# Unit: Production and Innovation

# Lexical resource

**## revolutionize sth /ˌrɛvəˈluːʃəˌnaɪz/ ; revolutionize the way: 彻底改变了xxx的方式; 使xxx的方式彻底变革**

to completely change the way people do something or think about something 使xxx彻底变革，给…带来革命

V-T When something revolutionizes an activity, it causes great changes in the way that it is done. 彻底改变

e.g. Over the past forty years, plastics have `revolutionised the way` we live. 塑料完全改变了我们的生活方式。

e.g. Texting and instant messaging absolutely `revolutionized the way` we communication in the past.

e.g. Airplane is said to be one of the most important and amazing inventions in 1990s because it absolutely `revolutionized the way` we transport and travel.

e.g. New technology is going to `revolutionize everything` we do. 新科技将彻底改变我们做的每一件事。

e.g. His work `revolutionized the treatment of this disease`. 他的研究成果给这种疾病的治疗带来了革命。

e.g. Stop wasting time in your car. Multi-Drive, our latest invention in the automotive industry, will `revolutionize the way` you work (改革你的工作方式) – and get to work. Use any smartphone with the Multi-Drive system.

**## invent sth; inventive V.S. innovate sth; innovative**

\* [ɪn'ventɪv] invent sth, invention, `an inventive person = a creative/innovative person`

inventive; inventively adv; inventiveness: able to think of new, different, innovative, out-of-the-box, or interesting ideas; sb who is creative or innovative and can think out of box 有创造力的，善于创新的(人)

e.g. one of the most `talented and inventive drummers` in modern music 最有创造力的鼓手之一

e.g. Tyler is one of our most i`nventive/creative/innovative developers`.

To face with this formidable challenge, we must invest more in our R&D department, `embolden` and inspire all employees to be innovative and think out of the box. Additionally, bonus and incentive system can be built up to award the most `innovative/inventive/creative person`. As you see, innovation is the key for tech companies to snatch the market pie.

**## an organized person V.S. disorganized**

1. involving people working together in an effective and well-planned way; An organized activity or group involves a number of people doing something together in a structured way, rather than doing it by themselves. 有组织的

• ...organized groups of art thieves. …有组织的艺术品盗窃团伙。

e.g. `Organized groups of citizens` are more successful at changing the government’s mind. 有组织的公民团体 更能说服政府改变主意。

e.g. `Organized groups of network thieves` are stealing cattle. 有组织的盗窃网络在偷牛。

e.g. `organized religion` (=a religion that has lasted for a long time with leaders and many followers)有组织的宗教信仰

2. `well/badly/carefully` etc organized, arranged or ordered well, badly, carefully etc 组织良好的/很糟的/周密的等

• a carefully organized campaign 精心筹划的宣传活动

• I want to work with a well-organized team. 我想和 `有良好组织性的团队` 一起工作。

• a highly organized (= well-organized ) social system 高度组织化的社会体系

3. 〔思路〕清晰的，有条理的(人) Someone who is organized plans their work and activities efficiently; achieving your aims in a way that is effective, ordered, and sensible

e.g. These people are very efficient, very organized, and excellent time managers. 这些人效率很高、很有条理，时间安排得非常好

e.g. It will take me a few days to `get organized` and ramp up for the DP project 我要花几天时间来 `理清思路`

**## The competitor is `catching up to us`.**

e.g. Firstly, there are a lot of competitions in our industry obviously `in this day and age`, and `I'd like to point out` that we are `in danger of falling behind`. What is more, our rivals are working hard to `catch up to us` and they're very innovative. Apparently(it's said that), our top competitor is developing a new IT app, which aims to \*\*penetrate Singapore market 打入市场\*\*, where we might will lose our core customers in the future.

==> Solution: To face with this `formidable challenge`, we must invest more in our R&D department, `embolden` and inspire all employees to be innovative and `think out of the box`. Additionally, bonus and incentive system can be built up to award the most `innovative/inventive/creative person`. As you see, innovation is the key for tech companies to snatch the market pie and to stand \*\*at the cutting edge/forefront of the technology\*\*

**## [at the cutting edge of xxx technology= at the forefront of xxx technology]**

\* [\*\*at the cutting edge (of sth) = at the forefront of sth; at the cutting edge of xxx technology=at the forefront of xxx technology\*\*]: the newest and most exciting stage in the development of something 〔某事物发展的〕尖端，最前沿,处于（某事物的）领先地位

= [ at the forefront of xxx technology]: to be in a leading position in an important activity that is trying to achieve something or develop new ideas 位于（某事物的）最前沿，处于（某事物的）领先地位

e.g. The company has always been `at the forefront/cutting edge of science and technology`. 该公司在科学技术方面始终 ``处于领先地位``。

e.g The deck represents the cutting edge in CD reproduction. 这种录音装置代表了激光唱片复制的最尖端科技。

e.g. This `shipyard 造船厂` is `at the cutting edge of world shipbuilding technology`. `位于<世界造船>技术的前沿/领先地位`

e.g. IBM's research on diseases is `at the cutting edge of the world IT industry`.

2. [singular,单数 \*\*给sb.带来优势: give sb. a cutting edge\*\*] an advantage over other people or things 优势，有利方面

e.g. The team are relying on Gregg to `give them a cutting edge` . 球队仰仗格雷格 ``给他们带来优势``。

3. 'cutting-edge adj 最尖端的; 位于技术最前沿的 [\*\*cutting-edge technology: 最尖端的技术； cutting-edge scientific discoveries 最尖端的科学发现\*\*]

**## [ penetrate Singapore market 打入市场]**

e.g. Firstly, there are a lot of competitions in our industry obviously `in this day and age`, and `I'd like to point out` that we are `in danger of falling behind`. What is more, our rivals are working hard to `catch up to us` and they're very innovative. `Apparently(it's said that)`, our top competitor is developing a new IT app, which aims to \*\*penetrate Singapore market 打入市场\*\*, where we might will lose our core customers in the future.

==> Solution: To face with this `formidable challenge`, we must invest more in our R&D department, `embolden` and inspire all employees to be innovative and `think out of the box`. Additionally, bonus and incentive system can be built up to award the most `innovative/inventive/creative person`. As you see, innovation is the key for tech companies to snatch the market pie and to stand \*\*at the cutting edge/forefront of the technology\*\*.

**## divest, divesture**

e.g. Another thing I want to mention is we've `divested our X86 low-end server to Lenovo` to meet the transformation goal of the company, which however means that staffs working for X86 project lose their project.

==> Solution: I'm afraid we've got to `decide on` whether `staff cuts/layoffs裁员` should be planned to `downsize the company's workforce`.

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| --- |
| **裁员/解雇 Noun) staff cuts/layoffs; Verb) downsize the workforce**  ## layoff /ˈleɪ**ɒ**f/  [N-COUNT](javascript:;)When there are layoffs in a company, people become unemployed because there is no more work for them in the company. 解雇  e.g. It will close more than 200 stores nationwide resulting in the **layoffs** of an estimated 2,000 employees.  在全国范围内将关闭二百多家商店，造成约两千人失业。  e.g. The staff cuts/layoffs 裁员 made a lot of people worry. 裁员 让很多人担心  **V.S. downsize /ˈdaʊnˌsaɪz/**   1. if a company or organization downsizes, it reduces the number of people it employs in order to reduce costs 〔公司、机构为缩减开支而〕裁（员），紧缩（编制） e.g.The airline has **downsized its workforce** by 30% **or so/give or take**. 这家航空公司 裁员30% 2. [V-T/V-I](javascript:;)To downsize something such as a business or industry means to make it smaller. 使(业务，工厂)缩小规模 **[downsize the business; downsize the factory; downsize the industry]** e.g.   American manufacturing organizations have been **downsizing their factories**.   美国制造商们一直在缩小他们工厂的规模。 e.g.  ...today's downsized economy.   … 今天萎缩了的经济 3. [N-UNCOUNT](javascript:;)缩小规模 e.g.   ...a trend toward downsizing in the personal computer market.  …个人电脑市场规模缩小的趋 |

# ///Not mp3

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| **## impregnate A with B; impregnate sb./ˈɪmprɛɡˌneɪt/; impregnation 受精怀孕; 浸渗/渗入**  (\*\*impregate A with B V.S. penetrate V.S. infiltrate\*\*)  1. V-T If someone or something impregnates a thing with a substance, they make the substance spread through the thing, penetrate it and stay in it; to make a substance spread completely through something 使浸透浸渍 \*\*[impregate A with B: 使B渗入/浸透到A]\*\*  \*\*[ nicotine-impregnated chewing gum: 浸有尼古丁的口香糖; mint-impregnated chewing gum ]\*\*  e.g. `Undercover officers 卧底警官` found drug-making equipment used to \*\*impregnate paper with LSD 使迷幻药渗入纸张\*\*.  e.g. The small rug小地毯 has to \*\*be impregnated with\*\* `disinfectant`. 垫子得用`消毒剂`浸透 //\*\*disinfectant\*\* /ˌdɪsɪnˈfɛktənt/ 消毒剂，杀菌剂 is a chemical substance that kills germs or bacteria. It is used, for example, for cleaning kitchens and bathrooms.  2. V-T \*\*impregate sb\*\*: When a man or a male animal impregnates a female, he makes her pregnant. 使受精; 使怀孕  e.g. "Mr. Broidy admired Mr. Trump's `uncanny` ability to sexually abuse or harass woman and `get away with it`. Mr. Broidy began to hurt Ms. Bechard physically during their sexual activities -- touching her in ways to which she did not consent." Bechard alleges that Broidy \*\*impregnated her\*\* and then pressured her to have an abortion. Initially, he supported her keeping the baby. But he quickly \*\*changed his tune/attitude\*\* and began demanding that she gets an abortion.  3. Noun) impregnation 受精怀孕; 浸渗/渗入  [ fabric impregnation 织物浸渍; pressure impregnation 加压浸渗 ]  V.S. [\*\*penetrate; infiltrate\*\*]  # penetrate  1. V-T If something or someone penetrates a physical object or an area, they succeed in getting into it or passing through it. 进入; 穿透 [`penetrate my ear for ear rings`]  • X-rays can penetrate many objects. X射线能穿透很多物体。  2. N-UNCOUNT 进入; 穿透 penetration  e.g. The thick walls prevented penetration by debris from the hurricane. 厚墙阻挡了飓风带来的碎片的穿透。  3. V-T If someone `penetrates an organization, a group, a level of rank in a company, or a profession`, they succeed in entering it although it is difficult to do so. (排除万难) 跻身进入（组织/level/rank)  • ...the continuing failure of women to `penetrate the higher levels of engineering`. …女性跻身工程业较高层级的连续失败。  e.g. It's not easy for female to `penetrate the management ranking` in IBM.  4. V-T If someone penetrates an enemy group or a rival organization, they succeed in joining it in order to get information or cause trouble. 打入 (敌对组织) == [\*\*infiltrate into\*\*] to secretly join an organization or enter a place in order to find out information about it or harm it 渗透；混入；潜入  e.g. The CIA had requested our help to `penetrate a drug ring` operating out of Munich. 打入一个贩毒团伙  e.g. KGB agents had `penetrated most of their intelligence services`. 特工已渗透到/打入 他们大部分的情报部门  e.g. ...the successful penetration by the KGB of the French intelligence service. …克格勃向法国情报机构的成功渗入/打入  e.g. Police attempts to `infiltrate neo-Nazi groups` were largely unsuccessful. 警方想打入新纳粹团体• e.g. Rebel forces have been `infiltrating into the country`. 叛军一直在向这个国家渗透  e.g. They repeatedly tried to `infiltrate assassins into the palace`. 他们几次想让刺客潜入皇宫  5. N-UNCOUNT ORGANIZATION 组织  [T] to succeed in becoming accepted into a group or an organization, sometimes in order to find out their secrets 打入/渗入〔某团体或组织〕  6. BUSINESS 生意 [T], 打进〔某地区或国家的市场) to start to sell things to an area or country, or to have an influence there; V-T If a company or country `penetrates a market or area`, they succeed in selling their products there. \*\*打入xxx的市场: penetrate the xxx market\*\*  e.g. Few U.S. companies have successfully `penetrated the Japanese electronics market`. 很少有美国公司成功`打入日本电子产品市场`  e.g. There have been around 15 attempts for IBM to `penetrate the Singapore market`.  7. N-UNCOUNT 打入市场 penetration  • ...import penetration across a broad range of heavy industries. …横跨广泛重工业领域的进口渗入  ## infiltrate [+ into]/ˈɪnfɪlˌtreɪt/ ; infiltration  1. V-T/V-I If people `infiltrate a place or organization`, or `infiltrate into it`, they enter it secretly in order to spy on it or influence it; to secretly join an organization or enter a place in order to find out information about it or harm it 渗透；混入；潜入  e.g. Police attempts to `infiltrate neo-Nazi groups` were largely unsuccessful. 警方想打入新纳粹团体的行动基本上不成功。  e.g. Rebel forces have been `infiltrating into the country`. 叛军一直在向这个国家渗透 渗入; 潜入 (某地方或组织)  e.g. Activists had `infiltrated the student movement`. 激进分子已经渗入学生运动。  e.g. They repeatedly tried to `infiltrate assassins into the palace`. 他们几次想让刺客潜入皇宫  2. N-VAR 渗透 infiltration  e.g. ...an inquiry into alleged infiltration by the far left group. …一项对被指称的极左团体渗入的调查。  3. V-T To infiltrate people into a place or organization means to get them into it secretly in order to spy on it or influence it. \*\*使sb.秘密进入，使潜入〔某组织或地方): infiltrate sb into sth\*\*  V.S. \*\*penetrate xxxx\*\*: If someone penetrates an enemy group or a rival organization, they succeed in joining it in order to get information or cause trouble. 打入 (敌对组织)  e.g. The CIA had requested our help to `penetrate a drug ring` operating out of Munich. 打入一个贩毒团伙  e.g. He claimed that some countries have been trying to `infiltrate their agents into the republic.` 使他们的特工渗入该共和国。  4. \*\*[T] to become a part of something – used especially to show disapproval 渗透进〔尤含贬义〕\*\*  e.g. `In this day and age`, `commercialism 商业主义/营利主义` has been `infiltrating into` the entertainment industry, like movies, TV series, or reality shows, in a large degree. For example, there's are various advertisements featured in the TV shows. The art importance on this field is `downplayed` gradually, which means the so-called artists are not caring the art taste or the art quality as before. (//downplay sth: to make something seem less important than it really is" 淡化…的重要性，对…轻描淡写) |
| [ point your fingers (at sb.): to blame sb]  e.g. An RCA is an essential form for identifying root problems. They are not for **pointing fingers** or assigning blame but to prevent this issue in the future.  e.g. So before you point your finger, get your hands off of my trigger .  在你伸出你的手来指责前，把你的双手从我身上拿开。  e.g. When you point your finger to blame others, your other four fingers are pointing to yourself.  当你用手指指责别人的时候，你其他四只手指正指着自己。 |
| imperative   1. 紧急的/着急的极重要的imperative: sth is imperative is extremely important and needs to be done or dealt with immediately.   [ It’s imperative that xxx; It’s imperative for sb. to do sth ]  e.g. **It’s imperative for** CloudOps team to resolve the sev1 alerts as quickly as possible.   1. technical an imperative verb is one that expresses an order, such as ‘stand up’〔动词〕祈使的 |
| 过去完成时: past perfect = **had +** past participle 过去分词 |
| fuss /fʌs/ fuss     1. `make a fuss/kick up a fuss (about sth)`: to complain or become angry about something, especially when this is not necessary; fuss is anxious behaviour or activity that is usually about unimportant things〔通常指对小事的〕紧张不安；大惊小怪，小题大做   e.g. VivianHp `kicked up a fuss` because the soup was too salty. 因为汤太咸而 `小 题大做了一番`。  e.g. I don’t know why you’re `making such a fuss about it`. 我搞不懂你为什么对此大惊小怪  e.g. There’s no need to `make a fuss` regarding this issue.   I don't know why everybody makes such a fuss about a few mosquitoes.  e.g. James said he’d better be getting back or there’d be a fuss . 否则就会有人小题大做了。   1. [N-SING](javascript:;)Fuss is anxious or excited behaviour which serves no useful purpose. (没有实际目的)忙乎；无谓的忙乎   e.g. The Steamatic enables you to clean any carpet and rug小地毯 with the minimum of fuss . 蒸汽清洁器可以让你轻轻松松地清洁地毯 e.g. I don't know what all the fuss is about.  我不知道这一切`(没有实际目的)忙乎；无谓的忙乎`是怎么回事。 e.g. What result did you get? Nothing? Hmm, did you just pretend to be busy, or I don’t know what all the fuss is about?   1. fuss is an attention or excitement that is usually unnecessary or unwelcome （不必要的不想要的）关注; 无谓的关注; 不必要的激动   e.g. They wanted a quiet wedding without any fuss/without any unnecessary attention 不想大事铺张/不想有`不必要的关注`。  e.g. Until I heard her sing I couldn’t see what all the fuss was about (= why people liked it so much ) . 听到她的演唱之后，我才明白她为什么会引起这么大的轰动。   1. [V-I](javascript:;)If you fuss, you worry or behave in a nervous, anxious way about unimportant matters or rush around doing unnecessary things. (没有实际目的) 瞎紧张瞎操心; 瞎忙乎 [\*\*fuss about/over sth\*\*]   e.g. My wife was `fussing over/about` the food and clothing we were going to take.  我妻子在为我们要带的食物和衣服瞎操心。  e.g. "Stop fussing," he snapped.  “别瞎忙了，”他怒斥道。  Verb):   1. [V-I](javascript:;)If you `fuss over someone`, you pay them a lot of attention and do things to make them happy or comfortable. 宠爱 e.g.  Auntie Hilda and Uncle Jack couldn't `fuss over them` enough.  希尔达婶婶和杰克叔叔再宠爱他们不过 |
| 过去完成时: past perfect = **had +** past participle 过去分词 |
| **I can see why you’re worried/concerned.**  We’re **in danger of** falling behind.  The competitor is **catching up to** us.  e.g.  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/worried** . All the other banks in the area have one; and the **competitor is catching up to us**. COURTNEY: I know. **I'm worried that** we're falling behind them. Actually, we’re **in danger of** falling behind. 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.  Texting **revolutionized** the way we communication.  Airplane **revolutionized** the way we transport and travel.  Innovative thinking = think out of the box |
| polyester /ˌpɒlɪˈɛstə/ : Polyester is a type of synthetic cloth used especially to make clothes; an artificial material used to make cloth 聚酯纤维，涤 •  ...a green polyester shirt.   …一件绿色的涤纶衬衫。 |
| [rip off; you’re ripped off ]  [PHRASAL VERB 动词词组](javascript:;)If someone rips you off, they cheat you by charging you too much money for something or by selling you something that is broken or damaged. 宰人; 坑人  e.g. The bigger, more reputable online casinos are not going to rip you off.  不会宰你e.g. 500 bucks? Hmm, you’re **ripped off**. It’s not **a good value for money.** //**不值那么多钱; 花这个价不值得: not a good value for money** |
| glue => ['ɡlu**tə**nəs] glutinous: Something that is glutinous is very sticky. 粘性的, 粘的, 粘稠的; 糯米的, 胶质的  **[** [**glutinous flour**](file:///C:\Users\IBM_ADMIN\AppData\Local\Youdao\Dict\Application\7.5.2.0\resultui\dict\result.html?keyword=glutinous%20flour&lang=en)**糯米粉 ]**  •  The sauce was glutinous and tasted artificial.  这种粘酱尝起来感觉不自然。  •  ...soft and glutinous mud.  ...柔软粘稠的泥巴 |
| clam   1. Clam is a shellfish you can eat that has a shell in two parts that open up蛤；蛤蜊；蚬 [ clam chowder ['tʃaʊdɚ] 蛤蜊海鲜杂烩浓汤] 2. as happy as a clam, informal very happy非常高兴的，相当满足的 3. **informal) a clam is someone who does not say what they are thinking or feeling 沉默寡言的人 e.g. when I was young, I was pretty quiet and I was a clam.**  * phrasal verb) clam up: 〔尤指因紧张、害羞而〕突然闭口，突然沉默不语 v to suddenly stop talking, especially when you are nervous or shy 🡺 [拒不开口](javascript:;); [守口如瓶](javascript:;); [沉默不语](javascript:;)   e.g. A sensitive child is likely just to clam up. 敏感的孩子可能就会闭口不言。 |
| When asking about a product in a store, we might first want to ask about its **level of quality**.   * 质量最好的商品：the top of the range e.g. Can you show me some shoes from **the top of the range**? e.g. Can you show me one camera from **the top of the range**? * 质量在中等水平的商品: middle of the range e.g. This mobile phone is **middle of the range.** e.g. I want a **middle-of-the-range** model – not too expensive, not too cheap. * **a budget** option**: 指的是相对廉价的实惠的选择**V.S. **[ budget airline: 廉价航空 ]** e.g. Well, those are from **the top of the range质量最好的商品**, so they’re pretty expensive. Hmm I'd like to see **a budget option.** e.g. This one's too expensive. Do you have **a budget option**? |
| * **不值那么多钱; 花这个价不值得: not a good value for money** e.g. 500 bucks? Hmm, you’re **ripped off**. It’s not **a good value for money.** //rip off: If someone rips you off, they cheat you by charging you too much money for something or by selling you something that is broken or damaged. 宰人; 坑人 * **a budget option: 指的是相对廉价的实惠的选择**V.S. **[ budget airline: 廉价航空 ]** e.g. Well, those are from **the top of the range质量最好的商品**, so they’re pretty expensive. Hmm I'd like to see a budget option. |
| * **它(这个产品)还有其他颜色吗? Does it come in other colors**? **Is it available in <**blue or green>? * **Is it available with** a keyboard? * **它（这个产品卖的时候）包括/赙赠其他产品附件吗？** A) Does it **come with** all the accessories, like the camera case, strap, cables, and chargers?  B) Sorry, no. All the accessories are extra.   What accessories does it **come with**? |
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|  |
| Strap: is a narrow band of strong material that is used to fasten, hang, or hold onto something  带子  e.g. shoulder strap: 背背加的肩膀的带子  e.g. a bra strap 胸罩肩带 e.g. OMG my bra strap is broken.  e.g. The strap of my bag is broken. 我包上的带子断了  e.g. She pulled the strap of her pyjama onto her shoulder.  她把睡衣的带子拉到她的肩上。  strap 2: pp: strapped   pt: strapped   pres part: strapping  1. [always + adv/prep] to fasten something or someone in place with one or more straps 用带子束住，捆绑  e.g. Strap the harness around your body closely for security when you’re playing extreme sports, like zip lining, bungee ['bʌndʒi]  e.g. soldiers with grenades strapped to their belts 腰带上绑着手榴弹的士兵  e.g. She strapped the baby seat into the car.  她把婴儿座椅用带子绑在那辆汽车上  strap sth on/down etc  e.g. He was only ten when he strapped on a guitar for the first time. 他第一次背上吉他时才十岁。  **[ be strapped in (=have a belt fastened around you in a car)〔在汽车里〕系好安全带 ]**  **e.g. Are the kids strapped in? 孩子们系好安全带了吗**？  2.[often passive,常用被动态] strap: to tie bandages firmly round a part of your body that has been hurt〔用绷带〕包扎〔伤口〕 |
| Cashier /kæˈʃɪr/ a person whose job is to receive and pay out money in a bank, shop/store, hotel, etc. |
| **收银机: cash register**[N-COUNT](javascript:;)A cash register is a machine in a shop, bar, or restaurant that is used by cashier to add up and record how much money people pay, and in which the money is kept. |
| credit card V.S. debit card |
| **slide your card** /slaɪd jʊr kɑːrd/ move your key card or credit card through or by an electronic device so that its data can be read   1. Please slide your card. 2. You have to slide your card to unlock the door. |
| **Receipt** /rɪˈsiːt/ a piece of paper that shows that goods or services have been paid for   1. Can I have a receipt, please? |
| invoice /ˈɪnvɔɪs/   1.[N-COUNT](javascript:;)费用清单; 发票 An invoice is a document that lists goods that have been supplied or services that have been done, and says how much money you owe for them, which is used for **reimbursement(报销)**  •  We will then send you an invoice for the total course fees.  [V-T](javascript:;)If you **invoice someone**, you send them a bill for goods or services you have provided them with. 给…开具发票  •  The agency **invoices the client** who then pays the full amount to the agency.  那个代销处给客户开具发票 |
| reimbursement n [C,U]  to pay money back to someone when their money has been spent or lost  付还；偿还  reimburse sb for sth  •The company will reimburse you for travel expenses. 你的旅费可向公司报销。  DERIVATIVE 派生词  reimbursement n [C,U]  to pay money back to someone when their money has been spent or lost  付还；偿还  reimburse sb for sth  •The company will reimburse you for travel expenses. 你的旅费可向公司报销。  DERIVATIVE 派生词 |
| ['riːfʌnd] refund     1.[N-COUNT 可数名词](javascript:;)A refund is a sum of money that is returned to you, for example because you have paid too much or because you have returned goods to a shop. 退款; an amount of money that is given back to you if you are not satisfied with the goods or services that you have paid for 退款  •They refused to **give me a refund** . 给我退款。  •You should go down there and **demand a refund**. 要求退款  •  Face it – you'll just have to take those cowboy boots back and **ask for a refund 要求退款**。    2.[V-T](javascript:;)If someone refunds your money, they return it to you, for example because you have paid too much or because you have returned goods to a shop; to give someone their money back, especially because they are not satisfied with the goods or services they have paid for 退还〔钱款，尤因买家对所购货物或服务不满意〕  e.g. I took the radio back, and they **refunded my money** . 他们给我退了款  e.g.  A.  We guarantee to **refund your money** if you're not delighted with your purchase.  B. OK, so what’s your `return policy`?  A. **Return your purchase within 14 days for `a full refund`. 14 天之内退货可以全额退款**  **[退税 tax refund]**  money that you get back from the government when it has taken too much money in taxes from your salary |

# Part 1) Product features

## Product: level of quality （连读）

|  |
| --- |
| When asking about a product in a store, we might first want to ask about its **level of quality**.   * 质量最好的商品：the top of the range e.g. Can you show me some shoes from **the top of the range**? e.g. Can you show me one camera from **the top of the range**? * 质量在中等水平的商品: middle of the range （连读） e.g. This mobile phone is **middle of the range.** e.g. I want a **middle-of-the-range** model – not too expensive, not too cheap. * **a budget option: 指的是相对廉价的实惠的选择**V.S. **[ budget airline: 廉价航空 ]** e.g. Well, those are from **the top of the range质量最好的商品**, so they’re pretty expensive. Hmm I'd like to see **a budget option.** e.g. This one's too expensive. Do you have **a budget option**? |

🡺 **物有所值: a good value for money**e.g. This laptop is **a good value for money**.

不值那么多钱; 花这个价不值得: not a good value for money  
e.g. 500 bucks? Hmm, you’re ripped off. It’s not a good value for money at all.  
//rip off: If someone rips you off, they cheat you by charging you too much money for something or by selling you something that is broken or damaged. 宰人; 坑人

## Accessories that **come with** the product

We might also want to ask about the things/accessories that come with the product.

E.g. Hmm these accessories, like cables, case, and charger don’t **come with the** camera.

|  |  |  |
| --- | --- | --- |
|  | accessories |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | a strap |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | cables |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | instructions |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | a case |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | a charger |  |

## **Inquire about a product**

|  |  |  |
| --- | --- | --- |
| Before you ask about a product, use an expression like this to get the sales assistant's attention. | | |
|  |  |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | **Excuse me. Can I just ask you something** about this tablet? |  |
|  |  |  |
| You then might need to confirm what it is you're looking at. | | |
|  |  |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | **This is a** Jupiter, **is that right**? |  |
|  |  |  |
| You might also want to know if the product is **top of the range, middle of the range, a budget option,** or not. | | |
|  |  |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | 1. And **how does this compare with** other tablets? 2. Hmm, it’s not from **the top of range 质量最好的商品** and it’s **a budget option是相对廉价的实惠的选择.** | |
|  | |

Finally, you might want to ask about the color, accessories and other extras.

* **它(这个产品)还有其他颜色吗?   
  Does it come in other colors**? **Is it available in <**blue or green> = Does it **come in** <blue/green>?
* **Is it available with** a keyboard? = Does it **come with** a keyword? **包括/赙赠键盘吗**
* **它（这个产品卖的时候）包括/赙赠其他产品附件吗？**A) Does it **come with** all the accessories, like the camera case, strap, cables, and chargers?   
  B) Sorry, no. **All the accessories are extra**. / Yes, **it comes with all the accessories you need to get started.**

What accessories does it **come with**?

Does it **come with** instructions, so I know how to use it?

# Part 2) Purchase a product

|  |
| --- |
| Cashier /kæˈʃɪr/ a person whose job is to receive and pay out money in a bank, shop/store, hotel, etc. |
| **收银机: cash register**[N-COUNT](javascript:;)A cash register is a machine in a shop, bar, or restaurant that is used by **cashier** to add up and record how much money people pay, and in which the money is kept. |
| credit card V.S. debit card |
| **slide your card** /slaɪd jʊr kɑːrd/ move your key card or credit card through or by an electronic device so that its data can be read   1. Please slide your card. 2. You have to slide your card to unlock the door. |
| **Receipt** /rɪˈsiːt/ a piece of paper that shows that goods or services have been paid for   1. Can I have a receipt, please? |
| invoice /ˈɪnvɔɪs/     1.[N-COUNT](javascript:;)费用清单; 发票 An invoice is a document that lists goods that have been supplied or services that have been done, and says how much money you owe for them, which is used for **reimbursement(报销)**  •  We will then send you an invoice for the total course fees.  [V-T](javascript:;)If you **invoice someone**, you send them a bill for goods or services you have provided them with. 给sb开具发票  •  The agency **invoices the client** who then pays the full amount to the agency.  那个代销处给客户开具发票 |
| ['riːfʌnd] refund     1.[N-COUNT 可数名词](javascript:;)A refund is a sum of money that is returned to you, for example because you have paid too much or because you have returned goods to a shop. 退款; an amount of money that is given back to you if you are not satisfied with the goods or services that you have paid for 退款  •They refused to **give me a refund** . 给我退款。  •You should go down there and **demand a refund**. 要求退款  •  Face it – you'll just have to take those cowboy boots back and **ask for a refund 要求退款**。    2.[V-T](javascript:;)If someone refunds your money, they return it to you, for example because you have paid too much or because you have returned goods to a shop; to give someone their money back, especially because they are not satisfied with the goods or services they have paid for 退还〔钱款，尤因买家对所购货物或服务不满意〕  e.g. I took the radio back, and they **refunded my money** . 他们给我退了款  e.g.  A.  We guarantee to **refund your money** if you're not delighted with your purchase.  B. OK, so what’s your `return policy`?  A. **Return your purchase within 14 days for `a full refund`. 14 天之内退货可以全额退款**  **[退税 tax refund]**  money that you get back from the government when it has taken too much money in taxes from your salary |
| reimbursement n [C,U]  to pay money back to someone when their money has been spent or lost  付还；偿还  reimburse sb for sth  •The company will reimburse you for travel expenses. 你的旅费可向公司报销。  DERIVATIVE 派生词  reimbursement n [C,U]  to pay money back to someone when their money has been spent or lost  付还；偿还  reimburse sb for sth  •The company will reimburse you for travel expenses. 你的旅费可向公司报销。  DERIVATIVE 派生词 |

## Make a purchase

**Making a purchase**  
  
The process of paying for a product can differ from country to country. Here are some things to be aware of when buying something in the US.  
  
**Paying for the purchase**

* Cash
* Check
* Credit card V.S. debit card
* Digital money in Alipay, zhifubao, apply pay

Nowadays, few people write **checks** for their purchases. **Cards** and **cash** are quick and convenient. It's important to understand that **debit cards** and **credit cards** are very different. When you use a **debit card**, the money is taken directly from a bank account. When you use a **credit card**, you are borrowing the money from a financial company and have to pay the money back in the future.  
  
  
**Taxes**  
  
Most states in the United States have a **sales tax**, money collected for the government. The sales tax is a percentage of the purchase price.  
  
**Returning an item**  
  
When you buy something, ask about the store's **return policy**, the rules for bringing back something that you don't want. There is usually a time limit for returns – for example, 60 days – and some items may not be returnable. To return an item, you must have the **receipt**, the piece of paper that shows the price and that you bought the item at that store. The store will usually give you a **refund**, the money you paid for the item.

e.g.

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 car**d.  
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.

## Numbers at the cash register**收银机**

|  |  |  |
| --- | --- | --- |
| Listen for numbers when you make a purchase in a store. In the US, **dollars** (written as **$**) and **cents** indicate the amount you owe. | | |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | *That comes to $7.64.* |  |
| They may also shorten the amount to just the numbers. | | |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | ***With tax,*** *your total is $459.75.* |  |
| In the UK, listen for **pounds** (written as **£**) and **pence**. | | |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | *That's £78.22.* |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | *£321.28, please.* |  |
| You may also hear **pence** said in the same way as the letter **p**. | | |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | *That's 58p, please.* |  |











//team xxx with // polyester /ˌpɒlɪˈɛstə/ : Polyester is a type of synthetic cloth used especially to make clothes; an artificial material used to make cloth 聚酯纤维，涤 •  ...a green polyester shirt.   
 …一件绿色的涤纶衬衫。



 //buying trip





## Return policy

|  |  |  |
| --- | --- | --- |
| Before you make your purchase at a store, remember to talk about the return policy. | | |
|  |  |  |
|  |  |

|  |  |  |
| --- | --- | --- |
|  | A: *What's your `****return policy****`?* |  |
| B: *You can return any item for `****a full refund****` within seven days. Remember to bring your receipt.*  **Return your purchase within 14 days for `a full refund`. 14 天之内退货可以全额退款** |  |
| After totaling up your items, the cashier will tell you the how much you owe. | | |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | *Your total with tax will be $477.25.* |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | *That comes to $17.99.* |  |

## How would you like to pay?

|  |  |  |
| --- | --- | --- |
| The cashier may ask you what form of payment you want to use. | | |
|  |  |  |
|  |  |

|  |  |  |
| --- | --- | --- |
|  | A: *How* ***would you like to pay****?* |  |
| B: *I'll use my debit card.* |  |
|  |  |  |
|  |  |  |
|  |  |

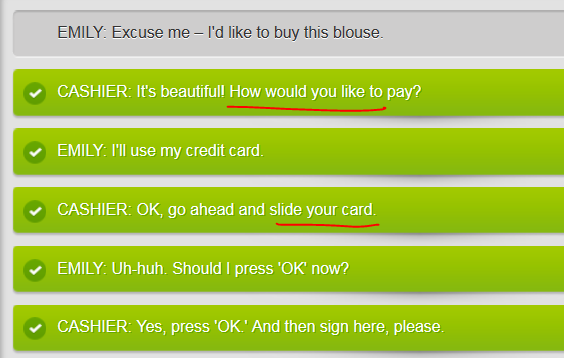
|  |  |  |
| --- | --- | --- |
|  | A: *Will that be credit or debit?* |  |
| B: *Debit, please.* |  |
| If you're paying with a card, the cashier will either ask for your card and slide it for you, or ask you to slide it. | | |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | *May I see your card, please?* |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | *Go ahead and slide your card. Then press 'OK.'* | ' |

|  |
| --- |
| When you use a credit or debit card, sometimes you sign your name on paper or a machine, and the cashier gives you a copy of the receipt. Sometimes you have to type in your card's personal identification number **(PIN)**. When people hand you something in the transaction, they will often use the word **here**. |

|  |  |  |
| --- | --- | --- |
|  | A: *Could you sign here, please?* |  |
| B: *Sure.* |  |
| A: *OK. Here's your receipt. Have a nice day!* |  |



## Part 2> section 4

# Part 3) Revolution in technology, invention

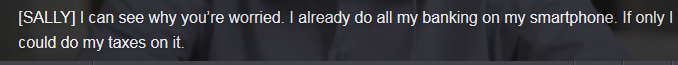


YESE, I KNOW









**//I can see why you’re worried.**



Yes.  //we’re in danger of falling behind.











The competitor is **catching up to** us.

Can you describe how the new touch screen works?

The smartphone was an amazing development.

Texting and instant messaging absolutely **revolutionized the way** we communication in the past.

Airplane is said to be one of the most important and amazing inventions in 1990s because it absolutely **revolutionized the way** we transport and travel.

We had a heated discussion about production.

His latest invention is a tiny phone worn like a ring.



## Multi-drive (a latest invention in the automotive industry)

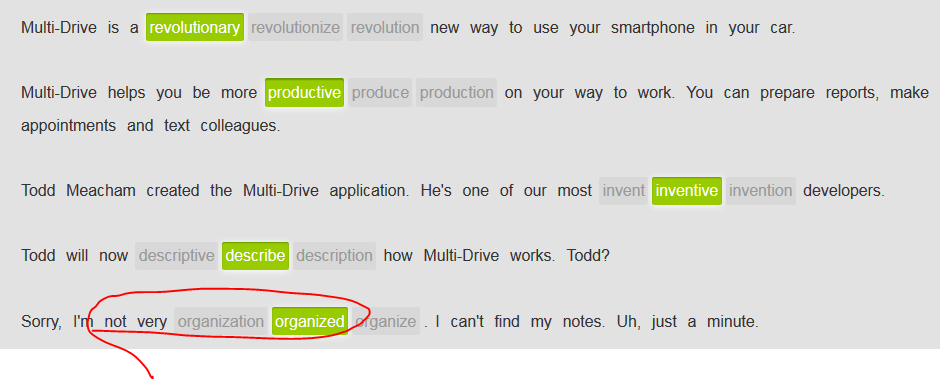
Multi-Drive:

* Plan your day.
* Get your email.
* Send texts.
* **Get organized** while you're in your car.

Stop wasting time in your car. Multi-Drive, our latest invention in the automotive industry, will **revolutionize the way** you work (改革你的工作方式) – and get to work. Use any smartphone with the Multi-Drive system. Now you can work safely and successfully outside your office. Want to organize your schedule? Tell Multi-Drive. Need that important email from your boss? Let Multi-Drive read it to you. Text messages? Speak and send them with Multi-Drive.

Be more **productive**. Go to work before you get to work!

Warning: Driving while using a mobile device is **against the law**. Use Multi-Drive responsibly



## **Future continuous 将来进行时**

|  |  |  |
| --- | --- | --- |
| Use the future continuous tense to talk about an event that will last for a period of time in the future. Form the future continuous tense with `**will be`** and a verb `**+ ing`**. Use it for talking about things you expect to happen. | | |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | *People* ***will be using*** *their smartphones for everything.* |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | *They****'ll******be producing*** *smartphones that you can wear like a ring, sort of* **wearable devices***.* |  |
|  |  |  |
|  |  |

|  |  |  |
| --- | --- | --- |
|  | A: ***Will*** *you**still* ***be******working*** *here in 20 years?* |  |
| B: *Yes, but I'****ll be running*** *the company.* |  |

INVENTOR: Everything is changing. Technology, esp the **cutting-edge tech** is **revolutionizing our work, entertainment, transport, and travel.** Simply, technology is **revolutionizing the way we live.** **// [\*\*cutting-edge technology: 最尖端的技术； cutting-edge scientific discoveries 最尖端的科学发现\*\*]**  
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.

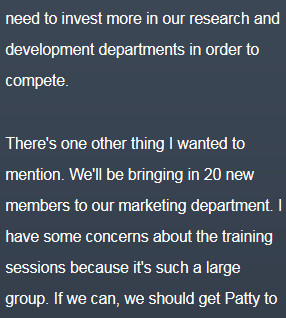
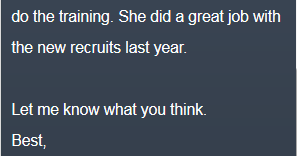
## Express worries and concerns

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/worried** =All the other banks in the area have one and they hit the market succesfully; and the **competitor is catching up to us.**  
COURTNEY: I know. **I'm worried that** we're falling behind them. Actually, we’re **in danger of falling behind**. 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.

## Writing about future concerns

You're going to write an email about some **future concerns for your company**. Think about **challenges your company faces**, or **general problems companies face**. Write an email to the boss describing **two challenges and solutions.**

Type in the input box. Write 75-130 words. Use your own words where possible.

Hi Jack,

Please allow me to recap the weekly meeting. We talked about our future imperative strategy, and I'd like to share some of my comments.

Firstly, there are a lot of competitions in our industry obviously in this day and age, and I'd like to point out that we are in danger of falling behind. What is more, our rivals are working hard to catch up to us and they're very innovative. Apparently, our top competitor is revolutionizing a new IT app, which aims to **penetrate Singapore market 打入市场**, where we might will lose our core customers in the future.

* Solution: To face with this formidable challenge, we must invest more in our R&D department, embolden and inspire all employees to be innovative and think out of the box. Additionally, bonus and incentive system can be built up to award the most innovative person. As you see, innovation is the key for tech companies to snatch the market pie.

Another thing I want to mention is we've divested our X86 low-end server to Lenovo to meet the transformation goal of the company, which however means that staffs working for X86 project lose their project.

* Solution: I'm afraid we've got to decide on whether staff cuts/layoffs裁员 should be planned to downsize the company's workforce.

# Part 4 ) Innovative thinking/think out of the box

## Describe effects 影响/后果

|  |  |  |  |
| --- | --- | --- | --- |
|  | | | |
|  |  |  |  |
| Here are some phrases we can use to describe the effects of actions. | | | |
|  |  |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***It made a lot of people feel very worried about*** *the future of the company.*  The `staff cuts/layoffs` ***made*** a lot of people worry. 裁员 让很多人担心  // Noun) 裁员: staff cuts/layoffs; Verb) downsize the workforce |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***It had quite a bad effect on*** *staff morale.\*  The stormy weather ***had a bad effect on*** sales. |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***It caused several people to*** *quit.*  ***The result caused people*** to question his decision. 这个结果导致人们质疑他的决定 |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***The result was that we*** *started to think differently about our customers.* |  |  |

***The result was that*** we redesigned the product.

## Give background information

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| We can use the past perfect – **had +** past participle 过去分词 – to give a sense of what happened previous to a story we are telling. | | | |
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|  | ***We had lost*** *a lot of money the first year, and nothing* ***we'd tried to do*** *had made any difference.* |  |  |
|  |  |  |  |
| If we want to indicate that the action had been going on for an extended period, use the continuous form: **had + been +** verb **+ ing** | | | |
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|  | *Well,* ***we'd been struggling*** *to innovate for a while.* |  |  |
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|  | ***We'd been trying*** *to solve the problem for months, and nothing had worked.* |  |  |

Before this year, we had had several slow years.

We had been trying to improve our sales training.

We had had some problems, but they were resolved.

## Describe solutions

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| Here are some phrases we can use when we're describing solutions. | | | |
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|  | *We****dealt with the problem by****hiring more creative people.* |  | We **dealt with the problem by** hiring more creative people. |
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|  |  |  |  |

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| --- | --- | --- | --- |
|  | *Well,****the way we got around the issue was****to reduce the length of the meetings.* |  | Well, **the way we got around the issue was** to reduce the length of the meetings. |
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| --- | --- | --- | --- |
|  | *A: And that****solved the problem****?* |  | And that **solved the problem**? |
| *B: Yes.****It was an effective solution****, and I was pleased with it.* |  | Yes. **It was an effective solution**, and I was pleased with it. |