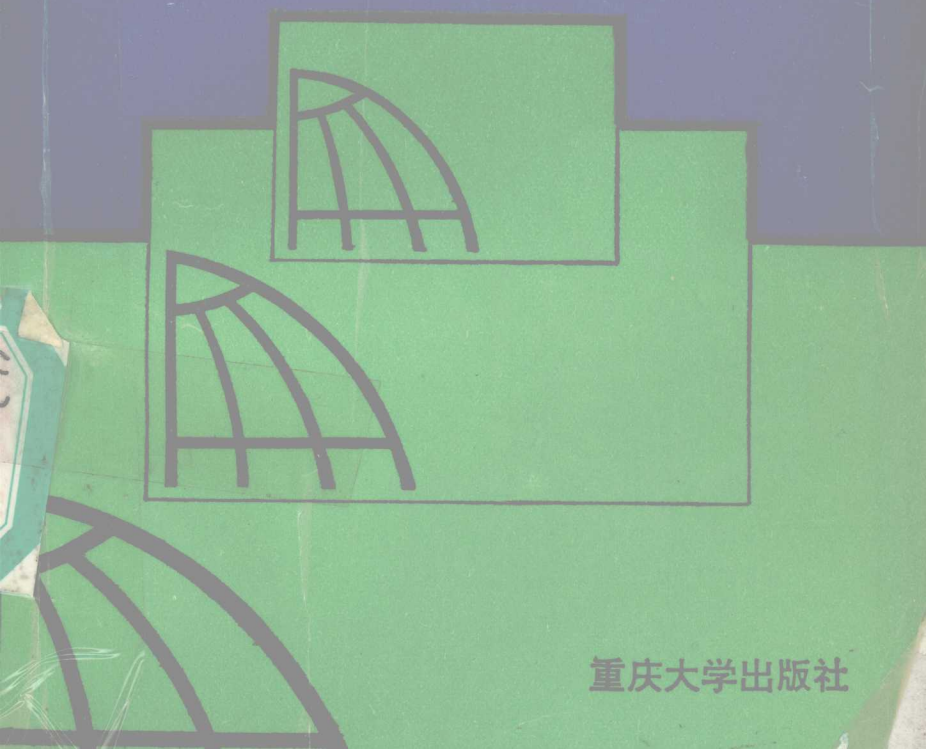


高等教育自学考试用书

# 经贸英语选读

严忠志 唐国全 肖 涛 编著



重庆大学出版社

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## 前言

为了增强专业的应用性,更好地适应改革开放对外语人才的需要,四川省高等教育自学考试委员会对我省高等教育自学考试英语专业考试计划进行了适当调整。根据调整后的自学考试计划的要求,我们委托四川外语学院编写了《经贸英语选读》,经审定,现由重庆大学出版社出版发行。

四川省高等教育自学考试委员会

1995年7月

告 白

1995年7月

## 编者的话

随着我国对外经济和贸易的发展,英语专业学生阅读、翻译经贸方面文章的能力显得越来越重要。因此,很有必要使学生在进一步学习英语的同时,熟悉有关经贸的专业词汇,了解有关经贸的专业知识,以适应社会发展的需要。

《经贸英语选读》以规范、地道的英语介绍了经济、商业、企业管理和国际贸易诸方面的内容。为方便自学者,我们对课文中出现的语言难点做了详细的注释,介绍了相关的专业知识,必要时还提供了参考译文。每课附五类练习,以帮助读者理解课文,提高对所学知识进行运用的能力。

本书虽系高等教育自学考试英语专业教材,亦可供其他具有中级程度英语水平的读者使用。

严忠志先生负责本书的总体设计,编写了第一至十三课,并最后通审全书。

肖涛女士编写了第十四课至二十一课。

唐国俭先生编写了第二十二至三十三课,并初审第十四课至二十一课。

由于编者水平有限,本书错误缺点在所难免,望读者不吝赐教。

编者

1995年七月

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## Lesson One

# OUTPUT OF GOODS AND SERVICES

Almost two-thirds of the total economic output of the U. S. consists of goods and services bought by individuals for personal use. The remaining one-third is bought by government and business. Because of this ratio, the nation has been characterized also as a "consumer economy."

It is evident then, that the consumer will exert a measure of influence over the market economy. Naturally, most consumers look for good values when they buy, as well as for product reliability and safety. If one automaker produces a better car at a lower price, the market will begin to shift, so that that car attracts more sales than its competitors. In theory, this phenomenon rewards efficient producers who maintain high quality at a low price, and drives out those who cannot compete.

Providers of goods and services include owners, managers, and workers. Owners and managers make decisions on what and how to produce, relying on what they think the public will buy and expecting to earn a profit from their business operations.

The Gross National Product (GNP) measures the total output of goods and services in a given year. A word of cau-

tion is in order when using GNP as an indicator of national well-being. Environmentalists and philosophers point out that GNP is not an adequate measure of the quality of life in a nation--it only measures the market value of the goods and services. Economic growth, in contrast, creates the increasingly difficult problem of maintaining a clean and healthy environment.

In 1979 the U. S. economy produced \$2,368,800 million in GNP. Its size was greater than the GNP of the U. S. S. R., West Germany, and France combined.

### New Words and Expressions

economic output 经济产品

goods and services 产品和劳务

personal use 个人消费

business 企业

ratio 比例

consumer economy 消费者经济

market economy 市场经济

product reliability 产品(性能)的可靠性

automaker 汽车制造厂

sale 销售额, 销路

competitor 竞争者

efficient 高效率的

high quality 高质量

(at) a low price (以)低价格

drive out 淘汰

provider 供应者

earn a profit 赢利, 赚钱

business operation 企业经营

GNP(Gross National Product) 国民生产总值

total output 总产值

indicator 指数

national well-being 国民福利

quality of life 生活素质

market value 市场价值

economic growth 经济增长, 经济发展

### Notes

1. consist of 由……构成, 包含有。如,

A university consists of teachers, administrators and students.

大学的人员构成包括教师、行政人员和学生。

Our dinner consisted of three courses only.

我们的晚饭只有三个菜。

2. remaining 由动词 remain 派生而来, 意为“剩余的, 剩下的”。如,

You have the remaining ones.

剩下的归你。

The remaining students serve as the audience.

其余的学生当观众。

3. be characterized 的意思是“表现……的特点, ……的特点”

是”。如，

The current world situation is characterized by the demand for development.

当前世界形势的特点是要求发展。

4. exert (a measure of) influence over 对……产生(一定程度的)影响。

5. look for good values 要求物有所值。

6. the market will begin to shift 市场就会重视(这种汽车)。  
shift 的意思是“变动,改变方向”。

7. make a decision on 就……作出决定

8. in a given year 在(某)一年里。given 意思是“特定的,一定的”。

9. in order 意为 fitting, appropriate (适宜的,合适的,符合规定的)。如，

Is it in order to ask the speaker questions at the meeting?  
在会上向发言人提问合适不合适?

I have examined the account books, and found them in order.

我已经查过帐本,它们符合规定。

此句中的 A word of caution is in order 可翻译为“应当慎重”。

10. Environmentalists and philosophers point out that GNP is not an adequate measure of the quality of life in a nation—it only measures the market value of the goods and services. 环境学家和哲学家指出,国民生产总值不足以衡量一个国家生活素质的高低,它只能衡量产品和劳务的市场价值。此句中的第一个 measure 作名词用,意为

“尺度,标准”,第二个 measure 作动词用,意为“测量,估量”。

11. in contrast 意为“另一方面”,在句中用作插入语。

12. combined 意为 put together (合起来的)。It was greater than the GNP of the U. S. S. R. , West Germany, and France combined. (1979 年)

美国的国民生产总值超过苏联、西德和法国的国民生产总值之和。

### Exercises

I. Answer the following questions according to the text.

1. Why is the U. S. regarded as a consumer economy?
2. How does the consumer influence the market economy?
3. How does the efficient producer drive out those who cannot compete?
4. Can we regard GNP as an adequate measure of the quality of life in a nation? Why?
5. What problems does economic growth create?

II. Fill in the blanks with words in the following list.

tasks	in	exists	pollution	faces
economy	by	take	to	who

Thanks (1) \_\_\_\_\_ abundant natural resources, an adequate labor force, and a people (2) \_\_\_\_\_ recognize the importance of education, training, and creativity (3) \_\_\_\_\_ production and management, the United States has been a successful experi-

ment. Considerable freedom (4) \_\_\_\_\_ within the economic system for individuals and groups to (5) \_\_\_\_\_ risks, experiment, and make profits. Increasingly, government is intervening to regulate and guide the (6) \_\_\_\_\_ in its continued growth. And for all its vitality, America (7) \_\_\_\_\_ problems of poverty, unemployment, and environmental (8) \_\_\_\_\_. Some of these social ills are caused, in part, (9) \_\_\_\_\_ the very success of the economy. One of the (10) \_\_\_\_\_ of the next several decades will be to make headway against these difficult problems.

### III. Translate the following words and phrases into English.

1. 经济产品
2. 消费者经济
3. 市场经济
4. 竞争者
5. 企业经营
6. 国民生产总值
7. 生活素质
8. 市场价值
9. 汽车制造厂
10. 高质量

### IV. Translate the following passage into Chinese.

In 1973, there were 23 million people officially regarded as poor. However, those 23 million people received \$18,800 million of such in-kind transfers as food stamps,

health care, and public housing. The lowest fifth income group in 1960 was estimated to have 4.8 percent of the nation's money income. In terms of total income, it had 5 percent. In 1973, it was estimated that this lowest fifth obtained only 5.5 percent of total money income. However, when in-kind transfers were added to the money income figure for 1973, the estimated share of the first fifth reached about 12 percent. Indeed, when these non-cash forms of income were included, the relative position of the poorest fifth of families was improved by over 100 percent between 1960 and 1973.

V. Translate the following sentences into English.

1. 美国经济的全部产品约有三分之一是供私人消费的商品和劳务。(total)
2. 鉴于这个比例, 美国的经济也称为“消费者经济”。(be characterized)
3. 多数消费者在购买东西时要求产品的性能可靠, 使用安全。(product reliability and safety)
4. 多数消费者要求物有所值。(good values)
5. 这种新车将比它的竞争者吸引更多的买主。(attract more sales)
6. 这对那些效率高、生产价廉物美的产品的厂家是一种奖励。(reward)
7. 产品和劳务的供应者包括老板、经理和工人。(provider)
8. 老板和经理决定生产什么和如何生产。(make decisions on)
9. 国民生产总值是一年里产品和劳务的总产值。



(measure) health care, and public housing. The low income group in the country had 5 percent in 1973, it was estimated that this lowest fifth obtained only 5.5 percent of total money income. However, when in-kind transfers were added to the money income figures for 1973, the estimated share of the first fifth reached about 13 percent. Indeed, when these non-cash forms of income were included, the relative position of the poorest fifth of families was improved by over 100 percent between 1960 and 1973.

V. Translate the following sentences into English.

1. 美国经济的全部产品约有三分之一是供私人消费的 (consumption)。
2. 鉴于这个比例, 美国的经济也被称为“消费者经济”。 (be characterized by)
3. 多数消费者在购买东西时要求产品的性能可靠, 使用安全。 (product reliability and safety)
4. 多数消费者要求物美价廉。 (good values)
5. 这种新产品比它的竞争者吸引更多的买主。 (attract more sales)
6. 对那些效率低, 生产价廉物美产品的厂家是一种奖励。 (reward)
7. 产品和劳务的供应者包括农民, 经理和工人。 (provider)
8. 老板和经理决定生产什么和如何生产。 (make decisions)
9. 国民生产总值是一年里产品和劳务的总价值。 (no)