

UP-TO-DATE BUSINESS ENGLISH READINGS

新世纪 商务英语阅读

上

主编 \ 叶兴国

上海交通大学出版社

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内容提要

本书共分上下两册。每册 18 个单元,每个单元由课文、注释、练习、补充阅读课文和参考答案几部分组成。注释包括背景知识和语言难点。注释留有余地,以便于教师课堂检查和讲解。部分难点留在练习中加以解决。练习的设计主要是为了检查和提高学生的阅读能力。对于疑难句子,要求学生通过翻译来加深理解。

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前 言

《新世纪商务英语阅读》2000年初出版以来,我国的改革开放继续向纵深发展。为了使经贸类专业的大学生更好地学习商务英语,以适应经济全球化的趋势和我国加入世界贸易组织后全方位、多层次、宽领域的对外开放格局对人才的要求,我们在《新世纪商务英语阅读》第一至第四册共67单元的基础上精选了36单元编成此书。新书有以下三个特点:

第一,文章权威性强。除了一些经贸类教科书,文章大部分选自权威刊物,如《财富》、《经济学家》、《国际贸易论坛》、《读者文摘》、《新闻周刊》、《未来学家》、《时代周刊》、《哈佛商业评论》等。

第二,内容丰富。文章分析探讨的都是一些发达国家和发展中国家共同面临的问题,如进出口贸易,知识经济,电子商务,跨国公司,经济全球化,产品营销,人际关系,文化差异,科技精英,裁员浪潮,未来预测,谈判技巧,成功经验,建立自信等。

第三,阅读方便。课文全部选自英语国家出版的书刊,有一定难度。为了降低阅读难度并提高阅读流畅度,课文中的生词中文释义在文中加括号列出,英文生词或词组用斜体字表示。

本书共分上下两册。每册18个单元,每个单元由课文、注释、练习、补充阅读课文和参考答案几部分组成。注释包括背景知识和语言难点。注释留有余地,以便于教师课堂检查和讲解。部分难点留在练习中加以解决。练习的设计主要是为了检查和提高学生的阅读能力。对于疑难句子,要求学生通过翻译来加深理解。

本书主要供高等院校英语专业和经贸商务类专业学生使用。也适用于相关专业的双学位学生和研究生。可以根据学生的英语程度,在二年级或三年级使用。可供2个学期使用,每学期18个教

学周,每周 2 课时。

10 位教师参加了本教材的编写。具体分工如下:叶兴国教授主编,罗国梁教授、徐雅琴教授、王光林教授、谢文怡副教授副主编,朱永霞讲师、朱慧萍副教授、顾苏讲师、刘云腾讲师和孔华讲师参编。

许多专家学者对本教材的编写给予帮助,在此,向关心或帮助审阅本教材的王兴孙教授、郑树棠教授、俞理明教授、陈永捷教授、周国强教授和胡全生教授表示衷心感谢。

由于编者水平有限,书中难免有错误和不妥之处,我们恳切希望使用本教材的教师、学生和其他读者批评指正。

编 者

2004 年 1 月

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Unit 1

Failure, Success and Excellence¹

I. Failure

“My great concern is not whether you have failed, but whether you are content with your failure.”

—— Abraham Lincoln

“Little minds are tamed and subdued (制服) by misfortunes, but great minds rise above them.”

—— Washington Irving

Failure either crushes (摧毁) a life, or solidifies it. The wounded oyster (牡蛎) mends his shell with pearls. “Failures either do not know what they want, or jibe at (嘲笑) the price.”

—— W. H. Auden

“Show me a thoroughly satisfied man, and I will show you a failure.”

—— Thomas Edison

“The only failure which lacks dignity is the failure to try.”

—— Malcolm F. MacNeil

“There is no failure except in no longer trying. There is no defeat except from within, no really insurmountable barrier (不可逾越的障碍) save our own inherent (内在的) weakness of purpose.”

—— Elbert Hubbard

“Setbacks lead to innovation and renewed achievement.”

—— John Condry, educator

“Failure is the path of least persistence.”

—— Anonymous

“Failure is the opportunity to begin again, more intelligently.”

—— Henry Ford

“Failure is a man who has blundered (犯大错误), but is not able to cash in on the experience.”

—— Elbert Hubbard

Don't worry about your failures.

Thomas J. Watson, Jr., past president of IBM, said that the formula (公式) for success is to double your failure rate.

“Failure is a harsh teacher, but the best.”

—— Ervin L. Glaspy

“People are known as much by the quality of their failures as by the quality of their successes.”

—— Mark McCormack

“If at first you don't succeed, destroy all evidence that you tried.”

—— New Hielscher, humorist

Robert Schuller in his book *Tough Times Never Last, But Tough People Do* said, “Failure is never final and success is never-ending. Success is a journey, not a destination.”

Be determined to give your best and you will win.

Famed attorney (著名律师) Edward Bennett Williams said: “When I come out of a courtroom, I never feel like I've lost, because I always give my client my best. If you give your best, you don't lose. The case may be lost, but I don't lose.”

Henry Ford, who was very successful at making cars, failed at almost every enterprise outside of cars.

Bill Cosby gave this advice to comic Arsenio Hall early in his career: “I don't know the key to success, but the key to failure is trying to please everybody.”

“People fail in direct proportion to (成正比) their willingness to accept socially acceptable excuses for failure.”

—— Steven Brown, President, Fortune Group
“If you think education is expensive, try failure.”

—— John Condry, educator
“I have had a lot of success with failure.”

—— Thomas Edison
We all make mistakes, but it's overcoming them that determines our eventual success.

“There is the greatest practical benefit in making a few failures early in life.”

—— Thomas Henry Huxley
“No failure in life is as final as the failure to find out what you do best.”

—— Bernie Weiner, U. S. Shoe
Frederick Forsyth's best-selling book, *The Day of the Jackal*, was once turned down with the comment of “no reader interest.” It has since sold eight million copies.

“People fail forward to success.”

—— Charles McElroy
“Failure is a disappointment but not a defeat.”

—— Jeanne Robertson, humorist
“Failure is inevitable and provides valuable feedback that can move you in the right direction. You have to risk failure to succeed. The important thing is to not make one single mistake that will jeopardize (危害) the future.”

—— An Wang
“Success covers a multitude of blunders.”

—— George Bernard Shaw
“You may have a fresh start any moment you choose, for this thing that we call ‘failure’ is not the falling down, but the staying down.”

—— Mary Pickford

Eighty percent of all newly advertised products fail. The manufacturer decides the consumer is a fool. That's why the product fails. Period.²

In addition, 58 percent of all innovations ultimately fail. Except, that is, for those originated by top management — these fail at a rate of 74 percent.

R. H. Macy failed seven times before his store in New York caught on. Novelist John Creasey got 753 rejections slips before he published 564 books.

The biggest failure is the one we regret.

Christopher Columbus set out to discover a new trade route to India. He missed by half a globe. Yet few of us would call him a failure.

In perfecting the incandescent lamp(白炽灯), Thomas Edison experienced ten thousand failures before he finally succeeded. A friend of Edison's chanced to remark that ten thousand failures were a lot of failures, to which Edison replied: "I didn't fail ten thousand times. I successfully eliminated(排除), ten thousand times, materials and combinations which wouldn't work."

"It is defeat that turns bone to flint(像火燧石一样坚硬的東西), and gristle(软骨结构) to muscle, and makes people invincible(不可战胜的), and formed those heroic natures that are now in ascendancy(处于统治地位) in the world. Do not, then, be afraid of defeat. You are never so near to victory as when defeated in good cause."

—— Henry Ward Beecher

When you fail, you are in good company.

Thomas Edison was thrown out of school in the early grades when the teachers decided he could not do the work.

Harry S. Truman failed as a haberdasher(服饰用品商).

When Bob Dylan performed at a high school talent show, his

classmates failed to realize he was a kid bound for glory and booed him off the stage(向他喝倒彩).

W. Clement Stone, successful insurance company executive and founder of Success magazine, was a high school dropout.

Failure is the instructive side of experience.

Everyone encounters failure in life and in business. But what so many of us don't understand is that failure can actually be a step forward. A legendary Chinese emperor attacked an enemy castle ninety-nine times and failed to conquer. But on the ninety-ninth try, he discovered his weakness and that made his one hundredth attack successful.

Aristotle Onassis, one of the world's richest men, once said, "You don't fail until you give up."

In other words, giving up is not just quitting, it is actually choosing to fail.

Failure could be called "the Wallenda factor." You remember tightrope walker(走钢丝绳的杂技演员), Karl Wallenda. He was killed years ago in a tragic fall.

His widow was quoted as saying: "All Karl thought about for three straight months prior to the accident was falling. It seemed to me that he put all his energy into not falling — not into walking the tightrope."

Don't put your energy into not making a mistake but into doing something terrific!

II. Success

You get what you deserve.

"No one is either rich or poor who has not helped himself to be so."

—— German proverb

You need to become successful.

“Few people are successful unless a lot of others want them to be.”

—— Charlie Brower

“The virtue you would like to have, assume it as already yours, appropriate(把…拿来使用) it, enter into the part and live the character just as the great actor is absorbed in the character of the part he plays.”

—— Ralph Waldo Emerson

“Eighty percent of success is showing up.”

—— Woody Allen

The key to success is setting aside eight hours a day for work and eight hours for sleep and making sure they're not the same hours.

John D. Rockefeller, Jr., was once asked for the secret of success. Rockefeller thought for a minute, then replied: “Get up early, work late — and strike oil(钻探到石油;大获成功).”

Success is a slow process.

“Grain by grain — a loaf; stone upon stone — a palace.”

—— George Bernard Shaw

You become the people you are around.

“Who keeps company with a wolf will learn to howl(狼嚎).”

—— Henry Cannon

There is no road to success unless it's just doing what needs to be done.

“For every person who climbs the ladder of success, there are a dozen waiting for the elevator.”

—— Kathy Griffith

“To succeed, jump as quickly at opportunities as you do at conclusions.”

—— Benjamin Franklin

Success is timing.

“I was in the right place at the right time and nobody ever knew any better.”

—— Durward Kirby

“Success has ruined many a man.”

—— Benjamin Franklin

“Why are there so many best-sellers about how to dress or plan or eat for success — and so few on how to work for it?”

—— Arch Napier

Success stops when you do.

“You’ll die if you sit on your laurels(满足于既得荣誉).”

—— Pindaros Roy Vagelos, president, Merck Pharmaceuticals

“To be a success in business, be daring, be first, be different.”

—— Henry Marchant

“If you wish success in life, make perseverance(锲而不舍) your bosom friend, experience your wise counselor(顾问), caution your elder brother, and hope your guiding genius.”

—— Joseph Addison

You may recall the television commercials for Eastern Airlines several years ago, in which the closing line was, “We have to earn our wings every day.”

We also have to earn the right to be in business every day.

Success often goes to the steady player.

“A man who makes a big splash may be a man who has gone overboard(走极端).”

—— Parkes Robinson

“Success is a journey, not a destination.”

—— Ben Sweetland

“Never tell anyone what you are going to do till you’ve done it.”

—— Cornelius Vanderbilt

You can't get too much of success. To quote Mae West, "Too much of a good thing is wonderful."

Don't expect success to come overnight.

Ray Kroc, who built McDonald's Corporation from a handful of hamburger stands into the world's largest food chain, didn't sell his first hamburger until age fifty-two.

Success breeds success.

"Once you've had a good opening night, you can't wait to do the next night. An initial success causes you to be more confident and pleased with yourself the next time around."

—— Ed McMahon

"There is a fine line between success and failure."

"In baseball, the difference between a 350 hitter and a 250 hitter is only a quarter-inch up or down on the bat(棒球球棒)."

—— Mortimer R. Feinberg, *Effective Psychology for Managers*
Even though there is a small difference in performance, it can mean as much as a million dollars a year to be a 350 hitter instead of a 250 hitter.

"Success comes when you take responsibility for yourself."

"Responsibility, points out Joe Crail, president of Coast Federal Savings and Loan Association, is the feeling that the individual is personally responsible for the success of all activities with which he is associated. Believing in Santa Claus, luck, a minister, a superior, or anyone else to solve one's problem is a sign of immaturity(不成熟). Believing in personal responsibility in one's own life is necessary for security and happiness."

—— Mortimer R. Feinberg, *Effective Psychology for Managers*

"You have removed most of the roadblocks to success when you have learned the difference between movement and direction."

—— Joe L. Griffith

"Success isn't how far you got, but the distance you traveled