

## 词汇课笔记 7

135. exploit overexploit 过度利用

natural resources 自然资源 raw material 原材料 fossil fuel 化石燃料

sustainable development 可持续发展 alternatives 可供选择的事物

There is plenty of new blood with all the new people we've taken on, many of them fresh out of business school, but nobody's potential is really being fully exploited in any of the various departments.

在我们招聘的所有人员中有很多新鲜血液，他们中的许多人刚从商学院毕业，但没有人的潜力在各部门得到充分发挥和利用。

136. joint

joint venture 合资企业 joint effort 共同努力

For a start, in this age of joint ventures and outsourcing to specialist suppliers, two companies may find themselves competing fiercely one day and bidding for contracts together the next as part of the same consortium.

起初，在这个合资企业和外包给专业供应商的时代，两家公司可能会发现自己前一天还在竞争激烈，第二天就成为同一财团的一部分来一起竞标合同。

142. retention

raise the level of staff retention 提升员工保留率

One thing we can't get to the bottom of now, though, is why our retention rates are so low for newly appointed branch managers.

然而，有一件事我们无法弄清楚，为什么我们新任命的分公司经理的保留率如此之低。

Lack of trust can damage retention, for instance, when a company wishes to promote a talented part-timer to a senior role, but insists on their being in the office full-time: the part-timer may simply go elsewhere.

缺乏信任会损害员工的保留，例如，当一个公司想把一个有天赋的兼职人员提升到一个高级职位时，却坚持要他们全职呆在办公室：兼职人员可能会去其他地方。

144. foster/nurture/cultivate 培养 foster customer loyalty 培养客户忠诚度

Management believe that if they were to do that, each shift would leave the hard jobs for the next shift, which isn't the sort of cooperative approach they're trying to foster.

管理层认为，如果他们这样做，每一个轮班都会为下一个接替的人留下艰难的工作，而这并不是他们试图培养的合作方式。

147. allocate allocation

Enough funds should be allocated to some departments concerned so that they can keep abreast with the customers' needs and devise a more perfect website before our launch of products.

应向相关部门分配足够的资金，以便在产品上市前及时了解客户需求，设计出更完善的网站。

148. dominate dominant adj. occupy 占据

Effective teamwork may require action by one person to ensure no cultural group dominates the others.

有效的团队合作可能需要一个人采取行动，以确保没有文化团体支配其他团体。

In 2005, telephone was the major medium of bookings, accounting for 50%, yet in

2010 it was the internet that dominated among the three sources, with 65% of bookings via the internet, indicating a sharp increase on the figure of 2005.

在2005年，电话是预订的主要媒介，占50%，但在2010年互联网成为了三种来源中占的主导者，有65%的预订通过互联网，显示出在2005年数据上的急剧增加。

154. restructure reorganise

This led the company board to initiate a strategic plan to restructure the Trading Department.

这促使公司董事会启动一项战略计划，重组贸易部门。

It just wasn't fair to expect them to take on the extra work that resulted from us expanding the range of our after-sales support. Once we've set that up, we have to restructure to take account of the increased workload.

期望他们承担我们扩大售后服务范围所带来的额外工作是不公平的。一旦我们确定了这一点，我们就必须重组来考虑增加的工作量。

156. revise modify amend

This company has again revised its growth targets downwards

这家公司再次下调了其增长目标。

Job specifications were revised.

修改工作规范

revise its product range

修改产品范围

Analysts believe that the company will have to revise its profit prediction.

分析人士认为，该公司将不得不修改盈利预测。

Similarly, if regulations that govern a business are revised, then significant changes in these could impact on a company's viability.

同样，如果管理企业的条例被修订，那么这些方面的重大变化可能影响公司的生存能力。

161. bankrupt

Close down go under collapse out of business 倒闭，破产

企业失败的原因分析：

1. Don't understand the national related policy and the law will be the biggest risk of the enterprise.

不懂国家的相关政策和法律将是企业的最大风险。

2. Startup investment must be carefully analysed.

创业时对投资需认真分析

3. Enterprise survival is the purpose of the pursuit of profit rather than the pursuit of scale.

企业生存的目的是追求利润，而不是追求规模。

4. Business success not only depend on the boss a person.

企业成功不能光靠老板一个人。

5. No employee training as a coherent and long-term business strategy.

没有把员工训练作为长期、连贯的经营战略。

economic recession/downturn 经济衰退

high taxation 高税收

high interest rate/exchange rate 高利率/汇率

excessive regulations 过多的规章制度

poor management decisions 糟糕的管理决策

insufficient marketing 营销不足

inability to compete with other similar businesses 无法与其他类似企业竞争

a lack of interest from the public in the business's offerings 公众对企业的产品缺乏兴趣

163. channel source

job fair 招聘会 internal referral 内部推荐

We should employ TV advertising as a main channel, since it is the most popular one. 我们应利用电视广告作为一个主要的渠道, 因为它是最受欢迎的一个。

I think the most likely offer will come from LTC. They are looking to diversify and extend their range and so they want to get their hands on Jensen's distribution channels so that they can sell their products in those places.

我觉得最有可能的报价将来自 LTC 公司。他们是为了寻求多样化和扩大他们的范围, 所以他们想得到 Jensen 公司的分销渠道, 使他们能在那些地方销售他们的产品。

164. collaborative adj. collaborate v. collaboration n.

Other collaborative systems focus on establishing a central repository [rɪ'pɒzətɹi] of information which can be accessed, with the necessary controls, by all participants over the internet, thus cutting out the need for phone calls, faxes, emails, or letters in the post.

其他协作系统着眼于建立一个在必要的管控下, 所有的互联网用户都可以访问的中央信息库, 从而切断对电话, 传真, 电子邮件, 或信件的需求。

I've just finished working on a collaborative project, and it really brought home to me (使某人了解某事的重要性) that teams cannot perform without a properly thought-out game plan.

我刚完成一个合作项目的工作, 这让我深刻认识到团队不能没有一个经过深思熟虑的计划。

The chief concern here is to devise and apply strategies for improvement and to do this in a collaborative style which will guarantee their workability.

这里的主要问题是设计和应用改进策略, 并以协作的方式来完成, 这将保证他们的可用性。

167. logo

intangible assets 无形资产

company logo 公司标志 refresh the logo 更新标识

If you are using logos and photos, make sure they are high-quality images.

With his help, I've been able to lead the rebranding team, and so far the new logo and redesign of the website have been received

在他的帮助下, 我已经能够带领重塑品牌团队。到目前为止, 已完成该网站的新标识和重新设计。