高职高专现代服务业系列教材·商务英语系列

# 商务英语阅读

陈沧渊 主编

黄丽华
吴雯 副主编

厦门大学出版社
国家一级出版社 全国百佳图书出版单位

高职高专现代服务业系列教材·商务英语系列

# 商务英语阅读


陈沧渊 主 编

黄丽华
吴 雯 副主编



厦门大学出版社

国家一级出版社 全国百佳图书出版单位

**图书在版编目(CIP)数据**

商务英语阅读/陈沧渊主编. —厦门:厦门大学出版社,2010.4
(高职高专现代服务业系列教材·商务英语系列)
ISBN 978-7-5615-3501-1

Ⅰ.①商… Ⅱ.①陈… Ⅲ.①商务-英语-阅读教学-高等学校:技术学校-教材 Ⅳ.①H319.4

中国版本图书馆 CIP 数据核字(2010)第 158520 号

厦门大学出版社出版发行
(地址:厦门市软件园二期望海路 39 号 邮编:361008)
http://www.xmupress.com
xmup @ public.xm.fj.cn
沙县方圆印刷有限公司印刷
2010 年 8 月第 1 版 2010 年 8 月第 1 次印刷
开本:787×1092 1/16 印张:26.5
字数:650 千字 印数:1~3000 册
定价:39.00 元

# 前言

随着对外开放的不断深入，我国同世界各个国家和地区的经济合作与贸易关系迅速发展，对外经济贸易往来和交流活动日益增多，对具有国际竞争力的复合型商务人才的需求也越来越大，同时，也对从事或即将从事国际商务活动人员的专业知识和外语素质提出越来越高的要求。近年来，商务英语在我国经济生活和工作中的应用范围日益扩大，并已成为经贸类、外语类专业学生必修的一门重要专业课程。本书编写的主要目的是提高高校经贸类、外语类学生的英语水平，使用对象主要为高职高专或本科经贸类、外语类专业的学生，也可作为从事对外经贸活动的人员提高商务英语水平的阅读用书。

本书共有23个单元，内容涵盖：1.国际贸易 2.国际营销 3.国际金融 4.国际商法 5.国际运输 6.国际投资 7.国际税收 8.国际技术转让 9.跨国财务管理 10.高科技产品营销 11.信息系统 12.商务沟通 13.广告媒介 14.领导才能 15.公司文化 16.品牌管理 17.兼并、收购与重组 18.跨文化 19.消费者行为 20.全球化 21.企业战略 22.商务旅游 23.电子商务。内容涵盖了商务活动的方方面面，教师在教学过程中可根据各高校不同专业、不同教学对象、不同的教学目标及课时量的差异对各单元内容进行取舍。

在编写体例上，每单元各包含Text A、B、C三篇文章。在单元开头有2道思考题，内容是与该单元主题相关的背景知识问答或相关案例分析等，目的是让读者对本单元的主要内容有一个感性的认识，可作为阅读前的初步讨论题，在阅读后也可再次讨论，以使学生对文章内容有更深入的认识。每单元的三篇文章，其阅读难度从易到难，分别是Text A、Text B和Text C。Text A基本上以介绍本章的基本定义、概念及有关理论为主，Text B与Text C是该概念的应用或在相关领域的拓展；三篇文章内容上相互补充，形成有机整体，所引用的资料大多为最新发表且来自权威官方网站的文章；三篇文章在阅读难度上逐步递进，这种编排方式与读者的阅读心理相得益彰；读者阅读后，既能够对当前国际商务的方方面面有个整体了解，又能在实际应用上得到具体指导。每篇文章后有词汇表、课文注释，注释提供课文中出现的专有名词及部分语言难点的解释，其目的是帮助读者更好地理解课文、理解文章中的难句和专业性极强的概念。课后练习题主要供阅读后使用，Text A的练习题型为判断题、填空题和英译汉，Text B的练习题型为选择题、单词配对题和问答题，Text C的练习题型有完型填空题、汉译英和单词填字游戏，这些配套练习可以很好地帮助读者检查自己对课文的理解程度并巩固商务英语专业知识。

本书在选材上力求新颖、前沿，溶知识性、趣味性于一体。每一单元的三篇文章绝大部分来源于当今的报纸、期刊或网络等，基本涵盖了相关领域的最新动态，时代气息强。

如第3单元 *International Finance*(《国际金融》)的三篇文章均选自网络上关于2007—2010年世界金融危机的报道,对危机的形成原因、复苏过程中隐藏的风险、国际金融领域今后的策略等方面展开探讨;第14单元 *Leadership*(《领导能力》)三篇文章均选自英美主流媒体最近的文章,围绕"领导能力"展开,详细阐述了如何成为一名出色的领导和成功的领导者应该具备哪些素质;第17单元 *Merger、Acquisition and Restructuring*(《兼并,收购与重组》)的三篇文章,材料主要选自2009—2010年《经济学人》的最新新闻报道,涉及当今为世人所关注的较为重大的兼并与收购案例,如TextA *The Return of the Deal*(《兼并之风又起》)报道了2009年卡夫等世界瞩目的几个重大收购案例,文章夹叙夹议,对当今经济形式和收购风潮再起的原因以及这次的收购潮与历史上几次重大收购潮的不同点进行对比,从中发现当今世界收购形式与内容的变化。

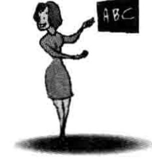
总之,本书无论是在编写体例上还是在文章的选材上抑或是在课后练习的题型设计上都体现了新颖性和趣味性。文章由易到难的编排也为学习者学习、教学者教学提供了选择的余地。文章后配有生词注解、难句解读与专有名词注释,以及具有针对性的练习,使读者能够掌握商务报刊文章的特点,提高商务英语阅读能力,同时很好地了解国际商务知识。

本书由陈沧渊任主编,黄丽华、吴雯任副主编。其中,第1(国际贸易)、2(国际营销)、3(国际金融)、20(全球化)单元由陈沧渊编写;第4(国际商法)、22(商务旅游)、23(电子商务)单元由黄丽华编写;第10(高科技产品营销)、15(公司文化)单元由吴雯编写;第5(国际运输)、6(国际投资)、12(商务沟通)单元由姚剑平编写;第7(国际税收)、8(国际技术转让)单元由陈娜编写;第9(跨国财务管理)、18(跨文化)单元由陈淑霞编写;第11(信息系统)、13(广告媒体)、16(品牌管理)、19(消费者行为)单元由李存安编写;第14(领导才能)、21(企业战略)单元由吴春顺编写;第17(兼并、收购与重组)单元由林秀编写。

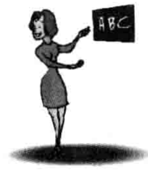
在编写过程中,我们参考了有关专家、学者的著作论文和有关教材的内容,在此一并表示感谢。由于编者的英语水平和业务经验有限,加上商务活动内容广袤无边,主题的选取难免挂一漏万或有失偏颇,书中疏漏和不足之处也在所难免,恳请专家、同行和广大读者指正。

**编　者**

2010年7月




# Contents




# Unit One
# International Trade

## Pre-reading activity

1. What is international trade? Can you give some examples of international trade?
2. In your opinion, what's the difference between international trade and domestic trade?

## Text A

### International Trade

#### What is international trade?

International trade is exchange of capital, goods, and services across international borders or territories. It refers to exports of goods and services by a firm to a foreign-based buyer (importer). In most countries, it represents a significant share of gross domestic product (GDP)[1]. While international trade has been present throughout much of history (see Silk Road[2], Amber Road[3]), its economic, social, and political importance has been on the rise in recent centuries.

Industrialization, advanced transportation, globalization, multinational corporations, and outsourcing are all having a major impact on the international trade system. Increasing international trade is crucial to the continuance of globalization. International trade is a major source of economic revenue for any nation that is considered a world power. Without international trade, nations would be limited to the goods and services produced within their own borders.

International trade is in principle not different from domestic trade as the motivation and the behavior of parties involved in a trade do not change fundamentally regardless of whether trade is across a border or not.[4] The main difference is that international trade is typically more costly than domestic trade. The reason is that a border typically imposes additional costs such as tariffs[5], time costs due to border delays and costs associated with country differences such as language, the legal system or culture.

Another difference between domestic and international trade is that factors of production such as capital and labor are typically more mobile within a country than across countries. Thus international trade is mostly restricted to trade in goods and services, and only to a lesser extent to trade in capital, labor or other factors of production.[6] Then trade in goods and services can serve as a substitute for trade in factors of production. Instead of importing a factor of production, a country can import goods that make intensive use of the factor of production and are thus embodying the respective factor. An example is the import of labor-intensive goods[7] by the United States from China. Instead of importing Chinese labor, the United States is importing goods from China that were produced with Chinese labor.

International trade is also a branch of economics, which, together with international finance, forms the larger branch of international economics.

## Absolute advantage

In economics, principle of absolute advantage refers to the ability of a party (an individual, or firm, or country) to produce more of a good or service than competitors, using the same amount of resources. Adam Smith[8] first described the principle of absolute advantage in the context of international trade, using labor as the only input.

Since absolute advantage is determined by a simple comparison of labor productivities, it is possible for a party to have no absolute advantage in anything; in that case, according to the theory of absolute advantage[9], no trade will occur with the other party. It can be contrasted with the concept of comparative advantage which refers to the ability to produce a particular good at a lower opportunity cost.

## Comparative advantage

In economics, the principle of comparative advantage[10] refers to the ability of a party (an individual, a firm, or a country) to produce a particular good or service at a lower opportunity cost than another party. It is the ability to produce a product most efficiently, given all the other products that could be produced. It can be contrasted with absolute advantage which refers to the ability of a party to produce a particular good at a lower absolute cost than another.

Comparative advantage explains how trade can create value for both parties even when one can produce all goods with fewer resources than the other. The net benefits of such an outcome are called gains from trade. It is the main concept of the pure theory of international trade.

## World Trade Organization

The World Trade Organization (WTO)[11] is an international organization designed by its founders to supervise and liberalize international trade. The organization officially commenced on January 1, 1995 under the *Marrakech Agreement*[12], replacing the General Agreement on Tariffs and Trade (GATT)[13], which commenced in 1947.

The World Trade Organization deals with regulation of trade between participating countries; it provides a framework for negotiating and formalizing trade agreements, and a dispute resolution process aimed at enforcing participants' adherence to WTO agreements which are signed by representatives of member governments and ratified by their parliaments. Most of the issues that the WTO focuses on derive from previous trade negotiations, especially from the Uruguay Round[14] (1986-1994).

The organization is currently endeavoring to persist with a trade negotiation called the Doha Development Agenda (or Doha Round)[15], which was launched in 2001 to enhance equitable participation of poorer countries which represent a majority of the world's population. However, the negotiation has been dogged by "disagreement between exporters of agricultural bulk commodities and countries with large numbers of subsistence farmers on the precise terms of a 'special safeguard measure' to protect farmers from surges in imports. At this time, the future of the Doha Round is uncertain".

The WTO has 153 members, representing more than 97% of total world trade and 30 observers, most seeking membership. The WTO is governed by a ministerial conference, meeting every two years; a general council, which implements the conference's policy decisions and is responsible for day-to-day administration; and a director-general, who is appointed by the ministerial conference. The WTO's headquarters is at the Centre William Rappard, Geneva, Switzerland.

(http://en.wikipedia.org/wiki/International_trade; http://en.wikipedia.org/wiki/Absolute_advantage; http://en.wikipedia.org/wiki/Comparative_advantage; http://en.wikipedia.org/wiki/World_Trade_Organization)

## Words & Expressions

| | | |
|---|---|---|
| motivation | *n.* | 激起动机;(行动的)诱因,真意,意图 |
| tariff | *n.* | 关税,关税表,货物课税 |
| absolute | *adj.* | 绝对的,完全的;全部的 |
| advantage | *n.* | 益处,利益 *vt.* 有利于,有益于 *vi.* 得益,获利 |
| adherence | *n.* | 遵守;遵循;坚持 |
| derive | *vt.* | 得到;(从……中)得到,获得 derive 作 *vi.* 时,表示"源于……" |
| dog | *vt.* | 跟踪,尾随;紧紧缠住(常用被动语态) |

| | | |
|---|---|---|
| efficiently | *adv.* | 有效率地 |
| deadline | *n.* | 最终期限 |
| integration | *n.* | 结合,融合,完成 |
| territory | *n.* | 领土,版图 |

## Notes

1. gross domestic product (GDP):国内生产总值,是指在一定时期内(一个季度或一年),一个国家或地区的经济中所生产出的全部最终产品和劳务的价值,常被公认为衡量国家经济状况的最佳指标。它不但可以反映一个国家的经济表现,更可以反映一国的国力与财富。一般来说,国内生产总值共有四个不同的组成部分,其中包括消费、私人投资、政府支出和净出口额。用公式表示为:GDP = CA + I + CB + X,其中 CA 为消费、I 为私人投资、CB 为政府支出、X 为净出口额。
2. Silk Road:丝绸之路,简称丝路。是指西汉(公元前 206 年—公元 25 年)时,由张骞出使西域开辟的以长安(今西安)为起点,经甘肃、新疆,到中亚、西亚,并联结地中海各国的陆上通道(这条道路也被称为“西北丝绸之路”,以区别日后另外两条冠以“丝绸之路”名称的交通路线)。因为由这条路西运的货物中以丝绸制品的影响最大,故得此名(而且有很多丝绸都是中国运的)。其基本走向定于两汉时期,包括南道、中道、北道三条路线。
3. Amber Road:琥珀之路是古代一条运输琥珀的贸易道路,这条水路和陆路结合而成的通商道路,从欧洲北部的北海和波罗的海通往欧洲南部的地中海,联结了欧洲的多个重要城市,维持了几个世纪。在公元前后的很长一段时间内,琥珀作为装饰品中的重要组成部分,被从北海和波罗的海海岸的产地,经由维斯瓦河和第聂伯河运输到意大利、希腊、黑海和埃及。琥珀之路联结了琥珀的产地和在欧洲、中东地区和远东地区的消费地,并经由另一条通商道路丝绸之路继续通往亚洲。
4. International trade is in principle not different from domestic trade as the motivation and the behavior of parties involved in a trade do not change fundamentally regardless of whether trade is across a border or not. 国际贸易与国内贸易原则上并没有什么不同,因为所涉各方的动机和行为没有本质上的改变,不论贸易是否跨越国境。

   in principle:原则上,大体上
5. tariff:关税是世界各国普遍征收的一个税种,是指一国海关依法对进出境的货物或者物品征收的一种税。关税和非关税措施是衡量一个国家市场开放度的主要标志之一。
6. Thus international trade is mostly restricted to trade in goods and services, and only to a lesser extent to trade in capital, labor or other factors of production. 国际贸易主要限于商品和服务贸易,很少涉及资本、劳力或其他生产因素的贸易。

   to be restricted to:只限于……,被……限制

   to a lesser extent:小部分,较少地
7. labor-intensive goods 劳动密集型产品又称为劳动集约型产品,是指生产过程中需要大

量劳动力的产品,也就是指产品成本中活劳动量消耗占比重较大的产品。在劳动密集型产品里平均每个工人的劳动装备不高,比如纺织业、食品企业、日用百货等轻工企业产品以及服务性企业产品等。

8. Adam Smith:亚当·斯密(1723—1790)是英国产业革命前夕工场手工业时期的经济学家。产业革命是指从工场手工业转向机械大工业的过渡,封建主义和重商主义是实现这一变革的障碍。亚当·斯密代表工业资产阶级的要求,在他 1776 年出版的代表作《国民财富的性质和原因的研究》(简称《国富论》)中猛烈抨击了重商主义,鼓吹自由放任,系统地提出了绝对成本说。亚当·斯密因此成为自由贸易理论的鼻祖。
9. the theory of absolute advantage:绝对优势理论,又称绝对成本说(Theory of Absolute Cost)、地域分工说(Theory of Territorial Division of Labor)。该理论将一国内部不同职业之间、不同工种之间的分工原则推演到各国之间的分工,从而形成国际分工理论。绝对优势理论是最早主张自由贸易的理论,由英国古典经济学派主要代表人物亚当·斯密提出。
10. comparative advantage:比较优势。如果与生产其他商品的成本相比,一个国家生产某种产品的成本比另一个国家低,那么,该国就在这种商品的生产上与另一个国家相比具有比较优势。
11. the World Trade Organization(WTO):1994 年 4 月 15 日在摩洛哥的马拉喀什市举行的关贸总协定乌拉圭回合部长会议决定成立更具全球性的世界贸易组织(简称“世贸组织”),以取代成立于 1947 年的关贸总协定(GATT)。世贸组织是一个独立于联合国的永久性国际组织。1995 年 1 月 1 日正式开始运作,负责管理世界经济和贸易秩序,总部设在瑞士日内瓦莱蒙湖畔。1996 年 1 月 1 日,它正式取代关贸总协定临时机构。世贸组织是具有法人地位的国际组织,在调解成员争端方面具有更高的权威性。与关贸总协定相比,世贸组织涵盖货物贸易、服务贸易以及知识产权贸易,而关贸总协定只适用于商品货物贸易。
12. *The Marrakech Agreement*:《马拉喀什协议》,又称《建立世界贸易组织的马拉喀什协议》(*Marrakech Agreement Establishing the World Trade Organization*, *WTO Agreement*),简称《建立世界贸易组织的协议》,是关贸总协定乌拉圭回合谈判达成的协议,1995 年 1 月 1 日生效。它由序言、正文 16 条和 4 个附件组成。根据该协议成立了世界贸易组织。
13. the General Agreement on Tariffs and Trade (GATT):是一个政府间缔结的有关关税和贸易规则的多边国际协定,简称关贸总协定。它的宗旨是通过削减关税和其他贸易壁垒,削除国际贸易中的差别待遇,促进国际贸易自由化,以充分利用世界资源,扩大商品的生产与流通。关贸总协定于 1947 年 10 月 30 日在日内瓦签订,并于 1948 年 1 月 1 日开始生效。
14. the Uruguay Round:1986 年 9 月在乌拉圭的埃斯特角城举行了关贸总协定部长级会议,决定进行一场旨在全面改革多边贸易体制的新一轮谈判,故命名为“乌拉圭回合”谈判。这是迄今为止最大的一次贸易谈判,历时 7 年半,于 1994 年 4 月在摩洛哥的马拉喀什结束。谈判几乎涉及所有贸易,从牙刷到游艇,从银行到电信,从野生水稻基

因到艾滋病治疗。参加方从最初的103个,增至谈判结束时的125个。

15. the Doha Development Agenda (or Doha Round):多哈回合贸易谈判又称多哈发展议程,是世界贸易组织于2001年11月在卡塔尔首都多哈举行的世界贸易组织第四次部长级会议中开始的新一轮多边贸易谈判。议程原定于2005年1月1日前全面结束谈判,但至2005年底为止仍未能达成协议,最终于2006年7月22日在世界贸易组织总理事会的批准下正式终止。

## Exercises

**1. Decide whether the following statements are true or false.**

1) International trade is in principle completely different from domestic trade even regardless of whether trade is across a border or not. (  )
2) Increasing international trade is important to the continuance of globalization. (  )
3) It is possible for a party to have no comparative advantage in anything; in that case, according to the theory of comparative advantage, no trade will occur with the other party. (  )
4) International trade is mostly restricted to trade in goods and services, and only to a lesser extent to trade in capital, labor or other factors of production. (  )
5) The World Trade Organization (WTO) is an international organization designed by its founders to supervise and liberalize international trade. (  )

**2. Fill in the blanks with the information from the text.**

1) The WTO is governed by a __________, meeting every two years; a __________, which implements the conference's policy decisions and is responsible for day-to-day administration; and a __________, who is appointed by the ministerial conference.
2) Industrialization, __________, __________, __________, and outsourcing are all having a major impact on the international trade system.
3) Another difference between domestic and international trade is that factors of production such as __________ and __________ are typically more mobile within a country than across countries.
4) International trade is exchange of __________, goods, and __________ across international borders or territories.
5) International trade is a major source of __________ for any nation that is considered a world power.
6) In economics, the principle of comparative advantage refers to the ability of a party (an individual, a firm, or a country) to produce a particular good or service at a lower __________ than another party.
7) The World Trade Organization officially commenced on ____________ under the Marrakech Agreement, replacing ________________________________ (GATT), which

commenced in 1947.

8) The World Trade Organization deals with __________ between participating countries; it provides a __________ for negotiating and formalizing trade agreements, and a __________ aimed at enforcing participants' adherence to WTO agreements which are signed by representatives of member governments and ratified by their parliaments.

9) WTO is currently endeavoring to persist with a trade negotiation called the Doha Development Agenda (or ____________), which was ____________ in 2001 to enhance equitable participation of ________________ which represent a majority of the world's population.

10) The WTO has ____________________ members, representing more than __________% of total world trade and ________________ observers, most seeking membership.

**3. Translate the following sentences from English to Chinese.**

1) International trade refers to exports of goods and services by a firm to a foreign-based buyer (importer). In most countries, it represents a significant share of gross domestic product (GDP).

2) Comparative advantage explains how trade can create value for both parties even when one can produce all goods with fewer resources than the other.

3) In economics, principle of absolute advantage refers to the ability of a party (an individual, or firm, or country) to produce more of a good or service than competitors, using the same amount of resources.

4) Most of the issues that the WTO focuses on derive from previous trade negotiations, especially from the Uruguay Round.

5) Then trade in goods and services can serve as a substitute for trade in factors of production.

## Text B

# Who Gains from Trade?

Classical economic theory favors free trade among nations. Each country specializes in what it makes most efficiently, so that everyone can buy goods as cheaply as possible. Imagine two countries, Riceland and Beanland. At first, each grows its own rice and beans. Riceland is blessed with a wet climate ideal for growing rice[1], but its bean fields require constant, backbreaking work to drain the soil and keep the beanstalks from rotting. Beanland's climate is ideal for beans, but the people sweat and strain hauling water to the rice fields.