

学习指南

Unit Four

I. Introduction

本单元包括第 13, 14, 15, 16, 17 和 18 章。这个单元以解释国际贸易中的市场调研和市场选择开始, 提请注意如想做好国际贸易, 就一定要做好准备工作——市场调研和市场选择; 而后进入到这一单元的重点, 也是国际贸易的目标和重要特点: 自由贸易, 即无障碍的商品和服务的自由流动, 以及自由贸易的一些形式, 指出了阻碍自由贸易目标实现的两大障碍: 关税壁垒和非关税壁垒, 并就关税壁垒和非关税壁垒的一些形式进行了探讨, 最后提出了促进贸易的一种形式——商品交易会。

II. Warmer

1. Learning Objectives

- To gain an understanding of the need for international market research
- To explore the difference between so-called “desk research” and “field research”
- To gain insight into the necessity of market selection and the ways to carry it out
- To review types of free trade among countries
- To examine two forms of barriers to free trade; tariff barrier and non-tariff barrier
- To learn the significance of trade fairs to exporters

2. Self-study Points

Ch13

1. market research
2. desk research
3. field research
4. to differ
5. prior to
6. to undertake
7. to justify
8. to bind
9. to prohibit
10. to ban



11. to levy
12. to flourish
13. to persuade
14. to take ... into account
15. with the help of
16. so +
17. to carry out

Ch14

18. market selection
19. principles for market classification
20. target market
21. UNCTAD
22. OECD
23. to concentrate
24. to yield
25. to pinpoint
26. to repay
27. to go after
28. to make certain
29. to stay away
30. to deal with
31. to break down
32. to narrow down
33. in terms of

Ch15

34. Customs union
35. European Economic Community
36. Treaty of Rome
37. to locate
38. to refer to
39. tariff
40. barrier
41. to consist of
42. to be similar to
43. to be subject to
44. in that
45. to ease
46. instead of
47. to be put into effect
48. to provide for

Ch16

49. tariff barrier
50. ad valorem duty
51. specific duty

52. alternative duty
53. compound duty
54. inflation
55. import duty
56. revenue
57. to base
58. to apply
59. to vary
60. to impose (on/upon)
61. to discourage
62. to provide somebody with something
63. to depend on
64. to free from
65. in accordance with
66. to keep up with

Ch17

67. balance of payments
68. quota
69. foreign exchange
70. rate of exchange
71. wartime emergency measure
72. Gold Standard
73. World War I
74. not only...but also...
75. by means of
76. take the form of
77. the demand for
78. permit sb to do sth
79. in line
80. hold up
81. as required
82. Should the Customs authorities decide to inspect thoroughly each item imported, rather than just a sample, there will always be horrendous delays.
83. in one way or another
84. exclude...from...

Ch18

85. trade fair
86. trade routes
87. China Export Commodity Fair
88. China International Exhibition Center
89. UIBE (University of International Business & Economics)
90. the general public
91. consumer goods

92. agent
93. distributor
94. China Export Commodity Fair
95. Richard Nixon
96. originate
97. specialize
98. make a point
99. It is the industry counterpart of the fairs that are still held on a regular basis in most towns and cities where the general public can buy meat, vegetables, fish, clothing, and other assorted consumer goods.
100. engage in
101. For the Chinese exporters, the trade fair is often the fastest and most effective way to introduce a product and to find out exactly what buyers think of it and what modifications, if any, are necessary.
102. attribute... to

III. Points to illustrate

1. to differ (from, in) (with, about, over, on)

to be dissimilar or unlike in nature, quality, amount, or form; to be different; disagree; (of people) to have an opposite opinion 不同, 相异, 有区别, 看法不同, 与... 意见相左,

1. Their house differs from mine in having no garage.
他们的房子和我的不同, 区别在于他们的没有车库。
2. The two sides in the dispute still differ over the question of pay.
争执的双方在报酬问题上仍各持己见。

2. to obtain

to succeed in gaining possession of as the result of planning or endeavor; acquire; to become the owner of, especially by means of effort or planning 经过计划或努力成功地获得, 获得, 买到, 得到

1. I haven't been able to obtain the record anywhere.
我到处都没有买到那张唱片。
2. He said the police had obtained this information by illegal means.
他说警方是靠非法手段获得这一资料的。

3. to undertake

to set about; begin; to take up or accept (a duty or piece of work, especially one that is difficult or needs effort) 从事, 着手, 进行, 承担, 接受 (责任, 艰苦的工作等)

1. She undertook responsibility for the changes.
她承担了作出这些改变的责任。
2. The Channel Tunnel is one of biggest engineering projects ever undertaken.
海峡隧道是人们至今所承建的最大的工程之一。

4. to justify

to demonstrate or prove to be just, right, or valid; to give a good reason for; explain satisfactorily 证明…正当、正确或有效, 解释, 为…辩护

1. You have to justify each budgetary expense as necessary.
你得证明每一项预算费用都是必要的
2. The government will find it difficult to justify this decision to the public.
政府会感到向公众解释这项决定的正确性是困难的。

5. to bind

to enclose and fasten (a book or other printed material) between covers; to tie together, especially with rope; to tie up firmly; to cause to obey, especially by law or a promise; have a duty to 装订, 粘牢, 包扎, 捆, 绑, 粘合, 约束, 承诺, 使负有义务

1. It is the shared commercial interests that bind the two companies together.
把这两家公司的命运连接在一起的是共同的商业利益。
2. The soldier bound up a wound with bandages himself.
战士自己用绷带包扎了伤口。
3. This flour mixture isn't wet enough to bind properly.
这面粉糨糊水不够, 所以不粘。
4. They bound him to remain silent.
他们要他答应一定保持沉默。

6. to prohibit (from)

to forbid by authority; to forbid by law or rule; to make impossible 禁止; 阻止

We are prohibited from drinking alcohol during working hours.

工作时间内我们不得喝酒。

prohibited articles [goods] 违禁品

to prohibit somebody from doing something. (=prohibit somebody's doing something.)
禁止某人做某事

1. Family finances prohibited his going to college.
他的家庭经济情况不容许他上大学。
2. The price prohibited us from buying it
这东西价格太高, 我们买不起。

7. to ban (from)

a prohibition imposed by law or official decree; to forbid, especially by law;
禁令, 禁止

1. After the accident, he was banned from driving.
事故发生后, 他被禁止开车。
2. The new military government has banned strikes and demonstrations.
新的军人政府禁止罢工和示威活动。

8. to levy (on, upon)

to impose or collect (a tax, for example); to demand or collect officially 征税, 征收

或收集（如税款）

1. The government has decided to levy a special tax on tobacco.
政府已决定对烟草征收特别税。
2. Personal income tax is levied for those whose annual income is more than 120,000 yuan in China.
在中国，个人收入调节税只对那些年收入在 12 万以上的人群征收。

9. to flourish

to do or fare well; prosper; to be alive and well; to grow healthily; to be active and successful 实行或进展得好，昌盛，茂盛，繁荣，兴旺发达

1. No village on the railroad failed to flourish.
凡是沿铁路的村庄都很繁荣。
2. The company has really flourished since we moved our factory to China.
自从我们把工厂搬到中国以后，公司就真正兴旺发达起来了。

10. to persuade

to induce to undertake a course of action or embrace a point of view by means of argument, reasoning, or entreaty 劝导，说服

1. To make children fit to live in a society by persuading them to learn and accept its codes.
通过劝说孩子们学习和接受社会规范使他们适应社会生活。
2. Despite all my efforts to persuade him, he wouldn't agree.
尽管我竭尽全力劝他，他还是不同意。

11. prior to

preceding, before 先于，在…以前

1. Audience can relax in the lounge prior to entering the theater.
观众在进入影院之前可以先在休息室内放松一下。
2. The agreements should be completed prior to the departure of your company's negotiators.
我们应该在贵公司谈判代表离开之前完成该项协议。

12. to take something into account

take account of something.; to take into consideration; allow for. 考虑，顾及

1. Whatever we do, we must take both our own interests and others' into account.
无论我们做什么，我们既要考虑自己的利益，也要考虑他人的利益。
2. These figures do not take changes in the inflation into account. [Biz]
这些数字没有顾及通货膨胀方面的变化。

13. so + adj. / adv. + that...

如此……，以至于……

1. He was so fat that he couldn't get through the door.
他这么胖以至于他不能通过这道门。
2. She described the events so graphically that I could almost see them.

她把那些事件描述得活灵活现,我几乎象是能够亲眼目睹了。

3. The price you quote is so high that I feel it very difficult for us to reach an agreement.

你方报价太高了,以至于我觉得我们很难达成协议

Compare: such + n. + that...

1. She is such a kind girl that everyone of us likes her.
2. She is so kind that everyone of us likes her.

1. The research conclusion was made afterwards, that one market was **so far away that** the transport costs were too heavy.

后来得出的调查结论是一个市场非常远,运输成本太高。

2. Another market levied **such heavy duties that** again the prices would have been too high.

另一市场征收的关税太高,这样价格又会太高。

14. to carry out

To fulfill; complete; perform; conduct 实现,完成,进行,实行,执行

1. I have carried out my work.
我已经完成了我的工作。
2. We carried out experiments on medicine to cure SARS.
我们对治愈“非典”的药品进行了试验。
3. It is our obligation to carry out the long-term agreement.
执行长期协议是我们的职责。

15. with the help of

1. 在...的帮助下
We completed the project with the help of Professor Wang.
在王教授的帮助下我们完成了这项工程。
2. 利用,借助于
We completed compiling the book with the help of written materials and books.
我们借助于许多书面资料和书籍完成了本书的编撰。
With the help of the market research, our products have entered the market of this country successfully.
在这份市场调查的帮助下,我们的产品成功地进入了该国市场。

16. The failure of managers to understand cultural differences, the failure to remember that customers differ from country to country, and the lack of investigation into whether or not a market exists prior to market entry have made international business a high-risk activity.

经理们不理解文化差异,忘记不同国家之间顾客差异,在进入之前对是否存在市场缺乏调研。所有这些因素使国际贸易成为一项高风险的活动。划线部分是本句的主语。

17. Getting information from published sources is often called ‘desk research’ ...

从出版的书面材料中获得信息通常被称为“案头研究”。

desk research 案头研究(市场研究术语), 桌上研究调查, 室内研究
动名词短语“Getting information”在句中做主语。

In most cases, exporting goods to other countries requires paying duties.

大部分情况下, 出口商品到其他国家需要交关税。

比较: field research 现场调研

Field research is often taken to mean...

现场调查研究通常被认为意味着...

field research: 现场调查研究, 与 desk research 相对。

Be taken to...的意思为 be considered to...; be assumed to... 被认为, 被当作

The matter is taken to have been settled.

这件事情被认为已决定下来。

18. ...make this practicable ...使之可以行得通。this 做动词 make 的宾语, practicable 做宾补。句式 make + 宾语 + 宾补 (n./ adj. / inf...)

To make it clean;

To make him dean of the institute;

To make us laugh

19. It was suggested to the company that it should do something about getting information. 有人向该公司建议公司应该做些什么以获得信息。

“It be suggested to sb. that...”的意思是“向某人建议...”, 动词 suggest 作“建议”解时, 后面从句的谓语动词需采用虚拟语气, 从句谓语动词形式为 should + 动词原形, should 可以省略。

20. ...nor was there any ban on imports 也没有禁止进口。否定词“nor”引导的句子要倒装。

21. ...the total number of books imported,...进口笔记本的总数。过去分词“imported”做后置定语, 修饰名词“books”。

22. Make a conclusion 得出结论。

同义短语:

to arrive at a conclusion

to come to a conclusion

to draw a conclusion

to reach a conclusion

23. The manager of the factory visited the country concerned. 工厂经理访问了有关国家。句中 concerned [常用于名词之后] 有关(方面)的, 被牵连的

the authorities concerned

有关当局

the parties concerned

关系人, 当事人

(the) quarters concerned

有关方面

Where work is concerned, I always try to do my best.

至于工作，我总是竭尽全力地干。

Ch14

1. market selection

市场选择

又可称为“市场区隔”、“市场分片”、“市场划分”等。是指按照一定原则和变数，把某一整体市场细分为欲望和需求大体相同的消费群体，结合自身的资源条件，选择一个或几个消费群体作为自己目标市场的一种方法。

2. principles for Market classification

市场细分原则（变数）

就消费群体市场而言，主要有4大类：1) 地理，如区域、城乡、气候等；2) 社会经济，如年龄、性别、家庭人口、家庭生命周期、收入、职业、教育、民族、社会阶层等；3) 心理，如生活方式、个性等，4) 购买行为，如购买动机、消费者所追求的利益、使用者情况、消费者对品牌的信赖程度等。

3. target market

目标市场

是指在整体市场细分后，被选定为营销活动目标的“子市场”。目标市场应具备三个条件：1) 拥有相当大的购买力和有足够的销售量；2) 有较理想的尚未满足的消费需要和有充分发展的潜在购买力；3) 竞争对手还未能控制整个市场。

4. UNCTAD (United Nations Conference on Trade and Development) 联合国贸易与发展会议

第二次世界大战以后，众多发展中国家继政治上获得独立后努力发展民族经济，但由于旧的国际经济秩序的严重阻碍，发展中国家经济遭受极大损害：初级产品出口停滞，贸易条件恶化，国际收支逆差不断扩大。为此，广大发展中国家积极呼吁召开国际性会议，研究和解决它们的经济和贸易发展问题。1962年12月18日，联大批准召开贸易与发展问题大会。1964年3-6月首届联合国贸易与发展会议（United Nations Conference on Trade and Development）在日内瓦召开。

贸发会议的宗旨是促进国际贸易，特别是促进发展中国家间的贸易和不同经济体制与社会结构的国家间的贸易；制定有关国际贸易和经济发展问题的原则和政策，并提出实施计划；审议、推进和开展与联合国系统内有关机构在国际贸易和经济发展领域内和各项协作活动；协调各国政府和区域性经济集团的有关贸易及发展政策。

贸发会议属联合国机构之一，其常设机构是贸易和发展理事会，秘书处设在日内瓦。贸发会议有160多个成员国。从1964至今，共召开过十一届贸发会议。我国于1972年4月第一次参加贸发会议。贸发会议的大部分成员同时是关贸总协定的缔约国家和地区，它在关贸总协定中为维护发展中国

家利益起着重要作用。

在历届会议上，广大发展中国家团结一致，采取统一行动，谴责不合理的旧的国际经济秩序，揭露帝国主义和超级大国的掠夺、剥削和扩张，并为建立公正合理的国际经济新秩序提出了许多积极建议和主张，其中有些建议和主张已被联合国采纳。

5. OECD (Organization for Economic Co-operation and Development) 经济合作与发展组织

【成立日期】其前身是 1948 年 4 月由西欧十几个国家在巴黎成立的欧洲经济合作组织。1960 年 12 月 14 日，加拿大、美国及欧洲经济合作组织的成员国等共 20 个国家签署公约，决定成立经济合作与发展组织。在公约获得规定数目的成员国议会的批准后，经济合作与发展组织于 1961 年 9 月 30 日在法国巴黎正式宣告成立，简称经合组织或经合发组织。

【宗旨】促进成员国经济和社会的发展，推动世界经济增长；帮助各成员国制定和协调有关政策，以提高各成员国的生活水平，保持财政的相对稳定；鼓励和协调成员国为援助发展中国家作出努力，帮助发展中国家改善经济状况，促进非成员国的经济发展。

【成员】29 个（1998 年底）。1995 年加入的成员为捷克（10 月 28 日）；1996 年加入的成员有匈牙利（3 月 29 日）、波兰（7 月 11 日）、韩国（10 月 11 日）。

【主要负责人】秘书长 Angel Gurría，（芬兰人），2006 年上任。

【总部】设在巴黎。

6. selection

the act or an instance of selecting or the fact of having been selected 选择，挑选

1. His selection as a presidential candidate was quite unexpected.

他被选为总统候选人颇出乎人们的意料。

7. selective

of or characterized by selection; discriminating; careful in choosing 选择的，有选择性的，精挑细选的

1. He's always very selective when he buys his suits.

他买西装时总是要很仔细地挑选。

2. You need a selective weed killer that won't damage your garden flowers.

你需要一种仅对杂草有杀伤力而不会伤害花木的除草剂。

8. to concentrate (on, upon)

to direct one's thoughts, efforts or attention towards a particular activity or purpose; to (cause to) come together in or around one place 全神贯注，集中（思想，精力，注意力等），使集中于，使汇集于

1. This year the company has concentrated on improving its efficiency.

这家公司今年已经把力量集中在提高效率方面。

2. The terrorists concentrated their activities on the main supply routes.

恐怖分子把活动集中在主要供给路线上。

3. Industrial development is being concentrated in the Northwest of China.

工业发展目前正集中在中国的西北地区。

9. to yield

to produce a return for effort or investment; to produce, bear or provide, especially as a result of work or effort 生利, 收益, 产生, 生产

1. bonds that yield well.
获利很多的债券
2. His business yields big profits.
他的生意带来了巨大的利润。
3. That tree yields plenty of fruit.
那棵树结了很多果实。

10. data

factual information, especially information organized for analysis or used to reason or make decisions 档案, 资料, 材料, 数据

1. We can't tell you the results of the survey until we have looked at all the data.
在没有看完所有的资料之前, 我们不能够告诉你调查结果。
2. We use a keyboard to input the data.
我们用键盘把数据输入电脑。

11. to pinpoint

to locate or identify with precision; to find or describe exactly (the nature or causes of something) 精确地定位, 找出或确认,

1. Can you pinpoint it on the map for me?
你能给我在地图上准确地指出它的位置吗?
2. Investigators are trying to pinpoint the causes of the air crash.
调查人员正在力图查出飞机失事的原因。

12. to survey

to examine or look at in a comprehensive way; to examine the condition of, especially professionally 综览, 从广泛的方面检查或察看, 鉴定, 检查

1. If you survey the current state of Chinese industry, it is pretty encouraging.
如果你审视中国工业的现状, 情况是颇为令人振奋的。
2. Have the house surveyed before you buy it.
买房子之前, 你要找人对它作一次鉴定。

13. to discard

to throw away; reject; to get rid of as useless; to give up 丢弃, 抛弃, 垫牌

1. You can't discard that old coat. That was a gift from my parents.
你不能丢弃那件旧外衣。那是我父母给我的礼物。
2. You have to discard before you can pick up another card.
你得先打出一张牌, 然后才能再取一张。

14. to attain

to gain as an objective; achieve; to gain or arrive at after long effort; reach (长期努力后) 达到, 获得, 取得

1. She attained rank of deputy director at the age of 32.

她 32 岁时就晋升为副局长。

2. He attained his objectives in business at last after two years' study of MBA abroad.

经过两年国外工商管理的学习, 他终于在商界实现了个人的目标。

15. to eliminate (from)

to leave out or omit from consideration; to remove or get rid of completely; 排除, 不予考虑或忽略, 淘汰, 剔除

1. Can we ever eliminate hunger from the world?

我们能把饥饿从地球上根除吗?

2. Our team was eliminated from the competition in the first round.

我们队在竞赛的第一轮就被淘汰了。

16. to repay (to, by, for, with)

to make a return or compensation for; to pay back; to return (what is owed) to (someone); to reward 回报, 补偿, 偿还, 报答, 回报

1. The company repays hard work with bonuses.

公司对努力工作的员工给予奖励。

2. He repaid their hospitality by stealing their camera.

他偷了他们的相机来回报他们的好意。

17. in the interest(s) of/ in one's interest(s)

为了, 为了...的利益

1. We should work in the interest(s) of humanity.

我们应该为人类谋福利。

2. Brown travels in Asia in the interests of a business firm.

布朗为一商行的利益而旅行于亚洲。

3. It is in the best interest of all parties concerned to discuss and decide on a practicable shipping schedule for this order.

为这笔订货商讨决定出一项切实可行的装船计划对各方来说都最为有利。

4. We hope that in your own interests you will make arrangements to clear your account without further delay.

我们希望, 你方为自己利益着想要结清欠款, 勿再延迟。

18. in terms of.

根据, 按照

1. We should plan and program facilities in terms of their interrelationships.

我们应按照设施的内在关系来计划和设置它们。

在.....方面, 就.....而言, 关于

1. We trust that our product is attractive enough to your endusers in terms of both quality and price.

我们相信，我方产品在品质和价格方面对贵方用户都有足够的吸引力。

用.....言词

1. They referred to your service in terms of high praise.

他们对你方的服务大加赞扬。

用.....方法，用.....方式

1. The prices on our Invoice are quoted in terms of US dollars.

我方发票中的价格是用美元开列的

19. to start by

先做某事

1. The company started by writing to the embassy for the relevant information.

公司先给大使馆写信获取相关信息。

Compared with “start with” 以...开始，例如：

1. Knowledge starts with practice.

认识从实践开始。

2. The sports meeting started with an opening ceremony.

运动会以开幕式开始的。

20. by hand

by a person rather than a machine 用手，人工完成

1. All the articles are made by hand.

所有的物件都是手工制作的。

2. The fabric was painted by hand.

这件织品是手工染的。

21. a large amount of 大量

1. We have spent a large amount of money.

我们花去了一大笔款项。

2. The business involves large amounts of money.

这笔业务需要投入大量的金钱。

22. to narrow down.

to reduce the number of possibilities or choices 减少，限制，缩小范围

1. We should try to narrow down the argument in our business negotiation.

在我们的商务谈判中，我们应该尽量限制争论的范围。

2. We narrowed the possibilities for our market selection down to three.

我们把可能选择的市場减至三个。

缩小，变窄

1. The sea narrows down into a strait.

海变窄形成海峡。

23. to break down

1. to stop working because of a fault; to fail; to lose control of; to become very bad; to divide into parts to be analyzed 瓦解，崩溃，失败，落空

1. His resistance will break down in time.
他的抵抗终久是会瓦解的。
 2. Negotiations have broken down.
谈判已破裂。
 2. (指机器等) 出毛病, 坏掉
The engine broke down.
发动机坏掉了。
 3. 身体或精神衰弱
His health broke down.
他的身体变衰弱了。
 4. 情绪失去控制 (如突然大哭)
She broke down when she heard the news.
她听到那消息就哭了起来。
- vt.*
5. 将 (门, 墙等) 捣毁
The policeman broke the door down with his body.
警察用身体撞倒了门。
 6. 武力推翻; 镇压
The police broke down all resistance.
警察镇压一切抵抗。
 7. 分析, 分类 (统计资料)
The salesman broke down expenditure.
营业员列出开支细目。
 8. 分解.....之化学成分
Sugar and starch are broken down in the stomach.
糖与淀粉在胃中被分解。

24. to deal with

与...有生意往来, 与...交易

1. Do you deal with Smith, the butcher?
你与肉商史密斯有生意来往吗?
2. We've dealt with the same firm for years.
我们同该公司已有多年的交易。

与...交往, 与...相处

1. That man is easy to deal with.
那人容易相处。

对付, 处理

1. How would you deal with an armed burglar?
遇到持有武器的窃盗, 你将如何对付?
2. It is not easy to deal with the Japanese customers.
日本客户不好对付。

关于, 论述, 涉及

1. This is a book dealing with West Africa.
这是本关于西非的书。

2. We shall deal with this subject in our next market report.

我们将在下次市场报告中谈论这个问题。

25. to go after

to chase or follow; to try to get 追求, 设法得到

1. He's gone after a job in the City.

他去伦敦老城求职。

2. The factory goes after profits by all means.

工厂以一切手段谋取利润。

26. to make certain (of something/of doing something, that)

to find out whether something is definitely true; to do something in order to be sure that something will happen 确定, 弄明白, 确保

1. Make certain the letter is post-marked by October 1 so that you may be sure that your order will arrive on time.

请一定在 10 月 1 日寄出来信、打上邮戳, 这样你方就有把握使订单按时到达了。

2. You will have to leave soon to make certain of getting there on time.

你得快点出发, 好确保准时到达那里。

27. at the start (of)

the point at which something begins 开始, 起初, 开头, 开端

1. At the start, the company was run at a loss.

开始时公司是亏损经营。

2. Things don't look too hopeful at the start of the year.

在年初, 情况显得并不十分美妙。

Compared with "at the beginning (of)" 起初, 开始

It is used for the time and place when something begins. 指开始的时间和地点

1. We are going to Japan at the beginning of July.

我们七月初要去日本。

28. to stay away (from)

To not go near a particular person or place 外出, 不接近

1. The boy often stayed away from school.

这个男生经常旷课。

2. I want you to stay away from my daughter.

我要你离我女儿远远的。

3. While doing business, we should try to be cautious and stay away from the individuals or enterprises with a bad financial standing.

做生意时, 我们要尽量小心, 避开那些资信状况不好的个人或企业。

29. Our resources, and particularly our trained marketing personnel, are scarce; we must be selective and concentrate our marketing efforts on the markets which will yield the best result.

我们的资源，尤其是那些经过训练的销售人员，十分缺乏；我们必须要有选择地把销售精力集中在将产生最好结果的市场上。

which will yield the best result 是定语从句，修饰先行词 markets。

30. We must therefore try to identify, at minimum cost, the markets on which we should concentrate our research effort.

因此，我们必须努力以最低的代价确定我们应该集中精力调查的市场。

at minimum cost 以最低的代价或者以最低的成本。

在 the markets on which we should concentrate our research effort 中，on which...

是定语从句，修饰先行词 markets，动词短语中的 concentrate... on 中的介词 on 提前，放在关系代词 which 前面。

31. He starts by studying general geological data, then he pinpoints particular areas and surveys them perhaps from the air, then he gets on the ground and finally, after more investigation, he searches the mineral-bearing ore by hand for the actual target.

他首先研究一般的地质数据，然后精确定位到特殊领域，可能先从空中测量，然后到地面上，最后，在进行了更多的调查之后，人工在含有矿物的矿石中寻找实际的目标。

在本句中，注意几个表示先后发生的动作的词：start, study, pinpoint, survey, get on, investigation, search，这些词由连接词 then, then, finally 连接。

32. ...; until he is successful, he finds the countries or the groups within parts of countries, to whom he can profitably sell his products.

直到最后他成功地找到一些国家或这些国家一些地方上的集团。他能够通过向他们出售其产品而获利。

until he is successful 是时间状语从句，主句是其后的 he finds...，另外，to whom he can profitably sell his products 是非限制性定语从句，修饰先行词 countries or the groups。

33. At each stage the search costs, so that it is essential to eliminate as quickly as possible those markets which will not repay the research effort.

在每一个阶段，调查都要花费很多，因此，尽可能快地排除那些将不会产生回报的市场是必要的。

本句中，so that 引导的是结果状语从句，其含义不是它引导目的状语从句时的“为了或者以便”，而是相当于“so”，含有“因此；所以，结果是”的意思。eliminate 和它的带 which 引导的定语从句的宾语被 as quickly as possible 隔开。

句式 It is essential to do.../that clause, 有必要做某事。

34. The best initial indicator of whether a market will be able to buy a particular product is the fact that the same product is or is not presently being imported by that country.

一个市场是否能够购买某种特定的产品最好的最初指示符就是那个国家目前是否正在进口同样的产品。

of whether a market will be able to buy a particular product 中介词 of 后面跟上从句，构成介宾结构，做 indicator 的后置定语。

the fact that the same product is or is not presently being imported by that country 是系动词 be 的表语。其中的 that 从句是名词 fact 的同位语。

Ch15

1. Customs Union 关税同盟

An international association organized to eliminate customs restrictions on goods exchanged between member nations and to establish a uniform tariff policy toward nonmember nations

两国或多国缔结协定，彼此取消原有关境，联合成为一个统一的关境，为相互间实行关税减免，对其他国家采取统一关税率而结成的同盟。结成同盟的目的是为参加国产品提供共同的、更广泛的市场，抵制其他国家商品进口。

2. Treaty of Rome

Two international agreements signed in Rome in 1957 by Belgium, France, West Germany, Italy, Luxembourg, and the Netherlands. One established the [European Economic Community](#); the other created the [European Atomic Energy Community](#).

3. Gibraltar 直布罗陀

Gibraltar 直布罗陀。直布罗陀岩西北端的英国殖民地，位于直布罗陀海峡西班牙中南部海岸的半岛，在西班牙和北部非洲之间连接地中海和大西洋。直布罗陀在 711 年被阿拉伯人占领，并于 1462 年转给西班牙。在西班牙王位继承战争中英国于 1704 年控制了直布罗陀，虽然西班牙一直重申要求重获这个地区。该殖民地的人口 29,648。

4. The European Union 欧洲联盟

Organization of European countries dedicated to increasing economic integration and strengthening cooperation among its members. The European Union headquarters is in Brussels, Belgium.

The European Union was formally established on November 1, 1993. It is the most recent in a series of European cooperative organizations that originated with the European Coal and Steel Community (ECSC) of 1951, which became the European Community (EC) in 1967. The members of the EC were Belgium, Denmark, France, Germany, Greece, Ireland, Italy, Luxembourg, The Netherlands, Portugal, the United Kingdom, and Spain. In 1991 the governments of the 12 member states signed the Treaty on European Union (commonly called the Maastricht Treaty), which was then ratified by the national legislatures of all the member countries.

欧盟是当今世界一体化程度最高的区域政治、经济集团组织，其总部设在比利时首都布鲁塞尔。欧盟现有 25 个成员国，分别为法国、德国、意大利、荷兰、比利时、卢森堡，丹麦、爱尔兰、英国、希腊、西班牙、葡萄牙、

奥地利、芬兰、瑞典。2004年5月1日后，欧盟新增10个成员国——波兰、匈牙利、捷克、斯洛伐克、爱沙尼亚、拉脱维亚、立陶宛、斯洛文尼亚、马耳他和塞浦路斯。扩大后的欧盟面积达到400万平方公里，人口增至4.5亿，国内生产总值将超过10万亿美元。

5. to isolate (isolated)

To keep apart; separate from others; separated from others; solitary or singular
使孤立，使隔离，使脱离，孤立的；分离的，隔离的

1. Several villages have been isolated by the floods.

洪水使得好几个村庄与外界隔离了。

2. Apart from a few isolated cases, we have managed to avoid delay in delivery.

除了一些个别情况，我们都设法避免了交货的延误。

6. adjacent

close to; lying near; very close; touching or almost touching 邻近的，毗连…的

1. adjacent cities 相邻的城市

2. The council offices are adjacent to the library.

市政会各办公室就在图书馆的旁边。

7. to assemble

to fit together the parts or pieces of; to gather or collect together into a group or into one place; to put together 装配，组合，组装，集合，聚集，收集

1. This bookcase is very easy to assemble.

这个书架很容易组装起来。

2. At the beginning of the day, we all assemble in the main hall to be addressed by the president of the university.

清晨，我们集合在大礼堂听校长讲话。

8. to locate

to place at a certain location; station or situate; to find the position of; (常用于被动)设置，使…坐落于，找到……的位置

1. The offices are conveniently located in the centre of the city.

办事处设在市中心很方便。

2. We have located the source of the signals.

我们已找到发出信号的地方了。

9. tariff

duties or a duty imposed by a government on imported or exported goods 关税

1. That country utilizes the tariff as an obstacle to free trade.

那个国家使用关税作为自由贸易的阻碍。

2. Tariff barrier is one of the means to limit the free flow of goods in the world.

关税壁垒是世界上限制货物自由流通的方法之一。

10. barrier

something that obstructs or impedes 妨碍或障碍物, 壁垒

1. Intolerance is a barrier to understanding.

偏狭是理解的一大障碍。

2. The Yangtze River is a natural barrier to the north-east.

长江是东北面的一道天然屏障。

11. to be subject (to)

being in a position that places one under the power or authority of another or others; likely to be affected by something, especially something bad; depending on something in order to be completed or agreed; under the authority of 服从的, 支配的, 易遭受……的, 取决于, 视而定

1. All citizens in this nation are subject to the law.

这个国家的全体公民都必须服从法律。

2. Smokers are more subject to heart attacks than non-smokers

吸烟的人比不吸烟的人更容易犯心脏病。

3. The article is ready to publish, subject to your approval.

那篇文章准备好了, 可以发表, 就等你的批准。

4. All nuclear installations are subject to international safeguards.

一切核设施均须执行国际防护措施。

12. to ease

to give respite from; to become or to make less unpleasant, painful, severe etc; to move or to move slowly and carefully; to make less tight and more relaxed 延缓, 从…获得缓解, 减轻, 小心移动, 放松,

1. The company eased the burden on their staff by hiring temporary help.

公司雇佣临时职员以减轻他们手下人员的负担。

2. She eased herself into the chair

她轻手轻脚地坐到椅子上。

3. Ease your grip on the wheel a little.

把握方向盘的手放松一点。

13. instead of

in the place of 代替, 而不是...

1. If you cannot go, he'll go instead of you.

如果你不能去, 他愿替你去。

2. In this case you should claim compensation from the shipping company instead of the sellers.

在此情况下, 你方应向船公司而不是向卖方索赔。

14. To refer to

to mention or speak about; to describe or be connected to; 谈到, 涉及, 指(的是)

1. Keats is referring to epic poetry when he mentions Homer's 'proud demesne'.

当济慈提到荷马的'骄傲的领域'时,他指的是史诗。

2. This refers to our various orders for window glass.

本函要谈到我方各项窗用玻璃的订货。

15. to look at something or to ask a person for information 参考, 查阅

1. We should form the habit of referring to a dictionary when meeting new words.

我们遇到生词应养成查字典的习惯。

2. For details please refer to the attachment to the contract.

详细情况, 请参阅合同附件。

16. to regard ...as; to contribute something to 认为与...有关, 把...归因于

1. He referred his success to the good teaching he had had.

他把他的成功归于他以前所受的良好教育。

17. to provide for

to make preparation to deal with something bad or unpleasant that might happen in the future 做准备, 预防

1. People tend to save to provide for old age.

人们往往储蓄以防老。

2. The improvements in packing and presentation will add further value to the products which can provide for a wide range of tastes and requirements.

包装装潢的改进, 会使产品的价值增加, 并能适应广泛的爱好和要求。

18. to give things that they need to live, such as food, money or clothing 提供生活费, 提供生活所需, 养活

1. Traditionally, husband was supposed to provide for his family.

传统的观点认为, 丈夫应养活其家人。

(of a law, rule etc) to make it possible for something to be done 规定

1. It is provided for in the contract.

这是合同中所规定的。

2. The contract may provide for the exclusive use of the patent.

合同可规定专利权的独家使用。

19. to come/go/ be brought/ be put into effect

to cause something to come into use; to begin to apply 开始生效, 使生效, 实施

1. A new regulation comes into effect tomorrow.

新法规明日生效。

2. The Agency Agreement will come into effect from December 1.

代理协议自 12 月 1 日起开始生效。

20. to be similar to

like something but not exactly the same 相像的, 相似的

1. My new dress is similar to the one you have.

我的新衣服和你的那件相似。

2. Art. No. 4803 is very similar to Art. No. 4802 and is selling extremely well on

European market.

4803 号货与 4802 号货很相似，在欧洲市场非常畅销。

21. in that

because 因为

1. John didn't attend the meeting in that he was ill.

约翰没有出席会议，因为他病了。

22. to consist of 组成，构成，包括，由...组成

1. The United Kingdom consists of Great Britain and Northern Ireland.

联合王国包括大不列颠与北爱尔兰。

2. The components of the said device shall consist of the items listed.

上述装置应包括所列的部件。

23. However, they do offer an exporter the opportunity to defer payment of import duty and so ease its cash flow requirements.然而，他们的确提供给出口商一个机会，推迟他们缴纳进口税，以便缓解其现金流的需求。

“do offer...” 结构中 do 作为助动词表示强调，例如：

1. He did come after all! 他毕竟还是来了！

so ease...中的 so 的含义为“为了；以便”，又如：

1. I stayed so I could see you. 我留下来以便能见到你。

24. A free trade zone is an isolated, enclosed area, many acres in size, usually adjacent to a sea port, into which a company can bring imported materials, parts and finished goods without payment of import duty. 保税区是个孤立封闭的地区，面积达数英亩，通常邻近海港，公司可以不需缴纳进口税而把进口的材料、零件及成品带到此区域。

into which a company can bring imported materials, parts and finished goods without payment of import duty 是非限制性定语从句，同名词短语 many acres in size 及 usually adjacent to a sea port 共同修饰先行词 area。

25. A customs union is an agreement between two or more countries that provides for the immediate or gradual elimination of tariff barriers between them and for the establishment of a common tariff on goods from outside countries. 关税联盟是两个或多个国家之间达成的协议，规定在这些国家之间立即或逐步取消关税壁垒，建立对从国外进口的商品征收统一的关税。

从句...that provides for the immediate or gradual elimination of tariff barriers... 是 agreement 的同位语。

26. One important, modern example of a customs union is now the European Union, the former European Economic Community, which came into effect on January 1, 1958, as a result of the Treaty of Rome. 一个重要的现代关税联盟例子是现在的欧洲联盟，以前的欧洲经济共同体，根据罗马条约，该组织于 1958 年 1 月 1 日成立。

the former European Economic Community 是前面 the Europe Union 的同位语，同时，该词组还被其后 which 引导的非限制性定语从句所修饰。

27. An example of a free trade area is the Latin American Free Trade Association established in June 1961 by the treaty of Montevideo and now consisting of Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Paraguay, Peru, and Uruguay. 自由贸易区的一个例子是 1961 年 6 月《蒙得维的亚条约》中建立的拉美自由贸易协会，现在成员有阿根廷、巴西、智利、哥伦比亚、厄瓜多尔、墨西哥、巴拉圭、秘鲁和乌拉圭。

过去分词短语 established...和现在分词短语 consisting...做 Association 定语，修饰 Latin American Free Trade Association。

Ch16

1. **tariff barrier** 关税壁垒

“非关税壁垒”的对称。用高关税限制或杜绝某些外国商品冲击本国市场的措施。旨在提高进口商品成本，从而削弱其竞争能力，达到限制或杜绝这些商品进口的目的。

2. **Ad valorem duty**

in proportion to the value 从价的，按照价值的，从价关税
以商品价格为标准征收的关税。从价关税的特点是税负合理。同类商品，质量高、价格高，税额也高；质量低、价格低，税额也低。目前大多数国家都规定以正常价格，即独立的买卖双方自由竞争条件下成交价格，作为完税价格；如果发票价格与正常价格一致，即以发票价格作为完税价格；如果发票价格低于正常价格，则根据海关估定价格作为完税价格。

3 **Specific duty**

designating a customs charge levied on merchandise by unit or weight rather than according to value 从量关税

按商品的重量、容量、数量、长度、面积等为标准征收的关税，主要有毛重、净重、法定重量 3 种。一般从量关税又有许多税目，价格高、重量小的，税率相应较高，而价格低、重量大的，税率相应低些。

4. **Alternative duty** 选择关税

allowing a choice between two or more things 二选一的；*n.* 可供选择的事物
一国海关对某一种进口商品，归地点能够从量、从价两种税率，选择其中税额较大者征收。既在商品价格低廉或市价跌落时，采用从量税；在货物价格高昂或市价上涨时，采用从价税。但有时为了鼓励某种商品进口，也选择其中税额较低者 征收。

5. **Compound duty** 混合关税

亦称“复合关税”。对进出口商品同时征收从量税和从价税的一种关税。分两种情况：一种是以从量税为主，加征从价税；另一种是以从价税为主，加征从量税。

6. import duty 进口关税

是对输入国内的外国商品征收的关税，是征收关税的一种重要形式。一般在外国商品进入国境、关境时，或从海关保税仓库提出运进国内市场时征收，其目的在于防止外国竞争，保护本国生产和市场。

7. inflation 通货膨胀，通胀

A situation where prices rise to keep up with increased production costs, with the result that the purchasing power of money falls.

由于生产成本的增加而引起的物价上涨，从而导致货币购买力降低。一般地说，个别或部分商品的价格上涨，并不构成通货膨胀，只有大多数商品发生上涨，而且是持续的、相当程度的、可观察到并对经济发生影响时才是通货膨胀。根据通货膨胀对物价水平的影响状况不同，可分为三种类型：1) 开放型；2) 抑制型；3) 隐蔽型。

8. revenue

the income of a government from all sources; the money that a government receives from taxes or that an organization, etc. receives from its business 财政收入，税收收入，收益，岁收

1. This year there is a shortfall in tax revenue.

今年税收收入不足。

2. That company's annual revenues rose by 30%.

那家公司的年收入增加了 30%。

9. to base (on)

to find a basis for; establish; 以...为基础，发现...的基础，建立，创立

1. She based her conclusions on the report.

她根据报告作出结论

2. They decided to base the new company in Beijing.

他们决定将新成立的公司总部设在北京。

3. One should always base one's opinions on facts.

意见应以事实为根据。

4. We should always base our trade plan on the economic development of our country.

我们无时不应以我国的经济发展为基础制定贸易计划。

10. onerous

troublesome or oppressive; burdensome; needing great effort; causing trouble or worry 有麻烦的或有压力的；难以负担的，令人焦虑的，艰巨的，费力的

1. This is really an onerous task for a girl in her early 20s, especially who just graduated from school.

对于一个 20 岁出头的女孩，尤其是刚刚从学校毕业的女孩来说，这的确是一件难以承担的任务。

2. An alternative duty is where both an ad valorem duty and a specific one are

prescribed for a product, with the requirement that the more onerous one shall apply.

选择税是一种产品按规定既可以征收从价税又可以征收从量税，要求按税额更多的税种来征收。

11. to apply (to)

to be pertinent or relevant; to concern or relate to; 适用，涉及

1. This is a rule that applies to everyone.

适用于每个人的规则

2. What I am saying applies only to some of you.

我所说的只涉及你们中的一部分人。

12. to impose (on, upon)

to establish or apply as compulsory; levy; to introduce a new law, rule, tax, etc. to order that a rule punishment, etc. be used; to force...to have to deal with...that is difficult or unpleasant; 课收，征收，强制推行，迫使，把..... 强加于

1. A new tax was imposed on fuel.

政府当局开始对燃油征收一项新税。

2. New duties were imposed on wines and spirits.

酒类被加征新税。

3. In our country, import duty is imposed on the value of shipment including commission.

我们的进口税是按货物的价值（包括佣金）征收的。

4. This system imposes additional financial burdens on many people.

这个制度给很多人增加了额外的经济负担。

5. She didn't want to impose her values on her friends.

她并不想勉强朋友们接受自己的价值观。

13. to discourage (from doing)

to try to prevent by expressing disapproval or raising objections; especially by making

it difficult to do 阻止，阻拦，劝阻，

1. We shall start a campaign to discourage smoking among teenagers.

我们将展开劝阻青少年吸烟的运动。

2. Tariff barrier is one of the means to discourage free trade in the world.

关税壁垒是当今世界上阻碍自由贸易的手段之一。

3. His parents tried to discourage him from being an actor.

他的父母企图阻止他去当演员。

14. to vary (with, from...to..., between)

to undergo or show change; to change or be different according to the situation; to make changes to something to make it slightly different; 经受或表现出变化，变化，变更，改变，调整

1. Prices vary according to the type of room you require.

价格随所要求的户型而有所变化。

2. The job enables me to vary the hours I work.

这项工作使我能够调整工作时间。

3. The menu varies with the season.

菜单随季节不同而变动。

4. Class numbers vary between 25 and 30.

班级的数目从 25 到 30 不等。

15. to provide somebody with something/to provide something for somebody

to give something to somebody or make it available for them to use 给.....提供

1. They provide us with food.

他们供给我们食物。

2. We provided food for the hungry children.

我们为饥饿的孩子们提供食物。

3. We are always glad to provide our buyers with all possible conveniences.

我们一贯乐意向买主提供一切可能的便利。

16. to depend on/upon

To rely on; to be affected or decided by 取决于, 由...而定

1. It all depends on how you tackle the problem.

那要看你如何应付这问题而定。

2. Your profits depend on the quality of your technical personnel.

你公司的利润要看你们技术人员的质量如何而定

17. to be free (from / of)

To remove; to allow ...to; not attached to 免除..., 解除, 没有...,

1. The film is free of charge.

电影是免费的。

2. The sellers shall be free from any claims and demands upon the merchandise once delivered.

货物一旦交付后, 卖方可不接受任何索赔和要求。

18. in accordance with.....

according to a rule or the way that somebody says that something should be done
一致, 依照, 根据

1. We should act in accordance with the rules.

我们应根据条例行事。

2. In accordance with faxes exchanged, we are glad to have sold you 50 tons of castor beans.

按照双方往来电传, 我们很高兴已售给你方 50 吨蓖麻子。

19. to keep up with

To move, make progress or increase at the same rate as somebody or something
跟上, 并驾齐驱, (与) 起步前进

1. Don't run — I can't keep up with you.
别跑了，我赶不上你了。
2. These raincoats are selling so quickly that we have had to enlarge our factory so as to be able to keep up with the demand.
这些雨衣销售很快，我们不得不扩建工厂以便能适应需求的增长。

20. The tariff increases the price at which the goods are sold in the importing country and therefore makes them less competitive with locally produced goods.
关税增加了商品在进口国内销售的价格，因此它们没有当地生产的商品富有竞争力。

at which the goods are sold in the importing country 是定语从句，修饰先行词 price。

competitive with: 可与...竞争的，例如：

1. Our price is competitive with that of our rivalries.
我们的价格是可与我们竞争对手的价格相竞争的。

21. An ad valorem, the kind most commonly used, is one that is calculated as a percentage of the value of the imported good – for example, 10, 25 or 35 percent.
最常使用的一种是从价税，是以进口商品价格的百分比计算——例如 10%，25% 或 35%。

the kind most commonly used 是 An ad valorem 的同位语。most commonly used 过去分词，作 the kind 的定语。that is calculated as a percentage of the value of the imported good 是定语从句，修饰先行词 one。

22. They may be based, depending on the country, either on the value of the goods landed at the port of destination, or on the value of the goods at the port in the country of origin.

根据不同国家，它们（从价税）不是以到达目的地港口的商品价格为根据，就是以原产国港口的货物价格为根据。

本句话结构有些复杂，be based on...以...为基础；以...为根据，理解时要跳过 depending on the country 这一短语，结构会显得更清晰。

23. An alternative duty is where both an ad valorem duty and a specific one are prescribed for a product, with the requirement that the more onerous one shall apply.

选择税是一种产品被规定既可以征收从价税又可以征收从量税，要求按照税额更多的税种征收。

where both an ad valorem duty and a specific one are prescribed for a product... 疑问副词 where 引导的表语从句。

24. that the more onerous one shall apply 是 requirement 的同位语从句。

Compound duties are imposed on manufactured goods which contain raw materials that are themselves subject to import duty.

混合税是对制成品征收的，这些成品用的原材料本身要缴纳进口税。
本句虽短，但结构有点复杂，包含有两个定语从句，第一个定语从句由 **which** 引导，修饰先行词 **goods**，第二个定语从句由 **that** 引导，修饰先行词 **materials**。应该说，这是定语从句当中又有定语从句。

Ch17

1. **balance of payments** 国际收支

It refers to the relationship between the amount of money a nation spends abroad and the income it receives from other nations. The balance of payments can be used as an indicator of a nation's economic stability. Changes in the balance of payments can affect the exchange rate of a country's currency.

2. **quota**: a proportional share, as of goods, assigned to a group or to each member of a group; an allotment 配额，限额

import quotas 进口配额；输入限额

unilateral quotas 单边配额

negotiated bilateral quotas 协定双边配额

negotiated multilateral quotas 协定多边配额

tariff quotas 关税配额

absolute quotas 绝对配额

allocated quotas 国别配额，分配配额

common quotas 共同配额

country quotas 国家配额

customs/duty quotas 关税配额

export quota 输出限额；出口配额

importer quota 进口商配额

mixing quota 混合配额

voluntary export quota 自愿出口配额

3. **exchange**: also **foreign exchange**, negotiable bills drawn in one country to be paid in another country 外汇

4. **rate of exchange**

also called exchange rate; in relation to foreign exchange of money, the price of a country's currency expressed in terms of one unit of another country's currency 汇率

5. **wartime emergency measure** 战时紧急措施

6. **Gold Standard** 金本位制

In economics, monetary system wherein all forms of legal tender may be converted, on demand, into fixed quantities of fine gold, as defined by law. The widespread adoption of the gold standard during the second half of the 19th century was largely a result of the Industrial Revolution, which brought about a vast increase in the

production of goods and widened the basis of world trade. The first country to go on the gold standard was Britain, in 1816. The prevalence of the gold standard lasted until the economic crisis of 1929 and the ensuing depression.

7. World War I

World War I was the military conflict, from August 1914 to November 1918, that involved many of the countries of Europe as well as the United States and other nations throughout the world. World War I was one of the most violent and destructive wars in European history. Of the 65 million men who were mobilized, more than 10 million were killed and more than 20 million wounded. The term World War I did not come into general use until a second worldwide conflict broke out in 1939 (World War II). Before that year, the war was known as the Great War or the World War.

第一次世界大战始于1914年8月，1918年11月结束。欧洲许多国家、美国和世界上的其他国家均卷于其中。第一次世界大战是欧洲历史上最残暴和最具破坏性的战争之一。在动员的六千五百万的人口，一千多万人战死，两千多万人受伤。第一次世界大战这个术语直到1939年第二次世界大战范围内的冲突爆发时（第二次世界大战）才开始普遍使用。在那一年之前，这次战争被称为大战或世界大战。

8. An exporter may find that the foreign country restricts imports not only by means of tariffs but also by quantitative restrictions.

出口商可能会发现某一国家不仅使用征收关税的手段，而且还通过数量上的限定来限制进口。

not only...but also... 不但...而且...

We should not only be bold, but also be cautious.

我们不仅要大胆，而且要谨慎。

Andy Lau is not only a star singer, but also a movie star.

刘德华不仅是个歌星，而且还是个影星。

9. by means of 借，用，依靠

Thoughts are expressed by means of words.

思想借文字表达出来。

[Biz]: Payment shall be made cash with order by means of T/T.

订货时利用电汇付现款。

10. take the form of

①. 采取...的形状

Proteus was a Greek sea-god who could take the form of any creature he wished.

普洛提由斯是一希腊海神，他能随心所欲地采用任何动物的形体。

②. 表现为...的形式

Literature usually takes the form of prose or verse.

文学通常表现为用散文体或韵文体所写的文字形式。

[Biz]: An agreement for the sale and purchase of goods may take the form of a formal

contract.

(双方) 确认销售和购买货物可采取正式合同的方式。

11. Once the quota for the period has been filled, no more import licenses are issued.

一旦某个时期的配额已满，就不再发放进口许可证。

Once 在这里是连词，意思为“一旦或者一... 就...”。例如：

Once printed, this dictionary will be very popular.

一旦出版，这本词典将会非常畅销。

Once he arrives, we can start.

他一到我们就可以开始。

12. Foreign currency is made available at one rate of exchange for essential imports while a more limited amount of foreign currency is made available at a much higher rate of exchange for the luxury items such as foreign cars and television sets.

进口必需品时以某一汇率可获得外汇，而进口诸如外国轿车和电视机等奢侈商品时，可获得的外汇数量更为有限，并且汇率要高得多。

while 为转折连词，意思为“虽然，但是”。例如：

While I understand what you say, I can't agree with you.

虽然我理解你的意思，但我还是不同意。

You like tennis, while I'd rather read.

你爱打网球，但我爱看书。

13. Such a system permits the government to restrict the demand for scarce foreign exchange and to ration it out among different needs.

这种制度可以让政府限制对紧缺外汇的需要，在不同需要中定量配给。

...the demand for...对...的需要。例如：

There is a great demand for such books.

这种书需要量很大。

He listened to the workers' demand for more money.

他听着工人们争取更多钱的要求。

14. permit sb to do sth 允许某人做某事

Do you permit your children to smoke?

你准许你的孩子们吸烟吗?

[Biz]: Permit us to remind you that the goods should be carefully inspected before shipment.

请允许我们提醒贵方，货物在装运之前应仔细检查。

15. After the war, the controls were abolished, with the gold standard operating to keep the different foreign currencies in line.

一战后，外汇管制被废除，实行金本位制使得不同的外汇保持一致。

in line 一致，相符

[Biz]: Our price is in line with the international market price.

我方的价格与国际市场价格相一致。

[Biz]: Pensions will be increased in line with inflation.

退休金将会提高以保持与通货膨胀一致。

16. Sometimes the exporter finds that their goods are held up at foreign ports because of inexplicable delays by customs officials.

有时出口商会发现他们的产品因为海关官员无法解释的拖延而停滞在外国港口。

hold up

①. 延搁；耽误

They were held up by the immigration authorities.

他们为移民局所延搁。

[Biz]: Please answer us at once so that shipment will not be held up.

请立即回复，以便不致耽误装运。

②. 拦路抢劫

The travelers were held up by bandits.

旅客遭强盗拦劫。

③. 举出（作榜样）

His son was held up as a model of hard work.

他的儿子被推举为勤奋工作的榜样。

17. because of 因为；由于

I didn't go out because of rain.

因为下雨，我没有出去。

[Biz]: Our stocks of carpets have nearly been cleared because of the recent exceptional demand.

由于近来订货特别踊跃，我们的地毯存货已快售尽。

18. The customs may argue that the documentation or marking of the goods is not exactly as required.

海关可能会坚持说对进口商品提供的文件证明或其标识没有严格地符合要求。

as required 按照规定

We did the work as required.

我们按照规定做工作。

[Biz]: All these products were manufactured as required.

所有产品都是按规定制作的。

19. Should the Customs authorities decide to inspect thoroughly each item imported, rather than just a sample, there will always be horrendous delays.

如果海关当局决定对进口的每一件商品都进行全面检查，而不是只检查一个样品，那么总会有可怕的延搁。

Should the Customs authorities decide to inspect thoroughly each item imported (=

If the Customs authorities should decide to...), 是虚拟语气的条件从句, 主句则为真实语气。条件从句中含有 were, had, should 或 could, 有时可以把 if 省略掉, 但这时要把 were, had, should 或 could 放在主语前面 (这种结构在口语中较少使用):

Should there be a flood (= If there should be a flood), what should we do?

万一发生水灾, 我们怎么办?

Should Mr. White call (= If Mr. White should call), what would you say?

如果怀特先生来电话, 你怎么说?

Had we made (= If we had made) adequate preparations, we might have succeeded.

要是准备充分我们是可能成功的。

Could the dead man have spoken (=If the dead man could have spoken) , he would have identified his murderer.

如果死人会说话, 他会认出谁是谋害他的人。

20. rather than

①. 不是别的而是...

These shoes are comfortable rather than pretty.

这双鞋不好看, 但是舒服。

②. 宁愿

[Biz]: He resigned rather than take part in such a dishonest transaction.

他宁愿辞职也不愿意参加这样一种欺骗的交易。

[Biz]: Accounting information is based upon estimates rather than upon precisely accurate measurements.

会计信息是基于估计而不是基于完全精确的计算上的。

21. in one way or another 用种种方法, 不管怎样, 无论如何

He tries to please his wife in one way or another.

他使用种种方法取悦他的妻子。

[Biz]: We have always satisfied the customers' needs in one way or another.

我们使用种种方法满足客户的要求。

22. exclude...from...把...排除在外

They excluded people under 18 from joining the club.

他们拒绝接纳十八岁以下的人加入俱乐部。

[Biz]: The above price excludes your commission.

上列价格不包括你方佣金。

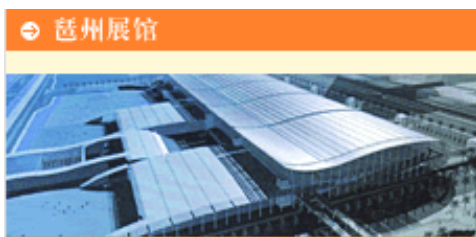
Ch18

1. trade fair 商品交易会

a gathering at which manufacturers and traders can demonstrate their wares, meet each other, and secure orders.

2. trade routes 贸易路线

3. **China Export Commodity Fair** 中国出口商品交易会
4. **China International Exhibition Center** 中国国际展览中心
5. **UIBE** 对外经济贸易大学 (**University of International Business & Economics**)
6. **the general public** 普通公众
7. **consumer goods** 消费品
8. **agent** one empowered to act for or represent another 代理人, 代理商
9. **distributor** one that markets or sells merchandise, especially a wholesaler 销售者, 批发商
10. **fair** an exhibition, as of farm products or manufactured goods, usually accompanied by various competitions and entertainments 交易会, 博览会
11. **exhibition** a large-scale public showing, as of art objects or industrial or agricultural products 展览会, 博览会
12. **wholesaler** person who trades in quantity 批发商
13. **retailer** person who sells goods in small amounts directly to customers, for example, in stores 零售商
14. **representative** one that serves as a delegate or an agent for another 代表, 代理人
15. **promotion** the act of promoting or the fact of being promoted 促进, 推销
16. **exhibitor** person who displays his items 展出者
17. **show** a public exhibition 展览, 展览会
- 18 **China Export Commodity Fair** 中国出口商品交易会
中国出口商品交易会, 又称广交会, 创办于 1957 年春季, 每年春秋两季在广州举办, 迄今已有四十余年历史, 是中国目前历史最长、层次最高、规模最大、商品种类最全、到会客商最多、成交效果最好的综合性国际贸易盛会。以下各图为该交易会馆的侧影及两个分馆。



19. China International Exhibition Center 中国国际展览中心

1985 年建成，中展集团暨中国国际展览中心集团公司是隶属于中国国际贸易促进委员会暨中国国际商会的集团性企业，是中展集团的核心企业，是中国展览馆协会的理事长单位，也是中国企业联合会成员、国际博览会联盟成员和国际展览管理协会会员。



20 UIBE (University of International Business & Economics) 对外经济贸易大学



对外经济贸易大学，创建于 1951 年。1953 至 1999 年，由国家外经贸部管辖。2000 年 6 月，原中国金融学

院与原对外经贸大学合并成立新的对外经济贸易大学，划归教育部直属。这是一所随着国家的发展而迅速扩展的全国重点大学，是一所在国内外享有声誉的著名学府。1997 年成为首批被列入国家高等教育“211 工程”重点建设的高校。对外经贸大学现有教职工 1600 多人，其中专任教师 656 人，每年还聘请外国专家 30 多人。这是一处群英荟萃之地。老教授中名家耀眼，中青年里新秀辈出。大批获得政府特殊津贴、受聘担任政府学术机构成员的专家学者工作在教学科研第一线。绝大部分中青年教师在海外留学或进修过，教学科研水平高，许多人被评为省部级学科带头人和骨干教师，入选国家的优秀人才培养工程。高水平的师资队伍贡献出高水平的研究成果。仅从 20 世纪 80 年代中期以来，学校就承担了 20 多项国家级科研项目，获得国家级科研成果奖励 60 多种。学校多次举办大型国际学术研讨会，国际影响不断提高。

21. Richard Nixon

Nixon, Richard Milhous (1913-1994), 37th president of the United States (1969-1974), and the only president to have resigned from office.

He was elected president of the United States in 1968 in one of the closest presidential elections in the nation's history and in 1972 was reelected in a landslide victory. Nixon's second administration, however, was consumed by the growing Watergate scandal, which eventually forced him to resign to avoid impeachment. Nixon was the second youngest vice president in U.S. history and the first native of California to become either vice president or president.



In February 1972 he traveled to Beijing. His visit to China improved relations between the two countries and helped reestablish trade that had ceased two decades earlier.

22. One excellent way in which a firm can demonstrate its products, contact potential customers, agents, and distributors, and generally get a “feel” of a foreign market is participation in organized trade fairs that are periodically held around the world.

公司展示产品，接触潜在消费者、代理商和批发商以及对海外市场获取一点感性认识的极好办法就是参加全世界各地定期举行的有组织商品交易会。

本句的主干部分是：One excellent way... is participation in organized trade fairs.... 第一个定语从句，in which a firm... 修饰先行词 way，第二个定语从句 that are... 修饰先行词 fairs。

Participation n.: the act of taking part or sharing in something 参与。

Take participation in trade fairs.

23. Originating many centuries ago, and held at cities upon which various trade routes converged, the trade fair is a gathering at which manufactures and traders can demonstrate their wares, meet each other, and secure orders.

商品交易会始于数世纪以前，在多条贸易路线汇聚的城市举行，在交易会上，生产商和贸易商得以展示他们的商品，彼此会面，获得订单。

本句结构较为复杂，但是只要认清句子的主干，顺藤摸瓜，就能水到渠成地弄清句子的意思和各部分之间的逻辑关系。本句的主干仍是一个由动词 be 作谓语的主谓表句，即..., the trade fair is a gathering.....。主语 the trade fair 前的现在分词短语 originating many...及过去分词短语 held at...upon which various trade...作句子的并列状语，对谓语表示的状态加以说明，和从句的作用很相近。值得注意的是，过去分词短语中又含有一个介词 upon + which 引导的定语从句，修饰先行词 cities。另外，本句中的第二个定语从句 at which..., 修饰在主句中作表语的先行词 gathering。

Originate vt. to come into being; start 出现，开始。

All theories originate from / in practice and in turn serve practice.

任何理论都来源于实践,反过来又为实践服务。

24. In fact, because of the great variety of products now manufactured, trade fairs have become extremely specialized.

实际上，因为现在制造的产品种类繁多，商品交易会都变得非常专业化了。

a (great) variety of 各种各样的，品类繁多的

1. She made the children glad in a variety of ways.

她用各种方法使孩子们高兴。

2. [Biz]: There are a great variety of goods at the fair.

博览会上有各种各样的商品。

Specialize vt. to concentrate on a particular activity or product 从事专门活动或销售专业产品，专攻。

The shop specializes in mountain-climbing gear.

专门销售登山用具的商店。

25. An important point to make is that these trade fairs, although they occasionally permit entry to the general public, are basically industrial trade fairs.

另外一个需要说明的重要之处是虽然这些商品交易会偶尔允许普通公众进入，但基本上是产业交易会。

make a point: 证明论点正确

1. [Biz]: He made a point that the company should ally with other companies so as to gain more power and succeed in the fierce competition.

他说公司应和其他公司联盟使公司力量更强大，在激烈的竞争中取得成功，他的建议获得了认可。

2. [Biz]: You have made a good point about establishing good business relations right from the start.

你们说从一开始就要建立良好的业务关系，说得很有道理。

26. In other words, the stalls, or booths, are occupied by manufacturing firms who seek orders not from the general public but from wholesalers,

换言之，摊位或货亭为生产厂商所租用，这些厂商不是从普通公众而是从批发商那儿寻求订单.....

In other words 换言之, 换句话说

In other words, when the wind is blowing at 120 kilometers per hour, most waves will be about twelve meters.

换句话说, 当风速为每小时一百二十公里时大部分浪高约为十二米。

Occupy vt. to fill up (time or space) 占用 (时间或空间) .

Recently, I'm pretty occupied. 最近我非常忙。

not... but... 不是... 而是...

1. It is not what you are studying but how you study it that counts.

重要的不是你在研究什么,而是如何在进行研究。

2. In face of difficulties, we should not cower but meet them bravely.

面临困难时我们不应该退缩, 而应该勇敢地面对。

27. It is the industry counterpart of the fairs that are still held on a regular basis in most towns and cities where the general public can buy meat, vegetables, fish, clothing, and other assorted consumer goods.

而那些仍在大部分城镇里定期举行的集市则是这些产业交易会的对应物。在那些地方, 普通公众可以购买肉类、蔬菜、鱼、衣物以及其他各种各样的消费品。

该句中 出现一个重要的语法结构, 即 It + be + 要强调的部分 + that/who/which + 句子其他部分。该结构是一个强调句, 对 be 后 that 前的部分进行强调。例如: Tom saw your girlfriend in the park the day before yesterday. 该句可借助这个结构改为下面几种形式, 各强调一个不同的成分, 例如:

It was Tom who (or that) saw your girlfriend in the park the day before yesterday.

是汤姆前天在公园里看到你女朋友的。

It was your girlfriend that (or whom) Tom saw in the park the day before yesterday.

汤姆前天在公园里看到的是你的女朋友。

It was in the park that (not where) Tom saw your girlfriend the day before yesterday.

汤姆前天是在公园里看到你女朋友的。

It was the day before yesterday that (not when) Tom saw your girlfriend in the park.

汤姆是前天在公园里看到你女朋友的。

再回到本句, where the general...是定语从句, 修饰先行词 fairs。

28. Unlike the fairs held many centuries ago, today's industrial fair is usually housed in a modern exhibition building specially designed for the purpose and operated on a continuous basis by professional trade fair officials who themselves engage in the promotion of their services to would-be exhibitors.

与数世纪以前举行的交易会不同的是, 今天的商品交易会通常是在一座现代时髦的展览馆内进行, 这座建筑是专门为了展览目的而设计的, 由专业的商品交易会人员持续运作。这些专业人员自己参与向可能的参展厂商推销他们的服务。

engage in vt. to involve oneself or become occupied; participate 从事, 参加, 参与.

He wants to engage in business after graduation. 毕业后他想从事于商业。

The shy person engaged in the conversation. 这个害羞的人加入了谈话

He wants to engage in business after graduation. 毕业后他想从事于商业。

[Biz]: Would you please tell us what countries you have mainly done business with in the past and what lines you have engaged in?

请您告诉我们贵公司曾与哪些国家做过生意，经营过哪些产品，好吗？

29. For the Chinese exporters, the trade fair is often the fastest and most effective way to introduce a product and to find out exactly what buyers think of it and what modifications, if any, are necessary.

对中国出口商来说，商品交易会经常是推销产品、正确发现用户怎样看待这个产品以及可能的话，怎样改进产品的最迅速、最有效的方式。

动词不定式 to introduce...及 to find out...做定语，修饰 way。

if any 意思是如果有的话。

30. A lot of success of Chinese products exported to the foreign market in recent years is also attributed to the use of trade shows as a means of sales promotion.

最近几年，中国产品出口取得了巨大的成功。这也归功于把商品博览会作为一种促销的手段来使用。

attribute... to to relate to a particular cause or source; ascribe 把...归因于

He attributes his failure in that course to his teacher's poor teaching.

He attributes his failure to his bad luck. 他把自己的失败归因于运气不好。

他把自己在那门课上的不及格归因于老师教得不好。

[Biz]: David attributed his company's success to the unity of all the staff and their persevering hard work.

大卫说他们公司之所以获得成功是由于全体员工的团结和坚持不懈努力工作的结果。

IV. After-class Activity

Questions on the six texts:

1. Why is international business a high-risk activity?
2. Why is international market research helpful to international business success?
3. What is a "desk research"? And why?
4. What does "field research" usually mean? And why?
5. What have you learnt from the case study?
6. Why is market selection so necessary if we want to export?
7. What must we do to find out about potential market?
8. What is the whole process of market selection? And why?
9. What should we do when selecting a target market?
10. Why is the advice valuable?
11. What is a free trade zone?
12. What is a customs union?
13. What are the similarities and differences between a free trade zone and a

- customs union?
14. What is the function of bonded warehouses?
 15. How do you understand the meaning of “free trade”?
 16. What is a tariff?
 17. What is an ad valorem duty?
 18. What is a specific duty?
 19. What is an alternative duty?
 20. What is a compound duty?
 21. What are the government’s basic purposes in establishing tariffs and quotas on imported goods and instituting exchange controls?
 22. In what way may a foreign country restrict imports?
 23. Once the quota for the period has been filled, what will happen?
 24. How many types of import quotas are in use today? And what are they?
 25. What is the function of exchange control?
 26. In which way can a firm demonstrate its products, contact potential customers, agents, and distributors, and generally get a “feel” of a foreign market?
 27. What is a trade fair?
 28. What goods were sold at the trade fair in the old days and nowadays respectively?
 29. Please name some famous trade fairs in China.
 30. Basically, who are allowed to enter these trade fairs?

Translate the following sentences into English

1. 及早发现潜在的问题将会避免更大的麻烦。
2. 事情的结果完全证明我们的意见是正确的。
3. 害羞妨碍我说出我想说的话。
4. 各国人民的友好接触可以促进文化和经济交流。
5. 全世界都禁止毒品买卖。
6. 目前，我们应该集中精力研发新产品。
7. 标签可以帮助客户识别商品。
8. 我们应该努力以最低的成本争取最大的利润。
9. 我们应该摒弃旧的思想观念以适应时代新潮流。
10. 这个营销战略经证明是有效的。
11. 本函谈到我方对原料的订货。(refer to)
12. 这家企业以优良的产品质量建立起了良好的名誉。(establish)
13. 他拒绝付款，因为产品质量不符合要求。(in that)
14. 成功在于智慧、勤奋和机遇。(consist in)
15. 由于缺少经费，公司请求延迟付款。(defer)
16. 我们将为他们提供技术支持。
17. 重要的是要靠我们自己去争取成功。
18. 在激烈的商业竞争中，不是我方失败，就是对手失败。
19. 工资增长的速度常常跟不上通货膨胀的速度。
20. 我们劝他不要冒险投资。

21. 公司管理的一个方面就是要制定公司制度并贯彻执行。(to institute)
22. 这些文件被归类为机密和非机密。(to classify, confidential, non-confidential)
23. 要出口商品必须获得海关的批准。(to secure)
24. 在工人的要求下,许多不合理的规定都被取消了。(to abolish)
25. 我们宁愿不赚钱,也不愿失去这个老客户。(would...rather than....)
26. 许可证接受方有权在中国以外销售本协议许可的产品。(licensee)
27. 这家商店专门经营儿童服装。(to specialize in)
28. 需要说明的一点就是我们决不能改变计划。(to make a point)
29. 这家工厂可以为最终用户定做产品。(to customize)
30. 我们把企业的成功归功于所有员工的共同努力。(attribute to)

Translate the following passages into Chinese

Passage 1

Lack of national and international data sources and inability to use international data once they are obtained is also one of the reasons why managers are unwilling to conduct international market research. As a result, the cost of conducting international research is perceived to be too high and therefore not a worthwhile investment relative to the benefits to be gained. However, the Internet makes international research much easier and much less expensive. Data which are hard to find now become accessible at a click of a mouse. As the availability of the Internet grows around the world, so does the availability of research information.

Passage 2

The process of target market selection involves narrowing down potential country markets to a feasible (切实可行的) number of countries and market segments(细分市场; 分割市场) within them. Rather than try to appeal to everyone, firms best make full use of their resources by: (1) identifying potential markets for entry and (2) expanding selectively over time to those believed attractive.

Passage 3

Customs Union, association formed when two or more sovereign states agree to eliminate or reduce trade barriers among themselves and to adopt a common trade policy toward outsiders. Customs unions are designed to lower costs of imported goods and to enlarge markets. They stimulate commerce and industry within the union.

Passage 4

A tariff is a tax placed on imported and/or exported goods, sometimes called a customs duty. A revenue tariff is set with the intent of raising money for the government. A protective tariff, usually applied to imported goods, is intended to artificially inflate prices of imports and “protect” domestic industries from foreign competition. The distinction between protective and revenue tariffs is moot(无实际意



义的); revenue tariffs offer some limited protection, and protective tariffs produce some small revenue.

Passage 5

Shi Guangsheng, Minister of Foreign Trade and Economic Cooperation, said that China will gradually open its imports and exports business rights, reduce tariffs and adopt non-tariff barrier measures, set up management system in line with WTO rules. China will also actively explore new ways for utilizing foreign funds and encourage state-owned enterprises to regroup, promote small and medium-sized joint ventures to participate in global production. China's foreign trade and foreign investment absorption maintained a high growth rate since the beginning of this year.

Passage 6

Finding the right trade fair is essential. If the area of interest it covers is too specialized or too broad, for example, it is unlikely to attract visitors who want to buy what you have to sell.

If you are exhibiting, start by making a profile of the customers you want to reach (known in marketing as prospects). Identify aspects such as special interests and if they are in a particular location. Then take a look at the most likely trade fairs for your industry sector, and try to match them with your prospects.

Attending as a customer, work out what you want to achieve before you go. What kinds of product or service do you want to find out about, and who do you want to meet? Match your requirements against what the most likely trade fairs have to offer.

Unit Eight

I. Introduction

本单元包括第 33, 34, 35, 和 36 章。这个单元围绕着作为国际贸易一个重要组成部分的运输展开, 指出运输是签订合同后履约的一个重要方面, 举出贸易运输的两个重要模式—海运和空运, 以及各自的特点和优缺点, 最后讲的是伴随着贸易运输产生的用以规避风险, 或尽可能得到损失补偿的运输保险。

II. Warmer

1. Learning Objective

- To examine the development of transport in history
- To understand the importance of transport in trade
- To gain insight into the different modes of transport
- To learn the origin and development of insurance and its relations with transport

2. Self-study Points

Ch33

1. transport
2. carriage
3. commerce
4. commodity
5. tax
6. insurance
7. renewal cost
8. the Suez Canal
9. crew propeller
10. steamer
11. sailing ship
12. breakers' yard
13. sailing route
14. container
15. super-tanker
16. the Arab-Israeli War of 1967
17. navigation
18. refrigeration vessel
19. cargo
20. freight



21. turbine

Ch34

- 22. ocean freight
- 23. ocean transport
- 24. ocean shipping
- 25. deliver
- 26. carrying capacity
- 27. ocean-going vessel
- 28. carrier
- 29. direct steamer
- 30. transshipment
- 31. in terms of
- 32. have a bearing on
- 33. economical
- 34. see to it that ...
- 35. insist on
- 36. superior to

Ch35

- 37. the Wright brothers
- 38. voyage
- 39. premium
- 40. customs duty
- 41. carrying capacity
- 42. tariff
- 43. consignee
- 44. air waybill
- 45. carrier
- 46. shipper
- 47. cargo agent
- 48. a straight bill
- 49. dispatch
- 50. original
- 51. copy
- 52. common place
- 53. have advantages over
- 54. free from
- 55. tie up
- 56. the hours of darkness
- 57. associated with
- 58. assess
- 59. as a general rule
- 60. authorize

Ch36

- 61. insurance

62. shipping insurance
63. the Lombards
64. policy
65. underwriter
66. underwrite
67. undersign
68. Great Fire of London
69. merchant insurer
70. insure
71. cover
72. Lloyd's
73. People's Insurance Company of China (PICC)
74. trace back to
75. charter
76. compensate
77. at sea
78. subscription
79. piracy
80. syndicate
81. in the hands of
82. facility
83. ransom
84. claim
85. for short
86. mushroom

III. Points to illustrate

Ch33

1. transport: 运输
Transport or transportation is the [movement](#) of [people](#) and [goods](#) from one place to another. The term is derived from the [Latin](#) trans ("across") and portare ("to carry").
2. carriage: 运输
The moving of persons or goods from one place to another
3. tax: 税
Rate or sum of money assessed on a citizen's person, property, or activity, levied upon assets or real property, upon income, or upon the sale or purchase of goods, that is enforced by a level of government in order to finance government activities..

4. insurance: 保险

System whereby individuals and companies concerned about potential hazards pay premiums to an insurance company, which reimburses (in whole or part) them in the event of loss. The insurer profits by investing the premiums it receives. Some common forms of insurance cover business risks, automobiles, homes, boats, worker's compensation, and health. Life insurance guarantees payment to the beneficiaries when the insured person dies. In a broad economic sense, insurance transfers risk from individuals to a larger group, which is better able to pay for losses.

5. the Suez Canal: 苏伊士运河

In 1854 the French diplomat and engineer Vicomte Ferdinand Marie de Lesseps succeeded in enlisting the interest of the Egyptian viceroy (总督) Said Pasha in the project. In 1858 La Compagnie Universelle du Canal Maritime de Suez (Universal Company of the Maritime Suez Canal) was formed with authority to cut a canal and to operate it for 99 years, after which ownership would return to the Egyptian government. The company was originally a private Egyptian concern, its stock owned chiefly by French and Egyptian interests. Excavation of the canal was begun on April 25, 1859, and the canal was opened to navigation on November 17, 1869. In 1875 the British government purchased Egypt's shares.



Left: Egypt's Suez Canal, which is 195 km (121 mi) long, and connects the Mediterranean Sea with the Gulf of Suez, an arm of the Red Sea. It runs north to south across the Isthmus of Suez in northeastern Egypt.

Right: A United States naval ship passes through the Suez Canal which links the Mediterranean Sea and the Red Sea. [Microsoft® Encarta® Reference Library 2005.]

6. the Cape: 好望角

Here it means Cape of Good Hope (好望角), which is a headland located near Cape Town (开普敦) in South Africa. Southeast of the Cape of Good Hope is Cape Agulhas (厄加勒斯角), the southernmost point of Africa.

7. Far East: 远东

The countries and regions of eastern and southeast Asia, especially China, Japan, North Korea, South Korea, and Mongolia. 远东指东亚和东南亚的国家和地区, 特指中国、日本、朝鲜、韩国和蒙古。

8. steamer or steamship: (蒸) 汽船

steam-driven vessel, in common use during the 19th and early 20th centuries to carry passengers and goods across bodies of water The term steamship usually refers to larger, ocean-going, propeller-driven vessels, such as the cruise ships of the mid-20th century

9. sailing ship: a ship with masts and sails that is propelled by the wind, formerly used for transporting passengers and goods 帆船

10. container ship:

ship carrying freight in sealed, standard-size containers that can be loaded and unloaded promptly and efficiently. 集装箱船

11. supertanker:

an extremely large ship which can carry large quantities of gas or liquid, esp. oil 超级油轮

12. the Arab-Israeli War of 1967: 1967 年的阿以战争

also called Six-Day War, armed conflict in June 1967 between Israel and the Arab states of Egypt, Jordan, and Syria. In six days, Israel conquered the Sinai Peninsula (西奈半岛), Gaza Strip (加沙地带), West Bank (西岸), and Golan Heights (戈兰高地), which became collectively known as the Occupied Territories (被占领土).

13. inland: in the middle of a country, away from the sea 内陆的, 内地的

The Black Sea is a large inland sea.

黑海是个很大的内海。

inland water 内陆水域; inland port 内地港口

14. turbine: an engine in which the pressure of a liquid or gas moves a special wheel around 涡轮
15. impetus: something which encourages a particular activity or makes that activity more energetic or effective: 推动力
The treaty will give an impetus to trade between the two countries.
这条约将促进两国间的贸易。
His enthusiasm is an impetus for the team.
他的热情对全队是一股推动力。
16. commerce: the buying and selling of goods and services 商业
Our country has been trying to broaden its commerce with other nations.
我国一直在努力扩大与其他国家的商贸往来。
17. commodity: a product that is bought and sold 商品
Commodity prices fell sharply.
商品价格大幅下跌。
Air conditioners are one of the many commodities that Japan sells abroad.
空调是日本许多出口商品中的一种。
18. navigation: the act or task of moving through a place or along a route, for example, along a river 航运
There has been an increase in navigation through the Panama Canal.
通过巴拿马运河的航运有所增加。
Navigation becomes more difficult further up the river.
航运愈是往河的上游去愈是困难。
19. cargo: the goods that are being carried in a ship or plane (船、飞机所载的) 货物
We sailed from Perth with a cargo of raw iron.
我们装着一船生铁从佩思启航。
A ship carrying a cargo of oil has run aground.
一艘载着油的货轮搁浅了。
20. freight: the system of transporting goods from one place to another 货运
Will the goods be sent by air or sea freight?
这批货是走空运还是走海运?
This aircraft company deals with freight only; it has no passenger service.
“这家航空公司只办理货运业务,没有客运服务。”
the money paid for transporting goods 运费

The freight is included in the account.

运费包括在帐内。

The basic model is listed at US\$16,298 plus US\$500 freight.

基本型的标价是一万六千二百九十八美元，另加五百美元的运费。

21. lead to: to cause something to happen or cause someone to do something 导致, 引起

A degree in mother tongue can lead to a career in journalism.

在母语上获得学位可以为在新闻业上发展事业铺平道路。

It is this business that has brought about all the trouble and led to our having to reject your request for another order.

正是这笔业务引起了麻烦，使我们不得不拒绝你方另一笔订货的请求。

22. It is unlikely, however, that these ships would have been developed if the Canal had not been closed as a result of the Arab-Israeli war of 1967.

这句中，it 做形式主语，真正的主语是 that 从句；

该从句中的谓语采用的是虚拟语气，和 if 引导的假设条件一起，表示与（过去）的实际情况相反的事，即，苏伊士运河因为 1967 年的阿以战争而被关闭，可能因此开发了这些大型集装箱船和超级油轮。

表示与（过去）情况相反的虚拟语气的句型是：If + 主语 + 过去完成时态，主语 + would + （不带 to）动词不定式的完成式 have done，例如：

If I had seen him at the party, I would have told him the news.

假如我在晚会上见到他的话，我会把这个消息告诉他的。

23. Another big step forward in mercantile navigation came towards the end of the nineteenth century with the introduction of the refrigeration vessels and containers on regular runs from the most developed countries at that time like the UK and the USA to Argentina, New Zealand and Australia.

这个句子主要部分为 Another big step ... came，其中 forward 和 in mercantile navigation 是主语 step 的后置定语；towards the end of the 19th century 是动词 came 的时间状语；with 引导的直到句尾的短语是动词 came 的方式状语，其中 of the refrigeration vessels and containers 和 on regular runs ... Australia 分别是 introduction 的后置定语，

24. The main considerations of shippers when arranging cargo freights are the nature of the goods to be shipped, the convenience of handling methods, the time factor and the reliability of the carrier, and the sea carriage risks involved.

该句的主要结构是：The main considerations of shippers are + 表语，该句的表语较为复杂，共有四个名词词组，分别为：①the nature of the goods to be shipped, ②the convenience of handling methods, ③the

time factor and reliability of the carrier, ④the sea carriage risks involved.

本句中，由 when 引导的是个省略了主语 we 和助动词 are 的时间状语从句“when they are arranging cargo freights”，说明谓语动词发生的时间。

Ch34

1. deliver: transport to the proper place or recipient 运送
2. carrying capacity: the maximum number of persons or things that a vehicle can carry 承运能力
3. unit cost: cost of producing or carrying over a certain distance one unit of product or service, usually based on averages 单位成本
4. carrier: individuals or businesses that are employed to deliver people or property to an agreed destination 承运人
5. transshipment: the act of transshipping, or transferring, as goods, from one ship or conveyance to another 转船
direct shipment: the act of shipping goods from the port of loading to the port of destination on the same vessel without transshipment 直达装运
6. in terms of: (to explain or describe something) only in relation to a particular fact or event 从...方面来看; 从...角度来讲
We should think of it in terms of an investment.
我们应从投资的角度来考虑那件事。
In terms of business the project isn't feasible, but it would add to the prestige of the company.
从生意角度来看，该项目并不合算，但它会提高公司的声誉。
He is a genius in terms of speech.
他在演讲方面是个天才。
7. have a bearing on: to have an effect or influence on something 对.....有影响
The quality of the goods has an important bearing on its price.
货物的质量与价格有重要关系。
Exercise has a direct bearing on how healthy you are.
锻炼会直接影响你的健康。
8. economical: using money, time, goods etc carefully and without wasting any 节约的
My new car is economical of fuel.
我的新汽车节省燃料[不费油]。

economic: relating to trade, industry, and the management of money 经济(上)的

In the current economic climate, we must keep costs down.
在目前的经济情况下, 我们必须压低成本。

9. see to it that ...: to make sure or check that something is done 务必...

Please see that the lights are switched off before you leave.
请务必在离开前把灯关了。

Please see to it that noone comes in without identification.
请务必不要让没有身份证件的人进来。

10. insist on: demand that something should happen 坚持

We insist on the highest standards of cleanliness in the hotel.

我们坚持旅店必须达到最高的清洁标准。

He insisted upon checking everything himself.

他坚持亲自检查所有的东西。

11. superior to: better than average 优秀的, 优等的,

This machine is superior in many respects to that.

这台机器在很多方面比那台好。

Your computer is far superior to mine.

你的计算机远比我的要好。

12. Since transportation costs increase with distance, they constitute an important factor in determining the limits of the area within which any given commodities can be marketed.

they are an important factor in determining the limits of the area within which any given commodities can be marketed 是主句, they 指 transportation costs。介词短语 in determining ...是定语, 修饰 factor, 其中 within which...是定语从句, 修饰先行词 area, within which 可被替换成关系副词 where。

since transportation costs increase with distance 是个由 since 引导的原因状语从句, 从句中介词 with 意思是“随着”。

13. The longer the journey, the higher the freight.

the more + 多音节形容词或副词(或 the + 单音节或部分双音节形容词或副词+er) the more + 多音节形容词或副词 (或 the + 单音节或部分双音节形容词或副词+er) 意思是“越...越.....”。例如:

The better the quality (is), the higher the price (is).

质量越好, 价格越高。

The more carefully you listen, the better you understand.

你听得越认真, 你理解得就越好。

14. It is customary for the importer to insist on direct steamer without transshipment if it is a small shipment.

It is customary for sb to do sth 某人习惯上做某事，例如：

It is customary for people to wash their hands before meals.

人们习惯于在饭前洗手。

15. Their relative importance varies with the nature of the goods carried and their significance with the different modes of transport employed.

这一句子是由 and 连接的并列句。第一个分句的主语是“importance”，谓语是“varies”，介词 with 意思是“随着”，第二个分句的主语是 their significance，谓语 varies 被省略了，介词 with 也表示“随着”。

Ch35

1. the Wright brothers:



American brothers Wilbur, *left*, and Orville Wright invented the first practical airplane. Creative thinkerers from a young age, they built a printing press and worked on bicycles before turning their attention toward flight. Beginning with kites and then gliders, they achieved the first powered flight in 1903.

2. (insurance) premium: the amount paid or payable, often in installments, for an insurance policy 保险费

3. customs duty: taxes payable on merchandise imported or exported from one country to another 关税

tariff: tax levied upon goods as they cross national boundaries, usually by the government of the importing country. Usually assessed on imports, tariffs may apply to all foreign goods or only to goods produced outside the borders of a [customs union](#). 关税

4. carrying capacity: the maximum number of persons or things that a vehicle can carry 承运能力

5. air waybill:

Air Waybill (AWB) or air consignment note or airway [bill of lading](#) refers to a receipt issued by an international courier company for goods which is an evidence of the contract of carriage, but is normally not negotiable. The AWB has a tracking number which can be used to check the status of delivery, and current position of the item. 航空运货单

6. cargo agent: 货运代理人

7. a straight bill:
a bill of lading merely stating that the carrier is to deliver the goods to a specified person at a specified place 记名提单; 直接提单
8. commonplace: Having no remarkable features, characteristics, or traits 平凡的, 寻常的
Car thefts are commonplace in this part of town.
偷车在这一城区很寻常。
9. free from: without being controlled or restricted by anything 不受...限制的
Women are fighting to break free from tradition.
妇女在争取摆脱传统的束缚。
10. tied up: (money) all being used for something and not available for anything else 将(金钱)用于投资致使难以动用
Most of his money is tied up on property.
他大部分钱都投资在房地产上无法动用。
All my money is tied up on stocks and shares.
我所有的钱都投放在股票上, 因而不能动用。
11. the hours of darkness: a particular period or point of time during night 黑夜
Few people dared to venture out during the hours of darkness.
少有人敢在黑夜里冒险出去。
12. feasible: capable of being accomplished or brought about; possible 可行的
It's not feasible to dismiss him.
不可开除他。
It was no longer financially feasible to keep the community centre open.
要继续使社区中心开放, 从财力上说已不再可能。
13. alternative: something you can choose to do or use instead of something else 选择
If payment is not received, legal action will be our only alternative.
如果收不到付款, 我们的唯一选择就是诉诸法律。
He quickly assessed what alternatives were open to him.
他迅速地盘算着有什么选择可供他挑选。
14. associated with: to make a connection in one's mind between one thing or person and another 由.....联想到, 把.....联系到一起

In business, people tend to associate personal behavior with the company.

在商业中，人们易于把个人行为与公司联系到一起。

Whisky is usually associated with Scotland.

人们常把威士忌同苏格兰联系起来。

15. assess: to make a judgment about a person or situation after thinking carefully about it; to calculate or decide the value or amount of 评估; 估定(财产, 价值等)

A report was being prepared to assess the impact of advertising on children.

正在起草一份报告来评估广告对孩子的影响。

The annual income of school teachers in this place was assessed at \$ 900.

这地方的学校教师的年收入为 900 美元。

16. (be) subject to: (one) must obey the rule 服从的

All citizens in this nation are subject to the law.

这个国家的全体公民都必须服从法律

All such gatherings are subject to the laws on political meetings.

所有这样的集会都受有关政治集会法令的管束。

17. as a rule: in general; for the most part 通常; 总体上:

As a rule, we take the bus.

通常, 我乘公共汽车

As a general rule most students finish their coursework by the end of June.

大多数学生通常在六月底之前结课。

18. authorize: to grant authority or power to 授权

She has authorized her partner to negotiate on her behalf.

她已授权其同伴为她的利益谈判。

The relevant city agency has not authorized the construction project.

有关城市机构还没有批准该工程建设项目。

19. It is only one hundred years since one of the Wright brothers of North Carolina in USA, managed to stay in the air in a mechanically powered home-made kite for twelve seconds.

It is +一段时间+ since+从句(从句时态用过去时), 这是固定用法: 表示“自从...以来,已经有.....长时间了。”例如:

It is ten years since I saw him last.

自从我最后一次见他已经过去 10 年了。

20. It has many advantages over other modes of transport: 这里的“over”是介词，意思为“compared with”，与.....相比。例如：

He has the advantage of speed over his competitors.
他在速度上比他的对手们占优势。

21. This is extremely important for smaller exporters who may not be able to afford having their capital tied up for three months while a ship completes its voyage.

结构“have sth done”的意思为“使某事被做”。例如：

They have their car serviced at the garage every half a year.
他们每半年到修车厂维修他们的汽车。

“who may...”是定语从句修饰先行词“exporters”，“while a ship...”是该定语从句中的时间状语从句。

Ch36

1. insurance:

System whereby individuals and companies concerned about potential hazards pay premiums to an insurance company, which reimburses (in whole or part) them in the event of loss. The insurer profits by investing the premiums it receives. Some common forms of insurance cover business risks, automobiles, homes, boats, worker's compensation, and health. Life insurance guarantees payment to beneficiaries when the insured dies. In a broad economic sense, insurance transfers risk from individuals to a larger group, better able to pay for losses.



the person

which is

2. Elizabeth I:

Elizabeth I (1533-1603), of England and Ireland (1558-1603), daughter of Henry his second wife, Anne Boleyn. Elizabeth was the longest-reigning English monarch in nearly two centuries and the first woman to successfully occupy the English throne. Called Glorianna and Good Queen Bess, Elizabeth enjoyed enormous popularity during her life and became an even greater legend after her death. When Elizabeth died, one of the great epochs of English history ended. Her 45-year rule decisively shaped the future of England as a stable monarchy governed through the cooperation of crown and local elites. [Microsoft Encarta Reference Library 2005.]

queen

VIII and

monarch

3. the Lombards: ancient Germanic people 伦巴族人(日耳曼民族之一)
4. policy:

Insurance contract specifying what risks are insured and what premiums must be paid to keep the policy in force. Policies also spell out Deductibles and other terms. The policy is the written document that both insured and insurance company refer to when determining whether or not a claim is covered.
5. (insurance) certificate:

Special policy blank issued by an insured for individual shipments or other purposes under an [Open Policy](#). The open policy allows an insured to buy protection for all marine business for an indefinite period. When required to show evidence of insurance for a particular shipment, or to protect the cargo or ship of a client, the insured may issue a certificate of insurance backed by his or her own overriding open policy.
6. underwriter: a person or firm engaged in the insurance business 保险商, 保险公司
7. underwrite: to act as an underwriter, especially to issue an insurance policy 经营保险业
8. undersign: to sign one's name at the bottom of (a letter or document) 在(文件、信等)的下面[后面]签名
9. (insurance) premium: the amount paid or payable, often in installments, for an insurance policy 保险费
10. Great Fire of London: 伦敦大火

The Great Fire of London raged for four days in September 1666 and destroyed two-thirds of the city. The fire—one of the most dramatic events of the Stuart Restoration—started accidentally, although it was popularly attributed to plotting by Roman Catholics. In fact, the fire caused almost no deaths, despite the apocalyptic tone of this 17th-century painting.
11. insure: to buy insurance so that you will receive money if something bad happens to you, your family, your possessions etc 给...保险

It is wise to insure your property against storm damage.
给你的财产投保暴风雨损失险是明智的做法。
12. cover: if your insurance covers you or your possessions, it promises to pay you money if you have an accident, something is stolen etc 入保险加以保护:

The treatment wasn't covered by her healthcare insurance.

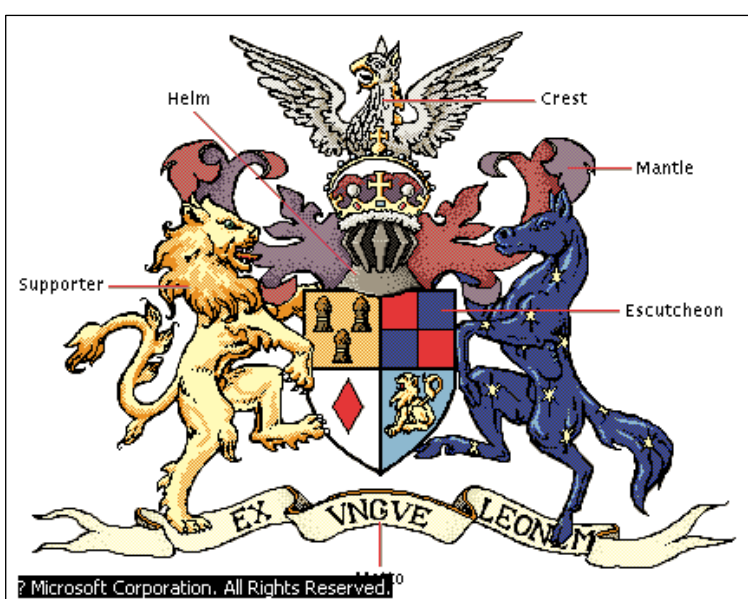
这种治疗不属于医疗保险的范围。

13. Lloyd's: 劳埃德

Edward Lloyd's, Lloyd's, popularly known as Lloyd's of London, association of approximately 170 insurance syndicates, each of which comprises many individual underwriters. The name of the association is derived from that of Edward Lloyd, who opened a coffee house in London in 1688. Lloyd's establishment became a popular meeting place for ship-owners, insurance brokers and underwriters, and merchants. [Microsoft Encarta Reference Library 2005]

14. coat of arms:

Originally used as a means of identifying knights in battle, the coat of arms serves to distinguish families, corporations, and even states and nations. The elements of a coat of arms draw on a rich vocabulary of symbols that are used to represent the identity of the bearer with accuracy and pride. [Microsoft ® Encarta ® Reference Library 2005.]



15. People's Insurance Company of China (PICC):

People's Insurance Company of China Holdings Company (中国人保控股公司) is a [state-owned](#) company in the [People's Republic of China](#). The holding company promotes its subsidiaries, PICC Asset Management Company Limited and PICC Property and Casualty Company Limited (PICC P&C) (中国人民财产保险股份有限公司).

16. trace back to: to find the origins of when something began or where it came from 追溯, 找出某事的根源

The company's history can be traced back to the 19th century.

公司历史可追溯到十九世纪。

Her fear of water can be traced back to a childhood accident.

她很怕水, 起因可归于儿时的一次事故。

17. charter: to hire or rent out (a plane, ship, train, bus etc.) for a special use

包租

We chartered a boat to take us to some of the smaller islands.

我们租了一条船送我们去一些较小的岛屿。

They've chartered a plane to take delegates to the conference.

他们包租了一架飞机送代表去参加那个会议。

18. compensate: to provide with a suitable payment for some loss or damage
赔偿, 补偿

The insurance company refused to compensate her for the loss she suffered in the accident.

保险公司拒绝赔偿她在那次事故中蒙受的损失。

The company compensates her for extra work.

公司因她的额外工作而给她报酬。

19. at sea: on the sea, especially on a sea voyage 海上的, 尤指海上航行
He spent over 30 years at sea.

他当海员工作了 30 多年。

The refugees were at sea for forty days before reaching land.

难民在海上漂泊了 40 天才见到陆地。

20. subscription: money raised from subscribers 认捐的钱

The charity arranged a performance to solicit subscriptions for the victims of the earthquake.

慈善团体组织了一场演出来为地震灾民募捐。

21. piracy: the crime of attacking and stealing from ships at sea 海盗行为

Piracy is alive and flourishing on the world's commercial sea-lanes.

海盗行为在世界各地的商运航线上很猖獗。

22. syndicate: a group of people or companies who join together in order to achieve a particular aim 企业联合, 辛迪加

A syndicate of banks is financing the deal.

一个银行财团在给那笔买卖提供资金。

23. in the hands of: in the control of 在某人的控制中

This matter is too important to be left in the hands of an inexperienced lawyer.

这件事太重要了, 不能让一个没有经验的律师来办理。

We left the project in the hands of our deputy manager.

我们把这个项目交给了我们的副经理掌管。

The affair is no longer in the hands of my lawyer.

这件事已不由我的律师管了。

24. stimulus: something that causes activity 刺激物, 刺激因素
Light is a stimulus to growth in plants.
光是植物生长的促进因素。
Tax cuts provided the stimulus which the slow economy needed.
减税提供了加快经济增长所需的刺激。
25. facility: a system which makes it possible to do something 便利
Do you offer a bank account with an overdraft facility?
你们提供具有透支便利的银行帐户吗?
26. ransom: release of a captive in return for money, etc demanded by his captors 付赎金使被劫持者获释, 赎身
He's got the ransom money.
他已经得到了赎身的钱了。
27. claim: to demand or ask for as one's own or one's due; assert one's right to (根据权利)要求, 声称, 主张
He claimed a large amount against the person who had crashed into his car.
他要求那个撞坏他车的人赔偿大量金额。
Every citizen may claim the protection of the law.
每一公民均可要求法律的保护。
28. for short: used as a shorter way of saying a name 简称
His name's Maximilian, but we just call him Max for short.
他的名字叫马克西米连, 但我们只是简称他为马克斯。
He's called Ed for short.
人们用简称叫他埃德。
29. mushroom: spread or increase in number rapidly 迅速扩散或增加
The population mushroomed in the postwar decades.
战后数十年里人口快速增长。
New housing developments mushroomed on the edge of town.
新的房地产开发在市区的边缘迅速展开。
30. It was the Lombard's "Policy".
该句的前半部分: It was the Lombard's who introduced the world "polizza,"是一个强调句, 强调主语 Lombards, 强调句的结构为: It + 动词 be + 强调部分 + that / who (m) + 其他部分, 例如:
It was you who had been wrong.
错的是你。
It was on Monday that all this happened.
这一切都是在星期一发生的。
该句的后半部分: ...into the insurance world, where the contract

of ...'policy.'是一个由 where 引导的非限定性定语从句, 该从句修饰 insurance world.

31. One of Elizabeth I's ministers ... Insurance.

这句话的主语是 one of Elizabeth I's ministers, Sir Thomas Greham 是其同位语。 with a group of merchants 尽管与主语的位置很近, 但并非主语中的一部分, 而是状语。其本来的位置应放在句后, 提前以示强调。

IV. After-class Activity

Questions on the four texts

1. Is good transport important in commerce, why?
2. When and how did transport develop?
3. What's the contribution of the opening of the Suez Canal?
4. What kind of transport is more economical today?
5. What will the shippers consider when they arrange cargo freights?
6. What are the special features of ocean transport?
7. What is the major factor in determining the freight?
8. How will an exporter save freight when he transports his commodities?
9. If it is a small shipment, what will an importer insist on?
10. What's your general idea of ocean transport?
11. What are the advantages and disadvantages of air transport?
12. What are the barriers of air transport?
13. What does the speed of delivery mean?
14. Please explain the packing of the cargo that is transported by air.
15. What is Air Waybill? Please explain it.
16. How did insurance come into being?
17. Why did groups of merchants form syndicates of "underwriters"?
18. What's the oldest form of insurance, and who controlled it?
19. Why did seamen of the 17th century insure themselves?
20. What kind of insurance does Lloyd's cover?

Translate the following sentences into English

1. 科学家们在努力寻找能够代替石油的物质。(replace)
2. 这个公司已从一个分公司发展到拥有 5 个分公司了。(expand)
3. 新技术使生产成本减少了一半。(halve)
4. 即将到来的最后期限推动了工程的进展。(give impetus to)
5. 由于全体工作人员共同努力, 工厂度过了危机。(as a result of)
6. 需求决定生产与供给。
7. 新产品在很多方面比原来的产品好。(superior)

8. 尽管管理制度不尽相同，但每个公司的最终目标都是赢利。(vary)
9. 流行趋势对产品的设计有很大的影响。(have a bearing on sth)
10. 增强企业竞争力的途径之一就是要增强企业适应市场需求的能力。
11. 部长引用最新的经济犯罪统计数字来证明需要加强社会经济秩序的综合治理。(cite, economic crime figures, as proof of, comprehensive administration)
12. 决策失误造成的损失估计在五十万美元。(assess)
13. 该计划的优点胜过缺点。(outweigh)
14. 谈判进展因意外事故而受阻。(tie up)
15. 我们想起中国，就会联想到长城。(associate... with)
16. 经过仔细的调查后，保险公司同意赔偿那家工厂的损失。(compensate)
17. 绑匪要求这位富豪为其被绑架走的女儿付一大笔赎金。(kidnap, ransom)
18. 商店在社区里犹如雨后春笋建立起来。(mushroom)
19. 这个风俗可上溯到唐朝时期。(trace back to)
20. 新项目由刚刚大学毕业的这名年轻人负责管理。(be in the hands of sb)

Translate the following passages into Chinese

Passage 1

Several technologies that are shaping society in a variety of ways will likely characterize the future of transportation. Intelligent transportation systems apply the latest advances in computers and electronics to better control vehicle operations. Computerized road maps used with the Global Positioning System (GPS) help drivers to navigate. Companies that use fleets of vehicles, such as delivery companies, can use satellite technology to monitor the location of their vehicles at all times and improve efficiency.

Passage 2

A number of shipping companies of various nationalities have formed an association known as "Shipping Conference", which consists of many member countries, representing over fifty percent of the world shipping, for the protection of their interest as well as those of the shipper. Periodical meetings are held between representatives of the member shipping lines to discuss policies and to fix freight rates for the different classes of cargoes. The purpose of the conference is to maintain freight rates at a remunerative(有报酬的, 有利的) level and to ensure that a sufficient minimum of cargo is always forthcoming to feed the regular services they undertake to provide.

Passage 3

The air transport industry supports a wide range of businesses. These include independent maintenance and repair shops, food caterers, aircraft cleaning services, fueling services, and airport security firms. The industry supports schools for pilots, flight attendants, and mechanics, as well as travel agencies, hotels, car rental companies, and other businesses in the travel and tourism industry.



Passage 4

Insurance itself has become a significant economic force in most industrialized countries. Employers buy insurance to cover their employees against work-related injuries and health problems. Businesses also insure their property, including technology used in production, against damage and theft. Because it makes business operations safer, insurance encourages businesses to make economic transactions, which benefits the economies of countries. In addition, millions of people work for insurance companies and related businesses.