



# 职场英文

○用100个单词实现意想不到的商英大进化!秘诀就是:运用你本来就会的 动词 + 熟悉的形容词 + 100个关键词

○MP3收录专业外籍英文教师 朗读全部例句!

## 进化术

100个关键词

〔美〕Quentin Brand 著

# Upgrade Blassia English



天津科技翻译出版公司





从死记硬背到活用自如 的单词学习奇迹!

## 职场英文 进化术

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#### 图书在版编目 (CIP) 数据

职场英文进化术. 100 个关键词 / (美) 布兰德 (Brand, Q.) 著.

一天津: 天津科技翻译出版公司, 2011.1

ISBN 978-7-5433-2821-1

I. ①职··· II. ①布··· III. ①英语一词汇一自学参考资料 IV. ①H313

中国版本图书馆 CIP 数据核字(2010)第227502 号

出 版:天津科技翻译出版公司

出版人: 刘庆

地 址: 天津市南开区白堤路 244 号

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印 刷:天津泰宇印务有限公司

发 行: 全国新华书店

版本记录: 787×1092 16 开本 22 印张 320 千字

2011年1月第1版 2011年1月第1次印刷

定价: 29.80元

(如发现印装问题,可与出版社调换)

#### Introduction 前言

The aims of this book are to give you the meaning of the most frequently used and important key words in business English; to show you how to use these words in sentences; and to show you how to combine the words you're learning with other words to improve your English as quickly and as easily as possible.

Each key word has its own entry in the dictionary, giving important grammar and pronunciation information, information about synonyms, information about the other words which are most frequently used with the key word, and lots of examples. There are also language development tasks in each entry to help you consolidate your understanding of how to use the key word and its partners.

You can use this book as a reference tool, to check the meaning and use of new words, to find out what verbs and what adjectives are most frequently used with words you already know and to help you develop your vocabulary in an active way.

#### I hope you find the book useful!

本书的目的是要针对商务英语中最常用到与最重要的关键词来呈现它们的 "意义",说明这些单词在句子中要"如何使用",并告诉各位所学到的单 词跟其他单词要"如何搭配使用",使各位能以最快与最轻松的方式来强 化英语实力。

每个关键词单元中都包括了重要的语法和音标、同义词的对比、最常跟关键词搭配使用的搭配词表格,然后是丰富又实用的例句。最后附以填空练习题,以协助各位更加了解要怎么使用关键词和它的搭配词。

各位可以把本书当作参考工具,以查阅新词的意义与用法,找出你已经认识的单词最常搭配哪些动词和形容词,并积极帮助自己增加词汇积累。

#### 希望各位觉得这本书有用!

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#### ★ 100 个关键词

| advertisement 8        | concern 68      |
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#### 本书使用说明

本书使用起来非常简便,先呈现一个关键词的相关资料,继而说明关键词的使用方法,最后再让读者通过练习,更熟悉关键词。

各位可以将本书当成参考工具,以快速查阅所用到的词,也可以依照 下列五个简单的步骤来累积自己的词汇。

#### Step 1

先看页面最上方的关键词相关资料,包括音标、释义、同义词。

#### Step 2

看搭配词表。熟悉搭配在关键词前后的动词、形容词以及介系词有哪些。

#### Step 3

接着看例句,这时即可充分了解它们跟搭配词表有什么关系。并请特别注意观察句子中的粗体词要如何使用。

#### Step 4

完成填空题。

#### Step 5

最后请对照附于本书最后的解答。对答案时,再次思考自己答错的地方, 能加深学习印象。每次复习这本书,都可以重复练习。

| 搭配在前面 的动词  | 搭配的   | 形容词   | 关键词                   | 搭配在后面的动词  |
|--|---|---|-----------------------|---|
| do<br>perform<br>undertake<br>carry out<br>conduct | careful detailed in-depth thorough extensive preliminary brief further more | statistical<br>cost-benefit<br>economic<br>financial<br>strategic<br>market | analysis<br>(of sth.) | show n.p./v.p. suggest n.p./v.p. reveal n.p./v.p. demonstrate n.p./v.p. provide n.p. confirm n.p./v.p. indicate n.p. indicate that v.p. |

(3)

(4)

(2)

- ① 本栏呈现最常和关键词搭配使用、而且放在关键词"前面"的动词。 意思相似的动词编成一组。每组中,最常用的动词排在最前面,最少 用的动词排在最后面。
- ② 本栏呈现最常与关键词搭配使用的形容词。意义相似的词列在一组。
- ③ 本栏呈现关键词本身、搭配的介词。此外,有些关键词的后面并不是接动词,而是接本栏下半部的复合名词。
- ④ 本栏呈现最常和关键词搭配使用、而且放在关键词"后面"的动词。 意思相似的动词编成一组。每组中,最常用的动词排在最前面,最少 用的动词排在最后面。

#### ★ 两种句型

(1)

你可以用搭配词表非常迅速而简单地造出理想又地道的英文句子。有时候你会有两个句型可以使用。

#### ■ 句型1:

直接以左边的第一栏为起点,并从左到右: 主词+搭配在前面的动词+形容词(有需要的话)+关键词等等。

例如: We did more analysis and found the problem.

#### ■ 句型2:

以左边的第二栏为起点,形容词+关键词+搭配在后面的动词等等。

例如: A detailed financial analysis will show more results.

句型2通常比句型1复杂,在写作时也比较有用。有些关键词则只有一种句型。

句型1的例句

句型2的例句

We did more analysis and found the problem.

我们做了更多的分析,并找出了问题。

We performed an in-depth analysis of the problem.

我们对问题做了深入的分析。

The consultant undertook an extensive financial analysis for us. 顾问为我们做了广泛的财务分析。

My **preliminary** analysis **suggests** that we need to move into the market now.

我的初步分析显示, 我们现在就必须进入市场。

Further analysis revealed the problem.

进一步的分析点出了问题。

#### \* 注意形容词用法

有些搭配词表会有不只一个形容词栏位。在正常情况下,每个形容词栏位只能用一个形容词。例如你可以说 an in-depth financial analysis,但不能说 a thorough preliminary analysis,或是 an economic financial analysis,这听起来很奇怪!

假如从每个栏位中各取一个形容词,你就可以在名词前面使用连串的形容词: an in-depth financial analysis,像这样使用连串的形容词会让你的意思更准确,也更专业: more thorough cost-benefit analysis就优于more analysis of the cost-benefits which is very thorough。

| 1 | F | >  |   |  |
|---|---|----|---|--|
|   | r | ١. | ) |  |
| 1 | L | Ì, | / |  |

|             | 育                   |         | -                         |
|-------------|---------------------|---------|---------------------------|
| 请从"搭配词表"    | 中选出适当的词,            | 完成下面句子。 | 答案请见第329~349页。            |
| the numbers |                     | ar      | nalysis. We looked at all |
|             | we just did it very |         | nalysis. We didn't have   |
|             | ore time, we can (  |         | (6)                       |

⑤ 填填看练习题:一边做习题,一边思考句子的意义,并注意动词的时态。全部完成后再对照答案。常常有可能答案不只一个,因为很多词的意思是相近的。

| 搭配在前面<br>的动词                             | 搭配的形容词  |   | 关键词                                       | 搭配在后面<br>的动词                      |
|--|---|---|---|-----------------------------------|
| place put take out run show make produce | full-page half-page good new misleading a series of + *+S | TV television radio newspaper magazine print Internet viral | advertisement/<br>ad/advert<br>(for sth.) | go out run show n.p. feature n.p. |

MP3-01

#### \*为关键词

A. 搭配例句

小叮咛 英式英语常会将advertisement缩简为advert。

# We will place full-page ads in all the major newspapers. 我们将在各大报上刊登全版广告。 The client wants to put an advert in the newspaper. 客户想在报纸上打广告。 Let's take out an ad in all the national newspapers. 我们在所有的全国性报纸上登广告吧。 We ran the advert for three weeks on national television. 我们在全国性电视上播了三周广告。 They showed a misleading ad and were told to remove it. 他们播了一则误导广告,被下令停播。 They are really good at making funny radio adverts. 他们十分擅长做搞笑的电台广告。

| □ We are producing a new series of TV ads. 我们在制作一系列新的电视广告。  |
|---|
| ☐ The TV advert will go out on Tuesday nights at 9:00 p.m. 这则电视广告将在星期二晚上9点播出。   |
| □ The <b>radio</b> ad <b>will run for one week</b> .  这则电台广告会播一星期。  |
| ☐ <b>The print</b> advert <b>shows</b> a car on a mountain road. 这则平面广告所呈现的是车子在山路上跑。  |
| □ This series of viral ads will feature our product being used by famous actresses. 这个系列的覆盖式广告宣传将主打知名女演员使用我们的产品。                    |
|   |
| 请从"搭配词表"中选出适当的词,完成下面句子。答案请见第329~349页。   |
| Let's (1) a (2) advertisement in the newspaper. Then most readers will surely notice it.  |
| ☐ I think (3) ads are more effective than (4) adverts. People can read them more slowly and get more information about the product. |
| ☐ It will be very expensive to (5) a (6) ad for two weeks. Air time is very expensive.  |
| It will be very expensive to (7) a whole (8) of TV adverts. Why don't we just (9) one?  |
| The (10) ad (11) last Sunday night and  |

| We want the (13) product very clearly.  | advert                                | t <b>to</b> (14) | the        |
|---|---------------------------------------|------------------|------------|
| Used by Tiger Woods.  | . <b>ad will</b> (16)                 | our produc       | t being    |
| Some people said the (1) —they liked it, others s the product was so god had seen the product d | said it was (19)od, but they all agre | , they did       | dn't think |
| 进阶造句<br>请尝试利用"搭配词表"中  | <b>户的词汇,造出想要</b>                      | 表达的句子。           |            |
|   |                                       |                  |            |
|   |                                       |                  |            |
| ,   |                                       |                  |            |

2

### advertising

#### 不可数名词 广告

| 搭配在前面的动词                | 搭配的形   | 容词                         | 关键词         |
|-------------------------|--|----------------------------|-------------|
| use get create increase | television/TV<br>Internet<br>media<br>free<br>direct | national<br>local<br>great | advertising |



#### 搭配例句

MP3-02

□ We have decided to use local advertising only, as national advertising is too expensive.

我们决定只推地方广告,因为全国广告太贵了。

- □ We are tying to **get** some **free** advertising with the local TV station. 我们正设法向地方电视台争取一些免费广告。
- □ We used an ad agency and they **created** some **great** advertising **for us**. 我们找了一家广告公司,他们帮我们做了一些很棒的广告。
- We need to increase our media advertising. Our direct advertising is not working well enough.

我们需要增加我们的媒体广告。我们的直接广告成效不够好。

### .../ 填填看

| 请从 | "搭配词表" | 中选出适当的词, | 完成卜面句子。 | 答案请见第329~349页。 |
|----|--------|----------|---------|----------------|
|    |        |          |         |                |

| ☐ If we (1)            | _ (2)                | advertising, using | TV | and |
|------------------------|----------------------|--------------------|----|-----|
| radio together will we | net a hetter result? |                    |    |     |

| The product is old, and people don't like it any more, so we need to    |
|---|
| (3) some really (4) advertising to change                               |
| the image of the product.   |
| ☐ We already have enough (5) advertising targeting ou                   |
| current customers. We need to (6) our (7)                               |
| advertising so that more people know about the product.                 |
| Obviously (8) advertising, you know, just in this city, is              |
| cheaper than (9) advertising.   |
| Can we (10) some (11) advertising from                                  |
| our clients? Ask them to tell their customers about how good our produc |
| is?   |
|   |
| 进阶造句  |
| 请尝试利用"搭配词表"中的词汇,造出想要表达的句子。  |
|   |
|   |
|   |
|   |
|   |
|   |
|   |
|   |

agenda
[əˈdʒɛndə]

可数名词 议程

| 搭配在前面的动词                               | 搭配的形容词                | 关键词                  |
|--|-----------------------|----------------------|
| have approve                           | meeting<br>conference | agenda<br>(for sth.) |
| draft<br>draw up                       |                       |                      |
| include sth. on put sth. on            |                       |                      |
| remove sth. from                       |                       |                      |
| go through<br>turn to the next item on |                       |                      |
| stick to                               |                       |                      |

### AB

#### 搭配例句

**MP3-03** 

- □ Do we have an agenda for this meeting?
  我们这场会议有议程吗?
- □ I'm still waiting for my boss to approve the agenda. When he's done that, I'll send it over to you.

我还在等我老板核准议程。等他一完成,我就把它寄给你。

☐ I'm **drafting** the agenda at the moment. Is there anything you would like me to **put on** it?

我目前正在草拟议程。你需不需要我把什么内容给列进去?

□ Can you please draw up a conference agenda and let me have it by next week?

能不能麻烦你拟一份会议议程,并在下星期前交给我?

| □ Please include this item on the next meeting agenda.  麻烦把这一点纳入下次的开会议程中。                               |  |  |  |
|---|--|--|--|
| ☐ I've been looking at the <b>conference</b> agenda. I think we will need to                            |  |  |  |
| remove this item from the agenda.   |  |  |  |
| 我看了会议议程。我想我们需要把这一点从议程中剔除。   |  |  |  |
| ☐ I'd like to <b>go through</b> the agenda <b>as quickly as possible</b> . 我希望尽快把议程讨论完。                 |  |  |  |
| ☐ I'd like to turn to the next item on the agenda now.<br>我希望现在就进入下一项议程。                                |  |  |  |
| Can you please <b>stick to</b> the agenda, otherwise we will run out of time. 能不能麻烦你照着议程走? 否则我们会把时间耗光的。 |  |  |  |
|   |  |  |  |
| 请从"搭配词表"中选出适当的词,完成下面句子。答案请见第329~349页。   |  |  |  |
| ☐ I'll ask Tracy to (1) an agenda (2) the   |  |  |  |
| meeting next week. Please send me a list of the items you want to                                       |  |  |  |
| (3) the agenda.   |  |  |  |
| Let's (4) the agenda. If we have time at the end of the meeting we can discuss any other business.      |  |  |  |
| We (5) that item from the (6) agenda  |  |  |  |
| because it's already too long. Remember, the conference only lasts                                      |  |  |  |
| two days, so we can't include everything.   |  |  |  |
| ☐ Have they (7) the (8) agenda? I need to   |  |  |  |
| know what we are going to discuss so that I can prepare myself for                                      |  |  |  |
| know what we are going to discuss so that I can prepare myself for<br>the meeting.                      |  |  |  |