

高等学校“十二五”应用型经管规划教材

商务英语

王 峥 主 编 ◎

朱 楠 由建伟 副主编 ◎



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内 容 简 介

本教材是为了适应对外贸易的高速发展和社会对国际商务复合型人才的需求而编写的,全书融英语语言知识及技能和国际商务知识及技能于一体,按读、写、词汇、语言重点、练习等来设计教学内容的教材结构,突出英语语言交际能力的培养,使学生既获得了英语语言技能的提升,又学到了商务知识,同时也提高了对外商务沟通能力及业务能力,其首要目的在于向读者提供丰富的商务英语资料,并帮助他们提高阅读商务英语文献和使用英语处理国际商贸业务的能力。

全书共分为十章,具体包括世界经济趋势、财政、市场、世界商务、电子商务、新兴产业、服务业、全球化、人才竞争等内容。为了方便教学,每单元都设置了英文相关阅读资料,以吸引和激发学生的学习兴趣,并且在每单元设置知识反馈练习,以检测和巩固学生对知识内容的学习。

本书可作为本科院校经济、金融、管理等专业的商务英语教材,同时对于从事国际商务工作和有一定英语基础并有志从事国际商务工作的人员来说,也是一本颇具实用性和参考性的商务英语指导书籍。

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前 言

随着我国经济和信息技术的发展,我国在世界经济地位的重要性日益显现,对外经贸活动和经济合作越来越广泛,与此同时,精通商业知识、熟悉商务英语人才的供需矛盾也越来越突出。英语作为国际上使用最多的通用语言,已为我国大部分大学生所掌握。但是,非英语专业学生不仅仅要把英语作为一种语言去学习,更重要的是要把其当成一门交流沟通的工具。

本教材的大部分文章从国外期刊、网站或其他优秀教材中摘选,课文内容新颖、语言规范,充分体现了一定地域的政治、经济、文化背景和语言习惯,也能够把握最新的变化趋势和理论热点。同时,为理解课文内容、拓展相关知识,本书设计了形式多样、内容活泼的练习、相关阅读。能力培养围绕主课文的内容展开,旨在培养学生的英语应用能力。各个单元的练习形式和活动方式多种多样,各个单元的练习和活动都与其他单元不完全一致,都有自己的特点。相关阅读的课文内容和主课文相关,可以扩大学生的视野和思维,增加知识,也有助于增加课堂教学的灵活性和学生参与的积极性。

本教材内容全面、时代性强,既可以作为高等学校商务英语教材,也可以作为商务工作者和商务英语爱好者的自学用书。

本书共有 10 个单元,由王峥(哈尔滨石油学院)担任主编,朱楠(黑龙江东方学院)和由建伟(黑龙江东方学院)担任副主编,具体编写分工如下:

王峥(哈尔滨石油学院):第 3 单元、第 5 单元、第 6 单元和第 7 单元。

朱楠(黑龙江东方学院):第 1 单元、第 2 单元和第 4 单元。

由建伟(黑龙江东方学院):第 8 单元、第 9 单元。

王赛红(木兰县高级中学):附录部分和商务英语词汇。

全书课件由郭海霞(东北农业大学)制作。

本书配有教学资料包，读者可登录华信教育资源网（www.hxedu.com.cn）免费下载。

在编写过程中，编者参考了国内外相关作者的论著，从中获得了很多启示，同时借鉴了许多优秀的教材，在此向原作者表示诚挚的感谢。由于编者水平有限，教材中不妥之处在所难免，欢迎同行专家和广大读者不吝赐教。

前言

随着全球经济一体化的深入发展，商务英语作为一门新兴的交叉学科，越来越受到社会的重视。本书旨在为从事商务工作的读者提供必要的英语知识，帮助他们提高商务沟通能力。本书共分八章，内容涵盖了商务英语的基础知识、商务谈判、商务合同、商务函电、商务翻译、商务演讲、商务写作和商务礼仪等方面。本书力求做到内容实用、重点突出、语言简洁、图文并茂，是一本适合商务人士阅读的实用教材。

本书在编写过程中，参考了国内外许多优秀的商务英语教材，力求做到内容实用、重点突出、语言简洁、图文并茂。本书共分八章，内容涵盖了商务英语的基础知识、商务谈判、商务合同、商务函电、商务翻译、商务演讲、商务写作和商务礼仪等方面。本书力求做到内容实用、重点突出、语言简洁、图文并茂，是一本适合商务人士阅读的实用教材。本书在编写过程中，参考了国内外许多优秀的商务英语教材，力求做到内容实用、重点突出、语言简洁、图文并茂。本书共分八章，内容涵盖了商务英语的基础知识、商务谈判、商务合同、商务函电、商务翻译、商务演讲、商务写作和商务礼仪等方面。本书力求做到内容实用、重点突出、语言简洁、图文并茂，是一本适合商务人士阅读的实用教材。

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Unit One

Economy Development and Challenge

Text A

Challenges China Faces after Entering WTO

Globalization is an irreversible trend. Historical experiences have taught the Chinese not to wit die door in front of challenges. No country can side step the changes brought about by intentional competition and cooperation. China's entry into WTO is "fundamental change" for China. It is a new stage of reform and opening to the outside world. A basic requirement or a basic obligation the country should meet is that China must observe a series of in international rules under WTO. China's economic activities and international exchanges must be abide by the rules of the world, which embody the advanced culture of a modern market economy. Such a kind of culture can help eliminate poverty and bring about wealth. However, the modern market economy culture is incompatible with traditional Chinese view and thinking formed by planned economy. Inevitably, China will face challenges mainly in these aspects: mind, management, and operation mechanisms.

Great changes will first take place in people's traditional mentality formed under the planned economy for a long time. For instance, people may traditionally associate getting rich with corruption, bribery and nepotism. People sometimes discriminate against privately owned or collective economies. All these results from the traditional idea of belittling commerce. What challenges us now is to change the outdated ideology and create favorable legal, political, financial, and social environments and public opinion for privately owned and collective economies. Only in this way can Chinese enterprises improve their competitiveness and avoid being defeated by foreign enterprises after China's accession to WTO.

Too much administrative intervention in managing economic activities puts challenges to

China after its accession to WTO. What China needs to do is to improve the management system to meet the needs of the market system. And people gradually recognize that the way which the government monopolizes everything under the planned economic system cannot make normal operation of modern economic system go well. The only way to solve these problems is to devolve power to lower levels and give economic activities more autonomy, and enable them to face the market independently. Government's functions in economic management should be changed to an optimal macro regulatory system in indirect means, separating the functions of administration and those of enterprises', reducing government intervention in enterprises' activities, abolishing mandatory plans and replacing them with guidance plans such as tax revenue, credit and exchange rates. From the perspective of market economy, traditional structure of the previous planned economy should be further dismantled and the relationship between the government and the market should also be correctly restructured. Breaking up the monopoly in administration can promote economic development and social progress, improve the competitive awareness of the nation and enhance enterprises' capability in participating in international competition.

Summoned by the challenges after entering WTO, China has been seeking to adopt effective measures to manage economy, as are listed below:

1. Keeping moderate developing speed of economy;
2. Reforming economic structure and developing new style industry;
3. Strengthening environmental construction and protection;
4. Boosting industrialization of agriculture and increasing peasants' income;
5. Establishing social security system;
6. Solving unemployment problem;
7. Propelling urbanization;
8. Deepening institutional reform and transforming the function of government;
9. Setting up modern enterprise system;
10. Creating more favorable political environment for the development of private enterprises and small and medium sized enterprises.

In addition, the operation mechanism of state owned enterprises should be further reformed to meet the requirements of the market economy in order to carry out the reform in depth and in all aspects: the rights and responsibilities of enterprises should be clearly defined, the functions of the government separated from those of enterprises, and enterprises scientifically managed. Moreover, the form of economic growth should be changed from the extensive to the intensive type. Of course, companies and enterprises themselves need to make rapid progress to readjust and adapt to the new situation. If they fail to make quick response to the changes, quite a few of them may be pushed out of the market by intense competitions.

All in all, opportunities and challenges coexist. China's accession to WTO can promote the development of Chinese economy, and it will add new impetus to the progress of Asian economy and world economy.

Vocabulary

irreversible 不可逆转的

side-step 逃避

abide 遵守, 服从

eliminate 消除

incompatible 矛盾的, 互斥的

discriminate 歧视

nepotism 偏袒, 裙带关系

belittle 轻视

accession 进入, 接收

intervention 干涉

mandatory 命令的, 强制的

dismantle 拆除, 去掉

boost 推进

propel 驱使

urbanization 都市化

inject 注入

impetus 推动力

modern market economy 现代市场经济

privately-owned 私有的

operation mechanisms 运行机制

to devolve power 移交权力

administrative intervention 行政干预

small and medium-sized enterprise 中小型企业

retailing 零售, 涉及直接将商品售给顾客的作用和活动

vendor 卖主, 小贩

distributor 销售者, 批发商

in various ways 以不同的方式, 以各种各样的方式

vertical 垂直的

horizontal 横向的

meet the needs 满足……的需要

community feature 团体特征

discussion group 讨论组

transportation 运输, 运送

intermediary 中间人, 调解人

ubiquitous 普遍存在的

marketplace 市场, 商场
extranet 外联网
auction 拍卖
individual 个别的, 个人的
supplier 供应商, 厂商
get rid of 免除, 去除
surplus 过剩的, 剩余的
inventory 库存, 存货
lot 一批卖的物品
excess 额外的
fixed asset 固定资产
display fixture 陈列设备, 展示设备
liquidator 清算人

Exercises for text A

I. Answer the following questions according to the text.

1. Why should China enter WTO?
2. How do you understand the sentence: "No country can side-step the changes brought about by international competition and cooperation."?
3. What challenges is China facing?
4. What kinds of measures should China adopt to develop economy after entering WTO?
5. What effect will China exert on the world after entering WTO?

II. After entering WTO, China will face challenges in many aspects: mind, management, and operation mechanisms. Please complete the form according to the information given in the text.

Aspects	Reasons	Challenges	Measures
mind			
management			
operation mechanisms			

Text B

Economic Development around the World

Our world is richer than ever before, but it is also marked by enormous inequalities, both within and between countries. The average annual income of someone living in the world's richest country, Luxembourg, is more than 100 times larger than that of the average citizen of Sierra Leone, one of the world's poorest country. Trends in inequality between countries have varied. In the 1950s and 1960s, developing countries experienced strong and sustained economic growth. Since the 1980s, however, a trend towards increasing divergence has set in, with a limited group of countries, most of them in Asia, achieving rapid economic growth and gaining more from open global markets, while much of the rest of the developing world has faced economic instability and made few gains in human well being.

The process of globalization has not yet closed the income gap between poor and rich countries. Richer countries, for instance, tend to have preferential access to capital markets, to attract more foreign direct investment, and to be more resilient than poorer countries in responding to shifts in global commodity markets. The average citizen in Ethiopia today is 35 times poorer than a citizen who happens to have been born in Europe or the United States. In 1950, the income level of an Ethiopian was one sixteenth that of an average citizen of the industrialized world. Similarly, the average citizen of the United States now has an income that is 27 times larger than that of the average Nepalese, up from 19 times around 1950. Most of the world's poorest nations are falling behind in more or less similar degrees. Periods of growth for developing countries have alternated with prolonged periods of stagnation and volatility, especially since the mid 1970s. Only a few developing countries have been growing at sustained rates in recent decades, but these include, most notably, the world's two most populous countries, China and India.

China can be taken as an example of successful ongoing institutional change. The Chinese economy has been growing at a rapid pace since the initiation of its reform policies in the late 1970s. Despite some social and economic volatility, its economic achievement has lifted tens of millions of people out of abject poverty in the last two decades. No stereotypic reform package has ever been adopted in advance and Chinese economic reform has been described as a process of "crossing the river by groping for the stepping stones". As a matter of fact, economic development has been laid down as the ultimate goal.

The institutional reform process has been guided in the general direction of improving overall economic efficiency by providing individuals with incentives, by fostering competition among different categories of market players. In general, China's transition to a market economy has been a gradual process of economic reform which can be divided into three stages. In the first stage, which

spanned the period from 1978 to 1993, reform had been carried out incrementally to improve incentives and to expand the scope of the market for resource allocation. It had been characterized by successful agricultural reform and the dual track price setting scheme. The second stage began in 1994 when the Chinese Government decided to set the eventual establishment of a modern market system as the goal of reform. The most recent stage has put a stronger emphasis on the need to deal with the growing regional and income disparities generated by the accelerated growth process. Currently, challenges still remain for China: reform process, particularly in the agricultural sector and large state owned enterprises. China's experience underlines the importance of viewing institutional reform as a process, rather than as a one off event.

China's sustained economical growth is a success of China's economic reform. But not all the economic reforms lead to success. At present, most of the successful growth stories have occurred in East Asia, while most growth collapses have been seen in Africa. Also, growth performance in Latin America has been rather uniform among the countries of the region, but different when the region is compared with other regions in the world. The US economy remains the main engine of global economic growth, but the growth of China, India and a few other large developing economies is becoming increasingly important. They set good examples that sustained growth can be generated through small governance changes and with initially imperfect institutions. In the case of most post conflict countries or "failed states, the most important consideration is to foster the resumption of economic activity. Governance issues are assuming an increasing weight in bilateral and multilateral economic programs. International support should be directed towards improving specific areas of governance weaknesses rather than achieving comprehensive reforms.

Vocabulary

inequality 不平均的

divergence 分歧

preferential 优先的

stagnation 停滞

volatility 波动性

initiation 开始

abject 可怜的

stereotypic 模式的, 惯常的

incentive 激励

foster 培养

incrementally 逐渐地, 递增地

allocation 分配

disparity 差距

accelerate 加速, 促进

resumption 恢复

bilateral 双边的

multilateral 多边的

sustained economic growth 可持续的经济增长

economic volatility 经济波动

institutional reform 体制改革

dual-track price-setting scheme 双重价格体系

state-owned enterprises 国有企业

post-conflict countries 战后冲突国家

equipment 装备, 设备

list price 定价, 价目表中所列的价格

bid 出价, 投标

aggregate 使聚集

economy of scale 因经营规模扩大而得到的经济节约

catalog 目录

fixed pricing 固定价格

profile 简介

exchange 交易所

negotiate 商议, 谈判, 买卖

track 跟踪

collaboration 协作

work on 从事于, 致力于

forecast 预测, 预报

infomediary 信息中介

participant 参与者

anonymous 匿名的

transact 办理, 处理, 执行

enabler 启动者, 运作者

consolidate 合并, 统一, 整理

integrate 使成为整体

back-end system 后端系统

attribute 属性

label 贴标签于, 标注

structure 结构

Exercises for text B

I. Answer the following questions according to the text.

1. Why isn't the world economy developing equally?
2. Why can China be taken as an example of successful ongoing institutional change?
3. What are the three stages of China's transition to a market economy?
4. Which benefits more from globalization, Africa or Asia?

II. Decide whether the following statements are true (T) or false (F) according to the writer.

1. Since the 1980s, most developing countries experienced strong and sustained economic growth and gained much from more open global markets.
2. The process of globalization has closed the income gap between developing and developed countries.
3. Three-stage strategy is the gradual process of China's economic reform for the transition to a market economy.
4. Currently, economic development has been laid down as the ultimate goal in Chinese economic reform.
5. Compared with Africa, Asia benefits more from globalization.
6. Compared with other regions in the world, growth performance in Latin America has been rather different, but it's uniform among the countries in the region.
7. The economies of China, India and a few other large developing economies are good examples of sustained growth generated through small governance changes and with initially imperfect institutions.
8. Comprehensive reforms should be first achieved to improve specific areas of governance weaknesses instead of international support.

Supplementary reading

China's Economic Growth Slower but Healthier

BEIJING—China's economic growth of 7.7 percent in the first quarter fell short of market expectation, triggering jitters in the global markets.

Some investment gurus expressed pessimism about the Chinese economy and short sold