

Business English 2000

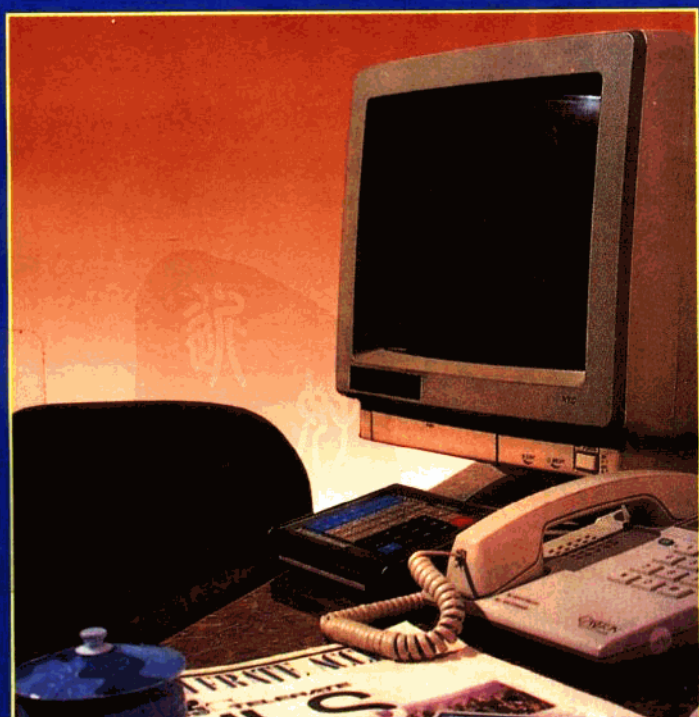
精通

商务英语 2000 词汇

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序

《精通商务英语 2000 词汇》是一本现代商务的工具参考书。它定位于我国当前改革开放和经济发展的需要。人类社会进入 20 世纪 70 年代以来,以微电子技术为基础的计算机技术和通信技术取得了迅速的发展,并以最快的速度进入现代社会的各个领域,从而产生了象 laptop(袖珍电脑)、multimedia(多媒体)、machine language(机器语言)、magazine concept(杂志型概念)等新词汇、新概念、新术语。随着改革开放的不断深入,这些新词汇、新概念、新术语在我国的经济生活中已屡见不鲜。如何对它们进行恰当的英汉对照,使它们能服务于我国的经济生活诚然是一个紧迫的问题。《精通商务英语 2000 词汇》的编者——我校的两名青年教师以及一位美国朋友试图从这方面进行探索,这是值得赞赏的。

本书的特点之一是新。它收集了商务活动中新的词汇、术语。如 magazine concept(杂志型概念),指企业根据不同观众对某些节目的偏爱而安排作电视广告的营销方法。

本书的特点之二是广。它收集的商务英语词汇内容比较广。如日常生活中经常听到的 job hopping(跳槽),房地产行业出现的 real estate investment trust(房地产投资信托公司),以及企业公共关系工作中经常有的 reposition(重塑企业形象,企业形象重新定位)等。

本书的特点之三是实。它收集的商务英语词汇基本上都是具有一定的实用性。如 value-added tax(增值税)、outside director

(外界董事,指积极参与企业的管理而又不是企业雇员的企业董事会成员)、zip-code marketing(邮区营销,以邮区的划分来制定市场营销策略)等。

《精通商务英语 2000 词汇》,英汉双解,英语语言地道纯正,中文对照恰到好处。由于学科的原因,其中的有些专业术语就英汉对照的精确性而言尚有值得探讨的地方,相信广大读者会在实践中作出判断。

我相信《精通商务英语 2000 词汇》对于从事商务、金融、贸易等工作的各级领导、商务专业的师生都会有一定的参考价值,它不失为一本较好的工具参考书,我真诚地向社会各界读者推荐。

吴友富

1996 年元月于上海外国语大学

前 言

随着我国经济的发展及商业的繁荣,社会各界参与国际商务活动的机会也越来越多,因而我们觉得有必要编写一本英汉双解的商务英语词汇的工具参考书。经过一段时间的努力,我们完成了现在展现在读者面前的这本《精通商务英语 2000 词汇》。作为一种尝试,我们在编写本书过程中试图做到:收词较新,尽可能收录近年来国际商务活动中及我国社会经济生活中新出现的词汇;收词范围广,尽可能收录各类商务活动及与商务活动有关的领域的词汇;收词实用性强,尽可能收录商务活动中实用的词汇。这三条原则是否已做到,或者做得是否完满,我们希望能够在实践中得到证明和充实。

本书英语部分由 Shawn Holley 负责提供, A 到 H 部分由邵子学负责英汉译释, I 到 Z 部分由张宏负责英汉译释,全书由张宏统稿。

上海外国语大学副校长吴友富教授在百忙中对本书的编写提出了许多宝贵的意见并热情撰写了序。在此深表谢忱。

本书一应文责由编者自负。书中不妥之处敬请广大读者批评指正。

编 者

1996 年元月

使用说明

1. 本书英汉双解,所选收的英语主词汇按字母顺序排列,以黑体字排印;词汇英语解释则以白体排印,汉语解释以宋体排印。
2. 紧接英语主词汇在括号内以黑体字排印的词汇,表示主词汇又可称作该词汇。
3. 若主词汇系缩写,则主词汇后紧接其全称,用“……的缩写”说明。若主词汇有缩写则用<缩>标出,后紧接其缩写形式,用黑体字排印。
4. 主词汇若多义,则英语解释按义项用“1.”、“2.”等分别列出。词性用斜体标出。汉语解释紧接在英语解释之后,不同义项的汉语解释分列在各义项后。若主词汇系口语、俚语、俗语或行话等则分别用<口>、<俚>、<俗>及<行>等标出。
5. 例句或例词与英汉解释之间以“*”标出间隔,例句与例句或例词与例词之间亦以“*”间隔。例句及例词中出现的主词用“~”代替,若主词有曲折变化的,则视具体情况给出曲折变化或用“~加曲折变化”的形式给出。
6. 若主词有同义词或对义词者,则在例句或例词后用“<同>”或“<对>”标出,同义词或对义词英语词汇用黑体字排印。同义词的汉语解释不给出,对义词的汉语解释则给出。与主词有相同或相似用法的词汇以<比较>标出,用黑体字排印,给出汉语解释。
7. 为加深及帮助对有些主词汇的了解,本书部分词汇后设有“<参见>”一栏,该栏目列在词条的最后,列出的词汇在书中另

立条目。〈参见〉后列出的英语词汇用黑体字排印，并给出汉语解释。

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A

abandonment 1. The relinquishing of real property with no intention of repossessing it. (不动产的)放弃; 遗弃 2. The withdrawing of a claim or legal action. 撤诉 * The old vacant house looked like a case of ~. 这所没人居住的旧房子看上去象是被人遗弃的 **abandon** *v.* 丢弃, 放弃 **abandoned** *adj.* 被抛弃的; 被遗弃的 * This building has been abandoned for years. 这栋建筑已被离弃多年了。

abatement 1. Cancellation or reduction of an expenditure, tax, charge, levy, etc. (价格、赋税等的)减少, 折扣 2. (Law) The termination of a law suit. (法律)撤消, 废除; 终止 * Jim got a tax ~ from the IRS. 吉姆得到了国内收入署的减税。(注: IRS 是 Internal Revenue Service(美国)国内收入署的缩写。) * Dr. Johnson received an ~ on the malpractice suit. 对约翰逊医生的渎职起诉被撤消了。 **abate** *v.* 减少, 打折扣 **abatable** *adj.* 可减少的; 可废除的 * Is this cost abatable? 这些开支可以减少吗?

above-the-line 1. Referring to an expense or source of income that is routine. 经常预算(收入或支出); 线上 (below the line 线下的对称, 报表用语) 2. (Motion pictures) Referring to the creative costs of a film, e. g., story, star, director, producer, etc. 电影创作中如编剧、明星、导演、制片等的费用 * Travel costs are an ~ expense in a business. 差旅费是商务中的线上项目。 * What is

the ~ expense of this film? 这部电影的经常性开支是多少?

abrogation of agreement The cancellation of a contract or of a section of a contract. (全部或部分合同的)终止,废止 * The actress's sudden decision to not finish the film which she had signed to do was an ~. 女演员突然变卦,决定退出她所签约的电影是终止合同的行为。**abrogate** *v.* 终止(合同) * Management has reserved the right to abrogate any orders. 资方保留了废止任何规章的权利。

absentee management Ownership of property or of a business by a person who does not reside on the property or who hires someone else to manage the business. 业主在外的管理(经营) * Ronald runs his business by ~. 罗纳德实行的是业主在外式的管理。

absenteeism Habitual absence from work. (长期性的)旷工,旷课 * Bill's ~ has hurt his career. 比尔经常缺勤影响了他的事业。~ **rate** 缺勤率 **absent** *adj.* 缺席的 * He has been absent three days this week. 本周他已缺席三天了。**absence** *n.* 缺席 **absentee** *n.* 缺席者 * Where can I get an absentee ballot? 我在哪儿可以得到缺席选票?(指可以通过邮寄方式投给选举机构的选票)。

absolute sale A nonconditional sale in which neither buyer nor seller imposes obstacles to or delays in the completion of the transaction. (买卖双方都不设置障碍或拖延的)无条件销售 * An ~ is usually the result of a cooperative buyer and a motivated seller. 无条件销售通常是买方积极合作与卖方主动行动的结果。

abstract A short summary of a particular text such as a report or an article in a technical journal. 摘要;梗概 * Mary enjoys reading ~ more than reading the original reports and articles. 比起那些

报告和文章原文来,玛丽更喜欢读它们的摘要。

abstract of title A detailed outline of all legal actions that have taken place in regard to a piece of land. 产权说明书;过帐表 * We need an ~ on the land before we pursue it and farther. 在我们对这块地进行进一步讨论之前,我们需要一份产权说明书。

accelerated depreciation Depreciation of an asset at a higher rate in early years than in later years, for the purpose of reducing tax liability. 加速折旧 * The Jones family has an ~ on their home. 琼斯一家对他们的房子进行了加速折旧。

access 1. gain entry to (data stored in a computer, ect.) 接近(计算机信息等) 2. The right to enter. 进入;使用 * One must know the pass word in order to ~ this computer. 必须知道密码才能使用这台计算机。 * Only authorized personnel can have ~ to this room. 只有得到允许的人员才可以出入该房间。 **accessible** *adj.* 可以接近的

account 1. A chronological record of debits and credits kept in a ledger to account for transactions involving a class of items. 帐目 2. A bank account. 银行往来帐 3. A customer or client. 客户,委托人 * Let's go over the ~ account together. 我们一起来对一下帐目。 * I'd like to open an ~ with you. 我想同你一起开一个帐户。 * Who's working on the Davis ~? 谁在核算戴维斯的帐户? * What is your ~ number? 你的帐号是多少? * Could you deposit this into my checking ~? 你可以把这钱存到我的活期帐户上去吗? * **cash** ~ 现金帐户 **checking** ~ 支票帐户;活期存款户 **current** ~ 往来帐户

account executive A person in an advertising or public relations agency who is responsible for executing agency services for a client.

(广告公司或公关公司等负责客户帐户并代理客户委托业务的)客户帐目经理 * Darren has been a top ~ for twenty years. 达林已经是二十多年的高级客户帐目经理了。

accountant A person skilled in the practice of accounting. 会计师; 会计人员 * Mr. Wood always hires an ~ to help him with his taxes. 伍德先生总是雇一个会计师帮他结算税务。

accounting A system and process of gathering and recording financial information that provides a continuous balance between assets on the one hand and liabilities and equity on the other. 会计结算; 会计学 * We are looking for a good ~ firm. 我们正在寻找一家好的会计事务所。

accounts payable Liabilities to creditors, carried on open account, usually for purchases of goods and services. 应付帐款, 应付款项 * Please put that invoice in ~. 请把那张发票归入应付款项。 **accounts receivable** the amounts currently due from customers. 应收帐款, 应收款项 * The information you're looking for is in ~. 你所找的信息在应收款项。

achievement-oriented leadership A style of leadership in which the leader sets high standards and provides stimulaton goals for subordinates to strive for. 成就导向式的领导模式 * Mr. Stanwick uses an ~ that inspires the entire company. 斯坦威克先生以成就为导向的领导方法激励着全公司。

acronym Abreeviation fromed from the first letters or parts of words and pronounced as words. Most acronyms are represented by all capitals. Ex; NASA. 首字母缩拼词(如 NASA, 代表 National Aeronautics and Space Administration (美国)国家航空宇宙航行局) * The use of ~ in society is convenient but sometimes con-

fusing. 首字母缩拼词在社会中的运用带来了便利但有时却令人混淆。

across-the-board 1. Embracing all categories or classes. 包含一切的, 全面的 2. Uniformly affecting an entire population. 与人人有关的 * The layoffs are going to affect everyone ~. 人员解雇会全面地影响到每一个人。

act of God An insurance term referring to any event of natural origin (e. g. flood, earthquake) that causes property loss and can be neither foreseen nor prevented. 天灾; 不可抗力 * We want insurance coverage against everything including an ~. 我们希望能涉及各个方面, 包括天灾。

action planning The use of surveys and group process activities with the objective of improving employee motivational levels, communications, etc. 措施性计划 bring action 采取行动 * Our company has been using ~ to help employee motivation and unity. 我们公司采取了活动计划来指导员工的动机, 增强凝聚力。 * We have threatened to bring action against them. 我们威胁要对他们采取行动。

action research The use of innovative ideas of proactive members of an organization to motivate a research team to investigate new ideas on an ongoing basis. 活动研究 * We need to start an ~ program. 我们需要开始一个活动研究项目。

ad campaign An advertising strategy designed to promote the awareness of a product, service, or person. 广告活动, 广告运动 * The new soft drink launched one of the largest ~s in recent years. 这种新的软饮料开展了近年来最大的一次广告活动。

ad hoc committee A temporary committee created to deal with a spe-

cific situation. 特别委员会 * John was appointed to head the ~. 约翰被任命为特别委员会主任。ad hoc For the particular purpose at hand. 特别的(的); 专门的(地)

ad-words Frequently used words in advertising thought to be effective. ex: free, fresh, improved, 100%, etc. 广告词 * We keep seeing the same ~ used over and over again. 我们不断看到相同的广告词重复使用。ad slogan 广告口号 * Our competitors are using a great new ad slogan. 我们的竞争对手正在使用宏大的广告口号。

addendum An addition to a legal document, book, list, etc. 补遗; 补篇 * The ~ was added to the book on the 2nd printing. 该书补遗是在第二次印刷时加上的。

adjusted book value The value of inventory adjusted to reflect the current actual worth of the items. 调整后的帐面价值 * The ~ of the car was \$ 1500. 该车调整后的帐面价值为 1500 美元。

adjustment 1. A change in an account to correct an erroneous entry. (帐目错误)调整、更改 2. The determination of the amount of compensation an insured will receive. (保险赔偿的)金额理算 * We need to make an ~ in this account. 我们需要对此帐目进行调整。 * Mike was anxious to hear about his insurance ~. 迈克急于了解他的保险理算。

advance 1. Money paid before due. 预付金, 预付款 2. To pay money before due. 预付; 垫支 * The publisher paid the author \$ 1000 in ~. 出版商预付了作者 1000 美元。

advance dating The application of a code to goods shipped by sea that are on their way to but have not yet cleared an inland customs point. 预定到达日期 * We use ~ on all our exports. 我们在所

有的出口货物上都标有预定到期。

advance feedback Jargon meaning information obtained in advance from tips, inside information, existing data, etc. 〈行〉事先了解到的消息 * I want some ~ before I invest in this project. 在我对此项目投资之前,我需事先了解一些情况。

advance planning Preliminary planning that is done before a final decision is made. 预先计划 * There's an ~ meeting this afternoon. 下午有一场预先计划会议。

advertisement A public message paid for by a sponsor and appearing in print or in the broadcast media for the purpose of promoting a product, service, or idea. 广告 * The average person is bombarded by hundreds of ~s every day. 人们每天都被成百上千的广告所困扰。 **advertise** v. 做广告

advertising The use of sales messages paid for by a sponsor and communicated through the mass media usually on a repeated basis to an audience of potential buyers. 广告活动; 广告业 **ad agency** 广告公司 **adman** 广告人 * Which ad agency is doing your advertising? 哪一家广告公司为您做广告? * Michael is one of the best adman I know. 迈克尔是我见过的最好的广告人之一。

affidavit A written statement that has been signed before a person who is legally authorized to administer oaths and that is usually legally binding. 宣誓书; 书面陈述书 * James signed an ~ pertaining to the case. 詹姆斯在跟此案有关的陈述书上签了字。

affiliate A business that contracts to work with another business. 联营; 分支机构 * Their company is an ~ of ours. 他们公司是我们的分支机构。 **affiliated** 联合的; 附属的 * My brother works for a foreign-affiliated company. 我弟弟为一家国外联

营机构工作。 **affiliation** 联营; 联合

affirmative action Active recruitment of members of all social groups without discrimination to promote equal employment. 积极措施; 赞助性行动 * Some U. S. businesses have problems with ~. 一些美国公司并没有采取赞助性行动。

affluent society A society characterized by a general level of economic well-being. 富有社会 * Japan has become an ~ in a relatively short period of time. 日本在相对较短的时间内成了一个富有社会。

aftermarket The market for replacement parts, accessories, etc., as for an automobile, after its sale to the consumer. 零部件修配市场 * The ~ on cars is a rather lucrative one. 汽车零部件修配市场非常有利可图。

agency A company, organization, or business whose primary activity is the provision of services to other companies (e. g., an advertising, public relations, real estate, or insurance agency. 机构; 公司 (如广告公司, 公关公司, 房产公司, 保险公司等) * Our ~ is basically a public relations consultant. 我们公司大体上是一家公关咨询公司。

agency recognition A written or oral statement given to an ad agency by appropriate officials of a client company testifying that the agency meets required standards and is entitled to commissions. 代理机构认可书 * We will be happy to give you ~. 我们很乐意发给你们代理机构认可书。

agency of record The principal advertising agency chosen by an advertiser to manage the activities of a media project involving a number of subordinate agencies. 主体代理机构 * S&S is the ~ in this

ad campaign. S&S 是本次广告活动的主要代理机构。

agenda A list of things to be done. 议事日程, 议程 * What's on the ~ this morning? 今天早上的日程有哪些?

agent A person who acts as an intermediacy in a business transaction.

代理人, 代理商 * Many writers use ~s to shop their books to publishers. 许多作者通过代理人将书推销给出版商。

aggregate demand The total dollars spent on goods and services in an economy during a specified period of time. 总需要量 * What was the ~ during the last quarter? 上一季度的总需求量为多少?

agreement An understanding or arrangement between two or more people or countries, etc. A contract. 协议, 契约 * We have an ~ with their company. 我们同他们公司有协议。

agribusiness The part of the economy devoted to agriculture, and the production, processing, and distribution of food. 农业综合企业 * Mr. Dixon is involved in multi-million dollar ~ venture. 狄克逊先生经营着几百万美元的农业综合性企业。**agriculture** *n.* 农业

AIDA process In advertising, an acronym that represents the essentials of an effective sales message: attract "attention", arouse "interest", create "desire" for the product, and stimulate "action". 广告四个过程(即吸引注意力、引起兴趣、产生愿望和促使购买行动) * Our client wants us to concentrate on using the ~ in our next advertising campaign for them. 我们的客户想让我们利用广告四个程序来开展下一次广告攻势。

aide An assistant or helper. 助手, 副官 * Miss Perkins is an ~ to the vice president. 珀金斯小姐是副总经理的助手。

air rights Rights to the space above land owned by someone else. (土

地等不动产的)空间所有权 * The owners of the office building are in litigation with the next-door residents over ~. 该办公大楼的业主们正在为空间所有权与隔壁居民们进行诉讼。

alien corporation A corporation chartered in a foreign country but operating in the United States. 外国公司 * Toyota is an ~ within the U. S. 丰田是在美经营的外国公司。

allowed time The amount of time that hourly and part-time employee are permitted to absent themselves from the job on personal breaks. (终点工和兼职雇员的)放松时间, 个人休息时间 * Employees generally receive 10-15 minutes of ~ for every two hours of work. 雇员们每两小时有十至十五分钟的放松时间。
* **break time** 歇息时间 * Is it ~ yet? 到休息时间了吗?

alphabet soup An informal characterization of the confusion of abbreviations used for the names of organizations of all kinds: IRS, CBS, MTV, UCLA, ETC. <口>字母汤(对首字母缩略词滥用的非正式称呼) * All these abbreviations and acronyms look like ~ to me. 所有这些缩写及首字母缩略词对我来说是一锅字母汤。

amalgamation A merger of two or more companies brought together by an outside interest, such as an investment bank. 合并, 兼并 * The Ace Sugar company is an ~ of two other companies. Ace 糖业公司是其他两家公司合并起来的。 **amalgamate** v. To unite, combine. 合并, 统一

American Stock Exchange The second largest stock exchange in the United States. 美国证券交易所(有时略作 ASE 或 AMEX) * Mr. Thomas follows the ~ every day. 托马斯先生每日都留意美国证券交易所的行情。