

《商战英语阅读》丛书

幽默职场 英语行话

|(美) 罗恩·斯特根 著 艺蓝 节译|

Green Weenies & Due Diligence

小绿妖怪是谁?
审慎的调查又是什么内容?
想知道它们的含义吗?
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★商战英语阅读★

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(美) 罗恩·斯特根 著

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北京

内 容 简 介

这是一本幽默化的商业行话词典,也是中国大陆引进的第一本外文商业习语词典。与其他词典不同的是它风趣幽默的写作风格和出自名家的大量漫画插图。

本书是短小的词条结构,而且配有漫画,适合轻松阅读。是外企职员、外贸业者的常备休闲工具书,也是对外企行话感兴趣的社会读者和高中以上英语学习者的休闲读物,使您在快乐阅读中感受外企行话的幽默与美妙。

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Foreword

序

When Ron asked me to write the foreword to his new book, *Green Weenies and Due Diligence*, I was both pleased and honored. I have known Ron for about 20 years, and he is the ideal person to write this book. Ron is the kind of guy who, once you've met, you will remember for the rest of your life.

罗恩·斯特根请我为他的《幽默职场英语行话》做序，这令我感到非常荣幸。我认识罗恩已经有20年了，他是编写这本行话词典的最佳人选，也是一位能使读者记住一辈子的作家。

There are people who get things done, and there are people who have things done to them. Ron is the former; he's a doer. He started with nothing when his dad died while he was still in high school, and has become a success. He has done it by using his brains, imagination, clarity of vision and his boundless energy. Where others look at a situation and see chaos, he sees a pattern and a logical path to take. *Green Weenies* is much more than a book of business terms and their meanings. It is an introduction to a second language — one that can help you accomplish great things. Ron has that kind of vision, and it has led him to achieve amazing things.

有些人喜欢积极做事，有些人喜欢坐享其成。罗恩显然是前者，他是个实干家。当他还是高中生的时候，他的父亲去世，他变得一无所有；但是今天他凭着智慧、想象力、清晰的视角和用不完的能量取得了成功。当别看到一片混乱的时候，他看出了门道和顺理成章的路径。《幽默职场英语行话》在词典的作用之外，更像是一本商业规范书籍，是对另一种语言的介绍——它有助于实现伟大的目标。罗恩本人就有这样的目标，并取得了惊人的成果。

The one thing the buyers for big book chains never want to hear is that your book is unique. They've seen so many thousands, probably millions, of books that they don't believe there is such a thing as a unique book. Well, I've got news for them. They'll see one when they see this book. There are many published dictionaries and

tomes of quotations, but none on the lingo of the backrooms and boardrooms of America that are this complete. Business has a language of its own, and just as different languages have dialects, different occupations have their own wrinkles and variations of terms and expressions.

在图书出版已经产业链化的时候,读者已经很少能听见“这本书很独特”这样的话。在成千上万的图书产品中,很少能有让他们相信其“独特性”的书。不过,我从一些读者那里得知,这本《幽默职场英语行话》是独特的。字典词典之类的书籍以前见过很多,但是从来还没有像这本书能够集美国行话之大成。商业中有自己独特的语言,不同的语言内部有不同的方言,而不同的职业也有自己独特的创意与表达方式。

What makes this book particularly valuable, whether to a board chairman or young entrepreneur just entering the business world, is that it cuts years off the learning curve of understanding the language and terms of business. How often have we all been in meetings where a term is used that we didn't understand? To raise the question of its meaning would be to announce your status as a newcomer or neophyte and immediately put yourself at a disadvantage. The usual result is that the person not understanding the term decides to clam up rather than speak up and display their ignorance.

这本书对于初涉职场的年轻人和纵横多年的老板们都很有价值,因为在职场中学会这么多的行话需要很多年,但读这本书就能节省这些时间。可以算算,我们在会议里听到过多少次行话?如果因为不懂它们的意思而发问,那么就暴露了你这个新人的身份,将自己置于了不利地位。所以,通常的结果是,不懂行话的人宁可闭紧嘴巴也不会显露无知。

Ron is uniquely qualified to write this book, and his “bootstrap style” gives him an unusual insight and approach to the topic. With only a high school education, he went on to field two successful stock offerings and participate in acquisitions and financings in the tens of millions of dollars. My motto for him is “mission possible,” as he isn't afraid of anything or anyone, knows when to hold and when to fold, and has become a skilled negotiator.

罗恩则是行话词典的理想编者,他的“步步为营模式”使他能够展示独特的视角和主题。仅仅凭着高中学历,他持有了两支成功

的股票并分享了上千万美元的收益。我给他的题词是“可能的任务”，因为他不害怕任何事、任何人，能屈能伸，也是一个出色的谈判家。

In 1985 when I first met Ron, he hired me to do some consulting for his auto salvage yard. With my guidance he computerized the business. I went on to use him as an example of what was possible with determination and focus, as he used his ability and my advice to increase his sales over 100 percent within 120 days. I don't recall anyone accomplishing that before or since. Even back then, he was learning some of the words you see here, and was already quite colorful.

1985年我第一次见到罗恩，他请我为他的废旧汽车回收厂做咨询工作。在我的建议下，工厂实现了计算机化。接下来，我将他作为实现决心和目标的例子。他用自己的能力和我的建议，使销售额在120天之内翻了一番。在他之前和之后，还有谁曾经这样过，我实在是想不起来了。话说回来，现在你看到的这些语句，他当年也在学习，而且学得很出色。

Over the ensuing years, I have enjoyed working with Ron. He displayed one of his many great personal qualities to me on our first visit. That is, that Ron never has been afraid to challenge himself. He has always taken any critical observations, whether from friend or foe, whether presented diplomatically or brutally, as an opportunity to draw a lesson from and to act upon. It is something that very few of us can do — separate the message from the messenger, clinically evaluate it, and take effective actions when the message has meaning. It is a lesson we should all take to heart. Ron's ability to articulate to others what he wanted, sometimes sarcastically, sometimes humorously, always passionately, are the building blocks embodied in these terms.

那几年里我很愿意和罗恩一起工作。在我们第一次见面的时候，他就展示了他强大个人能力的一方面——那就是他从来不怕挑战自己。他会听取所有的批评，无论来自朋友或者敌人，无论好听或者难听。他将这些视做吸取经验和遵照行事的机会。我们这些人很少能做到这点——将信息和信息源分开对待，进行诊断式评价，对有意义的信息采取行动。这是我们都应该认真记住的经验。罗恩对自己的想法

有很强的阐释能力，有时讽刺、有时幽默，常常热情洋溢。他把这些都融进了这本书中。

He is one of the most imaginative people I have ever met and is a genius at advertising and promotion. For example, when Ron decided to open a retail-only used part business, he gave away a free car every day for the first month. Image the excitement it generated! And how much did it cost him? Only about \$100 a day, because the cars he gave away were ones he had bought as junk for as little as \$50 each. The terms in this book leverage his creativity but they can also make you, the reader, more creative too.

他是我见过的想象力最丰富的人之一，也是广告宣传方面的天才。例如，在罗恩决定开展废旧部件零售生意的第一个月，每天他都要免费送出一辆汽车。想想这是多么令人兴奋的事！可是他投入了多少？仅仅是每天100美元。因为这些赠送的汽车是他作为废品收购的，每辆只值50美元。这本书里面的语言影响了他的创造力，同样也会影响读者们更多的创造力。

From a distance, I watched Ron expand his salvage empire. One of his many talents is that he is very good at fund-raising and finance. I watched as he skillfully bought a world-class auto salvage yard from a failed public company venture in 1992, with them providing the financing. He really does know these words, what they mean, and how to use them. Used properly, some of the more humorous words can serve to disarm a skilled negotiator, setting up easier negotiations.

我也曾在远距离观察过罗恩怎样扩展他的回收王国。才华横溢的他尤为擅长资产增值和财务管理。我亲眼见他将回收产业发展到全世界，而这些在1992年仅仅是一笔失败的公共投资。罗恩对于他书中的词语很熟悉，懂得它们的意义和用法。如果用得恰当，更多幽默的语言可以解除谈判者的戒备，开展轻松的谈判。

As his confidence built along with his vocabulary, Ron executed the best David and Goliath story I have ever heard. In 1997, when he believed that Automatic Data Processing (ADP) had completed a monopolizing acquisition of his computer system provider, he personally mailed letters to more than 4,000 auto recyclers nationwide, asking them to object if they thought the transaction was not in the

best interest of competition. Always the self-educator, he studied up on antitrust law. The U.S. Department of Justice received 127 of the complaint coupons he provided his peers and opened an investigation into the transaction. At the Department of Justice trial, when the defendant's attorney asked Ron what he knew about Oracle, he told them he thought it was a planet. I suppose, even then, he could be a bit of a smart alec. To this day he will tell you that he didn't know what Oracle was then. He went on to tell them he was a junkyard dog, a "pothole in the information super highway" In the end, ADP paid a large fine and had to divest the company, losing tens of millions of dollars. Remember, with the words here, determination and self-education, you too can do *anything*.

我所见过最成功的以弱胜强的故事发生在罗恩身上，正如他在这本书中展露的自信一样。在1997年，当他确信自动数据处理系统（ADP）在他的计算机系统供应商那里获得垄断性收入时，他以个人名义向全国4000多个回收经营者致函建议，如果他们认为这道程序并不是在竞争中获得最大利益的必要条件，就应该联合反对。为此他专门自学了反垄断法。美国司法部收到了127张支持罗恩的联票并开展了调查。在司法部的审理中，辩方律师问罗恩对甲骨文公司了解多少，罗恩告诉他们，“甲骨文”是一颗行星。那时我认为罗恩未免有些自作聪明。但是今天，他不仅仅会告诉大家他不知道甲骨文，还会告诉大家，他是一只“废品站的狗”，是“信息高速公路上的坑洞”。最终，ADP交了很大一笔罚金，并不得不出售企业，花费了几千万美金。从这个故事中，我们要记住的是，当具备了决心和自学能力，你也可以做任何事情。

Ron went on to rally 320 recyclers to form a limited partnership with a UK company, to develop a new state of the art software program for recyclers, raising millions of dollars. Along the way, with self-study, he learned a great deal about computers and software, and, of course, more of the terms.

罗恩接下来召集了某英国公司旗下的320个回收商，联合art software开发了一款新的物品回收软件，获得了几百万美元的收入。在这个过程中，罗恩靠着自学能力，学到了很多关于计算机和软件的知识，当然也学到了很多行话。

Ron sold his auto recycling empire to Ford Motor Company in 1999, and then went on to build a real estate empire. Then, as often

happens, he and three other investors bought the subsidiary back from Ford; this included Ron's six original locations, along with 20 more across the U.S. The young "junkyard dog" had indeed grown up to become one of the alpha males in the industry.

罗恩在1999年将他的回收王国卖给了福特汽车公司,开始建立他的地产王国。然后,他和另外3个投资者又将他们的子公司从福特买了回来,包括罗恩最初的6个企业与全美另20个网点。罗恩这只年轻的“废品站的狗”变成了一个真正的工业大腕。

And don't forget that his first book, *How to Salvage Millions from Your Small Business*, is about to go into its third printing and has now been also published in four other countries.

另外,不能忘了他的第一本书《小生意赚大钱》,已经重印了3次,在4个国家上市。

Ron's legal experiences also exposed him to many of these terms, which he now shares with the world. By the way, he has always been incredibly generous and unselfish with others. It's an attribute that few have; most are proprietary and reclusive with their ideas, limiting themselves. Follow Ron's lead: Use the words here to expand your vocabulary!

罗恩的法律经验也显现在了这些词条中,现在他拿出来与大家分享。诚然,他对别人慷慨大方到了难以置信的地步,这种心态在今天非常少见——尤其是当更多人将自己的观点隐藏起来不与人分享的时候。听听罗恩的:用这些行话来丰富你的词汇表!

Green Weenies and Due Diligence covers a variety of professions and occupations, and I have no doubt it will be welcomed by everyone who was ever too embarrassed to ask what a new term meant.

《幽默职场英语行话》涵盖了很宽的职业面,无疑它将受到每个人的欢迎,你不会再羞于提问某句行话是什么意思。

I especially recommend this book to any business student or person hoping to someday enter the world of business. In this book, Ron tells the story of how he was once admonished not to pass this information on to "outsiders" But again, that person didn't know Ron.

我特别向商科专业的学生和希望进入商业领域的人推荐这本书。在收集行话的时候,罗恩曾经被警告“不要将它们告诉外行人”,但警告者太不了解罗恩了。在这本行话词典里,罗恩会将这些信息告诉

你们。

Today he is an incredibly successful businessman, but he has never forgotten the kid who made his first dollar with an old Volkswagen, and he never misses an opportunity to give those on the way up a helping hand.

今天他在商业中取得了令人难以相信的成功，但他永远不会忘记帮助他靠一辆旧大众汽车赚取第一元钱的小孩，他也不会错过每一个帮助别人的机会。

Prepare to laugh your way through this book, both at the terms and the wonderful Gahan Wilson cartoons. I guarantee it will be the best read you'll have in a long time.

准备好你的笑声，不仅仅为了幽默的词条，同时也为了加汉·威尔逊的神奇插图。我保证这将是很长时间之内你读过的最好的书籍。

Remember, it's "mission possible" and the words that follow here are tools to help fulfill your dream. Enjoy this entertaining and educational tool. Try to picture Ron as I know him, and imagine him saying these lines in his irrepressible Texas twang when the appropriate business situation presented itself. I am sure you will see why I believe he is the perfect guy to write this book.

记住，这是“可能的任务”，这些词语有助于你实现梦想，那么就充分享受它的教育和娱乐功能吧。试着像我描述的那样，在脑海中显现一幅罗恩的速写，想象一下他在他自己的生意中，用控制不住的得克萨斯腔调说出这些词句来。我确定你会明白，为什么我相信他是这本书的最佳作者人选。

Most of us can learn a lot from Ron Sturgeon. Consider this the short course, and we can all consider ourselves fortunate that he's willing to teach it.

大多数人都能从罗恩这里学到很多。这是一个简短的课程，从他的讲授中，我们都认为我们是幸运的。

HOWARD NUSSBAUM

霍华德·纳斯布姆

Founder of an Inc. 500 company, and a business consultant/troubleshooter for most of his life.

某世界五百强企业的创办人，商业顾问，调解专家

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Introduction

A Few Words Before We Get to the Words 写在前面的话

I suppose it seems odd for an individual such as myself to write a reference guide. I have no college education but lots of scars on my body from practical experience. Those of you who know me also know how passionate I am about business. It pains me to see people who can't seem to get it right and I have a real passion for helping the "little guy." I am proof that success can be obtained without all the college and that you really can be self-taught.

写这样一篇内容提要，对于我来说有点出乎意料。了解我的人都知道我对商业的热情：我没有大学教育背景，只有在实践中碰撞的满身伤痕。这些痛苦使得我在看到初涉商界的“菜鸟”们找不到门道的时候，会产生一种真诚的热情要去帮助他们。我用自己的亲身经历证明，靠着自学能力，不需要专业的学校教育也可以取得成功。

My dad died when I was a senior in high school and I soon had no place to live. He left me \$2,000 for college and an old VW bug to share with my twin brother. I soon had a VW repair shop and was dragracing VWs. I worked seven days a week, lived in a mobile home, and even then was passionate about business. I was like a sponge, soaking up every bit of information I could learn.

在我上高中的时候，我父亲去世了，我一下子失去了生活来源。父亲留下供我上大学用的2000美元和一辆老式大众甲壳虫汽车，给我和孪生兄弟共用。不久，我开办了一家大众汽车修理店，并进行大众汽车的启动加速赛。每周我都要工作7天，住在房车里。从那时起，我开始对商业产生了热情。我就像一块海绵一样，吸收着能学到的每一点信息。

In 1977, six years out of high school, I had a chance to buy a mobile home park. My girlfriend told me if I bought it she was leaving me. I did, and she did. Oh well. Later, I branched into collision repair. I accumulated 35 wrecked cars that I was using for parts.