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总 序

《世纪商务英语》是新世纪高职教材编委会富有积极的进取精神的一次大胆尝试。

由大连理工大学出版社组织推动的新世纪高职教材编委会,是一个由全国 100 余所志同道合的优秀高职院校组成的高职教材建设者联盟。编委会走过的历程,见证了我们的与众不同;编委会是迄今为止第一个完全按照市场原则来长期进行高职教材建设运作的大型组织。从编委会诞生的第一天起,我们就选择了以高职教材的特色建设为己任。这不仅是由于我们拥有对高职教育未来发展的更为贴近实际的认识,也由于我们拥有一整套完全属于自己的切实可行的关于教材建设的创新理念、创新组织形式与创新运作方式,更由于我们一直以来对高职教材品牌、特色与创新的始终如一的执著追求和坚忍不拔的长期努力。

在编委会的所有经历中,关于教材建设理念的独到解释非常值得一提。这一理念可简述如下:所谓教材建设,就是建立在教学实践基础上的教材的不断深化、不断完善的过程。在编委会的整个教材建设过程中,这一理念不仅已成为我们的核心指导原则,而且它的深受高职教学单位欢迎的结果,也鼓舞了我们实现任何高职教材特色建设的勇气。

然而,高职英语教材特色建设的情形则有所不同。就其实用性而言,高职与非高职的英语教育并无本质区别,加之我国高职教育发展的历史尚短,高职英语优秀人才的累积也略显不足,因而,许多早期高职英语教材的编写,宁可倚重非高职院校的英语教师参与,有其积极的意义。但是,按照我们教材建设的上述理念,如果不能以高职一线教师为主体来实施高职英语教材建设的具体运作,就根本无法实现完全适合高职教学需要的英语教材建设预期。

这的确是一个两难选择。事实上,编委会要建设自己品牌的高职英语教材的想法由来已久。但我们也深知完全依靠一直很少涉足英语教材建设的高职一线教师来完成这一重任的艰难程度。因此,我们并没有从一开始就贸然地启动这个项目,而是选择在较好地实现了足够数量的非英语类高职教材特色建设的经验累积,若干专业英语类相关教材建设的成功尝试,以及对公共英语相关项目的具有积极意义的探索和准备之后,才开始尝试涉足这个领域的。

尽管我们在推进高职英语教材建设的过程中遇到了诸多困难,但终能如愿以偿,在很大程度上也有赖于我们的一些具有重要指导意义的体悟。编委会有一句名言:我们相信用心与努力胜过相信经验与资历。编委会有一个信条:在目标一致基础上达成的共识优于任何情况下的一己之见。这些在非英语类高职教材建设中屡试不爽的成功做法,在高职英语教材建设的过程中也得到了同样的印证。

我们欣喜地看到:由于我们付出的辛勤努力,我们的关于教材建设的上述理念,也

正在英语教材建设中显现其非凡魅力。在我们高职一线教师所立足的英语教学实践这个基础之上,由我们自己培育出来的一株幼苗正在茁壮成长。我们现在或许还不能做到足够完美,但是,我们始终坚信:我们会比任何人都更加清楚地知道自己需要什么,只要我们坚定不移地朝着既定目标不懈努力,就一定会越做越好。

我们已经跨越了起跑线。我们绝不会放松前进的脚步。我们正在推出的包括《综合教程》、《听说教程》、《口语教程》与《阅读教程》、《函电与单证》、《写作训练》等在内的高职商务英语系列教材——《世纪商务英语》必将伴随着赞誉的鼓励与批评的鞭策,日臻完善,走向成熟。

耕耘过后,我们期待着在一个有足够创新精神的编委会的土壤里成长出更多更优秀的高职商务英语教育人才,期待着收获一个更好更切合高职商务英语教学实际的教材品牌。

新世纪高职教材编委会

2004年6月

前言

《世纪商务英语——阅读教程(专业篇 I ~ II)》是新世纪高职教材编委会组编的商务英语类课程规划教材之一。

这是一套由从事高职商务英语教学多年的一线教师编写的高职商务英语阅读教材。它旨在最大限度地适应高职学生的英语基础,同时努力缩小高职英语教材与高职英语教学的差距。

作为高职一线教师,我们对高职英语教学倡导的“学一点,会一点,用一点”的教学指导思想有着更为深刻的认识和体会。因此,本系列教程从研讨到编写的整个过程,始终致力于运用相对浅显的专业语言辅以汉语注释,较为全面地介绍商务专业所涉及的各种知识,对于高职商务英语专业教学过程中基础英语和专业英语如何衔接的问题,进行了富有成效的大胆尝试。

通过我们的不懈努力,本系列教程突出了以下特点:

1. 体例设计人性化 本系列教程各个模块都是围绕学生精心设计的,体现“在轻松阅读中增长英语阅读知识和专业知识”的理念。从主题介绍到篇章导读,到边注,再到单元末注解的设计,处处体现出对学生阅读的帮助和引导。这种人性化的设计有助于消除学生对专业知识的恐惧心理,尽快入门。为便于学生整体把握每一个专题的内容,每一单元都有内容提要,每篇文章都有导读。Text A 大都是对主题总体的概括性介绍;Text B 主要是对 Text A 的补充或对相关实务的拓展介绍。各单元安排有一篇案例研究,通过生动鲜活的案例让学生对本专题的理论知识产生具体的感性认识。有些习题的设计要求学生进行实践或实地调查,旨在将书本知识与业务实践结合起来。考虑到高职学生实际阅读的便利,我们把文章中的大多数生字都在同一页面给出了汉译,并配置了注释和专业词汇表,旨在使阅读真正成为拓展专业知识的过程,成为一种乐趣而非单纯的“翻字典,识生词”的过程。练习的设计也大都围绕文章的理解展开,同时注重了词汇和语法知识的学习和巩固。

2. 体系完整、科学 本系列教程既涉及企业内部管理的范畴,又涉及企业外部商业环境中与企业经营息息相关的各个重要方面。各专题的编排和设计体现了“从管理到经营”的次序,在系统介绍商务知识、商务历史和现状的同时,也关注商务的最新发展,帮助学生系统而完整地掌握相关商务知识。

3. 选材广泛、实用、可读性强 本系列教程涉及商务题材广泛,从经济、管理,到国际贸易、广告营销以及商务法规、环境保护、国际文化等方面都有涉及,对于热点问题如倾销与反倾销、可持续发展、全球化以及商业企业文化、商业道德等问题亦有所体现。同时,基于学生英语基础及兴趣的考虑,选取的素材均为一些与学生的生活和未来工作较为熟悉、相关性较强的内容,因而较好地兼顾了教材的基础性和实用性的合理把握。

《世纪商务英语——阅读教程》分为两册,三十单元。第 I 册主要侧重企业管理、组织及文化建设等主题。第 II 册主要侧重产品、市场、国际贸易及可持续发展等专业知识介绍,旨在使高职学生能够初步了解国际商贸的整体轮廓,为其将来从事一般性商务工作以及进一步的专业学习打下基础。

《世纪商务英语——阅读教程(专业篇 I ~ II)》由上海商业职业技术学院李德荣、宁波职业技术学院吴柏祥负责统筹,任总主编。

《世纪商务英语——阅读教程(专业篇 I)》由宁波职业技术学院吴柏祥、东北财经大学李明媚任主编,东北财经大学马妍、哈尔滨职业技术学院李晓黎任副主编,东北财经大学徐荣博、上海科技职业技术学院王晴、陈玉泉,上海商业职业技术学院欧启明、王雷参与了编写。具体编写分工如下:吴柏祥(Unit 1,Unit2),欧启明(Unit 12),马妍(Unit 13,Unit14),李晓黎(Unit 4),李明媚(Unit 9,Unit10,Unit11),徐荣博(Unit 5),王晴、陈玉泉(Unit6,Unit7,Unit8),王雷(Unit 3,Unit15)。

本系列教程在编写过程中参考了大量的国内外有关资料,得到了许多学界前辈、同行及外籍教师的热心帮助和指导,尤其是得到了加拿大籍专家 Mark Gregory Hennenfent 的全程参与,在此一并致谢。

由于我们对高职商务英语教材建设的尝试刚刚开始,还需要有一个不断提高的过程,加之编写时间仓促以及编者水平有限,难免存在错误和不当之处,恳请各相关高职院校在使用本教材的过程中给予关注,并将改进意见及时反馈给我们,以便在下次修订时完善。

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编 者
2004 年 7 月

Contents

Unit	Topic	In this unit, you will learn
Unit 1 Page1 Page10	Business and Society	• relationship between business and society • responsibility of business in society • principles of global corporate responsibility
Unit 2 Page11 Page19	Business Ethics	• definition of business ethics • four broad themes of business ethics • business ethics in everyday business
Unit 3 Page21 Page29	The Sole Proprietorship	• definition of a sole proprietorship • starting a business as a sole proprietorship • advantages of doing business as a sole proprietor
Unit 4 Page31 Page40	Corporation	• definition of corporation • advantages of operating a corporation • operation of a corporation
Unit 5 Page41 Page51	Franchising	• definition of franchising • operation of franchising • history and development of franchising
Unit 6 Page53 Page61	Business Management Principles	• definition of management • basic principles of management • process of management by objectives
Unit 7 Page63 Page73	Business Management Skills	• importance of managerial effectiveness • differences between effectiveness and efficiency • time management and its skills
Unit 8 Page75 Page84	Managers and Business Leaders	• definitions of business managers and leaders • differences between a manager and a leader in business • managers' effective communication skills
Unit 9 Page85 Page93	Internal Business Communication	• overview of internal communication • three channels of effective communication • main objectives of internal communication mechanisms • principles of strategic organizational communications

Unit	Topic	In this unit, you will learn
Unit 10 Page95 Page104	Cross –Cultural Communication	• definition of culture • implications of culture shock • cross–cultural communication challenges • benefits of corporate diversity
Unit 11 Page105 Page114	Corporate Culture	• definition of corporate culture • dimensions of corporate culture
Unit 12 Page115 Page125	Financial Management	• three decisions involved in financial management • operation of financial markets
Unit 13 Page127 Page138	Human Resource Management (I)	• definition of strategic human resource management • roles of strategic human resource managers • employee motivation
Unit 14 Page139 Page149	Human Resource Management (II)	• purposes of performance appraisal • benefits of performance appraisal
Unit 15 Page151 Page160	Reverse Logistics	• definition of reverse logistics as a process • reverse logistics activities • improving ROA through effective returns management
Glossary Page161 Page166		



Business is a key activity of the culture of any society, enabling people to serve the needs of each other freely. Making profit is a good sign that a business is running well.

Unit 1

Business and Society

In this unit, you will learn:

- ◇> relationship between business and society
- ◇> responsibility of business in society
- ◇> principles of global corporate responsibility

Text A

Traditionally business would only consider the profit of its own business. In the modern world they are required to have more positive social responsibility and less negative influence on society.



The Role of Business

The role of business in an open market economy system is to create wealth for **shareholders**, employees, customers and society at large. No other human activity matches private enterprise in its ability to **marshal** people, capital and **innovation** under controlled risk-taking, in order to create meaningful jobs and produce goods and services profitably—profit being **essential** to long-term business survival and job creation.^①

While all businesses have an **implicit** set of inherent values, the number of businesses having formally written values and principles is rapidly increasing.^② These have become more and more **explicit** and provide the framework for corporate behaviour beyond their legal **obligations**. At the same time, growing numbers of companies have been adding environmental and social **indicators** to their economic and financial results in reports that are often entitled social reports or **sustainability** reports. Indeed, sustained profits and principles are **mutually** supportive and an increasing number of companies view corporate responsibility as integral to their systems of **governance**.^③ This is part of the requirements for doing business in today's global economy.

In recent years there has also been **substantial** growth in the number of principles, guidelines or codes produced for business by governmental and non-governmental organizations. Companies face multiple and sometimes conflicting demands to

- n.* 股东
- v.* 安排; 集结
- n.* 改革, 创新
- adj.* 必不可少的
- adj.* 不明示的
- adj.* 明确的
- n.* 义务; 职责
- n.* 指标
- n.* 持续发展能力
- adv.* 互相地
- n.* 统治; 治理
- adj.* 可观的

endorse these initiatives.

This has led more companies to consider how they should approach corporate responsibility issues, and more specifically whether they should develop their own business principles and which external codes they should use as reference points.

What is corporate responsibility?

There is no single, commonly accepted definition of the concept of “corporate responsibility”, also referred to as corporate social responsibility, responsible business conduct, corporate citizenship, voluntary corporate initiatives, etc.

ICC ④ proposes the following definition of corporate responsibility from a business perspective: “the voluntary commitment by business to manage its activities in a responsible way”.

A growing number of companies approach corporate responsibility as a comprehensive set of values and principles, which are integrated in business operations through management policies and practices and decision-making processes.

The value of external codes

While acknowledging that external observers may play a positive role in discussions about good business practice, ICC is concerned by the widening scope of codes of conduct at intergovernmental level purporting to improve the “corporate social responsibility” of enterprises, particularly those trading or investing outside their home countries. ICC urges governments to reject demands to impose codes on companies. The international activities of companies have demonstrably contributed to the positive aspects of globalization—a process driven by the spread of technology and the rapid development of communication and transportation. Through their international activities, companies often make an important contribution to improving living and working conditions in developing countries. By investing in production facilities and purchasing goods and services from local firms, they help to create jobs, develop skills and know-how, act as a vehicle for the transfer of technology and improve productivity and competitiveness, thereby strengthening the economy in the countries where they operate.

v. 认可, 签署

n. 主动性

v. 应对, 处理

n. 观点, 看法

n. 承诺

v. 整合

n. 过程

adj. 外部的

v. 声称

v. 抛弃

v. 强加

adv. 确定地

n. 设备, 工具

n. 技术秘诀

Notes:

① No other human activity matches private enterprise in its ability to marshal people, capital and innovation under controlled risk-taking, in order to create meaningful jobs and produce goods and services

profitably—profit being essential to long-term business survival and job creation. 没有任何其他人类活动同私营企业一样具有能够利用资金，组织人员，通过改革和有组织的冒险活动来创造利润并同时提供有意义的工作、产品和服务。创造利润是企业长期生存和发展以及提供工作机会的保证。

- ② While all businesses have an implicit set of inherent values, the number of businesses having formally written values and principles is rapidly increasing. 所有公司在具备隐形价值观念和行为规范的同时，也有越来越多的公司有了具体价值观念和行准则。
- ③ Indeed, sustained profits and principles are mutually supportive and an increasing number of companies view corporate responsibility as integral to their systems of governance. 的确，持续获利和原则是相辅相成的。越来越多的公司也把公司的责任看成是他们经营体系的一个必要的部分。
- ④ ICC: International Chamber of Commerce, 国际商会。本文是 ICC 国际商会章程的一部分。

Text B

What is our position in society? And how can we benefit both the society and ourselves? Shelley Westmore Hoss, president of Orange County Community Foundation, gives a very good answer by fighting to improve the quality of life in Orange County.



Shelley Westmore Hoss

Shelley Westmore Hoss is a strong believer in the power of **mentoring** and she practices what she **preaches**.^①

“I will mentor any way I can. Anytime. Anywhere,” Hoss said.

Hoss, who graduated as a Phi Beta Kappa^② scholar in 1987 from the Graduate School of Management with a master’s

v. 指导
v. 布道; 宣扬

degree in business and public administration, has been true to her word^③, taking every opportunity to mentor young people.

The 37-year-old has **devoted** the better part of her life to helping people, especially at-risk children. It's a spirit she was raised with and that continues now in her role as president of the Orange County Community Foundation.

A public charity managing **assets** of more than \$75 million, the foundation serves thousands of people with a common goal: improving the quality of life in Orange County and beyond through **philanthropy** and community partnerships.

Her aim is to help youngsters see that there's more to life than what immediately surrounds them as they grow up. "We need to give children something outside of their point of reference."^④ she said.

Hoss particularly wants to **instill** the sense of pride and desire among children to get a higher education. "We need to give them a vision of achieving things in their life that they never imagined possible. We have to find out why they aren't seeing the possibilities of being a **bioscientist**, or a city council member, or the president of a company, and change it."

Hoss knew all along she wouldn't be taking the most common road after getting her master's degree.

"The program at UCI^⑤ is so connected with where I ended up. It opened my eyes to a different realm. It **solidified** my desire to work in a nonprofit."

For a master's research project, Hoss wrote about the Orangewood Children's Foundation which serves **abused** and neglected children throughout Orange County. Her work helped her land an internship there in 1987 as a foundation program specialist. Eventually she rose to associate executive director **overseeing** a **budget** of \$1.4 million.

In 1996 she left to become chief executive officer of Girls Incorporated of Orange County. A non-profit after-school program that provides educational **seminars** to promote social values and life skills, Girls Inc. acts as an **advocate** on behalf of girls age 5-18.

Under Hoss's leadership, Girls Inc. developed numerous partnerships with UCI to expose girls to the opportunities a university affords. She arranged for the youngsters to visit the UCI campus and to take part in the **renowned** ArtsBridge^⑥

v. 奉献,付出

n. 资产

n. 慈善事业

v. 慢慢地灌输

n. 生物科学家

v. (使)凝固

v. 虐待

v. 监视;检查

n. 预算

n. 研讨课

n. 提倡者

adj. 有名的

program to learn about the arts.

Leading the Orange County Community Foundation since May 2000, Hoss continues to work closely with UCI. She **partners** with the campus to raise money for the Orange County Hispanic Education Endowment Fund^⑦, which provides scholarships for Hispanic youth.

She employs a UCI student as an **intern** through the Sage Scholar^⑧ program and Hoss works closely with corporations, individuals and benefactors to see the range of options for their **philanthropy**—including the importance of higher education.

“People can make a difference by **donating** their skills, their leadership, their business **expertise**. Together we can create new partnerships, we can create a new playing field for giving,” Hoss said.

Friends ask me, how can you be so happy? I tell them that I’m getting to do what I’ve always dreamed of. I’m getting a chance to make a difference.

v. 合伙

n. 实习生

n. 慈善事业

v. 捐赠, 赠予

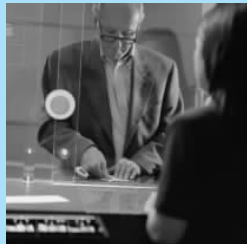
n. 专门知识

Notes:

- ① Shelley Westmore Hoss is a strong believer in the power of mentoring and she practices what she preaches. 谢莉·威斯特摩尔·豪斯一直坚信劝导的作用,她也对自己奉行的理念身体力行。
- ② Phi Beta Kappa:面向本科生的美国最大的社团,成立于 1776。每年从大约 150 的社团中选取 15000 名成员,目前全国有 50 个分部。该社团所颁发的金钥匙奖章是一个被广泛认可的学术成就之一。
- ③ true to her word:从未食言。
- ④ We need to give children something outside of their point of reference. 我们应该给孩子们提供一些他们眼前生活以外的一些东西。
- ⑤ UCI:University of California, Irvine,加利福尼亚大学欧文分院。
- ⑥ ArtsBridge:加利福尼亚大学欧文分院的一个奖学金项目。
- ⑦ Orange County Hispanic Education Endowment Fund: 橙县西班牙教育基金会。
- ⑧ Sage Scholar:加利福尼亚大学欧文分院的一个奖学金项目。



Exercises



A. Answer the Following Questions

1. What is corporate responsibility?
2. In what way can an international corporation be helpful to local people and markets?
3. What is Hoss's job? Is it very meaningful? Why or why not?
4. What is Hoss's definition of happiness?

B. Vocabulary

1. Translate the following terms into English from Chinese or vice versa.

技术秘诀

可持续发展

商业角度

非政府组织

股东

corporate social responsibility

responsible business conduct

corporate citizenship

inherent value

voluntary corporate initiatives

2. Fill in each of the blanks with an appropriate word given below. Change the form if necessary.

nonprofit	corporate responsibility	philanthropy
benefit	voluntary	enterprise
obligation	implicitly	innovation
		contribution

- 1) These have become more and more explicit and provide the framework for corporate behaviour beyond their legal _____.

- 2) _____ is the voluntary commitment by business to manage its activities in a responsible way.
- 3) Private _____ have contributed a lot to the construction of modern society.
- 4) She expressed her desire to work in a _____ organization after graduation simply because she wanted to do something for society.
- 5) He never speaks frankly. All his ideas were expressed _____.
- 6) John wants to develop his corporation by a series of _____.
- 7) _____ to the society is equally important as the benefits to a corporation.
- 8) She wanted her money to be used for the _____ of poor children.
- 9) He said that his goal is to improve the quality of life in his home town through _____ and community partnerships.
- 10) Employees can make _____ contributions to the savings plan of up to 25% of their earnings.

C. Further Development

1. Team work. Divide the class into two groups and discuss the topic “corporation social responsibility is or is not necessarily an important element of its success”.
2. Analyze some modern corporations such as Dell, IBM, Microsoft, Haier, Toyota, etc. Are their successes related very much to their corporation’s social responsibility? Why or why not?
3. Can you suggest some practical methods of increasing the corporate social responsibility?

D. Case Study

Read the following passage and discuss in groups:

1. What are the Westpac’s main actions for social responsibility?
2. Is it directly related to their leading position in sustainability?
3. What experience can we draw from Westpac for the running of other types of corporations?

Westpac – A Case Study in Socially Responsible Banking

Westpac is a bank in Australia. It employs over 26,000 people and has global assets of \$186 bn. Its core business operations are retail banking, financial services, finance and institutional banking.

Its commitment to sustainability has been recognized across the world.

According to the Dow Jones Group Sustainability Index. Westpac is the global corporate sustainability leader in the banking sector. The company takes the message of corporate social responsibility to the heart of how it does business, with a major focus within its social reporting of its lending policies in relation to small to medium sized businesses, institutional lending and its services particularly for rural areas.

Westpac also deals with some of the “softer” sides, and has an active approach to community investment through employee volunteering. The company supports its staff in volunteering in their own communities, and has achieved a figure of around 60 percent of employees involved in the community. Each year, every employee is entitled (有资格) to a community volunteering day—a paid leave day (带薪假日) so that they can participate in community activities. Westpac also matches, dollar for dollar, staff contributions to any tax-deductible (免税) charity through its Matching Gifts Program. Since 1998, a combined total of \$3.8 million has been distributed to more than 340 charities across the country under the staff program.

Glossary

asset <i>n.</i>	资产
bribery <i>n.</i>	行贿, 受贿, 贿赂行为
business perspective	商业角度
consumer <i>n.</i>	消费者
corporate <i>adj.</i>	公司的, 法人团体的
corporate citizenship	公司的公民职责和权力
corporate social responsibility	企业社会责任
donation <i>n.</i>	捐赠品; 捐款; 贡献
enterprise <i>n.</i>	企业
embezzlement <i>n.</i>	盗用, 侵占, 挪用
firm <i>n.</i>	公司; (合伙)商号
illegal <i>adj.</i>	违法的
inherent value	内在价值
innovation <i>n.</i>	改革, 创新
kickback <i>n.</i>	回扣; 小费
know-how	技术秘诀
legal <i>adj.</i>	法律的; 合法的
monopolize <i>v.</i>	独占, 垄断