

商务英语核心课程系列教材 丛书主编 何明霞

BUSINESS

# 商务英语

Business English

主编 孙小军 王冠 刘璐



WUHAN UNIVERSITY PRESS

武汉大学出版社

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## 序

根据商务部 2014 年调查, 全国范围内, 合格的国际经营管理人才(能熟练运用外语, 熟悉国际贸易、投资、金融、管理多方面知识, 了解和适应国外社会文化、习俗、政治法律制度, 具有全球化视野, 拥有跨国经营管理经验的复合型高级专业人才)严重短缺。

面对这一情况, 我国众多高校开设了商务英语专业, 针对社会用人单位对商务人才需求特点和要求, 旨在培养英语基本功扎实, 具有国际视野和人文素养, 掌握语言学、经济学、管理学、法学(国际商法)等相关基础理论与知识, 熟悉国际商务的通行规则和惯例, 具备英语应用能力、商务实践能力、跨文化交流能力、思辨与创新能力、自主学习能力, 能从事国际商务工作的复合型、应用型人才。

商务英语专业知识包括语言知识与技能、商务知识与技能、跨文化交际能力和人文素养四大模块: (1)语言知识与技能: 要求学生掌握开展商务活动所必需的语言知识与技能; (2)商务知识与技能: 要求学生掌握经济学、管理学和国际商法等相关学科的基本知识, 在学习的过程中逐步培养其学科思维方式; (3)跨文化交际能力: 要求学生具有国际视野, 熟悉中外文化和对外交往礼仪, 按照国际惯例从事国际商务活动, 处理各种关系, 用英语沟通和完成工作的能力; (4)人文素养: 要求学生具备良好的政治思想素质、较强的创新意识和一定的创新能力, 熟悉中外文化传统和其他相关知识。

要顺利实现上述目标, 十分重要的任务是能够组编一套满足商务英语人才专业知识需求的商务类(双语)教材, 既能传授相关商务理论知识, 又能强调实际操作技能的培养。为此, 我们组织了湖北地区相关大学专家和学者以《高等学校商务英语专业本科教学要求(试行)》为指导, 编写一套专门针对高等院校商务英语专业核心课程的教材, 试图从根本上解决教科书问题, 为人才培养奠定扎实的基础。

但由于编写人员自身存在一些不足, 在相关教材编写过程中难免出现一些问题, 恳请广大读者提出宝贵意见, 一并致谢。

丛书主编

2015 年 5 月于武汉

# 前 言

全球经济一体化、市场无国界的崭新格局，正在引发国际社会自工业革命以来最深刻的发展与革新。社会变革与经济新环境呼唤具有商务背景知识和外语技能的国际型、复合型、应用型人才。介绍国际商务交流的背景知识，提高学生在国际商务场景下的英语语言综合能力，成为商务英语教育工作者不可推卸的责任。

《商务英语》是“高等学校商务英语核心课程系列教材”之一，教材内容涵盖企业设立、生产、融资、公司管理、市场营销、国际贸易、商务谈判、国际商法、电子商务等基础商务英语内容。教材内容大多选自英文财经原版书籍和报刊，教材语言注重体验观、语用观，系统展示了商务知识和英语语言应用的科学性、系统性和实用性，是一套适合高等院校英语类专业、国际贸易专业及其他经济管理类专业的教材。教材编写具有以下几个特点：

- 每章涉及国际商务知识的一个方面，由章节导读部分引入，便于学生展开思考与讨论。
- 每章配有一些数据、图表，以确保知识和内容阐述的清晰性、条理性和生动性。
- 每章附有一个经典案例，材料新颖，便于学生在课后开展小组学习和讨论。
- 每章附有同步训练，形式多样，用于强化学生的应用、操作技能。

本书是集体智慧的结晶。教材编写者大多具有经济管理和英语专业的双重教育背景，且长期从事商务英语教学、研究和实践，部分编者还具备跨国公司、跨境电商等国际商务实战经验，编者愿与广大读者分享国际商务知识与经验，提高商务英语人才的培养质量。在编写过程中，本书借鉴、吸收了不少专家的研究成果和著作，也得到了武汉大学出版社的热情支持和无私帮助。在此谨向各位表示由衷的感谢！

限于编者的理论水平，本书的缺点与不当之处在所难免，真诚欢迎各界人士的批评指正，以便再次修订时进一步完善。

编 者

2016年4月

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## Chapter 1

### Introduction

### Learning Objectives

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# Chapter 1

## Economics

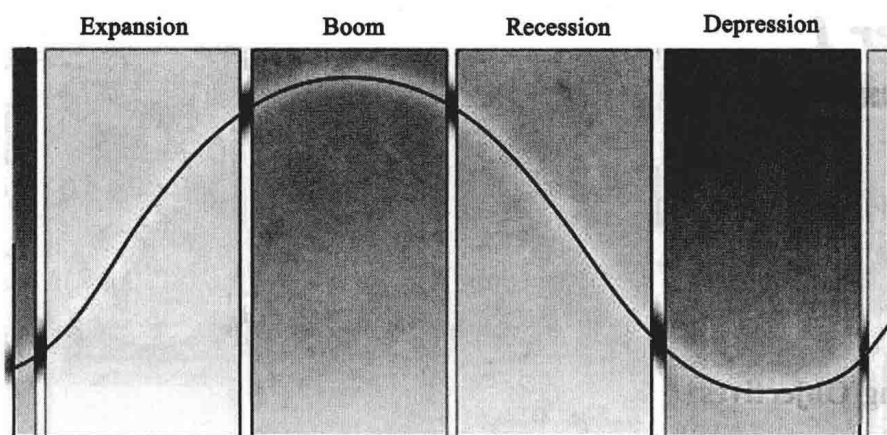
### © Learning Objectives

This chapter aims to provide you with some insights into basics of economics.

- Economics is best described as the study of humans behaving in response to having only limited resources to fulfill unlimited wants and needs.
- Scarcity refers to the limited resources in an economy.
- Production possibility frontier (PPF) allows us to determine how an economy can allocate its resources in order to achieve optimal output.
- Demand and supply refer to the relationship price has with the quantity consumers demand and the quantity supplied by producers.
- Perfect competition represents a market with many businesses competing with one another. Monopoly characterizes a market in which the supplier determines prices. Monopolistic competition refers to a category of imperfect competition. Oligopoly is a market form in which a market or industry is dominated by a small number of sellers.

### © Lead-in

Financial Crisis, also known as Global Financial Crisis or 2008 Financial Crisis, is considered by many economists to have been the worst financial crisis since the Great Depression of 1930s. It threatened the collapse of large financial institutions, which was prevented by the bailout of banks by national governments, but stock markets still dropped worldwide. In many areas, the housing market also suffered, resulting in evictions, foreclosures and prolonged unemployment. The crisis played a significant role in the failure of key businesses, declines in consumer wealth estimated in trillions of U. S. dollars, and a downturn in economic activity leading to the 2008-2012 global recession and contributing to the European sovereign-debt crisis.



## ◎ Text

### 1. Basics of Economics

Economics may appear to be the study of complicated tables and charts, statistics and numbers. But, more specifically it is the study of what constitutes rational human behavior in an endeavor to fulfill needs and wants.

As an individual, for example, you face the problem of having only limited resources with which to fulfill your wants and needs. Consequently you must make certain choices with your money. You'll probably spend part of your money on rent, electricity and food. Then you might use the rest to go to the movies or buy a new pair of jeans. Economists are interested in the choices you make, and inquire into why, for instance, you might choose to spend your money on a new DVD player instead of replacing your old TV. They would want to know whether you would still buy a carton of cigarettes if prices increased by \$2 per pack. The underlying essence of economics is trying to understand how both individuals and nations behave in response to certain material constraints.

We can say, therefore, that economics, often referred to as “dismal science”, is a study of certain aspects of society. Adam Smith, the father of modern economics and author of the famous book *An Inquiry into the Nature and Causes of the Wealth of Nations*, spawned the discipline of economics by trying to understand why some nations prospered while others lagged behind in poverty.

To study these things, economics makes the assumption human beings will aim to fulfill their self-interests. It also assumes individuals are rational in their efforts to fulfill their unlimited wants and needs. Economics, therefore, is a social science, which examines people's behavior according to their self-interests. The definition set out at the