

经济管理干部培训教材

企业管理专业英语

第二册

《企业管理专业英语》编写组

上海人民出版社

企业管理专业英语

ENGLISH OF BUSINESS MANAGEMENT

BOOK TWO

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ENGLISH OF BUSINESS
MANAGEMENT

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编写说明

国家经委委托北京煤炭管理干部学院俞之敦教授主编的《企业管理专业英语》一书，经工业企业经济部门和经济管理干部院校的有关同志讨论后，修改出版。本书可作为培训工业部门、工业企业各级领导干部和中青年干部的教材；也可作为其他经济管理干部学习管理用英语的参考书。

国家经委经济干部教育局

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LESSON ONE

The Ford Motor Company 1903-1912

Henry Ford was a successful engineer and businessman even before he launched the Ford Motor Company in 1903. He had been chief engineer at the Edison Light Company and had been involved in several automotive companies, though these were unsuccessful. It was not until Ford was 40 years old that he and James Couzens founded the Ford Motor Company.

Henry Ford was especially ambitious during the company's early years. He developed a distinctive strategic plan that other car manufacturers considered impractical — an inexpensive, all-purpose car (the Model T) that could be purchased by the average citizen. There was considerable opposition within the company management to this position. Because only affluent individuals could purchase the expensive automobiles of the turn of the century, companies generally believed, incorrectly, that only expensive automobiles should be manufactured. At that time it was common for a car to cost \$10,000 (about \$100,000 in today's dollars). From 1903 until 1909 the Ford Motor Company competed against other auto companies by manufacturing several makes of automobiles that appealed to the affluent

customer. However, Henry Ford was hard at work on the Model T, which he began to produce in 1909.

During the early years of the company's history, Henry Ford was fortunate to have the services of James Couzens, who handled the business affairs of the company with unusual skill and success. Hence Ford could concentrate on directing production, a job to his liking. Automobiles were constructed by highly skilled workers. All or most of the parts were custom-made. Henry Ford enjoyed the company of the workers, for they were proud of the cars they produced. Ford maintained a personal relationship with his workers until approximately 1909, when the number of workers had risen to more than 1000.

When the Model T appeared in 1909, it was a great success. The Ford Motor Company soon became the dominating force in the auto industry. However, Ford's labor costs were very high; the workers were highly skilled and therefore well paid. To continue to manufacture the inexpensive Model T, Henry Ford needed to reduce significantly his labor costs.

NOTES

1. It was not until Ford was 40 years old that he and James Couzens founded the Ford Motor Company.

直到福特四十岁时，他才和詹姆斯·卡曾斯创办了福特汽车公司。

这个句子是由 “It was ... that ...” 构成的强调句型，强调

“not until ...”. 这个句子是这样变化而来的:

(1) 原始句型: Ford and James Couzens did not found the Ford Motor Company until Ford was 40 years old.

(2) 倒装—强调副词从句 “until Ford was 40 years old”:

Not until Ford was 40 years old, did he and James Couzens found the Ford Motor Company.

(3) 强调句型 (It was ... that...) —强调副词从句 “not until Ford was 40 years old”:

It was not until Ford was 40 years old that he and James Couzens founded the Ford Motor Company.

2. ... Henry Ford was fortunate to have the services of James Couzens, ...

……亨利·福特幸而有詹姆斯·卡曾斯的协助, ……

“services” 在句中有“帮助”的意思。

3. Hence Ford could concentrate on directing production, a job to his liking.

因此, Ford 可以集中精力于他所喜爱的工作—指导生产。
词组 “a job to his liking” 是 “directing production” 的同位语。

4. Henry Ford enjoyed the company of the workers, ...

亨利·福特喜欢同工人们在一起, ……

enjoy the company of ... 喜欢同…在一起

NEW WORDS AND EXPRESSIONS

Henry Ford 亨利·福特

Edison Light Company 爱迪生电灯公司

James Couzens 詹姆斯·卡曾斯

motor ['moutə] *n.* 汽车; 马达

launch [ləʊntʃ] *vt.* 开办

involve [in'vɒlv] *vt.* 使专注, 投身于

automotive [ˌɔ:tə'moutiv] *a.* 自动的, 汽车的

auto ['ɔ:tou] *n.* 汽车

automobile [ˌɔ:təməbi:l, ˌɔ:təmə'bi:l] *n.* 汽车

found [faʊnd] *vt.* 创办; 创立

ambitious [æm'biʃəs] *a.* 有雄心; 野心勃勃的

distinctive [dis'tɪŋktiv] *a.* 与众不同的

considerable [kən'sidərəbl] *a.* 相当多的

impractical [im'præktikəl] *a.* 不切实际的; 不现实的

inexpensive [ˌɪnɪks'pensiv] *a.* 价格公道的; 价廉的

all-purpose ['ɔ:l-pə:pəs] *a.* 适于各种用途的

opposition [ˌɒpə'ziʃən] *n.* 反对; 反对派

citizen ['sitizn] *n.* 公民

affluent ['æfluənt] *a.* 富裕的

century ['sentʃuri] *n.* 世纪

the turn of the century 世纪初; 世纪末

compete [kəm'pi:t] *vi.* 竞争

make [meɪk] *n.* 样式; 构造

appeal [ə'pi:l] *vi.* 投人所好, 吸引

average ['ævərɪdʒ] *n.* 平均; 平均数 *a.* 通常的, 普通的

fortunate ['fɔ:tʃənɪt] *a.* 侥幸的; 幸运的

affair [ə'feə] *n.* 事情; 事件; 事态

concentrate ['kɒnsentreit] *vi.* 全神贯注 (on, upon)

direct [di'rekt, dai'rekt] *vt.* 指挥

liking ['laɪkɪŋ] *n.* 爱好; 喜欢
 to his liking 合他的意
 construct [kən'strʌkt] *vt.* 制造
 highly ['haɪli] *ad.* 非常; 赞许地
 custom-made ['kʌstəm-'meɪd] 定制的
 enjoy [ɪn'dʒɔɪ] *vt.* 享受...的乐趣, 喜欢
 proud [praʊd] *a.* 自豪的
 company ['kʌmpəni] *n.* 交往; 陪伴
 maintain [men'teɪn] *vt.* 保持
 personal ['pɜːsənl] *a.* 个人的; 私人的
 relationship [rɪ'leɪʃənʃɪp] *n.* 关系; 联系
 approximately [ə'prɒksɪmɪtli] *ad.* 近似地; 大约
 appear [ə'piə] *vi.* 出现
 force [fɔːs] *n.* 力量; 势力
 dominating force 占支配地位的势力
 labor costs 人工成本, 劳动力费用
 well paid 工资优厚
 significantly [sɪg'nɪfɪkəntli] *ad.* 有效地
 generally ['dʒenərəli] *ad.* 一般地
 believe [bɪ'li:v] *vt.* 相信
 incorrectly [ɪnkə'rektli] *ad.* 错误地
 unusual [ʌn'juːʒuəl] *a.* 不平常的

SUPPLEMENTARY READING

Dr. Einstein's Marvelous Flying Machine (1)

Albert Einstein made an incredible contribution to

science. He is also responsible for my pleasant memory of an event that happened when I was 15.

On a spring day in 1931 Dr. Einstein and his wife were to visit Warner Brothers Studios in Burbank, Calif. Caught up in the excitement of having such distinguished visitors, my father told me to take the day off from school, come to the studio, and help show this great man some of our special kind of magic. There wasn't much time for preparation that morning, but the technicians worked with their machines and lights until everything was in readiness.

At last the Einstein party arrived. The large crowd of studio executives, technicians, actors and office workers gawked in admiration at this charming man with the shining halo of hair and at the plain, pleasant wife by his side.

We all entered the big sound stage. High on the platform was a Model T Ford. Quick questions in German from the professor were answered by an interpreter with as little information as possible, and the honoured guests were asked to sit in the automobile. Dr. Einstein looked around with a bemused expression of a genius among madmen. Then, gently guiding his wife up the flight of steps, he assisted her into the car and took his place behind the wheel. The special-effects cameraman asked Dr. and Frau Einstein to look around as though taking a drive in the country — but please not to look back at the big screen behind them.

Thin wires had been fastened to the car out of camera range, and several husky men pulled on them to make the little car bounce up, down and sideways. Propmen pumped

smoke in front of two large fans which began to rotate, ruffling the Einsteins' hair.

The professor clung tightly to the steering wheel while Frau Einstein sat stiffly upright, gripping the seat. They stared unsmilingly at each other and into the intruding camera lens, but never looked back at the screen. Their foreheads glistened from the heat of the lamps. As smoke blew in their faces, the professor said things in German to Frau Einstein that not even the alert interpreter could follow.

Finally the screen went dark, the lights and fans were turned off and the car stopped bouncing. As Dr. Einstein and his wife descended from the platform to the stage floor, they appeared completely puzzled by what had just happened.

(to be continued)

NOTES

1. He is also responsible for my pleasant memory of an event that happened when I was 15.
他还引起我愉快地回忆起我十五岁时发生的一桩事。
“responsible for ...” 原意为“对……是有责任的”。
2. ... were to visit ... 要去参观
“be + 不定式” 常常表示“意图、约定”等。如：
We are to finish the work at eleven.
我们打算在十一点完成这项工作。
3. Caught up in the excitement of having such distin-

guished visitors, my father told me to take the day off from school, come to the studio, and help show this great man some of our special kind of magic.

我的父亲由于有这样的贵宾来参观而感到十分兴奋，叫我这天请假别上学，到制片厂来帮助他给这位伟大的人物表演点我们的绝技。

“catch up” 原意为“卷入”。

“Caught up in the excitement of having such distinguished visitors” 是分词短语，作副词修饰语，修饰后面的主句“my father told me to ...”，表示我的父亲“在……情况下”“叫我……”。“day off” 通常作“休息日”解。“to take the day off from school” 的意思是“向学校请假一天”。

“help show” = “help to show”，在动词“help”后面要求用不定式，to 可以省略。

my father told me to $\left\{ \begin{array}{l} \text{—take the day off from school} \\ \text{—come to the studio} \\ \text{—help show this great man ...} \end{array} \right.$

4. the Einstein party 爱因斯坦及其随行人员

“party” 在这里是“一伙人，一批人”的意思。

5. gawked in admiration 沉浸在钦佩和赞美中呆若木鸡

“gawk” [gɔ:k] 呆呆地看着

6. with the shining halo of hair 头上呈现出闪亮的一圈白发

7. by his side 在他身旁

介词“by” 在这里含有“在旁，靠近”的意思。

8. quick questions 即时而短暂的提问

9. ... were answered by an interpreter with as little in-