

外刊选粹 原汁原味

# English Digest

## 英语活页文选

36



The best of the bunch

The Science of Women & Sex

How Many Heads Can a  
Head-Hunter Hunt?

Birth of a Dotcom

全球增长最快的百强公司

谁才是美国“帅哥”

网虫精英人才

一个互联网公司的诞生

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City of Mummies<sup>①</sup>

① mummy: 木乃伊

埃及著名考古学家扎伊·哈瓦斯并没有准备好迎接幸运之神的光临。去年春天的那个夜晚,他只不过在进行例行的考察,当他打开一个古墓的时候,他被墓中的气体熏得几乎晕过去,当他想呼救时他却一下子惊醒过来——自己打开了一个宝藏。这个位于巴哈里亚绿洲、如今被称为黄金木乃伊之谷的地下古墓群中,放置着大约 1000 具木乃伊,以及不计其数的其他文物。这些文物大约都是埃及第 26 王朝(公元前 6 世纪)时埋下的,这是埃及历史上第二次伟大的考古发现。

It's not hard to be superstitious<sup>②</sup> when you spend your life excavating<sup>③</sup> Egyptian tombs. But even Zahi Hawass, one of Egypt's leading archaeologists<sup>④</sup>, was not prepared for the apparition<sup>⑤</sup> that visited him one night last spring, shortly before he entered the tomb of Zed-Khonsu-efankh, the most powerful governor of the Bahariya Oasis during the 26th dynasty. In the dream, Hawass was trapped in a large room filled with dense<sup>⑥</sup> smoke. He tried to call for help, but no one heard him. Suddenly, a man's face—looking for all the world like a carving<sup>⑦</sup> from a sarcophagus<sup>⑧</sup>—came swimming at him through the haze<sup>⑨</sup>.

② superstitious: 迷信的

③ excavate: 挖掘

④ archaeologist: 考古学家

⑤ apparition: 特异景象等的出现

⑥ dense: 浓重的

⑦ carving: (精美的)雕刻

⑧ sarcophagus: 石棺

⑨ haze: 混浊, 烟雾

Hawass cried out and forced himself awake.

Hawass is not the only explorer<sup>⑩</sup> haunted by the tombs of Bahariya. The sleepy backwater<sup>⑪</sup> 230 miles southwest of Cairo was largely overlooked<sup>⑫</sup> by archaeologists before 1996. That's when a donkey<sup>⑬</sup> belonging to an antiquities<sup>⑭</sup> guard fell into a hole that led directly to an undiscovered tomb filled with gold-covered mummies. Since then, Hawass and his team have been digging extensively in Bahariya, turning up hundreds of mummies and treasures beyond imagination. Some of their findings appear in Hawass's *Valley of the Golden Mummies* (Abrams; \$49.50; 224 pages), a richly illustrated<sup>⑮</sup> text due in bookstores this month. Others, unearthed<sup>⑯</sup> after the book was finished, appear on these pages.

The bulk of the tombs in Bahariya represent one of two periods: the 26th dynasty (6th century B. C.), when the town first became an important trading and agricultural<sup>⑰</sup> center; and the 1st and 2nd centuries A. D., by which time Egypt was ruled by Rome. The Zed-Khonsu-efankh site, which Hawass opened last April, hails from the earlier era and took even him by surprise.

Beginning his dig in a tomb that others had already explored, Hawass spied an opening in a chamber wall. When he and his team excavated the rubble<sup>⑱</sup> that lay beyond, they found anterooms<sup>⑲</sup> filled with paintings of reli-

⑩ explorer: 探险者

⑪ backwater: 隐蔽之地

⑫ overlook: 忽略

⑬ donkey: 驴子

⑭ antiquity: 文物

⑮ illustrated: 描述的

⑯ unearth: 出土

⑰ agriculture: 农业

⑱ rubble: 碎石, 瓦砾

⑲ anteroom: 前厅

gious scenes and inscriptions<sup>20</sup> from the Book of the Dead. In the adjacent<sup>21</sup> burial chamber<sup>22</sup>, which swirled<sup>23</sup> with a yellow powder reminiscent<sup>24</sup> of Hawass's dream, they discovered a limestone<sup>25</sup> sarcophagus. When they dusted off<sup>26</sup> the lid<sup>27</sup> and uncovered the famous name Zed-Khonsu-efankh, Hawass recalls, "we all screamed."

Less ancient but more glamorous wonders are being unearthed in 1st and 2nd century tombs. The sites Hawass opened in 1999 became known as the Valley of the Golden Mummies, for the gilded<sup>28</sup> masks<sup>29</sup> and chest plates that cover many of the interred. An additional seven tombs opened this year revealed 102 more gilded or painted remains. Copper bracelets, obsidian<sup>30</sup> decorations and even what appears to be gaming pieces and dice<sup>31</sup> have been uncovered as well. All told, more than 10,000 mummies may be buried in the ancient necropolis<sup>32</sup>.

Hawass plans to return to Bahariya next month for another round of digging, but he has no reason to believe his work there will be done any time soon. Thoroughly exploring this city of golden mummies, he estimates, will take at least 50 years.

[Selected from *Time*, October 9, 2000.

written by Jeffrey Kluger ]

20 inscription: 刻印文字

21 adjacent: 邻近的

22 burial chamber: 墓室

23 swirl: 盘旋, 笼罩

24 reminiscent: 怀旧的, 令人回想的

25 limestone: 石灰

26 dust off: 扫去灰尘

27 lid: 棺盖

28 gilded: 镀金的

29 mask: 面具

30 obsidian: 黑曜岩

31 dice: 骰子

32 necropolis: (古代)墓地

## In the Race for Gold

随着悉尼奥运会开幕的来临,各国运动员争夺金牌的欲望与信心也日益高涨,因为赢得金牌不仅是运动员的荣誉(他们将因此获得实质性的回报,例如各种奖金、花红以及知名度的提高等),还是他们所代表的国家的荣誉。实际上,金牌争夺战就像一门生意一样,你必须先投资才会有回报,而且投资与回报的多与少有着密切的联系。人们普遍认为,各国运动员在体育竞技场上赢得奖牌的数量,直接反映了该国的国力与民生的发展状况。

And richer. That's what it mostly boils down to<sup>①</sup> these days. When the Games of the XXVII Olympiad begin in Sydney on September 15, the prevailing creed<sup>②</sup> will be greed<sup>③</sup>. Forget sportsmanship and fair play. Forget the sporting brotherhood of man and noble sentiments of competing only to do your best. Even national pride comes a long way down the list in terms of motivation<sup>④</sup> for today's elite<sup>⑤</sup> athletes. Going for gold is the mantra<sup>⑥</sup>. Winning gold means more gold—in the form of official rewards, improved facilities, product endorsements<sup>⑦</sup> and meaty<sup>⑧</sup> bonuses. Multiple<sup>⑨</sup> gold and you are largely set for life. You never have to chase gold again.

① boil down to: 意味着

② creed: 信条

③ greed: 贪婪

④ motivation: 激励

⑤ elite: 精英

⑥ mantra: 咒语

⑦ endorsement: 支持

⑧ meaty: 丰厚的

⑨ multiple: 多块

And how will Asia fare in this rich business? Poorly, some would say, considering it is home to three-fifths of the world's population. Badly, some might snicker<sup>⑪</sup>, because widespread poverty does not a sporting giant make. Yet dismissive<sup>⑫</sup> predictions may well be wrong. Led by China and ably assisted by South Korea, much of Asia wised up quite a while ago. To create gold<sup>⑬</sup>, you have to invest some gold<sup>⑭</sup>—which, increasingly, Asian governments are doing in their sporting programs. In investing gold, you attract gold—as big business lines up<sup>⑮</sup> to contribute. In South Korea, where corporations and government are closely linked, leading chaebol have for years abetted<sup>⑯</sup> and endorsed<sup>⑰</sup> government sporting programs. The result? Seven gold medals in the 1996 Atlanta Games, 20 minor medals and 10th place overall in the world standings. Not bad for a country of 47 million. And while many Koreans still measure success in terms of academic achievement, they are not so reluctant these days to consider sporting alternatives. In other words, they have seen their Olympic heroes get rich. With Korea's national sport of taekwondo<sup>⑱</sup> making its official Olympic debut<sup>⑲</sup> this year, more medals (and riches) beckon<sup>⑳</sup>. The snowball<sup>㉑</sup> effect should apply.

To be sure, some Asian states lag distantly in the Olympic race. India, for exam-

⑪ snicker: 嘲笑

⑫ dismissive: 轻视的

⑬ gold: 金牌

⑭ gold: 金钱

⑮ line up: 排队

⑯ abet: 资助

⑰ endorse: 赞助

⑱ taekwondo: 跆拳道

⑲ debut: 首次亮相

⑳ beckon: 点头示意, 打招呼

㉑ snowball: 滚雪球般增长



ple, managed one bronze in Atlanta, putting it on a par<sup>21</sup> with Mongolia and Israel. Singapore managed nothing. Distance from the centers of international competition is one telling factor, as is an awkward climate for the propagation<sup>22</sup> of sporting greatness. Yet if Japan's three Atlanta gold medals seem a bit puny<sup>23</sup>, Canada, Brazil and South Africa fared no better. North Korea's two golds put it on the same line as Sweden and Nigeria. The lone<sup>24</sup> golds claimed by Indonesia, Thailand and Hong Kong matched the efforts of Great Britain, Kenya and Iran. Taken individually, Asia's results can look miserable. Put into context<sup>25</sup>, they might not register on the over-achieving scale, but they certainly don't deserve opprobrium<sup>26</sup>.

China, of course, is a different kettle of fish<sup>27</sup> in the Asian Olympic equation. Like all superpowers, or aspirant<sup>28</sup> ones, in China sport means politics as well as business. Along with Americans and Russians, Chinese athletes carry a lot more than just the pressure of performing at their best against the best at a given time on a given day (more than enough for most competitors). They carry the whole propaganda<sup>29</sup> machine as well. But given that China sent just one swimmer to the Helsinki Games in 1952, then did not reappear in competition until Los Angeles in 1984, its effort in the past two Olympics to seal<sup>30</sup> fourth spot

②① par: 相同水准

②② propagation: 繁殖, 成长

②③ puny: 微不足道的

②④ lone: 惟一的

②⑤ put into context: 放在...一起, 加起来

②⑥ opprobrium: 蔑视

②⑦ a different kettle of fish: 截然不同的事物

②⑧ aspirant: 有抱负的

②⑨ propaganda: 宣传

③⑩ seal: 定位

on the medals table (16 gold from each Olympics) is little short of remarkable.

In the past, this success came largely through the assiduity<sup>⑳</sup> of the state machine in identifying and nurturing<sup>㉑</sup> talent. These days China's Sports Ministry still has a huge say<sup>㉒</sup>, but foreign and domestic companies have flocked to reap<sup>㉓</sup> a golden harvest. China's diving team, for instance, due to haul away<sup>㉔</sup> at least two gold medals from Sydney, is sponsored by a television manufacturer and a wine maker. Indeed, corporate influence is growing so fast that analysts expect business to soon replace the state as the leading sports bankroller<sup>㉕</sup>.

Moreover, for China the Games game is far more intense this year. Beijing, which lost the 2000 Olympics to Sydney by just two International Olympic Committee (IOC) votes, was last week promoted to the five-city short-list for the 2008 Games. The country's sporting chiefs believe that a brilliant showing in Sydney will help it to relegate<sup>㉖</sup> Istanbul, Osaka, Paris and Toronto to the losers' podium<sup>㉗</sup> when the vote is taken in Moscow next July. Preparations in Beijing itself are just as purposeful. The huge Capital Iron and Steel smelter<sup>㉘</sup>, long blamed for enveloping central Beijing in a blanket of gray smog, is finally being relocated<sup>㉙</sup>.

Yet the "pollution" that grows more viru-

⑳ assiduity: 勤奋

㉑ nurture: 培养

㉒ say: 发言权

㉓ reap: 收获

㉔ haul away: 拿走

㉕ bankroller: 赞助商

㉖ relegate: 把……降级, 引中为击败

㉗ podium: 舞台

㉘ smelter: 冶炼厂

㉙ relocate: 迁址

lent<sup>④①</sup> as sport and money become inseparable soulmates<sup>④②</sup> may well scupper<sup>④③</sup> China's hopes of a 20-plus gold medal result in Sydney. Last year its doping<sup>④④</sup> authorities announced 16 positive tests, including seven in track and field and five in weightlifting. Less than two months ago, world-record-holding swimmer Wu Yanyan was fined and given a four-year ban for testing positive at the Olympic trials in Shandong. Depending on your point of view (Beijing wants the 2008 Games, so it is making a show of cracking down<sup>④⑤</sup> on doping; or, the country is making a genuine effort to overcome a lack of testing facilities and some entrenched<sup>④⑥</sup> corruption among its coaches), China undoubtedly has pruned<sup>④⑦</sup> its medal-winning chances by cleaning up its athletes.

In today's sporting machine, however, the drugs debate is almost as hypocritical<sup>④⑧</sup> as the insistence on the amateur ideals from which the modern Olympic movement sprang. The IOC consistently paid mere lip service to the doping problem—which, incidentally<sup>④⑨</sup>, is breathtakingly sophisticated<sup>⑤⑩</sup>—until last year when it set up a World Anti-Doping Agency in Lausanne. The agency had its first meeting last January—about 12 years after Canadian Ben Johnson tested positive for steroids<sup>⑤①</sup> in Seoul. Last month the IOC agreed to introduce a still-experimental combined test for the endurance-boosting<sup>⑤②</sup> synthetic hormone<sup>⑤③</sup> ery-

④① virulent; 令人难以忍受的

④② soulmate; 知己

④③ scupper; 使成泡影

④④ doping; 兴奋剂的

④⑤ crack down; 制裁

④⑥ entrenched; 根深蒂固的

④⑦ prune; 削减, 减少

④⑧ hypocritical; 伪善的

④⑨ incidentally; 附带说一句

⑤⑩ sophisticated; 尖端的, 高度发展的

⑤① steroid; 类固醇

⑤② endurance-boosting; 增强耐力的

⑤③ hormone; 荷尔蒙

thropoietin<sup>⑤4</sup> (EPO) in Sydney. EPO was first detected in the 1980s.

Since athletes are reckoned to be at least 10 years ahead of authorities in their drugs regimens<sup>⑤5</sup>, it can be supposed that only those from "unsophisticated" countries will be caught using EPO. If any are caught at all. Part of the EPO test adopted for Sydney was dumped<sup>⑤6</sup> before this year's Tour de France simply because it didn't work. For Atlanta, the IOC unveiled a so-called high-resolution<sup>⑤7</sup> mass spectrometer<sup>⑤8</sup> (HRMS) to nail<sup>⑤9</sup> drug cheats. The test, rushed into action, also didn't work. HRMS was later dismissed as a public relations gimmick<sup>⑥0</sup>; drug-testing at Atlanta was characterized by some experts as "a fiasco<sup>⑥1</sup>."

And while China has become everyone's favorite whipping boy on the drugs front, charges of state-sponsored doping along the lines of the formidable<sup>⑥2</sup> East Germans are incredible. As a developing country, China patently lacks the resources needed to accomplish such a feat<sup>⑥3</sup>. Far more credible are claims made in July by America's former anti-doping watchdog Wade Exum, who is taking the U. S. Olympic Committee to court, claiming his anti-drug efforts were sabotaged. Wade alleges that more than half of the U. S. athletes caught doping before Atlanta were not punished, and that some even won

⑤4 erythropoietin;  
(促)红细胞生成素

⑤5 regimen: 发展状况

⑤6 dump: (临时)放弃

⑤7 high resolution: 高分辨率

⑤8 spectrometer: 光谱仪

⑤9 nail: 揭穿

⑥0 gimmick: 骗局

⑥1 fiasco: 闹剧, 可耻的失败

⑥2 formidable: 难以对付的

⑥3 feat: 业绩

medals. He also claims that the U. S. committee "does not run a doping control program, they run a controlled doping program." The committee has denied the claims.

Oh, but we will all be swept up in the sheer<sup>④</sup> spectacle<sup>⑤</sup> of Sydney's Games. We may even forget the blatant<sup>⑥</sup> bribery of IOC delegates that so distinguished<sup>⑦</sup> Salt Lake City's successful bid<sup>⑧</sup> for the 2002 Games. Faster (is tomorrow soon enough?), Higher (another \$100,000?), Stronger (a safety deposit box?). Let the Games begin.

④ sheer: 纯粹的, 完全的

⑤ spectacle: 奇观, 盛事

⑥ blatant: 公然的

⑦ distinguish: 使 臭名昭著

⑧ bid: 竞标

[Selected from *Asiaweek*, September 6, 2000.

written by Penny Crisp]



## The Best of the Bunch<sup>①</sup>

最近,ZACKS 投资研究中心列出了全美目前增长最快的百强公司。他们均符合总部设在美国、开业三周年以上、收入和上市资本至少在 5000 万美元以上等条件。此外,他们的收入和单股收益连续三年都保持 30% 以上的年增长率,并在今年第二季度经营状况保持良好。名列榜首的是总部设在纽约的 4KIDS 娱乐公司,曾斥资制作“皮卡丘”等卡通影片,其专利产品如印有这些卡通角色造型的 T 恤、背包及文具更是大受青少年欢迎。

In every eighth-grade class there's one kid who towers over all others. He's the lanky<sup>②</sup> six-footer who makes the rest of us feel like trailers<sup>③</sup> parked at the base of a skyscraper<sup>④</sup>. Teachers, coaches, and even parents predict he'll soon top seven feet; then he'll be the center for the Lakers. No doubts. A slam-dunk<sup>⑤</sup>.

Flash forward<sup>⑥</sup> a decade. How tall is the kid now? Six foot-one—and he couldn't sink a basket if the hoop were twice regulation size. Glad you didn't bet on that deal? So why did you plop<sup>⑦</sup> \$10,000 into the dot-com your buddy told you was a sure winner? The one that just filed for bankruptcy.

① bunch: 群,伙,捆

② lanky: 瘦长的

③ trailer: 活动房屋

④ skyscraper: 摩天大楼

⑤ slam-dunk: 扣篮,引申为注定之事

⑥ flash forward: 时光飞逝

⑦ plop: 随意投下

The point is simple: Investing in fast-growing companies is no more predictable than betting a teenager will become the next Shaquille O'Neal. Some of the hardest-charging companies turn out to be duds<sup>⑧</sup>, tripping<sup>⑨</sup> over their own overgrown feet. And yet investors keep searching, because growth is what has driven the stock market for years and what will continue to drive it.

The task, then, is to sort<sup>⑩</sup> the awkward teens from the future Shaqs. *FORTUNE'S* comprehensive annual list of America's 100 Fastest-Growing Companies has some of both. That's in part because our methodology<sup>⑪</sup> is pure mathematics<sup>⑫</sup>; To make the cut, a company has to have grown profits and revenues at a 30% annualized rate over the past three years. The math helped us highlight<sup>⑬</sup> some great growth stocks early on—like Sun Microsystems (which first made the list in 1988), Cisco Systems (1991), and Dell Computer (1991). And some—where in this year's list, which ranges from Pokemon marketer 4Kids Entertainment at No. 1 to mortgage<sup>⑭</sup> lender Doral Financial at No. 100, may be the next giant. The problem is that most companies won't sustain their big numbers. Shipments<sup>⑮</sup> are delayed. CEOs micromanage. New employees aren't trained right. Major customers switch to<sup>⑯</sup> cheaper alternatives. For every Siebel Systems (No. 1 last year,

⑧ dud: 失败

⑨ trip over: 失误

⑩ sort: 剔除

⑪ methodology:  
方法

⑫ mathematics:  
数学

⑬ highlight: 使  
……突出,使注  
意力集中于

⑭ mortgage: 抵押

⑮ shipment: 装载  
的货物

⑯ switch to: 转向

No. 3 this year, and featured<sup>①⑦</sup> in Melanie Warner's story "Confessions<sup>①⑧</sup> of a Control Freak<sup>①⑨</sup>", there's an NCS Healthcare (No. 70 last year). While Siebel's stock was busy soaring 406%, NCS's tumbled 90%. Say bye-bye to the list, NCS.

With that in mind, we dug into this group to find a core<sup>②⑩</sup> portfolio<sup>②⑪</sup> of ten emerging growth companies that possess the management depth, dynamic<sup>②②</sup> products, and unlimited market opportunity to become superstocks. How did we pick the best of the bunch? (One caveat<sup>②③</sup>; We eliminated<sup>②④</sup> a handful of well-known names that are proven winners, like Dell, EMC, Enron, Qualcomm, and Siebel; you know about them.) We started by enlisting the help of six of the hottest money managers out there—Paul Cook at Munder Capital Management, Kevin Landis at FirstHand Funds, Mary Lisanti at Pilgrim Advisors, Paul McManus at Independence Investment Associates, Alberto Vilar at Amerindo Investment Advisors, and Garrett Van Wagoner at Van Wagoner Capital Management. These professional stock pickers, who collectively<sup>②⑤</sup> manage \$50 billion, whittled<sup>②⑥</sup> the list down to 25 companies.

Then we put each of the remaining 25 to the test. With advice from Ian MacMillan, executive director of the entrepreneurship program at the Wharton School, we looked at key

①⑦ feature: 被形容为

①⑧ confession: 坦白

①⑨ freak: 风云突变

②⑩ core: 核心的, 主要的

②⑪ portfolio: 投资项目组合

②② dynamic: 不断进步的

②③ caveat: 特别声明

②④ eliminate: 排除

②⑤ collectively: 总共地

②⑥ whittle: 削减



issues that fast-growing companies must confront. Every investor should ask questions like these before putting money into fast growers: Is growth diluting<sup>②⑦</sup> management's attention? Can the company handle the stress<sup>②⑧</sup> of doubling in size every year or two? Does the CEO delegate? Does the company meet its stated<sup>②⑨</sup> goals? Are the macroeconomic trends in place to provide unlimited growth potential?

After all that, we came up with ten winners, in four different kinds of businesses. Two warnings: All ten already carry fairly high price tags<sup>③⑩</sup>, and they all carry considerable<sup>③⑪</sup> risk as well. So before you buy in, make sure you already have a well-diversified portfolio that can tolerate<sup>③⑫</sup> volatility<sup>③⑬</sup>.

## THE BUILDERS

Creating the building blocks of networks—from wireless to the Internet—has been a lucrative<sup>③⑭</sup> area for companies and investors. Two builders<sup>③⑮</sup> are particularly well positioned: Network Appliance (No. 4) and Solelectron (No. 73).

Based in Sunnyvale, Calif., Network Appliance makes data storage devices that content<sup>③⑯</sup> providers or companies can locate across an entire network, making it easy for a wide range of<sup>③⑰</sup> customers or employees to access data. Yahoo, for instance, stores millions of

②⑦ dilute: 混淆视听

②⑧ stress: 压力

②⑨ stated: 预定的

③⑩ tag: 标签

③⑪ considerable: 相当大的

③⑫ tolerate: 经受, 忍受

③⑬ volatility: (股市)动荡

③⑭ lucrative: 有利可图的

③⑮ builder: 制造商

③⑯ content: 内容

③⑰ a wide range of: 大范围的