

实用商务英语系列教材

# 当代国际 商务英语阅读

于晓言 卢长怀 编著

大连理工大学出版社

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CONTEMPORARY INTERNATIONAL  
BUSINESS ENGLISH READINGS

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# 前 言

随着我国经济改革和对外开放政策的进一步深入,我国的对外商务活动日益频繁,因此,商务英语阅读成为各经济院校学生的一门重要的必修课程,也成为广大国际商务业务人员日常工作中不可缺少的一部分。本书的编写目的是向学习经贸专业的在校学生提供一本最新的、很有价值的商务英语阅读教材,并帮助国际商务工作者提高阅读商务英语文献的能力,使现在和未来的国际商务工作人员更多地了解国际商务知识,更好地用英文处理国际商务业务。

本书的阅读材料均选自最新英文经济报刊杂志和原版经贸著作。文章的语言地道、规范、通俗易懂;文笔生动简练;内容新颖全面,涉及到国际商务的很多领域,如企业管理、国际贸易、国际结算、国际营销、国际金融、汇率、产品、价格以及广告宣传等。

本书可用作国际商务英语阅读教材或专业英语教

材。适用于学习经贸专业的大中专学生、学习商务英语的大学本科一、二年级学生、辅修商务英语的大学本科学生,也可作为从事国际商务的工作人员提高英文阅读能力和掌握商务知识的自修用书。

全书共二十个单元,每周四学时,一个学期可以学完。每单元有阅读课文、词汇表、注释和难句翻译,课后练习旨在帮助学生复习和讨论所学内容,并增加新的信息量。

书中定有不妥之处,诚恳希望同行及广大读者批评指正。

编 者

1999年1月

# CONTENTS

## (目 录)

- |    |   |
|----|---|
| 1  | Unit 1 Business Enterprise 工商企业 (I)               |
|    | Words and Expressions                             |
|    | Notes to the Text                                 |
|    | Exercises   |
| 7  | Unit 2 Business Enterprise 工商企业 (II)              |
|    | Words and Expressions                             |
|    | Notes to the Text                                 |
|    | Exercises   |
| 15 | Unit 3 Management 企业管理                            |
|    | Words and Expressions                             |
|    | Notes to the Text                                 |
|    | Exercises   |
| 27 | Unit 4 The Process of Management 管理过程             |
|    | Words and Expressions                             |
|    | Notes to the Text                                 |
|    | Exercises   |
| 38 | Unit 5 The Role of the Manager 经理的职责              |
|    | Words and Expressions                             |
|    | Notes to the Text                                 |
|    | Exercises   |
| 47 | Unit 6 Why Firms Engage in International Business |
|    | 企业从事国际商务的目的                                       |

	Words and Expressions
	Notes to the Text
	Exercises
58	Unit 7 How Firms Conduct in International Business 企业从事国际商务的方式
	Words and Expressions
	Notes to the Text
	Exercises
70	Unit 8 Unique Problems in International Trade 国际贸易所特有的问题
	Words and Expressions
	Notes to the Text
	Exercises
85	Unit 9 Global Marketing 全球营销
	Words and Expressions
	Notes to the Text
	Exercises
94	Unit 10 Why Firms Engage in Global Marketing 企业从事国际营销的目的
	Words and Expressions
	Notes to the Text
	Exercises
104	Unit 11 What is Unique about Global Marketing 国际营销的特点
	Words and Expressions
	Notes to the Text
	Exercises

114	Unit 12 Finance 金融
	Words and Expressions
	Notes to the Text
	Exercises
125	Unit 13 The Global Financial System 全球金融体系
	Words and Expressions
	Notes to the Text
	Exercises
135	Unit 14 Financing International Trade 国际贸易支付方式
	Words and Expressions
	Notes to the Text
	Exercises
154	Unit 15 Other Aids to International Trade
	国际贸易的其他辅助手段
	Words and Expressions
	Notes to the Text
	Exercises
173	Unit 16 The Growth of International Business and Advertising
	国际商务的发展与广告( I )
	Words and Expressions
	Notes to the Text
	Exercises
190	Unit 17 The Growth of International Business and Advertising
	国际商务的发展与广告( I )
	Words and Expressions
	Notes to the Text
	Exercises



207	Unit 18 Product 产品
	Words and Expressions
	Notes to the Text
	Exercises
223	Unit 19 Branding, Trademark, Packaging and Labeling
	品牌, 商标, 包装和标签
	Words and Expressions
	Notes to the Text
	Exercises
244	Unit 20 Price 价格
	Words and Expressions
	Notes to the Text
	Exercises
258	Key to the Exercises 练习答案

## Unit 1

### Business Enterprise (I)

#### 工商企业(I)

A business enterprise can be as simple as a single person producing one item or as complicated as a giant corporation with many subdivisions manufacturing a myriad of<sup>①</sup> products. Most businesses depend mainly on consumers. To succeed, they must offer goods or services that consumers want, at prices they will pay, and must produce efficiently enough to make a profit<sup>②</sup>.

Business begins with the entrepreneur — a person who sees a need, figures out how to meet it and is willing to take risks to advance his own fortunes<sup>③</sup>.

Edvin H. Land, a physicist recognized that many people would want to use a camera that would produce a finished photograph in seconds, and put his skills to work on developing such equipment<sup>④</sup>. The result: Polaroid Corporation<sup>⑤</sup>, with assets of about a billion dollars, and more than 14,000 workers.

Sometimes starting a business is merely a matter of seeing new ways to combine existing products and methods. Henry Ford did not invent the automobile, but he initiated the assembly-line method of production in order to manufacture cars more economically. Ray Kroc, founder of McDonald's, did not invent the hamburger or the drive-in restaurant, but he conceived a way to sell a meal that combined a product of standardized quality with quick service at a

low price<sup>®</sup>.

An example from the simplest form of business, the single proprietorship: Perhaps your neighbor, Jane X, decides to sell her own chocolate cake. She has checked around for<sup>®</sup> potential buyers and has found interested neighbors as well as a local grocery.

Initially, Jane does all the work herself. She also puts up the money—or capital—to buy simple equipment. Through experience, she learns what people are willing to pay for her cake. That price turns out to be high enough so that, after covering all expenses, including some allowance for her own labor, she has a little money left over<sup>®</sup>. Thus she is making a profit.

Jane uses some of this profit to buy better equipment that will enable her to bake and distribute cakes more quickly and at lower cost. She sets aside some income for needs that cannot be anticipated<sup>®</sup>. And she keeps some as a reward for the worry and risk of establishing a business<sup>®</sup>.

If Jane wants to expand more rapidly, she may turn to a bank for money to buy more equipment, open a bigger shop and carry a larger inventory of supplies. When this happens, the bank will look closely at her costs and profits.

There are two ways of figuring if a profit is adequate. One is the amount the business clears on each dollar of sales<sup>®</sup>. This is the profit margin. The other relates the profit to the amount of money that is invested in the business—the return on investment<sup>®</sup>.

When Jane has added new products to her line—perhaps coffee cakes and cookies—she will watch the profit margins to see whether some of her products are priced too low. If so, and if she cannot raise the prices on those products, she will stop making them and devote

her efforts to others that are more successful.

If Jane finds the return on her investment very low — perhaps less than she could get from putting her money into a savings account or bonds — this will tell her that she should think of going into some other line of work.

### Words and Expressions

1. enterprise ['entəpraiz] *n.* 企业; 事业
2. business enterprise 商业企业; 企业机构
3. complicated ['kəmplikeitid] *a.* 复杂的
4. giant corporation 大公司; 大型企业
5. subdivision ['sʌbdɪvɪʒən] *n.* 分公司; 小公司
6. myriad ['miriəd] *n.* 无数; 极大数量
7. entrepreneur [ˌɒntreprə'nɔː] *n.* 企业家
8. advance [əd'vɑːns] *vt.* 增加; 提高; 增进
9. fortune ['fɔːtʃən] *n.* 财产; 财富
10. physicist ['fɪzɪsɪst] *n.* 物理学家
11. finished photograph 完美的照片
12. asset ['æset] *n.* (通常用复数) 财产; 资产
13. initiate [ɪ'nɪʃieɪt] *vt.* 开始; 着手; 推动
14. assembly-line [ə'sembli] *n.* 装配线
15. economically [ɪˌkə'nɒmɪkəli] *ad.* 经济地
16. the drive-in restaurant (让顾客不下车即可吃饭的) 路边饭店
17. conceive [kən'siːv] *vt.* 想出; 想到
18. standardized quality 标准化质量

19. proprietor[prə'praɪətə] *n.* 所有人; 业主
20. proprietorship *n.* 独资企业
21. potential[pə'tenʃəl] *a.* 可能的; 潜在的
22. size up 提供
23. initially[i'nɪʃəli] *ad.* 起初; 开始
24. ingredient[in'ɡrɪdʒənt] *n.* (混合物的) 组成部分; 成分
25. cover *vt.* 足数; 足以抵补
26. allowance[ə'lau-əns] *n.* 津贴; 补助
27. distribute[dis'trɪbjʊ(:)t] *vt.* 分布; 销售
28. anticipate[æn'tɪsɪpeɪt] *vt.* 期望; 预料
29. expand[ɪks'pænd] *vt.* 扩大
30. inventory['ɪnvəntəri] *n.* 商品目录; 存货
31. figure['fɪɡə] *vt.* 计算
32. profit margin['mɑ:dʒɪn] 利润率; 利润幅度
33. line *n.* 活动的范围; 行业
34. the return on investment 投资收益率; 投资收益
35. savings account 储蓄存款; 储蓄账户

## Notes to the Text

1. a myriad of... 无数; 极大数量
2. To succeed, ...to make a profit. to make a profit 赚钱; 获利。  
全句意为: 要想成功, 它们(企业)必须按消费者愿意付的价格提供所需产品和服务, 还必须高效生产以获取利润。
3. ...a person...his own fortunes. to figure out 算出; 想出; it 指前面提到的 need; to meet need 满足需求; to take risks 冒险。全句大意是: 企业家是一个发现市场需求, 如何满足这

种需求,并且愿意冒险来增加自己财富的人。

4. in seconds 一会儿

...and put his skills to work on developing such equipment.

于是,他就运用自己的技术开始研制这种相机。

5. Polaroid Corporation 宝丽来公司(制造一次成像照相机)。

6. ...but he conceived a way... at a low price. to combine... with... 把……与……联系起来,即:这种快餐将标准化产品与快捷服务联系起来。全句大意是:可是,他想出了卖快餐的办法;这种快餐价格低廉,质量上乘,服务快捷。

7. to check around for... 到处调查寻找……

8. ... she has a little money left over. 她还剩下了一点儿钱。

9. she sets aside... anticipated. to set aside 拨出;留出。全句意为:她还留出收入的一部分用于料想不到的需要。

10. And she keeps... of establishing a business. 她还留出一些收入来奖励为建企业而操心并担风险的人们。

11. one is...each dollar of sales. amount 后省掉了引导定语从句的关系代词 that 或 which,在从句中作 clear 的宾语; clear 是及物动词,意思是:净赚;获得净利。全句意思是:一种方法是看企业从每一个美元的销售额中获多少净利。

12. The other...the return on investment. 另一种方法是把利润与投入企业中的货币金额联系起来比较,看投资所得利润是多少。

## Exercises

### 1. Questions for Discussion

1: What is a business enterprise?

2. What must a business enterprise do to succeed?
3. What is an entrepreneur?
4. What is the single proprietorship?
5. Why is Jane mentioned in the article?
6. How has Jane sized up her market?
7. How can Jane know how much the customers are willing to pay for her cake? Why does her price have to be high enough?
8. Talk about the two ways in which a proprietor can know whether he or she has got enough profits?
9. Explain in English what "profit margin" and "the return on investment" are.
10. What should a proprietor do before he or she decides whether a new product is worth making?

**II. Fill in the blanks with the correct words or phrases given below.**

business      combine      manufacturing      an entrepreneur  
resources      operating      utilized

A person who risks his or her time, effort, and money to start and operate a business is called \_\_\_\_\_. To organize a business, an entrepreneur must \_\_\_\_\_ four kinds of resources; material, human, financial, and informational. Material resources include the raw materials used in \_\_\_\_\_ processes, as well as buildings and machinery. Human \_\_\_\_\_ are the people who furnish their labor to the \_\_\_\_\_ in return for wages. The financial resource is the money required to pay employees, purchase materials, and generally keep the business \_\_\_\_\_. And information is the resource that tells the managers of the business how effectively the other resources are being combined and \_\_\_\_\_.

## Unit 2

### Business Enterprise (II)

#### 工商企业(II)

Why the trend toward big corporations? A basic reason is that the public now hankers for many products—cars, television sets, air conditioners, computers—that cannot be manufactured efficiently by small enterprises because producing such goods requires huge amounts of money, materials and labor.

Sheer size<sup>①</sup> also can bring advantages in the production process. The local bakery, for instance, finds it difficult to compete in price and convenience with the large company that turns out chocolate cakes by the tens of thousands, runs them through a quick freezer and complex packaging equipment, and ships them to stores all over the country<sup>②</sup>. This process calls for highly automated facilities, a large sales force and the ability to buy and store tons of materials. Thus the large corporation has come to dominate the business side of today's economy.

Why is the corporation preferred for ventures involving large amounts of money<sup>③</sup>? Simply because the law says that, if a corporation goes bankrupt, the owners may lose everything they have invested in it, but they usually cannot be required to make good any unpaid debts. The owners' risk, therefore, is strictly limited.

In a corporation, ownership is divided into shares of stock that are sold to investors, perhaps a few friends and associates in the beginning and then to the general public after the enterprise has



grown. Investors purchase the shares in the hope of receiving a portion of future profits in the form of dividends and in the expectation that the value of the stock will increase as the company grows.

For a business, the money from selling stock means cash for expanding, paying off loans and bills, and purchasing new buildings and equipment. So long as the corporation remains profitable, it usually can attract new investors, provide jobs for workers and buy supplies from other companies.

The large corporation also brings changes in the way prices are set<sup>④</sup>. This leads to confusion among people who complain that the law of supply and demand does not always work when big business gets into the act<sup>⑤</sup>.

Consumers, suspicions are especially aroused about prices for such goods as automobiles, cigarettes, drugs and detergents — all made by a relative handful of companies. These firms, in turn, are dependent for metals, chemicals, plastics and many other ingredients on industries that also are dominated by a few large producers. This leads to the accusation that corporations maintain artificially high prices, even when demand is weak.

Such comments are correct up to a point<sup>⑥</sup>. It is true that most of the big corporations do not allow their prices to move up and down freely in response to every change in the winds of supply and demand<sup>⑦</sup>. Instead, they administer prices — post lists of selling prices that change only infrequently. As a result, the companies do at times appear to be exempt from the law of supply and demand.

What really happens is that the big producers accept a trade-off. When demand for their products decreases, they do not let prices