

领先商务英语专业系列教材

BUSINESS

■ 总主编 仲伟合 王立非

Leader Reading

领先

商务英语

阅 读 3

■ 主编 潘惠霞



长春工业大学

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高等教育出版社
HIGHER EDUCATION PRESS

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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外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》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 and 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 and 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。

本套系列教材均配有学生用书、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

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》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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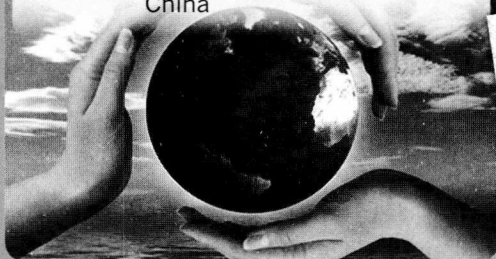
1

Multinational Corporations

Lead-in

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

Video  Multinationals Still Invest in China



Questions based on the video:

- ☐ Facing the Economic Crisis, why did some MNCs increase their investment in China?
- ☐ Why has the direct-selling company AMWAY invested another \$ 15 million in Guangzhou?
- ☐ What is the amount of the foreign investment attracted by Guangzhou's Development District in the first quarter?
- ☐ Why has the Headquarters of IBIDEN Electronics Company transferred the overseas orders to its branch in China?
- ☐ Where is the world leading electronics manufacturing services company ELCOTEQ building its logistics center?

Text A

Multinational Corporations: Myths and Facts

Gary M. Quinlivan

Many religious leaders are increasingly troubled by the growing presence of multinational corporations around the world, especially in poor and developing nations. In truth, such concern is **warranted**, but only if the **allegations** against multinational corporations are true. Such allegations include the charge that profit-motivated multinational corporations are engaging in **destructive** competition and insidious plots to economically and politically **manipulate** entire economies. Further, multinational corporations are **perceived** to be **methodically** eliminating domestic firms in order to exploit

warrant *v.* 使有 (正当) 理由, 成为...的根据

allegation *n.* 断言; 申述; 辩解

destructive *adj.* 破坏的; 毁灭性的

manipulate *v.* 操纵

perceive *v.* 意识到; 理解, 察觉; 感知

methodically *adv.* 有条理地, 有条不紊地

their **monopoly** powers, exporting high-wage jobs to low-wage countries, undermining the world's environment, augmenting the external debt problems of developing countries, **perpetuating** world poverty, and exploiting child labor. But are such allegations, in fact, true? Religious leaders should examine the data so that they can draw reasonable conclusions about the impact of multinational corporations. Such an examination reveals that multinational corporations, in fact, have actualized numerous moral goals: the advancement of human rights, the improvement in the world environment, and, most importantly, the reduction of world poverty rates.

Critics of multinational corporations often profess to have a higher moral vision and to be pursuing a world with **laudable** goals of just wages and a clean environment. On the other hand, the extreme left conveniently ignores the socially destructive behavior of those economies that rely heavily on governmental regulations and state-operated **monopolistic** enterprises. These economies have incurred extreme rates of poverty, repressed human rights, and excessive environmental damage. For reasons mentioned below, the problem countries have almost no multinational corporations and are concentrated in sub-Saharan Africa¹, South Asia, North Africa, and the Middle East.

Paradoxically, the extreme left is **hindering** the **momentum** to decrease world poverty rates and is deaf to the continued suffering of the extreme poor. The left is quick to offer welfare to developing countries but, unfortunately, this hinders poor nations from becoming self-supporting. The extreme right, on the other hand, offers no charity and joins the left in **denouncing** trade.

To be open-minded, we must also consider the views of the developing countries, which almost in unison believe that the movement against multinational corporations will not only hinder their economic progress but will also most likely reverse it. As Nobel Peace Prize Laureate and former president of Costa Rica², Oskar Arias, exclaimed at an August 2000 lecture to United Nations delegates and heads of state, "We [the developing countries] don't want your [the developed countries] handouts; we want the right to sell our products in

monopoly *n.* 独占; 专卖; 垄断

perpetuate *v.* 使永久存在

laudable *adj.* 值得赞赏的

monopolistic *adj.* 独占性的; 专利的; 垄断的

hinder *v.* 妨碍; 阻碍

momentum *n.* 势头; 动力

denounce *v.* 指责; 谴责

world markets!" President Arias is referring to a right possessed by all developed countries and purposely denied to almost all developing countries for more than five decades.

Now let's address some of the myths that critics of multinational corporations claim to be facts. This article does not, however, deny that there are specific cases that reflect badly on all multinational corporations (Nike's past problems with child labor and other media evidence of the **wanton** disregard of environmental responsibilities are but two examples). Such cases, however, are rare, given that there are over 60,000 multinational corporations.

wanton *adj.* 恶意的; 肆无忌惮的

Monolithic Monopoly Power?

monolithic *adj.* 整体的, 庞大的

Competition is not destructive; it has compelled multinational corporations to provide the world with an immense diversity of high-quality and low-priced products. Competition, given free trade, delivers mutually beneficial gains from exchange and **sparks** the collaborative effort of all nations to produce commodities efficiently. As a consequence, competition improves world welfare while **dampening** the spirit of nationalism and, thus, promoting world peace.

spark *v.* 引发; 触发

dampen *v.* 减轻

Has the monopoly power of multinational corporations grown? Granted, some multinational corporations are very large: As of 1998, they produced 25 percent of global output, and, in 1997, the top one hundred firms controlled 16 percent of the world's productive assets, and the top three hundred controlled 25 percent. Firm size and market power, however, are dynamic. *The Wall Street Journal*³ annually surveys the world's one hundred largest public companies ranked by market value. Comparing the rankings in 1999 to that of 1990, there were five new firms (Microsoft, Wal-Mart, Cisco Systems, Lucent Technologies⁴, and Intel) in the top ten, and four of these firms were not in the top one hundred in 1990. More remarkably, there were sixty-six new members in the 1999 list. Similarly, the United Nations tracks the one hundred largest nonfinancial multinational corporations ranked by foreign assets. Although not as dramatic as the change in *The Wall Street Journal* rankings, the United Nations reported

a 25 percent change in the composition of its top one hundred from 1990 to 1997. According to the conventional wisdom, an increase in monopoly power should also lead to fewer and larger multinational corporations, but, as reported by the United Nations, the number of multinational corporations tripled from 1988 to 1997.

Has the increase in foreign direct investment⁵ by multinational corporations harmed domestic investment? (Foreign direct investment occurs whenever a firm locates a factory abroad or purchases more than ten percent of an existing domestic firm.) The United Nations' *World Investment Report 1999* cited two recent studies. The first, by Eduardo Borensztein⁶, José de Gregorio⁷, and Jong-Wha Lee⁸, found that an additional dollar of foreign direct investment increases domestic investment in a sample of sixty-nine developing countries by a factor of 1.5 to 2.3. The second study, conducted by the United Nations, reached the same conclusion as the first for countries in Asia, but it offered some disputable evidence of a possible negative impact on Latin America.

Notably, coordinated international manipulations of markets are rarely conducted by large multinational corporations but are almost always government supported and directed (for example, OPEC⁹, the Association of Coffee Producing Countries¹⁰, and the Cocoa Producers Alliance¹¹). Further, government-sponsored **cartels** are not concerned about the poor. In the 1970s, OPEC's price **distortions** were a major source not only of world recession but also of the increased external debt and poverty of developing countries. Free markets protect the poor from the prolonged abuses of cartels.

Rapacious Economic Exploitation?

Concerns about multinational corporation **infringements** on national sovereignty lack substance. Multinational corporations do not operate with **immunity**; they are heavily monitored both in the United States and abroad. From 1991 to 1998, according to the United Nations, there were 895 new foreign direct investment regulations **enacted** by more than sixty countries.

cartel *n.* 卡特尔, 企业联盟

distortion *n.* 扭曲; 失真; 歪曲

rapacious *adj.* 强取的; 贪婪的; 捕食性的

infringement *n.* 侵犯; 伤害

immunity *n.* 免疫力; 免疫性, 免除, 豁免

enact *v.* 制定(法律); 颁布(法案)

Further, multinationals are not **siphoning** jobs from high- to low-wage countries; in fact, they tend to preserve high-wage jobs in developed countries; in 1998, 75 percent of foreign direct investment went to developed countries. Besides, labor costs alone do not determine where multinational corporations base their **affiliates**; other **variables** — such as political stability, infrastructure, education levels, future market potential, taxes, and governmental regulations — are more decisive. In 1998, multinational corporations had eighty-six million employees — nineteen million in developing countries — and were also responsible, indirectly, for another 100 million jobs. The jobs created abroad also tend to pay far more than the domestic employers do. Based on an August 4, 2000, discussion with both the general manager of Chesterton Petty¹² and the senior manager of Price Waterhouse Coopers¹³ in Beijing, their Chinese employees average approximately \$10,000 per year — a small fortune in China, where an upper-middle-class full professor or medical doctor brings home slightly more than \$200 per month in the city of Jinan.

Evidence supplied by the World Bank and United Nations strongly suggests that multinational corporations are a key factor in the large improvement in welfare that has occurred in developing countries over the last forty years. In sub-Saharan Africa and South Asia, where the presence of multinational corporations is **negligible**, severe poverty rates persist and show little sign of improvement.

For example, from 1980 to 1998, world child labor rates (the percentage of children working between the ages of ten and fourteen) **tumbled** from 20 to 13 percent. Child labor rates dropped from 27 to 10 percent in East Asia and the Pacific, from 13 to 9 percent in Latin America and the Caribbean, and from 14 to 5 percent in the Middle East and North Africa. Interestingly, regions lacking multinational corporations had the worst child labor rates and the smallest reductions: Sub-Saharan Africa's and South Asia's child labor rates dropped from 35 to 30 percent and from 23 to 16 percent, respectively. This reduction in rates was **attributable** to increased family income, which has permitted families to improve

siphon *v.* 用虹吸管吸出（或输送）；抽取

affiliate *n.* 附属机构；分支机构；分公司

variable *n.* 变量；可变因素

negligible *adj.* 可以忽略的；无关紧要的

tumble *v.* 暴跌；骤降

attributable *adj.* 可归因于…的

their diets, to have better homes, and to provide their children with more educational opportunities. School enrollment rates for ages six to twenty-three rose for all developing countries from 46 percent in 1960 to 57 percent in 1995. Only sub-Saharan Africa had an enrollment ratio below 50 percent in 1995.

Moreover, multinational corporations are not committed to the destruction of the world's environment but instead have been the driving force in the spread of "green" technologies and in creating markets for "green products." Market incentives such as threat of **liability**, consumer **boycotts**, and the negative impact on reputation have forced firms to police their foreign affiliates and to maintain high environmental standards. The United Nations' *World Investment Report 1999* notes several studies that confirm foreign affiliates having higher environmental standards than their domestic counterparts across all manufacturing sectors. The United Nations also positively reflected on the efforts initiated by multinational corporations to assist domestic suppliers ("regardless of ownership") to qualify for eco-labeling and to meet environmental standards currently supported by more than five thousand multinational corporations.

Multinational corporations have also advanced several programs (the Global Environmental Management Initiative¹⁴ and the Global Sullivan Principles¹⁵, among others) to establish industry codes dedicated to achieving high levels of social responsibility. A United Nations survey of multinational corporations revealed that the primary reason multinational corporations do not invest in certain countries is the presence of **extortion** and bribery; not surprisingly, the main source of the corruption is governmental officials. Both the International Chamber of Commerce¹⁶ and the International Organization of Employers¹⁷ have established social codes and standards that attempt to establish principles for responsible environmental management.

liability *n.* 负债; 债务

boycott *n.* 抵制

extortion *n.* 敲诈; 勒索; 强求

The Crucial Role of Peace and Freedom

When multinational corporations make profits, this does not mean that developing countries are being exploited. Both the multinational corporations and domestic country are better

off — the developing country receives jobs, an expanded tax base, and new technologies. If the investment does not do well, the multinational corporations may lose their investment and the developing country does not receive the aforementioned benefits, but the developing country owes no **restitution**. As a result, multinational corporation investments do not contribute to the external debt problems of developing countries.

restitution *n.* 归还; 赔偿

According to the United Nations, in 1998, \$166 billion, or 25.8 percent of the world foreign direct investment went to developing countries. Only \$2.9 billion of foreign direct investment was obtained by the least developed countries, which are primarily composed of the sub-Saharan African countries. Given risk conditions, capital flows to where it can earn the highest rate of return. The required risk **premium** is much higher when a developing country is experiencing civil wars, suffers from over-regulation, has a weak infrastructure, is politically unstable, keeps its markets closed to foreign competition, has inflexible labor markets, and imposes high taxes.

premium *n.* 额外费用; 附加费

The Heritage Freedom Index measures the degree of economic and political repression present in developing countries. As predicted, foreign direct investment is smaller in developing countries that are repressed. Based on the 2000 Heritage Freedom Index, of the eighteen economies in the Middle East and North Africa, ten are either mostly unfree or repressed, and only Bahrain is free. The results are more dismal for sub-Saharan Africa; thirty-five (make that thirty-six, given Robert Mugabe's policy of land-grab terrorism) of the forty-two economies in the region are mostly unfree or repressed.

Developing countries must be allowed to further themselves economically through free markets and the expansion of multinational corporations. Such countries want jobs, not welfare. Furthermore, what is comforting but not easily understood is that the promotion of trade increases the welfare not only of developing countries but also of developed ones; free trade is a positive-sum game.

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