国际商务英语教程

（第二版）

A Course in English for International Business

（The Second Edition）

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第二版前言

本书自1995年出版以来已先后重印三次。在我国经济体制深化改革和对外开放进一步扩大的形势下，为了适应广大读者学习国际商务英语的需要，本书内容在原有基础上作了大量的更新和充实，即一方面增加了围绕某些国际商务问题的课文，使这些问题能得到更深刻详尽的阐述，另一方面对那些材料陈旧、已不能反映当前国际商务实际情况的课文加以更换，代之以能反映目前新情况的课文。第二版的结构仍与第一版相同，主要包括以下四个部分。

第一部分除了反映国际商务基本形式的一篇课文外，主要是关于国际贸易的一批课文，这些课文既涉及国际贸易理论，又涉及一些重要的国际贸易实务，既有关于商品贸易的，又有关于服务和技术贸易的。第二部分主要是关于国际投资的一批课文，它们涉及国际投资的理论以及跨国公司和合资企业等国际投资的具体形式。为了反映我国当前吸收外资的最新情况，第二版新选了一篇叙述上海地区吸收外资的最新政策措施和实况的课文。第三部分主要是关于国际市场营销的一批课文，包括一些理论性问题以及出口定价和国际广告等具体问题。第四部分是关于与国际商务紧密相关的国际金融方面的一批课文，论述汇率和外汇市场等问题。

与第一版相同，第二版共有28课，可供高等院校国际商务、国际经济、国际贸易、国际金融和投资、经济管理、政治经济学以及英语等系科使用，也可作为涉外经济管理部门、研究机构和企业工作

人员学习国际商务英语的教材或读物。

由于编者水平有限，讹误之处，在所难免，敬请同行专家和广大读者批评指正。

编　者

2001 年 2 月

前　　言

大力发展我国与世界各国的国际商务关系，包括国际贸易、国际投资、金融流通、技术转让和国际市场营销等各个领域，是我国成功地进行经济建设和实现社会主义现代化宏伟目标的重要保证。英语是开展国际商务活动的重要语言工具。为了培养、提高学生在国际商务的实际和研究工作中运用英语的能力，我们编写了这本国际商务英语教程。我们希望，通过本教程的学习，读者既能培养和提高国际商务方面的英语水平，又能学到国际商务方面一些重要的理论和实际知识。

本书是一本精读教材，共有 28 课，每课除课文外，还包括课文中单词短语、专门名词及经济术语和词组的解释、难句注释和练习。除每课的练习外，书中还有四个复习性的综合练习。本书最后还附有总词汇表。

本书课文均取材于美、英等国的书刊。课文内容涉及国际贸易、国际投资、国际金融、技术转让、国际市场营销等各个领域。由于本书课文内容都反映西方国家学者和专家的观点，读者在学习和使用时务请注意。

为了培养、提高学生在阅读、翻译、写作和口头表达等多方面的语言能力，我们在编写各课练习时力求符合这一要求。

本教程可供高等院校国际商务、国际经济、国际贸易、国际金融和投资、经济管理、政治经济学以及英语等系科使用，也可作为涉外经济管理部门、研究机构和企业工作人员学习国际商务英语的教材或读物。

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编　者

1994 年 10 月

目　　录

Lesson One

TEXT

Forms of International Business

The international business organization in following its corporate strategy is continually adjusting to the dynamics of its changing external/internal environments. In so doing, its structure should likewise respond to these changes. Firms can either import or export goods. They can sell or buy technology or property rights through licensing and franchising agreements. They can invest in foreign firms around the globe or they can finance transactions arising from trade or international investment. As the firm progresses through its internationalizing process, its international activities may range from single export to wholly aowned subsidiaries. The most common forms or w ys of doing international business would include: importing and exporting, licensing and franchising, industrial cooperation and support agreements, joint ventures, or wholly owned subsidiaries.

Entry Through Exports and Imports

Most firms enter international business through exports, for it is the simplest and least risky way. Export problems center around the marketing function. Major concerns are the design of an effective marketing mix, getting channels of distribution established, and analysis and compliance with trade/business statutes. Because of low asset exposure to political risk and stability, the firm retains the maximum flexibility to switch its geographical target areas with minimum disruption. Of course, host country "middleman" agencies are the key to exporting success, and how well they respond to market pressures and home country supervision is important. The next step is usually the establishment of a local national sales office followed by a direct investment in production facilities in selected host country sites. The major means by which a firm may engage in export activities are:

- Deal through an export management company (EMC). This is the simplest means because all foreign problems are handled by the export house. This is often a good way to begin exporting but consideration should be given to other potentially more profitable channels as the market grows.
- Deal through a foreign import house. This is also a good way to break into export. The trick is to find a reliable importer who will effectively market your product. The information services available through the regional offices of the U. S. Department of Commerce and the international departments of major banks

can be very helpful in this regard.

- Deal through a manufacturer's representative abroad. This is a similar situation to the import house, but one may expect more individual effort in pushing his or her own product. The nature of the product may well determine which is better.

- Set up a marketing subsidiary abroad (either wholly owned or a joint venture). This course is not usually undertaken unless the market potential has been established through export or careful market research. The exception is the firm with considerable multinational experience. The marketing subsidiary provides maximum sales potential, but considerable volume is required to make it profitable.

The import structure is quite similar to the export structure, and in the flow of international trade, imports move toward a balance with exports. The import structure includes import merchants, import representatives, and consumer-owned import establishments.

The import merchant today is represented by the import trading company that specializes in the products it imports and their particular distribution patterns.

Import representatives serve as international brokers, normally performing exporting as well. They are of two types: (1) commission houses that strictly serve as agents for local consumers, buying abroad and making all delivery arrangements but assuming no financial responsibility, and (2) resident representatives of foreign exporters perform the selling and distributing functions for the foreign exporters.

Consumer-owned import establishments provide more direct control over the importing process and over the establishments carrying it out. Large retailers have set up their own import units, which deal directly with the foreign exporters.

Licensing and Franchising

Licensing involves granting a license to a foreign firm to produce and market a product for which the foreign firm pays royalties to the parent firm. The rights that can be licensed include patents, trademarks, copyrights, production processes, and brand company names and insignia. It may be used to enter and cultivate a foreign market, which cannot otherwise be tapped by export or some other entry form or way. Sometimes licensees develop quality control problems and can possibly prevent the parent firm from entering the foreign market at a later date. The parent firm may also be creating its own competitor in the licensee's or in third country markets. The licensee can provide a low-cost, low-risk way of entering a foreign market, but in many instances its ability to provide technical know-how for a new market is welcomed.

Franchising is primarily used in the fast food industry and allows the franchisee to exploit the franchisor's trademark and working system and to be obligated to buy certain of the franchiser's imports in the process and receive management development assistance. Normally a front-end lump sum is paid to the franchiser in addition to receiving royalty payments.

Industrial Cooperation and Support Agreements

Technical aid and management contracts often accompany licensing, franchising, or investment agreements. These agreement contracts are written for specific services or consulting arrangements as opposed to the all-inclusive blanket licensing agreement. Most often, they involve the use of technical or managerial personnel from the country of the parent headquarters, and these services may be requested on a continuing basis by the recipient firm until the technical "know-how" or expertise has been assimilated.

The Turnkey Project

The turnkey project involves a complete package where complete facilities are provided in another country to include the training and education of workers and managers. Many engineering and heavy construction projects in developing countries are accomplished with these type agreements. When personnel and facilities are fully functional, the contracting firm turns over the key for the entire project and moves on to the next project. Some countries use this industrial policy to avoid foreign direct investment in a particular sector in their country.

Many of the turnkey contracts are in remote areas and require the importing of third country personnel and building an entire infrastructure under arduous conditions. An international engineering consultant firm head has identified five stages for economic development in developing countries: (1) expatriates do all the work (2) local subcontractors develop, (3) small local contractors start up, (4) local contractors take over local work, (5) local contractors go abroad. Developing countries such as India, Turkey, or Korea with their low labor costs are competing strongly in the more conventional, construction type, turnkey projects.

Joint Ventures

In this form, the parent company owns only a part interest in the foreign enterprise. Some countries require that the majority ownership interest must be held by the host country firm. Although few executives prefer this type of shared ownership, it does allow for reduced capital investment and associated risk in a foreign market area. Its major advantage is that the host country partners may provide special assistance in marketing and dealing with governmental and political activities. Of course, cultural differences must be dealt with and sometimes foreign partners are a source of conflict. Among large multinationals, international joint ventures have been steadily increasing.

Wholly Owned Subsidiaries

This is the most popular form for U. S. -based multinational organizations. Traditionally, this form of direct investment abroad has been looked at as an international movement of capital accompanied by managerial control, technology, and access to resources that might not otherwise be available. Wholly owned subsidiaries may be started from the blueprint or by acquisition of an on-going firm in the host country. Many benefits arise from the latter in the marketing, distribution, and servicing areas.

Two significant trends emerged in the 1980s. First, the flow of capital in the form of economic development loans increased much more rapidly to Third World countries than direct foreign investment flow of multinationals in the form of wholly or majority owned subsidiaries. Second, different multinational forms of investment (other than wholly or majority owned subsidiaries) such as joint venture investments began to be used in increasing amounts in the less-developed countries. These trends indicate that U. S. firms are less concerned about majority or wholly owned control than formerly.

General Trading Companies

The most developed of today's trading companies are those in Japan. The purpose of Japanese general trading companies (GTCs) has been to consolidate domestic trading activities and facilitate the export of domestic manufacturers into foreign markets. Basically, the GTC is a domestic company designed to generate synergy through internal cooperation and coordination of its business units, which are diversified along product, area, and/or function basis. During the 1970s and 1980s, governments in several developing countries, such as Korea, Thailand, and Turkey, began to develop their own GTC capabilities to promote exports as major market countries began to expand their protectionist measures.

In 1982 the U. S. Congress enacted the Export Trading Company Act(ETC) to facilitate the promotion of international trade and provide for the growth of ETCs. The ETCs are intended to aid small to medium-size firms that are individually too weak to identify foreign markets, generate and conduct sales in these markets, or procure foreign products and technologies.

(*From M. Reza Vaghefi et al.*:
"*International Business*:
Theory and Practice")

NEW WORDS & PHRASES

corporate [ˈkɔːpərit] *a.* **公司的，法人的**

dynamics [daiˈnæmiks] *n.* **动态**

licensing [ˈlaisənsiŋ] *n.* **发给许可证，许可证贸易**

franchising [ˈfræntʃaiziŋ] *n.* **出卖产**

销权

arise from **由……而引起，由……而产生**

subsidiary [səb'sidjəri] *n.* **附属公司，子公司，分公司**

venture ['ventʃə] *n.* **商业冒险，商业企业**

compliance [kəm'plaiəns] *n.* **依从，屈从**

statute ['stætjuːt] *n.* **法令，法规**

exposure [iks'pəuʒə] *n.* **暴露**

flexibility [ˌfleksə'biliti] *n.* **伸缩性，灵活性，机动性**

disruption [dis'rʌpʃən] *n.* **混乱**

multinational [ˌmʌlti'næʃənl] *a.* *n.* **①跨国的；②跨国企业**

specialize in **专门研究，专攻**

broker ['broukə] *n.* **经纪商，掮客**

deliver [di'livə] *v.* **交（货）**

delivery [di'livəri] *n.* **交付，交货，送货**

assume [ə'sjuːm] *v.* **承担**

royalty ['rɔiəlti] *n.* **〔复〕专利权使用费**

patent ['peitənt, 'pætənt] *n.* **专利，专利权**

trademark ['treidmɑːk] *n.* **商标**

copyright ['kɔpirait] *n.* **版权，著作权**

insignia [in'signiə] *n.* **勋章；国徽**

tap [tæp] *v.* **开发，发掘**

licensee [ˌlaisən'siː] *n.* **接受许可证者**

know-how ['nəu həu] **专门知识，技术诀窍**

franchisee [ˌfræntʃai'ziː] *n.* **特许证持有者**

franchisor [ˌfræntʃai'zɔː] *n.* **给予特许者**

lump [lʌmp] *n.* **大量，总共**

as opposed to **与……不同；相对于**

blanket ['blæŋkit] *a.* **总括的，一揽子的**

expertise [ˌekspə'tiːz] *n.* **专门知识，专门技能**

assimilate [ə'simileit] *v.* **吸收**

turnkey ['təːnkiː] *n.* **统包方式，“交钥匙”方式**

functional ['fʌŋkʃənl] *a.* **机能的，功能的**

infrastructure ['infrəˌstrʌktʃə] *n.* **基础设施**

identify [ai'dentifai] *v.* **认出；识别；鉴定；确认**

expatriate [eks'pætriit] *n.* **移居国外的人**

subcontractor ['sʌbkən'træktə] *n.* **分包商**

access ['ækses] *n.* **接近（或进入）的方法（或权利、机会等）**

acquisition [ˌækwi'ziʃən] *n.* **收购；获得**

facilitate [fə'siliteit] *v.* 推进，促进

be designed to 目的在于，旨在

synergy ['sinədʒi] *n.* 协同作用

diversify [dai'vəːsifai] *v.* 使多样化；把（资金等）分投在好几家公司内；增加（工、农业生产）的品种

enact [i'nækt] *v.* 制定；颁布；通过

PROPER NAMES

Department of Commerce 商务部（美国）

India ['indjə] 印度（亚洲）

Turkey ['təːki] 土耳其（亚洲）

Korea [kə'riə] 韩国（亚洲）

Thailand ['tailænd] 泰国（亚洲）

Congress 国会（美国）

ECONOMIC TERMS & EXPRESSIONS

international business 国际商务

wholly owned subsidiary 独资子公司

joint venture 合资企业

marketing mix 市场营销组合

export management company 出口经营公司

export house 出口商行，出口公司，出口管理局

import house 进口商行

commission house 佣金行，委托交易行

parent firm 母公司

technical know-how 技术工艺知识，专门技能，技术诀窍

turnkey project 统包式项目，"交钥匙"项目

contracting firm 承包企业

majority ownership 多数所有权

less-developed country 欠发达国家

general trading company 综合贸易公司

NOTES

1. The international business organization in following its corporate strategy is continually adjusting to the dynamics of its changing external/internal environments.

   国际商务组织在实施其公司策略的过程中正在不断适应处于动态变化中的外部和内部环境。