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主编 顾晓滨



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新编国际贸易系列教材

# 国际商务英语

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# 总 序

改革开放 30 年我国的对外贸易一路高歌，创造了举世瞩目的奇迹。改革开放初期的 1978 年，我国进出口规模只有 206 亿美元，到 2007 年发展到 21738 亿美元，是 30 年前的 105 倍。1978 年，我国对外贸易在世界的排名为第 32 位，1997 年上升到第 10 位，2007 年跃居世界第三贸易大国，第二出口大国。我国的对外贸易额占世界贸易额的比重从改革开放初期的 0.78% 提高到 2007 年的 8% 左右。加入世界贸易组织的谈判和履行承诺极大地促进了我国改革开放的历史进程，以 1980 年为基数的我国对外贸易额翻两番用了 12 年，以 2000 年为基数的对外贸易额翻两番只用了 6 年多。对外贸易对我国经济增长的拉动作用明显增强。2007 年我国的对外贸易对 GDP 增长的贡献率达到了 24%，拉动 GDP 增长 2.8 个百分点，为社会提供了超过 1 亿个就业岗位。目前我国有 38.7 万家企业和 30 万家外资企业参与进出口贸易。

对外贸易的发展和我国经济与世界经济的融合，企业对从事国际贸易人才的需求也在不断增加，尤其是一些中小企业迫切需要具有国际贸易知识和较强实际操作能力的外贸业务人员。为了适应这一需要，我们组织了一批具有丰富国际贸易教学经验的教师和从事外贸业务的专家编写了这套“新编国际贸易系列教材”。本系列教材暂定为《国际贸易》、《国际贸易实务》、《国际金融》、《国际商法》、《国际市场营销》、《商务谈判》、《海关报关实务》、《国际商务英语》、《商务英语函电》、《基础会计学》、《电子商务》、《风俗与贸易》等 12 本，以后将根据需要陆续推出其他科目。

该系列教材的特点是：新颖、实用、与外贸形势和政策联系密

切。教材中采用的是最新的国际贸易惯例的内容，例如《UCP600》；高度重视国际贸易理论与实践的结合，既有一定的理论深度，又具有可操作性，用通俗易懂的语言介绍了国际贸易理论和实务操作，书中附有大量的实例来帮助读者理解和掌握所学内容；并与我国外贸和国际贸易的情况相结合，例如，结合我国外贸的实际情况，加大了进口部分的内容。本系列教材可作为大专院校国际贸易相关专业学生的教材，也可供企业外贸业务人员自学。如果这套系列教材对在校学习企业管理、国际贸易、国际商务英语、营销等专业的学生及从事国际贸易实践的企业家、经营者、营销人员有所帮助和启迪，我们将感到欣慰。

苗永清

2008年12月

## **Preface**

As we have entered into the WTO, China's foreign trade development is quite speedy. International business is useful and beneficial for every country. Benjamin Franklin once said, "No nation was ever ruined by trade" .

International business on world trade like this: different countries or regions exchange goods each other. There are usually two parties or two sides involved in each transaction. International business goes very far back. It has been carried on for over three thousands years until now.

We know, in today's complex economic world, no nation is self-sufficient and no nation has all of the commodities that it needs. Different economic resources and developed different skills are the foundation of world trade economic activity.

In the next ten or twenty years, international business is rather complicated whenever a country or a company attempts to win in world trade, it will have to participate in the sharp competition in the world market. Thus we have to get familiar with the Natural of Business, Commercial Habits, Entrepreneurs, Brand War, Sales Techniques, Shipment and Insurance, Negotiation and Signature, Electronic Business, Customs Regulations and other trade procedures of the countries we are dealing with.

This textbook is made up of fourteen units; each has brief unit



## 2 国际商务英语

outline and unit objectives. Unit One and Unit Two are written by 冯蓓, Unit Three, Unit Four and Unit Five are written by 刘艳, Unit Six is written by 代广鑫, Unit Seven is written by 朱玉琴, Unit Eight is written by 顾晓滨, Unit Nine is written by 史广义, Unit Ten is written by 周刚, Unit Eleven is written by 黄俊, Unit Twelve is written by 韩丽娟, Unit Thirteen is written by 李佳, Unit Fourteen is written by 关史良, Appendix and correction are edited by 杨晓春

Slips might occur in the book. Any correction and guidance are appreciable.

Dec5, 2008

Complier

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# Unit One The Nature of Business

## Unit Outline

In this unit we will learn the knowledge of the nature of business and some relevant information about economy, such as microeconomics and macroeconomics, etc. furthermore, we will learn what factors will influence business. That is talking something about seven policies related to the government.

## Unit Objectives

To enable students to understand the concept of business, microeconomics and macroeconomics. To know the general idea of seven policies.

## Part I Text The Nature of Business

Business is a word which is commonly used in many different languages. But exactly what does it 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 the business is the production, distribution, and sale of goods and services for a profit. The other definition of business is the organized effort of individuals to produce and sell, for a profit, the goods and services that satisfy society's needs. The general term business refers to all such efforts within a society or within an industry. however, a business is a particular organization.

Businesses are generally of three types. Manufacturing business (or manufacturers) is organized to process various materials into tangible goods, such as delivery trains or gloves. Service business produces service, such as fast food services or hotel services. And some firms-called middleman are organized to buy the goods produced by manufacturers and then resell them. All three types of businesses may sell either to other firms or to consumers. In both cases, the final aims of every firm must be to satisfy the needs of its customers and to earn a profit.

A person who risks his or her time, effort, and money to start and operate a business is called an entrepreneur and he can entrust other person with his or her business, then other person can be called a manager.

The success or failure of a business is, to a large extent, dependent upon how its managers perform in terms of financial controls, marketing strategies, product design, research and development, etc. a great deal of time and effort is spent by successful firms in ensuring that the right decision are made in a competitive environment with the greatest attention being paid to the immediate environment in which the firms are operating immediate to the workforce, to the production line, to the marketplace for products, to direct competitors. This immediate environment is described as the microeconomic environment of a firm and involves prices, revenues, cost, and employment level and so on. So microeconomic environment refers to the factors which are external to the immediate environment of the firm; it involves changes in general inflation and employment, for example, rather than changes in the firm's own product prices and workforce. Nevertheless, the foundation of business is economy and there are two aspect of it: microeconomics and macroeconomics.

Microeconomics, the study of the performance of the individual economy unit about allocation of resources and the distribution of income, and how they are affected by the workings of government policies and the price system. In contrast to the microeconomics, macroeconomics is a branch of economics that deals with the performance, structure, and behavior of a national or regional economy as a whole.

However, no matter what kind of business, it is influenced by some policies and these policies may be summarized under the general headings of:

fiscal policy, monetary policy, exchange rate policy, international trade policy, supply-side policy, prices and incomes policy, employment policy.

Fiscal policy is concerned with the composition of and the changes in the levels of public expenditure and taxation. Public expenditure figures for the current fiscal year (usually one year) and targets usually for three years along with changes in the level and structure of taxation.

Monetary policy is defined as government measures to influence the cost (i. e. the rate of interest) and availability of credit in the economy thereby affecting the overall supply of money. While fiscal changes are usually announced annually, monetary policy measures are continuous.

Exchange rate policy refers to government intervention on the foreign exchange markets to influence the level and direction of the external value of a country's currency. The degree of intervention depends upon the government's specific exchange rate objective; whether to have a fixed freely floating or managed rate, and where the exchange rate is fixed or managed, at what level to fix the rate. Exchange rate policy has important implications for trade and capital flows in and out of the country, i. e. for the current and capital accounts of the balance of payments. It also has an impact upon domestic monetary policy. Since interest rate levels may have to be set to protect the exchange rate by influencing international capital flows.

International trade policy involves measures taken by government, in addition to exchange rate policy, to influence the magnitude and direction of foreign trade. There may be many reasons for these measures, notably correction of balance of payments problems, preserving domestic employment, encouraging economic growth and promoting foreign co-operation. The measures may take the form of subsidies for exports tariffs (duties) on imports and other protectionist measures such as import quotas.

Supply-side policy arises out of what is often terms supply-side economics. It refers to those government policies that are directed at tackling problems involving the aggregate supply (i. e. production) of goods and services in the economy. Supply-side policy, therefore, contrasts with the policies described above, especially fiscal and monetary policies, which are usually concerned with affecting the level of total or aggregate demand for goods and services.

- i. e. the demand side of economy. Measures used are directed specifically at

influencing productivity and output costs. These may involve the introduction of new technology, the encouragement of competition and enterprise, privatization of state assets, efforts to increase labour efficiency and other measures to improve the operation of the market economy.

Prices and incomes policies are examples of direct intervention by government in working of a market economy. They involve government intervention in the setting of prices for goods and services and influencing wage settlement. These policies have two fundamental aims: control over general inflation and the protection of jobs in the domestic economy, in addition, prices and incomes. There is a general view among economists, however, that prices and incomes policies should be regarded only as temporary or emergency measures: they distort the operation of markets by undermining wage and price levels which reflect the demand for and supply of goods, services and labour.

Employment policy is concerned with government efforts to create jobs and thereby reduce unemployment. The policy may be implemented either indirectly, via stimulation of aggregate demand in economy, or directly through job creation schemes and training programmes.

## Part II Language Focus

### Words and Expressions.

distribution <i>n.</i>	分配, 分发
individual <i>n; adj.</i>	个人, 个体; 个体的, 个别的
entrepreneur <i>n.</i>	企业家
process <i>v.</i>	过程
middleman <i>n.</i>	中间商
strategy <i>n.</i>	策略
ensure <i>vt.</i>	保证, 保护
competitive <i>adj.</i>	有竞争力的
workforce <i>n.</i>	劳动力
marketplace <i>n.</i>	市场, 交流 (或竞争) 场所

microeconomic <i>adj.</i>	微观经济的
revenue <i>n.</i>	税收
inflation <i>n.</i>	通货膨胀
macroeconomic <i>adj.</i>	宏观经济的
aggregate <i>n.</i>	总数, 合计
summarize <i>v.</i>	总结, 概括
fiscal <i>adj.</i>	财政的
monetary <i>adj.</i>	货币的
supply-side <i>n.</i>	供给经济的
composition <i>n.</i>	构成, 组成
expenditure <i>n.</i>	消费
taxation <i>n.</i>	税收
figure <i>n.</i>	数字
target <i>n.</i>	目标
influence <i>n.</i>	影响
availability <i>n.</i>	获得
credit <i>n.</i>	信贷
affect <i>v.</i>	影响
continuous <i>adj.</i>	持续的
intervention <i>n.</i>	调控
direction <i>n.</i>	方向
external <i>adj.</i>	外在的
specific <i>adj.</i>	具体的, 明确的; 特定的
floating <i>adj.</i>	浮动的
implication <i>n.</i>	牵连; 涉及; 卷入; 含义
flow <i>vt.</i>	流动; 流出; 涌入
impact <i>n.</i>	冲击, 撞击; 作用, 影响
domestic <i>adv.</i>	本国的, 国内的
magnitude <i>n.</i>	巨大
notably <i>adv.</i>	显著地, 明显地
correction <i>n.</i>	改正, 修改
preserve <i>v.</i>	保护, 保存
tariff <i>n.</i>	关税
protectionist <i>n.</i>	保护主义者

quotas <i>n.</i>	定额, 配额, 限额
tackle <i>v.</i>	抓住
productivity <i>n.</i>	生产率; 生产能力
output <i>n.</i>	产量, 产品
privatization <i>v.</i>	私有化
assets <i>n.</i>	资产
efficiency <i>n.</i>	效率
fundamental <i>adj.</i>	基础的, 根本的
temporary <i>adj.</i>	临时的, 暂时的
distort <i>v.</i>	歪曲
undermine <i>v.</i>	破坏……的基础
stimulation <i>n.</i>	激发; 促进
scheme <i>n.</i>	计划, 规划

### 补充单词:

in terms of	按照, 根据
refer to	把……归于
in general	一般地, 大体上
rather than	而不是
in contrast to	与……比较
be concerned with	与……有关
fiscal year	财政年度
capital flows	资金流
take the form of	形成, 产生
in working of	以……的运作方式

### Notes.

1. One definition of the business is the production, distribution, and sale of goods and services for a profit.

商业贸易的定义之一是: 为营利目的而进行的商品或服务的生产、供应、营销活动。

2. In both cases, the final aims of every firm must be to satisfy the needs of its customers and to earn a profit.

在这两种情况下, 每家公司的最终目标是必须满足其客户的需要并获



得利益。

3. A person who risks his or her time, effort, and money to start and operate a business is called an entrepreneur.

冒险花费时间、精力和金钱开创并经营一个企业的人叫企业家。

4. Businesses are generally of three types.

企业通常有三种类型。

5. The success or failure of a business is, to a large extent, dependent upon how its managers perform in terms of financial controls, marketing strategies, product design, research and development, etc. 企业的成功与否，在很大程度上取决于其经营者按照金融管理、市场策略、产品设计、调查和开发等进行运作。

In terms of “根据，按照”，如：

Think in terms of materialist dialectics 按照唯物辩证法进行思考。

6. ...in ensuring that the right decisions are made in a competitive environment...

以保证在竞争的环境中作出正确抉择。

7. This immediate environment is described as the microeconomic environment of a firm and involves prices, revenues, cost, employment level and so on.

这种直接环境被描述为一个公司的微观经济环境，涉及价格、收入、成本和就业水平等等。

Macroeconomics is a branch of economics that deals with the performance, structure, and behavior of a national or regional economy as a whole.

宏观经济是现代经济的一个分支，是指整个国民经济或地区经济的运行，结构和行为。

8. Microeconomics, the study the performance of the individual economy unit about allocation of resources and the distribution of income, and how they are affected by the workings of government policies and the price system.

微观经济学是研究社会中单个经济单位的经济行为的资源分配和收入分配，以及政府政策对其影响和价格体系。

9. Fiscal policy is concerned with the composition of and changes in the levels of public expenditure and taxation.