

新世纪 经贸英语 报刊选读

新版

田 耀 主编

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Trade English Newspaper Digest*



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前 言

为了进一步适应新世纪高校英语教学改革的实际要求,提高学生英语阅读能力,加强学生通过大学英语四、六级和专业英语四、八级以及雅思、托福等考试的实力,我们特此编写了《新世纪经贸英语报刊选读》一书。

本书的第一版汇集了2000年以来经贸原版报刊刊载的精品文章,出版后获得好评。后经过各位编者的共同努力,于2009年夏季推出第二版,以飨读者。本版收集了2007到2008年底,各英文主流媒体刊载的最新经贸文章,共30个单元,每个单元包括A、B课文两部分。本书分为1、2两册。课文选材涵盖了从能源问题、粮食问题、贸易壁垒、大企业并购,到次贷危机、中美贸易、南美及非洲经济等方面的文章,其内容与生活和社会紧密结合,题材和内容富有时效性和知识性。本书文章长度适中,适合学生制订阅读计划。

通读本书,读者可以在提高英语阅读水平的同时,扩展经贸词汇量,并能够学到真正地道的英语。另外,读者通过阅读大量鲜活的原汁原味的语言材料,能够在语感上实现突破。

本书每课后所配练习难度适中、科学性强,书中疑难点均加以注释及详解,读者可通过做课后练习加深对原文的理解。为了帮助读者自测阅读效果,书后提供了参考答案。

本书不仅适于高等院校外贸英语专业的学生使用,也适于非英语专业学生和自学考试学生提高英语阅读水平使用。亦可作为英语专业二、三年级学生学习外报、外刊课程的教科书。

2009年7月



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Unit 1

服务外包和世界性的产业转移



Text A. In China, Outsourcing¹ Is No Longer Cheap

As China makes big moves to improve its environmental and labor conditions, U. S. companies that manufacture there face soaring costs.

Jason and Rodney Carr² hate to raise their prices. Their Gardena, Calif. -based distributor of curtains and home fabrics, Softline Home Fashions, usually keeps its costs low by sourcing materials overseas: 100% of their raw goods and 80% of their finished products come from China. But recently, China hasn't paid off the way it used to. In the past five months, the Carrs have seen their manufacturing expenses rise 20%.

"It's a battle every day," says Rodney Carr. "We are not going to cut salaries, staff or any other assets that are important to the company. Sometimes we compensate by raising prices, but mostly we're just eating the additional costs."

Once the epicenter of low-cost manufacturing, China is becoming an increasingly expensive place to do business, thanks to a series of sweeping mandates introduced to pacify discontented Chinese citizens and global critics. This month's Olympics will be a coming out party 10 years in the making. Aware that the world is watching, China has intensified its efforts to clean up its domestic affairs by enacting stricter environmental and labor



controls, increasing its land and commodity prices, and slashing the export-tax rebates that helped create the country's giant trade surplus.

Environmentalists, economists and labor watchdogs praise these initiatives as critical steps in the right direction for both China and the global economy. But coupled with the falling dollar and the rising Yuan, these movements have put the pinch on many small U. S. outsourcers struggling to keep up with China's rapid changes.

Melanie Corpstein, CEO of Adorable Originals, a Phoenix firm that manufactures toys and clothing, has seen the profit margins for her line of dolls shrink since she began manufacturing them in China in 2003.

"In this economy we are in no position to ask the customer to pay more," she says. "Though my company continues to grow, China's shift has made me closely monitor other expenses, such as how many hours my team works and how much our office supplies cost."

What's driving the cost spike? No one change bears primary responsibility for the sharp increase, but added together, a complex web of adjustments has altered the economics of doing business in China.

Green initiatives

China's fledgling efforts at environmental reforms, particularly in its most industrialized and developed regions along the east coast, gained steam in 2001, when the country triumphed in its bid to host this summer's Olympic Games. As this week's opening ceremonies crept closer, other events added to the sense of environmental urgency.

"The SARS outbreak in 2003, along with the Songhua River spill in 2005, were catalysts for a great national movement to improve the health system and to clean up the environment," says Deborah Seligsohn, a Beijing-based delegate for the World Resources Institute. Other catalysts included growing awareness of China's emissions on the world's climate and Beijing's desire for energy independence.

The government kicked off a 5-year plan to increase the country's en-



ergy efficiency by 20% between 2006 and 2010, in part by relying more heavily on renewable energy sources: By 2020, China expects renewable energy to account for 15% of its national consumption. The plan also called for the closure of inefficient factories, particularly steel, aluminum and cement plants.

Progress was steady, but the results were not significant enough to improve air quality sufficiently for Olympics conditions. Therefore, in addition to its long-term plan, Beijing implemented emergency measures this summer to address air pollution. Dozens of factories around Beijing were abruptly forced to halt or slow production. Some of those factories will reopen after the Olympic Games, but others are shuttered for good.

Talk back: What do you think of China's rising costs?

After the litany of recalls last year of flawed Chinese goods, U. S. retailers began to crack down on their suppliers' quality controls. That pressure led to greater enforcement of safety and cleanliness rules that had been on China's books for some time.

"Pollution was a major source of discontent among the population, but U. S. retailers were pushing for low costs. Local officials were bribed to turn a blind eye," says Andy Rothman, a Shanghai-based China strategist at brokerage house **CLSA**³. "But now, Beijing has its eye on local authorities. Manufacturers are being more careful about obeying rules that were previously ignored."

The Carrs know this all too well. "It's the responsibility of the importer to ensure that the product is safe, and hence, the manufacturing facility has to be up to U. S. standards," says Jason Carr. "We've had to implement improved processes for dyeing the fabric and disposing of the water that is emitted from the machines. We also have to carefully control the lead content in the dye solutions."

The Carrs want to deliver clean, crisp, environmentally friendly products and packaging. During their five annual trips to China, they ensure



that the factories they work with are complying with the new standards. But the new regulations come at a cost that is higher than the average consumer likes to pay.

Adorable Originals' Corpstein oversees some production herself, making trips to China to direct 50 factory workers as they stuff and sew her company's dolls. But that isn't enough to satisfy the retailers Corpstein works with, many of whom require documented quality-control data.

"We get certificates of compliance, which make the retailer and consumer feel comfortable about the product," she says. "But the lab tests cost thousands of dollars."

Labor controls

A tough, new Chinese labor law went into effect on Jan. 1, making it compulsory for employers to offer employment contracts, a social security program and **overtime pay**⁴.

The labor law was driven by internal political dynamics, such as rising public discontent over low wages, lackluster labor rights and rising economic inequality, says MinXin Pei, senior associate in the China Program at the Carnegie Endowment for International Peace. Its effects are already being felt: Numerous studies, including two recent ones by the Economist Intelligence Unit report and Booz Allen Hamilton, indicate that wages in China are rising by 10% to 15% annually.

That figure, together with the new restrictions imposed by the labor law, has kept businessmen like Ted Hornbein on their toes.

Hornbein is managing director of Asia operations for Richco, a Chicago firm that manufactures plastic fasteners, wire management devices and circuit-board hardware. Six months before the law was passed, Hornbein visited a Chinese labor bureau to learn about the new regulations and get advice on how to set up a labor union for his workers. But after running the numbers, Hornbein realized that complying with the labor rules would send his costs soaring out of control.



“We were running two, 12-hour shifts every day, but the new labor law restricted how long the temp workers could be on the job,” he says. “It was difficult to find enough workers to cover six, four-hour shifts. As an alternative, I replaced 20 workers who cut excess metal off the components after casting with an \$85,000 machine, which has increased my capital expenditure.”

That price tag will keep going up: Hornbein has to replace the machine several times a year.

Such incidents have Chinese authorities already reconsidering the full sweep of the changes they’ve mandated.

“There’s a feeling that this law might be too much, too soon,” says Aurret van Heerden, President of the **Fair Labor Association**⁵, a worldwide worker advocacy organization. “HR is a recent discipline and the courts are starting to get overwhelmed.”

Inconsistent implementation of the law is also a problem. “Enforcement is spotty, uneven and unreliable, especially across regions,” analyst Pei says. The cost of implementing the new policies is high for government agencies as well as businesses, and local governments have no incentive to enforce the policies when they can instead extort cover-up payments from non-complying local businesses.

But even if Beijing modifies the labor law, business owners aren’t off the hook. The Chinese government is currently pushing for insurance for all workers and is making more of an effort to prevent worker abuse by staging unannounced spot checks at factories. And one way or another, experts expect Chinese workers to continue escalating their expectations of better wages and working conditions.

“The recent labor reforms are a good starting point, because workers know their rights and can sue if they are being abused,” Van Heerden says.



Words and Expressions

distributor	<i>n.</i>	销售者; 批发商
epicenter	<i>n.</i>	震中; 中心
mandate	<i>n.</i>	(上级官员对下级官员下达的) 正式命令
pacify	<i>v.</i>	使(某人)安静, 息怒; 抚慰
profit margin		利润率
spike	<i>n.</i>	阻止; 抑制
fledgling	<i>adj.</i>	初出茅庐的; 无经验的; 刚开始的
catalyst	<i>n.</i>	催化剂
emission	<i>n.</i>	排放(物)
aluminum	<i>n.</i>	铝(13号元素)
cement plant		水泥厂
shutter	<i>v.</i>	关闭; 使停止运行
crisp	<i>adj.</i>	清新的; 寒冷而干燥的; 新鲜的
lackluster	<i>n. & adj.</i>	无光泽(的); 暗淡(的); 缺乏活力(的)
fastener	<i>n.</i>	扣件, 纽扣, 按钮, 使系牢之物
circuit-board	<i>n.</i>	电路板
spotty	<i>adj.</i>	带斑点的; 有污迹的



Notes to the Text

1. **outsourcing 外包** 在讲究专业分工的 20 世纪末, 企业为维持组织核心竞争能力, 且因组织人力不足的困境, 可将组织的非核心业务委托给外部的专业公司, 以降低运营成本, 提高品质, 集中人力资源, 提高顾客满意度。企业有效地运用外包策略, 不仅可避免组织无限膨胀, 更能达到精简机构、专注专业的目标。例如, 在企业行政业务中, 盛行



运用人力派遣外包策略,将内部的季节性、突发性的人力需求,委托人力派遣公司聘雇约聘人员、临时人员、行政助理、专技人才,再派到公司上班,藉此节省人力成本,以及减少庞大的劳保费用。又例如,公司的清洁工作、事务性工作或编辑业务、收账业务等,亦可外包。由于外包可增加公司业务的灵活性、弹性与替代性,因此,在企业经营的趋势中,外包策略愈来愈受到企业负责人的青睐。

2. Jason and Rodney Carr 杰森和罗德尼·卡尔 美国著名的家纺业公司——软线家居公司(Softline Home Fashions)创始人。该公司设在美国加利福尼亚州的嘉定纳公司(Gardena)家居用品连锁店销售窗帘、绳子和一些拼装家具,是美国廉价家居用品主要供应商之一。

3. CLSA 里昂证券 全名是里昂证券有限公司,于1986年创办,总部设于香港,是一家欧资金融机构,主要在亚太地区从事证券经纪、投资银行及私人投资业务。它在全球有逾700名雇员,业务运作以客户为主导,并辅以全面的研究工作。他们的研究工作早已获新兴市场的机构投资者、经纪商和投资银行认可,并以此作为行业的基准。里昂证券的研究工作是从策略性的观点,进行高素质且深入透彻的研究。

4. overtime pay 加班费 它是指劳动者按照用人单位生产和工作的需要在规定工作时间之外继续生产劳动或者工作所获得的劳动报酬。劳动者加班,延长了工作时间,增加了额外的劳动量,应当得到合理的报酬。对劳动者而言,加班费是一种补偿,因为其付出了过量的劳动;对于用人单位而言,支付加班费能够有效地抑制用人单位随意地延长工作时间,保护劳动者的合法权益。根据劳动法和国家的有关规定,用人单位在延长劳动者工作时间的情况下应当支付高于劳动者正常工作时间工资的工资报酬,即加班费。

5. Fair Labor Association 美国公平劳动协会 于1999年正式成立,是一家非营利性的非政府组织,它配合国际劳工组织、各国政府及其劳资关系协调机构,敦促会员公司和经销商在其供应链工厂中遵守劳工标准和企业行为准则。



Small knowledge

《经济学人》(The Economist)

《经济学人》于1843年在伦敦创刊,以独立和全球化的视角著称。说它是杂志,其实它是以报纸的身份注册的。《经济学人》每周四晚上在世界6个地方同步印刷,每周六全球同步出版,每月4~5期,同时于当天晚些时候在网上更新最新一期的内容。《经济学人》是一本完全国际化期刊,其中80%的发行量来自英国之外。现在,《经济学人》的文章不仅涉及时事、商业、金融和经济,还涉及科学、技术和艺术。无论主题是什么,《经济学人》的独立、坦率、简练和尊重事实的品质使其与众不同。客观公正是《经济学人》杂志的生命所在。公司的构成禁止任何组织或个人获得杂志半数以上的持股权。该杂志所有的文章都不署名,皆由集体创作。The Economist 字体鲜红的底色,秉承了刊物创始人 James Wilson 一贯倡导的朴实无华的作风,一个多世纪以来,该期刊始终恪守创始人 James Wilson 的办刊思想:“在文章中提出的任何争论和主张必须要经得起事实的考验。”该期刊读者定位为高收入、富有独立见解和批判精神的社会精英,与此相适应,文章始终保持了一种独特的格调:不拘一格、叙述朴实、用词准确和忠于事实。



Exercises

I. Study Questions

1. How does Rodney Carr lower its cost?
2. Has China become a giant trade surplus in global economy? And



how.

3. List some factors that catalyze China's efforts at environmental reforms.

4. How do you think of the new Chinese labor law? It is good or bad for business?

5. Could you illustrate your opinions on the impact of China's rising costs?

II. Multiple Choices

1. In the past five months, the Carrs have seen their manufacturing expenses rise 20%. What did Rodney Carr mostly do to deal with price rising?

- A. Cut salaries.
- B. Cut staff.
- C. Compensate by raising prices.
- D. Eat the additional costs.

2. Which one is not the effort taken by China to clean up its domestic affairs?

- A. Enact stricter environmental and labor controls.
- B. Increase its land and commodity prices.
- C. Slash the export-tax rebates.
- D. Help create giant surplus control.

3. Beijing implemented emergency measures this summer, such as dozens of factories around Beijing were abruptly forced to halt or slow production. What are the reasons for these actions?

- A. Cleanness of air.
- B. Bankruptcy of factories.
- C. Financial crisis.
- D. The 29th Olympic Games.

4. What do you think is the major source of discontent among the US population toward Chinese products?

- A. Pollution.
- B. Oversupply.