or pricing and accumulate substantial expertise through reading, interviewing, and carrying out transactions. Other students concentrate on a geographic area—Japan, Germany, Austria, or England—and use old contracts in the area or establish new ones. Still others develop product—specific knowledge.

Within one year after its formation GETI was certified as an export trading company by the U. S. Department of Commerce. It offers a wide variety of trading and consulting services. Most importantly, the participating students, having learned about actual trading activities, are able to knowledgeably enter firms seeking international business expertise.

Unit 2

International Trade Issues

1. International Trade Theories

Mercantilism

Mercantilism is a sixteenth—century economic philosophy. It maintains that a country's wealth is measured by its holdings of gold and silver. According to mercantilists, a country's goal should be to enlarge those holdings. To do this it should try to maximize the difference between its exports and its imports by promoting exports and discouraging imports. The reason was clear to sixteenth—century policymakers if foreigners buy more goods from you than you buy from them, then the foreigners have to pay you the difference in gold and silver, enabling you to accumulate more treasure and become more powerful.

The mercantilist argument has a certain attraction, and supporters of a similar viewpoint exist today. Many people take for granted that exports are good and should be encouraged but that imports are bad and should not be encouraged. Today's supporters do not focus on gold and its ability to increase a country's power rather, they focus on positive trade balances (i. e., exports greater than imports) as contributing to domestic jobs and domestic welfare.

Absolute Advantage

In his 1776 book *The Wealth of Nations*, Adam Smith attacked the mercantilist assumption. Smith argued that countries differ in their

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ability to produce goods efficiently. In his time, the English were the world's most efficient manufacturers of textiles. On the other hand, the French had the world's most efficient wine industry. In another word, the English had an absolute advantage in the production of textiles, while the French had an absolute advantage in the production of wine. Thus a country has an absolute advantage in the production of a product when it is more efficient than any other country in producing it. As a result Smith suggested that the English should specialize in the production of textiles while the French should specialize in the production of wine. England could get all the wine it needed by selling its textiles to France and buying wine in return. Similarly, France could get all the textiles it needed by selling wine to England and buying textiles in return. Both countries will gain benefits through specialization and trade.

Comparative Advantage

David Ricardo took Adam Smith's theory one step further by exploring what might happen when one country has an absolute advantage in the production of all goods and when a country has no absolute advantage in any commodity. According to Smith's theory of absolute advantage these countries might gain no benefits from international trade. But in his 1817 book—Principles of Political Economy, Ricardo showed that this was not the case. According to Ricardo, it makes sense for such countries to specialize in the production and export of those goods in which their absolute disadvantage is smaller, i. e. the commodity of its comparative advantage, and import the goods in which its absolute disadvantage is greater, i. e. the commodity of their comparative disadvantage.