

对外经济贸易英语精品系列教材

大学外贸英语

主编 冯祥春 隋思忠

ENGLISH

*College English for
Foreign Trade*

中国对外经济贸易出版社

本书配有《自学手册》

第二版

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大学外贸英语

(第二版)

(The Second Version)

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前 言

《大学外贸英语》(第二版)是为高等院校外贸英语专业学生编写的专业外贸英语教材。

中国加入 WTO 后,对外贸英语专业毕业生的英语水平提出更高的要求,他们在工作中所接触和使用的外贸英语在广度和深度上都将有很大的提高。我们正是从这一基本需要出发,力图编写出适合当今外贸英语工作者在实际工作中所需要的新教材。

本教材的各课课文和补充阅读均自最新有关外经贸的英语专著、文献和英美经贸报刊中精选出来。这些文章观点新颖、语言优美规范、体裁多样、信息量大、知识性强。文章内容涉及国际贸易、进出口业务、外贸商情、销售学、美国经济、欧盟、跨国公司、国际金融、国际经济合作、国际经贸组织、电子商务、企业管理、中美贸易关系等领域。此书中有相当篇幅是直接 with WTO 及和 WTO 业务有关的文章,因此,本书也可作为学习 WTO 英语的教材。

全书共有 16 课,每课由课文、单词表、专有词汇表、习语及表达方式、课文注解、活用词、练习和补充阅读等 8 个部分组成。课文注解提供了有关专题的背景知识和语言要点介绍;练习形式多样、活泼、实用性强;补充阅读对提高阅读相关题材专业文章的能力、扩充专业词汇、扩大专业知识大有裨益。

此教材还有与之配套的自学手册。自学手册中提供了每课的课文简介、语言要点、课文译文、补充阅读译文和练习答案,并附有测试题。自学手册可作为教师的教学参考材料及学生自学辅导读物。

本教材曾在多所国内著名外贸院校中使用,收到较好的效果,并

得到好评。

本书虽然为编者在多年对外经济贸易实际工作和外贸专业英语教学的基础上编写而成，但限于水平，错误和缺点在所难免，恳请读者予以批评指正。

编 者

2002 年 9 月

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Lesson One

The Changing World and Development

Policymakers in the 21st century will find themselves pursuing development goals in a landscape that has been transformed economically, politically, and socially. ^① Two main forces will be shaping the world in which development policy will be defined and implemented: globalization (the continuing integration of the countries of the world) and localization (the desire for self-determination and the devolution of power). ^②

At the end of the 20th century, globalization has already demonstrated that economic decisions, wherever they are made in the world, must take international factors into account. While the movement of goods, services, ideas, and capital across national borders is not new, its acceleration in the last decade marks a qualitative break with the past. The world is no longer a collection of relatively autonomous neighborhoods that are only marginally connected (by trade, for example) and are generally immune to events in other neighborhoods. ^③ Information and ideas can be accessed in all corners of the globe at the push of a button. The international economic order is evolving into a highly integrated and electronically networked system. So close are its ties that a retailer in one country can describe the products consumers want to producers in several other countries, setting in motion immediate revisions in design and production. ^④ So closely interwoven are financial markets that exchange rates, interest rates, and stock prices are intimately linked, and the amount of private capital circulating in financial markets dwarfs the resources of many countries.

At the same time that globalization is gathering the world's countries together, the forces of localization are tilting the balance of power within them. The demand for

self-determination can take a number of forms, including the replacement of authoritarian or single-party rule by multiparty politics, greater autonomy of subnational political units, and the involvement of community groups and nongovernmental organizations(NGOs) in governance.^⑤

At first glance, globalization and localization may look like countervailing forces, but in fact they often stem from the same source and reinforce each other. For example, the same advances in information and communications technology that have been so important in the spread of global economic forces often allow local groups to bypass central authorities in the search for information, visibility, and even financing. Together, these global and local pressures are revolutionizing traditional forms of centralized governance and dramatically affecting development thinking.

Development economics, born after World War II, came into being in an era when strong and autonomous states were the chief decisionmakers.^⑥ Globalization has circumscribed the ability of many central governments to raise revenues by taxing corporations, which now have the option of moving part or all of their economic activity to low-tax venues. As central governments find themselves looking for other sources of revenue, regional and urban communities are coming together to assert their own interests, putting yet more pressure on the traditional forms of governance. The result has been new ways of thinking about how to manage the world's economies and a corresponding need to create new institutions to do so. These institutions will be needed at three levels: supranational, national and local.^⑦

At the supranational level some institutions for shaping and channeling the forces of globalization are already in place. The World Trade Organization(WTO), the Basle Accords, and the Montreal Protocol, which affect, respectively, trade, banking systems,^⑧ and the release of ozone-depleting chemical agents worldwide, are representative of the kinds of institutions the world will need in the 21st century. The events of the 1980's and 1990's have shown that existing institutions are far from sufficient to address the economic and environmental issues of the future; many more are needed. Economic catastrophes like the Latin American debt crises of the 1980's and the meltdown of the East Asian economies in the late 1990's may continue to occur, per-

haps in even more dramatic forms. And while countries have begun initiating responses to important environmental issues like climate change and preservation of biodiversity, these actions are but the first of many that must be taken to protect the global commons.^⑨ The lack of consensus on many vital issues and the difficulties inherent in protracted negotiations stand in the way of meaningful international institution-building.

At the national level many countries are learning which policies work well and which should be avoided for the purposes of macroeconomic stability. Many industrial economies learned of the potential boom-and-bust dangers of capitalism from events like the Great Depression and thus have put in place a bevy of national policies and institutions.^⑩ These policies seek to moderate economic volatility through countercyclical macroeconomic actions designed to minimize the potential instability of capital flows^⑪; regulate the conduct of private agents; protect investors, depositors, and consumers; disclose the information necessary to assess risks and make prudent decisions; and provide social insurance to ride out temporary crises. Such institutions have become integral parts of the capitalist system in industrial countries, shaping expectations and fundamentally altering private sector decisionmaking.

At the subnational level localization has led many central governments to grant political, fiscal, and administrative powers to local governments. But arrangements aimed at maintaining workable inter-governmental relations have not kept pace with the speed of decentralization^⑫. There are virtually no good models of decentralization. Recent macroeconomic instability arising in part from tensions between the central government and subnational entities (although the cases are very different) in Brazil and Russia show how important harmonious relations between central and local authorities are in creating and sustaining market confidence. Governments at all levels have also begun to understand the importance of due process and inclusive, participatory, and consensual modes of public sector decisionmaking and resource allocation^⑬.

(Adapted from *The World Bank Report*)

New Words

policy maker	n. 政策制定者, 决策者
landscape	n. (事物的) 风貌
shape	v. 使形成, 引导, 决定(或影响)的……发展方向(或形式)
devolution	n. (中央政府向地方政府的) 权力下放
marginally	adv. 边缘地
evolve	v. 进展, 发展
interwoven	a. 交织在一起的
dwarf	v. 使显得矮小, 使相形见绌
tilt	v. 使倾斜, 使歪斜
authoritarian	a. 权利主义的, 专制的
countervailing	a. 起抵消作用的, (相互) 抵消的
stem	v. 起源于
reinforce	v. 充实, 补充
bypass	v. 绕过
visibility	n. 可见性
together	adv. 从整体上考虑地
revolutionize	v. 使革命化, 彻底改革
centralize	v. 使集中
circumscribe	v. 限制, 约束
community	n. 社区
assert	v. 维护, 坚持(权利等)
pranational	a. 超国家的
channel	v. 为……开辟途径, 引导
address	v. 对付, 处理
catastrophe	n. 灾难
meltdown	n. [美俚] 灾难
commons	n. 平民百姓
consensus	n. (意见等的) 一致

macroeconomic	a. 大经济的,宏观经济的,总体经济的
moderate	v. 缓和,减轻
volatility	n. 易变,变化无常
regulate	v. 制约,控制
conduct	n. 行为
disclose	v. 透露,使公开
assess	v. 评估
fiscal	a. [美]财政的
virtually	adv. 实际上,事实上
entity	n. 实体
sustain	v. 维持

Special Terms

globalization	全球化
integration	一体化
localization	地方化,局部化
self-determination	自决,自主
qualitative break	质的突变,质量的急转
exchange rate	汇率
interest rate	利率
autonomy	自治,自主
subnational political unit	(国内)地方性政治团体
governance	统治,管理
financing	筹措资金
low-tax venue	低税收地区
the World Trade Organization(WTO)	世界贸易组织
Basle Accord(s)(或 Basle Agreement)	巴塞尔协定(1961年英、法、原联邦德国、意、比、荷、瑞士、瑞典签署的稳定英镑的协定)

Montreal Protocol	蒙特利尔议定书
ozone-depleting chemical agent	造成臭氧层空洞的化学剂
biodiversity	生物多样性
boom-and-bust	繁荣与萧条的经济循环
the Great Depression	(20 世纪)30 年代经济大萧条(美国历史上最大的经济危机)
capital flow	资本流动
private sector decisionmaking	私人部门决策
decentralization	权力分散,权力下放

Idioms and Expressions

take... into account	考虑到……
set... in motion	使……运转
take a form of...	采取……的形式,为……的形式
in(the)search for	寻找,寻求
come together	聚集在一起
a bevy of	(事物的)一批,一堆
ride out	安然度过
arise from...	由……引起,由……产生
in part	部分地,在某种程度上

Notes

① Policymakers in the 21st century will find themselves pursuing development goals in a landscape that has been transformed economically, politically, and socially.

21 世纪的决策者们将会发觉:他们所追求的各种发展目标勾画出一幅经济、政治、社会各方面已发生变化的风貌。

② Two main forces will be shaping the world in which development policy will be de-

fined and implemented: globalization (the continuing integration of the countries of the world) and localization (the desire for self-determination and the devolution of power).

两个主要力量——全球化(世界各国连续一体化)和局部化(自决和权力下放的愿望)——将决定世界(发展政策将得以解释并且得以执行的世界)的发展方向。

force 力量, (事物造成的)影响、压力

如: the force of circumstances 环境的影响

又如: the force of public opinion 舆论的压力

③ The world is no longer a collection of relatively autonomous neighborhoods that are only marginally connected (by trade, for example) and are generally immune to events in other neighborhoods.

世界不再是只有边缘联系(例如凭借贸易)、不受其他地段所发生事件影响的相对自治地段的聚集体。

be immune to... 免除……的, 不受……影响的

如: The economy of the country is immune to inflation.

该国经济不受通货膨胀的影响。

又如: be immune to all pleas 不容申辩, 对所有要求都置之不理

④ so close are its ties that... 及下面一句: So closely interwoven are financial markets that... 都是 so... that... (如此……以至……) 的句型结构, 这种句型此处用倒装语序,

又如: So late has the goods arrived that they are out of season.

这批货到迟了, 已过了销售季节。

⑤ The demand for self-determination can take a number of forms, including the replacement of authoritarian or single-party rule by multiparty politics, greater autonomy of subnational political units, and the involvement of community groups and non-governmental organizations (NGOs) in governance.

对自决的要求会以多种形式出现, 包括以多党政治取代专制统治或一党统治; 给国内地方性政治团体更大的自决权; 让社区团体及非政府组织(NGOs)参与管理。

involvement 卷入, 牵连, (此处)参与、介入

involvement of... 被 in governance 所修饰, 意思是“……的参与(或介入)管理”。

⑥Development economics, born after World War II, came into being in an era when strong and autonomous states were the chief decisionmakers.

发展经济学诞生在第二次世界大战之后,是在资力雄厚、有自治权的州成为主要决策者的时代产生的。

development economics 发展经济学——研究发展中国家经济发展的一门综合性和边缘性的经济学分支学科。

strong a. 资力雄厚的

come into being 出现,产生,形成

⑦The result has been new ways of thinking about how to manage the world's economies and a corresponding need to create new institutions to do so. These institutions will be needed at three levels: supranational, national, and local.

其结果是,在如何管理世界经济并为此创立新的机构的相应需要方面产生了新的看法:这些机构需由三个级别组成——超国家级机构、国家级机构、地方级机构。

⑧banking system 银行系统(为促进信贷和货币流通,保证经济稳步增长而建立的一套金融机构。银行系统因不同国家而异。)

⑨And while countries have begun initiating responses to important environmental issues like climate changes and preservation of biodiversity, these actions are but the first of many that must be taken to protect the global commons.

当各国政府已开始对气候变化和保护生物多样性之类的重要的环境问题开始作出反应之时,这些行动仅是为保护全人类而采取的许多行动中的开头。

initiate v. 开始实施,发起

We shall initiate a series of exhibitions at home and abroad.

我们将在国内外举办一系列展览。

initiate a business talk 开始业务洽谈

but ad. 只,才,仅仅

⑩Many industrial economies...

许多工业经济国家……

economy 此外是“经济结构,经济制度”的意思,

如:an open economy 经济开放的国家

又如:the different economies of the world 世界上不同经济制度的国家

⑪... through countercyclical macroeconomic actions designed to...

通过旨在……的反周期宏观经济行为……

design v. 计划, 谋划

如: Much of the remainder of the GATT is designed to prevent evasion of the tariff obligations of Article II.

关贸总协定其余条款的许多部分是用来防止逃避第二条所规定的关税义务。

macroeconomics 大经济学, 宏观经济学, 总体经济学(研究经济体系中起作用的全部力量或重要经济部门间相互关系的经济学)

countercyclical a. 反周期的(指与商业周期既定阶段发展方向相反的, 用于抑制经济周期中的过度发展, 如在商业周期高涨阶段采取通货紧缩政策, 以防止通货膨胀等问题出现)

⑫ But arrangements aimed at...

但是, 为……所作的安排……

aimed at... 这一过去分词此处作定语, 修饰 arrangement

aim v. 瞄准, 针对, 目的在于

如: We aim to double our previous year's plan.

我们的目的是把前一年的销售量增加一倍。

又如: They aimed at deriving enormous profits from the luxury clothing of the latest fashions.

他们的目的是从最新式样的豪华服装上牟取巨额利润。

keep pace with... 与……齐步前进, 跟上

如: Price increases failed to keep pace with rising costs.

价格的提高跟不上成本的增加。

⑬ Governments at all levels have also begun to understand the importance of due process and inclusive, participatory, and consensual modes of public sector decisionmaking and resource allocation.

各级政府也已经开始理解, 对于公共部门的决策和资源的分配来说, 适当的过程以及涉及范围广泛、能提供参加机会并经双方同意的方式具有重要意义。

inclusive a. 范围广泛的

participatory a. 提供参加机会的, 供人分享的

consensual a. 经双方同意的

Word Study

TRADE

trade n.

1. 贸易(the business of buying and selling goods for money)
 free trade 自由贸易
 barter trade 易货贸易
 transit trade 转口贸易
 bilateral(trilateral,multilateral)trade 双边(三边、多边)贸易
2. 行业(an occupation or employment needing a high degree of skill, esp. with the hand)
 We have been in the wool trade for quite a number of years.
 the trade of carpenter(shoemaker, plumber)木匠(鞋匠、管道工)行业
 trade union 工会

trade vi. & vt. 交易(buy and sell)

They trade mainly in textile products.

trading company 贸易公司

trade on 利用(take a wrong advantage of)

trade on sb.'s sympathy(generosity)利用某人的同情(慷慨)

trade on one's social standing(past reputation, power)

利用某人的社会地位(过去的声誉、权力)

IMPORT

import vt. 进口(to bring in esp. goods from another country, usu. for sale as merchandise)

We import rubber from Malaysia.

import n.

1. 进口商品(a thing or class of things imported from another country)

The Japanese government levies heavy duties on food imports.

Their imports are diversified and substantial.

2. 进口(act of importing goods)

import licence 进口许可证

import quota 进口配额

import surcharge 进口附加税

importation n. 进口

importer n. 进口商

EXPORT

export vt. 出口(to send out of the country as an act of trade)

We export merchandise of various kinds to many countries.

The British export machinery in return for foodstuffs.

export n.

1. 出口商品(a thing or class of things exported to another country)

Last year our exports exceeded imports.

The chief exports of our province are textiles and light-in-dustrial products.

2. 出口(act of exporting goods)

export duty 出口税

export documents 出口单证

export-import bank(eximbank) 进出口银行

exporter n. 出口商

We are engaged in the export of garments.

ADVANTAGE

advantage n.