

新时代大学商务英语系列教材  
New Century College Business English

总主编：王正元

# 商务英语读写教程 5

主 编：李 丽 马 跃  
副主编：卢 欣 陈 蔚  
主 审：钟秀平 于丽艳



# BUSINESS ENGLISH

新时代大学商务英语课程建设工程项目



机械工业出版社  
China Machine Press



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# 序

## FOREWORD

伴随着经济全球化和我国经济国际化的进程,国内外大中型企业、跨国公司 etc 对既懂商务又会英语的复合型人才的需求与日俱增,这也促进了我国高等教育商务英语专业的快速发展。目前,全国有 700 多所高等院校开设了外贸英语、商务英语等课程,工商管理、金融等商科专业也都开设了以商务为核心内容的英语课程,部分院校甚至设立了商务英语专业。近几年来,全国性的商务英语教学、学术研讨会频频召开。我国国际商务的快速发展、人才市场对商务英语人才的强劲需求以及外语就业市场人才多元化推动了英语专业的教学改革和教材建设,各院校都迫切需要一套能体现商务特色与人才培养规格相适应的新教材,以改变英语教材与人才培养和需求不相适应的状况。

商务英语属于专门用途英语,国外大学多将其归为 ESP (English for Special Purposes)。目前,我们国内这样系统的专业教材并不很多。王正元教授领衔总主编、由全国 20 余所大学 40 余名英语教授、副教授、讲师历时两年多编写的这套“新时代大学商务英语系列教材”,是我国高等教育商务英语教材建设的一个新成果。

这套教材共 14 本,包括读写、视听说、写作、口译,涵盖了商务英语的基本主体课程。编者基于“商务知识+英语能力=核心竞争力”的编写理念,力求在企业战略、市场营销、人力资源、企业文化、经营运作等商务语境中培养学生的英语交际能力。商务知识与英语能力相结合、商务语境与语言活动相结合、能力培养与就业需求相结合的编写思路使这套教材商务内容丰富,英语操练有的放矢,凸显了人才培养规格,给这套教材带来了亮点。

这套教材在内容安排上注重了语言的体验观、语用观,体现了商务英语的科学性、系统性、实用性及任务型教学法。这是一套适合高等院校商务英语专业和商科英语课程使用的教材。

同传统的英语语言文学比较起来,商务英语是我们这个时代经济发展催生的新事物,它必将在市场经济的强劲需求中茁壮成长。为更好地培养复合型人才,英语教材的建设任务是繁重的。这套教材需要在使用中逐步完善提高,以满足我国对外经济贸易、国际商务活动对英语人才的需要。

对外经济贸易大学副校长 博士生导师 徐子健

2008 年 10 月

· V ·

# 前言

## PREFACE

### 1. 本套教材的编写的指导思想及目标

为了编写这套教材,我们反复学习了教育部高等学校英语教学大纲,访问了毕业生用人单位,举行了毕业生座谈会,广泛地听取了师生的意见。

高等学校英语专业《英语教学大纲》指出:“我们也应当清醒地面对这样一个现实,即我国每年仅需要少量外语与文学,外语与语言学相结合的专业人才以从事外国文学和语言学教学的研究工作,而大量需要的则是外语和其他相关学科——如外交、经贸、法律、新闻等相结合的复合型人才,培养这种复合型外语及专业人才是社会主义市场经济对外语专业提出的要求,也是新时代的要求。”我们将这一精神作为这套教材编写的指导思想,并努力使这套教材达到这样的目标:

- 1) 教材内容有较强的时代性、实用性、针对性、系统性。
- 2) 安排好商务英语专业知识、语言训练及文化背景知识。
- 3) 教材有利于培养学生的英语思维力、创新力、语用能力。
- 4) 运用任务型的教学方法,为学生自学提供平台。

### 2. 本套教材编写的理念

努力使这套教材满足三个要求:全球化经济发展对人才规格的要求;学生就业求职的要求;商务英语专业学科建设的要求,突出“商务知识+英语能力=核心竞争力”的编写理念:

- 学习反映全新商务知识的英文语篇,掌握现代商务理念。
- 模拟走进商务语境,拓展国际商务视野。
- 结合案例商情,训练英语交际能力。
- 运用视、听、说先进教学手段,让学生体验学习英语的快乐。

### 3. 本套教材的特点

这套教材不同于以文学、文化为内容,以传授知识为主要目的的教材,而是以培养商务英语交际能力为目标的教材,教材编写突出以下特点:

- 1) 商务知识的实用性。本套教材内容包括商务背景、市场营销、战略管理、国际贸易、金融常识、人力资源、企业文化、企业案例等商务实用知识。
- 2) 语言学习的认知性。本套教材各课的 Reading 部分,根据不同的语篇采取了语篇视点、认知参照点、框架、图式等分析方法对课文分析作了提示,以培养学生的语篇分析能力

和快速获得信息的能力。

3) 完成任务的体验性。教材安排了以案例 (Case) 或话题 (Topic) 为内容的讨论或演练, 让学生在商务交际中体验和完成某项商务任务。

4) 商务知识的可延伸性。教材在内容安排上注重商务知识的延伸, 注重商务、语言、文化、行动的结合及文本引申讨论。

我们在编写这套教材时, 还兼顾了以下一些关系: 商务知识与英语能力的关系; 完成任务与英语专业四、八级考试的关系; 英语基础与商务知识的关系。精读课每个单元都安排了听、说、读、写、译项目, 每个项目都给出了要点提示, 并提炼出语法聚焦, 尽量使这套教材充分体现: 以商务知识为载体、以培养英语交际能力为目的、坚持以市场需求为导向、以培养创造力为宗旨、重视英语专业四、八级考试规格。

#### 4. 本套教材的构成及使用建议

本套教材共 14 本, 包括:

精读课: 商务英语读写教程 1-8 册

视听课: 商务英语视听说教程 1-4 册

商务口译: 商务英语口译教程

商务写作: 商务英语写作教程

本套教材使用建议:

| 年 级  | 一年级 |   | 二年级 |   | 三年级 |   | 四年级 |   |
|------|-----|---|-----|---|-----|---|-----|---|
| 学 期  | 上   | 下 | 上   | 下 | 上   | 下 | 上   | 下 |
| 读写教程 | 1   | 2 | 3   | 4 | 5   | 6 | 7   | 8 |
| 视听说  | 1   | 2 | 3   | 4 |     |   |     |   |
| 商务口译 |     |   |     |   |     |   | √   | √ |
| 商务写作 |     |   |     |   | √   | √ |     |   |

本套教材是集体科研和多所院校合作的成果, 北京外国语大学、广东外语外贸大学、东北财经大学、上海财经学院、天津外国语学院、北京工商大学、广州大学、辽宁大学、天津商业大学、兰州商学院、哈尔滨工程大学、大连海事大学、哈尔滨商业大学、河北经贸大学、沈阳师范大学、燕山大学等高校几十名教授、专家、教师参加了本套教材的编写工作, 付出了艰辛的劳动。

本套教材的编写还得到了许多同事和朋友的大力帮助, 10 余名美国、英国、加拿大外籍语言专家分别审读了各册书稿, 辽宁大学张东辉老师、燕山大学姜炼老师为本套教材中的视听说教程做了大量高难度的视频、音频处理工作, 对外经贸大学副校长、博士生导师徐子健教授为本套教材写了序言, 我对大家的工作和帮助深表感谢。

“新时代大学商务英语系列教材”编委会的全体成员虽然为这套教材付出了汗水和艰辛, 但教材中一定还有很多不足, 欢迎批评指正。我们愿乘商务英语发展的东风, 和大家一起, 筚路蓝缕, 以启山林, 推动大学商务英语教材建设。

总主编 王正元

# 目 录

## CONTENTS

### 序 前言

|                                                     |    |
|-----------------------------------------------------|----|
| <b>Unit 1 Money</b>                                 | 1  |
| ▶ Objectives                                        | 1  |
| ▶ Listening                                         | 1  |
| ▶ Reading                                           | 3  |
| ▶ Vocabulary Drills                                 | 7  |
| ▶ Grammar Focus                                     | 10 |
| ▶ Speaking Skills                                   | 13 |
| ▶ Translation Drills                                | 14 |
| ▶ Writing Drills                                    | 15 |
| <b>Unit 2 Foreign Currencies and Exchange Rates</b> | 19 |
| ▶ Objectives                                        | 19 |
| ▶ Listening                                         | 19 |
| ▶ Reading                                           | 21 |
| ▶ Vocabulary Drills                                 | 26 |
| ▶ Grammar Focus                                     | 29 |
| ▶ Speaking Skills                                   | 32 |
| ▶ Translation Drills                                | 33 |
| ▶ Writing Drills                                    | 33 |
| <b>Unit 3 Electronic Finance</b>                    | 38 |
| ▶ Objectives                                        | 38 |
| ▶ Listening                                         | 38 |
| ▶ Reading                                           | 40 |
| ▶ Vocabulary Drills                                 | 44 |
| ▶ Grammar Focus                                     | 47 |
| ▶ Speaking Skills                                   | 50 |



|                                                        |            |
|--------------------------------------------------------|------------|
| ▶ Translation Drills .....                             | 51         |
| ▶ Writing Drills .....                                 | 51         |
| <b>Unit 4 Financial Centers .....</b>                  | <b>56</b>  |
| ▶ Objectives .....                                     | 56         |
| ▶ Listening .....                                      | 56         |
| ▶ Reading .....                                        | 58         |
| ▶ Vocabulary Drills .....                              | 61         |
| ▶ Grammar Focus .....                                  | 64         |
| ▶ Speaking Skills .....                                | 66         |
| ▶ Translation Drills .....                             | 67         |
| ▶ Writing Drills .....                                 | 67         |
| <b>Unit 5 Stock Market .....</b>                       | <b>71</b>  |
| ▶ Objectives .....                                     | 71         |
| ▶ Listening .....                                      | 71         |
| ▶ Reading .....                                        | 73         |
| ▶ Vocabulary Drills .....                              | 77         |
| ▶ Grammar Focus .....                                  | 80         |
| ▶ Speaking Skills .....                                | 83         |
| ▶ Translation Drills .....                             | 83         |
| ▶ Writing Drills .....                                 | 84         |
| <b>Unit 6 Personal Finance .....</b>                   | <b>88</b>  |
| ▶ Objectives .....                                     | 88         |
| ▶ Listening .....                                      | 88         |
| ▶ Reading .....                                        | 90         |
| ▶ Vocabulary Drills .....                              | 94         |
| ▶ Grammar Focus .....                                  | 98         |
| ▶ Speaking Skills .....                                | 100        |
| ▶ Translation Drills .....                             | 101        |
| ▶ Writing Drills .....                                 | 102        |
| <b>Unit 7 Management &amp; Corporate Finance .....</b> | <b>106</b> |
| ▶ Objectives .....                                     | 106        |
| ▶ Listening .....                                      | 106        |
| ▶ Reading .....                                        | 109        |
| ▶ Vocabulary Drills .....                              | 113        |
| ▶ Grammar Focus .....                                  | 116        |
| ▶ Speaking Skills .....                                | 119        |

|                                              |                            |            |
|----------------------------------------------|----------------------------|------------|
| 381                                          | ► Translation Drills ..... | 120        |
| 381                                          | ► Writing Drills .....     | 120        |
| <b>Unit 8 Merger &amp; Acquisition .....</b> |                            | <b>125</b> |
| 391                                          | ► Objectives .....         | 125        |
| 391                                          | ► Listening .....          | 125        |
| 391                                          | ► Reading .....            | 127        |
| 391                                          | ► Vocabulary Drills .....  | 130        |
| 393                                          | ► Grammar Focus .....      | 133        |
| 393                                          | ► Speaking Skills .....    | 136        |
| 393                                          | ► Translation Drills ..... | 137        |
| 393                                          | ► Writing Drills .....     | 138        |
| <b>Unit 9 Venture Capital .....</b>          |                            | <b>141</b> |
| 402                                          | ► Objectives .....         | 141        |
| 402                                          | ► Listening .....          | 141        |
| 402                                          | ► Reading .....            | 143        |
| 402                                          | ► Vocabulary Drills .....  | 146        |
| 402                                          | ► Grammar Focus .....      | 149        |
| 402                                          | ► Speaking Skills .....    | 152        |
| 402                                          | ► Translation Drills ..... | 152        |
| 402                                          | ► Writing Drills .....     | 153        |
| <b>Unit 10 Inflation .....</b>               |                            | <b>157</b> |
| 422                                          | ► Objectives .....         | 157        |
| 422                                          | ► Listening .....          | 157        |
| 422                                          | ► Reading .....            | 159        |
| 422                                          | ► Vocabulary Drills .....  | 163        |
| 422                                          | ► Grammar Focus .....      | 166        |
| 422                                          | ► Speaking Skills .....    | 169        |
| 422                                          | ► Translation Drills ..... | 169        |
| 422                                          | ► Writing Drills .....     | 170        |
| <b>Unit 11 Financial Crisis .....</b>        |                            | <b>174</b> |
| 432                                          | ► Objectives .....         | 174        |
| 432                                          | ► Listening .....          | 174        |
| 432                                          | ► Reading .....            | 176        |
| 432                                          | ► Vocabulary Drills .....  | 181        |
| 432                                          | ► Grammar Focus .....      | 184        |
| 432                                          | ► Speaking Skills .....    | 187        |

|                                             |            |
|---------------------------------------------|------------|
| 081 ▶ Translation Drills .....              | 188        |
| 081 ▶ Writing Drills .....                  | 188        |
| <b>Unit 12 Insurance .....</b>              | <b>193</b> |
| 281 ▶ Objectives .....                      | 193        |
| 321 ▶ Listening .....                       | 193        |
| 781 ▶ Reading .....                         | 196        |
| 1301 ▶ Vocabulary Drills .....              | 199        |
| 681 ▶ Grammar Focus .....                   | 202        |
| 081 ▶ Speaking Skills .....                 | 205        |
| 781 ▶ Translation Drills .....              | 205        |
| 881 ▶ Writing Drills .....                  | 206        |
| <b>Unit 13 Financial Institutions .....</b> | <b>210</b> |
| 141 ▶ Objectives .....                      | 210        |
| 141 ▶ Listening .....                       | 210        |
| 841 ▶ Reading .....                         | 212        |
| 041 ▶ Vocabulary Drills .....               | 215        |
| 041 ▶ Grammar Focus .....                   | 218        |
| 521 ▶ Speaking Skills .....                 | 221        |
| 521 ▶ Translation Drills .....              | 221        |
| 621 ▶ Writing Drills .....                  | 222        |
| <b>Unit 14 Financial Cooperation .....</b>  | <b>225</b> |
| 721 ▶ Objectives .....                      | 225        |
| 721 ▶ Listening .....                       | 225        |
| 921 ▶ Reading .....                         | 227        |
| 621 ▶ Vocabulary Drills .....               | 231        |
| 001 ▶ Grammar Focus .....                   | 234        |
| 921 ▶ Speaking Skills .....                 | 236        |
| 921 ▶ Translation Drills .....              | 237        |
| 071 ▶ Writing Drills .....                  | 237        |
| <b>Unit 15 Financial Supervision .....</b>  | <b>241</b> |
| 171 ▶ Objectives .....                      | 241        |
| 171 ▶ Listening .....                       | 241        |
| 071 ▶ Reading .....                         | 243        |
| 181 ▶ Vocabulary Drills .....               | 247        |
| 181 ▶ Grammar Focus .....                   | 251        |
| 781 ▶ Speaking Skills .....                 | 253        |

|                                            |            |
|--------------------------------------------|------------|
| ▶ Translation Drills .....                 | 253        |
| ▶ Writing Drills .....                     | 254        |
| <b>Unit 16 Financial Figures .....</b>     | <b>258</b> |
| ▶ Objectives .....                         | 258        |
| ▶ Listening .....                          | 258        |
| ▶ Reading .....                            | 260        |
| ▶ Vocabulary Drills .....                  | 264        |
| ▶ Grammar Focus .....                      | 267        |
| ▶ Speaking Skills .....                    | 269        |
| ▶ Translation Drills .....                 | 269        |
| ▶ Writing Drills .....                     | 270        |
| Appendix 1 Transcripts for Listening ..... | 274        |
| Appendix 2 Answer Keys .....               | 284        |



## Unit 1



# Money

## Objectives

- **Listening** evolution
- **Reading** chronological order
- **Vocabulary Drills** money and monetary system
- **Grammar Focus** non-essential adjective clauses, be supposed to
- **Speaking Skills** monetary system in China
- **Translation Drills** long sentences
- **Writing Drills** chronological writing

## Listening

### Text A

Tapescript on  
Page 274

### A Warm up the words and phrases before listening to the recording of Text

A.

**allowance** /ə'laʊəns/ *n.* something, such as money, given at regular intervals or for a specific purpose 津贴, 补助

**tribe** /traɪb/ *n.* a unit of social organization consisting of a number of families, clans or other groups who share a common ancestry, culture and leadership 部落, 部族

**precious metal** /'preʃəs 'metl/ *n.* any of several metals, including gold and platinum, that have high economic value 贵金属

**durable** /'djuərəbl/ *adj.* capable of withstanding wear and tear or decay 耐用的, 持久的

**civilization** /ˌsɪvɪləɪ'zeɪʃən/ *n.* a (human) society with a high level of intellectual, social and cultural development 文明, 文化

**to sweat the money** 从货币里提取贵金属成分

**banknote** /'bæŋknəʊt/ *n.* a promissory note, payable on demand, issued by an authorized bank and intended to circulate as money 钞票, 纸币

**enact** /'ɪnækt/ *v.* to make into an act or statute 制定法律, 颁布

**electronic money** /ɪlek'trɒnɪk 'mʌni/ money represented, held and used in electronic form 电子货币

• Answer Keys  
on Page 284

**B** Listen to the recording and fill in the blanks with the missing words you hear.

In the 1 century people had money in the form of precious metal. Precious metals have had wide 2 use, because they are 3 of handling, durable, 4, and commonly have high value 5 to them. But there was always a problem of making sure that the 6 that you got had enough precious metal in it to give it a 7. Some civilizations were quite good at what they 8 “sweating the money”, which was 9 taking out the precious metal 10 so that what you got actually wasn't what you thought you got.

**C** Answer the following questions after listening to the recording.

- Which of the following has NOT been used as money?  
A) features                      B) clothes  
C) shells                         D) cattle
- In Roman times, the Roman soldiers were paid in \_\_\_\_\_ and that's how we get the word “salary”.  
A) slot                              B) shell  
C) salt                               D) short
- “Sweating the money” means \_\_\_\_\_.  
A) earning money through hard work  
B) melting coins into precious metal  
C) stealing money from the Treasury  
D) reducing the precious metal content in a coin
- The earliest banknote appeared in the ninth century in \_\_\_\_\_.  
A) China                            B) England  
C) Africa                          D) the United States

5. In the United States, the Gold Standard Act was officially enacted in \_\_\_\_\_.

- A) 1816                      B) 1900  
C) 1930                      D) 1938

### D Questions and Answers

1. Please explain the origin of the word "salary".
2. What are the drawbacks of using cattle as money?
3. Why are precious metals used widely as money?
4. What is the problem with using precious metals as money?
5. When and why did the international gold standard end?

## Reading

### ► Text B chronological words

Chronological order presents ideas according to the time in which they occurred. This style is used for describing important events in a nation's history or a person's life. This style is also used for describing the relationship among events in terms of "time". To efficiently read a chronological order paragraph or passage, you first have to identify how many events. Then, you identify the important actions in each event. You need to list all events and important actions therein in order of time.

**Teacher's Tips**

### Text B

## US Dollar History

[1] The history of the US Dollar formally begins in the mid-1780s when it was decided that the term Dollar would be the official measurement of the monetary system in the United States. This seemed a reflection of the fact that Americans were already comfortable with the word Dollar since the Spanish currency in circulation at the time was of the same name. In 1791, in what seems a natural progression, the first US bank opened its doors. From there the Dollar's path becomes very intriguing. The first official coins under the Dollar system were minted in the late 1780s and, not much later, state banks began minting their own individual currencies.

[2] More than 30,000 state banknotes with a variety of colors, sizes and designs were issued across the nation. Due to the lack of federal regulation,

the bills were easily counterfeited and led to major problems, both for the state banks and for consumers. To complicate matters, along came the American Civil War which almost bankrupt the country and forced Congress to take action on the currency situation. By taxing local state currencies out of existence with the National Banking Act, the federal government was able to issue an official nationwide currency for the first time in the form of non-interest bearing treasury notes called Demand Notes. This process quickly led to the creation of Greenbacks in 1862 which were backed by Spanish dollars. Counterfeiting had taken its toll, and the new bills were designed with "fine line engraving necessary for difficult-to-counterfeit intaglio printing, intricate geometric lathe work patterns, and distinctive linen paper with embedded red and blue fibers". The United States Dollar, as we know it, was established.

[3] There was one major difference from those dollars of yesterday and those we use today. From 1792 through 1874, the US dollar was freely backed by both gold and silver. Under this system, dollars could be exchanged for their set value in gold or silver from the US Treasury. Gold was traditionally the most popular unit of support for the dollar but powerful factions in the silver producing industry continually managed to influence policy. That is, until huge silver deposits were discovered in Western United States in the late 1800s. This effectively devalued the silver content in US coinage, and sent the country into a furious debate over the bimetallic standard. This led to a division of the Democratic Party in 1896 as each side of the party argued with their own interests at heart.

[4] The United States Greenback Party, supported primarily by farmers, felt that keeping the system of bimetalism would be in their best interest because it would lead to inflation, and consequently make it easier for them to repay their land debts. On the other hand, financial institutions and commercial businesses argued that a stable dollar was more important than the farmers' predicaments, and that the dollar should be backed only by gold to effectively achieve this stability. It is little wonder that the farmers lost the battle and from 1873 to 1900 legislative modifications led to the introduction of the gold standard.

[5] The Gold Standard Act passed on March 14th, 1900, and with that, all dollars were backed entirely by gold. But, as the constant evolution of the Dollar System has shown, complications and confusion always seem to arise as the system becomes inefficient. In this case, the dollars' stumbling began

when the Post-World War II Bretton Woods system valued all other foreign currencies in terms of US dollars, and consequently indirectly connected their currencies to the gold standard. At the time, gold had a market price of \$35.00 an ounce; trying to maintain that market price under the pressures of foreign currencies put a major strain on the system, and once again resulted in looking at new ways of doing things.

[6] After a failed attempt at creating a two-tier system in which central bank gold transactions were insulated from the free market price, the government took a radical step in 1971. They shrugged off the gold standard and entered a new era by embracing a fiat money system as the best course of action. This new way of doing things was simple: remove all physical assets backing the dollar. No conch shells. No Spanish currency. No silver. No gold. The dollar would now be backed by just a promise, or in other words, backed by future claims to wealth of American taxpayers and other income sources of the Treasury. Thus the dollar went from being a claim on some physical asset to simply a medium of exchange.

[7] Federal Reserve Notes, for the greater part of their history, always had the words "Will Pay to the Bearer on Demand"; but by 1963, under a burgeoning fiat money system, this was removed and by 1968 the government would no longer honor gold or silver certificate redemption. This does not mean that old currency is worthless however. The government still respects old bills at face value, although paying for your groceries with a dollar from the 1800s is a pretty bad idea. As historical collectables go, not many items divulge so much information about the character of the United States at various times in history as the particular dollar of that day. The pictures on old bills are such simple and authentic representations of each period's values and politics, it is not surprising that many vintage dollars sell for much more on the antique market these days than they would have ever been worth in gold.

[8] Under a fiat money system, the amount of silver in coins was also drastically reduced. Where once most coins contained 90% silver, after the Coinage Act of 1965 they rarely contained any at all. By 1975 it seemed all valuable commodities had been removed from the monetary process (either in backing or content), and the United States completely embraced a fiat system. Some argue the foundation of the dollar is all but a confidence game now.