

词汇笔记 2

21. CSR=corporate social responsibility 公司社会责任感

sponsor local charity organization 赞助当地慈善组织

positive impression 正面形象

environmentally friendly 环境友好型

environment awareness 环境意识

waste recycling 废物回收利用 sustainable development 可持续发展

22. 目标

career planning 职业规划

clear and long-term objective 清晰和长远的目标

ambitious business objectives 宏伟的商业目标

realise/achieve/fulfill the objective 实现目标

specific objectives 具体目标

rewarding and decent job 高薪体面的工作

subjective adj. 主观的 biased adj. 有偏见的

23. business contact 业务往来

informal contact 非正式接触

widen network of contact 扩大联系网

商品交易会 trade fair

exhibit v. 展览 exhibition n. display v. 陈列 window display 橱窗展览

publicity folder 公共信息宣传夹

obtain/gain/get/acquire/achieve 获得

free of charge/available for free 免费

floor plan 楼层平面图

stand 展台

company brochure 公司资料

sales literature 销售资料 price list 价目表 product catalogue 产品目录

product samples/models 产品样品

exchange business cards 互换名片

build potential contacts/customers 建立潜在客户

introductory discount 折扣销售

24. 广告

advertising agency 广告商

mainstream media 主流媒体 non-mainstream media 非主流媒体

carry out/launch a new advertising campaign 推出一个新的广告活动

advertising industry 广告业

advertising spend 广告支出

allocate the budget 分配预算

regular budget 常规预算

extra budget 额外预算

within the budget 预算之内

beyond the budget 超出预算

26. 生产制造

manufacturer n. 制造商

manufacturing capacity 生产能力

manufacturing efficiency 生产效率

manufacturing company 制造企业

manufacturing plant 制造厂

27. regular performance reviews 定期绩效回顾

regular checks/examination 定期检查

working practice review 工作进度检查

on schedule 按进度 ahead of schedule 进度提前 behind schedule 进度落后

regular customers 老客户

28. 市场调研

an annual customer survey 年度客户调查

implement/carry out/conduct a survey 进行一项调查

customer satisfaction survey 客户满意度调查

29. 宣传资料

information pack 信息包

company brochure 公司宣传手册

product brochure 产品手册

31. feedback

formal feedback 正式反馈

positive/negative feedback 积极/消极反馈

customer/client feedback 客户反馈

generate feedback 产生反馈

32. 会议

meeting/conference agenda 会议议程

venue n.地点 equipment n.设备 presentation n.说明 demonstrate v.展示

lecturer n.演讲者 agenda n.议程 schedule n.日程安排 conference center 会议中心

slide n.幻灯片

35. 员工流动

turnover

a high turnover in staff fluctuation 员工流动率高

labor/employee turnover 员工流动

retention rate 员工保留率

sales turnover 营业额

annual turnover 年营业额