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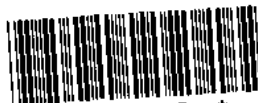
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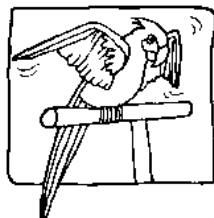
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本期的业界情报都和“胖”有关，原以为“胖”只关自己的事，哪知道人多力量大，“胖”出了“规模”也就有了麻烦。在中国，汽车穿梭餐厅是个好主意，而在胖人重重的美国，却为薯片中的一点点油水大伤脑筋。不仅如此，飞机票对胖人另眼相看，古老的瑜伽也成了当今的潮流

◆ 孟颖 编译

## Swelling Obesity Bites U.S. Economy

### 肥胖刺痛美国经济

Nearly a third of all American adults are obese, and the percentage of overweight children has **tripled** in the past 20 years, putting a serious **strain** on the world's largest economy.

While an **unhealthier** population can be a boon to the health care industry, it drains



resources from the rest of the economy — up to \$100 billion a year in **direct costs** and another

\$50 billion annually in **indirect costs**, according to some estimates.

"As you get higher on the weight scale, you get more **absenteeism**, more sick days," said Morgan Downey, executive director of the American Obesity Association. "The disturbing thing about the recent data is that [obesity is] starting at ever-younger ages, which means you're going to have a longer lifetime of diseases and costs associated with it." ☆

关键词:

1. triple: 增至三倍。例: His income tripled. 他的收入增至三倍。(double: 增一倍、成为两倍。)

2. strain: 重负; 极度紧张。例: The cost was a strain for her to pay. 支付这笔费用对她来说是个很大的负担。ease the strain on fuel supplies 缓和燃料供应的紧张情况

3. direct cost/indirect cost: 直接费用(成本)/间接费用(成本)。直接费用是直接计入某一成本计算对象(如产品、工程、项目等)的费用。如农业播种用的种子、纺纱用的原棉等费用。

4. absenteeism: 旷工; 旷课。absent(adj.): 缺席的

几乎三分之一的美国成年人患有肥胖，超重儿童在过去的二十年翻了二番，这种情况给世界上经济最强大的国家造成了沉重的负担。

虽然人口健康状况不佳使医疗保健业受益匪浅，但它也消耗其它行业创造的资源——据估算，每年达1,000亿美元的直接费用和500亿美元间接费用。

“体重越重，缺勤和生病的时间就会越多，”美国肥胖协会主席摩根·道尼说。“令人不安的是最近的数据表明肥胖开始的年龄越来越小。”

这意味着你一生中生病的时间会更多，随之而来的费用也会更大。”★



# Fat and Happy

胖并快乐着

in Oak Brook and Beijing



Kentucky Fried Chicken is opening the first **drive-through restaurant** in China. Meanwhile, McDonald's has **launched** plans to reduce the fat — well, at least one kind of fat — in its French fries.

Americans are fat, that much is known. Oak Brook, Ill.-based McDonald's is sensitive to consumer concerns, offering **alternative** items like salad and Diet Coke. Now the company plans to cut the trans-fatty acids in its fries by 48% and saturated fat by 16%.

The two stories seem unrelated but are actually tightly linked, and together raise the age-old question: If people are too lazy (or busy) to walk from the car to the burger counter, does it really matter if the fries have a little less fat? ☆

肯德基在中国开了首家汽车穿梭餐厅。与此同时，麦当劳推出一项减少薯条中脂肪含量的计划——嗯，至少是一种脂肪。

美国人大都肥胖，这许多人都知道。总部在伊利诺斯州奥克布鲁克的麦当劳对消费者的需求很敏感，它提供诸如沙拉和健怡可乐等产品供选择。现在公司计划减少油炸食品中48%的脂肪酸和16%的饱和脂肪。

这两件事看起来毫不相关实际上却有密切的联系，它们共同提出了一个由来已久的问题：如果人们懒到不愿（或者忙到不能）从汽车走到卖汉堡的柜台，油炸食品少点脂肪是不是真的那么重要？★



关键词：

1. drive-through restaurant: 汽车穿梭餐厅。汽车穿梭餐厅是专为驾车一族所设计的，它建有专用车道，当车辆驶至订餐窗口时，消费者可以隔着车窗告知订餐员需要什么餐点，店内员工通过收银机与对讲机获取订餐信息后，便立即为顾客备餐、递送。

2. launch: 发起。例：launch a proposal(protest): 提出建议（抗议）。

3. alternative: 供选择的；供替代的。例：alternative energy sources such as solar 诸如太阳能之类的其他可供选择的能源

Yoga—an ancient spiritual practice of intricate poses passed from teacher to student in a sacred exchange. Yoga—a **booming business** of glamorous poses in which millions of dollars are being exchanged.



And no one has been more successful at marketing that commodity than Bikram Choudhury. His "hot yoga" method, practiced in rooms heated to at least 105 degrees, is so popular

瑜伽——一种古老的精神修行方法。这些复杂的姿态只由瑜伽师传授给门徒。瑜伽——一个兴旺繁荣的产业，这些美丽的姿态创造了数百万美元的价值。

在推广这项商品上，没有人比比克拉姆·乔得瑞更成功。他的“热瑜伽”方法要在牢湿加热到至少105度的房间练习。热瑜伽非常流行，乔得瑞甚至担心别的瑜伽师会“窃取”他的方法“出售”这种精神修持的想法本身就

## Hot Yoga, Hot Profits

that Choudhury worries about other teachers "stealing" his style.

The very concept of "selling" a spiritual practice has offended some traditionalists. Yoga is based on five principles, including one that discourages greed. It would seem that capitalism and contemplation would be poor partners.

But don't tell that to Choudhury. He bragged, "I am bulletproof, waterproof, fireproof, windproof, money-proof, sex-proof, emotion-proof. Nothing in the world can take my peace away from me."

Or, for that matter, his **net worth**, is estimated at \$7 million. ☆

关键词:

1. booming: 兴旺发达的。例: The railways have been doing booming business this year. 铁路今年一直生意兴隆。

2. net worth: 净值。资产扣除负债后剩下来的。叫作净资产(net asset); 它的价值, 叫作净值(net worth)。

## 热瑜伽，高利润

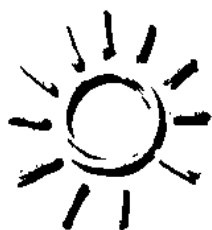
冒犯了一些传统主义者。瑜伽基于五项原则，包括抑制贪欲。资本主义和沉思似乎不是好搭档。

但别跟乔得瑞这样说。他夸口说，“子弹、水火、狂风、金钱、色相、情感，对我都毫无影响。世上没有什么事情可以带走我的宁静。”

也许因为这个原因，他的资产净值约达700万美元。

★





## 胖乘客面临高票价

# Fat Flyers Face Higher Travel Costs



Being overweight has always been a health issue. Now it has become a financial issue as well.

US **budget** airline Southwest has said people will be charged twice if they are too large to fit into a standard seat.

Overweight passengers in need of a **seat-belt** extension, or with a girth that makes it impossible to lower the arm rests between seats, will have to buy a second ticket if the plane is fully **booked**.

Southwest's "passengers of size" policy is not new. It actually dates back to 1980, although rarely has it been enforced.

But Southwest's slim-line passengers are now revolting. The airline says 90% of the letters it receives on the issue were from passengers complaining that they were "sat upon" by people overflowing from their seat. ☆

超重一直是个健康问题。现在它又成了一项财政问题。

收费低廉的美国西南航空公司说，如果乘客因过胖而无法坐进标准座椅的话，就要付两倍票价。

需要加长安全带或由于腰围太大无法放下座椅间的扶手的超重乘客，当飞机票全部被预定时，需要多买一张票。

西南航空的“乘客尺寸”并不是新政策。虽然很少被强制执行，但实际上这可以追溯到1980年。

但是西南航空苗条的乘客现在开始反抗。航空公司说他们收到针对此问题的信件90%都是抱怨被胖得一个座位容不下的乘客“坐在上面”。★



关键词：

1. **budget**: (adj.)低廉的，收费公道的。例：a budget price 廉价

(n.)预算。例：a travel budget of \$300 300 美元的旅行预算费

2. **book**: 预定；预约。例：book a room 预定一个房间 / The flight is fully booked. 这次航班的票已全部预定完了。

无论你在世界的哪个角落品尝肯德基出售的炸鸡，结果总是完全一样——非常美味的鸡块。

# Where Does the Kentucky Fried Chicken Come from?

◆ 王碧 译

——肯德基炸鸡的起源



Colonel Sanders' Kentucky Fried Chicken is known and loved in 82 countries and it all began in 1952 when a 65-year-old gentleman used his Social Security cheque of just \$105 to start the KFC franchising business that we know today. In 1986 PepsiCo Inc bought the KFC franchise for a reported \$840m although the Colonel only got \$2m for his business in 1964.

In actual fact it really all began before then as the early death of his father left Harland Sanders as a six years old head cook and bottle washer in the Sanders household, where by the age of seven he had mastered many local dishes. Between then and his fortieth birthday Harland worked in at least a dozen different jobs and finally ran a service station in Corbin, Kentucky. It was here that he began to cater for the weary travellers by cooking them meals to be served on his own kitchen table in his own quarters. Such was the popularity of his fare that people would come to the service station just for the food and not fuel. So in the 1930's Harland moved across the

桑德斯上校的肯德基炸鸡在全球 82 个国家都享有盛名、倍受青睐。1952 年，65 岁的老绅士用他仅有的 105 美元社会保险金升办了我们今天所知道的肯德基特许经营。尽管上校在 1964 年为他的生意只获得了 200 万美元，但百事可乐公司在 1986 年，以外界报道的 84 亿美元买下了肯德基的特许经营权。

事实上，肯德基炸鸡的起源比上面说的还要早。由于父亲去世的早，6 岁的哈兰·桑德斯就已经是桑德斯家的总厨师和杂务工了。7 岁时，他已经掌握了许多当地菜肴的烹饪方法。从那以后一直到他 40 岁，哈兰至少换过十几份不同的工作。最后他在肯塔基州柯宾的一个服务站工作。也就是在这里，他开始为旅途疲惫的旅行者提供饭菜，但却是在自己住所的厨房饭桌上。他的饭菜很受欢迎，人们到服务站来是为了吃饭而不是为了加燃料。所以 30 年代在肯塔基州的柯宾，哈兰在马路对面开了家路边餐厅和一





## Where Does the Kentucky Fried Chicken Come from?

street to operate a roadside restaurant and motel in Corbin, Kentucky where he and the establishment became famous for the tasty chicken pieces that were served. It took him nine years to perfect the now famous secret recipe and for his trouble he became a Kentucky Colonel.

In Kentucky, statesmen of note were afforded the rank of Colonel as recognition of their services to the state and in 1935 Harland Sanders was awarded this honour to become Colonel Harland Sanders.

The building of an interstate highway in the 1950's would by-pass the town and that spelled the end of his business. After auctioning it off and paying his bills Harland was left with a Social Security cheque of just \$105.

But the Colonel, now in his mid sixties, knew that his recipe for Kentucky Fried Chicken was a winner so for the next twelve years Colonel Sanders travelled the country by car to restaurants to cook chicken in his special way and set up over 600 franchises in the United States and Canada. And the rest as they say is history. In all those years he and his wife Claudia

家汽车旅馆。而他和这家餐厅因为出售美味可口的鸡肉而名声大振。他总共花了九年时间使现在这个著名的秘密配方日臻完美。由于所付出的努力，他被人们称为肯德基上校。

在肯塔基州，有名之士会因为他们对这个州做出的贡献而被授予上校称号。1935年，哈兰·桑德斯也获此殊荣，成为了哈兰·桑德斯上校。

50年代新建的州际高速公路绕这个城镇而过，也宣布了哈兰生意的结束。哈兰在把店拍卖付清了帐单后，只剩下一张105美元的社会保险金单子。

虽然已年过六旬，但是上校明白肯德基炸鸡的配方肯定会获得成功。所以在接下来的十二年里，桑德斯上校驾着车，转遍了整个国家，用他独特的烹饪方法在所到的饭店里制作炸鸡。他先后在美国和加拿大开了600多家特许经营店。剩下的故事就像人们所说的，是肯德基的历史了。在那些年里，





美味多 选择更多



would mix the special recipe on the garage floor from the recipe that he carried in his head. Today that recipe is locked away in a safe in Louisville, Kentucky and only a handful of people know what that recipe is and they have signed a very strict confidentiality contract. The security would do justice to Fort Knox. However I can reveal that the secret recipe is made up from flour and eleven herbs and spices and the chicken is fried in a pressure cooker. Today two different companies produce the blend of herbs and spices although each only produces a different part of the blend to maintain the secrecy.



The control of the mixture is so perfect that wherever you go in the world where KFC is sold the end result is exactly the same, a very tasty piece of chicken. Many have tried to emulate it and all have failed, although some have got pretty close. Even the fries are second to none.

Sadly the Colonel is no longer with us but when you see a picture of the bespectacled, goatee bearded, white haired, rotund figure of

他和他的妻子克劳黛雅会在车库的地板上把只有他知道的特殊配方调制出来。今天，这个配方锁在肯塔基州路易维尔的一个保险箱里。只有少数几个人知道配方是什么，而且他们都签署了一个严格的保密合同。其安全性可以与诺克斯堡媲美（诺克斯堡是联邦政府黄金储备的贮存所，也在肯塔基州）。但是，我可以小小地透露一下，这个秘密配方由面粉和十一种草药与调料配制而成，而且炸鸡是在一个高压容器中炸制的。现在有两家不同的公司也配制了这种草药和调料的混合配方，但是每家只配制出这种混合配方的一部分效果，因此这个配方如今仍然是个秘密。

这个混合配方运用得极其完美，因此无论你在世界的哪个角落品尝肯德基出售的炸鸡，结果总是完全一样——非常美味的鸡块。许多公司曾尝试与肯德基竞争，其中的一些与它非常接近，但最终还是失败了。甚至连它的炸薯条也是无与伦比的。

可惜的是上校已经不能和我们一起了，但是当你看见照片上那个戴

肯  
德  
基  
炸  
鸡  
的  
起  
源



## Where Does the

## Kentucky Fried Chicken Come from?

——肯德基炸鸡的起源

the Colonel, you cannot help but put your trust in his culinary skills and know that his meal made just for you, will be perfect.

Out of all the dozen or so variations on chicken meals on the menu I prefer the Original Dinner of two pieces of chicken, a standard portion of fries accompanied by a tub of Cole Slaw which at £ 2.99 is only slightly dearer than a portion of fish, chips and peas. For families the bargain bucket would make all members of the family full and happy. But there is a down side. If you eat KFC on a regular basis, like weekly, you can get used to the taste and soon lose the uniqueness of it to familiarity. I prefer to treat myself about once a month to savour and enjoy those eleven herbs and spices that so uniquely make up the taste of Kentucky Fried Chicken.

For those who revel in such things here are a few facts and figures.

Some 6 billion (American) chicken pieces are sold worldwide each year, that is 736 million chickens. The USA consumes nearly as much KFC as the rest of the world put together. ☆

着眼镜，留着山羊胡须，满头银丝，胖乎乎的上校时，你会禁不住信任他的厨艺，并且相信他为你做的一餐肯定是完美的。

菜单上大约十几种鸡块配餐的做法，我惟独对最初的配餐情有独钟，两个鸡块，一份中薯条，再加一盆菜丝沙拉，只要2.99英镑，只比一份鱼、油炸薯片和豌豆贵一点。对于一个家庭来说，这种经济套餐能让全家人吃的既开心又满足，但也有一点不足之处。如果你常去吃肯德基，比如说一星期去一次，就会逐渐熟悉它的味道，失去独有的风味。我比较喜欢一个月去品尝和享受一下这个由十一种草药和调料的配方所烹制出来的肯德基独有的炸鸡风味。

对于那些迷恋肯德基的人，这里有一些数据和事实可以参考。

每年，全世界大约售出60亿块鸡，也就是消耗73亿6千万只鸡，而美国消耗肯德基炸鸡的量相当于世界其他部分的总量。★



Chanel, above all else, is a style. Fashion, you see, goes out of fashion. Style, never.



# Coco Chanel

—The Most Beautiful and Successful Woman in the Fashion World

There is no question in the fashion world that the most significant designer of the 20th century would, of necessity, be Coco Chanel. Gabrielle Coco Chanel was born on August 19, 1883, in the hospital of the French village of Saumur. She was only twelve when her mother died; her father, a travelling wine peddler, then took her and her sister to a convent, consigning them into the care of the nuns and disappearing to America forever.

At eighteen, Chanel left the convent to strike out on her own. She worked as an assistant at a tailoring shop but expected to be a music hall performer. Later, she opened a small shop to sell fashionable hats to ladies. As her business grew she became a dressmaker and created her own style in clothing. The Chanel style has everything to do with elegance, comfort, ease and practicality. Among her design innovations, all trademarks, were the use of jersey, and fake jewelry, consisting of pearl ropes and coloured crystal hanging around her neck. In 1926, she introduced the "little black dress", the first time this colour had been in favour (except for

毫无疑问,可可·夏奈尔理所当然地是20世纪世界时装界最重要的设计师。加布里埃尔·可可·夏奈尔1883年8月19日生于法国索缪尔的一所医院。她年仅12岁时母亲便去世了。她父亲是一个云游酒贩,他将夏奈尔和她妹妹送到一所女修道院里托给修女照管,然后远走美国,渺无音信。

18岁时,夏奈尔离开修道院自谋生路。开始在一个缝纫店里当帮工,但她希望能成为一名歌唱家。后来,她开设了一间专营女帽的小店。由于生意兴隆,她就开始制作具有独特风格的时装出售。夏奈尔的时装优雅、舒适、简洁、实用。在她的服装革新中,最著名的有针织毛衫的设计和仿珠宝首饰的运用,包括将珍珠项链和彩色人造宝石挂在胸前。1926年,她推出“黑色小套装”,打破了自15世纪西班牙时期以来,黑色只能作为哀

可可·夏奈尔——  
时装界最美丽最成功的女性

mourning) since Spain of the 15th century. *Vogue* predicted it would not only be the dress of the decade, but for the first time, used the word "ford" in describing it. In the fashion industry, the word "ford" means that the style will be worn by millions — i.e., everybody's dress.

Chanel bobbed her hair, and so did most of the western world; she dared to wear pants — copied somewhat after a sailor's; she tanned her skin in the Mediterranean sun. But perhaps her most enduring legacy is the Chanel suit — a simple, cropped jacket usually bound with braid, soutache, or ribbons, open and unbuttoned, with a soft, straight, or pleated skirt. This style was as fresh and new in 1925 as it is in the late 1990s. Copied by almost every designer in the world at one time or another.

At the beginning of World War II, she closed her house, but even by that time, she was an extremely rich woman. She had no plans to reopen after the war, but it is said she was so competitive that the success of Dior\* inspired her to go back into business. She reopened in 1954, within a few months, once again, selling like hot cakes. It is hard to believe that a seventy-one year old woman could reconquer the tough fashion world, but such was the case. Until her death in 1970, at the age of eighty-seven, she kept at her drawing board, turning out one collection after another. Her last collection was as welcomed as her first. She captured the spirit of a century.

悼色的陈规。法国权威时装杂志《时尚》称赞它不仅是个时代的服装，而且第一次用了ford这个词来描述。在时装界，ford一词用来形容该款式销售量高达数百万——那就是人人都爱穿。

夏奈尔将自己的头发剪短，大多数西方妇女竞相仿效。她敢于穿裤了，有点像水兵们穿的那种款式。她让皮肤在地中海的阳光下晒黑。然而，她留给后人最宝贵的遗产却是夏奈尔套装——一种简朴的短装，用幼织带、羊毛编织带、缎带镶边、斜纹纽扣，

配条柔顺的直筒裙或白褶裙。这种套装从1915年开始一直到90年代仍然保持着新颖的特色。几乎世界上每一位设计师都曾在不同的时期模仿过她的设计。

第二次世界大战爆发时，她关闭了时装屋。即使在那时，她也可过着极其富裕的生活。她本不打算战后东山再起，有人说迪奥的成功激发了她的竞争欲，使她下决心重操旧业。她于1954年重新开张。数月后，她的销售就像卖热蛋糕一样走俏。简直难以相信，一位71岁的老太太竟能重新主宰爱挑剔的时装界。然而事实的确如此。她不停地伏案工作，创造出一个又一个系列，直到她于1970年去世，享年87岁为止。她的最后一个系列如同第一个系列一样深受大众欢迎。她把握住了一个世纪的精神。也许

——时装界最美丽最成功的女性

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Perhaps her own words sum her life up best: speaking in the third person, she said "Chanel, above all else, is a style. Fashion, you see, goes out of fashion. Style, never." The House of Chanel is still one of the most important in Paris, the collections designed by Karl Lagerfeld.

Coco Chanel was believed that if function came first, beauty would follow, and then fashion. This woman with a quick mind brought together looking smart and being smart. George Bernard Shaw\* referred to Chanel as one of the two most important women living in the world (the other being Marie Curie\*). ☆

她自己的话是对她一生最好的概括，站在第三者的角度，她说：“夏奈尔，创作风格应高于一切，时尚将随着时间的流逝而消失，而风格却是永存的。”夏奈尔时装屋在当今巴黎仍是最重要的时装屋之一，由卡尔·拉格菲尔德主持设计。

可可·夏奈尔将服装的实用性、装饰性及时代感融为一体。她才思敏捷、美丽聪慧、精明能干。乔治·萧伯纳曾称赞她是当时世界上两位最有贡献的女性之一（另一位是玛丽·居里）。★



\*Christian Dior: 克里斯汀·迪奥：1905年生于法国。他在20世纪时装最辉煌的时刻立下了汗马功劳，1947年，42岁的他推出了“新形象”(New Look) 时装，一举成名。战争时期设计师们都很保守，迪奥摒弃战时朴实的风格，开始设计豪华服饰，方长衣裾，收窄腰身。迪奥在推出“新形象”之后，只活了十个年头，1957年，巅峰时期的迪奥死于心脏病。

\*George Bernard Shaw: 乔治·萧伯纳 (1856-1950) 爱尔兰作家。萧伯纳的文学始于小说创作，但突出的成就是戏剧。萧伯纳杰出的戏剧创作活动，不仅使他获得了“20世纪的莫里哀”之称，而且于1925年获得了诺贝尔文学奖。代表作品有《华伦夫人的职业》、《康蒂坦》、《人与超人》、《苹果车》等。

\*Marie Curie: 居里夫人(1867-1934)，法国科学家，原籍波兰。研究放射性现象，发现镭和钋两种放射性元素，一生两度获诺贝尔奖。

The best type of fun for the workplace is playful fun, competitive or noncompetitive, that generates congratulations and cheers from coworkers.

# Rules for Having Fun at Work

◆ 呆呆 译

A number of books written within the last few years have been telling employers and employees to have fun at work. Whether it is throwing a fish, squirting each other with water guns, or throwing a pie in the CEO's face; fun at work is a hot topic and one that many companies, small and large, are attempting to implement.

A problem with a number of these "fun" books is that they do not define what fun is and what rules the company should institute before letting the dogs loose.

Rule number one is to clearly explain to the employees what fun is and what it is not. Yes, this is a simple concept, but if not clearly expressed to your employees some will miss the point when you give them permission to have fun at work. So, make sure you spell out thoroughly what behaviors are not included in having fun. For example, fun is not telling jokes, engaging in pranks, and teasing coworkers. In other words, fun at work is nothing you would do at a party.

## Having Fun at Work Rules

Fun is not making fun of coworkers or management (No mimicking, no



近几年出版的一些书一直在告诉老板和员工们工作时要有乐趣。不管是扔一条鱼、用水枪对射,还是把馅饼扔到 CEO 的脸上,工作时的乐趣是个热门话题,也是众多大大小小的公司正力图实现的。

这些教人“开心”的书有一个问题,就是它们没有限定什么是乐趣,以及公司在放任员工前应该设立什么样的原则。

守则第一条是清楚地向员工说明什么(行为)是乐趣,什么不是。没错,这是一个简单的概念,但如果不向员工说清楚,当你允许他们享受工作乐趣时,有人会将意义理解错。因此,一定要完完全全地说清楚什么样的行为是不可以用来寻开心的。比如,开心不是讲笑话,恶作剧,和取笑同事。换句话说,工作时的乐趣跟你在聚会上做的事完全不是一回事。

## 开心工作守则

不得捉弄同事或上司(不得模仿、嘲笑、戏弄别人)

teasing, no mocking)

Fun is not telling jokes (No ethnic jokes, no off-colored jokes, no dark humor)

Fun is not practical jokes or pranks

Fun is not deceptive

Fun is not gambling

Fun is not sarcastic

Fun is not making fun of the company

Having true fun at work is very similar to the type of fun you have when playing a sport or performing. For example, think of the last time you were playing a sport or performing in front of an audience. Do you remember how you channeled your attention and energy to the point that you lost track of time and everything else in your life, so you could focus on your performance? Do you remember how much fun it was getting congratulations from your teammates or from the audience? And even though you were completely exhausted following your performance, do you remember how great you felt inside afterwards? This is the type of fun that best fits the workplace. In other words, the best type of fun for the workplace is playful fun, competitive or noncompetitive, that generates congratulations and cheers from coworkers. Additionally, sporting or performance types of fun fit well within the workplace where employers generally want employees to have energy, drive, talent, determination, competitive spirit, and be goal orientated.



不得讲笑话 (不得讲

关于种族的笑话、下流笑话、黑色幽默)

不得恶作剧

不得欺骗

不得赌博

不得讽刺挖苦

不得开公司的玩笑

工作时真正的乐趣与你运动或表演时的乐趣十

分相似。比如,想想你上一次运动或在观众面前表演的情形。你是否还记得你是如何集中注意力和精力,以至于忘了时间和其余一切,全神贯注于自己的表现?你是否记得得到队友或观众的祝贺是多么开心?你是否记得,虽然全力表现让你精疲力竭,但之后你内心的感觉多么美妙?这才是最适合工作场合的乐趣。也就是说,工作的最佳乐趣是那种能赢得工作伙伴的祝贺和喝彩的乐趣,不管它是否带有竞争的性质。另外,如果雇主想让员工有活力、有干劲、有才干、有意志力、有竞争精神、重视目标,

## 开心工作守则

# Fun



# Rules for Having Fun at Work

What does playful sporting or performing fun at work look like? Imagine two cooks who decide to compete on how many pancakes they can make on a busy Sunday morning. The cooks encourage the waitresses to sell pancakes, and encourage the prep cooks to make as much pancake batter as possible. At the end of the work shift, the cook who makes the most pancakes gets his name engraved on a spatula. In this example, the cooks were involved both in completing and performing.

(Note: the workers and not management should generate fun at work. Management should simply not get in the way of a truly fun time.)

Fun at work generally translates into increased productivity and increased employee morale. Just remember to follow rule number one, simply explain to your employees what fun is in the workplace. ☆

那么运动或表演的乐趣很适合工作场合。

工作时的运动游戏或表演的乐趣是什么样的呢？让我们想像两位厨师在一个繁忙的星期天早晨比赛他们能做多少烤饼。他们鼓励餐厅女招待多卖烤饼，同时鼓励助理厨师准备尽可能多的做烤饼用的面粉糊。下班时，做烤饼最多的厨师的名字被刻在一把抹刀上。在这个例子里，两位厨师既完成了工作，又有出色的表现。

(注意：在工作时制造乐趣的应该是员工而非管理人员。管理人员只要做到不去干扰真正的乐趣。)

工作时的乐趣一般会转化为更高的生产效率和员工更好的精神面貌。只是要记住守则第一条，向员工说明工作场合的乐趣是什么。★

