

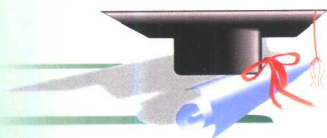
“英文锁定”轻松英语丛书

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●丁辰灵 陈燕飞 编著

商界时空

—— 商务英语阅读



Business Headlines

华东理工大学出版社

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前言

大约是半年前，华东理工大学出版社的朋友给我打来电话，希望合作出版一套英文锁定阅读丛书。当时海狸网络在参加完第一届中国电子图文/互动教育展后，一直在思考着未来的电子图文和互动教育方向。是选择完全在线，还是选择向线下突破是我当时考虑的主要问题。

英文锁定(icansay.com)在当时已经是一个注册用户超过十万的大型英文学习娱乐网站，每个月的电子英文杂志要发送三百万份。电子杂志受欢迎的程度常常出乎我们的意料，由于发送量大，我们杂志技术合作方的服务器常常超载。拥有庞大的在线用户资源，不代表一切，怎样把这些用户资源和企业长期的盈利挂起钩来才是真正需要考虑的问题。最终的结果是icansay要走一条跨媒体的道路，把在线的品牌带入线下。而在中国，有这个能力的英语教育机构还太少。这几个月，互联网业风雨萧条，一家很著名的电子图文公司进行了大裁员，更加让我们坚定了做跨

2 前言

媒体英语教育平台的信心。

icansay.com 最早追溯于 1999 年 4 月,“全真英语”以其全真、精彩、体贴、专业的形象和服务迅速取得了成功。中国著名的英文《21 世纪报》这样说英文锁定:

On www. ICANSAY. com, learners can test their English vocabulary online. Meanwhile, they can even compete with each others in the verbal game, which brings much fun to those who find memorizing English words tedious.

“A good game and a school exam are essentially the same thing: There are a bunch of tasks and you get points for fulfilling them. Learners, however, hate exams and love games,” said Dr Jan Stelovsky, a professor in the field of computer science at the University of Hawaii.

(Excerpted from *21st Century* June 22, 2000 《21 世纪报》)

此外,超过十家的中国媒体如《互联网周刊》、《电脑报》等都载文介绍或推荐过英文锁定网站。英文锁定的每日读图新闻因为选材精彩而且紧跟时代节奏,很多读者将文章打印下来作为自己的阅读材料。这次丛书的出版就是将这两两年来的精华毫无保留地呈现给我们的读者和更多需要英文中高级阅读帮助的朋友们。

现在,英文锁定已经初步具有了整合跨媒体英语教育资源的能力,朋友们可以通过手机订阅我们英文互动频道的内容。而这套丛书的出版意味着海狸网络在传统英语教育领域又迈进了一小步,虽然是一小步,但千里之行,始于足下。

在这里,我要感谢辛勤耕作的历任 iCanSay 的编辑们,他们包括恽爽,任晓宁,方亮,徐洁琼,梁莹,高照等

等。陈燕飞和朱怡菲又将所有的文章筛选、校对,重新整理生词列表,并给每一篇文章标识难度。我还要感谢华东理工大学出版社的韩宽程小姐,她为这套丛书的出版做了很多工作。最后,我要把这套丛书献给所有对iCanSay关心的朋友,希望你们能够鞭策我们更好地前进。

丁辰灵

英文锁定网站主编

2001年6月18日

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1. Bah, Humbug for Online Shoppers 在线购物的尴尬 😊

Internet shoppers waiting for deliveries from Toysrus.com got a nasty surprise this week— an e-mail from the online retailer saying their orders would not arrive in time for Christmas. "I immediately clicked off and went shopping," said Internet shopper Gary Grant.

你在网上预订了商品,然后在一两周以后你突然收到零售网站发来的电子邮件,说你订购的商品已经没货了,你是否感到非常气恼?在 Toysrus.com 上购买圣诞礼品的那些网络购物者就经受了这样的遭遇,他们被告知他们订购的礼品在圣诞节前无法准时收到。“我马上关闭了电脑去买东西了。”一位叫作格雷·格兰特的人收到邮件后如是说。



Internet shoppers waiting for deliveries from Toysrus.com got a nasty surprise this week— an e-mail from the online retail-

er saying their orders would not arrive in time for Christmas. "I immediately clicked off and went shopping," said Internet shopper Gary Grant.

Toysrus has apologized and sent \$ 100 gift certificates. It is one of many Internet retailers not on top of things, retailers that have spent heavily on the front end - advertising to get customers to their Web sites. But with online sales expected to double this holiday season, they didn't put enough into the back end - managing their inventories and delivering their products.

Untried Business Model

"I would be absolutely amazed if there was an Internet company that did not have problems this holiday season," said industry analyst Ken Cassar of Jupiter Communications. "It's a new business model. People are just figuring out how to make it work."

It's not just traditional retailers such as Barnes & Noble and Kbkids that are faltering. Even long-standing Web-only retailers such as Amazon.com and eToys are causing customers headaches. "If you go into a physical toy store and the item is out of stock, you immediately know it's out of stock," says online retail analyst Jill Frankle. "One of the problems in the online world has been people placing an order and not understanding that the item is on back order or out of stock until they receive an e-mail a week or two later."

Online customers have also complained about the poor customer service of many Internet retailers. The biggest test of that service is yet to come - when customers begin returning

holiday gifts the day after Christmas.

delivery [dɪ'lɪvəri]

n. 递送, 交货

nasty [ˈnæsti]

a. 肮脏的, 污秽的

retailer [riːteɪlə]

n. 零售商人

inventory [ˈɪnvəntəri]

n. 存货

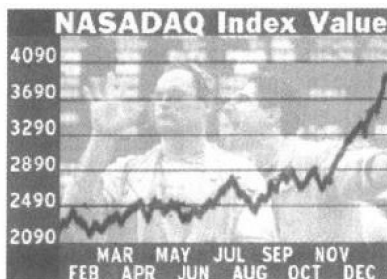
falter [ˈfæltə]

v. 蹒跚, 支吾

2. Nasdaq Passes 4,000

纳斯达克指数超过 4000 点大关 ☹

A fascination with technology stocks that spread this year from Wall Street to Main Street has pushed the Nasdaq composite index over the 4,000 milestone.



相对于纽约股票交易所(NYSE)来说,NASDAQ 是一个奇迹。最近,NASDAQ 综合指数在两个月之内由 3000 点爬到 4000 点大关,年增长率为 84%,打破了 1915 年道·琼斯指数年增长 82% 的历史记录。以高科技企业为增长支点的 NASDAQ 综合指数,预示着一个崭新的网络时代即将到来。

The Nasdaq has come a long, long way from the days when it was viewed as a second-rate home for small companies.

A fascination with technology stocks that spread this year from Wall Street to Main Street has pushed the Nasdaq composite index over the 4,000 milestone.

The Nasdaq closed Wednesday at 4,041.46. It is now up more than 84 percent for the year, a record pace for a major U.S. market index. The previous record for an annual gain was set back in 1915, when the Dow Jones industrial average rose 82 percent.

2 Months, 1,000 Points

The Nasdaq crossed its latest milestone less than two months after closing above 3,000 for the first time. It took the Dow nearly four years to rise from 3,000 to 4,000, from April 1991 to February 1995.

Even in a raging bull market, the Nasdaq's velocity has astounded Wall Street professionals.

"The Nasdaq has not only defied gravity, it has defied investors' wildest dreams," said Alan Ackerman, senior vice president at Fahnestock & Co. in New York.

The Nasdaq composite, which began trading Feb. 5, 1971, reflects the performance of the more than 5,000 stocks listed on the Nasdaq Stock Market. The market was once home mainly to young and untested companies that moved on to the New York Stock Exchange as they became successful.

Why Not Stick Around?

However, as high-tech companies such as Microsoft and Intel have grown into corporate behemoths, many have decided to stay put.

The Nasdaq is even higher this year as investors poured money into the technology sector. Among those posting stellar gains were Microsoft, Oracle and other software makers,

and networking companies like Cisco Systems. Qualcomm, a developer of cell-phone technology, has seen its shares soar more than 2,000 percent.

But above all, investors coveted shares of any company poised to take advantage of the Internet, whether by selling goods over it or building parts to make it faster or more efficient.

"Electronic commerce in general - and the Internet in particular - has largely fueled the spectacular rise in technology stocks," said Theresa Hamacher, chief investment officer at Pioneer Investment Management Inc.

fascination [ˈfæsiˈneɪʃən]

n. 魔力,魅力

Wall Street [ˈwɔ:l stri:t]

华尔街

Nasdaq

(=National Association of Securities Dealers Automated Quotation)

美国证券交易商自动报价系统协会

velocity [vɪləsɪti]

n. 速度,速率

defy [dɪfaɪ]

vt. 挑衅,违抗

behemoth [biˈhi:məθ]

n. 巨兽,庞然大物

bound [baʊnd]

n. 飙升

stellar [ˈstelə]

a. 主要的

covet [ˈkʌvɪt]

v. 垂涎, 觊觎

poise [pɔɪz]

v. 使做好准备