



Selective Readings of Business Newspaper and Magazines in English

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前言

“面向 21 世纪培养国际化人才”是一句几乎每一个高等教育工作者都耳熟能详的口号，其中“国际化”人才的特点必然是离不开过硬的专业知识和灵活的英语应用能力。

但是在国际商学院，尤其是用英文讲授专业课的多年教学过程中，我们发现学生在用英文学习专业课中一直存在着专业英语能力无法满足专业课课程学习的现象。于是我们不断地思考如何能够有针对性地并循序渐进提高商学院学生的专业英语能力，使其在专业课的学习中能够更准确、更深入地理解教材并可以用英语灵活运用所学到的专业知识。本着“结合时事”、“专业渗透”和“兴趣引导”的原则我们编著了这本《英文商业报刊选读》，希望学生可以通过阅读和商业实践紧密结合的权威的英美等西方国家的英文原版商业报刊，在感受原汁原味的英文同时提高英语语言能力和专业知识水平。

本书编写目的及特色

本书的编写目的在于：

- (1) 使学生了解英文商业报刊杂志的语言特点；
- (2) 帮助学生如何快速有效地解读英文商业报刊的文章，从而提高其阅读能力；
- (3) 对商业方面的专业知识，例如：企业管理、市场营销和经济学通过指导文章阅读的过程中进行渗透。

和其他的同类教材相比其特色在于：

- (1) 针对性强：专门为商科的学生英语能力的提高而设计，所选择文章全部和商业活动有关；
- (2) 信息量大：本书共选择 12 个主题，每个主题下包含 3~4 篇文章，涉及商业活动的方方面面，并在每篇文章后设有背景知识介绍来扩大学生的知识面；
- (3) 时代性强：所有文章均选自近两年的原版英文报刊杂志；
- (4) 实践性强：学生在进行阅读后还可以通过完成文章后的练习和讨论来检验对文章的理解的准确性；
- (5) 可以自学使用：每篇文章后配有详细的词汇与短语解释和语言难点解析，学生可以进行自学。

本书排版设计及使用

本书共分为 12 个主题，包含 42 篇文章，排版设计如下：

- (1) 每个主题下的文章都具有一定的相关性，例如在 Business and Olympics 这一主题中，3 篇文章全部和奥运会有关同时又从不同角度涉及了奥运会的商业价值这一问题；
- (2) 在正文后配有详细的新词与短语 (New Words and Expressions) 部分，新词和短语的选择是根据在实践教学中学生们的反馈而定的，具有很强的针对性；

(3) 每篇文章都配有 1~2 条背景知识介绍,所涉及的内容多为文中的企业或专业知识;

(4) 难句解析部分是编者根据在教学实践中学生反馈的比较好理解的句子确定的,并对句子进行中文翻译的同时对其理解的难点进行详细解析;

(5) 练习部分给学生提供了一次自我检测的机会。

以上五个部分一方面可以帮助学生准确理解文章内容及作者观点,另一方面帮助商科的学生掌握良好的商业英文的阅读方法,训练其良好的阅读习惯,从而提高其阅读能力。

本书的第 1~4 主题为谢名一编著,第 5~8 主题为王晓辉编著,第 9~12 主题为王书林编著,另外感谢选修本课程的辽宁大学新华国际商学院 2008 级学生对本书提出的宝贵意见;感谢辽宁大学出版社的鼎力相助。

恳请各位读者及同仁对本书不足之处提出宝贵意见。

编 者

2009 年 8 月 17 日于沈阳

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Topic 1 : Business and Olympics

1: Learning from the Olympics

By Reena Jana, Frederik Balfour and Oriana Schwindt

When U. S. Women's soccer defender Heather Mitts hits the field for the Olympics, she'll rely on more than her gear, teammates, and fans for support. Mitts suffered a torn **ligament** last year and had to **sit out** the World Cup in September. But she's back for the Beijing Games. And her confidence will no doubt be boosted by the knowledge that doctors are nearby, ready to scan her knee at the first signs of stress. They'll be using a **compact ultrasound** machine, the LOGIQ i from General Electric Healthcare. The 12-pound device can produce detailed images of even the tiniest tears in her ligament—every bit as sharp as those from the 800-pound machines found in hospitals.

It's part of GE's **strategy** of using the Olympics to **show off** its latest innovations. GE deployed an earlier version of the LOGIQ i at the 2006 Winter Games in Turin, giving researchers a chance to test-drive the equipment in a **high-profile environment** where extreme injuries often occur. Feedback from athletes and trainers, meanwhile, helped improve the machine. And just as important for GE, sales of its ultrasound equipment used for sports medicine have jumped 75% since Turin. "The Olympics are a huge marketing opportunity for GE," says Peter Foss, GE's Olympics sponsorship chief.

The Olympics have long been a showcase for cool athletic gear, from the ultralight Adidas track shoes worn at Tokyo in 1964 by German gold medalist Willi Holdorf to Nike's lightweight, **moisture-wicking** shirt worn by **sprinter** Kathy Freeman at Sydney in 2000. And the Beijing Games are no different. Kobe Bryant and LeBron James will sport Nike's **Hyperdunk** basketball shoes, which feature a **webbing of liquid-crystal fibers** that are five times stronger than steel. Swimmer Michael Phelps may shave a few milliseconds off his times by wearing a **sleek pair of goggles** from Speedo. And a \$ 25,000 bike, with a frame formed from a single, superstrong piece of carbon fiber, could give a boost to Australia's track cycling team.

But it's not just sporting goods and sportswear companies that use the Olympics to drive their innovation strategies. Companies from a host of industries—architecture, technology, food production, and more—have benefited from working with athletes or local Olympic organizing committees to develop fresh ideas. At the 1960 Squaw Valley Winter Olympics, the first to feature computerized scoring, IBM exhibited its **mainframes** behind a glass wall, hoping to impress business customers. Four years later, at the Winter Games in Innsbruck, Xerox showed off five of

its newest photocopiers, which were used to **run off** copies of score sheets at the **torrid pace** of seven pages per minute.

Watchmaker Omega, the Games' official timekeeper since 1932, has long showcased new technologies at the Olympics, even if they have little to do with the **timepieces** that are the company's **mainstay**. Back in 1964, for example, Omega **unveiled** a system for **superimposing** athletes' times on a TV screen, a technique that became the norm in sports broadcasting. In Beijing, the company has introduced motion sensors (to spot false starts) and global positioning satellite systems (to track rowers). Omega says that showing off inventions from its R&D labs at the Games boosts its reputation for **precision**. "Timing a prestigious sporting event gives real credibility to our brand," says Stephen Urquhart, president of Omega Worldwide.

French-Chinese Tech Company ASK-TongFang has developed **radio-frequency-identification chips** for the Games, similar to technology that retailers worldwide are likely to use soon to track products from the factory floor all the way to the consumer's home. The Beijing organizing committee wanted to eliminate counterfeiting of tickets, so it hired ASK-TongFang to make tickets with tiny computer chips that can hold various bits of information. For most events, these contain only fairly basic data such as the seat number, but for the opening and closing ceremonies each ticket will have the bearer's name, passport or ID card number, and other details. The cost: 45 cents per ticket, compared with about 3 cents for regular bar-coded tickets.

Given the billions of dollars Beijing has spent **sprucing up** for the Games, many of the Olympic venues have become innovation showcases. The main stadium, by Swiss architects Herzog & de Meuron, features an **unorthodox** steel structure that makes it look like a giant bird's nest. That spurred Chinese construction companies to learn hyper-precise **welding techniques** they had never attempted before. The National Aquatics Center, nicknamed the Water Cube, is **clad** in a shimmering blue plastic coating that looks like bubbles. It traps 90% of the solar energy that hits the structure to keep the building warm, so the facility uses less energy to heat its five pools. At the basketball stadium, an **aluminum alloy skin** reflects most of the sun's rays, so the gym's cooling system will use less than half the energy of a more conventional structure.

Most of the innovation, of course, happens on a much smaller scale. PowerBar, for instance, a Nestlé **subsidiary** that makes **vitamin-enhanced** energy foods for athletes, has come up with a new, user-friendly package for an energy liquid that Nestlé says can boost cyclists' speeds. These are used by bikers who want a quick **blast of carbohydrates** when their legs start to **give out**. But **squeezing** the sticky liquids out of **foil pouches** was messy. So Nestlé researchers in Switzerland came up with the idea of **bite-size gel casings** that make it easier for athletes to handle the goop even while running or riding a bike.

The Olympics are an **unparalleled** marketing platform, and companies see innovation as a way to grab the public's attention. Speedo, for instance, got so much press at the 2004 Games in Athens for its full-body swimsuits—which help swimmers glide through the water with less **resistance**—that it decided not to spend a dime on advertising related to the Beijing Olympics. The decision "was risky," says Craig Brommers, Speedo's vice-president for marketing. But it

has paid off. The company in February introduced an updated line of full-body suits, called the LZR Racer, and swimmers wearing them have since broken numerous world records. That has generated tons of free media coverage, which leaves money to spend on mass-market swimwear using LZR technology. By the 2008 holiday season, Brommers says, Speedo will offer men's swim shorts that **repel** water like the LZR does and a suit for women that shapes the **torso** to reduce **drag**.

General Electric may be going the furthest with its innovation-related marketing push. It's building a 16,500-square-foot "Imagination Center" with displays of new products such as the ultrasound machine that Heather Mitts will benefit from and a selection of the company's 400 other Olympics-related projects. These include rainwater-recycling at the National Stadium, **wind turbines** for powering the games, and a small, energy-efficient MRI machine at the Olympic Village hospital. All told, the company says it has **racked up** \$700 million in sales from the Games. After the event, the entire Imagination Center and its exhibits will be transported to GE's Shanghai offices. Clearly, GE hopes the spirit of the Olympics will live on—not only the spectacle, of course, but also the fierce competitiveness—to bring new, profitable innovations to market. Says Foss: "The Olympics are a commercial laboratory for us to prove how we can do a better job for customers."

(From Business Week, Date: 8/07/2008)



New Words and Expressions

test-drive	v. 检验; 试车
strut	v. 趾高气扬地走, 炫耀
torn ligament	n. 韧带拉伤
sit out	袖手旁观, 比……坐得久, 坐到结束, 坐在户外
compact	a. 紧凑的, 紧密的, 简洁的, 小型的
ultrasound	n. 超声
strategy	n. 战略, 策略
show off	炫耀, 卖弄, 使显眼
high-profile environment	n. 高调的环境
sponsorship	n. 赞助者的地位、任务等
showcase	n. 展示
moisture-wicking	a. 吸湿的
sprinter	n. 短跑选手
sleek	a. 光滑的, 油嘴滑舌的, 线条明快的, 圆滑的, 时髦的
webbing of liquid-crystal fibers	n. 由像液体一样晶莹的纤维编成的网
Hyperdunk	n. 超级大灌篮
mainframe	n. 主机, 大型机
run off	打印, 逃跑, 流掉, 进行决赛, 进行

torrid pace	快速
timepieces	n. 时钟, 钟, 表
mainstay	n. 主桅支索, 支柱, 中流砥柱
unveiled	v. 揭开, 揭幕, 除去……的面纱
superimposing	n. 叠加
precision	n. 精密, 精确, 精确度, 精度
counterfeiting	n. 伪造
radio-frequency-identification chips	n. 频段识别芯片
sprucing up	打扮整齐
unorthodox	a. 非正统的, 异教的
welding	【机】熔接, 焊接, 锻接
clad	a. 包层金属的
aluminum alloy skin	铝合金表面
subsidiary	n. 分支机构, 分部
vitamin-enhanced	a. 增加维生素的
blast of carbohydrates	快速补充碳水化合物
give out	精疲力竭, 分发, 发出, 发表, 用尽,
squeeze	榨, 挤(出)(out, from), 塞, 压进, 挤入(into), 紧握
foil pouches	铝箔包装袋
goop	n. 黏糊的东西
bite-size gel casings	一口大小的凝胶体包装
unparalleled	a. 无比的; 空前的; (种类或质量方面) 独一无二的
resistance	n. 抵抗[制]; 反抗[对]; 抵抗方法[力]
repel	v. 击退; 驱逐; 反驳; 抵抗(诱惑等); 抵制; 拒绝
torso	n. 躯干, 裸体躯干雕像
drag	v. 拖累, 拖拉, 沉重缓慢地走, 拖动
rack	v. 把……放在架上, 在架上制作, 折磨, 使痛苦, 压榨, 榨取, 猛烈撕拉, 拷问
wind turbines	风轮机, 风力涡轮机



Background Information

Olympic Games

The Olympic Games are an international event of summer and winter sports, in which thousands of athletes compete in a wide variety of events. The Games are currently held every two years, with Summer and Winter Olympic Games alternating. Originally, the ancient Olympic Games were held in Olympia, Greece, from the 8th century BC to the 5th century AD. In the late

19th century, Baron Pierre de Coubertin was inspired by Olympic festivals to revive the Games. For this purpose, he founded the International Olympic Committee (IOC) in 1894, and two years later, the modern Olympic Games were established in Athens. The IOC has since become the governing body of the Olympic Movement, whose structure and actions are defined by the Olympic Charter.

The evolution of the Olympic Movement during the 20th century forced the IOC to adapt the Games to the world's changing social circumstances. Some of these adjustments included the creation of the Winter Games for ice and snow sports, the Paralympic Games for athletes with physical disabilities, and the Youth Olympic Games for teenage athletes. The IOC also had to accommodate the Games to the varying economical, political, and technological realities of the 20th century. As a result, the Olympics shifted away from pure amateurism, as envisioned by Coubertin, to allow participation of professional athletes. The growing importance of the mass media created the issue of corporate sponsorship and commercialization of the Games.

The Olympic Movement currently comprises international sports federations (IFs), National Olympic Committees (NOCs), and organizing committees for each specific Olympic Games. As the decision-making body, the IOC is responsible for choosing the host city for each Olympic Games. The host city is responsible for organizing and funding a celebration of the Games consistent with the Olympic Charter. The Olympic program, consisting of the sports to be contested at each Olympic Games, is also determined by the IOC. The celebration of the Games encompasses many rituals and symbols, such as the Olympic flag and torch, as well as the opening and closing ceremonies. There are over 13,000 athletes that compete at the Summer and Winter Olympics in 33 different sports and nearly 400 events. The first, second, and third place finishers in each event receive gold, silver or bronze Olympic medals, respectively.

The Games have grown in scale to the point that nearly every nation is represented. Such growth has created numerous challenges, including boycotts, doping, bribery of officials, and terrorism. Every two years, the Olympics and its media exposure provide unknown athletes with the chance to attain national, and in particular cases, international fame. The Games also constitute a major opportunity for the host city and country to promote and showcase themselves to the world.



Difficult Sentences

1. GE deployed an earlier version of the LOGIQ i at the 2006 Winter Games in Turin, giving researchers a chance to test-drive the equipment in a **high-profile environment** where extreme injuries often occur.

翻译：在 2006 年都灵冬季奥运会上，通用电气就启用了 LOGIQ i 的早期版本，给研究人员一次在极度伤痛多发的环境中检测设备的机会。

难点：high profile environment 的翻译。high profile environment 多被译为“高调的，备受瞩目的”，在本句中因为后面有了定语从句 where extreme injuries often occur，如果再加上“高调的”用于修饰“伤痛多发的”就很啰嗦，因此不必翻译出来。

2. Swimmer Michael Phelps may shave a few milliseconds off his times by wearing a **sleek** pair of goggles from Speedo.

翻译：游泳选手迈克尔·菲尔普斯可以通过佩戴速比涛（Speedo）的光滑的泳镜使自己的记录再次刷新几毫秒。

难点：shave off 的形象灵活使用。shave off 本是“剃掉，剃去”的意思，多用于刮胡须或体毛，在本句中所指的是刷新纪录，既形象地说明了佩戴 Speedo 的泳镜可以提高成绩同时也表明成绩的提高实际是微乎其微的。

3. Given the billions of dollars Beijing has spent **sprucing up** for the Games, many of the Olympic venues have become innovation showcases.

翻译：考虑到北京花费数十亿美元为了奥运会而进行精心打扮，许多奥运场馆本身也成了创新的展示品。

难点：given 的使用与翻译。given 本身可以用作形容词，译为“规定的，特定的，已知的，作为前提的”。但是作为动词 give 的过去分词形式还可以引导原因状语从句，但是由 given 引导的原因状语从句因果关系并不明显而是暗含在句子中。



Self-Test Exercises

Discussion Questions:

1. Why so many companies want to be involved in Olympic Games?
2. What are the reasons for non-sports companies to be involved in the Games?
3. For Omega whose mainstay is in timepieces, why they are so keen in being part of the Olympics?
4. How do you generally evaluate Beijing Olympics?

2: 3.5 Million Meals in 16 Days

For Philadelphia food-services giant Aramark, the Beijing Games are the ultimate **logistical** challenge.

After catering 13 Olympics since 1968, Aramark has pretty much seen it all—from scrambling to get enough staff for the Atlanta Games in 1996 to construction challenges in Athens four years ago. But feeding athletes, staff, and media at the Beijing Games is its toughest challenge yet.

The Philadelphia food-services company is trying to **pull off** its biggest Olympics while navigating the particular challenges of doing business in China. The **sheer** scale of the project is just the start: close to 20 million servings of rice to prepare, 743,000 potatoes to peel, and a million-plus apples to **scrub** in the process of serving up to 10,000 people per hour. Add in the challenges of **haphazard** food distribution and the difficulty of finding Western **staples** like cheese. China's reputation for using high levels of **pesticides** and **hormones** in food production also has many athletes looking to avoid any food that's locally grown—putting more pressure on Aramark to prove the dishes it serves are perfectly safe. "It is a high-risk operation for us," says Aramark Chief Executive Officer Joseph Neubauer, whose company has spent the past two years in Beijing preparing for the 16-day event.

No Household Name

The Beijing Games are likely to draw remarkable scrutiny for a company that's used to operating outside the limelight. Although odds are most Americans have eaten Aramark food at sports stadiums and amusement parks, few would recognize the name. The 49-year-old company employs 250,000 people in 19 countries—with 20% of its food-service sales outside the U. S. — and counts colleges, prisons, and hospitals among its clients. In January 2007, Neubauer led an \$ 8.3 billion **buyout** to take the company private. Wachovia Capital Markets analyst Bryan C. Hunt expects revenues of \$ 13.2 billion for the **fiscal year** ending Sept. 27, up 6.5% from 2007, with a gross profit of \$ 1.3 billion.

While Aramark won't say how much it stands to make from this year's Olympics contract, Neubauer clearly hopes to leverage the high-profile deal into more business. China is one of his fastest-growing markets with annual sales of about \$ 100 million. "I don't need to tell you how much the Chinese have been looking forward to these Olympics, how proud they are," he says. Aramark already runs employee cafeterias for Lenovo Group, Toyota Motor, and Dell operations in China, and has the contract to feed Formula 1 racing fans in Shanghai.

All the more reason to obsess over getting the Beijing Games right. To start, Aramark had to recruit nearly 7,000 mainlanders, mostly hospitality students, to staff its facilities and then teach them about Western standards of service in a matter of months. One challenge: teaching servers to make eye contact with customers and engage in some discussion of the food they are ordering.

Aramark also asked the government to help local farmers learn how to **cultivate** unusual foods like **squash**, while teaching food suppliers the finer points of pizza- and **ravioli**-making. For Chinese food, Aramark **deferred to** a local partner's expertise, even building a hidden kitchen so that a renowned local chef could prepare his secret Peking Duck recipe away from **prying eyes**.

Coping with the country's **nascent** distribution network was **daunting**. Despite China's size and population, refrigerated trucks and warehouses are rare. Many people buy food at local markets, and shipping standards are **lax**. In March, Aramark, with a local partner, completed construction of a warehouse in Beijing to allow chilled and frozen storage for its food.

Although it has tried to buy most of its food in China, Aramark is importing somewhere between 20% and 30% of its ingredients, in part because it's too hard to find local sources of such mainstays of European and American diets as **turkey slices** for sandwiches. Aramark has been regularly running surprise **soil and water inspections** at supplier farms, but safety concerns **linger** for many. U. S. Olympic Committee spokeswoman Nicole Saunches says the U. S. team plans to import about a third of the food for its training facility at Beijing Normal University, standard practice for any Olympics. The U. S. delegation, she adds, "isn't concerned about the food that will be served by Aramark." So far, managers say, they have had no issues over food quality.

In putting together the massive project, Aramark executives say they have learned as much as they have taught. Catherine Toolan, Aramark's executive director for its Olympic Catering Services Project, says the slow and consensus-focused style of management in China has prompted her to "become a more patient person." Then again, nothing **spurs** action like a **looming deadline**. As Toolan puts it: "In the past six weeks people have really embraced decision-making."

Now Serving

By closing ceremonies, Aramark will have dished up:

70,000	Kilos of chicken
800,000	Eggs
936,000	Bananas
3.5	Million meals

(From Business Week, Date: 08/07/2008)



New Words and Expressions

logistical
scrambling
pull off
sheer

a. 后勤的
n. 不规则性, 混乱
脱去, 扯下, 成功地完成, 完成
a. 纯粹的, 全然的, 真正的; 透明的; 极薄的; 险峻的; 垂直的

scrub	v. 用力擦洗, 擦掉, 摩擦; 擦洗干净, 进行手臂消毒
haphazard	a. 无计划的, 偶然的, 随便的
staple	n. 主要产物, 常用品, 主要要素, 原料, 订书钉, 钩环
pesticide	n. 杀虫剂
hormones	n. 荷尔蒙; 激素
no household name	非家喻户晓
scrutiny	n. 细看, 仔细检查, 监视, 选票检查; 仔细复核
limelight	n. 石灰光, 石灰光灯, 以石灰光灯照射的舞台
buyout	n. 全部买下 (市上产品)
fiscal year	【经】会计年度, 财政年度
leverage	杠杆作用; 杠杆机构; 杠杆 (效) 率, 杠杆臂长比; 扭转力矩; 达到目的的手段; 势力; 影响
obsess	v. 迷住, 使困扰
cultivate	v. 种植, 培植, 培养
squash	n. 南瓜属植物; 挤压, 压碎的东西, 拥挤的人群
ravioli	n. 拉威欧利, 一种意式面点, 方形或圆形, 内包肉馅
deferred to	vi. 遵从, 听从, 顺从
prying	a. 窥探; 爱打听的
nascent	a. 发生中的, 开始存在的, 初期的
daunting	a. 使人畏缩的
lax	a. 不严谨的, 不严格的; 放纵的, 不检点的, 不严肃的
turkey slices	火鸡薄片
soil and water inspections	土壤与水质监察
linger	v. 逗留, 消磨, 徘徊; 消磨
spurs	v. 刺激; 激励
looming	n. 幽影; 上现蜃景; 庞视

Background Information

History of Aramark

From the trunk of a Dodge in 1936 to a multi-national corporation today, ARAMARK's commitment to service excellence continues to meet and exceed customer needs and client goals.

The Beginning

Like every business, ARAMARK started small. In this case, the inventory was peanuts, the warehouse was the back seat of a Dodge, and the man with the big idea was Davre Davidson. The year was 1936.

His vision was to put vending machines in factories and offices—places they had never been before. In Davidson's mind, his business was not “vending”, it was service. This concept was shared by another like-minded entrepreneur, William Fishman, who ran Automatic Merchandising

Company, a vending machine company based in Chicago.

A mutual customer, Douglas Aircraft, brought the two men together during World War II. Davidson managed vending for Douglas Aircraft's Southern California plant, while Fishman handled vending at its Chicago plant. They shared ideas and became fast friends.

Gaining a National Presence

In September 1959, Davidson and Fishman merged their operations into one, and the combined company became known as Automatic Retailers of America or ARA for short. In 1960 they took ARA public to infuse the enterprise with new capital and expand the business. At that time, ARA's annual revenue exceeded \$37 million.

Davidson's operations had been primarily on the West Coast, Fishman's in the Mid-West. The two men knew that to be truly national the company would need an East Coast presence as well. In 1961, ARA gained that East Coast presence with the acquisition of the Philadelphia-based Slater System, Inc., the country's largest manual food service business at the time.

By combining vending and manual food service, ARA became a diversified service provider. The company continued to diversify and expand over the following decades. Davidson and Fishman's approach to entering new businesses was to research the best-managed local companies, acquire them, and convince key members of the acquired companies' management teams to stay with ARA.



Difficult Sentences

1. After catering 13 Olympics since 1968, Aramark has pretty much seen it all—from **scrambling** to get enough staff for the Atlanta Games in 1996 to construction challenges in Athens four years ago.

翻译：自1968年起，在为13届奥运会提供餐饮服务过程中，爱玛客经历颇丰——从勉强为1996年的亚特兰大奥运会找够人手到四年前雅典奥运会的建筑问题。

难点：“pretty much seen it all”的翻译。字面上该短语的意思是“都见识过”，在本句中，短语后接的内容为爱玛客在为奥运服务过程中遇到的各种困难，因此应该在翻译时表达出“经历丰富”的意思。

2. The Beijing Games are likely to draw remarkable scrutiny for a company that's used to operating outside the **limelight**.

翻译：对于一个一直以来低调运作的公司来说，北京奥运会很可能会让Aramark相当谨慎小心。

难点：短语“draw scrutiny”的本意是“引起……警觉”，对于一个为奥运会服务的企业来说，应该是对服务的更加小心谨慎。另外“limelight”指舞台的灯光，这里指“引人注目”。

3. While Aramark won't say how much it stands to make from this year's Olympics contract, Neubauer clearly hopes to **leverage** the high-profile deal into more business.

翻译：爱玛客不肯透露从今年的奥运餐饮服务中是否会有盈利，纽鲍尔清楚地表示希望这次高等级的交易能带来更多的商机。

难点：“stand”和“leverage”的翻译。stand 作动词时译为“站立，忍受”。通过上下文可以看出为奥运提供餐饮服务对于爱玛客来说未必是赚钱的交易，所以此处用 stand 是要说明爱玛客的盈利底线。leverage 是“杠杆作用”的意思，引申为“权衡利益”。因此在本句中要翻译出“利用奥运会这次交易给爱玛客带来商机”。

4. All the more reason to obsess over getting the Beijing Games right.

翻译：要为北京奥运会服务好绝非易事，原因很多。

难点：不完整的句子的翻译。本句实际上省略了“*There is...*”。表明要把奥运会餐饮服务做好很难，让人困扰的原因很多。但因为省略了“*There is...*”使整个句子看起来不完整，而这种表达的方式恰恰突出了困扰原因的“多”。

5. Coping with the country's nascent distribution network was daunting.

翻译：要应对中国发展不完善的分销系统还真让人担心。

6. Then again, nothing spurs action like a looming deadline.

翻译：再没有什么比日益临近的最后期限更能让人采取行动了。

难点：“looming”的翻译。“looming”指“海市蜃楼或若隐若现的景观”。因本句中接“deadline”，应该理解为“渐渐清晰”。因此也就是“日益临近”了。



Self-Test Exercises

Discussion Questions:

1. How many times has Aramark provided catering for Olympics before Beijing Games?
2. Have the experiences of catering for Olympics a smooth one for Aramark?
3. Will serving the Beijing Olympic Games bring big profits for Aramark?
4. What are the challenges for serving Beijing Olympic Games for Aramark?
5. What Aramark has taught Chinese and what they have learned in Beijing experiences?