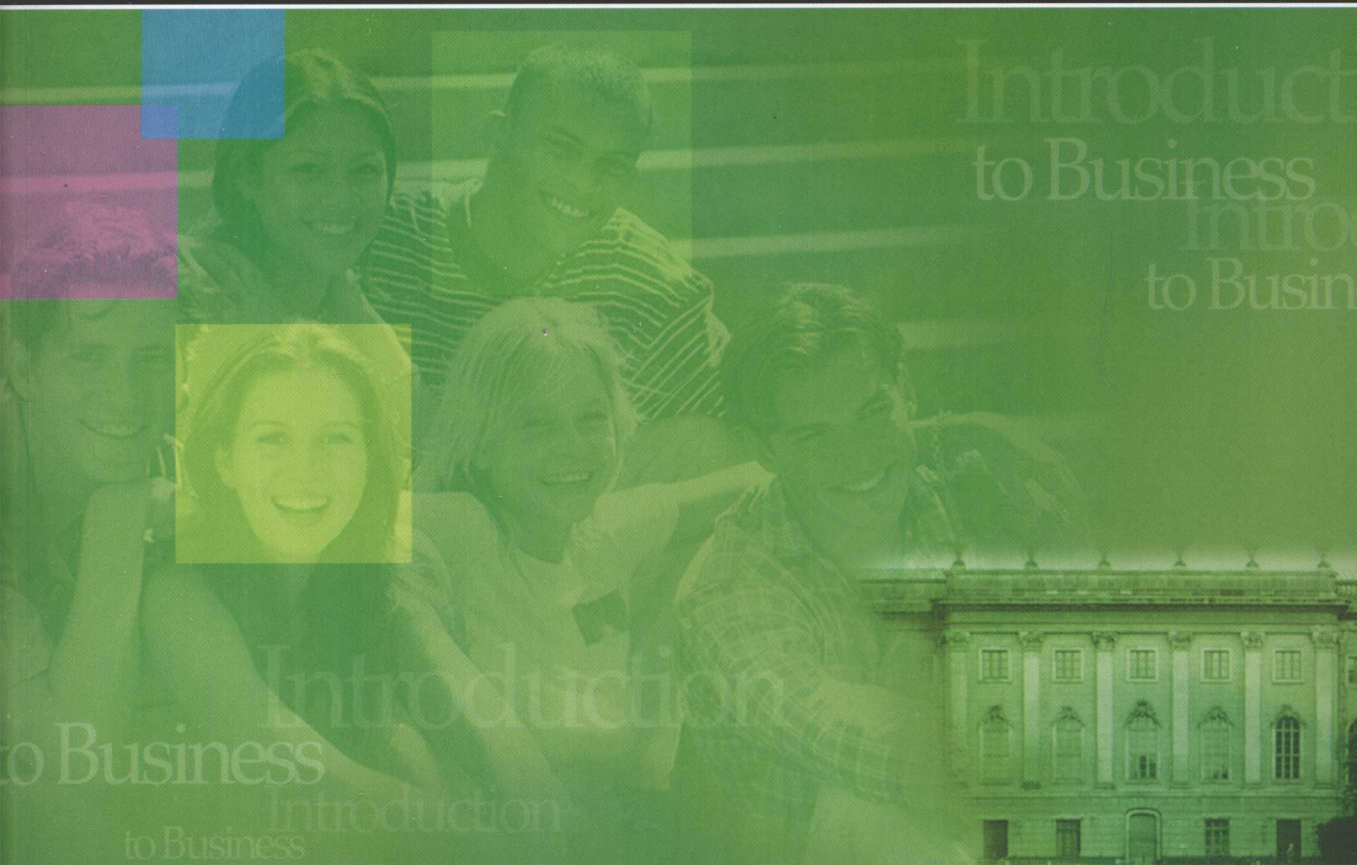




新基点 全国高等院校商务英语专业本科系列规划教材·商务知识子系列

NEW BENCHMARK

商务知识导读 (英文版)



王燕希 主编

Introduction to Business



对外经济贸易大学出版社

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主编 王燕希

参编 刘 丽 杨伶俐

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王燕希 主编

责任编辑: 陈 颀 戴 菲

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北京市朝阳区惠新东街 10 号 邮政编码: 100029

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出版说明

新基点 (NEW BENCHMARK) 全国高等院校商务英语专业本科系列规划教材由对外经济贸易大学出版社联合对外经济贸易大学、广东外语外贸大学、上海对外贸易学院、东北财经大学、上海财经大学等学校的骨干教授编写而成。

2007 年国家教育部批准设立了商务英语本科专业。为促进商务英语学科建设, 适应教学改革和创新的需要, 对外经济贸易大学出版社特组织编写了“新基点”系列教材。本系列教材体现商务英语专业最新教学特点和要求, 是面向二十一世纪的一套全新的立体化商务英语教材, 主要适用于全国各高等院校商务英语专业本科学生。

本系列教材旨在培养具有扎实的英语基本功, 掌握国际商务基础理论和知识, 具备较高的人文素养, 善于跨文化交流与沟通, 能适应经济全球化, 具备国际竞争力的复合型英语人才。教材由语言技能、商务知识、人文素养三个子系列组成。

语言技能子系列包括商务英语综合教程 1-4 册、商务英语听说 1-4 册、商务英语写作 1-4 册、商务英语翻译 1-2 册。

商务知识子系列介绍商务基础理论和商务实践的具体知识, 主要包括经济学原理、管理学原理、商法导论、跨文化交际导论、国际贸易实务、营销学等主干教材。

人文素养子系列主要包括语言学导论、英美国家概况、欧洲文化、英美文学选读、英美散文、大学英汉翻译、大学汉英翻译等核心教材。

每套子系列教材都自成体系, 合在一起又形成有机的整体。本套教材不是封闭的, 而是随着教学模式、课程设置的和课时的变化, 不断更新内容。对外经济贸易大学出版社旨在广泛调动社会智力资源, 与时俱进, 推陈出新, 推出一套适合新兴商务英语专业本科学生的系列教材。

编撰者均具有丰富的语言教学经验, 而且获得工商管理、经济学等商科专业的硕士或博士学位, 具备商务活动的实践经验。他们集教学经验和专业背景于一身, 这正是本套商务英语系列教材编撰质量的有力保证。

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2008 年 4 月

PREFACE

前 言

2007 年教育部首次批准在对外经济贸易大学设立商务英语本科专业, 商务英语作为应用语言学的一个分支, 第一次在我国取得了应有的地位。

本校商务英语专业得到教育部批准后, 对培养方案和课程设置进行了重大调整, 新启动的培养方案具有鲜明的特色, 开设的商务英语课程门类围绕三大模块展开。课程将语言技能、商务知识、跨文化交流三个模块有机地结合起来, 培养具有扎实的英语基本功, 娴熟地掌握国际商务基础理论和知识, 具备较高的人文素养, 善于跨文化交流与沟通, 能适应经济全球化形势, 适应各类国家政府机关、国际组织、跨国公司和其他企事业单位从事国际商务活动需要的复合性英语人才。

《商务知识导读(英文版)》正是为了满足新的商务英语专业课程设置和大经贸形势所需而计划编写的。商务知识导读课作为一门新开设的课程已被列入首批商务英语专业学生的培养方案, 属于基础必修课阅读模块中的一门重要的课程, 并已从去年开始启动。但由于课程建设新, 出台时间紧, 目前尚未出现与时俱进的新编教材; 更因其他主要大学开设的相关课程亦不多, 现用的教材也寥寥无几, 因此更增加了编写本教材的必要性和迫切性。这对于本校学科建设和其他兄弟院校相关学科的推动有着极其重要的意义, 对目前的教学改革亦起到不言而喻的作用。加之, 由于本校是首家被批准设立商务英语专业的学校, 其课程设置在全国具有示范和龙头作用, 本校自己编写出具有代表性专业性的教材也具有普遍的社会意义。

目前国内有许多引进的国外原版的经贸领域的知识系列教材, 如经济学、管理学、营销学等等。但是它们的侧重点在于知识体系性, 具有一定的深度, 而且各自独立作为开课教材使用。作为商务英语专业的学生来说, 专业知识体系的构筑非常重要, 而且这些课程也是本专业学习即将学习的内容。但是, 先修一门商务知识的导读课程, 在培养学生英语语言技能的同时, 全面简略地介绍经贸领域各门专业的知识, 将对学生起到引领的作用。此外, 知识导读课程注重英语语言和商务领域知识相结合, 突出培养复合型人才的特色。

本教材涵盖经济、贸易、金融、工商管理等方面的重点知识内容, 并配备英语语言 and 知识各方面的综合练习和案例, 可为广大商务英语专业学生进行下一阶段专业必修课的学习奠定良好的基础。

2 商务知识导读(英文版)

本书用英文编写,共分二十一个章节,语言和专业难度循序渐进,旨在实现三个目标:

1. 介绍科学系统的专业知识:本部分为教材主体,因此知识介绍全面完整,有清晰的体系结构与合理的层次性,单元内容按照专业知识本身的体系结构来安排章节,专业知识各部分简介相应领域的核心内容。另外课后练习中设置关于知识理解方面的练习。

2. 提高英语基本技能:本书的技能包括词汇表达、阅读、口语、翻译等。即设置一些英语技能训练,同时结合所讲的专业知识和实践活动,让学生既锻炼语言技能,又巩固专业知识。

3. 培养实践和应用能力:学会了理论知识不是目的,关键是要知道怎么去用。因此本书中将有意识地设置一些案例分析、小组研讨等练习,训练学生的分析和解决问题的能力。

本书每个单元具体构成如下:

1. 总体章节:本书供一个学期学习(每周三小时至四小时以上)或两学期(每周两小时),专业知识的介绍和语言的使用由浅至深,由易至难。

2. 构成:正文(专业知识)+词汇及术语+练习(含补充阅读材料)。

3. 练习及题型:知识理解——知识问答、判断对错、选择题等。

语言技能——填空、连线、翻译、口语活动等。

实践操作——案例分析、小组讨论等。

课程适用对象

商务知识导论教材是应用英语专业商务英语方向的必修课程。本书是用较浅显易懂的英语写成,所论述的为商务知识的基本理论,因而适合国际商务英语入门的学生以及同等程度的大学在校生及相关人士学习和使用。课程内容涉及经济学、企业环境、国际贸易、经营管理、人力资源管理、市场营销、金融财务等方面的基本理论与实践。通过使用本书,学生既能学到国际商务基本知识,又能学到国际商务英语,一举两得。通过本门课程的学习,商务学生可以对市场经济及现代工商企业的运作有一个总体印象,并熟悉有关领域的基础知识和有关的英语词汇和用语,为下一步学习更微观、更深入的专业课程打下基础。

本书的主编和主要单元编写者为王燕希。此外,刘丽编写了其中十个章节,杨伶俐编写了三个章节,最后由主编进行统一核对和审定。由于时间和篇幅的因素,编写者在内容的选择上存在一定的主观性和侧重性,教材不可能涵盖商务知识的所有内容,敬请广大读者批评指正。

王燕希写于时代庄园

二〇〇九年夏

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Unit One

The Foundations of Business

Chapter One

Wants and Needs

Learning Objectives

After finishing this chapter, you'll be able to:

- state the differences between wants and needs;
- describe how limited resources relate to wants;
- identify business activities that are used for products and services;
- list the two factors that motivate businesses;
- explain the relationship between business and you.

An Abundance of Wants

Wants are the things you wish you could have. Each person has wants. You might want a mountain bike, while your best friend may want a road bike. A group of people may also share the same wants. A family may want a new car, a company may want a more advanced computer system, or an athletic club may want to add a swimming pool. Although these wants are shared, they are considered private wants.

On the other hand, some wants are widely shared by many people. These wants are no longer considered private but become public wants, such as highways, drinking water, and education. For the most part local, state, and federal governments satisfy public wants. The role of wants is that they drive our economy. Wants help determine what manufacturers

produce and what service industries provide.

Satisfying Wants and Needs with Goods and Services

Necessary wants are needs. Food, shelter, and clothing are basic needs. Whether private or public, necessary or optional, some type of good or service can satisfy most of your wants and needs. You can determine the role of needs in two ways. Many businesses respond to consumer needs by providing certain goods and services at reasonable prices. Some businesses assess consumer needs and provide goods and services to appeal to those in the high or low end of the marketplace. Goods can be physically weighed or measured. Bicycles and skates are goods, as are groceries and telephones. Goods satisfy your wants and needs for material things that you can see or touch.

At some point, your mountain bike may need a tune-up. Although you could try to do this yourself, it's more likely that you will take it to a bike shop for maintenance. If you pay a bike shop to repair your bike, you're buying a service. Services are tasks that people or machines perform. Services also satisfy some of your wants for things you cannot see or touch. Many services such as cutting hair or teaching guitar lessons are provided for a fee.

Unlimited Wants, Limited Resources

Most people have unlimited wants for goods and services. In the United States, Canada, England, and Japan, the majority of consumers have satisfied their lower-order needs, so marketers promote goods and services that will appeal to higher-order needs.

The more money you make, the more goods or services you want. However, few have enough resources to satisfy all of their wants. A resource is anything that people can use to make or obtain what they need or want. Examples of resources include fuel, timber, labor, and money. The problem of unlimited wants and limited resources affects individuals, companies, and nations.

Resources limit the number of wants people can satisfy. For example, you may want a new pair of jeans and a new camera, but you may only have enough money to buy one of these things. You may also want to earn a lot of money, but you have only so much time to work between school and family responsibilities. Businesses and government are influenced by the same problem. They lack the resources to do all the things that they want to do. It is important for individuals, businesses, and nations to make the best use of limited resources.

Deciding on Your Resources

Every day you have opportunities to make choices about how you'll act, how you'll treat others, and what you'll do. You should make these important decisions carefully. People make the most of their resources by making the right choices about what to buy. The decision-making process is a step-by-step method to carefully consider alternatives that result in better choices. The decision-making process is a procedure for carefully considering alternatives and their consequences before you make a final decision. The process has these essential steps:

Step 1. Identify the problem. Whether the decision-making problem is one that occurs daily or comes up only a few times in a lifetime, this is the first step. It is often the easiest.

Step 2. List the alternatives. Take time to think through the problem, so you can come up with a good range of alternatives. Try to include all the important ones.

Step 3. Determine the pros and cons. Write down and weigh the advantages and disadvantages of each alternative. Your values and goals now become part of the decision-making process.

Step 4. Make the best decision. Determining the best alternative is the key step in the process. Rank the alternatives according to their pros and cons. After you pick a winner, ask yourself what you'll lose if you give up your second choice. Do you really want to give up that alternative?

Step 5. Evaluate your decision. After you've put your decision into effect, ask yourself whether you achieved the results you expected. Would you make the same choice again?

The Economy and You

You may not use all of the steps of the process every time you buy something. For example, when you decide to buy orange juice, you may always buy the same brand. However, many decisions need more careful thought. A bike can be an important purchase because you're likely to keep it for some time. A bike can also cost anywhere from US \$ 100 to US \$ 2,000. When you consider what type of bike to buy (mountain bike or road bike) and what brand you'll probably use all five steps of the decision-making process.

What Is Business?

Whether you're deciding what movie to see or what bike to buy, your wants and needs are usually satisfied by business. Business is any activity that seeks profit by providing goods

or services to others. Businesses provide you with necessities such as food, clothing, housing, medical care, and transportation, as well as things that make your life easier and better. Businesses also provide people with the opportunity to become wealthy. For instance, take the late founder of Wal-Mart Stores, Inc., Sam Walton. In 1962 Walton opened the first store in Arkansas. Today, the company sells about US \$ 200 billion worth of goods and services. To become a successful company, it had to figure out that its customers wanted low prices and genuine customer service.

Business Activities

You might be surprised about all the things that happen before you see a product in the store. What happens before your favorite soft drink is available to buy? The company conducted taste tests to make sure enough people liked the flavor of the soft drink. A business generally goes through a sequence of activities when developing a new or improved product or service. A business:

- determines opportunities for products or services.
- evaluates the demand for the product or service. For example, will enough consumers want the item at a price that's profitable for the business?
- obtains funding. A business needs both start-up money and operating capital to cover costs such as replacing equipment.
- sets up and manages all the factors for producing the good or service. These include the right equipment, buildings, people, and raw materials.
- produces the good or service.
- markets the good or service to ensure consumers know of the item, how to get it, and what it does.
- keeps records to satisfy requirements of the government and to analyze how to improve the production and sale of the good or service.

Businesses' Motivations

Why would a person or a business supply the goods and services you want? It comes down to turning a profit. Profit is the amount of money left over after a business has paid for the cost of producing its goods and services. Without profit, a company cannot survive in a competitive business world where each strives for a chunk of the market's business. Profit is the motivation for taking the risk to start a business. It's the reward for satisfying the needs

and wants of consumers. A business is profitable when sales are high, and costs are kept low.

When consumers' wants and needs change then businesses are motivated to change along with them. In order to change with consumers' wants and needs the companies thrive on competition, or the contest between businesses to win customers. For example, people are very interested in buying cellular telephones. Motorola offers cell phones with access to the Internet, digital operating systems, and an FM stereo. The Finnish pioneer of wireless telecommunications, Nokia, offers you the power to personally design your own cell phone cover in the company's online studio.

When there is more than one kind of cellular phones to choose from, you can buy the cheapest one, the one that is the right size, the right shape, the right color, or has the right high-tech capabilities. Competition is a direct response to consumers' wants and needs.

Business and You

Businesses make many decisions that impact you. They decide what products and services to produce. However, you also affect business. You decide what kind of products and services you want and where you will buy them. This mutual relationship relies on each partner making a decision.

You as a Consumer

A consumer is a person who selects, purchases, uses, or disposes of goods or services. Business is aware of your changing needs and wants. For instance, take electrical engineer Jeff Hawkins who is the original creator and designer of the Palm Pilot, a handheld computer product. The handheld device has changed the way people communicate and organize their lives. A compact handheld computing device allows you to electronically organize your to-do list, calendar, e-mail, address book, and download software.

Businesses also affect you when they discontinue products. The decision to stop manufacturing products is often because there is a decreasing demand. When a company is slow to respond to customers' complaints and doesn't communicate very well, then customers usually find another company's product to buy. When customers behave this way the company doesn't make much money. Either the company makes some changes to satisfy its customers or the company folds.

You as a Wage Earner

Businesses affect you as a wage earner. In order to make products and provide services, businesses hire people to work. In order to produce a product, the business decides how it will be produced. For example, if Gene's Pizza decides to deliver pizzas to its customers, it needs to hire pizza-delivery drivers.

In business today, workers have more input about how business is done. A business you work for may ask you to think of ways to improve the production process. When you're an employee, decision-making skills, quality of work, and input to problems help a business flourish.

Glossary

abundance *n.* 丰富, 富裕 *adj.* abundant

manufacturer *n.* 制造商, 生产者

v. manufacture

shelter *n.* 避身处 *v.* 掩蔽, 躲藏

optional *adj.* 可选择的 *n.* option

respond *v.* 回答, 作出反应

n. response

assess *v.* 评定

n. assessment

appeal to 有吸引力 *adj.* appealing

high-end *adj.* 高端的

low-end *adj.* 低端的

marketplace *n.* 市场

grocery *n.* 杂货

tune-up *n.* 调整, 调节

maintenance *n.* 保养 *v.* maintain

unlimited *adj.* 无限的

promote *v.* 推介 *n.* promotion

obtain *v.* 获得 *n.* obtainment

timber *n.* 木材

individual *n.* 个人 *adj.* 个别的

result in 导致

alternative *n.* 可供选择的办法, 事物

adj. 选择性的

consequence *n.* 结果 *adj.* consequential

essential *adj.* 本质的, 基本的 *n.* essence

identify *v.* 找出

pro *n.* 赞成的观点 *adv.* 正面地

con *n.* 反对的观点 *adv.* 反面地

evaluate *v.* 评价 *n.* evaluation

purchase *n.* & *v.* 购买

necessity *n.* 必需品

genuine *adj.* 真正的

available *adj.* 可利用的

< antonym > unavailable

flavor *n.* 口味

profitable *adj.* 有利可图的 *n.* & *v.* profit

fund *n.* 资金

start-up *n.* 启动

replace *v.* 替换

< collocation > replace sth. with sth.

n. replacement

market n. & v. 出售

come down to 归结为

competitive adj. 竞争的

v. compete

n. competition

strive for 奋斗, 争取

chunk n. 大块

motivation n. 激励

reward n. & v. 报酬, 奖金

motivate v. 激励 < antonym > demotivate

thrive on 乐于……; 成功

impact n. & v. 对……发生影响

mutual adj. 相互的, 共有的

dispose of 处理, 安排

handheld adj. 掌上的, 手持的

compact adj. 不占空间的

discontinue v. 停止, 放弃

< antonym > continue

complaint n. 抱怨, 投诉

v. complain

input n. & v. 输入

flourish v. 繁荣, 兴旺

Special Terms

| | | | |
|-------------------|-------|-----------------|-------|
| wants | 欲望 | higher-order | 高层次需求 |
| private wants | 私人需求 | decision-making | 决策 |
| public wants | 公共需求 | demand | 需求 |
| service | 服务 | raw material | 原材料 |
| business | 企业 | profit | 利润 |
| needs | 需求 | goods | 商品 |
| consumer | 消费者 | competition | 竞争 |
| lower-order needs | 低层次需求 | resource | 资源 |

Notes

1. Many businesses respond to consumer needs by providing certain goods and services at reasonable prices. 很多企业通过以合理的价格提供一些商品或者服务回应消费者的需要。

respond to: to react to something that has been said or done

e. g. Stephen responded to my suggestion with a laugh.