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英语80主题

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大众偶像

英语80主题

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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。

本册《大众偶像英语80主题》选取蜚声全球的偶像级人物中读者感兴趣的80位，包含了奉为创业神话的财富偶像、红透全球的影视红人、无数粉丝追捧的乐坛先锋、挑战极限的体坛精英、催人奋进的精神图腾。所有英文素材源于知名英美报刊，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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Wealth Idol

财富偶像

1



Bill Gates

比尔·盖茨

We've really achieved the ideal of what I wanted Microsoft to become.

我们的的确实现了理想——使微软成为我所希望的微软。

——比尔·盖茨

热点透视 Hot Topics Perspective

——疯狂地听，盛情地读，刻意模仿并理解全文

William Bill Gates is chairman of Microsoft Corporation, the worldwide leader in software and services that help people and businesses realize their full potential.

Gates was married on Jan. 1, 1994, to Melinda French Gates. They have three children. His wife is very clever and she gives a great support to Gates' work. On June 27, 2008, Gates **transitioned** out of a **day-to-day** role in the company to spend more time on his global health and education work at the Bill & Melinda Gates Foundation. Gates continues to serve as Microsoft's chairman and as an advisor on key development projects.

Born on Oct. 28, 1955, Gates grew up in Seattle with his two sisters. Their father,

transition 转变

day-to-day 日常的

William Gates II, is a Seattle **attorney**. Their **late** mother, Mary Gates, was a school-teacher, University of Washington **regent**, and chairwoman of United Way International. Later, Gates **attended** public elementary school and the private Lakeside School. There, he discovered his interest in software and began **programming** computers at age 13.

In 1973, Gates entered Harvard University as a **freshman**, where he met Steve Ballmer, now Microsoft's chief **executive** officer. While at Harvard, Gates developed a version of the programming language BASIC for the first **microcomputer**—the MITS Altair.

In his junior year, Gates left Harvard to **devote** his energies to Microsoft, a company he had begun in 1975 with his childhood friend Paul Allen. Guided by a belief that the computer would be a valuable tool on every office desktop and in every home, they began developing software for personal computers. Gates' **foresight** and his vision for personal computing have been central to the success of Microsoft and the software industry.

Under Gates' leadership, Microsoft's **mission** has been to continually advance and improve software technology, and to make it easier, more **cost-effective** and more enjoyable for people to use computers. The company is committed to a long-term view, reflected in its industry-leading **investment** in research and development each year.

In 1999, Gates wrote *Business @ the Speed of Thought: Using a Digital Nervous System*, a book that shows how computer technology can solve business problems in fundamentally new ways. The book was published in 25 languages and is **available** in more than 60 *countries*. *Business @ the Speed of Thought* has received wide critical acclaim, and was listed on the best-seller lists of the *New York Times*, *USA Today*, and *The Wall Street Journal* and on Amazon. com. Gates' previous book, *The Road Ahead*, published in 1995, was at the top of the *New York Times* bestseller list for seven weeks. Gates has donated the **proceeds** of both books to non-profit organizations that support the use of technology in education and skills development.

In addition to his love of computers and software, Gates founded Corbis, which is developing one of the world's largest resources of **visual** information.

attorney 律师

late 已故的

regent (大学等董事会的)董事

attend 参加

program 为(计算机)编程

freshman (中学或大学)一年级学生

executive 执行官

microcomputer 微型计算机

devote 投身于

mission 任务

cost-effective 划算的

investment 投资

available 可得到的

proceeds 收益

visual 视觉的

Philanthropy is very important to Gates. He and his wife, Melinda, started a foundation in 2000 to help reduce inequities in the United States and around the world. The Bill & Melinda Gates Foundation supports philanthropic **initiatives** in the areas of global health and learning, with the hope that in the 21st century, advances in these critical areas will be available for all people. Just as he said: "Our goal in this country must be to prepare all students for college, work, and citizenship. And our challenge is to give students and schools the support they need to reach that goal."

He officially retired on Jun. 27, 2008.

威廉·比尔·盖茨是微软公司主席,该公司在软件及服务方面是全球范围内的领导者,旨在帮助个人和企业实现其全部潜能。

盖茨在1994年1月1日与梅琳达·弗伦奇·盖茨结婚。他们有3个子女。他的妻子非常聪明,对盖茨的工作给予了极大支持。2008年6月27日,盖茨转变了日常在公司的角色,将更多的时间用于关注全球健康与教育工作的比尔和梅琳达·盖茨基金会中。盖茨继续担任微软公司主席和重点开发项目顾问。

盖茨出生于1955年10月28日,他与两个姐姐在西雅图长大。他们的父亲威廉·盖茨二世是一位西雅图的律师。已故的母亲玛丽·盖茨是一名教师,并兼任华盛顿大学的董事,同时也是国际联合劝募协会主席。后来,盖茨到公立小学和私立湖滨学校读书。在那里,他发现自己对软件很感兴趣并从13岁时开始为电脑编程。

1973年盖茨考进了哈佛大学成为一名新生,在那里他结识了现在微软首席执行官史蒂夫·鲍尔默。在哈佛就读期间,盖茨为第一台微型计算机——MITS Altair 开发了BASIC语言编程的一个版本。

在大学3年级时,盖茨离开了哈佛并把全部精力投入到与他孩提时代的好友保罗·艾伦于1975年创建的微软公司中。秉承着计算机将成为每张办公桌上、每个家庭中一个有价值的工具这样一种信念,他们开始为个人电脑开发软件。盖茨对个人电脑的远见卓识是微软和软件产业成功的关键。

在盖茨的领导下,微软致力于不断提升和改进软件技术,让人们使用电脑时更容易、更划算、更享受。公司每年在研发上的投资处于本行业领先地位,反映出公司正致力于长期的发展。

1999年,盖茨撰写了《未来时速:数字神经网络和商务新思维》一书,向人们展示了计算机技术是如何从根本上以崭新的方式来解决商业问题的。这本书在超过60

个国家以25种语言出版。《未来时速》赢得了广泛的赞誉,并被《纽约时报》、《今日美国》、《华尔街日报》和亚马逊网列为畅销书。盖茨的上一本书,1995年出版的《未来之路》,曾连续7周位于《纽约时报》畅销书排行榜的榜首。他将这两本书的收益捐献给了非赢利组织以支持利用科技进行教育和技能培训。

除了热爱计算机和软件之外,盖茨还创立了考比斯公司,该公司正在发展成为世界上最大的可视化信息资源公司之一。

盖茨很重视慈善事业,他和妻子梅琳达在2000年创立了比尔和梅琳达·盖茨基金会,帮助减少美国和世界各地的不平等现象。该基金会支持全球健康和教育领域的慈善事业,希望在21世纪这些关键领域的进步能使全人类都受益。正如他所说:“我们在这个国家的目标是让所有学生上大学、工作及行使公民的职责和权力。而我们的挑战是给予学生们和各所学校为达到这一目标所需要的支持。”

他于2008年6月27日正式退休。

额外收获 Know More

——拓展知识视野, 掌握更多相关信息

1. The variety of languages that you can choose from, Visual Basic, which really evolved out of the very first Microsoft product.

2. At Microsoft, we share the belief that information technology can have a dramatic positive effect on people's lives.

3. There are really two key things: one is the advance in hardware, and the second is the advance in the software platform.

4. It's a combination of software advances and hardware power that allows us to bring new interaction techniques to a mainstream world.

1. Visual Basic中可供选择的多种语言,其实都是从最初的微软产品演变而来的。

2. 在微软,我们有个共同信念,就是信息技术可以对人们生活产生巨大的积极的影响。

3. 有两件事情至关重要:第一个是硬件的先进性,第二个是软件平台的先进性。

4. 正是软件进步与硬件力量的结合,使我们能够将新的互动技术带到主流世界。

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

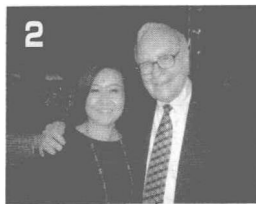
Reporter: You mentioned that you were tracking the developments throughout the hardware side of the industry. How easy was it to get information on what was coming available? Were people open in those days? Or were they pretty secretive?

Bill Gates: Well, there was no secrecy at all, at least as far as I could detect. Everybody in the industry would be at shows like the West Coast Computer Fair. And there was so much to do—we were overlapping each other some. There was some good rivalry, but not in a sense that people were keeping lots of secrets about what they were up to. It was a very exciting business at that time. Intel was a customer for our BASIC. They came out and asked us to do some custom work. I remember telling them that I could do it in two weeks. And they said, “Don’t say that, don’t say that—say four months—say something reasonable.” And it turned out that it took four weeks to do, because configuring their system was so hard. But we’d gotten to know Intel. And we were talking about where the chips were going. It was a very small group that sort of shared this secret. In fact, Ted Nelson gave a speech at one of the West Coast Computer Faires about how we were going to overthrow all the big computer companies, and we really knew that it was power to the individual. There was a little bit of a minority feel, that we had to advance this cause. And, eventually everybody would realize that we were right about what was going on with these machines.

记者:你提到你会关注整个行业硬件方面的发展。得知接下来会有什么硬件被开发的信息是件容易的事吗？人们会把它们公开吗？还是他们会守口如瓶呢？

比尔·盖茨:至少我认为完全没有保密可言。业内所有人都会出现在诸如西海岸电脑博览会上。并有许多工作要做——我们有些部分会重叠。有些是良性竞争，而不是指大家都对自身要做的事情保密。当时那是一个非常令人振奋的商机。英特尔公司是我们BASIC语言的一个客户。他们要求我们做一些客户工作。我记得告诉他们我可以在两周内完成。他们说：“别这么说，别这么说，还是说4个月吧，说一些合理的。”后来证明这花了4个星期的时间，因为配置他们的系统的确实太难了。但是我们了解了英特尔公司。我们都在谈论芯片的事情，知道这个秘密的只有少数人。事实上，泰德·尼尔森在一个西海岸电脑博览会上发表了演讲，介绍我们将如何打倒所有大型计算机公司，我们确实知道它对个人有巨大影响力。有少数人觉得我们必须推动其发展。最后每个人都认识到我们关于计算机发展趋势的判断是正确的。

2



Warren Buffett

沃伦·巴菲特

We enjoy the process far more than the proceeds.

比起收益,我们更享受过程。

——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 was employed from 1970-Present at Berkshire Hathaway Inc, Omaha as its Chairman, CEO.

In 1951, Buffett discovered Graham was on the board of GEICO **insurance**. Taking a train to Washington, D. C. on a Saturday, he knocked on the door of GEICO's **head-**



quarters until a **janitor** allowed him in. There he met Lorimer Davidson, GEICO's Vice President, and the two discussed the insurance business for hours. Davidson would eventually become Buffett's life-long friend and a lasting influence and later recall that he found Buffett to be an "**extraordinary** man" after only fifteen minutes.

In 1952 Buffett married Susan Thompson and the next year they had their first child, Susan Alice Buffett. In 1954, Buffett accepted a job at Benjamin Graham's partnership. His starting salary was \$12,000 a year.

In 1962, Buffett became a millionaire, because of his partnerships, which in January 1962 had an excess of \$7,178,500, of which over \$1,025,000 belonged to Buffett.

insurance 保险公司

headquarter 总部

janitor 看门人

extraordinary 非同寻常的

Buffett **merged** all partnerships into one partnership. Buffett discovered a **textile manufacturing** firm, Berkshire Hathaway. Buffett's partnerships began purchasing shares at \$7.60 per share. In 1965, when Buffett's partnerships **aggressively** began **purchasing** Berkshire, they paid \$14.86 per share while the company had working capital of \$19 per share. This did not include the value of fixed **assets** (factory and equipment). Buffett took control of Berkshire Hathaway at the **board** meeting and named a new president, Ken Chace, to run the company. In 1966, Buffett closed the partnership to new money. Buffett wrote in his letter: "unless it appears that circumstances have changed (under some conditions added capital would improve results) or unless new partners can bring some asset to the partnership other than simply capital, I intend to admit no additional partners to BPL."

His 2006 annual salary was about \$100,000, which is small compared to senior executive **remuneration** in comparable companies. In 2007, and 2008, he earned a total **compensation** of \$175,000, which included a base salary of just \$100,000. He lives in the same house in the central Dundee neighborhood of Omaha that he bought in 1958 for \$31,500, today valued at around \$700,000.

Warren Buffett works with Christopher Webber on an **animated** series with DiC Entertainment. According to information presented by Buffett at the Berkshire Hathaway annual meeting on May 6, 2006, the series will feature Buffett and Munger in roles and the series will teach children healthy financial habits for life. Cartoon drawings of Buffett and Munger were displayed throughout the events during the weekend as well as in a special animated movie displayed before the meeting.

Buffett ran into criticism during the **subprime** crisis of 2007-2008, that he has **allocated** capital too early resulting in **suboptimal** deals. In 2008, Buffett became the richest man in the world **dethroning** Bill Gates, worth \$62 billion according to **Forbes**, and \$58 billion according to Yahoo. March 11, 2009, Bill Gates regained number one of the list according to Forbes magazine, with Buffett second. Their values have dropped to \$40 billion and \$37 billion respectively, which is likely a result of the 2008-2009 economic downturn.

merge 合并

textile 纺织物

manufacturing 制造业的

aggressively 激进的

purchase 购买

asset 资产

board 董事会

remuneration 报酬

compensation 补偿金

animated 栩栩如生的

subprime 次级的

allocate 分配

suboptimal 未达到最理想的

dethrone 废黜

Forbes 《财富(福布斯)》杂志

沃伦·巴菲特从1970年至今都在位于奥马哈的伯克希尔·哈撒韦公司任董事长兼首席执行官。

1951年,巴菲特发现格雷厄姆是GEICO(美国政府员工保险公司)的董事会成员。在一个星期六,他坐火车来到华盛顿特区,一直敲GEICO公司总部的大门,直到门卫允许他进入。在那里,他遇到了洛里默·戴维森——GEICO的副总裁,双方讨论了几个小时的保险业务。戴维森最终成为了巴菲特的终身朋友,并对他有深远的影响。戴维森后来回忆道,仅仅在15分钟后,他就知道巴菲特是个“非凡的人”。

1952年,巴菲特与苏珊·汤普森结婚,第二年他们有了第一个孩子,苏珊·艾丽丝·巴菲特。1954年,巴菲特接受了本杰明·格雷厄姆合伙人有限公司的一份工作,起薪为一年1.2万美元。

1962年1月,巴菲特成为百万富翁,他的合伙人公司拥有超过了717.85万美元的资产,其中102.5万美元属于巴菲特。巴菲特将所有合伙人公司合并成一个巴菲特合伙人有限公司。他发现了一个纺织制造公司——伯克希尔·哈撒韦公司,巴菲特合伙人公司开始以每股7.6美元购买该公司股票。1965年,巴菲特合伙人有限公司开始更积极地以每股14.86美元购买伯克希尔的股票时,该公司的营运资本为每股19美元,这其中还不包括固定资产(工厂和设备)。巴菲特在董事会会议上接管了伯克希尔·哈撒韦公司,并任命了一位新总裁肯·才斯来管理公司。1966年,巴菲特关闭了合伙人公司以筹备新资金。巴菲特在信中写道:“除非情况看起来已有所改变(在一定条件下增加资本能改进结果),或者除非有新的合作伙伴能为合伙人公司带来一些资产,而不仅仅是资本,否则我不会承认巴菲特合伙人有限公司有额外的伙伴关系。”

巴菲特2006年的年薪为10万美元,这个薪酬与同类型公司的高级执行官们相比并不多。2007年和2008年,他获得了17.5万美元的补偿酬金,其中包括10万美元的基本工资。他仍住在位于奥马哈的中央邓迪社区的房子里,这房子是他在1958年花了3.15万美元买的,今天大约价值70万美元。

沃伦·巴菲特同克里斯托弗·韦伯一起与DIC娱乐公司合制了一个系列动画片。从巴菲特在2006年5月6日伯克希尔·哈撒韦公司年度会议上介绍的信息来看,该系列将会为巴菲特和芒格设置角色,并会教孩子在生活中健康的理财习惯。巴菲特和芒格的卡通画在周末发表,并在会议前以一个特殊的动画电影展示。

2007到2008年期间的次贷危机使巴菲特陷入了一片指责声之中,人们批评他拨出资金太早导致了不理想的交易。2008年,巴菲特成为继比尔·盖茨后的世界首富,根据福布斯榜显示他拥有620亿美元,而根据雅虎显示其拥有580亿美元。2009年3月11日,根据《福布斯》杂志统计,比尔·盖茨重登榜首,巴菲特列居第二。不过也