

Collins

COBUILD

外教社·柯林斯

商务英语词汇手册

SFLEP · COLLINS COBUILD

**Business
Vocabulary
in Practice**



上海外语教育出版社
外教社 SHANGHAI FOREIGN LANGUAGE EDUCATION PRESS

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INTRODUCTION

引 言

《外教社·柯林斯商务英语词汇手册》正如所有 COBUILD 产品文本一样,是基于对在用的真实语言的分析。在过去的数年中,我们已经建立了一个庞大的电子文本库,这其中包括口头语和书面语。这一电子文本库我们称之为英语语料库。目前英语语料库收词超过 5 亿,并且被用来作为所有 COBUILD 产品文本编纂的基础。这使得在 COBUILD 工作的编辑和词典编纂者能够看到语言是如何运作的,并能从这些真实文本中获得特定词语和术语实际使用的例证。

《外教社·柯林斯商务英语词汇手册》针对中等水平以上的英语学习者,旨在为读者提供商务会话中出现的各种词汇和表达法的练习。在本书中,你可以查找到有代表性的商业词汇和短语的例证以及相关的练习,从而能够立刻运用这些知识。通过使用《外教社·柯林斯商务英语词汇手册》,你能够巩固已掌握的词汇,并开始使用那些你认识但却不常用的词汇,从而建立起一个广大的新商务词汇库。你可以使用本书中的单元系统地扩展你对意义和用法的知识,你也可以选取那些与你感兴趣的话题相关的单元。

一、本书结构

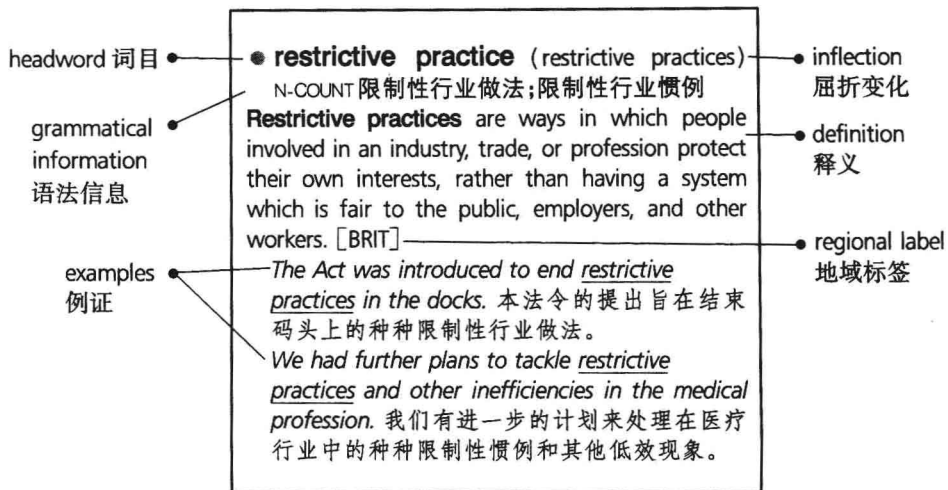
本书分为 14 个话题,每个话题包含 5 个主题单元。话题和单元列在目录页和书中每个话题的开始处。

每个单元包括两部分。在词汇部分,你可以查找单元的关键词汇、完全释义、词汇例证及其他相关信息。在练习部分,你可得到针对词汇部分中出现的词汇进行实践的练习。

本书未进一步提供了 50 多页的阅读材料。阅读材料和正文一样分为 14 个话题,不仅融合了每个话题 5 个单元中的所有词汇,而且介绍了对这些话题有帮助的新词汇。阅读材料中的练习对于课堂教学特别有用,而且对于自学同样有用。

二、正文

词汇部分中用英语提供了重要商业词汇大量的基本信息。



词目：这些词目是经过精心选择的，体现了商务专业的学生和工作中使用英语的人们所需要的词汇。每个单元大致包含 10 个关键词汇。那些联系紧密的词汇(如 import 和 export)都归成一组，以方便比较。

语法信息：词条提供了正确使用该词的关键语法信息。词目后圆括号中给出了名词复数形式和动词屈折变化形式，词类以小型大写字母表示。如果单词只有一种词类，那么以上的信息出现在词目词和屈折变化后。如果该词有多种用法，那么就放在释义之前。例如，deregulation 只能作不可数名词，那么排列如下所示：

<p>● deregulation N-COUNT 解除管制; 撤销管制</p> <p>Deregulation is the removal of controls and restrictions in a particular area of business or trade.</p> <p><i>Since <u>deregulation</u>, banks are permitted to set their own interest rates.</i> 自从撤销管制以来，银行被允许自主决定利率。</p> <p><i>The bright side of world financial <u>deregulation</u> is that countries such as Mexico have access to private capital on a scale unimaginable even a decade ago.</i> 世界金融管制撤销，其利好的一方面是，诸如墨西哥这样的国家能有机会获得私人资本投资，这种私人资本投资的规模即便在十年前也是难以想象的。</p>
--

而 yield 可以用作动词或名词，其排列如下：

● **yield** (yields, yielding, yielded)

① VERB 产生

If a tax or investment **yields** an amount of money or profit, this money or profit is obtained from it.

It yielded a profit of at least \$36 million. 这至少带来了 3,600 万美元的利润。

② N-COUNT 产量;收益

The **yield** on a tax or investment is the amount of money or profit that it makes.

... the yield on a bank's investments. ... 银行投资的收益。

本书所使用词类如下:

1. ABBREVIATION 缩写词: 缩写词是一个词或短语的缩写形式, 比如 HR、WTO。
2. ADJ 形容词: 形容词是用来告知你一个人或一件事的有关情况, 比如 generic、online。
3. ADV 副词: 副词是提供某事发生的时间、地点、方式或者所处的情境的有关信息, 比如 per capita、freelance。
4. CONVENTION 惯用语: 惯用语是指经常在对话中使用的词或固定短语, 如 caveat emptor。
5. N-COUNT 可数名词: 可数名词有单复数形式, 通常可以在其前面加上诸如 a、an、the 或者 my 等词, 如 firm/firms、company/companies。
6. N-COUNT-COLL 可数集合名词: 可数集合名词是指一群人或一些事物的可数名词。用法与可数名词一样, 但是在以单数形式使用时, 可数集合名词可以用作单数也可用作复数, 如 staff、works。
7. N-PLURAL 复数名词: 复数名词是指名词总为复数, 接复数动词, 如 communications、economies of scale。
8. N-PROPER 专有名词: 专有名词是指人、地方、事情或者机构, 以大写字母开头, 如 Internet、World Trade Organization。
9. N-SING 单数名词: 单数名词是指名词总为单数, 而且该名词前必须有诸如 a、an、the 或者 my 等词, 如 public sector、telecoms revolution。
10. N-UNCOUNT 不可数名词: 不可数名词只有一种形式, 接单数动词, 而且不和数字或 a 连用, 如 globalization、flexitime。
11. N-VAR 变体名词: 变体名词既可用作可数形式, 又可用作不可数形式, 如 partnership、acquisition。

12. PHRASAL VERB 动词短语: 动词短语是动词和副词或者动词和介词的组合, 有特殊意义, 如 power ahead、turn around。
13. PHRASE 短语: 短语是在一起使用时产生特殊意义的一些词, 其意义不能总是从各部分构成的单词词义中获得, 如 under license、go out of business。
14. VERB 动词: 动词是指用来描写某人做某事、发生了什么或者给予某人某事的信息的词, 如 invent、merge。

释义: 所有的释义都采用完整的句子, 英语简单地道。这种释义方式不仅向读者展示了词的意义, 而且展示了其典型用法和语法特征。

标签: 本书中几乎所有术语都可以用于各种英语变体。如果一个术语仅能用于英国英语, 本书在其释义后加上[BRIT]标签。如果该术语大部分情况下用于英国英语, 但是有些时候用于其他英语变体, 本书加上[mainly BRIT]标签。

例证: 每一词目和释义后都配有例证。所有的例证均源自英语语料库。英语语料库是来源广泛的真实语言数据库, 其来源包括《经济学家》杂志、《泰晤士报》、《新科学家》杂志和伍尔弗汉普顿商务英语语料库。这些例证都是精心挑选, 用来说明词或短语的常用搭配或者特殊用法, 以便读者了解这些词或短语在现代英语中的实际用法。

搭配框: 搭配框提供了和词目最常搭配的词和结构。

Common Collocations 常用搭配

to file for bankruptcy 申请破产
 to be on the verge of bankruptcy 濒临破产
 to be on the brink of bankruptcy 濒临破产
 to be facing bankruptcy 面临破产
 to declare bankruptcy 宣告破产

参见: 本书中很多术语可以在几种不同的商业环境下使用。在词汇部分的末尾, 读者可以参见到本书其他单元。通过参见, 读者可以查找到和你正在学习的话题相关的其他词汇的释义和例证。

参见例子如下:

➤ **just-in-time manufacturing:** Topic 5.1;

sub-contracting: Topic 5.3; **mass production:** Topic

5.5; **order:** Topic 6.3; **supplier partnership:** Topic 12.2

练习部分用来训练相关词汇部分的词汇。练习的类型有: 填空练习、配对练习、图表完成、判断练习和多项选择。

三、阅读材料

阅读材料可以使读者训练和拓展正文中涵盖的词汇。这一部分的练习包括阅读理解(均使用来源可靠的真实文章)、讨论活动、写作建议、纵横填字谜和找单词。阅读材料同样分为 14 个话题,每一个话题都把正文中的各话题训练的词汇归聚在一起。

四、索引

本书末附有索引,包括正文词汇部分中所有解释过的词和短语。读者可以简单而迅速地查找到某一术语。

五、练习答案

本书为词汇部分和阅读材料部分所附的练习提供答案,以方便读者自学。

六、汉英词目对照表

汉英词目对照表涵盖本书词汇部分的所有商务词汇,有助读者查找和翻译。

我们认为,《外教社·柯林斯商务英语词汇手册》对于英语学习者来说是不可或缺的工具书。我们将一如既往地欢迎读者对本书提出任何意见。如果您有任何想法、批评或问题,请联系我们。邮箱: editorial@sflep.com.cn

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Topic 1



THE CHANGING WORLD 变化中的世界

- 1.1 IT 信息技术
- 1.2 The Communications Revolution 通信革命
- 1.3 The Internet 因特网
- 1.4 Globalization 全球化
- 1.5 Ways of Working 工作方式

● **information technology** N-UNCOUNT 信息技术

IT N-UNCOUNT 信息技术

Information technology is the theory and practice of using computers to store and analyse information. The abbreviation **IT** is often used.

... *the information technology industry.* ... 信息技术产业。

The UK IT market is growing at a faster rate than in any other country in Europe. 英国信息技术市场增长速度比欧洲其他任何一个国家都要快。

● **business model** (business models) N-COUNT 商业模式; 运营模式

A **business model** is the structure of a business, including the various relationships between the different parts of the business.

... *the entirely new business models made possible by the Internet.* ... 通过因特网有可能产生的全新商业模式。

... *inefficiencies in traditional business models.* ... 传统商业模式的低效现象。

● **vertical integration** N-UNCOUNT 纵向联合; 纵向一体化; 垂直统一管理

virtual integration N-UNCOUNT 虚拟一体化

Vertical integration is the merging of two or more companies involved in different aspects of the same business, for example, a brewery might buy a chain of pubs. **Virtual integration** is close cooperation between two or more companies involved in different aspects of the same business, so that they operate almost like a single company. **Virtual integration** is based on the use of IT.

For the oil business the benefits of vertical integration are that supplies are assured and an immediate customer or outlet is available. 对于石油行业来说, 纵向联合的好处在于供应受保障, 并可得到即时客户或者销路。

The biggest attraction of virtual integration is that organizations can integrate care without investing huge amounts of capital or completely altering their structures. 虚拟一体化最大的吸引力在于参加的机构或组织可以在不投入大量资金或者完全改变其构架的前提下实现整合管理。

The most important difference in these new economies is that they favour virtual integration over vertical integration. 这些新兴经济体最大的不同在于他们偏爱虚拟一体化而不是纵向联合。

● **CAD** N-UNCOUNT 计算机辅助设计

CAM N-UNCOUNT 计算机辅助生产; 计算机辅助制造

CAD is the use of computer software in the design of things such as cars, buildings, and machines. **CAD** is an abbreviation for 'computer aided design'. **CAM** is the use of computer software in the manufacture of products. **CAM** is an abbreviation for 'computer-aided manufacture'.

A design made with CAD can be transmitted perfectly from one place to another, if they both use the same system. 如果两个地方使用同一系统, 那么用计算机辅助设计技术设计出来的产品可以完美地从一个地方转移到另一个地方。

The application of CAD/CAM makes traditional procedures more efficient and provides avenues for innovation and new development. 计算机辅助设计和计算机辅助生产的应用使得传统工序更有效率而且为创新和新研发提供了途径。

... *CAD/CAM software.* ... 计算机辅助设计和计算机辅助生产软件。

● **microelectronics** N-UNCOUNT 微电子学

Microelectronics is the branch of electronics that deals with miniature electronic circuits.

He thinks Daimler should buy its microelectronics from outside suppliers. 他认为戴姆勒公司应该从外部供应商购买其所需的微电子产品。

... *a microelectronics company.* ... 一家微电子有限公司。

● **outsource** (outsources, outsourcing, outsourced) VERB 外购; 外包

outsourcing N-UNCOUNT 外购; 外包

If a company **outsources** goods or services, it pays workers from outside the company to supply the goods or provide the services. **Outsourcing** is the use of outside companies to supply goods or services.

Increasingly, corporate clients are seeking to outsource the management of their facilities. 现在公司客户越来越多地把设备的管理外包出去。

The difficulties of outsourcing have been compounded by the increasing resistance of trade unions. 工会组织日益增多的抵制使得外包越来越困难了。

● **fast track manufacturing** N-UNCOUNT 快速制造

Fast track manufacturing is a manufacturing system which aims to speed up manufacturing times, for

example by the use of more efficient practices or the pre-manufacture of components.

Our fast track manufacturing facility can build and ship complete turn-key systems in a matter of weeks. 我们的快速制造设施能在几周内制造和运送完整的即装即用系统。

● **flexible** ADJ 可变通的;灵活的

Production methods or working practices that are **flexible** are able to be changed easily so that they suit different conditions and circumstances.

... flexible production lines that can make whichever versions of its three main products are selling best. 能够使三个主要产品中无论哪一种都卖得很好的灵活生产线。

Thanks to cheaper wages and flexible working practices, BA's operating costs are lower than its American rivals. 由于更低廉的工资和灵活的工作方法,英国航空公司的运营成本比美国竞争者更低。

Common Collocations 常用搭配

flexible working arrangements 灵活的工作安排

flexible working hours 灵活的工作时间
flexible working patterns 灵活的工作模式
flexible working practices 灵活的工作方法
flexible hours 灵活的时间
flexible work schedule 灵活的工作时间表

● **multi-skilled workforce** (multi-skilled workforces) N-COUNT 多技能劳动力

A **multi-skilled workforce** is a workforce that has many different skills, enabling them to do several different types of work within a company.

The importance of a highly trained, multi-skilled workforce has never been so crucial to the survival of the industry. 一群训练有素的多技能员工的重要性对于这一行业的生存从来没有像今天这样起着关键性的作用。

➤ **just-in-time manufacturing:** Topic 5.1;
subcontract: Topic 5.3; **mass production:** Topic 5.5; **order:** Topic 6.3; **supplier partnership:** Topic 12.2

PRACTISE YOUR VOCABULARY

1 Use the terms in the box to complete the paragraph.

vertical integration business model IT outsourcing virtual integration

Companies based on a traditional, production-oriented _____ are often rather inefficient, and find it hard to adapt to change. A model where the management of a company owns other companies in the production process and the firm controls a number of successive stages in the supply of a product is an example of _____. Companies which buy in components and only assemble the finished product in-house, however, are using _____.

Using other companies to supply goods rather than manufacture them themselves cuts down on costs, but can make it difficult to maintain quality. Many companies use new business models based on the use of _____. Computers can help two different companies work closely and form partnerships. This model is referred to as _____, and uses IT to achieve the benefits of both of the above systems.

2 Look at the information about seven companies. Which one is an example of:

a vertical integration c CAD e fast track manufacturing g CAM
b virtual integration d outsourcing f multi-skilled workforce

i Ashdown Components relies heavily on the use of IT in the production process. They work closely with their main customer, who uses their components to assemble cars at their nearby plant.

ii The Dairy Box confectionery company makes chocolates and sweets. 15 years ago it brought cocoa

- plantations in Africa to produce its own raw materials.
- iii Big Eddie's International Trucking and Freight Company used to employ their own mechanics to repair and maintain their vehicles. However, 10 years ago they stopped this and now use a specialist firm to do this work for them.
- iv In the past, the company received many complaints from their customers about the length of time they had to wait for their orders to be filled. Following changes to their manufacturing system, this rarely happens now.
- v In the Shining Path paint factory the workers are expected to move round the factory, working at different points in the production process as the load of work demands.
- vi Hawthorn have invested a great deal of money in updating the production process at their factories, and have introduced sophisticated computer equipment to assist them.
- vii The machines at the Apollo sports shoe factory can easily be programmed to make different designs in response to the rapidly-changing demands of fashion.

3 Read the text and say if the sentences below are true or false.

JKM produce microchips that contain the electronic circuits used in spacecraft. Their computer system is networked with the computer system at the Space Agency, and computer specialists from both places work together in the design process. The Space Agency use the finished microchips in their spacecraft. The technicians can work at either site, and can adapt their designs rapidly if they need to.

- a JKM operate within the IT industry.
b JKM is a microelectronics company.
c The microchips are developed using CAD.
d The relationship between JKM and the Space Agency is an example of virtual integration.
e JKM employees use flexible working practices.

● **communications** N-PLURAL 通信;通讯;沟通;传播

Communications are the systems and processes that are used to communicate or broadcast information, especially by means of telephone wires, underground cables, satellites, or radio waves.

... a contract for sophisticated communications equipment made by American companies and secretly shipped abroad. ...一份有关由美国公司制造并秘密运往国外的先进通信设备的合同。
E-commerce and website design are the next big things in corporate communications. 电子商务和网站设计是企业传播中第二等重要的事。
One of the main tasks of the five crew members is to put a communications satellite into orbit. 该组五名工作人员的主要任务之一就是要把一颗通信卫星送入轨道。

Common Collocations 常用搭配

mobile communications 移动通信
electronic communications 电子通讯
corporate communications 企业传播
business communications 商务沟通

● **telecoms revolution** N-SING 电信革命

If you talk about the **telecoms revolution**, you mean the recent, sudden changes in telecommunications such as the increased use of the Internet and mobile phones.

For governments and big companies, the telecoms revolution will be unsettling. 对于政府和大公司来说,这场电信革命将是动荡不安的。

The telecoms revolution has created a new pattern of rural working. 这场电信革命已经创造了一种乡村工作的新模式。

● **disruptive technology** (disruptive technologies) N-COUNT 突破性技术;颠覆性技术

A **disruptive technology** is a new technology, such as computers and the Internet, which has a rapid and major effect on technologies that existed before.

... the other great disruptive technologies of the 20th century, such as electricity, the telephone and the car. ...20世纪其他一些颠覆性技术,诸如电力、电话和汽车。

The transistor was a disruptive technology for the vacuum-tube industry in the 1950s. 在20世纪50年代,晶体管对于电子管业来说是一项颠覆性技术。

● **high-tech sector** N-SING 高科技产业;高科技领域

The **high-tech sector** is used to talk about businesses which produce or develop advanced technologies, such as computers and mobile phones.

Even within the high-tech sector there is some replacement of skilled staff by lower-cost research students. 即便在高科技领域也一定程度上存在着使用低报酬的研究生来代替技术熟练人员的做法。

With the slump in the high-tech sector, Irish people are once again discovering just how valuable a commodity job security can be. 由于高科技产业不景气,爱尔兰人再一次发现,工作保障可是一种很珍贵的商品。

● **social change** (social changes) N-VAR 社会变化

Social change is change in human society, such as changes in the way people interact with each other or changes resulting from new technology or new institutions.

Nationally, the biggest social change over the past 10 or 15 years has been our increasing tolerance of people who are gay, or a different colour. 从全国来看,在过去的10到15年中最大的社会变化是我们对同性恋者或者不同肤色的人们日益宽容。
Football is under threat from social changes, particularly from computer games, TV, video, stereo etc. 足球运动受到种种社会变化的威胁,尤其是来自电脑游戏、电视、录像以及立体声音响等的威胁。

● **consumer behaviour** N-UNCOUNT 消费者行为

Consumer behaviour is the way that groups of consumers typically behave, especially their shopping habits.

A clearer picture of consumer behaviour is gradually emerging. 一幅更为清晰的消费者行为的画面逐渐浮现出来。

Developments in materials, marketing and styling have all had an effect on consumer behaviour. 原料和市场的开发以及风格上的发展都已经对消费者行为产生了影响。

● **mobile phone** (mobile phones) N-COUNT 移动电话;手机

mobile (mobiles) N-COUNT 移动电话;手机