

COLLINS
COBUILD

让您学到最纯正的英语

英汉双解
商业英语关键词

[英] 比尔·马斯库尔 著
杨庆云 译



荣获爱丁堡公爵奖

中航出版社

科文(香港)出版有限公司

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使 用 说 明

- 本书旨在帮助读者理解和使用基本的商业词汇。
- 它系统地收录了商业经营活动中经常使用和重复出现的词汇或表达方式。其中一些词汇属于商务范畴的专业术语,而大部分则广泛使用于普通英语中,但在商业英语中却有其特殊的含义和用法。
- 本书给出了这些词汇的基本含义和用法,以及词与词之间的联系。
- 本书包括六大主题。这些主题中的常见词汇在所给的实例中意义明显,而这些例句都摘自报刊和商业书籍。
- 在掌握了词义之后,读者便可通过专门的练习来运用和进一步扩展所学的知识。这些练习是从篇幅较长的文章中摘录出来的,它们都具有较强的专题性和对那些乐于经营之道的人们而言的相关性。
- 本书的每一章都是一个连贯的整体。

读者对象

- 商业英语自学者:即中等水平和高等水平的英语学习者。希望通过自学来扩大商业英语词汇量并能运用到有关商务话题的讨论中去的英语自学者。
- 工商管理英语学习班和商业研究课程的学员。本书内容富有启发性,而且信息量较大。对于那些学习工商管理专业英语的人士或母语为非英语而参加商业研究课程学习的有关人士来说,本书都是一本不可多得的教材。读者可以掌握关键词汇,并可以运用所学的知识去讨论与商业活动有关的问题。

结构

本书的每一章由若干按逻辑顺序排列的专题小节组成,而每一小节又是由以下几部分组成的:

- ◇ 关键词和解释 专业词汇按顺序列出并相继给出有关的解释和定义。
- ◇ 例句 这些从报刊和商业书籍上摘录的例句能帮助理解上述关键词在上下文中的含义。大部分实例都是句群,这样就能给读者一个阅读上下文的语境,而且这些实例都是很生动的,能够解释说明词汇的意义。
- ◇ 语言练习 通过练习能够加深对新词汇的理解,弄清词与词的关联,并使您重视使用词汇的语言环境。很多练习都是选自篇幅较长的文章,因而可用来进行小组讨论。

单元内容

关键词和解释

每一个解释中都含有一连串相关的关键词,为了便于阅读,关键词在解释中用黑体字来区分。在解释的左侧还把关键词按逻辑顺序排列在一个黑底的方框中。

headhunt
headhunter
headhunting
golden hello

Headhunters are specialist consultants who search for high-level, often board-level, executives and try to persuade them to leave their current job in order to go to work in another company. Managers found in this way are **headhunted** in a process of **headhunting**.

Executives may be persuaded to move company by the promise of a **golden hello**; a large sum of money or some other financial enticement offered by the company they move to.

例句

例句是表达词意的最好、最有趣的例证。它们用斜体印刷,句子中第一次出现关键词的地方用下划线标明。

Mr Mulpas, 62, was headhunted from BP to take on the chairman's job and is believed to have been on a salary of about £ 200,000.

Forgan is being recommended for the post of director of corporate affairs by the headhunters employed by the BBC to fill the £ 120,000-a-year post.

Goddard Kay Rogers, one of the biggest names in the headhunting industry, has found that the search is not so easy when it is closest to home. After some time looking for an American consultant to head its office in New York, it has finally found the right person just up the road in London.

NEW CHIEF AT TROUBLED IBM PICKS UP \$ 5 MILLION 'GOLDEN HELLO.'

The new chief of IBM, Louis Gerstner, will earn a basic salary of \$ 2 million a year and receive a one-off payment of \$ 5 million for leaving his present job as chairman of the food and tobacco giant RJR Nabisco.

语言练习和解题提示

在练习中,您需要完成以下一项或几项任务:

- 选词填空:根据词义和有关语法提示,在不同的上下文中填写单词。
- 思考词义并把它们填到文章中去:当您掌握了所给出的待选词汇的意思后,还要仔细阅读题目要求,有些词至少要用两次,而有些词可能根本就不需考虑。
- 词汇与释义的搭配:在做这种练习前,最好先通读一遍,不要匆忙下笔。
- 连接句子或句子的某些部分:要认真考虑词义、上下文语境和语法。对那些暗示或线索要格外注意,这样才能选出意思相符而且语法正确的答案。

- 对句子或段落的重新排序:为了使从不同文章中选出的句子或段落有逻辑性,有时要对它们进行重新排序,阅读有关线索,找出首句或首段,然后再通过各种提示或方法,把文章按逻辑顺序重新排列。
- 阅读理解:文章后所设计的问题不仅考查了您对单词意思的掌握程度,更要考查您在更为广泛的语境中理解关键词的能力。您要查找解释段落中的关键词义,重新使用本章中的重要词汇,并把它们与您所掌握的内容联系起来,必要时您还可以查阅字典。

Contents

目 录

1 What business are you in? 你是做何种生意的? 1

Business and businesses 企业和公司
From multinationals to small firms 从跨国公司到小型企业
Industries and sectors 工业及其部门
Public sector and private 公共部门和私营部门
Stakes 份额, 股份
Parents and sisters 母公司和姐妹公司
Launching a bid 招标、投标

Predators, raiders, and white knights 掠夺者、抢劫者和善意合作者
Leveraged buy-outs 融资买断
and junk bonds 和垃圾债券
Joint ventures and alliances 合资与联盟
Mergers 合并, 联合企业
Restructuring 企业重组
Management buy-outs 买下管理权、产权

2 People and organizations 人员配备和组织结构 31

Suits 套装
Entrepreneurs and tycoons 企业家和金融巨头
Managers and executives 经理和董事
Ladies and gentlemen of the board 董事会成员
Headhunting 招揽高级主管
Executive pay 主管人员收入
Executive pay-offs 解职补偿
Numbers people 数值计算者
Management and labour 劳资双方

Personnel or human resources? 职员还是劳动力资源?
Hiring and firing 雇佣和解雇
Delaying and downsizing 延缓和减少编制
Empowerment 放权
Getting the sack 解雇
Outplacement 获任新职
Stress 工作压力

3 Research, development, and production 研究、开发和生产 70

Innovation 创新
Backroom boys and techno-nerds 秘密科研人员和没有人情的技术专家
Patents and their infringement 专利权及其侵犯
Hi-tech and low 高新技术与落后技术
Rustbelt and sunbelt 铁锈地带和阳光地带

Producing the goods 产品制造
Robotics 机器人生产
Suppliers or partners? 供货商或合伙人?
Just-in-time 无存货管理
Re-engineering 改革

4 Products, markets, and marketing 商品、市场与营销 94

Customers, consumers, and clients 顾客、消费者和委托人
Competition and key players 竞争及主要竞争对手
Markets and market orientation 市场和市场导向
Slicing up the market 市场细分
Products, goods, and services 产品, 商品和劳务
Product scenarios 产品策略

Cash cows and loss leaders 现金牛和廉价招揽品
Brand image 品牌形象
Pricing high and low 产品定价的高低
The war for sales 销售战
Upmarket, downmarket, and mass market 高档品, 廉价品和大路货

From high-end to low-end 从高价到低价

The lite version 易消化食品

Getting to the outlets 走进零售商店

Advertising direct 直接的和

and indirect 间接的广告

Promoting the product 商品促销

The complete package 一整套商品

Marketeers and the 商人与

marketing mix 营销策略

5 The bottom line 最终经营成果

136

Sales 销售额

Costs and cost-cutting 成本与降低成本

Expenses and expenditure 费用

Economies of scale and 规模经济和

the learning curve 学习曲线

Into profit 利润

Shipping the goods 发货

Getting paid 付款

In the red 赤字

Servicing debt 举债

Assets 资产

Liabilities 负债

Reporting results 最终成果报告

The bottom line 最终经营成果

Lame ducks 跛足鸭与公司救星

and company doctors

Going bust 停业

Salvaging the wreckage 海滩救援

6 Towards the feelgood factor 感觉良好

175

Raising finance 筹资

Financial centres 金融中心

Market players 投资者, 炒家

Share issues 股票发行

Derivatives 衍生金融工具

Trading on the markets 市场交易

Bull markets and bear markets 牛市和熊市

Insider dealing 内线交易

Unveiling results 公布业绩

Market movements 1 市场变动 1

Market movements 2 市场变动 2

Record highs and 最高记录和

record lows 最低记录

Key indicators 关键指数

Boom and bust 经济繁荣与萧条交替循环

Recession, stagflation, 衰退、滞涨、

and depression 不景气

Green shoots and soft landings 绿芽和软着陆

The feelgood factor 感觉良好因素

Answer key 答案

227

1 What business are you in?

你是做何种生意的?

Business and businesses 企业和公司

business 商业, 生意; 企业, 公司; 经营, 营业
company 公司, 商号
firm (合伙的) 商号, 商行
concern 康采恩(垄断企业的形式之一); 商行, 企业

A **business**, **company**, or **firm** is an organization that sells goods or services.

A business may also be referred to formally as a **concern**.

Business is the production, buying, and selling of goods and services.

The business of America is business.

经商是美国人的专长。

Unless you understand how money flows through a business, you will not understand the operation.

如果不了解一个企业货币资金的流动状况, 你就不能准确地把握它是如何运营的。

Mr Gates's boyhood pastime was computer programming. Today Microsoft, his company, is the world's most successful supplier of computer software.

Gate 先生在少年时代即以计算机编程为乐。如今, 他的微软公司已成为世界上最大的计算机软件供应厂商。

Imagine Japan allowing Sony to be the only Japanese firm to make a product like a Walkman.

请设想一下, 日本政府允许 Sony 公司成为全国唯一制造随身听的厂商将会是一种什么样的情形。

Du Pont, a chemicals concern based in Wilmington, Del., brings its extensive agricultural research staff to the project.

杜邦公司——这一总部设在美国特拉华州威明顿市的著名化工企业, 集中了其大量的农业科研人员来参与那项工作。

enterprise (艰巨、复杂或冒险性的) 事业, 企事业单位
free enterprise 自由企业, 企业的自由经营
private enterprise 私人企业, 私有企业
commerce 商业, 商务
commercial 商业的, 商务的, 商用的

A business may be referred to approvingly as an **enterprise** to emphasize its adventurous, risk-taking qualities, and business in general may be referred to in the same way, for example in combinations such as **free enterprise** and **private enterprise**.

Business is also referred to as **commerce**. This word, and its related adjective **commercial**, are often used to distinguish the business sphere from other areas such as government or the arts, or to distinguish it from nonmoney-making activities.

There is now greater emphasis on terms like project and venture, setting up an enterprise that will run for a time and then be sold on.

今天，在创办企业时，由于它在运营一段时间后有可能被兼并，人们比以往更加重视项目的选择和经营的风险。

Americans have an ease with individual enterprise and risk that few Europeans share.

与欧洲人不同，美国人觉得经营一个私人企业以及冒险都是非常轻松愉快的事情。

The preservation of a system of free enterprise is essential to economic freedom.

对经济自由化而言，维持一套自由企业制度是至关重要的。

Government in Malaysia has promised to reduce its interference in the economy and rely on private enterprise to pace economic growth.

马来西亚政府允诺要减少政府对经济的行政干预，同时依靠发展私人企业来促进经济的增长。

The government's concern is to ensure that schools are teaching skills which are useful to industry and commerce.

政府所关心的是，能否确保学校教给学生一套在工商业活动中行之有效的技能。

Kangaroo hunting is not just a hobby but a lucrative commercial business.

捕猎袋鼠不仅能够满足个人爱好，它也是一种盈利性的商业活动。

1 Business partners. The words in the box frequently occur after 'business'.

		leaders		
	school		interests	
ventures		business		empire
	community		confidence	

Find combinations that mean:

- 1 an individual's business activities, especially those of politicians.
- 2 a very large business organization.
- 3 specific money-making^① projects, perhaps involving an element of risk.
- 4 an institution that awards qualifications in business studies.
- 5 people involved in^② business in general^③.
- 6 heads of important companies who speak for 5 as a whole.
- 7 the morale^④ of all those referred to in 5 and 6.

From multinationals to small firms 从跨国公司到小型企业

corporation 大公司, 跨国公司,
股份有限公司

corporatc 法人, 团体, 共同的

multinational 跨国的, 多国的

big business 大型企业, 大公司

small and medium-sized companies 中小规模公司,

中小企业

small business 小型企业, 小公司

small firm 小企业, 小公司

Large companies are referred to as **corporations**, especially in the United States.

Corporate is used to describe things relating to a corporation, or to corporations in general, in expressions like the ones in the next exercise.

Large companies operating in many countries are **multinationals**.

Big business can refer to large business organizations or to any business activity that makes a lot of money.

Small companies are referred to as **small businesses** or **small firms**.

Unlike some languages, English does not have an everyday term for **small and medium-sized companies**, apart from this rather clumsy expression.

'This is a rough place—instead of a corporate ladder we have a corporate food chain.'



The South depends more on small and medium-sized businesses for jobs than on large corporations.

南方人更多地地中小规模公司里工作, 而较少去大型公司谋职。

The decision was taken to sell BP's three corporate jets.

我们正式决定卖掉 BP 公司三架组装的喷气式飞机。

Some of the operations of a typical multinational are more global than others.

和其他类型公司相比, 典型的跨国公司的某些经营方式更具有全球性的特点。

In Korea, democracy has slowed some government decision-making. But it has also cut the power of big business groups and the bureaucracy, in the process creating freer markets and more opportunities for small businesses.

民主使韩国政府决策的速度减慢。但是, 它同时削弱了韩国大财阀和官僚机构的势力, 这一过程产生了更加自由的市场, 也给小企业创造了更多的发展机会。

Tourism in Hong Kong is big business: it is the third largest source of foreign exchange and employs, directly and indirectly, 180,000 people.

香港的旅游业规模巨大，它是香港排名第三的创汇大户，并且直接或间接地为 18 万人提供了就业机会。

Women run 25 per cent of existing small businesses, but 33 per cent of new businesses are now started by women.

现在已有 25% 的小型企业由女性掌舵，而且，在刚刚成立的企业中更有 33% 的企业是由女性创办的。

...the small firm's greatest handicap: not size, but loneliness.

小公司所面临的障碍不是规模太小，而是孤军奋战。

... the south-west of Germany, a haven of small and medium-sized companies, or 'Mittelstand' as they are known.

德国西南部是中小企业主——或被称为“中产阶级”的避难所。

2 Corporate partners. The words in the box frequently occur after 'corporate'.

		image		
	strategy		collapses	
governance		corporate		culture
	logo		ladder ^①	
		performance		

Find combinations that refer to:

- 1 the perception^② that people have of a corporation.
- 2 what corporate employees climb during their career.
- 3 company results over a period of time.
- 4 the values that people have and the ways that things are done in an organization.
- 5 the way a company is managed at the highest level.
- 6 plans that companies have maintaining and developing their position in the future.
- 7 company failures.
- 8 a symbol, usually showing the company's name.

Now use these expressions to complete the extracts.

- a Corporate _____ and associated fiascos^③ have exposed the failure of the auditing industry as a whole, not just the failure of individual audits.
- b No single subject has so dominated the attention of managers, consultants and management theorists as the subject of corporate _____.

- c While Wal-Mart grew, Walton was developing the practices that were to give the firm one of America's most-admired corporate _____ s.
- d Huet, remaining one step ahead on the corporate _____, has been transferred to New York as head of Société Générale in America.
- e Good corporate _____ should be about stopping messes from happening, not just cleaning up afterwards.
- f Few investors are prepared to look beyond conventional⁴ measures for assessing corporate _____.
- g All phone books are to have identical blue covers with the British Telecom _____. It is part of the corporate _____.

3 Wearing the corporate identity. Read this article from the *Independent on Sunday* and answer the questions.

CORPORATE IDENTITY: THE EXECUTIVE UNIFORM

An expensive advertising campaign can attract you to a company, its impressive building will make you glad you came, but if the first person you deal with is wearing a purple tank top and flared trousers, are you really going to take them seriously?

A uniform is the most personal manifestation of a company's corporate identity, so companies specialising in 'executive careerwear' are putting white collar workers and professionals into 'corporate suits'.

John Larder, a Midland Bank branch manager, wears his dark blue corporate suit by choice. ^① 'We can choose between single-breasted or double-breasted, and I alternate between the two. However, I wouldn't wear it out if I was with a customer as I think it would be unfair for them to be seen with someone who is obviously a Midland Bank man.'

- 1 Even if you don't know what a tank top is, does the writer imply that it is a suitable thing for someone working in a company to wear?
- 2 Are white collar workers obliged to wear shirts with white collars in your country, even if they don't wear a uniform provided by the company?

There is often a certain amount of choice available in terms of style and colour , so not everyone ends up dressed identically . But together , the effect remains co - ordinated . At the Abbey National not only are corporate suits provided , but the corporate identity is carried into maternity wear and for the special requirements of ethnic[®] groups The majority of people who wear corporate clothing are those who deal directly with the public , and the response from customers has been very positive

But who among the professionals would wear company colours , and how are they persuaded to do so ? The most recent newcomers to corporate dressing are financial services companies such as banks and building societies and the challenge is to find a look that pleases everyone. ...

There will always be those who consider that being asked to wear a uniform is a dubious privilege . A senior employee at a leading estate agent says : ' When the clothes were introduced , we were all on the phone to our lawyers because we just didn't want to wear them . Some people even left their jobs'...

Chris Willows , of BMW , explained why the company does not have corporate clothing for its sales people . ' One of the linchpins of BMW's philosophy is its individuality , both in the type of product it produces and the type of customer it attracts. We are a company which places tremendous emphasis on corporate identity , even down to the type of tile for the showrooms , but there is a difference between bricks and mortar and a human being.

But even when organisations do not have corporate clothing , they still expect their staff to dress to reflect the company's values . That means saving the purple tank tops for evenings.

3 Another important part of an organization's corporate identity is its l _ g _.

4 Is a dubious privilege a privilege that people really want?

5 If X is the linchpin of Y, is X an important part of Y?

6 If you place tremendous emphasis on something, do you think it is unimportant?

7 Would you wear a uniform or 'corporate clothing' to work? If you do already, what do you think of it?

Industries and sectors 工业及其部门

industry 工业, 产业

sector 部门, 部分

public sector 公共部门

private sector 私营部门

manufacturing 制造部门

sector

service sector 服务部门

Businesses may be classified according to which **industry** they are in; for example construction, oil, banking, food.

Sector is sometimes used to mean industry in the same way, particularly by specialists such as financial journalists, but it is more often used to talk about different parts of the economy in combinations such as **public sector** and **private sector**, or about types of business in expressions like **service sector** and **manufacturing sector**.

Arden's customers are primarily in the packaging industry but also the electronics sector.
Arden 公司的顾客主要集中于包装业和电子部门。

Many young workers are taking jobs in the rapidly growing service sector—banking, computer programming, financial services.

许多年轻人都从业于发展迅速的服务业部门, 如银行业, 计算机程序编译, 金融服务业等。

The French government is thinking of introducing German-style worker participation into the state industries. This suggests that public-sector companies will not be free from political interference, a fact that deters private, profit-minded investors.

法国政府正计划把德国模式的工人参与制引入本国工业之中。这就意味着公共部门的企业今后将会面临较多的行政干预, 而这种做法势必将会阻碍那些惟利是图的私人投资者的步伐。

One industry that has kept the manufacturing sector going for much of this year is aircraft.
正是飞机制造业, 在今年的大部分时间里带动了整个制造业部门的发展。

Many people in the private sector had to take very low pay increases this year.
今年, 私营部门工人的工资大多都增长得非常缓慢。

4 Key sector exercise. The same word is missing from all these extracts. What is it?

The report shows about 150, 000 jobs were created last month, but some economists expect the.....sector to show a net loss of jobs.

The highest number of closures were in the.....sector, followed by construction, finance and retail.

Mr Renaud said that in the equipment.....sector, Philips would be hardest hit.

...Scottish food and drink,

Scotland's biggest.....sector, employing 70, 000 people.

But with a bit of luck, the worst in the.....sector could be over.

In the.....sector there's evidence that small companies may account for a larger share of the nation's manufactured exports than once thought.

It illustrates the need for a strong.....sector if the UK is to maintain growth in living standards.

Public sector and private

公共部门和私营部门

nationalized 国有化的, 收归国有的

nationalization 收归国有, 国有化

privatized 私有化的

privatization 私有化

state-owned 国有的

sell off 打折扣销售完, 廉价出清

sell-off 廉价出清存货, 卖完, 抛售

utilities 公用事业, 公用事业公司

When a private company is bought by the state and brought into the public sector, it is **nationalized** in a process of **nationalization**. A nationalized company is **state-owned**. When the state returns a company to the private sector in a **sell-off**, it is **privatized**. This is **privatization**.

The first to be **sold off** in a privatization programme are often the companies responsible for the public supply of electricity, water and gas: the **utilities**.



'Six of them aren't privatised utility executives!'

British Rail stations worth about £ 10 billion will be sold off under Government plans to privatise the network.

按照政府的铁路网私有化计划, 价值 100 亿英镑的大不列颠铁道站网将被廉价拍卖。

Malaysia is five years into an initial privatization program.

To date, 22 government-owned concerns have been privatized, including a lottery, the national airline and shipping companies, regional water utilities, highway construction projects and a commercial tv station.

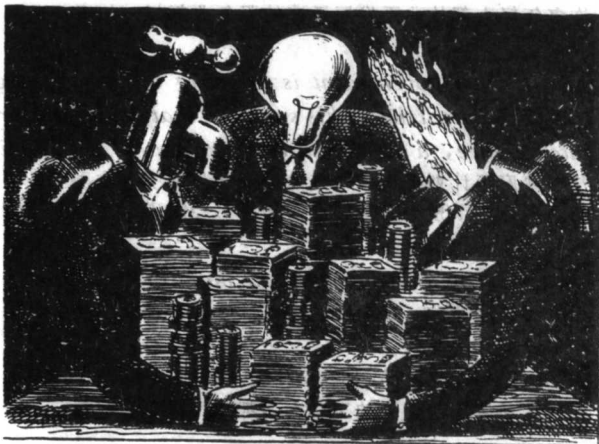
马来西亚企业的初步私有化已进行到了第五个年头。迄今为止, 已有 22 家国有大型企业被私有化, 其中包括一家彩票公司、国家航空公司、远洋航运公司、地方供水公司、公路建筑工程公司和一家商业电视台。

Moving even further from the Swedish model, Sweden is to sell 35 state-owned companies. The sell-off could raise as much as \$ 50 billion.

与瑞典传统经济模式相去甚远的是, 政府计划将 35 家国有企业卖掉。这一抛售将给政府增加大约 500 亿美元的财政收入。

Government intervention in manufacturing investment is a bad joke in every for-God's-sake-let's-privatise-it nationalised industry from Buenos Aires to Omsk.

在从布宜诺斯艾利斯到鄂木斯克市几乎全球所有人都在祈祷“愿上帝保佑私有化”国有企业的浪潮中, 政府介入制造业投资真是一个蹩脚的笑话。



Mr Salinas has undone two gross acts of confiscation, namely the nationalisation of the banks in 1982. The other was the nationalisation of the oil industry by Lazaro Cardenas in 1938. The oil business is the biggest sacred cow of them all.

Salinas 先生废除了两项有关没收财产的法案，即 1982 年的银行国有化法案和 1938 年由 Lazaro Cardenas 制定的石油工业国有化法案。当时的石油工业是最为人们景仰的行业。（注：sacred cow，在宗教中意指深受社会确认和尊敬以至似乎毫无理由地免受一般乃至公正批评的人或者事物。）

5 Unpopular privatizations.

Read this article from *The Economist* and complete it using the words listed.

(a occurs five times, b twice, and c and d once each.)

- a privatisation c nationalised
b privatised d renationalised



DISGUSTED

Most Britons see privatisation as a rip-off^①. The evidence says otherwise.

To say that _____ (1) in Britain is unpopular in Britain is an understatement. Every week brings fresh outrage at tales of bosses of _____ (2) firms picking up huge pay rises while overcharging customers, sacking employees and cutting the pay of those who remain. The ordinary man, who has never liked _____ (3), wants the water and electricity industries, and maybe more, to be _____ (4). ...

So what can be said in defence of _____ (5)? Actually a great deal. Back in 1979, Britain's public-sector firms were in the doldrums^②, lacking both entrepreneurial^③ vigour and a concern for customer service. Many were losing large sums of money. According to the Treasury, the _____ (6) industries

were then costing each tax-payer the equivalent of £300 in today's money.

Since _____ (7) -and the changes in management, financial controls and regulation associated with it-these firms have been transformed. Most _____ (8) companies were more profitable in real terms in 1994 than in the year before they were sold. Most had higher sales, and a higher share price than in their first year after _____ (9). They now pay £2.5 billion a year in taxes (equivalent to £100 for each taxpayer). ...

Firms such as British Airways and British Telecom have been turned from corporate dogs into some of the world's most admired companies. ...