领先商务英语专业系列教材

Business Leader Reading

■ 总主编　仲伟合　王立非

领先商务英语阅读 4

■ 主编　潘惠霞

高等教育出版社
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阅读 4

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总 序

“十二五”期间，我国对外开放和经济国际化的步伐将不断加快，迫切需要培养大批精通跨国投资、跨国贸易且具备较强英语能力的复合型商务英语人才。截至2011年，教育部已批准32所高校开办商务英语本科专业，全国700多所院校开设了商务英语方向课程。

《领先商务英语》专业系列教材的设计理念和定位是：培养具有扎实的英语基本功、宽阔的国际视野、专门的国际商务知识与技能，掌握经济学、管理学和法学等相关学科的基本知识和理论，具备较强的跨文化交际能力与较高的人文素养，能在国际环境中熟练使用英语从事商务、经贸、管理、金融等工作的复合应用型商务英语专业人才。

教材突出商务英语的特色和优势，包含语言技能、商务知识、跨文化交际能力和人文素养四个模块，体系完整，内容全面，设计新颖，特色鲜明。注重贯彻以内容为依托的教学理念，注重语言技能、跨文化能力和国际商务知识三者的平衡，以形式新颖和丰富多样的教学任务激发学生的学习兴趣和积极性，培养学生的自主学习能力、实践能力和创新能力。本套教材具有以下4个特点：

1）合理兼顾语言、商务、文化三者的关系

教材选材新颖，反映当今社会经济发展的新知识和新动态。选材兼顾语言、商务和文化三者的合理比例和衔接。不同阶段有所侧重，从侧重语言与文化逐步过渡到侧重商务与文化。

2）突出跨文化商务交际能力的培养

教材突出商务英语应用性和实践性强的特点，在打好扎实的语言基本功的同时，强调跨文化商务交际能力的培养，培养国际化思维，提高在多元文化和复杂国际商务关系的环境中用英语沟通、跨文化思维、跨文化适应和跨文化沟通的能力。

3）强调国际商务知识与技能的应用

教材突出商务英语特色和国际商务知识与技能的运用，逐步培养学生的学科思维和创新能力，使其掌握就业所需的社交知识、商务办公礼仪等普通商务知识和经济学、管理学、国际商法、国际贸易、国际金融等商务专业基础知识以及谈判、演讲、写作等商务技能。

4）采用立体化教材设计手段

教材突出可教性原则，在保留传统教学方法的优势的同时，整合现代信息技术与教材设计，搭建立体化商务英语学习平台，将多种类、多模态的商务英语学习资源进行网络化和数字化集成，培养学生在网络环境下的自主学习能力。

本套系列教材配有学生用书、教师用书、多媒体教学材料等立体化教学资源，适合商务英语专业的本科生、高职高专商务英语和经贸方向的学生以及涉外财经方向的本科生使用。

教材编者均为全国主要商务英语专业院校的教学科研专家或中青年骨干教师，不仅具有丰富的商务英语教学和商务实践经验，而且都主持或参与过多项商务英语教材编写项目，从而保证了本套教材的编写质量。我们衷心地希望本套教材能够很好地满足各类高校商务英语教学和课程建设的需要。

编　者

2011年7月

前 言

为应对全球经济一体化发展对专业化英语人才的需要，我国于2007年开始试办商务英语本科专业，希望培养出一大批能用英语直接参与国际商务活动的人才。商务英语教材的编写工作成为新专业建设中必不可少的中心任务之一。为了保证教材的科学性、严谨性和实用性，高等教育出版社组织编写了一整套适合商务英语专业的系列教材——《领先商务英语》专业系列教材，来规范和保证该专业的建设目标和专业发展。《领先商务英语阅读》是该系列教材中的一个部分。

《领先商务英语阅读》以最新颁布的《高等学校商务英语专业教学要求（试行）》为指导，在编写过程中本着“突出跨文化商务交际能力的培养”的原则，在课文素材上进行了认真的遴选。课文全部来自国外原版专业著作、报刊及网络等。通过“商务文化热门话题”、“著名商务企业介绍”、“经、管、法基本知识”和“名人轶事”等内容给学生在学习语言的同时提供更多的机会了解商务方面的相关知识。每册课文的内容根据不同的模块，从易到难、循序渐进排列。同时，每册的语言技能训练和商务文化知识按不同比例分配于各册：第一册70%:30%；第二册40%:60%；第三册50%:50%；第四册30%:70%。

《领先商务英语阅读》共分四册，每册16个单元，每个单元设A、B两篇课文。每册可供一个学期36课时使用。除课文外还提供阅读技巧（部分单元）、词汇、语言注释以及商务文化注释和练习等。

为了突出国际商务知识与技能的应用和突出立体化设计的编写原则，本套教材每个单元都提供与课文相关的视频作为“导入”［视频和练习题答案在中国外语网（www.cflo.com.cn）上的“备课资源”里］，充分调动学生的兴趣，为学习课文做好准备。

《领先商务英语阅读》由西安外国语大学商学院编写。为了保证教材编写的质量，《领先商务英语阅读》的编写组成员由经、管、法、文等多学科的教授、副教授，博士和在职博士为主体组成。经、管、法的教师主要负责每册四个模块的课文内容选材，横向把握学科知识的合理性，纵向把握整套教材中每个学科的完整性。英语教师主要负责把握课文英语语言的难易程度、文章难点的注释及阅读练习的编写。这样的编写团队无论从商务专业角度还是从英语语言角度来看都是一支最为合理的组合。

编者还要感谢以下教师，他们也参与了该教材前期的部分工作：刘军伟、吕丽蓉、王丽、成晓毅、唐慧利、王香玲、许红梅等。

《领先商务英语阅读》在编写过程中还得到了许多兄弟院校的大力支持，他们是：对外经济贸易大学、湖南大学、东北财经大学等。在此，编者向他们表示真挚的感谢。

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Unit 1 Economic Evolution

Lead-in

Directions: Please watch the video and answer the questions given below.

Video A Global Economic Perspective

Questions based on the video:

- ❑ Which index is generally used to reflect economic growth?
- ❑ What is the difference between GDP and GNP?
- ❑ How will economic growth influence employment?
- ❑ What risks may be hiding in the rapid development of the economy?

Text A

Economic Evolution

By *Eric D. Beinhocker*

Economic **evolution** is not a single process, but rather the result of the interlinked processes. The first is the evolution of technology, a critical factor in economic growth throughout history. Most notably, the sharp bend in economic growth around 1750 **coincides** with the great technological leap of the Industrial Revolution. But the evolution of technology is only part of the story. The evolutionary economist Richard Nelson[1] of Columbia University has pointed out that there are in fact two types of technology that play a major role in economic growth. The first is *Physical Technology*; this is what

evolution *n.* 演变；进化；发展

coincide *v.* 同时发生；相符

we are accustomed to thinking of as technology, things such as bronze-making techniques, steam engines, and microchips. *Social Technologies*, on the other hand, are ways of organizing people to do things. Examples include settled agriculture, the rule of law, money, joint stock companies, and venture capital. Nelson notes that while Physical Technologies have clearly had an immense impact on society, the contributions of Social Technologies have been equally important and in fact, the two coevolve with each other. During the industrial Revolution, for example, Richard Arkwright's[2] invention of the spinning frame (a Physical Technology[3]) in the eighteenth century made it economical to organize cloth-making in large factories (a Social Technology[3]), which in turn helped spur numerous innovations in the application of water power, steam, and electricity to manufacturing (back to Physical Technologies). The stories of the agricultural, industrial, and information revolutions are all largely stories of the **reciprocal** dance between Physical and Social Technologies.

reciprocal *adj.* 相互的；互惠的

Yet the co-evolution of Physical and Social Technologies is only two-thirds of the picture. Technologies alone are nothing more than ideas and designs. The Physical Technology for a cloth-spinning frame is not itself a cloth-spinning frame — someone actually has to make one. Likewise, the Social Technology for a factory is not a factory — someone actually has to organize it. In order for technologies to have an impact on the world, someone, or some group of people, needs to turn the Physical and Social Technologies from concepts into reality. In the economic realm, that role is played by business. Businesses **fuse** Physical and Social Technologies together and express them into the environment in the form of products and services.

fuse *v.* 融合

Businesses are themselves a form of design. The design of a business **encompasses** its strategy, organizational structure, management processes, culture, and a host of other factors, business designs evolve over time through a process of differentiation, selection, and amplification, with the market as the ultimate **arbiter** of fitness. One of the major themes of this book is that it is the three-way co-evolution of Physical

encompass *v.* 包含或包括某事物

arbiter *n.* 仲裁人

Technologies, Social Technologies, and business designs that accounts for the patterns of change and growth we see in the economy.

The notion that the economy is an evolutionary system is a radical idea, especially because it directly contradicts much of the standard theory in economics developed over the past one hundred years. It is far from a new idea, however. Evolutionary theory and economics have a long and **intertwined** history. In fact it was an economist who helped spark one of Charles Darwin's most important insights. In 1798, the English economist Thomas Robert Malthus[4] published a book titled *An Essay on the Principle of Population, As It Affects Future Improvements of Society*, in which he portrayed the economy as a competitive struggle for survival and a constant race between population growth and humankind's ability to improve its productivity. It was a race that, Malthus predicted, human kind would lose. Darwin read Malthus's work and described his reaction in his autobiography:

intertwined *adj.* 纠结的

In October 1838, that is fifteen months after I had begun my systematic enquiry, I happened to read for my amusement "Malthus on Population", and being well prepared to appreciate the struggle for existence which everywhere goes on from long-continued observation of the habits of animals and plants, it once struck me that under these circumstances favorable ***variations*** *would tend to be preserved and unfavorable ones to be destroyed. The result of this would be the formation of new species.*

variation *n.* 变种

Here then I had at least a theory by which to work.

Darwin's great insight into the critical role of natural selection in evolution was thus inspired by economics. It was not long after Darwin published his *Origin of Species* that the intellectual currents began to flow back the other way from evolutionary theorists to economists. In 1898, the economist Thorstein Veblen[5] wrote an article that still reads remarkably well today arguing that the economy is an evolutionary system. Not long afterward, Alfred Marshall[6], one of the founders of modern economic theory, wrote in the introduction to his famous *Principles of Economics*, "The Mecca of the economist

lies in economic biology." Over the following decades, a number of great economists, including Joseph Schumpeter[7] and Friedrich Hayek[8], delved into the relationship between economics and evolutionary theory. In 1982, Richard Nelson and Sidney Winter published a landmark book titled *An Evolutionary Theory of Economic Change*. It was the first major attempt to marry evolutionary theory, economics, and the then recently developed tool of computer **simulation**.

simulation *n.* 模拟

Despite these efforts by some of the finest minds in economics, evolutionary thinking has had relatively little impact on mainstream economic theory. Beginning at about the same time as Darwin's *Origin of the Species*, economics took a turn down a very different road. Since the late nineteenth century, the organizing **paradigm** of economics has been the idea that the economy is an **equilibrium** system, essentially a system at rest. As we will see, the primary inspiration for economists from the late nineteenth through the mid-twentieth centuries was not biology, but physics, in particular the physics of motion and energy. Traditional economic theory views the economy as being like a rubber ball rolling around the bottom of a large bowl. Eventually the ball will settle down into the bottom of the bowl, to its resting, or equilibrium, point. The ball will stay there until some external force shakes, bends, or otherwise shocks the bowl, sending the ball to a new equilibrium point. The mainstream paradigm of economics over the past hundred years has portrayed the economy as a system that moves from equilibrium point to equilibrium point over time, propelled along by shocks from technology, politics, changes in consumer tastes, and other external factors.

paradigm *n.* 范例；样式
equilibrium *n.* 平衡；均势

While economists were pursuing their vision of the economy as an equilibrium system, during the latter half of the twentieth century, physicists, chemists, and biologists became increasingly interested in systems that were far from equilibrium, that were dynamic and complex, and that never settled into a state of rest. Beginning in the 1970s, scientists began to refer to these types of systems as complex systems. This is a term we will look at in detail later, but in brief, a complex system is

a system of many dynamically interacting parts or particles. In such systems the micro-level interactions of the parts or particles lead to the emergence of macro-level patterns of behavior. For example, a single water **molecule** sitting in isolation is rather boring. But if one puts a few billion water molecules together and adds some energy in the right way, one gets the complex macropattern of a whirlpool. The pattern of the whirlpool is the result of the dynamic interactions between the individual water molecules. One cannot have a whirlpool with a single water molecule; rather, the whirlpool is a collective or "emergent" property of the system itself.

molecule *n.* 分子

During the 1970s, as scientists aimed to know more about the behaviors of complex systems, they became increasingly interested in systems in which the particles were not simple things with fixed behaviors like water molecules, but were things with some intelligence and the capability of adapting to their environment. Water molecules cannot adapt their behavior, but ants, for example, can. An ant may not be terribly smart by human standards, but it can nonetheless process information from other ants and from its environment and modify its behavior accordingly. Like a water molecule, a single ant on its own is not terribly exciting. However, if you put a few thousand ants together, they interact with each other, communicate using chemical signals, and coordinate their activities to do things such as build elaborate anthills and organize sophisticated defenses against attackers. Scientists refer to parts or particles that have the ability to process information and adapt their behavior as agents and call the systems that agents interact in complex adaptive systems. Other examples of complex adaptive systems include the cells in your body's immune system, interacting organisms in an ecosystem, and users on the Internet. With the advent of inexpensive, high-powered computers in the 1980s, scientists began to make rapid progress in understanding complex adaptive systems in the natural world and to see such systems as forming a universal class, with many common behaviors. In fact, many biologists have come to view evolutionary systems as just one particular type, or subclass, of

complex adaptive systems.

Social scientists following this work increasingly began to wonder whether economies too might be a type of complex adaptive system. The most obvious characteristic of economies is that they are collections of people interacting with each other in complex ways, processing information, and adapting their behaviors. In the 1980s and early 1990s, researchers began to experiment with models of economic phenomena that were radically different from traditional models. Rather than portraying the economy as a static equilibrium system, these models presented the economy as a buzzing hive of dynamic activity, with no equilibrium insight. Just as the pattern of a whirlpool arises from interacting water molecules, these models showed complex patterns of boom and bust and waves of innovation emerging from the interactions of simulated agents, just as they do in the real economy. Interest and research in understanding the economy as a complex adaptive system has grown rapidly during the past decade.

One should not assume that there is currently a single, **synthetic** theory of Complexity Economics[9]. Rather, my use of the term is intended to cover the broad range of theories, hypotheses, tools, techniques, and speculations that we will survey in this book. At this stage in its development, Complexity Economics is a work in progress, or what philosophers of science refer to as a "program" rather than a unified theory.

synthetic *adj.* 合成的

If the economy is indeed a complex adaptive system, then this has four important implications. First, it means that for the past century, economists have fundamentally misclassified the economy and that the mainstream economic theory reflected in textbooks, management thinking, and government policies today is either wrong, or, at best, only approximately right.

Second, viewing the economy as a complex adaptive system provides us with a new set of tools, techniques, and theories for explaining economic phenomena.

Third, it means that wealth must be a product of evolutionary process. Just as biological evolution summoned complex organisms and ecosystems out of the **primordial** soup, economic evolution has taken humankind from a state of nature

primordial *adj.* 初生的；原始的

to the modern global economy, filling the world with order, complexity, and diversity along the way.

Fourth and finally, history shows that each time there has been a major shift in the paradigm of economic theory, the tremors have been felt far beyond the academic world. Adam Smith's[10] ideas had an important influence on the growth of free trade in the nineteenth century; Karl Marx's vision inspired revolutions and the rise of socialism in the early to mid-twentieth century; and the intellectual dominance of Anglo-American Neoclassical economics coincided with the **ascendancy** of global capitalism in the latter decades of the twentieth century. It will probably be several decades before the full socio-politico implications of Complexity Economics became clear.

ascendancy *n.* 优势；支配地位

We will arrive at the end with a message of optimism: if we can better understand the processes of wealth creation, then we can use that knowledge to develop new approaches to create economic growth and opportunity for people. Complexity Economics will not be a cure-all for the challenges of management or the ills of society. But just as a more scientific understanding of natural phenomena has been a major contributor to bettering the human condition, a more scientific understanding of economic phenomena has the potential to help improve the lives of people around the world.

Words: 2 041

From: *Eric D. Beinhocker* (2006), *The Origin of Wealth: Evolution, Complexity, and the Radical Remaking of Economics.* Random House Business Books, London, pages 15-20.

Notes to the Text

1 Richard Nelson: 理查德·纳尔逊（1930— ），演化经济学家，现任教于美国哥伦比亚大学。现代演化经济学（Evolutionary Economics）发源于美国，主要以理查德·纳尔逊 (Richard Nelson) 和悉尼·云特 (Sydney Winter) 为代表。文中提到的他们于1982年出版的《经济变迁的演化理论》被视为现代