

应用型高等院校改革创新示范教材

# 经管类

## 专门用途英语

### 教程

主 编 黄玉倩

副主编 管晓霞 尹 平  
隋瑞强 闫姿颖



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## 内 容 提 要

《经管类专门用途英语教程》为山东交通学院校本教材专门用途英语（ESP）系列教程之一，主要针对经管类专业大学本科生而设计，作为专业英语前置课程的教材使用。本书旨在指导经管类本科生在深入学习和理解经管类主题文章的基础上，从词、句、语篇的不同层面进行听、说、读、写、译多方面的英语语言技能练习，着重培养学生的英语综合运用能力。本书以山东交通学院经管学院各相关专业培养方案中《大学英语》课程质量标准的要求为依据编写，课文语篇均为经管类文章，练习贴合经管语境，充分调动学生英语学习兴趣和积极性的同时，也为专业英语的学习奠定坚实的语言基础。

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# 前 言

《经管类专门用途英语教程》为山东交通学院校本教材专门用途英语（ESP）系列教程之一，主要针对经管类专业大学本科生设计，作为专业英语前置课程的教材使用。本书旨在指导经管类本科生在深入学习和理解经管类主题文章的基础上，从词、句、语篇的不同层面进行听、说、读、写、译多方面的英语语言技能练习，着重培养学生的英语综合运用能力。

本书内容不仅包括词汇、专业术语、语法等语言知识的内容，还包括英语交际策略以及经管类职场应用型技能的练习。教学时以语言能力训练为主，语言知识学习为辅，实现翻转式的大学英语课堂教学方式。教材的词汇难度以大学英语四级词汇表为基准，借鉴《欧洲语言教学与评估框架性共同标准》。较高要求的词汇参考大学英语六级词汇表，并标注了通识性的经管类专业词汇。练习的设计贴合经管语境，充分调动学生英语学习兴趣和积极性的同时，也为专业英语的学习奠定扎实的语言基础。

全书共分为八个单元，每个单元内容围绕一个经管类主题，每个单元分为三个部分。

第一部分（Lead-in Activity）为导入活动，通过课堂活动帮助学生了解单元主题。

第二部分（Texts），包括两篇课文以及与课文相关的综合性语言练习。课文篇章内容均为经管类文章。其中 Text A 作为主题篇章，配套练习包括：①Content Questions，该题为四级阅读题型段落匹配题，旨在使学生在理解课文的基础上，快速、准确地捕捉定位信息，逐步提高英语阅读能力；②Vocabulary & Terminology，词汇和术语练习有针对性地对课文中出现的重点词汇、短语和经管术语进行操练，加强学生对核心词汇和术语的理解及运用；③Grammar & Structure 语法结构练习帮助学生了解词汇知识、扩充词汇量，活学活用，提高准确运用字词句的语言能力。Text B 为主题扩展阅读篇章，配套练习包括：①Content Questions，该题为判断对错题，旨在考查学生对课文篇章中重点信息的理解，帮助学生拓展阅读能力。②Translation，汉译英翻译练习，帮助学生在准确掌握课文相关词汇运用的同时，掌握翻译技巧，提高翻译能力。

第三部分（Tasks）为主题学习任务，通过完成语言技能练习，培养学生的英语语言技能。

《经管类专门用途英语教程》由山东交通学院黄玉倩担任主编，负责全书的设计、编排和书稿的审订。管晓霞、尹平、隋瑞强、闫姿颖担任副主编。各单元

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本书编写思路来源于教学实践，也需要在教学实践中得到检验。在使用过程中如发现疏漏和不当之处，望广大师生批评指正！

编者

2019年1月

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# Unit 1 Company and Brand

## Part I Lead-in Activity



1. Complete the table according to the self-introduction you hear.

Life	Name	1) _____
	Hometown/country	2) _____
	Personality	Diligent and 3) _____
Hobby	What	4) _____
	Why	I love 5) _____ music.
	When	Every 6) _____
Dream	What	7) _____
	When	Over 8) _____
	Why	I have always loved meeting new people and 9) _____.

2. Introduce yourself to your classmates with the outline above and add details when necessary.

## Part II TEXT A

### A Guide to Branding Your Small Business

From logos, to business names and marketing, here is a beginners' guide to building a successful brand that **conveys** the right messages.

A

Get your **branding** right, and your business could reap the **dividends** for decades to come but get it wrong, and it might be your most costly mistake. So how can you avoid the

**convey** /kən'vei/ vt. ~ sth (to sb) make (ideas, feelings, etc) known to another person 表达或传达 (思想、感情等)

**branding** /'brændɪŋ/ n. the act of giving a company a particular design or symbol in order to advertise its products and services 品牌化

★ **dividend** /'dɪvɪdend/ n. share of profits paid to share-holders in a

latter?

## 1. Know your audience

B

It is pointless investing time or money in developing your brand without first finding out what will **appeal** to your audience, and to understand your customer's habits, wants and needs it is **essential** to talk to them, says Matthew Crole Rees, head of marketing at carfused.com. Knowing your audience is the first and most important task in building a brand.

C

"Startups need to know their target audience inside and out; their likes, dislikes, needs and **motivators**, as well as their overall **profile**," he explains. "Think of your brand as a person, and create a persona for your ideal customer. Would he or she be the easygoing friend you can trust, or the know-it-all relative who's always there to help you?"

## 2. Use your knowledge carefully

D

**Nonetheless**, you can **tick** all the obvious brand-building boxes – market research, developing a brand identity, brand and logo design, and full **integration** of your brand story across all communication channels – but if you fail to convey the right messages to the right people **effectively**, those efforts will be wasted.

E

Niall O'Loughlin, UK manager of **graphic**

company, or to winners in a football pool (付给股票持有者的) 股息, 红利

**appeal** /ə'pi:l/ vi.~ (to sb)

be attractive or interesting (to sb) (对某人) 有吸引力; (使某人) 感兴趣

**essential** /ɪ'senʃl/ adj.~ (to/for sth)

necessary; indispensable; most important 必要; 不可缺少; 最重要

**motivator** /'məʊtɪveɪə(r)/ n.

激发因素, 动力

**motivate** /'məʊtɪveɪt/ vt.

1. be the reason for (sb's action); cause (sb) to act in a particular way; inspire 作为(某人行为)的动机; 使(某人)以某方式行事

2. stimulate the interest of (sb); cause to want to do sth 激发(某人)的兴趣; 使欲做某事物

**profile** /'prəʊfaɪl/ n.

brief biography of sb or description of sth in a newspaper article, broad cast program, etc (报刊文章、广播节目等中的) 人物或事物之简介, 概况

**nonetheless** /'nʌnðə'les/ adv.

despite anything to the contrary (usually following a concession) 虽然如此, 但是 **tick** /tɪk/ vt. put a tick beside (an item, etc) 在(项目等) 旁边做核对记号

**integration** /,ɪntrɪ'greɪʃn/ n.

the act of combining into an integral whole 整合

**effectively** /ɪ'fek.tɪv.li/ adv.

in an effective way 有效地

**graphic** /'græfɪk/ adj.

design marketplace 99 designs, believes what you do with that knowledge is the real secret to building a successful brand. “You must know your market to fully understand how to **arouse** the right emotions through your brand design,” he says. “Carefully **tailor** your design, sales and marketing activities to your target market and do so consistently across all channels so the brand becomes easily recognizable.”

## F

Jemma Jones, department manager of marketing communications at Honda Motor Europe Ltd, thinks brief, **consistent** communication is the cornerstone of effective brand-building but says it's surprising how many small business owners overlook this: “It might seem obvious, but ask yourself who you're providing a service for and what the key messages are that you want to convey.”

## 3. Embrace failure

## G

Embracing failure might not be the first thing that springs to mind when it comes to branding tips but Ian Cowley, managing director of **Cartridge Save** believes it's a **critical** part of the brand-building process, and says his firm learned valuable lessons from a brand personality that failed.

## H

“It's almost impossible to find a marketplace that isn't crowded anymore, so you have to try to stand out from the competition to be

of visual symbols (eg lettering, diagrams, drawings) 文字的; 书写的; 图表的; 绘画的

**arouse** /ə'rauz/ vt.

cause (sth) to appear; awaken 引起(某事物); 激发

**tailor** /'teɪlə(r)/vt.

make or adapt sth for a special purpose (为某目的)做某事物或适应某事物

**consistent** /kən'sɪstənt/ adj.

1. (of a person, his behaviour, his views, etc) always keeping to the same pattern or style; unchanging (指人、人的行为、观点等)一贯的, 前后一致的

2. ~ (with sth) in agreement 一致; 相符

**embrace** /ɪm'breɪs/ vt.

1. take (a person, etc) into one's arms as a sign of affection 拥抱(某人)

2. accept or take (an idea, etc) willingly 欣然接受或采取(某意见等)

**cartridge** /'kɑ:trɪdʒ/ n.

an ink/printer cartridge 墨水囊 / 打印机墨盒(或色带盒)

**critical** /'krɪtɪkl/ adj.

of or at a crisis; decisive; crucial 危机中的; 危急时刻的; 决定性的; 关键的

remembered by customers,” Cowley explains.

I

“We created a face for our business to help people remember us, and thus Dave the **Badger** – a friendly cartoon character – was born. He added some personality and humor to the brand in what could be considered a purely functional marketplace of printer cartridges. But our customers weren’t interested in Dave, and in pouring our energies into creating him, we lost sight of what the customers really wanted; excellent service, fast **delivery** and the best possible prices.”

G

Despite Dave’s failure, the firm’s brand continued to **evolve** and now **revolves** around its core values that can be summed up in one line: make it easy for the customer. Those values are represented in everything the company does, and Cowley believe this adds more value to the business than Dave ever could have.

K

“Even if you’re in an unsexy market, it isn’t necessary to make up a personality for your brand,” says Cowley. “It might be important if the brand is **aspirational** and needs to fit into a particular lifestyle but if your business provides something customers need, rather than want, then prices and service may well be more important than brand personality.”

**badger** /'bædʒər/ n.

an animal with greyish-brown fur, a black and white head and a pointed face, that lives underground and comes out to feed at night 獾

**delivery** /dɪ'li:v(ə)rɪ/ n.[U]

delivering (of letters, goods, etc) 递送, 投递, 交付 (信件、货物等)

**evolve** /ɪ'vɒlv/ v.

1. (cause to) develop naturally and (usu) gradually (使) 逐渐形成

2. (of plants, animals, etc) gradually develop from a simple form to a more complex one (指植物、动物等) 进化

**revolve** /rɪ'vɒlv/ v

1. ~ (around/round sth) (on sth) (of a planet, etc) move in a circular orbit (指行星等) 在轨道上运行

2. ~ around sb/sth have sb/sth as its chief concern; centre on sb/sth 以某人 [某事物] 为中心

**aspiration** /,æspə'reɪʃn/ n.

[U, C often pl 常作复数] ~ (for/after sth); ~ (to do sth) strong desire or ambition 渴望; 抱负; 志气

**aspirational** /,æspə'reɪʃnl/ adj.

有雄心壮志的

#### 4. Don't think like a small business

##### L

If there's one brand-building mistake to avoid, it's thinking like a small business, says Leanne Ross, digital communications **consultant** at A Cup of Lee.

##### M

“My number one piece of advice for small businesses starting a branding exercise is to think big from the start; come to the exercise as though you're already operating across continents, because there's no reason why even the smallest micro-business can't in a global marketplace.”

#### 5. Color and design matter

##### N

Your **visual** identity, including your logo, is a consumer's first **encounter** with your brand, so it must create the right impression.

##### O

“Unless you're a graphic designer, avoid the DIY **approach** and invest in a professional designer to create and develop your logo.” advises Paul Strong, creative director at social media experts Hoopla Marketing. “Make use of websites such as Fiverr.com or Peopleperhour.com to find a designer to suit your desired style and **budget**.”

##### P

Strong says: “To keep your brand identity consistent across all media channels, create a set of brand guidelines containing detailed information on the color, fonts, and **tone** of

**consultant** /kən'sʌltənt/ n. ~ (on sth)  
person who gives expert advice (in business, law, etc) (商业、法律等方面的) 顾问

**visual** /'vɪʒuəl/ adj.  
concerned with or used in seeing 视觉的  
**encounter** /ɪn'kaʊntə(r)/ vt.  
meet or find oneself faced by (sth./sb. unpleasant, dangerous, difficult, etc) 遇到或发现自己面临 (令人不快的、危险的、困难的某事[某人])

**approach** /ə'prəʊtʃ/ n. [C]  
way of dealing with a person or thing  
方法; 手段

★**budget** /'bʌdʒɪt/ n.  
estimate or plan of how money will be spent over a period of time, in relation to the amount of money available 预算

**tone** /təʊn/ n.  
1.[C] sound, esp with reference to its pitch, quality, strength, etc 声音; 音调; 音质  
2.[C] manner of expression in speaking  
语气; 口气; 腔调

voice to be used in your branding, along with other elements such as how your brand should appear on staff uniforms, marketing literature and advertising materials.”

## 6. Go beyond your logo

Q

Many small businesses make the mistake of confusing their brand with their logo, but it's vital to **distinguish** between the two, adds Martin Farrar-Smith, art director of integrated communications agency Manifest Comms.

R

A brand is about much more than a logo, it is the public **personification** of your company, conveying everything you believe and hold dear about what you do, he says. “But **ultimately** what you do is no different from your competitors so why you do it has to be front and centre in branding because, as the saying goes, people buy a product but they join a cause. Airbnb has done this very well, its brand has never been about finding **accommodation**; what their customers are actually buying into is belonging and finding community.”

## 7. Choose your brand name carefully

S

Finally, don't ruin your brilliant branding by giving your brand a bad name. A brand name can have a **negative** effect on your overall brand awareness, so choose it carefully, advises Strong.

T

“A brand name must **reinforce** the key

**distinguish** /di'stɪŋɡwɪʃ/ v. ~ (between) **A and B**; ~ **A from B** recognize the difference between (people or things)  
区别, 辨别 (人或事物)

**personification** /pə, sɒnɪfɪ'keɪʃ(ə)n/ n. the description of an object or an idea as if it had human characteristics 人格化; 化身; 拟人法 (一种修辞手法); 象征  
**ultimately** /'ʌltɪmətli/ adv. as the end result of a succession or process 最后地; 终极地

**accommodation** /ə, kɒmə'deɪʃn/ n. [U] room(s), esp for living in; lodgings 房间 (尤指作居住用者); 住所

**negative** /'negətɪv/ adj. lacking in definite, constructive or helpful qualities or characteristics 消极的; 败事的; 无助益的

**reinforce** /ri:m'fɔ:s/ vt. give more support to (sth); emphasize 给 (某事物) 更多的支持; 加强

elements or **objectives** of your business because, ultimately, the more it communicates to your audience about your business and what it provides, the less effort you'll expend trying to explain it."

**objective** /əb'dʒektɪv/  
adj. not influenced by personal feelings or opinions; unbiased; fair 客观的; 不受个人的感情或意见影响的; 无偏见的  
n. thing aimed at or wished for; purpose 目标; 目的

备注: ★为经管类专业词汇

## Useful expressions

**appeal to sb.** be attractive or interesting (to sb) (对某人)有吸引力; (使某人)感兴趣

**target market** the group of people that a company wants to sell its products or services to 目标市场

**spring to mind** be remembered 想到

**stand out**

1. to be very noticeable 显眼, 突出
2. to be much better than other similar things or people 出众

**pour sth. into sth.** to give a lot of money or effort to something with the idea of making it successful 倾注, 投资

**fit into** to feel that you belong to a particular group and are accepted by that group (使)适合, 适应; 符合

## Part II Text A Exercises

### 1. Content Questions

Each of the following statements contains information given in one of the paragraphs in the Text A. Identify the paragraph from which the information is derived. You may choose a paragraph more than once. Each paragraph is marked with a letter.

- 1) ( ) You must design your logo carefully, because it will determine the first impression on your customers.
- 2) ( ) The first step of branding-building is to get to know the target customers.
- 3) ( ) A lot of small business owners may fail to notice the importance of consistent communication in brand-building.
- 4) ( ) In order to achieve successful brand-building, you need to deliver the right messages to the right group of audience in an effective way.

- 5) ( ) Businesses that provides daily necessities should focus on prices and services rather than brand personality.
- 6) ( ) Even though your business is still small, you need to think like you are an international company from the beginning.
- 7) ( ) Customers of Airbnb can get not only a place to stay in, but also a sense of belonging.
- 8) ( ) Although it may seem confusing for some small businesses, it is significant to tell the difference between the brand and the logo.

## 2. Vocabulary

**A. Fill in the gaps with the words or phrases given in the box. Change the form when necessary.**

convey	budget	visual	appeal	arouse
essential	critical	revolve	negative	nonetheless
dividend	distinguish	approach	embrace	tick

- 1) Since our research so far has not produced any answers to this problem, we need to adopt a different \_\_\_\_\_ to it.
- 2) Despite being younger than the others, Smith was \_\_\_\_\_ a valuable member of the team.
- 3) It's important to \_\_\_\_\_ between business and pleasure.
- 4) It is \_\_\_\_\_ that our prices remain competitive.
- 5) The conference \_\_\_\_\_ around logo design of the company.
- 6) The firm has drawn up a \_\_\_\_\_ for the coming financial year.
- 7) I tried to \_\_\_\_\_ in my speech how grateful we all were for his help.
- 8) It's a product designed to \_\_\_\_\_ mainly to 16 to 25-year-olds.
- 9) In addition to their salary, employees receive a profit-related \_\_\_\_\_.
- 10) The company quickly \_\_\_\_\_ the Web as a new vehicle for advertising.

**B. Match these words to their meanings.**

- a) \_\_\_\_\_ logo
- b) \_\_\_\_\_ brand name
- c) \_\_\_\_\_ brand identity
- d) \_\_\_\_\_ brand personality

- e) \_\_\_\_\_ target market
- 1) a set of ideas and features that a company wants people to connect in their minds with its products or brand
  - 2) a design or symbol used by a company to advertise its products
  - 3) a set of characteristics that consumers connect with a particular brand
  - 4) the group of people that a company wants to sell its products or services to
  - 5) the name given to a particular product by the company that makes it

### 3. Grammar and Structure

**Complete the sentences with the correct form of the words in brackets.**

- 1) This product was an extremely significant step in the \_\_\_\_\_(evolve) of computer games.
- 2) As promised, the store will \_\_\_\_\_ (delivery) goods to customers' homes.
- 3) The company has \_\_\_\_\_(consistent) stressed the importance of customer loyalty.
- 4) Trade union leaders said they were fighting for the hopes and \_\_\_\_\_ (aspirational) of their members.
- 5) The store needs to take \_\_\_\_\_ (effectively) measures to reduce customer complaints.
- 6) An increasing number of people are \_\_\_\_\_(consultant) their accountants about the tax laws.
- 7) The \_\_\_\_\_(motivator) behind the decision is the desire to improve our service to our customers.
- 8) Our \_\_\_\_\_ (ultimately) objective is to make our brand name world famous.
- 9) Their services are \_\_\_\_\_ (tailor) to clients' needs.
- 10) Customers are looking for \_\_\_\_\_ (integration) solutions to help them make better decisions faster.

## TEXT B

### Tencent, the \$500bn Chinese Tech Firm

It has **overtaken** Facebook, bought **stakes** in Snapchat, Tesla and Hollywood films, and has

**overtake** /ˌəʊvə'teɪk/ vt.(pt. overtook  
pp. overtaken)

1. come level with and pass (esp a

quietly risen to **rival** Google and Netflix.

1

It is China's web giant and has a **string** of **high-profile** investments **spanning** Snapchat[1], Spotify, Tesla[2] and Hollywood film and TV. It is a **corporate** giant that has recently overtaken Facebook[3] to become the world's fifth most valuable listed company[4].

2

China is the world's most **populous** digital market and there is no competition from Facebook, Google[5], Twitter[6] and Netflix[7]. This has helped Tencent **flourish** since it **launched** nearly two decades ago in Shenzhen. But in the last year the shares[8] have been rising rapidly – climbing from less than HK\$200 (£18) at the beginning of 2017 to HK\$442 now – and the value of the company has **soared**.

3

There are three **cornerstones** of Tencent's business – its messaging app WeChat; the biggest mobile gaming **franchises** in the world; and an **ecosystem** built around its 1 billion users.

4

The company's Netflix-style Tencent Video service – the biggest in China with **exclusive** content including NFL games and HBO[9] series such as Game of Thrones[10] – more than doubled in size in the last year, attracting more than 40 million paying **subscribers**.

moving person or vehicle) 追上, 超越 (尤指运动着的人或车)

2. to go past something by being a greater amount or degree (数量或程度上) 大于, 超过

★**stake** /steik/ n. [ C ] a share or a financial involvement in something such as a business 股本, 股份

**rival** /'rɪvəl/

n. [ C ] a person, group, etc. competing with others for the same thing or in the same area 竞争对手; 敌手

vt. to be as good, clever, beautiful, etc. as someone or something else 可与……相媲美, 比得上

**string** /strɪŋ/ n.

1. [ C or U ] (a piece of) strong, thin rope made by twisting very thin threads together, used for fastening and tying things 细绳; 线; 带

2. [ C ] a set of objects joined together in a row on a single rope or thread 一串

**high-profile** /,haɪ'prəʊfaɪl/ adj.

attracting a lot of attention and interest from the public and newspapers, television, etc. 引人注目的, 备受关注的

**span** /spæn/

n. [ C usually singular ] the period of time that sometimes exists or happens 一段时间

vt. to exist or continue for a particular length of time (时间) 持续, 跨越

**corporate** /'kɔ:pəreɪt/ adj. [before noun] relating to a large company (大) 公司的

**populous** /'pɒpjələs/ adj.

a populous country, area, or place has a lot of people living in it 人口稠密的

**flourish** /'flaʊrɪʃ/ vi.

to grow or develop successfully 茁壮成长; 繁荣; 蓬勃发展

**launch** /lɔ:ntʃ/

n. an event to celebrate or introduce something new 启动仪式, 发布会

v. to begin something such as a plan or introduce something new such as a product 启动, 推出, 发起

**soar** /sɔ:r/ vi.

to rise very quickly to a high level 猛增, 骤升