

大学 商务英语 英语 综合教程

第二版
SECOND
EDITION

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学生用书

清华大学出版社

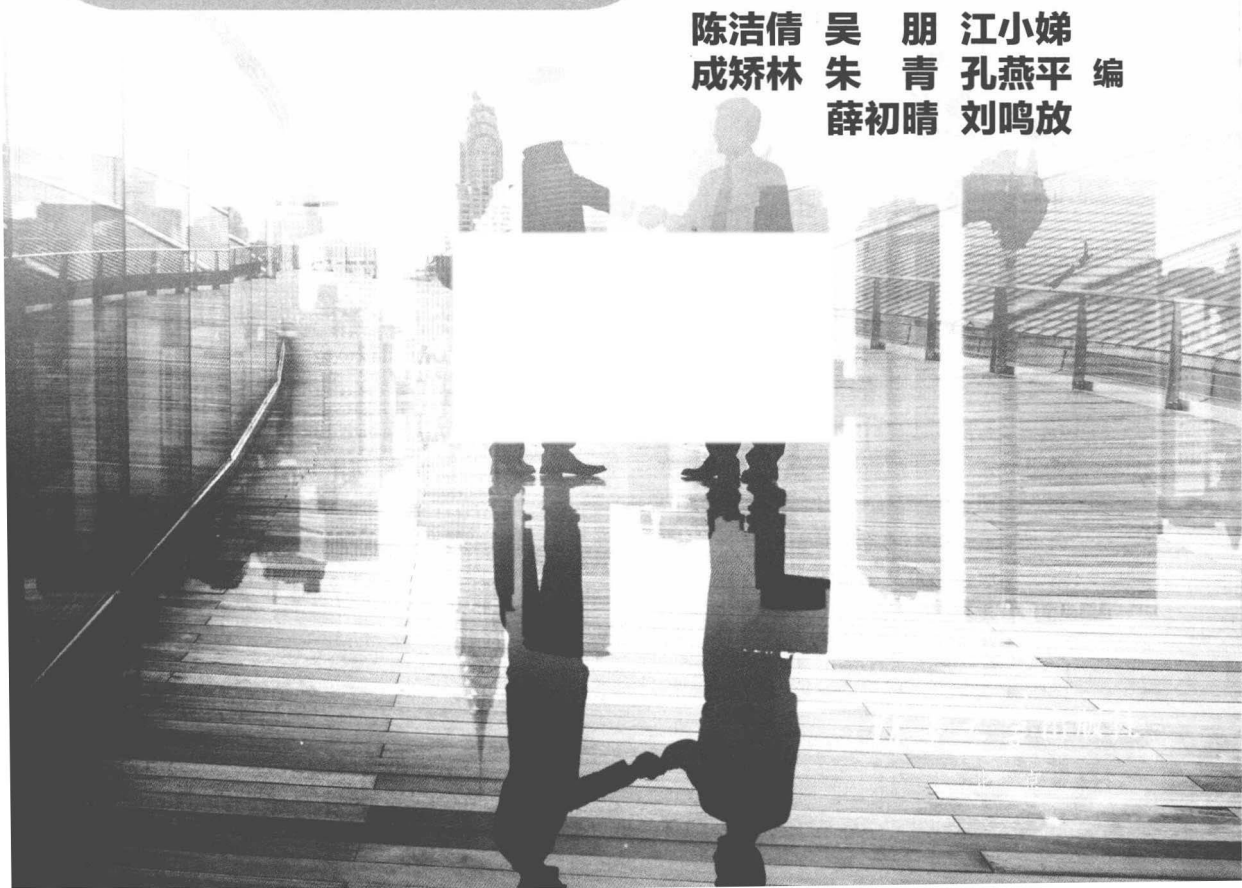
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内 容 简 介

本教程选材涵盖当今国际经济贸易和商务的重要领域,时效性强、典型性高、语言地道。

教程板块设计突出国际商务知识的传授与英语技能提高的有机结合,注重培养学生的实际应用能力。每个单元重点讨论、分析一个商务专题,由“导入活动”“阅读活动”“商务实践”和“专业扩展”四部分组成。各部分内容的设计与编写坚持了操作性与挑战性并重的原则,以保持学生的学习热情和自觉实践的积极性。其中的“商务实践”板块围绕单元主题,参照各种真实的商务交际情景,为学生设计了灵活多样的商务英语口头与书面交际的任务,是本教程的一大特色。本教程配套精美教学课件,为教师课堂教学提供帮助。课件下载路径:ftp://ftp.tup.tsinghua.edu.cn。

本教程适合大学商务英语专业的学生及 BEC (Business English Certificates) 等商务英语考试的备考人员使用。

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P 第二版前言

Preface

《大学商务英语综合教程》(第2版)是一套依据现代外语教育对教材意义及功能的要求,结合应用语言学专门用途英语的最新研究成果设计和编写的、融英语语言知识及技能和国际商务知识及技能于一体的复合型英语教材。

本教材既可供高校英语专业或商务英语专业的本、专科学生使用,也可供国际经济贸易、金融、财会、工商管理等专业的大学生作为复合型专业英语教材使用,还可作为大学英语选修课教材及相关行业的培训教材。

本教材的编写宗旨是:遵循现代外语教学理念和应用语言学专门用途英语的教学原则;充分考虑学习者在经济、贸易、金融、管理等方面的专业需求,力求以人为本,将英语技能的培养和专业知识的学习有机地结合起来,满足学生在专业和英语两方面的需求;提高学生的商务英语交际能力;拓宽学生的知识领域,全面提高学生的综合素质。

本教材是一套培养复合型、应用型人才的语言实践课教材,其设计和编写完全是从提高学生的综合语言应用能力出发,针对中国学生在商务英语方面的薄弱环节和实际需要,做到了有的放矢。教材的主要特点体现在以下几个方面:

一、选材新颖,内容丰富。本教材在选材上注重内容的知识性、趣味性、可思性、时效性和前瞻性,同时也注重语言的规范性和致用性。教材中专业知识覆盖面广,涉及了商务活动的各个方面,如市场竞争、营销策略、经营风险、企业管理、财税管理、商业文化、电子商务、国际化等。所用材料全部摘自国外主要经济、金融、管理等方面近年来的报刊、专业书籍以及因特网上的最新信息。而且,许多资料,如商务文件、信函、广告、产品说明书等都是来自某些企业、公司或公共场所的全真语料,旨在为学习者创造一个真实、生动的交际环境,有效地激发他们的学习欲望,使他们能自觉地提高自己用英语进行商务活动的能力。

二、以任务为路径,以交际为目的。本教材注重吸收国外商务英语教学及研究领域的成果,努力实现理论和实践的有机统一。教材遵循任务型编写原则,强调教学过程中的互动性,突出对学生交际能力的培养,通过灵活多样的商务活



动情景或场合，为学习者设计了形式多样的交际任务，如双人讨论、小组讨论、角色扮演、情景模拟等，鼓励学生在完成任务的过程中发挥主动性，积极合作，将课堂所学用于实践，并将自己生活中的经历和观点融入交际活动中，以实现学以致用，提高交际能力的目的。

三、内容设计严谨，综合应用性强。本教材的每个单元由“导入活动 (Lead-in)”“阅读活动 (Reading)”“商务实践 (Business Practice)”和“专业扩展 (Relevant Extension)”四部分组成。各部分内容的设计与编写坚持了操作性与挑战性并重的原则，以保持学生的学习热情和自觉实践的积极性。

1. **导入活动** 以各种贴近学生生活、易于学生交流、与单元主题相关的内容为素材，设计了双人讨论和小组讨论等互动练习，旨在引发学生思考，激发他们对本单元内容的学习欲望。
2. **阅读活动** 主要围绕一篇与单元主题相关的文章进行。文章的长度适中，难易度由浅入深，其中的生词、习语、专有名词和有关表达等均有中英文注释，以帮助学生提高阅读效率。本教材注重提高学生分析问题的能力。每篇文章后面除了针对文中的观点、要点以及具体细节的理解设计讨论问题之外，还要求学生文章的篇章结构和文体风格等进行分析、归纳，使他们在了解商务英语语言特色的基础上，明白文章形式与内容之间的关系，懂得观点的逻辑组织和清楚表达的重要性，从而对提高其写作能力提供一定的帮助。针对文章中重要的词或词组所设计的练习都以商务、经济等方面的内容为素材，而且形式多种多样，尽量避免重复，从而引发学生的新奇感，令其自觉参与活动。此外，这部分还设计了英汉互译练习，以增强学生的翻译技能，并提高其活学活用的能力。
3. **商务实践** 是本教材的重要特色。这部分围绕单元主题，参照各种真实的商务交际情景，为学习者设计了灵活多样的口头与书面交际的任务。在口头任务设计中，不仅注重培养学生的自主学习能力，同时还强调了研究性学习与合作性学习的重要性。多数活动要求学生以小组为单位，根据提示与指导，通过因特网和图书馆等途径获取有关资料，在小组研究与合作的基础上，规划实施各个步骤，最终实现交际目标。为了丰富输出内容和规范口语表达，这部分还给出了相关信息提示和常用表达范式。结合单元主题或口语练习，该板块还设计了关于各种商务应用文的写作练习，其中包括公司介绍、产品说明书、插页广告、备忘录、公司业务通信以及常见的贸易信函等，同时，提供了某些公司真实而优秀的商务文件作为范例，并对其构架及主要内容或表述方式进行了分析，以便于学生进行实践性写作练习。
4. **专业扩展** 是本教材的另一个重要特色。为了进一步满足学生对专业知识的需求，这部分根据单元主题设计了相关专业术语的巩固性练习和专业阅读练习。

鉴于学生在高年级还需分门别类、系统地学习专业课程，此处的练习避免过深过专，旨在使学生学习一些常用的专业术语，掌握一定的专业基础知识，提高他们在专业英语方面的阅读能力。另外，考虑到不少学生日后可能会参加 BEC (Business English Certificates) 等商务英语考试，此处的练习从内容到形式都兼顾了这类考试的要求。所以，本教材也可以为学习者通过 BEC 或 TOEIC (托业) 等国际商务英语考试提供很大的帮助。

四、学生配套用书各单元包括主题简介、课文相关信息注解、课文难句解释、常用词或词组学习、商务实践活动补充信息、课文参考译文，为教师的课堂教学实践和学习者的自主学习提供了有力的帮助和极大的方便。

五、本教程配套精美教学课件*，为教师课堂教学提供帮助。

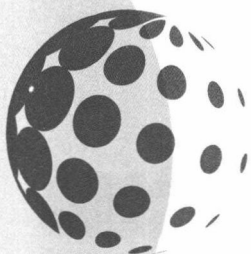
《大学商务英语综合教程》(第2版)的编写立足本国，博采众长，力求新颖。教材宜采用糅合中外多种教学法之长的折中主义 (eclecticism) 教学法。教程每册由 10 个单元组成。建议每 6 个课时完成一个单元。但使用时，各校可根据情况灵活处理。

《大学商务英语综合教程》(第2版)为上海市教委第五期重点学科(外国语言学及应用语言学)资助项目(项目编号:A-3102-06-000)，主要由上海对外经贸大学主持编写，邀请复旦大学、上海外国语大学、上海师范大学等院校多名具有丰富的商务英语教学经验的教师参与，由大家共同努力完成。此外，本教程还邀请国内商务英语教学领域的资深专家、上海对外经贸大学副校长叶兴国教授和美国达科他州立大学英语学院教授 John Nelson 博士对书稿进行了审阅。从教材编写体系的形成到文字内容的修改及润色，他们都提出了许多宝贵的建议，并给予热情的指导和帮助。清华大学出版社对此教程的编写提供了大力的支持。在此，我们教材编写组对所有关心、支持和帮助过该教材编写工作的领导、专家、教授以及有关同志一并表示衷心的感谢。

本教材从内容到形式有许多大胆的尝试，但由于编者的水平所限，书中难免有不妥或疏漏之处。欢迎外语界专家、同仁以及本教材的所有使用者批评指正。

编者
2016年6月

* 与本教程配套的教学课件，可以从清华大学出版社的资源库中免费下载。请访问 <ftp://ftp.tup.tsinghua.edu.cn/>，进入“外语分社”目录下，选择所需的课件。



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UNIT 1

Competition



**Lead-in**

1. Work with a partner. Try to name the leading companies and their competitors of the following business sectors in the Chinese market, and discuss their advantages and disadvantages.

Business sectors	Leading companies	Competitors
Mobile telephone service		
Airline		
Luxury car		
Word processing program		
Web search engine		
MP3 player		
Kitchen cleaner		
Bank		

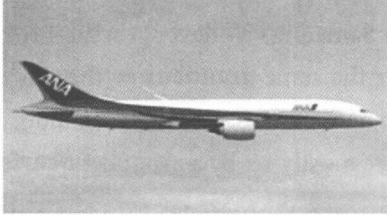
2. Work in groups. Read the brief introduction to Airbus A-380 and Boeing B-787, two broad-bodied aircrafts, consider their different qualities, and discuss the following questions.

**Airbus A-380**

- Airbus' double-decker passenger jet;
- The largest airliner ever built, it nearly stretches from goal line to goal line of a football field;
- Three full decks with large space for passengers;
- Capable of carrying 840 passengers;
- Big and fat with all the polish of a portly dowager.

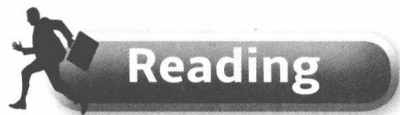
Boeing B-787

- Boeing's super-efficient airplane with new passenger-pleasing features;
- Uses 20 percent less fuel than any other airplane of its size;



- Offers forty to sixty percent more cargo revenue capacity;
- Computational fluid dynamics and wind tunnel testing sleek and quick, and capable of long outings.

-
- 1) Which airplane would you pick for a trans-Pacific flight? Why?
 - 2) Which company do you think is more competitive in the market from the angle of customers? Give the possible reasons.
 - 3) What is the target market of the two leading aircraft manufacturers for their latest products? Point out phrases in the descriptions that help you determine your position.
 - 4) How can consumers — in this case, air travelers — as well as companies be affected by competition?



Preview: Many consider competition as a negative factor, but is it? In this article on the competition between two companies described in a new book by John Newhouse, the writer presents the fierce rivalry between Boeing and Airbus, the world's two leading civil aircraft manufacturers. Compared to the competition in other fields, their competition is fiercer by involving much more money, and their battle encourages the government's interference. Generally speaking, Boeing and Airbus have each enjoyed an advantage over the other during the last decades. Both Boeing and Airbus are facing problems, but John Newhouse predicts that they will continue their competition in the long run.

Head-to-head in the Clouds

By John Newhouse

[1] The struggle over the world market for big jet aircraft makes for **epic narrative**.



Involving billions of dollars and a great deal of national pride, the story of two industrial giants fighting each other — from the new world, from the old—is so **gripping** that there is nothing quite like it in global business. The cost of developing the product is **astronomical**, and it takes years to come to market and is then in the air for just a generation. Coke **versus** Pepsi¹, Sony² versus Samsung, Unilever³ versus Procter & Gamble⁴— none of those battles has quite either the same **grandeur** or the same high **stakes**. Only Big Oil⁵ in its desperate search for new reserves comes close, but in that business there are several players, and the rules are mostly set by a producers' **cartel**.

[2] In the civil aircraft business the market rules, though governments are more than keen spectators, pouring in hundreds of millions of dollars of support (openly) in Europe, less directly in America. In this business make one bad bet, or suffer a single **flop**, and you have to live with the consequences for years. Both companies have had that experience in the past decade. The reality of a global **duopoly** is that each company is forced to press ahead with difficult and risky technology, **bombarding** the market with new products that should make the life of ordinary people better, whether they are flying the Pacific on business or enjoying a cheap weekend in Prague⁶, borne there by a budget airline.

[3] Boeing⁷ is America's biggest exporter, while Airbus⁸ is a **potent** symbol of European industrial **proWess**. There is no better **commentator** on this sporting struggle than John Newhouse, a journalist-**cum**-foreign-policy adviser, who made his name back in 1982 with a book on big jets, called "The Sporty Game". A quarter-century on, he revisits the **aerial** field of dreams to catch up on the latest play. An American who has studied and written extensively about Europe and advised the Clinton⁹ administration on it, for he knows both sides of the Atlantic well enough to have a **wry**, disinterested attachment.

1 Pepsi /'pepsi/ 百事饮料国际集团，是美国一家享誉全球的跨国公司

2 Sony /'səʊni/ 日本索尼公司，是世界上民用 / 专业视听产品、通信产品和信息技术等领域的先导之一

3 Unilever /'ju:nɪ 'levə/ 联合利华，是全球最知名的日用消费品公司之一，1930年由荷兰人造黄油公司与英国利华兄弟制皂公司合并成立

4 Procter & Gamble /prɒk'tə ənd 'gæmbəl/ 美国宝洁公司 (P&G)，是世界最大的日用消费品公司之一

5 Big Oil 石油巨头，指对石油生产和销售垄断的美孚、壳牌等大公司

6 Prague /pra:g/ 布拉格（捷克首都）

7 Boeing /'bəʊɪŋ/ 美国波音公司，是世界最大的航空航天公司

8 Airbus /'eəbʌs/ 空中客车，欧洲著名的飞机制造商，由英、法、德合作成立

9 Clinton /'klɪntən/ 克林顿，美国前总统

[4] For most of the 1990s the story was Airbus, the European underdog, **relentlessly** pursuing Boeing, the world leader. The European group made a **sustained sprint** to go from 20% of the market to snatching the lead from Boeing in 2001. Then, after five years on top, Airbus's world started falling apart, or so it seemed. Last year Boeing regained the lead, selling more planes than the European company for the first time since 2000. Now Airbus is in decline. 30

[5] In less than three years Boeing has won a record-breaking 500 orders for its new middle-sized **long-haul** aircraft, the 787. By contrast, Airbus's **super-jumbo**, the A-380, is running late and its new A-350 is being re-designed after heavy criticism from potential customers. Airbus has had four different bosses in the past two years, as production delays led to boardroom **squabbling** between its German and French shareholders. The British, in the shape of BAE Systems¹, which used to own a fifth of Airbus, quickly sold up and slipped away, turning their back on European civil **aerospace** to concentrate on America. 35 40

[6] Boeing now has a **decisive** lead in the most **lucrative** part of the market — for wide-bodied long-haul jets — with one established product, the **ubiquitous** 777, and the hugely successful new 787. Airbus's competing product is several years away and orders are only **trickling** in for its huge gamble, the super-jumbo that will be capable of carrying 555 passengers. So is Airbus **doomed**, as some commentators suggest? Not at all: the reality is that both companies have record order books and overworked factories, and they face a market that is set to keep growing, **albeit** with **cyclical** ups and downs. 45

[7] Boeing executives are careful to avoid crowing over their latest **triumphs**; ten years ago Boeing's planes were losing height as Airbus rose. Its factories around Seattle² ground to a halt for a month as production delays **accumulated**. In the past three years Boeing's top management has been **rocked** by **corruption** and sex **scandals** that cost the jobs of two chief executives and one potential **successor**. To this day Boeing is seen with **suspicion** in some parts of the Pentagon³, as a result of the industrial **espionage** and contract rigging that were **rife** a few years ago. 50

[8] But, as Mr. Newhouse's **clinical dissection** of Airbus's latest problems makes clear, the most serious issue the European champion faces is its internal divisions. The French suspect the Germans of wanting to grab a bigger share of the high-tech work and the jobs that go with it. The Germans (and the British in their time) were happy to give 55

1 BAE Systems BAE 系统公司, 英国著名的全球防务和航空公司

2 Seattle /si'ætl/ 西雅图, 美国西北部城市

3 Pentagon /'pentəgən/ 五角大楼, 美国国防部



up the soft loans from government — to settle a long and **acrimonious** trade dispute with America — but both suspected that the French would keep doling out money to **secure** more Airbus work for France. Airbus should soon bounce back in the market, if only because airlines — the manufacturers' customers — would never **tolerate** an American **monopoly**. But how long that will take is anyone's guess.

(860 words)

From *The Economist*

New Words

head-to-head

n. in which two people or groups face each other directly in order to settle a dispute or competition 短兵相接的; 正面交锋的
n. 白刃战; 势均力敌的比赛

epic /'epɪk/

n. poetic account of the deeds of one or more great heroes, or a nation's past history 描写英雄事迹的诗, 史诗
a. having the feature of an epic 具有史诗性质的, 史诗般的

narrative /'nærətɪv/

n. story or tale; orderly account of events 故事; 叙述

gripping /'grɪpɪŋ/

a. exciting or interesting in a way that keeps your attention 激动人心的; 吸引人的; 扣人心弦的

astronomical /,æstrə'nɒmɪk(ə)l/

a. of enormous magnitude; immense 巨大的; 庞大的

versus /'vɜ:səs/

prep. (in law or sport) against 对; 对抗

grandeur /'grændʒə/

n. impressive beauty, power, or size 伟大; 壮丽; 雄伟

stake /steɪk/

n. sum of money risked on the unknown result of a future event 投资; 赌注

cartel /kɑ:'tel/

n. a combination of independent companies in order to limit competition and increase profit 卡特尔 (各公司为了减少竞争、增加利润而组成的联盟), 企业联盟

flop /flɒp/

n. a failure 失败

duopoly /dju'ɒpəli/

n. a situation in which two suppliers dominate the market for a commodity or service 两家卖主垄断市场 (的局面)

bombard /bɒm'bɑ:d/

v. keep attacking (as if) with gunfire 轰击, 不断攻击

potent /'pəʊtənt/

a. powerful and effective 有力的; 有效的

pro prowess /'praʊs/

n. usual skill or ability 不凡的技能

commentator /'kɒmentətə/

n. a broadcaster or writer who reports and analyzes events in the news 评论员; 在新闻中报告和分析事件的广播员或作家

cum /kʌm/

prep. used between two nouns to show that something has two purposes; as well as 兼作; 和

aerial /'eəriəl/

a. of, for, or by means of aircraft 航空的; 飞机的; 由飞机进行的

wry /raɪ/

a. dryly humorous, often with a touch of irony showing dislike, lack of pleasure 嘲弄的, 用反语表达幽默的; 不高兴的; 不屑的

relentlessly /rɪ'lentlɪslɪ/

ad. without stopping, determinedly; strictly, cruelly 不停地, 不松懈地; 无情地, 残酷地

sustained /sə'steɪnd/

a. continuing at the same level or rate for a

long time 持续的, 持久的

sprint /sprint/

n. a burst of speed or activity; a short period of running 速度或活动的突然爆发; 全速疾跑; 短距离赛跑

long-haul /'lɒŋhɔ:l/

a. involving the transport of goods or passengers over long distance (运送货物或旅客) 长途的; 远距离的

super-jumbo /'sju:pə'dʒʌmbəu/

n. 特大型客机

squabble /'skwɒbl/

v. quarrel, esp. noisily and unreasonably 口角; 争吵

aerospace /'eərəʊspeɪs/

n. the industry of building aircraft and vehicles and equipment to be sent into space 航空航天工业; 航空航天技术

decisive /dɪ'saɪsɪv/

a. having a decided or definite outcome or result 决定性的; 有明确结果的

lucrative /'lu:kreɪtɪv/

a. profitable; bringing in money 可获利的, 赚钱的

ubiquitous /ju:'bɪkwɪtəs/

a. appearing, happening everywhere 无处不在的; 十分普遍的

trickle /'trɪkl/

v. flow in drops or in a thin stream 缓缓地流; 细流

doom /du:m/

v. make sb./sth. certain to fail, suffer, die, etc. 使……在劫难逃; 注定失败

albeit /ɔ:l'brɪ:t/

conj. even though; although; notwithstanding 即使; 虽然; 尽管

cyclical /'sɪklɪk(ə)l/

a. recurring in cycles 循环的; 周期性的

triumph /'traɪəmf/

n. (joy or satisfaction at a) success or victory 成功; 胜利; 得意洋洋

accumulate /ə'kju:mjuleɪt/

v. gradually increase in number or quality over a period of time (数量) 逐渐增加; (质量) 渐渐提高

rock /rɒk/

v. (fig.) disturb or shock (sb./sth.) greatly (喻) 使(某人/某事物)极为不安或震惊

corruption /kə'reɪpʃən/

n. dishonest or illegal behavior, especially by people in authority 腐败; 贪污; 贿赂; 受贿

scandal /'skændl/

n. behavior or an event that people think is morally or legally wrong and causes public feelings of shock or anger 丑行; 使人震惊的丑恶事; 丑闻

successor /sək'sesə/

n. person or thing that goes after another 继任者; 接替的事物

suspicion /səs'pɪʃən/

n. feeling that sb. has done sth. wrong, illegal or dishonest, even though you have no proof 怀疑; 嫌疑

espionage /'espɪənə:ʒ/

n. practice of spying or using spies 侦探; 间谍活动

rife /raɪf/

a. (of bad things) widespread; common 流行的; 普遍的

clinical /'klɪnɪkl/

a. very objective and devoid of emotion; analytical 十分客观且不带个人情感的; 分析的

dissection /dɪ'sekʃən/

n. careful examination or analysis 剖析; 仔细研究或分析

acrimonious /ækrɪ'məʊnjəs/

a. (of an argument, etc.) angry and full of strong bitter feelings and words 尖刻的; 讥讽的; 激烈的

secure /sɪ'kjʊə/

v. succeed in getting (sth. for which there is a great demand) 获得

tolerate /'tɒləreɪt/

v. put up with; endure 容忍, 忍受

monopoly /mə'nɒpəlɪ/

n. complete control of trade in particular goods or the supply of a particular service 垄断; 专营服务



Phrases & Expressions

make for

be likely to have a particular result or help to make sth. possible 促成；有利于

come close to sth./to doing sth.

almost reach or do sth. 几乎达到；差不多

press ahead (with sth.)

continue doing sth. in a determined way 加紧（努力）；坚决继续进行

make one's name

become famous 成名

catch up on

find about things that have happened 了解（已发生的事情）

fall apart

have so many problems that it is no longer possible to exist or function, collapse 崩溃；破裂

in the shape of sb./sth.

appearing specially as sb./sth. 以某人/某事物的形式

turn one's back on

reject sb./sth. that you have previously been connected with; turn away from sb. in an impolite way 背弃；掉头不理睬某人

ups and downs

alternation of good and bad fortune 盛衰；浮沉

crow over

talk too proudly about sth. you have achieved, especially when sb. else has been unsuccessful 自鸣得意，扬扬自得

lose height

lose the leading position 失去领先地位

grind to a halt

(of process) stop slowly（指过程）慢慢停止

contract rigging

cheating in contract 合同欺诈

to this day

even now, when a lot of time has passed 直到如今；甚至现在

go with

exist at the same time or in the same place as sth.; be found together 与某事同时（或同地）存在；与某事相伴而生

soft loan

无条件长期低息贷款；优惠贷款

dole out

distribute food or money in small amounts 布施；少量分配

bounce back

recover jauntily from a setback（受挫折后）恢复元气