

国际商务系列教材

Series of International Business

丛书主编：张立玉

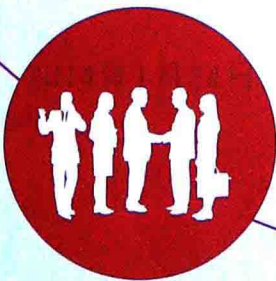


# International Business

## 国际商务英语中级口语

第二版

陈珞瑜 编著



WUHAN UNIVERSITY PRESS  
武汉大学出版社

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# 序

随着商业经济和信息技术的飞速发展，以及经济全球化的进程加速，社会活动的各个层面都不可避免地趋向国际化，各种行业中的国际交流活动也日益频繁，国际间的商务活动和接触更是如此。国际间的竞争越来越激烈，商务交往手段越来越新颖化、多样化。商务活动已经不再局限于卖出单向交流，而是由内向外——从公司内部运营到商场的服务，从个人的专业知识、才能到言行举止，达到全方位的人际交流。而英语作为其中最重要的信息载体之一，已成为现代国际社会各个领域中使用最广泛的语言，其重要性日益突出。

“商务英语”的概念来自于英文译文 Business English，而英文中“business”一词并不仅仅对应汉语“商务”（理解为生意或经营业务）概念，而是涵盖了所有非私人活动的社会公众活动。所谓“商务”，是指围绕贸易、投资等各类经济、公务和社会活动，包括贸易、金融、营销、旅游、新闻、法律、外事等领域。随着近年来中国的政治和经济实力不断的提升，特别是中国加入世界贸易组织以来，中国经济以前所未有的深度和广度继续对外开发，日益融入到区域经济和全球经济一体化的框架中，人们需要学习，了解更多的国际商务知识，熟悉国际商业规范，拥有较强的跨文化交际能力以便能直接参与国际合作与竞争。

目前国内人才市场对口径宽、适应性强的复合型英语人才需求旺盛。商务部的一项调查显示，我国急需高素质、复合型、具有较强国际竞争力的高级商务英语人才。调查预测未来二三十年内，高级商务英语人才的需求量将成倍增长。商务英语是一门交叉学科，涵盖了应用语言学和商科等诸多学科，商务英语人才也由于口径宽、适用性强而备受人才市场青睐。由此可见，随着我国经济的日益开放和跨越式发展，社会对外语人才的需求已经

呈现出新的变化，单一的“英语基础技能 + 英美文学知识”培养方式已无法满足社会经济发展的需要，而对于高素质、复合型商务英语人才的需求已成为时代发展的必然趋势。“国际商务系列教材”（Series of International Business）就是在经济全球化成为现实，国与国之间相互依赖的时代而推出的。它联合了众多高等院校具有丰富教学实践经验的专家、教授编写而成。本系列教材对于国际商务专业的学生具有非常强的指导性和可操作性。

本系列教材旨在为人们提供系统和实用的国际商务知识、规范和原则，通过学习国际商务相关知识，提高自己的竞争能力，减少失误和误会，赢得更多的商机。本系列教材的编写力图做到时效性、全面性、创新性、生动性、准确性、实用性和客观性。在内容上尽可能做到与时俱进，贴近时代，并具有可操作性和可移植性。其内容丰富，选材广泛，深入浅出，编排紧凑，特别适用于国际商务专业硕士、商务英语方向研究生，商务英语本科生作为教材，也适用于业内人士自修和工作参考。

我们诚恳希望广大专家和师生给我们提出宝贵的意见和建议。

张立玉

2013 年春天

# 前 言

随着全球经济一体化趋势的日益加强，国际商务往来活动日益频繁，对相关行业从业人员的要求也逐渐提高，如通晓国际商务知识、熟悉国际商务环境、善于跨文化交际等。《国际商务英语中级口语（第二版）》一书正是为了适应当前的发展形势，培养符合国际市场需求的人才而策划、编写的一本实用商务英语教材。

使用对象：本书可作为高等院校商务英语专业学生商务英语口语课程教材，还可供外贸工作人员、商务管理人员、外企人员以及准备参加 BEC 和各类商务英语考试的广大考生自学使用。

目标：本书旨在帮助读者扩充商务知识，扩大专业词汇，开阔眼界，拓宽知识面。本教材以实用、适用为编写原则，提供各种书面及口语实用商务知识，取材真实，内容新颖，信息丰富。通过对本书的学习，读者能了解和掌握国际商务发展的相关层面，了解国际商务的基本内容，并能流利地用英语进行商务沟通。

内容编排：全书共分 10 个章节，每个章节都有其独立的商务知识，突出介绍当今国际商务活动发展现状与趋势。

体例：所有章节包括以下各部分内容。

第一部分 Warm-up 热身部分，由以下四项内容组成：

1. Pronunciation and Phonetics 介绍语音知识。
2. Words and Phrases 主题相关词汇。
3. Sentence Examples 主题相关句子。
4. Reading Aloud 段落朗读练习。

第二部分 Knowledge Input 知识输入，两篇相关文章介绍主题知识。

第三部分 Oral Practice 口语训练。主要为 BEC 考试口语题目类型，包括：

1. Theme Statement 主题陈述，对主题话题进行阐述。
2. Dialogues Practicing 对话练习，包括两篇主题对话。
3. Speech 主题演讲。
4. Practice Tips 口语训练小窍门。提供口语训练、口语考试的技巧。

#### 第四部分 Exercises 练习题

1. 回答问题。
2. 讨论问题。
3. 补充文章阅读。

为了方便读者，本书在书后还配有练习参考答案。

在编著本书的过程中，作者参考了大量国内外有关书籍和资料，个别地方引用了现成资料，还有些材料来源于互联网，出处未明，在此特向原作者致以衷心的感谢！

由于作者水平有限，不足之处在所难免，敬请读者批评指正。

作者

2013 年 9 月于武昌珞珈山



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## Chapter One

# Economic Globalization

## > Section | Warm-up

### 1. Pronunciation and Phonetics

#### What Is Good English Pronunciation?

Generally speaking, there are three levels of English pronunciation:

Level 1: People often don't understand what you want to say. You use the wrong sounds in English words.

Level 2: People can understand what you want to say, but they have to concentrate to understand you.

Level 3: People can understand you easily. Your pronunciation is clear and pleasant.

#### More about Level 3 (Clear and Pleasant Pronunciation)

There are only two widely understood accents of English: General American (GenAm) and Received Pronunciation (RP), spoken in Britain.

If you speak GenAm or RP, you will be understood by native and non-native speakers of English from all parts of the world. GenAm and RP are used on TV, in movies and in English teaching materials—that's why they are familiar to everyone.

#### How Close to GenAm or RP Do You Have to Be?

Your pronunciation can be easy to understand even if you have a slight foreign accent. However, the truth is that every foreign feature in your pronunciation will make it a little harder to understand you because not everyone will be used to your foreign features. The less native-like your accent, the more frequently you will confuse your listeners, and the more frequently you will have to repeat yourself.

Of course, not all pronunciation errors are equally bad. For example, it is not a big problem if you pronounce a few English sounds in a slightly non-native way. The worst errors are:

- Talking too fast because you think it sounds more native
- Skipping sounds (e. g. , *worl* instead of *world*)
- Misplacing the stress (e. g. , *DEvelop* instead of *deVELOp*)
- Using the wrong sounds in a word, especially if the sounds are very different from the correct sounds (e. g. , pronouncing *determine* so that it rhymes with *mine* or pronouncing *target* with a *j* sound)
- Confusing two different sounds (e. g. , pronouncing *slip* and *hit* the same way as *sleep* and *heat*, pronouncing *hope* the same way as *hop*)

2. Words and Phrases

merger 合并	anti-globalization 反全球化	global adjustment 全球调整	global expansion 全球扩张
deregulation 解除政府对……的控制	global marketing control 全球营销控制	global standardization strategy 全球标准化战略	multilateral liberalization 多边贸易自由化
less developed countries 欠发达国家	global economy 全球经济	localization 本土化	multinationals 跨国企业
ubiquitous/universal 无处不在的	Economic integration 经济一体化	sweatshops 血汗工厂	outsourcing 外包
national sovereignty 国家主权	loss of identity 丧失自我	International Monetary Fund 国际货币基金组织	global niche strategy 全球机会战略

3. Sentence Examples

- (1) The economic globalization is an essential attribute of world economic development.  
经济全球化是世界经济发展的一个基本特征。
- (2) Economic globalization has sharpened world-wide economic and technological competition.  
经济全球化加剧了世界范围的经济和科技竞争。
- (3) The economic globalization was a double-edged sword to the countries all over the world.  
经济全球化对世界各国都是一把双刃剑。
- (4) World economy is getting increasingly integrated, and this has very serious implications.  
世界经济越来越一体化的趋势有着非常重要的意义。
- (5) The present world trend is globalization in economics and multi-polarization in politics.  
当今世界的趋势是经济全球化和政治多极化。
- (6) Globalization offers economic benefits, but those benefits, perhaps inevitably, are accompanied by social costs.  
全球化带来经济利益，但获得这些利益也许不可避免地需要为此付出社会代价。

- (7) The more globalized economies become, the more appropriate it is to think of the world economy as a unit.

各个经济体的全球化程度越高, 就越应该将全球经济视为一个整体。

- (8) Higher wages and the employment characteristic of globalizing countries such as India, Vietnam and China are closely related to poverty reduction.

在融入全球经济的一些国家, 如印度、越南和中国, 较高的工资和良好的就业状况积极促进了这些国家的减贫。

- (9) The World Bank (2009) reports that between the mid-1970s and 2008 manufacture increased from 25% of developing countries' exports to more than 85%.

世界银行 2009 年的报告显示, 自 20 世纪 70 年代中期到 2008 年, 发展中国家的制造业在出口中的比重由原来的 25% 增至 85%。

- (10) One of the most visible signs of globalization is the ubiquitous presence of multinational brands such as Macdonald.

全球化的迹象之一为像麦当劳这样的跨国企业品牌无处不在。

- (11) While it can be argued that globalization leads to greater harmony, one drawback is that loss of cultural identity may follow.

诚然, 全球化带来更大的和谐, 但其缺陷之一为可能随之而来的文化身份丧失。

- (12) In the process of economic globalization, a considerable number of developing countries, which are faced with the danger of being marginalized, have found growing difficulties in their economic development and a widening gap between themselves and the developed countries.

在经济全球化进程中, 相当一部分发展中国家面临着被边缘化的危险, 发展经济困难加剧, 同发达国家的差距继续拉大。

- (13) The most important forces behind the massive merger wave are the same that underlie the globalization process: falling transportation and communication costs, lower trade and investment barriers and enlarged markets that require enlarged operations capable of meeting customers' demands.

在巨大的并购浪潮背后, 最重要的推动力同时也是促成全球化进程的因素: 降低交通运输成本、减少贸易投资壁垒, 以及大幅度拓展市场, 这些都要求更大规模的经营管理以满足消费者需求。

- (14) The developed countries should end off agriculture subsidy that twisted world trade seriously, cancel structural prohibitory duty for developing countries, avoid technical trade measures to result in barrier to world trade, and provide necessary capital and technical support for improving trade and economic development of developing countries.

发达国家应终止对世界贸易造成严重扭曲的农业补贴, 取消对发展中国家的结构性高关税, 避免技术性贸易措施对世界贸易造成的障碍, 并为发展中国家提高贸易和经济发展能力提供必要的资本和技术支持。

- (15) Too many multinational corporations make their profits by outsourcing their production to



countries where labor is cheap, which amounts to exploitation in sweatshops, with the rich getting richer and the poor poorer.

许多跨国企业通过把产品外包到劳动力便宜的国家来赚取利润，这就意味着血汗工厂里的剥削，富国愈富，穷国愈穷。

#### 4. Reading Aloud

Globalization is the process of international integration arising from the interchange of world views, products, ideas, and other aspects of culture. Put in simple terms, globalization refers to processes that increase world-wide exchanges of national and cultural resources. Advances in transportation and telecommunications infrastructure, including the rise of the telegraph and its posterity, the Internet, are major factors in globalization, generating further interdependence of economic and cultural activities.

The term “globalization” has been in increasing use since the mid-1980s and especially since the mid-1990s. In 2000, the International Monetary Fund (IMF) identified four basic aspects of globalization: trade and transactions, capital and investment movements, migration and movement of people and the dissemination of knowledge. Further, environmental challenges such as climate change, cross-boundary water and air pollution, and over-fishing of the ocean are linked with globalization. Globalizing processes affect and are affected by business and work organization, economics, socio-cultural resources, and the natural environment.

## Section II Knowledge Input

### 1. How Globalization Affects Developed Countries

The phenomenon of globalization began in a primitive form when humans first settled into different areas of the world; however, it has shown a rather steady and rapid progress in recent times and has become an international dynamic which, due to technological advancements, has increased in speed and scale, so that countries in all five continents have been affected and engaged.

#### **What Is Globalization?**

Globalization is defined as a process that, based on international strategies, aims to expand business operations on a worldwide level, and was precipitated by the facilitation of global communications due to technological advancements, and socioeconomic, political and environmental developments.

The goal of globalization is to provide organizations a superior competitive position with lower operating costs, to gain greater numbers of products, services and consumers. This approach to competition is gained via diversification of resources, the creation and development of new