

Open forBusiness:

Lessons in Chinese Commerce for the millennium

一种纪 中级商用汉语

郭珠美 著 (Jane C. M. Kuo)

课 本(下)

Textbook (Vol. 2)

*长京语言大学出版社

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出版说明

近年来,学习商务汉语的外国人越来越多,商务汉语教材也迅速增加。不过,国内已经出版的商务汉语教材大多由国内的对外汉语教师编写。在与国外汉语教师的交流中,我们发现,他们对商务汉语教学的认识与国内教师有一些差异,他们认为他们的认识更能地适应外国人学习商务汉语的实际需求。在我社看来,海外汉语教师编写的商务汉语教材自有它的特色,介绍到国内,对于丰富对外汉语教材品种,了解国外汉语教学的需求,开启教材编写新思路,是一件非常有意义的事。因此,我社将一些海外汉语教师编写的商务汉语教材辑为一套《海外视角商务汉语教材系列》。《新世纪中级商用汉语》是其中之一。

《新世纪中级商用汉语》由美国国际管理研究生院的郭珠美教授编写。2001 年,作为高级商务汉语阅读教材在美国剑桥出版社(Cheng & Tsui Company)出版,很快就被哥伦比亚大学、宾夕法尼亚大学等近 30 所高校采用,并于 2004 年再版,是美国当今使用面最广的商务汉语教材之一。我社于 2004 年引进该书第二版在中国大陆出版的版权,同时考虑到国内外课时安排的不同、学生水平的差异,经剑桥出版社及作者本人的许可,把书名改为《新世纪中级商用汉语》。

本书分上、下两册。每册均包括课本及练习册。练习册为折页装订,便于教师和学生使用。本书取名"商用",区别于一般的"商务"教材,从宏观及微观等不同角度,分类扫描中国经济,具有一定的专业性。同时配有大量真实图片,增强了该教材的实用性。虽然本书原是阅读教材,但由于作者严格控制了课文容量及生词,注释清晰,引用例句丰富、实用,因此,同样可以作为精读教材使用。对于其中少量海内外语言习惯上的差异,国内教师在选用时可做补充说明。

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使 用 说 明

如上册所述,《新世纪商用汉语》是专门针对那些具备高级中文水平,希望更深人地 了解当代中国商业交流的学生和教师而设计的教材。该教材能够帮助学生熟悉现代汉语 商业资料,并提高他们在实际工作中运用中文的能力。本书所选用的广泛的话题及各种 实际用语将有助于学生提高自己的商用汉语水平,这一点教师将会在实际教学工作中有 所体会。

《新世纪商用汉语》是针对那些具备高级中文水平,即相当于在美国攻读中文专业本科或研究生课程的三、四年级学生所具备的水平而设计的高级阅读课本。该课本由七个章节构成,包含25篇课文,并配有相应的练习。根据学生的水平和课程的强度,该课本的教学任务可在一、两个学期内完成。为了协调各种课时安排,将该书分为上、下两册:上册包括前三章,下册介绍第四至七章的内容。在结束本课本的学习时学生的汉语水平能使其阅读中文报刊,运用国际互联网,做业务发言或者开展商业治谈业务。

该教材的下册是在上册的基础上编写的,其形式与上册相同,而内容上是从另一个角度描述不断变化的中国经济环境。上册从宏观经济的角度概述了中国政策和商业实践中的新近变化,下册重点介绍微观经济问题,例如中国加入世界贸易组织会对其对外贸易及主要国内产业产生什么样的影响。下册的话题内容介绍了中国经营管理实践活动、对外贸易活动以及当前吸引外商投资的支柱产业。该册还涉及许多"热门"话题,例如环境保护,国际互联网在中国的使用情况,知识产权保护及技术转让等。

书中的话题资料是通过这几年多次的访华活动搜集来的,包括摘自各主要中文报纸的文章,国家统计局及中国贸易局的数据,以及从不同的互联网上获取的信息。

Introduction

As stated in Volume One, Open for Business: Lessons in Chinese Commerce for the New Millennium was developed specifically for advanced Chinese language students and teachers who are seeking a more in-depth perspective on contemporary Chinese business communications. This textbook provides students with an opportunity to become familiar with modern business-related materials written in Chinese and to improve their usage of Chinese in the actual work place. Educators will find the breadth of topics and variety of real-world expressions covered in this textbook to be very useful in enhancing their students' proficiency in business Chinese.

Open for Business is an advanced reading course designed for students at an advanced level of Chinese language proficiency equivalent to the third or fourth year of a top-caliber undergraduate or graduate-level Chinese language curriculum in the U. S. This textbook consists of seven chapters containing a total of 25 lessons and corresponding exercises. Depending on the level of the students and the intensity of the course, the entire textbook may be completed in one or two semesters. In order to coordinate with a variety of course formats, the textbook has been divided into two volumes: Volume One (Chapters 1 to 3) and Volume Two (Chapters 4 to 7). Upon finishing both volumes of this textbook, students are expected to reach a proficiency level wherein they can read newspapers and magazines, use the Internet, give a business presentation, or engage in business negotiations.

Volume Two of *Open for Business* builds upon Volume One and is structured in the same general format as the first volume. However, the content of this second volume presents a different perspective on China's changing economic environment. While Volume One provides a macroeconomic overview of recent changes in Chinese policies and business practices, Volume Two focuses on micro-economic issues such as how China's entry into the World Trade Organization (WTO) may impact on China's foreign trade and key domestic industries. Topics covered in Volume Two expose students to Chinese management practices, foreign trade initiatives, and pillar industries that are now attracting foreign capital investment. This volume also includes such "hot" topics as environmental protection, the Internet in China, intellectual property rights protection, and technology transfer.

Source materials for the topics discussed in this textbook were collected during numerous trips to China over the past several years. These materials include articles from major Chinese newspapers, data from the State Statistics Bureau and China's Trade Bureau, and information gathered from various Internet resources.

结 构

如下文所示,每课都包括一篇阅读课文及关于某一话题简短的背景知识,并配有词汇表、重要词语的解释以及近义词的用法辨析。每册书还提供了关于词汇、重点词和便于与课文相互参照的近义词的索引。练习分册提供各课的练习题,使用穿孔书页以便学生将完成的作业交给老师检查评改。

阅读课文

每课都以有关某一话题的阅读课文开篇,每一篇课文都以简体、繁体汉字的形式出现,帮助学生了解这两种书写方法,并配有英语译文,以便学生检查自己对资料的理解程度。

背景知识

每一篇课文都配有关于当前话题的背景知识。虽然所提供的信息十分简短,但有助于扩展读者关于该话题的知识,并引发更多的课堂讨论。

词汇表

该部分以简体、繁体汉字的形式列出在阅读课文中出现的有下划线的重点词,并配有相应的拼音,语法功能及英文释义。

词语解释

该部分的内容旨在提高学生对阅读课文中出现的重点词语的理解。大多数重点词语都是说明文中常用的语法用语或结构,每个词语都配有简短的英文释义,和各种实际生活中的商业日常用语的例句。

近义词辨析

对于母语是汉语的人来说,近义词是完全可以理解的,而对于以非汉语为母语的人则常常极具挑战性,因此学生会对该部分的内容产生浓厚的兴趣,通过学习其词语解释及例句,了解这些意义相近的词语之间的细微差别。

练习

《新世纪商用汉语》练习册配有每课的练习题,有助于提高学生正确运用商用汉语词汇的能力。该部分还特别强调句子结构和阅读理解。问题与探讨部分的练习鼓励学生通过国际互联网对该话题的内容进行进一步的研究,以口述或书面形式描述所获取的信息,以便开展进一步的讨论或辩论。

Lesson Structure

As described below, each lesson begins with a text reading and a brief passage of background information on a specific topic, followed by a vocabulary list, explanation of key terms, and a section on the usage of synonyms. Each volume also includes comprehensive indexes of vocabulary, key terms, and synonyms for easy cross-referencing to the lessons. Exercises for each lesson are provided in a separate *Exercise Book* and perforated for the convenience of students in submitting completed assignments.

Text Reading

Each lesson begins with a text reading related to a specific subject matter. The text is presented in both simplified and traditional characters in order to expose students to both writing styles. An English translation is also provided so that students can verify their understanding of the material.

Background Information

Each text reading is supplemented with background information related to the topic at hand. Although brief, this additional information is useful in enhancing the reader's knowledge of the subject and generating additional classroom discussion.

Vocabulary List

Key words underlined in the text reading are listed in this section in both simplified and traditional characters, followed by *pinyin* spelling, grammatical function, and English translation.

Explanation of Terms

This section is aimed at enhancing the student's understanding of key expressions introduced in the text reading. The majority of these expressions are grammatical terms or structures used frequently in expository Chinese. Each term is explained briefly in English, followed by a variety of example sentences featuring practical, everyday business expressions.

Distinguishing Synonyms

Although fully understood by native speakers, Chinese synonyms often pose the biggest challenge for non-native speakers. Students will therefore find great interest in this section as it provides explanations and example sentences illustrating the subtle differences among words or expressions with seemingly similar meanings.

Exercises

Exercises corresponding to each lesson can be found in the *Open for Business Exercise Book*. These exercises are designed to improve the student's ability to use Chinese business lexicon correctly. Particular emphasis is placed on sentence structure and reading comprehension. A Questions and Explorations section is also included to encourage students to perform further research on the Internet and present such information either orally or in writing for further discussion or debate.

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第四章

经营管理





4.1 中国的企业管理

改革开放不但为中国引进了资金和技术,更为中国企业引进了西方先进的管理模式和经营方法。经过二十多年的探索和改进,一套适合中国国情的管理体制正在逐步建立。最近,中国企业界又提出要在以下几方面进行改进:

一、专营主业的战略管理。在过去 20 年中,中国企业界份效日本和韩国大企业集团的管理模式,组建了一批企业集团。这些企业集团经营范围广泛,投资行业众多,比如中国光大集团就跨金融、制造、运输和娱乐等多行业经营。这样跨行业经营的结果通常是企业管理者不能集中精力来管理公司的主营业务,导致企业效益低下。因此,很多企业集团放弃了多行业经营,开始出售非主营业务。

二、企业资源系统管理。绝大多数中国企业的生产流程设计低于国际同行业水平,重复劳动、浪费资源的现象普遍存在。为改变这一现状,一些具有远见的中国企业管理学家开始尝试引进各种先进企业资源管理系统软件,如ERP等来优化管理流程,合理利用企业资源。联想和海尔等企业都是在企业资源系统管理方面比较成功的例子。



4.1 中國的企業管理

改革開放不但爲中國引進了資金和技術,更爲中國企業引進了西方先進的管理模式和經營方法。經過二十多年的探索和改進,一套適合中國國情的管理體制正在逐步建立。最近,中國企業界又提出要在以下幾方面進行改進:

一、專營主業的<u>戰略</u>管理。在過去 20 年中,中國企業界仿效日本和韓國大企業集團的管理模式,組建了一批企業集團。這些企業集團經營範圍廣泛,投資行業衆多,比如中國光大集團就跨金融、製造、運輸和娛樂等多行業經營。這樣跨行業經營的結果通常是企業管理者不能<u>集中精力</u>來管理公司的主營業務,<u>導致</u>企業效益低下。因此,很多企業集團放棄了多行業經營,開始出售非主營業務。

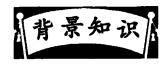
二、企業資源系統管理。<u>絕大多數</u>中國企業的生產流程設計低於國際同行業水平,<u>重複</u>勞動、浪費資源的<u>現象</u>普遍<u>存在</u>。爲改變這一現狀,一些具有遠見的中國企業管理學家開始嘗試引進各種先進企業資源管理系統軟件,如ERP等來優化管理流程,合理利用企業資源。聯想和海爾等企業都是在企業資源系統管理方面比較成功的例子。



4.1 Chinese Business Management

China's "Reform and Open Door Policy" has not only introduced capital and technology into China, but it has also brought advanced western management models and operational methods into the country. After 20 years of exploration and improvement, a management system in line with China's situation is gradually being established. Recently, the Chinese business sector has proposed the following improvements:

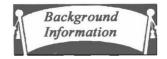
- 1. Focused Strategic Management. Over the past 20 years, Chinese enterprises have emulated Japanese and Korean management models in establishing their own business groups. Each business group operated and invested in a wide range of industries. China Everbright Group, for instance, was involved in the finance, manufacturing, transportation, and entertainment sectors. Such diversification has led to lower efficiencies because business managers have not concentrated their efforts on the company's core business sector. Therefore, an increasing number of business groups have abandoned the diversified model and begun selling off non-core businesses.
- 2. Enterprise Resource System Management. The vast majority of Chinese businesses do not meet international standards with respect to product process design. Redundancy in work routines or wasting resources is a common phenomenon. In order to change the current situation, some visionary Chinese managers have begun to try to bring in various advanced enterprise resource systems such as ERP (Enterprise Resource Planning) to upgrade management processes and to optimize the utilization of business resources. Lenovo and Haier are examples of Chinese companies that have successfully adopted such systems.



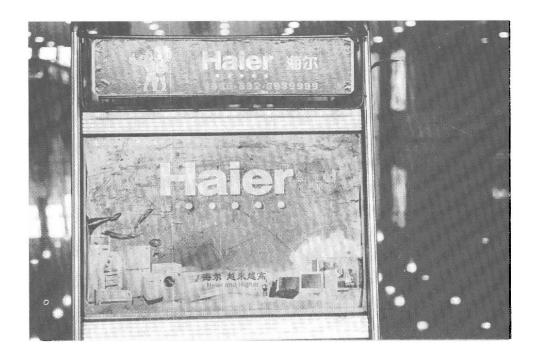
中国企业的管理模式正在发生巨大的变化,但就管理方面来说仍存在以下一些问题: (1)管理体制不健全,没有一套科学系统的管理制度; (2)企业管理还是以人治为主,管理不规范,随意性强; (3)企业缺乏公平有效的人才激励机制,员工缺乏对企业的归属感,导致企业凝聚力低下,许多人才外流到外资企业和私营企业。因此管理科学化、民主化、制度化是中国企业管理未来的发展趋势。



中國企業的管理模式正在發生巨大的變化,但就管理方面來說仍存在以下一些問題: (1) 管理體制不健全,沒有一套科學系統的管理制度; (2) 企業管理還是以人治爲主,管理不規範,隨意性強; (3) 企業缺乏公平有效的人才激勵機制,員工缺乏對企業的歸屬感,導致企業凝聚力低下,許多人才外流到外資企業和私營企業。因此管理科學化、民主化、制度化是中國企業管理未來的發展趨勢。



China's enterprise management model is undergoing great changes. However, the following problems relating to management still exist: 1) the management system is unsound and lacks a methodical system; 2) enterprise management authority resides in individuals, and management procedures are not standardized and can often change; 3) enterprises lack fair and effective incentive mechanisms and employees lack a sense of belonging, which has led to low organizational human talent has drained to foreign and cohesiveness, and enterprises. Therefore, the future trend of Chinese enterprises is to be more methodical, democratic, and systematic in enterprise management.





模式	模式	móshì	(名)	model (for imitation); pattern
探索	探索	tànsuŏ	(动)	to probe; to explore
国情	國情	guóqíng	(名)	the condition of a country; the state of a nation
战略	戦略	zhànlüè	(名)	strategy
仿效	仿效	făngxiào	(动)	to emulate; to imitate; to follow an example
范围	範圍	fànwéi	(名)	scope; limits; boundary
集中	集中	jízhōng	(动)	to concentrate; to centralize; to focus
精力	精力	jīnglì	(名)	energy; vigor
导致	導 致	dăozhì	(动)	to lead to; to bring about; to result in; to cause
放弃	放棄	fàngqì	(动)	to abandon; to give up; to renounce
绝大多数	絶大多數	jué dà duō sh	ù	great majority
绝大多数流程	絶大多數 流 程	jué dà duō sh liúchéng	ù (名)	great majority (production or technical) process
				(production or technical)
流程	流程	liúchéng	(名)	(production or technical) process
流程重复	流程重複	liúchéng chóngfù	(名)	(production or technical) process to repeat; duplicate phenomenon; appearance of
流程 重复 现象	流程 重複 現象	liúchéng chóngfù xiànxiàng	(名) (动、名) (名)	(production or technical) process to repeat; duplicate phenomenon; appearance of (things)
流程 复现 存在	流程 重複 現象 存在	liúchéng chóngfù xiànxiàng cúnzài	(名) (动、名) (名) (动)	(production or technical) process to repeat; duplicate phenomenon; appearance of (things) to exist; to be
流 复 現 存	流程 重複 現象 存 現 れ	liúchéng chóngfù xiànxiàng cúnzài xiànzhuàng	(名) (动、名) (名) (动) (名)	(production or technical) process to repeat; duplicate phenomenon; appearance of (things) to exist; to be present situation
流 重现 存现远 程 复象 在状见	流 重現 存現 遠	liúchéng chóngfù xiànxiàng cúnzài xiànzhuàng yuănjiàn	(名) (动、名) (名) (动) (名) (名)	(production or technical) process to repeat; duplicate phenomenon; appearance of (things) to exist; to be present situation foresight; vision
流 重现 存现远尝	流 重現 存現遠嘗	liúchéng chóngfù xiànxiàng cúnzài xiànzhuàng yuǎnjiàn chángshì	(名) (动、名) (名) (动) (名) (名) (d)	(production or technical) process to repeat; duplicate phenomenon; appearance of (things) to exist; to be present situation foresight; vision to try
流 重现 存现远尝人	流 重現 存現遠當人	liúchéng chóngfù xiànxiàng cúnzài xiànzhuàng yuǎnjiàn chángshì rénzhì	(名) (动、名) (名) (动) (名) (名) (动) (名)	(production or technical) process to repeat; duplicate phenomenon; appearance of (things) to exist; to be present situation foresight; vision to try rule by men (versus 法治) to encourage; to inspire;