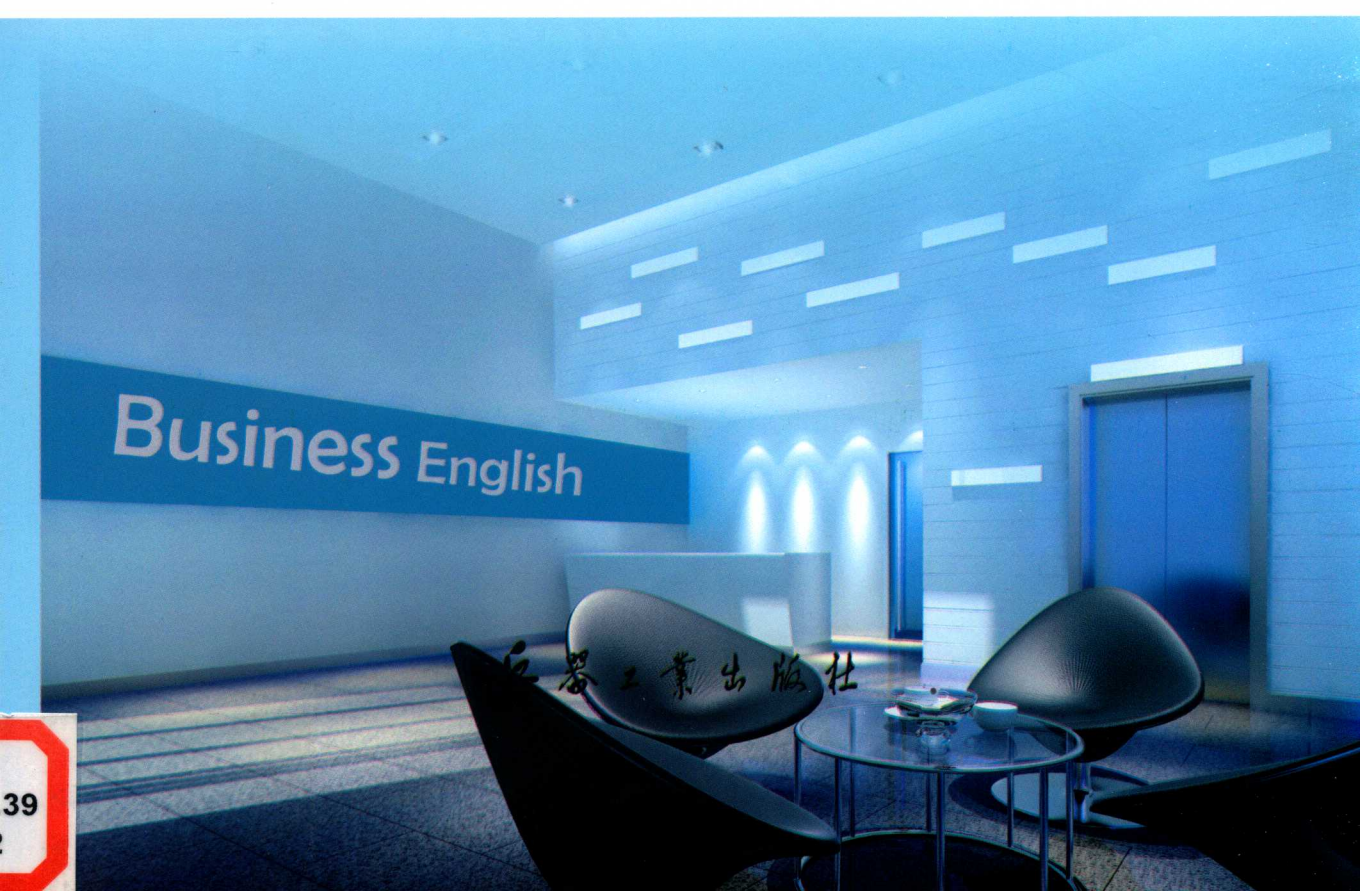




实用商务英语读写教程

赵娜 陆同 主编



Business English

机械工业出版社

实用商务英语读写教程

赵娜 陆同 主编

张美玲 张峰 副主编

兵器工业出版社

内容简介

本书以商务语境为主线,涉及商务活动的各个方面,如市场竞争、电子商务、广告营销策略等。书中所选取的文章、在强化专业方面的常用词汇、一般科技文章的句法结构和表达方式等方面均具有很强的代表性,可全面培养学生的英语综合应用能力,使其在今后的工作中能用英语有效地进行口头和书面商务沟通。本书主要包括 10 个单元: Unit 1 Job and Career、Unit 2 Companies、Unit 3 Products、Unit 4 Advertisement、Unit 5 Consumers、Unit 6 Communication、Unit 7 Innovations、Unit 8 Competition、Unit 9 Globalization 和 Unit 10 E-commerce。

本书既可作为应用型本科院校、职业院校的相应专业的必修课教材和非相关专业的选修课教材,也可作为自学用书供本专科在校学生和外经贸工作人员为取得外销人员资格证书备考应考,还可以作为外经贸工作人员的工作参考书。

图书在版编目(CIP)数据

实用商务英语读写教程 / 赵娜, 陆同主编. — 北京:
兵器工业出版社, 2016.6
ISBN 978-7-5181-0226-6

I. ①实… II. ①赵… ②陆… III. ①商务—英语—
阅读教学—教材②商务—英语—写作—教材 IV. ①H31

中国版本图书馆 CIP 数据核字 (2016) 第 111083 号

出版发行: 兵器工业出版社

发行电话: 010-68962596, 68962591

邮 编: 100089

社 址: 北京市海淀区车道沟 10 号

经 销: 各地新华书店

印 刷: 冯兰庄兴源印刷厂

版 次: 2016 年 11 月第 1 版第 1 次印刷

印 数: 1-2000

责任编辑: 陈红梅 杨俊晓

封面设计: 赵俊红

责任校对: 郭 芳

责任印制: 王京华

开 本: 787×1092 1/16

印 张: 13.25

字 数: 310 千字

定 价: 48.00 元

(版权所有 翻印必究 印装有误 负责调换)

前言

自20世纪90年代以来,经济全球化逐渐渗透到社会生活的各个方面,而随着中国加入世界贸易组织(WTO)后与国际接轨的程度的进一步加深,各行各业对复合型人才即既精通专业业务又有较强的外语能力的人才的需求越来越大,外语的工具性和应用性特征日益明显。开设“商务英语”课程,提高学生在商务环境中的英语应用能力格外重要。

本书以商务语境为主线,涉及商务活动的各个方面,如市场竞争、电子商务、广告营销策略等。书中所选取的文章、在强化专业方面的常用词汇、一般科技文章的句法结构和表达方式等方面均具有很强的代表性,可全面培养学生的英语综合应用能力,使其在今后的工作中能用英语有效地进行口头和书面商务沟通。

本书共十个单元,每单元一个主题,分别为工作与职业、公司、产品、广告、消费者、工作交流、创新、竞争、全球化和电子商务。每单元围绕主题分别选取了精读(Intensive reading)和泛读(Extensive reading)两篇文章,所选文章新颖有趣,知识型、可读性、时代性兼顾。同时,每单元设置了商务交流(Business communication)和商务知识拓展(Extended business knowledge)两部分。商务交流部分围绕单元主题,参照各种真实的商务交际情境,为学生设计了灵活多样的口语与书面的交际任务。在口语任务设计中,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,根据提示与指导完成相关任务。为了丰富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。商务知识拓展部分,设计了相关术语的巩固性和专业阅读练习。此处的练习简单实用,旨在使学生学习一些常见的专业术语,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。

本书由北京工商大学嘉华学院的赵娜、陆同担任主编,由张美玲、张峥担任副主编。本书的出版得到了北京市民办教育发展促进项目专项资金的资助,在此深表感谢;同时也获得了北京工商大学嘉华学院其他长期从事英语教学的一线教师们的支持,他们为本书的编写方向和构思提供了宝贵意见。

由于时间紧迫,编写仓促,书中难免有错漏之处,敬请各位专家、读者批评指正。

编者

2016年5月

目 录

Unit 1 Job and Career 1

Part One	Intensive Reading	1
Part Two	Extensive Reading	7
Part Three	Business Communication	12
Part Four	Extended Business Knowledge	26

Unit 2 Companies 29

Part One	Intensive Reading	30
Part Two	Extensive Reading	36
Part Three	Business Communication	39
Part Four	Extended Business Knowledge	45

Unit 3 Products 49

Part One	Intensive Reading	50
Part Two	Extensive Reading	57
Part Three	Business Communication	61
Part Four	Extended Business Knowledge	66

Unit 4 Advertisement 68

Part One	Intensive Reading	69
Part Two	Extensive Reading	74
Part Three	Business Communication	78
Part Four	Extended Business Knowledge	81

Unit 5 Consumers 83

Part One	Intensive Reading	83
Part Two	Extensive Reading	90
Part Three	Business Communication	93

Part Four	Extended Business Knowledge	99
Unit 6	Communication	102
Part One	Intensive Reading	103
Part Two	Extensive Reading	109
Part Three	Business Communication	112
Part Four	Extended Business Knowledge	119
Unit 7	Innovations	123
Part One	Intensive Reading	124
Part Two	Extensive Reading	132
Part Three	Business Communication	138
Part Four	Extended Business Knowledge	143
Unit 8	Competition	147
Part One	Intensive Reading	148
Part Two	Extensive Reading	154
Part Three	Business Communication	157
Part Four	Extended Business Knowledge	163
Unit 9	Globalization	166
Part One	Intensive Reading	167
Part Two	Extensive Reading	172
Part Three	Business Communication	177
Part Four	Extended Business Knowledge	183
Unit 10	E-commerce	186
Part One	Intensive Reading	187
Part Two	Extensive Reading	193
Part Three	Business Communication	198
Part Four	Extended Business Knowledge	201
参考文献		205

Unit 1 Job and Career

“Job” is defined as

1. a piece of work, esp. a specific task done as part of the routine of one's occupation or for an agreed price.
2. a post of employment; full-time or part-time position.
3. anything a person is expected or obliged to do; duty; responsibility. It usually is considered to pertain to remunerative work (and sometimes also formal education).

A. job is defined as anything a person is expected or obliged to do; a piece of work, especially a specific activity done as part of the routine of one's occupation or for an agreed price. Through a job a person can earn to support her basic needs and family or friends. A job can also be viewed as a contract between the employer and the employee. In commercial enterprises, the basic purpose of a job is to create profits for the employer, and the employee contributes labor to the enterprise, in return for payment of wages, or stock options etc.

“Career” is defined as

1. an occupation or profession, esp. one requiring special training, followed as one's life work.
2. a person's progress or general course of action through life or through a phase of life, as in some profession or undertaking

Part One Intensive Reading

10 Tips for College Students Looking for a Job in a Tough Market

Lead-in

1. A job vacancy

Many classified advertisements can be found in today's newspapers and websites. Read the following advertisement, discuss the following questions.

- (1) What is the job title?
- (2) What qualifications are necessary for this kind of job?
- (3) What are the tasks and responsibilities?
- (4) Would you like to take this job? Why?

a.

Good Fortune Food Company

A well-established food company is looking for:

A Sales Manager

College diploma or above
At least two-year experience in food industry
Fluent in English and German
Open personality and good team spirit

EXCELLENT SALARY

Please email to recruit@goodfortune.com.cn

b.

Part-Time Secretary

We need a young secretary to work in our central office in Manchester. Applicant must have shorthand and typing at the speed of 90—130 words per minute.

Write to: Armstrong Ltd. 5, Piccadill
Square, Manchester M4 4XJ
E-mail address: Armstrong@hotmail.com

c.

Smart Marketing Ltd.

The Coach House, 89a Oxford Street, Edgbaston
Birmingham B12 8LG. Telephone: 0122-321-9807
E-mail address: hr.Smart@yahoo.com

Due to expansion we are seeking a

FINANCIAL ACCOUNTANT

Age: 23—38.
University graduates, experience necessary
Applicant should be smart, confident and responsible
Salary: approx. \$ 11,000 p.a.

Reading**10 Tips for College Students Looking for a Job in a Tough Market**

There's no magic formula, but there are ways to enhance your odds of getting hired.

Many students are worried about how they'll finish college, and some students are even more worried about how they'll find a job after college—especially given the current employment situation for recent college graduates. We've invited visiting professor Susan Schell to offer her very best tips on how to approach the current job market. She should know: in addition to having worked at a major law firm in the tobacco wars of the 1990s and as a lawyer for Wal-Mart, she taught organizational communication at Purdue and currently directs career services at the University of Arkansas Law School. Here's her advice:

When you are actually looking for a job, it is always a “bad” market. Today's market just happens to be a little more so, especially if you happen to be an autoworker or a “big law” associate. But while many people lost their positions during the “Great Recession,” others have found interesting and rewarding jobs. There is no magic formula for finding a job, but there are ways to take control of the process and enhance your odds of finding a job. Here are 10 tips for finding a job in an economic wasteland.

1. Know what it takes. Different fields have different application requirements, and you need to know what those are for the field you are interested in. Do you need a résumé, a cover letter, a writing sample, a portfolio, etc.? You also need to know what these materials look like in your field and which skills and experiences you need to emphasize. A legal résumé is different, both in form and content, from a management résumé, which is different from a marketing résumé. Don't have a clue? Try to arrange an informational interview with a professional in the field to which you aspire to learn what it takes.

2. Perfect your application materials. Always have your application materials reviewed by someone who is a better editor than you are. After polishing and massaging your résumé 100 times, you are probably too close to see the nits that need to be picked. Have your materials reviewed again whenever you make revisions or add updates. Don't know any good editors? If you are in school, try your career services office.

3. Activate your network. Tell everyone you know what type of job you are looking for. There is no sin in looking for employment, so you need to get everyone in your network working for you. While your hair stylist is not a lawyer or a management consultant, he or she may know one. Follow up every lead you are given; you never know who knows the person who can get you

the job you want.

4. Join a professional organization. Most occupations, from restaurant professionals to engineers, have professional associations. Join one (Many have student rates). Attend meetings, go to seminars, and read the materials. Like an anthropologist, learn the language and customs of your field, the issues of the day, and identify the key players, so that when you land an interview, you will “speak the language” like a native.

5. Be patient and persistent. Set aside time every week to check for job postings, to do research on employers in your field, and to send out a manageable number of applications. It is probably not realistic to try to send out 20, letter-perfect, individually tailored applications in a weekend, so pace yourself. It is better to send five high-quality applications than 20 generic ones. Treat the job search as a marathon rather than a sprint. When you work on the job search regularly, rather than in fits and starts, it is easier to stay focused and to control the stress that inevitably accompanies the job search.

6. Don't treat an interview as an interrogation. If you are fortunate enough to land an interview, treat it as an opportunity to establish a professional relationship with the interviewer. Know the employer, and be prepared to ask intelligent questions. Engage with the interviewer, and do not be shy in letting the interviewer know how much you know about the employer and how much you want to work there. Be enthusiastic, not desperate.

7. Practice out loud. Try to anticipate the types of questions you will be asked, and practice your responses. If you lack experience or feel uncomfortable in interviews, find someone to do a mock interview with. Like any other skills, communication skills get better with practice. And though you may think you have a perfect answer in your head, you won't know it until you actually articulate it. In an interview, there is the answer you plan to give, the one you do give, and the one you wished you'd given. With practice, those three answers come together.

8. Be “on” from the start. In this age of security cameras, you may be recorded from the moment you hit the employer's parking lot. Act as if the employer is watching you from the outset. Dress the part. Be friendly and respectful to everyone you meet. Stay focused. Even if you are left cooling your heels in the reception area, do not be tempted to check your phone. If you cannot resist the temptation, leave your phone in the car.

9. Make that first impression count. With everyone you meet at the employer, but especially with the interviewer, you want to make your first impression count. Stand up straight. Look the interviewer in the eye. Smile, and extend your hand for a firm, but not knuckle-crushing,

handshake (Again, these introductory behaviors can be practiced with your friends and family to polish your behavior and enhance your confidence).

10. Be positive. Stay upbeat throughout the interview. Smile—it will register in your voice. Do not let the interviewer's facial expressions or tone of voice throw you off your game. Do not assume that a particular answer is “wrong” or that you have “blown it.” Stay confident. If asked about a perceived negative, do not make excuses or provide elaborate explanations. Give it one sentence, and move on. Remember that there is no “perfect” candidate; just be the best you can be.

Adapted from “<http://www.usnews.com>”

Words and Expressions

- (1) current ['kʌr(ə)nt] adj. occurring in or belonging to the present time 当前的
- (2) approach [ə'prəʊtʃ] vt. begin to deal with 处理
- (3) associate [ə'səʊʃieɪt; -sieɪt] n. people you are closely connected with, especially at work 同事
- (4) recession [rɪ'seɪʃ(ə)n] n. a slowdown in economic activity over a sustained period of time 衰退, 不景气
- (5) formula ['fɔ:mju:lə] n. a course of action or a combination of actions that is certain or likely to result in a good situation 方案
- (6) portfolio [pɔ:t'fəʊliəʊ] n. a set of pieces of creative work collected to be shown to potential customers or employers (用于参赛或应聘的) 作品选集
- (7) aspire [ə'spaɪə] vi. have an ambitious plan or a lofty goal 有志于
- (8) polish ['pɒlɪʃ] vi. improve or perfect by pruning or polishing 使完美, 改进
- (9) anthropologist [ˌænθrə'pɒlədʒɪst] n. a social scientist who specializes in anthropology 人类学家
- (10) persistent [pə'sɪst(ə)nt] adj. continues trying to do something, even though it is difficult or other people are against it 坚持不懈的, 执着的
- (11) set aside you set something aside for a special use or purpose, you keep it available for that use or purpose 省出, 抽出
- (12) marathon ['mærəθ(ə)n] n. a race in which people run a distance of 26 miles, which is about 42 km 马拉松赛跑
- (13) sprint [sprɪnt] n. a short, fast running race 短跑
- (14) inevitably [ɪ'nevɪtəblɪ; ɪn'evɪtəblɪ] adv. If something will inevitably happen, it is certain to happen and cannot be prevented or avoided 必然发生地
- (15) interrogation [ɪnˌterə'geɪʃ(ə)n] n. formal systematic questioning 审问
- (16) desperate ['desp(ə)rət] adj. arising from or marked by despair or loss of hope 绝望的
- (17) anticipate [ænˌtɪsɪpeɪt] vt. If you anticipate a question, request, or need, you do what is

necessary or required before the question, request, or need occurs. 预先准备

(18) articulate [ɑ:'tɪkjələrt] v. When you articulate your ideas or feelings, you express them clearly in words. 清楚地表述

(19) tempt [tem(p)t] vt. Something that tempts you attracts you and makes you want it, even though it may be wrong or harmful. 引诱, 吸引

(20) upbeat ['ʌpbi:t] adj. confident and optimistic 乐观的, 向上的

(21) elaborate [r'læb(ə)rət] adj. developed or executed with care and in minute detail 周密的, 详尽的

Exercises

1. Answer the following questions.

- (1) Who is Susan Schell?
- (2) Can people find jobs in the "Great Recession"?
- (3) How many tips are offered in the passage? What are they?
- (4) What does "Know what it takes" mean?
- (5) Why do you have to activate your network?
- (6) What benefits you can gain from joining professional organizations?
- (7) What roles do mock interviews play in job hunting?
- (8) How can you make great first impressions on interviewers?

2. Fill in the blanks with the words given below. Change the form where necessary.

upbeat	desperate	anticipate	formula
approach	current	associate	polish
aspire	tempt	inevitably	persistent

- (1) We also _____ to offer the INTIX solution through the SWIFT Cloud, to the SWIFT community.
- (2) Inflation rates would probably increase and they would _____ drive up the price of gold.
- (3) Friends and _____ can be Lynne instead of Debbie because the latter name sounds like a cook.
- (4) Don't let credit _____ you to buy something you can't afford.
- (5) We always regard him as a friend, but he showed his colors in the _____ emergency.
- (6) _____ up your writing skills on a one-week professional course.
- (7) The Bank has _____ the issue in a practical way.
- (8) What Jeff did was to _____ my next question.
- (9) Like any conflict, this one has its _____ refugees and its frustrated negotiators.

(10) Keep it _____ by talking about what you like rather than what you dislike.

3. Translate the following sentences into Chinese.

(1) There is no magic formula for finding a job, but there are ways to take control of the process and enhance your odds of finding a job.

(2) Try to arrange an informational interview with a professional in the field to which you aspire to learn what it takes.

(3) Follow up every lead you are given; you never know who knows the person who can get you the job you want.

(4) When you work on the job search regularly, rather than in fits and starts, it is easier to stay focused and to control the stress that inevitably accompanies the job search.

(5) Stay upbeat throughout the interview. Smile—it will register in your voice. Do not let the interviewer's facial expressions or tone of voice throw you off your game.

4. Translate the following paragraph into English.

每年都有很多大学生去求职面试，有人在面试中成功，有人失败，其实这不是因为能力的问题，主要是在面试中要有一定的技巧，比如你和同学同时去面试，或许他成绩差，但是他能被录取，你却被淘汰了。面试是一个非常重要的过程，有些大学生在这个过程中感到不知所措，或者做得不好，使自己在求职中因小失大，达不到成功。应该在求职过程中注意以下语言技巧，才能事半功倍，增强面试的有效性。

Part Two Extensive Reading

How Being In A Band Taught Me To Be A Better Web Designer

Recently, I was having a discussion with some web design students about the variety of skills a successful web professional must have—skills that go far beyond HTML, CSS, JavaScript and the other technical demands of the profession. During this conversation, one of the students asked me where I learned these skills. My response was not one the class expected.

“By playing in a band ” was my answer.

Now, I am not suggesting that all web designers should run out and join a rock and roll band (although there is a glaring shortage of songs about the CSS box model). I do know, however, that many of the skills I honed while playing in a band have contributed to my success as a web designer—as much as, if not more than, my ability to write clean code or design an attractive web page. In this article, I'll describe how being in a band taught me to be a better web designer.

Speaking To An Audience

As a professional web designer, you are going to be required to speak in front of people. This

includes clients and colleagues to whom you will need to present design concepts and explain your reasoning for the decisions you made in those concepts. If you're afraid to speak in public, which many people are terrified of, then this is going to significantly limit your ability to communicate effectively in your job.

Being the frontman for a rock band, I had plenty of chances to speak to audiences. Many times I had to improvise and think on my feet if something went wrong on stage. This was perfect practice for presenting in front of clients and handling unexpected questions.

Being able to communicate clearly and confidently is one of the primary skills I look for when hiring web designers for my team. It's also one of the skills ignored by many new web designers who are more focused on the technical aspects of the job.

Short of becoming a frontman or woman in a band, how can you sharpen your presentation skills? Many colleges and universities have classes in public speaking that you can enroll in, even if you are not a full-time student at the school. You can also seek out industry meet-ups that allow you to get some experience presenting in front of your peers, or you can join an organization like Toastmasters International, whose mission is to help create more confident public speakers.

Meeting The Fans

Throughout my career, my most consistent source for new customers has been referrals from existing clients. When I speak to those new clients, the number one reason for the referral has nothing to do with my grasp of responsive web design or some other piece of knowledge I possess—it is because I was enjoyable to work with and be around. This is something that also helped my band back when we were active.

My band was not the greatest in the world—far from it, in fact. Still, we had a dedicated following who came to all our shows, in some cases traveling significant distances to do so. Those fans made the trip to see us because we tried to make our shows fun and enjoyable by always being personable with them. We genuinely appreciated the support of our fans, and that was obvious in how we treated them.

Your clients are awesome. They keep you in business. By showing them your appreciation and by making sure that you do great work for them, while also making the process of engaging with you for that work enjoyable, you do your part to build long-term client relationships that will help fuel your future success.

Tailoring Your Set To Your Audience

Whether you are rocking out onstage or presenting to clients in a conference room, you want to make an early connection with your audience. When my band would play shows, we would adjust our set list to the audience we were playing for. If a crowd was unfamiliar with our music, we would make sure to play a recognizable cover song early in that set to give the audience something they were familiar with right away. I now do the same thing in client presentations.

Before I meet with a client, I try to first schedule a call to ask some questions and get some

insight into what I am walking into. You'd be amazed at the kind of inside information you can find out on these calls, including what is most important to that company. I can then use that information to tailor my presentation to address those important topics early on and make that all-important connection.

Different set lists for different shows is something every band uses. Similarly, learning how to prepare different presentations and approaches for different clients will allow you to hit the right notes in those conversations.

Time For Practice

My time playing in the band coincided with the early years of my career as a web designer. By default, I became my band's webmaster and was responsible for designing, developing and also maintaining the various versions of the band's site over the years. The practice I got doing this allowed me to try new things and experiment in ways that I was unable to with my client work at the time. Those experiments and practice taught me so much, helping me to grow as a web designer and eventually bring new skills back to the office and into my client work.

Even if you are a seasoned web professional, side projects and work outside of your normal client responsibilities can play an important role in your career. Look at Dan Cederholm and what he helped to create with Dribbble or Elliot Jay Stocks and his Faces 9 publication. Side projects can not only give you a reprieve from your normal work, but in some cases those projects can become so fulfilling and successful, that they can become your normal work!

Even if a side project does not become a smashing success for you, the ability to challenge yourself in ways that would be inappropriate for paid client work is undeniably beneficial to you, regardless of what stage you are at in your web design career.

Making Friends In Other Bands

Many of the shows our band played, especially early on, were through friendships we had with people in other bands. Those bands would add us to the bill, giving us a chance to get some experience on stage and begin to build our own following of fans. In web design, this equates to the benefit of befriending other web designers and agencies.

If you work as a freelance web designer, making friends with other agencies can be a great source of work for you as those agencies may sometimes need to bring in extra help to handle certain projects.

Agency-to-agency relationships can also be greatly beneficial to all involved. Web design is an incredibly multifaceted profession, and there may be certain aspects of the job that your agency does not excel at. By partnering with other companies whose strengths complement your own, you can provide a more complete set of solutions to your clients and take on projects that you may otherwise have had to turn down.

Team Effort

Success in web design is often a group effort. While there are certainly lone designers who

do the work all on their own (just like there are solo artists who play every instrument on their albums), learning to work with a team is a critical skill for many web professionals.

Working well with others is not always easy. In a band, each member will have different opinions as to how a song should go, but if you do not work together and find ways to integrate those different points of view, then there can be no harmony. The same holds true in a web design setting. Designers, developers, content writers, project managers, and other team members must all work together towards a common goal: to create an amazing website.

In Summary

My time playing in a band is something I will always remember, in part because my experiences from that time helped me learn skills critical to my success as web designer today, including:

- » The ability to speak clearly and confidently in public.
- » A lesson in how being enjoyable to be around makes people want to be around you (this works for both rock band fans and web design clients).
- » The importance of tailoring your set list (or your presentation) to make an early connection with your audience.
- » How side projects, and the chance to practice and experiment outside of your normal client work, can help you grow as a web professional.
- » How making friends with other web designers and agencies can help you get better work, in the same way that making friends with other bands can help you land better gigs.
- » That success is a team effort, and to truly make great music (or websites) together, you need to learn to play as a group and not as a solo act.

Adapted from "www.smashingmagazine.com"

Words and Expressions

(1) glaring ['gleəriŋ] adj. If you describe something bad as glaring, you are emphasizing that it is very obvious and easily seen or noticed. 显眼的, 强调

(2) hone [həʊn] vt. If you hone something, for example a skill, technique, idea, or product, you carefully develop it over a long period of time so that it is exactly right for your purpose. 磨砺

(3) terrified ['terrɪfaɪd] adj. thrown into a state of intense fear or desperation 感到恐惧的, 受惊吓的

(4) improvise ['ɪmprəvaɪz] vi. When performers improvise, they invent music or words as they play, sing, or speak. 即兴演奏, 即席演说

(5) think on sb's feet can react quickly 随机应变

(6) referral [rɪ'fɜːr(ə)l] n. a recommendation to consult the (professional) person referred to 介绍, 推荐

(7) responsive [rɪ'spɒnsɪv] adj. If someone or something is responsive, they react quickly

and favourably. 积极反应的

(8) dedicated ['dedɪkətɪd] adj. You use dedicated to describe someone who enjoys a particular activity very much and spends a lot of time doing it. 专用的, 专注的

(9) personable ['pɜːs(ə)nəb(ə)l] adj. (of persons) pleasant in appearance and personality 风度好的, 貌美的

(10) awesome ['ɔːs(ə)m] adj. If you describe someone or something as awesome, you are emphasizing that you think that they are very impressive or extraordinary. 棒极了的

(11) hit the right note get to the point 切中要点

(12) coincide [ˌkəʊɪn'saɪd] vi. If the ideas or interests of two or more people coincide, they are the same. (观点或兴趣) 一致

(13) by default If something happens by default, it happens only because something else which might have prevented it or changed it has not happened. 默认情况下

(14) seasoned ['siːznd] adj. You can use seasoned to describe a person who has a lot of experience of something. 经验丰富的

(15) reprieve [rɪ'priːv] n. A reprieve is a delay before a very unpleasant or difficult situation which may or may not take place. 暂缓

(16) undeniably [ˌʌndɪ'naɪəbli] adv. to an undeniable degree or in an undeniable manner 不可否认地; 确凿无疑地

(17) befriend [brɪ'frend] vt. If you befriend someone, especially someone who is lonely or far from home, you make friends with them. 和……交朋友, 友好对待

(18) freelance ['friːlɑːns] adj. Someone who does freelance work or who is, for example, a freelance journalist or photographer is not employed by one organization, but is paid for each piece of work they do by the organization they do it for. 自由职业的

(19) multifaceted [mʌltɪ'fæsɪtɪd] adj. Multifaceted means having a variety of different and important features or elements. 多方面的, 包罗万象的

(20) hold true 适用, 有效

Exercise

1. Read the following statements and decide which are true and which are false.

___ (1) To become a successful web designer, mastery of certain skills related to Java suffices is important.

___ (2) The author believes that being in a band helps him become a better web designer.

___ (3) As a professional web designer, you should have the courage to speak in front of crowds of people.

___ (4) The primary reason for customers' referrals is knowledge possessed by the author.

___ (5) You should have a consistently and carefully prepared presentation for different clients.