

国际商务英语综合教程：第十五课 PDF转换可能丢失图片或格式，建议阅读原文

[https://www.100test.com/kao\\_ti2020/271/2021\\_2022\\_\\_E5\\_9B\\_BD\\_E9\\_99\\_85\\_E5\\_95\\_86\\_E5\\_c85\\_271672.htm](https://www.100test.com/kao_ti2020/271/2021_2022__E5_9B_BD_E9_99_85_E5_95_86_E5_c85_271672.htm) 关于价格 A 某家公司的营业部经理和财务部经理为新产品的定价持相反意见，而且各有说辞。

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----- 英文正文  
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----- A: I really think this price is too high. A price has to be based on costs and the profit you want. B: I know. But pricing has to be based on what customers want too, which differs from place to place and time to time. A: Yes, experience shows the same product is priced differently in different markets. But why so much higher in this market? B: There are many rich people in this area, so a skimming price is OK -- and even needed, because they think only a high price means a good product. A: But the market prices for other similar products are much lower. Buyers will notice the flexibility in the price structure, and buy from other companies. B: I dont think so. I think the others will have to raise their price ceiling to make customers believe that their products are as good as ours.

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----- 中文翻译  
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----- A: 我真的认为这个价钱太高。价钱是要根据成本和你所想要的利润而定。 B: 我知道。但是定价也须以顾客的需

要为基础，而这种需要是会因时因地而异的。 A: 没错。根据经验，相同产品在不同的市场会订出不同的价钱。但为什么在这个市场要订这么高？ B: 这个地区多的是有钱人，所以最高利润价行得通，甚至可以说是必要的。因为他们认为只有高价位才能代表好产品。 A: 但其它同类产品的市价就低了很多，购买者会注意到价格上的差异，转而购买其它公司的产品。 B: 我可不认为。我倒觉得其它同行得提高价格的上限，让顾客相信他们产品和我们的一样好。

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### ----- 短语解说

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----- skimming price 最高利益获取价；吸脂价格 "skim"，当动词，有‘撇取液体表面浮物’的解释。而"skimming"在商业上则有其引申之意，指‘获取最高利益的定价策略’。这种策略通常用在一项新产品刚上市时，因产物本身的特殊性吸引消费者，再加上尚无竞争对手，使得制造商哄抬价格，赚取最大可能之利润。"skimming price"即指‘厂家最高获利之价格’。 market price 市价 商品在市场上由供给与需求情形所决定的价格。 flexibility in the price structure 价位伸缩性 "flexibility"，‘弹性’。 "price structure"则可解为‘价格幅度’。 "flexibility in the price structure"乃指某产品之既定最高至最低价钱的伸缩空间。 "structure"，‘结构’。 price ceiling 价位上限，最高价 "ceiling"，原指‘天花板’；引申为‘上限’，经常用来指财经商业方面的最高幅度限制。相反词则为"price floor" ‘最低价位、下限’；"floor"原意为‘地板’。

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## ----- 句型总结

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----- 根据经验显示... 1. Experience shows that... 2. Its well-known that... 3. Its common knowledge that... 用这样的句子开头语通常是为了强调自己的论点是依客观的观察和实际经验而来，并非个人主观的想法或臆测。因此这说法听起来就比"I think" ‘我个人认为...’ 有说服力得多。 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)