

词汇课笔记 3

41. staff management 员工管理

make rules of rewards and punishment for staff 制定赏罚措施

tangible 有形的- financial reward 经济回报

bonus 奖金

longer paid holiday 更长的带薪休假

maternity leave 产假

promotion opportunity 晋升机会

intangible 无形的-respect from others 来自别人的尊重

fulfill the potential 实现自己的潜能

source of confidence 自信的来源

sense of achievement/accomplishment 成就感

overcome/conquer the challenge 克服挑战 obstacle /barrier 障碍

a challenging/rewarding/demanding/decent/stable job

43. office facilities 办公设备

whiteboard 白板 marker 记号笔

printer 打印机 scanner 扫描仪

photocopier 复印机 duplicate 副本, 复印 fax machine 传真机

projector 投影仪 overheads 日常管理费用 answering machine 电话答录机

paper shredder 碎纸机

video conference 视频会议 telephone conference 电话会议

44. 企业文化

公司 corporation=firm=company=business=enterprise n.

private company 私企 public company 上市公司

state-owned company 国有企业

foreign company 外企 joint venture 合资企业

multinational company 跨国公司

corporate culture 企业文化

corporate social responsibility 企业社会责任感

have a sound corporate reputation 有良好的企业声誉

corporate objective 企业目标

specific and long-term objectives 具体和长期的目标

ambitious business objectives 宏伟的商业目标

respect the staff 尊重员工

boost staff morale 提升员工士气

harmonious interpersonal relationship 和谐的人际关系

discouraged /frustrated adj. 沮丧的

integrate into the corporate culture 融入企业文化中

45. 资产 assets

PR=public relations

crisis public relations 危机公关

maintain/damage the reputation 维护/破坏声誉

affect our reputation in public 影响我们在公众中的声誉

current assets 流动资产 cash 现金 accounts receivable 应收账款

fixed assets 固定资产 premises 厂房 equipment 机器 land
intangible assets 无形资产 brand value/reputation 品牌价值/声誉
copyright 版权 patent 专利
corporate image 公司形象
intellectual property 知识产权

47. hypothesis of critical period 关键期假说

key/significant/vital/crucial/essential adj. 关键的; 重要的

criticize v. 批评 critic 评论员

48. 产品销售

distribution company 经销公司

distribution system 配送系统 distribution channel 销售渠道

retail n&v. 零售 wholesale n&v. 批发

franchise n&v. 特许经营权 exclusive agent 独家代理

exclusive contract 独家合同

51. significant/vital/crucial/key/essential 重要的; 关键的

a significant step 重要的一步

make significant contributions to 做出重要的贡献

significant currency fluctuations 大的货币波动

a significant number of 相当多的

exert positive/negative/profound/significant influence on
产生积极/消极/深远/重要的影响

52. financial reward

bonus scheme 奖金计划

regular bonus 常规奖金

quarterly bonus 季度奖 annual bonus 年终奖

bonus level 奖金水平-performance appraisal 业绩评估 revenue 收入

current bonus system 当前的奖金系统

54. joint venture 合资企业

a risky venture 一项风险投资

venture capitalism 风险投资主义

venture capitalist 风险投资者

venture capitalist firm 风投公司

high return on capital/investment 高的投资回报率

55. compete v. 竞争

competition n. 竞争

competitive adj. 有竞争力的

competitor n. 竞争对手

fierce/stiff/cut-throat competition 激烈的竞争

competitive price 有竞争力的价格 (低价)

competitive salary 有竞争力的薪酬 (高薪)

core competitiveness 核心竞争力

highly competitive industry/section 竞争激烈的行业

a competitive brand 有竞争力的品牌

remain competitive 保持竞争力

competitive edge/strength 竞争优势 weakness 弱点

increase your competitiveness 提高竞争力

58. What is the deciding factor when you choose a job?

reputation of the company 公司的名声

benefit 待遇 compensation package 薪资包

working hours 工作时间 shift 轮班 flexible working hours 灵活的工作时间

working environment 工作环境

training opportunity 培训机会

promotion prospect 晋升机会

location and transportation commute 通勤

flexible approach 灵活的方法

flexible holiday system 灵活的休假