



国际商务英语丛书

A BASIC BUSINESS READER

商务英语 基础教程



(第三版·赠课件)

主编◎李德荣 余丽华



华东理工大学出版社
EAST CHINA UNIVERSITY OF SCIENCE AND TECHNOLOGY PRESS

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前 言

本书为专业英语教材,可供高校工商管理、经济、贸易等专业使用,亦可作为相关专业人员学习进修之用。

改革开放以来,我国经济蓬勃发展,不仅融入全球经济,而且成为举世瞩目的重要经济体;就业市场呼唤能用英语从事商务活动的人才。本书以英语为载体,较系统地介绍了商务及管理方面的基础知识,同时兼备语言教材的某些特点,便于读者兼修专业和英语,做到一举两得。

本书共 22 章,内容涉及商务和管理的许多方面,包括企业与社会、企业所有制形式、企业管理、企业文化、产品、营销、生产管理、商务沟通、人力资源管理、财务管理、商业法规、跨国公司、电子商务等众多领域。它为初学者提供了一个入门的途径,为他们今后深造打下坚实的基础;同时也为他们用英语从事商务活动创造了条件。

为减轻学习负担,本书每单元后的注释(Notes)针对难点进行简要说明。练习设有讨论题、词汇、阅读及翻译,其内容与各章内容紧密配合,便于巩固所学知识。为帮助读者掌握商务词汇和术语,每章设有重要商务词汇(Key Business Terms)。书末附有用英语解释的商务术语表(Glossary)和练习答案。

由于商务题材涉及面广,且不少专题内容十分庞杂(如管理、营销、国际贸易等专题均有厚厚的专著),教学过程中可根据需要对本书章节进行取舍和补充。此外,商务英语是一门知识与技能并重的课程,不少所学知识需要转化为技能,才能让学生真正受益。因此建议在教学中多组织讨论、发言、演示等重在培养技能的活动,避免枯燥的说教,让课堂上的商务世界变得生动活跃、令人兴奋。

本书参考并取材于数十种国外近年出版的相关著作和刊物,内容和文字均较有现代感和实用性。自 1996 年初版以来,几度修订,增删和改写了一些内容。这次重新修订,又增加了商务沟通技能的章节。编者虽然期盼不断完善,但错误和欠缺之处仍在所难免,希望专家学者,尤其是使用本教程的师生不吝指正,以期进一步改进。参与本书编写的还有张毅、李鸣春、魏璐、萧伟兴、黄小辉、熊建国等。

李德荣

2014 年 12 月

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Chapter 1 Business and Society

(企业与社会)

Objectives

After studying this chapter you will be able to:

- Define the term “social responsibility”.
- List reasons why businesses should act in a socially responsible way.
- Discuss situations where social responsibility is (not) taken into consideration.
- Identify the four basic areas of consumerism.
- Find and discuss examples of ethical/unethical business behavior.
- Understand why ethical companies thrive better in the long run.

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.^[1] This contrasts with the traditional role in which companies considered only the profits of their business activity. Social responsibility suggests that such narrow interest undermines the overall benefits to society.^[2]

n. 责任

n. 影响

n. 利益

Advocates of social concern^[3] 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.^[4]

One of the strongest arguments for the social concern of business is the premise that society grants organization the right to exist.^[5] Cultural norms^[6] — sometimes expressed through legal means — allow businesses to form and function;^[7] 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.^[8] 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.^[9]

n. 前提

n. 手段

vi. 兴旺; 成功

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.^[10] If a product is priced fairly, satisfies their needs and has no negative side effects,^[11] they will probably buy it more than once. But if the product fails or has negative side effects, 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,^[12] influencing officials against it, condemning it in the media,^[13] or patronizing other firms.^[14] Social concern can also benefit short-run profits^[15] 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.

v. 抵制
v. 谴责 v. 惠顾

a. 抽象的

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



- [1] Social responsibility is... on society.: (企业的)社会责任是指企业须承担责任, 尽量扩大它对于社会的积极影响, 减少其负面影响。
- [2] undermines the 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; 社会准则
- [7] to form and function: 形成并运作
- [8] rather than society serving business: 而不是社会为企业服务
- [9] all the components ... accordingly: 社会各组成部分均会因此受益
- [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。vote for: (投票)选举; 表决

- [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: 通过媒体对其进行谴责
- [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 (保护消费者利益)

The public demand for more protection of buyer's rights is called consumerism.^[1] 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',^[2] 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."^[3] In the United States, the 143 Better Business Bureaus^[4] around the country receive an average of one million complaints filed by consumers. Better Business Bureaus are nonprofit organizations that businesses organized to monitor and control unethical and illegal practices;^[5] most deal with poor service.

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

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^[8] 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.^[9] 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

n. 埋怨; 投诉

n. 头皮

v. 提出; 提起(诉讼等)

v. 包括

a. 明确的

n. 染料

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,^[10] for example, must be clearly stated in a contract.

n.成分

The right to choose. The right to choose ensures that consumers have access to^[11] 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.^[12] No company becomes so dominant that it limits consumers' opportunities to find new, improved, and less expensive products.

a.有竞争力的

a.主宰的;控制性的

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.^[13] It also assures the fair treatment of consumers who voice their complaints about a purchased product. Consumer concerns^[14] have been heard at the top levels of government because of the efforts of consumer advocates,^[15] who take it upon themselves to^[16] inform lawmakers about issues and problems important to consumers. In addition, many trade groups^[17] have been organized to process grievances^[18] so that consumers can appeal beyond a company^[19] if they are unable to solve a problem with the manufacturer or provider of a service. Most businesses realize that one highly dissatisfied, vocal^[20] 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.

a.同情的;体谅的



- [1] consumerism: 顾客至上;用户第一主义;保护消费者利益
- [2] satisfaction guaranteed: 保证满意;不满意包退
- [3] my scalp ... but let it grow out: 我的头皮灼烧般地疼了一个星期,我除了听天由命外,什么办法也没有
- [4] Better Business Bureaus: [美国] 商誉会(系民间商务监督组织,类似我国的消费者协会)
- [5] monitor and control unethical and illegal practices: 监控违背商业道德的和非法的经营活动

- [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: 召回刹车有缺陷的汽车
- [10] repayment terms: 还款条件
- [11] have access to: 能购买;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: 消费者利益的倡导者
- [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: 不限于只在一家公司投诉
- [20] vocal: 说出来的;畅言无忌的

III. Business Ethics (商业道德)

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.^[1] As one businesswoman said, “Many of our moral decisions are borderline;^[2] 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.

n. 行为

While each individual develops a code of what is ethical, we are influenced by laws, cultural attitudes, professional codes, and individual values.^[3] 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.^[4] Still,^[5] most authorities agree that abiding by the law defines a minimum guide for ethical behavior.^[6] For example, the law states that each citizen must be honest in filling tax returns,^[7] yet recent surveys indicate that as many as 40% of the population cheated on their income tax returns.^[8] 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.

n. 调查

办公用品

Values are accepted standards of behavior within a given society. All societies develop broad-based^[9] 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^[10] 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.

v. 禁止

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^[11] in order to get a sale. Others may choose to lose the sale rather than misrepresent the product^[12] 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

v. 离开

an employee to act against personal values. In the same survey, 87% said it was wrong to compromise personal values^[13] even if the success of the company was at stake.^[14] 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^[15] cost consumers more than \$ 40 billion a year in higher prices and taxes. A spokesperson for the U.S. Chamber of Commerce^[16] says that the extent of bribes, kickbacks, and payoffs is “pervasive”.^[17] A recent study of 3 000 executives by the American Management Association^[18] found that most employees felt pressure from their companies to compromise their personal values. Another study by the Opinion Research Center^[19] 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.^[20] Since business depends on society’s survival, a certain level of honest dealing is necessary. The capitalist system glorifies pursuit of personal interest,^[21] 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.^[22] Ethical behavior stimulates others to be more cooperative and prevents angry behavior by competitors, peer companies,^[23] and government agencies. Customers like to trade with honest companies, employees value fair bosses, and investors feel more secure with law-abiding^[24] companies.



[1] business ethics involves ... in society: 商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: 边界上的; 不明确的

[3] While ... values.: 尽管各人有其自己的道德标准, 人们还是受法律、传统观

念、职业准则和个人价值观的影响。

- [4] unconstitutional: 违背宪法的
- [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: 宽泛的;包含面广泛的
- [10] passages of laws: 通过法律;立法
- [11] mislead customers: 误导顾客
- [12] misrepresent the product: 在产品上弄虚作假(如把质量差的产品说成是质量好的产品)
- [13] compromise personal values: 在个人价值观上做妥协
- [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、骗取利润、限价、贪污、垄断和其他非法行为 price fixing: 限定价格(指制造商或批发商与零售商之间达成协议,规定不得低于一定价格出售协议商品)
- [16] U.S. Chamber of Commerce: 美国商务部
- [17] the extent of bribes, kickbacks, and payoffs is “pervasive”: 行贿、回扣和给好处费的做法“到处盛行”
- [18] the American Management Association: 美国管理协会
- [19] the Opinion Research Center: 意见调查中心
- [20] Not likely: 多半不行
- [21] glorifies pursuit of personal interest: 吹捧追求个人利益
- [22] ...it is simply good business to be ethical: ……遵守职业道德总是好事情(此处 business 意为 thing [事情])
- [23] peer companies: 同业公司
- [24] law-abiding: 遵纪守法的