

# 国际商贸

国际商贸英语系列

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# 英语基础阅读

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华东理工大学出版社

# 国际商贸英语基础阅读

A Basic Business Reader

李德荣 编

华东理工大学出版社

## 内 容 提 要

本书是工商管理 and 涉外经贸专业的英语教材。全书共18课, 较为系统地介绍了工商经贸专业的基础理论和业务知识, 内容涉及企业概论、企业管理、企业文化、产品、营销、生产管理、人事管理、财务管理、企业法、跨国公司、国际贸易等众多领域。每课除课文外, 均配有难点注释、重要工商词汇和与课文内容紧密配合的词汇练习和翻译练习。本书编写过程中参考了多种国外近几年出版的有关著作和刊物, 内容和文字新颖实用, 时代感强。它既可作为高等学校工商经贸类的专业英语教材, 也可供相同专业人员自学参考。

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### 国际商贸英语基础阅读

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## 前 言

本书是涉外工商经贸专业的专业英语教材,亦可供相关专业人员学习进修之用。

近年来,随着国内改革开放不断深入和经济蓬勃发展,我国对外经贸联系日益增多,中外合资和外资企业也日益增多。英语作为交流工具,在涉外工商经贸领域已变得不可缺少,受到空前的重视。

在工商经贸领域直接对外交流,除了要有良好的英语水平,还应具备相当的专业基础理论知识和业务知识。获得这些知识,既是专业语言的“接轨”,也是商务交流能力的“底气”。作为专业英语教材,本书择要介绍有关工商经贸的一些重要概念和基础理论,同时保留语言教材的特点,使读者能兼学外语和专业,做到一举两得。

本书共十八章,每章分若干单元介绍一个专题(内容多的专题分两章叙述)。教学进度可根据学生英语基础和每周课时数确定,在一个或两个学期内学完全册。书中的注释系针对各单元的难点(包括专业上的和语言上的)作简要的说明。练习在内容上与各章紧密配合,可以起复习的作用。为便于读者掌握工商词汇和术语,每章辟有重要工商词汇(Key Business Terms),书末附有用英语解释的**英商术语表**(Glossary)和练习答案。

本书大部分内容近年来都曾用于教学。这次编辑出版,得到华东理工大学商学院和出版社的大力支持,在此特表谢忱。在文稿编辑过程中,承黄蕊林先生审阅了部分章节,在此一并致谢。由于编者学识有限,水平不高,错误疏漏在所难免,尚望读者不吝指正。

编 者

1996年10月

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# **Chapter 1 Business and Society**

## **(企业与社会)**

### **I. The Social Responsibility of Business**

#### **(企业的社会责任)**

**Social responsibility** is the obligation a business assumes to maximize its positive impact and minimize its negative impact on society<sup>[1]</sup>. This contrasts with the traditional role in which they considered only the profits of their business activity. Social responsibility suggests that such narrow interest undermines the overall benefits to society<sup>[2]</sup>.

Advocates of social concern<sup>[3]</sup> believe that business should take an active role in improving society and solving social problems. They believe that businesses, by working to improve the overall society, can often improve their operation and profits in the long run<sup>[4]</sup>.

One of the strongest arguments for the social concern of business is the premise that society grants organization the right to exist<sup>[5]</sup>. Cultural norms<sup>[6]</sup> — sometimes expressed through legal means — allow businesses to form and function<sup>[7]</sup>; actions of individuals in society enable them to flourish. Business leaders should not forget that their right to exist carries an obligation to serve society's goals. Business organizations should serve society rather than society serving business<sup>[8]</sup>. It is the moral duty of all units of society — including business — to strive for a better world. As overall conditions improve, all the components of society will benefit accordingly<sup>[9]</sup>.

In many cases, a company will make greater profits in the long run if it considers benefits to society. Customers actually vote for products and companies when they make a purchase<sup>[10]</sup>. If a product is priced fairly, satisfies their needs and has no negative side effects, they will probably buy it more than once. But if the product fails or has negative side effects<sup>[11]</sup>, they will probably select another product and may become so angry at the manufacturer that they never purchase another of their products. When enough people believe a business no longer serves society's best interests, they may pressure the firm into its grave by boycotting its goods or services<sup>[12]</sup>, influencing officials against it, condemning it in the media<sup>[13]</sup>, or patronizing other firms<sup>[14]</sup>. Social concern can also benefit short-run profits<sup>[15]</sup> because of current public expectations. Because the public now expects business to benefit society, a firm that maintains a good record will find it easier to hire better employees and win more customers.

Although social responsibility may seem an abstract idea, managers consider it on a daily basis as they deal with real issues<sup>[16]</sup>. To be successful, a business must monitor changes and needs in society<sup>[17]</sup> in order to behave in a socially responsible way.

#### Notes:

1. Social responsibility is ...on society: (企业的)社会责任系指企业须承担责任,尽力多做对社会有益的事,少做对社会不利的事。
2. undermines overall benefits to society: 破坏社会的整体利益
3. advocates of social concern: 提倡企业应担负社会责任的人
4. in the long run: 从长期来看

5. society grants organization the right to exist: 社会赋予企业生存权利。  
英语中, business, organization, enterprise, firm, venture 等词均可泛指企业。
6. cultural norms: 文化规范
7. to form and function: 形成和运作
8. rather than society serving business: 而不是社会为企业服务
9. all the components ... accordingly: 社会各个组成部分都会因此受益
10. Customers ... they make a purchase: 顾客在购买商品时, 其实是在  
对产品和企业进行投票。
11. side effects: 副作用
12. pressure the firm into its grave by boycotting its goods or services:  
通过抵制该公司产品和服务将其逼上绝路。
13. condemning it in the media: 通过新闻媒介对其进行谴责
14. patronizing other firms: 惠顾其他公司
15. short-run profits: 短期利润
16. real issues: 实际问题
17. monitor changes and needs in society: 密切注意社会的变化和需求

## II. Consumerism (保护消费者权益)

The public demand for more protection of buyer's rights is called consumerism<sup>[1]</sup>. In America, about 230 million people spend more than \$3 billion every day. They are satisfied with a lot of things: product availability, varieties of goods, opportunities to work, and a high standard of living.

But as consumers deal with business, some serious problems occur. Here are just a few complaints from the files of a consumer protection

agency: "When I bought this coffee maker they said 'satisfaction guaranteed'<sup>[2]</sup>, 'but I have been trying to return it for three weeks and the company refuses to give my money back.'" "A washing machine repair person gave me an estimate of \$25, but charged \$110 for the job." "I had my hair colored in a beauty shop; the color was awful, my hair went flat and my scalp burned for a week, and there was nothing I could do but let it grow out<sup>[3]</sup>." In the United States, the 143 Better Business Bureaus<sup>[4]</sup> around the country receive an average of one million complaints filed by consumers. Better Business Bureaus are nonprofit organizations that businesses organize to monitor and control unethical and illegal practices<sup>[5]</sup>; most deal with poor service.

In many countries, consumer legislation<sup>[6]</sup> encompasses four basic areas: the right to safety, the right to be informed, the right to choose, and the right to be heard<sup>[7]</sup>.

**The Right to Safety.** The right to safety means that a product must be safe for its intended use, must include thorough and explicit directions for use, and must have been properly tested to ensure reliability and quality. To ensure product safety, business must not knowingly<sup>[8]</sup> sell anything that could result in personal injury or harm to consumers. Laws have been passed to keep dyes and other chemicals out of foods, to require the warning "may be injurious to your health" to be printed on cigarette packages, and to force the recall of automobiles with defective brakes<sup>[9]</sup>. Defective or dangerous products also do harm to public confidence in the ability of business to serve society.

**The Right to Information.** The right to be informed gives consumers the freedom to review complete information about a product before

they buy. This means that detailed information about ingredients and instructions for use are to be printed on labels and packages. The right to be informed also applies to services. The true cost of borrowing money and repayment terms<sup>[10]</sup>, for example, must be clearly stated in a contract.

**The Right to Choose.** The right to choose ensures that consumers have access to<sup>[11]</sup> a variety of products and services at competitive prices. The assurance of satisfactory quality and service at a fair price is also a part of the consumer's right to choose. The right to choose means that competition is free to flourish<sup>[12]</sup>. No company becomes so dominant that it limits consumers' opportunities to find new, improved, and less expensive products.

**The Right to be Heard.** The right to be heard assures consumers that their interests will receive full and sympathetic consideration when the government formulates policy<sup>[13]</sup>. It also assures the fair treatment of consumers who voice their complaints about a purchased product. Consumer concerns<sup>[14]</sup> have been heard at the top levels of government because of the efforts of consumer advocates<sup>[15]</sup>, who take it upon themselves to<sup>[16]</sup> inform lawmakers about issues and problems important to consumers. In addition, many trade groups<sup>[17]</sup> have been organized to process grievances<sup>[18]</sup> so that consumers can appeal beyond a company<sup>[19]</sup> if they are unable to solve a problem with the manufacturer or provider of a service. Most businesses realize that one highly dissatisfied, vocal<sup>[20]</sup> customer can have a widespread, negative impact on its image or reputation. Therefore, most businesses try very hard to reduce consumers' dissatisfaction and resolve their complaints.

### Notes:

1. consumerism: 顾客至上; 用户第一主义; 保护消费者权益
2. satisfaction guaranteed: 不满意包退
3. my scalp ...but let it grow out: 我的头皮灼疼了一个星期, 我除了听其自然外, 一点办法也没有。
4. Better Business Bureaus: [美国]商务改善协会
5. monitor and control unethical and illegal practices: 监控违背商业道德的和非法的经营
6. consumer legislation: 消费立法
7. the right to be heard: 投诉的权利
8. knowingly: 故意地
9. recall of automobiles with defective brakes: 收回刹车有毛病的汽车
10. repayment terms: 还款条件
11. have access to: 能接近; 可获得
12. free to flourish: 通行无阻
13. formulates policy: 制定政策
14. Consumer concerns: 消费者关心的问题
15. consumer advocates: 消费者权益倡导者
16. take it upon themselves to...: 他们自愿地……
17. trade groups: 商业团体( 此处指像 Better Business Bureaus 那类保护消费者权益的团体)
18. process grievances: 处理投诉
19. appeal beyond a company: 不限于在一个公司投诉
20. vocal: 说出来的

## III. Business Ethics (职业道德)

Ethics are principles of right or good behaviors. They involve moral

values as to what conduct is proper. And business ethics involve other moral values existing in society<sup>[1]</sup>. As one businesswoman said, "Many of our moral decisions are borderline<sup>[2]</sup>; some people view a certain practice as being unethical, while others think it to be totally proper." Many influences in society determine which behavior is ethical.

While each individual develops a code of what is ethical, we are influenced by laws, cultural attitudes, professional codes, and individual values<sup>[3]</sup>. Many ethical standards are defined by laws. But the law does not cover all unethical conduct; it merely tries to prevent serious violations. Since humans make laws, some of them are not perfect and others are later found to be unconstitutional<sup>[4]</sup>. Still<sup>[5]</sup>, most authorities agree that abiding by the law defines a minimum guide for ethical behavior<sup>[6]</sup>. For example, the law states that each citizen must be honest in filling tax returns<sup>[7]</sup>, yet recent surveys indicate that as many as 40% of the population cheated on their income tax returns<sup>[8]</sup>. Also the law states that employees should not steal from their employers, yet many workers see nothing wrong with taking office supplies home for personal use.

Values are accepted standards of behavior within a given society. All societies develop broad-based<sup>[9]</sup> values that are generally accepted by most of its members. Communities of people usually share common views. Often, these views affect the values and conduct of business in local areas. For example, many communities believe that stores should not sell alcohol beverages on Sunday. And, in fact, citizens may exert pressure for passages of laws<sup>[10]</sup> that prohibit doing so. Stores in other areas may remain closed on Sunday mornings, not because of laws, but out of respect for the community's values.

Although we may all grow up in the same society, there is a broad range in the values we adopt. Individual values vary with background, family, religion, and environment. Some people think it is all right to mislead customers<sup>[11]</sup> in order to get a sale. Others may choose to lose the sale rather than misrepresent the product<sup>[12]</sup> in any way. In one survey of business people, 19% said they had quit a company for ethical reasons. Sometimes a company may try to influence an employee to act against personal values. In the same survey, 87% said it was wrong to compromise personal value<sup>[13]</sup> even if the success of the company was at stake<sup>[14]</sup>. While individual values vary, most people agree that it is wrong to lie, cheat, steal, and purposely misrepresent.

Are business practices becoming more unethical? There is no easy answer. In America, bribery, profit gouging, price fixing, embezzlement, monopolizing, and other illegal practices<sup>[15]</sup> cost consumers more than \$40 billion a year in higher prices and taxes. A spokesperson for the U.S. Chamber of Commerce<sup>[16]</sup> says that the extent of bribes, kickbacks, and payoffs is "pervasive<sup>[17]</sup>." A recent study of 3000 executives by the American Management Association<sup>[18]</sup> found that most employees felt pressure from their companies to compromise their personal values. Another study by the Opinion Research Center<sup>[19]</sup> of 531 top and middle managers reported that 48% felt that it would be all right to pay bribes to foreign officials if that were an accepted way of doing business in that country.

Can society thrive without some minimum standards of honesty and ethics? Not likely<sup>[20]</sup>. Since business depends on society's survival, a certain level of honest dealing is necessary. The capitalist system glorifies pursuit of personal interest<sup>[21]</sup>, but business people understand as never before that they cannot be successful without the trust of others.



Some business people feel that it is simply good business to be ethical<sup>[22]</sup>. Ethical behavior stimulates others to be more cooperative and prevents angry behavior by competitors, peer companies<sup>[23]</sup>, and government agencies. Customers like to trade with honest companies, employees value fair bosses, and investors feel more secure with law-abiding<sup>[24]</sup> companies.

### Notes:

1. business ethics involves ... in society: 职业道德涉及社会上的其他道德观念    business ethics: 商业道德; 职业道德
2. borderline: 不明确的; 难确定的
3. While ... values: 尽管各人有其自己的道德标准, 人们还是受法律、文化习俗、职业准则和个人价值观的影响。
4. unconstitutional: 不符合宪法的
5. Still: 尽管如此
6. abiding by the law defines a minimum guide for ethical behavior: 遵守法律是道德行为最起码的标准
7. tax returns: 纳税申报单
8. income tax returns: 所得税申报表
9. broad-based: 包含广泛的; 多方涉及的
10. passages of laws: 通过法律
11. mislead customers: 误导顾客
12. misrepresent the product: 谎称产品; 在产品上弄虚作假
13. compromise personal value: 放弃个人的价值观念
14. even if...at stake: 即使(事情)关系到公司的成败
- 15. bribery...and other illegal practices: 行贿、行骗、限价、贪污、垄断和其他非法行为
16. U.S. Chamber of Commerce: 美国商务部
- 17. the extent of bribes, kickbacks, and payoffs is "pervasive":