

聚焦联想（语境词汇）+ 类比分解（音形检索）

商务英语热点词汇

——网络式立体记忆法

主 编 田 兰



同济大学出版社
TONGJI UNIVERSITY PRESS



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内 容 提 要

本书以《经济学人》有关经济知识的基本概念,以及体现最新全球经济新动向的文章为语境,引导出现代商务英语的热点词汇,并用网络式立体记忆法帮助学生快速、高效地学习商务英语。本书可供经贸、管理专业的学生及有志于学习商务英语的学习者和参加 BEC、LCCIEB 等证书考试的学生阅读。

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前 言

商务英语是当前许多大学生热衷学习的内容,而其中的词汇识别和记忆仍是首当其冲的难点。其实,学词和记词的最佳手段是科学有机的联想,特别是纵横交错的网络式联想。鉴此,本书形成了如下特点:

(1) 义形交叉体系。全书分成两大部分,以词义联想为主,词形检索为辅,分别突出词汇学习的语境联想和音形解剖,前者能激发单词灵活搭配的交流机制,而且便于速读译写,后者能深化对单词音节和词素的组合理解,也便于检索与活记。

(2) 难点聚焦突破。就词义而言,所列词条,如 job 和 work 二词,对其基本词义多半不难理解,而难就难在它的特定搭配。如“job sharing”译为“轮岗制”或“多人工作分担”。而“shift work”也译为“轮班工作”。故本书突出词汇的多种典型的扩记。

(3) 创新解剖词形。书面语言的“形以载义”,必须要科学地对待。英语的“形”既是以音节示音,又是以词素示意。可惜目前许多人对这二者的辨识能力培训不够,模糊点甚多,故本书特在国际音标注音的基础上,引入改进的韦式音标的重音标注法和多音节词的词根标注法,作为第二部分的解词手段,请参看附录一和附录二。

(4) 语境优先原则。词不离句,句不离文,是任

何学习者不能忽视的“活水养鱼”原则。本书将六大板块的 60 篇基本短文作为主题词汇的语境,所选 60 篇语境短文,大部分出自最近各期的《经济学人》杂志(The Economist)。其中有的涉及经济知识的基本概念,也有的体现最新的全球经济新动向,如主权债务风险(sov ereign debt risks)和量化宽松(quantitative easing [QE])的货币政策等报道(分别见于【32】和【57】等短文)。每篇短文都有特定的文化底蕴。也有的原文曾为相关商务英语的全真考题,但本书已略去其考题题型的要素,以恢复语言的原汁原味。短文中的难点词语会尽量在热点词汇的相关词条中举例解释,其余则由该篇的参考词语重点提示。

(5) 示范解剖句法。在单词与短文之间的重要纽带是各种类型的句子。语法必然是许多人学句的难点。其实,只要学会精细解剖每个句子的结构,所有语法难点都能迎刃而解。故本书将部分难点句子用符号解剖法,列出类型例句,附于书后,可供读者参考(见附录三)。这样,从词到句,再到短文,就形成了全方位的立体联想。书后的三个附录,初看有些陌生而显繁琐,但一旦掌握,则有四两拨千斤之功效。

本书参照过相关资料,在此不一一列举,敬向著作者表示诚恳谢意。由于对知识海洋的攫取有限,本书尚有不当之处,欢迎不吝赐教。

编 者

2014 年 3 月

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第一部分:聚焦联想(语境词群)——主题背景系列

【01】评估核议

Setting(语境)

Evaluating the Performance of the Board

Few employees escape the annual or twice-yearly performance **review**. However, one wonders how many companies have in place a formal **appraisal** process for their board of directors. The answer is not a great number. And the smaller the company, the fewer **checks** there are on how well the directors are doing. Some of the largest companies formally **assess** the performance of their board, but very few new or growing companies have managed to get round to establishing any such procedure.

Many business experts believe, however, that it is important for all companies to review the performance of the board. The rest of the *workforce* sees it as unfair if the directors are the only members of the company to escape appraisal. Another reason is that the board itself needs information on how well it is doing, just as much as other employees do. For the chief executive, appraisal of some sort is absolutely essential for his or her own sake and for the good of the company indeed, many of those who have reached this level **remark on** how lonely the job of chief executive is and how few opportunities they get to discuss issues relating to it.

Hot Words (热点词汇)

(1) **evaluate** [i'veæljueit] *v.* 评价, 估价

[扩记] to evaluate cost 估价/evaluated error 估价误

差/to evaluate one's real estate 估价某人的房地产/
evaluating the performance of the board 评估董事会
业绩

(2) **evaluation** [i,vælju'eɪf(ə)n] *n.* 评价, 估价

[扩记] job evaluation 职业评估, 工种评估/evaluation
of employee 职工考核/cost-benefit evaluation 成本效益
评估/evaluation trial 鉴定性试验/evaluation form 成绩
评量表, 评价表/quality evaluation 质量评价/
evaluation cost 概算价值/evaluation factor 评分因素/

* (3) **value** ['vælju:] *n.* 价值 *v.* 评价(参见【36】)

[扩记] value paper 有价证券/value added tax (VAT)增
值税/value of retail sales 零售额/value of international
trade 国际贸易额

* (4) **valuable** ['væljʊb(ə)l] *a.* 有价值的 *n.* 贵重物(参见
【36】)

[扩记] valuable document 有价证券/valuable service
有用劳务/valuable consideration 有价值报酬/
invaluable *a.* 无法估价的, 极珍贵的

* (5) **valuation** [ˌvælju'eɪʃən] *n.* 价值, 评价, 估价(参见
【36】)

[扩记] valuation basis 估价基准/valuation reserve 评
价准备金/valuation account 估价账户/valuation charge
从价运费/valuation of fixed assets 固定资产的估价

(6) **devalue** [di:'vælju:] *v.* 贬值(参见【36】)

[扩记] to devalue the currency 使货币贬值

(7) **devaluation** [di:vælju'eɪf(ə)n] *n.* 贬值(参见【36】)

[扩记] loss from devaluation 货币贬值的损失/stock
devaluation 股票贬值/the devaluation on Renminbi 人
民币贬值的压力

(8) **equivalent** ['i:kwɪvələnt] *n.* 等价物, 等量物

[扩记] actuarial equivalent 精算等值

* (9) **review** [ri'vju:] *v. / n.* 检查, 评论

[扩记] review and appraisal 评审与鉴定/performance review 业绩评议/annual price-review 年度价格审计/review and test of management control 经营管理的审查/review time 检查时间/review process 审查过程/economic review 经济评论/review copy 赠阅本/to be under review 在审查中

(10) **assess** [ə'ses] *vt.* 评价, 确定数额, 征收

[扩记] to assess damage 评估损失/assessed insurance 估定保险费/ to formally assess 正式评估/to assess sb. 's efforts 评价某人的工作/Some of the largest companies formally assess the performance of their board. 有些最大的公司正规地评估了他们的董事会业绩。

(11) **assessment** [ə'sesmənt] *n.* 〈为征税对财产的〉评估, 税单, 评定

[扩记] assessment of loss 评估损失/tax assessment 税额查定/serf-assessment 自我评估/staff assessment 职工工资税/assessment share 有票面外责任的股票/assessment of offers and tenders 对报盘与投标的评估

(12) **appraisal** [ə'preizəl] *n.* 评估

[扩记] appraisal company 评估公司/appraiser 鉴定者, 评估机构/detailed appraisal 详细评估/objective appraisal 客观评估/annual appraisal system 年度评估制度/appraisal of real estate 不动产评估/to have in place a formal appraisal process 已经准备就绪实行正式的评估程序/to escape appraisal 摆脱评估/Appraisal of some sort is absolutely essential for his or her own sake. 某种评估对他或她而言是绝对必要的。

(13) **appraise** [ə'preiz] *v.* 评估

[扩记] to appraise sb. 's ability 评估某人的能力/to

appraise the performance of an employee 评价一个员工的表现

- * (14) **praise** [preiz] *n.* 赞扬, 赞美

[扩记] to be above all praises 极尽赞美/The shopkeeper is loud in his praises of his goods. 店主极力赞美自己的商品。

- * (15) **check** [tʃek] *n./v.* 考核, 检查, 支票, 账单 (参见【21】)

[扩记] to make a check on sth. 核对某事/The smaller the company, the fewer checks there are on how well the directors are doing. 公司越小, 监管董事们的作为就越少。

- * (16) **estimate** ['estimeit] *v./n.* 估价

[扩记] budget estimate 概算/approximate estimate 概算, 约略估算/coarse estimate 粗略估计/provisional estimate 暂估/at a rough estimate 据粗略估算/initial estimate 初步估算/eye estimate 目估/admissible estimate 容许估计/final estimate 结算/detailed estimate 详细概算/cost estimate 成本概算/crop estimate 粮食估产/underestimate 低估/low estimate 低估/high estimate 高估/to estimate demand 估计需求/estimate of revenues and expenditures 收支概算, 收支预算草案

- * (17) **rate** [reit] *v.* 估价

[扩记] a credit rating 信誉评价, 信誉等级/bond rating 债券评级/market rating 市场对证券的评级/virtual rating 有效额定值

- (18) **remark on** [rɪ'mɑ:(r)kən] 评论, 批注

[扩记] remark on how lonely the job of chief executive is 评论总裁的工作是何等孤独

- (19) **gauge** [geɪdʒ] *n.* 评估, 标准 *v.* 评估

[扩记] to fall back on the oldest gauge of performance
重新回到对绩效最古老的评估方式

(20) **reevaluation** [ˌri:vælju'eɪʃən] *n.* 重新评价

[扩记] revaluation excess 重估价溢额/revaluation
reserve 重估价准备金

Reference Words and Expressions (参考词汇)

(1) workforce 全体员工 (2) workers and staff members 职工

(3) counterparts 同仁

[02] 企业高层

Setting(语境)

There is some evidence to show that once smaller *companies* put aboard appraisal process in place, they find this process relatively easy to operate. It is often the case that the *directors* of such companies are even happy to receive criticism, as this can prevent them making basic mistaking. Their *counterparts* in larger organizations, however, are often afraid that appraisals could be a challenge to their *status*.

So, how should companies assess their Board? It is generally agreed that it is the *chairman's* responsibility to ensure the regular appraisal of each member of the *board*. At a very basic level, this could simply mean getting all the directors to write down what they have achieved and how they can improve on it. At the other end of the scale is the full "360-degree" appraisal. Here, each director is appraised in a *systematic manner* by a combination the chairman and fellow directors.

In the largest companies there are many methods for assessing the board. A number of such companies have *self-assessment schemes*. The chairman may meet each board

member individually to ask how things are going, in a fairly informal way. The whole board might also meet to talk about its progress in open *session*. Alternatively, questionnaires might be distributed to directors, forming the basis for future discussion. These might ask for people's opinions on the board's main tasks or on how well the committees are working.

Hot Words (热点词汇)

- * (1) **company** ['kʌmpəni] *n.* 公司, 商号
 [扩记] company incorporated 注册公司/holding company 控股公司/trust company 信托公司/bonding company 担保公司/limited company (ltd) 有限公司/listed company 上市公司/public limited company (PLC) 股票上市公司
- * (2) **corporation** [kə:pəreɪʃ(ə)n] *n.* 公司, 法人
 [扩记] corporation cork 水管或气管的总开关
- * (3) **firm** [fɜ:m] *n.* 公司, <合伙>商号 *a.* 坚挺的
 [扩记] an export firm 一家出口公司/a firm of accountants 会计事务所/firm name 公司名称/firm offer 实盘/firm bargain 实盘交易/firm order 确定订货/firm stock 固定储存/Renminbi remains firm recently. 人民币近来很坚挺。
- * (4) **group** [gru:p] *n.* 集团
 [扩记] apical group 顶点集团/consolidated group 合并集团/financial group 财团/group of companies 联合企业/group sales 集团销售/loaning group 信贷组
- (5) **concern** [kən'sɜ:n] *n.* 公司, 康采恩, 财团, 商行 *v.* 关心, 担心
 [扩记] business concern 商行/commercial concern 商业公司/dividend-earning concern 盈利公司/mail-order concern 邮购公司/All members of the board were

starting to concern the firm's weak financial posture. 全体董事们开始关注公司的财务危机。

* (6) **enterprise** ['entəpraɪz] *n.* 企业

[扩记] foreign funded enterprise 外资企业/
government-run enterprise 公办企业/state enterprise
国有企业/public enterprise 公营企业/joint enterprise
合资企业/a spirit of enterprise 事业心/enterpriser 企业家

(7) **entrepreneur** [ˌɒntreɪprənə:] *n.* 〈敢冒风险的〉企业家

[扩记] a famous shipping entrepreneur 知名的航运企业家/
entrepreneurial organization 企业家组织/
entrepreneurial spirit 企业家精神/entrepreneurial
insight 企业家眼光/entrepreneurial condition 企业家品质/
entrepreneurial resources 企业家资源

* (8) **establishment** [ɪ'stæblɪʃmənt] *n.* 公司, 企业, 基层单位

[扩记] industrial and mining establishment 工矿企业/
business establishment 营业处所/to keep one's
establishments successfully 成功经营某人的事业

* (9) **establish** [ɪ'stæbliʃ] *v.* 建立, 设立

[扩记] to establish a branch 建立一家分公司/to
establish sales territories 开拓销售地区/a newly
established institution 一个新设的机构/an established
clerk 常设办事员/established practice 通行做法/
established company/corporation 知名企业/established
brand 畅销品牌/to get round to establishing any such
procedure 注意建立任何这种程序

* (10) **stable** ['steɪbl] *n.* 志同道合者 *a.* 稳定的

[扩记] smell of the stable 职业怪癖/a stable partner
可靠的伙伴

* (11) **director** [dɪ'rektə] *n.* 指导者, 理事, 〈企业单位〉董事

[扩记] fellow directors 董事会同仁/board of directors

董事会/director liability 董事会职责/director of plant operations 厂长/directorship *n.* 董事职务或任期/
managing director 总经理, 局长/executive director 执行经理, 常务董事/inside director 企业内部经理/
interlocking director 企业互兼董事/dummy director 挂名董事/purchasing director 采购经理/sales director 销售经理/[比较]direct sales 直销商品/Here, each director is appraised in a systematic manner by a combination the chairman and fellow directors. 这里, 每一个董事, 从董事长到普通董事, 都被当作同舟共济者接受评估。

* (12) **board** [bɔ:d] *n.* 董事会, 理事会

[扩记] chairman of the board 董事长/board meeting 董事会/executive board 执行委员会/board-man 证券交易所经纪人/board of audit 审计局

(13) **trustee** [trʌsti:] *n.* 〈事业单位〉董事, 受托人

[扩记] trustee status 信托资格, 信托状态/constructive trustee 推定受托人/trustee in bankruptcy 破产管理人/trustee stock 受托公债

* (14) **manager** ['mænidʒə] *n.* 经理, 主管

[扩记] chief manager 主管经理/deputy manager 副经理/department manager 部门经理/area manager 地区经理/staff manager 人事经理/marketing manager 营销经理/product manager 产品经理/production manager 生产经理

(15) **executive** [ig'zekjutiv] *a./n.* 执行的, 行政的, 管理人员

[扩记] chief executive officer = CEO 首席执行官/chief executive 总经理, 行政总裁/executive management team 行政管理团队/executive officer 执行官, 主任参谋/executive director 常务董事, 执行经