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# Unit 1

## Activities

### 1 Predicting Content

Work in small groups and list as many qualities that may contribute to being successful as possible.

### 2 Listening for Ideas

You are going to listen to a talk on “**How to Take Initiative at Work**”. When you listen, complete the following tasks.

#### A. True or False Questions

Write a T in front of the statement if it is true based on what you hear on the tape and write an F if it is false.

1. It is a fundamental belief that we’re all responsible for our own actions.
2. If you can’t fulfill a commitment, don’t tell others before the deadline but just try to do your best.
3. If you put the blame on another person for something you did wrong, other people will not trust you.
4. You can make excuses for yourself or for others sometimes.
5. You should always strive to do your best and expect the best from others.

#### B. Give brief answers to the following questions.

1. The speaker tells you some tips for taking responsibility for your actions. What is the first tip about what you say you’ll do?
2. What should you do when you have made a mistake?

3. What will people do to you if you are quick to claim a mistake you made and are eager to focus on a solution to the existing situation?
4. What does the speaker say about what you promise and what you expect others to do?
5. What should you do if there is a problem?

### 3 *Previewing*

*We usually admire successful people very much. Maybe what we should do is to learn how they become successful and follow their way to success. Please answer briefly the following questions that are related to the text.*

1. Do you agree that successful people have a strong sense of responsibility? If your answer is yes, please talk about in what way they demonstrate their strong sense of responsibility. What if no?
2. Having a purpose in your life is the most important element of becoming a fully useful person. What is your purpose in life and how are you going to fulfill it?
3. Some people say trying to achieve your goals without an action plan is like trying to drive on unfamiliar roads to a far-away city. Please comment on this and support your opinions with specific examples.



## *The Winner's Guide to Success*

Motivational experts reveal what drives them

Michael Jeffreys

**1** How do successful people think? What drives them? To find out, I interviewed some of the people most successful in motivating others: top motivational speakers and bestselling authors of “how-to-succeed” books. Here are seven keys to success that they share:

**2 Take full responsibility.** In a society in which people blame everyone from their parents to the government for their failure to get ahead, motivational superstars refuse to buy into the victim mentality. Their credo is “If it’s to be, it’s up to me.”

**3** They realize that when you say someone or something outside of yourself is preventing you from succeeding, you're giving away your power. You're saying, "You have more control over my life than I do."

**4** Consider Les Brown. Given up by his parents at birth and labeled "educable mentally retarded" as a child, he had every reason to lose hope. But when a secondary school teacher told him "Someone else's opinion of you does not have to become your reality," Brown realized that his future lay in his own hands. He went on to become a politician and author, and today earns \$20,000 per hour as one of America's top motivational speakers.

**5** Brown understood that you can't control things in life such as nature, the past and other people. But you can control your own thoughts and actions. Taking responsibility for your life is one of the most empowering things you can do.

**6** **Live life "on purpose"**. Perhaps what most separates motivational superstars from others is that they live life "on purpose"— they are doing what they fully believe they were put here to do. "Having a purpose in your life is the most important element of becoming a fully functioning person," says Wayne Dyer, author of the best-selling *Your Erroneous Zones*.

**7** Not living life on purpose consists of **expending** just enough effort to get by with the least amount of problems. When you live life on purpose, your main concern is doing the job right. You love what you do and it shows. People want to do business with you because they sense your **commitment**.

**8** How do you live your life on purpose? By finding a cause you truly believe in and creating a business around it. Mike Ferry, who was once a salesman of audiotape programs, believed real-estate agents needed help to develop sales skills. So he started the Mike Ferry Organization, a training company for the real-estate industry. His company has generated more than \$20 million a year in sales.

**9** **Write out a plan**. Trying to achieve your goals without an action plan is like trying to drive on unfamiliar roads to a distant city. The wasted time, energy and money will probably cause you to give up before very long.

**10** One of America's most successful sales trainers, speakers and authors, Brian Tracy, points out, "Goals that are not in writing are not goals at all. They are merely **fantasies**."

- 11** With a written map in hand, however, you'll enjoy the trip and arrive at your **destination** in the shortest possible time.
- 12** **Be willing to pay the price.** Wanting a big house, a luxury car or a million dollars is nice, but the problem is that practically everyone wants these things. Successful people find out what it costs to make their dream come true and then make it happen. They don't complain about the work they take up.
- 13** Les Brown has a callus on his left ear. Why? "When I decided to get into speaking, I had no credentials, no reputation, no credibility or experience, so I had to call a lot of people," he says. "I called up over a hundred people a day to ask for an opportunity to speak to their group. This callus is worth several million dollars!"
- 14** **Become an expert.** One striking factor about the motivational speakers I interviewed is their phenomenal drive to be the best. They'll do almost anything to improve their skills.
- 15** Patricia Fripp, who speaks to Fortune 500 executives on how to become more successful, took a **comedy** workshop and hired a private speech coach to improve her speaking ability. Fripp did this after being named one of the most electrifying speakers in North America by a trade magazine.
- 16** If someone videotaped you at your job to make a "how-to" tape for other people, would you be proud of the tape or embarrassed? If the latter, decide today to work towards being the best in your field. Study the experts, find out what the best are doing, then do what they do.
- 17** **Never give up.** It may sound obvious, but when you're truly committed to your goal, giving up isn't even an option. You must be willing to do whatever it takes to make it happen.
- 18** When Jack Canfield and Mark Victor Hansen compiled *Chicken Soup for the Soul*, they were turned down by more than a hundred publishers. But instead of giving up, they stayed focused on their goal. Eventually, a small **outfit** decided to publish the book. It not only became a best seller but also hatched an entire series of *Chicken Soup* books that have sold more than 12 million copies. That's the power of perseverance.
- 19** Spend as much of your day as you can in achieving your goals and dreams. Ask yourself, "Is what I'm doing now bringing me closer to my

goal?" If not, do something that will.

**20 Don't delay.** In his book *Live Your Dreams*, Les Brown recalls talking on the phone with a friend named Marion. The next day she died. Later Brown was helping clean out her office when he came across some notes for a play. Unfortunately, it would never be published. Marion was the only one who knew the ending.

**21 Remember, we don't have time forever.** Top achievers know this, but rather than seeing it as negative or depressing, they use the knowledge to spur themselves on. They go after what they want—energetically and passionately accomplishing their dreams. You can too.

### New Words

**motivational** /ˌməʊtɪveɪʃənəl/ *a.*

stimulating the interest of sb.; causing to want to do sth. 激发兴趣的; 动机的

**mentality** /men'tælɪti/ *n.*

(often derogatory) the characteristic attitude of mind or way of thinking of a person or group 心态, 心理

**credo** /'kri:dəu/ *n.*

a statement of the beliefs or aims which guide someone's actions 信条

**educable** /'edʒukəbl/ *n.*

可教育的人; 尚能学点东西的人

**retarded** /rɪ'tɑ:dɪd/ *a.*

less advanced in mental, physical development than is usual for one's age 智力迟钝的, 精神发育迟缓的

**empower** /ɪm'paʊə/ *v.*

give sb. the authority or power to do sth. 授权给(某人做某事)

**erroneous** /ɪ'rənʃəs/ *a.*

wrong; incorrect 错误的; 不正确的

**expend** /ɪk'spend/ *v.*

spend and use (a resource such as money, time, or energy) 花费, 使用

**commitment** /kə'mɪtmənt/ *n.*

the state or quality of being dedicated to a cause or activity 献身, 奉献

**real estate** /'ri:əl ɪsteɪt/ *n. & a.*

(of) property consisting of land or buildings 不动产(的), 房地产(的)

**fantasy** /'fæntəsi, 'fæntəzi/ *n.*

the faculty or activity of imagining things, esp. things which are impossible 想象; 幻想

**destination** /,destɪ'neɪʃən/ *n.*

the place to which sb. or sth. is going or being sent 目的地, 终点

**callus** /'kæləs/ *n.*

a thickened and hardened part of the skin or soft tissue, esp. in an area that has been subjected to friction 硬皮, 老茧

**credential** /krɪ'denʃəl/ *n.*

(usu. *pl.*) a qualification, achievement, personal quality, or aspect of a person's background, typically when used to indicate that one is suitable for sth. 文凭; 成就; 资历

**credibility** /,kredɪ'bɪləti/ *n.*

the quality of being trusted and believed in 可靠性; 可信性

**phenomenal** /fɪ'nɒmɪnl/ *a.*

very remarkable; extraordinary 显著的, 不寻常的, 杰出的

**comedy** /'kɒmɪdi/ *n.*



professional entertainment consisting of jokes and satirical sketches, intended to make audience laugh 喜剧

**electrifying** /ilektrifaiŋ/ *a.*

causing a sudden sense of thrilling excitement in sb. (像电击似地)令人震惊的;使人激动的;令人兴奋的

**outfit** /'autfit/ *n.*

[口](工商业)公司,机构

**hatch** /hætʃ/ *v.*

think out and produce (a plot, plan, etc.) 拟定(计划)

**perseverance** /pə:'si:vɪərəns/ *n.*

steadfastness in doing sth. despite difficulty or delay in achieving success 坚持不懈,锲而不舍

**energetically** /,enədʒetikli/ *ad.*

in a way of showing or involving great activity or vitality 精力充沛地;精神饱满地;充满活力地

**passionately** /'pæʃənɪtli/ *ad.*

in a way of showing or caused by strong feelings or a strong belief 出自强烈感情地,情绪激昂地

### **Proper Nouns**

Michael Jeffreys

迈克尔·杰弗里斯

Les Brown

莱斯·布朗

Wayne Dyer

韦恩·戴尔

Mike Ferry

迈克·费里

Brian Tracy

布赖恩·特雷西

Patricia Fripp

帕特里夏·弗里普

Jack Canfield

杰克·坎菲尔德

Mark Victor Hansen

马克·维克托·汉森

Marion

玛丽恩(Mary 的昵称,女子名)

Mike Ferry Organization

迈克·费里组织(一家从事职业培训的公司)

Chicken Soup for the Soul

《心灵鸡汤》,美国一畅销书名

### **Phrases and Expressions**

take responsibility for

have a duty to deal with sth. or have control over sb. 对(某人/某事)负责

blame sb. for

assign responsibility for a fault or wrong to sb. 责备某人;归咎于

buy into

(infml) accept the truth of 接受某事

be up to sb.

be the duty, responsibility, or choice of sb. 是某人的职责,由某人决定

prevent sb. from doing

make sb. unable to do 阻止某人做

give away

not use or take (a chance, an opportunity, etc) through carelessness 由于大意而未利用或抓住(时机、机会等)

on purpose	intentionally 故意地
separate from	form a distinction or boundary between people, places, or things 区分, 分开
get by	manage with difficulty to live or accomplish sth. 勉强维持; 设法维持, 对付
write out	write in full or in the final form 写出
take up	start to do
get into	start a career in (the specified profession) 开始从事某职业
call up	telephone
be committed to	be dedicated to 献身于; 对...坚定不移
turn down	reject an offer or application 顶回, 拒绝
stay focused on	continue to pay particular attention to 坚持将注意力集中于
clean out	clean the inside thoroughly 彻底将某物内部弄干净
come across	meet or find by chance 遇见
spur (sb.) on	give an incentive or encouragement to (sb.) 激励或鼓励(某人)前进
go after	try to get or obtain 追求

### Sayings and Quotations

- There are no secrets to success. It is the result of preparation, hard work, learning from failure. 成功没有秘诀。它是仔细准备, 努力工作, 从失败中吸取教训的结果。
- Failure is the mother of success. / Failure teaches success. 失败是成功之母。
- The dream of yesterday is the hope of today and the reality of tomorrow. 昨天的梦想就是今天的希望和明天的现实。
- Persistence is the ultimate key to success. 坚毅乃成功之道。
- The drop of rain makes a hole in the stone, not by violence, but by the frequency of falling. 滴水穿石, 非靠蛮力, 皆因坚持不懈。
- Success grows out of struggle to overcome difficulties. 成功来自于克服困难的斗争。



## Comprehension

**A. Answer the following questions in your own words according to the text.**

1. The author has interviewed some people who are successful in motivating others and elicited seven keys to success they share. What are they?
2. From Paragraph 2 to 5, the author deals with the first key to success: Take full responsibility. What do motivational superstars refuse to do while people blame others for their failure?
3. From Paragraph 6 to 8, the author exemplifies the second key to success: Live life “on purpose”. How can we live our life on purpose according to the author?
4. The author talks about the third key to success from Paragraph 9 to 11: Write out a plan. What does he compare the action plan to? What does he want to show us?
5. What does Brian Tracy say about “goals that are not in writing”?
6. From Paragraph 12 to 13, the author expounds on the fourth key to success: Be willing to pay the price. What is the main point in this part?
7. The author explains the fifth key to success from Paragraph 14 to 16: Become an expert. What is the striking factor about the motivational speakers interviewed?
8. Why did Patricia Fripp take a comedy workshop?
9. What should you do if you feel embarrassed by the “how-to” tape made of you at work?
10. When treating the sixth key to success “Never give up”, from Paragraph 17 to 19, the author supports this key with a vivid example of Jack Canfield and Mark Victor Hansen and their successful and popular books *Chicken Soup for the Soul*. From what does their success result, in the author’s opinion?
11. In the last part of the text from Paragraph 20 to 21, the author gives us the last key to success “Don’t delay”. What does he ask us to remember? How do top achievers make use of this knowledge?

**B. Complete the following outline based on the text.**

Generally speaking, there are three typical discourse patterns commonly used in texts: Problem-Solution pattern, Claim-Counterclaim pattern, and

General-Specific pattern. The author has adopted the General-Specific pattern in organizing the text we are studying. In the General-Specific pattern, the text begins with a general statement regarding a particular topic. It is followed by a number of specific statements that exemplify, explain, or justify the general statement, concluding in a general statement that restates the general.

The following is an outline of the text, from which you can easily see the General-Specific pattern at work. But there is some information missing and you are required to complete the following outline based on the text.

### **The Winner's Guide to Success**

I. Introduction (Paragraph 1): The author sums up seven keys to success by asking and answering the questions:

\_\_\_\_\_?

\_\_\_\_\_?

II. Seven keys to success:

1. The first key to success (Paragraphs 2–5): \_\_\_\_\_.

Motivational superstars' credo: "\_\_\_\_\_"

e.g. Les Brown, who believes that taking responsibility for your life is:

\_\_\_\_\_

2. Live life "On purpose". (Paragraphs 6–8):

If you live your life on purpose, it shows in the following ways:

A) \_\_\_\_\_

B) \_\_\_\_\_

C) \_\_\_\_\_

How to live your life on purpose:

\_\_\_\_\_

3. \_\_\_\_\_. (Paragraphs 9–11):

A comparison: Trying to achieve your goals without an action plan is like:

\_\_\_\_\_

Result of having a written map in hand:

\_\_\_\_\_

4. Be willing to pay the price. (Paragraphs 12–13):

Successful people find out:

\_\_\_\_\_

The example of Les Brown's callus on his left ear shows:

5. \_\_\_\_\_ . (Paragraphs 14–16);  
 One striking factor about the motivational speakers:  
 \_\_\_\_\_  
 The example of Patricia Fripp shows:  
 \_\_\_\_\_
6. Never give up. (Paragraphs 17–19)  
 e. g. The story of Jack Canfield and Mark Victor Hansen and their book  
*Chicken Soup for the Soul* proved the importance of \_\_\_\_\_.
7. \_\_\_\_\_ . (Paragraphs 20–21);  
 Remember: \_\_\_\_\_.  
 How top achievers use the knowledge: \_\_\_\_\_.

 **Language Study**

**A. Choose the words or phrases that can best complete the following sentences. Change the word form if necessary.**

comedy	best-selling	credentials	educable
commitment	destination	expend	fantasy
outfit	credibility	credo	electrify
empower	retarded	mentality	motivational
erroneous	passionately	perseverance	

- After reading Jane’s resume and interviewing her personally, the personnel manager was sure that Jane had the perfect \_\_\_\_\_ for the job.
- The new laws \_\_\_\_\_ women to have the equal pay for equal work to that of men.
- Being a successful businessman now, Mike Green was regarded as mentally \_\_\_\_\_ when he was young.
- Lily seems to live in a \_\_\_\_\_ world, as she always dreams of making a lot of money without working at all.
- Dr. Baker is an expert in criminal psychology and has many years’ experience of the criminal \_\_\_\_\_.
- Shakespeare enjoys more fame with his tragedies than his \_\_\_\_\_.
- Mary and her friends started a long journey by bike with Beijing as their final \_\_\_\_\_.

8. Wang Junxia finally won the first place in the long-distance running and people believe \_\_\_\_\_ in the face of hardship is one of the keys to her success.
9. Mike believes if anybody wants to do his job well, he must first of all love his job and do it \_\_\_\_\_.
10. The novel was a big success as soon as it came onto the market and Thomas Brown became a(n) \_\_\_\_\_ author overnight.
11. Kerry's boss thought Kerry \_\_\_\_\_ too much money and time on the project that seemed unlikely to make any profit.
12. The spectators were astonished and excited to see the athletes' \_\_\_\_\_ burst of speed.
13. After the recent scandal, the Government has lost all \_\_\_\_\_.
14. \_\_\_\_\_ speakers provide customer service training, as well as other programs such as building teamwork and creative thinking.

**B. Study the following words and complete the exercises.**

1. expend/utilize/consume

**expend** (fml) spend and use [书]花费和使用

**utilize** (fml) make (good) use of; find a use for [书]利用;应用

**consume** use up (time, money, goods, etc.); destroy by fire, decay, etc. 用尽,消耗;毁掉

“**Expend**” is a formal word, meaning to spend or use a resource such as money, time, or energy; while “**Utilize**” is also a formal word, meaning to use something in a very effective way in order to achieve something.

“**Consume**” has several meanings when used in different situations.

For example:

If you **consume** something, you eat or drink it.

To **consume** an amount of fuel, energy, time, etc means to use it up.

If a fire **consumes** something, it destroys it.

- A) People all over the world have learned to \_\_\_\_\_ solar power as a source of energy.
- B) Arguing about details \_\_\_\_\_ many hours of the committee's valuable time.
- C) Don't \_\_\_\_\_ all your energy on such a useless project.
- D) Being careless about his money, Tom has \_\_\_\_\_ a large sum on an old car.
- E) The little boy set fire to the wooden hut by accident and the fire quickly

\_\_\_\_\_ the wooden hut.

F) Newspaper advertising is the medium most frequently \_\_\_\_\_ by food stores.

2. invent/create

**invent** ① make or produce (esp. a new or useful thing or idea) for the first time 发明, 创造 ② think of or make up (a story, lie, etc.) esp. in order to deceive 捏造, 虚构

**create** ① invent something new 创造, 创作 ② cause a particular condition that did not exist to exist 引起, 产生, 造成

Both “**create**” and “**invent**” have the meaning of “inventing something new”, but they are used in different situations. For example:

If you **invent** a machine, process, game, etc., you are the first person to think of it, and usually the first person to make or use it.

If you **invent** a story, excuse, etc., you try to make other people believe that it is true when in fact it is not, usually for a bad or dishonest reason.

In contrast, to **create** means to invent something new in art, literature, fashion, etc. by using your imagination. It can also mean to cause a particular condition to happen or come into existence.

- A) Tom was teaching the little boys a game that he had \_\_\_\_\_.
- B) Conan Doyle \_\_\_\_\_ the ultimate detective in Sherlock Holmes.
- C) Braille, a system of writing for blind people, was \_\_\_\_\_ in the 19th century.
- D) The white walls and mirrors helped to \_\_\_\_\_ an illusion of space.
- E) The young man \_\_\_\_\_ a hundred reasons why he couldn't go.
- F) I convinced myself that my imagination had \_\_\_\_\_ this feeling of danger.

C. Cloze

*Choose one appropriate word from the following list to fill in each of the blanks in the passage below. Each word can be used only once. Remember there are some extra items. Change the word form where necessary.*

bestseller	business	intricate	annotation	instead
copy	change	react	feel	regard
success	habit	management	skim	
book	for	take	welcome	

*The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change* was a groundbreaker when it was first published in 1990, and it continues to be a business \_\_\_\_\_ 1 \_\_\_\_\_ with more than 10 million \_\_\_\_\_ 2 \_\_\_\_\_ sold. Stephen Covey, an internationally respected leadership authority, realizes that true \_\_\_\_\_ 3 \_\_\_\_\_ encompasses a balance of personal and professional effectiveness, so this \_\_\_\_\_ 4 \_\_\_\_\_ is a manual \_\_\_\_\_ 5 \_\_\_\_\_ performing better in both arenas. His anecdotes are as frequently from family situations as from \_\_\_\_\_ 6 \_\_\_\_\_ challenges.

Before you can adopt the seven \_\_\_\_\_ 7 \_\_\_\_\_, you'll need to accomplish what Covey calls a "paradigm shift"—a \_\_\_\_\_ 8 \_\_\_\_\_ in perception and interpretation of how the world works. Covey \_\_\_\_\_ 9 \_\_\_\_\_ you through this change, which affects how you perceive and act regarding productivity, time \_\_\_\_\_ 10 \_\_\_\_\_, positive thinking, developing your "proactive muscles" (acting with initiative rather than \_\_\_\_\_ 11 \_\_\_\_\_), and much more.

This isn't a quick-tips-start-tomorrow kind of book. The concepts are sometimes \_\_\_\_\_ 12 \_\_\_\_\_, and you'll want to study this book, not \_\_\_\_\_ 13 \_\_\_\_\_ it. When you finish, you'll probably have post—it notes or hand-written \_\_\_\_\_ 14 \_\_\_\_\_ in every chapter, and you'll \_\_\_\_\_ 15 \_\_\_\_\_ like you've taken a powerful seminar by Covey.



### *Translation*

#### **A. Translate the following paragraphs into Chinese.**

- Motivational speaker Brian Tracy believes that "95 percent of everything that you think, feel, do and achieve is the result of habit." In this guide to making more money by adopting new habits, he relentlessly coaches readers on setting goals, saving money, landing an ideal job, improving productivity, overcoming delay and other skills. The book succeeds in being both an inspirational self-help book and a guide to doing business efficiently. Tracy's advice will be useful for both managers and employees, and is specific enough for readers to act on immediately (e. g. , "be punctual" and "associate only with the kind of people that you like, admire, respect, and want to be like"), while still focusing on the big picture (e. g. , "Make a decision today that you are going to accumulate more than a million dollars in the years ahead. . . do something toward achieving it every single day"). Practical and encouraging, Tracy's book provides more than just



financial advice.

2. Today Les Brown gets more requests to speak than he could possibly handle. But when he looked around for support, he grew concerned that many speakers may not be able to deliver with the same impact he'd bring himself. It was time to take speakers and people who want to be speakers under his wing and teach them many of the invaluable methods he knows... to pass his hard-earned knowledge down to someone competent enough to rise up, jump on the platform and take control!

**B. Translate the following sentences into English.**

1. 要想成功,最重要的一点是对自己的生活全面负责。  
(take full responsibility for)
2. 你被解雇是因为你自己的失职(negligence of duty),你不应该为此责备你的上司。(blame sb. for)
3. 在学校老师的帮助下,莱斯·布朗(Les Brown)认识到一个人的将来就在他自己手中。(be/lie in the hands of sb.)
4. 也许成功人士不同于其他人的关键因素之一是成功人士从不放弃。  
(separate from)
5. 虽然在孤儿院(orphanage)长大,戴尔博士(Dr. Dyer)不是抱怨自己命运不济,而是勤奋工作,克服了许多障碍使自己的梦想成真。  
(rather than; come true)
6. 莱斯·布朗(Les Brown)曾经一天给一百多人打电话请求得到一个演讲的机会,结果他的左耳上磨出了茧子。(call up)
7. 杰克·坎菲尔德(Jack Canfield)和马克·维克托·汗森(Mark Victor Hansen)连续遭出版商拒绝。但他们不是放弃,而是坚持自己的目标直到最后一家小出版社决定出版他们的《心灵鸡汤》一书。  
(turn down; stay focused on)
8. 成功人士布赖恩·特雷西(Brian Tracy)劝告大家要将自己的计划全部写出来。他指出:“没有写下来的目标根本就不是目标。它们仅仅是幻想。”(write out)
9. 帕特里夏·弗里普(Patricia Fripp),一位激发积极性的演讲者,总是用要成为一名专家的抱负来鞭策自己前进。(spur sb. on)
10. 迈克·弗里(Mike Ferry)相信房地产经纪人需要帮助培养销售技能,所以他就创立了迈克·弗里公司。这就是有目的生活的典范。  
(live one's life on purpose)