



新时代商务英语专业系列教材

New Era Business English Series

总主编 / 翁凤翔 郭桂杭

An Integrated Course of Business English

商务英语综合教程 4

主 编 / 谭万文



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内 容 提 要

《商务英语综合教程4》共12个单元,涉及商务宴请、商务文化、领导艺术、员工管理、市场营销、商务伦理、客户服务、供应链、金融顾问、电子商务、商业投资、商务谈判等专题。每单元都由导入性练习、课文A、词汇表、注释、练习和课文B组成。课文A主要选自英语国家的重要刊物;词汇表列出了课文中出现的商务术语和重要词汇;注释侧重于相关背景知识的介绍和较难概念与术语的解释;练习则紧紧围绕课文的重点和难点进行设计,包括对课文的理解和对重要词汇、术语的基本运用,形式丰富多样,能较好地检测和巩固所学知识。课文B是延伸阅读,是学生自主学习的好材料。

本教材适合商务英语专业或英语专业(商务方向)大二学生使用,也可作为英语爱好者和从事国际商贸活动人士的参考教材。

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总序

商务英语作为本科专业获得教育部批准进入我国大学本科教育基本目录已经好些年了。商务英语本科专业的身份与地位获得了我国官方和外语界的认可。迄今为止,据不完全统计,有300所左右的大学开设了商务英语本科专业。各种商务英语学术活动也开始活跃。商务英语专业与英语语言文学专业、翻译专业成为我国英语教学的“三驾马车”。商务英语教学在全国已经形成较大规模,正呈良性发展态势,越来越多的大学正在积极准备申报商务英语本科专业。可以预计,将来在我国,除了研究性大学外的大部分普通本科院校的外语学院都可能开设商务英语本科专业。这是大势所趋,因为随着我国改革开放和经济全球化、世界经济一体化进程的加快,各个融入经济一体化的国家和地区急需有扎实英语功底的,熟悉国际商务基本知识的,具备国际商务领域操作技能的跨文化商务交际复合型、应用型商务英语人才。

高校商务英语专业教育首先必须有充足的合格师资;其次,需要有合适的教材。目前,虽然市面上有很多商务英语教材,但是,完整的四年商务英语本科专业教材并不多。重庆大学出版社出版的商务英语本科专业系列教材一定程度上能满足当前商务英语本科专业的教学需要。

本套系列教材能基本满足商务英语本科专业1—4年级通常开设课程的需要。商务英语专业不是商务专业而是语言专业。所以,基础年級的教材仍然是英语语言学习教材。但是,与传统的英语语言文学专业教材不同的是:商务英语专业学生所学习的英语具有显著的国际商务特色。所以,本套教材特别注重商务英语本科专业教育的特点,在基础阶段的英语技能教材中融入了商务英语元素,让学生在学普通英语的同时,接触一些基础的商务英语语汇,通过听、说、读、写、译等技能训练,熟悉掌握商务英语专业四级和八级考试词汇,熟悉基础的商务英语篇章,了解国际商务常识。

根据我国《高等学校商务英语本科专业教学质量国家标准》(以下简称《标准》),本套教材不仅包含一、二年级的基础教材,还包含高年級的继续夯实商务英语语言知识的教材,如《高级商务英语教程》1—3册等。此外,还包括英语语言文学专业学生所没有的突出商务英语本科专业特色的国际商务知识类教材,如《国际商务概论》《国际贸易实务》《国际贸易法》《市场营销》等。本套教材的总主编都是教育部商务英语专业教学协作组成员,参与了该《标准》的起草与制定,熟悉《标准》的要求,这为本套教材的质量提供了基本保障。此外,参与编写本套教材的主编及编者都是多年从事商务英语教学与研究的有经验的教师,因而,在教材的内容、体例、知识、练习以及辅助教材等方面,都充分考虑到了教材使用者的需求。教材的编写宗旨是:力求传授实用的商务英语知识和国际商务有关领域的知识,提高学生的商务英语综合素质

和跨文化商务交际能力以及思辨创新能力。

教材编写考虑到了以后推出的全国商务英语本科专业四级和专业八级的考试要求。在教材的选材、练习、词汇等方面都尽可能与商务英语本科专业四级、八级考试对接。

本套教材特别适合培养复合型、应用型的商务英语人才的商务英语本科专业的学生使用,也可作为商务英语爱好者学习商务英语的教材。教材中若存在不当和疏漏之处,敬请专家、学者及教材使用者批评指正,以便我们不断修订完善。

翁凤翔

2016年3月

前 言

《商务英语综合教程》(An Integrated Course of Business English)是为高等院校商务英语专业本科一、二年级学生编写的基础教材,由四川外国语大学商务英语学院教师编写而成。

《高等学校商务英语专业本科教学要求》指出:高等学校商务英语专业旨在培养具有扎实的英语基本功、宽阔的国际化视野、合理的国际商务知识与技能,掌握经济、管理和法学等相关学科的基本知识和理论,具备较高的人文素养和跨文化交际与沟通能力,能在国际环境中用英语从事商务、经贸、管理、金融、外事等工作的复合型英语人才。作为商务英语专业中的主干课程,《商务英语综合教程》则力图培养过硬的英语基本能力、拓展丰富的商务知识、加强人文关怀,使学生在提升语言能力和知识结构的同时,也关注经济的发展对贫富差距、地球环境和地缘政治等的影响。

英语基础阶段的主要教学任务是,对学生进行全面严格的基本技能训练,培养他们运用语言的实践能力,为进入高年级阶段打下扎实的专业基础。为了实现这一目标,本套教材将英语基本核心词汇与商务领域的术语和概念结合起来,加强学生对基本语法和词汇的熟练掌握和运用,进而培养学生的听、说、读、写、译的综合技能以及多方位的商务知识感知能力。在练习设计过程中,为了避免词汇和句法简单的重复与模仿,我们对出自英语原刊的句子进行了严格的挑选,这些句子极富表达力,目的是开拓学生独立的思维空间,培养他们用英语表达自己思想的能力。

就商务知识而言,内容涵盖了经济学基础、税收、企业管理、企业文化、产品、营销、人力资源管理、电子商务、保险、国际贸易、证券与资本市场等众多领域。需要指出的是,该教材不同于单纯的以知识体系为主的商务英语教材,本套教材仍然保留了英语专业传统精读教材的精髓,以一课为一单元,每一单元的精读文本与补充阅读文本基本围绕同一个主题,相邻的几个课文在内容上都与某一特定的商务知识相关。如果以知识体系为主,这套教材必然与商务英语专业的其他课程造成内容上的重复,难免会忽视学生人文素养的提高。

本套教材绝大多数选自英语国家出版的刊物。这似乎超越了基础阶段学生的能力,实则不然。首先,纯正的英文素材是保证学生语言输入的关键,也是语言输出的重要保证;其次,这样的选材有助于他们逻辑思辨能力的提高;同时,也能为一些学员在高年级阶段去国外院校进一步深造打下坚实的语言基础。

为了方便教师使用,本套教材配备了课件 PPT,其主要内容是练习答案和课文中难句的理解。

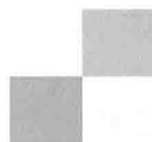
本套教材的编写从一开始就得到了中国国际商务英语研究会副主任、上海海事大学外国语学院翁凤祥教授的指导,四川外国语大学商务英语学院院长段玲俐教授自始至终给予了悉心的关怀,重庆大学出版社也一直关注着教材的建设。在此,我们对他们一并表示衷心的感谢。

在本套教材的编写过程中,各册主编和编者就各个单元的设计各抒己见,畅所欲言,后经论证,终成此书。我们一直追求编著一套非常务实的商务英语综合教程,虽不能至,心向往之。由于编者水平有限,错误和疏漏之处在所难免,恳请各位教师和读者不吝赐教。

《商务英语综合教程》编写组

2016年7月

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UNIT

1

Business Lunch

Part I Lead-in Activities

Directions: You will hear a passage about planning a business lunch. The words or phrases listed below will be of some help to you.

woo *v.* try to obtain the support of (sb) 寻求(某人)的支持

allergy *n.* ~ (to sth) medical condition that produces an unfavourable reaction to certain foods, pollens, insect bites, etc (对某些食物、花粉、虫咬等的)变态反应性;过敏症

no-no *n.* (singular, informal) something that you must not do because it is considered to be unacceptable behaviour 不可接受的行为

high-end *adj.* (usually before noun) AmE relating to products or services that are more expensive and of better quality than other products of the same type 高端的,高档的

joint *n.* (sl derog 俚,贬) low or shabby bar, club, etc; house or shop 下等的或破旧的酒吧、俱乐部等; 房子; 店铺

table *n.* people seated at a table for a meal, etc (用餐等的)一桌人

coop *v.* ~ sb/sth up (in sth) (usu passive 通常用于被动语态) restrict the freedom of sb/sth by keeping him/it inside; confine sb/sth 将某人(某物)关入(……内)以限制其自由; 拘禁

al fresco *adv.* in the fresh air; outdoors 在户外,在野外

splurge *v.* ~ (sth) (on sth) spend (money) freely or extravagantly 无节制地花(钱); 挥霍(金钱)

Zagat 是由 Tim Zagat 和 Nina Zagat 夫妇创办的美食杂志,负责收集消费者对全球酒店、餐厅、商场和其他场所的评价。

cater *v.* ~ (for sth/sb) provide food and services, esp. at social functions 提供饮食及服务(尤指社交方面)

poll *n.* survey of public opinion by putting questions to a representative selection of people 民意测验

Task 1

Complete the following paragraphs according to the recording you have just heard.

The type of business lunch you plan depends on who's invited. If it is a business lunch to 1 a new client, it's going to be much different than a lunch to celebrate a colleague's 2. ... One thing to keep in mind is to always check with your guests to see what food allergies or 3 they might have. ... As the host of the business lunch, make sure your credit card has plenty of 4 (it would be highly embarrassing to have it 5 at an important lunch). Finally, make sure that everyone is dressed 6 for the restaurant. This can be easily ensured by 7 guests a link to the restaurant's website along with a short description of the atmosphere and dress 8.

If you are hosting a business lunch to 9 a new account, it might be 10 to go all out and make reservations at the most expensive restaurant in town. ... When in doubt, however, aim high. It's better to 11 your prospect by taking him to a high-end restaurant than 12 him by taking him to the local burger joint.

If you're the boss and you're taking the team out for lunch to celebrate someone's birthday or promotion, consider having your business lunch outdoors. A lot of workers spend all their daylight hours 13 up in offices or cubicles.

If you and your coworkers are taking your boss out to lunch, this is the time to 14.

If you're having a business lunch with your 15, one way to impress them is to invite them to your house and have the food catered.

Task 2

Judge whether the following statements are true or false according to the listening material you have just heard.

1. When you're planning a business lunch, consider what kind of agreement you want to make with your guests.
2. A recent article on CNNMoney.com's Fortune magazine disapproves of a host's going all out and making reservations at the most expensive restaurant in town for the reception of a prospect.
3. Ethiopian restaurants often serve the table's meals on one dish, of which everyone eats out with their forks.
4. Japanese sushi is a good idea for you to treat your clients, as it is meant to put everyone at ease.
5. Buffet-style restaurants are suggested as a good choice for the boss to dine with a large team of his employees.

Part II Intensive Reading

➤ Pre-reading Questions

1. What do you think of the role of business lunch in dealing with new clients or partners?
2. What might be the advantages and disadvantages of running restaurants in a shopping mall?
3. What do you think of the future of high-end restaurants in terms of their location, operation strategy, and service quality?

➤ Text A

Escalated Dining

By Sara Dickerman

Is mall food becoming classy?

When I first moved to Seattle from Los Angeles, I was offered a job at the about-to-open branch of Stars, the renowned San Francisco restaurant. The job paid well, the kitchen was gorgeous, and I liked the chef, but I turned it down. In order to get to the restaurant, a diner had to ascend to the fourth floor of the Pacific Place mall—a glamorous, late-1990s mall, but a mall just the same. My gut told me that people would feel odd about showing off for clients or proposing to a girlfriend over dinner at a mall. And it seems my gut was right. About a year later, employees found themselves locked out of the kitchen without jobs, and the dream of a fine mall restaurant was quashed. The space has since been refilled by a much more mall-appropriate, all-you-can-eat sushi buffet. Business seems to be booming.

Are fine dining and mall culture at odds? In the popular imagination, at least, fancy restaurants are the ultimate independent business, helmed by culinary mavericks who wouldn't dream of setting up shop next to the Footlocker. Malls, by contrast, are thought to be characterized by uniformity and tackiness and crass commercialism. And let's be honest, the conflict can be boiled down to a single question: Who wants to ascend an escalator to a fancy dinner?

But that prejudice may be diminishing. No end of press has been devoted to the new Time Warner Center shopping center, where some of the best-known names from the world of highbrow cuisine—Jean-Georges Vongerichten (of the eponymous Jean Georges and countless others), Charlie Trotter (of Charlie Trotter's), Gary Kunz (formerly of Lespinasse), Thomas Keller (of French Laundry and Bouchon), Masa Takayama (formerly of Ginza Sushiko)—have elected to open restaurants. Despite its classy name, The Shops at Columbus Circle is a mall, and together the restaurants make up a food court the likes of which the world has never seen. Several other mall-like entities—New York's Chelsea Market, for example, and San Francisco's Ferry Building

Marketplace—also showcase fine food and restaurants, but without the retail stores of the Columbus Circle development. (Of course nothing compares to the star wattage assembled at Time Warner.)

New York is, of course, a place of singular, and often hidden, restaurant gems—from the posh white-linen restaurants where New York's high society noshes on slightly old-fashioned Euro-food, to the downtown Ukrainian diners that keep struggling writers and artists nourished by hunters' stew and coffee, to obscure street food vendors (like this one) fervently catalogued on posting boards like Chowhound. Indeed, the very idea that one building could be home to multiple restaurants seems like an affront to the city's unique restaurant culture. Is the Time Warner experiment just another exception in an exceptional city, or is the world now ready for the ultimate oxymoron—classy dining in a mall?

To answer that question, we should first consider the history of mall food and what it means in the culture's imagination. The first enclosed malls in America, like those built by Victor Gruen (recently profiled by Malcolm Gladwell in *The New Yorker*), had large courtyards in their centers, where cafes were located. Not yet full-blown food courts, these spaces were modeled on something like a European city square; they were intended as a humanizing element within the impersonal, commercial realm of the mall. But locating restaurants at the heart of a mall is problematic, Gladwell told me in a recent conversation. Restaurants aren't always busy during key shopping hours, causing potential dead spots in the mall that in turn might lead a wayward shopper to (gasp) turn around instead of walking and seeing what new retail opportunities are to be found around the bend. For that reason, mall planners tend to put the restaurants on the higher floors of malls, above and away from the shops (and often near the multiplexes, which create a similar dead zone when people are inside watching movies). This is even true of The Shops at Columbus Circle: The restaurants are located on the third and fourth floors, out of sight of mall standards like Crabtree and Evelyn, Benetton, and J. Crew. (Non-shopping diners, in turn, can avoid feeling tainted by the mallness of the center by accessing the restaurants with slightly difficult-to-find elevators that go directly from the street to the dining level.)

Sequestered on those upper floors, mall restaurants often took an abbreviated form—as various takeout counters with shared seating at the center of the common space. And so evolved the “food court” as we know it. Although particular brands come and go, the typical high-fat, high-sugar quasi-international lineup hasn't changed much over the decades: It will often include some inferior Chinese food, a taco booth, a pizza-by-the-slice stand, a “healthy” smoothie option (often as not an Orange Julius), and a Cinnabon responsible for the vanilla and cinnamon odors wafting throughout the mall. The food court has also strongly influenced food service beyond the mall, especially corporate and college cafeterias where multiple food stations appeal to a short culinary attention span.

In recent years, some upscale, casual dining restaurant chains—the Cheesecake Factories, the PF Chang's China Bistros, the Rainforest Grills—have been setting up shop in malls. Often these restaurants are not isolated on the top floors of malls but have their own entrances on the street level,

both providing street-level advertising and establishing a psychological difference between the mall and the restaurant. While in the past these establishments—which are not fine dining, but aren't cheap either—might have preferred to be located in a free-standing building, the tough economy has increased competition for well-trafficked mall space.

But it's not only the economy that has driven restaurants to malls. There's another factor that has gone mostly unrecognized: the influence of Las Vegas. The city has done more to legitimize mall food than any other city in the country: In recent years, Vegas has become its own hermetically sealed world, and casinos have become like an extended mall. In the '90s, developers began to attract famous chefs to expand restaurants within these sprawling casino/hotel/mall microcosms. Wolfgang Puck was a pioneer; others, including Charlie Palmer, Jean-Georges and Todd English, and Julian Serrano soon followed. (The main draw was surely economic: While tourists are caught in the city's fantastic grip, they are willing to spend money in ways they would normally never consider, on fine food and even finer wine.) By this time, the mall/casino taboo has been entirely obliterated: Before the end of 2005, Vegas will also boast restaurants from Keller, Alain Ducasse, Hubert Keller, Rick Bayless, and Joel Robuchon. The mall at Columbus Circle is an obvious sign that top-dollar chefs, taking a cue from Vegas, are willing to toss themselves into unconventional restaurant situations. (It is also a sign that great chefs no longer fear a public backlash for turning their name into a luxury brand.) Maybe what happens in Vegas doesn't stay in Vegas after all.

In truth, though, I think the present and future of mall food is not to be found in the vast enclosed shopping centers of the Columbus Circle variety, but in the strip mall. Five years in Los Angeles—the capital of strip malls—taught me that independent restaurants can thrive in those one- or two-story commercial developments. Strip malls are often home to surprising, niche-market restaurants: a stellar Oaxacan restaurant, a dosa/idli-centric South Indian joint, a Salvadoran bakery or a Muslim Chinese restaurant. (One of the most famous examples is Sushi Nozawa in the San Fernando Valley, which has an almost cultlike following.) In the strip mall, the specialized restaurant can live and breathe with neither the exorbitant overhead of a free-standing, independent restaurant nor the crushing uniformity demanded by most multitiered malls. And so, community planning be damned, I say viva la strip mall. (1321 words)

Words and Expressions

escalate *v.* (cause sth to) increase or develop by successive stages; become or make (sth) more intense (使某事物)逐步增长或发展; (使某事物)更紧张

classy *adj.* (*informal*) fashionable and expensive; elegant and fashionable 时尚而昂贵的,上乘的,优等的

renown *adj.* ~ (as/for sth) famous; celebrated 着名的;有声望的

gorgeous *adj.* [*usu attrib*] (*esp rhet* 尤作修辞) richly coloured; magnificent 绚丽的;辉煌的;壮丽的

ascend *v.* (*fml*) go or come up (sth) 上升;升高

glamorous *adj.* having an air of allure, romance

and excitement 迷人的,富有魅力的

gut (*also gut feeling*) *n.* (*slang*) innermost emotional or visceral response; intuition 直觉;本能的反应

propose *v.* ~ (sth) (to sb) suggest or offer marriage (to sb), esp formally (向某人)求婚(尤指正式地)

quash *v.* put an end to (sth); suppress or crush 制止(某事物);镇压;捣碎

sushi *n.* a Japanese dish that consists of small cakes of cooked rice served with raw fish; rice (with raw fish) wrapped in seaweed 寿司(生鱼片冷饭团)

buffet *n.* counter where food and drink may be bought and consumed, esp in a railway station or on a train 饮食柜台(尤指火车站或火车内的)

be at odds (with sb) (over/on sth): be disagreeing or quarrelling (with sb) (about sth) (与某人)(在某事上)不和,争吵

fancy *adj.* not plain or ordinary; unusual 有装饰的;不寻常的;精致的

ultimate *adj.* (*infml*) that cannot be surpassed or improved upon; greatest 无法超越的;极好的;最大的

helm *v.* direct; steer 指导,为……掌舵

maverick *n.* person with independent or unorthodox views 持独立见解者;持异议者

footlocker *n.* a large box for keeping personal possessions in, especially one that is placed at the end of a bed (用于存放私人物件的)床脚箱,床脚柜

tackiness *n.* tastelessness by virtue of being cheap and vulgar 俗气,没品位

crass *adj.* (*fml derog* 文,贬) [*attrib* 作定语] complete; very great; utter 完全的;十足的;彻头彻尾的

commercialism *n.* (used to show disapproval) the

principle or practice of being more concerned with making money from buying and selling goods than you are about their quality 商业主义,盈利主义

highbrow *adj.* highly cultured or educated 高雅的;学术性的;高深难懂的

eponymous *adj.* [*only before noun*] being or relating to or bearing the name of an eponym; named after sth else or deriving from an existing name or word 齐名的,与……同名的

the likes of sb/sth: (*infml*) a similar person or thing 类似的人或物

showcase *v.* display; present (sth) to the its best advantage 展示

development *n.* [C] piece of land with new buildings on it 新近建造了房屋的一块土地;新开发地

wattage *n.* [*singular, U*] the power of a piece of electrical equipment, measured in watts 瓦特数,瓦数

singular *adj.* outstanding; remarkable 突出的;非凡的

posh *adj.* (*infml*) (elegant or luxurious; smart 精美的;豪华的;漂亮的

nosh *v.* (*sl 俚 esp Brit*) eat 吃

stew *n.* (dish of) stewed meat, vegetables, etc 炖菜

obscure *v.* make (sth) obscure; hide (sb/sth) from view 使(某事物)不分明;遮掩(某人/某事物)

fervently *adv.* with passionate fervor 热心地,热忱地

chowhound *n.* (*slang*) a person who eats food in large quantities or with great gusto; glutton 贪吃的人

affront *n.* (*usu sing*) ~ (to sb/sth) deliberately insulting or disrespectful remark, action, etc,

esp in public (尤指当众)故意侮辱,有意冒犯

oxymoron *n.* a deliberate combination of two words that seem to mean the opposite of each other, such as “cruel kindness”; conjoining contradictory terms (as in “deafening silence”) 矛盾修辞法

profile *v.* write a profile or make a brief description of (sb/sth) 写(某人/某事物)的简介

full-blown *adj.* [*only before noun*] having all the qualities of something that is at its most complete or advanced stage 成熟的;充分发展的

impersonal *adj.* (*usu derog* 通常作贬义) not influenced by, showing or involving human feelings 不受个人情感影响的;冷淡的;没有人情味的;不牵涉个人感情的

realm *n.* (*fig* 比喻) field of activity or interest; sphere (活动或兴趣的)领域,范围

wayward *adj.* not easily controlled or guided; childishly headstrong or capricious 不易管教的;不听话的;像孩子般任性的

bend *n.* curve or turn, esp in a road, racecourse, river, etc 弯,拐角(尤指道路、赛场跑道、河流等)

taint *v.* [*esp passive*] ~ (sth) (with sth) affect sth with a taint (坏的因素)影响某事物

sequester *v.* (*fml*) ~ (sb/oneself) (from sth) keep sb/oneself away or apart from other people; seclude 使……与他人分开或隔离;使隔绝

taco *n.* a type of Mexican food made from a corn tortilla that is folded in half and filled with meat, beans etc 墨西哥煎玉米卷

booth *n.* small, usu temporary, stall where goods are sold or displayed at a market, a fair or an exhibition 售货摊;摊位

smoothie *n.* a thick drink made of fruit and fruit juices mixed together, sometimes with ice, milk, or yoghurt 鲜果奶昔

vanilla *n.* tropical orchid with sweet-smelling flowers 香子兰(香精的主要提取物)

cinnamon *n.* [U] spice made from the inner bark of a SE Asian tree 桂皮

waft *v.* (cause sth to) be carried lightly and smoothly (as if) through the air (使某物)(似)在空中飘流、飘浮或飘荡

upscale *adj.* appropriate for people with good incomes; (of goods or services) expensive, of good quality and intended to appeal to people in a high social class 高档的,高端的

bistro *n.* small restaurant 小餐馆

grill (*also grill-room*) *n.* room in a hotel or restaurant where such dishes are cooked and served (旅馆或饭店的)烤肉餐室

establishment *n.* [C] (*fml or joc* 文或谚) (premises of a) business organization or large institution 商业机构或大型机关(的房屋建筑)

free-standing *adj.* standing apart; not attached to or supported by anything else 独立的,非附属的

legitimize *v.* make something that is unfair or morally wrong seem acceptable and right 认为……正当,认可,批准

hermetically *adv.* in an airtight manner 密封地

sprawling *adj.* spreading over a wide area in an untidy or unattractive way 蔓生的,不规则地伸展的

microcosm *n.* thing or being regarded as representing the universe, or mankind, on a small scale; miniature representation (of a system, etc) 小天地;小宇宙;微观世界;缩影

grip *n.* (*fig* 比喻) gripping power; attraction