

Fortune

天下

天下人学英语

天津科学技术出版社

Fortune

● (英汉对照)

主编 谢艳明

财富

地道英语轻松读
四六级词汇快速掌握
在文字墨香中
领略创业巨人的风采
感受世界经济发展的脉动

天下人学英语 ●

天下财富

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(英汉对照)

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前 言

申办奥运会和加入世界贸易组织的成功在中国掀起了全民学习英语的狂潮，一时间，从学校到机关，从大学教授到普通市民，从幼儿到老人，普天之下，到处可以看见拿着英语书学习英语的人。除了少数致力于语言研究的人以外，多数人学习英语是为了用它进行交际或阅读国外先进的科技资料。为了达到这一目的，阅读是最基本、最高效的学习途径。

阅读是扩大词汇量最有效的学习方法，这一点是读者很容易忽视的。一些读者试图采用联想记忆法、构词法以及其他的奇异方法来记忆单词，虽然能够取得实效，但须知它们涵盖面其实很小，联想法只能帮助你记住不到千分之一的单词，构词法只能解决那些含有词根和词缀的单词，而且还要求你记忆大量的词根和词缀。阅读在扩大记忆中虽然不那么立竿见影，却可以使读者广泛涉猎英语词汇，并在语篇中理解和掌握词汇。阅读法与其他方法的显著区别在于它是一种自然生成法。它让词汇在读者头脑中自然生成，让读者理解词义的动态变化以及一个单词在文本中出现的频率。因而，阅读是扩大词汇记忆的有效途径。

听力依赖词汇量的大小。许多人都体会到生单词是影响听力理解的最大障碍。在阅读中,读者可以暂时停留在某一个单词上,根据上下文推测它的含义,而这不影响对全文文章的阅读理解;但在听力过程中,你却不可作片刻停留,否则就跟不上其后的信息。每个生单词都可能构成听力理解的沟沟坎坎,没有词汇的基础,你如何进行听力理解呢?

口语和写作更依赖词汇量的大小。没有词汇这个语言的建筑材料,你用什么方式来表达你的思想呢?如果你的思想是复杂的,那么你的词汇量必须足够大才能表达你复杂的思想。一些人明明可以说出一大串复杂闪光的思想,可是词汇量不够大,口语无法流利起来,写作的笔调干涩。真是“词”到用时方恨少。

由此可见,词汇是语言运用的基础,而阅读是提高词汇量、解决语言交际问题的基本途径。既然阅读如此重要,那么该如何进行阅读呢?我们提倡兴趣阅读和轻松阅读的方式。兴趣是你坚持学习的动力,轻松是你所希望达到的效果。为此,我们编写了这套《天下人学英语丛书》。“探讨兴趣话题、追寻天下大事、提倡轻松阅读、扩大词汇记忆”,这就是编写本丛书的宗旨。本丛书集知识性、趣味性、时政性和实用性为一体,分《天下财富》、《天下智谋》、《天下冠军》和《天下传奇》四个分册,每个分册精选的文章均取自英美报刊和网络,使用了地道正规的英语,内容涉及古今中外,涵盖了政治、经济、艺术、科学、体育等方方面面。让你在不知不觉中既丰富了知识,又提高了阅读能力。在编写过程中,我们对相关知识配有

注释，以便读者轻松阅读。

《天下财富》首先介绍了经济领域里的创业巨人和世界上的富豪们，如沃尔玛创始人萨姆·沃尔顿和微软帝国创始人比尔·盖茨，等等；然后介绍了国际知名的首席执行官，他们运筹帷幄，指挥着跨国公司，在国际经济舞台上大显神通，如苹果电脑的创始人兼首席执行官史蒂夫·乔布斯，他以敏锐的眼光，洞察出了个人电脑这个巨大的潜在市场，并凭着百折不挠的意志和令人折服的创新精神成就了自己的辉煌，他本人因此也成为有史以来最年轻的白手起家的亿万富翁。本书还介绍了国际上著名的经济组织，如世界贸易组织、世界银行，等等。

《天下智谋》首先介绍了在国际政治舞台、军事舞台和艺术舞台上大显身手的智慧人士：有现任的联合国秘书长科菲·安南、美国总统乔治·布什、英国首相托尼·布莱尔，他们的一举一动都牵动着世界的脉搏；有军事强人道格拉斯·麦克阿瑟将军、乔治·马歇尔将军、查尔斯·戴高乐将军，他们在“二战”中建立了卓越的功勋，而且为世界的战后重建献计献策；还有驰名世界的艺术家达·芬奇、米开朗基罗、克劳德·莫奈，他们的艺术异彩纷呈，为后人留下了宝贵的精神财富。本书还介绍了影响世界政治局势的重大组织，如联合国、北约、国际刑警组织，等等。

《天下冠军》介绍了国际上重大的体育赛事以及在各种比赛中取得优异成绩的世界冠军。奥运会就要走进中国，奥运会的历史发展也是我们关心的话题。奥运会上产生了耀眼的世界体育明星，他们在观众的心目中留下了深刻的印象，其中一些冠军的人生故事也走进了本书

中,有芬兰飞人帕沃·鲁米、赤脚夺得罗马奥运全马拉松冠军的阿贝贝·比基拉、用体育抵抗希特勒种族歧视的杰西·欧文斯,等等。当然本书还介绍了其他门类的体育,如 NBA、网球,等等,这些门类的冠军也有精彩的故事等着您慢慢阅读。

《天下传奇》记录天下动人心弦的真实故事和传奇故事,有“二战”名帅蒙哥马利的传奇人生,拿破仑的兴衰成败,战争魔鬼希特勒的可耻下场。本书还介绍传奇画家梵·高、玛丽莲·梦露的死亡之谜、查理·卓别林的喜剧人生、为爱放弃王位的爱德华八世,等等。除了人物传奇以外,我们还选编了一些传奇事件,如泰坦尼克号的沉没、地心旅游、神秘的麦田圈、百慕大三角、尼斯湖水怪,等等。这些故事一定会激发您的阅读兴趣和学习热情。

本丛书适合大学生及程度相当的广大英语爱好者阅读。加灰网的单词是大学英语六级词汇,黑体单词是大学英语四级词汇,我们希望这一做法对大家的学习有更加具体的帮助。疏漏之处难免,敬请各位读者指正。

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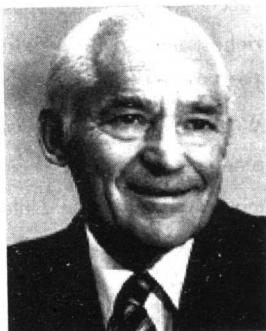
Part I Enterprising Colossuses

创业巨人

1. Wal-Mart Builder: Sam Walton

沃尔玛创始人: 萨姆·沃尔顿

Sam Walton was a man who took chances, never said never, and kept on fighting the odds. He was like no other man in this **world**. All through his life he has fought an uphill battle and in the end he won. Walton was a **leader** not a follower. He grew up during the depression and knew that hard work and thrift were a way of life. Sam was described as to be industrious^①, always trying to get the most out of money, and had a burning **ambition** to succeed.



Sam Walton was born on March 29, 1918 to Thomas and Nancy Walton near Kingfisher, Oklahoma. In Oklahoma, they owned and lived on a farm until 1923. As Sam Walton grew up he was always an **ambitious** boy. He attended Hickman High School in Columbia there he played basketball and football, in which he was the quarterback for the football team and lead them to the state **title** in 1935. He wasn't the smartest person at school but he was determined to do good so with hard work and lots of

① industrious [in'dʌstriəs]: adj. 勤勉的, 刻苦的



studying he became an honors student^②.

At the University of Missouri Sam majored in Economics. He could not really afford to attend school so he worked extra hard to get the money. When Sam Walton graduated in 1940 he was voted the **permanent** President of his class. Three days after graduation he entered the **retail world** working at JCPenney's in Des Moines, Iowa as a **management** trainee^③ earning a **salary** of \$75 a month.

As Sam grew up and anyone could see how determined he was to succeed and as time passed he went from **being** a poor town boy to the richest man in the **world**. He gained experience at Penney's but in early 1942 Walton resigned to wait to be inducted into the **military** services for World War II. While waiting, Sam took a job in a Du Pont munitions^④ plant near Tulsa, Oklahoma. While working and living near Tulsa, Sam met his future wife Helen Robson in April of 1942. Her father was a **prosperous** banker and rancher who would go on to help Sam start his first store.

Soon after they were **married**, Sam went to serve in the US Army **intelligence corps** in the continental United States, **supervising**^⑤ **security** at **aircraft** plants and prisoner of war camps. By the time Sam was discharged from the war he was ranked as captain and decided he wanted to own his own department store. This dream came to a **reality** in the fall of 1945 when he purchased a store in Newport with the help of his father-in-law. Sam borrowed \$20,000 from his father-in-law and had \$5,000 saved from the **military**.

② honors student: 优秀学生, 一种荣誉称号

③ management trainee: 管理见习生

④ munition [ˈnju(:)ˈnɪʃən]: n. 军需品, 军火

⑤ supervise [ˈsjʊpəvaɪz]: v. 监督, 管理, 指导

Sam's store was a franchisee^⑥ of the Butler Brothers, who consisted of two chains. One chain was the Federated department stores and then the Ben Franklin variety stores. Sam store was going to be a variety store and with the **assistance** of the Butler Brothers, his store led in sales and profits in the six-state **region**. Sam made this possible by properly **stocking** all the shelves with a wide **range** of goods with very low prices, keeping his store centrally located so it was easily accessible^⑦ to many customers, stayed open later than most stores especially during **Christmas** seasons, and experimented with **discount** merchandising^⑧. All these ideas were new to businesses but Sam caught on fast and was able to use them to his **advantage**. Since his store was such a success everyone wanted a piece of the **action**. So, when his **lease** was up his **landlord** would not **renew** the lease because he wanted the business for his son. Sam sold the store and made a **profit** over \$50,000. This deal did not stop Sam from continuing with his dream.

In 1950, he purchased a store in Bentonville, Arkansas, which ended up **being** called Walton's 5 & 10; this store was also a member of the Butler Brothers' Ben Franklin chain. Before this store opened it needed many improvements but to Sam that was no problem. He was never discouraged for a second. To introduce his store to the new town in July 1950, Walton staged his first sales promotion^⑨, called the "remodeling sale" and then the **following** March he had the **grand opening**.

Most people would not have time to do anything else but Sam did, he decided to start a second store in Fayetteville, located about 20 mile

⑥ franchisee [ˌfræntʃaɪ'ziː]: n. 总经销商, 有代销权的人或团体

⑦ accessible [ək'sesəbl̩]: adj. 易接近的, 可到达的

⑧ discount merchandising: 打折销售

⑨ sales promotion: 促销活动

south of Bentonville. This was also named Walton 5 & 10 but it was not a Ben Franklin franchise but it was just as successful as the other Walton 5 & 10. Walton knew though he needed a qualified manager to run the store so it would be as successful as his other store. He hired Willard Walker, offering him a **percentage** of the store's **profits**, now known as profit sharing. Even with this new manager Sam did not **neglect** the new store. He visited once a week to make sure everything was running smoothly and once a month he examined the store's books and compiled a profit-and-loss **statement**.

To keep his stores running in tip top shape Sam was always trying to find new ideas to improve business. The next new thing he found was a **concept** known as self-service. This is that the **cash** registers that were located at the counters throughout the store would be replaced by check-outs located in the front of the store where customers would pay for everything at one time. The **cashier** would **unload** the new light weight baskets and ring the goods up^⑩ and put them in bags and then the customer was ready to **exit** the store.

As time passed Sam opened more stores with the help of his brother, father-in-law and brother-in-law. In 1954 he opened a store with his brother in Ruskin Heights, a **suburb** near Kansas City in a shopping center. This store was quite **profitable**, too. He decided to take this idea to Arkansas but it was not quite as successful as his other stores. At that time Sam decided to go back and just **concentrate** on **retail** business instead of the shopping center business. Sam opened larger stores which were called Walton's Family Center. To keep **management** on their toes and on top of the game, Sam offered them the **opportunity** to become **limited** partners. This kept the managers always trying to keep profits at a

⑩ ring the goods up:把商品记入现金记录机



maximum and kept them improving their manager skills. His ways were proven to be successful because by 1962 Sam and his brother Bud owned 16 variety stores in Arkansas, Missouri, and Kansas. That is how Wal-Mart got it start and that is why they are different from any other store today.

Wal-Mart first opened in 1962 and became the world's number one retailer. Wal-Mart's success has also **given** many people today an **opportunity** for a bigger job market. More than 600,000 Americans work at Wal-Mart. The reason for its popular success is Sam Walton's values: by hometown **identity**, each person is welcomed personally by People Greeters^①, each store honors a graduating high school **senior** with a college **scholarship**, bake sales to **benefit** a **local charity**, associates determine where charitable funds are donated, and the prices are low and customers do not have to wait for a sale to see savings. This is only to name a few of the things that Wal-Mart does for the **community**. Wal-Mart goes according to what Sam Walton believed, "Each Wal-Mart store should **reflect** the values of its customers and support the **vision** they hold for their community".

Sam Walton always made quite an **impression** on everyone. Sam Walton has done so much for the **retail** world. He has gone beyond what any other **owner** or manager has ever done or will ever do and was honored for all his hard work in March of 1992 when he received the Medal of Freedom from President George Bush in which he said, "We're all working together; that's the secret. And we'll **lower** the cost of living for everyone, not just in America, but we'll give the world an **opportunity** to see what it's like to save and have a better lifestyle, a better life for all. We're proud of what we've accomplished ; we've just begun."

① People Greeters: 迎宾员

