BUSINESS 高等院校商务英语专业核心课 ENGLISH 精 品 系 列 教 材

# Business English Intensive Reading III 商务英语精读

(第三册)

主 编 ◎ 张中宁

BUSINESS 高等院校商务英語专业核心课 ENGLISH 雑 品 系 列 教 材

## Business English Intensive Reading III

# 商务英语精读

藏书

(第三册)

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## 前言

2001 年加入世界贸易组织以来,我国在国际商务领域正面临着前所未有的机遇和挑战。我国的国际贸易无论在质上还是在量上,都出现了前所未有的飞跃。2004 年7月1日实施的《中华人民共和国对外贸易法》,降低了企业和个人从事国际商务活动的门槛,加快了中国经济与世界经济的接轨。如今,即使那些从未考虑过开拓国际市场的国内企业,也不得不正视其产品正面临着国内外许多同类商品竞争的严峻现实。这是中国企业和个人在享受经济全球化和知识经济所带来的好处的同时需要认真应对的挑战。招揽外语熟练,熟知国际贸易惯例、国际金融和法律知识,掌握国际贸易流程各个环节的业务操作并了解各国风土人情的复合型经贸人才无疑是中国企业成功地适应新形势、应对挑战、走向世界、更好地参与国际市场竞争的要素之一。目前,市场上这样的复合型经贸人才正面临着巨大的缺口,这在某种程度上成为制约中国企业更好、更快地发展壮大自己的瓶颈。因此,为国家培养出熟悉国际经济环境、通晓国际商务知识、能够熟练进行跨文化商务交际的高素质、外向型、具有国际视野的复合型国际商务人才已成为当务之急。

《商务英语精读》(上下册)正是为此目的而编写的一套理论联系实际、富有新意、质量上乘的应用型教学用书。本书以外贸企业和跨国公司从事国际商务活动时所经历的各个环节为主线,以它们的经营活动所面临的内外环境、所涉及的因素为纲,以既阐述国际商务知识,又培养英语语言能力和跨文化商务交际能力为指导思想,真实地再现这类企业从事国际商务活动的自然流程。正是在这个意义上,本书在理论联系实际、帮助学习者努力实现学以致用的目标方面作了大胆的尝试和创新。

本书的使用对象是高等院校商务英语专业学生,也可供国际贸易、市场营销、工商管理、电子商务、公关与文秘等专业的本专科学生和广大对商务英语感兴趣、有志于在外贸行业或外企工作的英语自学者使用。同时,本书也是各类涉外经贸企业、"三资"企业和跨国公司培训员工商务技能和英语能力的优秀教材。

根据教学需要,本书可分别用做专业基础课教材(供两学年使用)或专业必修课教材(供一学年使用)。全书分上下两册,每册5个单元,各18章,两册共36章。每单元以一个主题为中心,各章内容均紧紧围绕主题精选材料。上册主要从宏观的角度,开宗明义介绍"什么是商务",接着依次讲解国际商务的基本理论、国际商务环境(包括国际金融市场、银行、经济全球化和跨国公司的作用等内容)、国际商务政策(包括国际收支、关税和非关税壁垒、世界贸易组织等)及国际企业的管理等。下册侧重微观,从外向型企业如何开拓国际市场谈起,然后逐步展开,介绍外贸企业或跨国公司从事国际商务活动时具体的业务操作和流程,内容包括开拓国际市场的理由和相应的准备、国



际营销中目标市场的选择、国际商务谈判、国际商务合同的签订、国际贸易术语、国际支付手段(信用证、跟单托收等)、国际货物的运输和保险等。本书内容既有宏观理论,又有微观知识,努力做到全方位、系统化地讲解商务知识,培养学生的商务技能和语言能力。课文的材料绝大多数选自国外经典的商务教材,内容全面、观点新颖、语言地道、知识先进,能真实地反映当代商务英语的特点,激发学生的学习兴趣。具体来说,本书的特色主要表现在以下几个方面:

#### 一、针对性强,涵盖面广,新颖实用

本书专为上文提到的各类商务英语学习者编写,尤其针对上述专业学生毕业时的就业去向,给他们提供了一套理论与实际紧密结合、学以致用的实用教材。全书基本涵盖经贸企业(尤其是外贸企业和跨国公司)经营操作的各个方面,为学生今后在这类企业工作打下了坚实的基础。

#### 二、内容丰富,逻辑严密,自成体系

本书在结构、内容编排上多有创新之处。每单元都围绕一个主题,自成体系。同时,各章内容还一脉相承、融会贯通、环环相扣、逻辑严密,使全书构成一个有机的整体。在编写过程中,本书把语言知识、语言技能、商务知识、跨文化商务交际能力等各项知识技能的学习和培养综合考虑,为学生今后在商务领域的深入学习奠定了基础。

#### 三、图文并茂,形式精美

每章开篇提供一幅紧扣本章主题的插图。书中也根据情况或需要提供至少三至四幅反映书中内容、提供背景知识、有助于加深学生理解和记忆的图画,目的是以最典型和新鲜的商务语言和图片传递最新的国际商务信息和当今世界经济上的热点经济话题,使本书形式、内容并重,知识趣味俱备,抽象形象兼有。

#### 四、设计人性化,考虑细致周到

为方便学生阅读时查找生词、重要商务术语和短语,引起学生对这些需要重点掌握的语言点的注意,本书特意在课文中把生词和短语用黑体标出,把重要的商务术语用斜体标示出来。阅读文章部分的生词也采用了类似的人性化设计,体现编者以读者为本的思想。

#### 五、体例独创,别开生面

这是本书另一个重要的特色,也是本书创新精神的集中体现。本书的每章由五大部分组成,它们分别是第一部分的商务交际、第二部分的课文(包括生词和重要商务术语的解释、重要词组例解和课文注释等)、第三部分的课文练习、第四部分的商务加油站和第五部分的商务拓展阅读(包括阅读前提问、文章和其后的练习)。各章除讲授相应的商务知识外,还全面操练听说读写译等英语各个方面的技能。各部分的功能和特点如下:

#### 1. Section One: Business Communications 商务交际

本部分通过商务英语对话的学习培养学生商务英语的听说技能和跨文化商务交际的能力。全书对话以两家虚拟的中外企业之间的相互交往并逐步开展业务为主线, 内容涉及涉外企业日常经营、管理、营销和外贸业务操作等方面。 2. Section Two: Text 课文

课文侧重专业知识的传授与语言技能的综合训练,分为以下六个部分:

- (1) Introductory Remarks 课文导语 (用中英文对课文内容进行提纲挈领的说明,让学生一开始就明晰整篇大意,从而引起学生的注意和兴趣);
  - (2) Text 课文(每章的学习重点,帮助学生掌握商务知识,培养语言能力);
  - (3) Vocabulary 词汇 (侧重帮助学生学习和积累课文中的语言知识);
- (4) Key Business Terms 重要商务术语 (侧重帮助学生了解和掌握文中的商务知识和术语):
- (5) Business Usage of Phrases 重要词组例解(例句尽量与商务挂钩,凸显本教材的商务特色,体现语言能力的培养和商务知识熏陶相结合的原则);
- (6) Notes 课文注释(提供课文难句解析和背景知识介绍,帮助学生理解课文内容)。
  - 3. Section Three: Exercises 练习

练习共分为课文理解、口语练习、语言学习和商务聚焦四个部分。设计集中体现本书力图把语言知识、交际能力、文化背景知识和商务知识融为一体的编写原则,既检验学生对本章专业知识的理解,又全面操练包括听、说、读、写、译和语法等各项语言知识和技能。以下分别介绍练习的四个部分:

- (1) Text Comprehension 课文理解 (侧重课文内容的理解和商务知识的掌握);
- (2) Oral Practice 口语练习(侧重思维、口语技能的训练和跨文化交际能力的培养);
  - (3) Language Study 语言学习(侧重词汇、语法等语言能力的检测和巩固);
- (4) Business Focus 商务聚焦(侧重于商务知识的掌握和词汇、翻译等语言能力的培养)。
  - 4. Section Four: Biz Fueling Station 商务加油站

商务加油站分为两个部分。第一部分是 Business Quotations(商务语录),主要提供世界名人所说的与商务有关的名言佳句,并大多与本章主题呼应,主要目的是让学生在学习间隙品味、欣赏名家的语言魅力和思想内涵,使其深受教益的同时,加深对课文内容的理解。第二部分是 Moment of Relaxation(轻松一刻),内容为有关商务的笑话,帮助提高学生的阅读理解能力,拓展学生的知识面和加深其对商务生活的理解。

5. Section Five: Business Reading 商务阅读

本部分是课文部分所讲述的专业知识的延伸阅读,强化学生对本章主题的理解,训练学生的阅读技能。具体包括以下内容:

- (1) Pre-reading Questions 阅读前问题(带着问题阅读是训练阅读技巧的常用方法,因此,该设计可以培养学生的阅读技能,尤其是利用已有的知识和常识提高对所阅读文章的宏观预测能力);
- (2) Reading Passage 阅读文章(与 Section Two 中的课文遥相呼应,是该课文商务知识方面的延伸、拓展、强化或补充);



- (3) Comprehension Check 阅读练习(检测对商务阅读文章的理解);
- (4) Translate into Chinese the underlined sentences in the passage 短文画线句子翻译 (既检测学生对商务阅读文章中部分重点句子或专业知识点的理解,又训练其翻译技能)。

全书最后附有参考答案和课文的参考译文,便于学生自学自查。

本书策划和编写过程中,得到了首都经济贸易大学出版社领导和孟岩岭编辑的大力支持和帮助。

本系列教材的第三册由张中宁主编。该册书各参编人员编写的课文或完成的工作如下:戴长征(第1单元)、曾晓蕾(第2,3单元)、葛东峰(第4单元)、侯丽枚(第5,6单元)、吴桦(第7单元)、张中宁(第8,9单元)。戴长征、张中宁担任系列教材3,4册书的总主编,全面负责这两册书内容的选择安排、体例制定、前言撰稿、附录编写和统稿审校等工作。

另外,本书在编写过程中还得到张翠萍、谢毅斌、郑燕平等教授的关心与支持和王 芳、杨敏、陈静等同事的帮助。在此,对所有关心和帮助过我们的各方面人员表示衷心 的感谢。

本书的小部分资料和大量图片来自于互联网,在此我们对相关网站和人员表示感谢。

由于时间仓促,水平有限,书中难免存在一些不尽如人意之处,恳请有关专家学者和广大读者不吝赐教,以使本书的质量更上一层楼。

张中宁 2012 年 10 月

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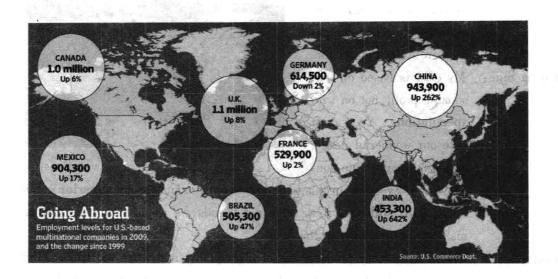
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## **Unit 1** Motivations to Go Abroad



#### Section One: Business Communications

#### Making an Offer

Mr. David Louis, who inquired Mr. Huang Sijie, an export salesman of ABC Co. Ltd., about the prices of the company's silk blouses three days ago, is now here to get the offer.

Louis: Good to see you again! After the price inquiry last time, I reported what we

had discussed here to our boss in detail. Now I have come to hear about your

offer for your silk blouses.

Huang Sijie: Good to see you! Oh, yes. We have the offer ready for you now. Here it is.

2 500 silk blouses at 36 dollars per piece, CIF Tianjin, for shipment during October, 2008. Other terms and conditions remain the same as usual. The

offer is valid for three days.

Louis: Why, your price has gone up sharply! It is 20% higher than last year. That's

incredible!

Huang Sijie: I'm not surprised to hear you say it. But as you know, the whole world is

suffering inflation in 2008 and the costs of raw materials have been soaring.



In addition, there has been a strong demand for this kind of blouses and such a demand will certainly lead to increased price. Our price is more competitive than any **quotation** you can get elsewhere.

Louis:

I don't think so. I must point out that some of the quotations we have received from other companies are lower than yours.

Huang Sijie:

My offer is based on reasonable profit, not on wild speculations. You must take our wonderful design and good quality into con-



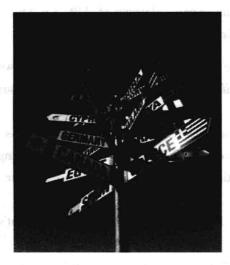
sideration. Everyone in this trade knows our products are of **superior** quality. To be frank with you, if we were not friends, we would hardly be willing to make you a *firm offer* at this price.

Louis:

You're right. Your products are of high quality and we're old friends. But it will be very hard for us to push sales at this price. Perhaps we will have to try, I suppose.

Huang Sijie: Good. I'm sure it is a wise decision.

#### Section Two: Text



#### **Motivations to Go Abroad**

是不是所有的公司都怀有迈向国际市场的雄心壮志?为什么有些公司会有而另外一些公司却无动于衷? 到底是哪些因素促使一些企业去开拓国际市场?本文将 对这些问题做出简要的回答。

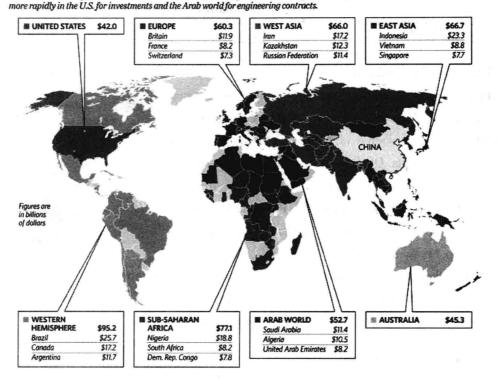
Is every company ambitious enough to go abroad? Why do some have while others seem to show no interest in that? What on earth are the motivations which push firms along the international path? This text will offer you a brief answer to those questions.

With the rapid growth of China's economy and its fast-paced integration with the global



market, "Chinese companies going global" has suddenly become a hot topic. Chinese outbound investment could be a global economic force for decades to come. The potential was underlined in the first half of 2012, when its outbound investment climbed more strongly than in 2011. The following map shows where China and its companies have invested abroad:

China's Worldwide Reach
The Western Hemisphere continues to draw the most attention from Chinese companies, but growth is occurring



As Chinese companies venture abroad on what will surely be a journey full of twists and turns, they will not only face global competition and external pressure, but they will also have to significantly improve their management skills at the internal level. Then what on earth are the factors motivating those managers to make a decision of going abroad at all risks?

Normally, management will consider international activities only when stimulated to do so. A variety of motivations can push and pull individuals and firms along the international path. An overview of the major motivations that have been found to make firms go international is provided in Table 1. 1. Proactive motivations represent stimuli for firm-initiated strategic change. Reactive motivations describe stimuli that result in a firm's response and adaptation to changes imposed by the outside environment<sup>1</sup>. In other words, firms with proactive motivations go international because they want to; those with reactive motivations have to go international<sup>2</sup>.



TABLE 1.1 Major Motivations to Internationalize Small and Medium-Sized Firms

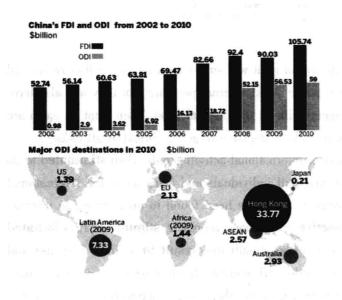
Proactive	Reactive
Profit advantage	Competitive pressures
Unique products	Overproduction
Technological advantage	Declining domestic sales
Exclusive information	Excess capacity
Managerial commitment	Saturated domestic market
Tax benefit	Proximity to customers and ports
Economies of scale	

#### **Proactive Motivations**

Profits are the major proactive motivation for international business. Management may perceive international sales as a potential source of higher profit margins or of more added-on profits. Of course, the profitability perceived when planning to go international is often quite different from the profitability actually obtained. Particularly in international start-up operations, initial profitability may be quite low. The gap between perception and reality may be espe-



cially large when the firm hasn't previously engaged in international business. Despite thorough planning, unexpected influences can change the profit picture substantially. Shifts in exchange rates, for example, may drastically affect profit forecasts.



Unique products or a technological advantage can be another major stimulus. A firm may produce goods or services that are not widely available from international competitors. If products or technologies are unique, they certainly can provide a competitive edge. What needs to be considered is how long such an advantage will last. proactive stimulus Another special knowledge about foreign customers or market situations. Such knowledge may result from



particular **insight**s by a firm, special contacts an individual may have, **in-depth** research, or simply from being in the right place at the right time (for example, recognizing a good business situation during a vacation trip).

Another motivation reflects the desire, drive, and **enthusiasm** of management toward international business activities. The managerial commitment can exist simply because managers like to be part of a firm that engages in international business. Tax benefits can also play a major motivating role. Many governments use **preferential** tax treatment to encourage exports. As a result of the tax benefits, firms either can offer their product at a lower cost in foreign markets or can accumulate a higher profit. A final major proactive motivation involves economies of scale. International activities may enable the firm to increase its **output** and therefore rise more rapidly. Increased production for international markets can help to reduce the cost of production for domestic sales and make the firm more competitive domestically as well.

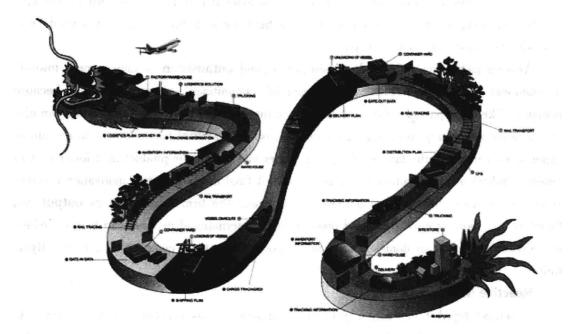
#### **Reactive Motivations**

A second type of motivation, primarily characterized as reactive, influences firms to respond to environmental changes and pressures rather than to attempt to blaze trails. Competitive pressures are one example. A company may fear losing domestic market share to competing firms that have benefited from the economies of scale gained through international business activities<sup>3</sup>. Further, it may fear losing foreign markets permanently to competitors that have decided to focus on these markets. Similarly, overproduction can result in a major reactive motivation. During downturns in the domestic business cycle, foreign markets have historically provided an ideal outlet for excess inventories. Declining domestic sales, whether measured in sales volume or market share, have a similar motivating effect. Goods marketed domestically may be at the declining stage of their product life cycle.

Excess capacity can also be a powerful motivator. If equipment for production is not fully utilized, firms may see expansion abroad as an ideal way to achieve broader distribution of fixed costs. The reactive motivation of a saturated domestic market has similar results to that of declining domestic sales. Again, firms in this situation can use the international market to prolong the life of their goods and even of their organization. A final major reactive motivation is that of proximity to customers and ports. Physical and psychological closeness to the international market can often play a major role in the international business activities of the firm.

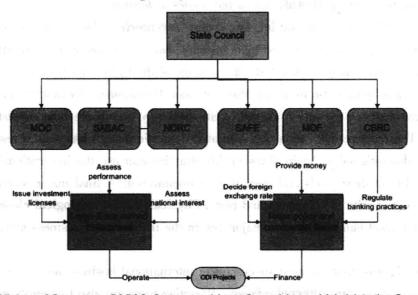
In general, firms that are most successful in international business are usually motivated by proactive—that is, firm internal—factors. Proactive firms are also frequently more service oriented than reactive firms. Further, proactive firms tend to be more marketing and strategy oriented than reactive firms, which have as their major concern operational issues<sup>4</sup>. The clearest differentiation between the two types of firms can probably be made ex post facto by





determining how they **initially** entered international markets. Proactive firms are more likely to have **solicit**ed their first international order, whereas reactive firms frequently begin international activities after receiving an **unsolicited** order from abroad.

#### Chinese regulatory bodies for overseas investment



MOC: Ministry of Commerce; SASAC: State-owned Asset Supervision and Administration Commission;

NDRC: National Development and Reform Commission;

SAFE: State Administration of Foreign Exchange; MOF: Ministry of Finance;

CBRC: China Banking Regulatory Commission;



## **VOCABULARY**

detail /'di:teil,di'teil /

n. particulars considered individually and in relation to a

whole 细节;详情

valid / vælid /

adj. producing the desired results; efficacious 有效的;有

根据的;正当的;正确的

sharply /'sa:pli/

incredible /in'kredəbl /

inflation /in'flei[ən /

adv. suddenly and by a large amount 突然地;急剧地

adj. so implausible as to elicit disbelief 难以置信的

n. a persistent increase in the level of consumer prices or a persistent decline in the purchasing power of money, caused

by an increase in available currency and credit beyond the

proportion of available goods and services 通货膨胀

adj. ascending to a level markedly higher than the usual

高飞的;翱翔的;剧增的

soaring /'so:rin /

quotation /kwəu'teiʃən/

speculation / spekju'lei f en /

superior /sju:'piəriə /

stimulate /'stimiuleit/

/ˌməutiˈveiʃən /

/ˈəuvəvjuː/

/ prau'æktiv /

management

motivation

overview

proactive

/ 'mænidʒmənt /

n. the prices or bids cited 报价;报价单

n. engagement in risky business transactions on the chance

of quick or considerable profit 投机;投机买卖

adj. of a higher nature or kind; of great value or excel-

lence; extraordinary 上好的;出众的;品质优越的

n. the person or persons who control or direct a business

or other enterprise 管理人员

vt. to rouse to activity or heightened action 刺激;激励

n. something that motivates 动力;动机

n. a summary or review 总结;回顾

adj. acting in advance to deal with an expected difficulty

主动的

stimulus /'stimijules /

n. something causing or regarded as causing a response 刺

激物;促进因素;刺激【复数】stimuli

initiate /i'nifieit / vt. to set going by taking the first step; begin 开始;发动;

发起

reactive /ri(:)'æktiv / adj. tending to be responsive or to react to a stimulus 反

应的

impose /im'pəuz /

profit / profit /

unique / ju:'ni:k /

exclusive /ik'sklu:siv /

vt. to force the acceptance of 迫使(他人)接受

n. the return received on a business 利润;收益

adj. being the only one of its kind 唯一的;独特的

adj. not divided or shared with others 独占的;唯一的