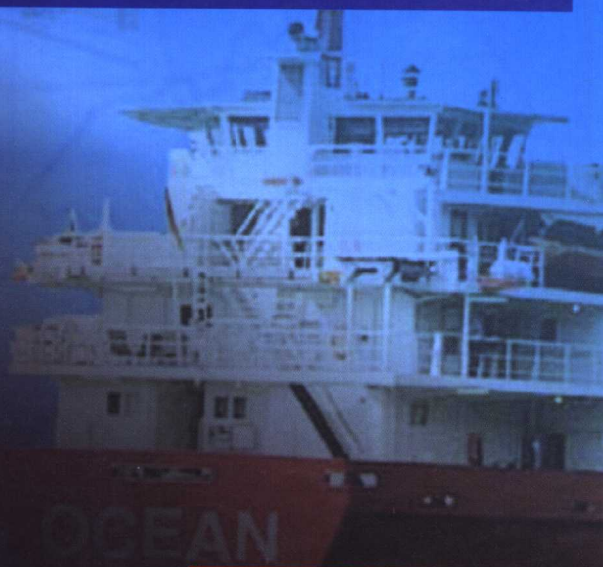


王玉章 编著



MODERN ENGLISH
现代国际
FOR 商务英语

INTERNATIONAL BUSINESS



天津大学出版社
TIANJIN UNIVERSITY PRESS

现代国际商务英语

Modern English for
International Business

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内 容 提 要

本书可作为高等院校国际贸易专业的专业英语教材,也可供外贸工作者提高英语水平之用。本书内容包括了国际营销、谈判策略、贸易术语、货物运输、海运保险、国际支付、仲裁、外汇、贸易方式、跨国经营、电子商务、国际贸易的形成和发展、贸易壁垒和世界贸易组织等国际贸易实务知识和基本理论。书中配有注释和练习,以多种英语表达方式介绍上述有关内容。书后附有参考译文,仅供对国际贸易专业知识不太熟悉的读者加深对课文的理解。

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前 言

《现代国际商务英语》是在《国际贸易英语》一书的基础上更新、修改和增补而成的。原书自 1993 年 5 月首次出版以来,已经 11 次印刷,虽经两次增补,现在有的内容也已不适应形势发展,因此经过这次修改,增添了“电子商务和世界商务”一课,更改名称重新出版。

本书可作为高等院校国际贸易专业的专业英语教材,也可供外贸工作者和研究人员学习英语时参考。书中课文、注释和练习是有机结合的统一体。注释主要是解释课文中的语言难点,练习则是以不同的语言表达方式加强对课文的理解和应用。

书中内容包括国际营销、价格谈判策略、国际贸易实务、国际金融、仲裁、贸易方式、电子商务、国际贸易理论和世界贸易组织等。全书共十七课,如作为教学用书时,可酌情取舍。课文中涉及的某些西方经济学家的理论和观点,在使用本书过程中应予以分析和鉴别。

本书在编写过程中,得到了中国对外经贸大学原副校长黄震华教授、五金化工出口商会副会长周世俭研究员和原天津对外贸易学院刘礼生教授的指导,并得到了天津大学出版社高亚洲同志(责任编辑)的大力帮助,王怡、牟燕锋、逢承国、师英、王忻、石鸣等同志在搜集资料、打印、校对等方面做了大量工作,在此一并致以衷心的感谢。

由于编著者水平有限,错误之处在所难免,敬请专家、学者和读者不吝赐教。

编著者

2003 年 8 月

增补本说明

本书出版后,陆续收到不少读者和教师的来信,给予编著者极大的鼓舞并提出了许多宝贵建议,特此表示衷心的感谢。现趁重版之机,根据各方意见,对原书作了一些修改和补充。

保险和仲裁是国际贸易中的重要环节,为此增补本中专门增补了“海运保险”和“斯德哥尔摩商会仲裁”两课,初步介绍了海运保险和国际经贸仲裁的基本知识和英语表达方法,使本书内容更为全面。因本书设计为专业英语教材,课文内容和文字表达专业性强,有些读者觉得难度较大,为了拓宽知识面,提高兴趣,在某些课后增补了一些练习和比较浅易的补充阅读材料。随着国际贸易的发展,“关贸总协定”一课已经过时,因此更换为“世界贸易组织”一课,简单介绍了世贸组织成立的背景及其组织结构和贸易体系的原则。我国加入世贸组织在即,了解这方面情况是必要的。根据读者建议,书后附录各课参考译文,目的仅是便于不太熟悉国际贸易的读者理解课文之用。

本书编写和增补过程中,得到了高亚洲同志(责任编辑)的大力帮助,并且王怡和牟燕锋同志在搜集资料、打印和核对等方面做了大量工作,在此一并致以衷心的感谢。

由于编著者水平有限,错误在所难免,敬请专家、学者和读者不吝赐教。

编著者

1998年6月

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Lesson One

Marketing Abroad

Exporting firms range in size from the very small exporter to the large multinational company and the methods of marketing will naturally vary according to their size and also according to the type of goods and the nature of the market.

For the manufacturer going in for exporting for the first time, there is a lot to be said for trying to sell some of his goods in a small way without making any changes in his methods of production or types of product and hence not being involved in any additional capital investment. He can test the market in this simple way, but there are considerable dangers in this because the results of his efforts may not be a true reflection of what might be achieved by careful planning and research. He may be unlucky and choose a difficult market, for instance, one in which, if he did but know it, his goods would sell much more readily if they were slightly modified to meet local needs or preferences. Some time and expense at the outset are likely to save disastrous mistakes and frustrations and also yield substantial dividends. Fortunately, there are a number of sources of statistics, information and guidance available to the exporter to aid him in his desk research and much of this is available for only a modest amount of expenditure.

With the aid of this desk research the manufacturer should be able to make his first plunge into overseas trading without making a bad choice of market and other serious blunders. He should then be better able to make some very important decisions as to how to or-

ganize the export marketing.

Direct Selling

There are obvious advantages to the exporter of selling direct to the overseas buyer without using an intermediary such as an agent or export house. Direct selling means having direct communication between a representative of the exporting company (whether he is the export manager, a travelling salesman or an officer of a branch or subsidiary abroad) and the buyer. This communication enables the exporter to establish a relationship with the buyer, to make him fully aware of the range of goods available and to assess fully the buyer's requirements both in the short- and in the long-term period. But the exporter must bear the expense of his direct approach to selling. If he is exporting in only a small way this may simply amount to his own expenses in travelling abroad to visit his customers or of sending a colleague to do this. As the business expands, however, an export sales office may be necessary and/or a branch office will need to be opened overseas.

A sales office abroad, although an expense, may bring considerable benefits to the exporter. It provides a continuous presence in the buyer's country, enabling him to have easy access to the exporter's staff to place orders or seek help or advice. It enables these members of staff to develop sales and acquire market information, and to supervise the distribution of their firm's goods and display and warehouse them. Skilled engineers may be at hand to deal with technical problems such as assembly of the product. By employing some local staff the exporter is able to overcome the language problem which

he or his representatives travelling overseas might find a barrier to successful sales negotiations. These foreign nationals will also be more aware of local tastes and market needs. However, setting up abroad does often involve contending with local laws in acquiring premises or a subsidiary company and in employing personnel. There may be also difficulties in getting profits home.

Indirect Selling

As has been seen, there are considerable advantages in selling direct to the foreign buyer but also some disadvantages. Similarly there are pros and cons for indirect selling, and the exporter must consider them all and decide which method best suits his particular needs.

Generally speaking indirect selling is more popular with a new exporter because it involves less investment and is less risky, while direct selling becomes more worth while as export sales increase and the exporter's knowledge of both the techniques of exporting and the problems of particular markets develops. Indirect selling involves the employment of an agent or distributor overseas. All of these offer the exporter their knowledge of the market and their network of customers, and save him the expense of setting up his own sales force and seeking his own customers.

In choosing an agent the exporter must endeavour to find one who is likely to look after his interests and really work for his commission. If he is already an agent for similar manufacturers there is the danger of divided loyalties when it comes to passing on the orders he receives. The size of the agent's business is important and so

are the extent of his knowledge of the type of product the exporter wishes him to sell and his knowledge of the market. If the agent is to be a *del credere* agent he will take on financial responsibility for his sales and thus be responsible for collecting payment from the buyers, but the exporter must expect to pay him a higher rate of commission for his service.

An agent who is to be appointed as a distributor for the goods buys them from the exporter and resells them in his own right on certain terms and conditions laid down in the contract. He is usually given the privilege of being the sole distributor for the exporter's product within an area and in exchange is expected to maintain the exporter's image, possibly to display the product sign and even the recognisable layout for the showrooms and forecourt. If the product sells well he will be anxious to retain his franchise and will do everything he can to protect the exporter's interest and will be prepared to sell the goods at a price agreed with the exporter.

There are considerable advantages in appointing an agent whether he is a commission agent or a distributor, but against these must be weighed the disadvantages of lack of personal contact between the exporter and the foreign buyer and the lack of opportunity to develop directly sales and a knowledge of the market.

Joint Ventures

As an alternative to selling his product abroad himself, either directly or indirectly, the manufacturer may sell the right to manufacture it overseas under licence. This is a simple way for a manufacturer to become involved in marketing abroad and he gains entry to

a market at little risk. In return for a royalty, the overseas producer gains the right to use a manufacturing process, patent rights and trade secrets, and saves himself the time and expense of building up similar expertise and a product name. The exporter does of course lose control of the manufacture of his product and the right to sell it himself in competition with the licensee.

To maintain the marketing responsibility and yet have the goods manufactured outside China, the Chinese producer could enter into a contract with a foreign manufacturer to produce the goods for him. He could possibly form a partnership with the overseas producer or even buy him up.

There are a number of other joint venture opportunities available to the producer. For instance, he could join in a partnership with an overseas firm willing to put up some capital which, with his know-how, would enable them to manufacture the goods abroad. Alternatively he could invest his capital jointly with foreign investors to establish a company to manufacture his product in their country. Another possibility is to join with Chinese producers of similar goods to form a marketing group that will share the costs of agents, advertising, local showrooms, sales staff and research, etc., but as the rewards are not always evenly distributed there is the danger of conflict between firms participating. Large firms can also assist small ones by giving them the use of their research and marketing facilities to enable them to find outlets for their goods without the expense of setting up their own export sales organizations.

Glossary

1. firm *n.* a business company 公司, 商行
2. range *v.* vary (between limits); to stretch or reach (from limit to another) (在一定范围内)变化, 变动
3. multinational *adj.* involving many countries 多国的, 跨国的
4. market *v.* to offer for sale 销售
5. go in for — to take part in; choose as one's career 参加, 进行, 从事
6. hence *adv.* for this reason; from this origin; therefore 因此, 所以
7. capital investment — money spent to improve machinery, building, etc., belonging to a business 资本投资, 基建投资
8. considerable *adj.* fairly large; great in amount, size, or degree 相当大的, 相当多的
9. modify *v.* change slightly esp. to make less extreme or to improve it 修改, 变动
10. outset *n.* beginning 开始
11. disastrous *adj.* being or causing disasters 灾难性的
12. frustration *n.* (state of) being discouraged or not satisfied 挫折, 沮丧
13. yield *v.* bear, produce, or provide (a natural product, a result or profit) 产生, 出产
14. substantial *adj.* large in amount; considerable 大量的, 数量大的, 相当大的
15. dividend *n.* a payment of interest; the amount of distributed profit expressed as a percentage of the value of share capital 红

利, 股息

16. statistics (pl.) *n.* collection of information shown in numbers; (sing.) science of collecting, classify in, and analysing such information 统计资料; 统计学
17. available *adj.* that can be used or obtained 可用的, 可以获得的
18. desk research — research done in the office 案头调研
19. modest *adj.* not large in amount, size, etc.; moderate 适度的, 适量的
20. expenditure *n.* amount of money spent 开支
21. plunge *n.* beginning sth. suddenly or hastily 投入, 贸然行动
22. overseas *adj. adv.* foreign, in other countries; abroad 外国的; 海外的
23. blunder *n.* stupid or careless mistake 大错误
24. as to — concerning, as regards 关于
25. advantage *n.* condition or circumstance that gives one superiority or success; benefit, profit 有利条件, 优势; 利益, 好处
26. intermediary *n.* agent or other person or firm through whom business is done 中间人, 中介
27. agent *n.* a person who acts on behalf of another in making contracts with third parties and in buying and selling. He is usually paid a commission for his services by his principals. 代理人
28. export house — export firm; export company 出口公司
29. communication *n.* way of getting a message from one place to another 通信, 通讯, 交流, 联系
30. subsidiary *n.* a company controlled by another which owns over 50% of the ordinary shares of the subsidiary 子公司

31. assess *v.* estimate the quality of; evaluate 估价; 评价, 评估
32. approach *n.* method, way of thinking or acting 方法
33. amount (to) *v.* to be equal to, to be the equivalent of 等于, 相当于
34. acquire *v.* gain by one's ability, efforts or behaviour 获得, 得到
35. supervise *v.* watch or keep a check on (sb. doing sth.) to make sure it is done properly 监督, 管理
36. distribution *n.* getting the goods to the customers 经销
37. display *v.* arrange (goods) to catch the eye and attract 展览, 展示
38. warehouse *n. v.* the place or a building for storing goods; to place or store in a warehouse 仓库; 仓储, 贮存
39. at hand — near, close by 手边, 附近
40. deal *n.* a business transaction or agreement 交易
41. assembly *n.* putting together 装配, 组装
42. barrier *n.* thing that prevents or controls progress or movement; hinderance 障碍物; 障碍, 阻碍
43. negotiation *n.* discussion in an attempt to reach agreement 谈判
44. national *n.* citizen of a particular nation 国民
45. aware *adj.* having knowledge or realization of sth. or sb. 明白的, 知道的, 晓得的
46. contend *v.* struggle in order to overcome a rival, competitor or difficulty 竞争, 争取
47. premises (pl.) *n.* house or other buildings with its outbuildings or land 房屋连地基, (生产)场所, (经营)场址
48. profit *n.* money left over as earnings after all expenses have been paid 利润

49. the pros and cons — arguments for and against sth. 赞成论点和反对论点
50. investment *n.* using (money) to buy share or property etc. in order to earn interest or bring profit 投资
51. worthwhile *adj.* profitable or interesting enough to justify the time, money or effort that is spent 值得的, 合算的
52. distributor *n.* a person who sends goods from those who produce them to those who use them 经销商, 经销人
53. endeavour *v.* try 试图, 竭力
54. commission *n.* payment to an agent, usually based on the values of the goods sold. It is a percentage of the sales revenue, agreed between the agent and his principal 佣金
55. pass on — hand or give sth. (to sb. else), esp. after receiving or using oneself 转交
56. del credere — (Italian) an obligation undertaken by an agent to fulfil a contract or make payment in the event that his principal defaults (意大利语) 信用担保
57. lay down — give sth. as a rule, principle; establish 规定, 制定
58. facilities *n.* circumstances, equipment, etc. that make it possible or easier to do sth. 设施, 便利
59. privilege *n.* special right or advantage available only to a particular person, class or rank, etc., to the holder of certain position 特权, 优惠
60. sole *adj.* one and only; single 单独的, 惟一的
61. image *n.* picture in the minds of the public of a particular person or product 形象
62. recognisable *adj.* that can be recognised 可承认的, 可辨认的
63. layout *n.* way in which the parts of sth. are arranged accord-

ing to plan 布局, 安排, 设计

- 64. showroom *n.* place where things, e. g. goods for sale are put on display 商品陈列室, 样品间
- 65. forecourt *n.* large open area or courtyard in front of a building, esp. the front of a filling station where petrol is sold (建筑物前的大片空地, 前院)
- 66. retain *v.* keep sth. in one's possession or use 保留, 留用
- 67. franchise *n.* formal permission to sell a company's goods or services in a particular area 特许权
- 68. joint venture — a commercial undertaking by two or more people, differing from a partnership in that it relates to the disposition of a single lot of goods or the termination of a specific project 合资经营, 合资企业
- 69. licence *n.* official document showing that permission has been given to own, use or do sth. ; permission 许可证, 执照; 许可
- 70. patent *n.* the right to be the only maker and seller of an article 专利
- 71. expertise *n.* expert knowledge 专门知识, 专长
- 72. partnership *n.* a contractual relationship between two or more people in a joint enterprise, who agree to share, not necessarily equally, in the profits and losses of the organization. 合伙关系, 合股关系
- 73. put up supply (money needed for sth.) 提供 (资金)
- 74. know-how *n.* practical knowledge or skill in an activity 专有技术, 技术诀窍
- 75. reward *n.* something given or received in return for work, merit or services 报答, 报酬
- 76. conflict *n.* serious disagreement; argument; controversy 冲突