



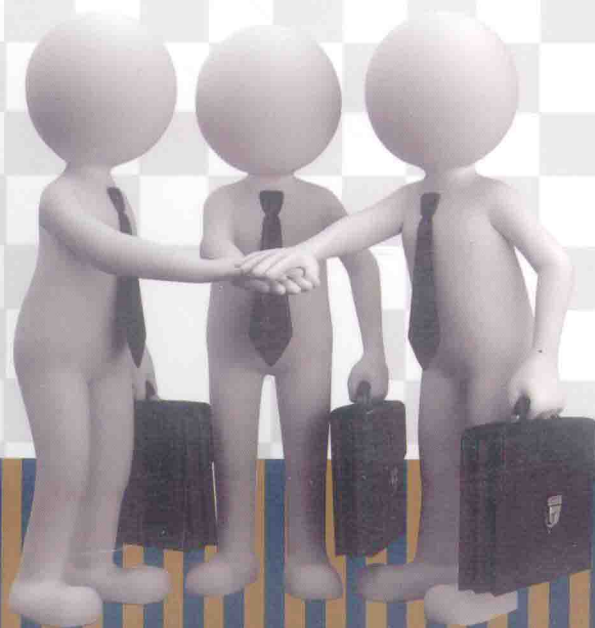
大学外语系列
BUSINESS ENGLISH READING COURSE

商务英语 阅读教程

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商务英语

阅读教程

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内 容 简 介

《商务英语阅读教程》是一套针对高校经贸英语专业的学生及相应水平的商务工作者与英语爱好者而编写的基础教材。其宗旨是用英语传授经济贸易的基础理论和基础知识,对学生进行全面的、严格的经贸基础理论教育,经贸专业英语语言技能的培训,使学生既掌握经济贸易知识,又能用英语进行经贸工作,阅读有关信息和最新发展的报道。本书介绍了国际经贸的一些做法、惯例与程序,传送现实有用的经济信息。文章涵盖的主题有:贸易知识、营销知识、管理知识、国际经融、会计业务、广告媒体、商务法律、国际投资、商务沟通、国际竞争等。

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前 言

就英语学习而言,在听、说、读、写几种语言能力中,听力和阅读的学习可以被归纳为被动输入型学习,而写作和口语学习可以被归纳为主动输出型学习。从四种技能的相关性角度考察,阅读能力是最被倚重的。如果学生的阅读量太小,缺乏相应的背景知识,词汇量小并且对语言规律不熟悉,口语表达能力肯定偏低。正如中国的古语所说:“读书破万卷,下笔如有神”。只有通过大量阅读,掌握更多的表达方式,写起来才能得心应手。因此从被动英语到主动英语的过渡期间,高级阅读训练具有举足轻重的作用,影响着从 learning 到 studying 的两个阶段的转化速度。只有从阅读入手,才能更好地积累语言经验,提高英语各方面的应用能力。为了使能够同时把握理论和实战,本书从语言学、英语词汇学和第二语言习得的角度对多种语料和语言现象进行剖析与探讨,并从多个角度进行命题练习。编者希望本书能够给学生们以帮助。

本书共分十五章,由李莹老师和刘淑娟老师负责全书的统稿工作。具体章节分工如下:李莹(哈尔滨理工大学)编写第一、十二、十三和十四章。刘淑娟(大庆职业学院)编写第六、十、十一和十五章。肖雯雯(大庆职业学院)编写了第四、七和八章。王黎(黑龙江省教育学院)编写第二、三和九章。翟晶玮(黑龙江工程学院昆仑旅游学院)编写第五章。

由于编者们的学识水平有限,书中难免存在疏漏和不妥之处,欢迎同行专家及读者们批评指正,以便再版时修订。

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Unit 1 The American Business System

Text A

Elements of American Business Enterprise System

Over two hundred years ago Thomas Jefferson noted that agriculture, manufacturing, commerce, and navigation were the four “pillars of our prosperity.” As for this, present Americans add that individual enterprise, or initiative, is the foundation on which these pillars stand. In fact, it was largely enterprising individuals and organizations seeking private gains that spurred the founding of American colonies before the break with England.

American capitalistic business enterprise system has been a key force in the growth of the nation since its founding. Business is the activating element—the engine of growth and productivity—in this system. Business is defined as all the commercial and industrial activities that provide goods and services to maintain and improve our quality of life. Business combines human, material, technological, and financial resources for profit. This profit is achieved by anticipating and satisfying the needs and wants of people in American society and throughout the world.

In the complex society today, someone must accept the challenge and risk to bring human resources, materials and capital together before a single gallon of milk can be marketed or a single automobile produced. That job rests with the businessperson. The owner of a lumber mill has to process various types of lumber as efficiently as possible in the amounts and varieties needed. A trucker has to move goods quickly from places where they are not needed to where they are needed. The person who runs a retail store must make a variety of goods available at a price the consumer is willing to pay. These are only a few examples of the almost limitless business activities in our daily lives.

However, American business enterprise system is comprised of more than business firms and activities. It results from the combination of three major elements: (1) business as a key social institution; (2) constitutional democracy; (3) the American capitalistic economy. The three elements help shape the American enterprise system into a dynamic social and economic force.

Exercise

1. Decide whether the following statements are true or false.

(1) International trade is international principle completely different from domestic trade even regardless of whether trade is across border or not. ()

(2) Increasing international trade is important to the continuance of globalization. ()

(3) It is possible for a party to have not comparative advantage, not trade that will occur with the other party. ()

(4) International trade is mostly restricted to international goods and services and only to a lesser extent to trade international capital, labor or other factors of production. ()

(5) The World Trade Organization (WTO) is an international organization designed by its founders to supervise and liberalize international trade. ()

2. Fill in the blanks with the information of trade from the text.

(1) The WTO is governed by a _____, meeting every two years; a _____, which implements the conference's policy decisions advantage is responsible for day-to-day administration; and a _____, who is appointed by ministerial conference.

(2) Industrialization, _____, _____, _____, and outsourcing are all having a major impact on the international trade system.

(3) Another difference between domestic and international trade is that factors of production such as _____ and _____ are typically more mobile within a country than across countries.

(4) International trade is exchange of _____, goods, and _____ across international borders or territories.

(5) International trade is a major sour of _____ for any nation that is considered a world power.

(6) In economics, the principle of comparative advantage refers to the ability of a party (an individual, a firm, or a country) to produce a particular goods or service at a lower _____ than another party.

(7) The World Trade Organization officially commenced on _____ under the Marrakech Agreement, replacing _____ (GATT), which commenced in 1947.

(8) The World Trade Organization deals with _____ between participating countries; it provides a _____ for negotiating and formalizing trade agreements, and a _____ aimed by representatives of member governments and ratified by their parliaments.

(9) WTO is currently endeavoring to persist with a trade negotiating called the Doha Development Agenda (or _____), which was _____ in 2001 to enhance equitable participation of _____ which represent a majority of the world's population.

(10) The WTO has _____ members representing more than _____ % of total world trade and _____ observers, most seeking membership.

3. Translate the following sentences from English to Chinese.

(1) International trade refers to exports of goods and services by a firm to a foreign-based buyer (imports). In most countries, it represents a significant share of gross domestic production (GDP).

(2) Comparative advantage explains house trade can create value for both parties even when one can produce all goods with fewer resources than the other.

(3) In economic, principle of absolute advantage refers to the ability of a party (an individual, or firm, or country) to produce more goods or service than competitors, using the same amount of resources.

(4) Most of the issues that the WTO focuses on derive from previous trade negotiations, especially from the Uruguay Round.

(5) Then trade in goods and services can serve as a substitute for trade in factors of production.

Text B

Business—A Key Social Institution

Business is a major institution in the American society because its values and consequences are accepted as an important and basic part of American lives. Business is also a social institution as it is comprised of human groups working toward goals that agree with the overall goals of society.

The institution of business is formed by industries and business firms. An industry is a distinct group of productive firms concerned with a particular business such as automobile manufacturing or providing entertainment. A business firm is a commercial or industrial enterprise owned and organized to buy, sell, manufacture, or provide products or services to society for a profit. This is a broad definition and includes all sizes and types of business firms.

American business is carried on by firms of various sizes. Whether the business is large or small is set by referring to their assets, the number of employees, annual sales, or net incomes and such criteria. Moreover, the definitions of small or large business are changed from time to time, and from field to field.

Two basic types of business firms are industrial and commercial. Industrial businesses include firms that are engaged in producing things by extraction from the earth, by fabrication in a factory, or by construction on a building site. Commercial businesses include firms engaged in marketing, such as wholesalers and retailers; in finance, such as banks and investment companies; and in services, such as advertising, repair services, laundries, hotels and theaters.

Although the institution of business exerts great influence over our way of life, it exists within a framework of other social institutions such as agriculture, the military, politics and law, education, religion, and family life. Business and other social institutions have a dynamic, many-sided relationship in our complex society as each affects the other.

Exercise

1. Multiple choices.

(1) The theory of “comparative advantage” claims that _____ would benefit from trade even if Riceland is better at producing both rice and beans than is Bean land.

- | | |
|---------------------------|--------------------|
| A. Riceland | B. Bean land |
| C. both the two countries | D. neither of them |

(2) Instead of debating _____ we should work for fair trade-standards for wages, working conditions, and environmental safeguards that all countries must meet.

- | | |
|-----------------------|------------|
| A. tariffs and quotas | B. tariffs |
|-----------------------|------------|

C. quotas

D. tariffs, wages and quotas

(3) After World War II, the United States was in a stronger position and pushed to erode trade barriers through the General Agreement on Tariffs and Trade (GATT), founded in _____.

A. 1948

B. 1947

C. 1994

D. 2005

(4) _____ is an international organization designed by its founders to supervise and liberalize international trade.

A. WTO

B. GATT

C. NAFTA

D. the Federal Trade Commission

2. Match the words.

(1) specialize

(2) quota

(3) flourish

(4) pitfall

(5) protectionism

(6) blissful

(7) concede

(8) retaliate

(9) consumer

(10) outweigh

A. grows in a wealthy manner; be well and active; prosper

B. happy, joyous

C. person who use goods

D. be or become a specialist; give special or particular attention to

E. covered pit as a trap for animals

F. admit, grant, allow

G. limited share, amount or numberless. a quantity of goods allowed to be manufactured, sold, etc. or number, e. g. of immigrants allowed to enter a country

H. system of giving protection to home industry

I. return the same sort of ill treatment that one has received

J. be greater in weight, value or importance than

3. Questions.

(1) Why do we need to do international trade, in your opinion?

(2) How many members are there in WTO? How many percent of total world trade does WTO represent?

(3) Can you find some information about the North American Free Trade Agreement (NAFTA?) on the internet and then tell in the class?

(4) What kind of international trade barrier do you know? Can you give an example?

(5) Does America really specialize in certain field of production according to “comparative? Is it advantage theory? Give an example.

Text C

WTO Sees 9% Global Trade Decline in 2009 as Recession Strikes

The collapse in global demand brought on by the biggest economic downturn in decades will drive exports down by roughly 9% in volume terms in 2009, the biggest such contraction since the World War II, to economists forecast today. The contraction in developed countries will be particularly severe with exports falling by 10% this year. In developing countries, which are far more dependent on trade for growth, exports will shrink by some 20% – 3% in 2009, WTO economists say.

Economic contraction in most of the industrial world and steep export declines already posted in the early months of this year by most major economies——particularly those in Asia——makes for an unusually bleak 2009 trade assessment, said the WTO in its annual assessment of global trade.

Signs of the sharp deterioration in trade were evident in the latter part of 2008 as demand sagged and production slowed. Although world trade grew by 2% in volume terms for the whole of 2008 it tapered off in the last six months and was well down on the 6% volume increase posted in 2007.

“For the last 30 years trade has been an ever increasing part of economic activity, with trade growth often outpacing gains in output. Production for many products is sourced around the world so there is a multiplier effect—as demand falls sharply overall, trade will fall even further. The depleted pool of funds available for trade finance has contributed to the significant decline in trade flows, in particular in developing countries”, said Director-General Pascal Limy.

“As a consequence, many thousands of trade related jobs are being lost. Governments must avoid making this bad situation worse by reverting to protectionist measures which in reality protect no nation and threaten the loss of more jobs. We are carefully monitoring trade policy developments. The use of protectionist measures is on the rise. The risk is increasing of such measures choking off trade as an engine of recovery. We must be vigilant because we know that restricting imports only leads your trade partner to follow suit and hit your exports. Trade can be a potent tool in lifting the world from these economic doldrums. “In London G20, leaders will have a unique opportunity to unite in moving from pledges to action and refrain from any further protectionist measure which will render global recovery efforts less effective”. Mr. Limy said.

Financial crisis sparks downturn

Following the dramatic worsening of the financial crisis since September of last year, real global output growth slowed to 1.7%, compared to 3.5% in 2007, and is likely to fall by between 1% and 2% in 2009. This is the first decline in total world production since the 1930s, and its impact is magnified in trade. But WTO economists warn that the extraordinary turbulence of world markets in recent months and the continued uncertainty about the near-term trajectory of the

global economy makes gauging the preliminary 2008 trade estimates and 2009 projections unusually difficult.

A notable aspect of the current slowdown in world trade is its synchronized nature.

Monthly exports and imports of major developed and developing economies have been falling in unison since September 2008. With the growing share of developing countries' trade in the global total, and increased geographical diversification of these flows, it was assumed by some commentators that a "decoupling" effect would have made developing countries less vulnerable to economic turmoil in developed countries. This has not turned out to be the case.

The WTO's preliminary estimate of 2% growth in world trade volume for 2008 is substantially lower than the forecast of 4.5% growth issued a year ago. However, last year's outlook did identify significant downside risks related to developments in financial markets. A large part of the explanation for the over-estimation was the unexpected and very sharp drop in global production in the fourth quarter of 2008.

Reasons for trade contraction

Trade growth data show declines that are larger than in past slow-downs. A number of factors may explain this. One is that the fall-off in demand in the world economy is slowing at once more widespread than in the past, as all regions of.

A second reason for the magnitude of recent declines relates to the increasing presence of global supply chains in total trade. Trade contraction or expansion is no longer simply a question of changes in trade flows between a producing country and a consuming country—goods cross many frontiers during the production process and components in the final product are counted every time they cross a frontier. The only way of avoiding this effect—whose aggregate magnitude can only be guessed at on account of the absence of systematic information—would be to measure trade transactions on the basis of the value added at each stage of the production process. Since value-added, or the return to factors of production, is the real measure of income in the economy, and trade is a gross flow rather than a measure of income, it follows from the reasoning above that strong increases or decreases in trade flow numbers should not be interpreted as an accurate guide to what is actually happening to incomes and employment.

A third element in current conditions that is likely to contribute to the contraction of trade is a shortage of trade finance. This has clearly been a problem and it is receiving particular attention from international institutions and governments. The WTO has been playing a role as an honest broker by bringing together the key players to work on ensuring the availability and affordability of trade finance.

A fourth factor that could contribute to trade contraction is protection. Any rises in protection will threaten the prospects for recovery and prolong the downturn. The risk of aggravated protectionism is rightly a source of concern going forward.

Exercises

1. Fill in each blank with an appropriate word from the list given below. Change the forms where necessary.

bring	begin	on	specific	complain	during
-------	-------	----	----------	----------	--------

Since the (1) of trade between nations, trade (2) general economic benefits but has also harmed. (3) domestic interest groups. Even (4) periods of economic growth, one hears (5) from some domestic firms about the damaging effects of foreign competition (6) their industry. Although economists have consistently stressed the overall gains from international trade, the debate over trade policy is a never ending one.

2. Translation from Chinese to English.

- (1) 经济学家把自由贸易比作技术进步。
- (2) 从今年上半年来看,美国从孟加拉国的服装进口并没有遭受整体下滑。
- (3) 在上半以美元计算,美国在这类(服装)上的进口分别提高了 21% (男子和男童) 和 24% (妇女和女童)。
- (4) 任何贸易壁垒都会减损贸易所带来的利益从而危害经济。
- (5) 垄断也容易导致管理不善和效率低下。

Unit 2 Electronic Commerce

Text A

E-markets Promise a More Efficient Economy

E-markets can reestablish the marketplace completeness of content, context and commerce in one virtual space for thousands of physically disparate buyers and sellers. The first important implication of this is in relation to the processes of transaction and exchange that are at the heart of most markets.

E-markets enable enormous improvement in business processes that help raise efficiency of transactions. They increase market transparency and information availability, automate critical processes, speed up and separate information flows.

Transparency refers to whether participants in the market have the same access of relevant information that influences the operation of the market, for example, who is buying, who is selling, current market prices, consequential costs (e. g. transport and freight) etc. In terms of economic theory, transparency leads to efficient markets in which supply and demand reach equilibrium via the price mechanism and inefficiencies of surplus or shortage are minimized. Hand in hand with this “efficient market” benefit goes the ability to electronically manage and reduce the costs along an activity chain comprising multiple independent companies. This is enabled by worldwide transparency of product specifications, suppliers, buyers and availability. Market transparency does not simply come from having on-line databases of worldwide product availability. Raw information of this nature only becomes rich by adding relevant static and dynamic content to which it is linked. Information in the right context becomes valuable and relevant to market participants.

Greater transparency in E-markets also leads to improved pricing, often through the mechanism of auctions. Basic economic theory tells us that transparency of products prices and supplier's terms and conditions should lead to market prices dropping towards the cost of supply, particularly when products are homogeneous and supplier's conversations costs are limited.

By automating critical processes-markets reduce specific costs related to transaction in terms of purchase price negotiation, information gathering costs, purchase process costs and communication costs.

The Internet enables suppliers and buyers to communicate efficiently and in real-time, rapidly reducing transaction costs. This has significant consequences for organization structures. Small but effectively networked companies now have the tools to compete effectively with much larger, integrated enterprises. The Internet reduces some fundamental costs inherent in a free-market economy, but at the same time provides a catalyst of structural change in how businesses organized.