

英汉双解营销词典

AN ENGLISH-CHINESE DICTIONARY OF MARKETING

第二版



外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

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第二版
Second Edition

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序 言

《英汉双解营销词典》向读者提供在市场营销学中使用的各种专业词汇,它涉及市场调研、广告、促销方式、销售技巧等方面的常用词汇。

本词典不仅用简洁的英文来解释主要的词和短语,还在适当的地方用例句说明词条的实际运用,并摘引一些专业杂志文章中的相关语句。这些语句表现了专业词汇在商务沟通和现实生活中的使用方式,演示效果明显。

市场营销等商务专业词汇变化很快。自本词典第1版出版以来,人们又开始使用一些新的词汇。作为第2版,本词典包含了各种新的专业词汇和表达方式,也从近期的杂志中摘引了新的例句和语录。

此时正值人类进入新世纪之际,国际经济愈益一体化,中国的经济体制正在转变为市场经济,市场营销已经成为各类企业,乃至事业单位不可或缺的管理职能和活动。作为国内第一本市场营销学的英汉双解词典,我们相信它能给从事营销学研究的中外学者、市场营销学和国际营销学的学生、从事营销管理和实务的中外经理人员,以及企业、事业单位的管理人员提供学习和参考的便利。

本词典的翻译工作还得到了浦军、魏力和王生初的大力协助,特此说明并向他们表示诚挚的感谢。

译者

2002年8月

Aa

above-the-line advertising [ə'baʊ-ðə-lain 'ædvə:tɪzɪŋ] *noun* advertising for which a payment is made (such as an ad in a magazine or a stand at a trade fair) and for which a commission is paid to the advertising agency (as opposed to direct marketing) 线上广告: 付费, 并向广告公司付佣金的广告, 如杂志上刊载的广告或交易会会场上的广告牌, 而直接营销类的广告则不必付佣金 *compare* 比较 **BELOW-THE-LINE**

ABC method [erbi'si: 'meθəd] = ATTENTION, BENEFIT, CLOSE sales method, where the customer's Attention is attracted, the salesman then shows the Benefits of the product to the customer, and finally Closes the deal ABC 指代注意力、利益和成交 ABC 法, 这是一种销售方法, 此法包括销售人员吸引顾客的注意力, 向顾客显示产品所含的利益及最终与其成交的三个步骤。

absenteeism [æbsən'ti:zəm] *noun* staying away from work for no good reason (无故) 旷工: *Absenteeism is high in the week before Christmas.* 圣诞节前的一周里, 旷工率高。 *The rate of absenteeism or the absenteeism rate always increases in fine weather.* 在天气晴朗的日子里, 旷工率总是上升。

absolute ['æbsəlu:t] *adjective* complete or total 绝对的, 全部的: **absolute advantage** = advantage enjoyed by an area of the world which can produce a product more cheaply than other areas 绝对优势: 世界某个地区享有的优势, 在这一地区生产某个产品, 其成本低于任何其它地区: *For climatic reasons, tropical countries have an absolute advantage in that type of production.* 鉴于气候原因, 亚热带国家在生产亚热带产品方面具有绝对优势。 **absolute monopoly** = situation where only one producer or supplier produces or supplies something 绝对垄断: 即指仅有一个生产商或供应商生产或供货的局面: *The company has an absolute monopoly of imports of*

French wine. 该公司绝对垄断了法国进口酒。 *The company can fix high prices since it has an absolute monopoly.* 由于享受绝对垄断优势, 该公司可将价格定高。 *The supplier's absolute monopoly of the product meant that customers had to accept his terms.* 供应商在产品方面享有的绝对优势意味着顾客们只得接受他的交易条件。

absorb [əb'zɔ:b] *verb* (a) to take in a small item so as to form part of a larger one 吸收, 消减, 吸纳, 承担, 把...并入: **Overheads have absorbed all our profits.** = All our profits have gone into paying overhead expenses. 管理费消减了我们所有的利润。 **to absorb a loss by a subsidiary** = to write a subsidiary company's loss into the main accounts 承担某子公司的亏损 (b) **a business which has been absorbed by a competitor** = a small business which has been made part of a larger one 被竞争对手吞并了的一家企业

◇ **absorption** [əb'zɔ:pʃən] *noun* making a smaller item or business part of a larger one 吸收, 吸纳, 消减, 承担, 把...并入: **absorption costing** = allocation of fixed or indirect costs as well as variable or direct costs to the actual products or services produced 摊配成本计算 (或完全成本计算): 将固定成本或间接成本, 如同可变成本或直接成本, 分摊到实际产品或服务中去。

accelerator [æk'seləreɪtə] *noun* theory that a change in demand for consumer goods will result in a greater change in demand for the capital goods used in their production 加速数原理: 有关需求的经济学理论, 即消费品需求的增减, 往往引起对用于生产消费品的资本货物需求的更大增减。

accept [ək'sept] *verb* (a) to agree formally to receive something or to be responsible for something 接受: **to accept a bill** = to sign a bill of exchange to indicate that it will be paid 接受, 承兑汇票; **accepted bill** = bill of exchange which has been signed, and therefore accepted by the buyer 已承兑的汇票; **to accept de-**

livery of a shipment = to take goods into the warehouse officially when they are delivered 接受运到的货 (b) to take something which is being offered or to say 'yes' or to agree to something 接受奉送之物或之事, 或赞同某意见: *She accepted the offer of a job in Australia.* 她接受了一份在澳大利亚的工作。 *He accepted \$ 200 for the car.* 他同意以 200 美元转让这辆汽车。

◇ **acceptable** [ək'septəbl] *adjective* which can be accepted 可接受的: *Both parties found the offer acceptable.* 双方都认为该报价是可接受的。

◇ **acceptance** [ək'septəns] *noun* 接受: **acceptance of an offer** = agreeing to an offer 对报价的接受; **to give an offer a conditional acceptance** = to accept provided that certain things happen or that certain terms apply 有条件地接受一个报价; *We have his letter of acceptance.* = We have received a letter from him accepting the offer. 我们有他接受报价的信函。 **clean acceptance** = unconditional acceptance of a bill of lading 不带保留条件的承兑; **irrevocable acceptance** = acceptance which cannot be withdrawn 不可撤销的承兑; **acceptance against documents** = transaction where the seller takes charge of the shipping documents for a consignment of goods when a buyer accepts a bill of exchange 交单承兑: 即当买方承兑汇票后卖方依运单发货的交易 *Sellers sometimes insist on acceptance against documents.* 卖方有时坚持交单承兑。 **Acceptance against documents protects the seller when sending goods which are not yet paid for.** 当卖方发放未付款的货物时, 交单承兑可保护卖方。 **acceptance sampling** = testing a small part of a batch to see if the whole batch is good enough 接受度抽样; **product acceptance** = degree to which a product has been accepted by the market and so is selling well 产品被接受程度

◇ **acceptor** [ək'septə] *noun* person who accepts a bill of exchange by signing it, thus making a commitment to pay it by a certain specified date 承兑人: 签字承兑汇票从而承诺在特定期限内支付货款的人

access ['ækses] 1 *noun* to have access

to something = to be able to obtain or reach something 途径: *He has access to large amounts of venture capital.* 他有机会获得大笔投机资本。 **access to the market** = 进入市场的通道: (i) legal right to sell in a particular market 享受在特定市场销售的合法权益; (ii) ability to reach a market by promotion and distribution 能够通过促销和分销手段接触市场; **access time** = time taken by a computer to find data stored in it 入径时间 2 *verb* to call up (data) which is stored in a computer 从计算机内调出所存(数据): *She accessed the address file on the computer.* 她调出存在计算机中的地址文件。

◇ **Access** ['ækses] credit card system operated by some British banks, part of the MasterCard network 某信用卡系统的名称, 该系统属 MasterCard 网络, 由数家英国银行操作。

◇ **accessibility** [æksesə'bɪləti] *noun* ability of a market to be reached by promotion and distribution 可接近性: *There is much demand in the market, but, because of the great distances involved, accessibility is a problem.* 市场虽有很大的需求, 但因距离甚远, 可接近性成了问题。 *We must analyze the geographical aspects in assessing the market's accessibility.* 在评估市场的可接近性时我们必须分析地理因素。

accommodation bill [ækəmə'deɪʃən 'bɪl] *noun* bill of exchange which the person signs in order to help someone raise a loan 融通票据

account [ə'kaʊnt] 1 *noun* (a) record of money paid or owed 账, 账户, 账单: *Please send me your account or a detailed or an itemized account.* 请送来你们的账单, 或明细账单。 **expense account** = money which a businessman is allowed by his company to spend on travelling and entertaining clients in connection with his business 费用账户: *He charged his hotel bill to his expense account.* 他将宾馆账单记入其费用账户。(b) (in a shop) arrangement whereby a customer pays for the goods he or she buys at a later date (usually the end of the month) (在商店里) 赊购: *to have an account or a charge account or a credit account with Harrods* 得以在海诺德商场赊购; *put it on my account*

or charge it to my account 记在我的账上。
(of a customer) to open an account = to ask a shop to supply goods which will be paid for at a later date(涉及消费者顾客)要求商店允许赊购;
(of a business) to open an account or to close an account = to start or to stop supplying a customer on credit(涉及企业)开始或终止向顾客提供赊贷;
to settle an account = to pay all the money owed on an account 偿付所欠账款;
to stop an account = to stop supplying a customer until he or she has paid what is owing 停止赊销直至前欠款付清;
on account = as part of a total bill 赊(部分)账款;
to pay money on account = to pay money in settlement of part of a bill 付款清偿部分货款;
advance on account = money paid as a part payment 预付账款
(c) arrangement which a company has with an advertising agency, where the agency deals with all promotion for the company 广告业务(项目): *The company has moved its \$3m account to another agency.* 某公司将其 300 万美元的广告业务转给了另一家广告公司。
The small agency lost the account when the company decided it needed a different marketing approach. 当公司决定采取不同的营销方式时,较小的广告公司便失去了这项业务。
Three agencies were asked to make presentations, as the company had decided to switch its account. 当某公司决定更换广告公司时,它请三家广告公司进行创作演示,即比稿竞标。
(d) customer who does a large amount of business with a firm and has an account with it 主顾: *He is one of our largest accounts.* 他是本公司最大的客户。
Our salesmen call on their best accounts twice a month. 我公司的推销员每月拜访他们的最佳客户两次。
fringe accounts = accounts that are not very profitable for the supplier 次要客户;
national account = customer with branches or offices all over the country 全国性客户;
the accounts of a business or a company's accounts = detailed record of a company's financial affairs 企业或公司的账目;
to keep the accounts = to write each sum of money in the account book 记账;
The accountant's job is to enter all the money received in the accounts. 会计的职责是将收到的全部款项入账。
annual accounts = accounts pre-

pared at the end of a financial year 年度报表,在财政年度之末编制的报表;
management accounts = financial information (sales, expenditure, credit, and profitability) prepared for a manager so that he or she can take decisions 管理会计报表;
profit and loss account = accounts for a company with expenditure and income balanced to show a final profit or loss 损益表;
accounts department = department in a company which deals with money paid, received, borrowed or owed 财会部;
accounts manager = manager of an accounts department 财会部经理;
accounts payable = money owed by a company 应付账款;
accounts receivable = money owed to a company 应收账款
(e) bank account or US banking account = arrangement to keep money in a bank 银行往来账户,银行存款账户;
budget account = bank account where you plan income and expenditure to allow for periods when expenditure is high 预算账户;
current account or cheque account or US checking account = account which pays no interest but from which the customer can withdraw money at any time by writing cheques 活期账户,或支票账户;
deposit account = account which pays interest but from which money can usually be withdrawn only after notice has been given 定期存款;
external account = account with a British bank held by someone who is living in another country 外国人账户;
frozen account = account where the money cannot be used or moved because of a court order 冻结账户;
joint account = account for two people 共同账户,会签账户;
Most married people have joint accounts so that they can each take money out when they want. 多数已婚夫妇都有共同账户,以便在需要时各自都可从中取款。
overdrawn account = account where you have taken out more money than you have put in (i.e. where the bank is lending you money) 透支账户;
savings account = account where you put money in regularly and which pays interest, often at a higher rate than a deposit account 储蓄账户;
to open an account = to start a bank account by putting money in 开立账户;
to close an account = to take all money out of a

bank account and stop the account 结清账户 (f) notice 注意到, 考虑到: **to take account of inflation or to take inflation into account** = to assume that there will be a certain percentage inflation when making calculations 注意到或考虑到通货膨胀 **2 verb to account for** = to explain and record a money deal 解释和记录钱款交易: **to account for a loss or a discrepancy** 解释一项亏损或差额; **The reps have to account for all their expenses to the sales manager.** 销售代表必须向销售经理解释他们所有的开支金额。

◇ **account executive** [ə'kaunt ɪg'zekjʊtɪv] *noun* (a) employee who looks after certain customers or who is the link between certain customers and the company 客户主管 (b) = ACCOUNT HANDLER

◇ **account handler or account manager** [ə'kaunt 'hændlɪə or 'mæni-dʒə] *noun* person who works in an advertising agency, and who is responsible for a particular client 客户经理

QUOTE We have moved the account because we thought it would be better suited in a smaller agency.

引文: 考虑到此项广告业务由较小的广告公司代理较为合适, 我们改换了代理公司。

Marketing Week《营销周报》

accountancy [ə'kauntənsɪ] *noun* work of an accountant 会计工作, 会计学: **He is studying accountancy or he is an accountancy student.** 他正在学习会计学, 或他是会计学的学生。

◇ **accountant** [ə'kauntənt] *noun* person who keeps a company's accounts or person who advises company on its finances or person who examines accounts 会计: **certified accountant** = accountant who has passed the professional examinations and is a member of the Association of Certified Accountants 注册会计师; **US certified public accountant** = accountant who has passed professional examinations 注册会计师; **chartered accountant** = accountant who has passed the professional examinations and is a member of the Institute of Chartered Accountants 特许会计师; **cost accountant** = accountant who gives managers information about their

business costs 成本会计师; **management accountant** = accountant who prepares financial information for managers so that they can take decisions 管理会计师

◇ **accounting** [ə'kaʊntɪŋ] *noun* work of recording money paid, received, borrowed or owed 会计, 就支出、收入、借贷等进行记录的工作: **accounting methods or accounting procedures** 会计方法或会计程序; **accounting system** 会计制度; **accounting period** = period usually covered by a firm's accounts 会计期; **cost accounting** = preparing special accounts of manufacturing and sales costs 成本会计; **current cost accounting** = method of accounting which values assets at what it would cost to replace them now, rather than at their original cost 现行成本会计: 按当前重置成本, 而不是按原始成本评估现有资产的会计方法。

QUOTE Applicants will be professionally qualified and have a degree in Commerce or Accounting.

引文: 申请人必须具备专业资格, 并已取得商务或会计专业的文凭。

Australian Financial Review《澳大利亚金融评论》

accredited agent [ə'kreditɪd 'eɪdʒənt] *noun* agent who is appointed by a company to act on its behalf 正式认可的 (持有委任状的) 代理

acct = ACCOUNT

accurate ['ækjʊrət] *adjective* correct 准确的: **accurate description** = honest and true description of a product or service in an advertisement or catalogue 准确的描述: **As the advertisement was clearly not an accurate description of the product, the company had to pay a fine.** 由于广告对产品的描述显然不准确, (广告主) 公司不得不支付罚款。 **It is not an accurate description of the product to state that it gives out more light than the sun.** 有关产品能发出比太阳还要强的光的描述是不准确的。

◇ **accurately** ['ækjʊrətli] *adverb* correctly 准确地: **The computer accurately forecast that sales would drop in the second quarter.** 计算机准确地预测到, 第二季度的销售额将会下降。

achiever [ə'tʃi:və] *noun* members of the community who are successful and

have reached the top of their profession 成功者

see also 参见 VALS

acknowledge [ək'nɒlɪdʒ] *verb* to inform a sender that a letter or package or shipment has arrived 告知收到: **He has still not acknowledged my letter of the 24th.** 他还没有确认是否收到我 24 日发出的信。 **We acknowledge receipt of your letter of June 14th.** 你 6 月 14 日的来信已经收到。

◇ **acknowledgement** [ək'nɒlɪdʒ-mənt] *noun* act of acknowledging 确认收到: **She sent an acknowledgement of receipt.** 她寄来了一个回执。 **They sent a letter of acknowledgement.** 他们来信确认收到了邮件。

ACORN ['eɪkɔ:n] = A CLASSIFICATION OF RESIDENTIAL NEIGHBOURHOODS classification of residential areas into categories, based on the type of people who live in them, the type of houses, etc., much used in consumer research 对居民区的分类: **ACORN will help us plan where to concentrate our sales visits.** 居民区分类将有助于我们策划销售访问的重点地区。

acquire [ə'kwɪə] *verb* to buy 收购, 购并: **to acquire a company** 购并一家公司

◇ **acquirer** [ə'kwɪərə] *noun* person or company which buys something 收购者或公司

◇ **acquisition** [ækwi'zɪʃən] *noun* thing bought; act of getting or buying something 所购之物; 购并, 获取的行动: **The chocolate factory is his latest acquisition.** 该巧克力厂是他最近收购的工厂。 **data acquisition or acquisition of data** = obtaining and classifying data 资料获取

acronym ['ækrənɪm] *noun* word which is made up from the initials of other words 首字母缩拼词, 首字母组合词: **The name of the company was especially designed to provide a catchy acronym.** 某公司的名称特意设计为由夺人眼目的几个字的首字母缩拼组成。 **BASIC is an acronym for Beginner's All-purpose Symbolic Instruction Code.** **BASIC** (语言) 是由“初学者通用符号指令代码”几个字的首字母缩拼而成。

across-the-board [ə'krɒs-ðə-'bɔ:d] *adjective* running an ad or radio or TV

commercial for five consecutive days (from Monday to Friday) (在广播或电视节目) 中从周一到周五连日播送一则广告

action ['ækʃən] 行动 see 见 AIDA

◇ **action shot** ['ækʃən 'ʃɒt] *noun* scene with movement (either in a film or on TV) (电影或电视中的) 移动镜头

ad = ADVERTISEMENT (口) 广告, 作广告

adapt [ə'dæpt] *verb* to change something a little to fit in with changing circumstances 修改, 适应: **This product must be adapted in line with recent technological developments.** 必须根据近来技术的发展修改这一产品。 **The device has been adapted for use on board aircraft.** 此装置已经修改以便在飞机上使用。

◇ **adaptation** [ædæp'teɪʃn] *noun* small change; thing which has been adapted 略加改造, 改编: **This machine is an adaptation of our original model.** 这台机器是根据我们的原始模型改制的产物。 **With a few minor adaptations, the machine will cut square holes as well as round ones.** 略加改造之后, 这台机器既能凿出圆孔, 也能凿出方孔。

◇ **adaptive control model** [ə'dæptɪv kən'trəʊl 'mɒdl] *noun* US model for planning advertising expenditure in line with changes in consumer responses to advertising 适应性控制模型: 一种根据消费者对广告作出反应的变化, 进行广告支出策划的模型。

added value ['ædɪd 'vælju:] *noun* amount added to the value of a product or service, being the difference between its cost and the amount received when it is sold (wages, taxes, etc., are deducted from the added value to give the retained profit) 附加价值: 产品或服务额外的价值, 来自其成本和售价之差 (已经扣除工资、税额等, 所剩即利润)。

see also 参见 VALUE ADDED

add-on sales ['æd-ɒn 'seɪlz] *noun* sales of items which complement items being bought, such as washing powder sold with a dishwasher, etc. 附加销售

ad hoc [ə'd 'hɒk] *adjective* done for a special occasion 特别地; 专门地; 为特定场合所做: **They run ad hoc surveys to test customer reaction when products are**

launched. 他们特地在产品上市时对顾客反应做了一次专题调查。 *Shipping by air-freight was an ad hoc arrangement because of the strike in the docks.* 因为码头罢工, 此次货品空运是一项特别的安排。

adjust [ə'dʒʌst] *verb* to change to fit new circumstances 调整: **seasonally adjusted figures** = statistics which are adjusted to take account of seasonal variations 季节调整数

adman ['ædmæn] *noun* (informal 非正式) man who works in advertising 广告人: *The admen are using balloons as promotional material.* 广告人正在把气球用作促销材料。(NOTE: plural is **admen**)

administer [əd'mɪnɪstə] *verb* to organize or to manage 组织; 管理: *He administers a large pension fund.* 他负责管理一大笔养老金。 **administered channel** = distribution channel in which there is cooperation between businesses 管理型渠道; **US administered price** = price fixed by a manufacturer which cannot be varied by a retailer 管制价格 (NOTE: in the UK this is called **resale price maintenance**)

◇ **administration** [əd'mɪnɪ'streɪʃən] *noun* organization or control or management of a company 组织, 控制; 对公司的管理: *The expenses of the administration or administration expenses* = costs of management, not including production, marketing or distribution costs 管理费用; **letters of administration** = letter given by a court to allow someone to deal with the estate of a person who has died 遗产管理证书

◇ **administrative** [əd'mɪnɪstrətv] *adjective* referring to administration 管理的; 行政的: *administrative details* 管理细节; *administrative expenses* 管理费用

◇ **administrator** [əd'mɪnɪstreɪtə] *noun* (a) person who directs the work of other employees in a business 管理人员 (b) person appointed by a court to manage the affairs of someone who has died without leaving a will 遗产管理人

adopt [ə'dɒpt] *verb* (a) to agree to (something) or to accept (something) 采用: *to adopt a new marketing strategy* 采用一个新的营销策略 (b) to decide to buy and continue to use a particular product 决

定购买和继续使用某一个产品

◇ **adopter** [ə'dɒptə] *noun* customer who adopts a particular product 采用者: **early adopters** = category of adopters of a product who use it or buy it later than innovators, but earlier than the majority 早期采用者

◇ **adoption** [ə'dɒptɪn] *noun* decision to buy or use a particular product 采用: *More promotion was needed to speed up adoption of the product.* 需要做更多的促销工作以加快人们采用产品的速度。 *Widespread adoption of its new shampoo range has made the company the market leader.* 某公司新的洗发香波被广泛选购, 使公司成为市场领先者。 **adoption curve** = line on a graph showing how many consumers adopt or buy a new product at various time periods after the launch date 采用曲线: *The adoption curve shows that most people who buy the product do so at a fairly late stage.* 采用曲线显示, 大多数人是在较晚的阶段购买产品的。

adshel ['ædʃel] *noun* trade mark for a poster site for advertisements in a bus shelter 公共汽车站候车棚内广告栏的商标

adspend ['ædspend] *noun* amount of money spent on advertising 广告支出; 广告费

ad valorem duty [æd və'lɔ:rəm 'dʒu:ti] *noun* duty calculated on the sales value of the goods 从价税

advance [əd'vɑ:ns] 1 *noun* (a) money paid as a loan or as a part of a payment to be made later 预付款, 垫付款 (b) **in advance** = early or before something happens 预先, 事先: *to pay in advance* 预付; *freight payable in advance* 应预付的运费; *price fixed in advance* 事先确定的价格; **advance freight** = freight which is payable in advance 预付运费; **US advance man** = person who publicizes a performance and sells tickets for it before the performers arrive 广告宣传员 (c) increase 增长, 增加: *advance in trade* 贸易增长; *advance in prices* 价格上涨 2 *adjective* early 预先的, 事先的: *advance booking* 预定; *advance payment* 预付; *You must give seven days' advance notice of withdrawals from the account.* 要从账户中提取款项, 你得提前七天通知银行。 3 *verb* (a) to lend

贷款, 借款: *The bank advanced him £10,000 against the security of his house.* 银行以其住宅为抵押垫付给他 10 000 英镑。(b) to increase 增长, 上涨: *Prices generally advanced on the stock market.* 股票市场上的价格一般呈上涨趋势。(c) to make something happen earlier 使某事提前发生: *The date of the AGM has been advanced to May 10th.* 年会被提前到 5 月 10 日召开。 *The meeting with the German distributors has been advanced from 11.00 to 09.30.* 原定 11:00 与德国分销商的约会已被提前到 9:30。

advertise ['ædvətaɪz] *verb* to announce that something is for sale or that a job is vacant or that a service is offered 作广告: *to advertise a vacancy* 公告某职位有空缺; *to advertise for a secretary* 为招聘一位秘书作广告; *to advertise a new product* 广泛宣传一个新产品

◇ **ad** [æd] *noun* (informal 非正式) = ADVERTISEMENT 广告: *We put an ad in the paper.* 我们在报上登了一则广告。 *She answered an ad in the paper.* 她对报上的一则广告作出了反馈。 *He found his job through an ad in the paper.* 他通过一则报纸广告找到了工作。 **backup ad** = advertisement designed to accompany editorial material in a publication 陪衬广告; **classified ads or small ads or want ads** = advertisements listed in a newspaper under special headings (like 'property for sale', 'jobs wanted') 分类广告: *Look in the small ads to see if anyone has a computer for sale.* 在小块广告中寻找是否有人要出售电脑。 **coupon ad** = advertisement with a form attached, which is to be cut out and returned to the advertiser with your name and address for further information 表券广告; **display ad** = advertisement which is set apart from other advertisements by having its own typeface, borders, illustrations, etc. 展示广告; **house ad** = advertisement in a publication which is placed by the publication itself (such as one offering a readers' advice service, or selling back numbers of the publication) 自刊广告

◇ **advert** ['ædvɜ:t] *noun* GB (informal 非正式) = ADVERTISEMENT 广告: *to put an advert in the paper* 在报纸上刊登

一则广告; *to answer an advert in the paper* 回复报纸上的一则广告; **classified adverts** 分类广告; **display advert** 展示广告

◇ **advertisement** [əd'vɜ:tɪsmənt] *noun* (a) notice which shows that something is for sale or that a service is offered or that someone wants something or that a job is vacant, etc. 广告: *to put an advertisement in the paper* 在报纸上刊登一则广告; *to answer an advertisement in the paper* 回复报纸上的一则广告; **classified advertisements** = advertisements listed in a newspaper under special headings (such as 'property for sale' or 'jobs wanted') 分类广告; **display advertisement** = advertisement which is set apart from other advertisements by having its own typeface, borders, illustrations, etc. 展示广告; **advertisement manager** = manager in charge of the advertisement section of a newspaper 广告部经理 (b) short film on television, short announcement on the radio, which tries to persuade people to use a certain product or service 用以劝说人们使用特定产品或服务的短小的电视广告片或短小的广播广告

◇ **advertiser** ['ædvətaɪzə] *noun* person or company which advertises 广告主: *The catalogue gives a list of advertisers.* 目录列有广告主的名单。

◇ **advertising** ['ædvətaɪzɪŋ] *noun* business of announcing that something is for sale or of trying to persuade customers to buy a product or service 广告: *She works in advertising.* 她的工作是做广告。 *He has a job in advertising.* 他在广告业有一份工作。 *The company has asked an advertising agent to prepare a presentation.* 公司请一位广告代理准备作创意说明。 *Our advertising budget has been cut again.* 我们的广告预算又被缩减了。 *The advertising campaign was a flop.* 那场广告战彻底失败了。 **advertising agency** = office which plans, designs and manages advertising for other companies 广告公司; **advertising appropriation or advertising budget** = money set aside by an organization for its advertising (用于) 广告的拨款, 或广告预算: *The marketing director and the chief accountant have yet to fix the advertising appropriation.* 营销部经理和会计总监还得

确定广告预算。We cannot afford as large an advertising appropriation as last year. 我们已经花不起象去年那样大的广告费了。If the market turns out to be bigger than expected, we will increase our advertising appropriation. 如果市场确实大于期望的规模,我们将增加广告预算。advertising control = legislative and other measures to prevent abuses in advertising 广告管制: If voluntary advertising control doesn't work, then the government will step in with legislation. 假如(广告业)自律类广告管制不能奏效,政府就将会用立法手段进行干预。advertising hoarding = billboard or wooden surface onto which advertising posters are stuck 广告牌: Advertising hoardings have been taken down in that town since the council banned posters. 由于市政会禁止广告招贴,那个小城的路牌已被摘掉。Giant advertising hoardings were placed in fields on either side of the road. 在道路两边的田地里矗立着巨大的广告牌。advertising manager = manager in charge of advertising a company's products 广告经理; advertising medium or media = types of communication used in advertising such as television or the press 广告媒体(介),用于刊载广告的不同类型的传播媒体,如电视或报刊: Which advertising media would get our message across best? 我们的信息由哪一种媒体传播,能获得最佳效果? Television is not considered the most effective advertising medium for industrial products. 电视并不是工业品的最有效的广告媒体。advertising message = whatever a company is trying to communicate in an advertisement 广告信息: Bad copywriting made the advertising message unclear. 劣质文案使得广告信息模糊不清。The advertising message was aimed at the wrong target audience and therefore got little response. 广告信息传向了非目标受众人群,因而几乎没有引起反应。The poster does not use words to get its advertising message across. 那幅招贴并没有用文字传达广告信息。advertising rates = amount of money charged for advertising space in a newspaper or advertising time on TV 广告费率; advertising space = space in a newspaper set aside for advertisements 广告版面: to take advertising space in a paper = to put an advertisement in a news-

paper 购买一块报纸的广告版面; advertising time = time on television or radio set aside for advertising 广告时间: Advertising time is cheapest in the afternoon. 下午的广告时间价格是最便宜的。He spent a month selling advertising time over the telephone. 他花费了一个月通过电话推销广告时间。How much advertising time does this programme allow for? 这个节目给广告留出多少时间?

see also 参见 ADVOCACY, AERIAL, COMPARATIVE, DIRECTACTION, EDUCATIONAL, INVESTMENT, NATIONAL, REMINDER, SATURATION, etc.

◆ **Advertising Standards Authority (ASA)** ['ædvətaɪzɪŋ 'stændədz ɔ:'θɔ:rti] *noun* independent body which oversees the system of self-regulation in the British advertising industry 广告标准管理局: 英国广告业监督自律系统的一家独立机构

◆ **advertorial** ['ædvə'tɔ:riəl] *noun* text in a magazine, which is not written by the editorial staff but by an advertiser 刊载在杂志中,由广告主,而不是由杂志社编辑撰写的文章。

QUOTE The objective of advertising for new products differs from that of advertising for improved products.

引文: 全新产品的广告目标不同于改进产品的广告目标。

International Journal of Advertising《国际广告期刊》

QUOTE In 1987, the advertising expenditure total was 0r6,264m.

引文: 1987年的广告费总额是 62.64 亿英镑。

Precision Marketing《精确营销》

QUOTE As media costs have spiralled, more financial directors are getting involved in the advertising process.

引文: 随着媒介成本的螺旋型上升,更多的财务总监开始介入到广告程序中。

Marketing Week《营销周刊》

advjce ['æd'vaɪs] *noun* notification, telling someone what has happened 通知,告知发生的事: advice of dispatch = communication from seller to buyer stating that goods have been sent, specifying time and place of arrival 发货通知: We have

paid for the goods but as yet have received no advice of dispatch. 这批货物我们已经付款,但至今尚未收到发货通知。*The advice of dispatch informed the buyer that the goods would arrive at Southampton on the morning of the 10th.* 发货通知告知买主,货物将于 10 日上午抵达南安普敦。**advice note or letter of advice** = written notice to a customer giving details of goods ordered and shipped but not yet delivered 通知单或通知函; **as per advice** = according to what is written on the advice not 按照通知

advise [əd'vaɪz] *verb* to tell someone what has happened 通知: *We are advised that the shipment will arrive next week.* 我们被告知货物将于下周抵达。

advocacy advertising [ˈædvəkəsi ˈædvətæɪzɪŋ] *noun* advertising by a business that expresses a particular point of view on a certain issue 观点广告: *Because of its prestige as a producer, the company's advocacy advertising had great influence.* 凭借其生产商的威信,公司所作的观点广告产生了很大影响。*The food company's advocacy advertising condemned unhealthy additives in canned produce.* 食品公司的观点广告谴责了罐头食品中对人体有害的添加剂。*Advocacy advertising has changed the public's attitude to smoking.* 观点广告改变了公众对吸烟的态度。

aerial advertising [ˈeəriəl ˈædvətæɪzɪŋ] *noun* advertising displayed in the air from balloons or planes or in smoke designs 空中广告: *Aerial advertising proved to be an effective gimmick.* 事实证明空中广告是一个有效的噱头。*Aerial advertising was used to attract the attention of people on the beach.* 空中广告被用于吸引海滩上游客的注意力。

affiliated [ə'fɪlietɪd] *adjective* connected with or owned by another company with ... 关联,或隶属于另一家公司的

affordable method [ə'fɔ:dəbl 'meθəd] *noun* method of budgeting how much can be spent on marketing and promotion, which is based on what you can afford, rather than what you want to achieve 量力支出法: 根据自己的财力,而不是期望达到的业绩决定营销和促销支出的预算确定方法:

Affordable method appeals to accountants, but won't help us achieve a high enough market share for the product. 量力支出法对会计师有吸引力,但不利于我们的产品获得一个足够高的市场份额。

after-date [ˈɑ:ftə-deɪt] *noun* reference on a bill of exchange to the length of time allowed for payment after a certain date “出票后”说明: *The after-date allowed the buyer three months in which to pay.* “出票后”说明允许买方在三个月内付款。

◇ **after-sales service** [ˈɑ:ftə-seɪlz 'sɜ:vɪs] *noun* service of a machine carried out by the seller some time after the machine has been purchased 售后服务

◇ **after-sight** [ˈɑ:ftə-saɪt] *noun* type of bill of exchange which is due to be paid on a certain day after acceptance 见票后: 指承兑后特定日应付的汇票

agate [ˈæɡət] *noun* US measurement of advertising space in a newspaper, equal to one-fourteenth of an inch 计算报纸广告版面尺寸的单位,相当于 1/14 英寸

age group [ˈeɪdʒ 'ɡru:p] *noun* category including all people whose ages fall between two established points 年龄组: *What age groups is this product meant to appeal to?* 这个产品想要吸引哪些年龄组? *Research shows an increase in smoking among the 18-20 age group.* 调研表明 18 到 20 岁年龄组的成员中吸烟者有所增加。

agency [ˈeɪdʒənsɪ] *noun* (a) office or job of representing another company in an area 代理机构,代理: *They signed an agency agreement or an agency contract.* 他们签署了一项代理协议,或一项代理合同。**sole agency** = agreement to be the only person to represent a company or to sell a product in a certain area 独家代理,独家代理协议: *He has the sole agency for Ford cars.* 他有销售福特车的独家代理协议。(b) office or business which arranges things for other companies 为其他公司办事的机构或企业: **employment agency** = office which finds jobs for people 就业代理; **estate agency** = office which arranges for the sale of properties 财产代理; **news agency** = office which distributes news to newspapers and television stations 通讯社,向报刊和电视台(有偿)播发新闻的机构; **travel agency** = office which arranges travel for

customers 旅行社 (c) **advertising agency** = office which plans or designs and manages advertising for companies 广告公司; **house agency** = advertising agency owned and used by a large company, but which can be used by other companies also 内部广告公司

agent ['eɪdʒənt] *noun* (a) person who represents a company or another person in an area 代理: **to be the agent for IBM** 担任 IBM 公司的代理; **sole agent** = person who has the sole agency for a company in an area 独家代理: **He is the sole agent for Ford cars.** 他是福特轿车的独家代理。**agent's commission** = money (often a percentage of sales) paid to an agent 代理佣金 (b) person in charge of an agency 负责代理机构的人士: **advertising agent** 广告代理; **estate agent** 财产代理; **travel agent** 旅行代理; **commission agent** = agent who is paid by commission, not by fee 佣金代理; **forwarding agent** = person or company which arranges shipping and customs documents 货运代理; **insurance agent** = person who arranges insurance for clients 保险代理; **land agent** = person who runs a farm or a large area of land for the owner 土地代理

aggregate ['ægrɪɡət] *adjective* total, with everything added together 合计: **aggregate demand** = total demand for goods and services in a country 总需求; **Economists are studying the recent fall in aggregate demand.** 经济学家正在研究近来总需求的下降。 **As incomes have risen, so has aggregate demand.** 总需求随着收入的增加而上升。 **aggregate supply** = all goods and services on the market 总供给: **Is aggregate supply meeting aggregate demand?** 总供给是否与总需求相符?

agree ['əˈɡriː] *verb* (a) to approve 批准, 通过: **The auditors have agreed the accounts.** 审计师审核通过了账目。 **The figures were agreed between the two parties.** 双方核准了这些数字。 **We have agreed the budgets for next year.** 我们批准了明年的预算。 **Terms of the contract are still to be agreed.** 合同的条款尚有待于批准。 **He has agreed your prices.** 他同意了你们的报价。(b) to say yes or to accept 说“是”, “行”, 或接受: **It has been agreed that the lease**

will run for 25 years. 双方同意租约有效期为 25 年。 **After some discussion he agreed to our plan.** 经过讨论, 他同意了我们的计划。 **The bank will never agree to the terms of the loan.** 银行绝不会接受贷款的这些条件。(c) **to agree to do something** = to say that you will do something 同意做某事: **She agreed to be chairman.** 她同意担任主席。 **Will the finance director agree to resign?** 财务科长会同意辞职吗? **The bank agreed to lend the company \$250,000** 银行同意借给某公司 25 万美元。(d) **(of a group of people) to agree on something** = to come to a joint decision about something 就某事达到意见一致: **They have finally agreed on a new marketing strategy.** 他们最终一致赞同一个新的营销策略。 **Can we agree on a date for the new product launch?** 我们能否就新产品上市的日期达成一致意见? (e) **to think the same or to be the same** 思路一样, 有共识: **I think it's an excellent plan, but the marketing director doesn't agree.** 我认为这是一个非常好的计划, 可是营销总监持不同的看法。 **The two sets of calculations do not agree.** 两套计算结果互不吻合。

◇ **agree with** ['əˈɡriː wɪð] *verb* (a) to say that your opinions are the same as someone else's 表示你的见解与其他人的相同: **I agree with the chairman that the figures are lower than normal.** 我和主席一样, 认为这些数字低于正常的数字。(b) to be the same as 与... 相同: **The auditors' figures do not agree with those of the accounts department.** 审计师计算的数字不同于财会部的数字。

◇ **agreed** ['əˈɡriːd] *adjective* which has been accepted by everyone 被每一个人所接受的...: **an agreed amount** 公认的数额; **on agreed terms** 以公认的条件...

◇ **agreement** ['əˈɡriːmənt] *noun* contract between two parties which explains how they will act 协议: **written agreement** 书面协议; **unwritten or verbal agreement** 非书面或口头的协议; **to draw up or to draft an agreement** 起草一份协议; **to break an agreement** 违反一项协议; **to sign an agreement** 签署一份协议; **to witness an agreement** 目击一项协议的达成; **Agreement has been reached or concluded or**

come to. 达成协议; *to reach or to come to an agreement on prices or salaries* 就价格, 或薪金达成协议; *an international agreement on trade* 一项国际贸易协议; *collective wage agreement* 集体的工资协议; *an agency agreement* 一项代理协议; *a marketing agreement* 一项营销协议; *blanket agreement* = agreement which covers many different items 一揽子协议; *exclusive agreement* = agreement whereby a company is appointed sole agent for a product in a market 独家代理协议; *gentleman's agreement* = verbal agreement between two parties who trust each other 君子协议

aid [eid] 1 *noun* something which helps 辅助: **dealer aids** = types of advertising material which can be used in shops as a way of attracting customers 经销辅料; **sales aids** = advertising materials used to help sales, such as sample packs, sales literature, display cases, etc. 销售辅料 2 *verb* to help 辅助: **aided recall** = test to see how well someone remembers an advertisement by giving the respondent some help (such as a picture which he or she might associate with it) 提示性记忆测试: *Even aided recall brought no reaction from the respondent*. 就连提示性记忆测试都未能使被调查人作出任何反应。 *Aided recall has shown that we must make our advertising more striking*. 提示性记忆测试的结果表明, 我们必须把广告做得更加醒目。

◇ **aids-to-trade** [eid-tu-'treid] *noun* services which support trade, such as banking and advertising 商业服务业: *The recession has affected aids-to-trade and the industries they support and supply*. 经济衰退已经影响商业服务业以及它们所支持的行业。 *At that time, advertising was the fastest expanding aid-to-trade*. 那时候, 广告是扩展最快的商业服务业。

AIDA = ATTENTION, INTEREST, DESIRE, ACTION model showing stages in the effects of advertising on consumers (you attract their Attention, keep their Interest, arouse a Desire and finally provoke Action to purchase) “艾达”模式: 关注、兴趣、欲望、行动, 即表现在消费者身上的反映广告效果不同阶段的模型(引起关注, 使他们保持兴趣, 激起欲望, 乃至最终促使他们采取购买行动)。

aim [eim] 1 *noun* something which you try to do 目的: *One of our aims is to increase the quality of our products*. 我们的目的之一是提高产品质量。 *The company has achieved all its aims*. = The company has done all the things it had hoped to do. 该公司实现了它的既定目标。 2 *verb* to try to do something 试着做某事: *We aim to be No. 1 in the market in two years' time*. 我们计划在两年内成为市场领先者。 *Each salesman must aim to double his previous year's sales*. 每一个销售员必须争取将上年的销售额增加一倍。

air [eə] *noun* (a) method of travelling or sending goods using aircraft 飞行, 空运: *to send a letter or a shipment by air* 航空寄信, 或空运货物; **air carrier** = company which sends cargo or passengers by air 航空承运人; **air forwarding** = arranging for goods to be shipped by air 航空发运; **air letter** = special sheet of thin blue paper which when folded can be sent by air mail without an envelope 航空信箋 (b) medium for broadcasting (i. e., radio or television) 广播媒体(指电台广播, 或电视广播): *Two of our advertisements will be on the air this morning*. 我们的两则广告今天上午将要播出。

◇ **air cargo** ['eə 'kɑ:gəʊ] *noun* goods sent by air 空运货物

◇ **air freight** ['eə 'frent] *noun* method of shipping goods in an aircraft 空运方式: *to send a shipment by air freight* 以空运的方式送货; *air freight charges or rates* 航空运费, 或空运费率

◇ **airfreight** ['eəfrent] *verb* to send goods by air 空运: *to airfreight a consignment to Mexico* 把一批货运到墨西哥; *If you run out of stock, we will airfreight the goods to you*. 如果你缺货, 我们会将货物空运给你。

◇ **airline** ['eəlain] *noun* company which carries passengers or cargo by air 航空公司

◇ **airmail** ['eəmeil] 1 *noun* way of sending letters or parcels by air 航空邮寄: *to send a package by airmail* 航空邮寄一件包裹; *Airmail charges have risen by 15%*. 航空邮寄费已上涨 15%。 **airmail envelope** = very light envelope for sending airmail letters 航空信封; **airmail sticker**

= blue sticker with the words 'by air mail' which can be stuck to an envelope or packet to show it is being sent by air “航空”贴条 **2 verb** to send letters or parcels by air 航空邮寄: **to airmail a document to New York** 将文件航空邮寄到纽约

◇ **airtight** ['eətaɪt] *adjective* which does not allow air to get in 密封的, 不透气的: **The goods are packed in airtight containers.** 货物装在密封的容器里。

◇ **air time** ['eə'taɪm] *noun* time set aside for advertising on television or radio 广告播放时间: **How much air time do we need for this commercial?** 我们需要为这则广告安排多长播送时间? **We should look for air time on the new radio station.** 我们应该在新的电台寻找播出时间。 **All the air time in the world won't sell this product.** 即便使用世上所有的时间播送广告, 这个产品买不出去。

aisle [aɪl] *noun* space or passageway between the shelves of products on display in a supermarket 狭长通道, 过道

a or la carte ['ælə'kɑ:t] *adjective* system whereby advertisers use the services of a whole range of businesses rather than relying on one agency over a long period 零选的(广告服务): 在这种广告服务体系中, 广告主不是长期依靠一家广告公司提供所有的服务, 而是从各家广告公司中零选各种所需的服务。

all-in price ['ɔ:l-ɪn 'praɪs] *noun* price which covers all items in a purchase (shipping, insurance, packing, as well as the item bought) 一揽子价格

allowance [ə'laʊəns] *noun* money removed in the form of a discount 折让, 以折扣形式减免的金额

ambush marketing ['æmbʊʃ 'mɑ:kətɪŋ] *noun* linking a promotion campaign to an event (such as a sporting contest which is sponsored by another manufactures) without paying a fee 伏击营销: 将促销运动与某一事件联结在一起的(不必付费的)活动(如由其他制造商赞助的体育赛事)

analyse or analyze ['ænaləɪz] *verb* to examine in detail 分析: **to analyze a statement of account** 分析账单; **to analyze the market potential** 分析市场潜力

◇ **analysis** [ə'neɪləsɪs] *noun* detailed examination and report 详细的审查和报告:

job analysis 职业分析; **market analysis** 市场分析; **sales analysis** 销售分析; **to carry out an analysis of the market potential** 对市场潜力进行分析; **to write an analysis of the sales position** 就销售状况撰写分析报告; **contribution analysis** = analysis of how much each product contributes to profit 贡献分析; **cost analysis** = examination in advance of the costs of a new product 成本分析; **systems analysis** = using a computer to suggest how a company can improve efficiency by analyzing the way in which it works at present 系统分析 **see also** 参见 CRITICAL PATH ANALYSIS

◇ **analyst** ['ænəlist] *noun* person who analyses 分析家, 分析师: **market analyst** 市场分析师; **systems analyst** 系统分析师

ancillaries-to-trade [æn'sɪlərɪz-tu-treɪd] *noun* services which support trade, such as banking and advertising 商业服务业: **The recession has affected ancillaries-to-trade and the industries they support and supply.** 经济衰退已经影响到商业服务业以及它们所支持的行业。 **Advertising was the fastest expanding ancillary-to-trade at that time.** 广告是当时扩展最快的商业服务业。

animatic [æni'mætɪk] *noun* rough outline version of a television commercial shown to the advertiser for approval 广告初稿: **The animatic was sent back to the agency with several criticisms.** 注有几个批评意见的广告初稿已返回广告公司。 **The animatic impressed the advertiser because it put the message over stylishly.** 广告初稿使广告主印象深刻, 因为信息的表达具有特色。 **If the animatic is approved, the creative team will begin work on the final product.** 如果广告初稿通过, 创作组将开始制作广告未稿。

◇ **animation** [æni'meɪʃn] *noun* cartoon film, a film made from drawings 动画电影

annual ['ænjʊəl] *adjective* for one year 每年的: **annual statement of income** 年度收益报表; **He has six weeks' annual leave.** 他可享受每年 6 周的假期。 **the annual accounts** 年度报表; **annual report** = document sent each year by the chairman of a company or the directors to the share-

holders, explaining what the company has done during the year and its financial situation at the end of the year 年度报告

anonymous product [ə'nɒnɪməs 'prɒdʌkt] *noun* product with no apparent brand name, used in advertisements to highlight the product being promoted 杂牌货: *Brand X is the anonymous product which never gets your washing completely white.* X牌是杂牌货,用它难以把衣服洗得很白。*We must choose an anonymous product which performs badly enough.* 我们必须选择一个性能很差的杂牌货。*No one watching the commercial would believe the anonymous product was as bad as it seemed.* 看过那条广告的人都不会相信,那个杂牌货真像看起来那么差。*What happens if the respondent chooses the anonymous product instead of ours?* 如果被调查者选择杂牌货,而不选我们的产品,那会怎样?

anti- ['ænti-] *prefix* against 反对, 反抗, 相对

◇ **anti-trust** ['ænti-'traʊst] *adjective* which attacks monopolies and encourages competition 反托拉斯的: *anti-trust laws or legislation* 反托拉斯法, 反托拉斯立法

AOB ['ɛəʊ'bi:] = ANY OTHER BUSINESS 任何其他业务

appeal [ə'pi:l] *noun* being attractive 吸引力, 魅力, 感染力: **customer appeal** = being attractive to customers 对顾客的魅力; **sales appeal** = quality which makes customers want to buy 销售魅力

apperception [æpə'sepʃən] 参见 THE-MATIC

appraisal [ə'preɪzəl] *noun* calculation of the value of someone or something (对某人或某事的) 估量, 估计, 估价: **staff appraisals** = reports on how well each member of staff is working 员工评估

appraiser [ə'preɪzə] *noun* US person who estimates how much money something is worth 估价人, 鉴定人, 评估师: *Although he is our chief buyer, he is a poor appraiser.* 尽管他是我们的主要客户, 但他估价水平低。

appro ['æprəʊ] *noun* = APPROVAL 同意: *to buy something on appro* = to buy something which you will only pay for if it is found to be satisfactory after a trial

period 试用后购买

approach [ə'prəʊtʃ] **1** *noun* (a) getting in touch with someone with a proposal 接近: *The company made an approach to the supermarket chain.* 某公司设法与超级市场连锁市场接洽。*The board turned down all approaches on the subject of mergers.* 董事会拒绝了所有谋求兼并的提议。*We have had an approach from a Japanese company to buy our car division.* 我们收到了一家日本公司谋求购买我公司轿车分部的提议。(b) method of dealing with a problem or subject 处理问题, 议题的方法: *If you are selling to the teenage market, you will need a different approach.* 假如你的销售对象是青少年市场, 你要采取不同的方式。*I like the agency's approach to the problem of marketing our products.* 我喜欢这家代理公司处理我公司产品营销问题的方法。**2** *verb* (a) to get in touch with someone with a proposal 通过提议接近某人: *He approached the bank with a request for a loan.* 他通过要求贷款和那家银行接洽。*The company was approached by an American publisher with the suggestion of a merger.* 一家美国出版社与某公司接触, 提出兼并的建议。*We have been approached several times but have turned down all offers.* 已经有不少人找过我们, 不过我们拒绝了所有的购并提议。(b) to try to deal with a problem 试图处理问题。*Perhaps we should approach the problem of selling to the children's market from a different angle?* 可能我们应该从不同的角度处理儿童市场销售的问题?

appropriation [ə'prəʊpri'eɪʃən] *noun* act of putting money aside for a special purpose 拨款: *appropriation of funds to the reserve* 拨付储备基金; **appropriation account** = part of a profit and loss account which shows how the profit has been dealt with (i.e. how much has been given to the shareholders as dividends, how much is being put into the reserves, etc.) 留存收益分配账户: 作为损益表的一部分, 反映利润处理情况 (即其中多少作为红利发给股东, 多少拨入储备基金, 等等) see also 参见 ADVERTISING APPROPRIATION

approve [ə'pru:v] *verb* (a) to approve of = to think something is good 认可某