

Chinese Economy on Fast Track(4)中国经济步入快车道 PDF转换  
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[https://www.100test.com/kao\\_ti2020/129/2021\\_2022\\_ChineseEco\\_c92\\_129276.htm](https://www.100test.com/kao_ti2020/129/2021_2022_ChineseEco_c92_129276.htm) He said there is hardly any fixed formula for success in China, but foreign investors need to pay attention to several points:

**The China context:** Chinas history, culture and present situation make it a unique heterogeneous environment, which will bear heavily on commerce and should not be ignored.

**The profit motive:** Chinese understand the profit motive. So once a foreign investor establishes an apparent willingness to bear a loss, it can prove remarkably difficult to turn that stance around and into profit.

**Building from the bottom:** There is no place for firms looking to get in, make a quick killing and get out again. The best returns are going to be made by those firms that are prepared to invest real time and effort in China. "And keep in mind that significant amounts of both will likely be necessary to identify and then establish an initial niche," said Subbaraman.

**Inevitable slowdowns:** Like that of any economy, Chinas progress will not be smooth, for both cyclical and structural reasons. Firms operating in China should be prepared to put up with setbacks too, as the economy goes through lean years alongside the fat.

**The global context:** Chinas emergence as a major global player, both economically and politically, will inevitably bring conflicts in commercial relations. But the overall probability is that, for the foreseeable future at least, these will be contained and defused without long-term negative impact on firms prepared to ride out the squalls.

Notes

formula n.a method of doing or treating something

that relies on an established, uncontroversial model or approach 准则，方案；依据惯用的、无争议的模式或方法而采取的对某些事情的做法或处理方式 context n. the circumstances in which an event occurs. a setting 背景；事件发生于其中的环境 heterogeneous a. 不同种类的；异类的 commerce n. 商业 profit n. 利润，益处，得益 motive n. 动机，目的 willingness n. 自动自发，积极肯干 stance n. 姿态 killing n. a sudden large profit 暴利；突然获得的大利益 例：made a killing on the stock market 在股票市场中获取暴利 niche n. a situation or an activity specially suited to a person's interests, abilities, or nature 合适的环境，活动；适合于人的兴趣、能力或性格的环境或活动 例：found her niche in life 找到她在生活中的定位 cyclical and structural reasons 周期性和结构性的原因 cyclical a. 轮转的，循环的 slowdown n. the act or process of slowing down. a slackening of pace 减速，减慢：慢下来的行动或过程；速度的减慢 例：a production slowdown. 生产速度的下降 put up with: 忍受，容忍 setback n. 挫折，退步 lean a. 瘦的，贫乏的，歉收的 emergence n. 浮现，露出，出现 conflict n. 斗争，冲突 contain vt. 包含，容纳，容忍 defuse vt. to make less dangerous, tense, or hostile 缓和，平息：来减少危险性、紧张程度或敌对程度 例：a diplomatic move that defused the international crisis. 一个缓和国际危机的外交活动 negative impact 负面影响；不良反应 ride out: 安全渡过 squall n. 暴风 100Test 下载频道开通，各类考试题目直接下载。详细请访问 [www.100test.com](http://www.100test.com)