全国外经贸院校高职高专英语系列精品教材

国际商务英语报刊选读



INTERNATIONAL BUSINESS READING

主编 陈祥国

中国商务出版社
CHINA COMMERCE AND TRADE PRESS

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主　编　陈祥国
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出版说明

随着我国商务教育事业的发展，教育改革日益深化，全国外经贸院校专业外语教学方面的改革正在全面展开。新专业不断拓展，课程设置不断更新，对专业英语教材建设与改革提出了相应的要求。

为了适应这种新变化、新要求，在全国外经贸教育教学指导委员会的组织下，黑龙江省对外贸易学校、辽宁外经贸学院、天津对外经济贸易职业学院、海南经贸职业学院、广西国际商务职业技术学院、烟台职业学院、广东对外贸易学校、河南外贸学校、武汉外贸学校和山东外贸职业学院等10个院校的教师召开了外语学科工作委员会会议，中国商务出版社的代表列席了会议。在这次会议上，专家们对教材改革进行了热烈的讨论，一致认为，在当前专业英语教学模式、教学内容不断更新改革的情况下，亟需一套符合这种变化要求的新教材。会议决定，由与会学校的专家共同策划，精心编撰，推出一套适合外经贸职业院校使用的专业英语系列教材。根据对各院校专业外语教学情况的调查，并在广泛交流的基础上，本着充分发挥各校优势的原则，最终拟定了10本教材，同时确定了编委会。

经过近一年的努力及各位主编老师的辛勤工作，我们欣喜地看到这套教材终于陆续和大家见面了。这套教材，与以往的英语教材有很大的不同，它更有针对性，是完全根据国际商务职业院校的教学要求编写的，编写这些教材的老师多年从事外经贸职业教育英语教学工作，具有丰富的教学经验，所编写的这套教材充分考虑到所学专业的培养目标及教学模式，基本适应当前国际商务职业院校英语教学需要，是一套好教材，相信一定会受到广大师生的欢迎。

全国外经贸教育教学指导委员会

2006年7月

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前　言

随着国际经济一体化的深入和信息社会的发展，及时获取并准确传递国际商务信息是一个企业乃至国家参与国际竞争必不可少的。信息的获取主要通过媒体，尽管媒体的形式各种各样，但脱离不了读、听、看三个途径。本教材就是为了培养高职高专学生的国际商务阅读能力编写的。

本教材有以下特色：

1. 选材权威：所有课文均选自世界知名报刊或其网站。

2. 内容全面：本教材内容全面，涉及宏观经济、贸易形势、公司战略、因特网、电子商务、环境、娱乐、社会文化、制造工业、饮食、能源、科技、贸易关系、经济一体化、金融、投资、股票市场等内容。

3. 信息丰富实用：最新的、丰富的、实用的信息贯穿全教材。除课文外，每课还在练习中设计了课后辅助阅读，补充相关内容。就连注解中的例句也是内容充实，有血有肉。

4. 知识性、趣味性强：学生通过阅读，将了解各行各业的最新英语知识，开拓视野，提高学习英语的兴趣。

5. 编写细致：无论从课文的选材、注解到练习的编写，都能看出作者编写过程中的细致入微，练习尤为明显。练习的编写本着辅助理解课文为目标，充分考虑到中国学生的思维方式、对英语的理解局限性，题目充满启发性。练习内容覆盖课文的所有角落，如果练习能够回答准确，就说明学生对课文已经基本理解了。这与某些阅读教程只是粗泛地出几道回答问题就算完的做法大不相同。

6. 定位准确：鉴于以上提到的细致风格，本教材特别适用于高职高专层次的学生。

本教材结构如下：

1. 课文：为适应高职高专学生的层次，课文长度几乎都在600～800字之间，难度由浅入深排列；课文中出现的学生有必要掌握的常用术语均用加粗字体标出。

2. 注解：注解内容包括语言点和知识点两部分，语言点有别于传统的英语精读教学，只选择最新的语言现象、常用的新闻或时事英语来注解；所举例句内容丰富、信息量大、权威性强——均取材于英国词典或因特网。

3. 练习：练习有以下几种形式：

（1）术语翻译：目的是让学生掌握大量的商务、时事术语。

（2）根据课文回答问题：本题是我们精心设计的题目，针对课文的内容、语言等各方面知识要点，通过选择、填空、判断对错、翻译等多样的形式进行提问，这对学生理解课文起着重要的作用。它是本书的重头戏。

（3）句子翻译：考察学生的信息传达能力和对课文中重要语言现象的掌握程度。

（4）补充阅读：提供跟本文所属的大类别有关的文章，让学生进一步接触并熟悉本类别的相关知识。

本书由陈祥国主编；刘涛、钟立君、李伟开、王宝红、杜颖新为副主编。各课的编者如下：

陈祥国：第4、6课；刘涛：第7、12、16、18课；钟立君：第2、11、14、17课；李伟开：第3、8、10课；王宝红：第5、15课；杜颖新：第1、9、13课。由陈祥国确定最终选材，对稿件进行全面修改。

由于编者水平有限，书中难免存在错误纰漏，敬请读者批评指正。

编　者

2006年3月27日

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Lesson One

A New Window on China's Growth

The country's much-anticipated, more accurate ***economic census*** *indeed* ***reveals*** *a nation that's economically healthier than most thought.*

By David Rocks
Business Week, DECEMBER 20, 2005

The guessing is over—sort of. China-watchers had been in a tizzy recently over news that Beijing was set to revise its economic **statistics**. On Dec. 20, the new numbers were released, showing a big jump in **gross domestic product**, though the increase was more modest than some economists had expected.

The new numbers show that GDP is $1.93 trillion or 16.8% bigger than previously believed. That means China is the world's sixth-biggest national **economy**, up from No. 7 before the revision (it jumped ahead of Italy). Many economists had been expecting a 20% increase in GDP, which would have put China nearly neck-and-neck with France for the No. 5 spot. Either way, China appears set to overtake both France and Britain in 2006.

The new numbers come from a just-finished economic census. The survey, released on Dec. 20, revealed more accurately the size of the **private sector**—especially **services**. As China has moved quickly toward a **market economy** over the past two decades, the real impact of new businesses had gotten harder and harder to assess. A big problem was underreporting, to avoid taxes, among business owners.

NOT AS GRAVE. The new survey sought to improve the number-

gathering. The millions of poll-takers who participated in the initiative offered owners of restaurants, massage parlors, car-repair shops, and the like a promise of confidentiality in exchange for real data. The guarantee—which appears to have been honored—allowed Beijing to take a much more accurate snapshot of the roaring economy.

That picture revealed more than just the real size of China's economy. As it turns out, the Mainland is also in much better health economically than had been believed. Services **accounted for** 93% of the increase in GDP, so the improved data show that the services sector represents nearly 41% of China's output, up from 32% last year using the old data. And **per-capita GDP** was increased to $1,490 from $1,276. That's good because Beijing has long sought to boost **consumer spending** and limit reliance on **export-oriented** manufacturing.

China's banking sector also looks better. **Nonperforming loans** fell to 10.7% of GDP from 12.5%, according to **brokerage** Nomura International. While that's still a big problem, it's not quite as grave as had previously been thought. Similarly, China's ratio of **external debt** to GDP falls to about 11.8% in 2005, from 13.8% at the end of last year. "From a macro point of view, the [financial sector] is healthier than we originally assumed," Nomura economist Yasuo Sone wrote in a Dec. 20 report.

"CLEARER PICTURE." Granted, China's economic statistics remain far from perfect. There's still tremendous incentive for provincial officials and business owners to both underreport and exaggerate their numbers for various reasons. But the **statistics bureau** also says it plans to publish revised historical data, which will likely give economists a better handle on trends and improve their ability to forecast future growth.

And the survey yielded a far more comprehensive **database** of China's companies, especially in services. "Although China's statistical system still has flaws," Sone writes, the new database "should help paint a clearer picture of the economy." That's a picture analysts have been lining up to see. (529 words)

Notes:

1. Business Week 美国《商业周刊》杂志

创刊于1929年9月7日，由McGraw-Hill Companies Inc出版，是全球销量第一的商业类杂志，每周发行量达120万本，读者人数多达550万人，遍及全球130个国家，拥有北美、欧洲、亚洲、中国、拉美、波兰共6个版本。该周刊报道美国和国际商业界重要新闻，分析与评价管理、销售、金融、劳工、政策和商业趋势。



Business Week 封面

2. economic census 经济普查

经济普查是指对我国境内的第二、第三产业的所有经济活动进行调查，是一项重大的国情国力调查，是我国新的周期性普查制度所规定的四项普查项目之一。经济普查每10年进行两次，分别在逢3、8年的年份实施。2004年开展的经济普查是我国第一次经济普查。

census *n.* 普查

census of population/population census 人口普查

3. reveal *v.* 透露

He was jailed for revealing secrets to the terrorist group.

他因为向恐怖组织泄密而入狱。

He would not reveal where he had hidden her chocolate cakes.

他不愿意透露他将她的巧克力蛋糕藏到哪里了。

4. economically healthy 经济上是健康的

healthy *adj.* 此处词文不指身体上的健康，而释义为“良好的、成功的、可观的”，如：

a healthy economy 成功的经济

a healthy income 可观的收入

5. China-watcher 中国问题观察家

6. tizzy *n.* （非正式）（一阵）焦虑，迷惑，慌张

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She got herself in a real tizzy because she couldn't find her car keys.
她没找到车钥匙，心里一阵慌张。

7. be set to=be ready to 准备好做某事，就要做某事
Gemma is set to go to college in September.
吉玛 9 月份就要上大学了。

8. revise *v.* 修订
His publishers forced him to revise his manuscript three times.
他的出版商硬要他修订了 3 次手稿。
Government estimates of the cost of the war are being revised upwards/downwards.
政府正在调高/调低对战争造成的损失的估算。

9. statistics *n.* 统计，统计数据
official statistics 官方统计数字
statistics bureau 统计局
Statistics show/suggest that women live longer than men.
统计表明女性比男性寿命长。

10. gross domestic product GDP，国内生产总值
gross national product GNP，国民生产总值
国内生产总值与国民生产总值都是反映宏观经济的总量指标。国内生产总值是指一个国家或地区范围内的所有常住单位在一定时期内生产最终产品和提供劳务价值的总和。国民生产总值是指一个国家或地区的所有常住单位在一定时期内在国内和国外所生产的最终成果和提供的劳务价值。

11. modest *adj.* 小幅度的
There has been a modest improvement in housing conditions for the poor.
穷人的住房条件有了小幅改善。
The party made modest gains in the elections, but nothing like the huge gains that were predicted.
该党派的选票有小量的上升，但没有像预测的那样大幅增长。

12. The new numbers show that GDP is $1.93 trillion, or 16.8% bigger than previously believed.
新数字显示 GDP 比人们原来认为的高出 1.93 万亿元，或 16.8%。
编者注：这些数字指的是 2004 年的 GDP。据中国媒体报道，本次经济普查资料初步测算，我国 2004 年 GDP 现价总量为 159 878 亿元，比年快报核算数增多 2.3 万亿元，（而非本文所说的 1.93 万亿元）增加 16.8%。另

外，$1.93 trillion 指的是人民币元，而非美元。

13. economy *n.* 在谈论世界经济的时候，economy 一词可以指“国家”
The USA is the strongest economy in the world.
美国是世界上最大的经济强国。
China has overtaken Italy as the world's sixth biggest economy.
中国已经超过意大利成为世界第六大经济强国。

14. up from... 从……提高
This year the company's turnover was $240 billion, up from $160 billion last year.
公司的营业额从去年的 1 600 亿美元提高到今年的 2 400 亿美元。
Last year, the total revenue at Swarovski's Korean operation reached as much as 34 billion won, more than 10 percent up from a year earlier.
Swarovski 去年在韩国的总营业额高达 340 亿韩元，比前年增长了 10%多。

15. private sector 私人部门
sector 是经济部门的意思，再如：

public sector 公共部门	state sector 国有部门
service sector 服务业部门	manufacturing sector 制造业部门
import sector 进口部门	export sector 出口部门
industrial sector 工业部门	agricultural sector 农业部门

16. services *n.* 服务业
17. market economy 市场经济
18. assess *v.* 评估
19. poll-taker 调查人员
20. massage parlor 按摩院
21. the like 诸如此类的人、事物等
First-class travel is for posh people—it's not for the likes of us.
头等舱是上流人士坐的，不是我们这些人坐的。
He was a very great actor—we won't see his like again.
他是个非常了不起的演员，我们再也见不到像他一样的演员了。
22. confidentiality *n.* 保密
23. snapshot *n.* 本义是“快照”的意思
24. to account for 占（百分比等）
Students account for the vast majority of our customers.
在我们的顾客中，学生占绝大多数。

Drunken driving accounted for 20 percent of car accidents last year.
去年的交通事故中，酒后驾车占了20%。

25. per-capita GDP 人均国内生产总值
还可以说 GDP per head

26. boost *v.* 推动，促进
Share prices were boosted by reports of the President's recovery.
有关总统康复的报道推动了股票价格的上扬。
The lowering of interest rates will boost the economy.
利率的下调将会促进经济发展。

27. consumer spending 消费支出

28. export-oriented *adj.* 以出口为导向的
export-oriented economy 以出口为导向的经济，外向型经济
-oriented 构词成分，以……为导向的，如：
career-oriented education 以职业为导向的教育
exam-oriented education 应试教育
a profit-oriented company 一家以营利为目的的公司

29. nonperforming loans 坏账，呆账，也称 bad loans

30. brokerage *n.* 经纪公司

31. external debt 外债

32. macro *adj.* 宏观的

33. granted, .. I grant you/It's true that... 我承认
Granted, it's a difficult situation but I feel sure that he could have handled it more sensitively.
我承认这是一个困难的局面，但我肯定他本来可以处理得更明智些。

34. database *n.* 数据库

35. flaw *n.* 漏洞

Exercises:

Ⅰ. Translate the following terms or phrases into Chinese:

1. economic census
2. China-watchers
3. national economy
4. to account for
5. export-oriented
6. Gross National Product
7. output
8. statistics bureau
9. poll-takers
10. analyst

Ⅱ. Translate the following terms into English:

1. 统计数据
2. 国内生产总值
3. 经济学家
4. 私人部门
5. 市场经济
6. 人均
7. 消费支出
8. 坏账
9. 经纪公司
10. 外债
11. 数据库
12. 服务业

Ⅲ. Answer the following questions based on the text:

1. In the subtitle, what does "the country" refer to?
2. In Paragraph 1: "On Dec. 20, the new numbers were released, ..."
   What does "the new numbers" refer to?
3. Translate the following underlined expressions accurately into Chinese:
   1) It jumped ahead of Italy.
   2) ... put China nearly neck-and-neck with France for the No. 5 spot.
   3) the size of the private sector
   4) to take a much more accurate snapshot of the roaring economy
   5) ... which will likely give economists a better handle on trends...
4. In Paragraph 1: "... though the increase was more modest than some economists had expected."
   How much had the economists expected China's GDP to increase?
5. In Paragraph 2: "Either way, China appears set to overtake both France and Britain in 2006."
   Which two ways does "either way" here refer to?
6. In Paragraph 3: "The survey, released on Dec. 20..."
   What does "the survey" refer to?
7. In Paragraph 3: "... the real impact of new businesses had gotten harder and harder to assess."
   What does "new businesses" refer to? You can find the answer in the same paragraph.
8. In Paragraph 3: Guess the meaning of the word "underreporting"
9. Fill in the following blank:
   The real impact of new businesses had gotten harder and harder to assess because of _____.
10. In Paragraph 4: Guess the meaning of the word "number-gathering"

11. In Paragraph 4: "The millions of poll-takers who participated in the initiative..."
What does "the initiative" refer to?
12. In Paragraph 4: Did the poll-takers really keep confidential the data gathered from business owners?
13. In Paragraph 5: "That picture revealed more than just the real size of China's economy. As it turns out, the Mainland is also in much better health economically than had been believed."
Choose a word from the following two to explain the words "size" and "health" respectively.
a. quality b. quantity
14. What could possibly happen as a result of increased per capita GDP?
_____
15. Fill in the following blanks with numbers or percentages, which compare China's economic performance this year with last year:
1) Services in GDP: This year: _____; last year: _____
2) Per-capita GDP: This year: _____; last year: _____
3) Nonperforming loans: This year: _____; last year: _____
4) Ratio of external debt to GDP: This year: _____; last year: _____
16. Say whether the following statements are true or false:
1) The census shows that China's 2004 GDP was $1.93 trillion.
2) The census shows that China's economy is as big as France's, both No. 5 in the world.
3) Private owners tend to underreport in order to avoid taxes.
4) 10.7% is a very normal ratio of nonperforming loans to GDP
5) Though the census has given a better picture of China's economy, China's economic statistics are not perfect yet.

Ⅳ. Translate the following sentences into Chinese:

1. On Dec. 20, the new numbers were released, showing a big jump in gross domestic product, though the increase was more modest than some economists had expected.
2. The new numbers show that GDP is $1.93 trillion, or 16.8% bigger than previously believed.
3. That picture revealed more than just the real size of China's economy.

4. That's good because Beijing has long sought to boost consumer spending and limit reliance on export-oriented manufacturing.
5. ..so the improved data show that the services sector represents nearly 41% of China's output, up from 32% last year using the old data.
6. Similarly, China's ratio of external debt to GDP falls to about 11.8% in 2005, from 13.8% at the end of last year.
7. Granted, China's economic statistics remain far from perfect.
8. And the survey yielded a far more comprehensive database of China's companies, especially in services.

Ⅴ. Translate the following sentences into English:

1. 该公司今年的收入（revenue）比去年多了15%。
2. 出口占该国GDP的30%。（represent）
3. 统计数字表明食品占整个出口额的15%。（account for）
4. 人均国内生产总值从1 276美元增加到1 490美元。
5. 坏账从占GDP的12.5%下降到10.7%。
6. 我公司的纯利润（net profits）从去年的300万元人民币提高到今年的480万元。

Ⅵ. Supplementary reading:

Chinese Economy Posts Growth of 9.9% in 2005

January 25, 2006, The Los Angeles Times

SHANGHAI—China's economy grew 9.9% in 2005, the government said Wednesday. The expansion slightly exceeded unofficial estimates.

The full-year growth matched fourth-quarter growth of 9.9% from a year earlier. The country's gross domestic product in full-year 2005 was 18.23 trillion *yuan* ($2.26 trillion), the National Bureau of Statistics said in a statement.

Strong export growth and foreign investment helped to underpin that robust expansion, despite efforts by the communist leadership to curb excessive investments in construction and redundant factories that have strained transportation networks and supplies of energy and other resources.

What many economists forecast as China's "soft landing" was barely a landing at all, although it was a slight decline from the 10.1% economic

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