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商界风云

英语80主题

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TALKING BUSINESS SITUATION

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中国宇航出版社

商界风云

英语 80 主题



中国宇航出版社

· 北京 ·

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前言

“我为英文狂系列丛书”是一套面向大中学生及英语爱好者的中英文对照版的“英语话题百科全书”，共11个分册，首批出版《世界风情英语80主题》、《中国文化英语80主题》、《商界风云英语80主题》、《时尚生活英语80主题》、《大众偶像英语80主题》等5册，分别用来学习全球风土人情、中国文化、商业新闻和人物动态、流行时尚的生活情趣、大众崇拜的娱乐和励志偶像方面的英语主题。

本套图书将英文学习的触角伸向了真实生活和工作的方方面面，选取新潮、动感、实用的学习题材，配套外教标准朗读的MP3光盘，让读者读到英文媒体经常出现的英文主题，让读者可以和老外随心所欲地交流互相感兴趣的各个主题。

《商界风云英语80主题》选取商业交往和传播中读者感兴趣的80个主题，包含了偶像级的著名公司领导者、名躁一时的商业新闻、教科书般奉为圣典的商业法则、全球最知名的商学院、商界巨子的采访实录、耳熟能详的知名品牌创业史。所有英文素材均源于知名英美报刊，内容准确生动、可读性强。每个主题由热点透视、额外收获、学以致用三个板块构成。

中学生学习本套图书，可以了解一些英美国家的基本常识，提升自己应对考试的阅读理解能力，面对老外可以进行基础的会话，拓展课本和学校之外的知识视野。

大学生学习本套图书，可以有效弥补英文课本的知识广度，结合配套MP3学习，提高应对四、六级考试的听力水平，让书本上的英语变成可以脱口而出的自然口语，通过学习来认识社会的方方面面，为步入社会打下良好的基础。

广大英语爱好者学习本套图书，可以轻松自然地重拾英语课本，培养自己阅读纯英文媒体的能力，提升面对外国人时的精确口语表达能力，增加自己的英文阅读量，培养新的阅读兴趣点。

本系列丛书部分原作者难以一一核实，可与中国宇航出版社联系支付稿酬事宜。

编者

2009年11月于北京公寓

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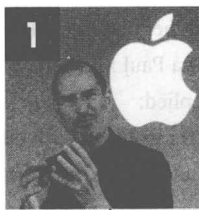
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Giants in Business

商界风云人物



Steven Jobs

史蒂芬·乔布斯

热点透视 Hot Topics Perspective

——疯狂地听，盛情地读，刻意模仿并理解全文

Steven Jobs (born February 24, 1955) is an American businessman, co-founder and CEO of Apple Inc. and former CEO of Pixar Animation Studios.

In the late 1970s, Jobs, with Apple co-founder Steve Wozniak, created one of the first commercially successful personal computers. In the early 1980s, Jobs was among the first to see the commercial potential of the mouse-driven **graphical** user interface. After losing a power struggle with the board of directors in 1985, Jobs resigned from Apple and founded NeXT, a computer platform development company specializing in the higher education and business markets. NeXT's subsequent 1997 **buyout** by Apple Computer Inc. brought Jobs back to the company he co-founded, and he has served as its CEO since then. Steve Jobs was listed as Fortune Magazine's Most Powerful Businessman of 2007.

In 1986, he acquired the computer graphics division of Lucas film Ltd, which was spun off as Pixar Animation Studios. He remained CEO and majority shareholder until

animation 动画

graphical 图解的;绘图的

buyout 收购

its **acquisition** by the Walt Disney Company in 2006. Jobs is currently a member of Walt Disney Company's Board of Directors.

Jobs' history in business has contributed greatly to the **myths** of the **idiosyncratic**, **individualistic** Silicon Valley entrepreneur, emphasizing the importance of design and understanding the crucial role **aesthetics** play in public appeal. His work driving forward the development of products that are both functional and elegant has earned him a devoted following.

In mid-January 2009, Jobs took a 5 month leave of absence from Apple to undergo a liver **transplant**.

Steve Jobs is also a devoted Beatles fan. He has referenced them on more than one occasion at Keynotes and also was interviewed on a showing of a Paul McCartney concert. When asked about his business model on 60 Minutes, he replied:

"My model for business is The Beatles: They were four guys that kept each other's negative tendencies in check; they balanced each other. And the total was greater than the sum of the parts. Great things in business are not done by one person. They are done by a team of people."

In mid-2004, Jobs announced to his employees that he had been **diagnosed** with a **cancerous tumor** in his **pancreas**. The **prognosis** for pancreatic cancer is usually very grim; Jobs, however, stated that he had a rare, far less aggressive type known as **islet cell neuroendocrine** tumor. After initially resisting the idea of conventional medical intervention and embarking on a special diet to **thwart** the disease, Jobs underwent a **pancreaticoduodenectomy** (or "Whipple procedure") in July 2004 that appeared to successfully remove the tumor.

On August 28, 2008, Bloomberg mistakenly published a 2500-word **obituary** to Jobs in its corporate news service, containing blank spaces for his age and cause of death. (News carriers customarily stockpile up-to-date obituaries to facilitate news delivery in the event of a well-known figure's untimely death.) Although promptly rectified, many news carriers and blogs reported on the error, intensifying rumors concerning Jobs' health. Jobs responded at Apple's September 2008 Let's Rock keynote by quoting

acquisition 并购

myth 神话

idiosyncratic 特点; 特质

individualistic 个人主义的

aesthetics 美学

transplant 移植

diagnose 诊断

cancerous 癌的

tumor 肿瘤

pancreas 胰腺

prognosis 预知, 预测

islet cell 胰岛细胞

neuroendocrine 胰腺细胞神经内分泌

泌肿瘤

thwart 击退; 消除

pancreaticoduodenectomy 十二指肠

肠切除手术

obituary 讣告

Mark Twain: “Reports of my death are greatly **exaggerated**”; at a subsequent media event, Jobs concluded his presentation with a slide reading “110/70”, referring to his blood pressure, stating he would not address further questions about his health.

In April 2009, Jobs underwent a liver transplant and the prognosis was “excellent”.

He was awarded the National Medal of Technology from President Ronald Reagan in 1985 with Steve Wozniak (the first people to ever receive the honor), and a Jefferson Award for Public Service in the category “Greatest Public Service by an Individual 35 Years or Under” in 1987.

史蒂芬·乔布斯(生于1955年2月24日)是一位美国企业家、苹果公司的共同创立者之一和CEO,也是皮克斯动画工厂的前任CEO。

70年代后期,乔布斯和苹果公司的共同创立者史蒂夫·沃兹创造出了第一台取得商业成功的个人电脑。80年代早期,乔布斯是第一批预见到鼠标驱动式用户界面商业潜力的人。1985年,在与董事会的权利斗争中失败后,乔布斯从苹果辞职并创立了一家专注于高等教育和企业市场的计算机平台开发公司NeXT。1997年NeXT被苹果公司收购,乔布斯便回到了他联合创立的公司。之后乔布斯就一直担任苹果公司的首席执行官,并被《财富》杂志列为2007年度最有实力的企业家。

1986年,乔布斯收购了卢卡斯电影公司的电脑制图部,这一独立部门就是后来的皮克斯动画工厂。乔布斯担任皮克斯动画工厂的CEO和主要持股人,直到2006年该厂被华特·迪斯尼收购。现在,乔布斯是华特·迪斯尼公司董事会的成员。

乔布斯在商业上的成功经历大大丰富了硅谷企业家的神话——他们都极具特点和个性,都强调设计的重要性,也都重视美学在吸引及感染公众方面所起的重要作用。他致力于推动产品功能性和美观上所花费的努力也为他赢得了一批忠实的员工。

2009年的1月中旬,乔布斯向苹果公司请了5个月假进行肾脏移植手术。

史蒂夫·乔布斯也是甲壳虫乐队的忠实粉丝。他曾不止一次地在主题发言中提到他们,也曾任在保罗·麦卡特尼的音乐会节目上接受采访。当在《60分钟》栏目中被问到谁是他工作上的楷模时,他回答道:

“我工作上的偶像是甲壳虫乐队,他们4人互相制约彼此的弱点,达到一种平衡的状态。并且整体的效果超出了每个人能力的叠加。商业上伟大的事情都不是由一个人完成的,而是由一个团队完成的。”

2004年中,乔布斯告诉员工他被诊断出患有胰腺癌。胰腺癌通常很顽固,不易治愈。然而乔布斯却说,他患有的是一种罕见的并没有想象中那么可怕的胰腺细胞神经内分

泌肿瘤。一开始,他拒绝使用惯用药物介入并坚持采取特殊食疗法抗击疾病后,乔布斯在2004年6月进行了十二指肠切除手术(或称作“惠普尔手术”),肿瘤被成功切除。

2008年8月28日,彭博咨询错误地在其通讯社上发布了一篇关于乔布斯的2500字的讣告,在其年龄和死因处留下空白。(新闻媒体通常会大量储备最新的讣告,以便在某位名人突然逝世时增加发行量。)尽管消息被快速更正了,许多新闻媒体和博客仍然报道这一错误消息,从而加剧了关于乔布斯健康问题的流言。乔布斯于2008年9月在苹果公司特别活动“让视频摇滚吧”主题发布会上作出了回应。他引用马克·吐温的话说“关于我死亡的消息被远远夸大了”。在之后的新闻发布会上,乔布斯以一张映有“110/70”的幻灯片结束了他的讲话,那是他的血压值。同时声明他将不会再回答更多关于他健康的问题。

2009年4月,乔布斯接受了肾移植,预后诊断手术非常成功。

1985年,乔布斯和史蒂夫·沃兹接受了罗纳德·里根总统颁发的国家科技奖章(他们是第一批接受该奖项的人),并且在1987年因为公众服务获得杰弗逊奖,被授予“35年来提供公众服务最多的个人”奖章。

额外收获 Know More

——拓展知识视野, 掌握更多相关信息

1. Steve Jobs dropped out of college after only one semester. Steve Jobs is a vegetarian.
2. Jobs was born in San Francisco and was adopted by Paul and Clara Jobs in California.
3. Jobs traveled to India with a college friend in search of spiritual enlightenment. He came back a Buddhist with his head shaved and wearing traditional Indian clothing.
4. A former colleague, once said that Jobs “would have made an excellent king of France,” alluding to Jobs’ compelling and larger-than-life persona.
5. He usually wears a black long-sleeved mock turtleneck made by St. Croix, Levi’s 501 blue jeans, and New Balance 991 sneakers.

1. 乔布斯大学第一个学期后就退学了。他是个素食主义者。
2. 乔布斯出生于旧金山,被住在加州的保罗和克拉拉·乔布斯夫妇收养。
3. 乔布斯和大学同学一起去印度追求灵魂的洗礼。从印度回来以后他就皈依佛教,剃掉头发,穿上传统的印度服饰了。
4. 乔布斯以前的一个大学同学曾经说过乔布斯个性强势、超群,“也许能成为一名出色的法国国王”。

5. 他总是穿圣克罗伊牌的黑色长袖高龄套头衫, 李维斯的蓝色仔裤和新百伦991的运动鞋。

学以致用 Training Camp

——将学到的知识应用到一个实景会话中, 体会其在口语表达中的实际用法

The Rolling Stone Interview of Steve Jobs (Excerpt)

Jeff: I want to ask you about your own interest in music. I know you're a big Bob Dylan fan. What does Dylan mean to you?

Steve: He was a very clear thinker, and he was a poet.

I think he wrote about what he saw and thought. The early stuff is very precise. But, as he matured, you know, you had to unravel it a little bit. But once you did, it was just as clear as a bell.

Jeff: Obviously music is important to Apple's future.

But skeptics have long viewed Apple as little more than as the cool R&D lab for the computer industry. Apple innovates-everybody else takes it and makes money off it. How does Apple survive in an industry that's getting more consolidated, more mature?

Steve: Well, first of all, I don't think that's a terrible thing, what you've just portrayed. Right now, in the personal-computer business-in terms of companies that sell personal computers-everyone is losing a lot of money, except for two companies, Dell and Apple. And Dell's making money because they're taking market share away from other companies, because they all sell the same product. We're making some money because we're innovating.

Jeff: You're well-known as being a technological optimist. Do you still feel as hopeful about what technology has done for us as a culture as you did, say, twenty years ago?

Steve: Oh, yeah. I think it's brought the world a lot closer together, and will continue to do that.

斯蒂夫·乔布斯接受滚石的采访(节选)

杰夫: 我想跟你谈谈你的音乐爱好。你是鲍伯·迪兰的歌迷吧。迪兰对你来说意味着什么?

斯蒂夫: 他是个诗人, 是非常有头脑的思想者。他写自己看到的和想到的, 那些早期的作品很简约。但当他越来越成熟以后, 他的作品你就得慢慢推敲了。且一旦你理解了, 又会觉得豁然开朗了。

杰夫: 很显然音乐对苹果公司的发展很重要。但也有人质疑说苹果不过就是电脑产业的研发室而已。苹果搞研发, 其他人就渔翁得利大发其财。那么苹果公司如何在联系日益紧密, 越来越成熟的IT产业中谋得一席之地呢?

斯蒂夫: 呃, 首先呢, 你刚才所描述的情况我不认为是件很糟糕的事情。目前看来, 除了戴尔和苹果个人电脑行业的企业基本每家都在赔钱, 而戴尔的法宝是跟其他的企业争夺市场份额, 这是因为这些企业卖的都是同一种产品。我们赚钱是因为我们在创新, 在研发新产品。

杰夫: 众所周知, 你对科技持肯定态度。那么你现在还像20年前对科技充满信心, 认为它能在文化方面给我们带来巨大的进步吗?

斯蒂夫: 当然。我认为科技让世界联系得更紧密了, 而且还将会把这个世界越拉越近。

2



Warren Buffett

沃伦·巴菲特

热点透视 Hot Topics Perspective

——疯狂地听，盛情地读，刻意模仿并理解全文

Warren Buffett (born August 30, 1930) is a US investor, businessman, and philanthropist. He is one of the most successful investors in history, the largest shareholder and C.E.O. of Berkshire Hathaway, and in 2008 was ranked by Forbes as the richest person in the world with an estimated net worth of approximately \$62 billion.

Buffett is often called the “**Oracle** of Omaha” or the “**Sage** of Omaha” and is noted for his **adherence** to the value investing philosophy and for his personal **frugality** despite his **immense** wealth. Despite his overall frugality, he flies in a corporate jet named the *Indefensible*.

Buffett is also a notable philanthropist, having pledged to give away 85 percent of his fortune to the Gates Foundation. He also serves as a member of the board of trustees at Grinnell College.

In 1999, Buffett was named the top money manager of the twentieth century in a survey by the Carson Group, ahead of Peter Lynch and John Templeton. In 2007, he was listed among *Time*’s 100 Most Influential People in the world.

He worked at his grandfather’s **grocery** store. In 1943, Buffett filed his first income tax return, deducting his bicycle and watch as a work expense for \$35 for his work as newspaper delivery boy. After his father was elected to Congress, Buffett was educated at Woodrow Wilson High School, Washington, D.C. In 1945, in his **freshman** year of high school, Buffett and a friend spent \$25 to purchase a used **pinball** machine, which they placed

oracle 神谕

sage 圣人, 哲人

adherence 坚持, 固守

frugality 节俭, 俭省

immense 巨大的, 广大的

indefensible 不能防卫的

survey 调查

grocery 杂货店

freshman 大学一年级学生

pinball 弹球戏

in a **barber** shop. Within months, they owned three machines in different locations.

Buffett first enrolled at The Wharton School, University of Pennsylvania, (1947-49) where he joined the Alpha Sigma Phi Fraternity.

In 1950, he transferred to the University of Nebraska where he received a B.S. in Economics.

Buffett then enrolled at Columbia Business School after learning that Benjamin Graham, (the author of *The Intelligent Investor*), and David Dodd, two well-known **securities** analysts, taught there. He then received a M.S. in Economics from Columbia University in 1951.

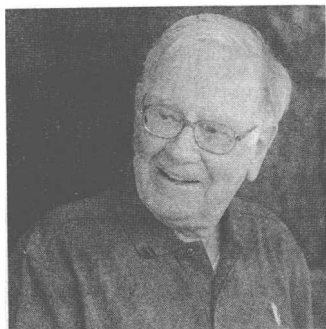
In Buffett's own words:

I'm 15 percent Fisher and 85 percent Benjamin Graham.

The basic ideas of investing are to look at stocks as business, use the market's **fluctuations** to your advantage, and seek a **margin** of safety. That's what Ben Graham taught us. A hundred years from now they will still be the **cornerstones** of investing.

At only six years old, Buffett purchased 6-packs of Coca Cola from his grandfather's grocery store for twenty five cents and resold each of the bottles for a **nickel**, pocketing a five cent profit. While other children his age were playing **hopscotch** and jacks, Warren was making money. Five years later, Buffett took his step into the world of high finance. At eleven years old, he purchased three shares of Cities Service Preferred at \$38 per share for both himself and his older sister, Doris. Shortly after buying the stock, it fell to just over \$27 per share. A frightened but **resilient** Warren held his shares until they **rebounded** to \$40. He promptly sold them-a mistake he would soon come to regret. Cities Service shot up to \$200. The experience taught him one of the basic lessons of investing: patience is a virtue.

By the late '70s, his reputation had grown to the point that the rumor Warren Buffett was buying a stock was enough to shoot its price up 10%. The **irony** was that War-



barber 理发师

security 债券, 证券

fluctuation 波动, 起伏

margin (时间, 金钱) 富余, 利润, 空白

cornerstone 基石

nickel 5分镍币

hopscotch “跳房子” 游戏

resilient 有弹力的

rebound 反弹

irony 讽刺

ren never sold a single share of his company, meaning his entire available cash was the \$50,000 salary he received. During this time, he made a comment to a broker, "Everything I got is tied up in Berkshire. I'd like a few nickels outside."

沃伦·巴菲特(生于1930年8月30日)是一位美国投资家、商人和慈善家。他是历史上最为成功的投资者之一,伯克希尔·哈撒韦公司的最大股东和CEO。2008年的福布斯排行榜把他列为世界上最富有的人,净资产达620亿美元。

巴菲特常常被人们称作“奥马哈之神”或者“奥马哈圣贤”。他因坚持价值投资哲学和虽巨富但节俭而著称。尽管巴菲特总体上很节俭,他出门搭乘的却是公司的飞机“无敌号”。

巴菲特也是一位著名的慈善家,他承诺把85%的财产都捐献给盖茨基金。他也是格利奈尔学院的董事会成员。1999年加森集团的调查把巴菲特列为20世纪财富管理者第一名,排在比得·林区和约翰·邓普顿之前。2007年,他被《时代》周刊列为全球最有影响力的100人之一。

巴菲特曾在他祖父的杂货店工作。1943年,13岁的他提交了自己的第一份所得税退税申请表。作为送报员,他请求把工作必须的自行车和手表作为工作开支予以扣除。在他的父亲当选为众议员后,巴菲特在首都华盛顿的罗德伍·威尔森高中读书。1945年,巴菲特高中一年级时,他和朋友花25美元购买了一台二手的弹球机,并把它放在理发店里赚钱。不出数月,他们就在不同地方拥有了3台弹球机。

巴菲特最初在宾夕法尼亚大学的沃顿学院就读(1947~1949年)。在那里,他加入了阿尔法·西格玛拔联谊会。1950年,他转到内布拉斯加州大学学习,取得了经济学学士学位。在了解到本杰明·格雷厄姆(《聪明的投资者》一书的作者)和大卫·多德两位著名的证券分析师在哥伦比亚商学院教书后,巴菲特考入了该校。他于1951年取得了哥伦比亚大学的经济学硕士学位。

用巴菲特自己的话说:“我是15%的费雪和85%的本杰明·格雷厄姆”。

投资的基本理念是把投资股票当作生意来对待,利用市场的波动控制风险。这是本·格雷厄姆所教给我们的。100年之后它仍然会是投资理念的基石。

在6岁的时候,巴菲特以每瓶25美分的价格从他祖父的杂货店买了6箱可口可乐,然后以30美分的价格再卖出,赚取5分钱的利润。当和他同龄的孩子还在玩跳房子和抓子游戏时,沃伦已经在赚钱了。5年后,他进入了高端的金融投资领域。11岁时,巴菲特以38美元每股的价格为自己和姐姐多莉丝购买了城市服务公司的3支优先股。在购买之后,该股票跌到了每股仅比27美元高一些的价格。惊恐但自信的沃伦持有他的股票直到它们反弹到40美元,他立刻卖出了股票,结果犯了一个立刻令他