

当代商务英语

Contemporary Business English

丛书主编 张立玉

# 实用商务英语情报技术

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# 丛书序

顾名思义,商务英语专业就是培养具有较强的国际商务活动能力和英语实际运用能力、能适应国际市场激烈竞争的国际化应用型人才的专业。这里,对人才的要求,突出了“应用”和“国际化”。这样的人才,我国改革开放以来十分短缺,尤其是加入WTO以来,需求量更大。也正因如此,我们的教学和训练的内容就势必加以改革,而改革的着眼点应是以用人市场为依据,着重在“应用”二字上下功夫。张立玉同志主编的《当代商务英语》系列丛书,正好在这方面做了一些成功的尝试。

这套丛书包括《实用商务英语谈判》、《实用商务英语写作》、《实用商务英语阅读》、《实用商务英语情报技术》,以及与《实用商务英语情报技术》一书配套使用的《实用商务英语情报技术指南》五种书,全面系统,且各具特色。

《实用商务英语谈判》除介绍了商务谈判活动背景常识及其程序变换的知识外,还针对如何提高谈判能力和谈判分析处理能力做了精心编排,同时提供了七个完整的谈判流程案例。内容系统、编排新颖是该书最大的特点。

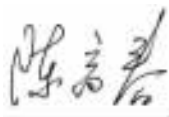
《实用商务英语写作》与传统的商务函电教材相比:首先在内容上做了科学的增删,增加了在当代商务活动中频繁使用的备忘、广告、报告、合同等文体;删去了电报、电传等不太常用的内容。其次,在写作技巧训练的设计上既考虑到操作性要强,同时照顾到循序渐进。

《实用商务英语阅读》融商务知识、商务活动背景、商务英语阅读技巧、BEC(Business English Certificates 商务英语证书)考试阅读解题技巧为一体,加以系统讲解,同时配备了大量具有时代特征的典型的商务活动书面材料,对学生进行有针对性的有效的阅读训练。并附有BEC考试题型汇编和题型分析,以提高读者的应试能力。

《实用商务英语情报技术》则立足于介绍最新商务情报技术,结合商务活动动态分析,重点讲析了商务情报的搜集、分析、整合、储存、应用等理论和知识。

《实用商务英语情报技术指南》为读者学习《实用商务英语情报技术》提供了参考和学习指南,并为《实用商务英语情报技术》一书的英文版配备了中文译文以及为该书的练习题配备了答案,重点、难点处配有解析。为方便读者将两书合并为一册。

通观整套丛书,不难看出,作者既具有深厚的英文功底,同时具有较强的国际商务活动实践能力。不仅如此,作者在动笔之前还做了大量市场调查和案头工作,所以才有案例的科学精选、实践训练的合理设计,而且是中英文对照,各书冠以“实用”二字,也毫不虚言。其读者对象虽定位于高等院校商务英语专业高年级的学生,但对外贸工作人员、商务管理人员、外企文员等,读来亦会大有裨益。相信这套丛书的出版,定会受到读者欢迎。



二〇〇五年 缘月 圆日于武昌

# 丛书前言

随着改革开放的不断深入,中国正以日新月异的速度赶超世界先进水平,新世纪的世界将是一个经济全球化的高科技时代,将在交际中竞争,在竞争中交际。我国加入世界贸易组织以后,竞争的焦点离不开经济、金融、贸易,而这些大多是以英语作为交际语言来进行的。所以,培养和造就一大批懂英语的高级商务人才已成为当务之急。

为了满足商务工作者希望短时间内掌握好商务英语的要求,特编写了这套实用性很强的《当代商务英语》系列丛书。

本套丛书包括《实用商务英语谈判》、《实用商务英语写作》、《实用商务英语阅读》、《实用商务英语情报技术》,以及与《实用商务英语情报技术》一书配套使用的《实用商务英语情报技术指南》五种书。为方便读者,将后两种书合并为一册。丛书具有体例新颖、实用性强的特点,注重掌握商务活动全过程,把商务内容贯穿其中,重点突出,使读者一目了然;本套丛书以实用为原则,在实际商务活动的基础上精心设计出各种典型的案例,可读性强,有一定的学术价值,不仅可供高等院校本、专科商务英语专业或相关专业作为教材,而且不失为一套可供广大经贸工作者参考和借鉴的较为理想的读物。

编撰本套商务英语丛书是一种新尝试,丛书中肯定会存在一些不足,恳请广大的读者和同仁批评指正。

张立玉

二〇〇八年 缘月于武昌珞珈山

# 前 言

本教材是为了能更好地适应 21 世纪对外经贸复合人才的需求,以及新时期我国现代化经济建设对经贸、商务英语专业本、专科学生在专业英语语言学习、实践技能和动手操作能力等诸方面的综合需求,并根据多年教学实践及经验,参考国外原版相关专业教材而编写。本书在选材和编写过程中大量参阅了国内外相关经济、贸易、管理类专业教科书及工具书,力求做到内容新颖、系统完整、理论准确及技术实用,同时又兼顾语言难易程度,将专业英语学习与英语语言学习二者有机结合,通过语言学习掌握专业技能,再通过专业技能知识学习提高语言交际、实际运用的能力。此正所谓一举两得,相得益彰。

在教材的编写过程中,部分内容选材于经济、贸易领域内权威性学术专著和教科书,并融入编著者长期从事专业英语教学和从事多年对外贸易中进出口业务活动所积累的经验及习得。商务情报技术是一门新兴的应用型学科,没有固定的模式及范本,这给编写工作带来了较大的困难,因此本书强调了商务情报技术的实用性、实践性和在商贸经济活动中的具体运用,同时,系统阐述了商务情报技术的内涵、诸环节的特征及业务流程程序,主要用做高等院校经贸、商务、信息管理等相关专业本、专科学生的专业英语教材,此外,教师、研究人员和从事国际商贸的工作人员或对商务情报技术感兴趣的相关人士也可从本书中获得一些裨益。

本教程分为两部分,第一部分为英文部分,共 10 个单元,分别就:(1)商务情报技术在经济活动中的作用及与经济活动的相关性;(2)商务情报信息的收集;(3)解读统计学资料、商务情报信息;(4)研究已发表的科技文献和著作;(5)用图表方法科学展示信息及不同变量之间的相关性,分析和整合已获取的情报信息资料;(6)如何进行组织系统内的科学决策;(7)运用数理统计方法、数学模型预测经济周期的变化;(8)利用情报技术手段收集影响国际经济与贸易活动的宏、微观环境因素,系统分析各种环境对国际经济贸易活动的影响与制约,并找到成功应对不同环境负面影响的有效措施。

第二部分为第一部分提供了中文译文及练习的参考答案,并根据一些章节的内容,另附设了一些相关的练习;书后还附有部分相关内容的阅读文章,以供读者参考应用。

在教学过程中,教师可根据专业英语教学之系统性、完整性和专业性进行讲授,并根据每个单元的练习,合理安排教学活动,促进教学中师生互动,激发学生积极参与,按要求进行论证、解读统计学资料,掌握和精练科研论文的写作格式、方法及技巧,撰写课程论文,学会建立简单数学模型和运用经济指标预测未来经济活动发展趋势。总之通过理论联系实际,系统掌握一门实用技术,为从事国际贸易活动奠定一个良好的基础。

在编写过程中,难免出现一些不尽人意之处,欢迎专家及读者予以批评指正。

编著者

2009 年 猿月



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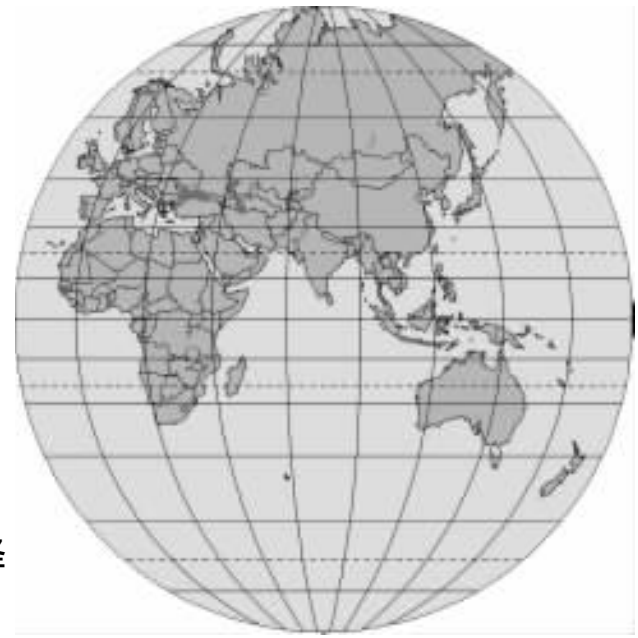
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# 悦享费廉的次摸

摇摇摇

摇摇摇 限达奥自奔耀社裁躁椒燥等增粤苗月忘番藻译



It seems obvious that information is an essential element in the formation of all things , whether societies , human beings , or science. All that we are has been built on the previous use of information to create our societies , cultures , religions , machines and knowledge. Meanwhile , information technology refers to the collection , storage , processing and communication of information by electronic means. Information technology enables large quantities of information to be handled quickly , economically and efficiently.

technology enables large quantities of information to be handled quickly , economically and efficiently.

## 1.1 Information System

An information system can be defined technically as a set of interrelated components that collect , process , store and distribute information to support decision-making , coordination and control in business organization. Information system may also help managers and workers analyze problems , visualize complex subjects and create new products.

There are three activities in an information system , which produce the information that business organizations need for making decisions , controlling operations , analyzing problems and creating new products and services. These activities are input , processing , and output. Input captures or collects raw data from within the organization or from its external environment. Processing converts this raw input into a more meaningful form. Output transfers the processed information to the people who will use it or to the activities for which it will be used. Information systems also require feedback , which is output that is returned to appropriate members of the business organization to help them evaluate or correct the input stage.

## 1.2 The Relationship Between Information Technology and Business

摇摇How can business use information technologies to design organizations that are competitive and effective ? Right now , investment in information technology amounts to more than half of the

annual capital expenditures of most large service-sector firms. Yet despite these heavy investments , many business organizations are not obtaining significant business benefits. The power of computer hardware and software has grown much more rapidly than the ability of organizations to apply and use this technology. To stay competitive or realize genuine productivity benefits from information technology , many organizations actually need to be redesigned. They will have to make fundamental changes in organizational behavior , develop new business models , and eliminate the inefficiencies of outmoded organizational structures. If organizations merely automate what they are doing today , they are largely missing the potential of information technology. To fully benefit from information technology , including the opportunities provided by Internet , business organizations need to re-think and re-design the way they design , produce , deliver , and maintain goods and services.

The rapid growth in international trade and the emergence of a global economy call for information technology that can support both producing and selling goods in many different countries. In the past , each regional office of a multinational corporation focused on solving its own unique information problems. Given language , cultural , and political differences among countries , this focus frequently resulted in chaos and the failure of central management controls. To develop integrated , multinational informational systems and technology , business must develop hardware , software , and communications standards and create cross-cultural accounting and reporting structure.

How can organizations determine the business value of information technology? A major problem raised by the development of powerful , inexpensive computers involves not technology but management and organizations. It's one thing to use information technology to design , produce , deliver and maintain new products. It's another thing to make money doing it. Actually , business organizations can obtain a sizable pay off from their investment in information technology.

Information technology is so essential to business , government , and daily life that organizations must take special steps to ensure that it is accurate , reliable and secure. A firm invites disaster if it uses information technology and systems that don't work as intended , that don't deliver information in a form that people can interpret correctly and use , or information technology and systems have control rooms where controls don't work or where instruments give false signals. The potential for massive fraud , error , abuse , and destruction is enormous.

In a word , information technology must be designed so that it functions as intended and so that humans can control the process. When building and using information systems and technology , business organizations should consider health , safety , job security , and social well being as carefully as they do their business goals.

### 1.3 The Role of Information Technology in Business

Economists define the economic value of information in the context of an optimal choice  
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problem. A consumer is making a choice to maximize expected utility or minimize expected cost. The value of information is increment in expected utility resulting from the improved choice made possible by better information. Often this can be translated into some monetary equivalent representing how much someone would pay to acquire a given piece of information.

To take a very simple example in an IR (Information Retrieval 情报检索) context, suppose that a user is given two sealed envelopes, one containing \$ 员圆 and the other containing \$ 缘圆. She is allowed to choose one, open it, and keep whatever is inside. To make things simple, suppose that she is risk-neutral, in the sense that she only cares about expected value. If the absence of any information, she would choose an envelope at random, receiving an expected payoff of \$ 缘圆. If she had accurate information about which envelope contained the prize, she would, of course, choose it and receive \$ 员圆. Hence the value of information about which envelope contains the prize is \$ 缘圆, the increment in value she would get by making the better choice. In this very simple case, it is also the upper bound on how much she would pay to acquire that information.

Now, the interesting thing about the economist's notion of the value of information is that it is only new information that matters. If she reads a document that says "the prize is in envelope on your left" then another document with the same information has incremental value. This is quite different from "relevance" as it is usually defined since duplicate documents may well be relevant to a choice problem, even though the second instance of the relevant document is certainly not valuable.

We see this effect at work in the stock market where it is only surprises that move markets. If everybody expects the Federal to raise interest rates by  $\frac{1}{2}$  point in their next meeting, the market doesn't budge when this event actually occurs. But if they raise the interest rate by  $\frac{1}{2}$  point, the market may respond significantly.

Economists have been interested in optimal search behavior in business activities. This interest has been motivated by interest in modeling consumer behavior such as searching for the lowest price or the highest wage.

In the economic context, it is of interest to find the best price or wage, while in a document search one would presumably be interested in a set of good documents. Despite this difference, perhaps the economics literature suggests a few interesting models and contains at least one surprising insight.

Information technology can also be used for product portfolio analysis (产品组合分析) which is often used to examine the existing position of the organization's products in their markets to enable better decisions to be made. It is part of the marketing planning processing and shown by Figure 员员

One of the most well known methods of product portfolio analysis is the Boston Box (波士顿箱形图模型). It shows what percentage of the market each product has (from high to low) and the rate at which the market as a whole is growing (from high to low).

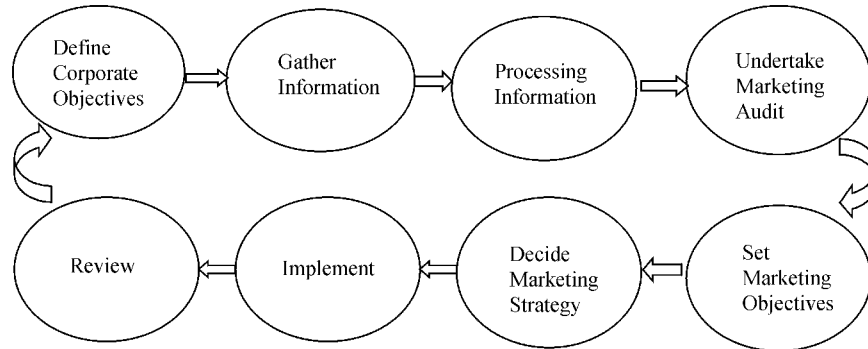


图 10-1 营销过程流程图

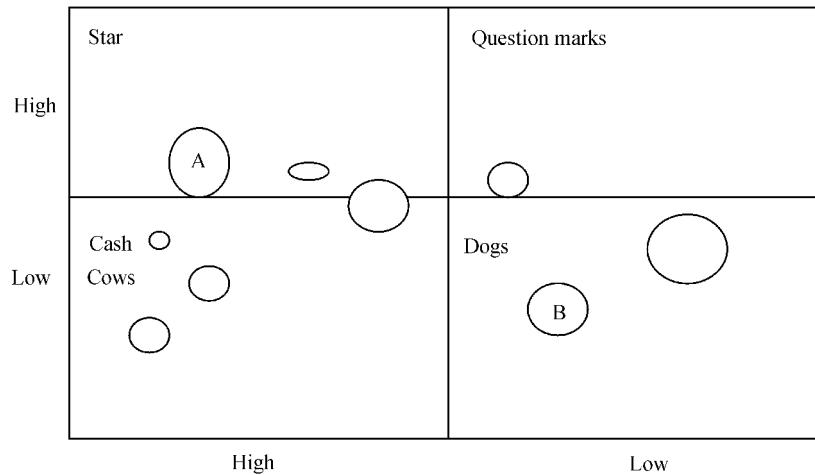


图 10-2 BCG 矩阵图

From above figure we can know that Each circle in the above diagram represents a particular product produced by the firm. The area of the circle represents the value of its sales ,e. g. product A sells more than product B.

Stars : High share of fast growing market ,e. g. Mobile phones may require considerable amounts of cash to keep competitive competition.

Cash cows (摇钱树产品) : Large share of slow growing market such as a market which has matured , e. g. Marmite , Oxo cubes , Heinz Ketchup. These products have already been developed , and promoted , and generate relatively high levels of cash. This can be used to develop and protect other products.

Question marks : Small shares of fast growing markets ; potentially successful but need protection and investment.

Dogs : Small share of slow growing market could be revived ( e. g. Lucozade ) but may be dropped. Dogs often take up more management time than they are worth.

It seems obvious that if a firm doesn't care for the application of information technology in business operation , it may suffer from failure or great damage. The following example can show that the failure of selling Barbies appears in Japan due to lack of information about Japanese culture. In the 1970s Mattel's Barbie Doll has traveled all over the world and got popularity. However , " Barbie Doll didn't do very well in Japan , until Mattel gave the manufacturing license to Takara , a Japanese toy and doll specialist ". Why ? Takara did some marketing research and found that most Japanese disliked Barbie because her breasts were far too big , her legs were exaggeratedly long. The main reason is that there is a cultural conflict between Western culture and Eastern one. After learning this information , Takara made the appropriate modification of Barbie's anatomy , converted her California blue eyes to brown as well , and found instant success in the market.



## 悦零费藻叫裁普燥

陕陕费藻蚤早杂喊音藻鄂表奥皂葬燥土



The interpretation of statistical data is the process of deriving and communicating logical conclusions from a body of facts. A widely held misconception is that data or facts , somehow speak for themselves. If they do , they speak with ambiguity because two people examining the same data often arrive at totally different conclusions. Until report writer interprets them , statistical data are nothing but ink marks on pieces of paper. Through interpretation , the facts do speak , and if the writer has been rigorously logical , they speak with authority.

Although most people are not fully aware of it , everyone interprets data everyday. When deciding whether to do business with another partner , businessman considers the availability of goods , the environment influence , the feasibility of transportation , the profit margins and even the credit standing of partner , and perhaps how late he is before making a decision. Many everyday choices , some more crucial than others , require such interpretation , and so do the daily decisions in business and other industry.

Those in management and supervisory positions are constantly making moves that affect the profit of business operation and ultimately the survival of their firms. The problems range from critical matters — such as whether or not to expand , to develop a new product , or to enter into international market — all the way down to routine situations — such as promoting the most qualified employee , deciding whether some subsidiaries or branches need to be set up both in domestic and foreign regions or encouraging engineers and designers to develop suitable new product , even selecting the best brand name among alternatives.

Interpreting statistics is one of four steps we can take as we prepare a recommendation report for the board of directors. Although the steps overlap each other , the process of writing a valuable recommendation report always involves the collection , analysis , presentation , and finally , interpretation of data. Depending on the complexity of the data , this process can require simply asking a few questions and writing a short recommendation report , or spending long time sifting through data compiling a formal feasibility report.