**[The business of living](http://nceonline.zju.edu.cn/new/books/book4/cached_general/u7_in_class_reading.htm" \l "null)**

[1] According to a recent report, US entrepreneurship has \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a 14-year \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. The report states that instead of necessity***-***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_new businesses, more US entrepreneurs are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_based on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***,*** growth ambitions and ***a broad*** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_— a group sometimes called opportunity entrepreneurs. Nearly 78 percent of entrepreneurs last year started ventures to pursue new opportunities. That is ***up*** from 71 percent of total entrepreneurship in 2010.

[2] There is an entrepreneur that exists \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_down inside of each of us. Many people have thought about starting a business or have an idea for a new product, service or brand. People are extremely curious and they want to test the elements that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ their ***innate*** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Entrepreneurship is no longer just a business \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_anymore — it's a way of life. You don't need to be an entrepreneur to be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. You just need to ***cultivate*** the entrepreneurial attitude.This is exactly what people ***feel in their*** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_every day and why they desire the direction to enable their entrepreneurial spirit.

[3] John Cage famously said, "Our \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_business is our daily life." Entrepreneurship \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_every aspect of my thoughts, my attitudes, my relationships and my general \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_to working and living. My approach to entrepreneurship is different from what most people know. It is not \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_to the world of business. Mine is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_entrepreneurship— one that applies to everyday life, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the job. It influences how I make decisions and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_to others. Its principles include not only \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_lawsbut also \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_laws, like trust and responsibility. Its effectiveness is not measured\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_by v\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***,*** \_p\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_and / or social media \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***,*** but also by influence, ***c***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_and social \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***.*** Its time is not \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_by nine-to-five but by birth and death.

[4] \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_a broader\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***,*** entrepreneurship is not merely a\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_expression with a foundation in start-ups***.*** It is also an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_expression with a\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_in\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***life experience.*** When you learn to see daily difficulties, opportunities and responsibilities \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_the wider entrepreneurial\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, you \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_your whole life, because grand enterprises and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_livesspring\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_the same source. In short, the principles that drive business\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***,*** successand\_s\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_are the same ones that\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_an exciting, revolutionary life.

[5] The history of entrepreneurship \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***of*** its widespread power and significance, inside and outside of the marketplace. Our lifetime has seen the ***cultural*** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_of entrepreneurs like Steve Jobs — and the ***c***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_r\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_of social pioneers like Run Run Shaw. Their\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_are different, but the root of their success is the same: They see what others don't; they do what others won't; and they keep \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_when\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_says\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***.***

[6] While there is more to entrepreneurship, these three behaviors are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***in*** every pioneer's approach. The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) characteristic of an entrepreneur is a deep sense of responsibility to\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***.*** There are others who ***lack*** （注意是名词或者及物动词，不是形容词） it and there are those who \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_it and add it to life. Such life-takers and life-givers are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***at*** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***of the entrepreneurial*** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. You determine where your story\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

[7] This broader view does not imply everyone is an entrepreneur. It implies everyone can become one regardless of their background, occupation, or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. This does not require plans of\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ either. Most of us would celebrate a day without stress or a week without regret. But don't we want more than \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

[8] ***T***he \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_of an entrepreneurial life is a sleepless \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_to live with more power and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_than you are now — and in doing so, make the world a better place. That phrase has become \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_to most and it's unfortunate because if we considered what it means to make an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, one day, one activity at a time, we might comprehend the immense power we possess.

[9] Listen to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_of today's entrepreneur musicians, professors, actors, businessmen, mothers and fathers, sons and daughters. They\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_you to join their\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_or brea***k*** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_of your own. You are powerful, they say. You can make a difference. You can change your life and your world one day, one decision at a time. Ultimately, they are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the entrepreneurial spirit\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_each of us. In \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***,*** some write a check or read a book. Others step out and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_their life and the lives of those around them***.*** The\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_are the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ones.

[10] Applying an entrepreneurial approach to all-of-life is not \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, nor is it as simple as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_a good cause, though it can start there. It usually requires you to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_rigidattitudesand \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_old habits. These are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_tasks for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, but this is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_a more \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_way of living than \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_for\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***.*** The business of living is not \_a\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. The tools of innovation and impact are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_reach of us every day. The key is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_them, understanding them, and then learning to apply them regularly. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_enough, a ***l***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_entrepreneurial approach becomes ***second*** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***.*** That's when the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ can happen.

答案：

[**The business of living**](http://nceonline.zju.edu.cn/new/books/book4/cached_general/u7_in_class_reading.htm#null)

[1] According to a recent report, US entrepreneurship has ***reached*** a 14-year ***high***. The report states that instead of necessity***-driven*** new businesses, more US entrepreneurs are ***launching ventures*** based on ***perceived opportunities,*** growth ambitions and ***a broad optimistic outlook*** — a group sometimes called opportunity entrepreneurs. Nearly 78 percent of entrepreneurs last year started ventures to pursue new opportunities. That is ***up*** from 71 percent of total entrepreneurship in 2010.

[2] There is an entrepreneur that exists ***deep*** down inside of each of us. Many people have thought about starting a business or have an idea for a new product, service or brand. People are extremely curious and they want to test the elements that ***drive*** their ***innate curiosity***. Entrepreneurship is no longer just a business ***term*** anymore — it's a way of life. You don't need to be an entrepreneur to be ***entrepreneurial***. You just need to ***cultivate*** the entrepreneurial attitude.This is exactly what people ***feel in their*** ***gut*** every day and why they desire the direction to enable their entrepreneurial spirit.

[3] John Cage famously said, "Our ***highest*** business is our daily life." Entrepreneurship ***shapes*** every aspect of my thoughts, my attitudes, my relationships and my general ***approach*** to working and living. My approach to entrepreneurship is different from what most people know. It is not ***bound*** to the world of business. Mine is a ***holistic*** entrepreneurship— one that applies to everyday life, ***on and off*** the job. It influences how I make decisions and ***relate*** to others. Its principles include not only ***corporate*** lawsbut also ***universal*** laws, like trust and responsibility. Its effectiveness is not measured ***solely*** by ***revenue, profitability*** and / or social media ***followers,*** but also by influence, ***compassion*** and social ***impact.*** Its time is not ***bound*** by nine-to-five but by birth and death.

[4] ***Through*** a broader ***view,*** entrepreneurship is not merely a ***capitalistic*** expression with a foundation in start-ups***.*** It is also an ***existential*** expression with a ***foundation*** in ***pioneering life experience.*** When you learn to see daily difficulties, opportunities and responsibilities ***through*** the wider entrepreneurial ***lens***, you ***optimize*** your whole life, because grand enterprises and ***gratifying*** livesspring ***from*** the same source. In short, the principles that drive business ***innovation,*** successand ***sustainability*** are the same ones that ***propel*** an exciting, revolutionary life.

[5] The history of entrepreneurship ***speaks of*** its widespread power and significance, inside and outside of the marketplace. Our lifetime has seen the ***cultural imprint*** of entrepreneurs like Steve Jobs — and the ***compassionate reach*** of social pioneers like Run Run Shaw. Their ***legacies*** are different, but the root of their success is the same: They see what others don't; they do what others won't; and they keep ***pushing*** when ***prudence*** says ***quit.***

[6] While there is more to entrepreneurship, these three behaviors are ***deeply ingrained in*** every pioneer's approach. The p***rimary*** (and ***ultimately defining***) characteristic of an entrepreneur is a deep sense of responsibility to ***humanity.*** There are others who ***lack*** （注意是名词或者及物动词，不是形容词） it and there are those who ***breathe*** it and add it to life. Such life-takers and life-givers are ***positioned at opposite ends of the entrepreneurial spectrum***. You determine where your story ***falls***.

[7] This broader view does not imply everyone is an entrepreneur. It implies everyone can become one regardless of their background, occupation, or ***socioeconomic status***. This does not require plans of ***global impact*** either. Most of us would celebrate a day without stress or a week without regret. But don't we want more than ***survival***?

[8] ***T***he ***seed*** of an entrepreneurial life is a sleepless ***desire*** to live with more power and ***purpose*** than you are now — and in doing so, make the world a better place. That phrase has become ***weightless*** to most and it's unfortunate because if we considered what it means to make an ***impact***, one day, one activity at a time, we might comprehend the immense power we possess.

[9] Listen to the ***voices*** of today's entrepreneur musicians, professors, actors, businessmen, mothers and fathers, sons and daughters. They ***implore*** you to join their ***cause*** or brea***k new ground*** of your own. You are powerful, they say. You can make a difference. You can change your life and your world one day, one decision at a time. Ultimately, they are ***calling for*** the entrepreneurial spirit ***withi***n each of us. In ***response,*** some write a check or read a book. Others step out and ***revolutionize*** their life and the lives of those around them***.*** The ***latter*** are the ***flourishing*** ones.

[10] Applying an entrepreneurial approach to all-of-life is not ***automatic***, nor is it as simple as ***joining*** a good cause, though it can start there. It usually requires you to r***eshape*** rigidattitudesand ***reconsider*** old habits. These are ***painstaking*** tasks for ***sure***, but this is ***definitely*** a more ***responsible*** way of living than ***settling*** for ***mediocrity.*** The business of living is not ***alien***. The tools of innovation and impact are ***within*** reach of us every day. The key is ***uncovering*** them, understanding them, and then learning to apply them regularly. ***Practiced*** enough, a ***life-wide*** entrepreneurial approach becomes ***second nature.*** That's when the ***momentous*** can happen.