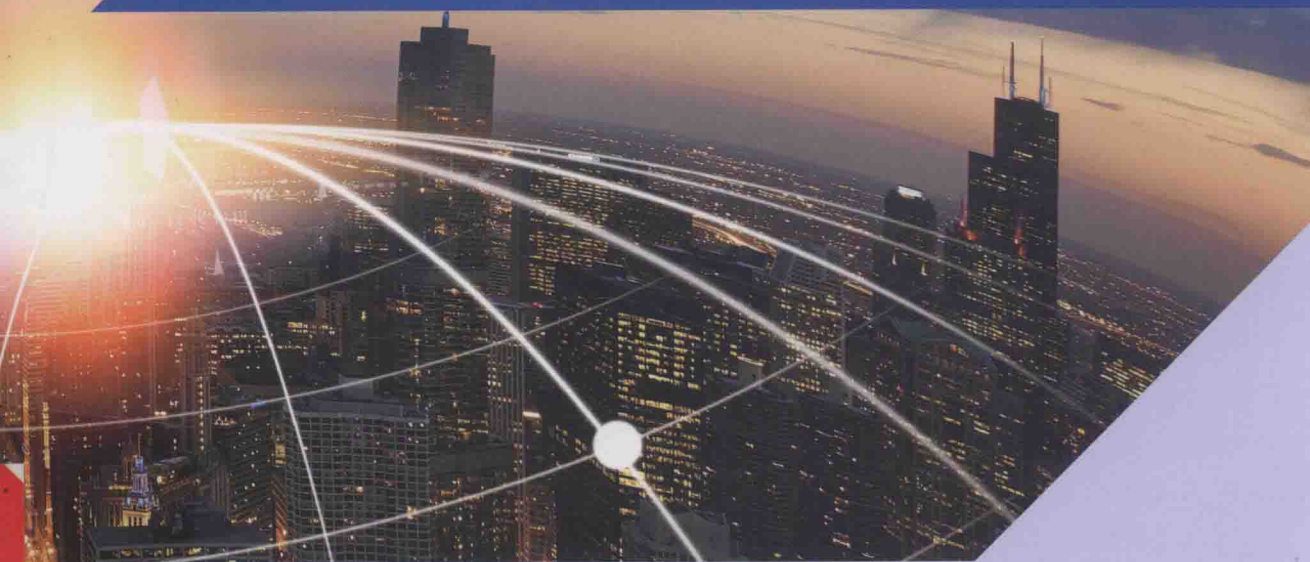


新文科英语系列教程

Academic English  
for Business

# 商务 学科英语



主 编	田力男		
副主编	王 敏	张文娟	
编 者	张卓娟	高 静	杜洁敏
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清华大学出版社

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## 内 容 简 介

本教材共十个单元,每个单元包括搜索背景信息、视听说、课文A和课文B、练习、影视和技能培养六个部分,旨在培养学生用英语进行商学专业学习和从事商务活动的能力,从而实现学生专业学习能力与英语应用能力双赢的培养目标。本教材以商学相关热点话题为依托,涵盖经济、管理、生产、营销、金融等多个领域;以原文输入真实语料为媒介,选取第一手的阅读和视听材料,并配有词汇手册供学生学习使用。本教材相关的视听材料,读者可通过扫描正文对应的二维码进行学习,也可通过点击<http://www.tup.com.cn/index.html>下载使用。

本教材可供具有一定大学英语基础的商学及相关专业的本科生和研究生使用。

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# 前言

# Preface

本教材秉承国家培养大批具有国际视野、通晓国际规则、能够用英语直接参与国际事务和国际竞争的国际化人才的指导思想,旨在培养学生用英语进行商学专业学习和从事商务活动的能力,从而实现学生专业学习能力与英语应用能力双赢的培养目标。本教材编写的主要特色如下:

## 一、以学术能力培养为导向

不同于其他商务实务英语教材,本教材着重提高学生用英语进行商学专业学习的能力,具体包括:1)学生听专业讲座记笔记的能力;2)搜索和阅读综述性专业文献,抓住主要事实和有关细节的能力;3)就商学领域重要议题准确表达个人观点、进行专业探讨、汇报科研成果的演示陈述能力;4)按照学术规范撰写专业论文的英文摘要和英语学术小论文的能力;5)翻译专业英语文献资料的能力等。

## 二、以综合能力拓展为目标

本教材按照项目研究方法设计教学任务。每个教学单元要求学生围绕单元主题撰写总结性小论文,以小组为单位组织辩论和开展相关课题研究,并将研究结果在课堂上以英语口头报告的形式呈现出来。本教材希望通过以上活动培养学生的英语应用能力、自主学习能力、团队合作能力、批判思维能力、分析解决问题等综合能力。

## 三、以商学相关热点话题为依托

本教材选取与商学学科相关的话题,包括全球化、企业社会责任、众筹、外包、零售业变革、贸易战、脱欧、人工智能、共享经济、比特币等。以上话题基本上是经济、管理、生产、营销、金融等领域当前的热门话题,在激发学生英语学习积极性的同时,将语言学习和专业学习有效结合起来,从而有利于将学生培养成为既懂英语又通晓商学专业的复合型人才。

## 四、以原文输入真实语料为媒介

本教材输入性阅读和视听材料均选自当今主流期刊及网络媒体,除个别材料的长度根据教材需要有所裁剪外,所选取的材料基本没有其他改动,以期通过原汁原味的语料输入来增强学生的英语语言感知力,培养学生用英语学习商学概念、了解商学领域信息的能力,并激发学生用英语表达相关话题的批判性观点。

本教材使用对象包括但不限于具有一定大学英语基础的商学及相关专业的本科生、研究生。本教材编写的宗旨不在于系统介绍商学学科专业知识,而是通过商学及相关领域具有争议性的热门话题来引导学生进行英语学习,使其逐渐掌握用英语学习商学专业知识的能力以及从事商务、金融、经济、贸易等涉外业务的沟通交往能力。

本教材共十个单元，每个单元包括搜索背景信息、视听说、课文 A 和课文 B、练习、影视和技能培养六个部分。具体如下：

**搜索背景信息：**该部分列出了涉及单元话题的关键商务术语和背景知识点，并提供了相关网址供学生在课前进行自主学习，了解相关背景知识。

**视听说部分：**包含与单元话题相关的视听和口语练习。视听练习总长度在五分钟左右，取材于权威平台，既可以作为学生课前热身练习，也可以作为语言和知识点的输入应用于课堂教学过程中。除视听练习外，该部分还包括口语练习，锻炼学生语言输出能力。

**课文部分：**每单元包括两篇关于同一话题，但观点相对的课文，即课文 A 和课文 B。在学习课文的过程中，学生能够通过练习提高其用英语归纳段落大意、锁定具体信息、总结全文、形成观点进行批判讨论的口头和笔头能力。课文最后设置辩论任务，学生可以在学完课文后对辩论话题展开讨论。

**练习部分：**包括语义、句法、语篇等方面的不同题型，帮助学生掌握和夯实语法、翻译和写作技能。

**影视部分：**包括影片的基本信息、故事梗概、根据影片中地道的语言素材编写的语言练习，旨在营造完整的语言情境，从而培养学生语感，扩大其知识面，提高其文化素养、语言运用能力和跨文化交际能力。

**技能部分：**每单元集中介绍一项学术研究相关技能，如口头报告技能、转述技能、学术论文写作技能、文献引用技能、辩论技能等。

此外，本教材还附有词汇手册供学生学习使用。

本教材参编人员为长期从事高校英语教学与研究的一线教师。编写人员的分工如下：张卓娟负责第一单元和第十单元的编写工作；高静负责第二单元和第七单元；李丹负责第三单元；杜洁敏负责第四单元和第九单元；徐新燕负责第五单元；李昕负责第八单元；张文娟负责第六单元的编写工作，以及第一至第五单元技能部分的编写和单元统稿工作；王敏负责影视部分的编写，以及第六至第十单元技能部分的编写和单元统稿工作；田力男负责本教材的策划、选题、统稿和出版联络工作；张清负责本教材的审阅工作。

此外，感谢中国政法大学商学院巫云仙、宏结、张巍、王玲、胡继晔等教授和刘克凡、李鸣等同学对本教材选题和选材的指导和帮助。所选材料均已注明出处，但因时间和距离限制无法联系到作者进行授权，在此对其深表感谢。

书中如有失误或不妥之处，还望广大读者批评指正，以便不断改进和完善。

编者

2019 年 5 月 12 日

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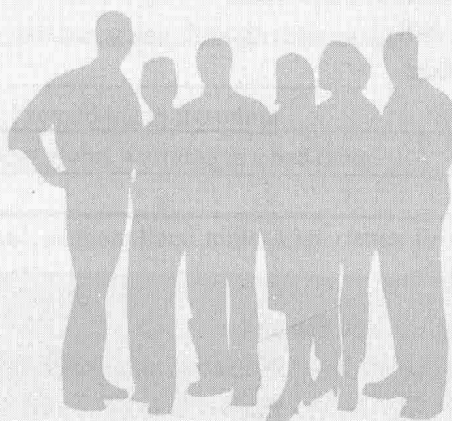
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ACADEMIC ENGLISH FOR BUSINESS

# Unit 1

## Globalization





# 1

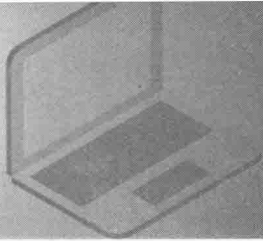
## Search for Background Information

**1.1 Search for the meanings of the following terms from texts or about the subject.**

- 1) globalization: \_\_\_\_\_
- 2) the anti-globalization movement: \_\_\_\_\_
- 3) free trade: \_\_\_\_\_
- 4) open economy: \_\_\_\_\_
- 5) closed economy: \_\_\_\_\_
- 6) neoliberalism: \_\_\_\_\_
- 7) punitive tariff: \_\_\_\_\_
- 8) IMF: \_\_\_\_\_
- 9) trade protectionism: \_\_\_\_\_
- 10) FDI: \_\_\_\_\_
- 11) Smoot-Hawley Tariff Act: \_\_\_\_\_
- 12) the Asian financial crisis: \_\_\_\_\_
- 13) arbitrage: \_\_\_\_\_
- 14) dumping: \_\_\_\_\_
- 15) anti-dumping duty: \_\_\_\_\_

### Web Resources

<https://en.wikipedia.org/wiki/Globalization>  
[https://en.wikipedia.org/wiki/Anti-globalization\\_movement](https://en.wikipedia.org/wiki/Anti-globalization_movement)  
<http://www.globalissues.org/issue/38/free-trade-and-globalization>  
<http://www.wisegeek.com/what-is-the-difference-between-an-open-and-closed-economy.htm>  
<https://en.wikipedia.org/wiki/Neoliberalism>  
<http://dictionary.cambridge.org/dictionary/english/punitive-tariff>  
<http://www.imf.org/en/About>  
[http://www.economicsonline.co.uk/Global\\_economics/Trade\\_protectionism.html](http://www.economicsonline.co.uk/Global_economics/Trade_protectionism.html)  
<https://www.investopedia.com/terms/f/fdi.asp>  
<https://www.investopedia.com/terms/s/smoot-hawley-tariff-act.asp>  
<http://marginalrevolution.com/marginalrevolution/2015/04/is-globalization-going-in->



reverse.html

<https://www.investopedia.com/terms/a/asian-financial-crisis.asp>

<https://www.thebalance.com/what-was-the-asian-financial-crisis-1978997>

<https://www.investopedia.com/ask/answers/04/041504.asp>

[https://en.wikipedia.org/wiki/Dumping\\_\(pricing\\_policy\)](https://en.wikipedia.org/wiki/Dumping_(pricing_policy))

<https://www.investopedia.com/terms/a/anti-dumping-duty.asp>

**1.2 Present what you've found to the class orally with or without PowerPoint in three minutes.**

## 2

## Discuss the Words' Meaning

**2.1 Define the following underlined words. An example is given for you.**

e.g. They tend to visualize themselves going through their routine in preparation for their actual performance.

**visualize:** form a picture of something in the mind.

1) The general consensus is that global warming is a bad thing.

**consensus:** \_\_\_\_\_

2) Kindle FreeTime, is a free, personalized tablet experience just for kids and exclusively available on Kindle Fire.

**exclusively:** \_\_\_\_\_

3) Once we have, through analytic meditation, come to an insight or a deeper understanding, then we should cease our analysis and begin the practice of calm abiding.

**cease:** \_\_\_\_\_

4) At the same time, however, CEOs, particularly in financial services, have grown concerned about government regulation.

**regulation:** \_\_\_\_\_

5) He also said the British press risked a backlash from the public if they published them.

**backlash:** \_\_\_\_\_

6) European farmers are planning a massive demonstration against farm subsidy cuts.

**subsidy:** \_\_\_\_\_

- 7) Moreover, big powers would further exploit such fears to heighten hostility between rival camps.

**hostility:** \_\_\_\_\_

- 8) Advertisers will see this and I can imagine the emergence of a new advertising technique.

**emergence:** \_\_\_\_\_

- 9) How would people react when this cultural icon had done something that people perceive as immoral?

**perceive:** \_\_\_\_\_

- 10) The key conclusion of this theory is that transitory, short-term changes in income have little effect on consumer spending behavior.

**transitory:** \_\_\_\_\_

- 11) Uganda's President Yoweri Museveni said he backed economic integration but Africa was too diverse for one government.

**integration:** \_\_\_\_\_

- 12) Not only did she exceed our expectations, but she added tremendous value to the team.

**exceed:** \_\_\_\_\_

- 13) With Steve Jobs gone, they will not get to dominate any market for too long.

**dominate:** \_\_\_\_\_

- 14) Humans are tool builders and we build tools that can dramatically amplify our innate human abilities.

**amplify:** \_\_\_\_\_

- 15) Several other vehicles were involved in subsequent collisions after the crash in which he died.

**subsequent:** \_\_\_\_\_

- 16) The carbon market works like any other commodity market: companies trade and the market sets prices.

**commodity:** \_\_\_\_\_

- 17) Instead, he realized, he was fascinated by the dynamics of change and innovation in the market.

**innovation:** \_\_\_\_\_

- 18) Protesting workers in Belfast and Enfield have staged factory sit-ins to highlight their plight.

**highlight:** \_\_\_\_\_

- 19) But for those looking for something a bit different, several alternative events are also starting to pop up.

**alternative:** \_\_\_\_\_

- 20) And that created enormous challenges, of our capability and systems and process to deal with this tremendous growth and expansion.

**expansion:** \_\_\_\_\_



- 21) The mystery is starting to clear around how diverse species with an array of features evolve.  
**diverse:** \_\_\_\_\_
- 22) Some merger investors make bets on potential acquisition targets before any deal is announced.  
**acquisition:** \_\_\_\_\_
- 23) Danica has been hard at work sorting out a mixed and varied set of songs.  
**varied:** \_\_\_\_\_
- 24) The General laid down a few strategic targets on the map.  
**strategic:** \_\_\_\_\_
- 25) Madame Curie was the physicist with expertise in chemistry that, in 1898, discovered the radioactive substances of radium and polonium in Paris, France.  
**expertise:** \_\_\_\_\_
- 26) Many other industrial giants have developed their own power generation capacity over the years.  
**capacity:** \_\_\_\_\_
- 27) We can offer advice, but ultimately, the decision rests with the child's parents.  
**ultimately:** \_\_\_\_\_
- 28) The importance of livability in Danish culture is exemplified in the sustainable infrastructure of its capital city.  
**sustainable:** \_\_\_\_\_
- 29) Competition would then do what it has done elsewhere: generate productivity, innovation, and better prices.  
**generate:** \_\_\_\_\_
- 30) The number and severity of cyber incidents is not likely to diminish in the near future.  
**diminish:** \_\_\_\_\_

**2.2 Fill in the following blanks with various forms of each word. An example is given for you.**

No.	Base form	Variations in the word family
e.g.	consist	consistency, consistent, consistently, inconsistency, inconsistent
1)	migrate	
2)	exclude	
3)	transit	
4)	commit	

(Continued)

No.	Base form	Variations in the word family
5)	content	
6)	affect	
7)	benefit	
8)	perceive	
9)	equal	
10)	globe	
11)	ample	
12)	integral	
13)	credit	
14)	export	
15)	acquire	

06

**2.3 Explain the meaning of the following roots or affixes. Add at least five similar derivatives with their Chinese definitions. An example is given for you.**

No.	Roots/Affixes	Meaning	More derivatives with Chinese translation
e.g.	hydro-	water	hydro-bomb鱼雷; hydro-airplane水上飞机; hydro-electric水力发电的; hydro-lab水下实验室; hydro-pathic水疗法的
1)	sent/sens		
2)	it		
3)	cred		
4)	clud		
5)	sist		
6)	fact/fac		
7)	rupt		
8)	viv		

### 3 Watch the Video

#### Difficult Words and Expressions

- ★ cutting-edge /'kʌtɪŋ'edʒ/ *adj.* 先进的, 尖端的
- ★ rhetoric /'retərɪk/ *n.* 辞令, 言辞; 修辞
- ★ simmering /'sɪməɪŋ/ *adj.* 沸腾的; 升温的
- ★ per capita /pə 'kæpɪtə/ *adj.* 人均的
- ★ disproportionately /ˌdɪsprə'pɔːʃənəli/ *adv.* 不均衡地; 不成比例地
- ★ dispersed /dɪ'spɜːst/ *adj.* 分散的
- ★ exacerbate /ɪg'zæsəbeɪt/ *v.* 使加剧; 使恶化

#### 3.1 Watch the first part of the video and answer the following questions.

- 1) What is the debate about?
- 2) What is the controversy around this topic based on?
- 3) How does the speaker describe the language used by both sides?
- 4) What do supporters think of globalization?
- 5) What do opponents think of globalization?



#### 3.2 Watch the second part of the video and take notes according to the questions in the left column.



No.	Questions	Notes
1)	What was devised to measure the overall effect of interconnection?	
2)	What does the speaker think of the results of the study?	
3)	What did one point rise in the globalization index result in?	
4)	Which countries benefited much more than others?	
5)	What does the study mean?	

#### 3.3 Watch the whole video again and write a short summary of it according to your answers and notes.





### 3.4 Work in groups and give a report to the class on “Globalization” according to the following clues in five minutes.

- 1) What views do supporters and opponents have on globalization?
- 2) What should be done to ensure a bright future for globalization?

## 4

## Read for Information

### TEXT A

#### An Open and Shut Case<sup>1</sup>

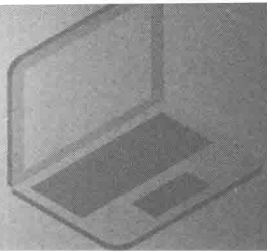
*The consensus in favor of open economies is cracking,  
says John O’Sullivan. Is globalization no longer a good thing?*

① The Revolution Mill in Greensboro, North Carolina, was established in 1900.<sup>1</sup> It was a **booming** time for local enterprise. America’s cotton industry was moving south from New England to take advantage of lower wages. By 1938, the Revolution Mill was the world’s largest factory **exclusively** making flannel. The mill **ceased** production in 1982, an early warning of another revolution on a global scale. The textile industry was starting a fresh **migration** in search 5 of cheaper labor, this time in Latin America and Asia. The Revolution Mill is a monument to an industry that lost out to globalization.

② North Carolina **exemplifies** both the promise and the **casualties** of today’s open economy. Yet even thriving local businesses there grumble that America gets the raw end of trade deals, and that foreign rivals benefit from unfair **subsidies** and lax **regulation**. In places that have found it 10 harder to adapt to changing times, the **rumblings** tend to be louder.

③ A **backlash** against freer trade is reshaping politics. Donald Trump has clinched an unlikely nomination as the Republican Party’s candidate in November’s presidential elections with the

1 Adapted from An open and shut case (2016, October 01). *The Economist* (Special Report): The world economy, 45–48.



support of blue-collar men in America's South and its rustbelt. These are places that lost lots of manufacturing jobs in the decade after 2001, when America was hit by a surge of imports from 15 China (which Mr. Trump says he will keep out with punitive tariffs). Free trade now causes so much **hostility** that Hillary Clinton, the Democratic Party's presidential candidate, was forced to disown the Trans-Pacific Partnership (TPP), a trade deal with Asia that she herself helped to negotiate. Talks on a new trade deal with the European Union, the Transatlantic Trade and Investment Partnership (TTIP), have stalled. Senior politicians in Germany and France have turned 20 against it in response to popular opposition to the pact.

### Keep-out signs

④ The **commitment** to free movement of people within the EU has also come under strain. In June, Britain, one of Europe's stronger economies, voted in a **referendum** to leave the EU after 43 years as a member. Support for Brexit was strong in the north of England and Wales, 25 where much of Britain's manufacturing used to be; but it was firmest in places that had seen big increases in migrant populations in recent years. Since Britain's vote to leave, anti-establishment parties in France, the Netherlands, Germany, Italy, and Austria have called for referendums on EU membership in their countries too. Such parties favor closed borders, caps on migration, and barriers to trade. Mr. Trump, for his part, has promised to build a wall along the border with 30 Mexico to keep out immigrants.

⑤ There is growing **disquiet**, too, about the **unfettered** movement of capital. More of the value created by companies is **intangible**, and businesses that rely on selling ideas find it easier to set up shop where taxes are low. America has clamped down on so-called tax **inversions**, in which a big company moves to a low-tax country after agreeing to be bought by a smaller firm based 35 there. Europeans grumble that American firms engage in too many clever tricks to avoid tax.

⑥ Free movement of debt capital has meant that trouble in one part of the world quickly spreads to other parts. The **fickleness** of capital flows is one reason why the EU's most ambitious cross-border initiative, the euro, which has joined 19 of its 28 members in a currency union, is in trouble. In the euro's early years, countries, such as Greece and Italy, enjoyed **ample** credit and 40 low borrowing costs, thanks to floods of private short-term capital from other EU countries. When crisis struck, that credit dried up and had to be replaced with massive official loans. The conditions attached to such support have caused relations between creditor countries such as Germany and debtors such as Greece to sour.

⑦ Some claim that the growing **discontent** in the rich world is not really about economics. 45 After all, Britain and America, at least, have enjoyed reasonable GDP growth recently, and unemployment in both countries has dropped to around 5%. Instead, the argument goes, the **revolt** against economic openness reflects deeper anxieties about lost relative status. Some arise from the **emergence** of China as a global power; others are rooted within individual societies. For example,

in parts of Europe, opposition to migrants is prompted by the Syrian refugee crisis. It stems less 50  
from worries about the effect of immigration on wages or jobs than from a **perceived** threat to  
social **cohesion**.

⑧ **Nevertheless**, there is a material basis for discontent because a **sluggish** economic 55  
recovery has bypassed large groups of people. In America, one in six working-age men without a  
college degree is not part of the workforce, according to an analysis by the Council of Economic  
Advisers, a White House think-tank. Most other rich countries are in the same boat. A report by the  
McKinsey Global Institute, a think-tank, found that the real incomes of two-thirds of households  
in 25 advanced economies were flat or fell between 2005 and 2014, compared with 2% rise in the  
previous decade. The few gains in a sluggish economy have gone to salaried gentry.

⑨ This has fed a widespread sense that an open economy is good for small **elite** but does 60  
nothing for the broad mass of people. Even academics and policymakers who used to welcome  
openness unreservedly are having second thoughts. They had always understood that free trade  
creates losers as well as winners, but thought that the disruption was **transitory** and the gains  
were big enough to compensate those who lost out. However, a body of new research suggests that  
China's **integration** into global trade has caused more lasting damage than expected to some rich- 65  
world workers.

⑩ It is not easy to establish a direct link between openness and wage inequality, but recent 70  
studies suggest that trade plays a bigger role than **previously** thought. Large-scale migration is  
increasingly understood to conflict with the welfare policy needed to shield workers from the  
disruptions of trade and technology.

⑪ The consensus in favor of unfettered capital mobility began to weaken after the East Asian  
crises of 1997–1998. As the scale of capital flows grew, the doubts increased. A recent article by  
economists at the IMF entitled “Neoliberalism: Oversold?” argued that in certain cases the costs to  
economies of opening up to capital flows **exceed** the benefits.

### Multiple hits 75

⑫ How far is globalization, defined as the free flow of trade, people, and capital around the 80  
world, responsible for the world's economic ills and whether it is still, on balance, a good thing? A  
true **reckoning** is trickier than it might appear, and not just because the main elements of economic  
openness have different **repercussions**. Several other big **upheavals** have hit the world economy  
in recent decades, and the effects are hard to **disentangle**.

⑬ First, jobs and pay have been greatly affected by technological change. Much of the  
increase in wage inequality in rich countries stems from new technologies that make college-  
educated workers more valuable. At the same time companies' profitability has increasingly  
**diverged**. Online platforms, such as Amazon, Google, and Uber, that act as matchmakers between  
consumers and producers or advertisers rely on network effects: The more users they have, the 85