

虞瑞钧 黄寿柏 编著

例解 涉外经贸英语

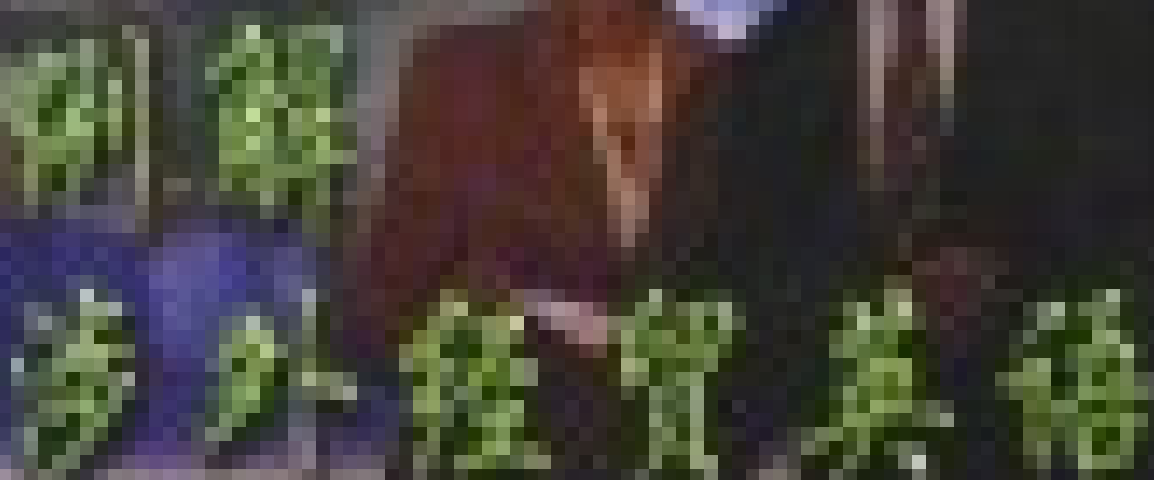
复合型人才速成实用教材

Functional English Concerning
International Economic
Relations and Trade

清华大学出版社

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**Functional English Concerning International
Economic Relations and Trade**

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内 容 提 要

本书按商业与现代表理;国际贸易与金融;商贸通信;商业文书;不同交际场合的会话五部分,以英汉对照或注释的方式,配以众多翔实、学后可资套用的实例,为复合型人才急需培养,提供了一套简明扼要的特色教材。

本书可供欲将自身业务推向世界的各方人士、转岗在即的管理干部、专业技术人员、大专学生选用、参考。

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前 言

随着改革开放的深入和发展,在传统的封闭式计划经济逐渐转向开放的现代市场经济之际,有许多新的东西需要我们学习。特别是在企事业管理、经济财政、市场经营、国际贸易等方面。同时,为了能很好消化、吸收、应用,还必须把传播、承载这些软学科的媒体——经贸英语学好。

由于历史原因,目前我国机关、企事业单位从事管理和经贸的工作人员,尤其是比较资深的领导或骨干,绝大多数都是工程技术人员。他们过去在学校学习时和在封闭经济体制下工作,不论在书本上或实践中,都很少接触涉外经贸英语知识。

早在 90 年代初,不少同志就常常围绕这个问题,提出要求,希望组织上尽快为他们补课,学好经贸英语常识,以便早日与国际市场接轨。在领导的鼓励与支持下,本人不揣鄙陋,边搜集资料,边学习,边翻译,边编写,完成《涉外经贸英语》讲义,并随即在机械工业系统内部函授班试用,反映良好。以后,又在中国青年报所属合肥东方外语书院试教,效果颇佳。遂由该院推荐至清华大学出版社列选。本书几经修订,增补不少新颖资料,如世贸组织、亚太经合组织,以及我国最近的机构改革、国企转制等内容。

本书特点:1. 以发达国家惯用的经贸英语为基础,结合我国实际需要,以英汉对照或对话等方式,介绍丰富的经贸词汇及其简明意义,承载的信息量大,范围广。2. 应用的实例很多,可资学后仿照套用,实用性和可操作性都很强。3. 本书为入门类书,面广而不艰深;都有所介绍,却又都留下了需要了解的“悬念”。因之,对求知欲强的青年,亦不无裨益。

目前,市面上固然已有不少经贸英语图书,但它们多数是为培养青年学子,或专供专业人员学习的各类专业书刊——内容划分精细,偏重系统理论;有的英语由浅入深,适于按计划、逐学期、循序渐近学习。但对于那些工作繁忙,或工作岗位转变在即,又有一定英语基础,迫切要求很快全面了解涉外经贸英语概念,以便熟悉有关经贸英语词汇,进一步攻习原版经贸书刊的读者,或欲利用原有英语优势,马上就想按照实例现学现用的读者,迄今尚难找到适合于他们学习、进修和使用的书,实为憾事。本书旨在为此弥缝补缺。

本书共分五大部分:商业和现代管理;国际贸易与金融;商业信函、电报、电传、传真与电子信件;商业文书;不同交际场合的会话。世界经贸活动瞬息万变,限于编者水平,疏漏和不足之处难免,敬请读者不吝赐教。

虞瑞钧

1998 年 4 月于安徽合肥

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PART I Business and Modern Management

第一部分 商业和现代管理

Business 商业

Business is a word which is commonly used in many different languages. But what does it exactly mean? The concepts and activities of business have increased in modern times. Traditionally, business simply meant exchange or trade for things people wanted or needed. Today it has a more technical definition. *One definition of business is the production^①, distribution^②, and sale^③ of goods and service^④ for a profit.* To examine this definition, we will look at its various parts.

First, production is the creation of services or the changing of materials into products. One example is the conversion of iron ore into metal car parts. Next, these products need to be moved from the factory to the market^⑤ place. This is known as distribution. A car might be moved from a factory in Detroit to a car dealership in Miami.

Third is the sale of goods and services. Sale is the exchange of product or service for money. A car is sold to someone in exchange for money. Goods are products which people either need or want; for example, cars can be classified as goods. Services, on the other hand, are activities which a person or group performs for another person or organization. For instance, an auto mechanic^⑥ performs a service when he repairs a car. A doctor also performs a service by taking care of people when they are sick.

Business, then, is a combination of all these activities: production, distribution, and sale. However, there is another important factor. This factor is the creation of profit or economic surplus^⑦. A major goal in the functioning of an American business company is making a profit. Profit is the money that remains after all the expenses are paid. *Creating an economic surplus or profit is, therefore, a primary goal of business activity.*

商业一词,在多种语言里通用。但它确切的意義是什么?商业的观念和活动,在现代已有扩展。传统上,商业仅指人们所需要的物品的交换或贸易。今天商业有了更为科学的定义。它是指为了利润,进行货物或劳务的生产分配和销售的一种活动。为了验证这个定义,我们来考察它的各个部分。

首先,劳务的创造或将材料变成产品的过程叫生产。将铁矿转化为汽车金属零件就是一例;其次,这些产品须要从工厂转运到市场,这是大家知道的分配的一种过程。一辆汽车可以从底特律汽车厂转移给迈阿密汽车经销商。

第三是货物或劳务的销售。将产品或劳务交易成金钱就是销售。将一辆汽车卖给某人成交得钱。货物是人们急需或缺少的产品;例如,汽车可归为货物。在另一方面,劳务是个人或集体为另一个人或组织所作的活动。例如一个汽车工在修理汽车时就在从事劳务,医生照顾病人也是从事劳务。

因此商业是指生产、分配、销售的一切活动的组合,不过还有另一个重要因素就是它能创造利润或经济盈余。一个美国商业公司活动的主要目标就是创造利润,利润是支付一切开销后余下的金钱,因此创造经济盈余或利润是商业活动的基本目标。

Management Functions 管理功能

Management plays a vital role in any business or organized activity. It is composed of a team of managers who have charge of the organization at all levels. Their duties include making sure company objectives are met and seeing that the business operates efficiently. Regardless of the specific job, most managers perform five basic functions. *These management functions are planning, organizing, directing, coordinating and controlling.*

Planning involves determining overall company objectives and deciding how these goals can best be achieved. Managers evaluate alternative plans before choosing a specific course of action and then check to see if the chosen plan fits into the objectives established at higher organizational levels. Planning is listed as the first management function because the others depend on it.

Organizing is the process of putting the plan into action. This involves allocating resources, especially human resources, so that the overall objectives can be attained. In this phase managers decide on the positions to be created and determine the associated duties and responsibilities. Staffing[®], choosing the right person for the right job, may also be included as part of organizing function.

Third is the day-to-day direction and supervision of employees. In directing, managers guide, teach, and motivate workers so that they reach their potential abilities and at the same time achieve the company goals.

Coordinating is to bring into proper relations among the various departments of the company. To harmonize, adjust relative order by ongoing communication with employees.

The last, controlling, managers evaluate how well company objectives are being met. If major problems exist and goals are not being achieved, then changes need to be made in the company's organizational or managerial structure. In making changes, managers might have to go back and re-plan, reorganize, redirect, and re-coordinate.

In order to adequately and efficiently perform these management functions, managers need interpersonal, organizational, and technical skills. Although all five functions are managerial duties, the importance of each may vary with the situation. Effective managers meet the objectives of the

company through a successful combination of planning, organizing, directing, coordinating, and controlling. (see illustration, Business Management Hierarchy^⑨)

在任何商业或有组织活动中,管理起着主要作用。管理班子由负责各级组织的经理们组成,他们的任务是确保公司目标的执行和追求企业有效经营。除特殊工作外,绝大多数经理们都履行五项基本职能,这些管理职能是计划、组织、指示、协调和控制。

计划的作用是决定公司总体目标,并决定如何将这些目标完成得最好。经理们在选定行动方针前,要评估各种可供选择的计划,然后检查所选定的计划是否适合上级原定的目标。计划被列为管理的第一个功能,就是因为它是其他各项功能的依据。

组织是将计划落实成行动的过程,它部署各种资源,特别是人力资源,使总体目标得以实施。在这一阶段,经理们决定建立各种职位并确定其有关任务和责任,配备干部,选择合适人员担任合适的工作,这也是组织职能的一部分内容。

第三种职能是对职工的日常指导与监督。这时。经理们要指导、教育、动员职工,使他们发挥潜力,同时完成任务,达到公司的目标。

协调是使公司各部门间进入合适的关系。通过与职工进行感情交流,可融洽和调整相互间这种关系。

最后的职能是控制。经理们要估量公司目标完成的情况。如果存在许多问题而无法完成目标,那就要改变公司的组织或经理的结构。作变革时,经理们可能得回过头来,再重新计划,重新组织,重新指示并重新协调。

为了能确切有效地执行管理的这些功能,经理们须要具有交际能力、组织能力和懂得一定的技术,虽然上述所有五种职能都是经理的责任,但各种职能的重要性却因具体情况而有所不同。通过对计划、组织、指示、协调和控制的正确组合,能干的经理们是能适应公司的目标的。(见下图解,企业管理系统)

注释:

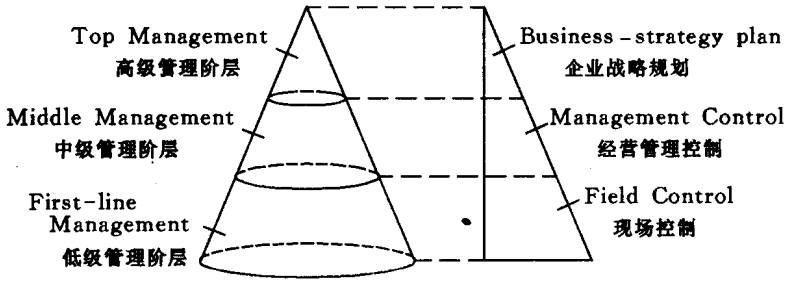
- ① production 生产
- ② distribution 分配
- ③ sale 销售
- ④ service 劳务,服务业,也称无形贸易(invisible trade),指运输、保险、旅游、技术报酬、会计业务、顾问、设计、广告、通讯、金融、电影、艺术与音乐、法律与保健服务,以及教育等服务业务。
- ⑤ market 市场。指商品或金融工具买卖的场所,依交易媒介类别,可分为 1) 证券市场; 2) 农产品市场; 3) 不动产市场; 4) 外汇市场。
- ⑥ auto mechanic 汽车机修工; auto 为 automobile 汽车之简称, mechanic 机械师,修理机械的工人
- ⑦ economic surplus 经济盈余
- ⑧ staff 干部 staffing 配备干部
- ⑨ hierarchy 层次,体系

图解: Business Management Hierarchy 企业管理系统

(see next page 见下页)

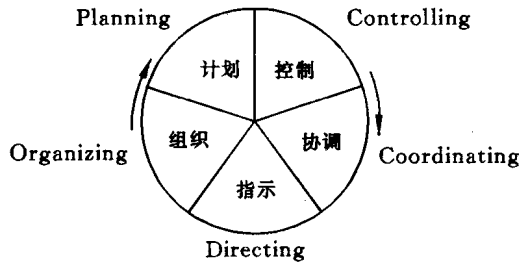
Management Hierarchy

企业管理系统



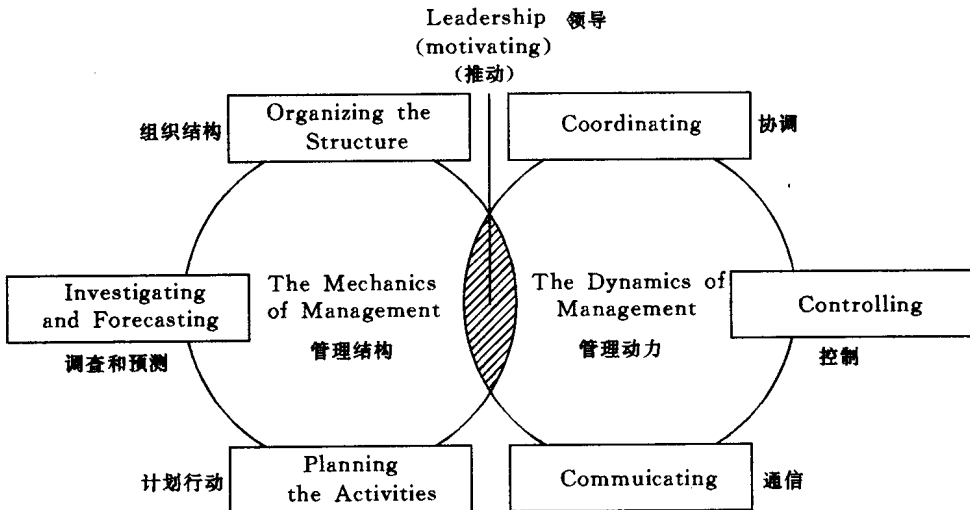
Management Cycle

企业管理循环



The Traditional Functions of Management

企业管理的传统任务



1.1 On Management and Manager 谈管理与经理

On Management 管理

A very accurate and clear definition given by James L. Hayes, the dean of the School of Business Administration at Duquesne University, is “*management was getting things done through other people*”. It tells us a great deal about both the concept and the actual practice of management. The management is both an art and a science. It's a science in that it can be measured by results and is subject to methodological^① analysis. But management does not rely exclusively on the scientific method and therefore is also an art. And like other arts and sciences, management requires careful discipline and training to develop and perfect one's skills. Indeed, while some people may be born with certain talents for management, there is no substitute for training and discipline to develop these skills.

To a certain extent, management is a philosophy or an idea which motivates people. Someone sees *management as the performance of certain specific functions and the execution of certain tasks intended to accomplish specific goals*.

Management depends on performance of certain specialized tasks or jobs. For example, things like handling planning, organization and staffing, innovation^② and budgeting^③ and directing people to carry out these tasks. Therefore, we must see management as the performance or execution of all these necessary functions.

杜基尼斯大学商学院院长 J.L.海斯说:“管理是要别人替你把事情做好”。这是一个很正确而明晰的定义。它告诉我们许多有关管理的概念与实践。管理既是一种艺术也是一种科学。说它是科学,因为它可以用结果来衡量,并服从用方法论来进行分析的。然而管理并不完全依靠科学方法,所以它也是一种艺术。跟别的艺术和科学一样,管理需要切实训练和教养,才能使管理的技能得到发展和完善。确实,也许有些人生来就有某些管理天才,可是要发展这些才能必须依靠教养与训练。

在某种程度上,管理是一门哲学或一种能激励人的办法。有些人认为管理是完成某些特定功能、执行某些工作以求达成某些特定目标的一种手段。

“管理”视完成某些特定的任务和工作性质而定。例如像安排计划,处理组织和人事方面的事,进行技术革新和作预算之类以及指挥人去执行这些任务的事情都是管理工作。因此我们必须把管理当作是完成或执行所有这些必要的业务的一种过程。

On Manager 经理

Managers are defined as the people who are given specific tasks to carry out. But certainly not all of the management position are held by people of equal rank or position. There are various

“levels” of management, even though all of them may be called managers. For example, the biggest level separations would be between “first line” managers, “middle” managers and “top management”. There are always levels of responsibility in any social organization. In many cases, these various levels of responsibility are determined by age, and in many others they are determined by ability. A great deal of experience and knowledge is needed as one moves up the “leader” of management as we would call it. Therefore, age and experience are often reflected in ability. So even at the bottom, the section chief^④, for example, can be seen as the first step in the “management process”. This is the level at which we can often tell if a person has management potential or not.

But what really makes a good manager? Some people say that only people who have natural talent can become really good managers. Others say that experience can make good managers regardless of natural talent. Obviously one must have some native ability before he can develop his skills as a manager. But very few people are what we can call “born managers”. It’s really the same as a “born golfer” or a “born singer”. There certainly is natural talent there, but it rarely becomes anything without training. So in the long run, we can say that managers are made, not born!

受命执行特定职务的人称为经理,但并不是所有的管理职位都由同等地位的人担任。尽管他们都可称为经理,但是管理却有许多不同的“层次”。例如,层次上的最大间隔是“第一线”经理、“中级”经理与“高层管理”人员这三个层次之间的间隔。任何一个社会组织,总有不同层次的责任。在许多情况下,这些不同的责任阶层决定于年龄,在另一些情况中则决定于能力。当某个人在我们所称的管理“阶梯”上高升时,他需要许多经验和知识。因此,年龄和经验常反映出能力。这就是说即使在基层,例如科长,它可视为“管理程序”中的第一级。在这个层次上我们就能够看出他有没有管理的潜在能力。

不过,一个好经理必须具备哪些条件?有人说只有天赋才能的人,才能成为真正的好经理。也有人说一个人不论有无天赋才能,只要有经验便可成为好经理。显然,一个人总得有些天赋才能发展他的技能而成为经理。不过,我们所说的“天生的经理”毕竟很少。这和“天生的高尔夫球员”和“天生的歌手”是一回事。固然那些人有天赋,但不经训练很难有所成就。所以归根结底,我们只能说,经理是训练出来的,不是天生的!

注释:

- ① methodological 方法论的
- ② innovation 改革,革新
- ③ budget 预算
- ④ Section chief 科长,地区负责人

1.2 Ownership, Management and Social Responsibility (Illustration)

所有权、管理和社会责任(图解)

Management is really the responsibility of carrying out specific functions in a firm, it does not necessarily mean "ownership". Sometimes it's related to ownership, but only on a very small basis in most large industrial companies. With the development of the Industrial Revolution^①, a specialized "management function" has grown up; the days of the single "proprietor", who was both owner and manager, have long passed. They still exist but are certainly in the minority in the case of major companies.

We see the development of an entirely new "class" if we want to call it that — people who have little or no ownership or proprietorship interest, but who have major responsibilities for management. *This class of people, the managers, are responsible to both owners and workers to see that things work correctly.*

管理的责任其实只是执行公司的特定业务,并不一定包括“所有权”。有时它关系到所有权,不过仅发生在大多数大规模的实业公司里,且牵涉的范围极其狭小。随着产业革命的发展,一种专门“管理业务”兴起来了;那种独家经营,即一个人既是老板又是经理的日子早就过去了。这种组织现在当然还有,不过就大公司而言毕竟很少了。

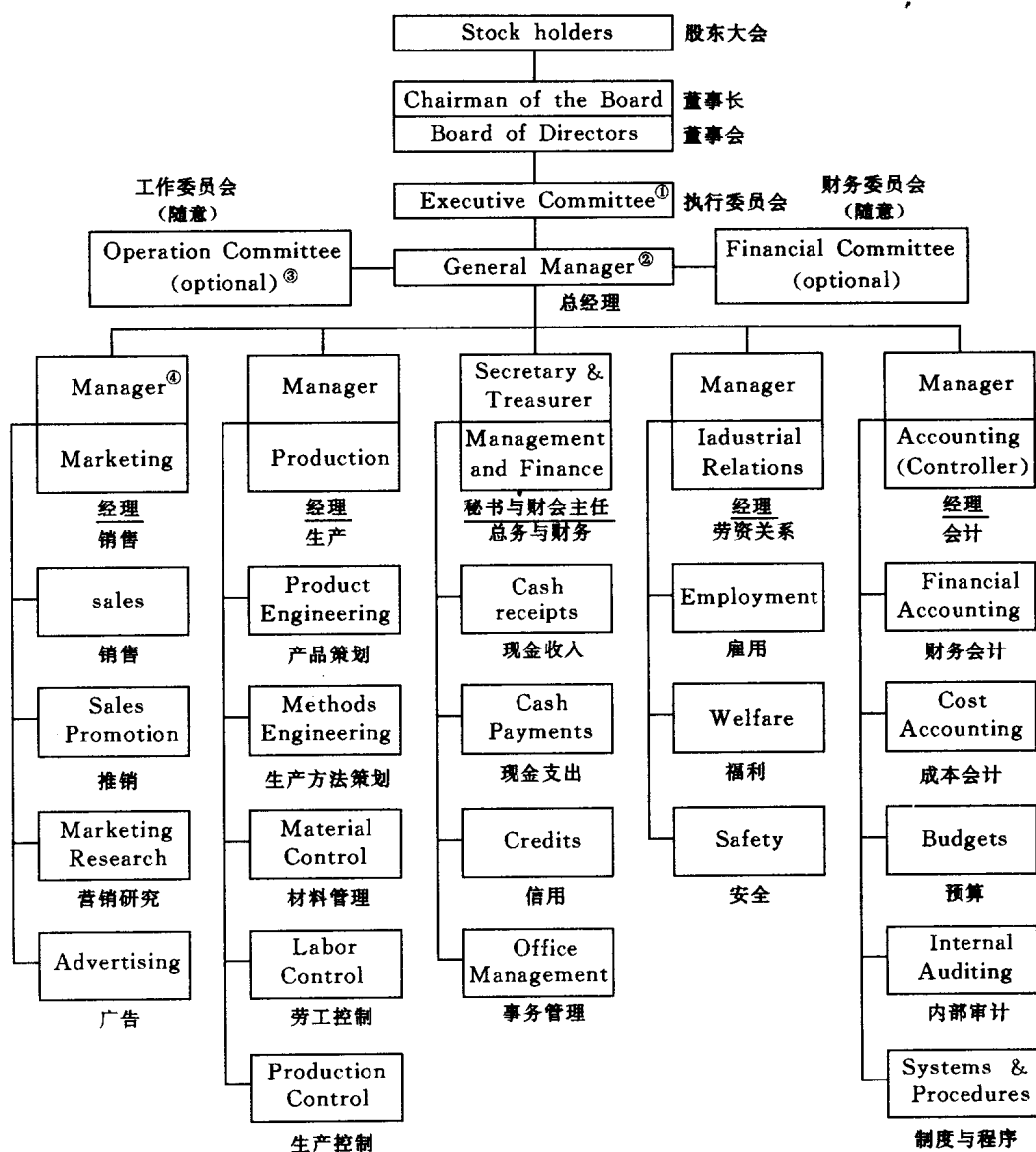
我们看到一个全新的“阶级”(假如我们愿意用阶级这两个字的话)发展起来了,这些人很少有或根本没有所有权或占有权,但却负有主要的管理责任。这一阶层的人,即经理们,他们要对老板和工人双方面负责来把事情做好。

注释:

① Industrial Revolution 产业革命,18世纪初,因发明了机器,在英国引起的社会变迁

图解: Organization and Function of Top Management 高级管理阶层的组织与职务

(see next page 见下页)



注：① 执行委员会有的机构不设

② general manager 有的叫 president(总裁)

③ optional 指可用也可不用，任选与随意的意思

④ 这一级的四位经理也有叫副总经理的

1.3 Marketing 营销

Marketing is an essential part of the entire process of management, but too many people see marketing and management as separate or independent functions. Marketing is surely not restricted to just “buying and selling” or dealing with imports and exports; it has a three-sided function, and each side is closely involved in the management process. Marketing research^① and product development^② are one side; advertising and sales promotion^③ are another; and sales, services and administration are the third.

Someone sees “marketing research” as the same as “market research”, but we really see them as different functions. “Market research” is an analysis of a specific market. For example, how many potential customers there are and where they are located. “Marketing research” is much broader than that and refers to many functions of sales. It can be defined as gathering, recording and analyzing all facts about problems related to merchandising^④. This includes product planning, transport, services and communication, too. They are all part of the merchandising process, and this is what marketing research really means. In other words, we can say that *marketing research is the study of all processes involved in getting goods from the producer to the customer*.

“Product planning” plays a major role in the merchandising function, companies that have ignored this important role have very sad histories. There are very few products which will continue to be marketable over a long period of time without undergoing changes. This is where the function of research and development becomes important. Successful merchandising means that companies must stay abreast of changing markets and changing products. Nothing will damage a company faster than an outmoded product, or even the reputation of being “behind the times”. And *that's why the best-organized merchandising functions are continuously working on new product development, or product improvement*. This is the essential role of research and development in the merchandising process.

Indeed, merchandising is a vital process with many functions. Another aspect not yet mentioned is the problem of developing “marketing channel”^⑤ in cultivating new markets. Selecting and establishing the appropriate marketing channel in the beginning is vital. Once established, a good marketing channel will continue to function properly without the need for constant supervision. Regional and local distribution are only part of the problem. A properly developed marketing channel will insure the continuous flow of merchandise from producer to consumer with a minimum of problems.

营销是整个管理过程中一个必不可少的部分。但是很多人认为营销和管理是二种分离或独立的业务。营销当然不仅限于“买和卖”,或者只是处理进出口业务,它包含一种三方面的工作,每一方面的工作都和管理程序紧密相连。营销研究和产品开发是一个方

面;广告和打开销路是另外一个方面;销售服务与行政则是第三个方面。

有些人认为“营销研究”就是“市场研究”,但我们认为这是两项不同的工作。“市场研究”是对某一特定市场的分析。例如这个市场上究竟有多少潜在的顾客,他们都在什么地方。营销研究的范围要比这个含义广泛得多,它涉及到许多销售问题。它的定义是指采集记录并分析所有与商品营销问题有关的事实的过程。这包括产品规划、运输、服务和通讯(它们是商品营销过程的组成部分)等。这就是营销研究的实际意义。换言之,我们可以说营销研究是把产品从厂商手里交到消费者手里的所有程序。

产品规划在商品营销工作中占有重要地位。如果公司忽视它的重要性,其结局将非常悲惨。那种长期不经改进而继续销售的商品实在不多。这时,研究和发展的任务就重要了。成功的营销就是公司必须与改变中的市场和不断变化的商品齐步并进。没有什么比“过时”产品,或贬为“赶不上时代”的名声更能损害一个公司的了。这就是组织得最好的营销工作何以要继续不断地开发新产品或改进旧产品的缘由。研究和开发在商品营销过程中担当着重要角色。

确实,商品营销是一种包括许多工作的重要过程。但还有一方面没有谈到,即开辟新市场时发展的“营销渠道”问题。一开始就选择和建立适当的营销渠道是重要的。好的推销渠道一经建立,就会正确地继续发展,无须经常予以监督。地区性销售,和本地销售,只是问题的一面。一个发展良好的销售渠道将能确保商品不断从厂商那里流往消费者手中而极少发生问题。

Part of the problem is establishing and maintaining a clearly defined marketing policy. Decisions such as extensive or selective distribution, or establishing a franchise^⑥ distribution network, become essential elements in the overall marketing policy. A well-developed and properly functioning marketing channel has many independent, yet related parts. The distributor and the wholesaler are only parts of the entire process. At the end of the process are the ultimate retailers, for example, a franchise holder, an exclusive agency, a chain store or a general merchandiser. In each case, the marketing policy will be different, and the functions will be somewhat different. That's why it's important to establish a clearly defined marketing policy at the beginning. Of course, modifications in this policy are possible, but sudden shifts in direction or approach can upset a well-working distribution system. That's why planning is important. This is especially true when we consider the mutual obligations of all elements in the channel.

We are specially interested in the role of “image”, public relations^⑦ and advertising in the “product promotion” aspects of merchandising. That's a fascinating^⑧ area and an area that is extremely important in the entire process of successful merchandising, especially the matter of public relations and image. It's really a matter of establishing trust. This is all part of building a reputation and establishing what we call “goodwill”.