

BUSINESS

ENGLISH

# 外贸英语

谢毅斌 编著

清华大学出版社



BUSINESS  
ENGLISH

# 外贸英语

谢毅斌 编著

清华大学出版社  
北京

## 内 容 简 介

本书共分4个单元,由18个章节组成。每章包括课文引言、主课正文、课文词汇、专业用语、词组运用、语言注释、综合练习、佳句欣赏、参考答案和参考译文10个部分。

本书的学习对象主要是全国各大学开设的国际贸易、外贸英语专业的专科层次的学生。是专门为中央电大和各类高职院校设置的国际贸易、外贸英语专业的学生编写的。本书同样适合各种成人教育的夜大、函授、职大学生使用。此书不仅可作为正规全日制大专学历层次学生使用,也可为各企业在岗人员和各种外贸培训班学员学习使用。

版权所有,翻印必究。举报电话:010-62782989 13501256678 13801310933

本书封面贴有清华大学出版社防伪标签,无标签者不得销售。

本书防伪标签采用特殊防伪技术,用户可通过在图案表面涂抹清水,图案消失,水干后图案复现;或将表面膜揭下,放在白纸上用彩笔涂抹,图案在白纸上再现的方法识别真伪。

### 图书在版编目(CIP)数据

外贸英语 / 谢毅斌编著. —北京:清华大学出版社, 2006. 4

ISBN 7-302-12702-6

I. 外… II. 谢… III. 对外贸易—英语 IV. H31

中国版本图书馆CIP数据核字(2006)第020331号

出版者:清华大学出版社

<http://www.tup.com.cn>

社总机:010-62770175

地 址:北京清华大学学研大厦

邮 编:100084

客户服务:010-62776969

责任编辑:贺岩

封面设计:李尘工作室

印刷者:清华大学印刷厂

装订者:北京市密云县京文制本装订厂

发行者:新华书店总店北京发行所

开 本:185×230 印张:20.75 插页:1 字数:422千字

版 次:2006年4月第1版 2006年4月第1次印刷

书 号:ISBN 7-302-12702-6/H·742

印 数:1~6000

定 价:28.00元

# 前言

香 卦  
H 8 年 6002

进入 21 世纪, 尤其是中国加入世界贸易组织以来, 世界经济格局发生了重大变化, 国际间各种经贸活动呈现日渐增多的趋势, 因此, 对经贸人才的需求也呈现上升的态势, 对人才的培养是提供教育服务的教育机构的责任, 这也是编写此教材的目的所在。

本书的学习对象主要是全国各大学开设的国际贸易、外贸英语专业的专科层次的学生。是专门为中央电大和各类高职院校设置的国际贸易、外贸英语专业的学生编写的。本书也同样适合各种成人教育的夜大、函授、职大学生使用。此书不仅可为正规全日制大专学历层次学生使用, 也可为企业在岗人员和各种外贸培训班学员学习使用。

本书共分为 4 个单元, 由 18 个章节组成, 是按照两年制大专层次第二学年的第一学期或 3 年制大专层次第三学年的第一学期开设此课程而设计的。在安排教学计划时, 教师应在每周用 4~8 课时讲授 1 章, 完成课程设置要求。

本书的编写顺序为: 课文引言、主课正文、课文词汇、专业用语、词组运用、语言注释、综合练习、佳句欣赏、参考答案和参考译文。其中练习为多样化编排, 第一部分是口

语检测和自测的问答题；第二部分是检测语言的运用练习；第三部分是检测学生综合应用能力的多项选择；第四部分为扩大学生知识面的阅读练习；第五部分为学生中英互译的翻译练习，所有这一切旨在提高学生对语言和外贸知识的综合运用能力。

在编写过程中，作者力求文字简洁，通俗易懂，既阐述具体语言的基础性，又突出外贸语言的专业性；既突出语言应用性，又辅以精美图片资料；既能帮助学生理解外贸业务，又帮助学生扩大知识面；既遵循传统教材编写模式，又借鉴了国内外先进的编写体例。作者力求使学生学有所得，并能学以致用。

毕竟，由于作者水平有限，疏漏在所难免，敬请广大读者批评指正。

作 者

2006年3月

# 目 录

## C O N T E N T S

# 录

102 .....  
272 .....  
292 .....  
302 .....  
The World Trade Organization

<b>Unit 1 International Business</b> .....	1
Chapter 1 What Is International Business? .....	3
Chapter 2 Business Environment .....	22
Chapter 3 International Market Research and Selection .....	36
<b>Unit 2 Export Products</b> .....	61
Chapter 4 Product Life Cycle .....	63
Chapter 5 Product Adaptation and Presentation .....	82
Chapter 6 Product Packaging and Labeling .....	99
<b>Unit 3 Export Business</b> .....	121
Chapter 7 What Is Exporting? .....	123
Chapter 8 Export Procedure .....	140
Chapter 9 Export Marketing and Communications .....	156
Chapter 10 Export Pricing .....	176

Chapter 11	Export Contract .....	193
Chapter 12	Documentary Collection .....	209
Chapter 13	Documentary Credit .....	226
Chapter 14	Transport and Insurance .....	243
<b>Unit 4</b>	<b>Trade Policies</b> .....	<b>259</b>
Chapter 15	Free Trade .....	261
Chapter 16	Tariff Barrier .....	278
Chapter 17	Non-Tariff Barrier .....	293
Chapter 18	The World Trade Organization .....	309

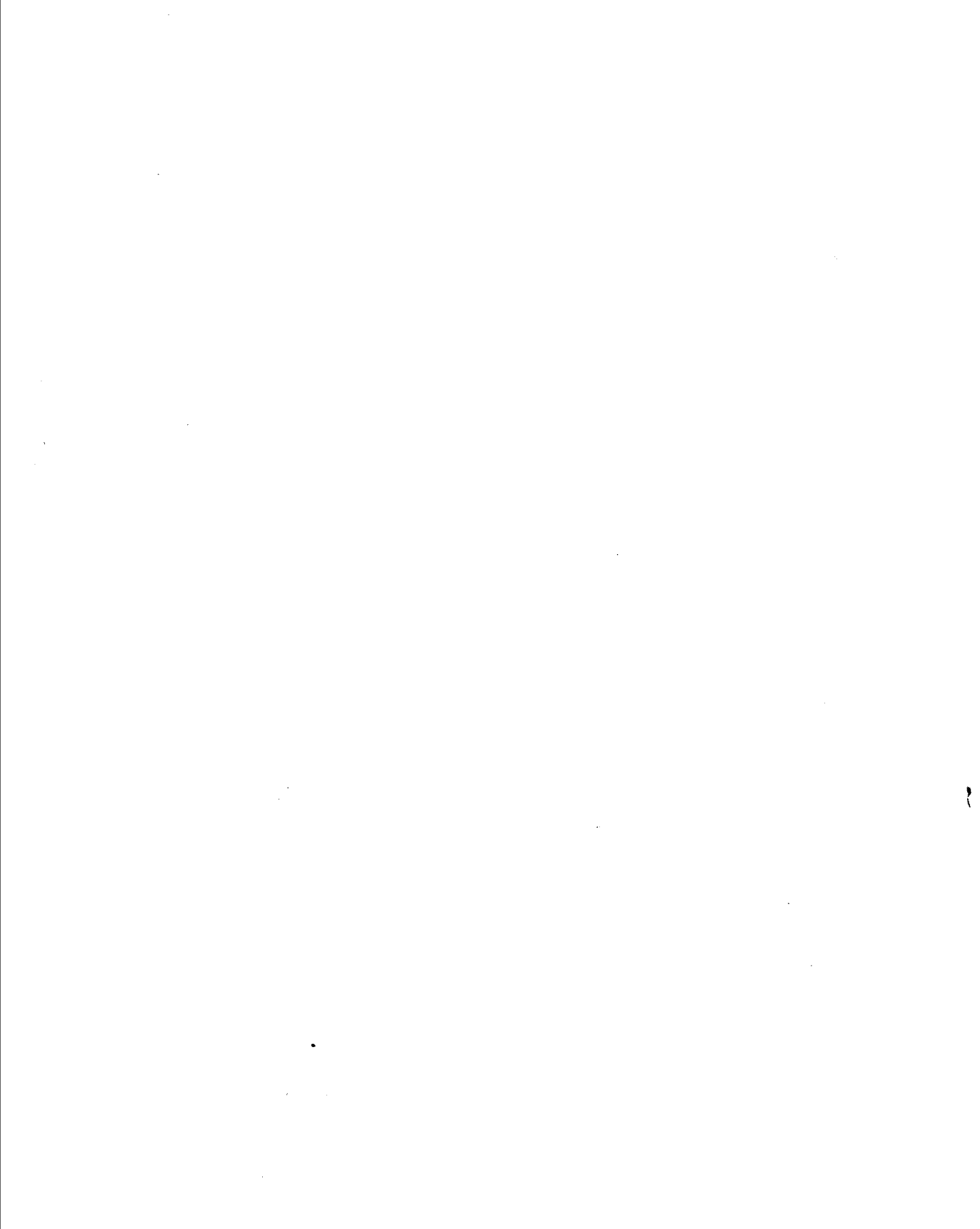
Unit  
*1*

International Business



BUSINESS ENGLISH





# Chapter 1

## What Is International Business?

No matter whether you are a businessman or not, you have some business dealings every day. Maybe you don't believe this, but it's true. We are all part of this business world and involved in the business activities in some way.



Busy businessman under the skyscrapers

Every day of our lives we have some business dealings. Most of the time, we are buyers or users of some goods or services. For example, we purchase gasoline for our car or go to the barbershop for a haircut. Everyone in the world today is a user of some products or services. Sometimes, however, we are sellers of goods. Most people who work for a living are either directly or indirectly involved in selling something. As a result, when we really examine what goes on in the business world it becomes obvious that we are all part of it.

Business is an organized approach used by individuals or companies for the purpose of providing goods and services to people. Some businesses are actually non-profit in nature. All of them, however, play a key role in improving the society's standard of living.

Then, what is international business?

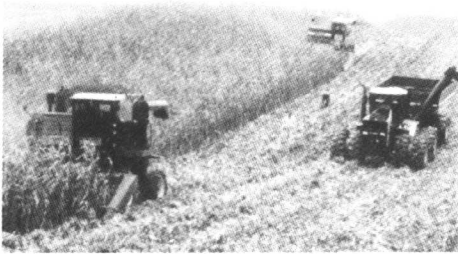
International business is the worldwide exchange of goods and services among nations, generally using some form of currency as payment. Exports are goods traded and sent out of a country, while imports are goods purchased abroad and brought into a country. A country can also export and import talents, patents, know-how, and skills.

The rationale for international business between nations centers around specialization, absolute advantage, and comparative advantage. Oranges are grown in Florida but not in Iowa. On the other hand, Iowa's hot, humid summers are ideally suited for growing corn. Each place specializes because of its unique soil and climate. But people in Iowa and Florida want both corn and oranges. In Iowa one could try to create an artificial environment for citrus trees, but the cost involved would make the fruit too expensive. The best solution: each specializes in its own product, growing enough to meet local needs and exporting the rest. People in both areas end up with more total produce than if each tried to raise both crops.

### **Florida Oranges**

Known as the Sunshine State because of its warm climate, Florida is one of the nation's most important producers of citrus fruit. Florida leads the nation in the production of oranges, which rank as the state's most valuable crop. This plant in southern Florida processes oranges recently harvested from local groves.





### Harvesting Corn

Farmland covers nine-tenths of Iowa's land area. Of this farmland, more than one-third is used for cultivating corn. Here, corn is harvested on one of Iowa's many farms.

The same principle applies to manufacturing, but in this case, climate is not the primary concern. Factors such as labor supply, proximity to natural resources, and, at times, historical accident are more likely to cause a nation to specialize in a particular industry. Saudi Arabia specializes in oil production, South Africa in diamonds and gold, Australia in wool. We say that these countries have an absolute advantage over other nations. They produce enough for their own needs and trade the surplus for what they lack or what is too costly for them to produce.

Suppose you are the president of a successful manufacturing firm. You can also type one hundred words per minute with 95 percent accuracy. Even though your assistant is not as fast as you are, he or she types all your letters and memos. You have an absolute advantage in typing, but the best use of your time is running the company. The value of your managerial skill is far greater than the value of your typing skill so you use your



resources to their best comparative advantages. In cases of comparative advantage, a product is produced in the country where its cost is least in terms of other products that might be produced with the same resources.

There are two methods of engaging in international business: indirect and direct. If an indirect method is chosen, a manufacturer may use the services of an export agent. Direct exporting may involve a company's maintaining its own export department, a separate international company, or a foreign subsidiary. The world has moved toward greater economic interdependence, giving rise to multinational or transnational corporations. Some huge firms carry out their international business as if no national boundaries existed. At the same time, the firms also face increased competition from other economic blocs in the world market.

## New Words

gasoline	<i>n.</i>	汽油
dealing	<i>n.</i>	交易, 交往
purchase	<i>vt.</i>	购买
barbershop	<i>n.</i>	理发店
haircut	<i>n.</i>	理发
obvious	<i>adj.</i>	明显的
organize	<i>vt.</i>	组织
approach	<i>n.</i>	方法, 步骤; <i>vt.</i> 接近, 靠近
individual	<i>adj.</i>	个体的, 个人的; <i>n.</i> 个人
actually	<i>adv.</i>	事实上地
standard	<i>n.</i>	标准; <i>adj.</i> 标准的
worldwide	<i>adj.</i>	全球的, 世界性的
exchange	<i>vt.</i>	交换, 交易
currency	<i>n.</i>	货币
talent	<i>n.</i>	天分, 显著的内在能力
rationale	<i>n.</i>	根本原因, 基础
specialization	<i>n.</i>	专门化
absolute	<i>adj.</i>	完美的, 绝对的
advantage	<i>n.</i>	有利条件, 有利因素
comparative	<i>adj.</i>	比较的, 相对的
ideally	<i>adv.</i>	完美地
unique	<i>adj.</i>	惟一的; 仅有的
climate	<i>n.</i>	气候
artificial	<i>adj.</i>	人工的
citrus	<i>n.</i>	柑橘, 柑橘属果树
proximity	<i>n.</i>	接近, 邻近
accident	<i>n.</i>	意外事件, 事故
particular	<i>adj.</i>	单独的, 特殊的
surplus	<i>adj.</i>	过剩的
president	<i>n.</i>	主持人, 主席, 总统, 大学校长
assistant	<i>adj.</i>	从属的, 处于从属地位的; <i>n.</i> 助手; 助教
managerial	<i>adj.</i>	经理的, 管理的

resource	n.	资源
engage	vi.	卷入其中或参加、参与、从事
manufacturer	n.	制造商，制造某物的人、企业或实体
maintain	vt.	维持或保持，继续
separate	vt.	使隔开
subsidiary	adj.	次要的，附属的；n. 子公司
boundary	n.	边界

## Special Terms

**patent** a legal document granted by the government giving an inventor the exclusive right to make, use, and sell an invention for a specified number of years 专利，指政府授予的法律文书，它给予发明者独有的权利，即在特定的年限内享有独有的制造权、使用权以及出让某种发明成果的权利。

**know-how** knowledge of how to do something correctly and efficiently; expertise 专门的技术、本事、窍门

**absolute advantage** In 1776 the Scottish economist Adam Smith, in *The Wealth of Nations*, proposed that specialization in production leads to increased output. He believed that in order to meet a constantly growing demand for goods, a country's scarce resources must be allocated efficiently. According to Smith's theory, a country that trades internationally should specialize in producing only those goods in which it has an absolute advantage—that is, those goods it can produce more cheaply than can its trading partners. The country can then export a portion of those goods and, in turn, import goods that its trading partners produce more cheaply. Smith's work is the foundation of the classical school of economic thought.

1776年，苏格兰经济学家亚当·斯密在《国富论》一书中指出，生产的专业化导致产量的增加。他认为，为了满足不断增长的货物需求，一个国家匮乏的资源必须进行有效地配置。根据他的理论，进行国际贸易的各个国家，应该专门生产具有绝对优势的货物，也就是说，该国能以比它的贸易伙伴更低廉的价格生产那些物品；反过来，可以进口其贸易伙伴以更低廉价格生产的物品。亚当·斯密奠定了古典经济

学派的基础。

**comparative advantage** Economic theory, first developed by David Ricardo of England, that attributed the cause and benefits of international trade to the differences among countries in the relative opportunity costs of producing the same commodities. In Ricardo's theory, which was based on the labor theory of value (in effect, making labor the only factor of production), the fact that one country could produce everything more efficiently than another was not an argument against international trade.

经济学理论；首先由英格兰的大卫·李嘉图提出的经济学理论。该理论针对国家间生产同类商品的相对机会成本的不同，阐明了进行国际贸易的理由和好处。李嘉图的理论建立在劳动价值论的基础之上（实际上，劳动是生产的惟一要素），按照他的理论，一个国家有可能更有效地生产所有的产品，这并不构成反对国际贸易的依据。

**natural resources** Natural resources, including plants, animals, mineral deposits, soils, clean water, clean air, and fossil fuels such as coal, petroleum, and natural gas, are grouped into two categories, renewable and nonrenewable.

自然资源包括动植物、矿物、土壤、洁净水、洁净空气以及煤、石油、天然气等矿物燃料，被分为可再生和不可再生两类。

**multinational corporations** Multinational corporation, also called transnational corporation, refers to any corporation that is registered and operates in more than one country at a time. Generally the corporation has its headquarters in one country and operates wholly or partially owned subsidiaries in one or more other countries. The subsidiaries are responsible to central headquarters.

跨国公司，也称跨国公司，是指某一时间在一个以上国家注册和运营的任何公司。通常该公司在一个国家设有总部，同时在另一个或多个国家经营具有全部或部分产权的分公司，分公司对中央总部负责。

## Usage of Phrases

**play a role in sth.** 在……中担当……角色；在……中起到……作用

1. Electricity plays a key role in our daily life.  
 在我们日常生活中，电的作用至关重要。

2. [Biz]: She plays a key role in this dealing.

在这个交易中，她起到了关键作用。

end up

最后有某种结局

1. We started with soup and ended up with fruit and coffee.

我们先喝汤，末了吃水果，喝咖啡。

2. If you go on doing that kind of thing, you will end up in prison.

如果你继续做这种事情，你最终会进监狱的。

3. [Biz]: At first, he was not satisfied with the package of the goods, but he ended up purchasing them.

起初，他对这批货物的包装不满意，但最后还是购买了。

involve sb. in  
(doing) sth.

to ask or allow sb. to take part in sth. 请（允许）某人参加某事

1. Try to involve as many children as possible in the game.

竭力使尽可能多的孩子参加这个游戏。

2. [Biz]: Would you please involve as many people as possible in the project? 请您尽可能多地找些人来参加这个项目好吗？

be/get  
involved in

to take part in an activity or event, or be connected with it in some way 参加某活动，于某事有关联

1. If you don't want to be involved in this argument, the best choice is to keep silent.

如果你不想参与争论，最好的办法就是保持沉默。

2. [Biz]: More than 30 software firms were involved in this project.

30 多家软件公司参与了这个项目。

apply to

应用于……

1. Scientific discoveries are often applied to industrial production.

科学发现通常被运用于工业生产中。

2. [Biz]: The rules of the company apply to everyone.

公司的规章制度适用于每一个人。

specialize in

专门从事，专攻

1. [Biz]: This travel firm specializes in charter flights.

这家旅游公司专营包机业务。



2. He specializes in the history of scientific and technological development.  
他专攻科技发展史。

in terms of

按照，就……而言

1. [Biz]: Manufacturing is now the principal economic activity in this province, in terms of value of production.  
就产值而言，制造业现在是这个省的主要经济活动。
2. [Biz]: California's leading industry, in terms of the value added by manufacturing, is electronic and electrical equipment manufacturing.  
就制造业附加值来讲，加利福尼亚州的主要行业是电子设备制造业。

## Notes

1. Most people who work for a living are either directly or indirectly involved in selling something.

大多数人在谋生的同时都直接或间接地参与到某些商品的出售过程中。

本句的谓语动词是“are...involved in...”，“either directly or indirectly”用作状语。

“who work for a living”是定语从句，修饰主语“most people”。

2. As a result, when we really examine what goes on in the business world it becomes obvious that we are all part of it.

如果真正要考察这个商业社会是如何运作的，结论显而易见：我们每个人都是其中的一部分。

本句含有几个从句：“when we really examine...the business world”是全句状语（从句）；在状语从句中，“what goes on in the business world”是宾语从句；“it becomes obvious that...it”是全句的主句；主句开头的“it”是形式主语，“that-clause”是真正的主语。

3. Business is an organized approach used by individuals or companies for the purpose of providing goods and services to people.

商业是指个人或公司团体通过有组织的方式向人们提供商品或服务。

句中“organized”是过去分词，是“approach”的前置定语；“used by individuals or companies for the purpose of providing goods and services to people”是过去分词短语，用作“approach”的后置定语。“for the purpose of...”意为“为了……目的”。再如：Organized labor, also called trade unionism, refers to association and activities of