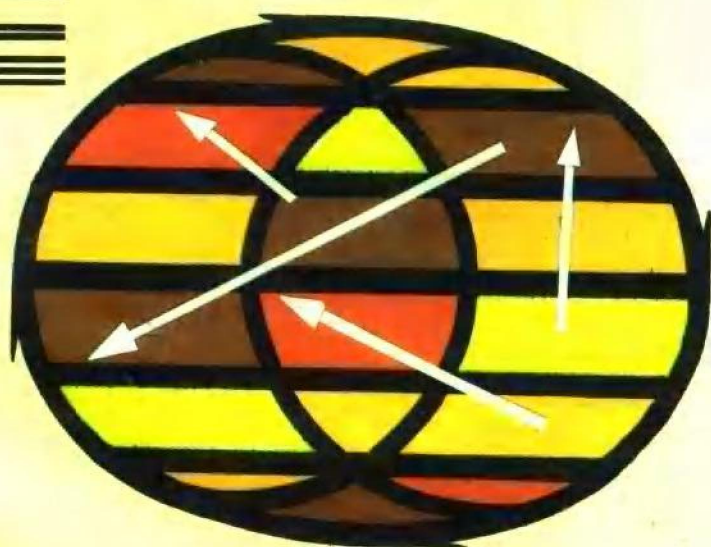


FOREIGN TRADE ENGLISH SERIES FOREIGN TRADE ENGLISH SERIES

# BUSINESS ENGLISH SELECTIVE READINGS

## 国际商务英语选读

汪刚 范家材 李惠 编著  
上海交通大学出版社



# 国际商务英语选读

——外贸实务、市场营销——

汪 刚 范家材 李 惠 编著

上海交通大学出版社

(沪)新登字 205 号

### 内容提要

本书共分两大部分 25 章。第一部分 13 章主要介绍外贸实务,第二部分 12 章主要介绍市场营销。本书的外贸实务部分是针对实际工作需要,以一定的外贸理论为指导,按照国际外贸现行程序,通过大量练习,帮助初上岗的操作人员迅速以英语为工具,开展外贸业务。第二部分主要环绕营销的四个要素——产品(product)、价格(pricing)、分销(placing)和促销(promotion)进行探讨。本书的宗旨是通过英语学经贸,通过经贸学英语。

本书是一本实用性很强的教材或教学参考书,尤其是非外贸专业的学生,以及具有一定英语基础的读者在短时间内掌握国际商务英语知识的入门书籍。

### 国际商务英语选读

出版:上海交通大学出版社

(上海市华山路 1954 号 邮政编码:200030)

发行:新华书店上海发行所

印刷:常熟市印刷二厂印刷

开本:850×1168(毫米)1/32

印张:14.25 字数:370000

版次:1995 年 1 月第 1 版

印次:1995 年 2 月第 1 次

印数:1—8000

ISBN7—313—01456—2/H·151

定价:14.60 元

# 前 言

《国际商务英语选读》的内容为两大板块：第一部分是外贸实务，由汪刚编著；第二部分是市场营销，由范家材、汪刚、李惠编著。

本书的问世是适应与国际标准接轨的要求。脱胎于关贸总协定(GATT)的世界贸易组织(World Trade Organization — WTO)于1995年初成立，中国在外贸体制方面，将有大的改革措施。经营权将进一步下放，更多基层的经济实体将直接承担进出口业务。

本书的外贸实务部分就是针对实际工作需要，以一定的外贸理论为指导，按照国际外贸现行程序，通过大量练习，帮助初期上岗的操作人员迅速以英语为工具，开展外贸业务。在详略分寸的掌握上，力求具体，但不拘泥于细节，提供一个规范的框架，从中让业务人员既有依据，又能灵活掌握与发展。参考书覆盖近年来英美及联合国的有关出版物，借鉴颇多，例如：外贸术语的诠释根据《国际贸易解释大全》(1990年版)，其中以“装运港船上交货(指定装运港)”代替传统的“离岸价”等等。

本书是中华人民共和国海关总署直属的上海海关高等专科学校的专用教材，因此，涉及海关业务的论述较之同类书刊介绍较详尽，除第十三课外，部分业务介绍散见于各课练习。这也是特色之一。

另一特色是第一部分中的功能大纲(Functional Program)，以当代最流行的外语教学体系功能法(Functional Approach)为理论根据。功能法的基本特征是以功能为纲，单项技能训练与综合训练相结合，强调表达内容，不过分苛求形式，有针对性地培养学生的交际能力，主张学习语言，从功能(function)到结构(structure)，

从意念(notion)到表达(communication)。本书第一部分的功能大纲就包括诸如分类组织的层次关系,因果对比条件让步的逻辑关系,时间的先后关系,归纳总结与对等突出的情景关系,上升持平与下降的数量关系,强调与淡化的分寸关系,内涵与外延的复盖幅度关系等等。

第二部分主要环绕营销(marketing)的四个要素(four P's)——产品(product),价格(pricing),分销(placing)和促销(promotion)进行探讨。

本书还有一个特色是对欧美有关的理论与实践的介绍。编著者曾犹豫此项方针是否适合国情,但他山之玉,可以攻石,希望这部分的介绍有助于我国营销人员活跃思路,博采众长,开拓更大的国际市场。熟悉国外的知名公司与品牌产品,可能也是必要的。此外,本书有较多的个案研究,比较生动。

本书的宗旨是通过英语学经贸,通过经贸学英语,英语既为出发点,也是归结。时代在变化,外贸与营销的形式在变化,市场经济的观念在变化,而英语作为一项国际性的交际工具则是相对稳定的。对于培养跨世纪人才,对于青年一代本身而言,提高英语水平则是终生受益的基础建设之一。落实在本书的编撰上,则体现为:

语言规范,浅进易懂。

循序渐进,略有坡度。

阅读为主,兼顾表达。

大量练习,便于吸收。

本书在编纂过程中,承蒙众多学者及电脑工程师鼎力襄助,他们是:刘继进,吴唯明,谢万钧,孙建一,许自强,储锐,王黎明等。对于他们的关心,支持与帮助,我们铭感不尽,永志不忘。

—编著者—

1994. 11

# Contents

<b>Lesson One</b>	Introduction to Foreign Trade ..... 1 外贸引论
<b>Lesson Two</b>	Quality and Quantity of Goods ..... 19 质量与数量
<b>Lesson Three</b>	Packing and Marking ..... 31 包装与标记
<b>Lesson Four</b>	Trade Terms of Exports ..... 45 贸易术语
<b>Lesson Five</b>	Export Transportation ..... 60 出口运输
<b>Lesson Six</b>	Bill of Lading ..... 75 提单
<b>Lesson Seven</b>	Commodity Inspection ..... 90 商检
<b>Lesson Eight</b>	Marine Cargo Insurance ..... 106 海运保险
<b>Lesson Nine</b>	International Transfer of Money ..... 122 国际货币运转
<b>Lesson Ten</b>	Letter of Credit ..... 138 信用证
<b>Lesson Eleven</b>	Contract ..... 155 合同
<b>Lesson Twelve</b>	Settling of Trade Disputes ..... 168 贸易争端的处理
<b>Lesson Thirteen</b>	Meeting Customs Requirements ..... 183

	通关要求	
<b>Lesson Fourteen</b>	I. C. and C. I. ....	198
	整体概念与企业形象	
<b>Lesson Fifteen</b>	Introduction to Marketing ....	217
	营销引论	
<b>Lesson Sixteen</b>	Buyer Behavior and Market Segmentation ....	236
	消费者习惯和市场细分	
<b>Lesson Seventeen</b>	Products ....	263
	产品	
<b>Lesson Eighteen</b>	Pricing (1) ....	287
	价格(1)	
<b>Lesson Nineteen</b>	Pricing (2) ....	302
	价格(2)	
<b>Lesson Twenty</b>	Placing (1) ....	321
	分销(1)	
<b>Lesson Twenty-one</b>	Placing (2) ....	341
	分销(2)	
<b>Lesson Twenty-two</b>	Promotion (1) ....	358
	促销(1)	
<b>Lesson Twenty-three</b>	Promotion (2) ....	379
	促销(2)	
<b>Lesson Twenty-four</b>	WTO ....	402
	世界贸易组织	
<b>Lesson Twenty-five</b>	Development of Pudong ....	419
	开发浦东	
	Reference Keys to Exercises ....	436

# Lesson One Introduction to Foreign Trade

## Chapter Outline

### I. Resource Reasons 资源因素

- A. Geographical Resources 地理资源
- B. Natural Resources 自然资源
- C. Human Resources 人力资源
- D. Capital Resources 资金资源

### II. Economic Reasons 经济因素

- A. Absolute Advantage 绝对优势
- B. Comparative Advantage 相对优势

### III. Trade Barriers 贸易障碍

- A. Quota 配额
- B. Tariffs 关税
- C. Subsidy 补贴
- D. Cartels 卡特尔; 垄断组织
- E. Dumping 倾销

## Warm-up

1. How do you understand the view that interdependence is no longer something one is for or against, but rather a fact that all nations must learn to live with? Give your examples.
2. What are the main trade barriers and what is behind them?



### 3. What is the comparative or relative advantage?

Imagine that all world trade ceased today at 11 : 00 A. M. How would you get your morning cup of coffee or those sliced bananas for your cornflakes? And forget about sipping a glass of French wine with dinner or a Scotch on the rocks afterwards. Those beverages would not be around. And what would happen to those goods that were manufactured to be exported abroad? Also consider the plight of millions of workers who work for the firms that sell much of their output overseas.

Foreign trade is absolutely indispensable in the world today. But why so? Why should it be advantageous for such a country as the United States, with a Gross Domestic Product almost three times that of its closest Western rival and with large supplies of raw materials, capital and educational manpower to trade with the rest of the world? Why can't these nations be self-sufficient, capable of living on the goods and services produced within their own borders? There is a variety of reasons to be cited. However, the general reasons can be classified as resource reasons and economic reasons.

#### I . Resource Reasons

Certain conditions or resources that some of the nations of the world happen to enjoy provide them with a basis for foreign trade. These include favourable climate conditions and terrain (地貌), natural resources, human resources and capital resources.

##### A. Geographical Resources

Some countries have ideal weather conditions that make the raising of particular crops suitable. For example, Colombia and Brazil just have the right climate to grow coffee beans efficiently. On the other hand, the climate and geographical conditions in some states in the U. S. make wheat a very popular crop. The United states grow so much wheat that

it is able to export it to other parts of the world. Thus, climate and geographical conditions help determine some of the goods a nation can produce efficiently and trade internationally.

#### B. Natural Resources

Countries that have rich deposits of natural resources are in a strong position to export them. If these countries happen to be the developing countries, then the natural resources are often sold as raw materials before being processed. Tin from Bolivia and oil from some of the Middle East countries are examples. On the other hand, in many developed countries raw materials are more often than not sold in finished form. For example, the United States sells its iron ore in the form of steel products, such as automobiles and machinery. Despite the different forms of export, raw materials play a major role that can influence a country's involvement in foreign trade.

#### C. Human Resources

Countries rich in human resources can produce sophisticated equipment and machinery, such as computers, aircraft and electric generators. The U. S. , Japan and Western European countries are illustrations. Unfortunately, some countries are still confined to the production of simple products. Ethiopia, Uganda and Guinea fall into this category. The skill of a country's work force determines to some extent what it will be able to produce and trade with other countries.

#### D. Capital Resources

Another important factor in foreign trade is that of capital resources which include things such as plant, machinery and equipment. The more capital resources a country possesses, the better its chance to embark on the manufacture of sophisticated products. A lot of manual jobs are done by machines in the developed countries that its people can concentrate on more important things such as designing computer

programs and developing technological breakthroughs that will result in a higher standard of living for the nation. Poor countries lack these capital resources and must rely heavily on manual labor and on certain goods imported from other countries.

## **I . Economic Reasons**

Another reason why foreign trade occurs is that each nation has some sort of economic benefit to gain from this international activity. It is simple enough that for two nations to trade with each other voluntarily, both nations must gain. If one nation gained nothing or lost, it would simply refuse to trade. But how does this mutual beneficial trade take place and from where do these gains from trade come? Here are the two important principles, absolute advantage and comparative advantage, that serve to illustrate the point.

### **A. Absolute Advantage**

When one nation produces less of a commodity than another nation at the same cost, it should import that commodity rather than produce it at home. Using hot houses, hand fertilization and elaborate moisture controls, Great Britain could probably produce its own tea, but the cost of labor and other resources would be perhaps twenty times the cost of tea grown in India. India, then, has an absolute advantage over Great Britain when it comes to tea production. The English would be well advised to import their tea from India rather than produce it domestically.

### **B. Comparative Advantage**

The theory of absolute advantage, however, does not adequately explain the basis for international trade which consists of not only the absolute advantage, but also the comparative advantage. According to David Ricardo, the nineteenth-century economist, foreign trade is

mutually beneficial, even when one nation is absolutely more efficient in the production of every commodity, as long as there are differences in the relative costs of producing the various commodities in the two potential trading partners. If one nation is more efficient than another in producing both wheat and computers, trade is profitable as long as the relative costs of the two commodities are different in the two countries. Comparative advantage, then, is based on differences in relative, rather than absolute, costs.

## **II . Trade Barriers**

Foreign trade is of vital importance to most nations of the world. However, there are certain barriers existed at present which, to some extent, hinder the development of international trade. These barriers take different forms but basically they include quota , tariffs, subsidy, cartels , and dumping.

### **A. Quota**

A quota is a quantitative restriction that is expressed in terms of either physical quantity or value. A quota that states that no more than 500, 000 Class A deluxe cars can be imported from Europe each year is a restriction stated in terms of physical quantity. Meanwhile, a quota that restricts the importation of certain types of Japanese glassware to no more than \$ 1,000,000 worth a year is stated in terms of value.

### **B. Tariffs**

A tariff is a duty or fee levied on goods being imported into the country. These tariffs can be of two types; revenue and protective. A revenue tariff is designed to raise money for the government. These tariffs are usually low. A protective tariff is designed to discourage foreign business from shipping certain goods into the country. The basic reason for a protective tariff is to keep out goods that will undersell

products made in the home country. For this reason, the protective tariffs are often very high, thereby forcing the foreign business to raise its price to cover the tariff. This, of course, makes it easy for domestic firms to compete with these imported goods.

#### C. Subsidy

A subsidy is a direct or indirect government payment or special privilege granted to transportation, agriculture, mining and other industries. Subsidies are granted on the ground that preservation or expansion of these industries, even at the cost of the general public, is in the public interest. In the countries where protectionism continues as a part of national economic policies, subsidy is viewed as a means to promote national self-sufficiency, to encourage emerging industries and to alleviate depression and unemployment. In recent years, government subsidy in agriculture has caused trade friction between EC and the United States.

#### D. Cartels

Cartels can also be considered a trade barrier since they tend to restrict the availability of products in the marketplace. A cartel is a group of or an association of producers operating in the same industry that attempts to develop mutual agreement on such matters as prices, output, and market allocation. A cartel is usually formed for the purpose of gaining economic strength in the marketplace by raising prices in unison, or agreeing as a group not to lower prices. Members of the cartel may also agree to restrict production in order to make it easier to maintain high prices.

#### E. Dumping

Dumping is the sale of surplus goods in foreign markets at unusually low prices. Although consumers in the country where the goods are dumped benefit from the lower prices, the impact on the sales and the

production plans of domestic businessmen may be ruinous. Serious damage may also be done to the sales of rival foreign businessmen who have business in the area where dumping occurs. Unless the country where dumping occurs is a colony, continued dumping often leads to various trade restrictions.

## **Functional Program**

### **Classifying Information(信息分类)**

#### **A. Sample sentences**

1. We can divide resources into natural resources and human resources.
2. Resources can be classified as mineral resources and financial resources.
3. There are five main types of trade barriers: quota, tariff, subsidy, cartel, and dumping.
4. There are two parts to foreign trade: import and export.
5. Resources fall into two classes: natural resources and human resources.

#### **B. Forms**

根据类型和构成部分对信息进行分类。

##### **I. The types**

We can use two types of raw materials.

Other nouns with the same meaning are sorts, varieties, and kinds.

We can divide managers into three classes.

Other verbs with similar meanings are classify into, split into, sort

into, fall into, be divided into, be broken down into, and be made up of.

## **II . The parts**

There are two parts to the process.

Other nouns with similar meanings are elements, stages, and steps.

The process consists of a number of steps.

Other verbs with similar meanings are consist of, comprise, contain, and involve.

## **C. Use**

### **I . Describing the types**

We can divide managerial roles into interpersonal, informational and decisional.

Managerial styles fall into a number of categories.

We can classify managers as planners, organizers, and leaders.

### **II . Describing the parts**

The tasks of first-line management consist of conceptual , human and technical activities.

The tasks of middle management also comprise conceptual, human and technical activities.

Top management are also involved in conceptual, human and technical activities.

## **D. Key Structures**

### **I . Rewrite the following sentences by using the language skills learnt in the FUNCTIONAL PROGRAM:**

1. Chief trade barriers are quota, dumping, protective tariffs and subsidy.

2. There is a number of categories of invisible trade.
3. Computer technology consists of software and hardware.

**I . Put the following into English by using the language skills learnt in the FUNCTIONAL PROGRAM:**

1. 贸易差额可以分为顺差和逆差。
2. 关税有两种,即保护关税和财政关税。
3. 计算机科学由硬件和软件组成。

## **EXERCISES**

**I . Comprehension questions based on the passage :**

1. Which of the following is the most appropriate title for the **passage**?
  - a) The Importance of Developing Foreign Trade
  - b) Absolute Advantage and Comparative Advantage
  - c) Trade Barriers
  - d) A Preliminary Guide to International Trade
2. International trade is important and necessary because of
  - a) insufficient supply of raw materials.
  - b) an imperative need for large amounts of capital.
  - c) shortage of manpower.
  - d) interdependence in the contemporary world.
3. Which of the following is **NOT** a significant consideration in terms of trading resources?
  - a) Social and cultural values of a society.
  - b) Wealth capable of being used to produce more wealth.
  - c) The skill of a country's work force.
  - d) Geographical features of a nation.
4. What is required as a primary condition without which no country would ever be voluntarily involved in any foreign trade?



- a) The chance to embark on the manufacture of sophisticated products.
  - b) Processing of raw materials into finished form before export.
  - c) Mutual economic benefits for both parties concerned.
  - d) A big margin of profits pursued.
5. A potential basis for trading partnership lies more commonly in
- a) the differences in the relative costs of producing certain commodities.
  - b) the absolute advantage in the cost of certain commodities.
  - c) the utmost gains of the developed countries over the developing countries in trade.
  - d) the more favorable position of export-oriented industries.
6. Which of the following is NOT considered a trade barrier?
- a) Import quota.
  - b) Government subsidy.
  - c) Dumping.
  - d) Revenue tariff.
7. A quota is a \_\_\_\_\_ restriction imposed on foreign trade for protective purposes.
- a) quality
  - b) quantity
  - c) value
  - d) quantity or value
8. The aim of a protective tariff is to
- a) discourage foreign businesses.
  - b) keep imported goods from undercutting domestic prices.
  - c) make it easy for the survival of home industries.
  - d) increase the state revenue.
9. Subsidies are offered to domestic firms with a view to
- a) granting privilege to certain industries with government payment.
  - b) discouraging embryo industries (新生工业).
  - c) giving basic industries a competitive edge in line with the national