

探寻世界首富杰夫·贝佐斯的大脑 Inside the head of Jeff Bezos

Hello. This is 6 Minute English from BBC Learning English. I'm Neil.

大家好。这里是 BBC 学习英语栏目的六分钟英语。我是内尔。

And I'm Georgina.

我是乔治娜。

If you've ever done shopping online, then you may well have used internet giant, Amazon.

如果你曾经有过网上购物的体验，那么你很可能用过网络巨头，亚马逊，的服务。

From its origins as an online bookstore, Amazon has grown into grocery deliveries, TV and music streaming and even space exploration, making its founder, Jeff Bezos, the richest person on Earth.

从最开始的网络书店，亚马逊已经成长为了一家提供杂货运输、电视和音乐流媒体的公司，甚至还进行了太空探索，这使得其创始人杰夫·贝佐斯成为了地球上最富有的人。

Amazon is so successful it affects how many of us live our lives, so in this programme we'll be taking a look inside the brain of Jeff Bezos to find out how he thinks.

亚马逊如此成功，它影响着我们很多人的生活方式，所以在本期节目中，我们将看看杰夫·贝索斯的脑子里有什么，看看他是如何思考的。

When Jeff Bezos's friends talk about him, three words they often use are: invention, risk-taking and long-term vision.

当杰夫·贝佐斯的朋友谈论他时，他们经常会说到三个词：发明、冒险和长远的目光。

These are qualities which Bezos admired in his grandfather, Lawrence, who from an early age taught Jeff that by careful thinking, any problem can be solved.

这些是贝索斯所欣赏的他的祖父劳伦斯身上的品质，他从小就教会了贝索斯通过细致的思考任何问题都可以解决。

As a boy, Jeff and his grandfather repaired an old, broken down truck.

在还是个小男孩的时候，贝佐斯和他的祖父一起修理了一辆破旧抛锚了的卡车。

When interviewed today, Bezos sometimes compares Amazon to that truck: very heavy, but impossible to stop when it rolls downhill...which is exactly what accidentally happened one day!

如今在接受采访的时候，贝佐斯有时候会把亚马逊比作那辆卡车：非常重，但是当它滚下山时不可阻挡.....有一天这样的意外真的发生了！

But do you know how the story ends, Georgina?

但是你知道这个故事是怎么结束的吗，乔治娜？

That's my quiz question.

这就是我今天的问题。

添加的词汇

bald

英:/bɔːld/ 美:/bɔːld/

adj. 秃顶的；单调的；光秃的；无装饰的 vi. 变秃



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What happened when the young Jeff Bezos's car accidentally rolled downhill?

当幼年杰夫·贝佐斯的汽车意外滚下山时，发生了什么？

Was it a) Jeff jumped in and pulled the handbrake, b) Jeff's grandad lost a thumb, or c) Jeff's hair fell out?

是 A. 杰夫跳了进去然后拉起了手刹，B. 杰夫的祖父失去了一个拇指，还是 C. 杰夫的头发掉了？

Well, Jeff Bezos is **bald** so maybe it's c) his hair fell out.

嗯，杰夫·贝索斯是个光头，所以可能是 C. 他的头发掉了。

OK, Georgina.

好的，乔治娜。

We'll find out later.

我们稍后揭晓答案。

As a company, Amazon has been remarkably strong: it survived the dot com crash of 2000 and saw profits jump during the Covid pandemic as more and more people started shopping online.

作为一家公司，亚马逊一直以来都非常强势：它挺过了 2000 年的互联网泡沫并且在新冠疫情期间利润暴涨，因为越来越多的人开始网购。

Retail analyst, Natalie Berg, thinks Amazon's success is due to its customer strategy as she explained to BBC Radio 4 programme, 'Seriously'.

零售分析师娜塔莉·伯格在向 BBC 电台 4 频道的节目《Seriously》解释时，认为亚马逊的成功归功于它的用户策略。

Jeff Bezos applied this concept to Amazon by relentlessly focusing on customers, by putting them at the heart of the businesses...that would attract more customers, more traffic to its site which would in turn attract more sellers, which would mean a greater selection for customers, which again would enhance the customer experience.

杰夫·贝佐斯严格地践行以客户为中心的概念，把他们放在生意的中心.....这会吸引更多客户，更多的网站流量，这也会反过来吸引更多卖家，这意味着客户有更大的选择，而这又会加强客户的体验。

Natalie thinks that Amazon put customers at the heart of their business - in other words, they make customers the most important part.

娜塔莉认为亚马逊把客户放在他们业务的中心 —— 换句话说，他们让客户成为了最重要的部分。

This improves Amazon's customer experience - a customer's total perception of their experience with a business, including such things as the quality of service and support if something goes wrong.

这提升了亚马逊的客户体验 —— 客户对于某个业务体验的整体看法，其中包括服务质量和出现问题时的支持。

Customers can write reviews on Amazon's website and happy customers mean more web traffic - the number of people visiting a particular website.

客户可以在亚马逊的网站上面写评价，并且满意的顾客意味着更多的网站流量 —— 浏览某个特定网站的人数。

In the difficult years following the dot com crash, Jeff Bezos started Market Place where other sellers compete with Amazon's own products.

在互联网泡沫之后的困难时期，杰夫·贝佐斯开始了第三方交易市场，其他的卖家可以跟亚马逊的自营产品竞争。

More sellers brought more customers which in turn brought down prices.

更多的卖家带来了更多的客户，这反过来也降低了价格。

Then in 2013, Bezos bought The Washington Post.

然后在 2013 年，贝佐斯买下了华盛顿邮报。

And in 2019 he launched his space exploration company, Blue Origin, to explore mineral resources on Mars.

然后在 2019 年他开办了太空探索公司蓝色起源来探索火星上的矿产资源。

Most recently, Jeff Bezos has set his sights on even bigger things - saving the future of the planet!

最近，杰夫·贝佐斯已经把他的目光投向了更大的目标 —— 拯救地球的未来！

Bezos chose Tom Rivett-Carnac of the environmental group, Global Optimism, to help Amazon meet Climate Initiative goals aimed at slowing climate change.

贝佐斯选择让环境组织 Global Optimism 的 Tom Rivett-Carnac 帮助亚马逊满足气候倡议的目标，旨在减缓气候变化。

Here is Tom Rivett-Carnac telling David Baker, presenter of BBC Radio 4's, Seriously, about his conversation with Jeff Bezos.

以下是 Tom Rivett-Carnac 跟 BBC 电台 4 频道节目《Seriously》的主持人大卫·贝克谈论他和杰夫·贝佐斯的对话。

It did seem to me that it was a legacy issue for him, that he wanted to be on the right side of history.

在我看来这对于他来说是一个遗产问题，他想要站在历史的正确一方。

And you don't think it's just greenwashing in the end?

你不认为这最终就是漂绿吗？

How do you define that?

你怎么定义它？

I mean would you define greenwashing if you said somebody got into this issue 'cos they wanted to improve a reputation of a company or an individual?

如果你说某个人陷入了问题因为他们提升公司或个人的名声，你会把这定义为漂绿吗？

Actually, that is fine. Right?

事实上没问题。对吗？

As long as they do something meaningful and deliver a major outcome.

只要他们做了一些有意义的事情并且产出了重大成果。

Protecting the planet is what Jeff Bezos wants to be part of his legacy - the achievements of his life that will continue after he dies.

保护地球是杰夫·贝佐斯的遗产的一部分 —— 他死后会持续下去的生前成就。

In other words, Bezos wants to be on the right side of history - judged to have acted correctly or morally by future generations.

换句话说，贝佐斯想要站在历史的正确一方 —— 被后代认为做出了正确的或符合道德的行为。

Ultimately though, it's real action on climate change that counts, not just greenwashing.

不过最终重要的是真的对气候变化行动了，而不仅仅是漂绿。

Do you know this new expression, Georgina?

你知道这个新表达吗，乔治娜？

Well, I know that 'whitewashing' means trying to hide the truth about something.

嗯，我知道“洗白”的意思是你想要隐藏某事的真相。

Right - so greenwashing means trying to make people believe that your company is doing more to protect the environment than it really is.

没错 —— 所以漂绿的意思是试图让人们相信你的公司比实际更多地在保护环境。

Well, with so many achievements already behind him, I'm sure Jeff has made his grandparents very proud...which reminds me of your quiz question, Neil.

嗯，他已经有了这么多成就，我确信杰夫肯定让他的祖辈非常自豪.....这让我想起了你的问题，内尔。

Ah, yes, I asked Georgina what happened when the car Jeff Bezos and his grandad, Lawrence, were fixing accidentally rolled downhill.

啊，没错，我之前问乔治娜，当杰夫·贝佐斯和他的祖父劳伦斯在修的那辆汽车意外地开下山时发生了什么。

I thought it was c) that Jeff lost all his hair.

我认为是 C. 杰夫失去了他所有的头发。

Was I right?

我答对了吗？

No, you were...wrong, I'm afraid, Georgina.

不，恐怕你答错了，乔治娜。

The correct answer was b) that his grandfather lost his thumb.

正确答案是 B. 他的祖父失去了他的拇指。

OK, Neil, let's recap the vocabulary, starting with customer experience - a customer's feelings about their experience with a business.

好的，内尔，我们回顾词汇吧，从客户体验开始 —— 客户对于某次业务体验的感受。

If you put something at the heart of things, you make it the most important part.

如果你把某事放在中心位置，那么你让它成为了最重要的部分。

Web traffic is the number of people visiting a website.

网站流量是访问网站的人数。

Your legacy means all your life achievements that will continue after your death.

你的遗产意味着你一生中所有能够在死后持续存在的成就。

Someone who is on the right side of history will be judged positively by future generations.

站在历史正确一方的人会被后代正面评价。

And finally, greenwashing is when you pretend that your company is doing more to protect the environment than it really is.

最后漂绿指的是你假装你的公司比实际更多地在保护环境。

That's all for our peek inside the brain of Jeff Bezos, the world's richest man.

这就是我们探寻世界首富杰夫·贝佐斯大脑的全部内容。

Join us again next time when we'll be discussing another trending topic.

下一次我们讨论另一个流行话题时请再次加入我们。

Bye for now!

再见！

Goodbye!

再见！
