

English For Business and Management

经济管理英语

史培生 贾春华 编著

市场经济与管理者丛书

SHANGHAI RENMIN CHUBANSHE

Shi Peisheng Jia Chunhua Bianzhu
SHICHANG JINGJI YU
GUANLI ZHE CONGSHU
上海人民出版社

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《市场经济与管理者丛书》总序

王 梦 奎

从传统的计划经济体制过渡到社会主义市场经济体制,是历史性的转变。这是我国实现现代化的必要条件。这个转变,实质上是从党的十一届三中全会开始的。这次全会实现了工作着重点的转移,标志着一个新的历史时期的开端,同时也开始了改革开放的历史进程。新的历史时期,正是以改革开放为其显著标志的。当时虽然还没有提出发展市场经济的问题,但已经明确提出,要对经济管理体制和经营管理方法进行认真的改革,改革经济管理权力过于集中的状况,精简各级经济行政管理机构,大胆下放权力,让工农业企业有更多的经营自主权,重视价值规律的作用,以及解决政企不分、以党代政、以政代企的问题,故可视之为社会主义市场经济之发轫。十多年来,由计划经济为主、市场调节为辅,以发展到有计划商品经济,再发展到社会主义市场经济,理论探索和改革实践都是逐步前进的。党的十四大确立了建立社会主义市场经济体制的目标,把经济体制改革推进到一个新的发展阶段。根据十四大确定的改革目标和基本原则,十四届三中全会勾画出社会主义市场经济体制的基本框架,制定了九十年代我国经济体制改革的宏伟蓝图。这表明,有了过去十多年来改革在各个方面所取得的突破,具备了今天这样的基础,现在已经有条件实现改革的全局性整体推进。根据现在的设想,是在本世纪末初步建成社会主义市场经济体制。

集中力量进行社会主义现代化建设,我们有许多不熟悉的东

西。进行经济体制改革和发展社会主义市场经济,我们有更多不熟悉的东西。这就需要学习。学习关于社会主义市场经济的基本知识,以及市场经济条件下经济管理的基本知识,是摆在我们面前的一项迫切任务。如果连社会主义市场经济的ABC都不明白,那是很难自觉地投身改革和发展市场经济的实践的。学无止境,但首先要学习基本知识。只要肯下功夫,入门容易,深造也不难。要通过学习,了解关于社会主义市场经济的基本理论概念和基本原则,把握社会主义市场经济体制的基本框架和深化改革的方向,加深对党和国家发展社会主义市场经济的方针政策的理解,从而提高我们的思想政治水平和工作能力。

关于市场经济和经济管理的书籍,十多年来已经出版不少,真可谓琳琅满目。新的图书仍在陆续大量出版。这既反映了广大读者求知的渴望,也表明著作者队伍的壮大和工作的勤勉,出版部门自然功不可没。空军政治学院组织编写的这套《市场经济与管理者丛书》,为繁花似锦的政治书林增添了新的花朵,值得庆贺。在如此大量的经济出版物中,相信读者会根据自己的需要,作出明智的选择。

这套丛书的书稿,卷帙浩繁,现正陆续交稿付梓,我没有能够阅读,对每本书的具体内容不可能做出什么中肯的评价。从编者拿给我的拟议中的出版书目来看,这套书在总体设计上有两个优点:一是涵盖面宽,一是比较实用。前者,便于掌握关于市场经济和经济管理的比较广博的知识;后者,便于学以致用。由此可见编者策划的周到用心。这样的图书,不仅可以用于军队培养军地两用人才,不仅对经济管理者有用,凡对市场经济与经济管理有兴趣的读者,都能够从中获益。

进行社会主义现代化建设,发展社会主义市场经济,是前无古人的伟大事业。可以而且应该借鉴国外一切有用的经验,但不能照搬照抄外国的模式。可以而且应该继承我们自己的优良传统,但必

须积极开拓创新。我们只能在实践中探索前进。因此,不免有这样的情形:对于经济现象的解释或者理论上的说明,有些是唯一不二的,有些是两种以上的,有的领域则是至今我们知之甚少的。据我看,这套丛书的作者尽管都是饱学之士,经过刻苦钻研,这十多部著作的情况必定还会有所不同。有的成熟些,有的可能还不太成熟。如果真是这样,主要也不是由作者学术水平不够所致,而是因为在这方面的实践经验尚少,学科还处于初创阶段。由不完善不成熟逐步走向比较完善和成熟,是科学发展中常见的带规律性的现象,关于社会主义市场经济的理论也只能如此,不足为怪。重要的是,我们已经走上了在实践中开拓前进的正确道路,理论是来源于实践而又服务于实践和接受实践检验的。只要我们勤于思考,积极探索,注意对于迅速变化着的社会经济情况的调查研究,不断从实践经验中汲取营养,关于社会主义市场经济的理论就会日臻完善和成熟。

我们正处在一个非常重要的历史时期。随着改革的深入和现代化建设的发展,我国社会经济面貌正在发生深刻的变化。作为这种变化在观念形态上的反映,理论认识也在不断地进步。某些被认为是正确的理论观点,往往很快就被实践所超越了。“觉今是而昨非”,这也是好事,说明社会前进的步伐在加快。我认为,对于一部教材来说,即使发生了个别观点被实践超越的情况,也不影响它的存在价值。因为每部著作反映的,只能是阶段性的认识成果,而且它给读者提供的主要内容,毕竟是比较稳定的基本知识。

《市场经济与管理者丛书》即将由上海人民出版社出版,编者盛情,要我作序。愿以上述意见作为序言,并借此表达微忱。

1993年11月,于北京

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Unit One

Text

Interview for a Job

One day a young executive named Alan Beeston visited Bellcrest. Beeston had made an appointment to see Paul Malone in the afternoon. He hoped to get a job with the company.

Beeston I have to see you.

Malone Come to my office.

Beeston Thank you.

Malone Jean——can you get us some tea, please?

Malone Do sit down! It's nice to see you again. You don't smoke, do you?

Beeston No, I don't.

Malone Now before we start, there's one thing I must make quite clear. We're not trying to fill any specific vacancy at Bellcrest. Not at the moment.

Beeston Oh, I quite understand. I wasn't expecting to be interviewed for a particular job. But I felt there might be an opening for me here one day.

Malone Yes, it's quite possible. We know your work, of course, from the days when you were in the Ministry of Defence. In any case —— (*phone rings*)
Oh, excuse me. Yes.

Receptionist Oh, I'm sorry to interrupt you, Mr Malone, but I have Dr Perkins of M. P. Consultants on the line

for you.

Malone All right. Put her through. I'm sorry about this, Beeston.

Receptionist I'm putting you through now.

Malone Malone here.

Perkins Sorry to trouble you, Mr Malone, but there are a number of points in your letter on the SCI project which I'd like to get straight before you come to London tomorrow.

Malone I see. Well, I'm in the middle of an interview at the moment. I wonder if you'd mind talking to my Sales Manager, Dennis Evans.

Perkins Oh! Mr Evans——

Malone Yes. He'll answer any questions you might have.

Perkins Thank you, Mr Malone. And I look forward to our meeting tomorrow.

Malone Yes, I'm looking forward to it too. Hold on a moment, I'll have you transferred.

Malone Would you transfer this call to Mr Evans, please? Now—— where were we?

Beeston You were saying that there's no specific vacancy at the moment.

Malone Oh yes. But it's possible that something might come up. Now, I've got your letter here. I'd like to go over a few of the details. I see that you're 29.

Beeston Yes, that's right.

Malone And you were in the Ministry of Defence until last year. By the way, where did you get your degree?

Beeston I was at Manchester University.

Malone Manchester? Did you join the Ministry straight from university?

Beeston Yes, I did.
(*phone rings*)

Malone Oh, this is too bad. —Malone.

Evans I've just had Mary Perkins of M. P. Consultants on the phone.

Malone I know. I put her onto you. Look, Dennis, I'm rather busy at the moment. Can I ring you back later?

Evans Yes, of course, I'll be in all afternoon.

Malone Good. I really must apologize. Ah! Here's our tea.

Jean Sugar, Mr Beeston?

Beeston No, thank you.

Malone Jean, I don't want any more phone calls. Not for the time being.

Jean Eh — hum.

Malone Now—— where were we? Oh yes, the Ministry. Why did you leave?

Beeston Well, as you know I was involved in negotiating contracts for electronic equipment for the army. Not only from your firm, of course.

Malone Of course.

Beeston It was my first experience of the business world, and, I became very interested in it.

Malone And the firm you're working for now? Beamish Motors, isn't it?

- Beeston I'm gaining some very useful experience there, but I want to get into the electronics industry.
- Malone Well, we at Bellcrest certainly seem to suit your particular technical background. What sort of a job do you see yourself doing in a company like this?
- Beeston Technical selling, perhaps. I think that's what I'm most suited to. Or product executive——
- Malone Hm, that's interesting. Tell me, what do you see as the main part of a Product Executive's job?
- Beeston Planning for the sales and profit of a particular product. Or a product line.
- Malone What about the development stage of a product? What do you consider would be your special responsibilities?
- Beeston The Product Executive, as I see it, is likely to co-ordinate the planning for most of the activities which affect the profitability of this product.
- Malone And your marketing experience is limited to the buying end, isn't it?
- Beeston Well, no, not entirely. You...

New Words

- Bellcrest ['belkrest] *n.* 贝尔克雷斯脱(公司名)
- Beeston ['bi:ztən] *n.* 比斯顿(人名)
- appointment [ə'pointmənt] *n.* arrangement to meet sb. 约会
- Paul [pɔ:l] *n.* 保罗(人名)
- Malone [mæ'ləun] *n.* 马隆(人名)

company ['kʌmpəni] <i>n.</i>	number of persons united for business or commerce 公司
Jean [dʒi:n] <i>n.</i>	琼(人名)
smoke [sməuk] <i>vi.</i>	吸烟
fill [fil] <i>vt.</i>	hold a position and do the necessary work 补缺(职位)
specific [spi'sifik] <i>a.</i>	relating to one particular thing, position, etc. 明确的;具体的
vacancy ['veikənsi] <i>n.</i>	unoccupied position in business 空位
interview ['intəvju:] <i>vt.</i>	meeting between employers and applicants for posts 面试;会见
particular [pə'tikjulə] <i>a.</i>	special
opening ['əʊpniŋ] <i>n.</i>	unoccupied position in a business firm 空位
ministry ['ministri] <i>n.</i>	部
defence [di'fens] <i>n.</i>	protecting from attack
case [keis] <i>n.</i>	circumstances or special conditions relating to a person or thing 情况,状况
receptionist [ri'sepʃənist] <i>n.</i>	person employed to receive clients 接待员
interrupt [intə'rʌpt] <i>vt.</i>	break in upon a person speaking 打断(某人讲话)
consultant [kən'sʌltənt] <i>n.</i>	person who gives expert advice 顾问
Perkins ['pə:kinz] <i>n.</i>	珀金斯(人名)
project ['prɒdʒekt] <i>n.</i>	scheme or undertaking 项目;工程
straight [streit] <i>a.</i>	correctly stated or understood 正确理解,阐述的
sale [seil] <i>n.</i>	exchange of goods or property for money 销售;出卖

manager ['mænidʒə] <i>n.</i>	person who controls a business 经理
Dennis ['denis] <i>n.</i>	丹尼斯(人名)
Evans ['evənz] <i>n.</i>	埃文斯(人名)
transfer [træns'fə:] <i>vt.</i>	change telephone line 转电话
detail ['di:teil] <i>n.</i>	small particular fact or item 细节
degree [di'gri:] <i>n.</i>	academic title 学位
Manchester ['mæntfistə] <i>n.</i>	曼彻斯特(British city)
apologize [ə'pɒlədʒaiz] <i>vi.</i>	say one is sorry 道歉
ah [a:] <i>int.</i>	啊! 呀! 喂! (表示痛苦、惊奇、怜惜、厌弃、欢喜等)
eh—hum [ei-'hʌm] <i>int.</i>	嗯嗯声; 哼哼声表示赞成
involve [in'vɒlv] <i>vt.</i>	get into complicated or difficult condition 涉及; 卷入
negotiate [ni'gəʊfiət] <i>vt.</i>	discuss, confer, in order to come to an agreement 谈判
contract ['kɒntrækt] <i>n.</i>	agreement to supply goods, do work, etc. at a fixed price 合同
electronic [ilek'trɒnik] <i>a.</i>	电子的
equipment [i'kwipmənt] <i>n.</i>	things needed for a purpose 设备
firm [fə:m] <i>n.</i>	business house; company 商行; 公司
Beamish ['bi:miʃ] <i>n.</i>	比米什(公司名)
motor ['məʊtə] <i>n.</i>	short for motor-car 汽车
suit [sju:t] <i>vt.</i>	be convenient to or right for 适合
technical ['teknikl] <i>a.</i>	of mechanical or industrial arts 技术的
background	person's past experiences, education, environment 背景
['bækgraʊnd] <i>n.</i>	group or class of persons or things which are alike in some way 种类
sort [sɔ:t] <i>n.</i>	
executive [ig'zekjutiv] <i>n.</i>	person or group in a business or

	commercial organization with administrative or managerial powers 主管业务的人; 经理
hm [həm] <i>int.</i>	哼! (轻咳或清嗓子声表示迟疑、怀疑或唤起别人注意等)
profit ['prɒfɪt] <i>n.</i>	money gained in business 利润
stage [steɪdʒ] <i>n.</i>	point, period or step in development 阶段
responsibility	duty 责任
[rɪˌspɒnsə'bɪlɪtɪ] <i>n.</i>	
coordinate [kəʊ'ɔːdɪneɪt] <i>vt.</i>	bring or put into proper relation 协调
affect [ə'fekt] <i>vt.</i>	have an influence or impression on 影响
profitability	ability to make profits 赢利性; 赢利能力
[ˌprɒfɪtə'bɪlɪtɪ] <i>n.</i>	
market ['mɑːkɪt] <i>v.</i>	buy or sell in a market 作市场买卖

Notes and Language Points

1. This text is taken from *Spoken English for Business* compiled by Qiu Songliang.
2. **make an appointment**: fix a time to meet sb. beforehand
3. **Do sit down!**: "Do" here is used for emphasis.
4. **make sth. clear**: explain sth. clearly
5. **Bellcrest**: Bellcrest Limited, name of a company
6. **Ministry of Defense**: 国防部
7. **M. P. Consultants**: name of a consultative company
8. **put sb. through**: make sb. connected
9. **SCI**: Speed Control I, name of a project
10. **get sth. straight**: make sth. correctly stated or understood

11. ...where were we? ...where did we leave off in our conversation?
12. I put her onto you. ; I have her transferred to you.
13. Beamish Motors ; name of a company producing cars
14. product executive ; person in charge of products
15. a product line ; class of product 产品种类, 系列
16. the buying end ; the section of buying in contrast to the section of selling

Exercises

- I. Choose the best answer for each of the following according to the text:
 1. Why did Beeston want to see Paul Malone one day?
 - a. He wanted to get a job at Bellcrest.
 - b. He wanted to know Paul Malone.
 - c. He did business with Paul Malone.
 - d. He wanted to invest at Bellcrest.
 2. Which of the following statements is true?
 - a. This is Beeston's first time to visit Malone.
 - b. Malone and Beeston have seen each other many times.
 - c. Beeston and Malone are old friends.
 - d. Malone has met Beeston before.
 3. Before Beeston came to be interviewed, _____.
 - a. he was expecting to find a job immediately at Bellcrest
 - b. he knew there was a vacancy there
 - c. he wanted to be a product executive at Bellcrest