

动力英语

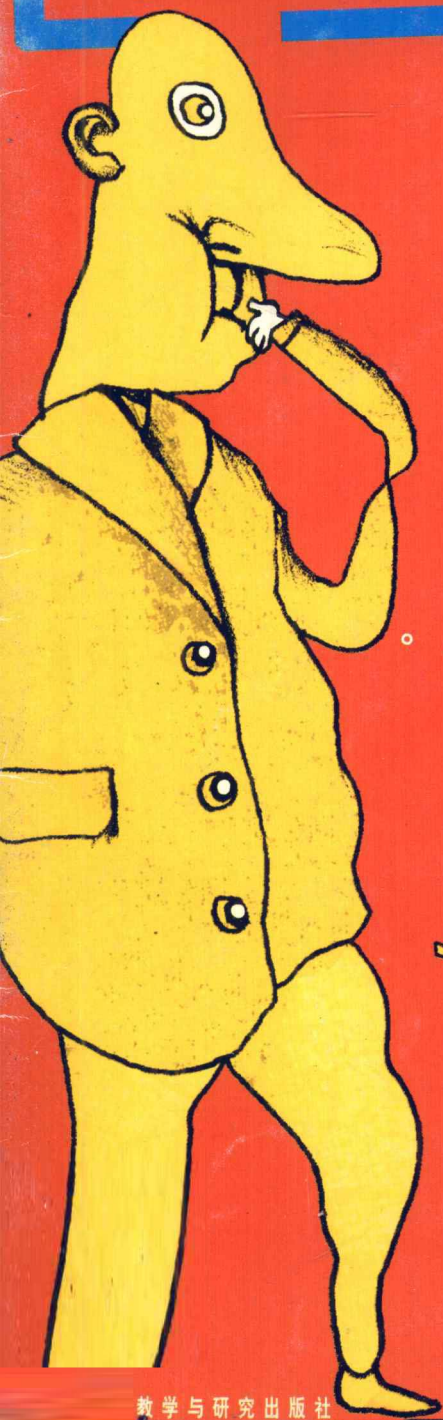
AMBITION

ENGLISH

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2004年第1辑

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Feature Article 特别关注
Start Acting Your Age
活在自己的年龄

Opinion 个性观点
Chicken-Fried Bull
“牛皮”炸鸡

Jean's Column 生活在纽约
Yoga! Yoga!
瑜伽! 瑜伽!

Happy Hour 快乐酒吧
Corporate Lingo List
办公室隐语满天飞





调色板



THE STAR OF
BEAN
IS NOW
HER MAJESTY'S
MOST TRUSTED
SECRET
AGENT

ROWAN ATKINSON

JOHNNY
ENGLISH

He knows no Fear. He knows no Danger.
He knows Nothing.



来杯香槟

香槟给人的感觉一向是尊贵、典雅又有点儿高不可攀。不知是谁想出了这样的 slogan, 说香槟 gracefully made, disgracefully enjoyable (品质尊贵, 妙处难言), 真是非常贴切。When you drink champagne, you've been cunningly persuaded to take it seriously as a wine and buy into the dream of glitz (炫目, 浮华) and celebration. 在春节假日里, 千万别忘了来杯香槟!

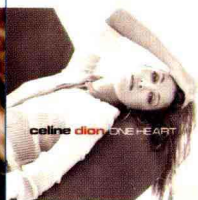
《憨豆特派员》(详见内文P18)

If you have watched and enjoyed Rowan Atkinson in his TV series *Mr. Bean*, it is time that you saw his better performance in his latest comedy, *Johnny English*. It's a good idea to start a new year with laugh.

去滑雪吧!

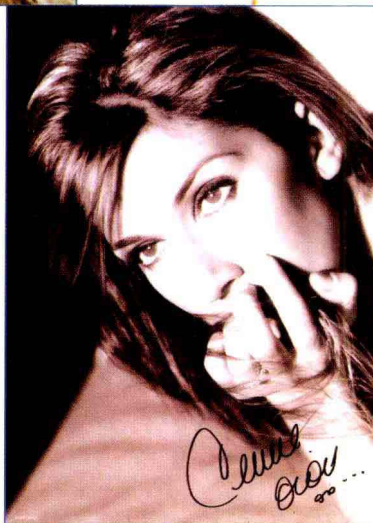
So there you are, wondering what you can do to make this winter a special one. And up pops skiing. It's the world's best winter holiday, not just because it takes place in the most majestic of landscapes, and not just because you're celebrating the season rather than running away from it, but also—and mostly—because of the activity itself.





席琳·迪翁最新专辑《爱的奇迹》

To call Celine Dion predictable would be too easy—other divas (出色的女歌手) should be so lucky to still be walking her platinum path (保持唱片的白金销量). Celine keeps on delivering power ballads (强力情歌) and inspirational pop without ever losing her footing. What sets *One Heart* apart from her previous chart-toppers (排行榜冠军曲) is an unrelenting theme of joy and believing in one's self. From the car-commercial-driven (汽车广告歌曲) tempo of "I Drove All Night" to the "power of one" message in "Love is All We Need", the album bristles with (充满) an upbeat (乐观的) mood that—even for non-fans—can be hard to resist. It is said, besides her voice, it's one of Dion's biggest assets.



STEPHEN E. AMBROSE



BAND OF BROTHERS

《兄弟连》

二战时，美国101空降师是美军进行快速部署和实施应急作战的重要力量，被誉为陆军“全能师”，其506团E连在二战中表现英勇，死伤惨重。二战史专家史蒂芬·安布罗斯（Stephen Ambrose）曾担任奥斯卡最佳影片《拯救大兵瑞恩》的历史顾问，还曾为艾森豪威尔和罗斯福作传。安布罗斯对E连的幸存者进行了长时间的访谈并参考了当年战士的日记和家书，写出了《兄弟连》一书，记录了E连的英勇故事，表现了作为诺曼底登陆先锋的年轻士兵们的无畏精神和兄弟连战友之间血泪凝结的珍贵友情。

Despite the gratuitous (不必要的) horrors it relates, *Band of Brothers* illustrates what one of Ambrose's sources calls "the secret attractions of war..., the delight in comradeship, the delight in destruction..., war as spectacle."

2004年第1辑《动力英语》终于和大家见面了。这可是我们三位小编，当然还有幕后的三位“大编”——主编侯毅凌，副主编龚雁、李家真三位老师的智慧结晶，相信它一定能带给你更加愉悦的阅读感受。让我们赶快看看《动力英语》如何“七十二变”吧。

你是否已经注意到封二和封三的变化了呢？我们利用这两张彩页开辟了一个新栏目，叫做调色板，英文名称也很响亮——Color Spots。在这里我们会向你推荐新的电影、专辑、书籍，还会和你分享生活的一点一滴。如果觉得还不过瘾，部分内容在内页中还会展开。我们特邀北京外国语大学的宋云峰老师为这个栏目的电影部分撰稿。宋老师教授的课程包括“电影与社会”和“英语电影”，所以他的推荐你可不要错过呀。第一期推出的是“憨豆先生”Rowan Atkinson的最新电影 *Johnny English*，在节日里，可爱的憨豆一定能再次让你开怀大笑。

还有个新栏目叫做特别关注 (Feature Article)。在这里，我们希望你和你分享《动力英语》对生活、对社会的视角和观点。不知你注意到没有，许多女孩子小小年纪就打扮得成熟性感，人到中年的男士们也玩起了刺激和心跳，对这种和年龄不相称的举动不知你是怎么想的。让我们在 *Start Acting Your Age* 这篇文章中寻找作者的答案吧。

另外，生活在纽约 (Jean's Column) 这个新栏目你也一定不要错过。我们请到了一位家在纽约的女孩 Jean Wen 带你走进纽约人的生活。Jean 毕业于美国纽约大学的心理学系，现在纽约一家著名的律师事务所工作。本期她跟你聊聊风靡美国的瑜伽热潮。

商讯回放 (Business News Replay) 栏目将带你再次领略生意场上曾经的失败与辉煌，文章后面的短评更能加深你对文章的了解。最后给你带来的新版块是智者说 (Brainy Quote)，让我们聆听智者们是如何感悟生活的吧。

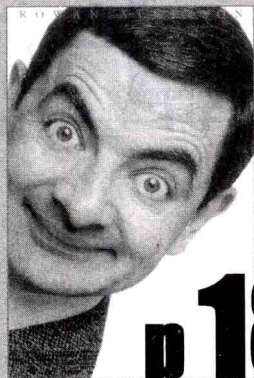
新栏目就是这些，不过我们的保留栏目也是同样精彩。个色观点 (Opinion) 脱胎自去年颇受欢迎的“小论坛”，今年我们会给大家带来更新锐的视角、更独辟蹊径的观点。你知道 Og Mandino 吗？相信你对他写的《世界上最伟大的推销员》一定有所耳闻。本期的大人物·小人物 (Big Shots & Small Potatoes) 给你带来他的故事。生活方式 (Ways of Life) 整合了去年的情感暖色和职场垫脚石这两个栏目，我们会把这个版块办得更贴近生活，并为你的职场生活提供建议。商务英语辅导 (Business English Coaching) 栏目一如既往由对外经济贸易大学的两位教授“掌门”。王恩冕老师主持的英文经贸报刊文章的理解与翻译这期跟你聊聊外来专有词语的翻译，蒋显璟老师会为你讲解怎样做好 BEC 中级阅读题。快乐酒吧 (Happy Hour) 继续为你带来笑声和启迪。

介绍了这么多，希望你有兴趣读一读这本小书，看完之后，别忘了发封 e-mail 到 ambition@ftrp.com 跟我们聊聊你的感受。最后祝大家春节愉快，在新的一年里，让《动力英语》和你们一起进步吧。





如今，年龄的束缚真是越来越少：小孩子的脑子里也许充斥着事业、金钱和地位，而成年人的脑子里也可以充满幻想、新奇和冒险。只是这与年龄不符的成熟或幼稚到底带来了什么呢？



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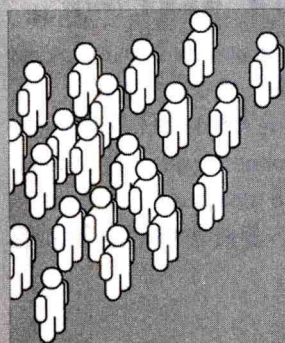
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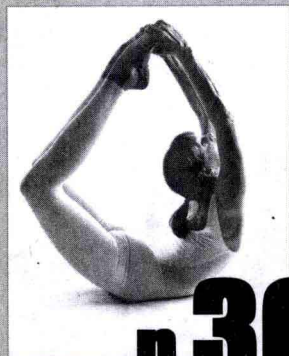


MBA

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如今的MBA们越来越理智地认识到自己需要什么，他们得到了吗？



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“Before I begin, I'd just like to make it known that I didn't volunteer to do this.”

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公司里一丝不苟的规定在本文的“演绎”下变成了令人忍俊不禁的笑料。被繁忙的工作压得直不起腰的上班族们，一起笑一笑吧。

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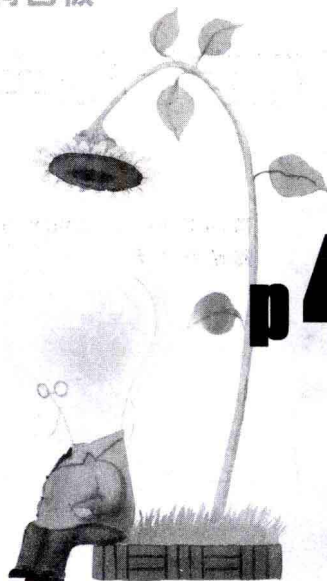
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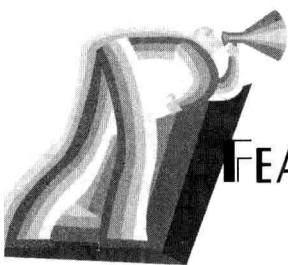
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FEATURE ARTICLE 特别关注



如今，年龄的束缚真是越来越少：小孩子的脑子里也许充斥着事业、金钱和地位，而成年人的脑子里也可以充满幻想、新奇和冒险。只是这与年龄不符的成熟或幼稚到底带来了什么呢？



S tart Acting Your Age

活在自己的年龄



■ By Robert J. Samuelson
■ 晴山 选译

We live in an age when people increasingly refuse to act their age. The young (or many of them) yearn to be older, while the older (or many of them) yearn to be younger. We have progressively demolished the life cycle's traditional stages, shortening childhood and following it with a few murky passages. Adolescence — imagined as a pleasant mix of adult rights without adult responsibilities — begins before puberty and, for some, lasts forever. Middle age, which once arrived in the mid-30s or early 40s, has been pushed back well beyond 50 or even 60. As for old age, it is rarely mentioned until the paraphernalia of physical decay (canes, walkers, wheelchairs) make it moot.

This drift into age denial is everywhere. *The Washington Post* reported that preteen boys are increasingly into* body-building. One 12-year-old said that he started lifting weights when he was 7 and can now bench-press 80 pounds. He told *the Post* that his girlfriend likes his muscles, particularly his biceps. Of course, the boys are simply following girls who, at ever-younger ages, have been baring midriffs, shortening shorts and slathering

在我们生活的这个时代，人们越来越不愿意按自己的年龄生活。年轻人（或者说许多年轻人）渴望变老，而年长者（或者说许多年长者）渴望年轻。我们逐渐推翻了生命周期的传统阶段：童年缩短了，继之而来的几个阶段（界限）模糊不清。青春期——人们假想它是一个享有成年人权利而无须履行成年人义务的令人愉快的混合期——在发育期前开始，对有些人来说它还会永远延续下去。中年，过去从35岁左右或40岁出头开始，如今后推到50多甚至60岁。至于老年，人们根本很少提及（指极少有人承认自己已步入老年——译者注），除非体质衰退后所需的装备（手杖、助行器、轮椅）让人老态毕现。

这种否认年龄的趋势随处可见。《华盛顿邮报》报道说13岁以下的男孩子对健美运动越来越感兴趣。一个12岁的男孩说他从7岁就开始练举重，如今他可以杠铃推举80磅的重量。他对《邮报》说他的女朋友喜欢他的肌肉，特别是二头肌。当然，男孩子也只是在追随那些女孩子而已，她们在空前幼小的年纪就袒露肚脐，穿超短裙，浓妆艳抹——只为了

* be into: 〈口〉对……很有兴趣，极喜欢，懂得。





FEATURE ARTICLE 特别关注

themselves in cosmetics — all to look older and sexier. For both, consumerism begins early.

Sports is another area where adult practices have filtered down to youth. Thirty years ago, sports didn't become seriously organized for most children until high school. Now soccer, basketball and hockey leagues begin at 4, 5 and 6. Older kids graduate to "travel" teams with demanding schedules. Players have matching warm-up uniforms. Their jerseys often have their names. Even at tender ages, athletic talent is viewed as a paying proposition — the path to a "good" college or university, or even lucrative contracts.

In the same spirit, adults are getting really advanced as kids. *American Demographics* magazine, a gold mine of social trends, reports this: "A quarter-century ago, the typical motorcycle rider was a male under 25 who would take off on his motorcycle to find freedom. In 1998 the average owner was 38 years old, up from 27 in 1980." Motorcycle makers "are pursuing these older, richer boomer thrill seekers."

The discovery at, say, 51 that life has disappointed inspires some people to act as though they're 21. "Roaring down a mountain trail on an all-terrain vehicle (ATV), I careen among ruts, rocks and towering fir



显得更成熟性感。不管对男孩子还是女孩子来说，消费都开始得很早。

体育是另一个成人行为低龄化的领域。30年前，大多数孩子在进入高中之前都不会参与有严格组织的体育运动。如今足球、篮球和曲棍球联赛分别在孩子们4、5、6岁的时候开始。大点儿的孩子加入赛事频繁的“巡回”队。队员们穿着统一的热身制服，运动服上一般也有他们的名字。即便在幼年，运动天赋也被看作是笔赚钱的生意——一条通往“好”学院或大学，甚至高薪合约的大道。

同样，成年人也像孩子们一样“超前”。作为社会潮流资料库的《美国人口统计》杂志报道：“25年前，摩托车手一般是25岁以下的男性，他们骑上摩托车去追求自由的感觉。……而1998年，摩托车主的平均年龄从1980年的27岁增长到了38岁。”摩托车制造商们也“在迎合那些更成熟、更富有的寻求这种运动刺激的人”。

51岁生命开始走下坡路的发现促使某些这样年龄的人过着21岁那样的生活。“我驾驶轰鸣的全地形汽车疾驰在山路上，在车辙、岩石和高耸的杉树中间歪歪斜斜地前进。”《华尔街日报》杰出的“工作与家庭”

trees," writes Sue Shellenbarger, author of *The Wall Street Journal's* excellent Work & Family column. "Heart pounding, I accelerate, reveling in the speed." Shellenbarger admitted to a "midlife crisis." Her marriage had dissolved; her father had died. She took up skiing, rock climbing, ATVs—and bed rest. After she gunned the ATV, it flipped, dislocating her collarbone and leaving her badly bruised.

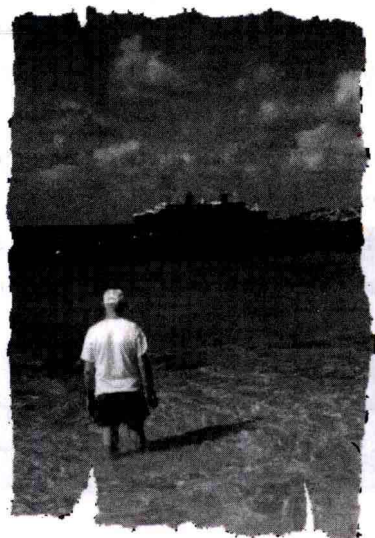
Some criticize these adventures in agelessness. The bioethicist Leon Kass asked what "incentive would there be for the old to make way for the young" if people never physically aged. Countless social workers have warned against the dangers of young girls' dressing seductively. ("When young girls wear these clothes," said one, "they are probably going to get attention they're not ready for.")

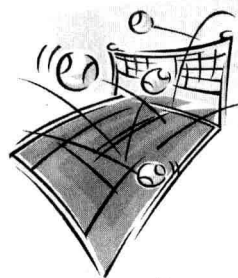
The protests, right or wrong, are futile, for the influences they oppose are too entrenched. It's not simply that the mass media celebrate youth, beauty and vigor—the ideal age seems to be about 26—and thereby taunt anyone younger or older. Beyond that, the obsession with the "pursuit of happiness" admits few natural limits, so why should anyone's age be a disqualification for anything? These are powerful forces, which are sometimes nudged along by something else—a little old-fashioned foolishness. ■

专栏作者苏·莎兰巴格写道。“心突突直跳，我加速前进，沉醉在速度之中。”莎兰巴格承认她有“中年危机”：婚姻失败，父亲亡故。她开始尝试滑雪、攀岩、驾驶全地形汽车——还有卧床休息。在加大全地形汽车的油门后，车翻了，结果她锁骨脱位并严重擦伤。

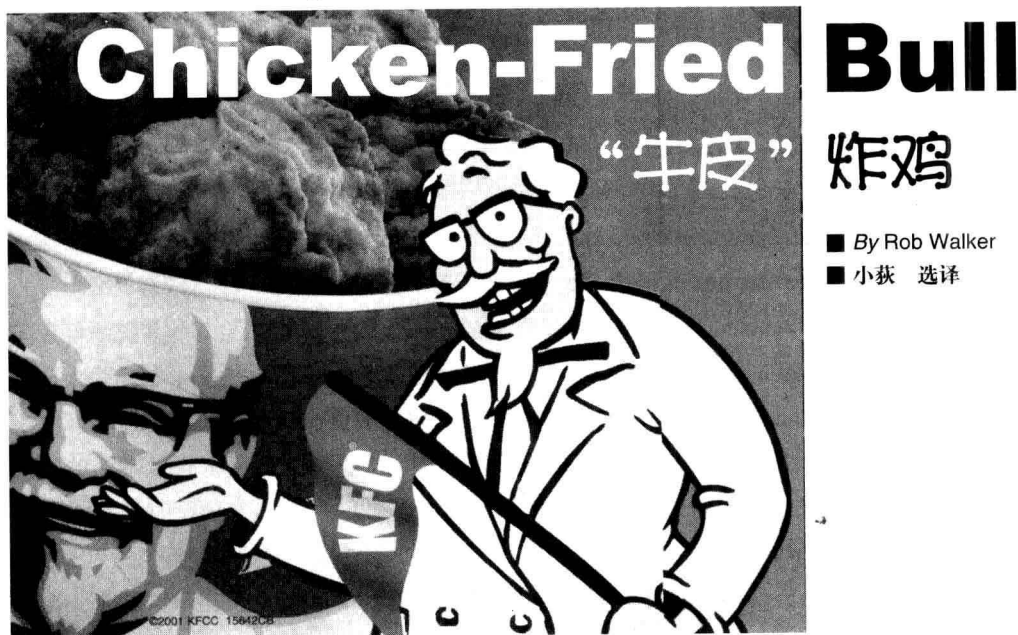
有人批评这些追求永远不老的冒险。生物伦理学家利昂·卡斯问道，如果人们的身体永远不会衰老，那么“老人还有什么理由要给新人让路”。许多社会工作者提醒年轻女孩要提防穿着性感的危险。（“当年轻女孩穿着这样的衣服时，”一个社会工作者说，“她们可能会得到连自己都意想不到的注意。”）

不论对错，这些抗议都是徒劳的，因为他们所反对的事物根深蒂固，不单是大众传媒赞美年轻、美貌和活力——理想的年龄似乎是在 26 岁上下——并因此奚落那些老于或小于这个年纪的人群那么简单。而且，对“追求快乐”的痴迷几乎没有自然限制，那么为什么年龄要成为出局的理由呢？这些都是强有力的影响因素，有时还有别的东西——一点儿老式的愚蠢——为它们推波助澜。■





A new ad says KFC's drumsticks are good for you.



■ By Rob Walker

■ 小荻 选译

KFC, the fast-food chicken chain, has a new ad out that seems, judging by my e-mail,¹ to be bothering a lot of people. The problem is that the ad strongly suggests that fried chicken is the cornerstone of a healthy diet. Apparently, some people find this misleading.

The commercial begins with a stereotypical Lazy American Man slumped in the living room in front of The Game. In comes his slim and perky wife, who says, "Remember how we talked about eating better?" This causes Lazyman to make a face (understandably, I think). "Well," says the wife, "it starts today." Then she plops a 12-piece bucket of chicken in front of him. An announcer quickly

快餐鸡连锁店肯德基推出了一个新广告。从我收到的电子邮件来看，它似乎骚扰了很多。问题是这个广告强烈地暗示炸鸡是健康饮食的基础。显然，有人会觉得这是误导。

这个广告的头是一个老套，懒惰的美国男人窝在起居室里玩字谜游戏。他苗条漂亮的妻子走了进来，说道：“还记得吗？我们说过要吃得更好。”这让懒人做了个鬼脸（我觉得可以理解）。妻子接着说：“那就从今天开始吧。”然后她扑通一声将一桶12块炸鸡放在他面前。一个画外音很

1. 此处 judging by my e-mail 指的应该是“我”收到肯德基的广告邮件，这种邮件一般是群发给很多电子邮件用户，所以作者说“(that) seems to be bothering a lot of people”。

reels off various facts and figures suggesting that KFC's chicken is healthier than Burger King's² Whoppers. Lazyman, choking down another mouthful, removes any doubt among viewers that he's anything other than a slow-witted jackass by telling his wife that he's only doing this for her. The wife makes a sour face. What a miserable couple.

Anyway, KFC is plunging forward with this campaign, giving no apparent thought to the possibility that some will find it preposterous. In a somewhat astonishing press release, the company says it intends to "educate the public" that "fried chicken can be part of a healthy, balanced diet" and quotes the company's executive vice president of "marketing and food innovation" as saying: "With more and more Americans on diets and increasingly health-conscious, we thought it was important to get this information to consumers so they can judge for themselves how to make KFC part of their healthy lifestyle."

But it turns out that there are at least a handful of people who don't really buy the idea that a bucket of fried chicken is healthy eatin'. Well, of course it's not. Here's a little secret about advertising: It can be misleading. (You may not know this, but in real life, there is no brand of chewing gum or hair gel that will instantly transform you into a pulsing object of sexual desire. For instance.) After all, pretty much every ad for a weight-loss scheme or potion features not a picture of a pile of millet, but a shot of that one huge slice of chocolate cake or obscenely large steak that you're allowed to scarf down if you follow all the other rules.

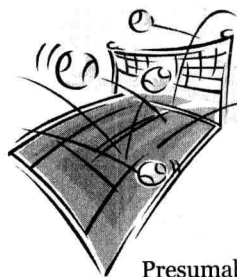


快地报出各种事实和数据,表明肯德基的鸡块比汉堡王的特大号汉堡更健康。懒人又塞进满满一口(鸡块),告诉妻子说他是为她才这么做的,这消除了观众认为他是个头脑迟钝的傻子的疑虑。妻子做出一副生气的苦相。真是一对可怜的夫妇。

不管怎么说,肯德基专心投入了这次推广,似乎没有意识到有人会觉得它愚蠢。在一场多少有点令人惊讶的新闻发布会上,这家公司说广告的用意在于“让公众明白炸鸡也可以是健康平衡的饮食的一部分”,并引用公司负责“市场与食品创新”的执行副总裁的话说:“由于越来越多的美国人开始节食,并越来越关心健康问题,我们觉得应该让消费者了解这一信息,这样他们就可以自己决定如何让肯德基成为健康生活方式的一部分。”

但结果表明至少有少数人并不接受炸鸡是健康食品的说法。噢,它当然不是。广告有个小秘密:它可能会误导你。(举例来说,你可能不知道,但在现实生活中,没有哪种牌子的口香糖或发胶会让你马上成为令人心跳的对象。)毕竟,几乎没有哪个减肥计划或减肥药的广告中会出现一堆谷物食品的画面,镜头里总是一大块巧克力蛋糕或大得可怕的牛排,如果你遵循了(那种减肥产品的)其他所有规则,你就可以大吃这些东西。

2. Burger King: 汉堡王, 美国著名的快餐连锁店之一。创办于1954年, 现已在全球57个国家拥有分店。



Presumably, the KFC people simply figured that if the ever-credulous American public is willing to accept Dr. Phil as a weight-loss guru, or to buy the idea that Subway sandwiches will melt away their rolls of fat, then surely they'll lap up this pitch like so much chicken grease.³ Yeah, the company's official line talks up exercise (while the guy in the ad is a picture of sloth) and moderation (while showing two people splitting a bucket of the stuff). But who'll notice?

In a particularly brilliant maneuver, KFC's press release further suggests that you can make its chicken even more healthy by removing the skin. You have to appreciate the comedy of telling people to buy fried chicken and then toss the skin away. I only wish they'd had the guts to go further and point out that you can make your KFC bucket-meal healthier still by removing the skin, and then throwing away the chicken and preparing yourself a nice salad.

KFC will not go broke for having underestimated the stupidity of the American public, but I don't think this campaign is going to do much for sales. But the problem isn't that the ad is misleading (since it's fooling no one); the problem is that it so badly misunderstands the point of fried chicken. Fried chicken, done well, is a worthwhile thing. Its decadence trumps the entire concept of the "healthy lifestyle" and makes dieting seem like a flawed, pointless exercise for tedious goody-goodies. If KFC wants me to buy their fried chicken, the company should try to convince me that its product is actually worthy of the name. Maybe they considered that idea at some point — and decided that selling the stuff as health food just seemed more credible. ■

可以预料，肯德基的人只是简单地认为如果一向轻信的美国公众乐意把菲尔医生当作减肥专家，或愿意相信赛百味三明治会除掉他们身上的累累赘肉，那他们也一定会像大口大口地吃下鸡油一样，接受（肯德基的）广告词。没错，公司高层谈到了锻炼（不过广告里那个家伙是一副懒惰的样子）和适度（但是[广告里]展现的是两个人吃掉一大桶这种东西）。但谁会注意这些呢？

肯德基的新闻发布以一个非常漂亮的策略进一步暗示去掉鸡皮的鸡块会更有益健康。你不能不欣赏告诉人们买炸鸡要撕掉鸡皮的喜剧效果。我只希望他们有胆子更进一步，指出你只要去掉鸡皮，扔掉鸡块，给自己来一份美味的沙拉，就可以让肯德基大桶餐更有益健康。

肯德基不会因为低估了美国公众的愚蠢而破产，但我不认为这次推广会对销售有显著促进。问题不在于广告误导（因为它没骗到任何人），而是它严重地误解了炸鸡的意义。做得好的炸鸡是值得一试的。它虽然堕落，但还是比整个“健康生活方式”的概念强，它让那些节食变成有缺陷的、毫无意义的活动，只有单调乏味、假正经的人才会去做。如果肯德基想让我买他们的炸鸡，这家公司应该努力让我相信它的产品名副其实。也许他们曾一度考虑过这个主意——但还是觉得将这东西作为健康食品来卖似乎更有前途。■

3. Dr. Phil: 美国著名减肥专家；Subway: 赛百味，美国著名快餐连锁店，专卖三明治；lap up: 此处有双重含义，既指“相信（广告词）”，也指“大口吃下（鸡块所包含的脂肪）”。



My New Year's Resolution

新年决心

■ By Rhonda Abrams
■ 夏花 注

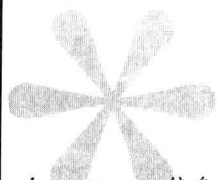
美国人有一个有趣的习惯，就是在新年许愿立志，他们称之为“新年决心”。这决心通常不是什么宏图大志，而是一些朴实而实际的打算，例如“我一定戒烟”、“我要善待邻居”等等。他们总是坦率地讲给大家听，以期得到监督和鼓励。本文作者的“新年决心”则是“我要努力赚钱”，对于大多数在职场中“摸爬滚打”的人士来说，这正是共同的心声吧。

Join a gym¹. Clean the closets. Get new customers. Time, once again, for new year's resolutions. This year, I promise, it will be different—I really will keep at least some of them. Actually, I like new year's resolutions. I get a fresh start, and it gives me a chance to reflect on ways to improve my life and my business.²

The word for 2004 is "unpredictable". So, many of my resolutions focus on paying close attention to financial security. But they don't end there. Times like these present tremendous challenges but also great opportunities. It's a time to be smart, not timid.³

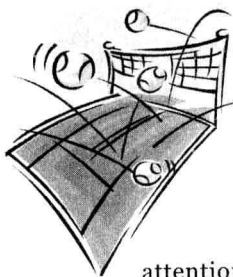
So here are Rhonda's Resolutions for an Unsettled Time:

● Watch my cash: The economy may recover quickly or it may get much worse. One thing's for sure, few things beat money in the bank.⁴ So pay particular



1. gym: <口>健身房。
2. 我有一个崭新的开始——它给了我一个机会来思考改善生活和生意的方法。reflect on: 深思，考虑。
3. 此时此刻应该机敏，而非胆怯。
4. 可以肯定的是，没有什么能比银行里的钱更重要。beat: 打败，超过。





attention to ways to increase your balance. Stay on top of accounts receivable — send invoices promptly and follow up on even slightly delinquent accounts.⁵ Be careful about expenses; cut back on non-essentials.⁶ Watch those credit card finance charges and late fees.⁷

● Step up⁸ my marketing efforts: One of Rhonda's Rules is "In times of economic uncertainty, companies get stupid." Look around: your competitors may be reducing their advertising, cutting corners on product quality,⁹ reducing service. They're creating a lot of soon-to-be-dissatisfied customers. Go out and get them!

● Stay in touch with customers: Another one of Rhonda's Rules: "It's cheaper to keep an existing customer than to find a new one." I want to keep all the customers (and readers) I have. So in addition to making certain I've got a good database, I've finally started an electronic newsletter,¹⁰ which even became very popular among some people.

● Follow-up with prospects:¹¹ In the course of a year, I meet lots of prospects, but work gets so busy I sometimes forget to follow up. I resolve not to have that happen in 2004! The focus is on increasing the bank balance, and that means new customers. Fast follow-up is a priority!¹²

● Stay in touch with referral sources¹³:
Make a list of
10 to 20 people
who are —

My
New Year's
Resolution...



5. 对应收账款要一清二楚——迅

速寄出发票，对于哪怕是稍微拖欠了一点儿的账款也要采取适当行动。on top of: <口>对……一清二楚，完全控制（或掌握）着；account receivable: 应收的账款；follow up: 采取适当行动；delinquent: 拖欠的，逾期未付的。

6. 削减不必要的开支。cut back on 与下文使用的 cut down 和 cut out 均有“减少，削减”的意思。

7. finance charge: 信贷费用；late fee: 迟付罚款。

8. step up: 逐步提高。

9. 在产品质量上面“偷工减料”。cut corners: （不按常规而）用简便方法办事，省力。

10. 因此，在确信自己拥有完善的（顾客）资料库之后，我终于开始做一份电子版定期业务通讯。newsletter: （公司等定期出版的）业务通讯。

11. prospects: （多用复数）（成功，得益等的）机会，可能性。

or have the potential to be — top sources of new business referrals. Tape this list to your computer or put it where you can see it every day. Stay in touch with these sources regularly — at least every two months. Call them for lunch, send them an e-mail, invite them to a sports event. Stay in front of them.

● Cut down energy use: In 2003, energy costs soared in many parts of the country. But even with prices moderating, we've learned how important it is for our country to become more energy-independent. For patriotic and financial reasons, this year I'm going to be careful to turn out the lights, turn off office machines, cut out unnecessary drives.

● Deal with e-mail right away: Since my in-box is always overflowing, I tend to take a quick look at e-mail and plan to get back to it later.¹⁴ Sometimes, I don't. As a result, I've got a huge backlog¹⁵ to deal with. My resolution is to deal with e-mail as soon as I open it.

● Prepare for emergencies: We've seen that disaster can strike any time, anywhere. In 2003, I finally arranged for all my computers and databases to be backed-up online to an off-site location¹⁶ — every day! But there's more I can do. So I'm going to re-examine my emergency procedures and provisions.

● Finish my column sooner: My editors like this resolution. But they've heard it before. At least I keep trying.

● Get organized: Oh, Rhonda, get real!

Finally, remember what truly matters. This year, no matter how tough it is to balance our own checkbooks¹⁷, let's remember to add to the balance of well-being and opportunity in the world. And have a happy, healthy, prosperous, and peaceful new year. ■



12. priority: 优先考虑的事项。
13. referral source: 介绍、推荐的来源，此处指帮作者介绍生意的人。
14. 我的收件箱常常爆满，所以我总是先浏览一下，打算以后再回来处理这些信件。in-box: =in-basket, 原指“(办公室里存放待处理来函等的)收文篮”，此处则指收件箱；overflowing: 多得容纳不下的，溢出的。
15. backlog: 积压（邮件等）。
16. 我把所有电脑资料和数据库都在网上做了备份，存在一个异地的地址里。
17. checkbook: 支票簿。





The Og Mandino¹ Story

最具灵感的励志作家——奥格·曼狄诺



■ By Og Mandino

■ 未央注

Hello. . . This is Og Mandino. Some memories of my long-ago childhood are still very vivid², especially when I think of that special little red-headed Irish lady who was my loving mother. She had a special dream for her son. "Someday," she would tell me, again and again, "someday you will be a writer. . . not just a writer but a great writer! "

Well. . . I bought her dream. Most kids resent having their parents plan their future but I liked the idea.³ A famous writer. Yes! Mother had me reading grown-up books from the library long before I entered the first grade and I was always writing short stories for her approval.

In my senior year of high school I was editor of the school paper and our plans were that in the fall I would attend the University of Missouri because we believed that they had the best journalism school in the country.⁴

I had a terrible time trying to deal with mother's passing (six weeks after I graduated from high school). Instead of going on to college in the fall of 1940, I went to work in a paper factory and, in 1942, I joined the Army Air

1. 奥格·曼狄诺 (1924—1996)

是最有灵感的自助书籍作家。各行各业的人们都盛赞奥格·曼狄诺改变了他们的生活。他的书充满智慧、灵感和爱心。他的著作包括：《更好地生活》、《选择》、《世界上最伟大的推销员》、《世界上最伟大的成功》等。其中，《世界上最伟大的推销员》已被译成18种文字，全球销量逾2000万册。

2. vivid: 鲜明的，清晰的。

3. 大多数孩子都对由父母安排未来感到愤懑，但我却喜欢这想法。resent: 怨恨，(尤指因受委屈、伤害等而)对……表示愤恨。

4. University of Missouri: 密苏里大学；journalism school: 新闻系，新闻学院。

5. Army Air Corps: (美)陆军航空兵(团)。