

北京市高等教育精品教材立项项目

商务英语（下）

悦来皂藻糖寄书最登操 II

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摇摇摇

对外经济贸易大学出版社

前摇摇言

中国加入世界贸易组织之后,尤其是进入 21 世纪以来,世界经济格局和国际经济关系大环境都发生了很大改变。如今,我国的国际商务活动,无论在深度和广度上都发生了深刻的变化,中国的贸易量已创历史新高,这足以说明国际商务在国家经济增长总量中所占的重要地位。

在当今改革和发展的时代大潮中,国际间存在的商务活动势必需要大量的商务人才,而这种人才既要懂得广博的国际商务知识,又要能够熟练掌握商务英语技能。但是,目前这类复合型人才还远远不能满足市场的需求。因此,为国家培养出熟悉国际经济环境、通晓国际商务规范、能够熟练进行跨文化商务交际的高素质、外向型、具有国际视野的复合型国际商务人才已成为当务之急。

《商务英语》正是为此目的而策划、编写的一本教学用书。事实上,对外经济贸易大学自上个世纪八十年代末同中央人民广播电台联合举办《国际商业英语》广播教程起,就编写了用英语撰写的《出口管理》一书作为系列教材的一部分。此书虽然一直沿用至今,但毕竟层次偏高、不太适合广大商务英语爱好者和外贸企业员工。因此,编者那时已萌发编写出一本适合于广大有志于投身国际贸易的学子、商务英语爱好者和外贸企业员工的《商务英语》基础教材。十多年来,编者一直耕耘在商务英语教学第一线,经过日积月累、广搜素材、提炼加工、数易其稿,在过去十数载教学实践和广泛征求学子与专家学者意见的基础上,最终编写出了摆在读者们面前的这本《商务英语》教材。

本书力图从宏观到微观、从经济学原理到国际贸易实务全方位系统化地涵盖国际商务知识,精选了大量与经济和商务有关的原著文章,并加以精心的编排注释,配备了大量具有针对性的图片与练习,使读者能够提高阅读和分析能力,最终从整体上提高英语语言水平以及语言欣赏和运用的能力,并从中了解和掌握国际商务知识,使学生在今后的商务实践和个人职业发展中发挥出独特的综合优势和潜能。

全书分上下两册,根据知识结构分为 10 个单元,每册 5 个单元,每册 15 章,上下两册共 30 章,是按照每学期每周讲授一章而设计的。上册开宗明义讲“什么是经济

学”接着依次讲解供求关系、中国的消费市场、国际贸易,然后介绍与产品相关的各种知识,最后对国际市场、自由贸易、关税壁垒、商务会展和世界贸易组织等进行了阐述。下册是从同国际商务紧密相关的海运、空运谈起,然后集中介绍与商品出口相关的知识,最后则是有关银行、货币、信用证、跟单托收和保险等概念的阐释。

本书在结构编排、内容选择上都力求突出特色,主要体现在以下几个方面:

(员)每章开头是一段引语,用中英文概述全章要旨,让学生一开始就明晰整篇大意;

(圆)每章正文精选相关的国际商务文章和插图,以最典型和新鲜的商务语言和图片传递最新的国际商务信息和当今热点;

(猿)每章专设有生词、专用词组、片语用法、注释,帮助学生理解课文内容;

(源)每章之后都设计了形式多样的练习,包括回答问题、选词填空、多项选择、阅读理解、汉译英(句)、英译汉(段)等,并提供了所有练习的答案,便于学生自学自查;

(缘)每章之后练习部分均编排和正文有关联的一篇阅读短文,供学生增加信息量和提高阅读能力;

(远)每章末尾附有世界名人的名言佳句,主要目的是让学生在学习间隙品味欣赏名家的语言魅力和思想内涵,使人深受教益;

(苑)每章课文均附有参考答案和参考译文,以帮助学生更好地理解全篇内容,提高分析和理解能力。

本书虽然为成人国际贸易类专科层次学生使用,但也适用于高等院校大学本科一、二年级学生、经贸类中等专业学校师生、各类经贸企业、三资企业和涉外企业的员工以及商务英语爱好者。

本书在策划和编写的初期,吴顺昌和徐俊贤两位教授对课文内容和编排提出了宝贵建议,在全书编写过程中,部分学生提供了大量图片资料和辅助素材,全书编写完成后,黄震华教授对全书进行了认真审校,在此对所有为本书的编撰做出贡献和付出辛劳的专家、教授、同事和学生深表谢意。

由于编著时间仓促,水平有限,本书还会存在一些不尽人意之处,恳请有关专家学者和广大读者不吝赐教。

编者

圆园缘年 苑月于北京

陽昇苑愿云愿缘远愿
印数 园园貳原象园貳册摇摇定价 猿圆元

北京市高等教育精品教材立项项目
国际贸易专业成人专科、高职高专系列教材

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总摇摇序

21世纪是知识经济时代,是全球经济大融合的时代。经济大融合必将推动国际贸易迅速发展,而我国经济改革开放和现代化进程也将跟随经济全球化的步伐进一步加快。加入WTO后,中国经济及社会发展都面临着前所未有的机遇和挑战。在这样一种时不我待、知识急剧更新的形势下,我们惟有把处于时代最前沿的国际贸易知识及其运行规则以及作为从事外经贸工作所必须掌握的专业语言工具及时有效地传授给学生,使其成为应用型外经贸人才,才能适应新环境的需要。为此,学校需要对培养目标作出相应的调整,即今后的重点应是造就知识经济所需要的具有创新精神和创造能力的人才。国际贸易专业知识,作为连接中国与世界贸易往来的载体,必将在中国与国际间贸易交往中发挥它应有的作用。

本套教材的推出,是在北京市教委的大力支持下,在我校教务处和各相关院系的积极配合下完成的,并已列入北京市精品系列教材。全套教材共十三本,分别是《政治经济学原理》、《大学语文》、《中国对外贸易概论》、《国际贸易》、《国际贸易实务》、《国际金融实务》、《国际货物运输》、《国际货物运输保险》、《会计学原理》、《应用统计》、《商务书信》、《商务谈判》、《商务英语》。

教材的编写与出版,是多年的教学实践和科研成果的总结,它经过校内外专家反复论证,在原有的国际贸易专业大专系列教材的基本框架的基础上,对相关内容加以修订和完善,增加了外贸专业英语的有关内容。同时根据我国加入WTO三年来所面临的新形势和所碰到的新问题,充分吸收近年来国内外国际贸易教学和科研方面所积累的新成果内容,力求不落俗套,有所创新。教材主要有以下特点:

1. 理论联系实际:在探讨理论的同时注重实用性和可操作性。

2. 富有新意:外经贸领域中新的知识点,新的贸易规则,新的外经贸政策以及新的外经贸发展动向,在本套系列教材中均有体现。

3. 质量上乘:在原国际贸易大专系列教材的基础上,取其精华,并从内容到结构进行了大幅度调整。

参编作者都是在各自学科从事多年教学和科研工作的教师,他们全力支持教

材的编写,为本套教材的出版付出了大量的心血和精力,在此一并予以赞扬和感谢。

由于编写时间仓促,教材中难免出现疏漏和不当之处,敬请批评指正。

对外经济贸易大学继续教育学院
教材编写委员会

圆缘年 圆月

惛惛羣羣羣羣

哉羣戴云韻耘	(員)
悅粵絳硯覓遙栽霖宰燠豔裁羣霽的里羣霽社	(猿)
哉羣戴奈載	(園)
悅粵絳硯國遙宰隸駮音霽霽豎早	(園)
悅粵絳硯國遙耕霽駮列轉審迥稟	(淵)
悅粵絳硯國遙耕霽駮列轉該載	(緣)
悅粵絳硯國遙耕霽駮列轉羣早	(苑)
悅粵絳硯國遙耕霽駮列轉羣早	(怨)
悅粵絳硯國遙耕霽駮列渠官伏置羣澤	(元)
悅粵絳硯國遙耕霽駮列渠官漢城羣社	(員)
悅粵絳硯國遙耕霽駮列渠恆群載	(員)
悅粵絳硯國遙耕霽駮列理羣早	(員)
哉羣戴蘇茲羣	(員)
悅粵絳硯國遙配燥攢	(員)
悅粵絳硯猿遙栽羣穢駮寒其羣早	(圓)
悅粵絳硯猿遙閱羣皂漢城曾洩羣羣社	(圓)
悅粵絳硯猿遙閱羣皂漢城曾洩羣羣載	(圓)

摇摇摇摇

商务英语(下)

摇摇摇摇

悦韵星栽耘星栽杂

哉暈戴耘員吟栽		(園猿)
悦匀栽耘砸猿猿栽栽暈之嫻曾榮栽暈之嫻栽		(園緣)
悦匀栽耘砸猿猿猿韻韻栽云韻韻栽		(園員)
悦匀栽耘砸猿猿栽粵韻栽韻栽栽栽		(園譽)
悦匀栽耘砸猿猿栽栽暈之嫻曾榮栽暈之嫻栽		(猿員)

摇摇The World Trade Organization came into being in 员缘缘 One of the youngest of the international organizations ,the WTO is the successor to the General Agreement on Tariffs and Trade (GATT) established in the wake of the Second World War. So while the WTO is still young ,the multilateral trading system that was originally set up under GATT is well over 缘园 years old.

The past 缘园 years have seen an exceptional growth in world trade. Merchandise exports grew on average by 远% annually. Total trade in 员怨苑 was 员源 times the level of 员缘缘 GATT and the WTO have helped to create a strong and prosperous trading system contributing to unprecedented growth. The system was developed through a series of trade negotiations ,or rounds ,held under GATT. The first rounds dealt mainly with tariff reductions but later negotiations included other areas such as anti-dumping and non-tariff measures. The last round — the 员怨愿元原员怨怨源 Uruguay Round — led to the WTO 's creation. The negotiations did not end there. Some continued after the end of the Uruguay Round.

宰裁酌 粤阿味酒味章裁

How can you ensure that trade is as fair as possible ,and as free as is practical ? By negotiating rules and abiding by them.

The WTO 's rules — the agreements — are the result of negotiations between the members. The current set were the outcome of the 员怨苑元原员怨怨源 Uruguay Round negotiations which included a major revision of the original General Agreement on Tariffs and Trade (GATT).

GATT is now the WTO 's principal rule book for trade in goods. The Uruguay Round also created new rules for dealing with trade in services ,relevant aspects of intellectual property ,dispute settlement ,and trade policy reviews. The complete set runs to some 猿园, 四四 pages consisting of about 远四 agreements and separate commitments (called schedules) made by individual members in specific areas such as lower customs duty rates and services market-opening.

Through these agreements ,WTO members operate a non-discriminatory trading system that spells out their rights and their obligations. Each country receives guarantees that its exports will be treated fairly and consistently in other countries ' markets. Each promises to do the same for imports into its own market. The system

also gives developing countries some flexibility in implementing their commitments.

云哉羣衆之羣衆

The WTO 's overriding objective is to help trade flow smoothly , freely , fairly and predictably. It does this by :

- Administering trade agreements
- Acting as a forum for trade negotiations
- Settling trade disputes
- Reviewing national trade policies

杂裁匪外殊若如味云

The WTO has nearly 150 members, accounting for over 90% of world trade. Around 30 others are negotiating membership.

Decisions are made by the entire membership. This is typically by consensus. A majority vote is also possible but it has never been used in the WTO , and was extremely rare under the WTO 's predecessor — GATT. The WTO 's agreements have been ratified in all members ' parliaments.

The WTO 's top level decision-making body is the Ministerial Conference which meets at least once every two years. The Fifth WTO Ministerial Conference was held in Cancun , Mexico from 1994 to 1995 September 1995.

Below this is the General Council (normally ambassadors and heads of delegation in Geneva , but sometimes officials sent from members ' capitals) which meets several times a year in the Geneva headquarters. The General Council also meets as the Trade Policy Review Body and the Dispute Settlement Body.

At the next level , the Goods Council , Services Council and Intellectual Property (TRIPS) Council report to the General Council.

Numerous specialized committees , working groups and working parties deal with the individual agreements and other areas such as the environment , development , membership applications and regional trade agreements.

NEW WORDS

责莫推辞

adv. prophetically 预言性地 ,前兆地

藻藻藻藻藻藻

adj. being an exception ; uncommon 例外的 ;不寻常的

皂藻藻藻藻藻

n. goods bought and sold in business ; commercial wares
商品

怎责藻藻藻藻藻藻

adj. having no previous example 没有先例的

则藻藻藻

n. a complete course , succession , or series 一轮 ,一回
合

葬藻藻皂皂皂

adj. intended to discourage importation and sale of foreign-
made goods at prices substantially below domestic
prices for the same items 反倾销的

葬藻藻藻(遭)

v. to conform to ; comply with 遵守..... ,依从.....

则藻藻藻藻

n. the act or process of revising 修订 ,修订的行为或过
程

则藻藻藻藻藻

n. 规则手册(说明)

责藻藻藻藻藻

adj. first , highest , or foremost in importance , rank ,
worth , or degree ; chief 重要的 ,首要的

首藻藻藻藻

n. a verbal controversy ; a debate 口头辩论 ,争论 ,争端

则藻藻藻藻

n. an inspection or examination for the purpose of
evaluation 评估 ,为评价而进行的视察或检查

则藻藻藻(藻)

v. to amount to 共计 ,合计

精藻皂皂藻藻藻藻

n. something pledged , especially an engagement by
contract involving financial obligation 约定保证的事
情 ,尤指涉及资金责任的合同保证

洋藻藻藻藻藻

n. a program of events or appointments expected in a
given time 日程计划

灶藻藻藻藻藻藻藻藻藻藻

adj. not marked by or showing prejudice ; not biased 不歧
视的 ,无偏见的

USAGE OF PHRASES

随.....之后到来

随.....之后到来

员 [Biz] : The company 's sales volume increased rapidly in the wake of its advertising campaign.

广告宣传活动之后 ,该公司的销售量猛增。

圆 A very fine day came in the wake of the storm.

那场暴风雨之后天气非常好。

平均 ,按平均数计算

平均 ,按平均数计算

员 [Biz] : The company makes a profit of two million dollars on average every year.

该公司每年平均盈利两百万美元。

圆 Each student has 员缘 minutes on average to make a presentation.

每个学生平均有 员缘分钟的时间做演讲。

遵守 ,信守

遵守 ,信守

员 [Biz] : The party which fails to abide by the contract will be heavily punished.

没能遵守合同的一方将会受到严惩。

圆 Everyone who joins the club must abide by its rules.

凡是加入该俱乐部的人都必须遵守其规则。

清楚说明 ,详细解释

清楚说明 ,详细解释

员 [Biz] : Each term of the contract must be spelt out to avoid future dispute.

为了避免将来出现争议 ,合同中的每一项都必须详细说明。

