



# 新理念商务英语(有声 CD 版)

如何经营你的事业

How to Manage Your Business

by Paul O'Hagan

出版社

吉林省版权局著作权合同登记图字：07-2002-863

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### 图书在版编目（CIP）数据

新理念商务英语：如何经营你的事业/（英）哈根  
（Hagan, P.）著. —长春：吉林科学技术出版社，2002  
ISBN 7-5384-2527-6

I. 新... II. 哈... III. 商务-英语-口语  
IV. H319.9

中国版本图书馆 CIP 数据核字（2001）第 093534 号  
责任编辑：珂 丽 封面设计：吴文阁

### 新理念商务英语

如何经营你的事业  
（英）哈根（Hagan, P.）

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吉林科学技术出版社出版、发行  
长春大学印刷厂印刷

\*

880×1230 毫米 32 开本 6.75 印张 204 000 字

2002 年 1 月第一版 2002 年 1 月第一次印刷

定价：26.00 元（含 CD 盘 定价：3.00 元）

ISBN 7-5384-2527-6/H·152

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## Acknowledgements

Thanks to "Lonely Planet" and "Insight Guides" Guide Books for introducing me not only to Taiwan but many other countries in my travels.

感谢 "Lonely Planet" 和 "Insight Guides" 这两本书提供讯息，使我不只在台湾，甚至是在世界各国旅行时都得到很多的帮助。

Paul

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# 第一章

## 拥有自己的事业

**English**

**1**

**1 Major Sentence:**

**What are the advantages of owning your own business?**

**主要句子:** 拥有自己的事业有什么好处呢?

**Dialogue: Being the Boss.**

**对话:** 当老板

**Mike Chen:** What are the advantages of owning your own business?

**Mike Chen:** 拥有自己的事业有什么好处呢?

**Bill Lee:** If you do well of course, there's the joy of having plenty of money.

**Bill Lee:** 如果做得好,会有很多钱的快乐。

**Mike Chen:** Not everyone does it for the money.

**Mike Chen:** 并非每个人都是为了钱。

**Bill Lee:** True, Some people enjoy the independence, being the boss and in some businesses, flexible hours.

**Bill Lee:** 的确。有些人喜欢当老板,而且有些行业时间颇有弹性。

**Mike Chen:** So there are lots of benefits, huh?

**Mike Chen:** 所以有许多好处,不是吗?

**Bill Lee:** Yes, but first at least for a few years there's a lot of hard work to be done.

**Bill Lee:** 是啊,但至少头几年有许多难题得处理好。

**注解**

**advantage** *n.* 益处;优点

**flexible** *adj.* 有弹性的

**benefit** *n.* 利益





**2 Major Sentence:**

I don't have time to go to business classes.

主要句子:我没有时间去上商业课程。

**Dialogue: Business Education.**

对话:教育

**Mike Chen:** I don't have time to go to business classes.

**Mike Chen:** 我没有时间去上商业课程。

**Bill Lee:** That's no problem. There are plenty of correspondence courses.

**Bill Lee:** 没关系啊,还有许多符合你条件和时间的课程可供你选择。

**Mike Chen:** Do I have to do exams?

**Mike Chen:** 要考试吗?

**Bill Lee:** No, you can do them if you want but you don't have to pass exams to open your business.

**Bill Lee:** 不必,如果你想考试,当然可以,但是不必通过考试就能开业。

**Mike Chen:** Except for some specialized professions, of course.

**Mike Chen:** 当然,除了一些专业需要执照之外。

**注解**

Correspondence 符合;相通

except for 除……之外

specialize v. 专门化

**3 Major Sentence:**

I'm thinking of getting experience before I start my business.

主要句子:我想在开业前获取一些经验。

Dialogue: Experience.

对话:经验

**Mike Chen:** I'm thinking of getting experience before I start my business.

**Mike Chen:** 我想在开业前获取一些经验。

**Bill Lee:** That's an excellent idea. Often, people will enter a business they don't have enough knowledge of, with a sad ending to the story.

**Bill Lee:** 好主意。通常人们踏入一些他们不清楚的行业,最终是以悲剧收场。

**Mike Chen:** But some people do succeed in such circumstances.

**Mike Chen:** 可是有些人在这种情况下却成功了。

**Bill Lee:** But they are the quick learners and probably they have a natural talent.

**Bill Lee:** 他们学得很快,也有可能天生具有做生意的潜能。

注解

excellent *adj.* 卓越的

talent 才能







**4 Major Sentence:**

Educate yourself before and

after you start.

主要句子:开业前后要接受教育。

Dialogue: Education.

对话:教育

**Bill Lee:** Educate yourself before and after you start.

**Bill Lee:** 在你开业前后,要接受教育。

**Mike Chen:** Do you mean business education?

**Mike Chen:** 你是指职业训练?

**Bill Lee:** Paul Getty who at one time was the richest man on Earth said that a good liberal arts education was very important in business. A good general education helps a lot but of course there are many good books and courses on business around.

**Bill Lee:** 保罗盖蒂,一个曾是世界最有钱的人说过:好的自由人文方面的教育在商场上很重要。好的一般教育助益甚多,尤其是当中有许多好书和课程是针对商场需要的。

**Mike Chen:** No need for anybody to be ignorant.

**Mike Chen:** 没有人应该是无知的。

**注解**

educate *v.* 教育;训练

liberal *adj.* 自由的;宽大丰富的

ignorant *adj.* 无知



**5 Major Sentence:**

**Read about successful businessman and women and study their problems.**

**主要句子:**研读一些与成功生意人有关的成功之道,并研究他们的问题。

**Dialogue: Role Models.**

**对话:**模范角色

**Bill Lee:** Read about successful businessmen and women and study their problems.

**Bill Lee:** 研读一些与成功生意人有关的成功之道,并研究他们的问题。

**Mike Chen:** It's like looking at successful role models and copying them.

**Mike Chen:** 就像看些成功的模范并仿效他们。

**Bill Lee:** Not exactly copying them. It's more like gaining inspiration from them.

**Bill Lee:** 但并非模仿,而是从他们身上得到启示。

**Mike Chen:** If they can build their multimillion organizations, why can't I succeed in my small business?

**Mike Chen:** 如果他们可以建立企业王国,为何我不能在小小的事业上成功呢?

**Bill Lee:** Right. And then maybe someday, if you want, you'll have your multimillion organization.

**Bill Lee:** 是啊。也许有一天,如果你想要,你也可以建立你的企业王国。

**注解**

role *n.* 角色

inspiration *n.* 启示





**6 Major Sentence:**

Think about how to promote your business.

主要句子: 思考一下如何促销生意。

Dialogue: Promotion.

对话: 促销

**Bill Lee:** Think about how to promote your business.

**Bill Lee:** 思考一下如何促销生意。

**Mike Chen:** Do you have to spend a lot of money on advertising?

**Mike Chen:** 必须花很多钱在广告上吗?

**Bill Lee:** If you advertise in the papers or on TV or radio, yes. However there are cheaper ways.

**Bill Lee:** 如果你在报纸、电视或广播电台登广告, 当然要花很多钱, 不过有更便宜的方式。

**Mike Chen:** I suppose being creative can save a lot.

**Mike Chen:** 我想如果自己有促销生意的话可省下一笔。

**Bill Lee:** That's correct.

**Bill Lee:** 没错。

注解

promote *n.* 促进

advertise *v.* 登广告

creative *adj.* 有创造力的

**7 Major Sentence:**

**As you grow, for heaven's sake, delegate.**

**主要句子:**随着你事业的成长,看在老天爷份上,授权下去。

**Dialogue: Delegating.**

**对话:**授权

**Bill Lee:** As you grow, for heaven's, delegate. Tell people to think for themselves.

**Bill Lee:** 随着你事业的成长,看在老天爷份上,授权下去。告诉人们为自己好好想想。

**Mike Chen:** That's not easy especially in this society.

**Mike Chen:** 尤其在这个社会上特别不容易。

**Bill Lee:** But it can be done. And, as your company grows it will have to be done if you don't want heart problems.

**Bill Lee:** 但仍然可行。如果你不想积劳成疾,让你的公司成长授权是必须的。

**Mike Chen:** One person can't do every thing.

**Mike Chen:** 一个人不可能包办一切。

**注解**

heaven *n.* 天;上帝

for one's sake 为……的缘故

delegate *v.* 授权



## 第二章

## 资 金

**English**

**9**



**1 Major Sentence:**

One of the major problems of starting a business is getting finance.

主要句子: 创业最主要的问题之一是筹集资金。

**Dialogue: Finance.**

对话: 资金

**Bill Lee:** One of the major problems of starting a business is getting finance.

**Bill Lee:** 创业最主要的问题之一是筹集资金。

**Mike Chen:** Where I start? I don't have a lot of money.

**Mike Chen:** 该从何开始呢? 我没有许多钱。

**Bill Lee:** There are lots of ways. Borrowing, saving, taking on a partner. It just takes some determination.

**Bill Lee:** 有许多方式如借贷, 省吃俭用, 合伙等, 只要下定决心就可开始创业。

注解

determination *n.* 决心





**2 Major Sentence:**

Another possibility is asking friends and relatives.

主要句子:另一可能是向亲朋好友求助。

Dialogue: Finance from friends.

对话:向朋友寻求财务资助

**Bill Lee:** Another possibility is asking friends and relatives. Now, in Taiwan this is a problem.

**Bill Lee:** 另一可能是向亲朋好友求助。目前,在台湾这是个大问题。

**Mike Chen:** There's not much problem. Many people are willing to help friends here.

**Mike Chen:** 不会有太大问题,这里许多人愿意帮助朋友。

**Bill Lee:** That's the problem; people's trust has been abused in the past.

**Bill Lee:** 那正是问题所在,因为人们的信用在过去太过于被滥用。

**Mike Chen:** So you're saying it's important that you know what your doing so that people won't lose their money in your collapse.

**Mike Chen:** 所以说,你必须知道你在做什么,才不会让朋友投资的钱亏本。

**Bill Lee:** That's it.

**Bill Lee:** 对了。

注解

relative *n.* 亲戚

abuse *v.* 滥用

collapse *n.* 倒塌;垮台



### 3 Major Sentence:

Sometimes people take on a partner.

主要句子: 有时人们合伙。

Dialogue: Taking on a partner.

对话: 合伙

**Bill Lee:** Sometimes people take on a partner. That's something of a problem in any case: worse if it's only for finance.

**Bill Lee:** 有时人们合伙, 在任何情况下那是个问题, 而且最糟的是只有财务合伙。

**Mike Chen:** What are the main problems?

**Mike Chen:** 主要的问题是什么?

**Bill Lee:** They need to concentrate on their own best areas: one on sales, another on accounts.

**Bill Lee:** 最主要的是他们需要专注在他们擅长的领域: 一个在行销, 另一个在会计。

**Mike Chen:** I suppose there are better ways of getting money.

**Mike Chen:** 我想有更好的方式筹集金钱。

**Bill Lee:** That's correct. You'll usually pay back less in interest on a loan than you'll give to a partner.

**Bill Lee:** 没错, 通常贷款利息要比你分给合伙人的来得少。

#### 注解

concentrate on ... 专注于 .....

account *n.* 账目

interest *n.* 利息







**4 Major Sentence:**

**You can, of course, use your own savings.**

**主要句子:**当然你可以用你自己的资产。

**Dialogue: Self-financing.**

**对话:**自身资产

**Bill Lee:** You can, of course, use your own savings. It makes life easy.

**Bill Lee:** 当然你可以用你自己的资产,那就容易许多。

**Mike Chen:** If you have any savings.

**Mike Chen:** 如果你有任何资产。

**Bill Lee:** Ah, but savings can include your house, even your car. You can get loans against these assets or sell them.

**Bill Lee:** 但资产可以包括你的房子,甚至你的车子,你可以经由这些资产贷款或卖掉它们。

**Mike Chen:** Well, at least in Taiwan it is possible to save quite a bit in three years.

**Mike Chen:** 至少在台湾,三年之内是有可能存下相当可观的一笔钱。

**Bill Lee:** Now you're thinking. And that amount can be used as a lever to get even more finance.

**Bill Lee:** 现在你想想,这总数可当成获取更多财务资源的本钱。

**注解**

asset *n.* 财产

lever *n.* 员工;途径