

# 产品和创新

## 单词

词汇	发音	词性	翻译
charger	[us]'tʃɑ:rdʒər [uk]'tʃɑ:dʒə(r)	noun	蓄电池
compare	[us]kəm'per [uk]kəm'peə(r)	verb	比较, 对照
available	[us]ə'veɪləbl [uk]ə'veɪləbl	adj.	可利用的, 有空的
receipt	[us]rɪ'si:t [uk]rɪ'si:t	noun	收据
slide	[us]slɑɪd [uk]slɑɪd	verb	滑, 滑动
card	[us]kɑ:rd [uk]kɑ:d	noun	信用卡
check	[us]tʃek [uk]tʃek	noun	支票
signature	[us]'sɪɡnətʃər [uk]'sɪɡnətʃə(r)	noun	签名
tax	[us]tæks [uk]tæks	noun	税金, 税
cashier	[us]kæ'ʃɪr [uk]kæ'ʃɪə(r)	noun	收银员
press	[us]pres [uk]pres	verb	压, 贴, 挤
describe	[us]dɪ'skraɪb [uk]dɪ'skraɪb	verb	描述
invent	[us]ɪn'vent [uk]ɪn'vent	verb	发明, 创造
produce	[us]prə'du:s [uk]prə'dju:s	verb	生产, 制造
refund	[us]'rɪ:fʌnd [uk]'rɪ:fʌnd	noun	退款; 偿还金
return	[us]rɪ'tɜ:rn [uk]rɪ'tɜ:n	verb	退还, 返还, 归还
policy	[us]'pɑ:ləsi [uk]'pɒləsi	noun	政策, 方针, 策略
revolutionize	[us],revə'lu:fənaɪz [uk],revə 'lu:fənaɪz	verb	彻底改革
cause	[us]kɔ:z [uk]kɔ:z	verb	引起, 导致, 造成
result	[us]rɪ'zʌlt [uk]rɪ'zʌlt	noun	结果, 后果
effect	[us]'ɪfekt [uk]'ɪfekt	noun	作用, 影响
budget	[us]'bʌdʒɪt [uk]'bʌdʒɪt	adj.	廉价的, 便宜的

option	[us]'ɑ:pfn [uk]'ɒpfn	noun	选择, 选择权, 选择自由
range	[us]reɪndʒ [uk]reɪndʒ	noun	系列
accessory	[us]ək'sesəri [uk]ək'sesəri	noun	附件, 配件, 饰品
strap	[us]stræp [uk]stræp	noun	条, 带
cable	[us]'keɪbl [uk]'keɪbl	noun	(系船用的)缆绳, (船只, 桥梁等上的)巨缆
instruction	[us]ɪn'strʌkʃn [uk]ɪn'strʌkʃn	noun	说明
case	[us]keɪs [uk]keɪs	noun	盒子, 套

# 产品特点

我们将要学习如何询问一个商店的产品。

询问产品特性	
当询问一个商店的产品时，我们可能首先想问的是它的质量水平。	
top of the range	高档的
middle of the range	中档的
good value for money	性价比高
a budget option	预算选项

我们也可以问一下附带的东西。	
accessories	附件
a strap	带
cables	线缆
instructions	说明
a case	电脑包
a charger	充电器

查问一个产品	
在你询问一个产品前，请使用像这样的表达方式引起销售人员的注意。	
Excuse me. Can I just ask you something about this tablet?	对不起。我可以问你一些关于这个平板电脑的问题吗？
那么你可能需要确认你正在看的是什么。	
This is a Jupiter, is that right?	这是木星，是这样吗？
你也可能想知道这个产品是不是高端产品。	
And how does this compare with other tablets?	它与其他平板电脑相比怎样？

最后，你可能想问一下颜色，附件和其他额外的。	
Does it come in other colors?	它有别的颜色吗？
Is it available with a keyboard?	它提供一个键盘吗？
Does it come with all the accessories?	它配有所有的附件吗？

请把词条移至正确的间隔处。

Can I just ask you (something) about this desk?

Is it available (in) a larger size?

Does it come with (instructions) so I know how to use it?

This one's too expensive. Do you have a (budget) option?

Does it come with any (accessories) , like a case or cables?

I want a (middle-of-the-range) model – not too expensive, not too cheap.

## 购买产品

---

我们将要学习买东西时使用的一些有用语言。 练习用于购物的词汇。  
请选择一张卡片并听音频。



cash:现金



check:账单, 支票



cashier:收银员



credit card:信用卡



receipt:收据



signature:签名



slide your card:插进你的门卡

press OK:按OK

## 购买

付钱购买某种产品的过程在不同国家可能不同。 以下是在美国购物时的一些注意事项。

### 付钱购买

如今，很少有人购物时开 **checks**。**Cards** 和 **cash** 快捷方便。务必明白，**debit cards** 和 **credit cards** 大不相同。使用 **debit card** 时，直接从银行账户扣钱。使用 **credit card** 时，你将从某个金融机构借钱，而且将来必须偿还这笔钱。

## 税

美国大多数州都有 **sales tax**，即为政府征收的金额。销售税为购买价格的一定百分比。

## 退货

购物时，你应询问商店的 **return policy**，即退还你不需要的物品的规则。退货通常有时间限制，如 60 天，某些物品可能不可退货。若要退货，你必须持有 **receipt**，这张纸表明了价格以及你是在该商店购买的该物品。商店通常会向你提供 **refund**，即你为物品支付的款额。

请把词条移至正确的间隔处。

MAX: Good morning.

CASHIER: Good morning. So, just this belt?

MAX: Yes, thanks, just the belt.

CASHIER: OK. (With tax) , that's \$67.93. How would you like to pay?

MAX: I'll use my card.

CASHIER: Credit or debit?

MAX: Uh, (credit card) .

CASHIER: OK. Just slide your card.

MAX: OK.

CASHIER: Please (sign here) .

MAX: Here you go.

CASHIER: And here's your(receipt) . Have a wonderful day.

MAX: You, too. Oh, by the way, what's your (return policy) ?

CASHIER: You can return anything before 90 days for (a full refund) . But keep your receipt.

MAX: Great. Thanks.

### 收银台的数字

在商店购物时，注意聆听数字。在美国， <b>dollars</b> （符号为 \$）和 <b>cents</b> 表示你应付的金额。	
That comes to \$7.64.	总共 \$7.64。
对方也可能将金额缩略为只有数字。	
With tax, your total is \$459.75.	包括税在内，你总共应付 \$459.75。
在英国，注意聆听 <b>pounds</b> （符号为 £）和 <b>pence</b> 。	
That's £78.22.	总共 £ 78.22。
£321.28, please.	321.28 英镑，谢谢。
你还可能听到 <b>pence</b> 与字母 <b>p</b> 的读法相同。	
That's 58p, please.	请付 58p。

谈论退货政策时，注意聆听带有 <b>days</b> 或 <b>weeks</b> 等时间段的数字。	
You can return anything before 90 days for a full refund.	你可以在 90 天内对任何物品全额退货。
You can bring the item back within 30 days.	你可以在 30 天内退货。
谈论面料时，注意聆听带有百分比的数字。	
The blouse is 100% cotton.	这件女装衬衫是 100% 全棉。
It's 90% cashmere, 10% polyester.	90% 开司米，10% 聚酯纤维。

观看视频，学习语言用法。 <https://cns2.ef-cdn.com/Juno/15/74/9/v/15749/6.5> Scene 3.mp4

[NINA] Kate's great with customers.  
 [KATE] Wow. Those trousers look fabulous on you.  
 [KATE] The turquoise one is, uh, 100 percent cotton.  
 [KATE] They also come in navy.  
 [KATE] Umm, and if you want, you know, you could team it ... The hot-pink one is a polyester blend.  
 [KATE] OK, so that comes to 255 pounds 98 pence. How would you like to pay?  
 [NINA] When I got back from my buying trip, I looked at our sales figures.  
 [NINA] And it turns out last week was our best week so far.  
 [NINA] It's a good job that I came back with lots of stuff to fill up in the stockroom.

That comes to £255.98. 总共 £255.98。  
 How would you like to pay? 你打算怎样付款呢?

购买	
在商店购物前，记得谈论退货政策。	
A: What's your return policy?	你们的退货政策是怎样的?
B: You can return any item for a full refund within seven days. Remember to bring your receipt.	你可以在七天内对任何物品全额退款。记得带上收据。
统计你要购买的物品后，收银员会告诉你应当付多少钱。	
Your total with tax will be \$477.25.	你的含税总金额是 \$477.25。
That comes to \$17.99.	总共 \$17.99。

收银员可能询问你希望使用何种支付方式。	
A: How would you like to pay?	你想怎样付款?
B: I'll use my debit card.	我用借记卡。
A: Will that be credit or debit?	信用卡还是借记卡?
B: Debit, please.	请用借记卡。
如果用银行卡付款，收银员会请你出示银行卡并为你刷卡，或要求你自己刷卡。	
May I see your card, please?	能把银行卡给我吗?
Go ahead and slide your card. Then press 'OK.'	请刷卡。然后按“确认”。

使用信用卡或借记卡时，你有时需要在一张纸或一台机器上签名，收银员会向你提供一张收据。有时你必须输入银行卡的个人识别码 (PIN)。当人们在交易中交给你某物时，他们通常使用词语 **here**。

A: Could you sign here, please?	你能在这儿签字吗?
B: Sure.	当然。
A: OK. Here's your receipt. Have a nice day!	可以。这是你的收据。祝你愉快!

## 写出关于产品创新的想法

我们现在将要讨论一个公司的未来方向。

观看视频，学习语言用法。 [https://cns2.ef-cdn.com/Juno/13/05/49/v/130549/GE\\_8.5.3\\_v2.mp4](https://cns2.ef-cdn.com/Juno/13/05/49/v/130549/GE_8.5.3_v2.mp4)

[SALLY] Hey, Simon.  
[SALLY] Simon?  
[SALLY] Hello?  
[SIMON] Oh, hey.  
[SIMON] You know, there's a revolution in technology going on.  
[SALLY] Yeah, I know.  
[SIMON] Are we ready for it?  
[SALLY] We? You mean, IXW?  
[SIMON] Yeah. People have had smartphones for years, but we haven't developed one mobile application.  
[SALLY] I can see why you're worried. I already do all my banking on my smartphone. If only I could do my taxes on it.  
[SIMON] I'm sure our competition is working on that. We should be, too. I have some concerns about our company's attitude toward mobile applications.  
[SALLY] Yeah. We're in danger of falling behind.  
[SIMON] We are falling behind. Some developer's probably already invented the next cool app for banking. And they're selling it to a competitor right now.  
[SALLY] Why don't you talk to Todd and Joan about it?  
[SIMON] Maybe I will. I have a meeting with them this afternoon.  
[SALLY] Do you think they're concerned about mobile?  
[SIMON] No yet. But after our discussion, they will be.



revolution 革命  
 developed 开发  
 competition 竞争  
 mobile applications 移动应用程序  
 developer 开发人员  
 invented 发明  
 app 应用  
 competitor 竞争对手  
 discussion 讨论

请选出单词的正确形式。

Multi-Drive is a ( revolutionize / revolutionary / revolution ) new way to use your smartphone in your car.

Multi-Drive helps you be more ( produce / productive / production ) on your way to work. You can prepare reports, make appointments and text colleagues.

Todd Meacham created the Multi-Drive application. He's one of our most ( inventive / invent / invention ) developers.

Todd will now ( descriptive / description / describe ) how Multi-Drive works. Todd?

Sorry, I'm not very ( organized / organize / organization ) . I can't find my notes. Uh, just a minute.

**Truth:** revolutionary; productive; inventive; describe; organized

将来进行时	
用将来进行时来谈论将在未来一段时间内持续的事件。用 <b>will be</b> 和动词 + <b>ing</b> 构成将来进行时。用它谈论你预计将会发生的事情。	
People will be using their smartphones for everything.	人们在一切活动中都会使用智能手机。
They'll be producing smartphones that you can wear like a ring.	他们会生产出像戒指一样佩戴的智能手机。
A: Will you still be working here in 20 years?	20 年后你还会在这里工作吗?
B: Yes, but I'll be running the company.	会的, 但到时我已成为公司负责人。

一位发明家正在电视上谈论技术创新。听朱迪和麦可讨论她所说的内容。

请把词条移至正确的间隔处。

INVENTOR: Everything is changing. Technology is (revolutionizing) our work and entertainment.

JUDY: What's she talking about?

MAC: I'm not really sure. Something about how (they'll) soon be producing notebooks that are as thin as a piece of paper?

JUDY: I'm not interested. I'm happy with my old desktop computer.

MAC: Shhh! Let's listen to what she's saying.

INVENTOR: No more monitors. We'll be (using) our hands, the wall, a desk – anything flat – as a (touch screen) .

JUDY: Huh?

MAC: Wow. I think that she means we'll (be) taking anything flat and using it as a computer monitor. Like, we could see a video game and a keyboard on a wall and press the keys to play the game.

JUDY: Scary! I don't want to play a video game or call somebody on my hand.

MAC: But you will. Everyone will be (doing) it someday.

INVENTOR: Yes, ladies and gentlemen! This is the future.

观看视频，学习语言用法。 [https://cns2.ef-cdn.com/Juno/13/05/49/v/130549/GE\\_8.5.3\\_v2.mp4](https://cns2.ef-cdn.com/Juno/13/05/49/v/130549/GE_8.5.3_v2.mp4)

[SALLY] Hey, Simon.

[SALLY] Simon?

[SALLY] Hello?

[SIMON] Oh, hey.

[SIMON] You know, there's a revolution in technology going on.

[SALLY] Yeah, I know.

[SIMON] Are we ready for it?

[SALLY] We? You mean, IXW?

[SIMON] Yeah. People have had smartphones for years, but we haven't developed one mobile application.

[SALLY] I can see why you're worried. I already do all my banking on my smartphone. If only I could do my taxes on it.

[SIMON] I'm sure our competition is working on that. We should be, too. I have some concerns about our company's attitude toward mobile applications.

[SALLY] Yeah. We're in danger of falling behind.

[SIMON] We are falling behind. Some developer's probably already invented the next cool app for banking. And they're selling it to a competitor right now.

[SALLY] Why don't you talk to Todd and Joan about it?

[SIMON] Maybe I will. I have a meeting with them this afternoon.

[SALLY] Do you think they're concerned about mobile?

[SIMON] No yet. But after our discussion, they will be.

Are we ready for it? 我们是否准备好了?  
 I can see why you're worried. 我能明白你为何担忧。  
 I have some concerns about ... 我确实有点担心.....  
 We're in danger of ... 我们面临.....的危险  
 Do you think they're concerned about ...? 你认为他们担忧的是.....?

## 表达担心和顾虑

使用 <b>worry</b> 和 <b>concern</b> , 谈论可能发生的不好的事情。'Worry' 和 'concern' 搭配 'that' 当句子后面的部分是独立分句（可独立成句的名词和动词短语）时，使用 <b>that</b> 。	
I'm worried that we'll fall behind the competition.	我担心我们会在这场比赛中落后。
I'm concerned that we won't be able to compete.	我担心我们没有竞争的实力。
'Worry' 和 'concern' 搭配 'about' 当句子后面的部分是名词或动名词 (verb + ing) 时，使用 <b>about</b> 。注意，在这些例子中， <b>concerned</b> 是形容词， <b>concerns</b> 是名词。	
I'm worried about the competition.	我很担心这场比赛。
I'm concerned about losing so much money.	我很担心会损失很多钱。
I have some serious concerns about the deal.	我非常担心这笔生意。

你还可以使用表达 <b>in danger of</b> 表示担心。 <b>In danger of</b> 始终后接动名词或动名词短语。	
We're in danger of falling behind the competition.	这场比赛我们可能会落后。
使用下面的问题询问他人的担心。	
What are you concerned about?	你担心什么？
Are you worried that we'll fail?	你担心我们会失败吗？
如果想对某人的担心表示同感，你可以使用这一表达。	
I can see why you're worried about that.	我能明白你担心这个的原因。

两位银行高管丹和寇特妮正在谈论他们所担心的事情。

请把词条移至正确的间隔处。

DAN: You look worried.

COURTNEY: I am. I'm very worried.

DAN: What are you (worried about) ?

COURTNEY: I'm concerned that we don't offer a mobile banking application.

DAN: I can see why you're (concerned) . All the other banks in the area have one.

COURTNEY: I know. I'm (worried that) we're falling behind them. It's driving me crazy.

DAN: Yeah. So many problems. I'm also worried that the online banking product isn't doing very well.

COURTNEY: What do you mean?

DAN: Well, I have some serious (concerns about) design. Our online banking product looks like it was made in 1990.

您要给公司写封电子邮件，谈谈您对于公司将来的一些担忧。想想您公司面临的挑战，或者其他一般性的问题。给老板写封电子邮件，描述两个挑战和解决办法。我们会严肃地对待您的隐私。请勿将关于自己的个人信息（种族、宗教、健康状况等）与别人分享。

输入到输入框。请写 75–130 个单词。

**Example:**

Hi, Ruby.

In the meeting on Monday, we talked about our future strategy, and I have some comments I'd like to share.

First, there's a lot of competition in our industry, and I think we're in danger of falling behind. Our competitor is working on a revolutionary new mobile app. We'll need to invest more in our research and development departments in order to compete.

There's one other thing I wanted to mention. We'll be bringing in 20 new members to our marketing department. I have some concerns about the training sessions because it's such a large group. If we can, we should get Patty to do the training. She did a great job with the new recruits last year.

Let me know what you think.

Best,

Linda

## 创新思维

现在我们将要学习如何描述我们自己的创新过程。

描述效果	
这是一些我们可以用来描述行动影响的短语。	
It made a lot of people feel very worried about the future of the company.	它让很多人对公司的未来感到非常担心。
It had quite a bad effect on staff morale.	它对员工的士气有相当不好的影响。
It caused several people to quit.	它造成几个人的辞职。
The result was that we started to think differently about our customers.	其结果是我们开始从不同的角度考虑我们的客户。

给出背景信息	
我们可以使用过去完成时 – <b>had + 过去分词</b> – 给出在我们讲的故事之前发生的事情。	
We had lost a lot of money the first year, and nothing we'd tried to do had made any difference.	第一年我们损失了很多钱，而且我们试图做的任何事都没能扭转局面。
如果我们想指出该动作已经持续了较长时间，使用进行时态： <b>had + been + 动词 + ing</b> 。	
Well, we'd been struggling to innovate for a while.	嗯，我们一直在努力创新。
We'd been trying to solve the problem for months, and nothing had worked.	我们一直尝试解决这个问题有几个月了，可是都不好用。

请把词条移至正确的间隔处。

We found a solution to a problem that (had been frustrating) us for a while.

It was great when we moved in, because we (had been looking) for a new office for a while.

(We'd had) problems with the new manager, but they were later resolved.

We'd (been trying) to work out what to do for a while, and when the answer came, it was a surprise.

I (had met) him years ago, but we didn't work together until this year.

描述解决方法	
这是当我们描述解决方法时可以使用的一些短语。	
We dealt with the problem by hiring more creative people.	我们通过聘用更有创造力的人解决了这个问题。
Well, the way we got around the issue was to reduce the length of the meetings.	嗯，我们解决这个问题的方法是缩短会议的长度。
A: And that solved the problem?	那解决问题了吗？
B: Yes. It was an effective solution, and I was pleased with it.	是的。它是一个有效的解决方法，并且我对它很满意。

请把词条移至正确的间隔处。

We'd (been) finding it hard to hire good engineers.

The news about layoffs (made) everybody nervous.

The (result) was that several people quit.

We solved the problem (by) having weekly meetings.

We dealt (with) the issue by doing better planning.

The (solution) was to hire another sales manager.