# Numbers

**@** *symbol (only used in written English)* **at**
**1** the symbol used in email addresses 用于电子邮件地址：*jsmith@oup.com* 例：jsmith@oup.com
**2** used to show a rate or price for something, especially on a bill 用于表示某物的费率或价格，尤用于账单：*15 boxes @ $12 per box: $180*
* 15箱，每箱12元，共180元

**10,000-foot view** /ˌten ˈθaʊznd ˈfʊt ˈvjuː/ *noun* [C] *(informal)*
a broad general view or description of a problem 概览；概况 SYN HELICOPTER VIEW, OVERVIEW

**16PF™** /ˌsɪkstiːn ˌpiː ˈef/ *abbr*
*(HR)* **16 personality factors** a test used, especially by employers, to find out about a person's character by asking questions which are designed to judge 16 different aspects of their character 十六种人格因素测验（一种测试，雇主通过提问以便判断人们性格的16个不同方面）→ PSYCHOMETRIC TEST

**2+2=5** /ˈtuː plʌs ˈtuː iːkwəlz ˈfaɪv/ *phrase*
**two plus two equals five** a phrase used to express the idea that when two organizations work together or when two companies join together (**merge**), more can be achieved than if they are working separately 指两个组织共同合作或两家公司合并之后可以有更大成效
→ SYNERGY

**24/7** /ˌtwenti fɔː ˈsevən; *AmE* fɔːr/ *adverb*
twenty-four hours a day, seven days a week (used to mean 'all the time') 每天24小时，每周7天（用于指"一直"）：*The web store is open 24/7.* 这家网店每天24小时，每周7天营业。 NOTE **24/7** is also used as an adjective: *a 24/7 schedule* and a noun: *Our business needs 24/7.* 注：24/7也用作形容词和名词：全天候的时间表；我们的企业要求全天候运转。

**24-hour** /ˌtwenti fɔːr ˈaʊə(r)/ *adjective* [only before noun]
**1** used to describe sth that is open or available all day and night 日夜营业的：*a 24-hour store* * 24小时营业的商店 ◇ *24-hour telephone banking* * 24小时电话银行服务
**2** used to describe sth that relates to one day or happens only on one day 一天发生的：*a 24-hour strike* 持续24小时的罢工

**24-hour clock** /ˌtwenti fɔːr aʊə ˈklɒk; *AmE* aʊər ˈklɑːk/ *noun* [sing.]
the system of using twenty-four numbers to talk about the hours of the day, rather than dividing the day into two units of twelve hours * 24小时制

**24-hour society** /ˌtwenti fɔːr aʊə səˈsaɪəti; *AmE* aʊər/ *noun* [U; sing.]
the fact that people can now work, play, shop, etc. all night as well as all day * 24小时社会：*The 24-hour society may let people shop at midnight and buy shares on the Internet at dawn, but it could damage our health.* * 24小时社会可让人们在子夜购物或在黎明时分在网上购买股票，但会危害健康。

**2G** /ˌtuː ˈdʒiː/ = SECOND-GENERATION (2)

**360-degree feedback** /ˌθriː ˌsɪksti dɪˌgriː ˈfiːdbaek/ *(also* **,360-degree ap'praisal, ,full-circle 'feedback***) noun* [U]
*(HR)* information or criticism about sb's work from all the types of people they work with, including their manager, people on the same level, the people they manage, customers, etc.; a judgement of the value of their work based on this * 360度反馈

**3G** /ˌθriː ˈdʒiː/ = THIRD-GENERATION (1)

**401(k)** /ˌfɔː(r) əʊ ˈwʌn ˈkeɪ); *AmE* oʊ/ *noun* [C] *(plural* **401(k)s** *or* **401(k)'s)**
in the US, a way of saving money for your retirement in which a percentage of your wage is paid into an investment fund chosen by your employer, to which employers sometimes add a similar amount. Tax is only charged when you take money out of the fund * 401K 计划（也称为 401K 条款，是指美国的养老基金计划。只有从养老基金中取款时才会被征税）：*a 401(k) plan/contribution* * 401(k) 计划 / 定期供款

**the 4 Ps** *(also spelled* **four Ps***)* /ˌfɔː ˈpiːz; *AmE* ˌfɔːr/ *noun* [pl.]
*(Marketing)* **product**, **price**, **promotions** and **place**, which together form the MARKETING MIX, and which should be carefully planned if a product is to be sold successfully * 4P 营销组合（包括产品、价格、促销和渠道）

**the 5 Ss** *(also spelled* **Five Ss***)* /ˌfaɪv ˈesɪz/ *noun* [pl.]
a method of making and keeping an office or workplace clean and well organized. The 5 Ss are: **sort** (= organize and decide what to keep or throw away), **systematize** (= arrange things according to a system), **scrub** (= clean thoroughly), **standardize** (= make these activities regular and normal) and **sustain** (= continue to do it). * 5S 现场管理法：整理 (sort)、整顿 (systematize)、清理 (scrub)、标准化 (standardize)、保持 (sustain)。

**the 80/20 rule** /ˌeɪti ˈtwenti ruːl/ *(also* **the ,80/'20 ,principle***) noun* [sing.]
a theory that 80% of results come from 20% of effort or causes * 80/20法则：*According to the 80/20 rule, 80% of your revenue comes from just 20% of your customers.* 根据80/20法则，80%的收入仅来自20%顾客。 SYN PARETO'S LAW —Picture at PARETO ANALYSIS

# Aa

**A1** /ˌeɪ ˈwʌn/ *adjective*
**1** (*Finance*) used to describe a company that is considered to be able to pay its debts and to be safe to lend money to 一流的，信誉极好的（公司）：*The company is rated A1 by Moody's and A+ by Standard and Poor's.* 该公司获穆迪投资服务公司评为A1级，标准普尔公司则把它评为A+级。→ TRIPLE-A
**2** used to describe sth such as a ship, or a person, that is in the best possible condition 一级的（船）；十分健康的（人）

**AAA** /ˌtrɪpl ˈeɪ/ = TRIPLE-A

**AA rating** /ˌeɪ ˈeɪ/ = AVERAGE AUDIENCE RATING

**★abandon** /əˈbændən/ *verb* [+ obj]
**1** to stop doing sth, especially before it is finished; to stop having or using sth 放弃；抛弃：*The group has been forced to abandon its plan to raise capacity by 8%.* 该集团被迫放弃提高生产能力8%的计划。◇*The company was abandoned by many of its customers.* 该公司被众多顾客抛弃了。
**2** (*Insurance*) to give up the legal ownership of sth, such as a ship or cargo that has been damaged, to an insurance company in exchange for an insurance payment, especially when the cost of repairing it is more than its total value 委付，放弃（某物的法定所有权，如将受损船只或货物的法定所有权委付给保险公司以取得保险赔偿，尤其当修理费超过该物的总值时）
**3** (*Law*) to stop trying to make a claim in a court 放弃，撤回（在法院的索赔要求）：*The claim was abandoned with the permission of the court.* 经法庭许可，索赔要求已经撤回。
▶ **abandonment** /əˈbændənmənt/ *noun* [U] → idiom at SHIP

**abate** /əˈbeɪt/ *verb* [+ obj *or* no obj] to become less strong; to make sth less strong 减轻；减弱：*The three-year recession showed no signs of abating.* 为期三年的经济衰退没有丝毫缓和的迹象。▶ **a'batement** *noun* [U]

**ab,breviated ac'counts** *noun* [pl.] (*BrE*) (*Accounting*) a type of financial record that contains less detail than normal, which small companies can produce for official records 简式会计报表

**ABC1** /ˌeɪ biː siː ˈwʌn/ *noun* [U] (*BrE*) (*Marketing*) the top three social and economic groups in a society, used to refer to these groups as possible customers for particular products 社会中上层（指特定产品的潜在顾客）：*41% of ABC1 women aged between 15 and 24 read a weekly women's magazine.* 在15至24岁社会中上层妇女之中，有41%阅读女性周刊。→ C2DE

**'A/'B/'C share** (*also* **class 'A/'B/'C share**) *noun* [C, usually pl.] (*Finance*) in the UK, different types of shares that give the owners different rights or have different restrictions. People who own **A shares** usually do not have a vote at meetings of shareholders. * A股，B股，C股（在英国，持有不同类型的股票有不同的权利或限制。A股持有人通常在股东大会上无投票权）→ ORDINARY SHARE

**★ability** /əˈbɪlətɪ/ *noun* (*plural* **abilities**)
**1** [sing.] the fact that sb is able to do sth 能力：*Candidates must have the ability to work in a team under pressure.* 候选人必须具备面对压力时仍能和别人合作无间的能力。
**2** [C,U] a level of skill or intelligence 本领；才能；才智：*I want an opportunity to prove my abilities.* 我希望有机会证明我的才能。

**a,bility-to-'pay ,principle** *noun* [sing.] (*Economics*) a theory that states that people who earn more money should pay more tax, so that there are higher rates of tax on higher incomes 支付能力原则（收入越多，纳税越多）→ BENEFIT PRINCIPLE

**★abolish** /əˈbɒlɪʃ; *AmE* əˈboːl-/ *verb* [+ obj] to officially end a law, a system or an institution 废除，废止（法律、制度、习俗）：*Instead of abolishing the estate tax, why not reform it?* 与其废除遗产税，为什么不对其进行改革？
▶ **abolition** /ˌæbəˈlɪʃn/ *noun* [U]：*the abolition of exchange controls* 外汇管制的废除

**a,bove 'par** *adjective* (*Finance*) (used about the price of a share, bond, etc.) higher than the price at which it was first made available for sale (the **nominal price**) 超过面值的，溢价的（指股票、债券等价格超过首次发售时的面值）：*The gilts achieved a price above par.* 金边债券的价格超过了面值。◇*above-par securities* 超过面值的证券

**a,bove the 'fold** *adverb* (*IT*) in the top part of a web page that you see first on the screen 在显眼位置（在网页的靠上方位置，屏幕上一眼即能看见）：*Your ads are always shown above the fold.* 你的广告总是登在网页的显眼位置。▶ **a,bove the 'fold** *adjective*：*above-the-fold ads* 网页显眼位置上的广告 → BELOW THE FOLD

**a,bove-the-'line** *adjective* [usually before noun]
**1** (*Accounting*) relating to the normal business costs and income that form a company's total profit 线上项目的，经常项目的（指构成公司总利润的经常商业成本和收入）：*Raw materials are usually recorded as above-the-line costs.* 原材料通常作为线上项目成本记载。
**2** (*Accounting*) in the US, relating to costs that everyone can take away from their income to calculate their total (**gross**) income before they pay tax 线上项目的，经常项目的（在美国指计算税前总收入时每人均可从收入中剔除的费用）：*an above-the-line deduction for college tuition expenses* 大学学费支出的线上项目扣减
**3** (*Marketing*) relating to advertising that uses one of the main ways of telling large numbers of people about a product, for example advertisements on television, in newspapers or outdoors 线上的（指采用某一主流媒体推销商

品，如电视、报纸或户外广告）：*A budget of over $10 million has been allocated to above-the-line **advertising**.* 拨付了1000多万美元的预算用于线上广告。◇ *The marketing mix includes above-the-line promotion.* 营销组合中包括线上推广。

▸ **a,bove-the-'line** *adverb*: *Property costs will be **taken** above-the-line.* 物业成本将计入线上项目。→ BELOW-THE-LINE

**ABS** /ˌeɪ biː 'es/ *abbr*
(*Finance*) asset-backed securities; asset-backed securitization 资产支持证券；资产证券化：*The rise of the ABS market continues.* 资产支持证券的市场持续上扬。→ ASSET-BACKED

**absence** /'æbsəns/ *noun*
SEE ALSO: **leave of absence**
**1** [U,C] the fact of sb not being at work or at a meeting when they should be; the occasion or period of time when sb is away（某人）缺席，不在：*her repeated absences **from** work* 她屡次缺勤 ◇ *The decision was made **in my absence*** (= while I was not there). 这个决定是我不在时作出的。
**2** [U] the fact of sb/sth not existing or not being available; a lack of sth 不存在；不可用；没有：*We may have to sell the business to them **in the absence of** a higher offer.* 在没有更高出价的情况下，我们可能不得不将公司卖给他们。◇ *the absence of any women on the board of directors* 董事会中没有女性成员

**absentee** /ˌæbsən'tiː/ *noun* [C]
(*HR*) a person who is not at work when they should be 缺席者：*Why are there so many absentees today?* 今天为什么有这么多人缺席？◇ *an astonishingly low 2% **absentee rate*** 低得令人惊讶的2%缺勤率

**absenteeism** /ˌæbsən'tiːɪzəm/ *noun* [U]
(*HR*) staying away from work, especially often and without good reasons（经常性无故的）旷工：*Absenteeism costs the industry millions of dollars every year.* 旷工给该行业每年造成数百万美元的损失。◇ *There is a high level of absenteeism in this department.* 这个部门旷工率很高。
→ PRESENTEEISM

**ˌabsolute ad'vantage** *noun* [C, usually sing.]
(*Economics*) the ability to make a product more cheaply than other countries can 绝对优势（能够以比其他国家更低廉的价格生产某一产品）
→ COMPARATIVE ADVANTAGE, COMPETITIVE ADVANTAGE

**ˌabsolute 'auction** *noun* [C] (*AmE*)
(*Commerce*) an **auction** in which there is no fixed price that must be reached before the item can be sold, so that sth is simply sold to the person who offers the most money 无底价拍卖；绝对拍卖

**absorb** /əb'sɔːb; -'zɔːb; *AmE* -'sɔːrb; -'zɔːrb/ *verb* [+ obj]
**1** (*often* **be absorbed**) to take a smaller business into a larger one so that it becomes part of it; to take unemployed workers from other businesses into a company 兼并；吸纳：*Several large clothing chains were absorbed **into** the group.* 这个集团兼并了几家大型服装连锁店。◇ *a scheme to absorb workers from failing industries* 从前景暗淡的行业中吸纳工人的计划
**2** to be able to deal with high costs, losses or changes without showing any bad effects 承担；消化；吸收：*The company has absorbed the higher manufacturing costs rather than pass them on to its customers.* 该公司承担了较高的生产成本，而不是转嫁给顾客。
**3** (about a market) to accept and be able to sell a product（指市场）接受，吸纳：*It would take the market three or four years to absorb the increase in the number of hotel rooms.* 市场需要三四年的时间才能吸纳宾馆房间增加的数量。
→ ACCEPT (6)
**4** to use up a large supply of sth, especially money or time 耗费（尤指金钱或时间）：*The new proposals would absorb $80 million of the federal budget.* 这项新建议将耗费8000万美元的联邦预算。

**absorption** /əb'sɔːpʃn; -'zɔːp-; *AmE* -'sɔːrp-; -'zɔːrp-/ *noun* [U]
the act of a larger company taking in a smaller company so that it becomes part of it 兼并：*The mergers they planned included the absorption of two small banks.* 他们预定的合并包括兼并两家小银行。

**ab'sorption ˌcosting** *noun* [U]
(*Accounting*) a way of calculating the cost of a product by including all costs involved in producing it and running the business, such as raw materials, rent, electricity or wages 归纳成本计算法，全额成本计算法（计算产品成本时，将生产和经营过程中的所有成本计入，包括原材料、租金、电费或工资）SYN FULL COSTING

**abstract** /'æbstrækt/ *noun* [C]
a short piece of writing containing the main ideas in a talk, an article, a report, etc.（谈话、文章、报告等的）摘要：*The search engine searches through 13 million abstracts from marketing journals.* 搜索引擎从1300万条营销杂志的摘要中进行搜索。SYN SUMMARY

**a/c** = ACCOUNT

**ACAS** /'eɪkæs/ *abbr* **Advisory Conciliation and Arbitration Service** in the UK, an organization that helps employers and employees settle disagreements 调解仲裁服务处（在英国帮助雇主与雇员解决争议的机构）：*to refer a dispute to ACAS* 将争议提交给调解仲裁服务处

**accelerate** /ək'seləreɪt/ *verb*
**1** [+ obj *or* no obj] to happen or to make sth happen faster or earlier than expected 使加快；加速：*Technological change is accelerating.* 技术变革的步伐在加快。◇ *The company has announced it is accelerating its cost-cutting programme.* 该公司宣布正在加快推行其成本削减计划。OPP DECELERATE
**2** [no obj] (about the economy) to increase in activity so that demand for goods increases（指经济）增长（因而增加对货品的需求）：*Will consumption slow before the global economy starts to accelerate?* 全球经济开始加速之前，消费会减缓吗？OPP DECELERATE
**3** (*Finance*) [+ obj] to demand that a debt is paid back at once or more quickly than first agreed, because the person who has borrowed the money has failed to make regular payments 催促（还款）：*Their major investor is now seeking to*

*accelerate the loan.* 他们的主要投资者正试图催还贷款。

▸ **acceleration** /ək,selə'reɪʃn/ *noun* [sing; U]: *a sharp acceleration in the rate of economic growth* 经济增长率的急剧加速

**ac,celerated 'cost recovery ,system** *noun* [U] (*abbr* **ACRS**) (*Accounting*) in the US, a way of calculating the value of assets in a company's financial records, where the value of an asset is reduced over a particular period of time fixed by the tax rules, rather than over its full useful life 加速成本回收制度（美国采用的计算折旧额的方法，以税则规定的回收期作为摊销期限，而不是以其有效寿命为摊销期）

**ac,celerated depreci'ation** *noun* [U] (*Accounting*) a way of calculating the value of a particular asset in a company's accounts by reducing its value over a shorter period of time than usual or by larger amounts than usual in the first few years. This is a form of TAX RELIEF (= a reduction in the amount of tax you have to pay) and is intended to help a business to develop and grow larger. 加速折旧（一种税款减免，指公司账目中计算特定资产价值的方法，即在最初几年对一项资产以比平时更短的时间或以比平时更大的金额进行折旧。）

**ac,celerated 'payment** *noun* [C,U] (*Finance*) a payment that a person makes to pay back a debt or a loan at once or more quickly than was first agreed, often because they have failed to make regular payments 加速还款（债务人立即或加快偿还债务或贷款，通常是由于未能按期还款导致的）

**accelerator** /ək'seləreɪtə(r)/ *noun* [C] a company that helps new companies get started by giving them such things as office space, legal help and marketing services in exchange for payment 加速者，推动者（指专门协助新公司开展业务而提供收费服务的公司，服务包括提供办公场所、法律支援及营销服务等）

**★accept** /ək'sept/ *verb* [+ obj]

**1** to agree to take sth such as an offer, a job or money 接受（要约、工作、金钱等）: *The unions voted to accept a pay increase of 6%.* 工会通过投票接受加薪6%。 ◇ *He accepted a position as vice-president of corporate development.* 他接受了企业开发部副总裁的职位。 OPP REJECT

**2** to agree to or approve of sth 同意；认可: *They accepted the court's decision.* 他们接受了法院的判决。 ◇ *The company has accepted a $5 billion takeover bid.* 该公司接受了50亿美元的收购出价。 OPP REJECT

**3** to be willing or able to receive payment in a particular form（以特定方式）接受（付款）: *Will you accept a cheque?* 你收支票吗？ ◇ *All major credit cards are accepted.* 接受所有主要的信用卡付款。

**4** to agree to be responsible for sth; to agree that you are responsible for sth wrong or illegal that has happened 承担: *The auditors have accepted responsibility for failing to spot the mistake.* 审计员已承担未能发现错误的责任。

**5** (*Law*) to agree to take goods or services from a seller, which means that the buyer must then pay for them 接受（货物或服务）: *The buyer can refuse to accept the goods if they arrive later than the agreed date.* 如果货物晚于规定的日期到达，买方有权拒绝接受货物。 OPP REJECT

**6** (*Marketing*) to be willing to buy a product, a technology or a service 接受，认可，愿意购买（产品、技术、服务等）: *Our products are **well/widely accepted** in the local and international market.* 我们的产品在当地和国际市场上得到广泛认可。

**7** (*Law*) to agree to what is stated in a contract, for example particular rules or decisions 接受（合约条款）: *to accept the terms of an agreement* 接受协议条款

**8** (*Insurance*) to agree to provide payments if sb loses sth or has a serious accident, for example 承担（风险）: *The insurance company may refuse to accept the whole risk.* 保险公司可能会拒绝承担全部风险。

**9** (*Finance*) to agree to pay the amount of money stated on a BILL OF EXCHANGE by signing it 承兑（汇票）

**★acceptance** /ək'septəns/ *noun*

SEE ALSO: **banker's acceptance, documents against ~, non-~, partial ~**

**1** [U] the act of agreeing to sth such as a plan, an idea or an offer（计划、想法或提议等的）接受，同意，认可: *Union leaders recommended acceptance of the pay offer.* 工会领袖建议接受所提出的工资待遇。 ◇ *New ideas may have a hard time **gaining** acceptance.* 新思想可能要经过一段艰难时期才能得到认同。 ◇ ***a letter of acceptance*** 承兑函

**2** (*Finance*) [C] the agreement of people who hold shares in a company to the offer of a TAKEOVER by another company（股东对其他公司提出收购的）同意；接受: *They had received acceptances from 60% of the company's shareholders.* 他们公司60%的股东同意这项收购计划。

**3** (*Law*) [U] the act of agreeing to accept sth that is offered, for example when a buyer agrees to take goods or services from a seller at a particular price（要约的）接受: *Once acceptance has taken place, the buyer cannot reject the goods.* 一旦接受，买方即不能拒收货物。

**4** [U] the willingness of people to buy or use a product, technology or service（产品、技术、服务等的）接受，认可: *The product has **gained** acceptance in more than fifteen countries worldwide.* 该产品已经获得全世界十五个以上国家的认可。

⊕ ***consumer/customer/market/public** acceptance of sth* 消费者／顾客／市场／公众对某物的认可
◆ ***brand/product** acceptance* 品牌／产品的认可

**5** (*Insurance*) [U] the act of an insurance company agreeing to provide payments if sb loses sth or has a serious accident, for example 同意承保: *Your acceptance into the plan is guaranteed if you apply by the end of this month.* 如果你本月底前提出申请，保证接受你参加这项保险计划。

**6** (*Finance*) [U,C] the act of signing a document (a **bill of exchange**) to say that you promise to pay the amount of money mentioned on it; the words that are written on the document to say that you agree to pay it; the document that has been signed 签名承兑（汇票）

**acˈceptance ˌbonus** *noun* [C] (*AmE*) (*HR*) an amount of money that is paid to an employee when they agree to do a very difficult task 承诺奖金（向愿意承担艰苦工作的雇员发放的奖金）

**acˈceptance ˌsampling** *noun* [U] (*Production*) testing a small number of a total amount of items in order to decide whether the quality of the whole amount is good enough to accept or not 验收抽样（抽取整批货物中的一小部分进行检测以决定整批货物的质量是否可以接受）: *Acceptance sampling is usually carried out at the customer's premises.* 通常在顾客所在地进行验收抽样。

**acceptor** (*AmE spelling also* **accepter**) /əkˈseptə(r)/ *noun* [C] (*Finance*) the person or bank that signs a BILL OF EXCHANGE and promises to pay it（汇票）承兑人

**★access** /ˈækses/ *noun, verb*

• ***noun*** [U]

SEE ALSO: **wheelchair access**

**1** the chance or right to use or have sth 使用权；享有权；拥有权: *Customers can easily get access to information about our products.* 顾客很容易获得我们产品的信息。◇ *Do you have access to the Internet?* 你连接到互联网了吗？◇ *increased access to the South American market* 更多进入南美市场的机会

➲ *to* ***gain/get/have*** *access* 有权进入 / 接近 • *to* ***give/offer/provide*** *access* 给予 / 提供进入权

**2** the right to remove some of the money that you are keeping in an account 提款权: *We don't want to limit people's access to their own savings.* 我们不想限制人们提取自己的存款。

**3** permission, especially legal or official, to see sth or sb 查阅权；探视权: *Someone gained unauthorized access to the personnel files.* 有人未经许可查阅人事档案。

➲ *to* ***gain/get/have*** *access to sb/sth* 取得 / 拥有某人的探视权 / 某物的查阅权 • *to* ***deny*** *sb access to sb/sth* 不允许某人接近某人 / 某物

**4** a way of entering or reaching a place, especially for DISABLED people (= people who are unable to use a part of their body completely or easily)（尤指残疾人的）通道，通路: *There is good access to all our stores.* 到我们所有的商店都非常方便。◇ *new legislation over disability access* 有关残疾人通道的新法规

• ***verb*** [+ obj]

**1** to find information on a computer 进入，存取（计算机内的资料）: *Your electronic ID is needed to access your email account.* 需要提供电子身份证才能进入你的电子邮箱账号。

**2** to remove some of the money that you are keeping in an account 提取（款项）: *Savers need to be able to access their accounts.* 储户必须能够从其账户里提取存款。

**3** to be able to obtain, reach or use sth 获取；达至；使用: *How can we access the capital we need?* 我们怎样才能取得所需要的资金？

**accessible** /əkˈsesəbl/ *adjective*

**1** able to be reached, used or seen 可接近的；可使用的；可看见的: *This information is accessible to everyone.* 每个人均可获得这些信息。

**2** (about a person) easy to talk to（指某人）易接近的: *A good manager should be accessible.* 优秀的经理应该平易近人。

**3** (about a place) possible to be reached or entered（指某地方）可进入的: *Employers must ensure that their workplaces are accessible to the disabled.* 雇主必须确保残疾人士能进入工作场所。

**4** easy to understand or use 容易理解的；容易使用的: *The report is accessible to non-economists.* 不是经济学家也能读懂这份报告。

▸ **accessibility** /əkˌsesəˈbɪləti/ *noun* [U]

**accessory** /əkˈsesəri/ *noun* [C, usually pl.] (*plural* **accessories**)

**1** an extra piece of equipment that you can add to sth and is useful or attractive but not essential 附件；配件；附属物: *The company is a leading manufacturer of computer accessories.* 该公司是主要的计算机配件生产商。

**2** a thing that you can wear or carry that matches your clothes, for example a belt or a bag（衣服的）配饰: *fashion accessories* 时尚配饰

**3** small items that are sold to be used for a particular purpose or in a particular place 辅助用品；辅助用具: *kitchen/office/bathroom accessories* 厨房 / 办公室 / 浴室用品

**ˈaccident inˌsurance** *noun* [U] a type of insurance in which money is paid for injury or death caused by an accident 意外事故保险；意外保险

**accommodate** /əˈkɒmədeɪt; *AmE* əˈkɑːm-/ *verb* [+ obj]

**1** to have enough space for sb/sth 容纳（某人或某物）；为…提供空间: *There is a seven-level garage that accommodates 1 400 cars.* 有一个可容纳1400辆车的七层车库。

**2** to help sb by doing or providing what they want 帮忙；给…提供方便: *The company refused to accommodate her by moving her work closer to her home.* 公司拒绝帮她调到离家近的地方工作。

**3** to consider sth and be influenced by it when you are designing sth or deciding what to do 考虑到；顾及: *Most cubicles fail to accommodate computers in their design.* 大部分隔间的设计没有考虑到放置计算机的问题。

**accommodation** /əˌkɒməˈdeɪʃn; *AmE* əˌkɑːm-/ *noun*

**1** [U] (*BrE*) (*AmE* **aˌccommoˈdations** [pl.]) a place to live, work or stay in 住处；办公处；停留处 (*BrE*): *We have moved to temporary accommodation.* 我们已搬进临时住所。◇ (*AmE*) *There is a shortage of good office accommodations in the area.* 这个地区好的办公用房短缺。

**2** (*formal*) [U; C, usually sing.] a satisfactory agreement or arrangement between people or groups with different opinions 调解；和解: *We hope to* ***arrive at/reach*** *an accommodation with the trade unions.* 我们希望与工会达成调解协议。

**3** (*Finance*) [sing.] (*especially AmE*) money that is lent for a short time, especially because sb has an urgent need for it, before a formal arrangement is made 短期贷款（尤指在正式贷款协议签署之前应急之用的货款）

**accommodations** = ACCOMMODATION (1)

**★account** /əˈkaʊnt/ *noun, verb*

SEE ALSO: **adjustment account, appropriation ~, approved ~, asset ~, bank ~, banking ~, books of ~,** etc.

• ***noun*** [C]

**1** (*abbr* **a/c**) an arrangement that sb has with a bank or BUILDING SOCIETY to keep money there and take some out 账户: *I would like to open a business account.* 我想开立企业账户。 ◇ *We have an account with/at Barclays.* 我们在巴克莱银行开了账户。 ◇ *I paid the cheque into my bank account.* 我把支票存入我的银行账户。

➊ *to* ***close/have/hold/open*** *an account* 结清 / 拥有 / 保留 / 开立账户 • *to* ***pay/put*** *sth into an account* 把…记入 / 存入某账户 • *to* ***take sth out of/withdraw sth from*** *an account* 从某账户提取 • *to* ***credit/debit*** *an account* 贷记 / 借记账

**2** (*Commerce*) (*BrE also* **ˈcredit ac,count**) (*AmE also* **ˈcharge ac,count**) an arrangement with a shop/store or business to pay bills for goods or services at a later time, for example in regular amounts every month 赊购; 赊销账; 赊欠账: *We have an account with a taxi firm.* 我们和出租车公司实行赊购制。 ◇ *Most customers settle their account in full* (= pay all the money they owe) *at the end of each month.* 大部分顾客每月底结清账目。 ◇ *Please charge it to* (= record the cost to be paid on) *my account.* 请记入我的账户。 ◇ *The amount now due on your account is $364.27.* 你的到期账款是364.27美元。

➊ *to* ***close/have/hold/open*** *an account* 结清 / 拥有 / 保留 / 开立账户 • *to* ***settle*** *an account* 结账 • *to* ***charge sth to/put sth on*** *an account* 记入账户

**3** (*Accounting*) a statement of money paid, received or owed over a period of time 账目: *You will need to* ***keep an account of*** *your expenses.* 你的开支需要记账。 ◇ *an itemized account* 明细账 → ACCOUNTS

**4** (*Marketing*) a regular customer who does a lot of business with a company, especially a company working in advertising, marketing or PUBLIC RELATIONS (尤指广告、营销或公关公司的) 老主顾: *the agency's pitch for the Pepsi account* 代理商为百事可乐老客户所做的推销宣传 ◇ *a sales rep who's chasing a million-dollar account* 追求拥有百万美元老客户的销售代表

➊ *to* ***chase/land/lose/pitch for/win*** *an account* 追求 / 成功得到 / 失去 / 争取 / 赢得客户

**5** (*IT*) an arrangement that sb has with a company that allows them to use the Internet or to receive, store and send emails (使用互联网收发电子邮件的) 账户; 账号: *You will need to set up an account with an Internet Service Provider.* 你需要跟互联网服务供应商开立一个账户。

➊ *to* ***get/have/set up/sign up for*** *an account* 取得 / 拥有 / 开设 / 注册账户 • *to* ***access/log onto*** *your account* 进入 / 登录账户

IDM **on acˈcount 1** to be paid for later 赊账; 挂账: *Can I buy the printer on account?* 我能赊账购买打印机吗? **2** as part of the full amount you need to pay (先付部分款额的) 赊账: *You could pay some of your tax bill on account.* 你可以延期支付部分税款。

• ***verb***

PHR V **acˈcount for sth 1** to form or be the source of a particular amount (数量上、比例上) 占: *Sales to Europe accounted for 80% of our total sales last year.* 去年欧洲的销售量占我们总销量的80%。 **2** to give an explanation of sth; to be the explanation or cause of sth 解释, 说明 (某事); 是…的原因: *We cannot account for the sudden fall in the company's share price.* 我们无法解释公司股票价格突然下跌的原因。 ◇ *The low inflation rate is accounted for by the falling prices of goods.* 低通货膨胀率是因物价下跌造成的。 **3** (*Accounting*) to record an amount in a company's financial records in a particular way 记账: *The capital gain has been accounted for in the profit and loss account.* 资本收益已记在损益账户上。 → UNACCOUNTED FOR

**★accountable** /əˈkaʊntəbl/ *adjective* [not usually before noun]

expected to explain your decisions or actions; responsible 负有责任的; 有说明义务的: *procedures to make companies more accountable to shareholders* 使公司对股东更为负责的程序 ◇ *I am directly accountable to management for the work of my team.* 我的团队的工作由我直接向管理层负责。 ▸ **accountability** /əˌkaʊntəˈbɪləti/ *noun* [U]: *We need to improve the accountability of the board to shareholders.* 我们必须提高董事会对股东的问责性。

**★accountancy** /əˈkaʊntənsi/ *noun* [U] (*especially BrE*)

SEE ALSO: **creative accountancy**

**1** the work or profession of an accountant 会计工作; 会计职业: *He works for a top* ***accountancy firm*** *in Paris.* 他在巴黎的一家一流会计师事务所工作。

➊ *the accountancy* ***industry/profession*** 会计行业 / 职业 • *an accountancy* ***firm*** 会计师事务所

**2** the training you need in order to become an accountant 会计专业: *Applicants should have a professional qualification in accountancy.* 申请人应该具备会计专业资格。 SYN ACCOUNTING

**★accountant** /əˈkaʊntənt/ *noun* [C]

SEE ALSO: **certified management accountant, certified public ~, chartered ~, chartered certified ~**

a person whose job is to keep or check the financial records of a person, a company or an organization and give financial advice 会计; 会计师: *She's a* ***qualified*** *accountant.* 她是一名称职的会计。 ◇ *He's the organization's* ***chief accountant.*** 他是这个机构的会计主管。 ◇ *a firm of accountants* 会计师事务所 → AUDITOR See note at PROFESSION

**acˈcount books** = BOOKS (1)

**acˈcount e,xecutive** *noun* [C]

an employee of a company, especially one working in advertising, who is responsible for dealing with one of the company's regular customers (尤指广告公司中负责与老客户打交道的) 客户主任: *She's an assistant account executive for Grey Advertising.* 她是葛瑞广告公司的助理客户主任。 → ACCOUNT MANAGER

**★accounting** /əˈkaʊntɪŋ/ *noun* [U]

SEE ALSO: **accrual accounting, budgetary ~, cash ~, cost ~, creative ~, equity ~, false ~,** etc.

**1** (*especially AmE*) the work or profession of an accountant 会计工作；会计职业
SYN ACCOUNTANCY
● *the accounting **industry/profession*** 会计行业／职业 • *an accounting **firm*** 会计师事务所
**2** the work of keeping and checking the financial records of a person, a company or an organization 会计：*Shareholders lost money as the result of accounting errors.* 股东因会计差错亏本了。
→ BOOKKEEPING
● *accounting **errors/irregularities/scandals*** 会计差错；会计违规行为；会计丑闻 • *accounting **methods/practices/procedures*** 会计核算方法；会计实务；会计程序
**3** (*especially AmE*) the training you need in order to become an accountant 会计学：*to study accounting* 学习会计学 SYN ACCOUNTANCY

**the acˈcounting ˌcycle** *noun* [sing.]
(*Accounting*) the series of steps that are used to follow what has happened in a business and to report the financial effect of those things 会计循环；会计周期 NOTE The **accounting cycle** begins with a financial TRANSACTION and ends when the account books are closed at the end of each accounting period. 会计循环开始于一笔财务交易，终止于每一个会计期间末结清账户时。

**the acˈcounting eˌquation** (*also* **the ˈbalance-sheet eˌquation**) *noun* [sing.]
(*Accounting*) the basic principle used by accountants to make the totals of the amounts in both parts of a BALANCE SHEET equal each other 会计方程式；会计恒等式 NOTE The **accounting equation** can be written as 'assets = liabilities + capital'. 会计恒等式可以写作：资产=负债+资本

**acˈcounting ˌperiod** (*also* **ˈtrading ˌperiod**) *noun* [C]
(*Accounting*) the regular period of time over which a business prepares a set of financial records; the time between TWO BALANCE SHEETS 会计结算期；会计期间：*preliminary results for the eight-month accounting period ending 31 December 2005* 截止2005年12月31日为期八个月的会计结算期的初步结果 → ACCOUNTING YEAR

**acˈcounting ˌprinciple** *noun* [C, usually pl.]
(*Accounting*) one of a group of rules or ideas that an accountant must follow when preparing a company's financial records, so that the records are an accurate and true description of the company's financial status 会计原则 NOTE An example of an **accounting principle** is that financial items must be recorded in the accounts in the same way from one period to another. These rules or ideas can also be called **accounting concepts** or **accounting conventions**. 会计原则的一个示例：财务项目在账户上的会计记载方式前后各期必须保持一致。这些原则或意见也称为会计概念或会计惯例。→ GAAP

**acˈcounting ˈrate of reˈturn** *noun* [C] (*plural* **accounting rates of return**) (*abbr* **ARR**)
(*Accounting*) a percentage calculated by taking the amount of profit you expect to get from a particular investment each year and dividing it by the amount you have invested in it. It is used to help a company decide whether to invest a large amount of money in a particular project, business, etc. 会计收益率 → INTERNAL RATE OF RETURN, PAYBACK → RETURN ON CAPITAL EMPLOYED

**acˈcounting ˌratio** = FINANCIAL RATIO

**acˈcounting ˌstandard** (*also* **acˈcounting ˌrule**) *noun* [C]
SEE ALSO: **International Accounting Standards**
(*Accounting*) a law that describes the way in which amounts must be recorded in a company's financial records 会计准则：*Under accounting standard FRS 17, companies must adjust their profits for changes in the value of their pension fund.* 根据《财务报告准则》第17号会计准则的规定，公司必须随着养老基金价值的变化调整其利润。

**acˈcounting ˌsystem** *noun*
**1** [C] a particular way of keeping and preparing reports of a company's financial records; a computer system used to do this 会计系统；会计计算机系统：*the benefits of installing a computerized accounting system* 安装电脑化会计系统的好处
**2** [sing.] the practice and methods of keeping and checking financial records for businesses 会计制度：*He claims that the problems with the whole financial accounting system make it difficult for investors to judge companies.* 他声称整个财务会计制度存在的问题使投资者难以对公司进行评价。

**acˌcounting ˈyear** (*BrE*) (*AmE* **ˌnatural ˈbusiness year**) *noun* [C]
(*Accounting*) the period of twelve months over which a business prepares a set of financial records 会计年度：*Our accounting year runs from July 1st to June 30th.* 我们的会计年度从7月1日到次年6月30日。→ ACCOUNTING PERIOD, FINANCIAL YEAR

**acˈcount ˌmanager** *noun* [C]
an employee of a company who is responsible for one or more of the company's regular customers, especially in a bank or an advertising agency （尤指银行或广告公司的）客户经理 → ACCOUNT EXECUTIVE

**acˌcount paˈyee** *noun* [sing.] (*abbr* **a/c payee**)
words written across a cheque to mean that the cheque must only be paid into the bank account of the person or company named on the cheque 受款人账户（支票用语，即只能存入支票注明的人或公司的银行账户） NOTE The phrase 'account payee only' is also used. 也使用account payee only。

**★accounts** /əˈkaʊnts/ *noun*
SEE ALSO: **abbreviated accounts, final ~, financial ~, note to the ~**
**1** (*Accounting*) [pl.] a set of records for a business over a period, showing all the money received and paid out and how much profit has been made 账目：*a set of accounts* 账簿 ◇ *This transaction is not shown in the annual accounts.* 这笔交易未列在年度账目上。◇ *a computer program that takes the*

*hard work out of doing the accounts* 承担繁重做账工作的计算机程序 ◇ *The company failed to file its accounts* (= send them to the tax authorities) *for the 2002 financial year.* 该公司未将2002财政年度的账目送交税务机关。◇ *The accounts are all in order.* 账目无误。 SYN BOOKS, BOOKS OF ACCOUNT

● *to audit/do/keep* (*the*) *accounts* 查 / 做 / 记账 ▪ *annual/monthly/quarterly accounts* 年度 / 月度 / 季度账目

**2** [U with sing./pl. verb] the department in a company where money spent and owed is recorded 会计部: *the accounts department* 会计部 ◇ *She works in accounts.* 她在会计部工作。

**ac,counts 'payable** *noun* [pl.; U]
(*Accounting*) the amounts of money that a business owes to its suppliers or to people who have made loans (its **creditors**), shown as a LIABILITY on its BALANCE SHEET; the department of a business that deals with this 应付账款; 应付账款部门: *When an invoice comes in you send it to the guy in accounts payable to deal with.* 收到发票后就送给负责应付账款的那人处理。→ CREDITOR (2)

**ac,counts re'ceivable** *noun* [pl.; U] (*also* **'book debt** [C,U])
(*Accounting*) the amounts of money that are owed to a business by its customers (**debtors**), shown as an asset on its BALANCE SHEET; the department of a business that deals with this 应收账款; 应收账款部门: *For many smaller businesses, accounts receivable are their most valuable asset.* 应收账款是许多小企业最宝贵的资产。→ DEBTOR (2)

**ac'count terms** *noun* [pl.]
(*Commerce*) the arrangement that is made between a seller and a buyer that states that the buyer does not have to pay immediately but must pay in an agreed time and in the agreed way 赊账条件: *Open account terms are available to customers with an established credit history.* 只允许信誉良好的顾客赊账。→ OPEN ACCOUNT

**accreditation** /ə,kredɪ'teɪʃn/ *noun* [U,C]
the act of officially recognizing that sb/sth has achieved a required standard; the act of being recognized in this way 达到标准; 鉴定合格: *The company is applying for official accreditation to prove the quality of its products and service.* 为了证明产品和服务的质量符合要求，公司正申请官方鉴定。

**accredited** /ə'kredɪtɪd/ *adjective* [usually before noun]
officially recognized, especially as being of a required standard 官方认可的; 达到标准的: *accredited training programmes* 官方认可的培训项目

**accretion** /ə'kri:ʃn/ *noun* [C,U]
(*Accounting*) an increase or growth in the amount or value of sth 增长; 增值: *The merger resulted in a 13% accretion in the value of shares.* 合并导致股票价值增长13%。▶ **accretive** /ə'kri:tɪv/ *adjective* [not usually before noun]: *The deal will be immediately accretive to the company's earnings.* 这笔交易将立即增加公司的收益。

**accrual** /ə'kru:əl/ *noun*
(*Accounting*)
**1** [C,U] a gradual increase in an amount of money (款项) 自然累积: *the accrual of interest* 利息的增长
**2** (*also* **ac,crued 'charge, ac,crued ex'pense, ac,crued lia'bility**) [C] an estimated amount of money that a business owes for goods or services that have been supplied to it but for which no request for payment has been received. This amount is recorded in the accounts at the end of the accounting period. 应计额; 发生额 → ACCRUE

**ac'crual ac,counting** (*also* **ac'cruals ac,counting**) *noun* [U]
(*Accounting*) a system of keeping accounts where amounts of money are written down at the time when sth is bought or sold, and before the money has been paid or received 权责发生制 → CASH ACCOUNTING

**ac'crual ,basis** = ACCRUALS BASIS

**ac'crual ,method** = ACCRUALS BASIS

**ac'cruals ac,counting** = ACCRUAL ACCOUNTING

**ac'cruals ,basis** (*BrE*) (**ac'crual ,basis** *AmE*, *BrE*) (*AmE also* **ac'crual ,method**) *noun* [sing.]
(*Accounting*) the rule of accounting that ACCRUAL ACCOUNTING is based on 权责发生制: *The effects of transactions can be recognized on an accruals basis (when the transactions take place), or on a cash basis (when money is paid or received).* 交易结果可以按权责发生制或现金制加以确定。◇ *accruals basis accounts* 权责发生制会计 → CASH BASIS

**accrue** /ə'kru:/ *verb* (**accruing, accrued, accrued**)
(*Accounting*)
**1** [no obj] to increase over a period of time (逐渐) 增长, 增加: *Interest accrues from the first of the month.* 利息由每月第一日起逐渐增加。
**2** [+ obj] to allow an amount of money or debts to grow over a period of time 使 (金钱、债务) 累积: *The firm had accrued debts of over $10 m.* 该公司的债务累计超过1000万美元。 SYN ACCUMULATE
**3** [no obj] (about a payment or a benefit) to be received by sb over a period of time (某人) 获得 (款项或利益): *economic benefits accruing to the country from tourism* 国家源于旅游的经济利益。→ ACCRUAL

**ac,crued 'benefits** *noun* [pl.]
the money that is owed to an employee as a pension 应计退休金; 养老金

**ac,crued 'charge** = ACCRUAL (2)

**ac,crued depreci'ation** *noun* [U,C]
(*Accounting*) the amount by which an asset has reduced in value at a particular point in time 应计折旧

**ac,crued ex'pense** = ACCRUAL (2)

**ac,crued 'income** *noun* [U]
(*Accounting*) income that a business earns during an accounting period but which it does not receive before the period ends 应计收益

**ac,crued 'interest** *noun* [U]
(*Accounting*) interest earned in a particular period of time that has not yet been received 应计利息

**ac,crued lia'bility** = ACCRUAL (2)

**★accumulate** /ə'kju:mjəleɪt/ *verb*
**1** [no obj] to gradually increase over a period of time（逐渐）增长，增加：*The deadline for repayment passed, and interest charges began to accumulate.* 偿还款项的截止日期已过，利息费用开始增加。
**2** [+ obj] to gradually get more of something over a period of time 积累；积聚：*My savings are accumulating interest.* 我的储蓄正在生息。
SYN ACCRUE
▸ **accumulation** /ə,kju:mjə'leɪʃn/ *noun* [U,C]: *the accumulation of wealth* 财富的积累

**ac,cumulated depreci'ation** *noun* [sing.] (*Accounting*) (in a company's accounts) the total amount taken off the value of machinery, a vehicle, etc. up to a particular time because it is old or less useful（公司账目的）累积折旧

**ac,cumulated 'dividend** *noun* [C, usually pl.] (*Accounting*) part of a company's profit owed but not yet paid to shareholders 累计未发股息；累积股利；累计股利

**ac,cumulated 'profit** *noun* [C, usually sing.] (*Accounting*) (in a company's accounts) the profit that a company has kept for itself and not paid to shareholders as DIVIDENDS（公司自身保留、未作为红利支付给股东的）累计利润

**ac,cumu'lation ,unit** *noun* [C] (*Finance*) an amount invested in an INVESTMENT TRUST that does not pay regular DIVIDENDS, but adds the amount earned to the original investment 累积单位（投资所得红利加到本金的投资信托单位）

**accuse** /ə'kju:z/ *verb* [+ obj]
to say that sb has done sth wrong or is guilty of sth 指责；指控：*The union accused the company of racial discrimination.* 工会指责公司种族歧视。◇*A businessman appeared in court yesterday accused of stealing $2 million from his company.* 昨天一位商人在法庭上被指控从公司盗窃了200万美元。

**acetate** /'æsɪteɪt/ *noun* [C]
a thin piece of clear plastic on which you can write or print text or pictures to show on a screen using an OVERHEAD PROJECTOR 醋酸盐制透明薄片（用于书写或打印，或者放在高射投影仪上作投影之用）→ TRANSPARENCY (3) —Picture at PRESENTATION

**★achieve** /ə'tʃi:v/ *verb* [+ obj]
to succeed in reaching a particular goal, status or standard, especially by making an effort for a long time 达到，实现（某目标、地位或标准）：*The company achieved its target of a 15% increase in sales this year.* 今年这家公司实现了销售额增长15%的目标。
● *to achieve a goal/an objective/a target* 实现目标；达到目的
▸ **achievable** /ə'tʃi:vəbl/ *adjective*: *Profits of $20 m look achievable.* * 2000万美元的利润看来可以实现。 OPP UNACHIEVABLE

**achievement** /ə'tʃi:vmənt/ *noun*
**1** [C] a thing that sb has done successfully, especially using their own effort and skill 成就；成绩；功绩：*To keep within the budget was a great achievement.* 能够控制在预算之内就是一项巨大的成绩。
**2** [U] the act or process of achieving sth 达到；完成：*She felt a great **sense of achievement** every time she negotiated a deal.* 她每次谈妥一笔交易都有一种巨大的成就感。

**a'chievement moti,vation** *noun* [U] (*HR*) a desire to be successful or to reach a very high standard 成就动机：*to have high achievement motivation* 对取得成就具有强烈的动力

**achiever** /ə'tʃi:və(r)/ *noun* [C]
a person who is extremely successful in their job 有成就的人：*Many of the country's top achievers have studied abroad.* 该国的许多高层成功人士都曾留学海外。→ HIGH ACHIEVER

**'acid-test ,ratio** (*also* **'current ,ratio, 'liquid ,ratio, 'quick ,ratio**) *noun* [C] (*Accounting*) a way of measuring how much cash a company has available by comparing the total amount of money that it has in cash and is owed by customers with the total amount of money that it owes 酸性实验比率（指流动资产与流动负债的比率）→ LIQUIDITY RATIO

**acknowledge** /ək'nɒlɪdʒ; *AmE* ək'nɑ:l-/ *verb* [+ obj]
**1** to tell sb that you have received sth that they sent to you 告知收悉：*All applications will be acknowledged.* 所有的申请都将得到复函告知收悉。

**acknowledgement** (*also spelled* **acknowledgment**) /ək'nɒlɪdʒmənt; *AmE* ək'nɑ:l-/ *noun* [C,U]
a letter saying that sth has been received 确认函：*I didn't receive an acknowledgement of my application.* 我没有收到我的申请的确认函。◇ *a letter of acknowledgement* 确认函 → FUNCTIONAL ACKNOWLEDGEMENT

**a/c payee** = ACCOUNT PAYEE

**★acquire** /ə'kwaɪə(r)/ *verb* [+ obj]
**1** (about a company) to buy a company or part of a company's business; to buy shares in a company（指公司的）收购：*Last year the company acquired its smaller rival **for** $6.9 bn.* 去年该公司以6.9亿美元收购了规模较小的竞争对手。◇*It announced that it would acquire a 22 per cent stake in RTL **from** the UK media group.* 它宣布将从该英国传媒集团收购 RTL 22% 的股权。→ MERGE
● *to acquire an **asset/a business/a company/shares/a stake*** 收购资产／企业／公司／股份／股权
**2** to obtain the legal right to use sth or perform an activity 获得（合法使用某物或进行某活动的权利）：*The company has **acquired the rights** to assemble and market the new range of farm tractors.* 该公司获授权装配和销售新型农用拖拉机。
**3** to gain sth that is valuable to you or important for your business 取得；掌握：*By acquiring new skills you can increase your wages substantially.* 通过掌握新技能，你可以大幅度提高工资。
→ ACQUISITION

**acquirer** /ə'kwaɪərə(r)/ *noun* [C]
a company that wants to buy and take control of another company 收购者：*The media group is*

*seen as a likely acquirer of the two television channels.* 该媒体集团被认为有可能收购这两个电视频道。→ TARGET COMPANY

**★acquisition** /ˌækwɪ'zɪʃn/ *noun*

SEE ALSO: **compulsory acquisition, customer acquisition**

**1** [C] a company that has been bought by another company 被收购的公司：*The company has made 20 acquisitions since 1998.* 自1998年以来，该公司已收购了20家公司。◇ *the recent decline in **mergers and acquisitions*** 最近兼并和收购活动的减少 → MERGER

⊕ *to **complete/finalize/look for/make** an acquisition* 完成 / 结束 / 寻找 / 实施收购 • *a **planned/potential/proposed** acquisition (of sth)* 计划的 / 潜在的 / 建议的收购 • *a **big/large/major/strategic** acquisition* 大的 / 巨大的 / 主要的 / 战略性的收购 • *a **number/series/string of** acquisitions* 许多 / 一系列 / 一组收购

**2** [U] the activity of buying another company 收购（活动）：*the company 's proposed $21.9 bn acquisition of Compaq Computer* 该公司计划以219亿美元收购康柏电脑 ◇ *They are seeking new **acquisition targets*** (= companies they want to buy). 他们正在寻找新的收购对象。

⊕ *an acquisition **programme/strategy/target*** 收购方案 / 战略 / 目标

**3** [U] the act of getting sth 取得；获得：*the acquisition of new skills* 获取新技能 ◇ *The company spent more than $1.5 billion on subscriber acquisition when going online.* 该公司在发展网上业务时，花费了超过15亿美元以获取网上用户。→ ACQUIRE

**ˌacqui'sition cost** *noun* [C]

**1** (*Accounting*) the total cost of buying an asset, including both the price and any transport costs, professional fees, money that is taken off the price (**discounts**), etc. 购置成本

**2** (*Marketing*) (*also* **ˌcustomer acqui'sition cost**) the total cost of getting a new customer 获取（新顾客的）成本

**acrimonious** /ˌækrɪ'məʊnɪəs; *AmE* -'moʊ-/ *adjective* (*formal*)
(about an argument or a disagreement) angry and full of strong bitter feelings and words（指争论或争执）尖刻的，讥讽的，激烈的：*The agreement marks the end of an acrimonious takeover battle.* 该协议标志着激烈的收购战进入尾声。

**acronym** /'ækrənɪm/ *noun* [C]
a word formed from the first letters of several words 首字母缩略词：*WAP is the acronym for Wireless Application Protocol.* * WAP 是Wireless Application Protocol 的首字母缩略词。
NOTE **Acronyms** are pronounced as single words. For example, the acronym BASIC is pronounced /'beɪsɪk/. 缩略词按单词发音，例如，缩略词BASIC 发音为/'beɪsɪk/。

**a,cross the 'board** *phrase*
involving everyone or everything in a company or an industry 全面；全体：*The editorial staff took a 10 per cent pay cut across the board.* 编辑人员的薪酬一律削减10%。▶ **a,cross-the-'board** *adjective* [usually before noun]：*an across-the-board wage increase* 全面的加薪

**ACRS** /ˌeɪ si: ɑ:r 'es/ = ACCELERATED COST RECOVERY SYSTEM

**★act** /ækt/ *noun, verb*

• ***noun*** [C]

**1** *usually* **Act** a law that has been made by a parliament（议会制定的）法案，法令：*Many companies could be **in breach of** the Data Protection Act.* 许多公司都可能违反数据保护法。→ REGULATION

⊕ *to **amend/pass/repeal** an act* 修改 / 通过 / 废除法案

**2** (*Law*) something that sb does that is harmful to sb else（对他人有伤害的）行为：*The auditors had been warned of possible illegal acts within the company.* 已经有人提醒审计员，公司内部可能存在非法行为。

⊕ *to **commit** a criminal/an illegal act* 犯罪；从事非法活动

IDM **be/get ˌin on the 'act** (*especially BrE*) (*AmE usually* **get ˌinto the 'act**) (*informal*) to be/become involved in an activity that sb else has started, especially to get some benefit for yourself 参与；插一手 **get your 'act together** (*informal*) to behave in a more effective or responsible way 组织起来：*The EU needs to get its act together to enforce the new law.* 欧盟必须组织起来实施这项新法律。→ idiom at CLEAN *verb*

• ***verb*** [no obj]
to do sth for a particular purpose or to deal with a particular situation（为某目的）做：*We have acted in the shareholders' best interests.* 我们为了股东的最佳利益行事。◇ *The management has realized its mistake and has acted quickly to avoid disaster.* 管理层已认识到错误，并且很快采取措施避免灾难。◇ *The broker acted honestly and **in good faith*** (= believing he was doing the right thing). 经纪人做事诚实，令人信服。

PHR V **'act for sb/sth; ˌact on be'half of sb/sth** **1** to deal with sb's/sth's affairs for them 代理（某人或某事）：*accountants acting for a number of trusts* 代理许多信托财产的会计师 **2** (*Law*) to represent sb/sth in a court 代表（某人或某事出庭）**'act as sth** to perform a particular function; to do a particular job, especially one that requires special skills or is very responsible 担任：*Ms Nelson will continue to act as a consultant for six other companies.* 内尔森女士将继续担任另外六家公司的顾问。**'act on sth** (*also* **'act upon sth,** *especially formal*) to do sth as a result of advice, information, instructions, etc. that you have received 根据（建议、信息、指示等）行事：*The board **failed to** act on the takeover offer.* 董事会未根据该收购要约采取行动。

**acting** /'æktɪŋ/ *adjective* [only before noun]
doing an important job that is usually done by sb else 代理的：*Ms Bruce will serve as acting chief executive until a successor to Mr Gray is appointed.* 在格瑞先生的继任者获任命之前，由布鲁斯女士代行总裁一职。

**★action** /'ækʃn/ *noun, verb*

• ***noun***

SEE ALSO: **affirmative action, class ~, direct ~, disciplinary ~, group ~, industrial ~, job ~,** etc.

**1** [U,C] something that you do to deal with a problem or a difficult situation 行动；措施：*We*

*need to* ***take*** *urgent action to control costs.* 我们需要采取紧急措施控制成本。 ◇ *to decide on the best* ***course of action*** 决定最佳行动方案 ◇ *a 15-point* ***action plan*** 一项包含15点的行动计划 ◇ *His task was to propose a* ***plan of action.*** 他的工作是提出行动方案。 ◇ *The board will take tough action against certain employees.* 董事会将针对某些雇员采取严厉措施。

**2** (*Law*) [C,U] a legal process to stop a person or company from doing sth, to make sb pay for a mistake or to settle a disagreement 诉讼；起诉: *Where the sale involves fraud, the buyer can* ***bring*** *an action* ***for*** *damages* ***against*** *the seller.* 如果交易涉及欺诈，买方可以起诉卖方要求损害赔偿。

**3** [U] the important things that happen over a particular period of time, for example, changes in the price of shares 行情；商情: *The big action this week will be in the US, with several companies announcing their financial results.* 随着许多公司公布业绩，本周美国的行情会有大的变化。

IDM **convert/put/turn sth into 'action** to start doing sth in order to make an idea or plan happen or work 把…付诸实行: *You need to put your plan into action.* 你必须将计划付诸实行。 **a piece/slice of the 'action** (*informal*) a share or rôlê in an interesting or exciting activity; a share in the profits 插手，参与（有趣或刺激的活动）；分红: *When the company joined Wall Street, investors rushed to get a piece of the action.* 该公司加入华尔街时，投资者蜂拥而至来分一杯羹。

• ***verb*** [+ obj] to take appropriate steps to make sure that sth is done or dealt with 做（某事）: *Your request will be actioned.* 你的要求马上照办。

**actionable** /'ækʃənəbl/ *adjective*

**1** (*especially AmE*) if an idea is **actionable**, it is practical and can actually be done 可行的: *providing actionable advice on how to build a healthier company* 就如何构建更为兴旺发达的公司提出可行的建议。

**2** (*Law*) giving you a good reason to bring a claim against sb in a court 可以起诉的；可提起诉讼的: *Our lawyer advised us that the breach of contract was actionable.* 我方律师建议，违约事项可以提起诉讼。

**'action group** *noun* [C]

(often used in the name of an organization) a group that represents the interests of its members in a firm and clear way, especially one that works for social or political change（常用于社会或政治变革组织名称）行动小组: *a shareholder action group* 股东行动小组

**'action ,item** = ACTION POINT

**'action ,learning** *noun* [U]

(*HR*) a method of training in which small groups of people (**sets**) come together to help each other learn from real problems from the work situation 行动学习法

**'action-,oriented** *adjective*

**1** (about a person or an organization) very active; likely to do sth in response to a situation rather than just think and plan（人或组织）实干的: *creative and action-oriented staff* 有创造力而且实干的员工

**2** that involves particular actions; that helps you in a practical way to achieve sth 以行动为导向的；以行动为本的: *an action-oriented training programme* 以行动为本的培训项目

**'action plan** *noun* [C]

a description of a set of things you need to do in order to achieve an aim or to solve a problem 行动计划: *Develop an action plan for your first year in business.* 制定你从商第一年的行动计划。

**'action point** ('action ,item, *especially in AmE*) *noun* [C]

a job or task that is mentioned at a meeting and noted down to be done or dealt with by a particular person later 行动要点

**★active** /'æktɪv/ *adjective*

**1** making a determined effort and not leaving sth to happen by itself 积极的: *playing an active* **role** *in the board of the company* 在公司董事会里扮演积极的角色

**2** [not before noun] (about a company) doing a particular type of business; operating in a particular place（指公司）从事于，活跃于: *The bank is active* ***in*** *raising finances for public agencies.* 该银行为公共机构筹措资金很积极。 ◇ *The company is active in more than 60 countries.* 该公司活跃于60多个国家。

**3** operating or working; being used 现行的；活跃的；使用中的: *The company has several million active customer accounts.* 该公司现有数百万位活跃的客户。

**4** doing sth frequently; having a lot of activity 交易频繁的: *The company has been extremely active recently, with several major acquisitions.* 该公司最近极为活跃，进行了几项大规模的收购活动。

**5** (*Finance*) if shares, bonds, etc. or a market is **active**, there is a lot of buying and selling（股票、债券或市场）活跃的: *Stock prices closed lower in active* ***trading*** *on the London Stock Exchange.* 在伦敦股票交易所，股票买卖活跃，以低价收盘。

**6** (*Finance*) used to describe a way of investing in which shares, bonds, etc. are bought and sold according to changes in value 积极型（指根据价值变化进行股票、债券等买卖的一种投资方式）: *active fund management* 积极型基金管理

**7** (*IT*) being used at a particular time 作用中的；使用中的；活动的: *Pressing the 'cmd' and 'W' keys together closes the active window.* 同时按“cmd”和“W”键关闭当前窗口。 → INACTIVE, PASSIVE

**,active 'partner** (*also* ,working 'partner) *noun* [C]

a member of a PARTNERSHIP who is involved in running the business as compared to one who only invests money in it (a **sleeping/silent partner**) 任职合伙人(与隐名合伙人仅投资于公司相比较，任职合伙人还参与公司的经营管理)

**★activity** /æk'tɪvəti/ *noun* (*plural* **activities**)

**1** [U] a situation in which sth is happening or a lot of things are being done 活动: *a rise in the level of economic activity* 经济活动程度的提高 ◇ *Manufacturing activity fell in March.* 三月份的生产活动减少了。

❶ ***business/commercial/economic*** *activity* 业务／商业／经济活动 • ***construction/industrial/manufacturing/trading*** *activity* 建筑／工业／生产／贸易活动 • *to* ***boost/stimulate*** *activity* 增加／刺激活动

**2** [C, usually pl.] the things done by an organization or a person, especially in order to make money （尤指组织或个人以盈利为目的而从事的）业务，活动：*The group's activities include food retailing and travel agencies.* 该集团的业务范围包括食品零售及旅行社。◇ *a review of the company's commercial activities* 公司商业活动的回顾
● ***business/commercial/day-to-day/economic activities*** 业务 / 商业 / 日常 / 经济活动 • ***core/non-core activities*** 核心 / 非核心业务 • ***to be involved in/engage in/focus on/limit activities*** 参与 / 参加 / 集中 / 限制活动

**ac'tivity ˌsampling** = WORK SAMPLING

**ˌact of 'bankruptcy** *noun* [C]
(*Law*) something that you do that shows you are BANKRUPT (= that you do not have enough money to pay your debts) 破产行为

**actual** /'æktʃuəl/ *adjective* [only before noun]
real; that happened, as opposed to what was expected to happen 实际的；真实的：*Total actual sales have gone up by 8.9 per cent.* 实际总销售额提高了8.9%。◇ *We will pay you up to 80% of your actual loss of earnings.* 我们将赔偿你实际收入损失的80%。

**ˌactual 'damages** = COMPENSATORY DAMAGES

**actuals** /'æktʃuəlz/ *noun* [pl.]
(*Accounting*) real costs, sales, etc. that have happened, rather than ones that were estimated or expected 实际数：*Compare the targets with the actuals in Table 3.* 比较目标与表三中的实际数。→ OUT-TURN (2) NOTE The word **actuals** is often used in financial reports. * actuals一词常用于财务报告。

**actuary** /'æktʃuəri; *AmE* -eri/ *noun* [C] (*plural* **actuaries**)
a person whose job involves calculating insurance risks and payments for insurance companies and PENSION FUNDS by studying how frequently accidents, fires, deaths, etc. happen（保险）精算师 See note at PROFESSION ▸ **actuarial** /ˌæktʃu'eəriəl; *AmE* -'eriəl/ *adjective*: *an actuarial calculation of pension benefits* 退休金的精算

**acumen** /'ækjəmən; *AmE* ə'kju:mən/ *noun* [U]
the ability to judge things quickly and clearly 精明；敏锐：*business/commercial/financial acumen* 业务上 / 商业上 / 理财上的精明能干

**★ad** /æd/ *noun* (*informal*)
SEE ALSO: **banner ad, button ~, classified ~, display ~, small ~, teaser ~, want ~**
**1** [C] an advertisement 广告：*newspaper/TV/online ads* 报纸 / 电视 / 在线广告 ◇ *to put an ad in the paper* 在报纸上刊登广告 ◇ *The company ran ads in several college newspapers.* 该公司在好几所大学报纸上刊登广告。◇ *You should post your ads on more than one website.* 你应该在多个网站上刊登广告。
● ***to run an ad*** 登广告 • ***to post/place/put an ad in sth*** （在某物上）刊登广告
**2** [U] advertising 广告；广告业：*an ad agency/campaign* 广告公司 / 活动 ◇ *Our ad budget has been cut this year.* 我们今年的广告预算削减了。◇ *TV ad sales are down 6.9% this year.* 今年的电视广告销量下降了6.9%。

**'ad ˌagency** = ADVERTISING AGENCY

**★adapt** /ə'dæpt/ *verb*
**1** [+ obj] to change sth in order to make it suitable for a new use or situation 使适应；使适合：*The cars are produced in Europe and specially adapted for the American market.* 这些产于欧洲的轿车是专为美国市场制造的。SYN MODIFY
**2** [+ obj *or* no obj] to change your behaviour in order to deal more successfully with a new situation 适应（新情况）：*A large organization can be slow to adapt to change.* 大型机构的适应能力差。SYN ADJUST
▸ **adaptability** /əˌdæptə'bɪlətɪ/ *noun* [U]
**adaptable** /ə'dæptəbl/ *adjective*: *Successful businesses are highly adaptable to economic change.* 成功的企业适应经济变化的能力非常强。

**add** /æd/ *verb* [+ obj]
**1 add A to B** | **add A and B (together)** to put numbers or amounts together to get a total 将…相加；加起来：*Add together the total cost of the goods for the month.* 将本月货物的总成本加起来。OPP SUBTRACT
**2** to put sth/sb together with sth/sb else so as to increase the size, number or amount 增加；添加：*Increased sales will add $1 million a year to turnover.* 提高销量将可使营业额一年增加100万美元。
**3 add sth (to sth)** (used about shares, bonds, etc.) to increase in value by a particular amount; to make sth do this（股票、债券等的价值）增加：*Shares in Philips rose 0.7%, while Nokia added 2.2%.* 飞利浦的股票上涨0.7%，而诺基亚的股票则增值2.2%。◇ *Oil shares added 8 points to the FTSE.* 石油股带动富时指数上涨了8点。
▸ **addition** /ə'dɪʃn/ *noun* [U,C]: *the latest addition to our range of cars* 我们汽车系列中新添的款式。
PHR V **ˌadd sth 'on** to include or attach sth extra 附加；加上：*You need to add on a few dollars for delivery.* 你需要多付数美元才可享有送货服务。→ ADD-ON **ˌadd 'up (to sth)** to increase by small amounts until there is a large total 积少成多：*The cost of videoconferencing sessions added up.* 视频会议的成本大起来了。**ˌadd sth 'up; ˌadd 'up** to calculate the total of two or more numbers or amounts; to make a total number or amount 把…加起来；合计为：*The company added up the figures wrongly.* 公司合计的数字有误。◇ *The figures don't add up* (= make a sensible total). 这些数字的总和有误。**ˌadd 'up to sth 1** to make a particular total or amount 合计达；总计为：*Their combined income adds up to $10 000 per month.* 他们合计的收入每月达1万美元。**2** to lead to a particular result 结果是：*Company failures could add up to big losses for corporate lenders.* 公司破产会给企业放款人带来巨大损失。

**ˌadded 'value** *noun* [U]
**1** an improvement or an extra feature that is added to a product or service to make it more useful and attractive to buyers 附加价值；增值：*E-commerce will work only if it can offer users added value.* 电子商务只有为用户带来增值时才能发挥作用。◇ *Mobile phone users are prepared to pay each month for added-value services.* 移动电话用户愿意每月付费享用增值服务。

**2** (*Economics*) the amount by which the value of a product increases at each stage of the production process, not including the cost of the basic materials （产品的）增值额 SYN VALUE ADDED

**addendum** /ə'dendəm/ *noun* [C] (*plural* **addenda** /-də/) (*formal*)
a section of extra information that is added to sth such as a letter or a report （信或报告的）补遗，补篇

**'add-on** *noun* [C]
**1** a piece of equipment or a program that can be added to a computer system to improve its performance （计算机系统上的）附加设备；插件；附加程序：*Most PC companies offer digital cameras as an add-on.* 大部分个人电脑公司提供数码照相机作为附加设备。◇ *Control your PC's interaction with add-on devices.* 控制个人计算机和插件的连接。
● *add-on* ***devices/hardware/memory/software*** 附加设备 / 硬件 / 记忆体 / 软件
**2** an extra part or service that can be joined to a product, system or service to improve it, especially sth extra that can be sold to a customer 附加产品；附加系统；附加服务：*People pay extra for add-ons* ***to*** *basic insurance cover.* 人们在投保基本险外，往往还另外付费投保附加险。
● *add-on* ***device/module/package*** 附加设备 / 模块 / 套件

**,add-on 'interest** *noun* [U]
interest that is added to the original amount of money that sb has borrowed when they pay it back 追加利息

**★address** *noun, verb*
● ***noun*** /ə'dres; *AmE* 'ædres/
SEE ALSO: **forwarding address, public ~, web ~**
**1** [C] details of where sb lives or works, where an organization is, etc. and where mail can be sent 地址；住址；通讯地址：*What's your* ***name and address?*** 你的姓名和地址是什么？◇ *The business is no longer* ***at*** *this address.* 该公司已经不在这里了。
● *a* ***business/contact/home/private*** *address* 公司 / 联系 / 家庭 / 私人地址
**2** [C] a set of words, letters, symbols and/or numbers that tells you where you can find a business, an organization, etc. on the Internet, where you can send an email, etc. 网址：*Our website address has changed.* 我们的网址已变更了。◇ *What's your email address?* 你的电子邮件地址是什么？→ URL
**3** (*IT*) [C] the number that states where a piece of information is stored in a computer memory 地址，位址（表示电脑内存中信息存储位置的数字）
**4** [C] a formal speech 演说；演讲：*The Chairman made his annual address* ***to*** *the staff.* 主席向员工发表年度演说。
**5** [U] **a form/mode of address** the correct, polite title to use when you speak or write to sb 称呼；称谓
● ***verb*** /ə'dres/ [+ obj]
**1** (*usually* **be addressed**) to write on an envelope or a package the name and address of the person, company, etc. that you are sending it to 写（收信人、收件人）姓名地址：*The letter was addressed* ***to*** *'The Personnel Manager'.* 这封信是寄给“人事经理”的。→ SAE, SASE
**2** to make a formal speech to a group of people 演说；演讲：*The Chairman addressed the meeting.* 主席向大会发表演说。
**3** to use a particular name or title for sb when you speak or write to them 称呼（某人）：*Staff are trained to address customers* ***as*** *'sir' or 'madam'.* 训练员工称呼顾客为“先生”或“女士”。

**addressee** /ˌædre'si:/ *noun* [C]
a person, a business or an organization that a letter is addressed to 收信人；收件人

**adhere** /əd'hɪə(r); *AmE* əd'hɪr/ *verb*
PHR V **ad'here to sth** (*formal*) to behave according to a particular law, rule, set of instructions, etc. 遵守，遵循（法律、规章、指示等）：*All managers must adhere to company rules and practices.* 所有的经理必须遵守公司的规则与惯例。

**adherence** /əd'hɪərəns; *AmE* əd'hɪr-/ *noun* [U]
the fact of behaving according to a particular law, rule, set of instructions, etc. 遵守；遵循：*strict adherence* ***to*** *the rules* 严格遵守这些守则

**ad hoc** /ˌæd 'hɒk; *AmE* 'hɑ:k/ *adjective* [usually before noun]
not planned in advance 临时的；专门的：*The meetings will be held* ***on an ad hoc basis*** (= when they are necessary). 会议将根据需要随时举行。◇ *Leading companies set up an ad hoc group to discuss the changes in the law.* 主要的企业设立专门小组研究法律的变化。▸ **,ad 'hoc** *adverb* NOTE **Ad hoc** is a Latin phrase. * Ad hoc是拉丁语。

**adhocracy** /ˌæd'hɒkrəsi/ *noun* [U]
(*HR*) a form of management in which groups of people deal with specific projects and urgent problems, rather than with planning for the future of the business as a whole 暂时体制、暂时型组织（一种管理模式，以团队工作的方式处理具体项目，解决紧急问题，而不是从总体上计划未来的业务）

**★adjourn** /ə'dʒɜ:n; *AmE* ə'dʒɜ:rn/ *verb* [+ obj or no obj]
to stop a meeting or an official process for a period of time, especially in a court 延期；休会；休庭：*The meeting adjourned* ***for*** *lunch.* 午饭时间休会。◇ *The trial has been adjourned* ***until*** *next week.* 审判延至下周举行。See note at MEETING
▸ **ad'journment** *noun* [C,U]

**adjudicate** /ə'dʒu:dɪkeɪt/ *verb* [+ obj or no obj] (*Law*) **adjudicate (on/upon/in) sth** | **adjudicate between A and B** to make an official decision about who is right in a disagreement between two groups or organizations 判决，裁决（争议等）：*A special committee adjudicates on planning applications.* 特别委员会负责裁定规划申请。◇ *Their purpose is to adjudicate disputes.* 他们的目的是裁决争议。◇ *When was he* ***adjudicated bankrupt*** (= judged by a court of law to be unable to pay the money he owed)? 他是什么时候被宣布破产的？▸ **adjudication** /əˌdʒu:dɪ'keɪʃn/ *noun* [U]: *The case was referred to a higher court for adjudication.* 该案件已提交上级法院裁决。**a'djudicator** /ə'dʒu:dɪkeɪtə(r)/ *noun* [C]: *An*

*independent adjudicator has been appointed to deal with complaints.* 已指定独立裁决人处理投诉。

**adjunct** /'ædʒʌŋkt/ *noun* [C] (*formal*)
a thing that is added or attached to sth larger or more important 附属物；附件：*The company uses its website as an adjunct to its stores.* 该公司用网站辅助其店铺的经营。

**★adjust** /ə'dʒʌst/ *verb*
**1** [+ obj] to change sth slightly to make it more suitable or more accurate 调整；调节：*We must adjust our prices to meet demand.* 我们必须调整价格以满足需求。◇ *When incomes are adjusted for inflation, many families are poorer today than 10 years ago.* 剔除通货膨胀后的收入显示，许多家庭今天比十年前更贫穷。
**2** [+ obj *or* no obj] **adjust (yourself) to sth** to get used to a new situation by changing the way you behave and/or think 适应；习惯：*It took staff time to adjust to the new working practices.* 员工需要花费时间适应新的工作习惯。 SYN ADAPT → ADJUSTED

**adjustable** /ə'dʒʌstəbl/ *adjective*
that can be changed slightly, especially to become better or more suitable 可调节的；可调整的：*Your chair should have an adjustable back and seat.* 你椅子的椅背和座位应该是可调节的。◇ *an adjustable-rate mortgage* 可调息按揭 → VARIABLE

**adjustable 'peg** *noun* [C]
(*Economics*) a way of controlling the EXCHANGE RATE (= the price of a currency in relation to other currencies) by fixing the value of currencies in relation to another currency, such as the dollar, but changing it from time to time if necessary 可调整联系汇率 → CRAWLING PEG

**adjusted** /ə'dʒʌstɪd/ *adjective* [usually before noun]
SEE ALSO: **inflation-adjusted**
changed slightly in a particular way or for a particular purpose 经调整的：*an adjusted operating profit/loss* 经调整的营业利润 / 损失 ◇ *Production fell 0.8 per cent* ***on an adjusted basis*** *from the previous month.* 调整后的产量比上月下降了0.8%。

**a'djusted 'gross 'income** *noun* [U] (*abbr* **AGI**)
(*Accounting*) in the US, your total income after you have taken away particular costs, used when the amount of tax you have to pay is calculated 调整后收益总额，调整后所得总额（在美国，指扣除特定成本之后的总收入，用于计算纳税额）

**adjuster** (*also spelled* **adjustor**, *especially in AmE*) /ə'dʒʌstə(r)/ = LOSS ADJUSTER

**★adjustment** /ə'dʒʌstmənt/ *noun* [C,U]
SEE ALSO: **cost-of-living adjustment, debt adjustment**
**1** a small change made to sth in order to correct or improve it 调整；调节：*We'll have to* ***make*** *a few adjustments to the design.* 我们要对设计作几处调整。◇ *adjustments* ***in*** *the exchange rate* 汇率调整 ◇ *Wages have fallen by 10% in real terms (after adjustment* ***for*** *inflation).* 按实值计算（剔除通货膨胀因素之后）的工资已下降了10%。
● *a* ***fine/minor/slight/small*** *adjustment* 微调 • *an* ***important/a major/significant*** *adjustment* 重要 / 重大调整
**2** a process of changing to meet a new situation 适应：*The company's adjustment to the new markets has been successful.* 该公司成功地适应了新市场。
**3** (*Insurance*) the agreement reached between an insurance company and a person making a claim about how much money that person will receive 理算协议（指保险公司与投保人就索赔金额达成的协议）
**4** (*Insurance*) the amount of money paid to the person who makes the claim （保险）赔偿金

**ad'justment ac,count** = CONTROL ACCOUNT

**ad'justment ,factor** *noun* [C]
(*Technical*) a figure that is used to correct the result of a calculation 调整因子（用于纠正计算结果的数字）

**adland** /'ædlænd/ *noun* [sing.] (*informal*)
used to refer to the advertising industry 广告业

**ad litem** /ˌæd 'laɪtem; *AmE* 'laɪtəm/ *adjective* (*Law*)
used about a person who represents sb, especially a child, who cannot represent themselves in a legal case 出于诉讼目的的（尤指代表不能出庭应讯的儿童的人）：*The court must appoint a* ***guardian ad litem.*** 法庭必须指定一位诉讼监护人。 **NOTE** **Ad litem** is a Latin phrase. * Ad litem是拉丁语。

**adman** /'ædmæn/ *noun* [C] (*plural* **admen**) /-men/ (*informal*)
a person who works in advertising 广告人员；广告业从业员：*Our adman has come up with a new slogan.* 我们的广告人员想出了一个新的广告口号。

**admin** /'ædmɪn/ *noun* [U] (*BrE*)(*informal*)
administration 行政管理：*She works in admin.* 她在行政部门工作。◇ *admin staff* 行政人员

**★administer** /əd'mɪnɪstə(r)/ *verb* [+ obj]
**1** (*also* **administrate**) (*often* **be administered**) to manage and organize the affairs of a company, an organization or a country 管理（公司、机构等）；治理（国家）：*The pension funds are administered by commercial banks.* 养老基金由商业银行负责管理。 SYN MANAGE
**2** to organize the way that sth is done 执行：*The questionnaire was administered by trained interviewers.* 问卷调查由受过训练的访问人员负责执行。
**3** (*formal*) to make sure that sth is done fairly and in the correct way 施行；执行：*It is a judge's duty to administer justice quickly and fairly.* 法官的责任就是迅速公平地主持公义。

**★administration** /əd,mɪnɪ'streɪʃn/ *noun*
SEE ALSO: **business administration, Federal Aviation Administration**
**1** (*BrE also* **'admin**, *informal*) [U] the activities that are done in order to plan, organize and run a business or other institution （企业、其他机构等的）行政管理：*the day-to-day administration of a company* 公司的日常行政管理工作 ◇ *the Sales Administration department* 销售管理部门 ◇ *administration costs* 管理费用
● ***day-to-day/general/office/routine*** *administration* 日常 / 一般 / 办公室 / 常规行政管理

**2** [U] the process or act of organizing the way that sth is done 施行；执行：*the administration of the new tax* 新税项的执行
**3** [C] the people who plan, organize and run a business or an institution（企业、机构等的）行政部门，管理部门：*the national telecommunications administrations* 国家电信管理部门
**4** (*often* **Administration**) [C] the government of a country, especially the US（尤指美国）政府：*Successive administrations have failed to solve the country's economic problems.* 历届政府均未能解决国家的经济问题。
**5** (*Law*) [U] the management of the financial affairs of a business that cannot pay its debts by an independent person 托管（由独立人士管理无力偿债企业的财务事宜）：*The company will go into administration if it cannot find extra funds.* 如果无法找到额外资金，公司将会被交付托管。

**ˌadmini'stration ˌorder** *noun* [C]
(*Law*) in the UK, an order made by a court for sb to take over the management of a business that cannot pay its debts 执管令（在英国，指法庭给某人下达接管无力还债公司的命令）：*If the administration order is granted, the company has three months to find a solution to its problems.* 如果下达了执管令，公司可以有三个月的时间寻找解决问题的办法。

**★administrative** /əd'mɪnɪstrətɪv; *AmE* -streɪtɪv/ *adjective*
connected with organizing the work of a business or an institution 行政的；管理的：*We managed to cut administrative costs by 30%.* 我们努力削减了30%的管理费用。◇ *Staff received their salaries late due to an administrative error.* 由于管理失误，员工收到工资的时间晚了。◇ *The company lost key senior administrative staff to its main competitor.* 该公司的主要高级行政人员流失到主要竞争对手那里了。
➕ *administrative charges/costs/expenses* 管理费用；行政开支 • *administrative duties/procedures/tasks/work* 行政职责 / 手续 / 任务 / 工作

**adˌministrative as'sistant** *noun* [C]
a person who works in an office, dealing with letters and telephone calls, keeping records, etc. 行政助理

**adˌministrative 'leave** *noun* [U,C] (*AmE*)
(*HR*) a time that you are allowed to be away from work with pay for special reasons, such as if you are needed to be on a JURY, or when there is an urgent problem 行政休假（由于特殊原因而获允许的带薪休假，例如需要做陪审员或有急事要处理）：*She was placed on administrative leave last week.* 她上周行政休假。

**adˌministrative 'management** *noun* [U]
(*HR*) the traditional view of management that is concerned with how a business should be organized and what a good manager should do 行政管理

**★administrator** /əd'mɪnɪstreɪtə(r)/ *noun* [C]
**1** a person whose job is to manage and organize the public or business affairs of a company or an institution (企业、机构的）管理人员，行政人员：*a pensions administrator* 养老金管理人员
**2** (*Finance*) a person chosen, often by a court, to manage the financial affairs of a business that does not have enough money to pay its debts（通常由法院指定管理资不抵债企业的）管理人
➕ *to appoint/call in an administrator* 指定 / 邀请管理人

**admissible** /əd'mɪsəbl/ *adjective*
(*Law*) that can be allowed or accepted, especially in a court（尤指法庭）容许提供的，可接受的：*Photographs are usually admissible as/in evidence provided it can be proved that they are authentic.* 照片若被证实真实可信，通常就是可接受的证据。
OPP INADMISSIBLE
▸ **admissibility** /əd,mɪsə'bɪlətɪ/ *noun* [U]

**admission** /əd'mɪʃn/ *noun*
**1** [U,C] the act of accepting sb into an institution, an organization, etc.; the right to enter a place or to join an institution or organization（机构、组织等的）准许加入，进入（权），加入（权）：*countries applying for admission to the European Union* 申请加入欧盟的国家 ◇ *a 38% reduction in hospital admissions* 入院人数下降38%
**2** [C] a statement in which sb admits that sth is true, especially sth wrong or bad that they have done（尤指对过错、罪行的）承认，招认：*The sale of the company was an admission of failure.* 出售公司就是承认失败。
**3** [U] the amount of money that you pay to go into a building or an event 入场费；门票费：*a €10 admission charge* 入场费10欧元

**adˌmission of lia'bility** *noun* [C]
(*Law*) a statement or an act admitting legal responsibility for sth 承认法律责任

**admit** /əd'mɪt/ *verb* (**-tt-**)
**1** [+ obj *or* no obj] to say that you have done sth wrong or illegal 承认（过错、罪行）；招认：*He admitted theft.* 他承认偷窃。◇ *The directors refused to admit to any wrongdoing.* 董事拒绝承认任何不当行为。
**2** (*Law*) [+ obj] **admit liability (for sth)** to say that you are legally responsible for sth 承认（对某事）负上(法律)责任：*Both companies have admitted liability for the crash.* 两家公司承认对破产负责。
**3** [+ obj] to allow sb to enter a place, an organization or an institution 准许进入（某处、某组织、某机构）：*China was admitted to the World Trade Organization in 2001.* * 2001年中国获准加入世界贸易组织。

**adopt** /ə'dɒpt; *AmE* ə'dɑ:pt/ *verb* [+ obj]
**1** to accept and use a particular idea, system or proposal, especially a new one 采取；采纳：*Business will move to other centres if we do not adopt modern business methods.* 如果我们不采取现代经营方式，生意将转移到其他中心。
**2** (*Marketing*) to buy and use a product or service as the normal or official one 正式采用（某产品或服务）：*a campaign to persuade households to adopt digital television* 劝说家庭采用数字电视的广告活动
**3** to support, or partly support, a public place or institution, for example a school, by giving money, usually to make good relations between the company and the local community 赞助
→ SPONSOR *verb*

**adopter** /ə'dɒptə(r); *AmE* ə'dɑ:ptər/ *noun* [C, usually sing.]

SEE ALSO: **early adopter**

(*Marketing*) a company, an organization or a person who accepts and uses a product, service or system as the normal or official one 采用者: *The government is a keen adopter of new technologies.* 政府热衷于采用新技术。

**adoption** /ə'dɒpʃn; *AmE* ə'dɑ:pʃn/ *noun*

**1** [U] the act of accepting and using a particular idea, system or proposal, especially a new one （尤指新的想法、制度、建议等的）采用，采纳: *the adoption of a new marketing strategy* 采用新的营销战略 ◇ *the adoption of the euro by 12 European nations* * 12个欧洲国家采用欧元

● *the adoption of a* ***method/practice/proposal/strategy*** 采用一种方法 / 做法 / 建议 / 策略

**2** (*Marketing*) [U,C] the wide use of a new product or service; the product or service that is used （新产品或服务的广泛）采用: *the relationship between the market adoption of a product and its price* 市场接受一种产品及其价格之间的关系 ◇ *Improved security on mobile phones would help customer adoption rates.* 移动电话安全性能的改善有助于提高顾客使用率。

**a'doption curve** *noun* [C]

(*Marketing*) a graph showing the rate at which people buy a piece of new technology for the first time 采用曲线（显示首次购买一项新技术的速度的图表）: *The adoption curve for the cellphone, as for most technologies, follows an S-shape.* 像大多数技术一样，移动电话的采用曲线呈S型。

**ADR** /ˌeɪ di: 'ɑ:(r)/

= AMERICAN DEPOSITORY RECEIPT, ALTERNATIVE DISPUTE RESOLUTION

**ADSL** /ˌeɪ di: es 'el/ *abbr*

(*IT*) **asymmetric digital subscriber line** technology that allows large amounts of data to be carried over an ordinary phone line in such a way that data travels faster to the customer than from the customer 非对称数字用户专线（指在普通电话线上高速传输数字信号的技术）: *high-speed ADSL Internet access* 高速非对称数字用户专线上网。→ BROADBAND

**adultescent** /ˌædʌl'tesnt/ *noun* [C] (*informal*) an adult who is no longer young, but who dresses and behaves like a young person 中青年、老来少、老学少（穿着、举止像青年人的中年人）: *The video game is aimed at smart kids and adultescents.* 这款视频游戏是针对聪明孩子和中青年的。

**ad valorem** /ˌæd və'lɔ:rem/ *adjective* [usually before noun]

(*Economics*) (about a tax) calculated as a percentage of the value of the goods 从价税的（按商品价值百分比计算税款的）: *VAT is an ad valorem tax.* 增值税是一种从价税。→ SPECIFIC

● *an ad valorem* ***duty/tariff/tax*** 从价关税；从价税率；从价税

▸ **ˌad va'lorem** *adverb*

NOTE **Ad valorem** is a Latin phrase. * Ad valorem是拉丁语。

**advance** /əd'vɑ:ns; *AmE* -'væns/ *noun, verb, adjective*

● *noun*

SEE ALSO: **bank advance**

**1** [C, usually sing.] money paid for work before it has been done; money paid earlier than expected 预付款；提前付款: *They offered an advance of 10 000 euros after the signing of the contract.* 合同签订后，他们预付了10 000欧元。◇ *She asked for an advance* ***on*** *her wages.* 她要求预付工资。

**2** [C] an increase in the price or value of sth （价格、价值的）上涨，提高: *These companies have seen significant advances* ***in*** *their share prices.* 这些公司的股票价格大幅上涨。

**3** [C,U] progress or a development in technology or a particular area of knowledge （技术或知识的）进步，进展，提高: *advances* ***in*** *the processing power of chips* 芯片处理能力的提高 ◇ *We live in an age of rapid technological advance.* 我们生活在一个科技日新月异的时代。

IDM **in advance** (**of sth**) before the time that is expected; before sth happens （时间上）在…前；预先；事先: *The rent is due one month in advance.* 租金预先一个月支付。◇ *The Director would not discuss the report in advance of its release.* 总监在报告公布之前，不会讨论其内容。→ IN ARREARS

● *verb*

**1** [+ obj] **advance** (**sb**) **sth** | **advance sth** (**to sb**) to give sb money before the time it would usually be paid 预付: *We are willing to advance the money to you.* 我们愿意将钱预付给你。◇ *They advanced her $2 million for five novels.* 他们预付给她五部小说的稿费，共计200万美元。

**2** [no obj] if knowledge or technology **advances**, it develops and improves （知识、技术等）发展，进步: *As medical technology advances, health-care costs rise.* 由于医疗技术进步，医疗保健成本上涨。

**3** [no obj] (about prices, costs, profits, etc.) to increase （价格、成本、利润等）上涨，增加: *Inflation has advanced sharply over the last two years.* 在过去两年里，通货膨胀急剧上升。◇ *Vodafone* (= its shares) *advanced 1.8 per cent to 179p.* 沃达丰的股票上涨了1.8%，达到179便士。

**4** [+ obj] to change the time or date of an event so that it takes place earlier 使提前；使提早: *The date of the meeting has been advanced by one week.* 会议日期提前了一周。SYN BRING STH FORWARD OPP POSTPONE

**5** [+ obj] to help sth to succeed 促进；推动: *Studying for new qualifications is one way to advance your career.* 考取新的任职资格是促进你事业发展的一种途径。

● ***adjective*** [only before noun]

done or given before sth is going to happen 预先的；事先的: *He received an advance payment for developing the new computer game.* 他收到了开发新电脑游戏的预付款。◇ *Please give us* ***advance warning*** *of any changes to the schedule.* 日程若有变更，请提前通知我们。

**ad,vance 'copy** *noun* [C]

(*Production*) a book, a magazine, etc. that is sent to sb to look at before it is published and becomes available to everyone （发行前送交某人过目的）新书样本

**advanced** /əd'vɑ:nst; *AmE* -'vænst/ *adjective*
**1** having the most modern and recently developed ideas, methods, etc. 先进的: *advanced technology* 先进技术 ◇ *advanced industrial societies* 先进的工业社会
**2** (about a course of study) at a high or difficult level (指课程) 高级的, 高等的: *advanced training* 高级培训
**3** having been happening for some time; almost finished 最后阶段的: *The talks are* ***at an advanced stage.*** 谈判已进入最后阶段。

**advancement** /əd'vɑ:nsmənt; *AmE* -'væns-/ *noun*
**1** [U] progress in a job or position (工作、职位等的) 提升, 晋升: *There are good opportunities for advancement if you have the right skills.* 如果你有合适的技能, 就有良好的晋升机会。
**2** [U,C] the process of helping sth to make progress or succeed; the progress that is made 促进; 推动; 发展: *the advancement of knowledge/technology* 知识 / 技术的进步

**ad,vance 'order** *noun* [C]
(*Commerce*) an order for a product which is made before the product is available for sale 预订单: *The company already has more than 5 000 advance orders for the new phone.* 该公司已接到5000多张新电话的预订单。

**advancer** /əd'vɑ:nsə(r); *AmE* əd'vænsər/ *noun* [C, usually pl.]
(*Stock Exchange*) (used in newspapers) a share whose value has risen (用于报章) 上涨股: *Activity was quiet on the New York stock exchange, with advancers beating decliners 3 to 2.* 纽约证券交易所的交易活动十分平静, 上涨股以3比2击败下跌股。 SYN GAINER OPP DECLINER

**★advantage** /əd'vɑ:ntɪdʒ; *AmE* -'væn-/ *noun* [C,U]
SEE ALSO: **absolute advantage, comparative ~, competitive ~**
**1** a thing that helps you to be better or more successful than other people 有利条件; 优势: *Familiar brands have an advantage* ***over*** *less well known brands.* 知名品牌比不太有名的品牌有优势。 ◇ *Staff with a good command of a second language are* ***at an advantage.*** 掌握第二种语言的员工处于有利地位。 ◇ *Much of our business is becoming Internet-based, which has a lot of cost advantages.* 我们的大部分业务逐渐以互联网为主, 这让我们在成本上有很大优势。
● ***a big/definite/great/huge/tremendous*** *advantage* 大的 / 确定的 / 很大的 / 巨大的 / 极大的优势 • ***a commercial/cost/an economic/a financial/price*** *advantage* 商业 / 成本 / 经济 / 财政 / 价格优势 • *to* ***be/gain/give (sb)/have*** *an advantage* 是 / 获得 / 给予 (某人) / 拥有优势
**2** a quality of sth that makes it better or more useful 优点: *Their new sun cream* ***has the*** *added* ***advantage of*** *smelling unattractive to insects.* 他们的新防晒霜还有一个优点, 就是气味不会吸引昆虫。 ◇ *Each of these systems* ***has its advantages and disadvantages.*** 这些系统各有其优缺点。
IDM **be/work to your ad'vantage** to give you an advantage; to change a situation in a way that gives you an advantage 对…有利: *Eventually, the new regulations may work to our advantage.* 新的规章制度对我们可能有利。 → idiom at TAKE, TURN

**adverse** /'ædvɜ:s; əd'vɜ:s; *AmE* -vɜ:rs/ *adjective* [usually before noun]
negative; not likely to produce a good result 不利的; 反面的: *adverse market conditions* 不利的市场条件 ◇ *the adverse effects of a high exchange rate* 高汇率的不利影响

**,adverse 'balance** *noun* [C] (*BrE*)
(*Accounting*) an amount of debt shown in an account 赤字; 逆差; 欠款: *Your account shows an adverse balance of €630.00.* 你的账户上有630欧元的欠额。 SYN UNFAVOURABLE BALANCE → DEFICIT

**,adverse 'trade ,balance** (*also* **'adverse 'balance of 'trade**) *noun* [sing.]
(*Economics*) a situation when a country spends more on imports than it earns from exports 贸易逆差 (指一国进口多于出口) SYN UNFAVOURABLE TRADE BALANCE

**advert** /'ædvɜ:t; *AmE* -vɜ:rt/ *noun* [C] (*BrE informal*)
an advertisement 广告: *radio/TV/press adverts* 广播 / 电视 / 报刊广告 ◇ *an advert* ***for*** *jeans* 牛仔裤广告 ◇ *We placed a full-page advert in a magazine.* 我们在杂志上刊登了整版广告。

**★advertise** /'ædvətaɪz; *AmE* -vərt-/ *verb*
**1** [+ obj or no obj] to tell the public about a product or a service in order to encourage people to buy or use it 登广告: *If you want to attract more customers, try advertising in the national press.* 如果你要吸引更多顾客, 就试试在全国性报刊上登广告。 ◇ *to advertise a product/business/service* 做广告宣传产品 / 企业 / 服务 ◇ *The company's new Internet service has been* ***heavily*** *advertised on television.* 该公司在电视上大做新互联网服务的广告。◇ *Something advertised* ***as*** *a toy is likely to be used by children.* 某产品被广告宣传为玩具, 使用者很可能就是孩子。 ◇ *I bought the camera and case* ***as advertised*** *in the catalogue.* 我购买了目录上广告所示的照相机和盒子。
→ PROMOTE, PUBLICIZE
**2** [no obj] to tell people about a job that is available 招聘: *We are currently advertising* ***for*** *a new sales manager.* 目前我们正公开招聘一位新的销售经理。

**★advertisement** /əd'vɜ:tɪsmənt; *AmE* ,ædvər'taɪz-/ *noun* [C]
SEE ALSO: **banner advertisement, button ~, classified ~, display ~**
**1** a notice, picture or short film telling people about a company, product or service 广告: *cigarette advertisements* 香烟广告 ◇ *advertisements* ***for*** *cigarettes* 为香烟做广告 ◇ *to take out a full-page/half-page advertisement in a glossy magazine* 在漂亮的杂志上刊登整版 / 半版广告 ◇ *The product became a best-seller through costly print and television advertisements.* 凭着昂贵的印刷品及电视广告宣传, 该产品成了畅销货。 ◇ *The advertisement appeared on TV last night.* 昨晚该广告在电视上出现。 ◇ *One advertisement shows a man driving a car on a golf course.* 广告上出现一位男子在高尔夫球场上驾驶着一辆汽车。 → AD, ADVERT See note at ADVERTISING

⊕ ***newspaper/online/print/television*** *advertisements* 报纸 / 网上 / 印刷 / 电视广告 ◆ *to* ***place/put/run/take out*** *an advertisement* 登广告 ◆ *the advertisement* ***features/shows*** *sb/sth* 广告突出 / 显示某人或某物

**2** a notice telling people about a job that is available 招聘广告；招聘启事： *an advertisement* ***for*** *a job/post/position* 工作 / 岗位 / 职位的招聘广告 ◇ *a job advertisement* 工作招聘广告

⊕ *to* ***place/put/take out*** *an advertisement* (*in a newspaper*)（在报纸上）登广告 ◆ *to* ***answer/reply to/respond to*** *an advertisement* 答复 / 回应广告

**★advertiser** /ˈædvətaɪzə(r); *AmE* -vərt-/ *noun* [C]
a company or a person that advertises a product or a service 登广告者；广告客户： *She claims that tobacco advertisers target teenagers.* 她声称烟草广告商将以青少年为对象。

**GRAMMER POINT 语法说明**

**advertising/advertisement**

**Advertising** is an uncountable noun and refers to the activity of telling customers about products and services, or the materials that companies use in general to do this, such as notices in magazines or newspapers. * advertising 为不可数名词，指商家为向顾客介绍其产品和服务所进行的宣传活动，或者指商家登于报刊杂志等媒介上的宣传材料： *They do a lot of advertising on television.* 他们在电视上做大量广告。

**Advertisement** is a countable noun. It refers to a particular *piece of advertising* , such as a notice or short film/movie about a particular product. In more informal language the words **ad** (*BrE* and *AmE*) and **advert** (*BrE*) are used.
* advertisement为可数名词，指某一则广告，如有关某一产品的海报或短片。在口语化的语言中，还可以用 ad（英式英语和美式英语）和 advert（英式英语）。
- *I am replying to your advertisement in the Guardian.* 我就你们在《卫报》上的广告来函垂询。
- ~~*I am replying to your advertising ...*~~

**★advertising** /ˈædvətaɪzɪŋ; *AmE* -vərt-/ *noun* [U]
SEE ALSO: **brand advertising, comparative ~, consumer ~, corporate ~, direct ~, direct response ~, drip ~,** etc.

**1** the act of making a company, a product or a service known to the public; the notices, pictures and short films that a company uses to tell people about itself and its products 做广告；广告： *cigarette advertising* 香烟广告 ◇ *How much did we spend on advertising last year?* 去年我们的广告费是多少？ ◇ *Are you easily persuaded by television advertising?* 你容易受电视广告影响吗？ ◇ *The company has a huge advertising budget.* 该公司有庞大的广告预算。 ◇ *Only ten per cent of* ***recruitment advertising*** (= advertising for people to fill jobs) *is online.* 只有10%的招聘广告采用在线方式。 → COLUMN INCH, PROMOTION, PUBLICITY

⊕ ***Internet/online/point-of-sale/press/radio/television*** *advertising* 互联网 / 在线 / 销售点 / 报刊 / 广播 / 电视广告 ◆ *an advertising* ***campaign*** 广告宣传活动 ◆ *advertising* ***revenue(s)/sales*** 广告收入 / 销售

**2** the industry of advertising things to people on television, in newspapers and magazines, etc. 广告业： *people who work in advertising* 在广告行业工作的人 ◇ *He's one of the world's most powerful advertising executives.* 他是世界上最具有实力的广告公司的主管之一。 See note at MARKETING

⊕ *the advertising* ***business/industry/sector*** 广告业务 / 行业 / 部门 ◆ *an advertising* ***company/executive/group/manager*** 广告公司 / 公司主管 / 集团 / 经理

**ˈadvertising ˌagency** (*also* **ˈad ˌagency,** *informal*) *noun* [C]
a company that plans and designs advertisements for other companies 广告公司；广告代理人： *She is an executive at a leading New York advertising agency.* 她在纽约一家一流的广告公司担任行政人员。

**ˈadvertising mix** *noun* [U]
(*Marketing*) the different methods that a business uses to advertise a product, such as television, newspapers, radio, etc. 广告组合（企业用于宣传产品的各种不同方式，如电视、报纸、广播等）： *The regional press is a vital part of the national advertising mix.* 地方性报刊是全国性广告组合的重要组成部分。 ◇ *The Internet makes up 2% of the company's advertising mix.* 互联网在该公司的广告组合中占2%。

**advertorial** /ˌædvəˈtɔːriəl; *AmE* -vərt-/ *noun* [C,U]
(*Marketing*) an advertisement in a newspaper or a magazine that is like a written article and seems to be giving facts rather than advertising a product 社论式广告： *write an advertorial* ***about/on*** *your company's products* 写一篇社论式广告宣传你们公司的产品 → INFOMERCIAL **NOTE** **Advertorial** is a combination of the words advertisement and editorial (= an article in a magazine or newspaper that expresses the editor's opinion about sth). * Advertorial是advertisement和editorial（指编辑在杂志或报纸上表达自己对某事物的观点所刊登的文章）的合成词

**★advice** /ədˈvaɪs/ *noun*
SEE ALSO: **careers advice, credit ~, letter of ~**

**1** [U] an opinion or a suggestion about what sb should do in a particular situation 建议；劝告；忠告： *The bank provides financial advice* ***about*** *starting your own company.* 银行可以就创办公司的事宜提供财务建议。 ◇ *We offer advice to businesses* ***on*** *computer security problems.* 我们就计算机安全问题向企业提供建议。 ◇ *I have one* ***piece of advice*** *: push yourself as hard as you can.* 我有一个忠告：尽力鞭策自己加把劲。

⊕ ***career/financial/legal/tax/technical*** *advice* 职业 / 财务 / 法律 / 税务 / 技术建议 ◆ *to* ***give/provide/offer*** *advice* 提供建议 ◆ *to* ***follow/seek/take*** *sb's advice* 遵从 / 寻求 / 采纳某人的建议

**2** (*Accounting*) [C] a formal notice about some financial business（金融业务的正式）通知书；通知： *a remittance advice* 汇款通知 → ADVICE NOTE
→ idiom at TAKE

**ad'vice note** *noun* [C] (*BrE*)
(*Commerce*) a document that is sent to a customer to tell them that goods they have ordered have been sent or are ready to send 通知书 → DELIVERY NOTE, DISPATCH NOTE

**'ad view** = IMPRESSION

**★advise** /əd'vaɪz/ *verb*
**1** [+ obj *or* no obj] to tell sb what you think they should do 建议；劝告；忠告：*We advise our customers **against** sending cash.* 我们建议客户不要寄现金。
**2** [+ obj *or* no obj] to give sb help and information on a subject that you know a lot about（为某人）出主意，提供咨询：*We employ an expert to advise **on** new technology.* 我们聘用一位专家提供新技术的建议。
**3** (*formal*) [+ obj] to officially tell sb sth; to inform sb 正式告知；通知：*Please advise us **of** any changes in your personal details.* 你的个人资料若有更改，请通知我们。

**★adviser** (*also spelled* **advisor**, *especially in AmE*) /əd'vaɪzə(r)/ *noun* [C]
SEE ALSO: **independent financial adviser**
a person who gives advice to a company, government, etc., especially sb who knows a lot about a particular subject（公司、政府等的）顾问：*He briefly worked as an adviser **to** the Bank of Italy.* 他曾短暂地担任过意大利银行的顾问。◇ *the CBI's chief economic adviser* 英国产业联合会的总经济顾问
● *an **economic/investment** adviser* 经济 / 投资顾问 ● *a **financial/mortgage/policy** adviser* 财务 / 按揭 / 政策顾问

**ad'vising bank** *noun* [C]
(*Finance*) a bank in the country of an exporter that informs the exporter about a DOCUMENTARY CREDIT and receives documents on behalf of the buyer's bank 通知行（在出口国负责通知出口商有关跟单信用证的事宜，并代表买方银行接收单据的银行）

**advisor** = ADVISER

**advisory** /əd'vaɪzərɪ/ *adjective*
giving professional advice; not having the power to make decisions 顾问的；咨询的：*She has a position on the firm's **advisory board**.* 她是公司顾问委员会里的成员。◇ *He is acting **in an advisory capacity** only.* 他仅以顾问身份工作。

**ad'visory ˌservice** *noun* [C]
part of an organization that gives expert information on a particular subject 咨询服务部：*the director of advisory services* 咨询服务部总监 ◇ *The bank provides a financial advisory service for all its clients.* 该银行为所有客户提供金融咨询服务。

**AEI** /ˌeɪ iː 'aɪ/ = AVERAGE EARNINGS INDEX

**AER** /ˌeɪ iː 'ɑː(r)/ *abbr*
(*Finance*) **annual equivalent rate** a rate of interest on investments and money you save that shows how much you would receive in one year if each interest payment was added to the deposit before the next payment was calculated 年度等量利率（在计算下期利息前，将每期利息加入本金后，一个年度内应得的投资和存款利率）→ APR

**aeronautics** /ˌeərə'nɔːtɪks; *AmE* ˌerə-/ *noun* [U]
the science or practice of building and flying aircraft 航空学；飞行学；飞行术：*the company's aeronautics business* 该公司的航空业务
▸ **aero'nautic** *adjective*: *the European aeronautic sector* 欧洲航空部门 **aeronautical** /-'nɔːtɪkl/ *adjective*: *an aeronautical engineer* 航空工程师

**aerospace** /'eərəʊspeɪs; *AmE* 'erəʊ-/ *noun* [U]
(*often used as an adjective* 常用作形容词)
the industry of building aircraft and the vehicles and equipment to be sent into space 航空航天工业：*jobs in aerospace and defence* 航天与国防工作 ◇ *the aerospace industry* 航空航天工业

**affiliate** *noun, verb*
● ***noun*** /ə'fɪlɪət/
[C] a company or an organization that is connected with or controlled by another larger one 附属公司；联营公司；分公司：*Our organization has 32 overseas affiliates.* 我们的机构有32家海外分支机构。◇ *Airbus is an EADS affiliate.* 空中客车公司是欧洲宇航防务集团的分公司。 See note at GROUP
● ***verb*** /ə'fɪlɪeɪt/ [+ obj *or* no obj] (*usually* **be affiliated**)
**1** (about a company or an organization) to be connected to a larger one 使隶属，使并入（较大的公司或组织）：*All three major rail unions are affiliated to the Trades Union Congress.* 三大铁路工会隶属于工会总会。
**2** (about a person) to have a close professional connection with an organization 加入；为…工作：*He is an independent consultant affiliated with McKinsey & Co.* 他是麦肯锡公司的独立顾问。
▸ **affiliation** /əˌfɪlɪ'eɪʃn/ *noun* [U,C]: *The affiliation with the plastics giant* (= large company) *gives the business many advantages.* 附属于塑料巨头给该业务带来了许多好处。◇ *Please put your name, address and affiliation* (= the organization that you work for or represent) *on the form.* 请将你的名字、地址及工作单位或所属机构填在表上。

**af,filiated 'company** *noun* [C]
a company that is closely connected to or controlled by another larger company or organization 附属公司；联营公司；联号：*There are 33 000 people working in our wholly owned and affiliated companies.* 有33000人在我们的独资公司及联营公司工作。 SYN SUBSIDIARY

**af,filiate 'marketing** *noun* [U]
(*E-commerce*) the use of other websites to advertise and market the products and services of your website. The other websites receive a payment for this. 联属网络营销（以付费方式在其他网站做广告宣传和推销你的网站的产品和服务）

**af'finity card** *noun* [C]
a credit card that has the name of a particular charity (in the UK) or an organization (in the US) that receives an amount of money from the card company every time you use the card 公益卡，慈善信用卡〔以慈善机构为名（英国）或以组织为名（美国）而发行的信用卡，每次持卡人使用信用卡，慈善机构即能收到一定金额的款项〕

**af,firmative 'action** *noun* [U] (*AmE*)
a practice or policy intended to make sure that everyone has the same chances of education or

employment and to correct the fact that people from some groups are often treated unfairly because of their race or sex 平等权利政策（旨在使每个人都有相同的教育或就业的机会，纠正其他团体由于种族或性别而遭受不公平对待的情况） SYN POSITIVE DISCRIMINATION (*BrE*)
→ POSITIVE ACTION

**affluent** /'æfluənt/ *adjective*
having a lot of money and a good standard of living 富裕的: *an energetic and affluent city* 一座生机勃勃而又富裕的城市 ◇ *a young, affluent professional couple* 一对年轻又收入丰厚的职业夫妻 SYN PROSPEROUS ▸ **'affluence** *noun* [U]: *Increased exports have brought new affluence.* 出口的增长带来了新的财富。

**★afford** /ə'fɔ:d; *AmE* ə'fɔ:rd/ *verb* [+ obj] (*not used in the passive.* 不用于被动语态) HELP Usually used with **can, could** or **be able to** especially in questions or negative sentences. 通常与can , could 或 be able to 连用，尤其用于疑问句或否定句
**1** to have enough money to be able to buy sth 买得起: *Buy the most powerful system you can afford.* 购买你能支付得起的最强力系统。 ◇ *How much can you afford (to spend)?* 你能出多少钱？ ◇ *Mobile phone operators said they could not afford the €4.95 bn fee set for each licence.* 移动电话经营者表示，他们无力负担每个牌照49.5亿欧元的费用。
**2** (*usually used in negative sentences* 通常用于否定句) if you can't **afford sth/to do sth** you are not able to do sth or let sth happen because it would have a bad result for you 承担得起（后果）；承受风险: *We can't afford any more delays.* 我们承受不了继续拖延下去的后果。 ◇ *I couldn't afford to lose the goodwill of my customers.* 在客户中失去信誉，我承受不起。 ◇ *Can you afford any more time off work?* 你能多抽出点时间歇班吗？

**★affordable** /ə'fɔ:dəbl; *AmE* ə'fɔ:rd-/ *adjective* that people can afford; that does not cost a lot of money 买得起的；付得起的；负担得起的: *We offer high quality at an **affordable price**.* 我们以负担得起的价钱提供优质的产品。 ◇ *Luxury cars became affordable in the 1990s for millions of customers.* 在二十世纪九十年代很多顾客都能买得起豪华轿车。 ◇ *There is a lack of affordable housing in the area.* 该地区缺少人们能够负担得起的住宅。 ▸ **affordability** /ə,fɔ:də'bɪlətɪ; *AmE* ə,fɔ:rd-/ *noun* [U]: *the affordability of property in the area* 该地区购买房地产的负担能力

**AFL-CIO** /,eɪ ef 'el ,si: aɪ 'əʊ; *AmE* 'oʊ/ *abbr* **American Federation of Labor and Congress of Industrial Organizations** in the US, an organization that represents a large number of labor unions 劳联—产联（美国劳工联合会—产业工会联合会，美国工会的一个联合组织） → TUC

**afloat** /ə'fləʊt; *AmE* ə'floʊt/ *adjective* [not before noun]
(about a business, an economy, etc.) having enough money to pay debts; able to survive（指企业、经济体）有偿债能力，能维持下去: *The company is trying to raise £15 million, just to **stay afloat**.* 该公司正在设法筹集1500万英镑以维持经营。 ◇ *He has been struggling to **keep his business afloat**.* 他一直在努力保住自己的公司。

**aforementioned** /ə,fɔ:'menʃənd; *AmE* ə,fɔ:r'm-/ (*also* **aforesaid** /ə'fɔ:sed; *AmE* ə'fɔ:rsed/) *adjective* [only before noun] (*formal, only used in written English* 只用于书面英语)
mentioned before, in an earlier sentence 前面提到的；上述的: *with reference to the aforementioned points* 关于上述各点

**'after-hours** *adjective* [only before noun]
happening after a business or financial market has officially closed for the day 办公时间后的；收盘后的；收市后的: *a telephone answering service for after-hours calls* 收盘后来电电话应答服务 ◇ *Shares fell 64 cents to $7.25 **in** after-hours trading.* 股票在收盘后交易的股价为7.25美元，下跌了64美分。 ▸ **,after 'hours** *adverb*: *We do have voicemail after hours.* 下班后我们确实有语音邮件服务。

**,after-hours 'price** *noun* [C]
(*Stock Exchange*) the price of shares that have been bought or sold after the official hours of trading are over 收盘后交易股价: *sell at a low after-hours price* 较低的盘后交易价出售

**aftermarket** /'ɑ:ftəmɑ:kɪt; *AmE* 'æftərmɑ:rkɪt/ *noun* [C, usually sing.]
**1** (*Marketing*) (*especially AmE*) the opportunities to sell other things that a customer needs after buying a particular product, such as new parts and extra pieces of equipment 配件市场（出售产品售后所需的新零部件及配件而形成的市场）: *the automotive aftermarket* 汽车配件市场 ◇ *aftermarket sales and services* 配件销售和服务
**2** (*Stock Exchange*) the time when new shares that have just been made available are bought and sold 次级市场；二级市场: *the range of prices at which the stock trades in the aftermarket* 在二级市场上股票交易的价格幅度

**'after-sales** *adjective* [only before noun] (*BrE*)
providing help to a customer after they have bought a product, such as doing repairs or giving advice on how to use the product 售后的: *Their computers are good value and they offer an excellent after-sales service.* 他们的计算机物有所值，而且还提供优质的售后服务。
● *after-sales **assistance/service/support*** 售后援助 / 服务 / 支援

**,after 'sight** *adverb* (*abbr* **A/S, a/s**)
(*Finance*) written on a BILL OF EXCHANGE to show that the bill should be paid within a particular period after it has been given to the person who has to pay it 见票后（汇票上注明汇票的付款人须在见票后一定时期内付款）: *The letter of credit is **payable** 30 days after sight.* 本信用证为见票后30天付款。 → AT SIGHT

**,after-'tax** *adjective* [only before noun]
(*Accounting*) after the tax has been paid or taken away 税后的: *after-tax earnings* 税后收入 ◇ *The most recent results showed after-tax profits falling 6.8%.* 最新结果显示税后利润下降6.8%。
● *an after-tax **charge/loss/profit*** 税后费用 / 亏损 / 利润 • *after-tax **earnings*** 税后收入

**AG** /,eɪ 'dʒi:/ *abbr*
used in the names of some companies in German-speaking countries 公司（用于德语区国家的一些公司名称）: *Volkswagen AG* 德国大众汽车公司 See note at LTD

**'age discrimi,nation** *noun* [U]
unfair treatment of people because they are considered too old（对老年人的）年龄歧视: *He accused them of age discrimination in their recruitment policy.* 他指责他们的招聘政策存在年龄歧视。 SYN AGEISM

**'age group** *noun* [C]
people of a similar age or within a particular range of ages 年龄群: *consumers in the 20–24 age group* * 20至24岁年龄群的消费者 ◇ *What is your target age group?* 你们的目标年龄群是什么?

**ageism** (*AmE spelling usually* **agism**) /'eɪdʒɪzəm/ *noun* [U]
unfair treatment of people because they are considered too old 对老年人的歧视; 年龄歧视: *legislation aimed at tackling ageism in the workplace* 旨在解决在工作场所歧视老人的立法 SYN AGE DISCRIMINATION ▸ **ageist** /'eɪdʒɪst/ *adjective*: *ageist attitudes about life after 40* 对年纪大于40岁的人的年龄歧视态度 **'ageist** *noun* [C]

**★agency** /'eɪdʒənsi/ *noun* (*plural* **agencies**)
SEE ALSO: **ad agency, advertising ~, collection ~, commercial ~, commercial collection ~, credit ~, credit rating ~,** etc.
**1** (*Commerce*) [C] a business that provides a particular service, especially to other businesses 代理行（尤指为其他公司提供特定服务的公司）: *an ad/advertising/marketing agency* 广告公司; 营销代理行 ◇ *He is employed **through** an agency.* 他通过一家代理行介绍而获聘用。 ◇ *a reduction in the number of contract and **agency workers*** (= employees provided by an employment agency) 合同工的数目及职业介绍所提供雇员的数目均减少 See note at BUSINESS
**2** (*often* **Agency**) [C] a government department that provides a particular service; an international organization that provides a service to several countries 政府部门; 国际组织: *a regulatory agency* 监管机构 ◇ *the European Space Agency* 欧洲航天局
**3** (*Law*) [U] the situation that exists where sb (the **agent**) agrees to sth or does sth as the representative of sb else (the **principal**) 代理（代理人代表委托人处理事务）: *The clause states that no partnership or **agency relationship** was created.* 该条款规定合伙或代理关系未曾确立。 ◇ *the law of agency* 代理法

**'agency ,broker** *noun* [C] (*AmE*)
(*Property*; *Stock Exchange*) a person or an organization that buys or sells shares or property for sb else 经纪人（代理某人买卖股票或物业的个人或机构）→ BROKER

**'agency ,labour** (*AmE spelling* **~ labor**) *noun* [U] (*especially AmE*)
(*HR*) workers in a company or an organization who have been employed through an EMPLOYMENT AGENCY (= a business that finds workers for companies), usually for temporary work 中介劳工（通过职业介绍所受雇的在公司或机构里工作的工人，通常做临时工）

**★agenda** /ə'dʒendə/ *noun* [C]
SEE ALSO: **hidden agenda**
**1** a list of topics to be discussed at a meeting 会议议程: *The next item **on the agenda** is the publicity budget.* 会议议程上的下一项是讨论宣传预算。 ◇ *The meeting has no formal agenda.* 会议没有正式议程。 See note at MEETING
**2** the things that sb thinks are important and wants to achieve; a plan of action 工作事项; 工作日程; 行动计划: *In our company, quality is **high on the agenda.*** 在我们公司，质量是工作日程中很注重的事项。 ◇ *Some managers **pursue their own agenda** without considering their staff.* 一些经理不为员工着想，只顾实行自己的工作日程。

**WHICH WORD? 词语辨析**

**agent/broker/sales representative/dealer**

All these people have jobs that involve buying or selling things. 这些人都从事买卖交易工作。

An **agent** is given authority to carry out a particular piece of business on somebody's behalf. For example, an **estate agent** (*AmE* **real estate agent**) is given authority to sell a house for somebody. 代理人有权代表委托人办理特定业务。例如，房地产代理人被授权为他人出售房屋。

A **broker** is usually a person who buys and sells investments or financial products on behalf of others. 经纪人通常是代表他人进行投资或买卖金融产品的人: *Ask your broker to explain the difference between the mortgages.* 向你的经纪人询问一下不同抵押贷款方式的区别。

Both agents and brokers work independently or as part of their own companies (called **agencies** and **brokerages**) and receive a fee for their services. 代理人和经纪人均独立开展工作，或者为其所属公司（称为中介公司和经纪公司）工作，从中收取佣金。

**Dealers** usually buy and sell a particular type of product. 经销商通常从事特定产品的买卖: *an art/a car/diamond dealer.* 艺术品／汽车／钻石经销商

A **sales representative** (often shortened to **representative**, or more informally, a **sales rep** or **rep**) works as an employee of a company, selling their goods or services to people in a particular area. 销售代表（常简写作representative，或简称为sales rep或rep）为公司雇员，向某特定区域的消费者推销产品或服务: *We have representatives in over 50 countries.* 我们在50多个国家拥有销售代表。

**★agent** /'eɪdʒənt/ *noun* [C]
SEE ALSO: **bargaining agent, business ~, buying ~, change ~, commercial ~, commission ~, customs ~,** etc.
**1** a person or a company that is paid by another person or company to do business for them, especially in discussing a contract, buying or selling, or finding work in entertainment or publishing 代理人、代理机构（受委托人委托代理经营事务、尤其是代表委托人洽谈合同、买卖

或在娱乐、出版业找工作等）：*The director was acting as agent for the shareholders in trying to sell their shares.* 董事代表股东努力推销他们的股票。◇ *You can hire an agent to negotiate on your behalf.* 你可以雇用代理人代表你谈判。
→ PRINCIPAL
**2** a person who sells a service or product for one or more companies 代理商（代表一家或多家公司销售服务或产品）：*an independent insurance agent* 独立的保险代理人 ◇ *The company has 31 overseas agents and distributors.* 该公司有31家海外代理商和经销商。◇ *There have been complaints over the methods of some of their sales agents.* 他们某些销售代理所用的方式一直遭人投诉。

**'agent bank** *noun* [C]
(*Finance*)
**1** (*also* **'lead bank**) a bank that organizes a loan for a person or a company and represents the group of banks who lend the money 代理银行，代理行（为个人或公司组织贷款并代表银团贷款）
**2** a bank in a foreign country that an investor has an account with in order to be able to make cash payments in a foreign currency 代理行（投资者设立账户的外国银行，以便用外币现金付款）

**,agent of 'change** (*plural* **agents of change**)
= CHANGE AGENT

**,agent of ne'cessity** *noun* [C, usually sing.]
(*Law*) a person who acts for sb else in an emergency but does not have a formal right to do so 需要时的代理（代表某人处理紧急事务，但并未正式授权）

**'age ,profile** *noun* [C, usually sing.]
(*HR*; *Marketing*) a description of the number of people of different ages who buy a particular product or who work in an organization 年龄分布图；年龄剖面图（描述购买某一产品或在某一机构工作的不同年龄组别的人数）：*The female workforce had a different age profile from that of the male.* 女职工有不同于男职工的年龄分布图。

**aggregate** *noun*, *adjective*, *verb*
● ***noun*** /'ægrɪgət/ [C, usually sing.] the total number or amount made up of smaller amounts that are collected together 总数；总计：*She has now purchased an aggregate of 16% of the company's shares.* 她总共购买了该公司16%的股票。
**IDM in (the) 'aggregate** (*formal*) added together as a total or single amount 总共；整个来说：*Businesses are, in the aggregate, deeper in debt than ever before.* 总的来说，企业的债务负担比以往任何时候都要沉重。
● ***adjective*** /'ægrɪgət/ [only before noun] (*Technical*) made up of several amounts that are added together to form a total number 总数的；总计的：*The aggregate cost of the equipment was about $1 million.* 设备的总成本大约为100万美元。◇ *aggregate figures/profits* 总数 / 总利润
● ***verb*** /'ægrɪgeɪt/ [+ obj] (*Technical*) to combine different items or amounts into a single group or total 聚集；集合；总计：*This website aggregates hundreds of thousands of sales and promotions.* 这家网站汇聚数以千万计推销和推广项目。▸ **aggregation** /,ægrɪ'geɪʃn/ *noun* [U,C]：*the aggregation of data* 资料汇总

**'aggregate ,planning** *noun* [U]
a method of planning the best way to produce the right amount of goods at the right time and at the lowest cost, based on the total number of items that need to be produced and the total amount of equipment and number of workers available 总体规划（根据所需生产的产品总数、设备的数量及现有的职工人数，以最低的成本，适时地生产出合适数量的产品的最佳规划方式）

**★aggressive** /ə'gresɪv/ *adjective*
**1** (used especially about a company's policies) strong and determined to make sure that the company succeeds（尤指公司政策）积极进取的：*an aggressive advertising campaign* 声势浩大的广告宣传活动 ◇ *an aggressive approach to cost-cutting* 削减成本的积极方法 ◇ *The rival store responded with aggressive price cuts.* 竞争对手的商店以大幅削价作出回应。
⊕ ***aggressive competition/cost-cutting/expansion/pricing*** 积极的竞争 / 成本削减 / 扩张 / 定价 ◆ ***aggressive campaigns/price cuts/promotions*** 声势浩大的推广活动；大幅削价；进取的促销
**2** (about a person or company) behaving in a firm and determined way in order to succeed（指人或公司）积极进取的：*an aggressive seller/buyer* 活跃的卖方 / 买方
▸ **ag'gressively** *adverb*：*The new snacks were aggressively marketed.* 极力推销新式快餐。

**ag,gressive 'growth fund** (*also* **per'formance fund**) *noun* [C]
(*Finance*) a type of investment fund that buys shares that are expected to increase in value very quickly but have a high risk, in the hope of making large profits 积极成长型基金（投资基金的一种类型，以追求高利润为目的，投资于预期会快速增值的股票，但风险高）

**AGI** /,eɪ dʒi: 'aɪ/ = ADJUSTED GROSS INCOME

**agile** /'ædʒaɪl; *AmE* 'ædʒl/ *adjective*
(used especially about new, small companies) able to adapt quickly to changing situations（尤指新的小型公司能很快适应形势变化）敏捷的，灵活的：*The market was filling up with young, agile companies, as well as larger, established competitors.* 占据市场的既有成立不久的、灵活的公司，也有大型的、声誉良好的竞争者。▸ **agility** /ə'dʒɪlətɪ/ *noun* [U]

**'aging ,schedule** *noun* [C, usually sing.] (*AmE*)
(*Accounting*) a list of amounts of money owed to a business, shown in the order of the dates they are due to be paid. The list is usually prepared every month to show how quickly money is being paid and which money might not be paid. 账龄表（记录每月还款速度及坏账的应收账款清单）

**agio** /'ædʒɪəʊ; *AmE* 'ædʒioʊ/ *noun* [C, usually sing.] (*plural* **agios**)
(*Finance*) the charge that a bank makes for changing one form of money into another, for example changing coins into notes or changing one currency into another 银行手续费（硬币换纸币以及货币之间兑换等的费用）

**agism** = AGEISM

**AGM** /,eɪ dʒi: 'em/ = ANNUAL GENERAL MEETING

**a,greed 'bid** *noun* [C]
the situation when most shareholders in a company agree to the offer that another company

makes to buy it 议定出价（一家公司的多数股东同意另一家公司作出收购的出价）

**a,greed 'value** *noun* [U]
(*Insurance*) the amount that a vehicle, boat, etc. is worth that is agreed with the insurance company when the insurance is arranged. This amount will be paid if the item is destroyed or stolen 约定价值，协定保险金额（保险公司对投保人就汽车、轮船等保险标的事先约定的保险金额）：*You can choose agreed value and we'll pay you the sum you chose at the start of the policy.* 你可以选择协定保险金额，我们会在保单生效后（约定事项发生时）向你支付你选择的金额。◇ *an agreed-value policy* 约定价值保险单 → MARKET VALUE

**WHICH WORD?** 词语辨析

**agreement/arrangement/contract/deal/deed**

These words are used to describe agreements between companies or between people and companies. 这些词都用来指公司之间或个人与公司之间达成的协议。

**Agreement** and **arrangement** tend to be used about business relationships that last over a long period of time. * agreement 和 arrangement 用于指长期的商业关系：*a worldwide marketing agreement* 全球营销协议 ◇ *a financing arrangement.* 融资协议

**Deal** usually describes an agreement to buy or sell sth. * deal 通常指买卖交易：*They've secured a €5 million deal to supply computer equipment.* 他们获得了一笔价值500万欧元的供应电脑设备的生意。

**Agreement, arrangement** and **deal** are also used to describe an agreement that is reached through much discussion. * agreement, arrangement 和 deal 还用于指通过多次商谈达成的协议：*They came to an arrangement with their bank to repay the debt over 5 years.* 他们和银行达成协定，在5年内偿还债务。◇ *We are close to reaching a deal.* 我们即将达成交易。

**Contract** is normally used about agreements contained in formal legal documents. * contract 通常指以正式的法律文件形式存在的协议：*She broke the terms of her employment contract.* 她违反了聘用合同的条款。

A **deed** is a special type of written contract that is used in limited circumstances. * deed 是少数情况下使用的一种特殊的书面合同：*The owner of the land is indicated in the title deeds.* 土地所有者在地契中已注明。◇ *a deed of partnership* 合伙契约

**★agreement** /ə'gri:mənt/ *noun*
SEE ALSO: **collective agreement, framework ~, gentleman's ~, heads of ~, licence ~, purchase ~, repurchase ~,** etc.
**1** [C] an arrangement, a promise or a contract that two people, groups or organizations have made together 协议；协定；协议书：*An agreement was finally reached between management and employees.* 劳资双方最终达成了协议。◇ *They had made a verbal agreement to sell.* 他们达成了口头销售协议。◇ *The agreement* (= the document recording the agreement) *was signed during the meeting.* 该协议书是在会议上签订的。◇ *The company has just announced a partnership agreement with a software producer.* 公司刚刚宣布了一项与软件生产商的合伙协议。
● *to **conclude/make/reach/sign** an agreement* 达成协议；签署协定 • *a **formal/an informal/a legal/verbal/written** agreement* 正式 / 非正式 / 法律 / 口头 / 书面协议
**2** [U; sing.] the state of having the same opinion; a state of understanding between people, organizations or countries 一致（人、组织或国家的意见或看法）：*The Board was **in** complete **agreement** about the need to review the budget.* 董事会完全同意需要对预算进行复审。◇ *The two sides failed to reach agreement.* 双方没有取得一致意见。
● *to **reach** agreement* 取得一致意见 • *to **arrive at/come to** an agreement* 达成一致意见 • *broad/complete/general/total agreement* 大致 / 完全 / 普遍 / 全部同意

**a,greement of 'sale** = CONTRACT OF PURCHASE

**agribusiness** /'ægrɪbɪznəs/ *noun*
**1** [U] farming that uses modern technology to produce high profits 农业综合经营，企业化农业（采用现代技术从事农业生产以提高利润）：*Money will be directed away from agribusiness to family farmers.* 资金将从农业综合经营企业引导到家庭农场。◇ *an agribusiness company/worker* 农业综合企业；农业综合企业工人
**2** [C] an organization that is involved in this 农业综合企业：*a list of the top agribusinesses in Australia* 澳洲顶级农业综合企业名单

**,agricultural 'bank** *noun* [C]
(*Finance*) a bank that helps farmers, especially by lending money for longer periods than other banks 农业银行 → LAND BANK

**,agricultural co'operative** *noun* [C]
a business that sells food produced by small farmers 农业合作社

**agriculture** /'ægrɪkʌltʃə(r)/ *noun* [U]
the science or practice of farming 农业；农艺：*50% of the country's population depend on agriculture.* 该国家50%的人口靠农业为生。
▸ **agricultural** /ˌægrɪ'kʌltʃərəl/ *adjective*: *agricultural exports/products/workers* 农产品出口；农产品；农业工人

**agrochemical** /ˌægrəʊ'kemɪkl; *AmE* ˌægroʊ-/ *noun* [C]
a chemical used in farming, such as one for killing insects (a **pesticide**) or for helping crops grow (a **fertilizer**) 农用化学品：*an agrochemicals company* 农用化学品公司 ▸ **,agro'chemical** *adjective* [only before noun]

**'agro-,industry** *noun* [U]
**1** the industry of farming 农业
**2** industry connected with farming 农产品加工业；农工企业；农用工业
▸ **,agro-in'dustrial** *adjective* [only before noun]

**agronomy** /əˈgrɒnəmi; *AmE* əˈgrɑːn-/ *noun* [U] the science and study of crop production and the best ways of using the soil 农学；农艺学 ▸ **aˈgronomist** *noun* [C]: *He works as an agronomist, advising farmers on fertilizer use.* 他是一位指导农民使用肥料的农学家。

**ahead** /əˈhed/ *adverb*

SEE ALSO: **go-ahead**

**1** higher or greater than a previous level 更高；更大: *Sales were 5.6% ahead in the 16 weeks up to the end of January.* 截止到一月底的16周的时间里，销量提高了5.6%。◇ *The Dow Jones Industrial Average closed 150 points ahead at 9 270.* 道琼斯工业平均指数收盘时上升了150点，到达9270点。

**2** further advanced 领先: *You need to work hard to **keep** ahead.* 你要努力才能保持领先地位。

**aˈhead of** *preposition*

**1** at an earlier time than sth; before an event 早于；提前: *The project was finished **ahead of schedule**.* 项目提前完成。◇ *Trading was light as many offices were closed ahead of next Tuesday's holiday.* 由于许多公司在下周二假日前不办公，交易十分淡静。

**2** further advanced than sb/sth 领先: *We will have to work hard to **stay** ahead of the competition.* 我们要努力保持领先于竞争对手。

IDM **to stay/be ahead of the ˈgame** to stay/be the most successful in an industry, activity, etc. 保持领先地位: *We need more capital to stay ahead of the game.* 我们需要更多资金以保持领先地位。

**AI** /ˌeɪ ˈaɪ/ = ARTIFICIAL INTELLIGENCE

**aid** /eɪd/ *noun, verb*

● ***noun*** [U]

SEE ALSO: **legal aid, visual aid**

**1** money, food, etc. that is sent to help countries or people in difficult situations 援助；救援款项（或物资等）: *An extra $100 million in foreign aid has been promised.* 已保证得到额外的1亿美元外国援助。◇ ***aid agencies*** (= organizations that provide help) 救援机构

➲ ***development/economic/emergency/humanitarian*** *aid* 片发 / 经济 / 紧急 / 人道援助 • ***foreign/international/overseas/regional*** *aid* 外国 / 国际 / 海外 / 地区援助 • *to* ***give/provide/send*** *aid* 给予 / 提供援助 • *to* ***appeal for/get/receive*** *aid* 呼吁 / 获得 / 接受援助

**2** help that is given to sb 帮助；援助: *The company's request for financial aid has been approved.* 该公司有关财政援助的请求已获批准。◇ *The government **came to the aid of** the airline.* 政府出面帮助这家航空公司。

➲ ***financial/government/state*** *aid* 财政 / 政府 / 国家援助 • *to* ***ask for/request*** *aid* 要求 / 请求援助

● ***verb*** [+ obj or no obj] to help sb/sth to do sth, especially by making it easier 帮助；援助: *The computers are designed to aid **in** the move to online banking.* 计算机是用来协助过渡至在线银行业务的。◇ *The small increase in profits was aided by strong sales of trucks.* 借助卡车的强劲销售，利润略有增长。

IDM **ˌaid and aˈbet** (*Law*) to help sb to do sth illegal or wrong 同谋；伙同作案: *She was accused of aiding and abetting fraud.* 她被控是这宗欺诈事件的同谋。

**AIDA** /ˌeɪ aɪ diː ˈeɪ/ *abbr* (*Marketing*) **awareness/attention, interest, desire, action** a description used by advertisers to try to explain how people make decisions about buying products and services 注意、兴趣、欲望、行动（广告公司用于解释人们如何决定购买产品及服务的四个要素）

**ailing** /ˈeɪlɪŋ/ *adjective* (about a business, etc.) having financial problems and getting weaker（指企业等）处境困难的，每况愈下的: *measures to help the ailing economy* 改善经济不景气的措施 ◇ *an ailing software company* 日走下坡的软件公司

**AIM** /eɪm/ = ALTERNATIVE INVESTMENT MARKET

**★aim** /eɪm/ *noun, verb*

● ***noun*** [C] the purpose of doing sth; sth that you are trying to achieve 目的；目标: *The aim of the changes is to save money.* 变革的目的是省钱。◇ *Our main aim is to increase sales in Asia.* 我们的主要目标是增加在亚洲的销售量。◇ *He set out the company's **aims and objectives** in his speech.* 他在演讲时阐述了公司的各项目标。→ OBJECTIVE

➲ ***a key/long-term/strategic*** *aim* 关键 / 长期 / 战略目标 • ***the main/primary/principal*** *aim* 主要 / 基本 / 重要目标 • *to* ***achieve/fulfil/meet*** *an aim* 实现 / 完成 / 达到目标

● ***verb***

**1** [no obj] to try or plan to achieve sth 努力达到；力争做到: *We are aiming **at/for** 2 000 new customers by next year.* 我们的目标就是在明年之前努力获得2000名新客户。◇ *They aim **to** increase sales by 20%.* 他们力争提高20%的销售量。

**2** [+ obj] **be aimed at** to have sth as an aim 旨在；目的在于: *The proposals are aimed at reducing debt.* 这些建议旨在减少债务。

**3** [+ obj] **aim sth at sb** (*usually* **be aimed**) to produce sth that meets the needs of a particular group of customers or tries to influence them 针对；符合；影响: *The new airfares are aimed **at** business travellers.* 新机票价格是针对商务旅客而制定的。◇ *a marketing campaign aimed at teenagers* 针对青少年的营销活动 SYN TARGET

**aircraft** /ˈeəkrɑːft; *AmE* ˈerkræft/ *noun* [C] (*plural* **aircraft**) any vehicle that can fly and carry goods or passengers 飞机: *the leading European aircraft manufacturer* 首要的欧洲飞机制造商

➲ ***cargo/civil/commercial/passenger*** *aircraft* 货运飞机；民用飞机；商用飞机；客机

**airfare** /ˈeəfeə(r); *AmE* ˈerfer/ *noun* [C] the money that you pay to travel by plane 机票票价: *an airline offering cheap/low airfares* 提供廉价 / 低价机票的航空公司 → LOW-FARE

**airfreight** /ˈeəfreɪt; *AmE* ˈerf-/ *noun* [U] goods that are carried on a plane; the system of carrying goods in this way 航空货运: *The company provides shipping that is faster than airfreight.* 该公司提供比空运更快的海运。

**airline** /ˈeəlaɪn; *AmE* ˈerl-/ *noun* [C] a company that provides regular flights to take passengers and goods to different places 航空公司: *international airlines* 国际航空公司 ◇

*an airline pilot* 航空公司飞行员 ◇ *an expansion in Europe's* ***no-frills*** *airline sector* 欧洲的无附加服务航线的扩张 ◇ *The airline operates about 250 flights a day.* 该航空公司每天营运约250班航班。

➊ ***domestic/international/national*** *airlines* 国内 / 国际 / 国家航空公司 • ***commercial/private/state/state-owned*** *airlines* 商业 / 民营 / 国家 / 国有航空公司 • ***a charter/scheduled*** *airline* 包机 / 班机 • *an airline* ***employee/operator/passenger/pilot*** 航空公司雇员 / 经营者 / 乘客 / 飞行员 • *the airline* ***business/industry*** 航空业务；航空业

**airliner** /'eəlaɪnə(r); *AmE* 'erl-/ *noun* [C]
a large plane that carries passengers 大型客机

**airmail** /'eəmeɪl; *AmE* 'erm-/ *noun* [U]
the system of sending letters and packages by air 空邮：*Send it* ***by airmail.*** 将它用空邮寄出。◇ *Send it airmail.* 将它空邮寄出。◇ *an airmail envelope/letter* 空邮信封 / 信

**'Air Miles™** *noun* [pl.]
points that you collect by buying plane tickets and other products, which you can then use to pay for air travel, hotels, etc. 飞行里程累积点数计划（购买机票和其他产品可累积积分点，用积分点付机票、旅馆费等）

**airport** /'eəpɔːt; *AmE* 'erpɔːrt/ *noun* [C]
SEE ALSO: **international airport**
a place where planes land and take off and that has buildings for passengers to wait in 机场；航空港：*We will be landing at Narita Airport in approximately 30 minutes.* 大约30分钟后我们将降落成田机场。

➊ *to* ***arrive at/land at/touch down at*** *an airport* 到达机场；在机场降落 / 着陆 • *to* ***depart from/fly from/take off from*** *an airport* 从机场起飞 • *an airport* ***building/lounge/terminal*** 机场大楼 / 候机厅 / 航空站

**airtime** /'eətaɪm; *AmE* 'ert-/ *noun* [U]
**1** the amount of time that is given to a particular subject, or to an advertisement, on radio or television（广播、电视节目或广告的）播出时间
**2** the amount of time that a mobile phone/cellphone is used in a particular period of time for sending or receiving calls that you usually pay for（使用移动电话时需要缴费的）通话时间：*This deal gives you 180 minutes free airtime a month.* 这项协议允许你每月免费通话180分钟。

**airway** /'eəweɪ; *AmE* 'erweɪ/ *noun* [C]
(often used in names of airlines) a route regularly used by planes（常用于航空公司名称）固定航线：*British Airways* 英国航空公司

**aisle** /aɪl/ *noun* [C]
**1** a passage between rows of shelves in a supermarket; the shelves on either side of the passage（超级市场货架间的）走道，过道；（过道两边的）货架：*Coffee and tea are in the next aisle.* 咖啡和茶在下一个货架上。◇ *The aisles are stocked with food from all over the world.* 货架上摆放着来自世界各地的食品。
**2** a passage between rows of seats in a plane, train, theatre, etc.（飞机、火车、剧院座位间的）走道，过道：*Would you like an aisle seat or a window seat* (= on a plane)*?*（飞机上）你要靠过道的座位还是要靠窗的座位？

**alienation** /ˌeɪliə'neɪʃn/ *noun* [U]
(*HR*) a feeling that some employees have that their work is not important and they are not a valuable part of their company or organization 疏远（雇员认为自身的工作不重要、在公司或组织中不受重视）

**align** /ə'laɪn/ *verb* [+ obj]
to change sth slightly so that it is in the correct relationship to sth else 使一致：*Domestic prices have been aligned* ***with*** *those in world markets.* 国内价格已调整到与世界市场价格一致。
PHR V **align yourself with sb/sth** to publicly support an organization, a set of opinions or a person that you agree with 公开支持（某组织、某种意见或某人）

**alignment** /ə'laɪnmənt/ *noun* [U,C]
the correct position or relationship of things with each other 对齐；一致：*The text and the graphics are slightly* ***out of alignment.*** 文字和图有点没有对齐 ◇ *My own values were no longer* ***in alignment with*** *those of the company.* 我个人的价值观已经不再与公司的价值观一致。

**A-list** /'eɪ lɪst/ *noun* [C]
the most successful and popular people or companies, etc. 精英群体；最成功的公司：*the magazine's A-list of high-return investments* 该杂志刊载的能够获得高投资回报的（投资）项目清单 ◇ *The firm's clients include such A-list companies as Intel and Disney.* 该公司的客户包括英特尔和迪斯尼等最优秀的公司。

**ˌall-'cash** *adjective* [only before noun]
(*Finance*) (used about an offer to buy a company) consisting only of money（指收购公司的出价）全部现金的：*The company preferred the all-cash offer to a cash and stock deal of the same value.* 该公司宁愿接受全部现金的收购出价，也不愿意要相同价值的现金和股票。

**allegation** /ˌælə'geɪʃn/ *noun* [C]
a public statement that is made without giving proof, accusing sb of doing sth that is wrong or illegal（无证据的）断言，宣称，指控：*He will be forced to resign if the allegations* ***made against*** *him are true.* 如果指控属实，他将被迫辞职。◇ *serious allegations of corruption* 贪污的严重指控

**allege** /ə'ledʒ/ *verb* [+ obj] (*often* **be alleged**)
to say that sb has done sth wrong or illegal, but without giving proof（没有提出证据而）宣称，断言，声称：*The lawsuit alleges that directors acted illegally to affect the company's share price.* 该诉讼指控董事采取非法行为影响公司的股价。

**allfinanz** /ˌɔːl'faɪnæns; ˌɔːlfə'nænts/ *noun* [sing.]
(*BrE*)
(*Finance*; *Insurance*) the combination of banking and insurance services that is offered by many major banks 全金融，全功能金融服务（指许多大银行同时提供银行和保险服务）
SYN BANCASSURANCE

**ˌall-'hands** *adjective* [only before noun]
that involves all the people who work in a company or an organization 全体人员的：*an all-hands meeting/session* 全体会议

**★alliance** /ə'laɪəns/ *noun* [C]

SEE ALSO: **strategic alliance**

**1** an agreement between countries, companies, etc. to work together in order to achieve sth that they all want（国家、公司等的）联盟，结盟，同盟：*The two companies formed an alliance to improve shipping and distribution networks.* 两家公司结盟以改进航运和经销网络。◇*The proposed alliance* ***between*** *the two airlines has been widely criticized.* 两家航空公司的结盟建议受到广泛批评。◇*The training department runs the course,* ***in alliance with*** *the university.* 培训部与大学联合开设课程。

➲ *to* ***enter into/form/make*** *an alliance* 达成／形成／缔结同盟

**2** a group of countries, companies, etc. who work together in order to achieve sth that they all want 联盟；结盟团体：*There are eight members of the alliance.* 联盟共有八个成员。◇*The organization is a broad alliance of many different groups.* 该组织是由不同群体组成的广泛联盟。

**,all-'in** *adjective* [only before noun] (*BrE*) including everything, especially all the costs 包括全部费用的：*an* ***all-in price*** *of €800 with no extras to pay* 无需支付额外费用的800欧元全包价。▶**,all 'in** *adverb*：*The boat trip, dinner and drinks only cost €50 all-in.* 乘船旅游费、餐费和饮料费全包价只需50欧元。→ PACKAGE

**,all-in'clusive** *adjective* including everything 包括全部的：*an all-inclusive package* 包括全部费用的整套产品

**,all-'loss** = ALL-RISK

**,all-'nighter** *noun* [C] (*informal*) a period of work that lasts for a whole night 通宵工作：*The staff had to* ***pull*** *all-nighters so that the company could be launched on time.* 员工必须通宵达旦地工作，公司才能准时投入运营。

**★allocate** /'æləkeɪt/ *verb* [+ obj] **allocate sth (to sb/sth)** | **allocate (sb/sth) sth** | **allocate sth (for sth)** **1** to decide officially that sth will be used for a particular purpose; to give sth officially to a particular person or thing 把…（正式）划归；把…（正式）拨给：*The company will allocate more capital* ***to*** *its wholesale business.* 公司将更多的资金划拨给批发业务。◇*A large sum has been allocated* ***for*** *new equipment.* 已划拨了一大笔款项购买新设备。◇*Jobs have now been allocated to all new staff.* 工作现已分配给了所有的新员工。◇*All new staff have now been allocated jobs.* 所有新员工现已分配了工作。

**2** (*Accounting*) to decide which department, product, etc. (**cost centre**) a particular cost relates to 分配；配置：*Each item of income and expenditure must be allocated to the appropriate finance code.* 每个项目的收入和支出都必须分配适当的财务代码

▶**allocation** /,ælə'keɪʃn/ *noun* [C,U]：*We have spent our entire allocation for the year.* 我们已用完今年划拨的全部款项。◇*The allocation of resources must be made more efficient.* 资源配置必须更加有效率。

**allot** /ə'lɒt; *AmE* ə'lɑ:t/ *verb* [+ obj] (**-tt-**) **allot sth (to sb/sth)** | **allot (sb/sth) sth** to give time, money, tasks, etc. to sb/sth as a share of what is available 分配（时间、金钱、工作等）：*How much money has been allotted to us?* 分配给我们的拨款有多少？◇*How much money have we been allotted?* 我们分配到多少拨款？

**allotment** /ə'lɒtmənt; *AmE* ə'lɑ:t-/ *noun* [C,U]

SEE ALSO: **letter of allotment**

**1** an amount of sth that sb is given or allowed to have; the process of giving sth to sb 分配物；配额；分配：*a monthly allotment of free minutes on the phone plan* 每月免费通话分钟分配计划

**2** (*Stock Exchange*) a method of giving new company shares to people who apply for them; the number of shares given to each person who applies 配股（分配新股票给认购者）；获配股数：*the allotment of shares* ***to*** *company employees* 公司雇员配股

**allottee** /,ælɒ'ti:; *AmE* ,ælə'ti:/ *noun* [C] a person who has been **allotted** sth, especially new shares 获分配者，接受分配物者（尤指已接受分配新股票者）

**,all-out 'strike** *noun* [C] (*HR*) a strike in which all employees of a company or all members of a union stop work 全面罢工

**★allow** /ə'laʊ/ *verb* [+ obj] **1** to make sth possible; to make it possible for sb to do sth 使可能：*The software allows instant comparison of sales in different regions.* 该软件能快速地比较不同地区的销售量。

**2** to give enough time for a particular purpose 预留（时间）：*Allow 28 days* ***for*** *delivery.* 交货需要28天。

**3** (*Commerce*) to take an amount of money off the price of sth, for example in exchange for another item（因交换别的商品等而给予的）折扣，折价，折让：*How much will you allow me* ***for*** *my old PC?* 我这台旧电脑你会给我多少的折让？

**4** (*Accounting*) to take an amount off an amount of money before tax is calculated 免税额：*Having allowed an expense for the last eight years, the tax office are now asking me to pay tax on it.* 在享受了八年的免税待遇之后，税务局现在要求我就有关项目交税。

**5** to accept sth; to agree that sth is true or correct 接受，同意（某事属实或正确）：*The court allowed the claim for compensation.* 法院准许了赔偿请求。

PHR V **al'low for sb/sth** to include sb/sth when calculating sth 将…计算在内；考虑到：*All these factors must be allowed for.* 所有这些因素都要考虑到。

**★allowance** /ə'laʊəns/ *noun* [C]

SEE ALSO: **auto expense allowance, capital ~, cost-of-living ~, depreciation ~, display ~, investment ~, personal ~,** etc.

**1** an amount of money that is paid to someone regularly or on particular occasions by their employer or by the state, to help them pay for travel, food, somewhere to live or other expenses 津贴；补贴：*The company gives me a travel allowance.* 公司给我发放差旅津贴。◇*a low-income allowance* ***for*** *child care* 低收入托儿津贴 → WEIGHTING

➲ *a* ***car/clothing/an entertainment/a housing/ relocation/travel*** *allowance* 汽车／服装／娱乐／

住房 / 搬迁 / 差旅津贴 • *to give sb/pay an allowance* 给某人津贴 • *to be entitled to/claim an allowance* 有权享受津贴；索取津贴

**2** (*Accounting*) (*especially BrE*) an amount of money that you can take away from your income when calculating the amount of tax you have to pay （个人）免税额：*The party wants to reintroduce a married couples' tax allowance.* 该政党想再次建议推行已婚夫妇免税额的措施。 SYN TAX ALLOWANCE (*BrE*)

**3** (*Accounting*) an amount of money that a business can take away from its profit when calculating the amount of tax it must pay （公司）免税额：*the capital allowance for investment in plant and machinery* 工厂和机器投资的资本免税额

**4** a possible future expense or change in circumstances that a person or a company pays or plans for now 预留额；预期的变化：*The insurance premium includes an allowance for the effects of future inflation.* 保险费包括考虑未来通货膨胀影响的预留额。 ◇ *You need to make proper allowance for marketing costs.* 你必须把适当的数额预留作营销成本。 → PROVISION (1)

**,all-'risk** (*also* **,all-'risks, ,all-'loss**) *adjective* [only before noun]
(*Insurance*) that pays for all types of loss or damage, except in the circumstances mentioned 一切险的：*All-risk policies often have a war and related risks exclusion.* 一切险保险单通常不包括战争及相关的风险。 ◇ *to take out all-risks insurance* 投保一切险

**,all-'share** (*especially BrE*) (*AmE usually* **,all-'stock**) *adjective* [only before noun]
(*Finance*) used to describe the situation where a company buys another company by giving some of its own shares to the members of the other company, rather than paying money 全为股票的（指一家公司用其部分股票而不是货币收购另一家公司）：*The company has agreed to buy the business in an all-share deal worth $2 billion.* 该公司已经同意用20亿美元股票购买那个企业。

**,All-'Share ,index** (*also* **,All-'Share,** *less frequent*) (*both especially BrE*) (*AmE usually* **,All-'Stock ,index**) *noun* [C]
SEE ALSO: **FTSE All-Share index**
an average of changes in share prices of most companies on a stock exchange, used to measure how a market is performing 全股指数

**,all-'stock** = ALL-SHARE

**,All-'Stock ,index** (*also* **,All 'Stock,** *less frequent*) = ALL-SHARE INDEX

**,all-'time** *adjective* [only before noun]
the best or worst that has ever been recorded 空前的；创纪录的：*New car sales reached an all-time high of almost 2.46 million last year.* 去年新车销售创纪录地达到了近246万辆。
● ***an all-time high/low/peak/record*** 空前的高点 / 低点 / 纪录

**alpha** /'ælfə/ = ALPHA TEST

**alphanumeric** /,ælfənju:'merɪk; *AmE* -nu:'mer-/ (*also* **alphanumerical** /,ælfənju:'merɪkl; *AmE* -nu:'mer-/) *adjective*
having both letters and numbers 包括字母和数字的：*Your login name must be a four-character alphanumeric code.* 你的登陆名称必须包含四个字符的字母数字组合编码。

**'alpha test** (*also* **'alpha**) *noun* [C,U]
(*IT; Marketing*) the first stage of testing a new product, especially computer software, which is done by the manufacturer under controlled conditions 第一阶段测试（厂商对新产品，特别是计算机软件，在监控的条件下进行第一阶段测试）：*The software is currently under alpha test.* 软件目前正在进行第一阶段测试。
● ***to run/conduct alpha tests*** 进行第一阶段测试
▸ **'alpha-test** *verb* [+ obj]: *We haven't alpha-tested the business software yet.* 我们还未对该商业软件进行第一阶段测试。 **'alpha-,testing** (*also* **'alpha**) *noun* [U] → BETA TEST

**Alt** /ɔ:lt/ = ALT KEY

**alter** /'ɔ:ltə(r)/ *verb*
**1** [+ obj or no obj] to make sb/sth different; to become different 改变；改动：*The company has since altered its accounting policies.* 公司自那时起改变了会计方针。
**2** (*Law*) [+ obj] to change part of a legal agreement after it has been prepared or signed 修改（法律协议） → AMEND

**alteration** /,ɔ:ltə'reɪʃn/ *noun* [C,U]
**1** changes that are made to sth, usually to improve it 改变；改动：*The designers have had to make major alterations to the engine.* 设计人员不得不对发动机作出重大改动。
**2** (*Law*) a change that is made to a legal document after it has been prepared or signed （法律文件的）修改

**alternate** /ɔ:l'tɜ:nət; *AmE* 'ɔ:ltərn-/ *noun* [C] (*AmE*)
a person who is chosen to do sb else's job when that person is ill/sick or away from their office, etc. 代替者；候补者；替工：*Four delegates and four alternates were selected.* 四名代表和四名候补人入选。 ◇ *She is alternate director to Mr Xue, the deputy managing director.* 她是副执行董事薛先生的候补董事。

**al,ternative dis'pute reso,lution** (*also* **'dispute**) *noun* [U] (*especially AmE*) (*abbr* **ADR**) (*Law*) the name used to describe various methods of ending a legal disagreement without using a court 非诉讼纠纷解决方式 NOTE Two popular methods are ARBITRATION and MEDIATION. 两种受欢迎的方式是仲裁和调解。

**al,ternative in'vestment** *noun* [C,U]
ways of investing large amounts of money that are different from the traditional method of investing money only in shares and bonds 另类投资。非传统投资（有别于股票、债券这类传统方式的投资）：*Property is still regarded as the safest of alternative investments.* 房地产投资仍然被认为是非传统投资中最安全的。

**Al,ternative In'vestment ,Market** *noun* [sing.] (*abbr* **AIM**)
a stock market at the LSE (= London Stock Exchange) that is designed for smaller or newer companies 另类投资市场（在英国伦敦证券交易所成立的证券市场，旨在为小型和新成立的公司服务）

**'Alt key** *noun* [C, usually sing.] (*also* **Alt** [U])
a button on a computer keyboard that you press with other buttons for particular commands or symbols 交替键: *Hold down the Alt key and press the F4 function key.* 按住Alt键同时按功能键 F4。 ◇ *To exit the database press Alt + Q.* 按 Alt + Q 退出数据库。

**,always-'on** *adjective* [only before noun]
(*IT*) (about a computer system or service) giving continuous access to the Internet (指计算机系统或服务) 永不断线的: *Broadband is an always-on, high-speed Internet connection.* 宽带可以永不断线、高速上网。 → DIAL-UP

**amalgamate** /ə'mælgəmeɪt/ [+ obj *or* no obj]
**amalgamate (sth) (with sth)** | **amalgamate sth into sth** if two or more organizations **amalgamated** or **are amalgamated**, they join together to form one large organization (使) 合并; (使) 联合: *The firm amalgamated with several others to form a new electronics group.* 该公司与其他几家公司合并, 组建新的电子产品集团。 ◇ *There will be job losses when the sales teams are amalgamated.* 销售队伍整合后会导致职位流失。 ▸ **a'malgamated** *adjective* [only before noun] (*often used in the names of organizations* 常用于组织名称): *the Amalgamated Engineering Union* 机械工程联合工会
**amalgamation** /ə,mælgə'meɪʃn/ *noun* [U,C]: *an amalgamation of several unions* 几家工会合并

**amass** /ə'mæs/ *verb* [+ obj]
to collect a large amount of sth, especially money or debt 积累, 积聚 (尤指钱财或债务): *The company has amassed $1.4 billion in debt.* 该公司已积累了14亿美元的债务。

**ambiguity** /,æmbɪ'gju:ətɪ/ *noun* (*plural* **ambiguities**)
**1** (*Law*) [U,C] (about a legal document) the state of having more than one possible meaning; words or phrases that can be understood in more than one way (指法律文件中的) 歧义; 一语多义; 意义含糊不清的词句: *Agreements should be drafted clearly so as to avoid ambiguity.* 协议的起草应该清楚明确, 避免歧义。 ◇ *ambiguities in the terms of the contract* 合同条款含糊不清
**2** [U] the state of not being certain about the best way to do sth or to deal with sth 模棱两可; 不明确: *the ways in which managers cope with ambiguity* 经理对暧昧情况的处理方法

**ambition** /æm'bɪʃn/ *noun*
**1** [C] (*often used in the plural* 常用复数) sth that you want to achieve 欲实现的目标; 夙愿: *He has ambitions for his group to become one of the world's top ten retailers.* 他的夙愿是使集团跻身世界十强零售商的行列。 ◇ *She believes the new drug will help the company achieve its ambition to increase profits by 40%.* 她相信新药物将有助于公司实现增加40%利润的目标。 ◇ *the group's global/international ambitions* 集团的全球/国际目标
**2** [C,U] the desire to be successful, powerful, etc. in your job 野心; 雄心; 抱负: *We have been disappointed with your lack of ambition.* 我们对你缺乏远大理想很失望。

**ambitious** /æm'bɪʃəs/ *adjective*
**1** impressive but difficult to achieve because a lot of work or effort is needed 费力的: *They have an ambitious five-year plan to double the size of the business.* 他们有一个费力的五年计划, 期望使业务翻一番。
**2** determined to be successful in your career 有雄心的: *a fiercely ambitious young manager* 一位雄心勃勃的年轻经理

**amend** /ə'mend/ *verb* [+ obj]
to make a small change to sth such as a law or legal document, especially in order to make it better or more correct 修正, 修订 (法律、法律文件等): *The pension plan should be amended to allow early retirement.* 应该修订退休金计划, 让人们可以提前退休。 ◇ *the company's amended tax return* 公司修订后的纳税申报表 → ALTER
▸ **a'mendment** *noun* [C,U]: *I would like to make some slight amendments to clause 3.* 我想对条款3略作修订。

**amenity** /ə'mi:nətɪ; *AmE* ə'menətɪ/ *noun* [C, usually pl.] (*plural* **amenities**)
a feature of sth, especially a house, hotel, etc. that makes it pleasant or more comfortable 生活设施; 便利设施: *The hotel's amenities include a gym, a terrace and two restaurants.* 旅馆设施包括一个健身室, 一个露天平台和两家餐厅。

**A'merican De'positary Re'ceipt** *noun* [C] (*abbr* **ADR**)
(*Stock Exchange*) a certificate issued by a US bank that represents a number of shares in a foreign company and is bought and sold on stock exchanges in the US 美国预托证券; 美国存托凭证 (由一家美国银行发行的存托凭证, 表示该银行持有许多外国公司股票。可在美国证券市场上交易): *This is the second German company to offer shares on the New York Stock Exchange in the form of ADRs.* 这是第二家德国公司在纽约证券市场上以美国预托证券的形式提供股票买卖。
→ EUROPEAN DEPOSITARY RECEIPT

**A,merican 'Eagle** = EAGLE

**AMEX** /'æmeks/ *noun* [sing.] (*also spelled* **Amex**)
**American Stock Exchange** the second largest stock exchange in the US after the New York Stock Exchange. It is based in New York and deals in the shares of new and smaller companies and many foreign organizations 美国证券交易所 (仅次于纽约证券交易所的美国第二大证券交易所, 位于纽约, 为经营规模较小的新公司和外国机构的证券买卖服务): *At the Amex, the market value index closed at 298.25.* 在美国证券交易所, 市值指数收市为298.25点。

**amortize , -ise** /ə'mɔ:taɪz; *AmE* 'æmərtaɪz/ *verb* [+ obj]
**1** (*Accounting*) to reduce the cost of an asset in a company's accounts over a period of time, especially an INTANGIBLE ASSET (= one you cannot touch) 摊销 (无形资产的成本等): *Goodwill was amortized against profits every quarter for up to 20 years.* 商誉每季度在利润里摊销, 摊销期达20年。 → DEPRECIATE (2), WRITE OFF
**2** (*Finance*) to pay back a debt by making small regular payments over a period of time 分期偿还, 摊还 (欠款)
▸ **amortizable, -isable** /ə'mɔ:taɪzəbl; *AmE* 'æmərt-/ *adjective*: *the amortizable assets/costs* 分期偿还资产/成本 ◇ *an amortizable loan* 分期偿还贷款 **amortization, -isation** /ə,mɔ:taɪ'zeɪʃn;

*AmE* ˌæmərtə'ɪz-/ *noun* [U,C]: *Excluding goodwill amortization, pre-tax profits fell to $16.7 million.* 不计商誉摊销，税前利润下降至1670万美元。◇ *The lenders agreed to an improved amortization schedule.* 贷款人同意经过改进的摊销进度安排。
→ DEPRECIATION, WRITE-OFF

**a,mortizing 'loan** *noun* [C]
(*Accounting*) a loan which is paid back in small regular payments 分期偿还贷款

**★amount** /ə'maʊnt/ *noun, verb*
• ***noun*** [C,U]
SEE ALSO: **face amount**

**1** a quantity of money 金额: *You will receive a bill for the full amount.* 你将收到一张全额账单。◇ *The insurance company will refund any amount due to you.* 保险公司将退还你应得的全部款项。◇ *Small amounts will be paid in cash.* 少量金额将会用现金支付。
✪ *to* ***pay/receive/refund*** *an amount* 付 / 收 / 退款 • *to* ***increase/lower/reduce*** *an amount* 提高 / 降低 / 减少金额 • ***large/small*** *amounts* 大 / 小金额 • *the* ***full/right/total*** *amount* 全部 / 适当 / 总金额

**2** (*used especially with uncountable nouns* 尤与不可数名词连用) a quantity of sth 数量；数额: *The amount of time shoppers spend in a store affects how much they will buy.* 顾客在商店花费的时间量影响其购买支出的多少。◇ *We want to double the amount of business that we do in London.* 我们希望在伦敦的业务量增加一倍。◇ *The company has huge amounts of debt.* 公司有巨额债务。
→ AMOUNTS DIFFER

• ***verb***
PHR V **a'mount to sth** to add up to sth; to be equal to or the same as sth 合计；共计；等于；相当于: *Total payments for the consulting work amounted to $13.3 million.* 咨询工作的费用总额共计1330万美元。◇ *Their actions amount to a breach of contract.* 他们的行为构成违约。

**a,mount falling due after one 'year** *noun* [C, usually pl.]
(*Accounting*) in a company's financial records, the money which it will not have to pay back within the next year, for example money borrowed for a long period of time 一年后到期应付金额（指公司的财务记录中在下一个年度内不必偿还的金额，如长期借款）→ LONG-TERM LIABILITIES

**a,mount falling due within one 'year** *noun* [C, usually pl.]
(*Accounting*) in a company's financial records, the money which it will have to pay back within the next year, for example interest on money borrowed 一年内到期应付金额（指公司的财务记录中在下一个年度内必须偿还的金额，如借款的利息）SYN CURRENT LIABILITY

**a,mounts 'differ** *phrase*
(*Accounting, only used in written English* 只用于书面英语) if a bank returns a cheque with the phrase **amounts differ** written on it, it means that the amount written on the cheque in words is different from the amount written in figures 金额不符（指支票上分别以数字和文字书写的金额出现不一致的情况，银行即以“金额不符”退回支票）SYN WORDS AND FIGURES DIFFER → AMOUNT

**analogue** (*AmE spelling usually* **analog**) /'ænəlɒg; *AmE* -lɔːg; -lɑːg/ *adjective*
using a continuously changing range of physical quantities to measure or store data 模拟的: *a cellphone that works on both analog and digital phone systems* 在模拟和数字电话系统下均能运作的移动电话 ◇ *The government aims to switch off the analogue television signal by 2010.* 政府的目标是到2010年不再采用模拟电视信号。→ DIGITAL

**★analyse** (*AmE spelling* **analyze**) /'ænəlaɪz/ *verb* [+ obj]
to examine the nature or structure of sth, especially by separating it into its parts, in order to understand or explain it 分析: *The job involves gathering and analysing data.* 该工作包括收集和分析资料。◇ *We need to analyse what went wrong.* 我们需要分析出差错的原因。▸ **'analyser** (*AmE spelling* **analyzer**) *noun* [C]

**★analysis** /ə'næləsɪs/ *noun* [C,U] (*plural* **analyses** /ə'næləsiːz/)
SEE ALSO: **benefit-cost analysis, break-even ~, certificate of ~, cluster ~, competitive ~, competitor ~, cost-benefit ~,** etc.
the detailed study or examination of sth, in order to find answers to particular questions; the results of the study 分析；验定；分析结果: *a detailed analysis of each customer's buying habits* 详细分析每位顾客的购买习惯 ◇ *We have carried out a preliminary analysis of potential takeover targets.* 我们对潜在的收购目标进行了初步分析。◇ *She is head of economic analysis at a top investment bank.* 她是一家顶级投资银行经济分析部门的主管。
→ FINANCIAL ANALYSIS at FINANCIAL ANALYST
✪ (*a*) ***detailed/in-depth/thorough*** *analysis* 详细 / 深入 / 彻底的分析 • ***business/economic/industry/market*** *analysis* 商业 / 经济 / 产业 / 市场分析 • ***to carry out/do/undertake*** (*an*) *analysis* 进行分析

**★analyst** /'ænəlɪst/ *noun* [C]
SEE ALSO: **business analyst, business systems ~, computer ~, financial ~, market ~, systems ~, technical ~**
a person whose job involves examining facts, systems, companies, markets, etc. in order to give an opinion on them 分析员；分析师
✪ *an* ***industry/investment/a market/retail*** *analyst* 产业 / 投资 / 市场 / 零售分析员

**analytical** /ˌænə'lɪtɪkl/ (*also* **analytic** /ˌænə'lɪtɪk/) *adjective*
using a logical method in order to understand or find out about sth 分析的: *She's a respected researcher with strong analytical skills.* 她是一位具有很强分析能力并受人尊敬的研究员。◇ *an analytic approach to the problem* 对该问题的分析方法 ◇ *analytical software/tools* 分析软件 / 工具 ▸ **analytically** /ˌænə'lɪtɪkli/ *adverb*

**'analyze, 'analyzer** = ANALYSE

**'anchor ,tenant** *noun* [C]
(*Property*) a very important TENANT (= a person or an organization that pays rent) in a building or on a piece of land, especially one that will attract others 重要租户: *The store signed a 99-year lease*

*to become an anchor tenant in the mall.* 该店签订了为期99年的租约，成为商场里的重要租户。

**ancillary** /æn'sɪlərɪ; *AmE* 'ænsəlerɪ/ *adjective*
**1** providing necessary support to the main work or activities of an organization 辅助的：*ancillary workers in the health service such as cleaners and cooks* 社会保健服务行业的辅助人员，如清洁工人、炊事员 ◇ *industries ancillary to car manufacture* 汽车制造的辅助行业
● *ancillary* ***equipment/services/staff/workers*** 辅助设备 / 服务 / 人员 / 工人
**2** in addition to sth else but not as important 附属的；从属的：*ancillary rights under the law* 法律规定的从属权利
▸ **an'cillary** *noun* [C] (*plural* **ancillaries**): *The company and its ancillaries could cost the taxpayer $1.5 billion.* 公司及其附属机构花了纳税人15亿美元。

**,and 'Company** (*also* **and 'Co, & 'Co,** *only used in written English* 只用于书面英语) *phrase*
used with the name of a company that is owned by more than one person 用于公司名称，表示公司由多于一个人拥有：*Levi Strauss & Co* 利维·斯特劳斯公司

**,angel in'vestor** *noun* [C]
(*Finance, informal*) a private person who invests their own money in a project, especially a new business 天使投资者（用自有资金投资项目，尤其指投资于新项目的个人）：*The majority of small businesses receive money from friends, family and angel investors.* 大多数小企业的资金来源于朋友、家庭及天使投资者。→ VENTURE CAPITALIST
▸ **,angel in'vestment** *noun* [U,C]

**annex** (*BrE spelling also* **annexe**) /'æneks/ *noun* [C]
a section attached to the end of a document or report 附件；附录：*The information is given in annex B of the report.* 该资料见报告附件乙。

**★annual** /'ænjuəl/ *adjective* [usually before noun]
**1** happening or done once a year 一年一次的；年度的：*He can earn an annual bonus of 70% of his basic pay.* 他每年所挣的分红占其基本工资的70%。
● *an annual* ***bonus/fee/increase/wage*** 年度奖金；年费；年增长；年薪 ◆ *an annual* ***conference/event/meeting*** 年度会议；年度大事；年会
**2** relating to a period of one year 一年的：*Annual earnings rose 3%.* 年收入增长3%。◇ *an average annual growth rate of 8% * 8%的年平均增长率 ◇ Your basic annual leave entitlement is 20 days.* 你享有的基本年假是20天。◇ *the annual budget* 年度预算
● *annual* ***costs/earnings/income/losses/profits/revenue*** 年度成本 / 收益 / 收入 / 亏损 / 利润 / 收入 ◆ *annual* ***growth/output/sales/turnover*** 年度增长 / 产量 / 销售量 / 营业额
▸ **'annually** *adverb*: *The company's earnings have grown annually by 15% over the last five years.* 在过去的五年里，该公司的收入每年增长15%。→ BIANNUAL

**,annual ,general 'meeting** (*abbr* **AGM**) (*BrE*) (*AmE* **,annual 'meeting**) *noun* [C]
**1** an important meeting of the shareholders or members of a company, held once a year, to present the accounts and discuss important topics 年度股东大会（每年举行的股东或公司成员的重要会议，会上提交账目、讨论重要议题）：*The shareholders proposed breaking up the group at the last AGM.* 在最近的年度股东大会上，股东提议解散集团。
**2** a meeting of the members of any organization, held once a year 年度会员大会（任何机构成员每年举行的会议）

**,annual 'hours ,contract** *noun* [C]
(*HR*) a contract in which employees agree to work for a particular number of hours per year rather than per week or per month, in exchange for an annual salary (= money you are paid regularly for work) 按工时付年薪合同（劳资双方签订的一种合同，雇员同意每年按工作时数付年薪）：*Staff with annual hours contracts work longer hours during busier periods of the year.* 签订按工时付年薪合同的员工，在一年中的繁忙季节工作的时间更长。

**annualized , -ised** /'ænjuəlaɪzd/ *adjective*
[only before noun]
(*Accounting*) (about rates of interest, INFLATION, etc.) calculated for the period of a year, using figures for a shorter period（指利率、通货膨胀率等）按年度计算的：*Inflation is currently running at an* ***annualized rate*** *of 10%.* 目前，年化通货膨胀率高达10%。

**,annual 'meeting** (*also* **'annual 'meeting of 'stockholders**) (*also* **,annual 'stockholders' ,meeting,** *less frequent*) = ANNUAL GENERAL MEETING

**,annual re'port** (*also* **re'port**) *noun* [C]
(*Accounting*) a financial report that a company must by law present each year to its shareholders 年度报告，年报（公司每年必须按照法律向股东提交财务报告）：*The company's problems are reflected in its annual report.* 公司的问题在年度报告里反映出来。

**,annual re'turn** *noun* [C]
(*Law*) in the UK, a formal statement that a company must make each year for government records, giving details of the company, its directors, its shares and its assets 年度报表（在英国，公司必须每年编制年度报表供政府存档。报表上列明公司、董事、股份及资产等详细资料）
● *to* ***make/file*** *an annual return* 编制 / 提交年度报表

**,annual 'stockholders' ,meeting** = ANNUAL MEETING

**annuitant** /ə'njuːɪtənt; *AmE* -'nuː-/ *noun* [C]
(*Insurance*) a person who receives an ANNUITY 领年金者；享受年金者

**annuity** /ə'njuːətɪ; *AmE* -'nuː-/ *noun* [C] (*plural* **annuities**)
(*Finance*)
**1** an amount of money paid to sb every year, usually for the rest of their life 年金；养老金
**2** a type of investment that you can buy from an insurance company, usually with one large amount of money, that pays an amount of money each year 年金保险（向保险公司购买的一种大额保险投资，每年可从保险公司收取一定数额的款项）：*Should I use the whole sum to buy an*

*annuity?* 应否用我所有款项购买年金保险？ ◇ *a life annuity* 人寿年金保险

**3** a payment made from this type of investment 年金保险收入：*an annuity of $2 000 a year* 一年2000美元的年金保险收入

**annul** /ə'nʌl/ *verb* [+ obj] (**-ll-**) (*Law*) to state officially that sth is no longer legally valid 宣布无效；废除；取消：*The contract was annulled.* 合同已被取消。▸**an'nulment** *noun* [C,U]

**ANSI** /'ænsɪ/ *abbr* **American National Standards Institute** an organization in the US that sets standards of quality and safety for manufactured items 美国国家标准协会（制定制成品质量和安全标准的美国组织）：*ANSI has devoted a standard to the proper use of safety signs.* 美国国家标准协会制定了正确使用安全标志的标准。◇ *Our sunglasses pass the ANSI Standard Z80.3-1996.* 我们的太阳镜通过了美国国家标准协会 Z80.3-1996 标准。→ ISO

**,Ansoff 'matrix** /'ænzɒf; *AmE* -zɔːf/ *noun* [C] (*Marketing*) a way of analysing the possible strategies that a company could use to increase its business 安索夫矩阵（一种分析方法，用以分析一家公司提高营业额的战略）

**Ansoff matrix** 安索夫矩阵

| | existing product 现有产品 | new product 新产品 |
|---|---|---|
| existing market 现有市场 | market penetraion strategy 市场渗透战略 | product development strategy 产品开发战略 |
| new market 新市场 | market extension strategy 市场延伸战略 | diversification strategy 多样化战略 |

**'answering ma,chine** (*BrE also* **'answerphone**) *noun* [C] a machine which you connect to your telephone to answer your calls and record any message left by the person calling 电话答录机：*I called several times, but only got the answering machine.* 我打了多次电话，但只有电话答录机答话。

**'answering ,service** *noun* [C] **1** a business that receives telephone calls for people or organizations and records messages for them to listen to 电话留言业务（为个人或机构接听电话并留言的业务） **2** (*especially BrE*) a service that provides recorded information when you telephone or allows you to record a message 电话留言服务（致电时提供已录音的信息或允许来电者留言的服务）：*For timetable information please call the 24-hour answering service.* 若想取得时刻表信息，请致电24小时电话留言服务。

**answerphone** /'ɑːnsəfəʊn; *AmE* 'ænsərfoʊn/ = ANSWERING MACHINE

**ante** /'ænti/ *noun* [sing.] IDM **raise/up the 'ante** to increase the level of sth, especially sums of money or competition between businesses 提高要求；增加金额；加强竞争：*Quickbuy upped the ante in the battle for customers by slashing 5% off its prices.* 速购公司减价5%，从而增强了顾客争夺战中的竞争力。

**anti** /'ænti/ *preposition* (*informal*) if sb is **anti** sb/sth, they do not like or agree with that person or thing 反对：*I'm not anti the plan—I just want to go slowly.* 我不是想反对这个计划——我只是想慢慢来。

**anti-** /'ænti/ *prefix* **1** opposed to; against 反；反对：*anti-euro campaigners* 反欧元运动人士 ◇ *anti-business* 反企业 **2** the opposite of 对立；对立面：*anticlockwise* 逆时针 **3** preventing 防止：*anti-discrimination laws* 反歧视法

**,anticipatory 'breach** *noun* [C] (*Law*) the breaking of a contract in advance by sb who says they will not be able to do what the contract says they must do 预期违约：*They accepted the anticipatory breach and immediately claimed damages.* 他们接受了预期违约并立即索偿。

**,anti-com'petitive** *adjective* (*Economics*) not allowing other companies to compete in a fair way 反竞争的（不允许其他公司公平竞争）：*The company was penalized for anti-competitive behaviour by distributing its software free to schools.* 公司因为将软件免费发放给学校的反竞争行为而遭受处罚。◇ *alleged anti-competitive practices* 涉嫌反竞争行为

**,anti-'dumping** *adjective* [only before noun] (*Economics*) aimed at protecting the economy of a country by preventing other countries from selling goods there at prices that are unfairly low 反倾销的（旨在阻止其他国家以不公平的低价在本国销售商品，从而保护本国经济）：*These cheap cars were regarded in Europe as unfair competition and attracted anti-dumping duties.* 这些廉价轿车在欧洲被视为不公平竞争而被征收反倾销税。→ COUNTERVAILING DUTY

**,anti-in'flation** *adjective* [only before noun] aimed at lowering INFLATION or preventing it from rising, for example by controlling increases in wages or interest rates 反通货膨胀的（旨在通过控制工资或利率上涨等措施降低或抑制通货膨胀）：*anti-inflation policies* 反通货膨胀政策

**,anti-'spam** *adjective* [only before noun] (*IT*) aimed at preventing the sending of advertising by email that people do not want to receive 反垃圾邮件的（旨在防止发出人们不愿收到的广告电邮）：*anti-spam software/tools* 反垃圾邮件软件/工具

**,anti-'takeover** *adjective* [only before noun] aimed at preventing a company from taking over another one that does not want it or agree to it 反收购（旨在防止一家公司未征得另一家公司的

同意而实行收购）：*anti-takeover provisions/insurance* 反收购条款 / 保险

**antitrust** /ˌæntiˈtrʌst/ *adjective* [only before noun] (*Economics*) aimed at preventing groups of companies from working together illegally to reduce competition, control prices, etc. 反托拉斯的（旨在防止公司集团联手以非法的方式减少竞争、控制价格等）：*The merger has received antitrust clearance* (= official permission). 合并已通过反托拉斯审核（获官方许可）。

**ˌantiˈvirus** /ˌæntiˈvaɪrəs/ *adjective* [only before noun] (*IT*) that prevents and removes computer VIRUSES (= parts of a program that cause faults in the computer)（计算机）防病毒的：*antivirus software packages* 防病毒软件

**ˌany ˌother ˈbusiness** *phrase* (*abbr* **AOB**) a part of a meeting when subjects not mentioned on the AGENDA (= list of items to be discussed) can be discussed 任何其他议题（会议中未列入议程的事项）：*Is there any other business?* 有没有任何其他议题？◇*Any AOB?* 有任何其他议题吗？See note at MEETING

**APACS** /ˈeɪpæks/ *noun* [sing.] **Association for Payment Clearing Services** an organization in the UK for banks and other financial institutions which provide payment services, such as for cheques and credit cards 英国支付清算服务协会（为银行及其他金融机构提供支票、信用卡等付款服务的英国组织）→ BACS, CHAPS

**Apex** (*also spelled* **APEX**) /ˈeɪpeks/ *noun* [U] a system of cheap tickets for train or air travel if you buy your ticket a particular number of days before you travel 预付款旅游票优惠（旅游前若干天购买火车票、飞机票等而享受的票价优惠）：*Apex fares/tickets* 预付款旅游票价 / 票
**NOTE** Apex is the short form for 'advance purchase excursion'. * Apex 是advance purchase excursion的缩写。

**apology** /əˈpɒlədʒi; *AmE* əˈpɑːl-/ *noun* (*plural* **apologies**)
**1** [C,U] a word or statement saying sorry for sth that has been done wrong or that causes a problem 道歉；认错：*We offer our sincere apologies for any inconvenience caused.* 若造成不便，我们衷心表示歉意。◇*a letter of apology* 致歉信
● *to* ***accept/demand/make/offer*** *an apology* 接受 / 要求道歉；致歉；主动道歉
**2** [C, usually pl.] information that you cannot go to a meeting or must leave early（因不能到会或提前离会的）致歉：*The meeting started with apologies* (= the names of people who could not go to the meeting). 会议一开始就宣布请假缺席者的名单。See note at MEETING
● *to* ***present/send*** *your apologies* 致歉

**app** /æp/ *noun* [C]
SEE ALSO: **killer app**
(*IT, informal*) a short way of saying **application** (= a computer program designed to do a particular job) 应用程序（的简称）：*This is the perfect app for someone who is new to databases.* 对于刚接触数据库的人而言，这是一个理想的应用程序。

**apparel** /əˈpærəl/ *noun* [U] (*especially AmE*) clothing, when it is being sold in shops/stores（商店出售的）衣服，服装：*winter/sports apparel* 御寒服；运动服 ◇*the apparel industry* 服装工业

**apˌparent ˈdamage** *noun* [U] (*Transport*) damage to goods that is noticed and reported when they are delivered or unloaded（交货或卸货时注意到和汇报的）货物外表损坏

**appeal** /əˈpiːl/ *noun, verb*
● ***noun***
SEE ALSO: **court of appeal**
**1** [C,U] a formal request to a court or to sb in authority to change a judgement or a decision made in a lower court 上诉；申诉：*She got her job back when she won an appeal* ***against*** *her dismissal.* 她的解雇申诉成功后，她又可以回到原来的工作岗位。◇*His prison sentence was reduced* ***on appeal.*** 他上诉获减刑。
**2** [U] a quality that makes a product attractive or interesting 吸引力；引起兴趣：*The car had mass appeal and was cheap to run.* 该汽车对大众具有吸引力，而且运行成本低廉。◇*advertising techniques that are designed to enhance* (= improve) *a product's appeal* 旨在提升产品吸引力的广告技巧
● ***mass/popular/universal/wide/youth*** *appeal* 对大众的 / 普遍的 / 多方面的 / 广泛的 / 对年轻人的吸引力
● ***verb***
**1** [+ obj *or* no obj] to make a formal request to a court or to sb in authority to change a judgement or a decision 上诉；申诉：*All the newspapers are appealing* ***against*** *the judgement.* 各报纸正对判决提出申诉 ◇*The company said it would appeal the decision.* 该公司表示将对判决提出申诉。
**2** [no obj] to attract or interest sb 吸引；引起（兴趣）：*This design appeals* ***strongly to*** *the Japanese consumer.* 这项设计对日本消费者有极强的吸引力。

**apˈpeal board** = APPEALS BOARD

**apˈpeal bond** *noun* [C] (*Law*) an amount of money that a person who appeals (= asks for a decision made in a court to be changed) may have to leave with the court, which they will lose if the appeal fails 上诉保证金（上诉人交给法院的款项，败诉时，不获退回）

**apˈpeals board** (*also* **apˈpeal board**) *noun* [C] a group of officials who are appointed to listen to and judge cases where there is a dispute about an official decision that has been made 申诉委员会（官方决策出现争议时，指定一批官员听取并审理案件）

**appellant** /əˈpelənt/ *noun* [C] (*Law*) a person who appeals to a court to change a judgement or a decision made in a lower court 上诉人

**appellate** /əˈpelət/ *adjective* [only before noun] (*Law*) concerned with appeals to change a judgement or decision made by a court or by sb in authority 上诉的：*An* ***appellate court*** *can decide whether the decision under appeal was right or*

*wrong.* 上诉法庭能够裁定要求上诉的判决是否正确。

**append** /ə'pend/ *verb* [+ obj]
to add sth to the end of a piece of writing（在文章后）附加，增补：*The signatures of all group members should be appended to the contract.* 合同上应附有所有集团成员的签字。

**appendix** /ə'pendɪks/ *noun* [C] (*plural* **appendices** /-dɪsi:z/)
a section giving extra information at the end of a report, a book or other document（报告、书、文件的）附录，附件：*Full details are given in appendix 3.* 详情见附件3。

**appliance** /ə'plaɪəns/ *noun* [C]
an electrical machine that is designed to do a particular thing in the home, such as preparing food, heating or cleaning 家用电器：*They sell a wide range of domestic appliances.* 他们销售各种家用电器。

**applicant** /'æplɪkənt/ *noun* [C]
a person who applies for sth, especially a job, shares, etc. 申请人：*There were over a hundred applicants for the job.* 有一百多位申请人申请这份工作。◇*Successful applicants were entitled to purchase up to 1 000 shares each.* 成功的股票认购者每人有权购买最多1000股。

**★application** /ˌæplɪ'keɪʃn/ *noun*
SEE ALSO: **enterprise application, letter of ~, multiple ~, share ~, speculative ~**
**1** [C,U] a formal written request for sth, such as a job or permission to do sth 申请书：*I am pleased to tell you that your application **for** the post has been successful.* 我很高兴地告诉你，你的求职申请成功了。◇*All planning applications should be submitted to the local council.* 所有规划申请书应递交给地方议会。
✪ *to **file/make/send in/submit** an application* 提交 / 制作 / 寄递 / 递交申请书 • *to **grant/reject/turn down** an application* 同意 / 拒绝接受 / 拒绝申请书 • *to **consider/examine/process** an application* 考虑 / 审查 / 处理申请
**2** [C] = APPLICATION FORM
**3** [U,C] the practical use of sth, especially a theory, discovery, etc.：*The new invention would have wide application in industry.* 这项新发明会广泛应用于工业。◇*a wide range of applications* 广泛应用
**4** [U] the act of making a rule, etc. operate or become active 应用；生效；执行：*strict application of the law* 法律的严格执行
**5** (*IT*) (*also* **appli'cation ˌprogram**) (*also* **app**, *informal*) [C] a program designed to do a particular job; a piece of software 应用程序；应用软件：*You can run several applications at the same time.* 你可以同时运行多个应用程序。◇*software applications for the travel industry* 旅游业应用软件 SYN APPLICATION SOFTWARE

**appli,cation for 'listing** (*also* **appli,cation for quo'tation**) *noun* [C]
(*Stock Exchange*) a request by a company to be listed on a stock exchange 上市申请

**appli'cation form** (*also* **ˌappli'cation**) *noun* [C]
a document with spaces for writing in personal information, used for making a formal request for sth 申请表：*You will be asked to complete an application form and attend an interview.* 你会被要求填写申请表并参加面试。
✪ *to **complete/fill in/fill out/send off** an application form* 填写 / 寄出申请表

**appli,cation for quo'tation** = APPLICATION FOR LISTING

**appli,cation for 'shares** = SHARE APPLICATION

**appli'cation ˌletter** = LETTER OF APPLICATION

**appli'cation ˌmoney** *noun* [U]
(*Stock Exchange*) the money paid by sb who asks for new shares that are being sold 认购新股款项

**appli'cation ˌprogram** = APPLICATION (5)

**appli,cation 'software** *noun* [U]
(*IT*) a program designed to do a particular job 应用程序；应用软件：*business application software* 商业应用程序 SYN APPLICATION

**★apply** /ə'plaɪ/ *verb* (**applies, applying, applied, applied**)
**1** [no obj] **apply** (**to sb/sth**) (**for sth**) to make a formal written request for sth 申请；请求：*The company has applied for planning permission to build a factory on the site.* 该公司已申请了在工地建工厂的规划许可。◇*Four people applied for the post of Assistant Manager.* 四人应征助理经理职位。◇*Please apply in writing with full CV to the Human Resources Manager.* 请将详尽的个人简历以书面形式向人力资源经理提出申请。◇*I decided to apply to business school.* 我决定申请（入读）商学院。
**2** [+ obj] **apply sth** (**to sth**) to use sth or make sth work in a particular situation 使用；应用：*When you start work you must apply what you have learned at college.* 当你开始工作时，你必须把大学学到的知识应用出来。◇*As the new technology was applied to farming, fewer workers were needed.* 随着新技术在农业中的应用，对工人的需求减少了。
**3** [+ obj or no obj] (*not used in the continuous tenses* 不用于进行时态) **apply** (**sth**) (**to sb/sth**) to concern or have an effect on sb/sth 有关，涉及（某人或某事）：*Special conditions apply to people who are under 21.* * 21岁以下者按特殊情况处理。◇*The tax will be applied to all new cars from next year.* 从明年起，该税项将适用于所有的新汽车。

**★appoint** /ə'pɔɪnt/ *verb* [+ obj]
**1** to choose sb for a job or a position of responsibility 任命；委任；指定：*He has recently been appointed to the board.* 他最近获任命为董事会成员。◇*A French woman has been appointed **as** head of Switzerland's largest bank.* 一位法国女士获任命为瑞士最大银行的行长。◇*We are **looking to** appoint a financial advisor as soon as possible.* 我们希望尽快任命一位财务顾问。◇*A private bank was appointed **to** handle the sale.* 一家私人银行被指定去处理销售事宜。See note at EMPLOY
**2** (*formal*) to arrange or decide on a time or place for doing sth 安排，确定（时间、地点）：*I arrived ten minutes before **the appointed time**.* 我在约定时间前十分钟到达。

**appointee** /əˌpɔɪn'ti:/ *noun* [C]
(*HR*) a person who has been chosen for a job or

a position of responsibility 获任命者；获委任者：*the new appointee to the post* 新获任此职务者

**★appointment** /ə'pɔɪntmənt/ *noun*

SEE ALSO: **letter of appointment**

**1** [C] a formal arrangement to meet or visit sb at a particular time, especially for a reason connected with work 约会；约定；预约：*She had an urgent appointment **with** a client.* 她与客户有一个紧急约会。◇*I made an appointment to see the Sales Manager.* 我约定与销售经理会面的时间。◇*Tours of the factory can be arranged **by appointment*** (= at a time that has been arranged in advance). 参观工厂可以预约。

✪ *to **arrange/book/fix/have/make** an appointment* 安排约会；预约；确定约会；有约会；预约 • *to **keep/miss** an appointment* 守约 / 失约

**2** (*HR*) [C,U] the act of choosing a person for a job or a position of responsibility 任命；委任：*the appointment of a new administrative assistant* 新行政助理的任命 ◇*her recent appointment **to** the post of Head of Finance* 她最近获任命财务总监一职

**3** (*HR*) [C] a job or a position of responsibility 职务；职位：*promotion to a more senior appointment* 提拔到更高级的职位

**ap'pointment book** (*also* **ap'pointments book**, *less frequent*) = DIARY (1)

**ap'pointment ˌletter** = LETTER OF APPOINTMENT

**ap'pointments book** = APPOINTMENT BOOK

**apportion** /ə'pɔːʃn; *AmE* ə'pɔːrʃn/ *verb* [+ obj] **apportion sth (among/between/to sb)** to divide sth among people; to give a share of sth to sb 分配；分摊；分派：*Profits are apportioned among employees.* 利润分给员工。◇*The report gave the facts of the case but did not **apportion blame**.* 这个报告只提供事实，不评论谁是谁非。

**apportionment** /ə'pɔːʃnmənt; *AmE* ə'pɔːrʃn-/ *noun* [U,C]

**1** the sharing of sth among people: the amount that each person gets 分配；分摊：*The contract defines the apportionment of risks between employer and contractor.* 合同规定了雇主与承包商之间的风险分摊。◇*an apportionment of land* 土地的分配

**2** (*Accounting*) (*also* **'cost ap,portionment**) the division of a cost between accounts in as fair a way as possible; the amount put in each account 分摊；分摊数额：*Where parts of a business share a building, floor area can used as a basis of apportionment to share costs between appropriate cost centres.* 如果企业内若干部门共用一栋大楼，面积可作为各成本中心之间分摊费用的基础。

**3** (*Law*) **apportionment of blame/liability** a method of dividing payment between people involved in an accident, or their insurance companies, according to how responsible each person was for the accident; the amount that each pays 责任 / 义务的分担（依每人对事故的责任程度分摊他们或其保险公司的赔偿；每人支付的赔偿额）：*The Court of Appeal revised the apportionment of liability, finding the driver 80% liable.* 上诉法院修改了责任分担，认为司机应负80%的责任。

**4** (*Property*) an agreement between the present owner and the future owner of a property to share expenses connected with the property until the sale is complete; the amount that each agrees to pay 分摊协议（房地产的现时主人与未来主人在房地产出售之前，就各自应分摊到的与房地产有关的费用达成协议）；各方同意分担的金额

**★appraisal** /ə'preɪzl/ *noun* [C,U]

SEE ALSO: **credit appraisal, self-appraisal**

**1** (*HR*) (*also* **per'formance ap,praisal, per'formance as,sessment, per'formance evalu ,ation, per'formance re,view**) a meeting between an employee and their manager to discuss the quality of the employee's work and to plan future tasks 评价、评估，鉴定（员工与上司见面讨论员工的工作表现及规划未来的任务）：*The company introduced its **staff** appraisal scheme ten years ago.* 公司十年前已推出员工评价计划。→ 360-DEGREE FEEDBACK

**2** a judgement of the value, performance or nature of sb/sth 评价；估价；评估：*He was asked to give a **critical** appraisal of the facilities.* 他被要求对设备作审慎估价。

**★appraise** /ə'preɪz/ *verb* [+ obj]

**1** (*HR*) to make a formal judgement about the value of a person's work, usually after a discussion with them about it（对某人的工作表现）作出评价：*Each member of staff is appraised annually by his or her manager.* 经理对员工每年作出评价。

**2** (*formal*) to consider or examine sb/sth and decide how much it is worth 估价；估量：*the company's appraised value* 公司的估定价值

**appraisee** /əˌpreɪ'ziː/ *noun* [C]

(*HR*) an employee whose work is **appraised** by their manager 受鉴定者（接受上司评价工作表现的员工）

**appraiser** /ə'preɪzə(r)/ *noun* [C]

**1** (*AmE*) a person whose job is to estimate the value of sth 估价人：*The Appraiser valued the painting at $2 million.* 这幅画经估价人鉴定为两百万美元。→ VALUER

**2** (*HR*) a manager who **appraises** an employee's work 鉴定人（评价员工工作表现的上司）

**appreciate** /ə'priːʃɪeɪt/ *verb* [no obj]

to increase in value over a period of time 升值；增值：*The currency has appreciated by 10% against the dollar since April.* 自四月以来，该货币对美元升值了10%。OPP DEPRECIATE See note at CURRENCY

**appreciation** /əˌpriːʃiˈeɪʃn/ *noun* [U, sing.]

SEE ALSO: **asset appreciation, capital appreciation**

**1** (*Economics*) increase in value over a period of time 升值；增值：*share price appreciation* 股票价格上扬 ◇*an appreciation **in** the value of land* 土地的升值 ◇*an appreciation of the euro **against** sterling* 欧元对英镑的升值 OPP DEPRECIATION

**apprentice** /ə'prentɪs/ *noun* [C]

(*HR*) a young person who works for an employer for a fixed period of time in order to learn the particular skills needed in their job 学徒：*She's now taken on three young apprentices.* 她现在带三

名年轻学徒。◇ *He started work at sixteen as an apprentice chef.* 他十六岁起当厨师学徒。

**apprenticeship** /ə'prentɪsʃɪp/ *noun* [C,U] (*HR*) a period of time working as an **apprentice** 学徒期；见习期：*a two-year apprenticeship in a private bank* 在私人银行的两年学徒期 ◇ *He had served his apprenticeship as a plumber.* 他做过管子工学徒。◇ *apprenticeship schemes/training* 学徒计划 / 培训

**appropriate** /ə'prəʊprɪeɪt; *AmE* ə'proʊ-/ *verb* [+ obj]

**1** (*Finance*) to keep or save money for a particular purpose 拨（专）款：*€8 000 has been appropriated for a new training scheme.* 已拨款8000欧元用于新的培训计划。

**2** to take sth for your own use, especially illegally or without permission 挪用；占用；侵吞：*He was accused of appropriating company funds.* 他被指控挪用公司资金。

**appropriation** /əˌprəʊprɪ'eɪʃn/ *noun*

**1** (*Finance*) [U] the act of keeping or saving money for a particular purpose 拨（专）款：*a meeting to discuss the appropriation of funds* 讨论拨款的会议

**2** (*Finance*) [C] an amount of money to be used for a particular purpose, especially by a government or a company（尤指政府、公司的）拨款，专款：*an appropriation of €20 000 for payment of debts* 两万欧元的拨款用于支付债务

**3** [U; sing.] the act of taking sth that belongs to sb else 挪用；占用；侵吞：*dishonest appropriation of property* 以欺骗的方式侵吞财产

**ap,propri'ation ac,count** *noun* [C] (*Accounting*)

**1** a financial account that shows how the profits of a business, especially a PARTNERSHIP, have been shared between its owners 盈余分配账户（尤指合伙企业中的利润如何在所有权人之间进行分配的财务账户）

**2** in the UK, an account that shows how the money that a government department has been given has been used 拨款账户（在英国，指记录政府部门如何使用所获拨款的账户）

**approval** /ə'pru:vl/ *noun*

**1** [U,C] official agreement to, or permission for sth, especially a plan or request（计划、要求等的）批准，通过：*The plan will be submitted to the committee for official approval.* 该计划将递交委员会正式批准。◇ *The Board of Directors has given its approval for the new branch.* 董事会已批准成立新的分支机构。◇ *The offer is subject to approval from the AGM.* 该出价需经年度大会批准。◇ *The company is seeking marketing approval for* (= permission to sell) *a new drug.* 公司正寻求取得新药的营销许可权。

**2** (*Commerce*) [U] if you buy goods, or if goods are sold, **on approval**, you can use them for a time without paying, until you decide if you want to buy them or not（货物的）试用，包退包换：*The goods were sent on approval and were later returned.* 所发送的货物是供试用的，以后可退回。

**★approve** /ə'pru:v/ *verb*

**1** [+ obj] to officially agree to or give permission for sth, especially a plan or request 批准，通过（计划、要求等）：*The committee unanimously approved the plan.* 委员会一致通过了该计划。◇ *The drug has now been approved for use in Europe.* 这种药现已获准在欧洲使用。

**2** [+ obj] (*often* **be approved**) to say that sth is good enough to be used, or is correct 认可；核准：*The accounts were formally approved by the board.* 账目已获董事会正式核准。

**3** [no obj] to think that sb/sth is good or acceptable; to have a positive opinion of sb/sth 赞成；同意：*I very much approve of his decision.* 我非常赞成他的决定。

**ap,proved ac'count** *noun* [C] (*Accounting*)

**1** [usually pl.] a financial account that has been officially accepted by a company or an organization 核定账户（公司或组织正式接受的财务账户）：*The figures are taken from the audited and approved accounts for last year.* 这些数字取自去年经审计和核定的账户。

**2** a CREDIT ACCOUNT held by a customer who is known to be reliable 核定赊账（信誉好的顾客所持有的赊购账户）：*Our terms are cash with order, except approved accounts.* 我们的条款是现金订货，核定赊账除外。

**ap,proved con'tractor** *noun* [C] a company or person that is officially recognized as doing good, reliable work for other companies 认可承包商（因服务出色、信誉好而获得官方认可的公司或个人）：*A building company must provide detailed financial information when applying to join a list of approved contractors.* 建筑公司若想申请加入认可承包商名录，必须提供详细的财务资料。

**ap,proved 'vendor** = PREFERRED VENDOR

**approx** *abbr* (*only used in written English* 只用于书面英语) approximate; approximately 大约：*approx price: €200* 大约价格：200欧元

**★approximate** *adjective, verb*

● ***adjective*** /ə'prɒksɪmət; *AmE* ə'prɑ:k-/ (*abbr* **approx**) almost correct or accurate, but not completely so; not exact 大约的；大概的；近似的：*The cost given is only approximate.* 所列成本仅为约数。◇ *an approximate calculation of the overall cost* 总成本的大约估算

⊕ ***an approximate calculation/cost/estimate/number/total*** 大约估算；约计成本；大约估计；约数；概算总额

▸ **ap'proximately** *adverb*：*I spend approximately 60% of my working day on the phone.* 我将大约60%的工作时间用在打电话上。

● ***verb*** /ə'prɒksɪmeɪt; *AmE* ə'prɑ:k-/

**1** [+ obj or no obj] to be similar or close to sth in amount, nature, quality, etc. 近似；接近：*The total cost will approximate 15 million dollars.* 总成本将近1500万美元。◇ *Output from the plant approximates to one quarter of national requirements.* 该厂的产量接近全国需求量的四分之一。

**2** [+ obj] to calculate or estimate sth fairly accurately 近似计算；粗略估算：*The time required can be approximated by the following formula.* 所需时间可用下列公式粗略估算出来。

**approximation** /əˌprɒksɪ'meɪʃn; *AmE* əˌprɑːk-/ *noun* [C]
**1** an estimate of a number or an amount that is almost correct, but not exact 近似值: *That's just an approximation, you understand.* 你知道那只不过是近似值。
**2** a thing that is similar to sth else, but is not exactly the same 类似事物: *Our results should be a good approximation to the true state of affairs.* 我们的结果应该与实际情况非常接近。

**APR** /ˌeɪ piː 'ɑː(r)/ *abbr*
(*Finance*) **annual percentage rate** the total amount of money that is charged in one year for borrowing money compared with the amount of money borrowed, used when interest is normally paid more often than once a year; the amount received from money invested 贷款年利率; 年度百分比利率: *The bank offers an APR of 21% on its credit card.* 银行对信用卡提供21%的贷款年利率。→ AER, EAR

**aptitude** /'æptɪtjuːd; *AmE* -tuːd/ *noun* [U,C]
natural ability or skill at doing sth 天资; 天赋: *She showed a natural aptitude for the work.* 她表现出了做这份工作的天赋。◇ *His aptitude for motivating people has got him to his current position.* 他善于激励人的本事使他得到目前的职位。

**'aptitude test** *noun* [C]
(*HR*) a test designed to show whether sb has the natural ability for a particular job 能力倾向测试: *Two candidates scored well on the aptitude test.* 两位候选人在能力倾向测试中获得高分。

**arable** /'ærəbl/ *adjective, noun*
• ***adjective***
connected with growing crops such as wheat or corn 可耕的: *Only 44% of the world's arable land* (= land suitable for growing crops) *is cultivated.* 世界可耕地中仅有44%被耕种过。◇ *arable farms* 可耕农场
• ***noun*** [U]
**arable** land or crops 耕地; 庄稼

**arbiter** /'ɑːbɪtə(r); *AmE* 'ɑːrb-/ *noun* [C]
a person who settles a dispute or who has the power to decide what will be done or accepted 仲裁人; 公断人: *The union representative agreed to act as arbiter between the employee and her manager.* 工会代表同意担任这位员工和她的经理之间的仲裁人。◇ *the arbiter of domain name disputes* 域名纠纷的仲裁人

**arbitrage** /'ɑːbɪtrɑːʒ; -trɪdʒ; *AmE* 'ɑːrbətrɑːʒ/ *noun* [U]
(*Finance*) the practice of buying sth (for example shares or foreign money) in one place and selling it immediately in another place where the price is higher 套利, 套购 (在一处买进股票、外汇等, 在另外价高之处立即抛售): *investors hoping to exploit an arbitrage opportunity* 希望利用套利机会的投资者 → RISK ARBITRAGE ▶ **'arbitrage** *verb* [no obj]

**arbitrageur** /ˌɑːbɪtrɑː'ʒɜː(r); *AmE* ˌɑːrbətrɑː'ʒɜːr/ (*also* **arbitrager** /'ɑːbɪtrɑːdʒə(r); *AmE* 'ɑːrbətrɑːʒər/) *noun* [C]
(*Finance*) a person whose job is ARBITRAGE 套利者; 套购者: *Shares rose unexpectedly, leaving arbitrageurs facing losses.* 股票出乎意料地上涨, 致使套利者面临亏损。

**★arbitrate** /'ɑːbɪtreɪt; *AmE* 'ɑːrb-/ *verb* [+ obj *or* no obj]
(*Law*) to officially settle an argument or a disagreement between two people or groups 仲裁; 公断: *to arbitrate in/on a dispute* 在一场争执中进行仲裁 ◇ *A committee arbitrated between management and unions.* 委员会在管理层和工会之间进行仲裁。◇ *They could request a judge to arbitrate the dispute.* 他们可以请求法官仲裁这宗争议。→ MEDIATE

**★arbitration** /ˌɑːbɪ'treɪʃn; *AmE* ˌɑːrb-/ *noun* [U]
(*Law*) the official process of settling a legal disagreement by sb who is not involved rather than by a court 仲裁; 公断: *Both sides in the dispute have agreed to go to arbitration.* 争执双方已同意提交仲裁解决。◇ *They called for arbitration to resolve the strike.* 他们要求仲裁解决罢工。→ MEDIATION
✪ *an arbitration* ***board/hearing/panel/system*** 仲裁委员会 / 聆讯 / 小组 / 制度

**arbitrator** /'ɑːbɪtreɪtə(r); *AmE* 'ɑːrb-/ *noun* [C]
(*Law*) a person who is chosen to settle a dispute 仲裁员; 公断人: *The disputed insurance claim was referred to an independent arbitrator.* 这宗保险索赔争议已提交给独立仲裁员处理。→ MEDIATOR

**arcade** /ɑː'keɪd; *AmE* ɑːr'k-/ *noun* [C] (*BrE*)
a large building with a number of shops/stores in it 商场; 购物中心: *a shopping arcade* 购物中心

**architect** /'ɑːkɪtekt; *AmE* 'ɑːrk-/ *noun* [C]
SEE ALSO: **systems architect**
**1** a person whose job is designing buildings, etc. 建筑师 See note at PROFESSION
**2** a person who is responsible for planning or creating an idea, an event or a situation 设计师; 创造者: *He was one of the chief architects of the reform.* 他是改革的主要设计师之一。

**architecture** /'ɑːkɪtektʃə(r); *AmE* 'ɑːrk-/ *noun* [U]
SEE ALSO: **information architecture**
**1** the art and study of designing buildings 建筑学: *a degree in architecture* 建筑学学位
**2** the design or style of a building or buildings 建筑设计; 建筑风格: *modern architecture* 现代建筑设计
**3** (*IT*) the design or structure of a computing system and the way the different parts work together 计算机系统架构: *the architecture of the Internet* 互联网架构 ◇ *a client-server architecture* 客户端服务器架构
**4** the structure of an organization and the way the different parts and different people affect each other 组织架构: *the social architecture of a company* 公司的社会组织架构
▶ **architectural** /ˌɑːkɪ'tektʃərəl; *AmE* ˌɑːrk-/ *adjective*: *architectural innovation* 组织架构创新

**archive** /'ɑːkaɪv; *AmE* 'ɑːrk-/ *noun, verb*
• ***noun***
**1** [C, usually pl.] a collection of historical records kept by an organization; the place where these records are stored 档案; 档案室: *account books*

*stored in the company's archives* 存放在公司档案室里的账册

**2** (*IT*) [C] a part of a computer system, a tape or disk where data that is not often needed is stored 存档（计算机系统内的一部分、磁带或磁盘，用以储存不常用的数据）→ BACKUP

**3** (*IT*) [C] a set of files and information that people can look at on the Internet 互联网档案

• ***verb*** [+ obj]

**1** to put or store a document or other material in an **archive** 把…归档；把…存档：*archived documents/articles* 将文件 / 文章存档

**2** (*IT*) to move data that is not often needed to a tape, disk or another part of a computer system to store it 存档（将不常用的数据储存于磁带、磁盘或计算机系统的另一部分内）：*archiving important files on CD-ROM* 把重要档案存入光盘 ◇ *archived emails* 电子邮件存档 → BACK STH UP *at* BACK *verb*

**★area** /'eəriə; *AmE* 'eriə/ *noun* [C]

SEE ALSO: **assisted area, catchment ~, core ~, development ~, dollar ~, euro ~, sales ~**

**1** a part of a town, a country or the world 地区，地域：*an industrial/a residential area* 工业 / 住宅区 ◇ *She has been appointed* ***area manager*** *for south Wales.* 她获任命为南威尔士地区经理。→ TERRITORY (1)

**2** part of a room, building or particular space that is used for a special purpose（用于某特定目的的）地方，场地：*a parking area* 停车场 ◇ *the hotel reception area* 酒店接待区

**3** a particular subject or activity, or an aspect of it 领域；范围；方面：*the areas of training and development* 培训与发展方面 ◇ *Solar energy is one of our core business areas.* 太阳能是我们的核心业务领域之一。◇ ***My area of expertise*** (= what I have expert knowledge of and skill in) *is computer-aided design.* 我的专业范围是计算机辅助设计。→ TERRITORY (2)

**'area code** *noun* [C] (*especially AmE*)
the numbers for a particular area or city, that you use when you are making a telephone call from outside the local area（电话的）地区代码：*For long distance calls dial '1' followed by the area code and number.* 长途电话拨打“1”之后再拨地区代码和电话号码。→ DIALLING CODE

**,area 'franchise, ,area franchi'see**
= MASTER FRANCHISE

**arena** /ə'ri:nə/ *noun* [C]

**1** a particular market or an area of business（某一）市场，商业领域：*The wholesale market is a highly* ***competitive*** *arena.* 批发市场是高度竞争的领域。

**2** an area of activity that concerns the public, especially one where there is a lot of opposition between different groups or countries 对立场所；竞争舞台：*The company's problems are now* ***in the public arena*** (= are known and discussed by people in general). 公司的问题现已众所周知。

**,arithmetic 'mean** = MEAN *noun*

**arm** /ɑ:m; *AmE* ɑ:rm/ *noun* [C]
a part of a large organization which is responsible for one area of its business（大机构内的）职能部门：*the research arm of the company* 公司的研究部门

**,arm's-'length** *adjective* [only before noun]
between companies or people that do not have close contact or any financial connections 无任何密切关系的；无任何财务联系的：*an arm's-length transaction/relationship* 无任何财务联系的交易 / 关系

**ARR** /,eɪ ɑ:r 'ɑ:(r)/ = ACCOUNTING RATE OF RETURN

**★arrange** /ə'reɪndʒ/ *verb* [+ obj]
**arrange sth (with sb)** | **arrange for sb to do sth** | **arrange to do sth** to organize sth; to make plans for sth to happen 安排；筹备：*Will you arrange it with my secretary?* 能和我的秘书安排吗？◇ *I must arrange a meeting for next week.* 我必须安排下周开会。◇ *We will arrange for somebody to meet you at the airport.* 我们将安排某人到机场接你。◇ *The company has arranged a $3.5 billion loan facility with its bankers.* 公司已和银行商定了一项35亿美元的贷款额。

➊ *to arrange an* ***appointment/interview/a meeting*** 安排约会 / 面谈 / 会议 • *to arrange a* ***facility/loan*** 安排融资 / 贷款

**VOCABULARY BUILDING** 词汇扩充

**Making arrangements**

- *Can we* ***arrange*** *a time to discuss this?* 我们安排个时间讨论这个问题好吗？
- *They* ***called*** *a meeting of the committee.* 他们召集了委员会会议。
- (*formal*)（正式）*The annual general meeting is* ***convened*** *by the company secretary.* 年度股东大会由公司秘书召集。
- *We're* ***organizing*** *a sales conference for later this year.* 我们正在组织定于年内召开的销售会议。
- (**when the date/time might change**)（当日期/时间可能变更时）*I've* ***pencilled*** *you* ***in*** *for two hours on Thursday.* 我暂定在周四与你会面，时间两小时。
- *The elections were* ***fixed*** *for May 1.* 选举定于5月1日举行。
- *The company* ***scheduled*** *an afternoon news conference.* 公司计划在下午举行新闻发布会。
- *All conference calls are* ***set up*** *ahead of time.* 所有电话会议都预先确定好。

**★arrangement** /ə'reɪndʒmənt/ *noun*

SEE ALSO: **deed of arrangement, scheme of ~, voluntary ~**

**1** [C, usually pl.] plans or preparations for sth that will happen in the future 安排；筹备：*travel arrangements* 旅行安排

**2** [C,U] a way of doing or organizing things, especially one that is formally agreed by two people or organizations, etc. 安排方式：*More open trading arrangements should increase investment in the country.* 更为开放的贸易安排应能增加对国家的投资。◇ *You can cash cheques here* ***by prior arrangement*** *with the bank.* 如果你和银行事先安排好，即可在这儿兑现支票。

**3** [C] a formal relationship between two companies, etc. that provides some benefit to them both, usually over a long period of time 约定，安排（通常指在一段长时间内两家公司之

间相互提供某些利益的正式关系）：*The company has set up a new distribution arrangement with a Canadian publisher.* 公司与一家加拿大出版商订立了新的经销安排。 See note at AGREEMENT
**4** (*Finance*) [C, usually sing.] a formal agreement made between sb who owes money but cannot pay it all back and the person or organization that they owe money to, so that only part of the money will be paid 清偿安排（债权人与债务人就部分还款达成的正式协议）
**5** [U] the act of arranging sth 筹备：*arrangement fees* 筹备费

**array** /ə'reɪ/ *noun* [C]
a group or collection of products, often one that is large or impressive 大堆，大量（产品）：*a vast array of goods to choose from* 一大批可供选择的货品 SYN RANGE
● *a broad/vast/wide array of sth* 各种各样的 / 大批的 / 大量的某物

**arrears** /ə'rɪəz; *AmE* ə'rɪrz/ *noun* [pl.]
money that sb/sth owes that they should have paid earlier 欠款：*rent/tax arrears* 拖欠的租金 / 税款 ◇ *The airline has now paid its arrears in landing fees.* 航空公司现在已支付了拖欠的着陆费。◇ *The country has accumulated debt arrears of $715 million.* 国家累计拖欠债务达7.15亿美元。
IDM **be in arrears (with sth)**; **fall/get into arrears (with sth)** to be late in paying money that you owe 逾期未付；拖欠：*Wages are already more than two months in arrears.* 工资已经拖欠了两个多月。◇ *The tenant fell into arrears with the rent.* 租客拖欠租金。**in arrears** after the time that work is done, items supplied, etc. 后付；拖欠：*Passengers pay in advance, but the holiday company pays its suppliers in arrears.* 乘客预付给旅行社，而旅行社后付给供应商。 OPP IN ADVANCE

**arrival** /ə'raɪvl/ *noun*
**1** [U,C] the act of coming or being brought to a place 到达；抵达：*We record the date and time of arrival of all deliveries.* 我们记录所有货物到达的日期和时间。◇ *the arrivals hall* (= at an airport)（机场）抵港大堂 → DEPARTURE
**2** [C] a person or a thing that comes to a place 到达的人或物：*late arrivals* 晚点 ◇ *welcoming new arrivals on their first day* 新来者在第一天受到欢迎
**3** [U] the time when sb starts a new job 上任：*Since her arrival as chief executive, sales have increased by 19%.* 自从她当总裁以来，销售量增长了19%。
**4** [U] the time when sth new starts, especially a new product or technology coming into the market（新产品、新技术的）引进，上市：*the arrival of colour-screen mobile phones* 彩屏手机的上市

**article** /'ɑ:tɪkl; *AmE* 'ɑ:rt-/ *noun*
**1** [C] a piece of writing in a newspaper or magazine（报刊、杂志上的）文章：*an article in the Wall Street Journal* 《华尔街日报》上的一篇文章
**2** (*Law*) [C] (often used about international laws) a section of a law, an agreement or other legal document that deals with a particular point（常用于国际法）条款，项
**3** (*Law*) **articles** [pl.] (*BrE*) a period of practical training that has to be completed before sb can become a SOLICITOR 律师实习期：*She's doing her articles with a firm in London.* 她正在伦敦一家律师事务所实习。 NOTE **Articles** is an abbreviation of **articles of clerkship**. * Articles是articles of clerkship的简称。

**articled 'clerk** = TRAINEE SOLICITOR

**articles of as,soci'ation** *noun* [pl.] (*usually* **Articles of Association**) (*BrE*)
(*Law*) one of the legal documents that is created when a company is formed. It contains rules about how the company must be managed, what rights shareholders have, what the directors can do and what formal meetings must be held 公司章程，公司章程细则（公司成立时制定，内容包括公司管理规则、股东权益、董事职权、举行的正式会议等）：*Several restrictions on the transfer of shares are listed in the articles of association.* 公司章程上列有股份转让的几项限制规定。 SYN BY-LAW (*AmE*) → MEMORANDUM OF ASSOCIATION

**articles of in,corpo'ration** *noun* [pl.] (*usually* **Articles of Incorporation**) (*AmE*)
(*Law*) one of the legal documents that is created when a company is formed. It states the name and address of the company, its purpose and the amount of money it can raise by selling shares. 法人章程（公司成立时制定，内容包括公司名称、地址、宗旨、出售股票集资数额等）
SYN MEMORANDUM OF ASSOCIATION → ARTICLES OF ASSOCIATION

**artificial in'telligence** *noun* [U] (*abbr* **AI**) (*IT*)
**1** the study of how to make computers function in an intelligent way like humans 人工智能学
**2** technology that allows a computer to do something in an intelligent way, similar to the way in which a human would do it 人工智能技术：*The software incorporates the latest in artificial intelligence.* 软件结合了最新的人工智能技术。

**artificial 'person** = LEGAL PERSON

**A/S** (*also spelled* **a/s**) = AFTER SIGHT

**as** /əz/ *or, in the strong form,* /æz/ *preposition, adverb, conjunction*
IDM **'as at ...** /**'as of ...** (*Accounting*) used to show the exact date on which sth is correct or to which sth relates 直至；到…时止：*All prices are correct as at 1 July 2004.* 到2004年7月1日为止的所有价格均准确无误。◇ *Consolidated Balance Sheet as of 31 March 2005* 截至2005年3月31日的合并资产负债表。 **'as from ... /'as of ...** (*formal*) used to show the time or date from which sth starts 自…起开始：*Our fax number is changing as from May 12.* 我们的传真号码自5月12日起更改。 **,as 'is** (*BrE also* **,as 'seen**) (*Commerce*) used to mean that sth is being sold in its present condition and that the person selling it does not make any promises about its quality 按现状（出售某物，即出售者对质量概不负责）：*All used equipment is sold as is.* 所有的二手设备按原状出售。→ idiom at PER

**asap** (*spelled* **ASAP**, *especially in AmE*) /,eɪ es eɪ 'pi:; *AmE also AmE* 'eɪsæp/ *abbr*
as soon as possible 尽快：*Please return the*

*completed questionnaire asap.* 请尽快交回填妥的问卷。

**ASCII** /'æski/ *abbr*
(*IT*) **American Standard Code for Information Interchange** a system that allows data to be moved between computers that use different programs 美国信息互换标准代码（可让使用不同程序的计算机互相传送数据）: *Save the text as an ASCII file.* 将文本保存为 ASCII 文件。

**,Asian 'tiger** *noun* [C]
a term used especially in newspapers for any South-East Asian country whose economy is growing very fast 亚洲虎（指经济快速发展的东南亚新兴国家）→ TIGER

**ask** /ɑ:sk; *AmE* æsk/ *verb* [+ obj]
to say the price that you want for sth that you are selling 要价；索价: *He's asking €5 000 for the car.* 这辆汽车他要价5000欧元。
IDM **,ask sb to 'leave** (*often* **be asked to leave**) to ask sb to leave their job; to dismiss sb 辞退: *The chief executive has been asked to leave.* 总裁已被辞退。 NOTE This is a polite way to say 'fire sb' or, in British English, 'sack sb'. 这是fire sb或英国英语里sack sb的礼貌说法。
PHR V **,ask sb 'back** to ask sb to attend a further job interview 邀请（某人）回来参加进一步求职面试: *They asked back four people for in-depth interviews.* 他们邀请了四人回来进行深入的求职面试。

**'asking price** *noun* [C]
**1** (*Commerce*) the price that sb/sth wants to sell sth for 要价；索价: *The company seems willing to pay the asking price for the business.* 对于这笔业务，公司似乎愿意按要价支付。◇ *an asking price of $110 a share* 每股要价110美元
**2** (*Stock Exchange*) (*also* **'asked price, 'ask price,** *less frequent*) = OFFER PRICE (2)

**aspi'rational brand** *noun* [C]
(*Marketing*) a brand which people admire because they believe it is high quality and will give them a higher social position if they use it 期望品牌（人们崇拜某品牌是因为其产品质量高，能够显示出较高的社会地位）

**★assemble** /ə'sembl/ *verb*
**1** [+ obj *or* no obj] to bring people or things together as a group; to come together as a group 集合；聚集: *The chairman has begun to assemble a new management team.* 主席已开始组建新的管理团队。◇ *Before making a bid for a company, we assembled detailed information on the business.* 在投标收购一家公司之前，我们收集了这家公司的详细资料。◇ *The delegates are assembling in the conference room.* 代表在会议室集合。
**2** [+ obj] to fit together all the separate parts of a product 组装；装配: *We assemble and ship each computer within five days of order.* 我们在接到订货单后的五天内组装并付运每台计算机。◇ *The car is assembled in the UK.* 这辆车在英国组装。
**3** (*Finance*) [+ obj] if a financial institution **assembles** a loan, it gets a group of banks, etc. to provide money 汇集（贷款）: *The Fund has assembled a $10 billion emergency loan package.* 基金汇集了100亿美元的紧急贷款。

**★assembly** /ə'sembli/ *noun* (*plural* **assemblies**)
SEE ALSO: **self-assembly**
**1** [U] the process of fitting together the parts of a product 装配；组装: *The new model is being launched at the UK assembly plant.* 新型产品现正由英国的装配厂推出。◇ *We plan to begin car assembly at the plant in 2006.* 我们计划在2006年在工厂开始汽车装配业务。◇ *easy-to-follow assembly instructions* 简单易学的装配说明
**2** [C] a large group of people who come together for a particular purpose 集会: *an assembly of over 200 people* * 200多人的集会

**★as'sembly line** (*also* **pro'duction line**) *noun* [C]
a line of workers and machines in a factory that fit the parts of a product together in a fixed order 装配线: *working on an assembly line* 在装配线上工作 ◇ *An engine rolls off the assembly line every 72 seconds.* 装配线每72秒完成一台发动机。◇ *Assembly line automation has reduced error rates in manufacturing.* 自动化装配线降低了生产误差率。
● *assembly line* ***methods/problems/robots/workers*** 装配线方法 / 问题 / 机器人 / 工人

**as'sembly point** *noun* [C]
a place where people must meet if there is an emergency（发生紧急情况时的）集合地点

**as'sembly ,worker** *noun* [C]
a person who works in a factory producing goods 装配工人: *car/electronics assembly workers* 汽车 / 电子器件装配工人 ◇ *Assembly workers were retrained to handle the new electronic technology.* 装配工人接受再培训以掌握新的电子技术。

**assent** /ə'sent/ *noun, verb* (*formal*)
● ***noun*** [U]
official agreement to sth 同意
● ***verb*** [no obj]
to agree to a request, an idea or a suggestion 同意；赞成: *By using this website you assent to the conditions of use.* 使用本网站即表示你同意使用条款。

**assertive** /ə'sɜ:tɪv; *AmE* ə'sɜ:rtɪv/ *adjective*
expressing opinions and desires in a strong confident way so that people notice you or do what you want 坚定自信的: *Working abroad has made her more confident and assertive.* 在国外工作使她更有信心和主见。◇ *an assertive management style* 坚定自信的管理风格 ▸ **as'sertiveness** *noun*

**as'sertiveness ,training** *noun* [U]
(*HR*) teaching people, for example employees, to be firm and more confident when dealing with people 自信心训练

**★assess** /ə'ses/ *verb* [+ obj]
**1** to judge sb/sth or form an opinion about sb/sth after looking carefully at all the information 评估；评定；判定: *The task assesses candidates' strengths and weaknesses.* 这项任务是评估候选人的优缺点。◇ *It is difficult to assess the impact of advertising on sales.* 难以评估广告对销售的影响。◇ *The training needs of staff are assessed every year.* 员工的培训需求每年都要进行评估。
SYN EVALUATE
**2** to calculate the amount or value of sth 估价，估算: *Damage to the building was assessed at €10 000.* 这栋建筑物的损失估算为1万欧元。

**3** (*Accounting*; *Law*) (*often* **be assessed**) **assess sb/sth for sth | assess sb/sth on/upon sb/sth** to decide how much money sb/sth must pay as a tax or a fine 估定（应征收税款、罚款）: *The company tax is assessed on the previous year's activities.* 公司税是根据前一年的业务来估定的。

**as,sessed 'value** *noun* [U,C]
(*Accounting*) especially in the US, the value of land and buildings that is used to calculate how much tax has to be paid 估计价值（在美国，尤指用于计算课税额的土地和建筑物的价值）

**★assessment** /ə'sesmənt/ *noun*
SEE ALSO: **performance assessment, risk ~, self-~, tax ~**
**1** [C,U] an opinion or a judgement about sb/sth made after all the information has been looked at carefully 意见；评价: *What's your assessment of the situation?* 你对局势的看法如何？ ◇ *We need to make a detailed assessment of all the risks involved.* 我们必须对所有涉及的风险作详细的评价。
● *to* ***give/make*** *an assessment* 给予 / 作出评价 • *a* ***detailed/thorough*** *assessment* 详细的 / 全面的评价
**2** (*Accounting*) [C,U] an amount of money, especially tax, that has been calculated and must be paid; the process of calculating this amount 估定的付款额（如税款）；付款的估定: *I have appealed against my income tax assessment.* 我已就我的所得税估定额提出上诉。 ◇ *In the year of assessment 2004/2005 the trust had an income of €48 000.* 在2004–2005核算年度里，这笔信托财产有48000欧元的收入。
**3** [C] a calculation of the amount or value of sth 估价；估值: *The insurance company carried out an assessment of the damage.* 保险公司进行了损失评估。
● *to* ***carry out/make*** *an assessment* 进行 / 作出评估
**4** (*HR*) [C,U] the process of testing sb's knowledge and abilities, how well a system works, etc. 考核（某人的知识和技能）；评定，评估（某系统的优劣）: *Many colleges now use* ***continuous assessment.*** 许多大学现在使用持续性评估方法。 ◇ *Our employees take* ***assessment tests*** *to see what training they need.* 我们对雇员进行考核以便了解他们的培训需要。 ◇ *Who is responsible for the* ***safety assessment*** *of new crops?* 谁负责新作物的安全评估？
● *to* ***carry out/do/use*** *assessment* 进行 / 作 / 使用评估

**as'sessment ,centre** (*AmE spelling* **~ center**) *noun* [C]
(*HR*) an event where people applying for a job are given a number of tests and interviews to find out what their strengths and weaknesses are; the place where this happens 评价中心法（为找出求职人的长处和短处而进行的一系列测试及面试的方法）；评价中心（进行测试及面试的地方）: *All job applicants will be expected to participate in an assessment centre.* 所有求职者要参加评价中心的测试。

**assessor** /ə'sesə(r)/ *noun* [C]
SEE ALSO: **loss assessor, tax assessor**
**1** a person who is an expert in sth who looks at all the information and judges how good sb/sth is 评判员；考核人: *The product got a good rating from a team of independent assessors.* 产品被独立检验小组给予良好评级。
**2** (*Property*) a person who decides the amount of tax you have to pay for the buildings and land that you own 估税员；评税员: *According to tax assessors' records, the estate was assessed at $1.4 million in 2005.* 根据估税员的记录，这笔个人财产在2005年被估定为140万美元。
**3** (*Insurance*) a person whose job is to help you make a claim against an insurance company 保险估价员: *We called in insurance assessors after part of the building was damaged by fire.* 部分建筑物被焚毁后，我们请保险估价员来评估。 ◇ *a claims assessor* 估损人 SYN LOSS ASSESSOR → LOSS ADJUSTER
**4** (*Law*) an expert in a particular subject who is asked by a court or other official group to give advice（法庭或其他官方团体的）顾问

**★asset** /'æset/ *noun* [C, usually pl.]
SEE ALSO: **capital asset, chargeable ~, charge on ~s, circulating ~, current ~, financial ~, fixed ~,** etc.
a thing of value that a person or a company owns, such as money or property or the right to receive payment of a debt 资产；财产: *The group has total assets of €1.2 billion.* 集团总资产为12亿欧元。 ◇ *The vehicle is recorded as an asset in the company accounts.* 汽车作为（公司）资产登记在公司的账目上。 ◇ *Foreign companies were prevented from buying local media assets* (= media businesses). 外国公司不允许购买本地的媒体资产（媒体企业）。 ◇ (*figurative*) *Our staff are our most valuable asset.* 我们的员工是我们最宝贵的资产。 → LIABILITY
● *to* ***have/hold/own/possess*** *assets* 有 / 持有 / 拥有资产 • *to* ***acquire/buy/dispose of/increase/reduce/sell*** *assets* 获取 / 购买 / 处置 / 增加 / 减少 / 出售资产 • *to* ***record/show sth as*** *an asset* 把…登记 / 展示为资产 • *to* ***freeze/release/unfreeze*** *assets* 冻结 / 放弃 / 解冻资产

**'asset ac,count** *noun* [C]
(*Accounting*) a part of a company's financial records that shows the value of money, investments or other things which the company owns 资产账户（显示公司拥有的资金、投资及其他财产等的价值的财务记录）

**,asset appreci'ation** = CAPITAL APPRECIATION

**'asset-,backed** *adjective*
(*Finance*) used to describe a type of investment that a financial institution sells to investors. The company buys debts, such as car loans, and then sells investors the right to receive payments that the people who owe the money make 资产担保的（金融机构销售的一种投资形式。金融机构购买债务，如汽车贷款，然后向投资者出售收取其债务人偿付款项的权利）: *asset-backed bonds/issue/debt* 资产担保债券 / 发行 / 债务 ◇ *the asset-backed securities market* 资产支持证券市场 → ABS

**'asset ,backing** *noun* [U]
(*Accounting*) a measure of the value of a company's assets, calculated by dividing the total value of its assets by the number of shares issued (= sold)

资产担保（衡量公司资产价值的方法，以公司资产总值除以已发行股份数目）：*The company has strong asset backing, worth €3 per share.* 公司具有很强的资产担保，每股价值3欧元。 SYN ASSET VALUE PER SHARE

**'asset base** *noun* [C]
(*Accounting*; *Finance*) the total value of the assets that a company has 资产规模（公司拥有的总资产值）：*The business needs to widen its asset base.* 公司必须扩大其资产规模。◇ *an asset base of $3.6 billion* * 36亿美元的资产规模

**'asset ,coverage** *noun* [U]
(*Accounting*) a measure of how easily a company can pay its debts, calculated by dividing the total value of the company's assets by its debts 资产担保率（衡量公司偿债能力的方法，以公司资产总值除以负债）：*a company with limited net asset coverage* 拥有有限净资产担保的公司

**'asset de,flation** *noun* [U,C]
(*Economics*) a fall in the value of assets, for example property, compared to the rate of economic growth 资产通缩，资产跌价（与经济增长率相比，资产价值下降）：*Japan's two-year process of asset deflation* 日本持续两年的资产通缩 ◇ *the erosion of confidence created by asset deflation* 资产通缩导致信心削弱

**'asset in,flation** *noun* [U,C]
(*Economics*) a rise in the value of assets, for example property, compared to the rate of economic growth 资产通胀，资产升值（与经济增长率相比，资产值上升）：*The international economy was kept going by an amazing asset inflation and a US consumer boom.* 惊人的资产升值及美国消费者剧增促使国际经济保持持续增长。

**'asset ,management** *noun* [U]
(*Finance*)
**1** the act of managing a company's financial assets in order to get the highest amount of profit from them 资产管理：*a London-based asset management firm/company* 以伦敦为基地的资产管理企业／公司 ◇ *Asset management revenue rose 3% to $368 million.* 资产管理收入上升了3%，达到3.68亿美元。
**2** a service offered by banks and some other financial institutions that gives advice to customers on investments 投资咨询服务
▸ **'asset ,manager** *noun* [C]: *a US investment bank and asset manager* 一位美国投资银行和资产管理人

**'asset mix** = INVESTMENT MIX

**'asset-,stripping** *noun* [U]
(*Finance*) the practice of buying a company which is in financial difficulties at a low price and then selling everything that it owns in order to make a profit, without thinking about the future of the company 资产倒卖（以低价购进财务困难的公司，再将其资产出售以获取利润）：*The new chairman said he was not in the business of asset-stripping.* 新任主席说他不做资产倒卖的业务。▸ **'asset-,stripper** *noun* [C]

**,assets under 'management** *noun* [U] (*abbr* **AUM**)
(*Accounting*) the total value of the shares, cash, etc. that an investment company manages for its customers 资产管理额（投资公司为顾客管理的股份、现金等的总价值）：*The fund has $30 billion of assets under management.* 基金有300亿美元的资产管理额。

**,asset 'turnover** *noun* [U,C] (*also* **,asset 'turnover ,ratio** [C, usually sing.])
(*Accounting*) the total amount of goods or services sold by a company compared to the value of its assets, used as a measure of how efficiently the company uses its assets 资产周转率（指公司出售的货物或服务的总值与其资产价值的比值，用于衡量公司运用资产的效率）：*A typical grocery store has an asset turnover of 2.5 to 3.* 典型的杂货店的资产周转率为2.5到3。

**'asset ,value** *noun* [C,U]
SEE ALSO: **net asset value**
(*Accounting*) the value of a company calculated by adding together the value of all its assets 资产价值（公司资产总值）：*Most water companies are trading below their asset value.* 大部分饮用水公司以低于其资产价值的方式运营。▸ **'asset valu,ation** *noun* [U]

**'asset 'value per 'share** *noun* [U]
SEE ALSO: **net asset value per share**
(*Accounting*) the total value of the assets that a company has, divided by the number of shares issued (= sold) 每股资产价值（公司资产总值除以已发行的股份数目）：*an increase in asset value per share* 每股资产价值增加 SYN ASSET BACKING

**★assign** /ə'saɪn/ *verb* [+ obj]
**1 assign sth (to sb)** | **assign (sb) sth** to give money, equipment, staff, etc. to sth/sb for a particular purpose 分配：*We have assigned 20% of our budget to the project.* 我们将预算的20%分配给该项目。◇ *New employees are assigned a mentor.* 为新员工指派了一名导师。
**2 assign sth to sb** | **assign sb sth** to give sb a particular job to do 分派，布置（工作）：*He's been assigned the task of creating an online magazine.* 给他分派的任务是创办网上杂志。
**3** (*often* **be assigned**) to send sb to work for a particular person or in a particular place 派遣：*I've been assigned to your team.* 我已被分配到你的团队里。
**4** to say that sth has a particular value or function 确定（价值、功能）：*You need to assign priority levels to different tasks.* 你需要对不同的任务确定优先级别。
**5** (*Law*) to officially arrange for your property or legal rights to belong to sb else 转让，让与（财产或权益）：*The author assigns the copyright to the publisher.* 作者将版权转让给出版商。

**★assignment** /ə'saɪnmənt/ *noun*
**1** [C] a piece of work that sb is given to do, usually as part of their job（分派的）工作：*The project started out as a fairly routine assignment.* 项目以一种程度化工作的方式开始了。◇ *She has been given a tough assignment.* 给她分派了一个困难的任务。
● *to* ***accept/refuse/reject/take*** *(****on****)****/turn down*** *an assignment* 接受／拒绝／拒绝接受／承担／拒绝一项工作 • ***to give sb*** *an assignment* 给某人分派工作 • ***to carry out/complete/work on/finish*** *an assignment* 进行／完成／做／做完一项工作

**2** [U] the act of giving sb a particular task or sending them to work somewhere for a time（任务、工作等的）分派，布置：*He has requested assignment to other duties in the company.* 他要求在公司里担任其他职务。◇*I was on assignment in Germany.* 我被派驻德国。
**3** (*Law*) [U,C] the act of officially arranging for your property or legal rights to belong to sb else（财产、权益的）转让，让与：*an assignment of leasehold property* 转让租赁的房地产

**as'signment clause** *noun* [C]
(*Law*) a part of an insurance agreement or a contract that allows sb to pass their rights to sb else（保险协议或合同中的）转让条款：*He transferred the policy to the bank under an assignment clause.* 他根据转让条款将保险单转让给银行。

**as'signment work** *noun* [U] (*AmE*)
(*HR*) work done by people who do not have a permanent contract with a company 临时工作（指无固定合同的工作）SYN CONTINGENT WORK
▸ **as'signment ˌworker** *noun* [C]

**★assist** /ə'sɪst/ *verb*
**1** [+ obj *or* no obj] to help sb to do sth, especially by doing a share of the work 帮助；协助：*You will be employed to assist the manager with his duties.* 你将受聘以协助经理执行职务。◇*The chairman of the committee is assisted by a technical director.* 由一位技术主任协助委员会主席工作。
**2** [+ obj] (*often* **be assisted**) to help sth to happen more easily 促进：*Development was assisted by government loans.* 政府贷款促进了发展。

**★assistant** /ə'sɪstənt/ *noun, adjective* (*abbr* **asst**)
• ***noun*** [C]
SEE ALSO: **administrative assistant, bank ~, executive ~, personal ~, sales ~, shop ~**
**1** a person who is below a senior person and helps them in their work 助手；助理：*the managing director and his assistant* 总经理及其助理◇*His first job in the company was as an assistant to the marketing director.* 他在公司的第一份工作是给营销总监当助手。
**2** (*BrE*) a person whose job is to serve customers in a shop/store 店员；售货员：*The assistants price the items as they stack them on the shelves.* 店员将商品摆上货架时给商品标价。→ SALES CLERK See note at CHAIRMAN
• ***adjective*** [only before noun] (*often used in titles* 常用于头衔) having a rank below a senior person and helping them in their work, often doing the senior person's work when they are not there 副的；助理的：*the assistant manager* 助理经理◇*the Assistant Director* 助理总监

**as,sisted 'area** *noun* [C]
in the UK, a region that receives financial support from the government in order to encourage new industries 受援助地区（指英国政府为鼓励新产业的发展而给予财政援助的地区）

**assistive** /ə'sɪstɪv/ *adjective*
providing help for people whose physical condition makes it difficult for them to use computers and other equipment 辅助的：*assistive aids such as screen readers for people who are blind* 供盲人使用的辅助设备，如屏幕阅读器◇*the development of assistive-technology products for disabled people* 为残障人士开发辅助技术产品

**assn.** (*also spelled* **Assn.**) *abbr* (*especially AmE*) (*only used in written English* 只用于书面英语)
a short way of writing **association** * Association 的简写：*a survey from the American Management Assn.* 来自美国管理协会的一项调查

**Assoc.** *abbr* (*plural* **Assoc.** *or* **Assocs.**) (*only used in written English* 只用于书面英语)
**1** (used in titles) a short way of writing **Association**（用于头衔）协会：*the Assoc. of British Travel Agents* 英国旅行社协会
**2** (used in names of companies, etc.) a short way of writing **Associate** or **Associates**（用于公司名称）Associate或Associates的简写：*L. Horton and Assocs.* 霍顿公司

**★associate** /ə'səʊʃiət; -siət; *AmE* ə'soʊ-/ *noun, adjective*
• ***noun*** [C]
**1** a person that you work with or do business with; a business partner 同事；伙伴；合伙人：*one of my business associates* 我的业务伙伴之一◇*a senior associate* 高级合伙人
**2 Associates** used in the name of an organization to show there are a number of professional partners 合伙公司（用于机构名称，表示有多位专业合伙人）：*Carver & Associates* 卡文公司
**3** a member of an organization who does not have all the rights of ordinary members 非正式成员；准成员：*Some MBA students are summer associates at the company.* 一些MBA学生暑期在公司兼职。
• ***adjective*** [only before noun]
**1** (often used in titles) having a similar job as sb else but of a lower rank（常用于头衔）副的：*New Zealand's Associate Finance Minister* 新西兰财政部副部长
**2** used to describe a member of an organization who does not have all the rights of ordinary members 非正式的：*associate membership of the European Union* 欧洲联盟的非正式会员身份

**as,sociate 'company** (*also* **as,sociated 'company**) *noun* [C]
a company of which more than 20% but less than 51% of the shares are held by another company 联营公司，联号（有多于20%但少于51%的股份为另一家公司所持有）

**Associated** /ə'səʊʃieɪtɪd; -sieɪt-; *AmE* ə'soʊ-/ *adjective*
used in the name of a business company that is made up of a number of smaller companies（用于联合企业名称）联合的：*Associated Newspapers* 联合报业

**as,sociated 'company** = ASSOCIATE COMPANY

**★association** /əˌsəʊsɪ'eɪʃn; -si'eɪ-; *AmE* əˌsoʊ-/ *noun*
SEE ALSO: **articles of association, brand ~, building and loan ~, freedom of ~, industry ~, memorandum of ~, savings and loan ~,** etc.
**1** [C with sing./pl. verb] (*abbr* **Assoc.**) a group of people or organizations who have joined together for a particular purpose 协会：*Do you belong to any professional associations?* 你参加了专业协会没有？◇*the National Association of Pension Funds* 全国养老基金协会◇*AIRMIC, an association that*

*represents corporate buyers of insurance* 保险及风险管理人协会（代表购买保险的企业的协会）

**HELP** You will find the names of particular associations at their initials. For example, you will find the 'Association for Payment Clearing Services' at **APACS**. 你可从首字母组成的缩写中发现某协会的名称，如Association for Payment Clearing Services缩写为APACS。 SYN SOCIETY

● *a* ***business/consumer/employers'/professional/staff*** *association* 商业／消费者／雇主／专业／职工协会

**2** [C,U] the act of joining or working with another person, company or group 联合；联系：*She has had a long and productive association* ***with*** *the firm.* 她与这家公司长期来往，关系很好。◇ *We work* ***in association with*** *our New York office.* 我们与纽约办事处合作。

**asst** (*also spelled* **Asst**) *abbr*
a short way of writing **assistant** * assistant的简写：*sales asst wanted* 招聘销售助理 ◇ *asst managers* 经理助理

**assume** /ə'sju:m; *AmE* ə'su:m/ *verb* [+ obj *or* no obj]
**1** to think or accept that sth is true but without having proof of it 假定；设想；认为：*It is reasonable to assume (that) sales will improve.* 认为销售量会提高是有道理的。◇ *These fuels are assumed to be non-polluting.* 人们认为这些燃料不会造成污染。◇ *Our forecasts assume an average oil price of $55 a barrel.* 我们的预测假定平均油价为每桶55美元。
**2** to take or begin to have power or responsibility 取得（权力）；承担（责任）：*She will assume the role of chairperson on July 1.* 她从7月1日起将担任主席。◇ *Under the deal, RT Group assumes full control of Ultramast.* 根据这宗交易，RT集团取得对Ultramast的完全控制权。

**as,sumed 'debt** (*also* **as,sumed lia'bilities**) *noun* [C, U]
(*Accounting*) the debts that a company has that another company agrees to be responsible for paying when it buys the first company 承担债务（一家公司购买另一家公司时同意承付另一家公司的债务）：*They bought the business for $2.9bn in cash and $2.3bn in assumed debt.* 他们用29亿美元现金购买该公司，用23亿美元承担该公司的债务。

**assurance** /ə'ʃɔ:rəns; -'ʃʊər-; *AmE* ə'ʃʊr-/ *noun* [U] (*BrE*)
SEE ALSO: **life assurance, quality ~, term ~**
(*Insurance*) a type of insurance in which an amount of money is always paid out, for example when sb dies or after a fixed period of time 人寿保险：*the business assurance division* 人寿保险业务部 ◇ *an assurance policy* 人寿保险单 → INSURANCE See note at INSURANCE

**assure** /ə'ʃɔ:(r); -'ʃʊə(r); *AmE* ə'ʃʊr/ *verb* [+ obj] (*BrE*)
(*Insurance*) (*usually* **be assured**)
to insure sb/sth, so that money will be paid out, for example when sb dies or after a fixed period of time 承保（人寿保险）：*You can assure your life for 10, 15 or 20 years.* 有可以承保10年、15年或20年的寿险。◇ *We will pay your dependants double the original* ***sum assured.*** 我们将按原人寿保险额的双倍付给你的家属。 → ASSURED (2)

**assured** /ə'ʃɔ:d; -'ʃʊəd; *AmE* -'ʃʊrd/ *adjective*
**1** certain to happen or to be available 必将发生的；确定的；可供应的：*assured coal supplies* 保证煤炭供应 ◇ *The quality of the product range is assured.* 各类产品的质量是有保证的。
● *assured* ***income/market/profit/supply*** 保证收入／市场／利润／供应
**2** (*Insurance*) **the assured** *noun* [C] (*plural* **the assured**) (*BrE*) the person who is insured in a contract with an insurance company 投保人：*A tax-free sum is guaranteed if the* ***life assured*** *dies within the specified period.* 如果寿险投保人在指定期限内去世，可以获得免税赔偿额。
SYN INSURED → ASSURE

**assurer** /ə'ʃɔ:rə(r); -'ʃʊər-; *AmE* ə'ʃʊr-/ *noun* [C] (*BrE*)
(*Insurance*) a person or company that provides people with ASSURANCE 保险人；保险公司：*Prudential, the* ***life*** *assurer* 保诚人寿保险公司

**,at 'best** *adverb*
(*Stock Exchange*) **sell/buy sth at best** to sell or buy shares at the best possible price 按最佳价格（买卖股票）

**,at 'call** *adverb*
(*Finance*) used to describe money that has been lent but must be paid back immediately if the person who lent the money asks for it back（按债权人要求）随时偿付：*The sum will be lent at call.* 这笔贷款是可随时偿付的。

**,at-'home** *adjective* [only before noun]
**1** used to describe people who work at home or parents who do not work outside their home 在家工作的：*At-home employees may lack the proper space or equipment.* 在家工作的雇员可能缺乏适当的空间或设备。
**2** happening in the home rather than outside 在家发生的：*at-home training* 在家训练

**ATM** /ˌeɪ ti: 'em/ *noun* [C]
**automated teller machine** a machine in or outside a bank, etc., from which you can get money from your bank account using a special plastic card 自动提款机：*Where's the nearest ATM?* 最近的自动提款机在哪儿？◇ *to withdraw money from an ATM* 从自动提款机中提款 ◇ *an ATM card* 自动提款卡 SYN CASH MACHINE

**,at-risk 'pay** (*also* **,at-risk compen'sation,** *less frequent*) *noun* [U] (*also* **,at-risk 'salary** [C])
(*HR*) a percentage of the pay of some employees that is linked to how well they are doing or how successful their company is. It can go up or down 风险工资（工资中的某个百分比与职工的表现或公司的经营状况挂钩）：*The 20% at-risk salary component aims to provide an incentive to perform well.* * 20%的风险工资旨在鼓励员工有好的表现。 → BONUS, PERFORMANCE-RELATED PAY

**at 'sight** *adverb*
(*Finance*) written on a BILL OF EXCHANGE to show that the bill should be paid immediately 见票即付：*We only accept payment at sight.* 我们只接受见票即付方式付款。 → AFTER SIGHT

**★attach** /ə'tætʃ/ *verb*
**1** [+ obj] to fasten or join one thing to another

把…固定，附加(在另一东西上): *an alarm that can be attached to laptops* 笔记本电脑可附加警报装置 ◇ *(figurative) They have attached a number of conditions to the agreement.* 他们在协议上附加了许多条件。→ DETACH

**2** *(IT)* [+ obj *or* no obj] to connect computer equipment together 连接: *You can log in from any computer attached to the network.* 你可以在连接网络的任何计算机上登录。 SYN CONNECT

**3** *(IT)* [+ obj] to send a document to sb using email 用电子邮件发送（文件）: *I attach the full conference timetable for your information.* 我用电子邮件发给你们详细的会议时间表，供各位参考。→ ENCLOSE

**4** [+ obj *or* no obj] to be connected with sb/sth; to connect sth to sth（使）与…有联系，与…相关: *No one is suggesting that any health risks attach to this product.* 没人指出这款产品可能会危害健康。◇ *She will be attached to this department for two months.* 她将会在该部门工作两个月。

**★attachment** /ə'tætʃmənt/ *noun*

**1** *(IT)* [C] a document that you send to sb using email（用电子邮件发送的）附件: *The document can be sent as an email attachment.* 这份文件可以电子邮件附件的方式发送。

**2** *(Law)* [U] an order by a court for money or property to be taken from sb who owes money in order to pay their debt（法院对债务人财产的）查封，扣押，扣押令: *When an **attachment of earnings** order is made by the court, the money is deducted from the debtor's pay.* 当法院发出收入扣押令，欠款便会从债务人的工资中扣除。

**3** [C,U] the act of joining one thing to another; a thing that joins one thing to another 连接；连接物: *attachment points for seatbelts* 安全带接头 ◇ *(figurative) the attachment of new conditions to the contract* 将新条件加到合同中

**4** [C] an object or a device that you can fix onto a machine to make it do a particular job（机器的）附加物，附加装置: *a video attachment for a microscope* 显微镜配有附加的录像装置

**5** *(HR)* [C,U] a short period of time when sb is connected to a particular company, department, etc. 短期工作: *Most students on the course have a 'Week in Industry' attachment.* 学习本门课程的大部分学生都有“行业一周”短期工作经验。

**★attend** /ə'tend/ *verb* [+ obj *or* no obj] to go to an event 出席；参加: *The meeting was attended by 90% of shareholders.* 有90%的股东出席了会议。◇ *All members of staff are invited to attend.* 所有职员获邀出席。

PHR V **at'tend to sb/sth** to deal with sb/sth; to take care of sb/sth 处理；应付；照料: *I have some urgent business to attend to.* 我有急事要处理。

**attendance** /ə'tendəns/ *noun*

SEE ALSO: **certificate of attendance**

**1** [U,C] the act of being present at a place or an event 出席；到场: *All staff are invited to the talk but attendance is voluntary.* 所有员工都获邀参加讲座，但自愿出席。

**2** [C,U] the number of people present at an organized event 出席人数: *falling attendances at conferences* 出席会议的人数下降

**at'tendance ˌbonus** *noun* [C]
*(HR)* extra pay that some companies give their workers for coming to work regularly 出勤奖金

**at'tendance ˌrecord** *noun* [C]
**1** a record of how often sb has been present at a place, especially work or school（工作的）出勤记录；（上学的）出席记录: *His attendance record showed that he had missed six weeks through illness.* 他的出勤记录显示他因病缺勤六周。

**attendee** /əˌten'di:/ *noun* [C]
a person who is present at an organized event 出席者: *Attached is a list of attendees at the conference.* 附上一份与会者名单。

**★attention** /ə'tenʃn/ *noun* [U] *(only used in written English* 只用于书面英语) *(also* **at'tention of, fao***)*

SEE ALSO: **selective attention**

written on a business letter to show who it is intended for（商务书信中的）主送，收件人: *I would be grateful if you could invoice the amount due **for the attention of** Emma Walton at the above address.* 如开出应付金额的发票，按以上地址寄给爱玛·沃尔顿，将不胜感激。→ ATTN

**attest** /ə'test/ *verb*
**1** *(Law)* [+ obj] to state that you believe that sth is true or genuine, for example in a court 作证，证明: *to attest a will* 为遗嘱作见证 ◇ *The signature was attested by two witnesses.* 该签名有两名见证人。

**2** *(formal)* [+ obj *or* no obj] **attest (to) sth** to show, prove or give evidence that sth is true 证实: *They have a large client list of users who will attest to the effectiveness of their products.* 他们有一个很长的用户名单，可以证实产品的有效性。

▸ **attestation** /ˌætes'teɪʃn/ *noun* [C,U] **attestor** /ə'testə(r)/ *noun* [C]

**at,tested 'copy** = CERTIFIED COPY

**attitude** /'ætɪtju:d; *AmE* 'ætɪtu:d/ *noun* [C,U]
the way that sb thinks and feels about sb/sth, and behaves towards sb/sth 态度；看法: *Industry has been affected by the public's changing attitude to environmental issues.* 工业一直受到公众对环境问题经常转变的看法的影响。◇ *Above all, candidates must show the right attitude for the job.* 首先，求职者对工作一定要有正确的态度。

**'attitude re,search** *noun* [U]
*(Marketing)* an investigation into how people think and feel towards an organization or its products 意见调查: *They **conducted** public attitude research for a major oil company to measure the likely response to a new industrial development.* 他们对一家大石油公司进行公众意见调查，以衡量人们对开发新产业可能作出的反应。

**attn** *abbr (only used in written English* 只用于书面英语)
a short way of writing **attention** on a business letter to show who it is intended for * Attention 的简写: *Fax 7028674 (attn Tony Kale)* 传真 7028674（经办人：托尼·凯）

**attorney** /ə'tɜ:ni:; *AmE* ə'tɜ:rni/ *noun* [C]

SEE ALSO: **district attorney, letter of ~, power of ~**

*(Law)*

**1** (*especially AmE*) a lawyer, especially one who can act for sb in a court 律师（尤指能代表当事人出庭者） See note at PROFESSION
**2** a person who is given the power to act on behalf of another in business or legal matters （业务或法律事务中的）代理人

**at,torney-at-'law** *noun* [C] (*plural* **attorneys-at-law**) (*AmE*)
(*Law*) a lawyer who is qualified to represent sb in a court （有资格代表当事人出庭的）律师: *Michael C. Potter, Attorney-at-Law* 迈克尔·波特律师

**at,torney 'general** *noun* [C] (*plural* **attorneys general** *or, less often,* **attorney generals**)
(*Law*)
**1** the most senior legal officer in some countries or states, who also advises the government on legal matters (某些国家的)总检察长，（某些州的）检察长
**2 the Attorney General** the head of the US Department of Justice and a member of the group of senior politicians who advise the President （美国）司法部长

**★attract** /ə'trækt/ *verb* [+ obj]
**1** to make sb/sth go somewhere or become involved in sth 吸引: *The exhibition attracted more than 10 000 visitors.* 展览吸引了超过1万位参观者。◇ *The company has found it difficult to attract and keep talent* (= good staff). 公司发现难以吸引和留住人才。◇ *What attracted you to information technology?* 是什么把你吸引到信息技术方面的？
**2** to make sb interested in a product or a business and want to spend money on it 引起（某人对产品或公司的）兴趣: *We are struggling to attract new customers.* 我们正在努力吸引新客户。◇ *The company has attracted $10 million in investment.* 公司已吸引了1000万美元的投资。
**3** (*only used in written English* 只用于书面英语) (*BrE*) to be linked with sth, such as a particular rate of interest or tax, or a punishment 与（利率、税收、处罚等）相关，与…联系: *Large loans usually attract a lower interest rate than small loans.* 大额贷款通常比小额贷款的利息率低。

**attraction** /ə'trækʃn/ *noun* [C]
SEE ALSO: **tourist attraction**
an interesting or enjoyable place to go or thing to do 向往的地方；有吸引力的事物: *The main attraction at Giverny is Monet's garden.* 吉维尼的主要景点是莫奈花园。

**attributable** /ə'trɪbjətəbl/ *adjective* [not before noun]
caused or explained by the thing mentioned 归因于；由于: *The success of the business is directly attributable to our marketing strategy.* 公司的成功直接归因于我们的营销战略。

**at,tributable 'profit** *noun* [U,C]
(*Accounting*) (in a company's accounts) part of the profit from a contract that lasts for a long period of time, for example for building work, that is related to the amount of work that has been completed at the date of the accounts. It is part of the estimated total profit from the project after estimated costs have been taken away. 可分配利润（公司账目中长期合同（如建筑工程）带来的部分利润，与在某会计日已完成的工作量有关，是扣除预计成本后估算总利润的一部分）

**attribute** *noun, verb*
● ***noun*** [C] /'ætrɪbju:t/
**1** a quality that sb has 属性；特征: *Enthusiasm and flexibility are essential attributes for the job.* 热诚和灵活变通是这项工作必备的职业素质。
**2** a feature of a product that a customer thinks is important when deciding whether or not to buy it （产品的）特色，特征，属性: *Consumers often consider quality to be the most important attribute when choosing a product.* 消费者选择产品时最看重的是质量。◇ *Price is only one of many product attributes that affect sales.* 价格仅是影响销售的众多产品属性之一。
● ***verb*** /ə'trɪbju:t/ [+ obj] (*often* **be attributed**) to say or believe that sth is the result of a particular thing 将…归因于；认为…是由于: *The sales boom is attributed to low unemployment.* 销售量剧增是低失业率所致。

**attrition** /ə'trɪʃn/ *noun* [U]
**1** (*HR*) the process of reducing the number of people who are employed by an organization by not replacing people who leave their jobs 自然减员，自然流失（职员自动离职后没有招聘填补空缺）: *We will lose 150 jobs through attrition and retirement over the next six months.* 在未来的六个月里，由于自然减员及退休，我们将失去150个职位。 SYN NATURAL WASTAGE → LAY-OFF
**2** (*Marketing*) the loss of customers, especially when they start buying another company's products 顾客流失（尤指顾客开始购买另一家公司的产品）: *The health club is trying to lower the rate of customer attrition.* 健身俱乐部正努力降低顾客流失率。

**at 'warehouse** *adjective, adverb*
(*Trade*) used to describe goods that can be delivered immediately, with the buyer paying a price for delivery that includes loading the goods onto road or rail transport 仓库交货（指包括将货物装上公路或铁路运输工具的费用）: *All prices given are at warehouse.* 所有报价均为仓库交货价。◇ *an at-warehouse price* 仓库交货价
→ EX WAREHOUSE

**★auction** /'ɔ:kʃn; *AmE* 'ɔ:k-/ *noun, verb* (*Commerce*)
● ***noun*** [C,U]
SEE ALSO: **absolute auction, Dutch ~, reverse ~, uniform price ~**
a public event at which things are sold to the person who offers the most money for them 拍卖: *The stores will be put up for auction by the parent company.* 这些商店将被母公司拍卖。◇ *The painting was sold at auction for $50 000.* 这幅画拍卖了5万美元。◇ *to bid in an auction* 在拍卖中出价 → idiom at PUT *verb*
✪ *to be up for/come up for/go up for/put sth up for auction* 把…拍卖
● ***verb*** [+ obj]
to sell sth at an **auction** 拍卖: *The rights to use these routes were auctioned to bus companies.* 这些路线的使用权被拍卖给了公共汽车公司。
PHR V **,auction sth 'off** to sell sth at an **auction**, especially sth that is no longer needed or wanted 拍卖掉（尤其指不再需要的物品）: *Employees*

*were made redundant and buildings and vehicles auctioned off.* 雇员被裁减，建筑物和车辆被拍卖掉。

**auctioneer** /ˌɔːkʃəˈnɪə(r); ˌɒk-; *AmE* ˌɔːkʃəˈnɪr/ *noun* [C]
a person whose job is to direct an AUCTION and sell the goods 拍卖人；拍卖商

**audience** /ˈɔːdiəns/ *noun* [C]
SEE ALSO: **cumulative audience, secondary ~, target ~**
a number of people or a particular group of people who watch, read or listen to the same thing 受众；观众；听众：*Many regard TV advertising as the best way of reaching mass audiences.* 许多人认为电视广告是接触大量观众的最佳途径。◇ *The magazine will target a core audience of 14-year-old girls.* 杂志将主要针对14岁女孩这群核心受众。◇ *The drama had a 29% audience share between 9 and 10:30 p.m.* 晚上9点至10点30分，有29%的观众观看戏剧节目。
● *a declining/large/mass/small/wide audience* 下降的／大量的／大规模的／少量的／广泛的观众 • *a female/male/young audience* 女性／男性／年轻观众 • *sth has/is aimed at/reaches/targets an audience* （某东西）拥有／针对／赢得／对准观众

**ˌaudience ˈflow** *noun* [C, usually sing., U] (*Marketing*)
**1** the change in the number of people watching a television station before, during and after a particular programme 受众流，观众流（播放某一节目之前、当中、之后收看某电视台节目的人数变化）：*Audience flow diagrams show where an audience went after watching a programme.* 受众流量图显示收看某节目之后的受众流向。
**2** the number of people who continue to watch the same television station after a particular programme has finished 受众流，观众流（某一节目结束之后继续收看同一电视台节目的人数）：*If a new show follows a very popular show, the new one will benefit from audience flow.* 如果新节目排在受欢迎的节目之后，新节目将受益于受众流。

**ˌaudience reˈsearch** *noun* [U]
(*Marketing*) research that is carried out on people who watch television or listen to the radio, in order to find out how popular particular shows, advertisements, etc. are and the kind of people who watch or listen to them 受众研究，观众研究（对电视、广播的受众进行研究，目的在于了解节目、广告等的受欢迎程度及受众类型）：*Audience research showed the programme was very popular with children.* 受众研究显示该节目很受孩子的欢迎。

**audio-** /ˈɔːdiəʊ; *AmE* ˈɔːdioʊ/ *combining form*
(in nouns, adjectives and adverbs) connected with hearing or sound 声的；音的；听的：*audio-visual aids for the classroom* 教室的视听教具

**ˌaudio ˈconferencing** *noun* [U]
a system that allows people in different places to discuss something at the same time by telephone; the activity of doing this 电话会议：*Benefits can be gained from audio conferencing.* 可从电话会议中得到好处。◇ *an audio conferencing facility* 电话会议设施 ▶ **ˌaudio ˈconference** *noun* [C]
→ TELECONFERENCING, VIDEOCONFERENCING

**ˌaudio-ˈvisual** (*AmE spelling* **audiovisual**) *adjective* (*abbr* **AV**)
using both sound and pictures 视听的：*audio-visual technology* 视听技术

**★audit** /ˈɔːdɪt/ *noun, verb*
● ***noun*** [C,U]
SEE ALSO: **continuous audit, green ~, internal ~, management ~, non-~, position ~, retail ~,** etc.
**1** (*Accounting*) an official examination of business and financial records to see that they are true and correct 审计；查账：*The company was in the middle of an annual audit.* 公司正进行年度审计。◇ *a tax audit* 税务审计 ◇ *fees paid to audit firms* 付给审计事务所的费用
● *an **annual/a year-end** audit* 年度／年终审计 • *an **external/independent** audit* 外聘／独立审计 • *to **carry out/complete/conduct** an audit* 进行／完成／进行审计 • *an audit **committee/firm/group/team*** 审计委员会；审计事务所；审核小组；审计小组
**2** an official examination of the quality or standard of sth（质量或标准的）检查，审查：*The company paid a consultant to carry out an audit of its software.* 公司聘请顾问进行软件审查。
● ***verb*** [+ obj]
**1** (*Accounting*) to officially examine the financial accounts of a company 审计；稽核：*We have just had our accounts audited.* 我们的账目刚刚完成审计。◇ *audited accounts/financial statements* 经审计账目／财务报表 → UNAUDITED
**2** to officially examine the quality or standard of sth 检查，审查（质量或标准）：*Safety improvements need to be constantly tested and audited.* 安全措施的改善需要经常测试和检查。

**ˈaudit ˌfailure** *noun* [C,U]
(*Accounting*) the situation when an **audit** does not find a problem that exists in a business's financial accounts 审计失误（未审计出企业财务账目中存在的问题）：*Any fraud not uncovered will be considered an audit failure.* 任何未查出的欺诈事项将被视为审计失误。

**★auditor** /ˈɔːdɪtə(r)/ *noun* [C]
a person who officially examines the business and financial records of a company to see that they are true and correct 审计员；审计师；稽核员：*the firm of accountants that has been appointed auditors to the company* 已被指定为公司审计师的会计师事务所 ◇ *The auditor said the mistakes were 'honest errors'.* 审计师说错误属于“诚实的错误”。See note at PROFESSION
● *an **external/independent/internal/outside** auditor* 外聘／独立／内部／外部审计 • ***company** auditors* 公司审计员

**auditorium** /ˌɔːdɪˈtɔːriəm/ *noun* [C] (*plural* **auditoriums** *or* **auditoria** /ˌɔːdɪˈtɔːriə/)
**1** (*AmE*) a large building or room in which public meetings, concerts, etc. are held 会堂；礼堂
**2** the part of a theatre, concert hall, etc. in which the audience sits（剧院、音乐厅等的）观众席

**'audit re,port** *noun* [C]
(*Accounting*) a report written by an **auditor** for the members of a company after examining a company's financial records 审计报告: *The company received a **clean** audit report for the year ended 31 March 2004.* 公司收到截至2004年3月31日年度的无保留意见的审计报告。 ◇ *The auditors had only been able to prepare a **qualified** audit report* (= one that they cannot agree with completely) *due to lack of information.* 由于缺乏资料，审计师只能编写一份带保留意见的审计报告。

**'audit trail** *noun* [C]
**1** (*Accounting*) a series of documents and records that shows the history of a company's financial records. An AUDITOR can check these to see how true and correct the accounts are 审计线索（显示公司财务记录历史的一系列文件和记录，以供审计之用）: *The company had destroyed large parts of the audit trail.* 公司已销毁了大部分的审计线索。
**2** (*IT*) a record kept by a computer of a series of events or actions 审计跟踪，审计轨迹（由电脑保存的一系列事件或行动的记录）

**aug,mented 'product** *noun* [C, usually sing.]
(*Marketing*) a product that has extra features or services that make it more attractive than the typical product of its kind; the extra features and services that are provided 延伸产品；扩增产品；额外特色（或服务）: *Customer service is a valuable part of the augmented product.* 顾客服务是延伸产品的重要组成部分。

**AUM** /,eɪ ju: 'em/ = ASSETS UNDER MANAGEMENT

**austerity** /ɒ'sterəti; ɔ:'ster-; *AmE* ɔ:'ster-/ *noun* [U,C] (*plural* **austerities**)
a situation when people do not have much money to spend because there are bad economic conditions（经济的）紧缩: *Protesters demanded better pay and a relaxation of **austerity measures*** (=official actions to reduce the amount of money that government or people spend). 抗议者要求更好的薪酬以及放宽紧缩措施。

**authenticate** /ɔ:'θentɪkeɪt/ *verb* [+ obj]
to prove that sth is genuine, real or true 证实；鉴定: *Digital codes are used to authenticate the user's identity.* 用数字代码鉴定用户的身份。
▸ **authentication** /ɔ:,θentɪ'keɪʃn/ *noun* [U]: *The signature was sent to the solicitor for authentication.* 签字送交律师鉴别。

**authenticity** /,ɔ:θen'tɪsəti/ *noun* [U]
the quality of being real and genuine 真实性: *The company uses holograms to guarantee the authenticity of its products.* 该公司利用全息图以保证产品的真实性

**authoring** /'ɔ:θərɪŋ/ *noun* [U]
(*IT*) creating MULTIMEDIA computer products with special software, without using programming language 编写（使用特殊软件而不使用编程语言制作多媒体计算机产品）: *authoring packages/software/tools* 编写软件包 / 软件 / 工具

**★authority** /ɔ:'θɒrəti; *AmE* ə'θɔ:r-; ə'θɑ:r-/ *noun*
SEE ALSO: **Civil Aviation Authority, classification ~, Financial Services ~, line ~, Securities and Futures ~**
**1** [U] the official power to give orders to people, make decisions, etc. 权力: *in a position of authority* 当权 ◇ *Nothing will be done because no one **in authority*** (= who has a position of power) *takes the matter seriously.* 因为当权者没有认真对待这个问题，所以什么事都办不了。 ◇ *Only the manager has the authority to sign cheques.* 只有经理有权签发支票。
**2** [U] official permission to do sth 批准；授权；许可: *He was dismissed for signing documents without the authority of his manager.* 他未经经理授权签署文件，所以被解雇了。
**3** [U] the power to influence people because they respect your knowledge or official position 威信；权威: *As the author of six books on marketing, she speaks with authority on the subject.* 身为六本营销类书籍的作者，她对该课题发表权威意见。
**4** [C, usually pl.] the people or an organization who have the power to make decisions or who have a particular area of responsibility in a country or region 当局；官方: *The health authorities are investigating the problem.* 卫生当局正在调查这一问题。
**5** [C] a person with special knowledge 专家；权威: *She's an authority on trade law.* 她是贸易法专家。

**★authorization , -isation** /,ɔ:θəraɪ'zeɪʃn; *AmE* ,ɔ:θərə'zeɪʃn/ *noun*
**1** [U,C] official permission or power to do sth; the act of giving permission 批准；授权: *Who gave the authorization to release the data?* 是谁授权发表这些数据的？ ◇ *He had acted without authorization.* 他未经批准，擅自行动。
⊕ *to **give/grant/refuse*** (*sb*) *authorization* 给予 / 准予 / 拒绝（某人）授权 ◆ *to **ask for/get/have/need/obtain/require** authorization* 要求 / 得到 / 获得 / 需要 / 取得 / 需要取得授权
**2** [C] a document that gives sb official permission to do sth 授权书

**authori'zation code** *noun* [C]
a secret set of numbers or letters that allows sb to do sth such as use a website, accept payment with a bank card, etc. 授权码（允许某人使用网站、接受银行卡付款等的一组保密数字或字母）
→ PASSWORD

**★authorize , -ise** /'ɔ:θəraɪz/ *verb* [+ obj]
to give official permission for sth, or for sb to do sth 批准；授权: *I can authorize payments of up to $5 000.* 我有权批准限额为5000美元的付款。 ◇ *authorized dealers* 特许经销商 → UNAUTHORIZED

**,authorized 'capital** (*BrE also* **,authorized 'share ,capital**) (*also spelled* **authorised ~**) *noun* [U]
(*Finance*) the maximum amount of money that a company is allowed to raise by selling shares 法定资本，核定资本（公司可通过出售股票筹集的最高金额） SYN NOMINAL CAPITAL, REGISTERED CAPITAL → ISSUED CAPITAL

**,authorized 'shares** *noun* [pl.] (*also* **,authorized 'stock** [U]) (*also spelled* **authorised ~**)

(*Finance*) the maximum number of shares that a company can offer for sale 法定股本，核定股本（公司可以出售的最高股份数目）

**auto** /'ɔ:təʊ; *AmE* 'ɔ:toʊ/ *noun* [C] (*plural* **autos**) (*AmE*)
a car 汽车：*the auto industry* 汽车工业
● *auto* ***companies/dealers/manufacturers/retailers/workers*** 汽车公司 / 经销商 / 制造商 / 零售商 / 工人 ◆ *auto* ***production/sales*** 汽车生产 / 销售

**auto-** /'ɔ:təʊ; *AmE* 'ɔ:toʊ/ *combining form*
**1** by itself without a person to operate it 自动（的）；无人操作（的）：*automatic* 自动的 ◇ *autopilot*（飞机的）自动驾驶仪
**2** of or by yourself 自己（的）；本身（的）：*autonomous* 自主的 ◇ *The project is auto-financing* (= it operates without borrowing money). 该项目是自主融资（无借款经营）。

**autocratic** /ˌɔ:tə'krætɪk/ *adjective*
expecting to be obeyed and not caring about the feelings and opinions of others 独裁的；专制的：*an autocratic management style* 独裁式管理

**automaker** /'ɔ:təʊmeɪkə(r); *AmE* 'ɔ:toʊ-/ *noun* [C] (*AmE*)
a company that makes cars 汽车制造商

**★automate** /'ɔ:təmeɪt/ *verb* [+ obj] (*usually* **be automated**)
to use machines and computers instead of people to do a job or task 使自动化：*The entire manufacturing process has been automated.* 整个生产过程已经自动化。◇ *The factory is now* ***fully automated.*** 这家工厂现已全自动化。◇ *an automated production line* 自动化生产线
SYN MECHANIZE

**automatic** /ˌɔ:tə'mætɪk/ *adjective*
**1** (about a machine, device, etc.) having controls that work without needing a person to operate them 自动的：*automatic doors* 自动门 ◇ *an automatic gearbox/transmission* (= in a car, etc.)（汽车等的）自动变速箱、自动变速器
**2** always happening as a result of a particular action or situation 必然的；当然的：*There is an automatic fine for late payment.* 延迟付款当然要罚款。◇ *A further drop in the share price would trigger automatic sell orders.* 股价进一步下跌必然会引发自动沽盘。
▸ **automatically** /ˌɔ:tə'mætɪklɪ/ *adverb*: *The system automatically deletes any viruses attached to emails.* 系统会自动删除电子邮件上的任何病毒。

**automatic 'pilot** (*also* **autopilot**) *noun* [U]
a device in an aircraft or a ship that keeps it on a fixed course without the need for a person to control it（飞机的）自动驾驶仪；（船的）自动操舵装置：*The aircraft was set on automatic pilot.* 飞机上配置自动驾驶仪。
IDM **be on automatic 'pilot** to do sth without thinking because you have done the same thing many times before 习惯性地做，机械性地做：*For the first hour at work I'm on automatic pilot.* 上班后的第一个小时我只是机械地工作。

**automation** /ˌɔ:tə'meɪʃn/ *noun* [U]
the use of machines to do work that was previously done by people 自动化：*Automation using programmable machine tools meant the loss of many factory jobs.* 采用程控机床来进行自动化意味着许多工厂的工人失业。◇ *office automation* (= the use of computers in the office) 办公室自动化（办公室使用计算机）

**automobile** /'ɔ:təməbi:l/ *noun* [C] (*especially AmE*)
a car 汽车：*The organization set the standard for the production of automobiles.* 该组织制定汽车生产标准。
● *the automobile* ***business/industry*** 汽车业 / 工业 ◆ *automobile* ***manufacturers/workers*** 汽车制造商 / 工人

**automotive** /ˌɔ:tə'məʊtɪv; *AmE* -'moʊ-/ *adjective* [only before noun] (*usually used in written English*) 通常用于书面英语)
connected with motor vehicles 汽车的
● *the automotive* ***industry*** 汽车工业 ◆ *automotive* ***products/sales*** 汽车产品 / 销售

**ˌautomotive engi'neer** *noun* [C]
a person whose job is to design, develop and test cars and other motor vehicles 汽车工程师

**autonomous** /ɔ:'tɒnəməs; *AmE* ɔ:'tɑ:n-/ *adjective*
**1** (about a country, a region or an organization) able to govern itself or control its own affairs（指国家、地区或机构）自治的：*The company's hotels are run as autonomous units.* 公司的旅馆作为自负盈亏单位经营。◇ *an autonomous region of Spain* 西班牙的一个自治区
**2** (about a person or a group of people) able to do things and make decisions without help from anyone else（指人或一群人）自主的，有自主权的：*autonomous team working* 自主的团队工作
SYN INDEPENDENT
▸ **au'tonomously** *adverb*: *Each bank acts autonomously.* 每家银行自主经营。

**au,tonomous in'vestment** *noun* [U]
**1** (*Economics*) an increase in the level of investment for reasons other than a high interest rate 自主投资（投资水平的增长源于高利率以外的原因）
**2** (*Finance*) investment that a company or an organization makes for reasons other than to increase production 自主投资（公司或机构进行投资是出于提高生产以外的理由）

**'auto parts** (*also spelled* **autoparts** /'ɔ:təʊpɑ:ts; *AmE* 'ɔ:toʊpɑ:rts/) *noun* [pl.]
the pieces used to make cars 汽车零配件：*the auto parts industry* 汽车零件工业

**autopilot** /'ɔ:təʊpaɪlət; *AmE* 'ɔ:toʊ-/
= AUTOMATIC PILOT

**AV** /ˌeɪ 'vi:/ = AUDIO-VISUAL

**av** *abbr* (*only used in written English* 只用于书面英语)
average 平均：*av number of pages* 平均页数

**available** /ə'veɪləbl/ *adjective*
**1** (about things) that you can get, buy or use 可得到的，可购得的，可使用的：*The shoe is now available in sports stores around the country.* 这款鞋在全国的体育用品商店现在都可买到。◇ *The new service will be available to customers next month.* 这项新服务下月将提供给顾客。
● ***freely/generally/readily/widely*** *available* 随时 / 一般可以 / 随时 / 普遍得到的 ◆ *available*

*facilities/resources/supplies* 现有设施 / 资源 / 供应

**2** (about a person) free to see or talk to 有空的: *Will she be available this afternoon?* 她今天下午有空吗？ ◇ *The director was not available for comment.* 主管没有时间发表意见。

▸ **a,vaila'bility** *noun* [U]: *the availability of cheap flights* 现有廉价机票出售 ◇ *This offer is* ***subject to availability****.* 该报价直至该产品售完为止。

**★average** /'ævərɪdʒ/ *adjective, noun, verb*

• ***adjective***

**1** calculated by adding several amounts together and dividing the total by the number of amounts 平均的: *Average earnings are around €35 000 per annum.* 每年平均收入约为35000欧元。 ◇ *households with a* ***below-average*** *income* 低于平均收入的家庭

**2** typical or normal 典型的；正常的: *Forty hours is a fairly average working week for most people.* 对大多数人而言，一周工作四十小时是相当正常的。 ◇ *We can expect* ***above-average*** *financial returns.* 我们预期可以取得超过平均水平的财务收益。

• ***noun*** [C,U]

SEE ALSO: **moving average, weighted average**

**1** the result of adding several amounts together and dividing the total by the number of amounts 平均数: *The average of 4, 5 and 9 is 6.* * 4、5、9三个数的平均数为6。 ◇ *Food prices have risen by* ***an average of*** *about 5%.* 食品价格平均上涨约5%。

**2** a level which is usual 平均水平；一般水准: *Employees' pay is above average for the industry.* 雇员的工资高于该行业的平均水平。 ◇ ***On average,*** *wages have gone up 2%.* 平均来说工资上涨2%。

**3** (*Insurance*) = PARTIAL LOSS

**WHICH WORD?** 词语辨析

**mean/median/mode**

These words are used to describe different types of **averages**. Consider the following series of numbers: 这三个词用于描述几种不同类型的平均值。请看下面一组数字:

4 4 4 5 6 6 7

The **mean** (also called the **arithmetic mean**) is calculated by adding all the numbers together and dividing by how many numbers there are: (4+4+4+5+6+6+7)/7 = 5.14 平均数（亦称算术平均数arithmetic mean）的计算方法是把所有数字相加再除以数字的个数: (4+4+4+5+6+6+7)/7 = 5.14

The **median** can only be found if the numbers are arranged in order of size. It is the number in the middle of the series: 5 求中位数需将数字按大小顺序排列，处于数列中间的那个数字: 5

The **mode** is the most common number: 4 众数是出现次数最多的那个数: 4

• ***verb***

**1** [+ obj] (*not used in the passive* 不用于被动语态) to be equal to a particular amount as an average 平均为: *Economic growth is expected to average 2% next year.* 预计明年的经济增长平均可达2%。

**2** [+ obj *or* no obj] to calculate the average of sth 算出…平均数: *Earnings are averaged over the whole period.* 所计算的是整个时期的平均收入。

**PHR V** **,average 'out** to result in an average or equal amount over a period of time or after several occasions 达到某平均数: *The costs of translation should average out* ***at*** *about €20 per page.* 翻译费应该是平均每页约20欧元。 **,average sth 'out (at sth)** to calculate the average of sth 算出…的平均数: *If you average out the seasonal earnings of a tourist guide, they are similar to those of an office worker.* 如果将导游的季节性收入平均分摊，他们的收入接近上班族。 **,average 'out at sth** to have a particular amount as the average over a period of time 平均数为: *Sales growth has averaged out at 20% over the last three years.* 过去三年的销售增长平均为20%。

**'average ad,juster** *noun* [C]
(*Insurance*) a person whose job is to calculate how much the insurance companies should pay when a ship or its cargo has been lost or damaged, especially when the payment is shared between several companies 海损理算人，海损理算师（轮船失事或损毁，又或货物丢失或损坏时，计算保险赔偿金额的人）

**,average 'audience ,rating** *noun* [C] (*abbr* **AA rating**)
(*Marketing*) especially in the US, the percentage of homes that were watching or listening to a particular programme on television or radio during an average minute of the programme 平均收视率，平均收听率（在美国，尤指节目播出时平均每分钟收看电视节目或收听广播节目的家庭的百分率）: *The average audience rating for the show was only 6%.* 这场表演的平均收视率只有6%。

**,average 'earnings** *noun* [pl.]
(*Economics*) in a particular economy, the total amount of money that people earn for work divided by the number of people who are working 平均收入（工资总额除以工作人数）

**,average 'earnings ,index** *noun* [sing.] (*abbr* **AEI**)
(*Economics*) an official measurement in the UK that shows the increase in the average amount of money earned by a worker in a year, sometimes within a particular industry 平均收入指数（英国官方衡量指标，表示工人一年平均收入的增长情况，有时是指某一特定行业的情况）: *The Average Earnings Index (AEI) is Great Britain's key indicator of how fast earnings are growing.* 平均收入指数是英国衡量收入增长速度的关键指标。 ◇ *the average earnings index for the services sector* 服务业的平均收入指数

**,average 'revenue** *noun* [C]
(*Accounting*) the total money received from the sale of goods divided by the number of items sold 平均收益，平均收入（指货物销售总额除以售出数量）: *a decrease/an increase in the average*

*revenue per customer* 按每位顾客计平均收益的减少 / 增加

**,average 'stock** *noun* [U]
(*Accounting*) a method of calculating the average value of goods held during a particular period by adding the total value of goods held at the beginning and at the end of the period and dividing by two 平均存货（计算平均库存货物的方法，以月初存货加月末存货除以2）

**aviation** /ˌeɪvi'eɪʃn/ *noun* [U]
SEE ALSO: **civil aviation**
the designing, building and flying of aircraft 飞机制造业；航空：*the crisis in the aviation and travel industry* 航空及旅游业危机
● *the aviation* ***industry/sector*** 航空工业 / 部门 • ***civil/commercial/world*** *aviation* 民用 / 商用 / 世界航空

**avionics** /ˌeɪvi'ɒnɪks; *AmE* -'ɑːn-/ *noun*
**1** [U] the science of electronics when used in designing and making aircraft 航空电子学
**2** [pl.] the electronic devices in an aircraft, etc. 航空电子设备

**avoid** /ə'vɔɪd/ *verb* [+ obj]
**1** to prevent sth bad from happening 避免；防止：*They are looking for funds to avoid the company going bankrupt.* 他们正在寻找资金以避免公司破产。◇ *The name was changed to* ***avoid confusion*** *with another firm.* 改名是为了避免与另一家公司混淆。
**2** to try not to do sth; to keep away from sb/sth 避开；回避；躲避：*The insurance company tried everything to avoid paying the claim.* 保险公司想尽一切办法避开支付索赔。

**avoidance** /ə'vɔɪdəns/ *noun* [U]
SEE ALSO: **tax avoidance**
not doing sth; preventing sth from existing or happening 回避；避免；防止：*to remove opportunities for the avoidance of tax* 消除避税的机会 ◇ *risk avoidance* 风险规避

**★award** /ə'wɔːd; *AmE* ə'wɔːrd/ *noun, verb*
● ***noun*** [C]
**1** (*HR*) a decision about an increase in the amount of money sb earns 增加收入的决定：*The union is unhappy with this year's pay award.* 工会对今年的提薪不满。
**2** (*HR*) in some countries, a written document that gives details of the conditions of employment in a company or an industry that are stated in law（某些国家法律规定的）就业协议：*Staff work under a number of awards and agreements that specify employment conditions.* 员工按照规定就业条件的增薪条款和协议工作。
**3** (*HR*) = AWARD WAGE
**4** (*Law*) the amount of money that a court decides should be given to sb who has won a case; the decision to give this money（赔偿）裁定金额；（赔偿）裁决：*The appeal court upheld the €100 000 damages award against the company.* 上诉法院维持对该公司10万欧元损害赔偿金的判决。
**5** (often in names of particular awards) a prize such as money, etc. for sth that sb has done（常用于奖项名称）奖金，奖品，奖，奖状
● ***verb*** [+ obj]
**award (sb) sth | award sth (to sb)** to make an official decision to give sth to sb as a payment, prize, etc. 授予；给予；判给；裁决：*The firm has been awarded a five-year contract to supply parts to a leading manufacturer.* 该公司获得向一家大制造商供应零部件的五年合同。◇ *The jury awarded $30 million in damages against the newspaper.* 陪审团裁定报社赔偿3000万美元的损害赔偿金。

**a'ward wage** (*also* **a'ward**) *noun* [C]
(*HR*) in some countries, the amount of money that an employer must pay by law for a particular kind of work（某些国家法律规定某一工种雇主必须支付的）最低工资：*increases in the award wage* 最低工资的增加 ◇ *Some people with disabilities do not earn full award wages.* 某些残疾人没有赚取全额最低工资。→ MINIMUM WAGE

**a'ward-ˌwinning** *adjective*
having won a prize 获奖的：*an award-winning design* 获奖设计

**awareness** /ə'weənəs; *AmE* ə'wer-/ *noun* [U; sing.]
SEE ALSO: **brand awareness, consumer ~, product ~**
knowing sth; knowing that sth exists and is important（对某事物的）意识：*What all companies are looking for is an awareness of the brand and what it stands for.* 所有公司追求的是品牌的知晓度以及品牌所代表的是什么。◇ *consumers' growing awareness of Internet shopping* 消费者的网上购物意识日益增强
● ***growing/increasing*** *awareness* 日益增长的 / 不断增强的意识 • ***high/low*** *awareness* 高 / 低意识 • *to* ***build/heighten/increase/raise*** *awareness* 建立 / 提高 / 增强 / 加强意识

**axe** (*AmE spelling also* **ax**) /æks/ *noun, verb* (*informal*)
● ***noun*** [sing.] **the axe** used especially in newspapers to describe strong measures that are taken to reduce costs, such as removing workers from their jobs, closing parts of a company, etc.（尤用于报章）解雇，关闭：*Up to 300 workers are facing the axe at the struggling company.* 在这家苦苦挣扎的公司里，多达300名工人将遭解雇。◇ *The company has not announced which of its factories will get the axe.* 公司没宣布关闭哪一家工厂。
● ***verb*** [+ obj]
to take strong measures to reduce costs, such as removing workers from their jobs, closing parts of a company, etc. 解雇；被停业：*Other less profitable services are to be axed later this year.* 今年较后时候，其他盈利少的服务项目即将被停业。

**axis** /'æksɪs/ *noun* [C] (*plural* **axes** /'æksiːz/)
a fixed line against which the positions of points are measured, especially points on a graph（尤指图表中的）固定参考轴线，坐标轴：*The horizontal axis measures the level of unemployment.* 横坐标轴测量失业水平。
● ***the horizontal/vertical*** *axis* 横 / 纵坐标轴 • *the axis* ***is/measures/shows*** … 坐标轴是 / 测量 / 显示…

# B b

**B2B** (*also spelled* **b2b, B-to-B**) /ˌbiː tə ˈbiː/ *adjective* [only before noun]
(*E-commerce*) **business-to-business** used to describe the buying, selling and exchanging over the Internet of products, services or information between companies, rather than between companies and consumers 企业对企业的，企业间电子商务的（企业与企业之间而非企业与消费者之间通过互联网进行产品、服务及信息的交易）：*B2B solutions for e-commerce* 企业间电子商务解决方案 ◇ *business-to-business advertising* 企业对企业广告 NOTE It can also be used as a noun（亦可用作名词）：*Business to business accounts for 75% of all Internet revenue.* 在所有互联网收入中，企业对企业的商务占75%。→ B2C, B2E

**ˌB2ˈB exˌchange** *noun* [C] (*abbr* **B2X, B2BX**) (*E-commerce*) a network or website on the Internet that allows businesses to buy and sell goods and services directly between each other 企业间电子商务交易平台（让企业相互之间直接买卖商品和服务的网络或网站）

**B2BX** /ˌbiː tə biː ˈeks/ = B2B EXCHANGE

**B2C** (*also spelled* **b2c, B-to-C**) /ˌbiː tə ˈsiː/ *adjective* [only before noun]
(*E-commerce*) **business-to-consumer, business-to-customer** used to describe the selling of products, services or information to consumers over the Internet 企业对消费者的（企业通过互联网向消费者销售产品、服务和信息）：*B2C e-commerce* 企业对消费者的电子商务 ◇ *business-to-consumer transactions* 企业对消费者的交易 NOTE It can also be used as a noun（亦可用作名词）：*B2C has been a big disappointment so far.* 到目前为止，企业对消费者的电子商务非常令人失望。→ B2B, B2E

**B2E** (*also spelled* **b2e, B-to-E**) /ˌbiː tu ˈiː/ *adjective* [only before noun]
**1** (*IT*) **business-to-employee** used about a website that all employees of a company use to enter the Internet, and which brings together all the information they need to do their job whether in the office or away from it 企业对员工的（指企业所有员工进行资讯分享时所进入的网站）→ INTRANET
**2** (*HR*) **business-to-employee** used to describe ways in which some companies try to help employees feel happy in their job and to develop their skills and education, so that the company will attract and keep good staff 企业对员工管理模式的（指企业为吸引和保留优秀员工而采取的措施，如帮助员工愉快工作、开发技能、提供教育）
**3** (*E-commerce*) **business-to-employer** used to describe the selling over the Internet of products or services that help companies provide sth for employees or find new employees 企业对雇主的（指企业通过互联网出售产品或服务以便向员工提供物品或寻找新的员工）→ B2B, B2C

**B2X** /ˌbiː tu ˈeks/ = B2B EXCHANGE

**B&B** (*also spelled* **B and B, b and b**) /ˌbiː ən ˈbiː/ = BED AND BREAKFAST

**ˈbaby boom** *noun* [C]
a time when the population of a country increases rapidly, especially used to refer to a time in the UK and the US between 1948 and 1964 生育高峰期，婴儿潮（尤指英国和美国1948年至1964年间出生率急剧上升的时期）

**ˈbaby ˌboomer** *noun* [C]
a person born during a **baby boom**, especially between 1948 and 1964 in the UK or the US 生育高峰期出生的人，婴潮者（尤指英国或美国1948年至1964年间“婴儿潮”中出生的人）：*Their traditional customers are ageing baby boomers.* 他们的传统客户是正日渐变老的婴儿潮中出生的人。

**ˈbabysitting ˌservice** *noun* [C]
a service provided by a hotel in which sb takes care of your children while you go out 托儿服务（旅馆提供照看小孩的服务）

**back** /bæk/ *adjective, adverb, verb*

• ***adjective*** [only before noun]
SEE ALSO: **buy-back, dial-~, write-~**
**1** owed for a time in the past 到期未付的；拖欠的：*The company owed $2 million dollars in back taxes.* 公司拖欠200万美元的税款。
⊕ *back* ***pay/rent/taxes*** 欠薪 / 拖欠租金 / 拖欠税款
**2** of or from a past time 过去的；过期的：*back issues of a magazine* 过期杂志
IDM **on the back ˈburner** (*informal*) (about an idea, a plan, etc.) left for the present time, to be done or considered later（指主意、计划等）暂时搁置 → idiom at FRONT *adj.* **take a back ˈseat (to sth)** **1** to be given less importance than sth else 处于次要地位：*Safety has taken a back seat to the need for cost reduction.* 为降低成本，安全的重要程度被降低了。 **2** to let other people play a more active and important role in a particular situation than you do（在特定情况下）允许他人领先，甘愿居于人下，让位：*Mr Clark has decided to take a back seat and be a non-executive director.* 克拉克先生决定让位，做一名非执行董事。
→ idiom at QUEUE *noun*

• ***adverb***
in return or reply 回报；回答：*Could you call back later, please?* 请稍后再打电话来好吗？◇ *I emailed them back to confirm the booking.* 我已回电邮跟他们确认预约。◇ *I can't give you an answer now. Can I* ***get back to you*** *on that?* 我现在没法给你回复，可以稍后再跟你说吗？
⊕ *to* ***call/email/report/write*** *back (to sb)*（给某人）回电话 / 回电邮 / 汇报 / 回信 • *to* ***fight/hit*** *back* 还击 / 反击
IDM **(go/get) back to ˈbasics** to think about the simple or most important ideas within a subject or an activity instead of new ideas or complicated details 回归原本；回到基本原则：*The future of*

*marketing is about getting back to basics.* 未来的营销将逐渐回归基本原则。 ◇ *a back-to-basics approach* 返璞归真的方式 → idiom at CLAW

• ***verb*** [+ obj]
to give support or help to sb/sth 支持；帮助：*Leading businesses have backed plans to reduce VAT.* 卓越的企业支持减低增值税的方案。 ◇ *union-backed candidates* 工会支持的候选人 See note at FINANCE

**PHR V** **,back 'out (of sth)** to decide that you are no longer going to take part in sth that has been agreed 退出；撤手：*The company is still for sale after a prospective buyer backed out of the deal.* 一位潜在买主退出这笔交易后，该公司仍可供出售。 **,back sth 'up 1** (*IT*) to prepare a second copy of a file, program, etc. that can be used if the main one fails or needs extra support 为（文件、程序等）做备份；备份：*I back up all my files on CD-ROM once a week.* 我每周将所有文件备份到只读光盘上。 → BACKUP **2** to provide support for sb/sth 支持；支援：*The sales manager is backed up by an experienced team of reps.* 由经验丰富的销售代表组成的团队辅佐销售经理。 → BACKER

**backbone** /'bækbəʊn; *AmE* -boʊn/ *noun* [C]
**1** the most important part of a system, an organization, etc. 支柱；基础：*Small and medium-sized businesses are the backbone of the economy.* 中小企业是经济的支柱。
**2** (*IT*) the system of connections that carries information long distances over the Internet 主干网，骨干网（通过互联网长距离传输信息的连接系统）：*The high-speed **Internet backbone** has to deal with more and more traffic every day.* 高速骨干网每天必须处理越来越多的传输信息。

**,back 'catalogue** (*also* **'catalog**) (*AmE spelling also* **catalog**) *noun* [C, usually sing.]
the designs, films/movies or music that a company has produced or bought in the past and that it can still produce. A **back catalogue** can be sold to make money. 旧作（指以往制作或购买的设计、电影或音乐，但现仍然有售）

**backdate** /ˌbæk'deɪt/ *verb* [+ obj]
**1** to write an earlier date on a cheque or other document than the date at the time of writing 倒填日期（在支票或其他文件上填上比实际日期早的日期）
**2** (*BrE*) (*usually* **be backdated**) to make sth, especially a payment, take effect from an earlier date（使）付款等在较早的日期生效：*Postal workers are getting a 5% pay rise, backdated to March.* 邮政员工加薪5%，追溯到三月份起计算。
OPP POST-DATE

**'back end** *noun, adjective*
• ***noun*** [C]
**1** the part of a business that does not meet and deal directly with customers 后端业务（不直接与客户见面交易的那部分业务）：*They outsource much of the back end of their business.* 他们将大部分的后端业务外包了出去。
**2** the end of a project, a process, an investment, a period of time, etc. 后期；结尾：*Your bank may add extra payments on the back end of a loan.* 在贷款后期，你的银行可以增加额外的还款额。 ◇ *Sales have improved since the back end of last year.* 自去年年底以来，销售量有所提高。
**3** (*IT*) the part of a computer system that processes data 后端（处理数据的计算机系统部分）→ SERVER
• ***adjective*** [only before noun]
**1** connected with the end of a project, a process, an investment, a period of time, etc. 后期的：*back-end royalties* 后期版税 ◇ *back-end charges* 后期费用
**2** (*IT*) used to describe a program or part of a computer system that is not seen or used by the user, especially in e-commerce 后台的（尤指电子商务中，用于描述不是用户所见或使用的程序或计算机系统部分）：*a back-end database* 后台数据库 → FRONT END

**,back-end 'load** (*especially AmE*) (*BrE usually* **'exit charge**) *noun* [C]
(*Finance*) the fee an investor pays when they sell their shares in an investment fund, which is taken from the final payment they receive 撤离费；赎回费（投资者出售投资基金的股票时所需支付的费用，相关费用将从他们最后一次收到的款项中扣除）→ FRONT-END LOAD ▸ **,back-end 'loaded** *adjective*

**,back-end 'loading** *noun* [U]
(*Finance*; *Insurance*) an arrangement in which higher amounts are paid at the end of a financial agreement, such as a loan, than at the beginning 后期负担贷款（指在财务协议中，如贷款协议，后期比前期偿还较高贷款金额的安排）→ BACKLOAD

**backer** /'bækə(r)/ *noun* [C]
(*Finance*) a person or company that gives support to sth/sb, especially financial support 支持者，资助者（尤指经济上的）：*The company is searching for **financial** backers.* 公司正在寻找财政支持者。 See note at FINANCE
**a *corporate/key/financial* backer** 企业／关键／财政支持者

**background** /'bækgraʊnd/ *noun* [C]
**1** the details of a person's experience, education, family, etc. 经历；学历；出身背景：*The job would suit somebody with a publishing background.* 这项工作适合有出版经验的人。
**2** the circumstances or past events which help explain why sth is how it is; information about these（事件发展等的）背景：*Gather plenty of background information on the company before your interview.* 你面试之前需充分收集有关公司的背景资料。
**3** (*IT*) the part of a computer where a program can continue to operate while the user is working with another program 后台（当用户使用另一个程序时，当前程序能继续运行的计算机部分）：*programs running **in the background*** 在后台运行的程序

**backhander** /'bækhændə(r)/ *noun* [C]
a secret and illegal payment made to sb in exchange for a favour（暗中给付的、非法的）折扣；贿赂：*He was found to be **taking** backhanders from suppliers.* 他被发现从供应商处收取贿赂。
SYN BRIBE

**backhaul** /'bækhɔːl/ *noun* [C]
(*Transport*) the return journey of a vehicle that transports goods after it has delivered its load

（交通工具在交货后的）回程：*backhaul loads/prices* 回程载货 / 运费

**backing** /'bækɪŋ/ *noun* [U]
help; support 帮助；支持：*The merger deal has **the full backing** of the board.* 这宗合并交易获得了董事会的全力支持。◇ *They have won financial backing from the EU.* 他们获得了欧盟财政上的支持。→ ASSET BACKING See note at FINANCE
⊕ *to **get/have/receive/win** backing* 得到 / 获得 / 接受 / 赢得支持 ◆ ***financial/legal/political** backing* 财政 / 法律 / 政治支持

**backload** /'bækləʊd; *AmE* -loʊd/ *verb, noun*
• ***verb*** [+ obj *or* no obj]
**1** (*Finance*) to arrange for higher amounts to be paid at the end of a financial agreement than at the beginning（使）后期负担加大（指金融协议中，后期比前期支付较高金额）：*a backloaded insurance policy* 一张后期保费较高的保险单 → BACK-END LOADING
**2** (*Transport*) to arrange for a vehicle to carry a load on its return journey after delivering sth（使）车辆回程载货
▸ **'backloading** *noun* [U]
• ***noun*** [C]
(*Transport*) a load that a vehicle carries on its return journey after delivering sth 回程运载的货物：*The company arranges backloads for hauliers so that they can earn money in both directions.* 公司为承运人安排回程运载货物，让他们来回都能赚钱。

**backlog** /'bæklɒg; *AmE* -lɔːg; -lɑːg/ *noun* [C]
a quantity of work that should have been done already, but has not yet been done 积压的工作；积压待办的事务：*The insurance company is still working to clear the backlog of claims.* 保险公司仍在清理积压的索赔个案。◇ *A huge backlog of work had built up.* 积压的工作越来越多。
⊕ *to **clear/reduce** a backlog* 清理 / 减少积压的工作 ◆ *a backlog **builds up/develops/grows*** 积压的工作增多 / 加重 / 增加 ◆ *a **huge/large/mounting** backlog* 繁重的 / 巨大的 / 越来越多的积压工作

**ˌback 'office** *noun* [C]
the part of a company which does not deal directly with the public（公司内的）后勤部门：*He runs the airline's back office.* 他管理着该航空公司的后勤部门。◇ *500 back-office and administrative jobs will be lost.* 将会失去500个后勤和行政工作岗位。→ FRONT OFFICE

**'back ˌorder** *noun* [C]
(*Commerce*; *Production*) an order for goods that have not yet been produced or supplied 过期订单；拖欠订货：*It is our aim to **fill** back orders as soon as the merchandise is available.* 我们的目标是一旦有现货即向客人补发拖欠的订货。▸ **ˌback 'order** *verb* [+ obj *or* no obj]

**ˌback 'room** *noun* [C]
a place where secret, administrative or other important work is done 密室；后房：*deals made in back rooms* 在密室里达成的交易 ◇ *back-room staff* 密室工作人员

**'back shift** (*BrE*) (*AmE* **'swing shift**) *noun* [C,U]
(*HR*) a period of work from the middle of the afternoon until late at night, between the day and the night periods; the group of people who work during this period（轮班工作的）中班；上中班的员工：*to work (the) back shift* 上中班

**backslash** /'bækslæʃ/ *noun* [C]
a symbol (\) used in computer commands（计算机符号）反斜线，反斜杠 → FORWARD SLASH

**backspace** /'bækspeɪs/ *noun, verb*
• ***noun*** [C]
the key on a computer keyboard which you press to move back towards the beginning of the line of text and which removes the last letter that you typed; the act of using this key 退格键；回退键
• ***verb*** [no obj]
to use the **backspace** key on a keyboard 使用键盘上的退格键

**ˌback-to-back 'loan** (*also* **ˌparallel 'loan**) *noun* [C]
(*Finance*) an arrangement where companies in different countries lend money to each other at the same time in different currencies, in order to avoid high interest rates, restrictions on changing currency, etc. 背对背贷款，对销贷款（不同国家的公司同时以不同的货币相互贷款，旨在规避高利率和货币兑换的限制等）

**backup** /'bækʌp/ *noun* [C]
**1** (*IT*) a copy of a file, program, etc. that can be used if the original is lost or damaged（文件、程序等的）备份：*Always make a backup of your work.* 你的工作文件要经常进行备份。◇ *a backup copy* 备份文件
**2** extra help, ideas, equipment, etc. that you can use if the first fails 增援；替代设备：*We have a **backup plan** if the merger falls through.* 如果合并落空，我们还有后备计划。
→ BACK SB/STH UP *at* BACK *verb*

**backwardation** /ˌbækwə'deɪʃn; *AmE* -wər'deɪʃn/ *noun* [U] (*also* **inˌverted 'market** [sing.])
(*Finance*) a situation where prices for goods that will be delivered in the future are lower than prices for goods that will be delivered immediately 现货溢价，现货升水（指现货价高出期货价的情况）：*A shortage of supplies has caused a state of backwardation on the coffee futures market.* 供应短缺导致咖啡期货市场上出现现货溢价的情况。
→ CONTANGO

**ˌbackward inte'gration** *noun* [U]
(*Economics*) a situation where a company buys a company which supplies it or begins to do the same work as that company 后向合并，逆向合并，后向一体化（一家公司收购其供应或开始从事与那家公司相同的业务）→ VERTICAL INTEGRATION, FORWARD INTEGRATION —Picture at INTEGRATION

**backyard** /ˌbæk'jɑːd; *AmE* -'jɑːrd/ *noun*
IDM **in your (own) back'yard** in or near the place where you live or work（住所或工作地点的）附近：*Local residents didn't want the new factory in their own backyard.* 当地居民不希望在他们附近建设新工厂。→ NIMBY

**BACS** /bæks/ *abbr*
**Bankers' Automated Clearing System** a company owned by the UK banks that uses an electronic system to make payments between accounts in member banks. It is often used by

companies to pay their employees. 银行自动清算系统（英国的银行拥有的一家公司，负责利用电子系统支付成员银行之间的账款。企业也经常使用该系统支付员工的工资）→ APACS

**,bad 'debt** *noun* [C,U]
(*Accounting*) a debt that will not be paid 坏账；呆账：*The company has* ***written off*** *over $500 million of bad debts.* 公司已注销的坏帐超过5亿元。

**,bad 'debt re,covery** *noun* [U]
**1** (*Law*) legal action to force sb to pay a debt which should have been paid already 坏账收回，呆账收回（采取法律行动迫使某人偿还早该付清的债务）：*bad debt recovery consultants* 坏账收回顾问
**2** (*Accounting*) payment of a debt which seemed unlikely to be paid 不良债务偿还

**,bad 'faith** *noun* [C,U]
an intention to deceive sb 欺诈；不诚实：*The judge decided that the garage owner had* ***acted in bad faith.*** 法官判定汽车修理厂厂主存心欺诈。→ GOOD FAITH

**,bad 'loan** *noun* [C]
(*Finance*) a loan that is not being paid back as arranged and may never be 呆账；不良贷款：*plans to use public funds to help banks dispose of their bad loans* 用公共资金帮助银行解决不良贷款的计划

**baggage** /'bægɪdʒ/ *noun* [U]
SEE ALSO: **excess baggage, hand baggage**
bags, cases, etc. that you carry your clothes and things in when you are travelling 行李：*excess baggage* (= weighing more than the limit allowed on a plane) 超重行李（超出乘坐飞机所允许携带的行李重量）SYN LUGGAGE

**'baggage ,reclaim** (*BrE*) (*AmE* **'baggage claim**) *noun* [U]
the place at an airport where you get your suitcases, etc. again after you have flown（机场）行李提取处

**'baggage room** = LEFT LUGGAGE

**bail** /beɪl/ *noun, verb*
• ***noun*** [U]
(*Law*) money that sb agrees to pay if a person accused of a crime does not appear at their trial. When **bail** has been arranged, the accused person is allowed to go free until the trial 保释金；保释：*She was released* ***on bail.*** 她获得保释。◇ *The judge granted bail.* 法官准予保释。
➊ ***to allow/deny/give/grant/refuse*** (*sb*) ***bail*** 允许／拒绝／给予／准予／不准保释（某人）
• ***verb*** [+ obj]
(*Law*) to release sb on **bail**（某人）获准保释：*He was* ***bailed to appear*** *in court on 15 March.* 他获得保释，3月15日到庭候审。
PHR V **,bail 'out (of sth)** (*BrE spelling also* **bale out (of sth)**) (*also* **bail**, especially in *AmE informal*) (*Law*) to stop doing or taking part in sth because it is difficult or unpleasant 撤手不管；放弃：*When the companies merged, several key people decided to bail (out).* 公司合并时，几位关键人物决定撤手不管。**,bail sb 'out** to pay sb's **bail** for them 保释（某人）**,bail sb/sth 'out (of sth)** (*BrE spelling also* **bale sb/sth out (of sth)**) to rescue sb/sth from a difficult situation（从困境中）解救：*The government had to bail the company out of financial difficulty.* 政府不得不帮助该公司度过经济难关。→ BAILOUT

**bailiff** /'beɪlɪf/ *noun* [C]
(*Law*)
**1** (*BrE*) a law officer whose job is to take the possessions and property of people who cannot pay their debts 执达员，执达官（扣押欠债人财产的司法人员）
**2** (*AmE*) an official who keeps order in a court, takes people to their seats, watches prisoners, etc. 法警

**bailout** /'beɪlaʊt/ *noun* [C]
an act of giving money to a company, a foreign country, etc. that has very serious financial problems（给予陷入严重财政困难的公司、外国等的）财政援助：*The airline's shareholders voted in favour of a government bailout.* 该航空公司的股东投票赞成政府的财政援助。◇ *The country has received an international bailout package worth $48 billion.* 该国收到价值480亿元的一揽子国际财政援助。→ BAIL SB/STH OUT at BAIL *verb*

**,bait-and-'switch** *noun* [C,U]
(*Marketing*) a selling method where advertisements for products with low prices are used to attract customers, who are then persuaded to buy something more expensive in the range 上钩调包销售法；诱饵销售法（一种销售方式，以广告宣传产品价格低廉，吸引顾客后再兜售同类高价商品）：*Salespeople can pressure you with* ***bait-and-switch tactics*** *unless you know what to look out for.* 除非你小心提防，否则推销人员会用上钩调包的策略引诱你。NOTE This term is often used in a disapproving way, as the method can be illegal. 因为这种方法可能违法，所以使用这一术语时往往带有贬义。

**★balance** /'bæləns/ *noun, verb*
• ***noun***
SEE ALSO: **adverse balance, adverse trade ~, bank ~, closing ~, compensating ~, competitive ~, credit ~,** etc.
**1** [C, usually sing.] the difference in a bank account between the total amount of money coming in and the total amount going out at a particular time（银行账户的）余额，差额，结余，结存额：*The company's cash balance increased to $4.5 billion this quarter.* 公司本季度的现金结存额增至45亿美元。◇ *Enter your password to check your account balance online.* 输入密码后在线查看你的账户余额。→ BANK BALANCE
**2** (*Accounting*) [C, usually sing.] in a company's financial records, the difference between the total DEBITS and total CREDITS in a particular account 结余（公司财务记录中，特定账户中借方与贷方的差额）：*The balance on the profit and loss account at 31st March 2005 was $75 738.* * 2005年3月31日损益表上结余为75 738美元。◇ *transferring a balance from a revenue or expense account to a profit and loss account* 将收支账户上的结余转入损益账户
**3** [C, usually sing.] the amount of money still owed after sb has paid part of the total 结欠；尾数：*A 10% deposit is required, with the balance payable on completion of the work.* 要求缴付10%的订金，尾数待工程完成时支付。

**4** [C] an amount of money that sb owes to the bank, etc. at a particular time, because they have bought things using a credit card 未偿余额，结欠款（在特定时间内，使用信用卡购物而未付给银行等金融机构的款项）：*The average consumer has an outstanding balance of $1 500 on his or her credit card.* 一般消费者的信用卡结欠款为1500美元。◇*I try to pay off my monthly credit-card balance in full.* 我努力全额结清每月信用卡的结欠款。

**5** [U] what remains of sth after part of it has been used or taken 余额；剩余：*The balance of your order will be supplied when we have new stock.* 我们有新货时，将会给你们补回订单中余下数额的货品。

**6** [U, sing.] a situation in which different things exist in equal, correct or good amounts 均衡；平衡：*Try to keep a balance **between** work **and** relaxation.* 尽量在工作与休闲之间取得平衡。

**IDM on 'balance** after considering all the information 总的来说：*On balance, we have had a good year.* 总的来说，我们这一年过得不错。→ idiom at REDRESS *verb*, STRIKE *verb*

• ***verb***

**1** (*Accounting*) [+ obj] **balance sth (off)** in a company's financial records, to compare the total DEBITS and the total CREDITS in an account and calculate the amount needed to make them equal 结算（计算借记与贷记的差额）：*It only needs an hour or so a month to organize and balance **the accounts**.* 每月只需一小时左右的时间结算账目。◇*All the accounts should have been balanced off correctly.* 所有账目均应结算无误。

**2** (*Accounting*) [no obj] if an account **balances**, the DEBIT and CREDIT sides are equal 扎平（借方与贷方相等）：*These figures don't balance. There must be a mistake somewhere.* 这些数字扎不平，某处一定有错。

**3** [+ obj] to spend only the money that is available; to make the money available equal to the amount of money spent 平衡（收支）：*The spending cuts are part of the government's plan to balance its **budget**.* 削减开支是政府打算平衡预算的一部分。◇*We have transferred $5 000 from our deposits to balance **the accounts**.* 我们从存款中转出5000美元用来平衡账目。

**4** [+ obj *or* no obj] **balance (sth) (out)** to be equal in value, amount, etc. to sth else that has the opposite effect 抵消；和…相抵：*This year's profits will balance our previous losses.* 本年度的赢利将可弥补我们以往的亏损。◇*The advantages and disadvantages seem to balance out.* 利弊似乎可以相互抵消。

**5** [+ obj] **balance A against B** to compare the relative importance of two contrasting things 衡量，比较（两个相对事物的重要性）：*The cost of bringing in consultants needs to be balanced against the benefits.* 需要衡量聘用顾问的成本与其带来的效益。

**,balance brought 'down** (*abbr* **balance b/d**) (*also* **,balance brought 'forward** *abbr* **balance b/f, balance b/fwd**) *noun* [C]
(*Accounting*) the amount that you use to start an account for a new period, which is equal to the BALANCE (= the difference between the total DEBITS and the total CREDITS) at the end of the previous period 差额承前，余额承上（本期账目开始时的金额，即上期末余额）→ BALANCE CARRIED DOWN **NOTE** This is usually written as an abbreviation in accounts. 在账户上通常用缩写。

**,balance carried 'down** (*abbr* **balance c/d**) (*also* **,balance carried 'forward** *abbr* **balance c/f, balance c/fwd**) *noun* [C]
(*Accounting*) the BALANCE at the end of one accounting period that will then become the BALANCE BROUGHT DOWN for the beginning of the next period 余额转下（一个会计期末的余额，同时成为下一期开始时的余额承上）**NOTE** This is usually written as an abbreviation in accounts. 在账户上通常用缩写。

**,balanced 'budget** *noun* [C, usually sing.]
(*Economics*) a plan by a government to spend the same amount of money as it receives in a particular year 平衡预算（收支相等的政府预算）

**,balanced 'fund** (*also* **,balanced 'mutual fund**) (*both especially AmE*) *noun* [C]
(*Finance*) a type of fund that invests its customers' money in a way that makes a good profit but does not involve a lot of risk, by investing in both shares and bonds 平衡基金（一种基金类型，同时投资在股票与债券上以达到风险小、收益大的目的）

**,balanced 'scorecard** *noun* [C, usually sing.]
a method of measuring how well a company's plans are helping it to achieve its aims by looking at a variety of areas of activity including finance, how efficient it is, and relations with customers 平衡记分卡，平衡计分卡（一种绩效考核方法，通过考察企业的财务、效率、客户关系等各种活动，从而衡量企业为达到有关目标而执行的计划的绩效）：*The balanced scorecard is a tool for turning strategy into action.* 平衡记分卡是一种将战略转变为行动的工具。

**,balance of 'payments** *noun* [sing.]
(*Economics*) the difference between the amount of money one country pays to other countries, especially for imports, and the amount it receives, especially from exports; the official record of this over a particular period 国际收支差额（尤指一国在一定时期之内的进出口差额）；国际收支：*An increase in exports would help Britain's balance of payments.* 出口的增加将有助（改善）英国的国际收支差额。◇*a balance of payments **surplus*** (= profit) 国际收支顺差 ◇*The country **recorded** a £9.5 billion balance of payments **deficit*** (= debt) *for the year.* 本年度该国的国际收支逆差为95亿英镑。See note at BALANCE OF TRADE

**,balance of 'trade** (*also* **'trade ,balance, ,visible 'balance**) *noun* [C, usually sing.]
(*Economics*) the difference in value between imports and exports of goods over a particular period 国际贸易差额，贸易收支差额（一个国家在一定时期内的货物进出口差额）；贸易收支：*If we sell more than we buy, we have a **favourable** balance of trade.* 如果我们多卖少买，我们就会有贸易顺差。◇*a balance-of-trade **deficit*** (= when a country spends more on imports than it earns from exports) 贸易收支逆差（一国进口超过出口）**NOTE** The **balance of trade** is an important part of a country's BALANCE OF PAYMENTS. 贸易收支是一国国际收支的重要组成部分。→ VISIBLE TRADE

**WHICH WORD? 词语辨析**

**balance of trade/balance of payments**

A country's **balance of trade** includes imports and exports of *goods only*. Its **balance of payments** considers *all business* with other countries: imports and exports of goods, and money earned from or paid for services and investments, such as tourism or shares in companies. 一国的贸易差额仅包括货物的进出口。国际收支则涵盖了与别国的所有交易：货物进出口以及服务和投资收支情况，如旅游业或公司股权。

★**'balance sheet** *noun* [C]
(*Accounting*) a written statement that shows the financial state of a company at a particular time. It lists the company's assets and all money owed (**liabilities**) 资产负债表，资金平衡表（反映某特定时间里公司财务状况的报表。报表列明公司的资产与负债情况）：*At present, the airline has zero debt on its balance sheet.* 目前，该航空公司资产负债表上没有债务。◇ *dependable companies with strong balance sheets* 资产负债表稳健而又可信赖的公司 → OFF-BALANCE-SHEET
➕ *a* ***healthy/strong*** *balance sheet* 财政健全的 / 稳健的资产负债表 • *to* ***improve/strengthen*** *your balance sheet* 改善 / 增强你的资产负债表

**the 'balance-sheet e,quation** = THE ACCOUNTING EQUATION

**bale** /beɪl/ *noun, verb*
• ***noun*** [C]
a large amount of a light material pressed tightly together and tied up 大包，大捆（的轻物品）：*bales of hay/straw/cotton/wool* 大捆的干草 / 稻草 / 棉花 / 羊毛 ◇ *cotton exports of 9.8 million bales* 出口980万包棉花 —Picture at TRANSPORT
• ***verb*** [+ obj]
to make sth into BALES（将某物）打成大包，扎成大捆：*The waste paper is baled, then sent for recycling.* 将废纸打成大包，然后送去回收循环再用。
**PHR V** **,bale 'out (of sth)**; **,bale sb/sth 'out (of sth)** (*BrE*) = BAIL OUT (OF STH), BAIL SB/STH OUT (OF STH)

**balloon** /bə'lu:n/ *noun* [C]
(*Finance*) used to describe a type of loan where the final payment is much larger than the rest 大额尾付贷款，弹性尾付贷款，气球贷款（指最后一笔还款金额大于以往每笔还款额的贷款）：*The mortgage is payable in 83 monthly instalments of $720 and a balloon payment of $112 000 at the end of the seventh year.* 该按揭分83个月偿还，每月720元，在第七年年底支付最后一笔112 000元的大额尾付贷款。
➕ *a balloon* ***loan/maturity/mortgage/payment*** 大额尾付贷款；大额尾付贷款到期还清；大额尾付按揭；大额尾付偿还

**ballot** /'bælət/ *noun, verb*
• ***noun***
**1** [U,C] the system of voting in writing and usually in secret; an occasion on which a vote is held（通常指无记名的）投票选举，投票表决：*The union cannot call a strike unless it holds a ballot of members.* 工会未经会员投票表决不得发动罢工。
➕ *to* ***have/hold*** *a ballot* 进行 / 举行投票表决 • *a* ***postal/secret/strike*** *ballot* 邮递 / 无记名 / 罢工投票表决
**2** (*also* **'ballot ,paper**) [C] the piece of paper or card on which sb marks who or what they are voting for 选票：*To be approved, 75% of policyholders need to* ***cast*** *their ballots in favour of the scheme.* 要获得批准，必须有75%的投保人投票支持这项计划。
**3** (*Finance*) [U,C] a fair way of choosing who to sell shares, bonds, etc. to in situations where there are not enough new shares, bonds, etc. for everyone who wants to buy them 进行抽签决定（有权购买股票、债券的人）
• ***verb***
**1** [+ obj] to ask sb to vote in writing and secretly about sth 要求某人（对某事）无记名投票：*The union is balloting its members on strike action.* 工会正要求会员对罢工行动进行无记名投票表决。
**2** [no obj] to vote secretly about sth 对某事进行无记名投票：*The workers balloted for a strike.* 工人对是否罢工进行无记名投票表决。

**'ballpark** /'bɔ:lpɑ:k; *AmE* -pɑ:rk/ *noun*
IDM **in the (right) 'ballpark** (*informal*) (used about a price, an amount, etc.) approximately right or acceptable（指价格、金额等）大致正确、可以接受：*If you said five million you'd be in the right ballpark.* 如果你说的是500万，那就差不多了。◇ *A price tag of around $20 million is in the ballpark.* * 2000万元左右的标价可以接受。 **in the wrong/same 'ballpark** (*informal*) (used about a price, an amount, etc.) wrong or almost the same（指价格、金额等的）错误或几乎相同：*The offers for the contract were all in the same ballpark.* 就此合同的报价几乎相同。 **a 'ballpark figure/estimate/price** (*informal*) a number, an amount, etc. that is approximately correct（数字、金额等）近似数，大致正确的估计：*How much will the project cost? Give me a* ***ballpark figure.*** 这个项目的成本是多少？给我一个大概数字。

**the ,Baltic Ex'change** *noun* [sing.]
(*Trade*) an organization in London that arranges agreements for the transport of raw materials between countries, especially by ship 波罗的海交易所（在伦敦的一个交易机构，专门安排原材料运输，特别是以航运方式运输）NOTE The full name of the Baltic Exchange is the 'Baltic Mercantile and Shipping Exchange'. 波罗的海交易所全称为 Baltic Mercantile and Shipping Exchange

★**ban** /bæn/ *verb, noun*
• ***verb*** [+ obj] (**-nn-**)
**1** to officially say that sth is not allowed, often by law 禁止；取缔；查禁：*They decided to ban company-wide emails.* 他们决定在全公司范围内禁止使用电子邮件。◇ *The government has banned the import of all meat and dairy products for health reasons.* 由于健康原因，政府已下令禁止进口所有肉类和奶类制品。
**2** (*usually* **be banned**) to officially say that sb is not allowed to do sth or go somewhere 禁止某人做某事（或去某处）：*She was banned* ***from*** *holding public office.* 她被禁止担任公职。

• *noun* [C]
an official rule that says that sth is not allowed 禁止；禁令：*a ban **on** overtime/ **on** tobacco advertising* 禁止加班 / 刊登烟草广告 ◇ *Congress has been urged to impose a ban on all cloning research.* 人们一直敦促国会对所有克隆研究颁布禁令。
➊ *to **impose/lift** a ban* 颁布 / 解除禁令

**bancassurance** /ˈbæŋkəʃɔːrəns; -ʃʊər-; *AmE* -əʃʊr-/ *noun* [U] (*BrE*)
(*Finance; Insurance*) the combination of banking and insurance services that is offered by many major banks 银行保险（许多大型银行同时提供包含银行与保险的服务）SYN ALLFINANZ
▸ **ˈbancassurer** *noun* [C]: *a well-known high street bancassurer* 商业大街上一家著名的银行保险服务商

**bandwagon** /ˈbændwægən/ *noun*
IDM **climb/jump on the ˈbandwagon** to become involved in an activity or idea which is becoming popular or fashionable in order to become popular or successful yourself 赶时髦；追潮流：*This is another major publishing house to jump on the e-books bandwagon.* 这是另一家追潮流加入电子书籍行列的大出版社。

**bandwidth** /ˈbændwɪdθ; -wɪtθ/ [U,C]
(*IT*) a measurement of the amount of information that a particular computer network or Internet connection can send in a particular time 带宽（用来衡量特定时间内某计算机网络或互联网联接所能传输的信息量）：*We need greater bandwidth.* 我们需要较大的带宽。◇ *The server has a permanent connection to the Internet with a bandwidth of 128 Kbps* (= kilobits per second). 该服务器与互联网拥有永久联接，带宽为每秒128千比特。◇ (*figurative*) *He doesn't have enough **personal bandwidth*** (= time; mental ability) *to manage the project.* 他没有足够管理该项目的个人能力。

**the Bank** /bæŋk/ *noun* [sing.]
the Bank of England 英格兰银行；英伦银行
→ CENTRAL BANK

**★bank** /bæŋk/ *noun, verb*
• *noun* [C]
SEE ALSO: **advising bank, agent ~, agricultural ~, banker's ~, cash at ~, central ~, clearing ~,** etc.
**1** an organization that provides various financial services to people and businesses, for example keeping or lending money; a local office or a particular **bank** 银行：*The company has £13.5 million cash **in** the bank.* 公司在这家银行有1350万英镑的存款。◇ *I need to get some money **out of** the bank.* 我需要从银行取一些钱。◇ *My salary is paid directly **into** the bank.* 我的工资直接发到这家银行。◇ *I need to go to the bank today.* 我今天得去趟银行。◇ *Full details are available from any branch of Barclays Bank.* 可从任何一家巴克莱银行的分行了解详情。
➊ *a **domestic/foreign/global/international** bank* 国内 / 外国 / 全球 / 国际银行 • *a **big/high-street/large/major/small** bank* 大 / 商业街 / 大型 / 主要 / 小银行
**2** *often* **Bank, the Bank of ...** = CENTRAL BANK
**3** an amount or a number of sth collected together; a place where sth is stored ready for use 库存；库：*a bank of knowledge* 知识库 ◇ *a bank of 12 TV screens* * 12个电视屏幕组成的一组屏幕 ◇ *names stored in the computer's memory bank* 在电脑存储库中储存的名字 → DATABANK
→ idiom at BREAK *verb*
• ***verb***
**1** [+ obj] to put money into a bank account 把（钱）存入银行：*Have you banked the cheque yet?* 你的支票款项存入银行了吗？
**2** [no obj] **bank** (**with/at** ...) to have an account with a particular bank（在某银行）开账户：*The company banks with Coutts and HSBC.* 这家公司在克兹银行和汇丰银行开有账户。

**bankable** /ˈbæŋkəbl/ *adjective*
**1** (*informal*) likely to make money for sb/sth 可赚钱的；有利可图的：*The company's name is its most **bankable asset**.* 这家公司的名字是其最有利可图的资产。
**2** (*Finance*) acceptable to a bank 银行接受的：*bankable documents/checks* 银行接受的单据 / 支票

**★ˈbank acˌcount** (*also* **ˈbanking acˌcount**) *noun* [C]
an arrangement that you have with a bank that allows you to keep your money there, to pay in or take out money, etc. 银行账户：*You can open a bank account with as little as €100.* 你可以用少至100欧元开立一个银行账户。◇ *Do we have enough funds **in** our bank account to pay the bills?* 我们的银行账户上有足够的资金付账吗？◇ *The money will be paid directly into your bank account.* 这笔钱将会直接拨到你的银行账户。→ ACCOUNT *noun* (1)
➊ *to **close/have/hold/open** a bank account* 取消 / 有 / 持有 / 开立银行账户 • *to **pay money into/take money out of** a bank account* 将款项存入银行账户；从银行账户中提款

**ˈbank adˌvance** *noun* [C]
money which a bank lends to a customer 银行贷款；银行放款

**ˈbank asˌsistant** *noun* [C] (*especially AmE*)
a person who works in a bank but is not a manager 银行助理 → BANK TELLER, CASHIER

**ˈbank ˌbalance** *noun* [C]
the amount of money that sb has in their bank account at a particular time 银行存款余额；银行往来余额：*My bank balance is always low at the end of the month.* 我的银行存款余额在月底总是很低。→ BALANCE *noun* (1)

**ˈbank bill** *noun* [C]
**1** (*Finance; Trade*) (*BrE*) (*also* **ˌbanker's acˈceptance**, *BrE, AmE*) a type of BILL OF EXCHANGE that is signed by a bank, which means that it agrees to pay the amount stated on the **bill** 银行汇票（银行签发的汇票，表示同意支付汇票上的金额）→ TRADE BILL
**2** (*AmE*) = BANKNOTE

**ˌbank ˈborrowing** *noun*
**1** [U] the act of taking money from a bank and agreeing to pay it back over a period of time; the amount of money that sb borrows in this way 银行借贷：*Small companies often have to rely on*

*bank borrowing.* 小公司常常不得不依赖向银行借贷。

**2 bank borrowings** [pl.] the amount of money that is borrowed from banks 银行贷款额：*They have sold several stores to try to pay back bank borrowings.* 他们已经出售几家商店以偿还银行贷款额。

**'bank card** (*also* **'banker's card**) *noun* [C]
a plastic card provided by your bank that you can use to pay for sth or to get money from your account out of a machine 银行信用卡；银行卡；提款机提款卡：*We accept cheques supported by a bank card for payments over £50.* 对于超过50英镑的付款，我们接受支票，但需有银行卡担保。
→ CHEQUE CARD, CREDIT CARD, DEBIT CARD

**,bank-certified 'cheque** (*AmE spelling* **~ check**) *noun* [C]
a cheque that a bank has officially said can be used, as the person who has written the cheque has enough money in their account to pay the amount on the cheque 银行保付支票（在出票人账户有足够的资金支付支票上的金额时，银行正式承诺兑付支票）

**'bank charge** *noun* [C, usually pl.]
the amount that a customer pays their bank for the services it provides 银行手续费：*There are no bank charges if your account stays in credit.* 如果你的账户有余额，就不用收取银行手续费。◇ *to incur bank charges* (= do sth so that you have to pay them) 负担银行手续费 → SERVICE CHARGE

**'bank cheque** (*AmE spelling* **~ check**) (*BrE also* **'banker's cheque**) *noun* [C]
a cheque signed by your bank that you buy and use to pay sb who will not accept an ordinary cheque 银行支票；银行本票 SYN BANK DRAFT

**'bank clerk** *noun* [C]
a person who works in a bank, receiving and paying out money, helping customers, keeping records of accounts, etc. 银行文员 → CASHIER, BANK TELLER

**'bank ,credit** *noun* [U,C]
(*Finance*) money that a bank makes available either as a loan or an OVERDRAFT; money that banks in general lend 银行信贷（银行给予顾客的贷款或透支额度）：*periods when bank credit is restricted* 银行信贷受到限制的时期 ◇ *a bank credit agreement/facility* 银行信贷协议 / 安排

**'bank debt** *noun* [U]
money that a company, an organization, etc. owes to a bank 银行债务（公司、机构等欠银行的款项）：*The airline is aiming to pay off its $100 million bank debt within six months.* 航空公司打算在六个月内还清1亿美元的银行债务。◇ *€40 million of bank debt* * 4000万欧元的银行债务

**'bank de,posit** *noun* [C]
**1** an amount of money that you leave (**deposit**) in a bank 银行存款
**2** (*Economics*) **bank deposits** [pl.] the total amount of money that has been paid into one bank or all banks in a particular area or country 银行存款（在某地区或国家内一家或所有银行的资金总额）：*Bank deposits rose to €135 billion.* 银行存款上升至1350亿欧元。

**'bank draft** *noun* [C]
**1** (*BrE also* **'banker's draft**) a cheque signed by your bank that you buy and use to pay sb who will not accept an ordinary cheque 银行汇票
SYN BANK CHEQUE, DRAFT
**2** (*AmE*) = DIRECT DEBIT

**★banker** /'bæŋkə(r)/ *noun* [C]
**1** a person who owns a bank or who has an important job in a bank 银行家；银行要员：*The bank is looking at ways of retaining its senior bankers.* 这家银行正设法留住其资深的银行要员。
**O** *a central/merchant/private/senior banker* 央行行长 / 商人银行家 / 私人银行家 / 资深银行要员
**2** an organization that lends money or provides the services of a bank 银行：*The company's bankers are aiming to sell the studio for $7 bn.* 该公司的银行正打算以70亿美元的价格出售这家制版厂。
**O** *central/merchant/private bankers* 中央 / 商人 / 私人银行

**,banker's ac'ceptance** = BANK BILL (1)

**'banker's bank** *noun* [C]
(*Finance*) a bank that provides financial services to other banks 中央银行，银行的银行（向其他银行提供金融服务的银行）：*The Central Bank acts as a banker's bank, making loans to banks.* 中央银行作为银行的银行，向其他银行提供贷款。

**'banker's card** = CHEQUE CARD, BANK CARD

**'banker's cheque** = BANK CHEQUE

**'banker's draft** = BANK DRAFT (1)

**'banker's hours** *noun* [pl.] (*informal*)
short working hours, often with a long lunch break 银行家工作时间（指工作时间短，午休时间长的工作时间）：*You're late today! Do you think you're working banker's hours?* 你今天迟到了！难道你以为自己是依银行家工作时间工作吗？

**,banker's 'order** = STANDING ORDER

**'banker's ,reference** = BANK REFERENCE

**'bank fa,cility** *noun* [C]
(*Finance*)
**1** [usually sing.] an arrangement with a bank to borrow a particular amount of money 银行融资额；银行融通额：*a $100 million short-term bank facility* * 1亿美元的短期银行融资额
**2** a bank 银行

**the 'Bank for Inter'national 'Settlements** *noun* [sing.] (*abbr* **BIS**)
an international organization in Switzerland that encourages central banks from different countries to work together and provides them with financial services 国际清算银行（鼓励不同国家的中央银行互相合作，并向他们提供金融服务的瑞士国际机构）

**,bank giro 'credit** *noun* [C]
a method of payment, usually used for paying bills, etc., in which a printed form is used to tell a bank to put a particular amount of money into a particular account at that branch; the form that is used 银行直接转账

**,bank guaran'tee** *noun* [C]
(*Finance*) a promise by a bank to pay money owed by a customer who cannot pay a debt or who fails

to provide an agreed service to sb (**defaults**) 银行担保：*Lenders will not risk financing a project without a bank guarantee.* 没有银行担保，放款人不会冒险为项目提供融资。

**,bank 'holiday** *noun* [C] (*BrE*)
a public holiday, for example New Year's Day, when banks, businesses, government offices, etc. are officially closed 银行假日；公共假日：*a bank holiday weekend* (= a weekend followed by a Monday which is a bank holiday) 银行假日周末（周一为银行假日的周末）

**,bank identifi'cation ,number** = SORT CODE

**★banking** /'bæŋkɪŋ/ *noun* [U]
SEE ALSO: **consumer banking, home ~, retail ~**
**1** the business activity of banks 银行业务：*a career in banking* 投身银行业 ◇ *You may find it difficult to get to a bank during banking hours.* 你会发现在银行营业时间内很难进入银行。
➊ ***business/corporate/personal banking*** 商业／企业／个人银行业务 • ***the banking industry/sector*** 银行业／部门 • ***banking facilities/hours/services*** 银行设施／营业时间／服务
**2** the activity of using the services that a bank offers 银行业务：*About 20% of our customers use online banking.* 我们大约有20%的顾客使用在线银行服务。 ◇ *Where do you do your banking?* 你在哪儿做银行事宜？
➊ ***electronic/Internet/telephone banking*** 电子／互联网／电话银行服务

**'banking ac,count** = BANK ACCOUNT

**'banking ,system** *noun* [C]
all the institutions that provide banking services in a country or region, and the way that they work together 银行体系；银行系统：*measures to maintain public confidence in the banking system* 维护公众对银行体系信心的措施

**'bank ,interest** *noun* [U]
the interest that a bank charges a customer for borrowing money 银行利息

**,bank 'lending** *noun* [U]
(*Economics*) the amount of money lent to people by banks within a country over a period of time 银行放款：*Bank lending rose by 4% last month.* 上月银行发放的贷款上升了4%。

**,bank 'mandate** *noun* [C]
a written instruction that sb gives to a bank, for example to start a new account or make regular payments from their account 银行授权书（某人给银行下达的书面指示，如开立新账户或从账户中定期付款）

**banknote** /'bæŋknəʊt; *AmE* -noʊt/ (*AmE also* **'bank bill**) *noun* [C]
a piece of paper money 钞票；纸币：*There had been a high demand for banknotes from ATMs.* 很多人从自动提款机提取大量钞票。 ◇ *a 500 peso banknote* 一张面额为500比索的钞票 ◇ *euro banknotes and coins* 欧元纸币和硬币 ◇ *used banknotes* 旧钞票 SYN NOTE

**the ,Bank of 'England** (*also* **the Bank**) *noun* [sing.] (*abbr* **B/E, B of E**)
the central bank of the UK 英格兰银行，英伦银行（英国中央银行）→ THE FEDERAL RESERVE

**,bank of 'issue** *noun* [C]
a bank that has the legal right to make its own notes and coins 发钞银行、发行银行（有纸币和硬币法定发行权的银行）

**,bank 'overdraft** = OVERDRAFT

**'bank rate** *noun* [C]
(*Finance*) another name for BASE RATE that is not used very much now 银行利率（现已不常用的BASE RATE一词的别称）

**,bank reconcili'ation** (*also* **,bank reconcili'ation ,statement**) *noun* [C,U]
(*Accounting*) a regular check that a company makes to make sure that its own financial records agree with the bank's record of its BANK BALANCE, for example by considering payments that have been made but not yet recorded by the bank; a document that explains the differences 银行往来调节表（指企业本身存款账户余额和银行对账单余额之间的差额的一种报表）：*Complete regular bank reconciliations of the management bank accounts.* 对管理银行账户定期进行银行往来调节。

**'bank ,reference** (*also* **'banker's ,reference**) *noun* [C]
a statement that a bank can be asked to give about whether a customer is likely to be able to pay back a loan 银行资信证明（银行出具的表示某一顾客偿还贷款能力的证明）→ STATUS ENQUIRY

**,bank re'serves** *noun* [pl.]
(*Economics*) the amount of money that banks must keep in the central bank, equal to a percentage of the money paid into their accounts (**deposits**) 银行准备金（银行必须在中央银行保留的一笔存款，需等于其存款额的一定百分比）：*By increasing bank reserves, the Federal Bank increases the amount of money that banks have to lend.* 通过提高银行准备金，联邦银行增加了各银行必须放贷的金额。 → RESERVE *noun*

**bankroll** /'bæŋkrəʊl; *AmE* -roʊl/ *verb, noun*
• ***verb*** [+ obj] (*especially AmE*)(*informal*)
to support sb or a project financially 资助（某人或工程）；向（某人或工程）提供资金：*investors who bankroll start-ups* 资助创业的投资者 See note at FINANCE
▸ **'bankroller** *noun* [C]
• ***noun*** [C]
**1** (*especially AmE*) a supply of money 资金：*The company has used some of its bankroll to bring in talented designers.* 公司使用部分资金引进有才能的设计师。
**2** a roll of paper money 一卷钞票

**'bank run** *noun* [C]
(*Economics*) a time when too many people want to take their money out of the banks at the same time, so the banks cannot pay them all 银行挤兑：*The government froze deposits to prevent a bank run.* 政府冻结存款以防止银行挤兑。 → RUN *noun* (5)

**★bankrupt** /'bæŋkrʌpt/ *adjective, verb, noun*
• ***adjective***
**1** without enough money to pay what you owe, especially when this has been officially decided by a court 破产的；倒闭的：*a bankrupt software company* 一家破产的软件公司 ◇ *Her husband went bankrupt two years ago.* 她的丈夫两年前破产了。

◇ *The company was declared bankrupt in the High Court.* 高等法院已宣告这家公司破产。

SYN INSOLVENT

● *to go/be declared bankrupt* 破产；经宣告破产

**2** (*formal*) [not usually before noun] not having something that has value 完全缺乏（有价值的东西）：*a government bankrupt of new ideas* 缺乏新构思的政府

**VOCABULARY BUILDING 词汇扩充**

**When a company fails**

**Technical words 专业用语**

- to **be/go insolvent** (= to be unable to pay debts) 破产
- to **liquidate/wind up** a company (= to sell its assets, pay its debts, etc.) 清算 / 清理公司（出售资产、偿还债务等）
- a company **is put/goes into liquidation** 公司正进行破产清算

**Neutral Words 中性词语**

- to **be/go bankrupt** 破产
- to **go out of business** 停业

**Informal/idiomatic words 非正式用语 / 习语**

a company 公司

- **goes under** 倒闭
- **goes bust** 破产
- **goes belly up** 破产
- **goes to the wall** 倒闭

● ***verb*** [+ obj] to make sb **bankrupt** 使某人破产：*The company was almost bankrupted by legal costs.* 这家公司几乎因诉讼费用破产。

● ***noun*** [C]

SEE ALSO: **undischarged bankrupt**

(*Law*) a person who has been judged by a court to be unable to pay their debts（经法院判决的）破产者

★**bankruptcy** /ˈbæŋkrʌptsi; -rʌpsi/ *noun* [U,C] (*plural* **bankruptcies**)

SEE ALSO: **act of bankruptcy, assignee in ~, involuntary ~, trustee in ~, voluntary ~**

(*Law*) the state of being BANKRUPT 破产：*They would face bankruptcy if they had to repay the loan.* 如果他们必须偿还贷款，就会面临破产。◇ *There could be further bankruptcies among small farmers.* 小农户中可能还会有人破产。◇ *The company filed for bankruptcy* (= asked to be officially bankrupt) *earlier this year.* 公司于今年早些时候提交了破产申请。→ INSOLVENCY, BANKRUPT

● ***to be on the brink of/be on the verge of/face bankruptcy*** 濒临 / 行将 / 面临破产 • ***to be forced into/collapse into bankruptcy*** 被强迫破产；破产倒闭 • ***to declare/file for/seek bankruptcy*** 宣告 / 申请 / 寻求破产 • ***to avert/avoid/stave off bankruptcy*** 防止 / 避免 / 暂时避免破产 • *a bankruptcy* ***court/judge*** 破产法院 / 法官

**'bankruptcy-law pro,tection** = BANKRUPTCY PROTECTION

**'bankruptcy ,notice** *noun* [C]

(*Law*) an official letter that tells a person or company who owes money that if they do not pay it within a particular number of days, they will be made BANKRUPT 破产通知书（向负债的个人或公司发出的正式信函，通知他们如果在规定天数内不偿还债务，将宣布他们破产）

**'bankruptcy ,order** *noun* [C]

(*Law*) an order by a court that makes a person or company officially BANKRUPT, and allows their property to be taken and used to pay their debts 破产令（法院正式宣布个人或公司破产的命令，允许接管其财产以偿还债务）：*The court made a bankruptcy order against the debtor.* 法院向债务人发出破产令。

**'bankruptcy pe,tition** *noun* [C]

(*Law*) a request made to a court by a person or company who is owed money to make the person or company that owes them money BANKRUPT 破产申请（被欠债的个人或公司向法院提出宣布欠债的个人或公司破产的请求）：*The High Court dismissed a bankruptcy petition filed against the company.* 高等法院驳回了针对这家公司提出的破产申请。

● ***to file/issue/present/serve*** *a bankruptcy petition* 提出 / 发出 / 提交 / 送达破产申请

**'bankruptcy pro,ceedings** *noun* [pl.]

(*Law*) the legal process of asking the court to make a person or company BANKRUPT 破产程序（要求法院宣告个人或公司破产的法律程序）

**'bankruptcy pro,tection** (*also* **'bankruptcy-law pro,tection**) *noun* [U]

(*Law*) laws that limit the amount that a person or company has to pay when they are made BANKRUPT 破产保护（当个人或公司破产时，限制其偿付金额的法律）

● ***to file for/seek*** *bankruptcy protection* 提出 / 寻求破产保护 • ***to emerge from*** *bankruptcy protection* 摆脱破产保护

**'bank ,statement** (*also* **'statement**) *noun* [C]

a printed record of all the money paid into and out of a customer's bank account within a particular period 银行结单；银行对账单：*The monthly bank statement showed a balance of $400.* 银行月结单显示余额为400美元。

● ***to receive/request*** *a bank statement* 接受 / 索取银行结单 • *an amount* ***appears on/is shown on*** *a bank statement* 银行结单上出现 / 显示的金额

**'bank ,teller** (*also* **'teller**) *noun* [C]

a person whose job is to receive and pay out money in a bank 银行出纳员 → BANK CLERK, CASHIER

**'bank ,transfer** *noun* [C]

the sending of money from an account in one bank to an account in any branch of the same bank or another 银行转账：*You should allow five to seven working days for a bank transfer to be made.* 你应该预留五到七个工作日做银行转账。◇ *Payment may be made by bank transfer to the following account ...* 付款可由银行转账至以下帐户 ... → BANK GIRO CREDIT

● ***to arrange/make*** *a bank transfer* 安排 / 进行银行转账 • ***to pay by*** *bank transfer* 通过银行转账付款

**'banner ad** (*also* **banner** /ˈbænə(r)/) (*also* **'banner ad,vertisement,** *formal*) *noun* [C]

(*Marketing*) an advertisement in the form of a box with a design or symbol in that is spread across a web page, usually at the top 横幅广告: *a banner ad on a popular website* 热门网站上的横幅广告 → BUTTON AD

▸ **'banner ,advertising** *noun* [U]

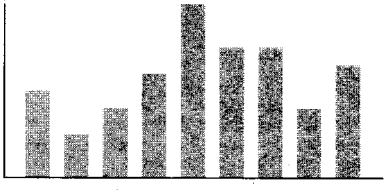
**'banner ,towing** *noun* [U]
(*Marketing*) a method of advertising which uses a small plane to fly over an area pulling a long sign attached to the back with an advertisement on it 条幅广告

**the Bar** /bɑ:(r)/ *noun* [sing.]
(*Law*) (*often* **the bar**)
**1** (*BrE*) the profession of a BARRISTER (= a lawyer in a higher court) 大律师专业: *to be **called to the bar*** (= to be allowed to work as a qualified barrister) 获准当大律师
**2** (*AmE*) the profession of any kind of lawyer; lawyers as a group 律师专业; 律师界; 律师

**bar** /bɑ:(r)/ *noun, verb*
• ***noun***
SEE ALSO: **menu bar, navigation ~, scroll ~, space ~**
**1** (*IT*) [C] a narrow box at the top of a computer screen that contains words or pictures of the common things that a computer can do for you to choose 工具条 (计算机屏幕顶部包含文字或图片等常用功能的窄长矩形框): *a menu/task bar* 功能选择单 / 任务工具条 → TOOLBAR
**2** [sing.] **a bar (to sth)** a thing that stops sb from doing sth 障碍; 禁令: *a two-year bar on selling the company* 为期两年不能出售该公司的禁令 ◇ *At that time, being a woman was a bar to promotion in most professions.* 那时, 以大多数职业而言, 身为女性本身就是晋升的障碍。
• ***verb*** [+ obj] (**-rr-**)
to not allow or to prevent sb from doing sth 禁止; 阻止: *He is now barred **from** entering the country.* 他目前被禁止进入这个国家。

**'bar chart** (*AmE also* **'bar graph**) *noun* [C]
a diagram which uses bands of different heights and equal widths to show different amounts, so that they can be compared easily 条形图; 柱形图: *The bar chart **shows** the relationship between each year's sales.* 条形图显示了每年销售量之间的关系。 → HISTOGRAM

**bar chart** 条形图



★**'bar code** *noun* [C]
a pattern of thick and thin lines that is printed on things that you buy in a shop/store. It contains information that a computer can read 条形码; 条码: *The cashier uses a light pen to read the bar codes.* 收银员使用光笔阅读条形码。 ◇ *a bar code reader* 条形码阅读器 SYN UPC —Picture at PACKAGING
⊕ *to **read/scan** a bar code* 阅读 / 扫描条形码
▸ **'bar ,coding** *noun* [U]

★**bargain** /'bɑ:gən; *AmE* 'bɑ:rgən/ *noun, verb*
• ***noun*** [C]
**1** something that is bought or sold at a lower price than usual 特价商品; 减价出售的商品; 便宜货: ***I picked up** a few good bargains in the sale.* 我在减价期间买了几件不错的便宜货。 ◇ *I managed to get the shares at a **bargain price**.* 我设法以便宜的价钱买了那些股份。 ◇ *bargain fare offers* 廉价机票优惠
**2** an agreement between two or more people or groups to do sth 协议; 交易: *I'll **make** a bargain **with you**.* 我要和你做笔交易。 ◇ *I assure you we will **keep our side of the bargain*** (= do what we agreed to do). 我向你保证, 我方会遵守协议。
**3** (*Commerce*) an agreement, often a spoken agreement, between two or more people to exchange sth for a particular price (两个或更多人之间就交换某物的价格达成的, 尤指口头的) 协议: *Buyer and seller **strike** a bargain **with** each individual purchase.* 买卖双方就每一笔交易都达成了协议。
**4** (*Stock Exchange*) a single act of buying or selling on the London Stock Exchange 伦敦证券交易所的一笔买卖交易: *The average daily volume traded for July was 180 684 bargains.* 七月份的每日平均交易量为180 684笔。 → idiom at HARD *adjective*
• ***verb*** [no obj]
**bargain (with sb) (about/over/for sth)** to discuss prices, pay or conditions with sb in order to reach an agreement that suits everyone (与某人) 议价, 商讨: *It's better to bargain for wages as a group.* 最好以集体形式进行工资谈判。 ◇ *Employers sometimes have to bargain with trade unions.* 雇主有时不得不和工会讨价还价。

**,bargain 'basement** *noun* [C]
a part of a large shop/store, usually on the floor below street level, where goods are sold at lower prices than usual 廉价部 (一般设在百货大楼的地下室): *They are selling off their assets at **bargain-basement prices*** (= very cheaply). 他们以廉价部的价格 (非常便宜) 出售其资产。

**'bargain ,hunter** *noun* [C]
a person who is looking for goods that are being sold at a lower price than usual 到处找便宜货者; 爱买便宜货者: *Share prices rose as bargain hunters rushed back into the market.* 随着爱杀价购买股票的投机商涌回市场, 股票价格上涨。
▸ **'bargain ,hunting** *noun* [U] → BOTTOM FISHING

**bargaining** /'bɑ:gənɪŋ; *AmE* 'bɑ:rg-/ *noun* [U]
SEE ALSO: **collective bargaining, enterprise ~, free collective ~, workplace ~**
discussion of prices, pay, or conditions to try to reach an agreement that suits everyone 讨价还价; 交涉; 商讨; 谈判: *pay/wage bargaining*

薪水 / 工资谈判 ◇ *Many employees are in a weak **bargaining position**.* 许多雇员在谈判中处于不利地位。◇ *The agreement is the result of **hard bargaining** on both sides for 18 months.* 该协议是双方经过18个月艰难谈判的结果。◇ *Unions are ready to **return to the bargaining table*** (= start discussing again) *today.* 工会今天准备返回谈判桌（重新开始谈判）。

**'bargaining ,agent** *noun* [C]
(*HR*) in the US, a union that a particular group of workers choose to belong to and that represents them in discussions about wages, etc. 谈判代理人（在美国，指代表工人商讨工资等问题的工会）
→ BARGAINING UNIT

**'bargaining ,counter** (*BrE*) (*also* **'bargaining chip**, *AmE, BrE*) *noun* [C]
a fact or a thing that you can use to get an advantage for yourself when you are trying to reach an agreement with another person or group 谈判筹码；（谈判中的）有利条件

**'bargaining ,power** *noun* [U]
the amount of control a person or group has when trying to reach an agreement with another group in a business or political situation（谈判中一方的）谈判能力，讨价还价能力：*As a cash buyer, you'll have greater bargaining power.* 你作为现金买主，有更强的讨价还价能力。

**'bargaining ,unit** *noun* [C]
(*HR*) in the US, a group of workers who are recognized as a separate part of a union in discussions about wages, etc. 谈判单位（在美国工会中作为独立部分进行工资谈判的一群工人）
→ BARGAINING AGENT

**'bar graph** = BAR CHART

**barista** /bɑːˈriːstə; -ˈrɪs-; bæ-/ *noun* [C]
a person who works in a bar, especially a coffee bar, serving drinks to customers 酒吧服务员（尤指咖啡吧服务员）

**barometer** /bəˈrɒmɪtə(r); *AmE* -ˈrɑːm-/ *noun* [C]
something that shows the changes that are happening in an economic, social or political situation（显示经济、社会或政治变化的）晴雨表，指标：*Retail sales figures act as a barometer of the country's economic health.* 零售业销售数字是该国经济情况的晴雨表。

**VOCABULARY BUILDING** 词汇拓充

**baron/magnate/mogul/tycoon**

Newspapers tend to use limited combinations of words to describe people in particular industries who are very powerful and wealthy. The most common include: 报章中用于描述特定行业里极具实力和财富的人时倾向于用有限的几个词语。最常用的有：
- a media/newspaper/press **baron**: 媒体 / 报业大王
- a media/property/shipping **magnate** 媒体 / 房地产 / 航运巨头
- a media/movie/TV **mogul** 媒体 / 电影 / 电视大亨
- a media/an oil/a property **tycoon** 媒体 / 石油 / 房地产巨头

**baron** /'bærən/ *noun* [C]
a person who owns or controls a large part of a particular industry 巨头；大亨；大王
**O** *a media/newspaper/oil/press/tobacco baron* 媒体 / 报业 / 石油 / 出版业 / 烟草大亨

**★barrel** /'bærəl/ *noun* [C]
**1** a large, round container, usually made of wood or metal, with flat ends and, usually, curved sides; the amount that such a container holds 桶；一桶的量 —Picture at TRANSPORT
**2** a unit of measurement in the oil industry equal to between 120 and 159 litres 桶（石油业的计量单位，每桶相当于120升到159升）：*Oil prices rose to $60 a barrel.* 石油价格上升到每桶60美元。◇ *The forecast for global oil demand is 76 m barrels a day.* 预测全球石油需求量为每日7600万桶。
**3** a unit of measurement used in the beer-making (**brewing**) industry equal to about 164 litres 桶（啤酒制造业的计量单位，每桶相当于164升）

**★barrier** /'bærɪə(r)/ *noun* [C]
SEE ALSO: **entry barrier, exit ~, non-tariff ~, trade ~**
**1** a problem, rule or situation that prevents sb from doing sth, or that makes sth impossible 障碍，壁垒（指阻碍某人做某事，或令某件事情不可能的难题、规则或情况）：*The policy protected farmers by setting up barriers **against** imports.* 这项政策通过设置进口壁垒保护了农民。◇ *The company denied that there are any artificial barriers to promotion.* 公司否认在晋升问题上存在人为障碍。
**2** something that exists between one thing or person and another and keeps them separate 界线；隔阂；障碍：*We need to remove unnecessary barriers **between** management **and** the workforce.* 我们必须消除管理层和员工之间不必要的隔阂。

**,barrier to 'entry** (*plural* **barriers to entry**) (*also* **'entry ,barrier**) *noun* [C]
(*Economics*) something that makes it difficult for a company to start competing in a particular kind of business, for example high cost or advanced technology 进入（市场）壁垒（指一家公司进入某特定市场遇到的障碍，如高成本或先进技术）：*E-commerce is an industry with relatively low barriers to entry* (= it is simple and cheap to start doing it). 电子商务是进入壁垒相对低的产业。

**,barrier to 'exit** (*plural* **barriers to exit**) (*also* **'exit ,barrier**) *noun* [C]
**1** (*Economics*) something that makes it difficult for a company to leave an area of business, for example government rules or the cost of stopping employing staff 退出壁垒（企业退出某个市场的障碍，如政府条例、停止雇用员工的成本等）：*high barriers to exit* 高退出壁垒 ◇ *The presence of a variety of barriers to exit influenced the timing and selection of plants that were closed.* 各种退出壁垒的存在影响了工厂关闭的时机及选择。
**2** something that makes it difficult for a customer to stop using a particular brand of goods or for sb to change their job, etc. 退出壁垒（顾客难以停止使用某牌子产品或某人难以转换工作等）：*We can create an experience for our customers that creates barriers to exit and keeps them loyal.* 我们

能够为顾客创造一种体验，形成退出壁垒从而使顾客保持忠诚。

**barrister** /'bærɪstə(r)/ *noun* [C]
(*Law*) a lawyer in the UK who has the right to argue cases in the higher courts（在英国有资格在高等法庭进行辩护的）大律师，出庭律师，辩护律师 See note at PROFESSION

**barter** /'bɑ:tə(r); *AmE* 'bɑ:rt-/ *verb, noun* (*Commerce; Economics*)
• ***verb*** [+ obj *or* no obj]
to exchange goods, property, services, etc. for other goods without using money 以物易物；进行易货贸易：*The farmers try to sell or barter whatever they grow.* 农民试图出售农作物或用农作物交换别的物品。
• ***noun*** [U]
the exchange of goods, property, services, etc. for other goods without using money 以物易物；易货贸易：*The two countries have agreed to exchange certain goods on a barter system.* 两国同意采用易货贸易交换某些货物。→ COUNTERTRADE

**★base** /beɪs/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **asset base, client ~, consumer ~, cost ~, customer ~, installed ~, knowledge ~,** etc.
**1** the main place where a business operates from 基地；总部；大本营：*The company has its base in Paris, and branch offices all over the world.* 该家公司总部设在巴黎，分公司遍布全世界。
**2** the people, activity, etc. from which sb/sth gets most of their support, income, power, etc.（支持、收入、力量等的）来源，基础：*an economy with a solid **manufacturing** base* 以坚实的制造业为基础的经济体 ◇ *Our firm needs to build up its **consumer** base.* 我们公司必须建立客户基础。
**3** a situation, an idea, a fact, etc. from which sth is developed 根据；出发点：*A new company must have a strong financial base if it is to survive.* 一家新公司要生存，必须有雄厚的资金来源。
→ idiom at TOUCH *verb*
• ***verb*** [+ obj] to use a particular city, town, etc. as the main place where you do business 驻扎；设立：*They based the new company in Belgrade.* 他们把新公司设在了贝尔格莱德。
PHR V **'base sth on/upon sth** to use a fact, a situation, an idea, etc. as the point from which sth can be developed 以…为基础；建立在…基础上：*What are you basing this theory on?* 你这一理论的依据是什么？

**★based** /beɪst/ *adjective* [not before noun]
SEE ALSO: **broad-based, competency-~, fee-~, knowledge-~, paper-~, screen-~**
**1** if one thing is **based on** another, it uses it or is developed from it（以某事）为基础、为依据：*The report is based on figures from six countries.* 这份报告以六个国家的数据为依据。◇ *a broadly based technology and entertainment company* (= one with a wide range of products) 一家有广泛基础的技术和娱乐公司（经营范围广泛的公司）
**2** (*also used in compounds* 亦用于复合词) working or doing business in or from a particular place 以…为据点（总部等）：*I'm based in Osaka but I spend most of my time travelling.* 我以大阪为据点，但我的大部分时间都要外出公干。◇ *a Prague-based company* 总部设在布拉格的公司 ◇ *web-based training courses* 网上培训课程
**3 -based** (*used in compounds* 用于复合词) having sth as an important feature or part 以…为重要特征（或部分）：*oil-based paint* 油基涂料

**'base pay** = BASIC PAY

**'base price** = BASIC PRICE

**'base rate** *noun* [C]
(*Finance*) the lowest rate of interest at which the central bank lends money to other banks and financial institutions. This is used by banks, etc. to calculate how much interest they will charge to customers that they lend money to. 基础利率，基准利率（中央银行贷款给其他银行及金融机构时的最低利率。银行借此计算向客户贷款收取的利率）SYN BANK RATE, PRIME RATE (*AmE*)

**'base ˌsalary** = BASIC SALARY

**'base wage** = BASIC WAGE

**ˌbasic 'industry** *noun* [C,U]
**1** (*Economics*) an industry that produces goods and services to be sold outside the region where they are produced 基础产业，基础工业（指在产地以外的地区出售产品和服务的工业）
**2** (*Manufacturing*) an industry that supplies materials to other industries 基础工业（向其他行业提供原材料的工业）

**ˌbasic 'pay** (*especially BrE*) (*AmE usually* **'base pay**) *noun* [U]
(*HR*) the normal amount that sb is paid, usually every week, without extra payments（通常指按周支付的）基本工资：*The agreement includes a 15% increase in basic pay over five years.* 该协议包括今后五年15%的基本工资增长。→ BASIC SALARY, BASIC WAGE

**ˌbasic 'price** (*AmE also* **'base price**) *noun* [C]
(*Commerce*) the lowest price of a product without extra charges for additional features, tax, etc.（不计附加费用、税款等的）基本价格，最低价格

**'basic rate** *noun* [C] (*BrE*)
(*Accounting*) **basic rate (of tax/income tax)** the normal level of income tax, that most people or companies pay 基本税率：*a cut of 2p in the basic rate of income tax* 所得税的基本税率削减2% ◇ *The current basic rate of company tax is 30% of taxable income.* 目前公司税的基本税率是应纳税收入的30%。

**basics** /'beɪsɪks/ *noun* [pl.]
**1** the most important and necessary facts, skills, ideas, etc. from which other things develop 基本因素：*the basics of computer programming* 计算机编程的基本原理
**2** the simplest and most important things that people need in a particular situation 基本需要：*We need to buy a few basics like paper and envelopes.* 我们需要购买纸、信封之类的基本用品。
→ idiom at BACK *adv*

**ˌbasic 'salary** (*especially BrE*) (*AmE usually* **'base ˌsalary**) *noun* [C]
(*HR*) the normal amount that sb is paid in a year, without any extra payments（按年支付的）基本工资，基本薪金，底薪：*She joined the company*

*on a basic salary of €40 000.* 她加入该公司的年底薪为40 000欧元。

**basic 'wage** (*especially BrE*) (*AmE usually* **'base wage**) *noun* [C]
(*HR*) the normal amount that sb is paid, usually every week, without extra payments（通常指按周支付的）基本工资: *The basic wage is $10 an hour.* 基本工资是每小时10美元。◇ *workers on basic wages of €500 per week* 每周基本工资为500欧元的工人

★**basis** /'beɪsɪs/ *noun* (*plural* **bases** /'beɪsi:z/)
SEE ALSO: **accruals basis, cash basis**
**1** [sing.] the reason why people take a particular action 原因; 缘由: *They employed him **on the basis of** his experience rather than his qualifications.* 他们雇用他是因为他的经验而不是他的资格。
**2** [sing.] the way things are done, organized or arranged 方式; 准则: *He was only employed **on a** temporary basis.* 他只是临时受雇的。◇ *Decisions are made on a case-by-case basis* (= considering each situation separately). 决定是按个案逐一考虑而作出的。
**3** [C, usually sing., U] the important facts, ideas or events that support sth and that it can develop from 基础; 根据; 基点: *Marketing strategy is likely to **form the basis for** discussions at next month's conference.* 营销战略可能成为下月会议讨论时的基础。
**4** [sing.] the number that is used to calculate sth from 基数: *On a three-year accounting basis, losses were €1.5 bn for the year.* 按照三年的会计基数，本年度亏损15亿欧元。
→ idiom at CONTINGENCY

**'basis point** *noun* [C]
(*Finance*) one hundredth of one per cent. This is often used to express the interest rate on bonds. 基点（经常用于表示债券的利率。一个基点等于0.0001）: *Yields on Treasury notes were roughly 30 basis points (0.3%) higher than last month.* 国库券收益比上月高出大约30个基点（0.3%）。

**'basket case** *noun* [C, usually sing.] (*AmE*)(*informal*)
(used especially in newspapers) a country or an organization whose economic or financial situation is very bad（尤用于报章）经济或财务状况极差的国家（或机构）: *The company he had built up was reduced to a basket case four years after he retired.* 他一手创建的公司在他退休四年后变成一个烂摊子。

**basket of 'currencies** *noun* [C, usually sing.]
(*Economics*) a fixed group of different currencies which some countries use to set a value for their own currency; the value that is calculated for this group 一篮子货币（某些国家用于确定本国货币币值的不同货币固定组合）; 货币篮子得出的价值: *The dollar fell **against** a basket of currencies including the yen, the euro and the Canadian dollar.* 美元兑换日元、欧元和加拿大元在内的一篮子货币贬值。

★**batch** /bætʃ/ *noun, verb*
• ***noun*** [C]
a number of things or tasks that are dealt with as a group 一批: *a batch of letters/emails/bills* 一批信件 / 电子邮件 / 账单 ◇ *We deliver the goods **in batches**.* 我们分批交货。◇ *All products with this **batch number*** (= that were manufactured at the same time) *have been recalled.* 这一批号的（同时生产的）所有产品均已全部回收。
• ***verb*** [+ obj]
to put things into groups in order to deal with them 分批处理: *The program will batch and sort orders as they come in.* 该程序把进来的订单分批处理并进行分类。

**'batch ,costing** *noun* [U]
(*Accounting*) a way of expressing the cost of a product based on the cost of producing a group (**batch**) rather than on an individual item 整批（货）成本计算法; 分批成本计算法 → JOB COSTING

**'batch ,processing** *noun* [U]
(*IT*) a way of getting a computer to do a long series of jobs all at the same time automatically（自动）批处理 → TRANSACTION PROCESSING

**'batch pro,duction** *noun* [U]
(*Production*) a way of manufacturing a product by making small or large groups of the items rather than producing them continuously 分批生产; 批量生产: *We specialize in batch production which we tailor to each customer's requirements.* 我们针对每一位顾客的要求专门从事批量生产。→ JOB PRODUCTION, MASS PRODUCTION

**battery** /'bætri; -təri/ *noun* [C] (*plural* **batteries**)
**1** a device that is placed inside a car engine, clock, radio, etc. and that produces the electricity that makes it work 电池: *I need to recharge the batteries in my laptop.* 我需要给我的便携式电脑电池充电。◇ *battery-powered/-operated* 用电池供电的 / 控制的
**2** a large number of things of the same type 套; 一系列; 一批; 一群: *a battery of aptitude tests* 一系列能力测验
→ idiom at RECHARGE

**battle** /'bætl/ *noun, verb*
• ***noun***
**1** [C] **a battle (between A and B) | a battle (with sb) (for/over sth)** a competition, an argument or a struggle between people or groups of people trying to win power or control 较量; 斗争; 争执: *a battle between the old and the new* 新旧之间的较量。◇ *Several senior executives quit after a boardroom battle over the future of the company.* 几位资深主管在董事会会议上就公司的未来进行争论之后辞职了。◇ *He is involved in a bitter legal battle with his former employers for compensation.* 他因补偿问题与他的前雇主进行激烈的法律战。
⊕ ***a bitter/fierce/hard-fought/long-running** battle* 激烈的 / 猛烈的 / 艰苦的 / 长期的战斗
• ***a bid/boardroom/legal/takeover** battle* 投标战; 董事会会议上的争论; 法律战; 收购战
**2** [C, usually sing.] a determined effort that sb makes to solve a difficult problem or succeed in a difficult situation 奋斗; 斗争: *It's an uphill battle to persuade customers to buy new phone handsets.* 劝说顾客购买新电话机是一场硬仗。◇ *Many firms are **facing** a battle for survival.* 许多企业正面临一场生死攸关之战。
⊕ ***a tough/an uphill** battle* 一场艰难的 / 艰苦的斗争

IDM **do 'battle (with sb) (for/over sth)** to argue or be in competition with sb（同某人就某事）进行辩论或竞争

• ***verb*** [+ obj *or* no obj]
**battle (with/against sb/sth) (for/over sth)** to try very hard to achieve sth difficult or to deal with sth unpleasant or dangerous 搏斗；斗争；奋斗：*The industry is battling with low demand.* 该行业面对低迷的需求而挣扎求存。◇ *The two companies battled for market share.* 两家公司争夺市场份额。

**battleground** /'bætlgraʊnd/ *noun* [C]
a subject or thing that people are arguing about or competing for 战场；争论主题；竞争焦点：*Japan is the next battleground for big international supermarket operators.* 日本是大型国际超市经营者的下一个战场。

**BBA** /ˌbiː ˌbiː 'eɪ/ *abbr*
**1** (*AmE*) Bachelor of Business Administration, a university degree 工商管理学士
**2** British Banker's Association 英国银行家协会

**bcc** *abbr*
(*IT, only used in written English* 只用于书面英语) **blind carbon copy** a copy of an email message sent to sb without showing their name, so that the main person that the email is addressed to does not know that the message has also been sent to the other person 秘密抄送（将电子邮件同时寄给其他人，但将这些人的身份隐藏起来，使收件者不知道寄给他的信还同时寄给其他人）→ CARBON COPY

**BDI** /ˌbiː diː 'aɪ/ *abbr* (*AmE*)
(*Marketing*) **ˌbrand de'velopment ˌindex** a measure of how well a particular type (**brand**) of product sells in a particular area compared to the whole country 品牌发展指数（特定品牌产品在特定地区而不是全国的销售状况的衡量标准）：*Where there is a low BDI, there may be an opportunity to build the brand.* 品牌发展指数低的地方可能存在建设品牌的机会。

**B/E** = BILL OF EXCHANGE, BANK OF ENGLAND

**beachhead** /'biːtʃhed/ *noun* [C, usually sing.]
a strong position that a company has gained in a new field or place 滩头阵地，滩头堡（公司在新领域或地点获得的优势地位）：*The chain has opened 30 new stores in an ambitious plan to **establish** a beachhead in Europe.* 为了实现在欧洲建立滩头阵地的宏图大计，这家连锁商店已经开了30家新店。

**'bean ˌcounter** *noun* [C] (*informal*)
a humorous word for an accountant. It is used in a disapproving way to show that the speaker thinks the person is too interested in controlling costs and making a profit. 数豆子的人，善于算计的人（英语中对会计师的谐谑用语，带有贬义，指对控制成本和赚钱太感兴趣的人）

**★bear** /beə(r); *AmE* ber/ *noun* [C]
(*Finance; Stock Exchange*)
**1** a person who sells shares, a particular currency, etc., hoping to buy them back later at a lower price because they think prices are going to fall rather than rise（在证券市场等的）卖空者；做空头者；抛空投机者
**2** = BEAR MARKET
→ BULL

**bearer** /'beərə(r); *AmE* 'berər/ *noun* [C]
(*Finance*)
**1** a person who presents a document, such as a cheque or a share, bond, etc., for payment 持票人
**2** used to describe a document, such as a cheque or a share, bond, etc. which can be presented for payment by anyone, not only by a named person 不记名、无记名（用于指支票、股票、债券等）：*Bearer bonds can be stolen, and should therefore be treated in the same way as cash.* 不记名债券有可能被偷去，因此应像现金一样（小心）保管。
→ PAYABLE TO BEARER

**'bear hug** *noun* [C]
(*Finance*) a public offer to buy a company in order to try to force the company to accept it. A high price is offered so that the company has to accept it in order to avoid protests from its shareholders. 强迫收购（公开出价收购某公司以迫使对方接受出价。由于出价高，为了避免股东的抗议，被收购的公司不得不接受有关收购）

**bearish** /'beərɪʃ; *AmE* 'ber-/ *adjective*
(*Finance; Stock Exchange*) showing or expecting a fall in the prices of shares, etc.（证券市场）熊市的，看跌的：*a bearish market* 熊市 ◇ *Japanese banks remain bearish.* 日本的银行股票持续看跌。◇ *Many analysts are bearish **on** the stock.* 许多分析家对股票价格看跌。 OPP BULLISH

**'bear ˌmarket** (*also* **bear**) *noun* [C]
(*Finance; Stock Exchange*) a period during which people are selling shares, etc. rather than buying, because they expect the prices to fall 熊市；淡市；行情看跌的市场 OPP BULL MARKET

**'bear po,sition** *noun* [C]
(*Finance; Stock Exchange*) a situation in which an investor sells shares, etc. that he/she has borrowed but does not own yet, hoping to be able to buy them at a cheaper price later and return them to the owner 空仓，空头（指自己不持有但借入别人股票的投资者，在估计出现跌价趋势时先售出股票，待跌价后再买进归还原主的情形）
SYN SHORT POSITION → BULL POSITION
**O** *to **establish/take** a bear position* 建／持空仓

**'bear raid** *noun* [C]
(*Finance; Stock Exchange*) an attempt by a dealer to make the price of a share, etc. go down by selling it in large numbers 卖空浪潮（交易商大量出售股票等，期望股票等价格下跌，再以低价补进卖空的股票而获利）

**'bear run** *noun* [C]
(*Finance; Stock Exchange*) a situation where the value of shares, etc. is falling 股票等价值下跌的情形：*Buyers think the end of the bear run might be here.* 买家认为股票下跌的局面结束在即。→ BULL RUN

**beat** /biːt/ *verb* [+ obj] (**beat, beaten** /'biːtn/)
**1** to defeat sb/sth 赢，打败（某人或某事）：*The way to beat the big companies is to specialize.* 打败大公司的方式就是要专业化经营。◇ *a strategy to beat the competition* 击败竞争者的策略
**2** to do or be better than sth 比…更好；胜过：*Nobody beats our prices!* 在价格上谁也比不了我们！◇ *Last year's sales beat the previous record achieved in 2002.* 去年的销售量打破了2002年所取得的纪录。

IDM **beat sb at their own 'game** to do better than sb in an activity in which they think they are strong 赢某人的看家本领；打败某人的强项: *They're trying to beat the low-cost airlines at their own game.* 他们正试图击败廉价航空公司的强项。 **beat a path to sb's 'door** if a lot of people **beat a path to sb's door**, they are all interested in sth that person has to sell or to offer 争先恐后地购买；使门庭若市 **if you can't beat them, 'join them** if you cannot defeat sb or be as successful as they are, then it is more sensible to join them in what they are doing and perhaps get some advantage for yourself by doing so 打不赢，就投靠；敌不过，当求和

PHR V **,beat sb/sth 'down (to sth)** to persuade sb to reduce the price at which they are selling sth 劝说某人降价；杀价: *I beat down the price to $6 000.* 我将价格压到6000美元。 **,beat 'off sb/sth** to force sb/sth away 击退，战胜（某人或某事）: *They have managed to beat off competition from two large energy groups.* 他们成功地击退了两大能源集团的竞争。 HELP A noun goes after **off**, but a pronoun comes between the verb and **off**. * off 后用名词，但代词放在动词和off之间。

**'beauty pa,rade** (*BrE also* **'beauty ,contest**) *noun* [C] (*informal*)
an occasion when several competing companies or people try to persuade sb to use their services 选美会，资格审核会（多个互相竞争的公司或人士努力劝说某人使用其服务的场合）: *Ireland is to award four telecommunications licences in a beauty parade next year.* 在明年的资格审核会上，爱尔兰准备授予四家公司电信执照。

**,bed and 'breakfast** *noun* (*BrE*) (*abbr* **B&B**)
**1** [U] a service that provides a room for the night and breakfast the next morning（旅馆等提供的）住宿及次晨早餐，住宿加早餐: *Do you do bed and breakfast?* 你们提供住宿加次晨早餐服务吗？ **2** [C] a place that provides this service 提供住宿加早餐的旅馆: *There are several good bed and breakfasts in the area.* 该地区有几家很不错、可提供住宿加早餐的旅馆。

**beef** /bi:f/ *verb*
PHR V **,beef 'up sth (with sth)** to make sth bigger, better, more interesting, etc. 使更大（更好、更有趣等）: *Staff numbers will be beefed up by 10%.* 员工人数将增加10%。 ◇ *We need to beef up our customer care.* 我们必须加强对顾客的关怀。 HELP A noun must always follow **up**, but a pronoun comes between the verb and **up**. 名词后必须接up，代词放在动词和up之间。

**be'ginning ,inventory** = OPENING STOCK

**be,ginning of 'year** *noun* [sing.] (*abbr* **BOY**)
(*Accounting*) the start of the FINANCIAL YEAR 年初（财政年度的开始）: *balance at beginning of year: $570 000* 年初结余：57万美元

**behemoth** /bɪ'hi:mɒθ; 'bi:hɪmɒθ; *AmE* -moːθ/ *noun* [C]
a very big and powerful company or organization 巨型公司；强大机构: *a multinational corporate behemoth* 一家巨型跨国公司

**'Beige Book** *noun* [sing.]
(*Economics*) in the US, one of the regular reports on the state of the economy in the regions of the US, published by the central bank 褐皮书（由美国中央银行发布，对美国经济状况所作出的定期报告）: *The Beige Book notes that some companies in Atlanta have seen increases in orders.* 褐皮书指出，亚特兰大的一些公司的订单有所增加。

**beleaguered** /bɪ'li:gəd; *AmE* -gərd/ *adjective*
**1** experiencing great financial problems 处于严重经济困境的: *There are signs that the beleaguered manufacturing sector may be recovering.* 有迹象显示处于严重经济困境的制造业部门有望复苏。 **2** experiencing a lot of criticism and difficulties 饱受批评的；处境困难的: *The beleaguered chairman was forced to resign.* 这位饱受指责的董事长被迫辞职。

**the bell** /bel/ *noun* [sing.]
(*Stock Exchange*) the sound used to signal when business starts and ends at a stock exchange 证券交易所开盘和收盘时的铃声: *Stocks* (= their prices) *are expected to drop after the opening bell on Wall Street.* 华尔街开盘铃声响起后的股票价格预料会下跌。

IDM **a'larm/'warning bells** used in expressions to mean that people are starting to feel worried and suspicious about sth 警号: *The publisher **set alarm bells ringing** when it warned that its profits had fallen dramatically.* 利润大幅度下降时，出版商就会开始有所忧虑。

**'bell curve** *noun* [C]
a line on a graph, shaped like a bell, that shows the normal way that measurements are spread when there are a large number of cases chosen without any particular method 钟形曲线；正态分布曲线

**,bells and 'whistles** *noun* [pl.] (*informal*)
(used especially about computers, cameras, etc.) extra features that are not really necessary but make a product more attractive to buyers（尤指计算机、照相机等的）不必要附属配件，装饰性附属配件: *This digital camera has all the latest bells and whistles.* 这款数码相机具有所有最新的装饰性附属配件。

**bellwether** /'belweðə(r)/ *noun* [C, usually sing.]
**1** sth that helps you to see what will happen in the future 先兆: *London house prices are seen as a bellwether of consumer confidence.* 伦敦的房价被看作是预示消费者信心的指标。 ◇ *The company is a bellwether of global industrial trends.* 这家公司是全球产业趋势的风向标。
**2** (*Stock Exchange*) especially in the US, a share, bond, etc. whose changes in price are a good guide to what will happen to the prices of other shares, bonds, etc. 领头证券，龙头证券（尤指在美国，从某种股票、债券等的价格变化便可大概知道其他股票、债券价格的变化）: *Technology bellwether Sony rose 7.2% to 6 420 yen.* 科技龙头股索尼上扬7.2%达到6420日元。 ◇ *a bellwether stock* 领头证券；龙头证券

**belly** /'beli/ *noun*
IDM **go belly 'up** (*informal*) if a project or a business **goes belly up**, it fails 失败；倒闭: *Many Internet start-ups went belly up because of poor business plans.* 许多互联网创业公司倒闭是因为商业计划太糟糕。 See note at BANKRUPT

**be,low 'par** *adjective*
(*Finance*) (used about the price of a share, bond, etc.) lower than the price at which it was first made available for sale (the **nominal price**) 低于票面价值，低于面值（指股票、债券等的价格低于初始发行时的价格）：*bonds bought below par and repaid at par* 以低于面值购买的债券按面值偿还 ◇ *below-par securities* 低于面值的证券

**be,low the 'fold** *adverb*
(*IT*) in the middle and bottom part of a web page that you cannot see on the screen until you move down in the text 不显眼位置（指把内容放到网页的中间或底部，除非向下滚动屏幕，否则无法看到内容）：*Don't put important information below the fold.* 不要将重要内容放在网页的不显眼位置。
▸ **be,low the 'fold** *adjective* [usually before noun]: *below-the-fold advertising* 不显眼位置上的广告
→ ABOVE THE FOLD

**be,low-the-'line** *adjective* [usually before noun]
**1** (*Accounting*) relating to unusual costs or income after a company's total profit has been calculated that show its final profit 线下项目的（核算公司最终的全部盈利后非经常性收支部分）：*It is rare for something to be treated as a below-the-line item in modern accounts.* 在现代账目中，已经很少会将某些事项视为线下项目。
**2** (*Accounting*) in the US, relating to further costs that you can take away from your total (**gross**) income to calculate the final income that you must pay tax on 线下项目的（在美国，指从应纳税总收入中扣除的开支）：*Some interest payments qualify as below-the-line deductions.* 某些利息支出符合线下项目扣减。
**3** (*Marketing*) relating to advertising activities that do not involve using television, newspapers, etc., such as direct mail or exhibitions 线下项目的（指不包括电视、报纸等的广告活动，如直接邮寄或展览）：*The marketing mix incudes both advertising and below-the-line promotions such as merchandising.* 营销组合既包括广告，也包括如推销这样的线下促销。
▸ **be,low-the-'line** *adverb* (*Accounting*)：*Can you quantify what costs were **taken** below-the-line in the first half?* 你能确定上半年的哪些费用可以作为线下项目吗？ → ABOVE-THE-LINE

**'belt-,tightening** *noun* [U]
the act of spending less money because there is less available 紧缩开支：*an increase in wages after years of belt-tightening* 多年紧缩之后的加薪 ◇ *We are going into a period of corporate belt-tightening.* 我们将进入企业紧缩开支时期。 → TIGHTEN YOUR BELT at TIGHTEN

**★benchmark** /'bentʃmɑ:k; *AmE* -mɑ:rk/ *noun, verb*
● ***noun*** [C]
**1** a standard, usually of quality or performance, that other things can be compared to 基准；基准尺度：*Revenue per available room is the key benchmark in the hotels sector.* 每间可供入住房间的收入是酒店业的基准尺度。 ◇ ***A performance benchmark** has been established for the team.* 这支团队已建立了业绩基准。
→ BEST PRACTICE
**2** (*Finance*) (*also* **'benchmark ,index**) a set of share prices that are used to judge the performance of other shares 基准（用于判断其他股票表现的一组股票价格）：*The FTSE 100 is London's benchmark index.* 英国富时100指数是伦敦的基准指数。
**3** (*IT*) a set of computer programs that can be used to measure what a computer can do and how fast it can do it 基准（用于测试计算机性能的一套计算机程序）
● ***verb*** [+ obj]
to find the best performance or process and use this as a standard to improve performance or processes in a company 用基准衡量评估，寻找最佳性能或流程作为标准改进（企业的业绩或流程）：*Many companies benchmarked Motorola.* 许多公司以摩托罗拉公司作为改进的标准。 ◇ *Benchmark your skills **against** the standard of excellence in your field.* 以你所在领域的优秀标准作为基准改进你自己的技能。
▸ **'benchmarking** *noun* [U]

**,beneficial 'interest** *noun* [U,C]
(*Law*) a right to benefit from sth, such as a right to receive the income from property or the profits that are made from selling sth 受益权；收益利益：*to have a beneficial interest in property/shares* 拥有财产／股票的受益权

**,beneficial 'owner** *noun* [C]
(*Law*) the owner of an investment, a property, etc. who has the right to benefit from it, for example, by receiving the profits that are made from it. This person may not be the legal owner and another person or company may keep or look after the investment, etc. for them. 利益所有人，受益所有权人（对投资、财产等有受益所有权的人，其自身可能不是那些投资或财产在法律上的拥有者，其他人或公司可以为他们保有财产或处理投资等）▸ **,beneficial 'ownership** *noun* [U]

**beneficiary** /,benɪ'fɪʃəri; *AmE* -fɪʃieri/ *noun* [C] (*plural* **beneficiaries**)
**1** a person who gains an advantage as a result of sth 受益者；受惠者：*Who will be the main beneficiary of the cuts in income tax?* 谁将是削减所得税的主要受益者？
**2** (*Law*) a person who receives money or property when sb dies 遗产继承人：*She is the **sole** beneficiary under her father's will.* 根据她父亲的遗嘱，她是唯一的遗产继承人。
**3** (*Law*) the person that a TRUST keeps and looks after property or money for 信托受益人；财产受益人 → TRUSTEE
**4** (*Finance*) a person or company that receives a payment of money 收款人：*the beneficiary of a cheque* 支票的收款人

**★benefit** /'benɪfɪt/ *noun, verb*
● ***noun***
SEE ALSO: **accrued benefits, cafeteria ~s, cost ~, death ~, defined ~, flexible ~, fringe ~,** etc.
**1** [C,U] a helpful and useful effect that sth has 帮助；益处；好处：*Internet shopping has real benefits for both the consumer and the environment.* 网上购物对消费者和环境都有实实在在的好处。 ◇ *We want our shareholders to derive* (= get) *full benefit from the deal.* 我们希望我们的股东从这笔交易中得到充分的利益。 ◇ *The new regulations will be of benefit to everyone concerned.* 新的规定将惠及与之相关的每个人。 ◇ *Consumers in Europe are **reaping the benefits*** (= enjoying the

results) *of the single currency.* 欧洲的消费者正享受单一货币的好处。

**O** *a **potential/real/tangible** benefit* 潜在的 / 真正的 / 实际的好处 • *a **big/great/huge/significant** benefit* 大的 / 极大的 / 巨大的 / 显著的益处 • *an **immediate/a long-term/short-term** benefit* 直接的 / 长期的 / 短期的益处 • ***economic/financial/tax** benefits* 经济 / 金融 / 税收利益 • *to **derive/get/receive** a benefit* 获得 / 得到 / 接受好处

**2** [U,C] money that is paid to people who are unemployed, ill, etc., by the government or through a system of insurance（政府或通过保险体系对失业者、病人等提供的）补助金，救济金，福利金 **HELP** In American English the plural **benefits** is often used in this meaning. 美式英语用复数benefits表示这种含义: *He receives social security benefits as a result of an accident at work.* 他因工伤得到社会保险金。(*BrE*) ◇ *Are you entitled to claim unemployment benefit?* 你是否有权申领失业补助金？(*AmE*) ◇ *The number of Americans claiming jobless benefits has risen sharply.* 申请失业救济金的美国人人数大幅度上升。→ WELFARE

**O** ***disability/pension/retirement** benefits* 残疾福利金；养老金；退休金 • *to **apply for/claim/get/qualify for/receive** benefits* 申请 / 索取 / 得到 / 有权领取 / 接受补助金

**3** (*HR*) [C, usually pl.] the advantages that you get from your company in addition to the money you earn 奖金；津贴: *The company offers a competitive **benefits package**.* 公司提供很有竞争力的津贴方案。◇ *We are finding it difficult to continue to provide the same level of **employee benefits*** 我们发现难以继续提供相同水平的员工津贴。

• ***verb*** (**-t-** *or* **-tt-**)

**1** [no obj] to be in a better position because of sth 得益于；有益于: *Small businesses have benefitted **from** the changes in the law.* 小企业因该法律的修订而受益。

**2** [+ obj] to have a helpful or useful effect on sb/sth（对某人 / 某事）有帮助，有用: *The new tax laws will benefit people on low wages.* 新税法将对低工资者有利。

**ˌbenefit-ˈcost aˌnalysis** = COST-BENEFIT ANALYSIS

**ˈbenefit ˌdollar** *noun* [C]
(*HR*) in the US, a unit of tax-free money that a company gives to its employees in addition to their pay so that they can buy a range of benefits such as medical care（在美国，公司给予职工的免税）津贴，福利: *The leaflet shows you the annual amount of benefit dollars you will receive.* 该手册上写明了你将得到的年度免税津贴额。

**ˌbenefit in ˈkind** *noun* [C, usually pl.] (*plural* **benefits in kind**)
(*Accounting*) in the UK, a benefit, such as a car, that a person receives from their company in addition to the money they earn, and for which they have to pay tax 实物福利（在英国，员工从公司得到金钱以外的福利，如小汽车，但税负由员工承担）

**ˈbenefit ˌprinciple** *noun* [sing.]
(*Economics*) a theory that states that the people who benefit more from a government product or service should pay more tax for it than those who benefit less. For example, drivers should pay more tax for roads. 受益原则（受益多的人应多交相关税款的原则）→ ABILITY-TO-PAY PRINCIPLE

**ˈbenefits coˌordinator** *noun* [C]
(*HR*) a person whose job is to develop and manage the system of benefits that a company offers its employees 员工福利协调员

**bequeath** /bɪˈkwiːð/ *verb* [+ obj]
(*Law, formal, only used in written English* 只用于书面英语) **bequeath sth (to sb)** | **bequeath (sb) sth** to say in a WILL that you want sb to have your property, money, etc. after you die（在遗嘱中把财产等）遗赠给（某人）: *He bequeathed his entire estate to his daughter.* 他将全部财产遗赠给他的女儿。→ BENEFICIARY, BEQUEST

**bequest** /bɪˈkwest/ *noun* [C]
(*Law or formal*)
money or property that you ask to be given to a particular person when you die 遗产；遗赠: *The school received a bequest of $300 000.* 学校收到了一笔30万美元的遗赠。

**bespoke** /bɪˈspəʊk; *AmE* bɪˈspoʊk/ *adjective*
[usually before noun] (*especially BrE*)
**1** designed and made for a particular customer 订做的: *bespoke software/solutions* 订制的软件 / 解决方案 ◇ *bespoke shoes* 订做的鞋
SYN CUSTOM-MADE, TAILOR-MADE
**2** making products or providing services specially, according to the needs of an individual customer（根据顾客需求）专门生产产品或提供服务的: *a bespoke ad agency* 预定广告代理商

**the best** /best/ *noun*
IDM **the ˌbest and (the) ˈbrightest** the most intelligent and skilful people 最杰出的人: *the best and brightest on Wall Street* 华尔街出类拔萃的人才

**ˌbest-beˈfore date** (*BrE*) (*AmE* **ˌbest-if-ˈused-by date**) *noun* [C]
the date by which you are advised to use some types of food and drink, printed on the container or package. Food will be safe after this date, but the quality may not be so good. 保质期: *The flour is not yet past its best-before date.* 面粉尚未过保质期。—Picture at PACKAGING

**ˌbest ˈbuy** *noun* [C]
a product that has been tested and compared with others of the same type and has been found to be the best product and most worth the money you pay for it 最便宜的货物；最合算的商品: *the best buy in a range of washing machines* 各种洗衣机中最合算的一种

**ˌbest ˈefforts** *noun* [pl.]
**1** (*Law, only used in written English* 只用于书面英语) (*also* **ˌbest enˈdeavours**) (often used in contracts) all the possible actions that you can take in order to achieve sth（常用于合同）尽最大努力: *We will use our best efforts to deliver the goods on time.* 我们将尽最大努力准时交货。◇ *The software is supported on a best-efforts basis.* 该软件的技术支援建立在勤勉尽责的基础之上。
**2** (*Finance*) in the US, if a financial institution (such as an INVESTMENT BANK) uses a **best-efforts** method to sell the shares in a new company, they

agree to sell as many shares as they can, but do not promise they will sell them all. Any they do not sell will be returned to the company. 尽最大努力推销股票（指美国的金融机构，但不承诺可以全部售出，任何没有售出的股票都将退回原公司）

**best en'deavours** (*AmE spelled* ~ **endeavors**) = BEST EFFORTS (1)

**best-if-'used-by date** = BEST-BEFORE DATE

**WHICH WORD?** 词语辨析

### Dates on products

Many goods, especially foods, have a date on them giving information about their **shelf life** (= how long you can keep them). 许多商品，尤其是食品，其包装上都会标明保质期

#### Dates that give information about quality 保质期

Foods that have been frozen, dried, packed in cans, etc. often have a **best-before date** (*BrE*) or **best-if-used-by date** (*AmE*). This tells the consumer how long the product is expected to remain fresh. 冷冻食品、干制食品和罐装食品等通常都标有最佳食用期限，告知消费者产品的保鲜期：*Best before end FEB 2006.* * 2006年2月底之前食用最佳。

Fresh foods often have a **sell-by date** (*BrE* and *AmE*) or **pull date** (*AmE*). This tells the staff of the shop/store how long they should display the product. 生鲜食品通常标有销售截止日期，告知销售人员商品的架上陈列及售卖期限：*Sell by 14 Nov. 06.* 最迟销售日期为06年11月14日。Usually food can be eaten for a period of time after this date, although it may not taste as good. 通常食品在此日期后一段时期内仍可食用，但口感可能变差。

Often shops/stores sell products that are near their **sell-by-date, best-before date**, etc. more cheaply. 商家通常会降价出售那些临近最迟销售日期及保质期的商品。

#### Dates that give information about safety 安全日期

Some products, for example milk, meat or medicines, must have a **use-by date** or an **expiry date** (*BrE*)/ **expiration date** (*AmE*). This is the date up to which you can safely eat or use the product. It is often illegal for shops/stores to sell products that have passed this date. 某些产品，如牛奶、肉制品或药品必须标明保存期或有效期。这个日期是安全食用或使用产品的截止日期。出售超过这一日期的产品通常是违法的：*Display until 20 Oct. 06.* 上架截止日期06年10月20日。◇ *Use by 27 Oct. 06.* 使用截止日期06年10月27日。

**best in 'class** *adjective* [usually before noun] (often used about a company, product or service) the best or most successful of its kind（指公司、产品或服务是）同类中最佳的：*Our digital camera has been named best in class by 'PC Magazine'.* 我们的数码相机被《个人电脑杂志》选为同类产品中的最佳。◇ *best-in-class software/technology* 最佳软件／技术

**best 'practice** *noun* [U,C] the best way of doing a particular task or activity, often recorded by companies or organizations in formal documents 最佳做法，典范作业（公司或机构常以正式文件记录下来的一种能最有效地达到预期目的的方法）：*strategies to achieve best practice in health and safety* 在健康和安全方面实现最佳做法的策略 ◇ *We need to identify the current best practices in IT management.* 我们需要确定目前信息技术管理的最佳做法。◇ ***a code of best practice** for training providers* 培训服务供应商的最佳做法守则 → BENCHMARK *noun*

**best 'price** *noun* [C] the lowest price that a buyer can buy sth for; the highest price that a seller can sell sth for（买方能买进的）最低价格；（卖方能卖出的）最高价格：*How do you get the best insurance policy at the best price?* 你如何以最低的价格获得最好的保险单？◇ *These are the best-price flights for those dates.* 这些航班是那些日子里的最优惠航班。

**best-'seller** (*AmE spelling* **best seller**) *noun* [C] a product, especially a book, that is bought by large numbers of people 畅销货品；畅销书：*The book became an instant best-seller with more than 5 million copies in print.* 这本书瞬间成了畅销书，印了500多万册。▶ **best-'selling** *adjective* [only before noun]：*a best-selling book/medicine/car* 畅销的书／药／车

**bet** /bet/ *noun, verb*

● ***noun*** [C]

SEE ALSO: **spread bet**

**1** an act of risking money on an investment 风险投资：*The company is **making** a big bet **on** e-commerce.* 这家公司在电子商务方面下了一大笔赌注。◇ *Investors have **placed** their bets **on*** (= invested all their money in) *the companies they think will recover quickest.* 投资者将所有的资金都投放在他们认为复苏得最快的公司里。◇ *Their bet has **paid off*** (= been successful). 他们赌赢了。

**2 a good/safe/sure/fair bet** an investment that is likely to be successful; sth that is likely to happen or be suitable 有望成功的投资；有可能发生的事；可能合适的东西：*Property is always a safe bet.* 房地产永远是很有可能成功的投资。◇ *It's a sure bet that a piece of equipment will break down when you need it most.* 一台设备在你最需要它的时候便出现故障，这种事几乎是肯定的。

→ idiom at HEDGE *verb*

● ***verb*** [+ obj *or* no obj] (**betting, bet, bet**) to risk money on an investment, especially because you think sth is likely to happen（因确信某事而）冒险投资：*Investors have been betting that an economic recovery will come in the second half of the year.* 投资者一直深信下半年经济将会复苏。◇ *Management is betting the company's future **on** the new technology.* 管理层把公司的未来全部放在新技术上。→ GAMBLE

**beta** /'bi:tə; *AmE* 'beɪtə/ *noun* [C, usually sing.] **1** (*IT; Marketing*) (*often used as an adjective* 常用作形容词) a new product, especially computer

software, that is in the second or final stage of testing, in which a few customers try it before the public buy or use it 测试版（尤指计算机软件测试的第二阶段或最后阶段，在公众购买或使用软件之前，由一些客户试用的新产品）：*The beta users said they liked the product, but not enough to pay a high price for it.* 测试版用户表示喜欢这款产品，但喜欢的程度还不足以让他们愿意用高价购买的地步。◇ *a beta version of the software* 该软件的测试版

● *a beta* **copy/site/version** 测试本 / 网站 / 版

**2** (*Stock Exchange*) (*often used as an adjective* 常用作形容词) = BETA COEFFICIENT

**3** (*IT, informal*) = BETA TEST

**'beta coef,ficient** (*also* **'beta**) *noun* [C] (*Stock Exchange*) a measurement of how much the price of a share has changed in a particular period of time, compared with the average change in the price of all shares in the market. A share with a high **beta coefficient** is likely to rise or fall more than the average. 贝塔系数（用来衡量一定时间内，个别股票相对于整个股市的平均价格波动情形。贝塔系数高的股票比股市平均价格波动大）：*A fund with a beta coefficient of 1.0 will move exactly like the market.* 贝塔系数为1的基金与市场完全同步波动。

**'beta test** *noun, verb* (*IT; Marketing*)

● ***noun*** [C] (*also* **'beta,** *informal*) the second or final test of a product, especially a new piece of computer software, by a few customers before the final version is sold to or used by the public 贝塔测试（尤指软件发售或公开使用前由少数客户所做的最后测试）：*Beta tests are scheduled to start in October.* 贝塔测试定于十月开始。

● ***verb*** [+ obj] **beta-test** to test a product for the second or final time by giving it to a few customers to try before the final version is sold to or used by the public 进行贝塔测试（产品在发售或公开使用前由少数客户对产品所做的第二次或最后测试）：*The software was created and beta-tested in 2004.* 该软件是2004年开发并进行贝塔测试的。▸ **'beta ,testing** (*also* **'beta,** *informal*) *noun* [U] → ALPHA TEST

**,better-than-ex'pected** *adjective* [usually before noun] **better-than-expected** sales, profits, results etc. are higher than had been predicted previously（销售量、利润、结果等）比期望好的：*The company reported better-than-expected sales in the first quarter.* 公司报告说第一季度的销售量比预计的好。→ LOWER-THAN-EXPECTED

**beverage** /'bevərɪdʒ/ *noun* [C] (*formal*) any drink that is produced and sold to people 饮料：*laws governing the sale of alcoholic beverages* 管制销售酒精饮料的法规 ◇ *Femsa is Latin America's largest beverage company.* 芬莎是拉丁美洲最大的饮料公司。

**b/f** (*also spelled* **b/fwd**) = BROUGHT FORWARD

**BFOQ** /'bi: ef əʊ 'kju:; *AmE* oʊ/ = BONA FIDE OCCUPATIONAL QUALIFICATION

**bi-** /baɪ/ *combining form* (*in nouns and adjectives* 用于名词及形容词) two; twice; double 二；两次；两倍：*bilingual* 双语的 ◇ *bimonthly* 双月刊 **NOTE** **Bi-** with a period of time can mean either 'happening twice' in that period of time, or 'happening once in every two' periods. * Bi- 和表示某段时间的词一同使用时，可表示在那段时期内发生两次，或每两个时期发生一次。

**biannual** /baɪ'ænjuəl/ *adjective* [only before noun] happening twice a year 一年两次的：*a biannual meeting* 一年两次的会议 **NOTE** **Twice-yearly** can be used with the same meaning * twice-yearly 可用于同一种意思：*a twice-yearly meeting.* 一年两次会议。▸ **bi'annually** *adverb* → ANNUAL, BIENNIAL

**bias** /'baɪəs/ *noun, verb*

● ***noun*** [U; C, usually sing.] (*plural* **biases**)

SEE ALSO: **gender bias**

**1 bias (against/for/towards/in favour of sb/sth)** if sb/sth has a **bias**, they are likely to prefer or dislike one thing, person or group rather than another, in an unfair way 偏见；偏心：*Some institutions still have a strong bias against women.* 有些机构仍然对女性怀有强烈的偏见。◇ *Unions have accused the company of racial and cultural bias.* 工会人士指责该公司存有种族和文化偏见。

● *to* ***avoid/have/show*** *(a) bias* 避免 / 有 / 流露偏见 • *(an)* ***age/(a) racial*** *bias* 年龄 / 种族偏见

**2** if sb/sth has a **bias** towards sth, they usually choose that course of action rather than another because they believe it is better 偏向；偏爱：*The Bank of England currently has a bias towards lower interest rates.* 英格兰银行目前仍倾向于实行低利率。◇ *We're looking for people with a bias for action.* 我们正在寻找注重实干的人。

● *to* ***have/show*** *a bias* 有 / 显露偏爱

**3** (*Finance*) the way that prices tend to either increase or decrease（价格上涨或下跌的）趋势：*The market bias is positive* (= prices are rising). 市场走势是积极的（价格上涨）。

● *a* ***negative/positive*** *bias* 负面 / 正面趋势 • *a* ***downward/an upward*** *bias* 下降 / 上升趋势 • *an* ***easing*** */ a* ***neutral*** *bias* 放松银根 / 中性立场

**4** (*Marketing*) mistakes in the results of market research tests or interviews, caused by problems with the number or type of people questioned, the type of questions asked, the attitude of the person doing the research, etc. 偏差，误差（由受访者的数量或类型、所问问题的类型、研究人员的态度等造成市场调查或访谈的结果的错误）：*Avoid bias in your research by random sampling.* 在你的随机抽样调查中要避免误差。

● ***verb*** [+ obj] **(biasing, biased** *or* **biassing, biassed)**

**1 bias sb/sth (towards/against/in favour of sb/sth)** to influence sb's opinions or decisions in an unfair way 使有偏见；使偏心：*The newspaper reports have biassed people against the company.* 报纸的报道导致人们对这家公司产生了偏见。

**2** (*Marketing*) to produce market research results that are not accurate 使（市场调查结果）出现误差：*The size of the sample may bias the results.* 样本的大小可能会导致结果出现误差。

**★bid** /bɪd/ *noun, verb*

• ***noun*** [C]

SEE ALSO: **agreed bid, closed ~, conditional takeover ~, counter-~, open ~, paper ~, sealed ~,** etc.

**1** (*Commerce*; *Finance*) an offer to buy sth, especially a company or its shares; the price that is offered 出价；买价；递盘：*Make a bid in our online auction by clicking the button.* 在我们的网上拍卖中出价只需点击一下按钮。◇*A Scandinavian cooperative will launch a $150 million cash bid for the company.* 一家斯堪的纳维亚合作社将出价1.5亿美元现金收购这家公司。◇*The company is likely to become a* ***bid target*** (= is likely to be bought). 这家公司很可能成为出价目标（可能被收购）。◇*the continuing* ***bid battle*** *for P&O Princess* 为争夺英国公主邮轮公司而旷日持久的收购战

✪ ***to accept/launch/make/reject/withdraw a bid*** 接受递盘；出价；拒绝递盘；撤回递盘 • ***to increase/raise a bid*** 增加 / 提高出价 • ***a failed/rival/successful bid*** 失败的 / 竞争的 / 成功的出价 • ***an all-cash/all-share/a cash/share bid*** 全部现金 / 全部股票 / 现金 / 股票出价

**2** (*Commerce*) an offer to do work or provide a service for a particular price, in competition with other companies 投标：*The company submitted a bid* ***for*** *the contract to clean the hospital.* 公司投标承包这所医院的清洁工作。(*especially AmE*) ◇*He's putting in a bid* ***on*** *a construction job.* 他正投标争取承包一项建筑工程。SYN TENDER

✪ ***to make/put in/submit/win a bid*** 投标；递标；中标

**3** [usually sing.] (used especially in newspapers) an attempt to do sth or to get sth（尤用于报章）努力争取：*to make a bid* ***for*** *power* 竭力取得权力 ◇*The government has reduced interest rates* ***in a bid to*** *increase public spending.* 政府企图以减息来争取增加公共开支。

• ***verb*** [+ obj *or* no obj] (**bidding, bid, bid**)

**1** (*Commerce*; *Finance*) to offer to pay a particular price for sth, especially a company or its shares 出价：*The company has said it may bid* ***for*** *South African Breweries.* 公司声称可能出价购买南非酿酒公司。◇*How much did they bid?* 他们出价多少？See note at TENDER

**2** (*Commerce*) to offer to do work or provide a service for a particular price, in competition with other companies 投标：*A French firm will be bidding* ***for*** *the contract.* 一家法国公司将投标争取该合同。◇*They are bidding to build the refinery.* 他们正在投标承建炼油厂 ◇(*especially AmE*) *We are ready to bid* ***on*** *three contracts.* 我们准备投标争取三项合同。SYN TENDER

PHR V **,bid sth 'up/'down** to pay or offer more/less money for sth than it is worth at the time, with the result that the price increases/decreases 哄抬 / 哄跌价钱；哄抬 / 哄跌价：*There are people willing to buy several million shares and bid the price up.* 有人愿意购买几百万股份，以便将价格抬高。

**,bid and 'asked** (*also* **,bid and 'ask**, *especially in AmE*) *adjective*

(*Stock Exchange*) used to describe the price a dealer will pay when buying particular shares, bonds, etc. (the **bid price**) and accept when selling them (the **asked price**) 出价和询价（出价指购买股票、证券等的买主的报价，即他愿意支付的价格；询价指出售股票、证券等的卖主的报价，即他愿意出售的价格）：*Prices are quoted as bid and asked.* 价格以出价和询价双向报出。→ ASKED PRICE, BID PRICE

**'bid/'ask spread** = BID-OFFER SPREAD

**'bid bond** *noun* [C]

(*Law*) an amount of money that a company that wins a contract agrees to pay if it does not do the work 投标保证金（中标企业同意在不履行义务时所支付的一笔款项）

**bidder** /'bɪdə(r)/ *noun* [C]

(*Commerce*)

**1** a person or group that offers to pay an amount of money to buy sth 出价者：*The company's assets will be sold to the highest bidder.* 公司的资产将卖给最高的出价者。

**2** a person or group that offers to do work or to provide a service for a particular price, in competition with others 投标者：*The group is one of six bidders competing for the $500 million contract.* 该集团是竞争5亿美元合同的六个投标者之一。

**bidding** /'bɪdɪŋ/ *noun* [U]

(*Commerce*) the act of offering an amount of money to buy sth, especially at an AUCTION（尤指在拍卖时的）出价，喊价：*Several companies remain* ***in the bidding.*** 有几家公司仍然在竞标。◇*Online bidding allows bidders all over the world to participate.* 网上竞价允许世界各地的投标者参与。

**,bid-'offer spread** (*also spelled* **,bid/'offer spread**) (*also* **,bid/'ask spread, spread**) *noun* [C]

(*Stock Exchange*) the difference between the price a dealer will pay when buying particular shares, bonds, etc. (the **bid price**) and accept when selling them (the **offer price**)（股票、债券等的）买卖差价

**'bid price** *noun* [C]

(*Stock Exchange*) the amount that a dealer will pay when buying particular shares, bonds, etc. 出价；买价；递价 → ASKED PRICE, OFFER PRICE

**'bid ,rigging** *noun* [U]

(*Commerce*)

**1** when two or more businesses who are competing to do work or provide services for a company, an organization, etc. secretly work together to gain an advantage for themselves and deceive the company buying the work or services. This is an illegal practice. 串通投标，操纵投标，围标（两家或多家投标企业共谋欺骗招标企业以获利，属非法行为）

**2** when two or more people agree not to bid against each other at an AUCTION in order to keep the price of the item lower than it should be. This is an illegal practice. 操纵拍卖（两人或多人商定在拍卖中不互相竞价以达到降低拍卖价格的目的，属非法行为）

**biennial** /baɪ'enɪəl/ *adjective* [usually before noun]

happening once every two years 两年一次的：*a biennial convention* 每两年召开一次的大会

▸ **bi'ennially** *adverb* → ANNUAL, BIANNUAL

**BIFFEX** /'bɪfeks/ *abbr*
**the Baltic International Freight Futures Exchange** a market in London where people buy and sell contracts relating to the cost of transporting particular amounts of raw materials on specific dates in the future (**futures contracts**) 波罗的海国际货运期货交易所（位于伦敦的一个期货合约买卖市场，从事买卖未来特定日期运输特定数量原料的费用的合约）

**big** /bɪg/ *adjective, adverb*
• ***adjective***
IDM **a ˌbig 'cheese** (*informal*) a humorous way of referring to an important and powerful person in an organization（幽默用语）大人物；重要人物 **the big enchi'lada** (*AmE*)(*informal*) a humorous way of referring to the most important and powerful person, department, etc. in an organization（幽默用语，指机构中的）显赫人物，重要部门：*Customer Service is the big enchilada.* 客户服务部是重要部门。 **a big 'gun** (*informal*) a person in a particular organization or area who has a lot of influence or power 大人物：*They're bringing in the big guns.* 他们带来几位大人物。 **a big 'noise/'shot** (*informal*) an important person 大人物；要人；贵人：*We can't just wait for some big shot to come and save the company.* 我们不能指望有些贵人现身来挽救公司。 **the ˌbig 'picture** (*informal*) the situation as a whole 整个局面；大局：*We need to look at the big picture before focusing on the details.* 我们需要通观全局，然后再关注细节。 **the big 'three, 'four, etc.** the three, four, etc. most important countries, companies, people, etc. 三（或四等）强〔前三、四位重要的国家（公司、人等）〕
• ***adverb*** → idiom at HIT *verb*, MAKE *verb*

**ˌBig 'Bang** *noun* [sing.]
(*Stock Exchange*) the major changes that were made to the London Stock Exchange in 1986 in order to improve it "大爆炸"（1986伦敦证券交易所实行的重大改革）：(*figurative*) *The management adopted a **big bang approach** to introducing the new computer system* (= made the changes suddenly and all at the same time). 管理层采取"大爆炸"改革方式，引进了新的计算机系统（进行一次性突然变动）。

**the ˌBig 'Board** *noun* [sing.]
an informal name for the New York Stock Exchange 纽约证券交易所（的非正式名称）：*Prices fell on the Big Board.* 纽约证券交易所价格下跌。◇ *Big Board prices/stock* 纽约证券交易所价格 / 股票

**ˌbig 'bucks** *noun* [pl.] (*AmE*)(*informal*)
a large amount of money 一大笔钱：*She'll be earning big bucks soon!* 她将赚得一大笔钱！

**ˌbig 'business** *noun* [U]
**1** large companies which have a lot of power and influence, considered as a group 大企业：*links between politics and big business* 政治与大企业间的关联
**2** something that has become important because people are willing to spend a lot of money on it 大生意；大买卖：*Health and fitness have become big business.* 保健与健身已经成了大生意。

**ˌbig 'hitter** = HEAVY HITTER

**the 'big league** *noun* [C, usually sing.]
the most important companies, people, etc. in a particular field（某行业的）佼佼者：*His past experience suggests that he will be able to take the company into the big league.* 他过去的经验表明，他能够将公司带入一流企业的行列。

**ˌbig 'name** *noun* [C]
a famous company, person, product, etc. in a particular field（在某一领域）有名的人（公司、产品等）：*one of the biggest names in sports retailing* 体育用品零售业中著名的公司之一 ◇ *We want to attract a big-name CEO.* 我们想引进一位有名的首席执行官。

**ˌBig 'Steel** *noun* [U] (*informal*)
a group name for the most important steel companies in a country, especially the US 钢铁巨头（美国几家重要的钢铁公司的统称）：*Big Steel has been a powerful influence in US politics.* 钢铁巨头在美国政坛拥有巨大的影响力。

**ˌbig-'ticket** *adjective* [only before noun] (*especially AmE*) (*informal*)
costing a lot of money 高价的：*Demand for big-ticket items, such as homes and cars, remains healthy.* 对住房和汽车等高价项目的需求仍然旺盛。

**'big-time** *adjective* [only before noun] (*informal*)
**1** successful and important 成功的；重要的：*a big-time lawyer* 一位成功的律师
**2** big 大的：*The company has taken on some big-time risks.* 公司承担了一些巨大的风险。

**bilateral** /ˌbaɪ'lætərəl/ *adjective*
involving two groups of people or two countries 双边的；双方的：*The two countries signed a bilateral trade agreement.* 两国签署了一份双边贸易协定。
⊕ *bilateral **agreements/relations/talks/trade*** 双边协定 / 关系 / 谈判 / 贸易
▸ **bilaterally** *adverb* → MULTILATERAL

**biˌlateral 'contract** *noun* [C]
(*Law*) an agreement in which both parties agree to do sth for the other 双边合同；双边契约
→ UNILATERAL CONTRACT

**biˌlateral 'credit** *noun* [U]
an agreement between two people or groups to allow time for debts to be paid 双边信用；互惠信贷

**biˌlateral mo'nopoly** *noun* [C]
(*Economics*) a situation in which a particular service or particular goods are only supplied by one company or organization and there is only one customer, so the price must be agreed between the two 双边垄断（市场上只有一位销售者提供服务或出售产品，也只有一位购买者，因此价格只能由二者决定）

**★bill** /bɪl/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **bank bill, commercial ~, due ~, period ~, sight ~, T-bill, term ~,** etc.
**1** a piece of paper that shows how much you owe sb for goods and services; the amount of money that you owe 账单；欠款：*The company could now face higher fuel bills.* 公司目前可能要面对更

高的燃料费。◇ *I've just got a huge tax bill.* 我刚收到一张巨额的税单。 See note at INVOICE
● *a **big/high/huge/large** bill* 大额 / 高额 / 巨额 / 大额账单 • *a **monthly/quarterly/weekly** bill* 每月 / 每季 / 每周账单 • *outstanding/unpaid bills* 拖欠的 / 未付的账单 • *to **face/get/receive/send** (**out**) a bill* 面对 / 得到 / 收到 / 发出账单 • *to **pay/settle** a bill* 付账；结账
**2** (*especially BrE*) (*AmE usually* **check**) a piece of paper that shows how much you have to pay for food and drinks that you have had in a restaurant; the amount that you must pay（餐馆的）账单，账款：*Can I have the bill, please?* 可以给我结账吗？◇ *Our hosts insisted on **picking up the bill*** (= paying) *for the meal.* 我们的东道主执意要付餐费。 See note at INVOICE
● *a **big/huge/large** bill* 大额 / 巨额 / 大额账单 • *to **ask for/have/pay/settle** the bill* 结账；付账
**3** (*especially AmE*) = NOTE (1)
**4** (*Finance*; *Trade*) (*BrE*) = BILL OF EXCHANGE
→ idiom at CLEAN *adj.*, FOOT *verb*

• ***verb*** [+ obj]
**1** to send sb a bill for sth 给某人开账单；要求某人支付：*You will be billed monthly **for** the service.* 你将按月收到服务费账单。→ INVOICE *verb*
**2** to advertise or describe sb/sth in a particular way 将（某人或某事）宣传为…：*It is billed **as** the world's smallest video camera.* 它被宣传为世界上最小的摄像机。

**billboard** /ˈbɪlbɔːd; *AmE* -bɔːrd/ *noun, verb*
• ***noun*** [C]
a large board on the outside of a building or at the side of the road, used for putting advertisements on（建筑物外或路边的户外）大幅广告牌：*billboard advertising* 户外的大幅广告
SYN HOARDING
• ***verb*** [+ obj] (*often* **be billboarded**)
**1** to advertise sth on a **billboard** 在户外大幅广告牌上登（广告）：*Cheap flights are often billboarded on the London underground.* 廉价航线常在伦敦地铁做大幅广告。
**2** (*especially AmE*) to advertise sth 做广告宣传（某物或某事）：*the most billboarded game of the season* 当季宣传攻势最猛的游戏

**'bill ˌbroker** (*BrE also* **'discount ˌbroker**) *noun* [C] (*Finance*) a person or business that buys BILLS OF EXCHANGE and sells them to banks or keeps them until they are paid 票据经纪人（购买汇票并出售给银行的个人或企业）

**billing** /ˈbɪlɪŋ/ *noun*
SEE ALSO: **reverse billing**
**1** (*Accounting*) [U] the act of preparing and sending bills to customers（给顾客）开账单：*a billing clerk* 开票员 ◇ *customer billing software* 客户发单软件
**2** (*Accounting*) **billings** [C, pl.] the total amount of business that a company does in a particular period of time, especially in advertising or insurance（尤指广告或保险业一段时间内的）营业额：*The agency generates annual billings of around $72 million.* 该代理商年营业额约为7200万美元。◇ *The company is worth $125 million **in** billings.* 按营业额计算，该公司值1.25亿美元。
**3** [U] the way sb/sth is advertised or described 广告；宣传：*Their latest gaming machine is living up to* (= is as good as) *its billing **as** the hottest on the market.* 他们的最新款游戏机正如广告上所说，是市场上最热门的游戏机。

**'billing ˌcycle** *noun* [C] (*Accounting*) the period of time between the bills that a company sends to a customer 计费周期，付款周期（公司此次向顾客发出账单至下次发单的一段时间）：*Your billing cycle begins on the day you sign up for the service.* 你的计费周期从你签署服务协议的那天开始计算。
● *an **annual/a bi-monthly/monthly/quarterly** billing cycle* 年度 / 双月 / 每月 / 每季计费周期

**billion** /ˈbɪljən/ *number* (*abbr* **bn**)
1 000 000 000; one thousand million * 10亿
HELP **Billion** and **billions** are always used with a plural verb, except when an mount of money is mentioned. You say **a, one, two, several, etc. billion** without a final 's' on 'billion'. **Billions (of …)** can be used if there is no number or quantity before it. 均用复数动词（与金额连用时除外）。说a（one, two, several等）billion，billion 后不加s。如果前面没有数目或数量，可用 Billions (of…): *Worldwide sales reached $2.5 billion.* 全球销售额达到25亿美元。◇ *half a billion dollars* 五亿美元 ◇ *tens of billions of yen* 数百亿日元 ◇ *They have spent billions on the problem* (= billions of dollars, etc.). 他们花费了几十亿美元解决这个问题。

**ˌbill of 'entry** *noun* [C] (*Trade*) a list giving details of goods that are being brought into or taken out of a country 报关单（进出口货物清单）：*Customs officials will check the bill of entry and calculate the duty to be paid.* 海关官员将查验报关单，计算应交关税。
● *to **file/prepare/present/submit** a bill of entry* 送交 / 准备 / 出示 / 递交报关单

**ˌbill of ex'change** *noun* [C] (*abbr* **B/E**) (*BrE also* **bill**) (*Finance*; *Trade*) a written order for a person or an organization to pay a particular amount of money to sb/sth when asked or at a particular time, used especially in international trade 汇票：*If the buyer accepts the bill of exchange, they will sign their name on it and date it.* 如果买方承兑汇票，就会在汇票上签名并填上日期。◇ *An exporter may obtain payment on an accepted bill of exchange before its due date by presenting it to his bank.* 出口商在汇票到期前，把汇票提交给银行承兑便可取得货款。→ PROMISSORY NOTE
● *to **accept/discount/draw/make out/sign** a bill of exchange* 承兑 / 贴现 / 开立 / 出具 / 签发汇票

**ˌbill of 'lading** *noun* [C] (*abbr* **BOL, B/L, b/l**) (*Trade*) a list giving details of the goods that a ship, etc. is carrying. It shows that the company transporting the goods has received them and allows the buyer to collect them（海运）提单：*a paper-based/electronic bill of lading* 纸提单；电子提单 ◇ *The ship owner issued a **clean** bill of lading, acknowledging that the goods were received in good order.* 船东签发了清洁提单，表明所收到的货物状况良好。◇ *a **dirty/foul/unclean** bill of lading* (= one that states that the goods were damaged or some were missing when they were put on the ship) 不清洁提单（说明装船时货物缺损）

**,bill of ma'terials** (*also* **,bill of ma'terial**) *noun* [C] (*abbr* **BOM**)
**1** (*Manufacturing*) a list giving details of the materials and parts that are needed for a particular project 用料清单（详细列明某项目所需的原材料和零部件）→ MATERIAL REQUIREMENT PLANNING
**2** (*Property*) = BILL OF QUANTITIES

**,bill of 'quantities** (*also* **,bill of 'quantity**) (*abbr* **BOQ, BQ**) (*also* **,bill of ma'terials**) *noun* [C] (*Property*) a list giving details of the materials that are needed for a particular building project, with the prices and the cost of doing the work 工程量清单（详细列明某建筑工程所需原材料、价格和工程成本）

**,bill of 'sale** *noun* [C] (*abbr* **BS**) (*Law*) a legal document showing that sb has sold an item to sb else and that the buyer has become the new owner 转让契据；销售证

**'bill rate** = DISCOUNT RATE (1)

**,bills 'payable** *noun* [U; pl.] (*Accounting*) part of the financial records of a company that shows the BILLS OF EXCHANGE that the company has not yet paid 应付票据 → CURRENT LIABILITY

**,bills re'ceivable** *noun* [U; pl.] (*Accounting*) part of the financial records of a company that shows the BILLS OF EXCHANGE that the company will receive money for later 应收票据 → CURRENT ASSETS

**BIN** /bɪn/ = BANK IDENTIFICATION NUMBER

**binary** /'baɪnərɪ/ *adjective*
**1** (*IT*) using only 0 and 1 as a system of numbers 二进制的（用0和1记数）：*the **binary system*** 二进制
**2** (*Technical*) based on only two numbers; consisting of two parts 基于两个数字的；由两部分组成的：*binary codes/numbers* 二进制代码／数字
▶ **'binary** *noun* [U]: *The computer performs calculations in binary and converts the results to decimal.* 计算机以二进制进行运算，然后将计算结果转换为十进制。

**bind** /baɪnd/ *verb* [+ obj] (**bound, bound** /baʊnd/) (*Law*) (*usually* **be bound**) to force sb to do sth by a legal agreement, a law or an official decision 使受合同（法律或官方决定）约束：*A person who signs a document will normally be bound by its terms.* 签署文件的人通常要受当中的条款约束。→ BOUND

**binder** /'baɪndə(r)/ *noun* [C]
**1** a hard cover for holding loose sheets of paper together 活页夹：*a ring binder* 活页夹 —Picture at FILE
**2** (*Law*) (*AmE*) an agreement that you sign, which, together with a first payment (**deposit**), gives you the right to buy a property for a limited period of time 临时契约（签约时需支付首期付款（即定金）给予买方，以获得在限定时间内购买房地产的权利）
**3** (*Insurance*) (*AmE*) a written or spoken agreement that an insurance company will provide insurance until a permanent document is provided 暂保单（指正式保单签发前，保险公司予以承保的临时的书面或口头协议）→ COVER NOTE

**binding** /'baɪndɪŋ/ *adjective*
that must be obeyed because it is accepted in law 必须遵守的；有法律约束力的：*a **legally** binding agreement* 具有法律约束力的协议 ◇ *The decision is binding **on** both parties.* 该决定对双方均有约束力。
❶ *a binding **agreement/contract/decision/promise*** 有约束力的协议／合同／决定／承诺

**biodegradable** /,baɪəʊdɪ'greɪdəbl; *AmE* ,baɪoʊ-/ *adjective* (*Technical*) (about a product or material) that will naturally change back into harmless natural substances and so will not damage the environment when it is thrown away（产品或原材料）可生化降解的

**biomass** /'baɪəʊmæs; *AmE* 'baɪoʊ-/ *noun* [U] animal and plant material, for example agricultural waste, that is used as fuel in order to produce heat, electricity, etc. 有机燃料（动植物材料，如农业废弃物，可用作燃料产生热量、电力等）：*Biomass is one of the world's most important sources of energy.* 有机燃料是世界上极重要的能源来源之一。

**biometric** /,baɪəʊ'metrɪk; *AmE* ,baɪoʊ-/ *adjective, noun* (*IT*)
• ***adjective*** using measurements of human features or characteristics, such as fingers, eyes or voices, in order to identify people 生物测量学的，生物识别技术的（指使用人类特征进行身份鉴定的技术，例如利用手指、眼睛或声音特征验证身份）：*biometric passwords such as fingerprints or facial recognition* 如指纹或面部识别的生物密码。◇ *biometric technology* 生物测量技术
• ***noun*** [C] a measurement of a particular human feature 生物测量

**biometrics** /,baɪəʊ'metrɪks; *AmE* ,baɪoʊ-/ *noun* [U] (*IT*) the use of measurements of human features or characteristics, such as fingers, eyes or voices, in order to identify people 生物测量学，生物识别技术（指使用人类特征进行身份鉴定的技术，例如利用手指、眼睛或声音特征验证身份）：*experiments in using biometrics to identify and charge shoppers* 利用生物识别技术对购物者进行识别和收费的实验

**biopharma** /,baɪəʊ'fɑːmə; *AmE* ,baɪoʊ'fɑːrmə/ *adjective, noun* (*informal*)
• ***adjective*** [only before noun] biopharmaceutical 生物药剂学的：*biopharma companies* 生物制药公司
• ***noun*** [U] biopharmaceutics 生物药剂学；生物制剂学：*global trends in biopharma* 生物制药的全球趋势

**biopharmaceutical** /,baɪəʊfɑːmə'suːtɪkl; -'sjuː-; *AmE* ,baɪoʊfɑːrmə'suː-/ *adjective, noun*
• ***adjective*** [only before noun] connected with the making and selling of drugs and medicines that are produced using living cells 生物制药学的（制造和出售活细胞制药物）：*at*

*the forefront of biopharmaceutical research* 跻身生物制药研究的前列 ◇ *a biopharmaceutical company* 生物制药公司

• ***noun*** [C, usually pl.]
a drug or medicine that is produced using living cells 生物制药: *developing biopharmaceuticals* 开发生物制药 ◇ *the international biopharmaceuticals company* 国际生物制药公司 → PHARMACEUTICAL

**biopharmaceutics** /ˌbaɪəʊfɑːməˈsuːtɪks; -ˈsjuː-; *AmE* ˌbaɪoʊfɑːrməˈsuː-/ *noun* [U]
the study and development of the production of drugs and medicine using living cells 生物制药学（指采用活细胞生产药物的研究与开发）: *The ideal candidate will have a masters degree in biopharmaceutics.* 理想的求职者要有生物制药学硕士学位。 → BIOTECHNOLOGY

**biotech** /ˈbaɪəʊtek/ *AmE* ˈbaɪoʊtek/ *adjective, noun (informal)*
• ***adjective*** [only before noun]
relating to BIOTECHNOLOGY 生物技术的: *a biotech company/firm/group* 生物技术公司 / 商行 / 集团 ◇ *the patenting of biotech drugs* （获得）生物技术制药的专利
• ***noun***
**1** [U] biotechnology 生物技术: *The company is investing heavily in biotech.* 公司在生物技术方面进行了大量投资。
**2** [C] a BIOTECHNOLOGY company 生物技术公司: *Many biotechs become profitable through a single successful drug.* 许多生物技术公司只凭一种成功的药物就获利。

**biotechnology** /ˌbaɪəʊtekˈnɒlədʒi; *AmE* ˌbaɪoʊtekˈnɑːl-/ *noun*
**1** [U,C] the use of living cells in industrial and scientific processes 生物技术: *the rapidly growing field of biotechnology* 生物技术领域的迅速发展 ◇ *companies in the biotechnology sector* 在生物技术领域的公司
**2** [U] (*AmE*) = ERGONOMICS (1)
▸ **biotechnological** /ˌbaɪəʊˌteknəˈlɒdʒɪkl; *AmE* ˌbaɪoʊˌteknəˈlɑːdʒ-/ *adjective*: *biotechnological research* 生物技术研究 → BIOPHARMACEUTICS

**BIS** /ˌbiː aɪ ˈes/ = BANK FOR INTERNATIONAL SETTLEMENTS

**bit** /bɪt/ *noun* [C]
(*IT*) the smallest unit of information that is stored in a computer's memory 比特，二进制位，位元（计算机内存的最小信息单位）: *The data is transferred at a rate of about 9 000 bits per second.* 数据传输速度约为每秒9000比特。 → BYTE

**bite** /baɪt/ *verb, noun*
• ***verb*** [no obj] (**bit** /bɪt/**bitten** /ˈbɪtn/)
to have an unpleasant effect 产生不良影响: *The recession is beginning to bite.* 经济衰退开始产生不良影响。
PHR V **,bite 'into sth** to reduce sth 减少；降低: *Poor trading conditions have bitten into our profits.* 恶劣的贸易条件降低了我们的利润。
• ***noun*** [C]
**1** [usually sing.] an unpleasant effect 不良影响: *companies feeling the bite of the bear market* 公司体会到了熊市带来的不良影响。
**2** a very short statement that is easy to remember (a **sound bite**)（易于记忆的）讲话片段: *Politicians have to learn to speak in 30-second bites.* 政治家必须学会用30秒的时间说出精简而深刻的话。
→ idiom at TAKE *verb*

**biz** /bɪz/ *noun* [sing.] (*informal*)
a business, especially one related to entertainment or fashion; a company（尤指与娱乐或时尚有关的）商业，生意；公司: *She's involved in the music biz.* 她投身于音乐行业。 ◇ *We might even start a biz.* 我们甚至可以创办一家公司。

**B/L** (*also spelled* **b/l**) = BILL OF LADING

**black** /blæk/ *noun, adjective*
• ***noun***
DM **be, remain, etc. in the 'black ; move into, return to, etc. the 'black 1** to be making a profit; to start to make a profit 有盈利；开始有盈利: *The company is back in the black after a year of heavy losses.* 公司经过一年的惨重损失之后，回到了有盈利的情况。 **2** (*Stock Exchange*) if markets or shares are in **the black**, they are higher in value than they were previously 有盈利（指市场或股票现时的价值比过去的价值高）: *Technology stocks have been trading in the black.* 科技股的交易一直是有盈利的。 OPP BE, REMAIN, ETC. IN THE RED, MOVE INTO, RETURN TO, ETC. THE RED
• ***adjective*** [only before noun]
used to describe days on which sth terrible occurs, especially days when there is a sudden large decrease in the prices of shares 黑色日子的（用于形容可怕事件发生的日子，尤指股票价格突然大幅下跌的日子）: *the disaster of Black Wednesday in 1992* * 1992年黑色星期三的灾难

**,black 'box** *noun* [C, usually sing.]
a complicated piece of equipment or process that you know produces particular results, but that you do not completely understand 黑匣子: *The decision-making process is seen as a black box—things go in and decisions come out.* 决策过程被看作是一个黑匣子：将东西放进去，决策就出来了。 ◇ *black-box economic models* 黑匣子经济模型

**the ,black e'conomy** (*BrE*) (*AmE* **,underground e'conomy**) *noun* [sing.]
(*Economics*) business activity or work that is done without the knowledge of the government or other officials so that people can avoid paying tax on the money they earn 黑色经济，黑市经济，非法经济: *Experts believe the black economy is 40% the size of the official economy.* 专家相信黑色经济相当于官方经济规模的40%。 → SHADOW ECONOMY

**,black 'hole** *noun* [C, usually sing.]
something that costs you a lot of money or effort but does not provide any real benefit 黑洞（成本很高却无效益可言）: *The company viewed the venture as a financial black hole.* 公司认为这项投资是财务上的一个黑洞。

**,black 'knight** *noun* [C]
(*Finance*) a company that tries to buy (**take over**) another company that does not want to be bought or offers too low a price 黑骑士（一家公司试图收购另外一家不愿被收购的企业或想以极低价收购另一家公司）→ GREY KNIGHT, WHITE KNIGHT

**blackleg** /ˈblækleg/ *noun* [C] (*BrE*)(*informal*)
an offensive way of referring to a worker who refuses to join a strike or who works instead of sb

on strike 破坏罢工者，工贼（指拒绝参加罢工或顶替罢工者工作的工人） SYN SCAB

**blacklist** /'blæklɪst/ *noun, verb*

• ***noun*** [C]
a list of the people, companies, products or countries that an organization or a government cannot trust and tries to avoid 黑名单（机构或政府不信任并设法避免的人、公司、产品或国家）

• ***verb*** [+ obj] (*often* **be blacklisted**)
to put a person, company, product or country on a **blacklist** 将（某个人、公司、产品或国家）列入黑名单: *No one will give him credit—he's been blacklisted by the banks.* 没人给他贷款——他一直被银行列在黑名单中。

**ˌblack 'market** *noun* [C, usually sing.]
an illegal form of trade in which goods that are difficult to get or foreign money are bought and sold 黑市（非法经营商品或买卖外汇）: *Dollars are being sold on the black market.* 美元在黑市上出售。 ◇ *There is a huge black market in stolen cars.* 有一个庞大的专门出售被盗汽车的黑市。
→ SHADOW MARKET ▶ **ˌblack marke'teer** *noun* [C] **ˌblack marke'teering** *noun* [U]: *severe penalties for black marketeering* 严惩黑市交易

**ˌBlack 'Monday** *noun* [sing.]
Monday 28 October 1929, when prices on the New York Stock Exchange fell to a very low level; Monday 19 October 1987, when there was a sudden large decrease in the prices of shares (a **crash**) on the New York Stock Exchange. Both caused similar falls in other markets around the world. 黑色星期一（1929年10月28日星期一纽约股票交易所的股价大跌及1987年10月19日星期一纽约股票交易所股价暴跌。这两次都引起世界其他股票市场价格大跌）

**ˌBlack 'Thursday** *noun* [sing.]
Thursday 24 October 1929, when there were signs that a severe CRASH (= a sudden large decrease in the prices of shares) was about to occur on the New York Stock Exchange 黑色星期四（1929年10月24日星期四，纽约股票交易所股价暴跌）

**ˌBlack 'Tuesday** *noun* [sing.]
Tuesday 29 October 1929, when there was a very large decrease in the prices of shares (a **crash**) in the US, which was the start of the Great Depression 黑色星期二（1929年10月29日星期二，美国股票市场股价暴跌，这是经济大萧条的开始）

**ˌBlack 'Wednesday** *noun* [sing.]
16 September 1992, when the British pound stopped being part of the EXCHANGE RATE MECHANISM and decreased in value by a large amount 黑色星期三（1992年9月16日星期三，英镑停止作为欧洲货币汇率机制的组成部分并大幅贬值）

**ˌblank 'cheque** (*AmE spelling* ~ **check**) *noun*
**1** [C] a cheque that is signed but which does not have the amount of money to be paid written on it 空白支票（只在支票上签名，不填写金额）: (*figurative*) *The board has been given a blank cheque to buy new assets.* 董事会得到全力支持购买新资产。 SYN OPEN CHEQUE
**2** [sing.] permission or authority to do anything that you think is necessary in order to achieve a particular result（为达到某一结果的）自由行动权: *These laws do not give companies a blank cheque to pollute without paying.* 这些法律并未允许公司只污染而不付费。

**blanket** /'blæŋkɪt/ *adjective* [only before noun]
**1** that includes or affects all possible cases, situations or people 总括的；综合的: *a blanket ban on tobacco advertising* 全面取缔烟草广告
**2** (*Insurance*) (used about insurance contracts) that pays for damage to different items or for injury to different people, but has only one total sum insured and no particular sums for individual items or people 总括保险，统括保险（在总保险金额范围内对不同标的的损害保险人进行赔偿，不必逐笔投保）: *While travelling on company business, you are covered under a blanket policy for injury.* 代表公司外出公干时，你享有伤害总括保险保障。 ◇ *blanket cover for all machinery* 包括所有机器的总括保险 → ALL-RISK, UMBRELLA

**bleak** /bli:k/ *adjective* (**bleaker, bleakest**)
not encouraging or giving any reason to have hope 无望的；令人沮丧的: *bleak sales figures* 令人沮丧的销售数字 ◇ *Economists say the outlook for* (= the future of) *the economy is bleak.* 经济学家称经济前景暗淡。

**bleed** /bli:d/ *verb* (**bled, bled** /bled/)
**1** [+ obj or no obj] (*used especially in the continuous tenses* 尤用于进行时) (about a company) to lose a large amount of sth, especially money or jobs（指公司）失去: *The business is bleeding cash at the rate of about $1 million a day.* 公司每天损失约100万美元的现金。 ◇ *The fishing industry has been bleeding jobs for years.* 捕渔业多年来不停地解雇员工。
**2** [+ obj] to take away a large amount of sb's money or resources 榨取（某人的钱财）: *The banking system has been bled of resources by the government this year.* 今年政府榨取了银行系统的资源。
IDM **bleed sb 'dry/'white** to take away all sb's money 榨干某人全部的钱

**ˌblind 'test** *noun* [C]
**1** = BLIND TRIAL
**2** (*Marketing*) a way of deciding which product out of a number of competing products is the best or most popular, or how a new product compares with others. People are asked to try the different products and to say which one/ones they prefer, but they are not told the names of the products. 盲测（指在消费者不知道产品名称的情况下测试他们对产品的看法）: *In blind tests, consumers chose our cola over more established brands.* 在盲测中，消费者选择我们的可乐饮品超过更为知名的品牌。
→ DOUBLE-BLIND TEST

**ˌblind 'trial** (*also* **ˌblind 'test**) *noun* [C]
a type of research that is done to see the effects of a new product, especially a new medicine. Two groups of people believe that they are testing the product but one group is given a substance that does not contain any of it in order to compare the results with the group who are testing the real product. 盲法测试（一种测试新产品的研究方法，尤指新药的研究方法。两组人相信他们正在

测试产品，但其中一组只给了安慰剂，目的是与测试真正产品的一组的结果相比较）
→ DOUBLE-BLIND

**blip** /blɪp/ *noun* [C]
a change in a process or situation, usually when it gets worse for a short time before it gets better; a temporary problem 变故；暂时性的问题：*The drop in sales was only a temporary blip.* 销量下降只是暂时现象。

**'blister pack** (*also* **'bubble pack**) *noun* [C]
a packet in which small goods such as pills are sold, with each individual item in its own separate cover on a piece of card 泡罩包装，薄膜包装，起泡包装（一种粘贴在纸片上的透明塑料罩包装，用于药丸等的小商品）：*The capsules come in a blister pack of 100.* 胶囊采用起泡包装，每包一百片。—Picture at PACKAGING

**'blister ˌpackaging** (*also* **'bubble ˌpackaging**, *less frequent*) *noun* [U]
materials used to protect small goods such as pills in their own separate covers on a piece of card; the process of wrapping goods in this way 泡罩包装材料，泡罩包装方法（将产品封合在透明塑料薄片形成的泡罩与纸片之间的一种包装方法）：*child-proof blister packaging* 防止儿童开启的泡罩包装 ◇ *blister-packaging machines* 泡罩包装机

**blitz** /blɪts/ *noun* [C, usually sing.]
something that involves a lot of activity and is done over a short period of time 闪电式行动：*an advertising blitz* 广告闪电战

**bloated** /'bləʊtɪd; *AmE* 'bloʊ-/ *adjective*
**1** too big and costing or using too much money 膨胀的；臃肿的；成本太高的：*Many sectors of the economy remain bloated and uncompetitive.* 许多经济部门仍然臃肿，缺乏竞争力。◇ *the company's bloated workforce* 公司过剩的劳动力
**2** (*IT, informal*) (about software, etc.) not efficient and needing too much computer memory（指软件等）臃肿的：*Software programs become more bloated every week.* 软件程序每周变得越来越臃肿。◇ *bloated applications that take too long to download* 需要花很长时间下载的臃肿应用程序

**bloatware** /'bləʊtweə(r); *AmE* 'bloʊtwer/ (*also* **'fatware**) *noun* [U]
(*IT, informal*) software that needs too much computer memory and does not work efficiently 臃肿软件（需要太多计算机内存而又无效率的软件）：*Continually adding new features to a product often results in bloatware.* 不断给软件产品增加新功能常常只会产生臃肿软件。◇ *a 100 megabyte piece of bloatware* 一个100兆字节的臃肿软件

**bloc** /blɒk; *AmE* blɑ:k/ *noun* [C]
**1** a group of countries that work closely together because they have similar political or financial interests（政治或金融利益一致的）国家集团：*the former Soviet bloc* 前苏联集团 ◇ *a trade/trading bloc* 贸易集团
**2** (*Economics*) = CURRENCY BLOC

**block** /blɒk; *AmE* blɑ:k/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **building blocks, office block**
**1** a quantity of sth or an amount of sth that is considered as a single unit, especially a large quantity or amount 一批；一组；一套：*a block of seats* 一组座位 ◇ *a block of text in a document* 文件中的一段文字 ◇ *The airline gives a discount for* ***block bookings*** (= a large number of tickets bought at the same time). 航空公司给团体票打折扣。
**2** (*Finance*) a very large number of shares or bonds（股票或债券）一大宗，大量：*The foundation holds a large block of shares in the electronics company.* 基金会持有这家电子公司的大量股份。◇ *The company has sold 40 million of its shares in a* ***block trade*** *worth €1 billion.* 在一笔价值10亿欧元的大宗股票交易中，该公司已售出了4000万股股份。
→ BLOCKING MINORITY
IDM **be/go on the 'block** to be sold, especially by AUCTION 在拍卖场拍卖：*The group's European assets are on the block.* 该集团的欧洲资产被拿去拍卖。 **put/lay your head/neck on the 'block** to risk losing your job, damaging your reputation, etc. by doing or saying sth 冒（失业、损失名誉等的）风险（做或说某件事情）：*He was prepared to put his head on the block and say the bank would be profitable within one year.* 他准备冒险断言该银行将在一年之内获利。
● ***verb*** [+ obj]
(*Finance*) to stop sb from being able to remove money from their bank account 冻结（某人帐户）：*A joint account is usually blocked if one of you informs the bank that it is no longer needed.* 如果你们当中的任何一位通知银行不再需要该联名账户，银行通常会把联名账户冻结。◇ *a blocked account* 冻结的银行账户 → FREEZE

**blockade** /blɒ'keɪd; *AmE* blɑ:'k-/ *noun, verb*
● ***noun*** [C]
**1** an organized action to stop people or goods from leaving or entering a particular place, often as a form of protest 封锁：*Truck drivers have begun a blockade of oil depots to protest against high fuel prices.* 卡车司机已经开始封锁油库，以抗议燃料价格上涨。
**✪ *to impose/lift a blockade*** 实行／解除封锁
**2** a barrier that stops people or vehicles entering or leaving a place 障碍物；屏障
● ***verb*** [+ obj]
to physically stop people or goods from leaving or entering a particular place, often as a form of protest 封锁：*Farmers have threatened to blockade the supermarket's distribution centres.* 农民威胁要封锁该超市的配送中心。

**blockbuster** /'blɒkbʌstə(r); *AmE* 'blɑ:k-/ *noun* [C]
(*Marketing*) something that has great financial success, especially a successful book, film/movie or medicine 收益极好的事物（尤指非常成功的书、电影或药物）：*Amgen's blockbuster drug, Epogen* 美国安进公司非常成功的药物，红细胞生成 ◇ *The company relies too heavily on a single blockbuster product.* 公司极度依赖于一种单一的、非常成功的产品。▶ **'blockbusting** *adjective* [only before noun]：*a blockbusting arthritis drug* 一种轰动的关节炎药物 ◇ *a blockbusting $38 million deal* 一笔轰动的3800万元的交易

**'block ˌdiagram** *noun* [C]
a drawing that shows how the different parts of a machine, a system or a process are linked. The

parts are shown as squares, or similar shapes, with labels 方块图；方框图

**'blocking mi,nority** (*also* **'blocking stake**) *noun* [C]
a large number of shares in a company that give their owner the power to stop other companies from buying or controlling the company 有否决权的少数股权，阻挡少数（公司中拥有大量股份的股东有阻止其他公司收购或控制该公司的能力）
→ CONTROLLING INTEREST

**,block in'surance** *noun* [U] (*BrE*)
a type of insurance that a company or an organization buys for all its employees or members 综合保险；集体保险（公司或机构为所有雇员或成员购买的一种保险）：*The university has negotiated a block insurance policy to cover students' personal possessions.* 大学已商妥一份针对投保学生个人财物的综合保险单。→ BLANKET (2)

**,block re'lease** *noun* [U]
(*HR*) in the UK, a way of studying or receiving training at a college, etc. while you are working in a job, that involves attending regular short courses 短期在职进修（在英国，一种在在职期间到大学参加固定短期课程或培训的方式）：*a four-week period of block release* 四周的短期在职进修 ◇ *The course can be studied on a block-release basis.* 这种课程能以短期在职进修的方式学习。→ DAY RELEASE

**,block 'vote** *noun* [C]
in the UK, a voting system in which each person who votes represents the members of their organization; the votes themselves 集体投票，集体票（在英国，由每一位投票人代表其机构的成员投票的投票方式）：*the power of union leaders with hundreds of thousands of block votes* 拥有成千上万集体票的工会领导人的权力

**bloodletting** /'blʌdletɪŋ/ *noun* [U]
**1** (usually used in newspapers) a situation where a company removes lots of employees from their jobs because of serious financial problems（通常用于报章）血腥解雇（公司因严重财政问题而大量裁减雇员）：*In the first round of bloodletting, 17 000 will lose their jobs.* 在第一轮的血腥解雇中，17000人将失业。
**2** (usually used in newspapers) a situation where the prices of shares on the stock exchange decrease by a large amount（通常用于报章）狂跌：*The bloodletting on Wall Street continues as investors rush to sell their stocks.* 由于投资者急于抛售自己的股票，华尔街股票价格继续狂跌。

**blow** /bləʊ; *AmE* bloʊ/ *verb* (**blew** /blu:/ **blown** /bləʊn; *AmE* bloʊn/)
IDM **blow the 'whistle** (**on sb/sth**) (*informal*) to try to stop sth wrong or illegal that sb is doing by telling sb in authority about it 检举，揭发（某人或某事）：*The auditors have a duty to blow the whistle on their clients.* 审计人员有责任揭发他们的客户（的不当行为）。→ WHISTLE-BLOWER

**blowout** /'bləʊaʊt; *AmE* 'bloʊ-/ *noun, adjective* (*especially AmE*)(*informal*)
● ***noun*** [C, usually sing.]
**1** a period of great economic difficulty; a sudden decrease in value 经济困难时期；（价值的）突然下降：*a stock-market blowout* 股市骤跌
→ MELTDOWN
**2** (*Stock Exchange*) a situation when new shares that are being offered are all sold very quickly and the price is high 新股畅销（新发行的股票以高价销售一空）
**3** a sudden large increase 突然大量增加：*The government has blamed poor economic conditions for the deficit blowout.* 政府将恶劣的经济形势归咎于骤然剧增的赤字。
● ***adjective*** [only before noun]
very successful and making a large profit; very large（利润）庞大的；巨大的：*The company expects a blowout fourth quarter.* 公司预计第四季度会取得庞大的利润。◇ *a blowout end-of-year sale* 年终销量大增

**'Blue Book** *noun* [sing.]
(*Economics*) a report on the economic state of the UK that is published every year 蓝皮书（英国每年公布有关经济状况的报告）

**,blue 'chip** *noun* [C, usually pl.]
(*Stock Exchange, informal*) the shares of the best-known companies on the stock market, which are considered to be a safe investment 蓝筹股；热门股：*US blue chips rose 0.2% in morning trade yesterday.* 在昨天上午的交易中，美国蓝筹股上涨0.2%。▸ **'blue-chip** *adjective* [only before noun]: *blue-chip companies/shares/stocks* 蓝筹股公司／股份／股票 See note at STOCK

**'blue-chipper** *noun* [C]
a BLUE-CHIP company 蓝筹股公司

**,blue-'collar** *adjective* [only before noun]
connected with workers who do physical work in industry 蓝领的（指从事体力劳动的工人）
→ PINK-COLLAR, WHITE-COLLAR
⊕ *blue-collar jobs/labour/work/workers* 蓝领职业／劳工／工作／工人

**blueprint** /'blu:prɪnt/ *noun* [C]
**1** a plan that shows what can be achieved and how it can be achieved 行动计划；蓝图：*The scheme is being tested in one region, and may become a blueprint for the rest of the country.* 这个计划正在一个地区进行测试，可能成为该国其他地区的蓝图。
⊕ *to draft/draw up/have/provide a blueprint* 草拟／拟定／制订／提供行动计划
**2** a print of a plan for a building or a machine, with white lines on a blue background（建筑、机器等的）蓝图：*blueprints of a new aircraft* 新型飞机的蓝图
⊕ *to draw up/make/produce a blueprint* 拟定／规划／制作蓝图

**'blue-sky** *adjective* [only before noun] (*informal*)
used to describe new and different ways of thinking about and solving problems, although the ideas produced may not yet be possible or practical（考虑和解决问题的）新思路，新设想：*The government has been doing some blue-sky thinking on how to improve public transport.* 政府正在开拓新思路，考虑如何改善公共交通。

**,blue-sky 'laws** *noun* [pl.]
(*Stock Exchange*) state laws in the US that prevent the dishonest buying and selling of shares 蓝天法（美国一些州为防止股票买卖中的欺诈行为而制定的法律）

**Bluetooth™** /'blu:tu:θ/ *noun* [U]
a technology that allows data to be transferred between mobile phones/cellphones, mobile computers and other devices over short distances without the use of wires 蓝牙技术（一项短距离无线电技术，可以在不使用电线的情况下，将数据传输至手机、移动电话、手提电脑和其他装置）

**blurb** /blɜ:b; *AmE* blɜ:rb/ *noun* [C, usually sing.] (*Marketing*) a short description of a book, a new product, etc., written by the people who have produced it, that is intended to attract your attention and make you want to buy it （书籍封面的）简介；（产品的）推荐文字：*'This is a diet that really works', according to the book's cover blurb.* 这本书的封面简介上说："这种饮食还真有效。"

**bn** *abbr* (*only used in written English*) a billion 十亿

**★board** /bɔ:d; *AmE* bɔ:rd/ *noun, verb*
• ***noun***

SEE ALSO: **across the board, appeals ~, Big ~, bulletin ~, circuit ~, currency ~, Federal Reserve ~,** etc.

**1** [C with sing./pl. verb] a BOARD OF DIRECTORS 董事会：*She has a seat on the board.* 她是董事会成员。◇ *The board is/are unhappy about falling sales.* 董事会对销量下降不满。◇ *members of the board* 董事会成员 ◇ *discussions at board level* 董事会层面上的讨论 ◇ *A board meeting was held to discuss the offer.* 举行董事会会议讨论该提议。
➲ *to be on/have a seat on/join/sit on the board* 担任董事 • *to appoint/elect sb to the board* 任命／选举某人为董事 • *to dismiss/remove sb from the board* 罢免／取消某人的董事资格

**2** [C] used in the name of some organizations 用于某些机构名称：*the Welsh Tourist Board* 威尔士旅游局

**3** [U] the meals that are provided when you stay in a hotel, for example; what you pay for the meals （旅馆等提供的）膳食；膳食费用

**4** [C, U] a large flat piece of wood, plastic or other material （木材、塑料或其他材料做成的）板：*The lecturer wrote his key points up on the board.* 讲师将要点写在黑板上。

**5** [C] = NOTICEBOARD

IDM **be above 'board** (especially about a business arrangement) to be honest and open （尤指商业安排）开诚布公、公开：*We were assured that the deal was completely above board.* 我们相信这项交易是完全公开的。 **be, come, stay, etc. on 'board; bring, have, keep, etc. sb on 'board** to be, become, stay, keep, etc. sb, involved in sth 邀请（某人）做某事：*It's good to have you on board* (= working with us). （我们能）跟你一起工作真高兴。◇ *They wanted to bring someone more mature on board to help with sales and marketing.* 他们想请较成熟的人来协助开展销售和营销工作。 **on 'board** on a ship, an aircraft or a train 在船上（飞机上或火车上）
→ idiom at TAKE *verb*

• ***verb***

**1** [+ obj *or* no obj] to get on a plane, bus, train, etc. 上飞机（公共汽车、火车等）：*The passengers are waiting to board.* 乘客正在等候登机。

**2** [no obj] **be boarding** when a plane or ship is **boarding**, it is ready for passengers to get on 开始登机（或上船等）：*Flight BA193 to Paris is now boarding at gate 37.* 请乘坐BA193航班飞往巴黎的乘客现在从37号登机口登机。

**'boarding card** (*also* **'boarding pass**) *noun* [C] a card that you show before you get on a plane or boat 登机证；登船证

**,board of di'rectors** *noun* [C with sing./pl. verb] the group of people chosen by shareholders to control a company, decide its policies and appoint senior officers 董事会：*The board of directors is/are considering the takeover bid.* 董事会正在考虑这笔收购。◇ *She was elected to the board of directors in 2004.* 她在2004年入选董事会。◇ *He will continue to serve as chairman of the board of directors.* 他将继续担任董事会主席。

**boardroom** /'bɔ:dru:m; -rʊm; *AmE* 'bɔ:rd-/ *noun* [C] a room in which the meetings of the BOARD of a company (= the group of people who decide on its policies) are held 董事会会议室：*decisions made in the boardroom* 董事会做出的决策 ◇ *A senior executive quit today after a boardroom battle* (= a disagreement between directors) *over the future structure of the company.* 一名高层管理人员今天在董事会会议上与各董事就公司未来的架构问题发生争论，然后辞职。
➲ *a boardroom* ***battle/coup/dispute/power struggle/row*** 董事会会议上的争论／人事突变／纠纷／权力斗争／严重分歧 • *a boardroom* ***shake-up/upheaval*** 董事会重组／剧变 • *boardroom* ***pay/salaries*** 董事会薪酬／薪水

**bobo** /'bəʊbəʊ; *AmE* 'boʊboʊ/ *noun* [C] (*plural* **bobos**) a young professional who has lots of money and probably works in an Internet company, but who has ideas and attitudes that are different from what is considered normal by most people "布波"族（指年轻富有的专业人士，很多在互联网公司工作，思想和态度有别于大多数人）
NOTE Formed from the first part of the words 'bourgeois bohemian' (= a middle class person who lives in an informal and unusual way).
* BOBO取布尔乔亚 (bourgeois) 和波希米亚 (bohemian) 头两个英文字母而组成（不拘礼节、不寻常的中产阶级）

**'body ,copy** *noun* [U] the main section of text in an article, an advertisement, a web page, etc. （文章、广告、网页等的）正文：*You will need at least one font for the title and one for the body copy.* 你至少将一种字体用于标题，另一种字体用于正文。

**,body 'corporate** *noun* [C] (*plural* **bodies corporate**) (*Law*) a group of people, for example an association or a business, that is treated as having its own legal status 法人团体

**'body ,language** *noun* [U] the process of communicating what you are feeling or thinking by the way you place and move your body rather than by words 肢体语言；形体语言：*The course trains salespeople in reading the*

*customer's body language.* 该课程培训销售人员以明白顾客的肢体语言。

**'body shop** *noun* [C]
(*Manufacturing*)
**1** the part of a car factory where the main bodies of the cars are made （汽车厂）车身制造车间 → PAINT SHOP
**2** a place where repairs are made to the main bodies of cars （汽车）车身维修厂

**the ˌB of 'E** (*also* ˌ**Bo'E**) *abbr* (*only used in written English* 只用于书面英语)
the Bank of England 英格兰银行；英伦银行

**BOGOF** /'bɒgɒf; *AmE* 'bɔ:gɔ:f; -ɑ:f/ *abbr*
(*Marketing, usually used in written English* 通常用于书面英语) **buy one get one free** used in a shop/store to tell customers that they can buy two of a particular item and only pay for one （商店）买一送一

**'boilerplate** /'bɔɪləpleɪt; *AmE* -lər-/ *noun* [U]
(*especially AmE*)
a standard piece of writing or computer code that can be copied and used in different situations 样板文件；模板文件（可以在不同场合复制和使用的计算机代码）：*This boilerplate wording is used in most employment contracts.* 该样板文件的措辞适用于大多数雇用合同。

**'boiler room** *noun* [C]
**1** (*Stock Exchange, informal*) a place where people sell shares by telephone, in an unfair and dishonest way （以不公平和欺骗的手段用电话推销股票的）证券推销所，电话交易所：*a high-pressure salesman from a boiler-room operation* 来自欺骗性证券推销所并采取强行销售手段的推销员
**2** a room where the heating for a building is produced 锅炉房

**BOL** /ˌbi: əʊ 'el; *AmE* oʊ/ = BILL OF LADING

**'bolt-on** *adjective* [only before noun]
something that can be easily added to a machine, a website, a company, etc. to enable it to do sth new 贴附型的；贴附式的：*They have added bolt-on e-commerce software to their website to enable customers to order direct.* 他们在网站上添加了贴附式电子商务软件让顾客能直接订购。

**BOM** /ˌbi: əʊ 'em; *AmE* oʊ/ = BILL OF MATERIALS

**bona fide** /ˌbəʊnə 'faɪdi; *AmE* ˌboʊnə/ *adjective*
[usually before noun]
(*Law*) genuine, real or legal; not false 真正的；合法的：*Is it a bona fide, reputable organization?* 这是一个合法的、有信誉的机构吗？ **NOTE** **Bona fide** is a Latin phrase meaning 'in good faith'. * Bona fide 是拉丁语短语，即“善意”的意思。

**'bona 'fide occu'pational qualifi'cation**
*noun* [C,U] (*abbr* **BFOQ**)
(*HR; Law*) in the US, a reason that employers can give for employing a worker only from a particular group of people if they can prove that other people would not be able to do the job 实际职业资格（在美国，雇主以其他人没有能力从事某项工作作为理由，从某批人中聘用员工）

**bona fides** /ˌbəʊnə 'faɪdi:z; *AmE* ˌboʊnə/ *noun* [U]
(*Law*) evidence showing that sb is what they claim to be or that what they say is true 真诚；善意：*The firm asked for a reference to check the candidate's bona fides.* 公司要求提供一位证明人以核实应聘者的诚意。 SYN GOOD FAITH
**NOTE** **Bona fides** is a Latin phrase meaning 'good faith'. * Bona fides 是拉丁语短语，即“善意”的意思。

**★bond** /bɒnd; *AmE* bɑ:nd/ *noun* [C]
SEE ALSO: **appeal bond, bid ~, corporate ~, customs ~, debenture ~, fidelity ~, foreign ~,** etc.
**1** (*Finance*) an agreement by a government or an organization to pay back the money an investor has lent plus a fixed amount of interest on a particular date; a document containing this agreement 债券；公债：*Government bonds are usually considered to be a safe investment.* 政府债券通常被认为是一种安全的投资。◇ *The company are to issue bonds backed by its revenue from travel insurance.* 公司将以其旅游保险收入做后盾准备发行债券。◇ *They will launch a €2 bn bond issue to cut their debt.* 他们将发行20亿欧元的债券以削减其债务。◇ *the bond market* 债券市场 See note at FOREIGN BOND
● *to* ***buy/hold/invest in/issue/redeem/sell/trade*** *bonds* 购买／持有／投资／发行／赎回／销售／交易债券 • ***high-yield/long-term/twenty-year*** *bonds* 高收益的／长期的／二十年期的债券 • *a bond* ***broker/investor/trader*** 债券经纪人／投资者／交易员
**2** (*Law*) (*especially AmE*) an amount of money that sb pays in case they fail to do what they have agreed to do 保证金：*He was released on a $5 000 bond* (= if he did not appear in court on a particular day he would lose the money). 他以5000美元获得保释（如果他不按时出庭，就会失去这笔钱）。→ BAIL
**3** (*Law*) a legal written agreement or promise 书面法律协定（或者承诺）
● *to* ***make/sign*** *a bond* 订立／签署协定
**4** (*Insurance*) a word used for certain kinds of insurance policy that protect companies from loss （保护企业免遭损失的某些）保险单
IDM **in 'bond** (*Trade*) (about imported goods) being held until the buyer pays any necessary import taxes and other charges （指进口货物）在关栈中，存放于海关待完税和保税 → BONDED WAREHOUSE

**bonded** /'bɒndɪd; *AmE* 'bɑ:n-/ *adjective*
**1** (*Trade*) (about imported goods) held until the buyer pays any necessary import taxes （指进口货物）存放海关待完税的，保税的：*bonded goods* 保税货物 → BONDED WAREHOUSE
**2** (*Insurance*) (*BrE*) (about a travel company) having insurance that protects the customer in case anything goes wrong （指旅行社）有给顾客买保险的，有担保的：*We recommend that you use an ABTA bonded travel agent.* 我们推荐你找由英国旅行社协会担保的旅行社。
**3** (*Insurance*) (*AmE*) (especially about a person or company providing a service) having a type of insurance that promises the customer that the job will be done and will be done well （尤指人或服务公司）担保的：*a bonded electrician* 有担保的电工

**,bonded 'factory** *noun* [C]
(*Manufacturing*; *Trade*) a factory that uses imported raw materials to produce goods only for export, and so does not need to pay import taxes 保税加工厂（使用进口原料生产出口货物、无需缴纳进口税）

**,bonded 'warehouse** (*also* **,Customs 'warehouse**, *less frequent*) *noun* [C]
(*Trade*) a building where imported goods are stored until import taxes are paid on them 保税仓库（进口货物完税前存放的地方）

**'bond fund** *noun* [C]
(*Finance*) a fund where the money is invested in government or company bonds. It pays regular, fixed interest and has a low risk. 债券基金；公债基金（投资于政府或公司债券的基金，定期支付固定利息，风险低）

**bondholder** /'bɒndhəʊldə(r); *AmE* 'bɑ:ndhoʊldər/ *noun* [C]
(*Finance*) a person who has bought government or company bonds 债券持有人

**'bond note** *noun* [C]
(*Trade*) a document that must be signed by CUSTOMS AND EXCISE (= the government department that collects taxes on imports) before BONDED goods can be collected by an importer or exported again 保税仓单；保税单

**'bond ,rating** *noun* [U,C]
(*Finance*) a system of giving a grade to a bond according to how good and safe an investment it is considered to be; the grade that is given 债券评级（根据投资的稳健程度对所发行的债券的可靠程度进行评估，并标示其等级的制度）：*A triple-A bond rating guarantees a safe investment.* 三A级债券评级保证投资的安全性。

**★bonus** /'bəʊnəs; *AmE* 'boʊ-/ *noun* [C] (*plural* **bonuses**)
SEE ALSO: **acceptance bonus, attendance bonus**
**1** an extra amount of money that is added to a payment, especially to sb's wages as a reward 奖金；津贴：*If he had stayed on as CEO, he would have received a $1 million bonus.* 如果他仍担任首席执行官，他原本会得到100万美元的奖金。◇ *Productivity bonuses are paid to staff meeting agreed targets.* 生产奖金按员工会议上商定的金额发放。◇ *bonus payments* 奖金 See note at SALARY
● *to* ***earn/get/receive*** *a bonus* 赚得／获得／收到奖金 • *to* ***award/pay*** *(sb) a bonus* 给予／支付（某人）奖金 • ***merit/performance/productivity*** *bonuses* 功绩／业绩／生产奖金 • *an* ***annual/end-of-year/a year-end*** *bonus* 年度／年末／年终奖金 • *a* ***loyalty/retention/signing*** *bonus* 忠诚／挽留／签约奖金
**2** (*Finance*) a payment in money or shares that a company makes to its shareholders（公司发给股东的）红利：*The company will issue one bonus share for every share held.* 公司将给所持有的每股股票发放一份红利股。
● *bonus* ***dividends/shares/stock*** 红利／红股／红利股
**3** (*Insurance*) (*also* **,capital 'bonus**) a share of its profits that a LIFE INSURANCE company pays to its customers (**policyholders**)（人寿保险公司支付给投保人的）余利：*Terminal bonuses* (= an extra payment made at the end of a life insurance contract) *are being cut completely.* 人寿保险合同终期余利被彻底取消。

**'bonus ,issue** *noun* [C] (*especially BrE*)
(*Finance*) a situation in which a company uses its spare profits (**reserves**) to create new shares, which are then given free to the shareholders in proportion to the number of shares that they already own 红股发行（公司利用剩余利润增发新股，按持股比例无偿分给现有股东）：*The company has proposed a 1–for–2 bonus issue* (= shareholders get 1 extra share for every 2 shares that they own). 公司建议按每2股送1股的比例发行红股。 SYN CAPITALIZATION ISSUE, SCRIP ISSUE

**'bonus shares** *noun* [C]
(*Finance*) shares that a company gives free to people who already hold its shares, for example in a CAPITALIZATION ISSUE 红股

**★book** /bʊk/ *noun*, *verb*
● ***noun*** [C]
SEE ALSO: **appointment book, Blue ~, cash ~, double-~, off-the-~, order ~, paying-in ~**, etc.
**1** a document that forms an official record or list（作为正式记录或清单的）本子，簿册：*a chequebook* 支票簿 ◇ *a phone book* (= a list of the names, addresses and telephone numbers of people and businesses) 电话簿
**2** a piece of writing published in printed or electronic form（印刷或电子）书、出版物：*an e-book* 电子书
**3** (*Commerce*; *Finance*) a list of clients and/or investments that a person or a company looks after 一组顾客；一组投资项目：*You will learn the skills required to* ***manage*** *a book of accounts for one or more pension funds.* 你将学会管理一个或多个养老基金账户的技巧。
IDM **by the 'book** following rules and instructions in a very strict way 循规蹈矩；严格遵守章程：*Doing things by the book doesn't always work in the real world.* 照章办事在现实生活中并不总能行得通。→ idiom at THROW → BOOKS
● ***verb***
**1** [+ obj *or* no obj] (*especially BrE*) to arrange with a hotel, restaurant, etc. to have a room, table, seat, etc. on a particular date 预订（旅馆房间、餐馆座位等）：*I'd like to book a table for six for 8 o'clock tonight.* 我想预订今晚8点一张供六个人就餐的桌子。◇ *I'm sorry—we're* ***fully booked.*** 对不起，我们已经订满了。→ RESERVE
**2** [+ obj] to arrange for sb to have a seat on a plane 给（某人）预订（飞机座位）：*Can you book me on the 6 o'clock flight?* 你可以帮我预订6点班机的座位吗？
**3** (*Accounting*) [+ obj] to record or show sth in a company's accounts（在公司账户上）登记；记录；显示：*Last year the company booked a $150 million gain.* 去年公司账上录得盈利1.5亿美元。
PHR V **,book 'in/'into sth** to arrive at a hotel and arrange to stay there 登记入住（旅馆）：*I arrived at ten and booked straight into a hotel.* 我10点到达后直接前往旅馆登记入住。 **,book sb 'in/'into sth** to arrange for sb to have a room at a hotel 给某人预订（旅馆房间）

**bookbuilding** /'bʊkbɪldɪŋ/ *noun* [U]
(*Stock Exchange*) a way of deciding the price of new shares by first asking important investors how many they would be willing to buy and at what price 询价机制；建仓制；投标建档（首先询问重要投资者愿意购买股份的数量及价格，从而决定新股价格的一种方法）：*Bookbuilding will open immediately and close tomorrow, with prices and allocations expected on Friday.* 询价将马上进行，明天结束，周五可望确定价格和分配额。

**'book debt** = ACCOUNTS RECEIVABLE

**'book depreci,ation** *noun* [U]
(*Accounting*) how much value an asset loses each year, as written in a company's financial records (**books**) 账面折旧 → TAX DEPRECIATION

**'book ,entry** *noun* [U,C]
(*Finance*) a record kept on a computer system of the names of people who have bought a bond, share, etc. With this method, certificates are not given to buyers. 账面记录，账户记录（购买债券、股票的人的资料保存在计算机系统内而不发出证书）

**'book ,equity** *noun* [U]
(*Accounting*) the value of a company as shown in its financial records (**books**), which is its assets minus its LIABILITIES (= the money it owes) 账面权益（公司账面价值，即资产减负债） SYN BOOK VALUE

**'book gain** = BOOK PROFIT

**booking** /'bʊkɪŋ/ *noun* [C,U]
an arrangement that you make in advance to buy a ticket to travel somewhere, go to the theatre, etc（车票、船票、机票、戏票等的）预订：*Can I make a booking for Friday afternoon?* 我可以预定周五下午的票吗？ → RESERVATION (1)

**★bookkeeping** /'bʊkki:pɪŋ/ *noun* [C,U]
SEE ALSO: **double-entry bookkeeping, single-entry bookkeeping**
the work of keeping an accurate record of the accounts of a business 簿记：*bookkeeping entries/errors* 簿记分录 / 错误 ▸ **'bookkeeper** *noun* [C]：*He started off as a bookkeeper in the firm.* 他在公司里最初是当簿记员的。

**bookmark** /'bʊkmɑ:k; *AmE* -mɑ:rk/ *noun* [C]
(*IT*) the address of a web page, file, etc. that you store on your computer so that you can find it quickly（电脑网页、文件等的）书签
▸ **'bookmark** *verb* [+ obj]：*Bookmark this site!* 把这个网站标记下来！

**'book of 'final 'entry** *noun* [C, usually pl.]
(*Accounting*) an account book or computer record which contains a summary of all a business's financial records for a period of time 终结账簿；结账记录 → GENERAL LEDGER

**'book of 'prime 'entry** *noun* [C, usually pl.]
(*also* **'book of 'first 'entry, 'book of o'riginal 'entry**)
(*Accounting*) an account book or computer record in which a company's financial TRANSACTIONS are first recorded 原始账簿（公司财务交易项目的首次记录）

**'book ,profit** (*also* **'book gain**) *noun* [C,U]
(*Accounting*) a profit that has been made but not taken as real money yet, for example shares that have risen in value but have not yet been sold 账面利润 SYN PAPER PROFIT

**'book ,runner** = MANAGING UNDERWRITER

**books** /bʊks/ *noun* [pl.]
SEE ALSO: **statutory books**
**1** (*Accounting*) (*also* **ac'count books**) the written record of the financial affairs of a business 账簿；账册：*People who run their own business often do the books themselves.* 经营自己业务的人常常由自己记账。 ◇ *a bid to balance the books* 为了平衡（收支）账目 ◇ *The bank is aiming to **clear** all bad loans **off** its books over the next year.* 银行力求在来年消除账面上的所有不良贷款。
SYN ACCOUNTS
⊕ *to **audit/do/keep** the books* 审 / 作 / 记账
◆ *to **balance** the books* 平衡（收支）账目
**2** a record of the customers, orders and stock that a company has 客户订单和存货记录：*There are no other large orders **on the books**.* 记录中没有其他大额定单。 → BOOK *noun* (3)
IDM **,cook the 'books** (*informal*) to put false information in a company's accounts 伪造账目；做假账：*The books were cooked to make profits seem much higher than they were.* 账目被伪造，这使利润看起来远远超过实际情况。 **(be) on sb's 'books** (*HR*) (to be) on an organization's list, for example the list of people who work for a company, or a list of people who are available for a particular type of work 在某机构的名册上：*It's the largest security firm in the UK with 10 000 staff on its books.* 它是英国最大的证券企业，在册员工有1万人。

**,books of ac'count** *noun* [pl.]
(*Accounting*) the written financial records of a business 账目 SYN ACCOUNTS → BOOKS (1)

**'book ,transfer** *noun* [C]
(*Finance*) a record kept on a computer system of a change in the ownership of shares, bonds, etc. without using certificates（股票、债券等的）电脑过户记录，电脑转让记录

**'book ,value** *noun* [U; C, usually sing.] (*abbr* **BV**)
(*Accounting*)
**1** (*also* **,written-down 'value**) the value that a business gives to an asset in its financial records (**books**), which is the original cost of the asset minus DEPRECIATION (= its decrease in value over a period of time) 账面价值（记录在账上的资产价值，即资产的原始成本减折旧）：*The old photocopier is still useful, although its book value is almost nothing.* 尽管旧复印机的账面价值几乎为零，但它仍然有用。 → MARKET VALUE
**2** the value of a company as shown in its financial records, which is its assets minus its LIABILITIES (= the money that it owes) 账面价值（记录在账上的公司价值，即资产减负债）：*The group is hoping to sell the business for more than its current book value.* 集团希望以高于目前账面价值的金额出售企业。 SYN BOOK EQUITY, SHAREHOLDER EQUITY → MARKET VALUE

**★boom** /bu:m/ *noun, verb*
(*Economics*)
● ***noun*** [C]
SEE ALSO: **baby boom**
a sudden increase in trade and economic activity;

a period of wealth and success（贸易及经济活动的）剧增；兴旺时期：*a boom **in** sales* 销售额大增 ◇ *The sales boom is attributed to low unemployment and low interest rates.* 销售额的大增归因于低失业率和低利率。◇ *the Internet boom of the 1990s* * 1990年代的互联网热 ◇ *a boom year (for trade, exports, etc.)*（贸易、出口等的）兴盛的一年 OPP SLUMP —Picture at BUSINESS CYCLE

⊕ *a **consumer/credit/an economic/investment/a sales/spending** boom* 消费热；信贷激增；经济热；投资热；销售热；开支激增 • *a **property/retail** boom* 房地产 / 零售畅旺 • *a boom **period/year*** 繁荣时期 / 的一年 • *boom **times/years*** 繁荣时代 / 岁月

IDM **,boom and 'bust** a feature of an economic system or an industry where a period of success and wealth is followed by a period of difficulty, then by another period of success, and so on in a repeated pattern 经济繁荣和经济萧条的交替循环：*IT is a highly competitive industry, prone to boom and bust.* 信息技术是高度竞争的产业，容易出现繁荣与衰退交替的循环。◇ *the **boom-and-bust cycle** of agriculture* 农业的兴衰周期

• ***verb*** [no obj]
(about a business or an economy) to have a period of rapid growth; to become bigger, more successful, etc.（指商业或经济）急速增长：*Use of the Internet has boomed in recent years.* 最近几年互联网的使用迅速发展。◇ *Business is booming!* 业务正繁荣兴旺！▶ **'booming** *adjective* [usually before noun]：*a booming housing market* 繁荣的住房市场 ◇ *booming exports* 日益增长的出口

**boomlet** /'bu:mlət/ *noun* [C]
(*Economics*) a short period of sudden trade and economic activity and growth 小景气

**★boost** /bu:st/ *verb, noun*
• ***verb*** [+ obj]
**1** to increase sth in strength, number or value 增强（实力）；增加（数量或价值）：*The company aims to boost earnings by 18%.* 公司的目标是增加18%的收益。◇ *Sales are being boosted by consumers' growing confidence in Internet shopping.* 消费者网上购物信心的增加促使销售额激增。
**2** to take actions that will make an economy stronger and encourage business activity 推进；推动：*Low interest rates are finally boosting the economy.* 低利率最终推动了经济增长。
• ***noun*** [C, usually sing.]
**1** something that helps to increase or improve sth else 推动力：*Low interest rates should give a major boost to home sales.* 低利率对房屋销售额的增长应能起到巨大的促进作用。◇ *Intel received a boost (= its share price increased) from positive comments made by analysts.* 分析家正面的评论推了英特尔公司一把（其股价上涨了）。
⊕ *to **give/provide** a boost (to sb/sth)* 促进；推进 • *to **get/receive** a boost (from sth)*（从某事中）获得推动力 • *a **big/huge/major/much-needed/welcome** boost* 大的 / 巨大的 / 重要的 / 迫切需要的 / 受欢迎的推动力
**2** an increase 提高；增加：*The company has announced a boost in exports.* 公司宣布其出口量增加了。
⊕ *to **announce/enjoy/experience** a boost* 公布 / 获得 / 经历增长 • *a **big/dramatic/huge** boost* 大的 / 戏剧性的 / 巨大的增长

**boot** /bu:t/ *verb* [+ obj *or* no obj]
(*IT*)
**1** [+ obj] **boot sth (up)** to start a computer or a piece of software and wait for it to become ready to use 启动，打开（电脑或软件）：*Boot up your Web browser and type in 'www.oup.com/elt'.* 启动你的网页浏览器并键入“www.oup.com/elt”。
**2** [no obj] (about a computer or a piece of software) to prepare itself for use（指电脑或软件）启动：*waiting for the machine to boot up* 等待机器启动 ◇ *The system won't boot because of an error.* 由于出现错误，系统无法启动。→ REBOOT

**bootable** /'bu:təbl/ *adjective*
(*IT*) (about a computer disk) that contains the basic software that is necessary to start (**boot**) a computer（指电脑磁盘）可启动的

**bootleg** /'bu:tleg/ *adjective, verb, noun*
• ***adjective*** [only before noun]
made and sold illegally 非法制造贩卖的：*a bootleg cassette* 非法录制贩卖的磁带 ◇ *bootleg computer software* 非法制造贩卖的计算机软件 → PIRATE
• ***verb*** [+ obj] (**-gg-**)
to make and sell an illegal copy of sth 非法生产或销售：*bootlegging copies of the program* 非法生产和销售该程序的复制品 ▶ **'bootlegger** *noun* [C]：*Life will be getting tougher for bootleggers.* 非法生产商的日子将越来越艰难。 **'bootlegging** *noun* [U]
• ***noun*** [C]
a copy of a music recording, film/movie, book or piece of software that is made and sold illegally（电影、书籍或软件的）非法复制品，盗版 See note at COPY

**bootstrapping** /'bu:tstræpɪŋ/ *noun* [U]
the act of building a business with very little outside investment, but with a lot of imagination and effort 白手起家

**BOQ** /ˌbi: əʊ 'kju:; *AmE* oʊ/ = BILL OF QUANTITIES

**★borrow** /'bɒrəʊ; *AmE* 'bɑ:roʊ; 'bɔ:r-/ *verb*
[+ obj *or* no obj]
to take money from a person, a bank, etc. and agree to pay it back within a particular period of time, usually with an amount of interest added（向个人、银行等）借款：*The group has borrowed €4 billion **from** banks.* 集团已向银行借款40亿欧元。◇ *She borrowed **heavily** to set the company up.* 她借入大笔钱来创办公司。◇ *borrowing **at** a low rate of interest* 以低利率借款 See note at LEND

PHR V **,borrow a'gainst sth; ,borrow sth a'gainst sth** to borrow money by using sth valuable as COLLATERAL (= sth that you promise to give to sb/sth if you do not pay back the money that you owe them) 以…作抵押借款：*The amount of money that people are borrowing against their homes reached a very high level.* 人们用房屋作抵押来借款的数额已达到很高的水平。

**★borrower** /'bɒrəʊə(r); *AmE* 'bɑ:roʊ-; 'bɔ:r-/ *noun* [C]
a person or company that borrows money, especially from a bank 借款人；借方：*We offer the same rates of interest to new and existing*

*borrowers.* 我们向新的和现有的借款人提供相同的利率。◇ *The bank has lost a lot of money from lending to high-risk borrowers.* 银行已因为将钱贷给高风险的借款人损失了大笔金钱。◇ *borrowers with a good credit history* (= people who have always paid their debts) 具有良好信用史的借款人 OPP LENDER

**⊕ *corporate/creditworthy/existing/high-risk/new borrowers*** 企业 / 信誉良好的 / 现有的 / 高风险的 / 新的借款人

**★borrowing** /'bɒrəʊɪŋ; *AmE* 'bɑ:roʊɪŋ; 'bɔ:r-/ *noun*

SEE ALSO: **bank borrowing, consumer ~, net ~**

**1** [U] the money that a company, person or government borrows; the act of borrowing money（公司、个人、政府的）借款，贷款：*If it's cheap for people to borrow, borrowing and spending will increase.* 如果借款便宜，借贷和消费将会增加。◇ *Household borrowing* (= money borrowed by families) *has reached alarming levels.* 家庭借贷已达到惊人的程度。◇ *lower borrowing costs* 较低的借贷成本 OPP LENDING

**⊕ *consumer/corporate/household* borrowing** 消费者 / 公司 / 家庭借贷 • ***foreign/government/public-sector* borrowing** 外国 / 政府 / 公共部门借贷 • ***borrowing costs/facilities/requirement(s)*** 借贷成本 / 安排 / 条件 • ***to curb/cut/increase/reduce* borrowing** 控制 / 削减 / 增加 / 减少借贷

**2 borrowings** [pl.] the amount of money that a company has borrowed（公司的）借款额：*The car manufacturer has total borrowings of €7.5 billion.* 汽车制造商的借贷总额达75亿欧元。

**⊕ *to cut/increase/reduce/repay borrowings*** 削减 / 增加 / 减少 / 偿还借款 • ***bank/foreign currency/long-term/short-term* borrowings** 银行 / 外币 / 长期 / 短期借款

**VOCABULARY BUILDING** 词汇扩充

## Words for bosses

**Top Management 高层管理者**
- *directors* 董事
- *executives* 高管
- *senior managers* 高级经理

**Middle Management 中层管理人员**
- *junior/middle managers* 初级 / 中级经理
- *line managers* 直线经理
- *team leaders* 团队领导
- *supervisors* 主管

**Note:** The word **direct report** is used to describe a person that you are directly responsible for, at any level of an organization. * direct report 指“顶头上司”：*Line managers should set targets with their direct reports.* 直线经理应该与其顶头上司确定目标。The phrase **immediate boss/supervisor** can be used to describe the person that you are responsible to. 短语 immediate boss/supervisor 指“顶头上司”。

See note at RESPONSIBILITY

**★boss** /bɒs; *AmE* bɔ:s/ *noun* [C]

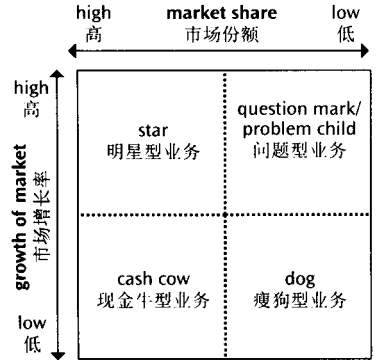
**1** a person who is in charge of other people at work and tells them what to do 老板；上司：*I'll have to ask my boss about that.* 这件事我要请示老板。◇ *Her **immediate** boss* (= the person who tells her what to do) *is the marketing manager.* 她的顶头上司是营销经理。◇ *I like **being my own boss*** (= working for myself and making my own decisions). 我希望自己做老板（为自己工作，自己拿主意）。

**2** (*informal*) (often used in newspapers) the person in charge of a company（常用于报章）公司总经理、公司领导：*He's the new boss at J Sainsbury.* 他是桑斯博里的新领导。

→ HONCHO

**the ˌBoston ˈMatrix** /'bɒstən; *AmE* 'bɔ:s-/ (*also* ˌ**growth-share ˈmatrix**) *noun* [C, usually sing.] (*Marketing*) a way of analysing how successful a range of a company's products or services are by looking at the percentage of sales it has in the market and how fast the sales are growing 波士顿矩阵分析模型（通过观察市场占有率及销售额增长率，从而分析公司系列产品或服务成功的程度）

**Boston Matrix** 波士顿矩阵




**bot** /bɒt; *AmE* bɑ:t/ *noun* [C]

SEE ALSO: **shopping bot**

(*IT, informal*) a piece of software that a computer uses for ordinary or very long tasks, especially searching for particular information on the Internet 机器人程序，僵尸程序（一种计算机程序，应用于普通或很长时间的操作，特别是在互联网上搜索特定的信息）**NOTE** **Bot** is an abbreviation of 'robot'. * bot 是 robot 的缩写。

**bottleneck** /'bɒtlnek; *AmE* 'bɑ:tl-/ *noun* [C] anything that slows down development or progress, particularly in business or industry（尤指工商业发展中的）瓶颈，障碍：*eliminating bottlenecks in the manufacturing process* 消除生产过程中的瓶颈

**⊕ *major/potential/severe* bottlenecks** 主要的 / 潜在的 / 严重的瓶颈 • ***to cause/create* a bottleneck** 引致 / 造成瓶颈 • ***to clear/eliminate/remove* a bottleneck** 清除 / 消除 / 除去瓶颈

**bottler** /'bɒtlə(r); *AmE* 'bɑ:tlər/ *noun* [C] (*Manufacturing*) a company that puts drinks into

small containers such as bottles and cans, to sell to the public 装瓶厂商: *the second largest bottler of Pepsi drinks* 百事可乐饮料的第二大装瓶厂商 ◇ *a soft-drinks bottler* 软饮料装瓶厂商 ▸ **'bottling** *noun* [U]: *new bottling plants in Southeast Asia* 位于东南亚的新装瓶厂

**bottom** /'bɒtəm; *AmE* 'bɑːtəm/ *noun, adjective, verb*

• ***noun***

SEE ALSO: **false bottom, race to the ~, rock ~**

**1** [sing.] the lowest or worst level of sth 底层; 低谷: *You have to be prepared to start **at** the bottom in the company and work your way up.* 你必须有从公司的基层做起的思想准备，然后再努力向上。 ◇ *Analysts believe this is the bottom of the cycle for mobile phone makers.* 分析家相信这是手机制造商的低谷。 ◇ *The decline in demand for the products has now **hit bottom**.* 产品需求下降现在已达到最低点。

**2** [C] the lowest part of sth 底部; 最下部分: *A message should appear **at** the bottom of the screen.* 应该有一条信息出现在屏幕的最下端。

IDM **the ,bottom drops/falls 'out of sth** people stop buying or using the products of a particular industry (某行业)产品滞销: *The bottom has dropped out of the travel market.* 旅游市场已出现萧条的情况。 **from the ,bottom 'up** relying on the ideas and support of the people who have lower positions in an organization 自下而上(依靠机构中职位较低者的想法和支持): *She believes that authority comes from the bottom up, not the top down.* 她认为权力是自下而上而不是自上而下产生的。 OPP FROM THE TOP DOWN → BOTTOM-UP → idiom at TOUCH

• ***adjective*** [only before noun]

in the lowest, last or furthest place or position 底部的; 最后的; 最末的: *Double-click on the icon in the bottom left-hand corner of your screen.* 双击屏幕左下角的图标。 ◇ *The firm ranked in the bottom 25% of all those surveyed.* 该公司在所有受访的公司中排名在最后的25%里。 ◇ *The insurer has focused on **the bottom end of the market*** (= on selling to people who cannot afford to spend much). 保险公司将力量集中在低端市场(向低下阶层推销)。

• ***verb*** [no obj] **bottom (out)** to stop getting lower or worse 停止恶化: *The number of people unemployed has risen by 67 000 since bottoming in April.* 自从四月的最低点以来，失业人数已上升到67000人。 ◇ *There are signs that the country's economy is bottoming out.* 有迹象显示，该国经济正走出谷底。

▸ **'bottoming, ,bottoming 'out** *noun* [U; sing.]: *a bottoming out in energy prices* 能源价格已降至最低点

**'bottom ,fishing** *noun* [U] (*especially AmE*) (*Stock Exchange, informal*) the activity of buying shares or businesses when the prices are unusually low and are not likely to fall much further 抄底(当价格达到低点时购进股票或企业): *Some people start bottom fishing too early, before the lowest prices have been reached.* 有些人在价格达到最低点之前过早开始抄底。 ▸ **'bottom ,fisher** *noun* [C] NOTE The use of this word often shows that the speaker disapproves of people who buy shares in this way. 这个词常用来表示说话者不赞成用这种方式购买股票。 → BARGAIN HUNTER

★**,bottom 'line** *noun* [C, usually sing.]

**1** (*Accounting*) the amount of money that is a profit or a loss after everything has been calculated 损益表底线: *The drop in sales had a big impact on our bottom line.* 销售量下降对我们的损益表底线有很大影响。 ◇ *The bottom line for 2005 was a pre-tax profit of €60 million.* * 2005年的损益表底线是6000万欧元的税前利润。 ◇ *a bottom-line loss of $281 million* 损益表底线亏损额达2.81亿美元

➲ ***to affect/have an impact on/improve** the bottom line* 影响损益表底线; 对损益表底线产生影响; 改善损益表底线 • *a bottom-line **loss/profit*** 损益表底线亏损 / 盈利

NOTE The term **bottom line** originally referred to the line at the bottom of a PROFIT AND LOSS ACCOUNT where the total amount of profit or loss was written. * bottom line这一术语原指损益表中的末行数字，该数字表示盈利总额或亏损总额。

**2 the bottom line** the most important thing that you have to consider or accept; the essential point in a discussion, etc. 要点; 基本论点; 底线: *The bottom line is that we have to make a decision today.* 最关键的是，我们今天必须作出决定。

**3** the lowest price that sb will accept 可接受的最低价格; 底价: *Two thousand—and that's my bottom line!* 两千块——这是我们的底价!

**,bottom-'up** *adjective*

**1** from or involving the people who have lower positions in an organization or their ideas 自下而上的: *a bottom-up approach to management* 自下而上的管理方法

**2** starting from the beginning of a process 从头开始的: *bottom-up analysis* 从头至尾的分析

OPP TOP-DOWN

**,bought 'deal** *noun* [C]

(*Stock Exchange*) a way of selling new shares or bonds that involves selling all of them to one bank, BROKER, etc., that then sells them to other investors 包销(将新发行的股票或债券全部出售给一家银行或包销商等，再由后者卖给其他投资者)

**'bought ,ledger** = PURCHASE LEDGER

**bounce** /baʊns/ *verb, noun*

• ***verb***

**1** [+ obj *or* no obj] (*informal*) if a cheque **bounces**, or a bank **bounces** it, the bank refuses to pay it because there is not enough money in the account. (支票因出票人账上存款不足遭银行)退回、拒付: *The cheque will bounce if your salary doesn't reach your account today.* 如果你的工资今天未能存入你的账户，支票将被拒付。 ◇ *a bounced cheque* 一张空头支票 → DISHONOUR, RD, RETURN

**2** [+ obj *or* no obj] to increase suddenly in value or level 突然增加; 反弹: *The retailer's shares bounced 2.7 per cent **to** €55.5.* 零售商的股票反弹2.7%，达到55.5欧元。

➲ ***prices/sales/shares/the market** bounced* 价格 / 销量 / 股票 / 市场反弹

**3** [no obj] **bounce around/up and down** to repeatedly increase and decrease in value or level 忽高忽低地; 上下波动: *The stock price has been*

*bouncing up and down as much as 10% a day.* 股票价格一天之内上下波动的幅度高达10%。
**4** [+ obj *or* no obj] if an email **bounces** or the system **bounces** it, it returns to the person who sent it because it cannot be delivered. （电子邮件）被退回
**PHR V** **,bounce 'back (from sth)** to become successful again or start to increase again after a period of difficulty 重整旗鼓；复苏：*The airline's shares have bounced back from two days of heavy losses.* 该航空公司的股票在遭受两天的重大损失之后已开始回升。
• ***noun*** [C]
SEE ALSO: **dead cat bounce**
a rapid increase 急剧上升：*She predicts a 21% bounce in the FTSE next year.* 她预测明年富时指数会暴涨21%。◇ *We had expected a bounce back in sales.* 我们已预料到销售量的骤增。

**bound** /baʊnd/ *adjective* [not before noun]
SEE ALSO: **strike-bound**
(*Law*) having a legal duty to do sth 受（法律）约束（必须做某事）：*A parent is legally bound to feed, clothe and arrange education for his or her own children.* 法律上，父母必须抚养子女，并为他们提供教育。◇ *The appeal court said it was not bound to follow its previous decision.* 上诉法院称它不受其先前的判决所约束。→ BIND

**bourse** /bʊəs; *AmE* bʊrs/ *noun* [C]
(*Stock Exchange*) used especially in newspapers to refer to the stock exchanges of particular countries, especially France and other countries in Europe 交易所（尤用于报章，指法国及其他欧洲国家的证券交易所）：*Wanadoo's shares rose 5 per cent to €6.31 on the Paris bourse.* 巴黎证券交易所的万那杜股票上升5%达到6.31欧元。
**NOTE** **La Bourse** is the French term for 'stock exchange'. * La Bourse 是法语，意思是"证券交易所"。

**boutique** /bu:'ti:k/ *noun, adjective*
• ***noun*** [C]
**1** a small shop, often with a particular style, selling, for example, fashionable clothes 时装店、精品店（以某种风格出售某类货品的小商店）：*Last spring they opened their own exclusive boutique.* 去年春天，他们开了自己的独家专卖店。
⊕ *a **baby/designer/fashion** boutique* 婴儿用品／高档／时装专卖店
**2** (*Finance*) = INVESTMENT BOUTIQUE
• ***adjective*** [only before noun]
small and offering a particular or special service 小巧别致的
⊕ *a boutique **hairdresser/hotel/investment bank*** 小型高档的美发店／酒店／投资银行

**box** /bɒks; *AmE* bɑ:ks/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **black box, cash ~, dialog ~, drop ~, in-~, list ~, out-~,** etc.
**1** a container made of wood, cardboard, metal, etc., with a flat stiff base and sides, often with a lid, that is used especially for holding solid things 盒；箱：*The goods will be shipped in cardboard boxes.* 货物将用纸箱装运。—Picture at PACKAGING
**2** a box and its contents 一盒，一箱（东西）：*a box of chocolates* 一盒巧克力
**3** a small square or similar shape on a page or a computer screen in which you write information or which you use to make a choice 方框；方格：*Write your name in the box.* 在方框里写上名字。◇ (*BrE*) *Please **tick** the box if you do not wish to receive any advertising from us.* 如果你不想收到我们的广告，请在方格里画勾。◇ (*AmE*) ***check** the box* 在方格中打勾 → CHECKBOX
**4** = BOX NUMBER
**5** a computer system for storing messages（计算机）信箱：*The information will be sent directly to your **email box**.* 这些资料将直接发送到你的电子邮件信箱里。→ INBOX
**6** (*informal*) = SET-TOP BOX
**7** a small area in a court or a theatre separated from where other people sit（法庭或剧院中的）专席；包厢
**8** an area of seats in a sports ground that is kept for a particular group of people and is separate from the seats that the public use（运动场中的）专席：*a corporate box* 企业专席 → idiom at OUT *adj.*, THINK, TICK *verb*
• ***verb*** [+ obj]
**box sth (up)** to put sth in a box 把（某物）装箱

**'box file** *noun* [C]
a container for letters, and other documents in the shape of a box 文件盒 —Picture at FILE

**'box ,number** (*also* **box**) *noun* [C] (*abbr* **Box no**)
a number used as an address to which letters can be sent, especially one that a company uses or one given in newspaper advertisements（企业或报章广告常用的）信箱号码 → PO BOX
⊕ *to **reply/write** to a box number* 回信／写信到某信箱号码

**BOY** /ˌbi: əʊ 'waɪ; *AmE* oʊ/ = BEGINNING OF YEAR

**boycott** /'bɔɪkɒt; *AmE* -kɑ:t/ *verb, noun*
• ***verb*** [+ obj]
to refuse to buy, use or take part in sth as a way of protesting 拒绝购买（使用或参加）；抵制：*Motorists have threatened to boycott the gas stations in protest at price rises.* 驾车者曾威胁拒绝购买加油站的汽油以抗议价格上涨。
⊕ *to **decide/plan/threaten/vow** to boycott sth* 决定／计划／威胁／发誓要抵制某事
• ***noun*** [C]
SEE ALSO: **secondary boycott**
an act of **boycotting** sth; the period of time when people **boycott** sth（对某事物的）抵制；抵制时期：*a trade boycott of British goods* 对英国货物的贸易抵制
⊕ *to **call for/encourage** a boycott* 呼吁／鼓励抵制

**bpd** /ˌbi: pi: 'di:/ *abbr* **barrels per day** a way of measuring how much oil a country or a region produces 每日…桶（计算一个国家或地区产油量的方法）

**BPO** /ˌbi: pi: 'əʊ; *AmE* 'oʊ/ = BUSINESS PROCESS OUTSOURCING

**BPR** /ˌbi: pi: 'ɑ:(r)/ = BUSINESS PROCESS RE-ENGINEERING

**BQ** /ˌbi: 'kju:/ = BILL OF QUANTITIES

**bracket** /'brækɪt/ *noun* [C]

SEE ALSO: **bulge-bracket, tax bracket**

**1 age, price, income, etc. bracket** ages, prices, etc. within a particular range（年龄、价格、收入等的）段，组别，档次：*the 25–35 age bracket* (= people aged between 25 and 35) * 25-35岁这一年龄段 ◇ *people in the lower income bracket* 低收入组别的人 ◇ *PCs in the $1 500–$2 500 price bracket* 价格在1500至2500美元档次的个人电脑

**2** = TAX BRACKET

**'bracket creep** *noun* [U] (*especially AmE*) (*Economics*) a situation in which the small pay increases that you receive because INFLATION has risen result in you paying higher amounts of tax 税档潜升，税级攀爬（因通货膨胀而小额加薪，但导致要支付更多税款）→ FISCAL DRAG, TAX BRACKET

**BRAD** /bræd/ = BRITISH RATE AND DATA

**brain** /breɪn/ *noun*

**1** [C, usually pl.] (*informal*) an intelligent person 聪明人；有智慧的人：*a meeting of the best brains in the industry* 业内精英会议

**2 the brains** [sing.] the person who is responsible for thinking of and organizing sth 策划组织者：*She was the brains **behind** London Fashion Week.* 她是伦敦时装周的策划人。

**brainchild** /'breɪntʃaɪld/ *noun* [sing.]

**the brainchild of sb** the idea or invention of a particular person or group of people（某个人或团体的）主意，发明：*The website is the brainchild of a team in the cosmetic department.* 该网站是化妆品部集体设计的。

**'brain drain** *noun* [sing.] (*informal*)

the movement of highly skilled people from one country, area or industry to another, where they can earn more money or work in better conditions 人才流失：*Academics are complaining that low pay is causing a brain drain to industry.* 学者抱怨说，低收入导致人才流入实业界。

**★brainstorming** /'breɪnstɔːmɪŋ; *AmE* -stɔːrm-/ *noun* [U]

a way of solving problems or creating good ideas in which a group of people think about sth at the same time and then discuss all the suggestions（为解决难题或征集好主意而召开的）集思广益会，头脑风暴：*No idea is ruled out during the period of the brainstorming.* 在集思广益会上，不会否决任何想法。◇ *Members had a brainstorming **session** to identify the causes of the problem.* 成员召开头脑风暴，目的是找出问题的根源。

▸ **'brainstorm** *verb* [+ obj *or* no obj]: *an opportunity to brainstorm ideas* 献计献策的机会 ◇ *The team are brainstorming **about** marketing ideas.* 小组成员对营销理念献计献策。

**'brains trust** *noun* [C] (*BrE*) (*AmE* **'brain trust**)

a group of experts that provide new ideas and advice to an organization or a government 智囊团：*directors, investors and advisers acting as the company's brains trust* 担任该公司智囊团成员的是董事、投资者和顾问 → THINK TANK

**★branch** /brɑːntʃ; *AmE* brænt∫/ *noun, verb*

● ***noun*** [C]

**1** a local office or shop/store belonging to a large organization or company, especially a bank（机构、公司、尤指银行等的）分部，分店，分行：*The retail bank has 170 branches in Brazil.* 该零售银行在巴西有170家分行。◇ *Our New York branch is dealing with the matter.* 我们的纽约支行正处理该事项。◇ *Where's the nearest branch of Tesco?* 最近的特易购分店在哪里？◇ *He's been promoted to assistant branch manager.* 他已晋升为分公司助理经理。

⊕ *to **close/establish/set up/have/open** a branch* 关闭／建立／设立／成立／开设分部 • *a **central/domestic/high street/local/overseas/regional** branch* 中央／国内／商业大街／本地／海外／地区分部 • *a branch **network/office*** 网络／办事处分部

**2** a part of a government or other large organization that deals with one particular aspect of its work 政府部门；分支机构：*The company has two branches: one for production and one for sales.* 公司有两家分支机构：一家从事生产，另一家从事销售。SYN DEPARTMENT

● ***verb***

PHR V **,branch 'out (into sth)** to start to do a new business activity 拓展（新业务）：*We want to branch out into sports goods.* 我们想开展体育用品的新业务。

**★brand** /brænd/ *noun, verb*

● ***noun***

SEE ALSO: **aspirational brand, consumer ~, family ~, house ~, manufacturer's ~, name-~, national ~,** etc.

**1** [C] a type of product or group of products sold using a particular name, which is often the name of the company that produces them; the name that is given to the products 品牌；牌子：*People tend to go on buying the same brand of breakfast cereal.* 人们往往会购买同一品牌的谷物早餐食品。◇ *He helped to build two of the world's best-known brands: Nike and Starbucks.* 他帮助创建了世界两大知名品牌：耐克和星巴克。◇ *The company has strong core brands.* 公司具有强大的核心品牌。◇ *She was responsible for creating the company's 'Learn it Well' brand.* 她负责创立公司的“好好学”品牌。→ BRAND IMAGE, BRAND NAME

⊕ ***a world-class/favourite/leading/major/principal/top** brand* 世界一流的／受欢迎的／领先的／主要的／最重要的／顶级的品牌 • ***big/core/famous/global/popular/strong/well-known** brands* 大／核心／著名／全球／流行／强大／知名品牌 • ***to build/create/develop/establish** a brand* 建立／创立／开发／建立品牌

**2** [C, usually sing.] a particular type or kind of sth 种类；类型：*the company's particular brand of project management* 公司别具一格的项目管理 ◇ *a unique brand of humour* 独特的幽默

● ***verb*** [+ obj]

(*Marketing*) (*often* **be branded**)

to give a particular name, design, etc. to a type of product or group of products that you sell 标上…品牌：*The phone is branded with the name of the service provider.* 手机标上服务供应商的品牌。◇ *They are going to brand all their products under one name.* 他们的所有产品将标上同一品牌。

→ BRANDED, BRANDING, REBRAND

**WHICH WORD? 词语辨析**

### brand/label/make

These words are used to refer to names of products. 这些辞汇用来指产品名称。

A **brand** or **label** is a name that a company gives to its products, which can also be the name of the company itself. * brand 或 label 是公司赋予产品的名称，也可以是公司名称本身。

**Brand** is used about all kinds of goods and services and especially in the context of marketing. * brand（品牌）可用于所有商品和服务，尤其用于营销：*What brand of toothpaste do you use?* 你用什么牌子的牙膏？◇ *brands like Nike and Starbucks* 诸如耐克和星巴克这样的品牌 ◇ *We invested heavily in promoting the brand.* 我们投入巨资推广该品牌。

**Label** is used especially about food, clothing and music. It is mainly used in fixed word combinations or as part of the names of products. * label（商标）尤其用于食品、服装和音乐。常用于固定词汇搭配或作为产品名称的一部分：*Most supermarkets sell a range of* ***own-label*** *products.* 大多数超市出售多种自有品牌的产品。◇ *Chris would only wear* ***designer/luxury labels.*** 克丽丝只穿名牌/奢侈品牌服装。◇ *We decided to call it Red Label tonic water.* 我们决定称其为红牌奎宁水。

A product's **make** is the name of the company that makes it. The word is usually used about cars and electrical goods. 产品的 make（牌子）是制造该产品的公司。该单词常用于汽车和电器：*What's the car's make and model?* 这辆汽车是什么牌子、什么型号？◇ *a Swiss make of watch* 瑞士品牌手表

**'brand ,advertising** *noun* [U]
(*Marketing*) advertising that aims to make people aware of and loyal to a particular brand of goods 品牌广告（旨在扩大品牌知名度和忠诚度）：*brand advertising of chocolate* 巧克力的品牌广告
→ PRODUCT ADVERTISING

**,brand associ'ation** *noun* [U,C]
(*Marketing*) what people think of when they see or hear the name of a particular product 品牌联想（指人们看到或听到某一产品品牌时的反应）：*Safety is Volvo's brand association.* 安全是沃尔沃的品牌联想。◇ *The company wants to strengthen its brand association* ***with*** *football.* 公司想要增强与足球的品牌联想。
⊕ *to* ***build/create/strengthen*** *brand association* 建立/创造/加强品牌联想 • ***positive/powerful/strong*** *brand association* 积极的/有巨大影响力的/强力的品牌联想

**,brand a'wareness** *noun* [U]
(*Marketing*) to what extent people know about and recognize a particular product 品牌知名度；品牌知晓度：*The campaign is designed to build brand awareness.* 该活动的目的在于建立品牌知名度。
→ PRODUCT AWARENESS

**'brand-,conscious** *adjective*
(*Marketing*)
**1** (about people) aware of the most fashionable or famous products and wanting to buy them（指人）注重品牌的：*Teenagers are highly brand-conscious.* 青少年非常注重品牌。
**2** (about companies) particularly concerned about what people think about the name and image of the company and its products（指公司）注重品牌形象的：*brand-conscious companies like Nike and Apple* 诸如耐克和苹果等注重品牌形象的公司

**branded** /'brændɪd/ *adjective* [only before noun]
(about a product) having a label or name that shows it is made by a particular company, usually a well-known one（指产品）名牌的：*Another car manufacturer has started selling branded luggage and clothing.* 另一个汽车制造商已开始销售名牌行李箱和服装。→ GENERIC, OWN BRAND
⊕ *branded* ***drugs/goods/products*** 名牌药品/商品/产品

**,brand 'equity** *noun* [U]
(*Marketing*) the financial value of a particular brand to the company that sells the product, based on how good people think it is, what people connect it with, etc. 品牌资产值（某一品牌给出售产品的公司所带来的经济价值）：*Strong brand equity allows us to keep our customers and increase our profits.* 强大的品牌资产值让我们留住了客户，提高了利润。◇ *We use a range of marketing tools to build brand equity.* 我们使用一系列营销手段来建立品牌资产值。
⊕ *to* ***build/increase/measure/track*** *brand equity* 建立/提高/衡量/跟踪品牌资产值 • ***high/positive/strong*** *brand equity* 高价值的/正面的/强大的品牌资产值

**,brand ex'tension** *noun*
(*Marketing*)
**1** [U] using a successful brand name to sell new types of products 品牌延伸（使用成功的品牌来销售新产品）：*The telephone company's new strategy includes brand extension into IT products.* 电话公司的新战略包括将品牌延伸到信息技术产品。→ BRAND STRETCHING
**2** [C] a new product that is sold using an existing brand name 品牌延伸产品（使用现有的品牌名称来销售的新产品）：*'Fashion' magazine was such a success that it launched its own brand extension: 'Teen Fashion'.* 《时尚》杂志是如此成功，以至于推出了自己的品牌延伸产品：《青少年时尚》。

**,brand 'image** *noun* [C,U]
what people think or feel about a particular product, company name or symbol (**logo**), etc. 品牌形象：*The company is trying to create a stronger brand image.* 公司正试图创建更强大的品牌形象。
→ BRAND PERSONALITY
⊕ *to* ***build/create/establish/improve*** *a brand image* 建立/创立/树立/改善品牌形象 • *a* ***poor/strong*** *brand image* 欠佳的/强大的品牌形象

**★branding** /'brændɪŋ/ *noun* [U]
(*Marketing*) the use of a particular name, symbol (**logo**) and design for a company's products so that people will recognize them 品牌建构；品牌创建；品牌化：*Do you use the corporate branding on all your leaflets?* 你们所有的宣传册子都使用公司品牌吗？◇ *They've run branding campaigns on*

*buses and billboards.* 他们在公共汽车及大幅广告牌上开展品牌化活动。

**'brand ,label** = BRAND NAME

**,brand 'leader** *noun* [C]
(*Marketing*) the brand of product that has the largest number of sales among products of the same type 品牌领袖（在同类产品中占有市场份额最大的品牌）: *'Lego' is the brand leader in construction toys.* "乐高"是积木玩具的品牌领袖。 ◇ *We have lost market share to the US brand leader.* 我们的市场份额被美国品牌领袖夺走了。
▸ **,brand 'leadership** *noun* [U]: *achieving brand leadership in a highly competitive market* 在竞争激烈的市场上获得品牌领袖的地位

**,brand 'loyalty** *noun* [U,C]
(*Marketing*) the support that people give to a particular brand of product by continuing to buy it rather than changing to other brands 品牌忠诚: *They had to spend a lot on advertising to create brand loyalty.* 为了建立品牌忠诚，他们不得不花费大量的广告费用。 → BRAND SWITCHING
● *to **build/create/develop/encourage** brand loyalty* 建立 / 创建 / 培养 / 鼓励品牌忠诚 • *a **powerful/strong/total** brand loyalty* 强力的 / 强大的 / 全心全意的品牌忠诚

**,brand 'management** *noun* [U]
(*Marketing*) the way that a company controls how a particular type of product or group of products (a **brand**) is advertised and sold to customers 品牌管理: *Our brand management is based on clearly expressing the benefits of each product to customers.* 我们的品牌管理的基础是清楚地告诉顾客每一种产品的好处。 → CATEGORY MANAGEMENT

**,brand 'manager** *noun* [C]
(*Marketing*) a person at a company who is in charge of developing and selling a particular group of products (a **brand**) 品牌经理: *She was senior brand manager **for** 'Jungle Instant Breakfast'.* 她是"丛林速食早餐"的高级品牌经理。

★**'brand name** (*also* **'brand ,label**) *noun* [C]
the name given to a type of product or group of products by the company that produces or sells them, so that people will recognize them 品牌名称: *The company has a strong brand name—its most valuable asset.* 公司拥有强大的品牌名称——这是公司最宝贵的资产。 ◇ *They will distribute the music **under** the brand name 'Hit Parade'.* 他们将使用"Hit Parade"这一品牌名称经销该乐曲。 ◇ *When buying a computer, go for a brand name* (= buy one made by a well-known company). 购买计算机时，要买名牌（知名公司生产的计算机）。 ◇ *The store has been prevented from selling brand-name jeans at low prices.* 店里一直被禁止以低价出售名牌牛仔裤。
● *to **develop/have/protect/retain** a brand name* 开发 / 拥有 / 保护 / 保留品牌名称 • *an **established/a leading/strong/well-known** brand name* 著名的 / 领先的 / 强大的 / 知名的品牌名称

**,brand perso'nality** *noun* [C]
(*Marketing*) the attractive and special human qualities that a company wants a product or group of products to suggest to people. A famous person, an animal or a well-known character is often used to advertise the product 品牌个性: *Our task was to create a new brand personality that was younger, livelier and healthier.* 我们的任务是要营造年轻、活泼又健康的新品牌个性。 → BRAND IMAGE
● *to **create/develop/establish** brand personality* 营造 / 培养 / 建立品牌个性 • *a **distinctive/lively/strong/unique** brand personality* 鲜明的 / 活泼的 / 强大的 / 独特的品牌个性

**,brand recog'nition** *noun* [U]
(*Marketing*) the extent to which people recognize and value a particular brand 品牌识别；品牌认同: *Big companies can put their logo on a new product for instant brand recognition.* 为了让人们一看便能识别品牌，大公司可以将其徽标贴在新产品上。 ◇ *Our website provides a unique opportunity to build brand recognition among teachers.* 我们的网站提供了难得的机会，能在教师当中建立品牌认同。 → BRAND AWARENESS
● *to **build/create/have/lack** brand recognition* 建立 / 创立 / 进行 / 缺乏品牌认同 • *a **instant/powerful/strong** brand recognition* 快速的 / 强有力的 / 强大的品牌认同

**,brand 'share** *noun* [U,C]
(*Marketing*) the amount that a company sells of a particular brand of product compared with other companies that sell the same thing 品牌市场占有率（某一品牌商品在市场上占同类商品总销售量的份额）: *We expect our brand share to be about 60% by 2005.* 我们期望到2005年，我们的品牌市场占有率约为60%。 ◇ *The company has been investing heavily in advertising to build brand share.* 公司为建立品牌市场占有率在广告方面进行了大量投资。 → MARKET SHARE
● ***high/low** brand share* 高 / 低品牌市场占有率 • *to **build/increase/lose** brand share* 建立 / 提高 / 失去品牌市场占有率

**,brand 'stretching** *noun* [U]
(*Marketing*) (often used in a disapproving way) using a successful brand name to sell new types of products（常带贬义）品牌扩张（使用成功的品牌推销新产品）→ BRAND EXTENSION (1)

**'brand ,switching** *noun* [U]
(*Marketing*) when a customer buys a different brand of a product from the one they have usually bought in the past, or often buys different products 品牌转换（顾客转购另一种品牌的产品或经常购买不同的产品）: *Brand switching between different types of shampoo is common.* 转换不同品牌的洗发水是很平常的。 → BRAND LOYALTY
● ***to encourage/generate/prevent** brand switching* 鼓励 / 引发 / 防止品牌转换

**brass** /brɑːs; *AmE* bræs/ = TOP BRASS

★**breach** /briːtʃ/ *noun, verb*
• ***noun*** [C,U]
SEE ALSO: **anticipatory breach**
(*Law*) a situation when sb does not do sth that is required by an agreement, by a promise or by law, or does sth that is not allowed 违约；违法；违反: *Their actions constituted a serious breach of the guidelines.* 他们的行为严重违反了准则。 ◇ *We are suing the company for breach of contract.* 我们正在控告该公司违反合约。 ◇ *The firm could be **in breach of** European Union law on insurance.* 该公司可能违反欧盟保险法。 → idiom at STEP *verb*

➕ (*a*) ***clear/serious*** *breach of sth* 明确地 / 严重地违反某事 • (*a*) *breach of* ***agreement/contract/copyright/discipline/duty/promise*** 违反协议 / 合同 / 版权 / 纪律 / 责任 / 承诺 • ***sth amounts to/constitutes*** *a breach* 某事属 / 构成违约

• ***verb*** [+ obj]

**1** (*Law*) to fail to do what is required by an agreement, a promise or a law 违反；违背：*The group has been accused of breaching competition rules.* 该集团一直被指控违反竞争规则。

**2** (about a figure) to become higher than a particular amount or level（指数字）突破：*The financial index has breached the 2 000 mark.* 金融指数已突破2000大关。

**,breach of 'confidence** *noun* [U,C]

(*Law*) the act of giving people information that you should keep secret 泄密

**,breach of 'trust** *noun* [C,U]

(*Law*) a failure to take good care of sth that you have been trusted to look after, such as sb else's money or secret information 背信（受托人违反义务）

**,bread and 'butter** *noun* [U] (*informal*)

a person or company's main source of income 主要收入来源：*Developing new companies is the bread and butter of Silicon Valley.* 发展新公司是硅谷的主要收入来源。 ◇ *the bread-and-butter business of the company* 公司的谋生业务

**breadwinner** /'bredwɪnə(r)/ *noun* [C]

a person who supports their family with the money they earn 养家糊口的人：*She is the main breadwinner in the family.* 主要是由她赚钱养家的。

**★break** /breɪk/ *verb, noun*

• ***verb*** (**broke** /brəʊk; *AmE* broʊk/ **broken** /'brəʊkən; *AmE* 'broʊkən/) [+ obj]

**1** to do sth that is against the law; to not do what you have agreed or promised to do 违法；背弃：*The group has been accused of breaking accounting rules.* 集团一直被指控违反会计规则。 ◇ *They have broken the contract.* 他们已违反合同。

**2** to end a dispute or difficult situation, often by using strong action 强行终止：*The company broke the strike by getting managers to work in the factory.* 公司通过让经理到工厂工作的方式终止了罢工。

**3** to reach a higher level or standard than has been done before 突破：*A number of companies have broken $100 million in sales.* 许多公司的销售额已突破1亿美元。 → RECORD-BREAKING

**4** (*especially AmE*) to exchange a piece of paper money for coins 将（钱）换开：*Can you break a twenty-dollar bill?* 你能换开这张二十美元的钞票吗？

IDM **break 'even** (*Finance*) if a company or a piece of business **breaks even**, it earns just enough money to pay for its costs. 收支相抵；盈亏平衡：*The company expects to break even by the end of 2006.* 公司希望2006年底达到收支平衡。 → BREAK-EVEN **,break 'ground** (*especially AmE*) (*Property*) when you **break ground** on a new building or the building **breaks ground**, you start building it. 破土动工：*The company will break ground on the plant by August 1 and begin production by February 1.* 公司将于8月1日破土动工兴建工厂，2月1日开始投产。 **,break new 'ground** to make a new discovery or do sth that has not been done before 开拓进取；开辟新天地 → GROUNDBREAKING **,make or 'break sb/sth** to be the thing that makes sb/sth either a success or a failure 使（某人或某事）要么成功要么失败：*Transport costs can make or break a business.* 运输成本能决定一宗生意的成败。 ◇ *The demand for higher pay became the make-or-break issue in the talks.* 加薪要求是会谈中成败攸关的议题。

PHR V **,break a'bove/be'low sth** to become slightly higher or lower than a particular figure or level 略高于或低于（某数字或水平）：*The euro failed to break above its $1.82 high of the day before.* 欧元未能突破前一天1.82美元的高点。 **,break 'down 1** (about a machine or a vehicle) to stop working because of a fault（指机器或车辆）出故障，坏掉：*The telephone system has broken down.* 电话系统已经瘫痪了。 **2** to fail 失败：*The partnership between the firms is breaking down.* 公司间的合作失败了。 → BREAKDOWN **,break 'down; ,break sth 'down** to separate into parts that are easier to analyse; to divide sth into parts in order to make it easier to analyse or to do 划分成部分（以便分析）；对…进行分类：*Each task is broken down into step-by-step procedures.* 每项任务被细分为一步一步的程序。 ◇ *Her approach to management breaks down into four principles.* 她的管理方式可以细分为四项原则。 → BREAKDOWN **,break 'into sth 1** to start to operate in a particular area of business（在某一业务领域）开始营运：*We're trying to break into the Japanese market.* 我们正努力开辟日本市场。 **2** to reach a particular level of success 获得某种程度的成功：*The company should break into profit for the first time this year.* 公司今年应当首次出现盈利。 **,break sth 'off** to end sth suddenly 突然终止：*The company has broken off merger talks.* 公司突然终止合并谈判。 **,break 'through sth** to succeed in going beyond a particular level; to succeed in dealing with a difficult problem 获得突破性成就；战胜：*The firm's income has broken through the $10 million barrier.* 公司的收入已突破1000万美元的大关。 **,break 'up (into sth); ,break sth 'up (into sth)** to be divided into smaller parts; to divide sth in this way 拆开；打散：*Tyco plans to break up into smaller companies.* 泰科计划分拆为较小的公司。 ◇ *The company will be broken up or sold.* 公司将被分拆或出售。 → BREAK-UP

• ***noun*** [C]

SEE ALSO: **career break, page ~, tax ~**

**1** a short period of time when you stop what you are doing and rest, eat, etc. 休息时间：*a coffee/lunch/tea break* 喝咖啡 / 午餐 / 喝茶休息时间 ◇ *a break for lunch* 午餐休息时间 ◇ *You should take a one-minute break from the computer every 30 minutes.* 你每用30分钟计算机就应该休息一分钟。 ➕ ***to have/take a break*** 休息一下

**2** a short holiday/vacation; a short time when an activity stops before it starts again 短期休假；暂停：*The markets resumed trading after a three day break.* 在中断营业三天后，市场恢复了交易。

**3** a pause for advertisements in the middle of a television or radio programme（电视或电台节目中间插播的）广告时间：*More news after the*

*break.* 广告之后继续报道新闻。◇ *a commercial break* 广告时间

**4** (*AmE*) a reduction in an amount that you have to pay 优惠：*Customers who download the software from the Internet will get a* ***price break.*** 从互联网下载该软件的用户将获得价格优惠。

● *to get/be given a break* 得到 / 获得优惠

**5** (*AmE*) a TAX BREAK

**'break clause** *noun* [C]

(*Law*) especially in the UK, a part of an agreement that allows you to end the agreement early, used especially in agreements that allow you to use a building, piece of land, etc. for a particular period of time (**leases**) 终止条款（尤指英国租赁协议中允许提前终止协议的条款）

**breakdown** /'breɪkdaʊn/ *noun* [C]

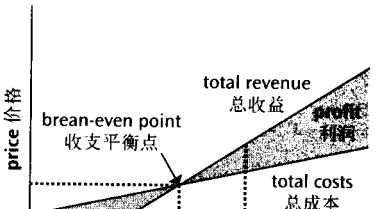
**1** the failure or end of sth 失败；终结：*The breakdown of the talks means that a strike is likely.* 谈判破裂意味着有可能举行罢工。◇ *a breakdown of investor confidence* 投资者信心的丧失

**2** (*AmE also* **'breakout**) [usually sing.] a list of all the details of sth 清单；细目：*Let's look at a breakdown of the costs.* 让我们看一下成本细目。→ BREAK DOWN at BREAK *verb*

**ˌbreak-'even** *noun* [U]

(*Finance*) a time when a company or a piece of business earns just enough money to pay for its costs; the state of not making a profit or a loss 收支相抵；盈亏平衡：*The company expects to* ***reach*** *break-even next year.* 公司希望明年实现收支平衡。◇ *The group has promised a break-even performance in the second quarter.* 集团承诺第二季度的业绩实现收支平衡。→ BREAK EVEN at BREAK *verb*

**break-even** 收支平衡




**ˌbreak-'even aˌnalysis** *noun* [U,C]

(*Finance*) a way of finding out or studying when a new business or product will start earning enough money to pay for its costs 盈亏平衡分析：*You will need to* ***do*** *a break-even analysis before you approach a bank for finance.* 你去银行融资之前，需要做盈亏平衡分析。→ BREAK EVEN at BREAK *verb*

**ˌbreak-'even chart** *noun* [C]

(*Finance*) a diagram that shows how the profits and costs of a company will increase or decrease according to how much business it does, and when the business or product will reach BREAK-EVEN 损益平衡表

**ˌbreak-'even point** *noun* [C,U]

(*Finance*) the level of sales at which a company or a piece of business earns just enough money to pay for its costs and does not make a profit or a loss 盈亏平衡点：*We estimate it will take a year to* ***reach*** *break-even point.* 我们估计要达到盈亏平衡点还需要一年时间。◇ *Revenues for 2005 are well below the estimated break-even point of €1 billion.* * 2005年的收入远远低于预计的10亿欧元的盈亏平衡点。

**'break fee** *noun* [C]

(*Law*)

**1** (*also* **'break-up fee**) especially in the US, an amount of money that a company must pay if it breaks an agreement to be sold to another company 单方终止协议费用（尤指在美国，如果一家公司违反并购协议，必须支付一定金额的补偿）：*A break fee of $60 million is payable if the company pulls out of the sale.* 如果该公司退出该出售交易，便要支付6000万美元的终止协议费用。

**2** (*AmE*) an amount of money that you must pay if you end a legal agreement before the agreed time 终止协议费（如果某人在规定的时间前终止法律协议，必须支付一定金额的款项）：*There is a break fee of several thousand dollars if the loan is repaid early.* 如果提前偿还贷款，需要支付一笔数千美元的终止协议费。

**'breaking point** *noun* [U,C] (*usually uncountable in British English and countable in American English* 英式英语为不可数名词，美式英语为可数名词) the time when problems become so great that a person, an organization or a system can no longer deal with them（问题到了难以遏制的）极限：*The economy is close to breaking point.* 经济濒临崩溃。◇ *The country's health-care system has* ***reached*** *a breaking point.* 国家的卫生保健制度已到了难以支撑的地步。

**breakout** /'breɪkaʊt/ *noun, adjective*

● ***noun*** [C] (*AmE*)

**1** [usually sing.] = BREAKDOWN (2)

**2** an increase or decrease that is bigger than normal 高于或低于（正常值）：*The price may go higher and show a breakout above 110 rupees.* 价格可能会提高，并且可能突破110卢比。◇ *We expect a big breakout in new orders next year.* 我们期望明年新订单有大幅度的增加。

**3** a meeting of a smaller group of people away from the main meeting 分组会议；小组会议：*You can attend several breakouts.* 你可以参加几个分组会议。

● ***adjective*** [only before noun]

**1** that is very successful and brings fame to sb/sth 非常成功的；名声大振的：*We believe this is the breakout product we've been looking for.* 我们相信这是我们一直在寻找的前所未有的产品。

**2** (*AmE*) that takes place separately from a main meeting and involves a smaller group of people 分组会议的：*a number of breakout sessions on specific topics* 多个讨论特定课题的分组会议

**breakthrough** /'breɪkθru:/ *noun* [C]

an important discovery or development 重大进展；突破：*Intel has achieved a major breakthrough in chip design.* 英特尔在芯片设计方面已经取得了

重大突破。◇ *a significant breakthrough in the negotiations* 谈判中的重大突破

➊ *to **achieve/make** a breakthrough* 取得 / 作出突破性的进展 • *a **big/historic/major/significant** breakthrough* 大的 / 历史性的 / 主要的 / 重大的突破 • *a **scientific/technological** breakthrough* 科学 / 技术突破

**'break-up** (*AmE spelling* **breakup**) *noun* [C] the separation of a large company or group of companies into smaller parts（大公司或集团的）拆分，分离：*The government has announced the break-up of China Telecom.* 政府已宣布拆分中国电信。◇ *the company's break-up plans* 公司的拆分计划

**'break-up fee** = BREAK FEE (1)

**'break-up ˌvalue** (*BrE*) *noun* [C] (*Accounting*) an estimate of the value a company would have if it was sold in separate parts rather than as a single active company 拆卖价值：*The break-up value is twice the current market price.* 拆卖价值是现行市场价格的两倍。◇ *a break-up value of €630 million* * 6.3亿欧元的拆卖价值

→ BREAK UP at BREAK *verb*, GOING CONCERN

**bribe** /braɪb/ *noun, verb*

• ***noun*** [C] money, etc. that you give or offer to sb to persuade them to help you, especially by doing sth dishonest 贿赂：*The company paid bribes to government officials to win the contract.* 公司为了赢得合同而贿赂政府官员。→ SWEETENER

➊ *to **accept/offer/pay/take** a bribe* 接受 / 提供 / 给予 / 收受贿赂

• ***verb*** [+ obj] to give or offer sb money, etc. to persuade them to help you, especially by doing sth dishonest 行贿；贿赂：*He bribed them to stay **with** a pay rise.* 他用加薪的办法贿赂他们留下来。◇ *She was bribed **into** handing over secret information.* 她被收买交出了机密资料。

➊ *to **attempt/try** to bribe sb* 企图 / 试图贿赂某人

**bribery** /'braɪbəri/ *noun* [U] the giving or taking of BRIBES 贿赂；行贿；受贿：*allegations of **bribery and corruption*** 贿赂和贪污的指控

**brick** /brɪk/ *noun*

IDM **come up against/hit/run into a brick 'wall** to be unable to make any progress because there is a difficulty that stops you 碰壁；遇到难以逾越的困难：*The group has hit a brick wall in negotiations with its lenders.* 集团在与放款者的谈判中碰了壁。

**ˌbricks and 'mortar** *noun* [U] buildings, especially when you are thinking of them in connection with how much they cost to build or how much they are worth 建筑物；房产：*We own our own buildings and consider bricks and mortar to be a key part of our business strategy.* 我们拥有自己的楼房并认为房产是商业战略的关键。◇ *a new Internet company without a lot of bricks-and-mortar businesses* (= businesses with buildings that customers go to) 没有许多实体业务的一家新的互联网公司◇ (*AmE*) *brick-and-mortar businesses* 实体公司 → idiom at CLICKS

**bridge** /brɪdʒ/ = BRIDGING

**bridging** /'brɪdʒɪŋ/ (*BrE*) (*AmE* **bridge**) *adjective* [only before noun] (*Finance*) used about money that you borrow for a short time until you can arrange a longer loan 临时贷款的

➊ *bridging **finance/financing/funds/loans*** 临时信贷 / 融资 / 资金 / 贷款

**★brief** /briːf/ *noun, verb*

• ***noun*** [C]

SEE ALSO: **watching brief**

**1** the instructions that a person is given explaining what their job is and what their duties are 任务简介；指示：*I was given the brief of reorganizing the department.* 我接到重组那个部门的指示。◇ *a **design** brief for a new product* 新产品的设计简介 ◇ *We've prepared a brief for the architect.* 我们为建筑师准备了一份简介。◇ *to **stick to** your brief* (= to do only what you are asked to do) 只做份内的事

➊ *to **give** sb a brief* 给某人指示 • *to **prepare/produce/write** a brief (for sb)* 给（某人）准备 / 制定 / 撰写指示

**2** (*Law*) (*BrE*) a legal case that is given to a lawyer to argue in court; a piece of work for a BARRISTER（向辩护律师提供的）案情摘要，诉讼要点；委托辩护：*preparing a brief for counsel* (= the lawyer who will represent sb in court) 为辩护律师准备一份诉讼要点

➊ *to **accept/prepare** a brief* 接受 / 准备委托辩护

**3** (*Law*) (*AmE*) a written summary of the facts supporting one side of a legal case, that will be presented to a court 辩护状：*The organization has filed a brief with the Indiana Supreme Court.* 该机构已向印第安纳州最高法院提交了辩护状。

➊ *to **file/submit** a brief* 呈交 / 递交辩护状

• ***verb*** [+ obj]

**1** to give sb information about sth or instructions to do a particular job 向（某人）介绍情况；给（某人）指示：*The director has been briefed **on** what questions to expect.* 已向主任介绍了可能被问到的问题。

**2** (*Law*) (*BrE*) to give a lawyer, especially a BARRISTER, the main facts of a legal case so that it can be argued in a court 向（辩护律师）提供案情摘要

**briefcase** /'briːfkeɪs/ *noun* [C] a flat case used for carrying papers and documents 公文包；公事包

**briefing** /'briːfɪŋ/ *noun*

**1** [C] a meeting in which people are given instructions or information 传达指示会；情况介绍会；吹风会：*a daily briefing* 每日简报 ◇ *a media/press briefing* 媒体 / 新闻发布会

**2** [C,U] the detailed instructions or information that are given at such a meeting 详细指示；详情介绍：*Details of the project were included in briefing papers.* 项目的细节已包含在简报文件中。

**bring** /brɪŋ/ *verb* [+ obj] (**brought, brought** /brɔːt/)

**1 bring sth to an end/a close/a conclusion** to end sth 结束；终止：*She brought the meeting to a close with thanks to all who had attended.* 她宣布会议结束，并向与会者表示感谢。

**2** to make sb/sth come to a particular place, level, etc. 使…到达：*December's figures brought overall*

*sales for the year to 3.97 million vehicles.* 十二月份的数字使该年度车辆总销售量达到397万辆。◇ *We cannot afford mistakes if we are to* ***bring*** *our products* ***to market*** *on time.* 如果要将产品按时推向市场，我们就不能出错。

IDM **bring sth into 'force** to cause a law, rule, etc. to start being used 使（法律、规定等）开始生效 → idiom at CONTROL *noun*, QUESTION *noun*

PHR V **'bring sb/sth before sb** (*formal*) to present sb/sth for discussion or judgement 将某人／某事提交讨论或审判：*The case will be brought before the bankruptcy judge today.* 这件案子今天将送交破产法官审判。 **,bring sb/sth 'down** to end sb/sth's period of success or power 打垮；击败：*Shareholders' loss of confidence finally brought down the company.* 股东信心的丧失终于弄垮了这家公司。 **,bring sth 'down** to reduce sth 减少：*We need to look at ways to bring down costs.* 我们必须研究降低成本的方法。 **,bring sth 'forward 1** to move sth to an earlier date or time 将（…的日期或时间）提前，提早：*The board meeting was brought forward by two days to discuss the crisis.* 提前两天召开董事会会议以讨论这场危机。 POSTPONE **2** to suggest sth for discussion 提出讨论：*The environment minister brought forward new proposals to reduce pollution.* 环境部长提出了减少污染的新建议。 **3** (*Accounting*) to move a total sum from the bottom of one page or column of numbers to the top of the next 把账目转入次页；承前页；承上期 **,bring sb 'in** to ask sb to do a particular job or to be involved in sth, especially to help or advise 请…做，让…参与（尤指给予协助或建议）：*The CEO brought in a team of consultants to sort out the company's problems.* 首席执行官请来一个顾问小组来解决公司的问题。 **,bring sth 'in 1** to make a new product or service available to people for the first time 引进，推出（新产品或服务）：*We plan to bring in a new range of vans next year.* 我们计划明年推出一款新的小型货车系列。 SYN INTRODUCE **2** to introduce a new law, rule, etc. 提出（新法案、新规则）：*They are bringing in limits on overtime from June.* 他们将提出从六月起限制加班的议案。 SYN INTRODUCE **3** to attract sb/sth to a place of business 吸引；引入：*Our new website should bring in a lot of new business.* 我们的新网站应该能够吸引大量的新生意。 **4** (*Law*) to give a decision in a court 宣布，作出（裁决）：*The jury brought in a verdict of guilty.* 陪审团作出有罪的判决。 **,bring 'in sth; ,bring sb 'in sth** to make or earn a particular amount of money 赚，挣（钱）：*The marketing campaign brought in over €6 million in sales.* 这项营销活动带来了600多万欧元的销售额。 **,bring sth 'out 1** to produce sth; to publish sth 生产；出版：*They are bringing out the next version of the software next month.* 他们下月将推出新版软件。 **2** to make sth appear 使显现；使表现出：*A good manager is able to* ***bring out the best in*** *people.* 好的经理能够促使员工表现特别出色。 **,bring sth 'up 1** to mention a subject or start to talk about it 提出（讨论）：*Bring it up at the meeting.* 将此事在会上提出。 SYN RAISE **2** to make sth appear on a computer screen 使显示在计算机屏幕上；调出：*Typing in 'Portugal industries' brought up over 350 000 links on one search engine.* 在一个搜索引擎上键入Portugal industries可调出350 000个链接。

**brink** /brɪŋk/ *noun* [sing.]
if you are **on the brink of sth**, you are almost in a very new, dangerous or exciting situation. 边缘：*The company was on the brink of bankruptcy.* 公司濒临破产。◇ *He's pulled the firm* ***back from the brink*** (= he has saved it from disaster). 他使公司起死回生。
➕ *on the brink of* ***bankruptcy/collapse/disaster/failure/recession*** 濒临破产／崩溃／灾难／失败／衰退

IDM **teeter on the 'brink/'edge of sth** to be very close to a very unpleasant or dangerous situation 处在（灾难或危险的）边缘；濒临：*The company is teetering on the brink of bankruptcy.* 公司处在破产的边缘。

**brisk** /brɪsk/ *adjective* (**brisker, briskest**)
quick; busy, with a lot of activity 轻快的；忙碌的；兴旺的：*The shop is doing brisk business in umbrellas today.* 这家店今天的雨伞生意很红火。◇ *Trading was brisk, with almost two million shares changing hands.* 交易活跃，有将近二百万股易手。

**,British Rate and 'Data** *noun* [sing.] (*abbr* **BRAD**)
(*Marketing*) in the UK, a book published every month that contains information about all the newspapers, magazines and other media that have advertising, such as how many are sold, how much they charge for advertising, etc. 《英国费率与数据》（一本记录英国报纸、杂志和其他媒体的发行量、广告服务费率等的月刊）→ STANDARD

**BRM** /ˌbiː ɑːr 'em/ *abbr* (*AmE*)
business reply mail 商务回函 → BUSINESS REPLY SERVICE

**broadband** /'brɔːdbænd/ *noun* [U]
(*IT*) a system that can send large amounts of electronic data at a very fast speed 宽带（可快速传送大量电子数据的系统）：*a campaign to teach consumers the benefits of broadband* 向消费者教授宽带益处的活动 → ADSL ▶ **'broadband** *adjective*: *the country's leading provider of broadband Internet services* 全国领先的宽频互联网服务供应商

**,broad 'banding** *noun* [U]
(*HR*) a way of dividing the jobs and ranges of pay in a company into only a small number of levels with a big difference between the lowest and highest pay in each level 宽带薪酬（指把企业的工作和薪酬划分成少量等级，并增大最低和最高等级之间的差距）

**'broad-based** (*also* **'broadly-based**) *adjective*
based on a wide variety of people, things or ideas; not limited 有广泛基础的；无限制的：*She managed to develop broad-based support for her project.* 她设法为她的项目争取到广泛的支持。◇ *a broadly-based training and employment programme* 一个具有广泛基础的培训和就业计划

**broadcast** /'brɔːdkɑːst; *AmE* -kæst/ *verb, noun*
• ***verb*** (**broadcast, broadcast**)
**1** [+ obj *or* no obj] to send out programmes on television, radio, etc. 播放（电视或广播节目）：*The channel broadcasts to millions of homes in the*

*south of the country.* 该频道向国家南部的数百万家庭播放节目。
**2** [+ obj] to tell a lot of people about sth 传播；散布：*I don't want to broadcast our mistake.* 我不想宣扬我们的错误。
▸ **'broadcaster** *noun* [C]: *a terrestrial/satellite broadcaster* 地面 / 卫星广播 ◇ *a crowd of journalists and broadcasters* 一大群新闻记者和广播员 **'broadcasting** *noun* [U]: *She works in broadcasting.* 她从事广播工作。
• ***noun***
**1** [C] a programme on radio, television, etc. 广播节目；电视节目：*a live broadcast of the speech* 这场演说的现场直播
**2** [U] (*only used before another noun* 只用于另一名词前) the activity or business of making programmes for television, radio, etc. （电视、电台等的）节目制作：*More viewers means more revenue for the broadcast industry.* 对广播行业而言，观众越多收入就越多。
➊ *the broadcast* ***business/industry*** 广播业务 / 行业 • *a broadcast* ***business/division/network*** 广播业务 / 部门 / 网络

**'broadly-based** = BROAD-BASED

**'broad ˌmoney** *noun* [U]
(*Economics*) a term used in the measurement of a country's MONEY SUPPLY, that includes more than just notes and coins and the money that people have in ordinary bank accounts 广义货币（用于衡量一国货币供应量的术语，不仅包括纸币和硬币，还包括银行普通账户存款）：*The large increase in broad money growth will lead to a rise in spending.* 广义货币的大量增加将导致支出增加。→ M0, M1, ETC., NARROW MONEY

**★brochure** /'brəʊʃə(r); *AmE* broʊ'ʃʊr/ *noun* [C]
(*Marketing*) a small magazine or book that contains pictures and information about sth or advertises sth（宣传）小册子：*See our brochure for more details.* 详情请参见我们的小册子。◇ *a marketing team writing product brochures* 撰写产品宣传册子的营销小组
➊ *a* ***marketing/product*** *brochure* 营销 / 产品小册子 • *to* ***produce/publish/write*** *a brochure* 制作 / 出版 / 撰写小册子

**broke** /brəʊk; *AmE* broʊk/ *adjective* [not before noun] (*informal*)
having no money 没钱的；破产的：*During the recession thousands of small businesses* ***went broke.*** 经济衰退期间数以千计的小型企业破产。
IDM **go for 'broke** (*informal*) to risk everything in one determined effort to do sth 孤注一掷

**ˌbroken-'line graph** *noun* [C]
a graph that shows data as points joined by lines 曲线统计图；折线图

**★broker** /'brəʊkə(r); *AmE* 'broʊ-/ *noun, verb*
• ***noun*** [C]

SEE ALSO: **agency broker, bill ~, commission ~, customs ~, discount ~, insurance ~, money ~, real estate ~**

**1** (*Commerce*) a person or company that buys and sells things, for example shares, bonds, etc., for other people 经纪人：*Luis works for a firm of insurance brokers.* 路易斯在保险经纪行工作。◇ *He watches how the brokers work when they are on the phone to customers.* 这些经纪人给顾客打电话时，他观察他们如何工作。See note at AGENT
➊ *an* ***insurance/money/mortgage*** *broker* 保险 / 货币 / 抵押经纪人
**2** (*Stock Exchange*) = STOCKBROKER
• ***verb*** [+ obj] to arrange the details of an agreement 安排，商定（细节）：*The airline has brokered a joint marketing deal with the city tourist board.* 航空公司与市旅游局达成了一项联合营销协议。

**brokerage** /'brəʊkərɪdʒ; *AmE* 'broʊ-/ *noun*

SEE ALSO: **discount brokerage**

(*Commerce*)
**1** [U] the business of being a BROKER; the work a BROKER does 经纪业务：*brokerage services/fees* 经纪服务 / 佣金 ◇ *a brokerage firm/house* 经纪公司 / 经纪行
**2** [C] a company whose business is buying and selling things, for example, shares, bonds, etc., for other people 经纪公司：*Brokerages reported a steep fall in earnings.* 经纪公司汇报收入暴跌。
**3** [C,U] an amount of money charged by a BROKER for the work done 经纪费；佣金：*a sales brokerage of $25 * 25美元的销售佣金*

**ˌbroker-'dealer** (*also spelled* **broker/dealer**) *noun* [C]
(*Stock Exchange*) a person or company that sells shares, bonds, etc. for other people and for themselves 经纪自营商（既替他人，也为自己销售股票、债券等的个人或公司）

**broking** /'brəʊkɪŋ; *AmE* 'broʊ-/ *noun* [U] (*BrE*)
the business or service of buying and selling things, for example shares, bonds, etc., for other people 经纪业：*The bank is hoping to break into the online broking market.* 该银行希望打入在线经纪市场。
➊ *the broking* ***industry/market/sector*** 经纪行业 / 市场 / 领域 • *a broking* ***company/firm/house*** 经纪人公司 / 商行 / 事务所

**Bros** (*also spelled* **Bros.**, *especially in AmE*) *abbr* (*only used in written English* 只用于书面英语)
(used in the names of companies) brothers（用于公司名称）兄弟：*Moss Bros* 摩丝兄弟公司

**ˌbrought 'forward** (*abbr* **b/f, b/fwd**) (*also* **ˌbrought 'down** *abbr* **b/d**) *adverb, adjective*
(*Accounting*) used to describe an amount that has been copied from a previous period or page of accounts 承前页；承上期；上期结转金额：*Then enter the amount brought forward.* 输入上期结转金额。◇ *Put that figure in the brought forward column.* 把那个数字放在上期结转金额栏内。
→ BALANCE BROUGHT DOWN NOTE This is usually written as an abbreviation in accounts. 在账目上通常用缩写。

**brownfield** /'braʊnfi:ld/ *adjective, noun*
(*Property*)
• ***adjective*** [only before noun]
used to describe an area of land in a city that was used by industry or for offices in the past and that may now be cleared for new building development 棕色地带的（指城市里过去的工厂或办公用地，现在可清理平整为新的建设项目用地）
➊ *a brownfield* ***site*** 棕色地带工地 • *brownfield* ***development/land*** 棕色地带的开发 / 土地

• ***noun*** [C]
**1** (*especially AmE*) (*BrE* '**brownfield site**) an area of land in a city that was used by industry or for offices in the past and that may now be cleared for new building development 棕色地带（城市里过去的工厂或办公用地，现在可清理平整为新的建设项目用地）
**2** an area of land that was used by industry and that could be used for new development, but may be affected by dangerous substances 棕色地带（指过去的工业用地可为新的开发项目所用，但可能会受到危险有害物质的污染）→ GREENFIELD

**'brown goods** *noun* [pl.]
(*Commerce*) small electrical items such as televisions, radios, music and video equipment 棕色商品（指电视机、收音机、音乐和视频设备等小电器产品）→ GREY GOODS, WHITE GOODS

**browse** /braʊz/ *verb* [+ obj *or* no obj]
**1** (*IT*) to look for information on a computer, especially on the Internet（在计算机上）浏览：*I spent an hour browsing competitors' websites.* 我花了一个小时浏览竞争对手的网站。
**2** to look at a lot of things in a shop/store rather than looking for one particular thing（在商店里）随意观看
▸ **browse** *noun* [sing.]: *I went into a bookstore for a browse.* 我走进书店浏览书刊。

**browser** /'braʊzə(r)/ *noun* [C]
**1** (*IT*) a program that lets you look at or read documents on the Internet 浏览程序，浏览器（用于查阅互联网上的信息）：*Click the 'back' button on your browser.* 在你的浏览器上点击back按钮。◇ *an Internet/a Web browser* 互联网 / 万维网浏览器
**2** a person who looks at things in a shop/store but may not seriously intend to buy anything 逛商店的人：*The sale brought in a steady stream of browsers.* 降价销售吸引了源源不断的人来逛商店。

**BRS** /ˌbiː ɑːr 'es/ = BUSINESS REPLY SERVICE

**BS** /ˌbiː 'es/ *abbr*
**1 British Standard** a number given to a particular standard of quality set by the British Standards Institution 英国标准（英国标准协会的标准编码）：*BS 5750, the British Standard of excellence in quality management* * BS 5750 标准——英国质量管理优秀标准
**2** (*Law*) (*BrE*) = BILL OF SALE

**'B-school** *noun* [C]
(usually used in newspapers) a business school（通常用于报章）商学院

**'B share** (*also* **class 'B share**) → A/B/C SHARE

**BSI** /ˌbiː es 'aɪ/ *abbr* **British Standards Institution** an organization formed in the UK that sets and tests quality and safety standards for industry, especially for building, engineering, chemical, TEXTILE and electrical products 英国标准协会（英国制订和检测工业质量及安全的机构，特别是制订建筑、工程、化学、纺织和电器产品的质量和安全标准）→ KITEMARK

**ˌB-to-'B** = B2B

**ˌB-to-'C** = B2C

**ˌB-to-'E** = B2E

**BTW** *abbr*
used in writing for 'by the way', a way of introducing a comment or question that is not directly related to what you have been talking about 顺便提一句

**bubble** /'bʌbl/ *noun* [C, usually sing.]
(*Economics*) a situation that cannot last in which prices rise very quickly and many people make a lot of money 泡影，泡沫（价格迅速上涨而人们收入很高的情形）：*the bubble sectors of technology, media and telecommunications* 技术、媒体和电信等泡沫部门 ◇ *They went out of business when the Internet bubble* ***burst*** (= ended, causing people to lose a lot of money). 互联网泡沫破灭时，他们停业了。

**'bubble e,conomy** *noun* [C]
(*Economics*) a temporary situation when businesses grow very fast, the prices of shares and homes, etc. rise and employment increases 泡沫经济（指短暂时期内企业成长非常快、股票价格和住房等上涨、就业增加）：*We were in a bubble economy.* 我们正处在泡沫经济时代。◇ *The central bank failed to put up interest rates and a bubble economy developed.* 央行未能提高利率，泡沫经济随之产生。

**'bubble pack**
= BLISTER PACK, BUBBLE WRAP

**'bubble ˌpackaging**
= BLISTER PACKAGING, BUBBLE WRAP

**'bubble wrap** (*AmE spelling also* **Bubble Wrap™**) (*also* **'bubble pack, 'bubble ˌpackaging**) *noun* [U]
plastic material containing small bubbles of air, used to protect goods that are easily damaged（易碎品用的）气泡衬垫包装 —Picture at PACKAGING

**buck** /bʌk/ *noun, verb*
• ***noun***
**1** (*informal*) [C] (*especially AmE*) a US or an Australian dollar 一美元；一澳元：*They cost ten bucks.* 这些东西价值十元。◇ *We're talking* ***big bucks*** (= a lot of money) *here.* 我们这里谈的可是大买卖。
**2 the buck** [sing.] used in some expressions to refer to the responsibility or blame for sth（用于某些表达方式）责任，过失：*It was my decision.* ***The buck stops here*** (= nobody else can be blamed). 这是我的决定。不要责怪别人。◇ *Everyone was trying to* ***pass the buck*** (= not accept responsibility). 每个人都在设法推卸责任。
IDM **bang for your/the 'buck** (*AmE*)(*informal*) value for the money that you spend 花最少的钱取得最大的效果；很合算：*You get more bang for your buck with a desktop than with a laptop.* 买台式机比买便携式电脑更合算。 **make a (quick, fast, etc.) 'buck** (*informal*) to make a lot of money quickly and easily 轻易地赚钱：*investors who just want to make a quick buck* 只想轻松赚钱的投资者
• ***verb*** [+ obj]
to resist or oppose sth 抵制；反抗：*Most share prices fell, but one or two companies managed to buck* ***the trend*** *with a small rise.* 大部分股票价格下跌，但一两家公司顶住了该跌势，维持了小幅度上升。◇ *Her attempts to buck* ***the system*** (= to oppose authority or rules) *caused problems with her*

*manager*. 她反抗现有体制的企图给她的经理带来了麻烦。

**'bucket shop** *noun* [C] (*informal*)
**1** (*Stock Exchange*) a company that buys and sells shares without having a licence and often deals in a dishonest way 投机公司（指没有许可证而买卖股票，经常进行诈骗渔利的公司）
**2** (*BrE*) a company that only provides very cheap air tickets for travellers 廉价机票公司：*We booked through a bucket shop.* 我们通过廉价机票店订票。◇ *bucket-shop tickets* 廉价机票

**★budget** /'bʌdʒɪt/ *noun, verb, adjective*
• ***noun***
SEE ALSO: **balanced budget, capital ~, cash ~, sales ~, variable ~**
**1** (*Accounting*) [C,U] a plan for a particular period of time of the income and spending of a company, an organization or part of a company, etc. 预算；预算案：*Each department sets its own budget.* 各部门制定自己的预算。◇ *Revenues are approximately in line with the budget.* 收入大致与预算一致。◇ *Sales have exceeded budget expectations this year.* 今年销量额已超过了预算中的预期。
✪ *an* ***annual/a departmental/draft*** *budget* 年度／部门预算；预算草案 • *to* ***agree/approve/balance/draw up/present/set*** *a budget* 同意／批准／平衡／拟定／递交／制定预算 • ***below/in line with/on/over/under/within*** *budget* 低于／符合／按照／超出预算；预算下／内 • *budget* ***constraints/cuts*** 预算限制／削减
**2** (*Economics*) (*BrE spelling also* **Budget**) [C] the official statement made by a government of the country's income from taxes, etc. and how it will be spent 政府的年度预算：*tax cuts in this year's Budget* 本年度政府预算中的税收削减 ◇ *The budget deficit widened to 2.6% of GDP.* 政府预算赤字扩大到占国内生产总值的2.6%。
✪ *the* ***annual/draft/federal/government*** *budget* 年度预算；预算草案；联邦／政府预算 • *a* ***balanced*** *budget* 平衡预算 • *an* ***austere/a tax-cutting/tough*** *budget* 紧缩／减税／严格预算 • *a budget* ***deficit/shortfall/surplus*** 预算赤字／差额／盈余
**3** [C,U] an amount of money that a person or a company can spend on particular activities, equipment, etc. 预算拨款；专款：*He was given a budget of $1 billion to buy assets.* 他获得了10亿美元的预算拨款用于购买资产。◇ *We had to furnish the offices on a tight budget* (= without spending too much money). 我们只能用紧绌的预算拨款来布置办公室（不可花太多金钱）。◇ *Is there any money left in the advertising budget?* 广告预算中还有余款吗？◇ *They* ***went over*** *budget* (= spent too much money). 他们超出了预算（花了太多的钱）。◇ *The project came in under budget* (= did not spend all the money available). 该项目控制在预算之内（没有花光所有钱）。
✪ *a* ***generous/large/low/small/tight*** *budget* 宽松的／大额／低额／小额／紧绌的预算拨款 • *to* ***be given/have/keep to*** *a budget* 获得／有预算拨款；在预算内 • *to be/come in* ***below/over/under/within*** *budget* 低于／超出／未超出预算；预算内 • *to* ***cut/trim*** *a budget* 削减／减少预算
• ***verb***
**1** (*Accounting*) [+ obj *or* no obj] **budget** (**sth**) (**for sth**) | **budget sth** (**at sth**) to plan to spend an amount of money for a particular purpose 把…编入预算：*I budgeted for two new members of staff.* 我已将两位新职员名额编入预算。◇ *Ten million euros has been budgeted for the project.* 已为该项目编制了一千万欧元的预算。◇ *The project has been budgeted at ten million euros.* 该项目已确定了一千万欧元的预算。
**2** [no obj] to be careful about the amount of money you spend 谨慎花钱：*If we budget carefully we'll be able to afford the trip.* 如果我们认真作好预算安排，就能负担得起这次旅行。
▸ **'budgeting** *noun* [U]：*We train our employees in time management and budgeting.* 我们对员工进行时间管理和预算制定的培训。
• ***adjective*** [only before noun]
(used in advertising, etc.) low in price; selling things that are low in price（用于广告等）价格低廉的；便宜的
✪ *a budget* ***flight/hotel*** 廉价航班／旅馆 • *a budget* ***airline/carrier*** 廉价航空公司／承运人

**'budget ac,count** *noun* [C] (*BrE*)
(*Accounting*) a type of account, usually at a bank, that you put fixed regular amounts of money into in order to be able to pay large bills when they are due; an arrangement with a shop/store or company to pay your bills in fixed regular amounts 预算账户

**budgetary** /'bʌdʒɪtərɪ; *AmE* -terɪ/ *adjective* [only before noun]
(*Accounting, Economics*) connected with a budget 与预算有关的；预算的：*He doesn't find it easy to work within budgetary constraints* (= limits on the amount of money he can spend). 他觉得受预算约束，工作起来不容易。

**,budgetary ac'counting** *noun* [U]
(*Accounting*) a type of accounting that records how a budget is spent and how much of it is left 预算会计

**,budgetary con'trol** *noun* [U]
(*Accounting*) the process by which an organization plans how much money can be spent on each one of its activities or costs during the next accounting period and then continuously compares the actual amounts with the planned amounts to see if any changes are necessary 预算控制（通过对预算收支和实际收支的详细比较而进行开支和成本方面的控制）：*to develop a budgetary control system* 开发预算控制系统

**buffer** /'bʌfə(r)/ *noun* [C]
**1** (*IT*) a temporary memory in a computer or a device connected to a computer that is used for storing information when data is being sent between two machines that work at different speeds 缓冲区（计算机或连接到计算机上的设备中的临时存储器，用于两个机器间以不同速度传输数据时存储信息）
**2** a thing or person that reduces a shock or protects sb/sth against difficulties 缓冲物；起缓冲作用的人：*The extra stock acts as a buffer* ***against*** *any problem with supplies.* 额外的库存有助于缓和供应方面出现的问题。◇ *The personnel officer often has to act as a buffer* ***between*** *workers*

*and management.* 人事主任常常不得不在工人和管理层之间扮演调解人的角色。
→ idiom at HIT *verb*

**'buffer stock** *noun* [U,C]
**1** (*Commerce*; *Production*) an extra quantity of goods that is kept in case it is needed 缓冲存货（储存额外的货源以应付不时之需）: *We have now increased our buffer stocks, and should not have any shortages.* 我们现在已经增加了缓冲库存，不应该再有任何短缺问题。
**2** (*Economics*) an amount of a product or raw material (a **commodity**), owned, for example, by a government, that is stored or sold in order to keep the supply and price of the product level 缓冲存货（政府储存或出售产品或原材料，目的是保持供应和维持产品价格水平）

**bug** /bʌg/ *noun* [C]
(*IT*) a problem in a computer system or program（计算机系统或程序的）漏洞，缺陷，错误: *The software company has posted a* ***bug fix*** (= a program that will remove the problem) *on its website.* 软件公司已经在其网站上公布了漏洞修复程序。→ VIRUS

**★build** /bɪld/ *verb*, *noun*
• ***verb*** **(built, built** /bɪlt/)
**1** [+ obj *or* no obj] to make sth, especially a building, by putting parts together 建筑；建造: *They have permission to build 200 new houses.* 他们获准建造200座新住房。◇ *We are looking for a suitable site to build on.* 我们正在寻找一个合适的建筑地点。◇ *The cars are built in the company's Detroit factory.* 汽车是在该公司的底特律工厂生产的。
**2** [+ obj] to create or develop sth 创立；开发: *They have built a website that generates big sales.* 他们创办了带来巨大销售量的网站。◇ *She's building a new career.* 她正在开辟新的事业。◇ *We built a 50-person software company in under a year.* 在不到一年的时间里，我们创立了一家50人的软件公司。→ BUILD STH UP
**3** (*IT*) [+ obj] to write a set of instructions for a computer 编写（计算机指令）
**PHR V** **,build sth 'in; ,build sth 'into sth** (*often* **be built in/into sth**) to make sth a permanent part of a system, plan, etc. 使…成为（体系、计划等的）永久组成部分: *The computer comes with a CD-writer built in.* 电脑配有内置光盘刻录机。 **'build on sth** to use sth as a basis for further progress 在…的基础上发展: *We aim to build on our success in the coming year.* 我们的目标是在来年更上一层楼。 **,build 'up (to sth)** to become greater, more powerful or larger in number 扩大；加强；增多: *All the pressure built up and he was off work for weeks with stress.* 各种压力接踵而至，他因负荷过重已有数周没来上班了。→ BUILD-UP **,build sth 'up** to create or develop sth 建立；开发: *She's built up a very successful business.* 她创办的生意十分成功。→ BUILD (2)
• ***noun***
**1** [C] the way that sth such as a vehicle is made 制造；建造
**2** [C] an increase in the size, amount or degree of sth over a period of time 扩大；增长: *a large build in product stocks* 产品库存的大量增加
SYN BUILD-UP
**3** (*IT*) [C] the process of developing a computer program; the program that is being developed 开发计算机程序的过程；正开发的计算机程序: *We did the builds at night and tested them the next day.* 我们夜里进行计算机程序的开发，第二天进行测试。
**4** (*Manufacturing*) [U,C] the process of building sth; sth that is built 建造；建造物: *The company has enough cash for the build.* 公司有足够的资金购买该楼房。

**builder** /'bɪldə(r)/ *noun* [C]
**1** a person or company whose job is to build or repair houses or other buildings 建造者；建筑工人；建筑公司；营造商
**2** (*usually used in compounds* 通常用于复合词) a person or thing that builds, creates or develops sth 建造者；创建者；开发者: *a shipbuilder* 造船工人 ◇ *She's a good team builder.* 她是一位优秀的团队建立者。

**building** /'bɪldɪŋ/ *noun*
SEE ALSO: **team building**
**1** [C] a structure such as a house or school that has a roof and walls 建筑物；楼房: *office buildings* 办公大楼
**2** [U] the process or work of building 建筑；建筑业: *a building company* 建筑公司 ◇ *building materials* 建筑材料 See note at CONSTRUCTION

**,building and 'loan associ,ation** = SAVINGS AND LOAN ASSOCIATION

**'building blocks** *noun* [pl.]
parts that are joined together in order to make a large thing 组成部分；构成要素: *Chips are the tiny electrical circuits that are the building blocks of computers.* 芯片是构成计算机的微型电路。

**'building code** *noun* [C, usually sing.]
official rules that must be followed when building 建筑守则（建筑时必须遵循的官方守则）: *The materials used* ***comply with*** *the building code.* 所使用的材料符合建筑守则。

**'building ,permit** (*especially BrE*) (*AmE usually* **con'struction ,permit**) *noun* [C]
official permission to build sth 建筑许可证: *They were granted a building permit to construct offices on the site.* 他们获得在该工地上建造办公楼的建筑许可证。

**'building regu,lation** *noun* [C, usually pl.]
in the UK, an official rule that must be followed when building 建筑条例（在英国建筑时必须遵循的官方守则）: *They installed smoke detectors in every room to comply with building regulations.* 为了符合建筑条例，他们在每个房间都安装了烟雾探测器。

**'building so,ciety** *noun* [C] (*BrE*)
(*Finance*) in the UK, an organization like a bank that lends money to people who want to buy a home. People also save money with a **building society** 房屋互助协会（在英国，指提供住房贷款及储蓄服务的组织）: *interest on savings held in banks and building societies* 在银行和房屋互助协会储蓄的利息 → SAVINGS AND LOAN ASSOCIATION

**,build-to-'order** *adjective* [usually before noun]
(*Manufacturing*) made for a particular customer, who chooses what parts, functions, features, etc.

the product will have 按单定制的；量身定做的；按要求定制的： *build-to-order computer systems* 按要求定做的计算机系统

**ˌbuild-to-ˈstock** *adjective* [usually before noun] (*Manufacturing*) made with the same parts, functions, features, etc. for all customers 备货生产的（用同样的部件、功能、特点等为所有顾客生产产品）

**ˈbuild-up** *noun*

**1** [sing., U] an increase in the amount of sth over a period of time 逐步的增长： *a worrying build-up of household debt* 家庭债务的逐渐增长令人担忧 ◇ *a build-up in stocks of crude oil* 原油库存的逐渐增加 → BUILD STH UP at BUILD *verb*

**2** [C, usually sing.] the time before an important event, when people are preparing for it（重大事件的）准备期，准备过程： *the build-up to the conference* 会议前的准备工作

**built** /bɪlt/ *combining form* (*used after adverbs and in compound adjectives* 用于副词后、或构成复合形容词)

SEE ALSO: **custom-built**

made in the particular way or place that is mentioned 建成的；以…造的： *American-built cars* 美国制造的汽车 ◇ *newly built houses* 新建的房子

**ˌbuilt-ˈin** (*also* **ˌin-ˈbuilt**, *less frequent*) *adjective* [only before noun]

included as part of sth and not separate from it 嵌入的；内置的；不可分割的： *a mobile phone with a tiny built-in camera* 备有微型内置照相机的手机

**ˌbuilt to ˈflip** *adjective*

used to describe companies that people create just to make money quickly by selling them soon after they start, rather than with the intention of developing them over a period of years 快速创造价值后等待收购的；做了就转卖的（创办公司的目的不是永久经营，而是一开始营运就转卖给别人以达到快速赚钱的目的）： *Built-to-flip Internet businesses have created many millionaires.* 以快速创造价值后等待收购的互联网企业已经创造了许多百万富翁。

**ˌbuilt to ˈlast** *adjective*

created or manufactured so that it will last for a long time 持久的： *Their toys are expensive but they are built to last.* 虽然他们的玩具很昂贵，但是经久耐玩。 ◇ *They are a built-to-last company in a built-to-flip environment.* 他们是处于以快速创造价值后等待收购的环境中的永续经营公司。

**ˈbulge-ˌbracket** *adjective* [only before noun] (used about INVESTMENT BANKS) largest and most successful（指投资银行）最大和最成功的： *The City is dominated by Wall Street's bulge-bracket firms.* 伦敦金融城被华尔街最大的成功企业所支配。

**bulk** /bʌlk/ *noun, adjective*

• ***noun*** [U]

**1 the bulk** (**of sth**) the main part of sth; most of sth 主体；大部分： *The cosmetics division accounts for the bulk of group profits.* 在集团所获得的利润中，化妆品部占了大部分。 ◇ *The bulk of the savings will come from stopping all overtime.* 大部分节余将来自所有加班的取消。

**2** (used about goods such as grain, oil or milk) loose; not packed（指粮食、石油或牛奶等）散装的： *Grain is often transported in bulk.* 粮食经常采用散装运输。

IDM **buy/order/sell** (**sth**) **in ˈbulk** to buy, order or sell sth in large amounts, usually at a reduced price 大量、大批（低价购买、订购或出售）： *Companies will buy tickets and hotel rooms in bulk to get a better price.* 公司将大量订购机票和旅馆房间以便获得较低的价格。

• ***adjective*** [only before noun]

(*Commerce*) in large amounts 大量的；大批的： *bulk orders of over 100 copies* 超过100本的大宗订单 ◇ *They offer bulk quantities of low-price products.* 他们提供大批的低价产品。

**ˈbulk ˌcargo** *noun* [C,U]

(*Transport*) a large amount of goods carried in a ship loose and not packed in bags or boxes 散装货物： *a bulk cargo of 30 000 tonnes of grain* * 30 000吨散装粮食

**ˈbulk ˌcarrier** *noun* [C]

(*Transport*) a company or a large ship that carries large amounts of goods loose and not packed in bags or boxes 散货运输公司；散货船

**ˌbulk ˈcash** *noun* [U]

a large amount of money in the form of coins and notes/bills（硬币、纸币或票据形式的）巨款： *Our bulk cash collection service is a convenient and safe way of depositing your takings.* 我们的巨款托收业务是一个方便安全的存储进款方式。

**ˌbulk ˈdiscount** *noun* [C,U]

(*Commerce*) a reduction in the price of goods when you buy a large amount 数量折扣；批量折扣： *A 20% bulk discount applies on all orders of 20 or more items.* * 20%的数量折扣适用于所有20件或20件以上的商品订单。 SYN VOLUME DISCOUNT

**ˌbulk ˈfreight** *noun* [U]

(*Transport*) a large amount of goods such as wheat, metals, etc. carried in a train, lorry/truck, ship or plane loose or in very large containers 散装货物（指不需包装，而直接装入火车、卡车、货车、轮船、飞机或很大的集装箱的小麦、金属等大宗货物）

**ˈbulk goods** *noun* [pl.]

**1** (*Transport*) items that are transported in large amounts and not packed in bags or boxes 散装货（大宗、无包装运输的货物）： *Coal, grain and sand are bulk goods.* 煤炭、粮食和沙子均为散装货。 ◇ *We transport most kinds of bulk goods for our customers.* 我们为客户运输几乎所有种类的散装货。

**2** large items, for example pieces of furniture 大件货物（如家具）： *We will collect bulk goods for disposal on Wednesday mornings.* 我们将于周三早晨收集要发运的大件货物。

**ˈbulk mail** *noun* [U] (*especially AmE*)

advertisements and other notices that are sent to large numbers of people either by post or by email 群发邮件，垃圾邮件（用邮寄或电子邮件方式给很多人发送的广告及其他通知）： *Many groups are discussing ways to help reduce unsolicited bulk mail.* 许多团体正在讨论有助于减少未经许可的群发邮件的方法。 → JUNK MAIL

**ˌbulk ˈshipping** *noun* [U]
(*Transport*) the activity of moving large amounts of goods such as grain or coal, usually loose and not packed, in a large ship 散装运输（使用大型轮船装运散装货物）: *There are losses in the group's container and bulk shipping ventures.* 集团的集装箱和散装航运企业均有亏损。▸ **ˌbulk ˈshipment** *noun* [C]: *The ship unloads the bulk shipment immediately upon arrival.* 装运散装货物的轮船一抵达目的港立即卸货。

**★bull** /bʊl/ *noun* [C]
(*Finance*; *Stock Exchange*)
**1** a person who buys shares, a particular currency, etc., hoping to sell them soon afterwards at a higher price because they think prices are going to rise rather than fall 买空者（因认为价格将上涨而购买股票、特定货币等，期望以后以高价出售）
**2** = BULL MARKET
→ BEAR

**bulletin** /ˈbʊlətɪn/ *noun* [C]
**1** a printed report that gives news about an organization or a group（机构或集团的）简报: *the European Central Bank's monthly bulletin* 欧洲央行月报
**2** a short news report 新闻简报: *a television news bulletin* 电视新闻简讯

**ˈbulletin board** *noun* [C]
**1** (*IT*) a place in a computer system where any user can write or read messages（计算机系统上任何用户均可发布或阅读留言的）公告牌；布告栏: *Post a note on the central bulletin board.* 在中央公告栏上发布通知。
**2** = NOTICEBOARD

**ˈbullet point** (*also* **bullet** /ˈbʊlɪt/) *noun* [C]
a black circle, square, etc. at the beginning of each item in a printed list; an item marked in this way 点句符号（印刷清单上各项开始时所用的黑色圆圈、方框等符号）；用点句符号标记的事项: *Limit your bullet points to four per slide.* 每张幻灯片的点句符号不要超过四个。

**bullion** /ˈbʊliən/ *noun* [U]
gold or silver in large amounts or in the form of bars 金块（或银块）；金条（或银条）: *the market for gold bullion* 黄金市场 ◇ *Bullion rose to $322 an ounce.* 金条涨到一盎司322美元。

**bullish** /ˈbʊlɪʃ/ *adjective*
**1** (*Finance*; *Stock Exchange*) connected with, causing or expecting an increase in the price of shares, etc.（对股票等行情）看涨的，牛市的: *a bullish market* 牛市 ◇ *Analysts are bullish on the company.* 分析家对该公司的行情看涨。
OPP BEARISH
**2** confident about the future 对未来有信心的；乐观的: *The Chief Executive is bullish about the company's outlook.* 总裁对公司的前景很乐观。◇ *a bullish forecast* 乐观预测

**ˈbull ˌmarket** (*also* **bull**) *noun* [C]
(*Finance*; *Stock Exchange*) a long period during which the prices of shares, etc. are rising and people are buying them 牛市，多头市场（股票等价格普遍上涨时期的市场）: *We've been in a 25-year bull market.* 我们经历了长达25年的牛市。◇ (*figurative*) *It's a bull market for talent.* 有才干的人行情看涨。
→ BEAR MARKET

**ˈbull poˌsition** *noun* [C]
(*Finance*; *Stock Exchange*) a situation in which a dealer has bought shares, etc. and plans to sell them later at a higher price 长仓，多头（交易商购买股票等期望价格上涨后抛售）SYN LONG POSITION → BEAR POSITION
**PHR** *to **establish/take** a bull position* 建长仓；持有多头

**ˈbull run** *noun* [C]
(*Finance*; *Stock Exchange*) a situation where the value of shares, etc. is rising because they are being bought in large numbers 股价飙升；旺市: *The stock market was on a spectacular bull run.* 股票市场价格飙升。→ BEAR RUN

**ˈbull ˌsession** *noun* [C] (*AmE*)(*informal*)
an informal discussion 闲谈；闲聊

**bumper** /ˈbʌmpə(r)/ *adjective* [only before noun]
unusually large; producing an unusually large amount 特大的；丰盛的: *Bumper sales may not mean bumper profits.* 巨大的销售量并不意味着利润丰厚。
**PHR** *bumper **profits/sales*** 丰厚的利润；巨大的销售量 ◆ *a bumper **crop/harvest/season/year*** 丰产；丰收；丰收季节；丰收年

**bumpy** /ˈbʌmpi/ *adjective* (**bumpier**, **bumpiest**)
**1** (about a journey) uncomfortable with a lot of unpleasant movement（指旅途）颠簸的: *a bumpy flight* 颠簸的飞行
**2** (about a surface) not even; with a lot of raised parts（表面）崎岖不平的；多凸块的: *a bumpy road* 崎岖不平的道路 ◇ (*figurative*) *US shares are on the **bumpy road** to recovery* (= there are a lot of problems and difficulties on the way). 美国股票走向复苏的道路并不平坦。
IDM **to have/give sb a bumpy ˈride** to have a difficult time; to make a situation difficult for sb 处于艰难时刻；使（某人）处境艰难: *The company's shares have had a bumpy ride* (= they have gone up and down in price several times) *this week.* 本周该公司的股票处境艰难，价格时涨时跌。

**bundle** /ˈbʌndl/ *noun*, *verb*
• ***noun***
**1** [C] a number of things that belong or are sold together 一批（同类事物或出售的货物）: *a bundle of graphics applications for your PC* 一批个人计算机图形应用软件 ◇ *A company is more than a bundle of assets.* 一家公司远不止是一批资产的堆砌。
**2 a bundle** [sing.] (*informal*) a lot of money 一大笔款项: *He retired after **making** a bundle in investment banking.* 他在投资银行业赚了一大笔钱之后退休了。◇ *An MBA can **cost** a bundle.* 工商管理硕士学位学费不菲。
• ***verb*** [+ obj]
to supply a product, a service or a piece of extra equipment with another product or service at no extra cost 免费赠送: *A further nine applications are bundled with the system.* 该系统还另外赠送九套应用软件。OPP UNBUNDLE (2)

**buoy** /bɔɪ; *AmE also* / ˈbuːi *verb* [+ obj] **buoy sth (up)** (*usually* **be buoyed**) to keep prices or figures

at a high or satisfactory level 使（价格或数字）维持在高水平或令人满意的水平：*Demand for mortgages has been buoyed up by low interest rates.* 由于低利率，对按揭的需求一直旺盛。

**buoyant** /'bɔɪənt/ *adjective*
(about prices, business activity, etc.) tending to increase or stay at a high level, usually showing financial success（指价格、商业活动等）看涨的；保持高水平的；繁荣的：*buoyant consumer spending* 旺盛的消费开支
⊕ *buoyant* ***prices/sales/spending*** 上升的价格 / 销售量 / 开支 • *a buoyant* ***economy/market*** 繁荣的经济 / 市场
▸ **buoyancy** /'bɔɪənsi/ *noun* [U]: *the buoyancy of the market* 市场活跃

**burden** /'bɜ:dn; *AmE* 'bɜ:rdn/ *noun, verb*
• ***noun*** [C]
**1** a duty, responsibility, etc. that causes difficulty or hard work（义务、责任等的）重担，负担：*Business customers will bear most of the burden of the rise in postage rates.* 企业客户将承担大部分邮资上涨带来的负担。
⊕ *to* ***bear/carry*** *a burden* 承受 / 担负重担 • *to* ***cut/ease/lighten/reduce/relieve*** *a burden* 削减 / 缓解 / 减轻 / 减少 / 减轻重担
**2** the fact of having to pay an amount of money; the amount of money that you owe（债务）负担；欠款额：*concern about the burden of debt being taken on by households* 关注由家庭承担的债务负担 SYN LOAD
⊕ *a* ***debt/tax*** *burden* 债务 / 税收负担 • *to* ***cut/ease/reduce*** *the burden* 削减 / 减缓 / 减少负担 • *to* ***take on a*** *burden* 担负重任
• ***verb*** [+ obj] (*often* **be burdened**) to give sb a duty, responsibility, etc. that causes difficulty or hard work 使某人承担责任：*The company is burdened* ***with*** *debts of over $10 million.* 公司背负着1000多万美元的债务。

**,burden of 'proof** *noun* [sing.]
(*Law*) the task or responsibility of proving that sth is true 举证责任：*The burden of proof lies with companies to show that they have been harmed by an online critic.* 公司应承担举证责任以证明他们受到了网上评论的伤害。

**bureau** /'bjʊərəʊ; *AmE* 'bjʊroʊ/ *noun* [C] (*plural* **bureaux** *or* **bureaus** /-rəʊz; *AmE* -roʊz/)
SEE ALSO: **credit bureau, service bureau**
**1** an office or organization that provides information on a particular subject（提供某方面信息的）办事处，机构：*an employment bureau* 职业介绍所
**2** in the US and other countries, a government department or part of a government department（政府部门）局，司，处，科：*the Australian Bureau of Statistics* 澳大利亚统计局

**bureaucracy** /bjʊə'rɒkrəsi; *AmE* bjʊ'rɑ:k-/ *noun* [U]
the system of official rules and ways of doing things that an organization or a government has, especially when these seem to be too complicated 官僚主义；官僚作风：*Importers have to deal with high taxes and complex bureaucracy.* 进口商必须应付高税收和复杂的官僚作风。 SYN RED TAPE

**bureaucrat** /'bjʊərəkræt; *AmE* 'bjʊr-/ *noun* [C]
an official working in an organization or a government department, especially one who follows the rules of the department too strictly 官僚主义者；官僚：*big-company bureaucrats who make bad decisions* 作出拙劣决策的大公司官僚

**bureaucratic** /,bjʊərə'krætɪk; *AmE* ,bjʊr-/ *adjective*
connected with BUREAUCRACY or BUREAUCRATS and involving complicated official rules which may seem unnecessary 官僚的；官僚作风的；官僚主义的：*The management has been criticized for being bureaucratic and slow-moving.* 管理层一直因官僚主义和行动缓慢而遭到批评。
▸ **bureaucratically** /,bjʊərə'krætɪkli; *AmE* ,bjʊr-/ *adverb*

**bureau de change** /,bjʊərəʊ də 'ʃɑ:nʒ ; *AmE* ,bjʊroʊ/ *noun* [C] (*plural* **bureaux de change** /,bjʊərəʊ; *AmE* ,bjʊroʊ/)
an office at a hotel, in an airport, etc., where you can exchange one currency for another（旅馆、机场等的）外币兑换处 NOTE This is a French phrase. 这是一个法语短语。

**burgeon** /'bɜ:dʒən; *AmE* 'bɜ:rdʒən/ *verb* [no obj]
to begin to grow or develop rapidly 激增；迅速增长：*The leisure industry has burgeoned over the last ten years.* 在过去的十年里，休闲产业蓬勃发展。▸ **'burgeoning** *adjective* [usually before noun]: *They are developing new production methods to meet the burgeoning demand.* 他们正在开发新的生产方法以满足迅速增加的需求。

**burn** /bɜ:n; *AmE* bɜ:rn/ *verb, noun*
• ***verb*** (**burnt, burnt** /bɜ:nt; *AmE* bɜ:rnt/) *or* (**burned, burned** /bɜ:nd; *AmE* bɜ:rnd/)
**1** (*informal*) [+ obj *or* no obj] to spend a lot of money in a careless way 无节制地花（钱）：*The company was burning* (***through***) *cash at a rate of $2 million a day.* 公司每天挥霍200万美元的现金。
**2** (*IT, informal*) [+ obj] to put information onto a computer disk 刻录：*to burn a CD* 刻录光盘
**3** (*informal*) [+ obj] **be/get burned** to cause sb to lose money because they do sth without realizing the possible bad results（因没有先见之明而）亏本，蒙受损失：*Many companies were badly burnt by the rise in fuel tax.* 许多公司由于燃油税上涨而遭受严重损失。
IDM **get your 'fingers burnt; burn your 'fingers** to lose money as a result of doing sth without realizing the possible bad results 没有先见之明而蒙受损失：*Many investors got their fingers burnt when the Internet bubble burst.* 互联网泡沫破灭时，许多投资者遭受了损失。→ idiom at CRASH *verb*
PHR V **,burn 'out; ,burn sth 'out** to stop working or make sth stop working because it gets too hot or is used too much（因过热或使用过多而）出故障：*The machines will burn out if they are left running all night.* 如果机器整夜运行将会失灵。 **,burn 'out; ,burn yourself/sb 'out** to become extremely tired or ill/sick by working too hard over a period of time 累垮：*The daily demands of her job eventually burned her out.* 她每天拼命工作，终于累垮了。→ BURNOUT
• ***noun*** [U,C] (*informal*)
the process of a company spending money

（公司）开支：*The company's **cash burn** is still running at $4 million a quarter.* 公司的现金开支仍然维持每季度400万美元。◇ *a **burn rate** of $7 million a month* 每月开支700万美元

**burnout** /'bɜːnaʊt; *AmE* 'bɜːrnaʊt/ *noun*

**1** [U,C] the state of being extremely tired or ill/sick, either physically or mentally, because you have worked too hard 过劳；积劳成疾：*He gives advice to companies about preventing burnout among their employees.* 他对公司提出忠告，要防止员工积劳成疾。

**2** [C] (*especially AmE*) a person who is suffering from **burnout** 积劳成疾者

→ BURN OUT, BURN YOURSELF/SB OUT at BURN *verb*

**WHICH WORD?** 词语辨析

**business/agency/company/consultancy/firm/house**

**Business** is used especially to mean a business that is owned by an individual or family. * business 尤指个人或家族拥有的企业：*to start your own business* 自主创业 ◇ *a small family business* 小型家族企业

**Company** is the general word for a business with a number of managers and employees. * company 是拥有若干管理人员和雇员的企业的总称：*to join a company* 加入某公司 ◇ *the director of the company* 公司董事 The word is often combined with other nouns. 这个词通常与其他名词搭配使用：*an insurance/oil/a phone company* 保险 / 石油 / 电话公司

**Firm** is the general word for a business that provides a professional service. * firm 是提供专业服务的企业的总称：*an accountancy/a law firm* 会计 / 律师事务所

Other words, such as **consultancy**, **agency** and **house**, are used in fewer contexts. Nouns that are often combined with these words include. * consultancy、angency、house 等词使用场合不多。与这些词汇搭配的名词有：

- *a design/IT/management consultancy* 设计 / 信息技术 / 管理咨询公司
- *an advertising/employment agency* 广告公司；职业介绍所
- *a publishing/software house* 出版社；软件开发公司 ◇ *an auction house* 拍卖行

See note at TRADE

**★business** /'bɪznəs/ *noun*

SEE ALSO: **any other business, big ~, e-business, first order of ~, organizing ~, small ~, volume ~**

**1** [U] the activity of making, buying, selling or supplying goods or services for money 商业；买卖；生意；交易：*She works in the computer business.* 她做计算机生意。◇ *She has set up in business as a hairdresser.* 她已经开店当上了理发师。◇ *He has business interests on both sides of the Atlantic.* 他在大西洋两岸都有商业利益。◇ *The prime minister addressed the audience of business leaders and economists.* 首相向在座的商界领袖和经济学家发表讲话。◇ *It's been a pleasure to **do business with** you.* 和你做生意很高兴。

→ COMMERCE, TRADE

➊ *to **go into/set up in** business* 经商；创业 • *business **activities/affairs/dealings/interests*** 商业活动 / 事务 / 交易 / 利益 • *a business **analyst/consultant/executive/guru/leader/manager*** 业务分析师 / 顾问 / 主管 / 专家 / 领导 / 经理 • *a business **deal/transaction*** 商业买卖 / 交易 • *a business **contact/partner/relationship*** 业务联系 / 伙伴 / 关系 • *a business **idea/investment/proposition/venture*** 商业构思 / 投资 / 计划 / 投机

**2** [U] work that is part of your job 商务；公事；事务：*Is your trip **business or pleasure**?* 你这次旅行是公干还是游玩？◇ *Mr Castorri is away **on business**.* 卡斯托瑞先生出差去了。◇ *business travel* 公务旅行 → BUSINESS LUNCH, BUSINESS TRIP

**3** [U] the amount of work done by a company, etc.; the rate or quality of this work 营业额；贸易额；业务表现：*Business was bad.* 生意不好。◇ *Business was booming.* 生意兴隆。◇ *Her job was to drum up* (= increase) *business.* 她的工作是提高营业额。◇ *The opportunity to grow business in Europe would be slow and challenging.* 扩大欧洲贸易规模的机会可能不会很快到来，而且会荆棘满途。

➊ *business is **bad/booming/brisk/slow*** 生意不好 / 兴隆 / 红火 / 增长缓慢 • *to **drum up/grow/increase** business* 提高 / 增加 / 提高营业额 • *to **attract/encourage/generate/seek/win** new business* 吸引 / 鼓励 / 创造 / 寻找 / 赢得新的生意

**4** [C] a commercial organization such as a company, shop/store or factory 商业机构：*They run their own catering business.* 他们经营自己的餐饮店铺。◇ *She didn't want to work in the family business.* 她不想在家族企业工作。◇ *It has taken ten years to build up the business to its current size.* 将企业建成现在的规模花了十年的时间。◇ *business premises* 商务场址 See note at TRADE

➊ *to **have/manage/run/set up/start** a business* 拥有 / 管理 / 经营 / 建立 / 开办企业 • *to **build up/expand/grow** a business* 建立 / 扩大 / 扩大企业

**5** [U] important matters that need to be dealt with or discussed（需要处理或讨论的）重要事情：*the main business of the meeting* 会议的主要议题 → ANY OTHER BUSINESS

**6** [U] the fact of being a customer 消费：*We're grateful for your business.* 感谢您光顾本店。 SYN CUSTOM

**7** [U] something that concerns a particular person or organization 职责；责任：*She **made it her business** to improve the general atmosphere in the office.* 她亲自改善办公室的总体气氛。

IDM **business as 'usual** a way of saying that things will continue as normal in spite of a difficult situation（尽管处境艰难）一切照常：*We're under new management, but it's business as usual for our workers.* 我们的管理层发生了变动，但是对我们的工人来说一切照旧。 **,business is 'business** a way of saying that financial and commercial matters are the important things to consider and you should not be influenced by friendship, etc. 公事公办 **get down to 'business**

to start dealing with the matter that needs to be dealt with, or doing the work that needs to be done 着手处理正事；认真着手工作 **go/put sb out of 'business** to stop or to make sb stop operating as a business because there is no more money or work available 停业；歇业：*The new regulations will put many small firms out of business.* 新法规将使许多小企业倒闭。 See note at BANKRUPT **in 'business 1** to be operating as a business 经营：*The loan will help the company remain in business.* 这笔贷款将有助于公司继续经营。 **2** to have everything that you need in order to be able to start sth immediately 准备就绪：*All we need is a van and we'll be in business.* 我们所需要的只是一辆客货车，然后我们就准备妥当了。 → idiom at LAND OFFICE, ORDER *noun*

**,business admini'stration** *noun* [U]
the study or practice of planning, organizing and running a business 工商管理学；工商管理 → MBA

**'business ,agent** *noun* [C]
**1** a person whose job is to represent another person in business matters 商务代理人：*We are looking for a business agent in China.* 我们正在中国寻找一名商务代理人。
**2** (*HR*) in the US, a member of a union who represents all the members from one company（在美国，指一家公司的）工会代表

**'business ,analyst, 'business a,nalysis**
= COMPUTER ANALYST

**'business ,angel** *noun* [C] (*BrE*)
(*Finance, informal*) an investor who helps new companies develop by lending them their own money, which may involve a lot of risk 投资天使，天使投资者（将资金借给高风险的新公司帮助其发展） → VENTURE CAPITALIST

★**'business card** (*also* **card**) *noun* [C]
a small card printed with sb's name and the details of their job and company 公司名片：*I exchanged business cards with everyone I spoke to at the conference.* 我和会议上交谈过的每一个人交换了公司名片。
❶ *to **exchange/swap** business cards* 交换 / 互换公司名片

**'business case** *noun* [C]
(*Finance*) a document that presents the reasons that show why a product, project, etc. would be successful and make money, used to try to get people to invest in the project 商业案例；业务案例：*The website teaches you how to **build** a business case for a new product range.* 该网站教你如何为新的产品系列建立商业案例。

**'business ,centre** (*AmE spelling* ~ **center**) *noun* [C]
a place that people can pay to use for work, meetings, etc. away from their usual place of work 商务中心：*The hotel's business centre offers videoconferencing facilities and a full range of business services.* 酒店的商务中心提供视频会议设施和全套的商业服务。

**'business class** *noun* [U]
the part of a plane, etc. where passengers have a very high level of comfort and service, designed for people travelling on business 公务舱（专为公务乘客设计的飞机舱位） ▸ **'business class** *adverb*：*I always fly business class.* 我坐飞机时总是乘坐公务舱。 → ECONOMY CLASS, FIRST CLASS

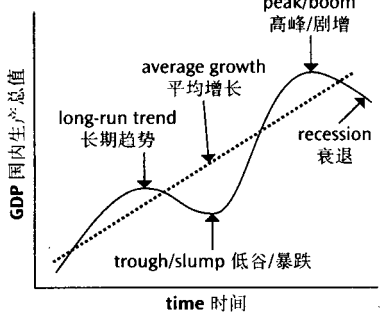
**'business ,college** *noun* [C]
a college where students can learn basic business skills, such as accounting, management and managing an office 商学院

**'business combi,nation** *noun* [U,C]
the act of joining or working together with another company after a TAKEOVER or a MERGER 企业合并：*Shareholders will vote on the company's proposed business combination with AXL Enterprises.* 股东将就公司与AXL企业合并议案进行投票表决。

**,business conti'nuity** *noun* [U]
the process of making sure that the important parts of a business continue working if there is a disaster 业务连续性（确保一旦出现灾难，公司的核心部门仍能继续运作）：*Computer viruses may be a greater threat to business continuity than fires and floods.* 计算机病毒对业务连续性的威胁可能大过火灾和水灾。 ◇ *business continuity planning/management* 业务连续性规划 / 管理 ◇ *business continuity services/plans* 业务连续性服务 / 计划 → DISASTER RECOVERY

**'business ,cycle** *noun* [C]
(*Economics*) the usual pattern of a country's economy over a period of time, with periods of success (**growth**) and periods of difficulty (**recession**) happening regularly one after another 商业循环：经济周期 SYN ECONOMIC CYCLE, TRADE CYCLE

**business cycle** 商业循环




**'business day** *noun* [C]
a day when stock exchanges and banks are open 营业日（证券交易所和银行营业的日子）

**'business debt** (*also* **'trade debt**) *noun* [U,C]
(*Accounting*) money that a company owes to other companies 商业债务（一家公司欠其他公司的债务）

**'business ,entity** *noun* [C]
a business of a particular type, for example a CORPORATION, a PARTNERSHIP, a LIMITED COMPANY, etc. 企业实体；企业法人

**,business 'entity ,concept** *noun* [C]
(*Accounting*) the idea that a business is separate

from the people who own it, so that the financial records only show the activities of the business, not the owners 企业个体概念（会计视企业与企业拥有人为两个独立之个体，因此财务记录仅反映企业的活动、与企业拥有人无关）

**'business game** (*also* **'management game**) *noun* [C]
(*HR*) a way of training people, especially managers, in business skills that asks teams, sometimes competing with each other, to deal with situations that could exist in reality 商业游戏、经营竞赛（尤指培训经理经营能力的一种方式，如将经理分成几组，相互竞争，以训练处理现实中各种情况的能力）: *a management game for team building, communications and leadership* 有关团队建立、沟通与领导的管理游戏

**'business gift** *noun* [C]
(*Accounting*; *Marketing*) a small item that a company gives free to people in order to advertise itself; an amount of money that a company gives to a charity 业务礼品；商用礼品；宣传礼品；（公司给慈善机构的）捐款 **NOTE** These gifts may be used to obtain a reduction in the amount of tax a company has to pay. 这些礼品可用于扣减公司的税款。

**'business hours** *noun* [pl.]
the times of day when a shop/store, an office, a bank, etc. is open 营业时间: *Normal business hours are between 9 a.m. and 5 p.m.* 正常营业时间为上午九时至下午五时。

**,business inter'ruption** *noun* [U]
(*Insurance*) a situation where a company loses money when it has to stop work because of a disaster 营业中断（由于灾难停止营业而遭受损失的状况）: *Tens of millions of dollars were paid out on business interruption insurance claims as a result of the computer virus.* 由于计算机病毒，已支付了数以千万计美元的营业中断保险索赔。

**businesslike** /'bɪznəslaɪk/ *adjective*
(about a person) working in an efficient and organized way and not wasting time or thinking about personal things（指人）效率高的；有条不紊的: *She has a brisk and businesslike manner.* 她的作风是自信干练而务实。
✪ *a businesslike **approach/manner/voice/way*** 一种务实的方式 / 态度 / 语气 / 方法

**'business lunch** *noun* [C]
a meeting with lunch to talk about business or to entertain customers 商业午餐；工作午餐（午餐时洽谈业务或接待客户）
✪ *to **attend/have/speak at** a business lunch* 出席 / 参加工作午餐；在工作午餐上发言

**★businessman** /'bɪznəsmæn; -mən/, **businesswoman** /'bɪznəswʊmən/ *noun* [C]
(*plural* **businessmen** /-men; -mən/ **businesswomen** /-wɪmɪn/)
**1** a person who works in business, especially at a high level（尤指上层的）商人，商界人士，企业家: *She had a distinguished career as a businesswoman.* 她曾经是位杰出的女企业家。
✪ *a **high-powered/leading/prominent/self-made/successful/wealthy** businessman* 位高权重的 / 杰出的 / 著名的 / 白手起家的 / 成功的 / 富有的商人
**2** a person who is skillful in business and financial matters 善于经商和理财的人: *I should have got a better price for the car, but I'm not a very shrewd businessman.* 那辆车我本应该卖个更好的价钱，但我不是个很精明的商人。
✪ *an **astute/a good/shrewd** businessman* 一位精明的 / 精于理财的 / 精明的商人 ◆ *a **hard-nosed/tough** businessman* 一位不讲情面的 / 强硬的商人
SYN BUSINESS PERSON

**'business mix** *noun* [C]
the types of product and/or customer that form a company's business 业务组合（构成公司业务的产品类型或顾客）: *We need to adapt our business mix to the current economic climate.* 我们的业务组合需要适应目前的经济气候。

**'business park** *noun* [C]
an area of land, usually outside a town or city, that is specially designed for offices and small factories 商务园区；工商业园区（位于城郊的、专门为办公和小型工厂而设的区域）→ INDUSTRIAL ESTATE

**★'business ,person** (*also spelled* **businessperson**, *especially in AmE*) *noun* [C] (*plural* **business people** *or, especially in formal use,* **business persons**)
**1** a person who works in business, especially at a high level（尤指上层的）商人，商界人士，企业家: *a group of Japanese business people* 一群日本商界人士
**2** a person who is skilful in business and financial matters 善于经商和理财的人: *As an artist, I'm not much of a business person.* 我身为一名艺术家，不大会做生意。 **NOTE** **Business people** is usually used to talk about a group of men and women, or to avoid having to say 'businessmen' or 'businesswomen'. **Business person/business people** is also used in more formal language. * Business people泛指一群男女，或者用于避免说"男商人"或"女商人"的场合。business person/business people 也用于较正式的场合。

**'business plan** *noun* [C]
(*Finance*) a written document that states what a company, or part of a company, aims to sell its products, develop new products, etc. within a particular period, and how it will get the money it needs 业务计划: *They spent a month preparing a business plan to present to the board.* 他们花了一个月的时间准备业务计划以便提交给董事会。
✪ *to **draft/draw up/develop/put together/prepare/write** a business plan* 起草 / 草拟 / 制订 / 整理 / 准备 / 编写业务计划

**,business 'process** *noun* [C]
the systems, the way things are organized and the order in which things are done inside a company in order to produce a product or service 业务流程

**'business 'process out'sourcing** *noun* [U] (*abbr* **BPO**)
the practice of giving the responsibility for running a particular system or a service to people outside the company 业务流程外包（公司将某系统或服务的营运交给公司外部的人员来负责）

**'business 'process ,re-engi'neering** (*AmE spelling usually* ~ **reengineering**) (*also* **'business 'process ,rede'sign**) *noun* [U] (*abbr* **BPR**)

a method of improving a business and its value to customers by organizing its systems and the way things are done in a completely new and different way, especially in order to make full use of computer systems 业务流程重组；业务流程重构
➲ *to* ***apply/embark on/implement/introduce*** *business process re-engineering* 采用 / 开始 / 执行 / 引进业务流程重组

**,business re'ply ,service** *noun* [C] (*BrE*) (*abbr* **BRS**) (*AmE* **,business re'ply mail** [U] (*abbr* **BRM**))
a service that allows a company to supply cards or envelopes with its address on that people can use for replying without paying the POSTAGE (= the cost of a stamp). The company only pays for the ones that are sent back. 商业回邮服务（公司将事先印好本身地址的信封、明信片寄给用户后，用户用这类信封、明信片回复，不必支付邮费，该公司只付收到的回函的邮费）

**'business school** *noun* [C,U]
a college, or part of a college or university, that teaches BUSINESS STUDIES 商学院：*She graduated from a business school in 2002.* 她2002年毕业于商学院。◇ *They don't teach you that in business school.* 你在商学院学不到那些东西。
➲ *to* ***apply to/enrol at/in/go to*** (*a*) *business school* 向商学院申请；在商学院注册；在 / 上商学院
• *to* ***graduate from/leave*** (*a*) *business school* 毕业于 / 离开商学院

**'business sense** *noun* [U,C]
**1** action that may help to make a business make money, be efficient, etc. 经商之道：*It* ***makes good business sense*** *to make sure your employees are happy.* 懂得经商之道的人会确保员工愉快地工作。
**2** a good understanding and judgement of business 商业头脑：*He has a* ***sharp*** *business sense.* 他有敏锐的商业头脑。

**'business ,strategy** *noun* [C]
a plan for what a business wants to achieve and how they will do it that joins together all the different parts of the business 商业战略；企业战略；经营战略
➲ *to* ***develop/implement/plan*** *a business strategy* 制定 / 执行 / 设计企业战略

**'business ,studies** *noun* [pl.]
the study of subjects connected with money and managing a business 企业管理研究；企业管理课程；商学：*a degree in Business Studies* 企业管理学位 ◇ *All students take Business Studies in their first year.* 所有学生在一年级都要学习企业管理课程。
➲ *to* ***do/graduate in/take*** *business studies* 进行企业管理研究；获得企业管理学位；学习企业管理课程

**,business 'systems ,analyst, ,business 'systems a,nalysis** = SYSTEMS ANALYST

**'business trip** *noun* [C]
a journey to a place and back again in order to do business 出差：*He's gone on a business trip to Greece.* 他出差到希腊去了。
➲ *to* ***be away on/be on/go on*** *a business trip* 出差
• *to* ***come back from/return from*** *a business trip* 出差归来

**'business trust** *noun* [C]
(*Finance*) (in the US) an association that manages investments, property, etc. for businesses and people involved in them 企业信托，商业信托（在美国指为投资者管理投资和资产的机构）

**★bust** /bʌst/ *adjective, noun, verb*
• ***adjective*** (*informal*)
(about a business or a person) failed because of a lack of money（指企业或个人）破产的：*If the company does not cut its workforce it will* ***go bust.*** 如果公司不削减员工，便将会倒闭。See note at BANKRUPT
• ***noun***
**1** (*Economics, informal*) [C, usually sing., U] a time when a period of economic success ends suddenly 经济崩溃：*Hundreds of companies went under* (= failed) *in the dot-com bust.* 数百家公司在网络概念股的崩溃中破产了。→ BOOM
**2** (*informal*) [C] (*especially AmE*) a person or thing that fails 破产者；失败的事：*The plan turned out to be a bust.* 计划失败了。
→ idiom at BOOM *noun*
• ***verb*** [+ obj] (*informal*)
to make sth fail; to break sth 使失败；打破；摔碎：*The government's proposed tax cuts could bust the budget.* 政府提出的减税议案可能导致预算入不敷支。

**,busted 'flush** *noun* [C] (*informal*)
a person, company, etc. that did not improve or become as successful as expected 不太成功的人或公司

**busy** /'bɪzi/ *adjective* (**busier, busiest**)
**1** having a lot of work to do; not free to do sth else because you are working on sth 忙碌的；无暇的：*I'm afraid Mr Endo is busy at the moment. Can I get him to call you back?* 恐怕远藤先生这刻没空。让他给你回电话行吗？◇ *I'm too busy to go to the meeting.* 我太忙，不能到会。
**2** spending a lot of time on sth 忙于…的：*This month the team have been busy making presentations to potential investors.* 本月该小组正忙于给潜在的投资者介绍情况。
**3** full of people, activity, vehicles, etc. 繁忙的；热闹的：*one of Europe's busiest airports* 欧洲极繁忙的机场之一
**4** full of work and activity 工作忙的；活动多的：*Have you had a busy day?* 你今天忙了一整天吗？◇ *Summer is our busiest season.* 夏天是我们最繁忙的季节。◇ *I've got a busy schedule this week.* 本周我的日程安排得非常紧。
**5** = ENGAGED

**button** /'bʌtn/ *noun* [C]
**1** a small part of a machine that you press to make it work（机器的）按钮：*You can control the temperature* ***at the touch of a button.*** 你按一下按钮，就可以控制温度。
➲ *to* ***hit/press/push*** *a button* 按一下按钮
**2** (*IT*) a small place on a computer screen that you click on to make it work（计算机屏幕上的）按钮：*To reply to an email, click on the 'reply' button.* 要回复电子邮件，点击 reply 按钮。
**3** (*Marketing*) = BUTTON AD

**'button ad** (*also* **'button ad,vertisement, 'button**) *noun* [C]
(*Marketing*) an advertisement in the form of a small square or circle on a web page 按钮广告；图钮广

告（网页上以正方形或圆形的形式出现的广告）
→ BANNER AD

**'buttoned-down** (*also* **'button-down**) *adjective* [only before noun] (*both especially AmE*)
used to describe a traditional approach to business 守旧的: *He is seen as a conventional, button-down, corporate type.* 他被看成是传统的、守旧的、公司型的人物。 ◇ *a company with a buttoned-down culture* 文化守旧的公司

**★buy** /baɪ/ *verb, noun*
• ***verb*** [+ obj *or* no obj] (**bought, bought** /bɔːt/) **buy sth (for sb) | buy sb sth**
**1** to obtain sth by paying money for it 买；购买: *Many people buy airline tickets online.* 许多人在网上购买飞机票。 ◇ *Interbrew bought the company for $3 billion.* 英特布鲁公司花30亿美元购买了该公司。 ◇ *Let me buy you lunch.* 我给你买午餐吧。 ◇ *If you're thinking of getting a new car, now is a good time to buy.* 如果你想买辆新车，现在的时机正好。 ◇ *We always* ***buy in bulk*** (= buy large numbers of things at one time). 我们总是批量采购。
**2** (used about money) to be enough to pay for sth（指金钱）够支付: *In December 2001, €1 would buy you $1.65.* * 2001年12月，1欧元可以买1.65美元。 → idiom at BULK *noun*
**PHR V** **,buy sth 'in 1** (*BrE*) (used about a company that produces or sells things) to buy sth from another company because you cannot produce it yourself or because you want to increase your supplies 买进（指生产或销售产品的公司由于不能生产或想增加供货而从另一家公司购入有关产品）: *The power company couldn't meet demand and was forced to buy in electricity.* 电力公司不能满足需求，被迫买进电力。 **2** to buy shares or bonds in a company, especially when you are putting money into that company for the first time 买进（公司股份或债券尤指第一次购买公司股份）: *With bonds, you stay with the interest rate you buy in at.* 买债券的话，你要安于利率维持在你买入时的水平。 **,buy 'into sth 1** to buy shares in a company, especially in order to gain some control over it 购买（公司股份，尤指为取得部分控制权）: *The company paid $1.5 billion to buy into its rival.* 公司支付了15亿美元收购竞争对手。 **2** to invest in something 投资: *The broker advised its clients to buy into the stock.* 经纪人建议客户投资于股票。 **3** to believe that an idea is good or that a plan will be successful 信从: *Many companies have bought into the idea of hiring a chief knowledge officer.* 许多公司随大溜聘用了首席知识官。 **,buy sb 'out** to pay money for someone to be freed from a contract 出钱使（某人）免除（合同义务） **,buy sb/sth 'out** to buy sb's share in a company, usually in order to get total control of it for yourself 向某人／某公司买断（一家公司的股份）: *He was bought out by his partners.* 他的合伙人买断了他的股份。 → BUYOUT **,buy sth 'up** to buy all or as much as possible of sth, especially because it is cheap 全部买下；收购
• ***noun***
SEE ALSO: **best buy, impulse ~, make-or-~**
**1** [C] something that is bought or that is for sale 买进（或出售）的东西: *The 17-inch monitor is* ***a good buy*** (= is worth the money you pay for it). * 17英寸的显示器物美价廉。 ◇ *The company denies it is looking for* ***a big buy*** (= a company to buy that will cost a lot of money). 公司否认正在寻找一笔大买卖（耗资巨大的采购）。
**2** (*Stock Exchange*) [U; sing.] = BUY RATING
**3** (*Stock Exchange*) [C] = BUY ORDER

**'buy-back** (*also spelled* **buyback**) *noun* [U,C]
**1** (*Commerce*) an act of buying sth from the person that you previously sold it to 回购，返销（从曾经向你买东西的人那里购买）: *The book store operates a book buy-back at the end of the semester.* 这家书店在学期末经营图书回购业务。
**2** (*Finance*) a situation where a company buys its shares back from the people who own them, in order to reduce the number of its shares available, to reduce its debt, etc. 回购（企业买回本身的股票以减少市场上股票的数量、减少债务等）: *Even after a 15% share buy-back, the company will have plenty of cash left to make acquisitions.* 即使回购了15%的股份之后，公司仍留下足够的现金作收购之用。 ◇ *buy-back contracts* 回购合同
SYN BUY-IN
**3** (*Finance*) a situation when a government reduces its country's debt to foreign banks by buying some of it back 回购（政府回购某些国债以减少国家对外国银行的负债）: *a debt buy-back plan* 债务回购计划
SYN REPURCHASE

**★buyer** /'baɪə(r)/ *noun* [C]
SEE ALSO: **materials buyer, target ~, trade ~**
**1** a person or company that buys sth, especially something valuable like a business or a home 买主；买方: *The company is trying to find a buyer for its toiletries business.* 公司正试图找到一位购买其洗漱业务的买主。 ◇ *A majority of car buyers browse the Internet for information.* 大多数的汽车买主浏览互联网查找信息。 → PURCHASER
➕ ***possible/potential/prospective*** *buyers* 可能的／潜在的／未来的买主 • ***car/computer/home*** *buyers* 汽车／计算机／房子买主
**2** the person or company that buys sth, rather than the person who sells it (the **seller**) 买方: *foreign exchange brokers who link* ***buyers and sellers*** *of foreign currency* 为买卖外汇的双方牵线搭桥的外汇经纪人
**3** (*Commerce*) a person in a company who chooses the goods, equipment or materials that the company buys 采购员；办货员: *He works as a buyer for a department store.* 他是一家百货商店的采购员。
**IDM** **buyer be'ware** (*also* **let the buyer be'ware**) (*Law*) used to say that when you are buying something it is your responsibility to check that there is nothing wrong with what you are buying 买者自负；买者当心（货物出门概不退换，买主须自行当心） **NOTE** 'Buyer beware' is the meaning of the Latin phrase 'caveat emptor'. * buyer beware 是拉丁语短语 caveat emptor 的意思。

**'buyer concen,tration** *noun* [C,U]
(*Economics*) the extent to which a large percentage of an industry's products are bought by only a small number of buyers 买主有限；买方集中程度（少数几个买主购买了某行业大部分产品）: ***High*** *buyer concentration* (= only a few buyers)

*increases buyers' bargaining power.* 买主高度集中（只有几个买主）增强了买主讨价还价的能力。◇ *The lower the buyer concentration* (= the more buyers there are) *the better it is for your industry.* 买主集中程度越低（有较多的买主），对你的行业越好。

➕ *to increase/reduce buyer concentration* 增加 / 降低买主集中程度

**'buyer ,power** *noun* [U]
(*Economics*) the amount that buyers are able to influence price, for example because they buy in large quantities or can choose particular suppliers 买方讨价还价的能力（买方若能大量购买或选择供应商，就能够影响价格）: *The supermarket chain's excessive buyer power forced some wholesalers out of business.* 该连锁超市的过度购买力迫使一些批发商停业。

**'buyer risk** (*also* **'buyer's risk**) *noun* [U]
(*Commerce*) the risk that sb takes when buying sth, for example that the goods will not be supplied or will be of poor quality 买方风险

**,buyer's 'market** *noun* [C, usually sing.]
a situation where the price of a particular item is low and people have a choice, because there are more people selling the item than people who want to buy it 买方市场（指市场上供过于求，价格趋跌的市场状况）: *It's a buyer's market in the car industry.* 汽车行业是买方市场。 OPP SELLER'S MARKET

**,buyer's 'risk** *noun* [U]
**1** (*Trade*) if goods are sent **at buyer's risk**, the buyer has to insure the goods during transport 买方负担风险（如果运输的货物由买方承担风险，买方必须就运输中的货物投保）
**2** (*Commerce*) = BUYER RISK

**,buyer's 'surplus** = CONSUMER SURPLUS

**'buy-in** *noun*
SEE ALSO: **management buy-in**
**1** (*Finance*) [C] a situation where a group of people from outside a company buy more than 50% of its shares because they want to take over the management of the company 买进（公司以外的人购买了公司50%以上的股份，目的是取得公司的控股权）→ BUYOUT
**2** [U] support for an idea from other people 取得别人对某想法的支持: *She spent months getting buy-in from management for her proposal.* 她花了数月的时间说服管理层支持她的建议。
**3** (*Finance*) [C] a situation where a company buys its shares back from the people who own them 回购股票: *The buy-in was part of the company's strategy to protect itself against a hostile takeover.* 回购股票是公司保护自己免遭敌意收购的战略之一。 SYN BUY-BACK

**★buying** /'baɪɪŋ/ *noun* [U]
SEE ALSO: **media buying**
**1** the activity of getting sth by paying money for it 购买: *online buying* 在线购买 ◇ *the buying habits of customers* 顾客的购买习惯 ◇ *peak buying periods* 购买高峰期
**2** the activity of choosing the goods, equipment or materials that a company or shop/store buys 采购: *I did all my own buying for my store.* 我为自己的商店采购货品。

**'buying ,agent** *noun* [C]
(*Trade*) a person or company whose job is to find and buy sth for sb else 购货代理商: *They sell their textiles through a buying agent.* 他们通过购货代理商销售纺织品。

**'buying be,haviour** (*also AmE spelling* ~ **behavior**) = BUYING HABITS

**'buying ,centre** (*AmE spelling* ~ **center**) *noun* [C]
**1** the group of people who make decisions about buying things for a company 采购中心（决定公司采购事宜的小组） SYN DECISION-MAKING UNIT
**2** (*Commerce*) (*often used with another noun* 常与另一名词连用) a place where a lot of a particular product can be bought（某一货品的）采购中心: *The city is the country's leading diamond buying centre.* 本市是全国著名的钻石采购中心。

**'buying de,cision** *noun* [C]
the process involved in deciding to buy a particular product 购买决策

**'buying ,habits** *noun* [pl.] (*also* **'buying be,haviour** [U])
(*Marketing*) the way that people buy things, for example how they decide what to buy, where they buy it, how much they are willing to spend, etc. 购买习惯

**'buying ,order** = BUY ORDER

**'buying ,power** *noun* [U]
**1** the amount of money that a person or business has available for buying goods and services 购买力: *Cuts in interest rates increase consumer buying power.* 减息增加了消费者的购买力。
**2** the amount of goods and services that a currency can buy at a particular time 购买力（一个单位的某种货币在某一时期所能购买到的商品和服务的数量）: *the dollar's buying power* 美元的购买力
SYN PURCHASING POWER

**'buying price** *noun* [C, usually sing.]
**1** (*Commerce*) the price at which you can buy sth 买价: *We will require a downpayment of 10% of the buying price of the vehicle.* 我们要求收取车辆购买价的10%作为定金。
**2** (*Finance*) the price at which an investor or a dealer will or can buy particular shares, bonds, etc. 买入价（投资者或经销商购买特定股票、债券等的价格）: *The spread between the buying price and the selling price of the company's shares is half a percentage point.* 该公司的股票买价与卖价之间的差幅为半个百分点。
SYN PURCHASE PRICE → SELLING PRICE

**'buying ,signals** *noun* [pl.]
words, movements or actions that show that sb is ready to buy sth 购买信号（指顾客的语言或非语言信息，表示已准备买入某物）

**'buy limit ,order** *noun* [C]
(*Stock Exchange*) an instruction to a BROKER to buy a number of shares, bonds, etc. at a particular price or lower 限价买单（客户指示经纪人在某一特定或更低的价格时购买股票、债券等的指令）→ SELL LIMIT ORDER

➕ *to execute/place a buy limit order* 执行 / 安排限价买单

**'buy ,order** (*also* **buy, 'buying ,order**) *noun* [C] (*Stock Exchange*) an instruction to a BROKER to buy a particular number of shares, bonds, etc. 购买指令（客户指示经纪人购买股票、债券等的指令）→ SELL ORDER
● *to* ***execute/place*** *a buy order* 执行 / 下购买指令

**buyout** /'baɪaʊt/ *noun* [C]
SEE ALSO: **employee buyout, management buyout**
(*Finance*) a situation in which a person or group gains control of a company or a particular part of it by buying all or most of its shares 控股权收购: *The management are considering a buyout of the company.* 管理层正考虑对这家公司进行控股权的收购。◇ *The publishing group approached the company with a buyout offer worth over $400 million.* 这家出版集团与那家公司商谈出价超过4亿美元的控股权收购。◇ *We are attempting a leveraged buyout of a much larger company.* 我们正尝试以杠杆式收购的方式收购一家更大的公司。
● *to* ***accept/fund/lead/reject*** *a buyout* 接受 / 资助 / 主持 / 拒绝控股权收购 ◆ *a buyout* ***bid/deal/offer*** 控股权收购出价 / 交易 / 报价

**'buy ,rating** *noun* [C] (*also* **buy** [U; sing.]) (*Stock Exchange*) a statement made by a bank, a dealer, etc. that a particular company's shares are worth buying 购入评级（银行、交易商等对某公司股票是否值得购买所作出的声明）: *Our analyst has put a strong buy rating on the stock.* 我们的分析师对该股票给予了强势买入评级。
● *to* ***have/put*** *a buy rating on sth* 对某物给予购入评级

**'buy ,signal** *noun* [C] (*Stock Exchange*) a situation where the pattern of recent movements in a share price indicates that it is a good time to buy shares 买入信号（最近的股票价格走势表示正是购买股票的最佳时机）→ SELL SIGNAL
● *to* ***generate/give*** *a buy signal* 产生 / 发出买入信号

**'buzz group** *noun* [C] (*Marketing*) one of the small groups of people that a large group can be divided into in order to talk about and have ideas about a particular subject 议事小组: *The buzz groups came up with some creative ideas for a marketing campaign.* 议事小组对营销活动的开展想出了不少创新的构思。

**'buzz ,marketing** *noun* [U] (*Marketing*) a form of marketing where a company creates interest in a new product by persuading interested users or websites to pass on the message about it to other people or websites 蜂鸣营销，口头宣传营销，口碑传播（靠口碑传播宣传新产品的一种营销手段）SYN VIRAL MARKETING

**buzzword** /'bʌzwɜːd; *AmE* -wɜːrd/ (*also* **'buzz-phrase**) *noun* [C] a word or phrase, especially one connected with a particular subject, that has become fashionable and popular and is used a lot in newspapers（报刊等的）时髦术语: *B2E has become a buzzword in business.* * B2E 已成为时髦的商业用语。

**BV** /ˌbiː 'viː/ = BOOK VALUE

**'by-law** *noun* [C] (*Law*)
**1** (*AmE spelling also* **bylaw**) (*BrE spelling also* **bye-law**) an official rule made by an organization for its members（组织为其成员制定的）规章制度
**2** (*usually* **Bylaws**) [pl.] (*AmE*) one of the legal documents that is created when a company is formed. It contains rules about how the company must be managed, what rights shareholders have, what the directors can do and what formal meetings must be held. 公司章程（公司创立时的法律文件之一，包括公司管理规则、股东权益、董事义务、正式会议召开等）SYN ARTICLES OF ASSOCIATION
**3** (*especially BrE*) a law that is made by a local authority and that applies only to that area 地方法规

**byline** /'baɪlaɪn/ *noun* [C] a line at the beginning or end of a piece of writing in a newspaper or magazine that gives the writer's name（报刊或杂志文章的）署名行

**bypass** /'baɪpɑːs/ *verb* [+ obj] to ignore a system, a rule, or sb in authority 不顾（规章制度）; 不请示: *Coffee growers are now bypassing the middlemen and dealing directly with consumers.* 咖啡种植者现在正绕过中间商，直接与消费者交易。

**'by-,product** (*also spelled* **byproduct**, *especially in AmE*) *noun* [C]
**1** a substance that is produced during the process of making or destroying sth else 副产品: *When burnt, plastics produce dangerous by-products.* 塑料燃烧时会产生危险的副产品。
**2** a thing that happens, often unexpectedly, as the result of sth else 意外结果; 副作用: *The cut in workforce has been a by-product of the company's investment in new technology.* 公司投资于新技术所产生的副作用是劳动力的削减。

**byte** /baɪt/ *noun* [C] (*IT*) a unit of information stored in a computer, equal to 8 BITS. A computer's memory is measured in **bytes**. 字节（用以计算电脑内存和信息储存量的信息单位，一个字节等于8个比特）

# Cc

**C2C** (*also spelled* **c2c, C-to-C**) /ˌsiː tə ˈsiː/ *adjective* [only before noun]
(*E-commerce*) **consumer-to-consumer** used to describe the buying, selling and exchanging over the Internet of products, services or information between individuals 用户对用户的；客户对客户的（在互联网上个人之间买卖、交换产品、服务或信息）：*C2C commerce* 客户对客户交易 ◇ *consumer-to-consumer auctions on the Internet* 互联网上客户对客户拍卖 → B2C

**C2DE** /ˌsiː ˌtuː diː ˈiː/ *noun* [U] (*BrE*)
(*Marketing*) the lower three social and economic groups in a society, used to refer to these groups as possible customers for particular products 社会中下层（指特定类产品的潜在客户群）：*C2DE men have a fairly strong interest in designer clothing.* 社会中下层的男性对名牌服装兴趣浓厚。→ ABC1

**cable** /ˈkeɪbl/ *noun*
SEE ALSO: **pay cable**
**1** [C,U] a set of wires, covered in plastic or rubber, that carries electricity, telephone signals, etc. 电缆；电线：*Connect the printer cable to your PC.* 将打印机电缆连接到你的个人计算机上。◇ *fibre-optic cable* 光缆
**2** (*IT*) [U] = CABLE TELEVISION
**3** (*IT*) [U] a way of connecting a computer to the Internet using a **cable** 有线宽带：*Cable and DSL connections are much faster than a standard modem.* 有线宽带和数字用户线路的连接速度远远超过了标准调制解调器的速度。
→ FAX, TELEX, WIRE

**ˈcable ˌcompany** *noun* [C]
a company that provides services such as television, the Internet, etc. by using underground cables 有线网络公司（利用地下电缆提供电视、互联网等服务的公司）

**ˌcable ˈtelevision** (*also* **ˈcable, ˌcable TˈV**) (*AmE also* **comˌmunity anˈtenna ˌtelevision**) *noun* [U]
a service that uses a system of wires to broadcast television programmes instead of radio waves 有线电视：*the UK's biggest cable television operator* 英国最大的有线电视运营商 ◇ *Around 80% of homes in the country are equipped with cable.* 这国家大约80%的家庭装设了有线电视。

**ˌcable ˈtransfer** = WIRE TRANSFER

**ˌcable TˈV** = CABLE TELEVISION

**cabotage** /ˈkæbətɑːʒ/ *noun* [U]
(*Economics*; *Transport*)
**1** the activity of moving people or goods by plane, ship, etc. within a particular country or area; the right of foreign ships, planes, etc. to do this（国内）空运，航运；（给外国轮船、飞机等的）国内航行，国内空运权：*airline cabotage* 航空公司国内运输 ◇ *The law allowed unlimited cabotage rights within the EU.* 法律赋予在欧盟内地区无限制的航空航海权。
**2** a policy that a country has preventing foreign ships, planes, etc. from transporting people or goods within the country（一国阻止外国船只、飞机在其国内运送顾客或货物的）空运或航运政策

**CAC 40** /ˌkæk ˈfɔːti; ˌsiː eɪ siː; *AmE* ˈfɔːrti/ *noun* [sing.]
a measurement of how well the Paris stock exchange is performing, calculated using the share prices of the 40 largest companies on the stock exchange * CAC 40股票指数（使用巴黎证券交易所40家最大公司的股票价格计算，以衡量巴黎证券交易所的运营状况）：*In Paris, the CAC 40 closed up 1.5 per cent.* 在巴黎，CAC 40股票指数收市上扬了1.5%。→ INDEX

**cache** /kæʃ/ *noun* [C]
(*IT*) a part of a computer's memory that stores copies of data so that the data can be found very quickly 高速缓冲存储器 ▶ **cache** *verb* [+ obj]: *cached data* 缓存数据

**CAD** *abbr*
**1** /kæd/ (*IT*) computer-aided design; computer-assisted design 计算机辅助设计
**2** /ˌsiː eɪ ˈdiː/ (*Trade*) cash against documents 凭单付现；凭单付款

**CAE** /ˌsiː eɪ ˈiː/ *abbr*
(*Manufacturing*) computer-aided engineering; computer-assisted engineering 计算机辅助工程

**C & F** *abbr*
(*Trade, only used in written English* 只用于书面英语) carriage and freight 成本加运费 → COST AND FREIGHT

**cafeteria** /ˌkæfəˈtɪəriə; *AmE* -ˈtɪr-/ *noun* [C]
a restaurant, especially one for staff or workers, where people choose and collect their meals themselves and carry them to their tables 自助餐厅 → CANTEEN

**cafeˈteria plan** *noun* [C] (*also* **cafeˈteria ˌbenefits** [pl.])
(*HR*) a system that allows employees to choose the benefits, such as health insurance, use of a car, etc. that they receive in addition to their pay, up to a particular amount of money 自助式福利计划（公司向雇员提供工资外限定数额的福利，如医疗保险、使用汽车等，雇员可自行选择）：*We offer a cafeteria plan to provide for the individual and changing needs of our employees.* 我们提供自助式福利计划以满足雇员个人和不断变化的需求。
→ FLEXIBLE BENEFITS

**★calculate** /ˈkælkjʊleɪt/ *verb* [+ obj]
**1** to use numbers to find out a total number, amount, distance, etc. 计算；核算：*Use the formula to calculate the interest on the loan.* 用这公式计算贷款利息。◇ *The figure was calculated by dividing the costs by the number of products we expect to sell.* 这数字是通过成本除以产品的预计销售量得出的。
**2** to guess sth or form an opinion by using all the information available 估计；预测：*We calculated*

*that the advantages would be greater than the disadvantages.* 我们预计利大于弊。

**calculator** /'kælkjuleɪtə(r)/ *noun* [C]
**1** a small electronic device used for **calculating** with numbers 计算器: *to use a pocket calculator* 使用袖珍计算器
**2** (*IT*) a piece of software used for **calculating** difficult things, such as how much income tax you have to pay 计算软件: *Use the loan calculator to find out what your monthly repayments will be.* 使用贷款计算软件可计算出每月的还款额。

**calendar** /'kælmdə(r)/ *noun* [C]
**1** a page or series of pages showing the days, weeks and months of a particular year, especially one that you hang on a wall 日历; 挂历: *a calendar for 2006* * 2006年日历 → DIARY
**2** (*AmE*) a record of what you have to do each day; the book or computer system where you keep this 日程表; 记事本; 记事程序: *The device has a built-in calendar.* 该装置具有内置记事程序。 SYN DIARY, APPOINTMENT BOOK
**3** [usually sing.] a list of important events or dates of a particular type during the year (一年中的) 重大事件或重要日期一览表: *the busiest day in the City's calendar* 伦敦金融业日程表上最繁忙的一天
**4 calendar 2006, 2007, etc.** (*AmE*) = CALENDAR YEAR

**VOCABULARY BUILDING** 词汇扩充

## Calendars and diaries

A **calendar** shows the days, weeks and months of a year and is usually hung on the wall. It is used for finding out the date or keeping a brief record of an event. A **diary** (*especially BrE*; *AmE* usually **datebook**) is a book with spaces for each day of the year, used for writing down appointments or recording events in more detail. * calendar 指日历, diary (尤用于英式英语中, 美式英语用 datebook) 指备忘记事本。

**Calendar**, **diary** and **datebook** are also used to describe some computer programs that perform the same function as the paper versions. * calendar, diary 和 datebook 还用于指某些具有同样功能的电脑程序。

A **personal organizer** or **Filofax**™ is a small book with loose sheets of paper in which you can write down addresses, appointments or other information. **Diary** and **personal organizer** can also be used to describe a small computer used for the same purpose, although these are usually called **electronic/handheld organizers** or **PDAs** (= personal digital assistants). * personal organizer (个人备忘记事本) 或Filofax (备忘记事本) 用于记录地址、约见或其他备忘事宜。diary 和 personal organizer 还可用于指具备相同功能的小型电脑, 也称电子/掌上记事本或个人数位助理 (PDA)。

**Note**: An **agenda** is not a diary but a list of items to be discussed at a meeting. * agenda (议事日程) 不是记事本, 而是会议上将讨论的问题列表。

**calendar 'month** *noun* [C]
**1** one of the 12 months of the year 日历月: *We finalize the accounts on the last day of each calendar month.* 我们在每个日历月的最后一天结账。
**2** a period of time from a particular date in one month to the same date in the next one 一整月的时间 (从某月某日到下月同一日的期间): *Payment must be received within one calendar month from date of invoice.* 从发票出具之日起一月内必须收到付款。

**calendar 'year** (*AmE also* **calendar 2006, 2007, etc.**) *noun* [C]
the period of time from 1 January to 31 December in the same year 日历年度 (同一年内1月1日至12月31日的期间): *We expect to see more growth next calendar year.* 在下一日历年度, 我们期望更大幅度的增长。 ◇ *The government plans to spend €60 billion on health care in calendar 2006.* * 2006年度政府计划在卫生保健方面花费600亿欧元。 SYN YEAR

**★call** /kɔ:l/ *verb*, *noun*
• ***verb***
**1** [+ obj *or* no obj] to telephone sb 给 (某人) 打电话: *You can call him on his cellphone.* 你可以给他的手机打电话。 ◇ *I called the office to tell them I'd be late.* 我给办公室打电话, 告诉他们我可能会晚到一会儿。
**2** [no obj] (*especially BrE*) **call** (**on sb/in**) to make a short visit to a person or place 短暂访问: *I was out when the sales rep called.* 销售代表来拜访时, 我不在家。
**3** [+ obj] to order sth to happen; to announce that sth will happen 下令开始; 宣布进行: *I've called a meeting of the management team to try to resolve the problem.* 我召集管理团队开会, 试图解决这个问题。 ◇ *The union has called a national strike.* 工会已呼吁进行全国罢工。 See note at ARRANGE
**4** [+ obj] to predict what will happen to sth 预测; 预示: *She believes that analysts have called the bottom of the market* (= predicted that the prices of shares, etc. will begin to rise) *too early.* 她认为分析家预测市场已达到谷底还为时过早。
**5** [+ obj (*often* **be called**)] to order sb to come to a place 召唤某人至某处: *Several candidates were called for a second interview.* 有几位应聘者得到通知去参加第二次面试。
**6** (*Finance*) [+ obj] **call sth** (**back/in**) to demand that sb immediately pays back the money they owe 要求 (某人) 还款: *The bank has threatened to call a €460 million loan.* 银行扬言要立即收回4.60亿欧元的贷款。
**7** (*Finance*) [+ obj] **call a bond** | **call in a bond** to pay back the money that was borrowed with a bond 收兑债券; 归还债券款: *The bond can be called after five years for a price of $1 100.* 该债券可以在五年后以1100美元的价格收兑。
**8** (*Law*) [+ obj] to require sb to give evidence to a court or to government officials 传唤 (某人出庭或向政府官员) 作证: *to call a witness* 传唤证人
IDM **,call** (**sb**) **col'lect** (*AmE*) to make a telephone call which is paid for by the person that you are telephoning 用对方付费方式打电话
→ REVERSE-CHARGE **call in the re'ceivers** to appoint an independent person to manage the

financial affairs of a business because it is unable to pay its debts 委派独立接管人（管理破产企业的财务）: *The company has called in the receivers after losing the support of its bankers.* 公司在失去其银行支持后已安排独立接管人管理财务。 **call sb/sth to 'order** to ask people in a meeting to be quiet so that the meeting can start or continue （会议中）要求某人保持安静 **,call the 'shots/ 'tune** (*informal*) to be the person who controls a situation 定调子；发号施令；操盘 → idioms at PLAY *noun*, QUESTION *noun*

PHR V **,call 'back** to visit sb again for a particular purpose 再次拜访（某人）: *I'll call back for your order this evening.* 我今晚将为订单一事再次拜访你。 **,call 'back; ,call sb 'back** to telephone sb again or to telephone sb who telephoned you earlier 再给某人打电话；给某人回电话 **'call for sth; 'call for sb to do sth** to publicly ask for sth to happen; to need sth 公开要求；需要: *The business plan calls for further cost reductions.* 该商业计划要求进一步降低成本。 **,call 'in** to telephone a place, especially the place where you work 电话叫入；打电话到（工作单位）: *Several people have called in sick today.* 今天有好几个人打电话来请病假。 **,call sb 'in** to ask for the services of sb 召来，叫来某人（提供服务）: *We called in Ernst & Young as consultants.* 我们请了安永国际会计公司作顾问。 **,call sth 'in** (*Commerce*) to order or ask for the return of sth 下令召回某物；要求退回某物: *Cars with serious faults have been called in by the manufacturers.* 存在严重缺陷的汽车已被制造商收回。 SYN RECALL **,call sth 'off** to cancel sth; to decide that sth will not happen 取消；停止进行: *The deal was called off after the buyer reduced its offer.* 买方降低报价后交易被中止。 See note at POSTPONE **'call on sb 1** (*also* **'call upon sb** *formal*) to ask or demand that sb do sth 请求，要求（某人做某事）: *The unions have called on government to support their demands.* 工会请求政府支持他们的要求。 **2** to visit sb for a short time 短暂拜访某人: *Her job is to call on schools to talk to teachers about the material.* 她的工作就是拜访学校、和老师谈材料的事。 **3** (*also* **'call upon sb** *formal*) to formally invite or ask sb to speak 邀请，要求（某人讲话）: *I now call upon the chairman to address the meeting.* 我现在邀请主席在会上讲话。 **,call 'up; ,call sb 'up** to telephone sb 打电话给某人 **,call sth 'up** to use sth that is stored or kept available 调用；调出（备用的东西）: *I called up his address on the computer.* 我从计算机里调出了他的地址。

• *noun*

SEE ALSO: **at call, cash ~, conference ~, courtesy ~, covered ~, margin ~, money at ~, wake-up-~**

**1** (*also* **'phone call**) [C] the act of speaking to sb on the telephone 通电话: *I got a call from our supplier.* 我接到供应商的一个电话。 ◇ *Were there any calls for me while I was out?* 我外出时有电话找我吗？ ◇ *I'll take* (= answer) *the call in my office.* 我到自己办公室接这个电话。 ◇ *This is a courtesy call from your bank.* 这是银行给你打来的问候电话。

➊ *to give sb/make/return a call* 给某人打电话；给某人回电话 • *to get/have/receive a call from sb* 接到某人的电话 • *an international/a local/long-distance call* 国际／本地／长途电话

**2** [C] a short visit to sb's house 拜访（某人）: *I've got five calls to make this morning.* 我今早要拜访五个人。 ◇ *He paid a call on three of his clients yesterday.* 他昨天拜访了他的三位客户。

**3** [C] a request, an order or a demand for sb to do sth or to go somewhere 请求；要求；呼吁: *The Bank has resisted calls for a cut in interest rates.* 英格兰银行未理会减息呼吁。

**4** [sing.] **a call on sth** | **no call for sth** the demand for sth; no demand for sth （对某物）有需求，没有需求: *Warmer temperatures have reduced the call on heating oil.* 较高的气温减少了对取暖油的需求。 ◇ *There isn't a lot of call for small specialist stores these days.* 近来对小型专卖店已没有多大需求了。

**5** [C] a decision; an act of predicting sth 决定；预测: *It's your call!* 这由你来决定！ ◇ *Traders have made a number of bad calls in recent months.* 交易商最近几个月作出了很多错误的预测。

**6** (*Finance*) [C] = CALL OPTION

**7** (*Finance*) [C] a situation in which a company asks shareholders to pay part of the money that they owe for their shares 催交部分股款: *The directors have made a call of 10 cents a share.* 董事们要求按每股10美分催交股款。 → CALLABLE (2)

IDM **at/on 'call** if your money is **at/on call** with a bank, you can have it when you like, but you have to warn the bank before you can take it out. Banks invest money that is **at/on call** and pay you a higher rate of interest. （款项）随时偿付 → CALL ACCOUNT, ON DEMAND, at DEMAND

**callable** /'kɔ:ləbl/ *adjective*

(*Finance*)

**1** if a bond or a similar investment is **callable**, the company or government that sold it can buy it back early (before the **maturity date**) at an agreed price （按约定价格）可提前赎回的: *The bond is callable after 5 years.* * 5年后债券可随时提前赎回。 OPP NON-CALLABLE → REDEEMABLE

➊ *a callable bond/debenture/note/security* 可提前赎回的公债／债券／票据／证券

**2** if a company's shares are **callable**, they are not completely paid for and the company can require the shareholders to pay more money for them in the future （股本金）未全部缴齐的

**'call ac,count** (*also* **,call de'posit ac,count**) *noun* [C] (*BrE*)

a type of bank account used for investing money that pays a higher rate of interest than a normal bank account. You can have your money when you like, but you may have to warn the bank a short time before you want it. 通知存款账户 → AT/ON CALL at CALL *noun*

**callback** /'kɔ:lbæk/ *noun*

**1** (*HR*) [C] (*especially AmE*) an occasion when sb is asked to return somewhere, especially for a second interview for a job; a second interview 召回面试；第二轮面试: *Students receiving callbacks should prepare thoroughly for the interview.* 收到第二轮面试通知的学生应该为面试做好充分准备。 ◇ *a callback interview* 第二轮面试 → FLYBACK

**2** [C] a telephone call which you make to sb who has just called you or to sb you have

called earlier 回电话: *Does the company offer callbacks when they are busy?* 公司的人忙碌时会回电话吗?
**3** [C] an occasion when people are asked to return goods that they have bought, usually because they are not safe 产品收回
**4** [C] (*AmE*) an occasion when sb is asked to go back to work, especially to deal with a sudden serious or dangerous situation 召回某人(处理突发事件)
**5** (*IT*) (*also* **'dial-back**) [U] a process in which sb LOGS ON to a company computer system which then calls their computer back, used for security or to reduce telephone costs 回拨(出于安全考虑或为了节省电话费,用户拨号登录到公司电脑系统时,系统拨回给用户的过程)

**'callback pay** = CALL-IN PAY

**'call ˌcentre** (*AmE spelling* ~ **center**) *noun* [C] an office in which a large number of people work using telephones, for example arranging insurance for people, doing market research or taking customers' orders and answering questions for a large organization (安排保险、市场调研、接受订单、提供咨询等的)电话服务中心: *We operate a 24-hour call centre for customer support.* 我们经营一个24小时的客户支持电话服务中心。
→ CONTACT CENTRE

**ˌcall de'posit acˌcount** (*also* **'call deˌposit**) = CALL ACCOUNT

**ˌcalled-up 'capital** (*also* **ˌcalled-up 'share ˌcapital**) *noun* [U] (*BrE*) (*Finance*) the amount of money that a company has asked shareholders to pay for their shares (has **called up**) at a particular time, when the full payment is made over a period of time 催交资本;实收资本: *Called-up share capital now forms 79% of the total share capital.* 实收股本目前占总股本的79%。→ PAID-UP CAPITAL

**caller** /'kɔ:lə(r)/ *noun* [C] a person who is making a telephone call 打电话的人: *US callers pay 8¢ a minute to Australia.* 从美国打电话到澳大利亚每分钟付8美分。

**ˌcaller dis'play** (*BrE*) (*AmE* **ˌcaller I'D**) *noun* [U] a system that uses a device on your telephone to identify and display the telephone number of the person who is calling you 来电显示(电话上可识别和显示主叫方电话号码的装置)

**'call ˌfeature** = CALL PROVISION (1)

**ˌcall 'forwarding** *noun* [U] the ability of a telephone system to transfer a call to another telephone automatically 来电转接(电话系统将来电自动转接给另一个电话的功能): *You can use the call forwarding facility to divert calls to your mobile.* 你可以使用来电呼转设备将电话转接到你的手机上。

**'calling card** *noun* [C] (*especially AmE*) **1** a card that you buy in order to make telephone calls from public telephones, etc. It allows you to make calls up to the amount that you have paid. (预付费)电话卡: *an international pre-paid calling card* 国际预付费电话卡
**2** a card that you use to make telephone calls from public telephones, hotels, etc. and pay for them later with your home telephone bill (在公用电话、宾馆等场合使用,和家庭电话账单一起付费的)电话卡 → CHARGE CARD
→ PHONECARD

**'call-in pay** (*also* **'callback pay, re'porting pay**) *noun* [U] (*all AmE*) (*HR*) an amount of money paid to workers who are asked to go to work outside their usual hours, even if there is no work for them to do 加班费

**'call loan** = DEMAND LOAN

**'call ˌmoney** *noun* [U] (*Finance*) money that a bank invests for short periods of time and can get back whenever it demands → AT CALL at CALL

**'call ˌoption** (*also* **call**) *noun* [C] (*Finance*) a right to buy sth, such as a number of shares in a company or a quantity of raw materials, at a particular price within a fixed period or on a particular date 购买期权、购买选择权,看涨期权(在规定期限内或特定日期按标定价格购买一定数目的股票或原材料等的权利): *a call option to purchase 10 000 pounds of sugar at $0.50 per pound* 按每磅0.50美元购买1万磅食糖的购买期权 → PUT OPTION
◆ *to buy/exercise/hold/purchase/use a call option* 买入/行使/持有/购入/运用购买选择权

**'call proˌvision** *noun* [C] (*Finance*)
**1** (*also* **'call ˌfeature**) a section (**clause**) in a bond contract that allows the seller to buy the bond back early (债券)提前赎回条款: *Most corporate bonds have a call provision.* 大部分公司债券附有提前赎回条款。◇ *The issuing company can usually exercise the call provision at any time after a specified date.* 债券发行公司通常在指定日期后随时可行使提前赎回条款规定的权利。
**2** part of an arrangement for a loan that allows the bank to demand full payment early if payments have not been made, or if a business has not achieved the results it expected 提前收回贷款条款(银行贷款时附有的条款,如果借款人不还款或企业没达到预期业绩,银行可提前收回全部贷款)

**'call ˌrouting** *noun* [U] (*IT*)
**1** the process by which a customer is connected to a particular place or person through a single central number 呼叫选路、呼叫路由(通过单一的中央号码将客户连接到某地或某人的过程)
**2** the ability to transfer calls from one telephone to another 来电呼接

**'call ˌwaiting** *noun* [U] the ability of a telephone system to keep a person calling you waiting (**on hold**) while you deal with another telephone call 来电等待,呼叫等待(正在接一个电话时,让另一个来电者保持等待状态的电话系统功能)

**CAM** /kæm/ *abbr* [U] (*IT*; *Manufacturing*) computer-aided manufacturing; computer-assisted manufacturing 计算机辅助制造

**c & m** = CARE AND MAINTENANCE

**★campaign** /kæm'peɪn/ *noun, verb*

• ***noun*** [C]

SEE ALSO: **sales campaign**

a series of planned activities to persuade people to buy or to do something （劝说人们购买某物或做某事的一系列有计划的）活动，运动：*They launched a campaign to block the merger.* 他们发起了一场阻止兼并的运动。◇ *We spent $15 million on an advertising campaign to raise awareness of the brand name.* 我们花了1500万美元进行广告宣传活动以提高品牌知名度。

⊕ *to **build/fund/launch** a campaign* 创立 / 资助 / 发起一场运动 • *an **advertising/a cost-cutting/marketing** campaign* 广告宣传 / 成本削减 / 营销活动 • *a campaign **aimed at sb/sth/designed to do sth*** 针对某人 / 某事的活动

• ***verb*** [no obj] **campaign for/against sth** to lead or take part in a series of planned activities designed to persuade sb to do sth 支持 / 反对、某事的运动：*They were campaigning for better working conditions.* 他们参加了改善工作条件的运动。

**campus** /'kæmpəs/ *noun* [C,U]

**1** the area of land where the main buildings of a college or university are （学院或大学的）校园：*the college campus* 学院校园 ◇ *She lives **on campus**.* 她住在校园内。

**2** (*AmE*) an area of land where a company has many buildings 公司园区：*The conference will take place at Cisco's San José Campus.* 会议将在思科公司的圣何塞园区举行。

**can** /kæn/ *verb* [+ obj] (**-nn-**)

**1** (*especially AmE*) to preserve food by putting it in a metal container (a **can**) 将（食品）装金属罐

**2** (*informal*) (*AmE*) to dismiss sb from their job 炒某人的鱿鱼

**★cancel** /'kænsl/ *verb* (**-ll-**, *AmE* **-l-**)

**1** [+ obj] to decide that sth that has been planned or arranged will not happen 取消；撤销：*The meeting has been cancelled.* 这次会议已取消了。◇ *All flights have been cancelled because of the bad weather.* 因为天气恶劣，所有航班均已取消。

See note at POSTPONE

**2** (*Law*) [+ obj *or* no obj] to say that you no longer want to continue with an agreement, especially one that has been legally arranged 撤销，废除（具有法律效力的协议）：*If the goods don't arrive on time, you can cancel the order.* 如果货物没有按时到达，你可以撤销订单。◇ *The US has agreed to cancel debts* (= say that they no longer need to be paid) *totalling $10 million.* 美国已同意免除总额1000万美元的债务。

**3** [+ obj] to mark a ticket, a cheque or an official document in order to show that it has been used or that it must not be used; to stop using these items 盖销，注销（票、支票、正式文件等）：*The media group will buy back and cancel 33 million shares.* 该传媒集团将回购并注销3300万股股票。◇ *The cancelled cheque is proof that the payment was made.* 已盖销的支票证明款项已付清。

**4** [+ obj] if you **cancel** a cheque, you stop it being paid 注销（支票）：*I realized the deal was a scam* (= a trick for making money) *so I phoned the bank and cancelled the cheque.* 我意识到这笔交易是一场骗局，所以我打电话给银行注销了该支票。

SYN STOP

**5** [+ obj] to stop an instruction to a machine, especially a computer 取消（尤指计算机的指令）

**★cancellation** (*AmE spelling also* **cancelation**) /ˌkænsə'leɪʃn/ *noun* [U,C]

**1** a decision to stop sth that has already been arranged from happening; a statement that sth will not happen 取消；撤销；注销：*We have been badly affected by the cancellation of orders.* 取消订单已对我们造成严重的影响。◇ *Cancellations must be made in writing.* 撤销必须以书面形式提出。◇ *a $200 cancellation charge* * 200美元的注销手续费

⊕ *to **cause/make** (a) cancellation* 取消 / 注销

**2** (*Law*) the fact of making sth no longer valid 撤销；作废：*the cancellation of the contract* 合同的撤销

**3** the act of marking a document, cheque, ticket, etc. or to show it has been used or can no longer be used; a decision to stop using these items （支票、票等的）盖销，注销

**★candidate** /'kændɪdət; -deɪt/ *noun* [C]

a person who is applying for a job （某工作的）申请人，求职者：*We have some very good candidates **for** the post.* 我们有一些很优秀的求职者申请这个职位。◇ *The HR department screens job candidates carefully* (= checks they are suitable for the job). 人力资源部仔细审查求职者（审查他们是否适合这一职位）。

⊕ *to **evaluate/interview/screen** a candidate* 评估 / 当面考核 / 审查求职者 • *to **choose/find/hire/recruit/reject** a candidate* 选择 / 寻找 / 雇用 / 招聘 / 拒绝求职者 • *a **good/an ideal/a successful/an unsuccessful** candidate* 好的 / 理想的 / 成功的 / 失败的求职者

**'can-do** *adjective* [only before noun]

willing to try new things and expecting that they will be successful 愿意尝试新事物并期望成功的：*Her can-do attitude got her to the top of the organization.* 她的进取态度使她晋升到该机构的高层。

**cannibalize , -ise** /'kænɪbəlaɪz/ *verb* [+ obj]

**1** (*Marketing*) (used about a company) to reduce the sales of one of its products by introducing a similar new product 自相蚕食，自相竞争(指公司因推出类近的新产品，导致原有产品销量下跌)：*We believe the two perfumes appeal to different buyers and won't cannibalize one another's sales.* 我们相信两种香水吸引不同的人购买，不会自相竞争而降低各自的销售量。

**2** (*Manufacturing*) to use the parts of a machine or a vehicle to repair or build another 拆用配件（使用一台机器或车辆的零件修理或装配另一部机器或车辆）：*They only keep the helicopters flying by cannibalizing others.* 他们只能采取拆用其他直升机配件的方法来维持这架直升机的正常运行。

▸ **cannibalization, -isation** /ˌkænɪbəlaɪ'zeɪʃn; *AmE* -lə'z-/ *noun* [U]: *the risk of sales cannibalization of existing products* 现有产品自相竞争式销售的风险 ◇ *the cannibalization of aircraft for parts* 拆卸飞机取得配件

**canteen** /kæn'ti:n/ *noun* [C] (*especially BrE*)

a place where food and drink are served in a factory, an office, etc. 食堂：*I usually grab a sandwich in the staff canteen.* 我通常在职工食堂吃块三明治。

● *a company/an office/a staff canteen* 公司 / 写字楼 / 职工食堂 • *canteen food/lunches/prices* 食堂伙食 / 午餐 / 价格 • *to eat in/go to/use the canteen* 到食堂就餐；到食堂去；到食堂用膳

**canvass** /'kænvəs/ *verb*

**1** (*Marketing*) [+ obj] to ask people about sth in order to find out what they think about it 调查（民意）；征求（意见）：*The market research team has been canvassing young people* ***about*** *their attitudes to computers.* 市场调研小组一直在调查年轻人对计算机的看法。

**2** [+ obj *or* no obj] to try and get support from a group of people 努力争取（支持）：*The management have been canvassing* ***support*** *for the merger among shareholders.* 管理层一直在寻求股东支持合并。

**3** [+ obj] to discuss an idea thoroughly 详细讨论：*The proposal is currently being canvassed.* 目前人们正在详细讨论这一提案。

▸ **'canvass** *noun* [C]: *to carry out a canvass* 彻底检查；向...拉票或拉生意 **'canvassing** *noun* [U]

**cap** /kæp/ *noun, verb*

• ***noun***

SEE ALSO: **large cap, mid ~, small ~**

**1** [C] an upper limit on an amount of money that can be spent, borrowed or charged（可用的、可借的、可收取款项的）最高限额：*The government has put a cap* ***on*** *local council spending.* 政府给地方议会的经费开支规定了最高限额。◇ *Domestic electricity consumers* (= families that use electricity) *are protected by a* ***price cap****.* 家用电力用户（用电家庭）受到最高限价的保障。

● *to* ***impose/put/set*** *a cap on sth* 对某事采取 / 规定 / 设定最高限额

**2** (*Stock Exchange, informal*) [U; sing.] a short way of saying or writing **capitalization** (= the amount of money that shareholders have invested in a company by buying shares) * capitalization 的简称（股东通过购买股票投资于公司的金额）：*The company has a* ***market cap*** *of $30 million.* 公司的市场资本总值为3000万美元。

• ***verb*** [+ obj] (**-pp-**)

**1** (*often* **be capped**) to put a top limit on sth, for example, the amount of money that can be spent, lent, charged, etc. 给…定限额：*The government's new plan involves cutting public spending and capping the price of goods and services.* 政府的新计划包括削减公共开支和规定商品和服务的最高限价。◇ *For the first year the service is offered at a capped rate of $200 a month.* 第一年的服务按每月200美元的最高价格提供。→ CAPPED-RATE

**2** to finish sth, such as a process or a period of time, in a particular way（以某特定方式）完成：*The company capped a very bad year by reporting a $3 billion loss for the final quarter.* 公司通过汇报最后一个季度有30亿美元的损失而结束了非常糟糕的一年。

**capability** /ˌkeɪpə'bɪlətɪ/ *noun* [C,U] (*plural* **capabilities**)

the ability or qualities necessary to do sth 能力；才能；技能：*The task is well* ***within her capabilities****.* 她能胜任这项工作。◇ *They tried to expand* ***beyond their*** *distribution* ***capabilities*** *and ran into problems.* 他们试图超越本身分销的能力进行扩张，结果陷入了困境。

**★capacity** /kə'pæsətɪ/ *noun* (*plural* **capacities**)

SEE ALSO: **excess capacity, installed ~, legal ~**

**1** [U; C, usually sing.] the number of things or people or the amount of sth that a container or space can hold 容积；容量：*a fuel tank with a capacity of 50 litres* 一个容积为50升的油箱 ◇ *large-capacity disk drives* 大容量磁盘驱动器

**2** (*Manufacturing*) [U; sing.] the quantity of goods that a factory, machine, etc. can produce; the number of people that a company can provide a service to 生产量；生产能力；能够获得一家公司提供服务的人数：*The factory is working* ***at*** *full capacity.* 工厂正满负荷生产。◇ *The Renault plant near Paris had lots of spare capacity* (= it had the equipment, etc. to produce more vehicles). 巴黎附近的雷诺厂拥有大量闲置的生产能力（有生产更多汽车的设备等）。◇ *The new car factory will open in 2006, with a capacity of 300 000 units a year.* 新的汽车厂将在2006年投产，每年可以生产30万辆汽车。

● ***full/spare/total*** *capacity* 充足的 / 闲置的 / 全部的生产能力 • ***manufacturing/production*** *capacity* 制造 / 生产能力 • *to* ***cut/expand/increase/reduce*** *capacity* 减少 / 扩大 / 提高 / 降低生产能力

**3** [C, usually sing.; U] the ability to understand or to do sth（理解、办事的）能力：*She has an enormous capacity* ***for*** *hard work.* 她特别能吃苦耐劳。◇ *Limited resources are restricting our capacity* ***to*** *develop new products.* 有限的资源正限制着我们开发新产品的能力。

**4** [C, usually sing.] the official position or function that sb has 职位；职责：*acting* ***in her capacity as*** *manager* 行使她的经理职权 ◇ *He works for several banks in an advisory capacity.* 他是多家银行的顾问。

**ˌcap and 'collar** *noun* [sing.]

(*Finance*) an upper and a lower limit between which an interest rate or a share price is fixed for a period of time（利率、股票价格的）上下限：*Under the takeover deal, the shares issued will be subject to a cap and collar of $20 to $28.* 根据收购协议，所发行股票的价格限定在20美元至28美元之间。▸ **ˌcap and 'collar** *verb* [+ obj]: *You have the option to cap and collar the lending rate on our loans.* 你有权对我们的贷款设定贷款利率的上下限。

**capex** *abbr*

(*Accounting*) a short way of writing **capital expenditure** * capital expenditure 的缩写

**★capital** /'kæpɪtl/ *noun*

SEE ALSO: **authorized capital, authorized share ~, called-up ~, circulating ~, core ~, customer ~,** etc.

**1** (*Accounting*; *Finance*) [U] the total value of the land, buildings, machinery, shares in other companies, etc. (**assets**) that a company owns, minus its debts 资产净值；资产；资金：*Our capital is all tied up in property* (= it can not easily be turned into money). 我们的所有资产都被套在房地产上，不易变现。◇ *The trust sold its shareholdings in other companies to release capital.* 该信托出售其持有的其他公司的股份以便获取资金。

➲ *to* ***free up/release/tie up/unlock*** *capital* 释放 / 解除 / 套牢 / 解禁资本

**2** (*Finance*) [U; sing.] an amount of money that is invested in or is used to start a business （开办企业的）资本: *They help start-up companies in business planning and raising capital.* 他们在制定商业计划和筹集资本方面帮助创业公司。◇ *The company badly need* ***an injection of*** *capital.* 该公司急需注入资本。◇ *They set up the business with a starting capital of €100 000.* 他们用了10万欧元启动资本创业。→ LOAN CAPITAL, SHARE CAPITAL

➲ *to* ***attract/borrow/generate/have/raise*** *capital* 吸引 / 借入 / 产生 / 持有 / 筹集资本 ◆ *to* ***put up/provide*** *capital* 给予 / 提供资本 ◆ ***initial/starting/start-up*** *capital* 创业资本 ◆ ***foreign/private*** *capital* 外国 / 私人资本

**3** (*Finance*) [U] money that is lent or borrowed on which interest is paid （用以计算利息的）本金: *Investors want an immediate* ***return on their capital.*** 投资者要求本金有即时回报。

➲ *to* ***borrow/invest/lend*** *capital* 借入 / 投入 / 贷出本金 ◆ ***foreign/private*** *capital* 外国 / 私人资金

**4** (*Economics*) [U] something of value that a company or an organization has, such as machinery or money, that can be used to produce wealth （机器、金钱等用于创造财富的）资本: *Raw materials, land, labour and capital are used to produce finished goods.* 原材料、土地、劳动力和资本是用来生产制成品的。

**ˈcapital acˌcount** *noun* [C]

**1** (*Economics*) a record of the money coming into and going out of a country in the form of investments and loans 资本项目、资本账户（资金以投资和贷款形式进出一个国家的记录）: *The capital account* ***surplus*** *is due to the increase in foreign investment over the last year.* 资本账户盈余是由于去年的外国投资增加了。→ BALANCE OF PAYMENTS, CURRENT ACCOUNT (2)

**2** (*Accounting*) a record of how much owners, shareholders or partners have invested in a company 股本账户（业主、股东或合伙人投资于一家公司的金额记录）

**3** (*Accounting*) a record of how much a company is worth at a particular time, minus its debts 资本账目（某一时期公司资产扣除其债务的数额记录）

**4** (*Accounting*) a record of the money that a company spends on land, buildings, machinery, shares in other companies, etc. 资产账目（用于购置土地、建筑物、机器、其他公司股票等的开支记录）: *The capital account shows that the company invested heavily in new machine tools.* 资产账目显示该公司大量投资于新机床。→ REVENUE ACCOUNT

**ˈcapital accumuˌlation** (*also* **ˈcapital forˌmation**) *noun* [U]

(*Economics*) the process of getting more and more land, buildings, machinery, etc. that can be used to increase wealth; the process of getting more and more money to save or to invest in these things 资本积累: *For employers, a cheap labour supply contributes to capital accumulation.* 对雇主而言，廉价的劳动力有利于资本积累。

**ˌcapital ˈadequacy** *noun* [U]

(*Finance*) the fact of a bank, a BROKER, etc. having enough to cover possible losses and to pay debts 资本充足性（银行、经纪人等有足够的资金弥补损失并支付债务）: *Securities firms have to pass a capital adequacy test that reflects the risks they face.* 证券公司必须通过能反映他们所面对的风险的资本充足性审查。

**ˌcapital ˈadequacy ˌratio** (*abbr* **CAR**) (*also* **ˈcapital ˌratio**) *noun* [C]

(*Accounting*) the amount of money or shares, bonds, etc. that can easily be changed into money (**liquid assets**) that a bank has, expressed as a percentage of the money it has lent and therefore risks losing 资本充足率: *The government recommends banks to have a minimum capital adequacy ratio of 8%.* 政府建议银行的最低资本充足率为8%。→ SOLVENCY RATIO

**ˌcapital alˈlowance** (*also* **inˌvestment alˈlowance**) *noun* [C]

(*Accounting*) an amount of money invested in a new building, machine, etc. that a company can take away from profits before calculating its tax 资本折让额，投资减免额（对企业购买固定资产给予的减免税额）: *The government is to raise capital allowances in order to encourage greater capital investment.* 政府即将增加投资减免额以鼓励更多的资本投资。→ TAX DEPRECIATION

**ˌcapital appreciˈation** (*also* **ˌcapital ˈgrowth, ˌasset appreciˈation**) *noun* [U]

(*Economics*) an increase in the value of the land, buildings, machinery, investments, etc. (**assets**) that a company or a person owns 资本增值（公司或个人所持有的土地、建筑物、机器、投资等资产价值的增长）: *During the long bull market, investors could depend on steady capital appreciation.* 在漫长的牛市期间，投资者可以依赖于稳定的资本增值。

**ˌcapital ˈasset** (*also* **ˌfixed ˈasset**) *noun* [C, usually pl.]

(*Accounting*) an item of value that a company owns and will keep, such as buildings, machinery, vehicles, shares in other companies, etc. 资本资产（属于企业并可以长期使用的建筑物、机器、车辆、其他公司的股份等具价值的项目）: *The company must include an inventory and valuation of its capital assets in the financial statement.* 公司的财务报表里必须包含资本资产库存和估价。→ CURRENT ASSET

**ˌcapital ˈbonus** = BONUS (3)

**ˌcapital ˈbudget** *noun* [C]

(*Finance*) the plan that a company or an organization makes for buying buildings, machinery, equipment, etc. over a period of time 资本预算

**ˌcapital conˈsumption** *noun* [U]

(*Economics*) the loss or decrease in value over a particular period of money, buildings, machines, equipment, etc. that are used to produce goods and services in a country 资本消耗

SYN DEPRECIATION

**ˌcapital emˈployed** *noun* [U]

SEE ALSO: **return on capital employed**

(*Accounting*) the amount of money invested in a business by its shareholders, equal to the total value of assets minus the total value of LIABILITIES

运用资本，动用资本（企业股东投资于企业的款额，即总资产价值减去总负债价值）

**,capital e'quipment** *noun* [U]
the machinery, equipment, buildings, etc. that a company or an organization uses to produce goods or services 资本设备（公司或机构用于生产产品或劳务的机器、设备、建筑物等）：*Some businesses are unwilling to invest in capital equipment.* 一些企业不愿意投资于资本设备。

**,capital exp'enditure** *noun* [U] (*also* **,capital ex'pense** [C,U]) (*abbr* **capex**)
(*Accounting*) money that is spent on valuable items such as buildings, machines or vehicles, which are used for longer than the accounting period in which they are bought 资本支出；投资支出：*The group needs $500 million to finance its capital expenditure programme.* 该集团需要为其资本支出计划筹措5亿美元资金。 SYN CAPITAL OUTLAY
→ REVENUE EXPENDITURE

**'capital flight** *noun* [U]
(*Economics*) the sudden movement of money out of a country where it is invested to another, in order to reduce risk or to increase profit 资金外逃、资金外流（为了降低风险或增加利润，资本突然从一个国家流入另一个国家）：*The capital flight that followed the stock market crash caused several banks to fail.* 随着股市崩溃而来的资本外逃导致一些银行倒闭。→ FLIGHT CAPITAL

**'capital flow** (*also* **'capital ,movement**) *noun* [C,U]
(*Economics*) the movement of money for investment from one country to another 资金流动：*A small change in interest rates can cause a large capital flow.* 利率的微小变化能够导致大量资金流动。

**'capital for,mation** = CAPITAL ACCUMULATION

**,capital 'gain** *noun* [C,U]
(*Accounting*) a profit that is made from the sale of property or an investment 资本收益（从出售房地产或投资中获取的利润）：*The sale of the land and buildings generated a capital gain of $2.3 billion.* 出售土地和建筑物所产生的资本收益达23亿美元。→ CAPITAL LOSS
● *to **generate/make/realize** a capital gain* 产生／获取／实现资本收益

**,capital 'gains tax** *noun* [C,U] (*abbr* **CGT**)
a tax that a person or company must pay when they have made a profit above a particular level on the sale of a CAPITAL ASSET (= buildings, machinery, vehicles, shares, etc.). In the UK companies do not pay this tax, but in the US they do 资本收益税（个人或公司所拥有的建筑物、机器、车辆、股票等资本资产出售时所得的款额超过购置款额的部分称为资本收益。在美国这种收益公司要纳税，在英国则不用纳税）

**'capital ,gearing** = GEARING

**'capital goods** (*also* **in'vestment goods**) *noun* [pl.]
(*Economics*) items such as machines, equipment or buildings that are used to produce goods or services 资本货物（用于生产产品或服务的机器、设备或建筑物等）：*Companies should start investing heavily in capital goods.* 公司应该开始大量投资于资本货物。→ CONSUMER GOODS
● *to **invest in/purchase/supply** capital goods* 投资／购买／供应资本货物

**,capital 'growth** = CAPITAL APPRECIATION

**,capital 'growth share** = CAPITAL SHARE

**,capital-in'tensive** *adjective*
used to describe an industry or a company in which the cost of raw materials, equipment, machinery, etc. is much higher than the cost of workers 资本密集的、使用大量资本的：*In capital-intensive industries such as paper production, maintenance costs can be up to 50% of production costs.* 在诸如造纸这样的资本密集型行业，维修费用占生产成本的比例可高达50%。
→ LABOUR-INTENSIVE

**,capital in'vestment** *noun* [U,C]
(*Finance*) the act of spending money on machines, equipment, etc. for producing goods or services; money that is spent in this way 资本投资；资本投资额：*The water industry has a huge capital investment programme.* 供水行业有一个庞大的资本投资计划。
● ***big/heavy/high/major/small** capital investment* 大型／巨额／高额／主要／小型资本投资 • *a capital investment **plan/programme*** 资本投资计划／方案

**capitalism** /'kæpɪtəlɪzəm/ *noun* [U]
SEE ALSO: **crony capitalism**
an economic system in which a country's businesses and industry are controlled and run for profit by private owners rather than by the government 资本主义制度、资本主义（一种经济制度，一国的企业和行业由私人业主而非政府控制，以盈利为目的经营）：*the growth of industrial capitalism in the West* 西方工业资本主义的增长
→ SOCIALISM

**capitalist** /'kæpɪtəlɪst/ *noun, adjective*
• ***noun*** [C]
SEE ALSO: **venture capitalist**
**1** a person who supports CAPITALISM 资本主义者
**2** a person who controls a lot of wealth and uses it to produce more wealth 资本家
• ***adjective*** (*also* **capitalistic** /,kæpɪtə'lɪstɪk/ *less frequent*)
based on the principles of CAPITALISM 资本主义的
● *a **capitalist economy/society/system*** 资本主义经济／社会／制度

**capitalization , -isation** /,kæpɪtəlaɪ'zeɪʃn; *AmE* -lə'z-/ *noun* [U; sing.]
**1** (*Finance*) the act of starting to function as a company; the act of providing a company, etc. with the money it needs to function（公司的）资本运营；资本化：*The paper planned to go straight to capitalization as a commercial company.* 本文打算直接讨论商业公司资本运营这个主题。
**2** (*Finance*) = CAPITAL STRUCTURE
**3** (*Stock Exchange*) (*abbr* **cap**) = MARKET CAPITALIZATION

**,capitali'zation ,issue** *noun* [C] (*especially BrE*)
(*Finance*) a situation in which a company uses its spare profits (**reserves**) to create new shares, which are then given free to the shareholders in proportion to the number of shares that they already own 红股发行（公司将所保留的利润中的一部分以发红利股的方式免费分配给现有的股东）：*The total share capital of the company was*

*increased through a capitalization issue.* 通过红股发行增加了公司的总股本。 SYN BONUS ISSUE, SCRIP ISSUE

**ˌcapitaliˌzation of reˈserves** *noun* [C] (*Finance*) a situation in which a company uses the spare profits that it has saved to create new shares in the company 储备资本化（公司利用剩余利润发行新股）: *The shareholders have approved an increase of share capital through a capitalization of reserves.* 股东赞成通过储备资本化增加股本。

**ˌcapitaliˈzation ˌrate** *noun* [C] (*abbr* **ˈcap rate**) (*Accounting*) a rate of interest that is used to help estimate the present value of an investment that will provide an income over a long period of time, such as a business or a property 资本化率，资本报酬率（用于预测投资现值的利率）: *It is important to choose an appropriate capitalization rate when valuing the land.* 选择合适的资本化率对土地估价是很重要的。

**★capitalize , -ise** /ˈkæpɪtəlaɪz/ *verb*
**1** (*Finance*; *Stock Exchange*) [+ obj *or* no obj] (*often* **be capitalized at**) to get enough money to start to function as a company; to provide a company with the money it needs to function 为…提供运营资本: *The company could not sell enough shares and so failed to capitalize.* 公司不能出售足够的股份，因此无法提供运营资本。 ◇ *The firm is being capitalized at about €3.5 billion.* 公司正筹集大约35亿欧元的运营资本。
**2** (*Accounting*) [+ obj] to record money spent on machines, equipment, buildings, etc. as an asset in a company's financial records rather than as an expense 以资产入账（将机器、设备、建筑物等作为资产而非支出入账）: *It is company policy to capitalize assets over €5 000.* 超过5000欧元的资产作为资产入账是公司的政策。 → CAPITALIZED
PHR V **ˈcapitalize on/upon sth** to gain an advantage for yourself from a situation 充分利用；由于…而获益: *The company have capitalized on their successes by putting up prices.* 该公司由于提价而获益。

**capitalized , -ised** /ˈkæpɪtəlaɪzd/ *adjective* (*Finance*) having the amount of money (**capital**) mentioned to operate as a company 资本化的: *a highly capitalized industry* (= one with a lot of money) 高度资本化的工业 ◇ *a thinly capitalized company* (= one without enough money) 低资本化公司 → OVERCAPITALIZED, UNDERCAPITALIZED

**ˌcapital ˈlevy** = CAPITAL TAX

**ˌcapital ˈloss** *noun* [C,U] (*Accounting*) a loss that is made when an asset is sold 资本亏损，资金损失（资产售出时遭受的亏损）: *Those who bought homes before prices fell have incurred a capital loss.* 在跌价前购房的人蒙受了资本亏损。 ◇ *a capital loss of 5% per year* 每年5%的资本亏损 → CAPITAL GAIN

**ˈcapital ˌmarket** *noun* [C] (*Finance*) the group of markets and stock exchanges where companies and governments sell shares, bonds, etc. in order to obtain the money they need 资本市场（公司、政府发行股票、债券等筹措资金的市场）: *The government aims to borrow $3 billion on the international capital market.* 政府的目的是从国际资本市场上借入30亿美元。 ◇ *Smaller companies can find it difficult to gain access to the capital markets.* 规模较小的公司发现难以利用资本市场。
⊕ *to borrow/raise* (*money*) ***in/on*** *the capital market* 在资本市场上借款 / 筹集资金 • *to invest in/on the capital market* 投资于资本市场

**ˈcapital ˌmovement** = CAPITAL FLOW

**ˌcapital ˈoutlay** *noun* [C] (*Finance*) money that is spent to buy valuable items that will be kept, such as buildings, machines or vehicles 资本支出（用于购买建筑物、机器或车辆等的支出）: *The project requires an initial capital outlay of $1.5 million.* 该项目需要150万美元的初始资本支出。 SYN CAPITAL EXPENDITURE

**ˌcapital ˈproject** *noun* [C] (*Finance*) a large project that involves building or improving factories, buildings, roads, etc. 基本工程项目；基本建设项目: *One cereal manufacturer has undertaken a major capital project that will double its output.* 一家谷类食品制造商已经进行了能使其产量增加一倍的重大基本建设项目。

**ˈcapital ˌratio** = CAPITAL ADEQUACY RATIO

**ˌcapital ˈrationing** *noun* [U] (*Finance*) the policy of a company limiting the amount of money that it uses to finance new projects and only investing in the ones most worth doing 资本限额；资本配额，资本优化政策: *Under capital rationing, a company has a fixed investment budget.* 在资本限额的情况下，一家公司的投资预算是固定的。

**ˌcapital reˈdemption reˌserve** *noun* [C] (*Accounting*) a supply of money that a company must keep and not give to shareholders when it buys back (**redeems**) its own shares 资本赎回准备金

**ˌcapital reˈquirement** *noun* [C] (*Finance*) an amount of CAPITAL that a company is legally required to have; the rule that sets this amount 最低资本额；法定资本金额: *The government wants to increase the capital requirements for financial institutions.* 政府准备提高金融机构的法定资本金额。 ◇ *Banks are subject to minimum capital requirements.* 银行受最低资本金额规定所约束。 → CAPITAL ADEQUACY

**ˌcapital reˈserve** *noun* [C, usually pl.] (*Accounting*)
**1** (*also* **ˌundisˌtributable reˈserve, ˌnon-disˌtributable reˈserve,** *both especially BrE*) profits, such as the increased value of a building, etc., that a company keeps as part of its CAPITAL and which cannot be paid to shareholders 资本准备金；资本储备: *The profit on the sale of the shares was transferred to capital reserves.* 出售股份所得的利润被转移到资本准备金中。 → RESERVE *noun* (3), RETAINED EARNINGS, REVENUE RESERVE
**2** a supply of money that a company or an organization keeps for an expected future cost, such as repairing property or buying new equipment 资本准备金，资本储备（公司或机构为未来预期成本，如财产维护或购买新设备而留存的准备金）: *We have built up capital reserves to replace the roof in five years' time.* 我们设立了资金准备金以便在五年时间里翻修屋顶。

**'capital ,share** (*also* **,capital 'growth ,share**) *noun* [C] (*especially BrE*)
(*Finance*) a type of share in an INVESTMENT TRUST (= a company that invests money on behalf of its shareholders). The owners of **capital shares** gain from any increase in value of the investments but do not receive regular payments from the company's profits. 股本（信托投资基金的一种股份形式。股本持有者只能从投资中获益，而不能从公司得到定期利润）→ INCOME SHARE, PROFIT SHARE

**,capital 'stock** *noun* [U,C]
**1** (*Economics*) the total value of the buildings, equipment and materials that a company owns and uses to produce goods or services 资本存量（公司拥有并用于生产产品或服务的建筑物、设备和原材料）: *Companies adjust their capital stock in response to changes in demand.* 公司应根据需求的变化调整其资本存量。
**2** (*Finance*) (*AmE*) all the shares a company can make available; the value of those shares 股本: *The group will buy all the capital stock of the company for $212 million.* 该集团将花2.12亿美元买下这家公司的全部股本。◇ *The corporation has a capital stock of $500 million.* 该公司拥有5亿美元的股本。 SYN SHARE CAPITAL, STOCK

**,capital 'structure** (*also* **fi,nancial 'structure, ,capitali'zation**) *noun* [C,U]
(*Finance*) the way in which a company obtains money for its business activities 资本结构；资本构成: *Their capital structure consists of 200 000 ordinary shares of five euros each.* 他们的资本结构包括20万股普通股，每股5欧元。◇ *The company has a fairly complex share and loan capital structure.* 该公司具有相当复杂的股份和借贷资本结构。

**,capital 'sum** *noun* [C]
(*Finance*) a single payment that you receive, for example from an insurance policy, a gift or an investment（保险单、赠予或投资的）一次性总付，总括性付款: *Under the terms of the plan, you will receive an initial capital sum and regular monthly payments.* 根据该计划，你将得到一笔一次性初始总付以及按月分期付款。→ LUMP SUM

**'capital tax** (*also* **,capital 'levy**) *noun* [C]
(*Economics*) a tax that is based on the value of the land, buildings, investments, etc. owned by a person or a company, rather than their income 资本税: *The government imposed a capital tax on corporate assets.* 政府对企业资产征收资本税。→ CAPITAL GAINS TAX
▸ **,capital tax'ation** *noun* [U]

**,capital 'turnover** *noun* [C, usually sing.]
(*Accounting*) the value of a company's sales for a year in relation to the total amount of money invested in the company, used as a measure of how well a company uses its assets to create sales 资本周转；资金周转: *We hope to improve capital turnover by closing down our old plants.* 我们希望关闭旧厂以改善资本周转。◇ *The capital turnover rate for the group increased from 3.07 to 3.64.* 集团的资本周转率从3.07提高到3.64。

**,capital 'value** *noun* [C, usually sing., U]
(*Accounting*) the total worth of a company's assets, as recorded in its financial accounts 资本价值，资本值（记录在财务账目上的公司资产总值）: *The company has a capital value of about $50 million.* 公司的资本价值大约有5000万美元。

**'capped-rate** *adjective* [only before noun] (*BrE*)
(*Finance*) a **capped-rate** loan has a rate of interest that can change but will not increase above the level that has been set 设定利率上限的 → CAP *verb*

**'cap rate** = CAPITALIZATION RATE

**,captain of 'industry** *noun* [C]
used in newspapers, etc. to describe a person who manages a large company（用于报章）业界巨头，工业界巨子: *He is one of the most influential captains of industry in the US.* 他是美国极有影响的业界巨头之一。

**captive** /'kæptɪv/ *adjective* [only before noun]
**1** not free to leave a particular place or to choose what you want do to 受限制的；无权选择的: *A salesman loves to have a captive audience* (= who listen because they have no choice). 推销员喜欢不得不听的听众。◇ *As the only supplier of electricity in the country they have a captive market* (= people have to buy from them). 作为这个国家唯一的电力供应商，他们垄断了电力市场。
● *a captive* ***audience/customer/market*** 不得不听的听众／不得不光顾的客户／垄断的市场
**2** (*Marketing*) only being able to sell the products of a particular company 专属的、专营的（只能销售某公司的产品）: *Many insurance companies sell their policies through captive agents.* 许多保险公司通过专营代理人推销其保险单。
● *a captive* ***agent/dealer*** 专营代理人／经销商

**capture** /'kæptʃə(r)/ *verb* [+ obj]
**1** to succeed in making people buy your products or services rather than those of other companies 赢得，获得（市场）: *We have captured 25% of the US market for refrigerators* (= we produce 25% of all the refrigerators sold). 我们已成功取得美国冰箱市场25%的份额。
**2** (*IT*) to put sth into a computer in a form it can use 把…输入计算机: *We capture the* ***data*** *using a document scanner.* 我们利用文档扫描仪收集数据。→ DATA CAPTURE

**CAR** /ˌsi: eɪ 'ɑ:(r)/ = CAPITAL ADEQUACY RATIO

**carbon** /'kɑ:bən; *AmE* 'kɑ:rb-/ *noun* [U]
**1** a chemical substance that is found in all living things, and also diamonds, coal, petrol, etc. 碳: *The body of the car is made from* ***carbon fibre.*** 汽车车身是用碳纤维制造的。
**2** used to refer to gases, such as CARBON DIOXIDE, that are produced from burning fuels and can harm the planet if they are produced in large amounts 二氧化碳: *Britain wants to reduce its carbon* ***emissions*** *by 60 per cent by 2050.* 英国打算到2050年将二氧化碳排放量降低60%。◇ *proposals for a carbon tax* 征收烟尘排放税的建议 → CARBON DIOXIDE

**,carbon 'copy** *noun* [C]
**1** a copy of a document, letter, etc. made with CARBON PAPER（文件、信等的）复写本，副本: *I kept a carbon copy of the form for the file.* 我保留了这份表格的副本用于存档。◇ (*figurative*) *He's a carbon copy of my former boss.* 他和我的前任老板是一模一样的人。

**2** (*IT*) (*abbr* **cc**) a copy of an email message 电子邮件副本: *Add additional names in the cc box if you want to send copies to other people.* 如果你想将邮件副本寄送给其他人，在抄送对话框里添加姓名即可。 → BCC

**'carbon ,credit** *noun* [C, usually pl.]
a right to send out a measured amount of harmful gases such as CARBON DIOXIDE into the air 二氧化碳排放配额: *Countries that fail to reduce their emissions sufficiently will have to buy carbon credits.* 不能有效降低排放量的国家不得不购买碳信用额度。 **NOTE** The word **carbon** is used because the harmful gases are measured in standard units (**carbon dioxide equivalents**) based on the damage caused to the environment by CARBON DIOXIDE. 采用 carbon 这一词，是因为有害气体是用标准单位（二氧化碳当量）量度的，而这一标准单位是基于二氧化碳对环境造成的损害程度而定的。 See note at EMISSION UNIT

**,carbon di'oxide** *noun* [U] (*abbr* $CO_2$)
a gas that is produced by burning CARBON and which can harm the planet if it is produced in large amounts 二氧化碳: *targets for reducing carbon dioxide emissions* 减少二氧化碳排放的目标

**,carbon mo'noxide** *noun* [U]
a poisonous gas formed when CARBON burns partly but not completely. It is produced when petrol/gas is burnt in car engines. 一氧化碳

**,carbon-'neutral** *adjective*
used to describe an activity where other action is taken to cancel the amount of CARBON gases produced by the activity 碳平衡，碳中和: *The company has become carbon-neutral after planting more than 26 000 trees.* 公司种植26000多株树后恢复了碳平衡状态。

**'carbon ,paper** *noun* [U]
thin paper with a dark substance on one side, that is used between two sheets of paper for making copies of written or typed documents 复写纸

**★card** /kɑ:d; *AmE* kɑ:rd/ *noun* [C]

SEE ALSO: **affinity card, bank ~, banker's ~, boarding ~, business ~, calling ~, cash ~,** etc.

**1** a small piece of plastic, especially one given by a bank or a shop/store, used for buying things, obtaining money or using a telephone or computer system 信用卡；现金卡；储值卡: *I put the meal on* (= paid for it with) *my card.* 我用信用卡支付餐费。 ◇ *Please swipe your card* (= pass it through a machine that reads the information) *to pay for your purchase.* 请你刷卡支付你所购买的东西。 ◇ *There has been an increase in card **fraud**.* 信用卡诈骗案有所增加。
● *to **buy sth with/pay by/pay with/put sth on/use** a card* 用信用卡购买 / 支付；使用信用卡 • *to **insert/remove/swipe** a card* 插入 / 取出 / 刷信用卡 • *to **apply for/issue/withdraw** a card* 申请 / 发行 / 取消信用卡

**2** = BUSINESS CARD

**3** a small piece of stiff paper or plastic with information on it, especially information about sb's identity（尤指显示个人身份信息的）卡片: *a membership card* 会员卡 ◇ *an appointment card* 预约卡 ◇ *a laminated identity card* (= one that is covered with plastic) 压膜身份证

**4** (*IT*) a small device containing an electronic CIRCUIT that is part of a computer or added to it, enabling it to perform particular functions 电路板；插件: *a graphics card with 8 MB of memory* 拥有8兆存储器的显示卡 ◇ *installing a memory card* 安装内存卡
● ***a graphics/memory/modem/sound/video** card* 图形 / 内存 / 调制解调器 / 声效 / 视频卡 • *to **install/remove** a card* 安装 / 移除卡

**'card ,catalog** (*BrE spelling* ~ **catalogue**) = CARD INDEX

**cardholder** /'kɑ:dhəʊldə(r); *AmE* 'kɑ:rdhoʊl-/ *noun* [C]
a person who has a credit card from a bank, etc. 信用卡持卡人；持卡者: *a Cardholder Not Present transaction* (= when you pay by card by mail, phone or over the Internet) 持卡人不在场的交易（指通过邮寄、电话或互联网用信用卡支付款项）

**'card ,index** (*also* **'index**) (*both especially BrE*) (*AmE usually* **'card ,catalog**) *noun* [C]
a box of cards with information about an item on each one, arranged in alphabetical order 卡片目录（或索引）: *We keep a card index of our client's details.* 我们保存有客户详细资料的卡片目录。
—Picture at OFFICE

**care** /keə(r); *AmE* ker/ *noun* [U]

SEE ALSO: **customer care, health ~, personal ~**

the process of caring for sb and providing what they need, for example for their health or protection 照顾；护理: *a contract to provide employee care services* 为员工提供保健服务的合同
IDM **,care and 'maintenance** (*abbr* **c & m**) (*Manufacturing*) a situation in which a building, mine, machine, etc. that is no longer in use, is kept in good condition so that it can be used again in the future（建筑、矿山、机器等的）维修及保养、养护: *The mine was closed and placed **under** care and maintenance.* 该矿已被关闭，正在保养中。 **'care of sb** (*AmE also* **in 'care of sb**) (*abbr* **c/o**) used when writing to sb at another person's address 由某人转交: *Write to him care of his lawyer.* 写给他的信由他的律师转交。

**★career** /kə'rɪə(r); *AmE* kə'rɪr/ *noun* [C]

SEE ALSO: **dual career, portfolio career**

the series of jobs that a person has in a particular area of work, usually involving more responsibility as time passes 职业: *She began her working career **as** an engineer at IBM.* 她的职业生涯是在 IBM 公司当工程师开始的。 ◇ *He left teaching to take up a career **in** the music industry.* 他离开教学岗位，从事音乐行业的工作。 ◇ *It's an interesting job but has limited career prospects.* 这是一个很有趣的工作，但职业前景有限。 See note at JOB
● *to **begin/build/pursue/take up/start** a career (**in** sth)* 开始 / 建立 / 追求 / 继续 / 开始（从事某行业的）职业 • *to **change/end/give up** your career* 转换 / 结束 / 放弃你的职业 • *career **goals/opportunities/prospects*** 职业目标 / 机会 / 前景 • *careers **advice/management*** 职业咨询 / 管理

**ca'reer ad,vice** = CAREERS ADVICE

**ca'reer break** *noun* [C]
a period of time when you do not do your usual job, either with or without the support of your employer, for example because you have children to care for or want to study 离职期（如照料小孩或学习进修）: *He has **taken** a career break to do further studies.* 他暂时放下工作去深造。 ◇ *women returning to employment after a career break* 离职后重新就业的妇女
● *to **be on/need/take** a career break* 在离职中；需要离职；放下工作

**ca'reer change** *noun* [C, usually sing.]
the act of changing to a different type of job or profession 转换职业: *He's thinking about **making** a career change.* 他正在考虑转换职业。 → CAREER MOVE

**ca'reer ,counselling** (*also* **ca'reers ,counselling**, *less frequent*) (*AmE spelling* **~ counseling**) *noun* [U]
(*HR*) the activity of giving people information and advice to help them choose or develop their career 职业辅导

**ca'reer ,counsellor** (*also* **ca'reers ,counsellor**, *less frequent*) (*AmE spelling* **~ counselor**) *noun* [C]
(*HR*)
**1** (*especially AmE*) a person whose job is to give students advice and information about jobs and careers 就业指导顾问（为学生就业及职业提供咨询和信息服务的人） SYN CAREERS OFFICER
**2** a person whose job is to give people advice and information about how to change or develop their career 职业顾问（对人们转换职业或发展事业提供咨询和信息服务的人）

**ca'reer fair** = CAREERS FAIR

**ca'reer ,guidance** = CAREERS ADVICE

**ca'reer ,ladder** *noun* [C, usually sing.]
a series of jobs from junior to senior level in a company, an organization or a profession, that have increasing amounts of responsibility 职业阶梯（指公司、机构中从低级到高级的职位。职位越高，责任越大）: *Success was measured in terms of **climbing** the career ladder.* 成功是根据攀登职业发展阶梯来衡量的。 ◇ *She's reached the top of her career ladder.* 她登上了职业发展阶梯的顶端。
→ CORPORATE LADDER

**ca'reer move** *noun* [C]
the act of changing your job for one that you think is better and will bring the chance of more responsibility 跳槽: *She's thinking about **making** a major career move.* 她正在考虑作出重大的工作变动。 ◇ *Staying in the company wouldn't have been a **smart** career move.* 留在公司不是个人事业发展的一着妙棋。

**ca'reer path** *noun* [C, usually sing.]
a planned series of jobs in one or more professions 职业发展路径: *We help our staff map out a career path in the company.* 我们帮助员工规划在公司的职业发展路径。
● *to **decide on/follow/have/map out** a career path* 选定 / 依循 / 拥有 / 规划职业发展路径

**ca'reer ,pattern** *noun* [C]
(*HR*) the series of jobs that sb has during their working life; the series of jobs that a group of people in a particular profession or industry are likely to have 职业发展模式: *There is a great variety of work in the organization and each person's career pattern is different.* 机构中有各种不同类型的工作，每个人的职业发展模式均不相同。 ◇ *a study of typical career patterns of men and women* 对男女典型职业发展模式的研究

**ca'reers ad,vice** (*also* **ca'reers ,guidance**) (*both BrE*) (*AmE* **ca'reer ad,vice, ca'reer ,guidance**) *noun* [U]
(*HR*) advice about what career to choose or how to develop your career 职业咨询: *The college's careers service offers careers advice and counselling.* 学院的职业服务提供职业咨询及辅导服务。

**ca'reers ad,viser** = CAREERS OFFICER

**ca'reers ,counselling** = CAREER COUNSELLING

**ca'reers ,counsellor** = CAREER COUNSELLOR

**ca'reers fair** (*AmE* **ca'reer fair**) = JOB FAIR

**ca'reers ,guidance** = CAREERS ADVICE

**ca'reers ,officer** (*also* **ca'reers ad,viser**) *noun* [C] (*both BrE*)
(*HR*) a person whose job is to give students advice and information about jobs and careers 就业指导员（向学生提供就业指导的人）: *the school careers officer* 学校就业指导员 SYN CAREER COUNSELLOR

**ca'reer ,structure** *noun* [C, usually sing., U]
(*HR*) the planned way in which people move to higher levels of responsibility in a particular company or profession 职业结构: *The profession has no clear career structure.* 该行业没有明确的职业结构。
● *to **build/develop/establish** a career structure* 建立 / 发展 / 确立职业结构

**ca'reer ,woman** *noun* [C]
a woman who has a career or whose career is more important to her than getting married and having children 职业妇女，职业女性（视事业比结婚生子更重要的女性）

**careline** /'keəlaɪn; *AmE* 'kerl-/ *noun* [C]
(*Marketing*) a telephone service that you can call to get help, advice or information on a company's products 产品售后服务热线: *Call our customer careline for advice.* 请打我们的产品售后服务热线咨询。

**caretaker** /'keəteɪkə(r); *AmE* 'kert-/ (*BrE*) (*AmE* **cus'todian, 'janitor**) *noun* [C]
a person whose job is to take care of a building such as a school, offices or a block of flats/an apartment building（建筑物的）管理员，看门人

**cargo** /'kɑ:gəʊ; *AmE* 'kɑ:rgoʊ/ *noun* [C,U] (*plural* **cargoes** *or* **cargos** *especially in AmE*)
SEE ALSO: **bulk cargo, dry cargo**
(*Transport*) the goods carried in a ship, plane or lorry/truck（轮船、飞机、货车、卡车运载的）货物: *a cargo of sugar* 一批食糖 ◇ *The ship can carry 40 passengers plus cargo.* 这艘轮船可以运载40名乘客另加货物。 ◇ *a decline in passenger and cargo volumes* 客运量和货运量的下降
● *to **carry/deliver/load/unload** (a) cargo* 运送 / 交付 / 装上 / 卸下（一批）货物 • *a cargo **plane/ship/vessel*** 运送货物的飞机 / 船 / 轮船 • *cargo **traffic/volumes*** 货物运输；货运量

**'cargo ,handling** *noun* [U]
(*Transport*) the process of moving goods onto and off ships, aircraft and lorries/trucks（轮船、飞机、货车、卡车的）货物装卸: *There is a risk that goods will be damaged during cargo handling.* 货物在装卸过程中有受损的风险。◇ *The port offers the most up-to-date cargo-handling facilities.* 港口提供最先进的货物装卸设施。

**carmaker** /'kɑ:meɪkə(r); *AmE* 'kɑ:rm-/ *noun* [C] (*AmE*)
a company that makes cars 汽车制造商: *Toyota, Japan's largest carmaker* 日本最大的汽车制造商丰田公司

**carnet** /'kɑ:neɪ; *AmE* kɑ:r'neɪ/ *noun* [C]
(*Trade*) a document that allows you to take goods into a country temporarily for your work without paying taxes (**import duties**) on them 通关卡，临时过境证（允许临时免税商品进入一个国家的通行证）: *A carnet can be used for importing goods for exhibitions.* 临时过境证可用于进口展品。◇ *Apply to the Chamber of Commerce for a carnet.* 向商会申请临时过境证。 **NOTE** One important type of **carnet** is the **ATA carnet**. The letters 'ATA' are an abbreviation of the French and English words 'Admission Temporaire—Temporary Admission'. * carnet 的一种重要类型是临时进口证（ATA carnet）。ATA 是法语 Admission Temporaire 与英语 Temporary Admission 的缩写。

**'carpet-bomb** *verb* [+ obj *or* no obj]
(*Marketing*) to send an advertisement to a very large number of people, especially by email or to their computer screen 地毯式轰炸广告宣传（尤指通过电子邮件或电脑屏幕向很多人发送广告）: *They carpet-bombed the public with commercials for their product.* 他们向公众做地毯式轰炸产品广告。→ SPAM ▸ **'carpet-,bombing** *noun* [U]

**'car pool**
• ***noun*** [C]
**1** (*BrE*) (*also* **'motor pool**, *AmE*, *BrE*) a group of cars owned by a company, that its staff can use（公司的）公用车队
**2 carpool** a group of car owners who take turns to drive everyone in the group to work, so that only one car is used at a time 合伙用车；拼车；顺风车
• ***verb*** (*also spelled* **carpool**) /'kɑ:pu:l; *AmE* 'kɑ:rp-/ [no obj]
(used about a group of people) to take turns to drive everyone in the group to work 拼车；轮流开车送上班

**carr. fwd.** *abbr*
(*Trade*) a short way of writing **carriage forward** * carriage forward 的简写

**carriage** /'kærɪdʒ/ *noun* [U] (*BrE*)
(*Trade*; *Transport*) the act or cost of transporting goods from one place to another 运输；运费: *€25 including all taxes and carriage* * 25欧元，包括所有税项和运费 ◇ *We charge €15 for* ***carriage and insurance*** *to anywhere in Europe.* 我们对运往欧洲任何地点均收取15欧元的运费和保险费。 SYN HANDLING

**,carriage and 'freight** = COST AND FREIGHT

**'carriage and in'surance 'paid to** *phrase* (*abbr* **CIP**)
(*Trade*) a term meaning that the seller pays for the transport and insurance of goods to the place mentioned 运费、保险费付至（指定目的地）: *CIP Athens* 运费、保险费付至雅典 → INCOTERM

**,carriage 'forward** *phrase* (*BrE*) (*abbr* **carr. fwd.**)
(*Trade*) a term meaning that the buyer pays for the transport of goods 运费到付；运费由买方支付

**,carriage 'paid to** *phrase* (*abbr* **CPT**)
(*Trade*) a term meaning that the seller pays for the transport of goods to the place mentioned 运费付至（指定目的地）→ INCOTERM

**,carried 'forward** *adjective* (*abbr* **c/f, c/fwd**) (*also* **,carried 'down**)
(*Accounting*) used to describe an amount at the end of one accounting period or page of accounts that will be copied at the start of the next（账目）结转下期，转下页: *an amount carried forward* 结转下期的金额 **NOTE** This is usually written as an abbreviation in accounts. 在账目上通常用缩写形式。→ BALANCE CARRIED FORWARD

**,carried 'over** *adjective* (*abbr* **c/o**)
(*Accounting*) used to describe an amount at the end of a page in an account that will be moved to the start of the next page（账目）结转下页
**NOTE** This is usually written as an abbreviation in accounts. 在账目上通常用缩写形式。

**★carrier** /'kærɪə(r)/ *noun* [C]
SEE ALSO: **bulk carrier, common ~, contract ~, free ~, insurance ~, public ~**
**1** a company that carries goods or passengers from one place to another, especially by air（尤指空运）承运人，运输公司: *The airline aims to become Europe's biggest carrier.* 航空公司的目标是成为欧洲最大的承运人。
● ***a budget/low-cost/no-frills carrier*** 收费低廉的 / 低成本的 / 只提供基本服务的航空公司
**2** (*IT*) a company that provides access to a communications network（通信网络）运营商: *the leading wireless Internet carrier* 领先的无线互联网运营商

**,carrier's 'risk** *noun* [U,C]
(*Trade*) if goods are sent **at carrier's risk**, the transport company has to insure the goods during transport 承运人风险（如果运输的货物由承运人承担风险，运输公司必须为在途货物购买保险）

**carryback** /'kærɪbæk/ *noun* [U,C]
(*Accounting*) a system which allows you to treat the current year's profit or loss as if it happened in an earlier year; the amount of money that you use in this way 结转前期扣减，移前扣减；移前扣减的资金（在会计上指将纳税人本年的盈余或亏损结转上年，以冲回上年度应税损益）: *A company which is making a loss can use carryback to claim back taxes paid in the three previous years.* 亏本的公司可以使用移前扣减索回过去三年所缴税款。

**carryforward** /,kærɪ'fɔ:wəd; *AmE* -'fɔ:rwərd/ *noun* [U,C]
(*Accounting*) a system which allows you to treat the current year's profit or loss as if it happened in a later year; the amount of money that you use in this way 冲转，冲转的资金（准许纳税人将本年的盈余或亏损结转到下一年的账目中，以冲转下年度应税损益）: *The company has an operating*

*loss carryforward of $74 million for income tax purposes.* 公司将7400万美元的经营亏损冲转到下一年的账目中以用于缴纳所得税。

**'carrying charge** *noun* [C]
**1** (*Accounting*) (*also* **'carrying cost, 'holding cost**) the cost to a business of storing goods or holding assets rather than using them to earn income 仓储费；资产持有费
**2** (*Commerce*) (*especially AmE*) money that you pay as interest and charges when you buy sth using credit （赊购物品时）支付的利息和费用

**'carry-,over** (*AmE spelling usually* **carryover**) *noun*
**1** [C] something that is transferred from the previous period, situation, owner, etc. to the present one 结转；延续：*The slow trading was a carry-over from the big losses of last week.* 交投呆滞是上周巨额亏损的延续。
**2** (*Accounting*) [U] the amount that is moved to the next part of the accounts or the next accounting period （账目）结转：*The funds were approved for carry-over from one budget period to the next.* 资金获准从一个预算期结转至下一期。

**cartel** /kɑ:'tel; *AmE* kɑ:r'tel/ (*also* **'price ring**) *noun* [C with sing./pl. verb]
(*Economics*) a group of separate companies that agree to increase profits by fixing prices and not competing with each other 卡特尔（通过统一定价、防止相互竞争来增加利润的独立企业群）：*Ten companies were fined for taking part in a cartel to control the vitamins market.* 十家公司因参加卡特尔控制维生素市场的活动而被罚款。◇ *an oil/coffee cartel* 石油／咖啡卡特尔
● *to* ***form/have/join/take part in*** *a cartel* 成立／拥有／加入／参加卡特尔 • *an* ***illegal/a price-fixing*** *cartel* 非法的／价格垄断的卡特尔

**carton** /'kɑ:tn; *AmE* 'kɑ:rtn/ *noun* [C]
**1** a light cardboard or plastic box or pot for holding goods, especially food or liquid; the contents of a **carton**（尤指装食品或液体的）硬纸盒（或罐），塑料盒（或罐）；（硬纸盒或塑料盒）所装物品：*a milk carton* 牛奶盒 ◇ *a carton of milk* 一盒牛奶 —Picture at PACKAGING
**2** (*especially AmE*) a box in which goods are packed, often in smaller containers （内装小盒的）包装盒：*Machines load bottles of ketchup into cartons before they go to the stores.* 用机器将瓶装的西红柿酱装进箱子后再运往商店。◇ *Most online vendors sell cigarettes* ***by the carton.*** 大多数的网上商店出售条装香烟。

**case** /keɪs/ *noun* [C]
SEE ALSO: **basket case, business ~, display ~, test ~**

**1** (*Law*) a question to be decided in court 诉讼案：*The case was settled out of court.* 该案件达成庭外和解。◇ *A group of foreign creditors has* ***brought*** *a bankruptcy case* ***against*** *the company.* 一批外国债权人已向该公司提起破产诉讼。
**2** [usually sing.] a set of facts or arguments that support one side in a court, discussion, etc. （在法庭、讨论等中支持一方的）事实，论据：*Customers who lost money have a good case for compensation.* 遭受金钱损失的顾客有充足理由获得赔偿。
**3** a container or covering used to protect or store things; a container with its contents or the amount that it contains 容器；箱子；盒子；容器及内装物；容量：*a packing case* (= a large wooden box for packing things in) 木制包装箱 ◇ *a case of champagne* (= 12 bottles in a box) 一箱（12瓶）香槟酒
**4** a suitcase 行李箱

**'case ,study** *noun* [C]
**1** a detailed account of the development of a person, a group of people or a situation over a period of time, especially for teaching or training （尤指教学或培训用的）案例研究，个案研究：*The results are based on case studies of 27 leading companies.* 该结果是根据27家龙头企业的个案研究所得的。◇ *a business school case study* 商学院的案例研究 ◇ *case study interviews* 案例研究访谈
● *to* ***offer/present/provide/teach/write up*** *a case study* 提供／展示／提供／教授／撰写案例研究
**2** a particular example of sth that is used to explain a theory, a rule, an idea, a method, etc. （用来解释理论、规则、理念、方法等的）例子：*The agency's success is a case study* ***of/in*** *leadership in a difficult situation.* 该机构的成功是困难情况下领导有方的例证。
● *to* ***be/provide*** *a case study* (*of/in sth*) 是…的例子；提供例证

**★cash** /kæʃ/ *noun, verb*
• ***noun*** [U]
SEE ALSO: **all-cash, bulk ~, digital ~, e-cash, hard ~, non-~, petty ~,** etc.
**1** money in the form of coins or notes/bills 现金：*We offer discounts for customers paying (in) cash.* 我们向现金付款的顾客给予折扣。◇ *I'll give you the rest of the money* ***in cash.*** 剩下的钱我给你现金。◇ *You can make cash withdrawals of up to $500 a day.* 你一天可以从银行账户中提取最多不超过500美元的现金。
● *to* ***have/hold/pay/withdraw*** *cash* 有／持有／支付／提取现金
**2** money generally, especially if it is immediately available 钱，现款（尤指立即可获得的金钱）：*Telecoms companies are known for generating* (= producing) *cash.* 电信公司因赚钱而闻名。◇ *Shareholders have accepted a $10 a share cash offer.* 股东已接受每股10美元的现款开价。
● *to* ***be short of/generate/need/raise/run out of*** *cash* 缺少／赚取／需要／筹集／用完现金
IDM **cash 'down** (*BrE*) (*also* **,cash up 'front,** *AmE, BrE*) (*Commerce*) with immediate payment of cash 即付现款；即期付款：*We paid $100 cash down and then 10 monthly installments of $20.* 我们先付100美元现款，然后分期每月付20美元，10个月付清。 **,cash in 'hand 1** (*informal*) if you pay for goods and services **cash in hand**, you pay in cash, especially so that the person being paid can avoid paying tax on the amount 现金支付（收款人可避免纳税）：*He took his payments cash in hand.* 他收到的款项是用现金支付的。◇ *cash-in-hand jobs* 付现钱的工作 **2** (*AmE also* **,cash on 'hand**) (*Accounting*) money that you have and can use immediately 现金：*Our reserves consist of cash in hand and deposits at the bank.* 我们的储备包括现金和银行存款。 **,cash up 'front** = CASH DOWN

• ***verb*** [+ obj]
to exchange a cheque, share, bond, etc. for money 兑现（支票、股票、债券等）：把…兑成现金: *Traveller's cheques can be cashed at most hotels.* 旅行支票可以在大部分酒店兑成现金。→ UNCASHED
PHR V **,cash 'in (on sth)** to gain an advantage for yourself from a situation 靠…赚钱；从…中牟利: *Sports retailers are cashing in on the interest generated by the World Cup.* 体育用品零售商靠世界杯带动的吸引力赚钱。**,cash sth 'in** to exchange sth, such as an insurance policy, for money before the date on which it would normally end 将（保险单等）兑成现金: *She cashed in her shares just before their price fell.* 她刚好在股票价格下跌之前，将股票售出变成了现金。**,cash 'out; ,cash sth 'out** (*AmE*) to sell an asset or an investment in order to make a profit 出卖资产或投资（从而获利）: *I planned to sell the company and cash out after two years.* 我打算两年后出售公司获利。**,cash 'up** (*BrE*) (*AmE* **,cash 'out**) to add up the amount of money that has been received in a shop/store, club, etc., especially at the end of the day（商店、俱乐部等在每天营业结束时）结算当日进款: *The men broke into the office while staff were cashing up.* 工作人员在结算当天进款时，这些男人冲进了办公室。

**cashable** /'kæʃəbl/ *adjective*
that can be changed into cash 可兑换成现金的: *These bonds are cashable without penalty after 90 days.* 这些债券90天后可兑现而不被罚款。

**'cash ac,count** *noun* [C]
**1** (*Accounting*) a financial account where a record is kept of money spent and received in cash 现金账户
**2** (*especially AmE*) = CURRENT ACCOUNT (1)
**3** (*Stock Exchange*) an account with a BROKER where a customer buying shares, bonds, etc. has to pay immediately in cash 经纪人现金账户（顾客购买股票、债券等必须立即付现金的账户）

**'cash ac,counting** *noun* [U]
(*Accounting*) a system of keeping accounts where amounts of money are written down at the time when they are paid or received 现金会计制度 → ACCRUALS ACCOUNTING

**,cash against 'documents** *phrase* (*abbr* **CAD**)
(*Trade*) a way of paying for imports where the buyer must first pay for the goods at the bank or agent to which the SHIPPING DOCUMENTS have been sent, and can then collect the goods when they arrive 凭单付现（买方必须先给银行或其代理人付款，才能获得装运单据、提取货物）

**,cash and 'carry** *noun* [C,U]
(*Commerce*) a large WHOLESALE shop/store that sells goods in large quantities at low prices to customers from other businesses who pay in cash and take the goods away themselves; the system of buying and selling goods in this way 现款取货商店；付现自运经营方式（现金交易并自取自运的一种贸易方式。大型批发商店大批量低价出售货物给客户时的售货方式）: *We buy huge packs of coffee from the local cash and carry.* 我们从当地现款取货商店购买大包装咖啡。◇ *a cash-and-carry store/chain* 现款取货商店 / 连锁店 → WAREHOUSE CLUB

**,cash at 'bank** (*also spelled* **Cash at Bank**) *noun* [U]
(*Accounting, usually used in written English* 通常用于书面英语) used in financial records to show the total amount of money that a company has in the bank 银行现金，银行存款: *Every month the Cash at Bank account must be reconciled with the bank statement.* 每月的银行存款账户必须与银行对账单相符。

**cashback** /'kæʃbæk/ *noun* [U]
(*Commerce*)
**1** (*AmE spelling* **cash-back**) cash that is given to customers who buy a product or service, offered as a way of persuading people to buy it 现金回扣；现金回赠: *Take out a mortgage now and receive 2% cashback.* 现在办理抵押可得到2%的现金回扣。◇ *big cash-back offers* 大额现金回扣报价 See note at REDUCTION
**2** (*BrE*) money from your bank account that you can get when you pay for sth in a shop using a DEBIT CARD 现金提取（使用借记卡在商店购物时从银行账户上支取的钱）: *Would you like cashback?* 你要提取现金吗？

**'cash ,basis** *noun* [sing.]
(*Accounting*) the principle that CASH ACCOUNTING is based on 收付实现制: *The effects of transactions can be recognized on a cash basis* (= when money is paid or received). 交易的结果可以在收付实现制基础上加以确认。→ ACCRUALS BASIS

**,cash before de'livery** *phrase* (*abbr* **CBD**)
(*Trade*) an arrangement where a buyer must pay for goods before they are sent 交货前付现；预付货款

**'cash book** *noun* [C]
(*Accounting*) a record of money spent and received 现金出纳账；现金账簿: *The cheque had been credited in the cash book but not yet presented to the bank.* 支票已贷记现金出纳账，但还没有向银行提示付款。

**'cash box** (*AmE spelling* **cashbox**) *noun* [C]
a strong box with a lock in which cash is kept 钱箱；现金保险箱

**'cash ,budget** *noun* [C]
(*Accounting*) an estimate of how much money will be paid and received over a particular period of time 现金预算: *A large surplus was forecast for March in the cash budget.* 预计三月份的现金预算有大量盈余。SYN CASH-FLOW FORECAST

**'cash call** *noun* [C]
(*Finance*) a request by a company to its shareholders for more money 筹款通知（公司要求其股东增加资金的通知）: *The struggling company announced a cash call to raise €200 million.* 这家处境困难的公司宣布了筹集2亿欧元的筹款通知。

**'cash card** *noun* [C] (*especially BrE*)
a plastic card used to get money from a CASH MACHINE 提款卡 → CHEQUE CARD, DEBIT CARD

**,cash con'version** *noun* [U]
(*Accounting*) the process by which a business changes the raw materials that it buys into money received from the sale of the finished goods 现金转换（企业将购买的原材料转换为出售制成品所得现金的过程）: *calculating the cash conversion cycle* (= the number of days that this process

takes) 计算现金转换周期（现金转换过程所需的天数）

**'cash cow** *noun* [C] (*informal*)
**1** (*Finance*) the part of a business or a product that always makes a profit and that provides money for the rest of the business 金牛（指持续获得利润，为其他业务提供资金的业务或产品）
**2** (*Marketing*) in the BOSTON MATRIX, a product that has a large market share in a market that is growing very little 金牛（在波士顿矩阵模型中指市场占有率高而增长率低的产品）—Picture at BOSTON MATRIX

**'cash crop** *noun* [C]
a crop grown for selling, rather than for use by the person who grows it 商品作物、经济作物（供出售而种植、有别于种植者自己使用的作物）

**'cash deal** = CASH SETTLEMENT

**,cash-de'posit ,ratio** = CASH RATIO (1)

**,cash 'discount** *noun* [C]
(*Commerce*) a price reduction that is given if a buyer pays immediately or in cash 现金折扣，付现折扣

**'cash dis,penser** = CASH MACHINE

**,cash 'dividend** *noun* [C]
(*Finance*) money, rather than shares, that is given to shareholders as part of a company's profits 现金股利、现金红利

**,cash e'quivalent** *noun* [C]
(*Accounting*)
**1** an asset or an investment that can easily be sold or changed into money 现金等价物（可以随时出售或变现的资产或投资）：*The company said it had cash and cash equivalents of over $90 000.* 公司称自己拥有9万多美元的现金及现金等价物。
**2** an amount of money that is estimated to be equal to the value of sth 现金等值（估计与某物价值相等的款额）：*The cash equivalent of employee benefits such as company cars must be calculated for tax purposes.* 员工福利的现金等值项目，如公司汽车，必须计税。

★**'cash flow** *noun* [C,U]
SEE ALSO: **discounted cash flow, free cash flow**
(*Accounting*) the movement of money into and out of a business as goods are bought and sold; the difference between the amount of money a business receives and the amount it pays during a particular period of time 现金流、（随货物买卖而产生的）现金流动，资金流动；收支差额：*We expect to return to profitability and positive cash flow in the current fiscal year.* 我们希望在本财政年度能恢复盈利以及正现金流。◇ *cash-flow problems* 现金流问题
➕ *a good/healthy/negative/positive/steady/strong/weak cash flow* 良好的／稳健的／净流出的／净流入的／稳定的／强劲的／无力的现金流动 • *to generate/improve cash flow* 产生／改善现金流动 • *a cash-flow crisis/problem* 现金流动危机／问题

**'cash-flow ,forecast** (*also* **'cash-flow pro,jection**) *noun* [C]
(*Accounting*) an estimate of how much money will be paid and received over a particular period of time 现金流量预测 SYN CASH BUDGET

**'cash gene,ration** *noun* [U]
(*Finance*) the process of a company making extra money that can be invested after costs have been paid 现金增值；现金生成：*The aim of our central strategy is to increase earnings and improve cash generation.* 我们的核心战略的目标是增加收入，并提高现金增值。◇ *strong cash generation* 强劲的现金增值

**cashier** /kæ'ʃɪə(r); *AmE* -'ʃɪr/ *noun* [C]
**1** a person whose job is to receive and pay out money in a bank, shop/store, hotel, etc.（银行、商店等的）出纳员；收银员：*a cashier at a petrol/gas station* 加油站的收银员
**2** (*Accounting*) a person in a company or an organization who is responsible for paying out and receiving money and for keeping records of this（公司、机构等的）出纳员：*She was promoted to Head Cashier of the Manchester property company.* 她获晋升为曼彻斯特房地产公司的总出纳。

**ca,shier's 'cheque** (*AmE spelling* ~ **check**) *noun* [C]
a cheque written by a bank against its own bank account 银行本票：*Payment must be made with cash or by cashier's cheque.* 必须用现金或银行本票付款。

**'cash ,issue** *noun* [C]
(*Finance*) new shares that a company offers to existing shareholders in order to raise extra money 现金购股权（公司为筹集额外的资金，向现有股东配发的新股）→ RIGHTS ISSUE

**cashless** /'kæʃləs/ *adjective*
that works without using cash; done without using cash 不用现金的：*We are moving towards the cashless society.* 我们正迈向无现金社会。◇ *cashless transactions* 无现金交易

**'cash ma,chine** (*BrE also* **'cash dis,penser, 'Cashpoint™**) *noun* [C]
a machine in or outside a bank, etc., from which you can get money from your bank account using a special plastic card 自动提款机 SYN ATM
➕ *to withdraw money from/use a cash machine* 从自动提款机中提款；使用自动提款机

**'cash ,management** (*also* **'treasury ,management**) *noun* [U]
(*Accounting*) the activity of controlling the money that comes in and goes out of a company in order to maintain a good CASH FLOW 现金管理：*Cost control and effective cash management are our priorities for the coming year.* 我们来年的工作重点是成本控制和有效的现金管理。

**'cash ,market** = SPOT MARKET

**'cash pile** (*also* **'cash ,mountain**) *noun* [C, usually sing.]
a large amount of money that a company has available for investment 大笔资金：*The company used its $3.2 billion cash pile to make several acquisitions.* 公司用32亿美元的大笔资金进行多项收购。

**Cashpoint™** /'kæʃpɔɪnt/ = CASH MACHINE

**'cash po,sition** *noun* [C, usually sing.]
(*Accounting*) the amount of money that a company has immediately available 现金头寸，现金状况：

*We have reduced our debt levels and have a strong cash position.* 我们已降低了债务水平并拥有强大的现金头寸。◇ *What is your current cash position?* 你们目前的现金头寸如何？

● *a good/strong/weak cash position* 良好的／强大的／不足的现金头寸

**'cash price** *noun* [C]

**1** (*Commerce*) the price that a seller will accept if payment is made immediately 现金价格，现金售价，现金付款价：*The cash price and the price if you pay by credit are the same.* 现金价与赊购价是一样的。

**2** (*Finance*) = SPOT PRICE

**3** (*Finance*) the price that a company will pay in cash to shareholders when it buys another company 现金价格，现金付款价（公司购买另一家公司时，用现金支付给股东的价格）：*A cash price of €15 per share has been agreed.* 已同意以每股15欧元的现金价格交易。

**'cash ˌratio** *noun* [C] (*Accounting*)

**1** (*also* **ˌcash-de'posit ˌratio**) the relationship between the amount of money a bank holds in cash and the total amount it holds in deposits (= money that customers have paid into their accounts) and investments 现金比率（指银行持有的现金与存款加投资之间的比率）：*The higher the cash ratio, the less money the bank has available to lend.* 现金比率越高，银行可供借贷的钱越少。 SYN RESERVE REQUIREMENT

● *to have/keep/maintain a cash ratio* 有／保持／维持现金比率

**2** the relationship between the amount of money that a company holds in cash, in the bank, etc. and its LIABILITIES (= the money that it owes) 现金比率（公司在银行等持有的现金与其负债之间的比率）：*If a company has a low cash ratio, it may not be able to pay its future liabilities.* 如果公司的现金比率低，便可能无法偿还未来的债务。 SYN LIQUIDITY RATIO

● *a cash ratio* **drops/falls/rises** 现金比率降低／下降／提高

→ ACID-TEST RATIO

**ˌcash ratio de'posits** *noun* [pl.] (*abbr* **CRD**) (*Economics*) the amount of money that banks must keep in the country's central bank 现金比率存款（银行必须放置在国家中央银行的金额）

**'cash ˌregister** (*AmE also* **'register**) *noun* [C] a machine used in shops/stores, restaurants, etc. that has a drawer for keeping money in, and that shows and records the amount of money received for each thing that is sold 收银机；现金出纳机 SYN TILL —Picture at STORE

**ˌcash 'rich** *adjective* (*Accounting*) (especially about a company) having a lot of money available immediately（尤指公司）现金充足的：*The company has little debt and is cash rich.* 公司现金充裕，几乎没有债务。◇ *the cash-rich telecoms group* 现金充足的电信集团 ◇ *cash-rich, time-poor family shoppers* 有钱但缺乏时间的家庭购物者

**'cash sale** *noun* [C] (*Commerce*) a sale where payment is made immediately 现售，现金销售：*Smaller shops are dependent on cash sales.* 小规模商店依赖现售。◇ *If you can't make a cash sale, take a deposit.* 如果你不能立即付款，就付订金。

**'cash ˌsettlement** (*also* **'cash deal**) *noun* [C] (*Finance*) an act of buying or selling shares, FUTURES, etc. where they are exchanged immediately for cash 现金结算：*When a grain futures contract expires, either the grain is delivered or ownership is transferred in a cash settlement.* 粮食期货合约到期时，不是进行粮食交割就是用现金交割转让所有权。

**'cash shell** = SHELL COMPANY

**'cash-starved** *adjective* [only before noun] without enough money, usually because another organization, such as the government, has failed to provide it 资金不足的，缺乏财政支持的（尤指政府未能提供足够的资金）：*cash-starved public services* 资金匮乏的公共服务

**'cash-strapped** *adjective* [only before noun] not having enough money 资金短缺的 → STRAPPED

**ˌcasting 'vote** *noun* [C, usually sing.] the vote given by the person in charge of an official meeting to decide an issue when there are an equal number of votes on each side（赞成票数和反对票数相等时会议主席所投的）决定票：*The chairman has the casting vote.* 主席掌握决定性的一票。

● *to give/have/use a casting vote* 投／有／行使决定性的一票

**★casual** /'kæʒuəl/ *adjective, noun*

● ***adjective***

**1** (*HR*) (about work or workers) not done regularly, or not doing sth regularly, but only when needed（指工作或工人）临时的；不定期的：*Students looking for casual work come to the coast in summer.* 找临时工作的学生夏季来到海滨。◇ *They are employed on a casual basis* (= they do not have a permanent job with the company). 他们受雇为临时工。 SYN TEMPORARY

**2** not formal 非正式的；随便的：*We're supposed to wear casual clothes for the conference.* 按说我们应当穿便装开会。

▸ **'casually** *adverb*: *Half their staff are employed casually.* 他们有一半员工是临时雇来的。◇ *dressed casually in jeans and a sweater* 随随便便地穿着牛仔裤和毛衣

● ***noun***

**1** (*HR*) [C] a **casual** worker (= one who does not work permanently for a company) 临时工：*They use casuals to supplement the basic staff in the restaurant.* 他们聘用临时工来协助餐厅基本的员工。 SYN TEMP

**2 casuals** [pl.] informal clothes or shoes 便装；便鞋：*dressed in casuals* 穿便装

**'casualty inˌsurance** *noun* [U] a type of insurance in which money is paid for injury or death or damage to property caused by a company's product or by the lack of care of the company's employees 伤害保险，灾害保险，意外保险（指针对由于公司的产品或对员工的疏忽而导致的人身伤亡和财产损失所投的一种保险）

**★catalogue** (*AmE spelling usually* **catalog**) /'kætəlɒg; *AmE* -lɔːg; -lɑːg/ *noun, verb*

• *noun* [C]

SEE ALSO: **back catalogue**

**1** (*Marketing*) a complete list of items that a company sells, often with pictures of the items and prices 商品目录: *She ran up a huge bill with a mail-order catalogue.* 她累积了大笔邮购商品目录的账单。 ◇ *The company **sells** home furnishings **through/via** an online catalogue.* 公司通过网上产品目录出售家居陈设用品。 → BROCHURE

➕ *a **home shopping/mail-order/an online** catalogue* 在家购物 / 邮购商品 / 在线产品目录 • *a catalogue **business/company/retailer*** 商品目录企业 / 公司 / 零售商 • *catalogue **prices/shopping*** 商品目录价格 / 购物 • *to **look at/produce/send for/send out** a catalogue* 查看 / 制作 / 送来 / 派发商品目录

**2** [usually sing.] = BACK CATALOGUE

**3** (*IT*) a website that has lists of other sites in groups according to their type or subject, and has links to them 系列网站; 分类网站 → SEARCH ENGINE

• *verb* [+ obj]

to arrange a list of things in order in a **catalogue**; to record sth in a **catalogue** 列入目录; 编入目录: *The website catalogues everything that the company makes.* 网站将该公司制造的所有产品都编入目录。

**catch** /kætʃ/ *verb, noun*

• *verb* (**caught, caught**, /kɔ:t/)

IDM **have/be caught with your 'hand/'fingers in the till** used to describe a situation when sb is stealing money from their employer 在工作的部门里偷钱

PHR V **,catch 'on 1** (used about a product or an idea) to become popular with people (指产品或想法) 受欢迎: *Electronic greetings cards are catching on quickly.* 电子贺卡很快流行起来。 ◇ *The idea never really caught on.* 这种想法从未真正深入人心。 **2** (*informal*) to understand or realize sth 理解, 认识 (某事): *Consumers have caught on to the superior quality of DVDs.* 消费者已经认识到数字影碟优越的品质。 **,catch 'up (with sb/sth)** (*BrE also* **,catch sb/sth 'up**) to reach the same level or standard as sb/sth that was bigger, better or more advanced 赶上, 达到 (某水平): *The supermarket chain is rapidly catching up with its rivals.* 该连锁超市正迅速迎头赶上其竞争对手。

• *noun* [C, usually sing.]

a hidden difficulty or disadvantage 隐藏的困难或不利因素: *The service was so cheap that I thought there must be a catch.* 这项服务太便宜了, 我认为其中必有蹊跷。

**'catchment ,area** *noun* [C] (*BrE*)

the area from which a business gets its customers, a hospital its patients, etc. (企业的) 顾客来源区; (医院等的) 服务地区

**catchphrase** /'kætʃfreɪz/ *noun* [C]

a popular phrase that is connected with the person, company, advertisement, etc. that used it and made it famous 醒目的广告用语; 流行口号: *Audi's catchphrase: Vorsprung durch Technik* 奥迪的广告词是: 科技引领进步。

**'catch-up** *noun* [U]

the process of trying to reach sb who is more advanced or better 追赶: *We are in a state of constant catch-up.* 我们在不停地追赶。 → idiom at PLAY *verb*

**catchy** /'kætʃi/ *adjective*

(about words or music used to advertise sth) easy to remember (指广告词或音乐) 容易记忆的

➕ *a catchy **name/phrase/slogan/tune*** 朗朗上口的名字 / 短语 / 口号 / 乐曲

**categorize , -ise** /'kætəgəraɪz/ *verb* [+ obj] to put people or things into groups according to what type they are 将…分类; 把…归类: *Organizations can be categorized into the following groups.* 机构可以分为下列几类。

SYN PIGEONHOLE

**category** /'kætəgəri; *AmE* -gɔ:ri/ *noun* [C] (*plural* **categories**)

SEE ALSO: **product category**

a group of people or products with particular features in common (人或产品的) 种类, 类别: *Our customers **fall into** two broad categories.* 我们的顾客属于两大类。 ◇ *Their software can be divided into two categories: business and general applications.* 他们的软件可分为两大类: 商用及一般用途。

**,category 'killer** *noun* [C]

(*Marketing*) a big company that sells a large collection of a particular type of BRANDED goods, such as toys or books, at low prices and puts smaller companies out of business 品类杀手 (即出售玩具或书这类品牌产品的大企业, 擅长提供价格低廉、品种齐全的商品, 将较小的商家挤出市场)

**,category 'leader** *noun* [C]

(*Marketing*) the company that sells the most of a particular type of product 同类领导者 (特定类别产品中出售产品数量最多的公司): *McVitie's is the category leader of the biscuit market.* 麦维多饼干是饼干市场的同类领导者。

➕ *to **establish yourself as/be/become** category leader* 确立同类领导者的地位; 成为同类领导者

**'category ,management** *noun* [U] (*abbr* **CM**)

(*Marketing*) the process of manufacturers and businesses who sell to the public working together using data about what customers want in order to increase the sales of types of products (**categories**) 品类管理 (指制造商和企业利用有关顾客喜好的数据, 来提高某类产品的销售的过程) → BRAND MANAGEMENT

**,category 'manager** (*also* **,product line 'manager**) *noun* [C]

(*Marketing*) a person at a company who is in charge of developing and selling a group of related products or a type of product 品类经理 (在公司负责开发及销售一组相关产品或某类产品的人) → BRAND MANAGER

**cater** /'keɪtə(r)/ *verb* [+ obj *or* no obj]

to provide the food and drinks for an organization, a meeting or a social event (为机构、会议、社交活动) 提供饮食, 承办酒席: *Who's catering **for** the conference?* 谁承办该会议的酒席? ◇ (*AmE*) *We have catered 950 functions this year.* 我们今年已承办了950场宴会。 ◇ *a catered lunch* 承办的午餐

PHR V **'cater for/to sb/sth** to provide the things that a particular type of person or situation needs or wants 迎合某人; 满足某事: *a website that*

*caters for health-care professionals* 适合保健专业人员的网站 ◇ *The service caters mainly to business travellers.* 这项服务主要是迎合商务旅客的需要。

**caterer** /'keɪtərə(r)/ *noun* [C]
SEE ALSO: **contract caterer**
a person or company whose job is to provide food and drinks for organizations, meetings or social events（为机构、会议、社交活动服务的）饮食供应商、酒席承办商: *They brought in an outside caterer for the conference.* 他们聘用外面的饮食服务公司承办会议饮食。

**catering** /'keɪtərɪŋ/ *noun* [U]
the work of providing food and drinks for organizations, meetings or social events（机构、会议、社交活动的）饮食服务，酒席承办: *an airline catering business* 航空公司的餐饮服务业务
● *a catering* ***business/company*** 饮食供应业务 / 公司 • *catering* ***services*** 饮食服务

**CATV** /ˌsi: eɪ ti: 'vi:/ = COMMUNITY ANTENNA TELEVISION

**ˌcause and ef'fect ˌdiagram** = FISHBONE DIAGRAM

**cautious** /'kɔ:ʃəs/ *adjective*
being careful about what you say or do, especially in order to avoid mistakes; not taking any risks 小心的; 谨慎的: *Investors stayed cautious* (= were unwilling to buy) *in the face of uncertain stock markets.* 面对变化无常的股市，投资者持谨慎态度。◇ *a cautious forecast* 谨慎的预测

**caveat** /'kæviæt/ *noun* [C] (*formal*)
a warning that particular things need to be considered before sth can be done 警告; 告诫: *If you are thinking about buying this type of keyboard there is one important caveat: some PCs might not recognize the keyboard.* 如果你想买这类键盘，有一个重要的忠告: 有些计算机可能不懂识别这种键盘。 NOTE **Caveat** is a Latin word meaning 'Let a person be careful'. * caveat 是拉丁语，意思是"让人小心"。

**caveat emptor** /ˌkæviæt 'emptɔ:(r)/ *phrase*
(*Law*) used to say that when you are buying something it is your responsibility to check that there is nothing wrong with what you are buying 买主购物自行小心（买主购物时有责任检查所购货物是否有问题）→ BUYER BEWARE at BUYER
NOTE **Caveat emptor** is a Latin phrase that means 'Let the buyer be careful'. * caveat emptor 系拉丁语，意思是"请买方当心"。

**CBA** /ˌsi: bi: 'eɪ/ = COST-BENEFIT ANALYSIS

**CBD** /ˌsi: bi: 'di:/ = CASH BEFORE DELIVERY, CENTRAL BUSINESS DISTRICT

**CBT** /ˌsi: bi: 'ti:/ = COMPUTER-BASED TRAINING

**CBU** /ˌsi: bi: 'ju:/ = COMPLETELY BUILT-UP

**cc** = CARBON COPY (2)

**CCTV** /ˌsi: si: ti: 'vi:/ = CLOSED-CIRCUIT TELEVISION

**CD** /ˌsi: 'di:/ *noun* [C]
**1** a small disc on which sound or information is recorded 光盘; 激光唱片 NOTE **CD** is an abbreviation for 'compact disc'. * CD 是 compact disc 的缩写。
**2** (*Finance*) = CERTIFICATE OF DEPOSIT

**c/d** *abbr*
(*Accounting, only used in written English* 只用于书面英语) carried down 转入下页

**CD-ROM** /ˌsi: di: 'rɒm; *AmE* 'rɑ:m/ *noun* [C,U]
a plastic disc on which large amounts of information, sound and pictures can be stored, for use on a computer 只读光盘存储器; 只读光盘; 唯读光碟: *The software package contains five CD-ROMs.* 该软件套装包含5张只读光盘。◇ *The encyclopedia is available on CD-ROM.* 该百科全书有光盘可供选购了。◇ *a computer with a CD-ROM drive* 配有只读光盘驱动器的计算机 —Picture at OFFICE NOTE **CD-ROM** is an abbreviation of 'compact disc read-only memory'. * CD-ROM 是 compact disc read-only memory 的缩写。

**cede** /si:d/ *verb* [+ obj]
to give sb control of sth or give them power, a right, etc., especially unwillingly 让给，转让（权力、权利等）: *It is difficult to cede control of projects to people who might make mistakes.* 将项目的控制权让给可能出错的人是很难的。

**ceiling** /'si:lɪŋ/ *noun* [C]
SEE ALSO: **glass ceiling, price ceiling**
the greatest amount of sth that is allowed; the top limit 最大限量; 上限: *They have put a 10% ceiling on wage increases.* 他们规定工资增长的上限是10%。◇ *Have house prices hit their ceiling?* 房价达到最高点了吗？◇ *setting a* ***ceiling price*** *for oil* 规定石油的最高限价 OPP FLOOR
● *to* ***place/put*** *a ceiling* ***on*** *sth* 对某物规定上限 • *to* ***impose/lift/set*** *a ceiling* (*on sth*)（对某物）施加 / 撤销 / 设定上限 • *to* ***exceed/hit/reach*** *a ceiling* 超过 / 达到上限 • *a* ***lending/an output/a price/production/wage*** *ceiling* 借贷 / 产量 / 价格 / 生产 / 工资上限

**★cellphone** (*AmE spelling also* **cell phone**) /'selfəʊn; *AmE* -foʊn/ (*also* **ˌcellular 'phone**) (*also* **cell,** *informal*) *noun* [C]
(*all especially AmE*)
a telephone that does not have wires and works by radio, that you can carry with you and use anywhere 蜂窝式便携无线电话; 无线电话; 手机 SYN MOBILE PHONE

**cellular** /'seljələ(r)/ *adjective* [only before noun]
(often used in the names of companies) connected with a telephone system that works by radio instead of wires（常用于公司名称）无线电话的; 蜂窝式的: *the country's largest cellular provider* 国家最大的无线电话供应商 ◇ *The service uses cellular technology to provide users with road maps.* 这项服务利用无线电话技术为用户提供路线图。◇ *BellSouth Cellular* (*Corporation*) 南方贝尔蜂窝电讯公司
● *a cellular* ***carrier/company/operator/provider*** 蜂窝电话运营商 / 公司 / 经营者 / 供应商 • *a cellular* ***network/system/telephone*** 蜂窝式网络 / 系统 / 电话

**ˌcellular 'phone** = CELLPHONE

**center** = CENTRE

**-centered** = -CENTRED

**centi-** /'sentɪ-/ *combining form* (*in nouns* 用于构成名词)

(often used in units of measurement) one hundredth (= 0.01) （常用于计量单位）百分之一：*a centimetre* 1厘米

**,central 'bank** (*also* **,national 'bank, re'serve bank**) *noun* [C]
the institution that controls the supply of money in a country and provides financial services to the government and other banks 中央银行：*The central bank has cut interest rates to try to stimulate economic growth.* 中央银行已减息从而试图刺激经济增长。

**,central 'business ,district** *noun* [C] (*especially AmE*) (*abbr* **CBD**)
the part of a town or city where most of the offices are 中央商务区，商务中心区（城市中商务活动比较集中的地方）：*The hotel is situated in the heart of* (= near the centre of) *the central business district.* 酒店坐落在中央商务区的中心。

**,central 'counterparty** *noun* [C]
(*Finance*) an organization that transfers and pays for investments on behalf of buyers and sellers so that they avoid dealing with each other directly and reduce risk 中央结算机构（代表买卖双方转移和支付投资的机构。买卖双方因而可避免直接交易、降低风险）：*The London Clearing House acts as a central counterparty for trades on London's futures and options markets.* 伦敦清算所担任伦敦期货和期权市场交易的中央结算机构。

**★centralize , -ise** /'sentrəlaɪz/ *verb* [+ obj]
to control the different parts of sth or operate sth from one particular place; to give control of sth to one group of people（使）集中；（使）集权：*Most banks have centralized their telephone services.* 大部分银行将电话服务集中管理。◇*His first move was to centralize training.* 他的第一步就是将培训进行集中管理。 OPP DECENTRALIZE

**★centralized , -ised** /'sentrəlaɪzd/ *adjective*
that controls the different parts of sth or operates from one particular place 集中的；集权的：*The company uses a centralized computer system.* 公司使用集中式计算机系统。◇*We have a centralized human resources department for the group of companies.* 我们的企业集团有一个集中的人力资源部。

**,central 'processing ,unit** (*abbr* **CPU**) (*also* **,central 'processor**) *noun* [C]
(*IT*) the part of a computer that controls all the other parts of the system（计算机的）中央处理器 SYN PROCESSOR

**centre** (*AmE spelling* **center**) /'sentə(r)/ *noun, adjective*
• ***noun*** [C]
SEE ALSO: **assessment centre, business ~, buying ~, call ~, contact ~, cost ~, data ~,** etc.
**1** a building or place used for a particular purpose or activity 中心；活动中心：*He's the director of the company's research centre.* 他是该公司研究中心的主任。◇*She's a researcher at the Centre for International Studies.* 她是国际问题研究中心的一名研究员。
**2** a place where a lot of business activity takes place 商业中心区：*London is a centre for international finance.* 伦敦是国际金融中心。◇*New York is a world financial centre.* 纽约是世界金融中心。
➊ ***a commercial/economic/financial/industrial centre*** 商业 / 经济 / 金融 / 工业中心
**3** (*especially BrE*) (*AmE usually* **'downtown**) [U,C]) the main part of a town or city where there are a lot of shops/stores and offices（市、镇的）中心区：*Most of our stores are situated in the city/town centre.* 大部分商店都位于市 / 镇的中心区。◇*the centre of town* 市中心
• ***adjective***
IDM **take centre 'stage** to be considered the most important subject, person, etc. at a particular time 成为中心议题或人物：*Manufacturing techniques took centre stage at the conference.* 制造技术成了会议的中心议题。

**-centred** (*AmE spelling* **-centered**) /'sentə:d; *AmE* -ərd/ *combining form* (*in adjectives* 用于构成形容词)
having the person mentioned as the centre of attention 以某人为中心的：*a user-centred approach to software design* 以用户为中心的软件设计 ◇*a client-centred organization* 以客户为中心的机构

**,centre of 'excellence** (*AmE spelling* **center ~**) *noun* [C]
a place where a particular kind of work is done extremely well 卓越中心：*The company is Europe's centre of excellence for producing aircraft engines.* 该公司是欧洲制造飞机引擎的卓越中心。

**CEO** /,si: i: 'əʊ; *AmE* 'oʊ/ = CHIEF EXECUTIVE OFFICER

**cert.** *abbr*
a short way of writing **certificate** * certificate 的缩写

**★certificate** /sə'tɪfɪkət; *AmE* sər't-/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **deposit certificate, doctor's ~, fire ~, gift ~, insurance ~, medical ~, practising ~,** etc.
an official document that can be used to prove sth, for example, that facts are true, that you own sth or have a particular qualification 证明书；证书：*Some shareholders will not be able to vote as they have not received their share certificates.* 部分股东将不能投票，因为他们还没有收到他们的股票凭证。◇*a certificate of registration as a pharmacist* 药剂师的注册证书
➊ ***to get/issue/obtain/provide/receive/require a certificate*** 得到 / 颁发 / 获得 / 提供 / 收到 / 要求证明书 • ***a bond/share/stock certificate*** 债券 / 股份 / 股票证书 • ***a birth/death/marriage certificate*** 出生 / 死亡 / 结婚证明书 • ***a certificate of membership/ownership/registration*** 会员 / 所有权 / 注册证书
• ***verb*** /sə'tɪfɪkeɪt; *AmE* sər't-/ [+ obj] (*BrE*) (*usually* **be certificated**)
to give a person, a course, etc. an official document to show that a particular standard has been reached 发证书（给某人、课程等）；证明：*The qualifications are certificated by SCOTVEC.* 该资格得到苏格兰职业教育协会的认可。

**certificated** /sə'tɪfɪkeɪtɪd; *AmE* sər't-/ *adjective*
[usually before noun] (*BrE*)

(*HR*) having the certificate which shows that the necessary training for a particular job has been done or a particular standard has been reached 持有资格证书的: *a certificated teacher/notary* 持有资格证书的教师 / 公证员 ◇ *a certificated vessel/aircraft* 持照轮船 / 飞机

**cer,tificate of a'nalysis** *noun* [C] (*Manufacturing*) a certificate provided by a company that produces chemicals or raw materials, to show what the products contain and that they have a particular quality 化验证明书, 分析证明 (生产化学品或原料的公司出具的有关其产品含量及品质的证明书): *All our products are thoroughly tested and supplied with a certificate of analysis.* 我们所有的产品都经过彻底测试, 并获发化验证明书。

**cer,tificate of at'tendance** *noun* [C] an official document that states that you have attended a training course or series of lessons 学习证明; 肄业证书

**cer,tificate of de'posit** (*abbr* **CD**) (*also* **de'posit cer,tificate**) *noun* [C] (*Finance*) a type of investment offered by banks and other financial institutions in which money is lent to the bank, etc. for a fixed period of time with a fixed rate of interest 定期存款证; 固定利率定期存款: *Investing in a certificate of deposit will earn you more interest than a savings account.* 投资于固定利率定期存款的利息比投资储蓄账户的利息多。→ TIME DEPOSIT

**cer,tificate of e'xistence** *noun* [C] **1** (*Law*) (*AmE*) a document provided by a government office that an organization can show to people to prove that it legally exists 存续证书 (政府出具的文件, 证明某组织机构合法存在): *Foreign companies must submit an original certificate of existence.* 外国公司必须提交一份存续证书的正本。
**2** (*Insurance*) (*BrE*) an official document that proves that sb is still alive and can claim a pension 存在证明书 (证明某人仍然活着, 可以领取养老金的官方证书)

**cer,tificate of in,corpo'ration** *noun* [C] (*Law*)
**1** an official document that states that a company has officially been created 公司登记执照; 公司注册证: *Before a company can do business it must obtain a certificate of incorporation from the Registrar of Companies.* 公司在运营之前必须从公司注册处取得公司注册证。
**2** (*AmE*) in some states in the US, another name for ARTICLES OF INCORPORATION (美国某些州的) 公司章程: *preparing and filing the certificate of incorporation* 公司章程的撰写与备案
→ CHARTER (1,2)

**cer,tificate of in'surance** (*also* **in'surance cer,tificate**) *noun* [C] (*Insurance*) a document that you get from an insurance company that proves you have insurance and gives the details 保险证明书, 保险凭证 (保险公司向投保人出具的凭证): *Your insurance cover begins when you receive your certificate of insurance.* 收到保险凭证后, 你的保险便开始生效。

**cer,tificate of 'occupancy** *noun* [C] (*Law*; *Property*) especially in the US, a document that proves that a building has been carefully checked and is suitable for the kind of business that will use it 房屋使用证书, 建筑使用许可 (尤指美国, 指建筑物经认真核查, 符合规定可以使用的证明): *A certificate of occupancy is required for all commercial spaces.* 所有的商业用地都需要建筑使用证书。

**cer,tificate of 'origin** *noun* [C] (*Trade*) an official document that states where sth was produced and who produced it, used especially for importing goods into a country 原产地证书; 产地来源证 (尤指进口货物时需要提供货物的产地、制造商名称的证书): *A certificate of origin is required where the item is worth more than $1 000.* 价值超过1000元的产品需要提供原产地证书。

**cer,tificate of 'posting** *noun* [C] (*BrE*) a document that you can get from the post office that proves when you posted sth 投寄邮件证明书: *A certificate of posting can be used to prove that you sent off your tax return in time.* 投寄邮件证明书可证明你已及时寄出纳税申报表。
→ RECORDED DELIVERY

**certification** /,sɜ:tɪfɪ'keɪʃn; *AmE* ,sɜ:rt-/ *noun* [U] the process of checking whether sb/sth has reached a particular standard and giving them an official document to show this; the qualification that is given 认证; 证明; 鉴定; 证书: *We are authorized to carry out certification of fire safety equipment.* 我们获授权进行防火安全设备的认证。◇ *The software is tested thoroughly before certification is awarded.* 在获得认证之前, 软件经过彻底的测试。
● *to* ***award/grant*** *certification* 授予证书 • *to* ***achieve/attain/gain*** *certification* 达到 / 获得 / 取得认证 • *a certification* ***authority/body*** 认证当局 / 机构 • *certification* ***procedures*** 认证程序 • *a certification* ***programme/scheme*** 认证计划 / 方案

**,certified 'cheque** (*AmE spelling* ~ **check**) *noun* [C] a cheque that a bank promises to pay by writing 'Good for payment' on it 保付支票, 保兑支票 (经银行注明"保证付款"字样的支票): *Payment must be made by certified cheque or bank draft.* 必须使用保付支票或银行汇票付款。

**,certified 'copy** (*also* **at,tested 'copy**) *noun* [C] (*Law*) a copy of a document that has been signed by a legal official who has examined it and believes it to be genuine 核证副本

**,certified 'mail** = RECORDED DELIVERY

**'certified 'management ac'countant** *noun* [C] (*abbr* **CMA**) (*Accounting*) in the US, a person who has received a qualification from the Institute of Management Accountants. **Certified management accountants** have training and experience in managing the finances of companies and put CMA after their names. (美国) 执业管理会计师

**'certified 'public ac'countant** *noun* [C] (*abbr* **CPA**)

(*Accounting*) in the US, a person who is qualified to work as a professional accountant in a particular state. They put the letters CPA after their names. （美国）注册会计师

**★certify** /'sɜːtɪfaɪ; *AmE* 'sɜːrt-/ *verb* [+ obj] (**certifies, certifying, certified, certified**)
**1** (*usually* **be certified**) to give sth an official document proving that it has reached a particular standard of quality 为（某物）颁发质量合格证书；证明…合格：*All our products are certified 100% organic.* 我们的所有产品均获证明是100%的有机物。
**2** (*usually* **be certified**) to give sb an official document proving that they are qualified to do a particular job 向（某人）颁发专业合格证书：*She's certified to work on jet engines.* 她具备从事喷气式发动机工作的专业资格。◇ *a certified consultant/accountant* 持有执业资格证书的顾问／会计师
**3** to state officially, especially in writing, that sth is true（尤指书面）证明，证实：*The accounts were certified (as) correct by the finance department.* 经财务部门证实，账目正确无误。

**c/f** *abbr*
(*Accounting, only used in written English* 只用于书面英语) carried forward 转下页

**cf.** *abbr* (*only used in written English* 只用于书面英语)
a short way of writing **compare with** when you want the reader to look at sth else in the same document or in another one 相对，比较（的简写）：*The shareholders own the company (cf. point 5, p 109).* 股东拥有该公司（参见第109页，第5点）。

**CFO** /ˌsiː ef 'əʊ; *AmE* 'oʊ/ = CHIEF FINANCIAL OFFICER

**CFR** /ˌsiː ef 'ɑː(r)/ = COST AND FREIGHT

**CGT** /ˌsiː dʒiː 'tiː/ = CAPITAL GAINS TAX

**chaebol** /'tʃeɪbɒl; *AmE* 'kaɪbɑːl; -boːl/ *noun* [C] (*plural* **chaebol** *or* **chaebols**)
a very large group of companies in South Korea that is involved in many kinds of business 韩国财阀；韩国大企业

**★chain** /tʃeɪn/ *noun* [C]
SEE ALSO: **distribution chain, supply ~, value ~**
**1** a group of shops/stores, hotels, etc. owned by the same company 连锁商店：*The company sells its products through retail chains.* 该公司通过零售连锁店销售产品。◇ *a chain of book stores* 连锁书店
● *a fast-food/grocery/hotel/retail/supermarket chain* 快餐／杂货／旅馆／零售／超市连锁店 ◆ *a chain of chemists/clubs/restaurants/stores/supermarkets* 连锁药店／俱乐部／餐馆／商店／超市
**2** a series of things or people that are connected 一连串（人或事）：*Most organizations have a formal chain of command* (= a system by which instructions are passed down from one person to another). 大多数机构都拥有正规的行政管理系统。◇ *a chain of events that led to the collapse of the company* 导致公司倒闭的一连串事件

**ˌchain of distri'bution** = DISTRIBUTION CHAIN

**'chain store** *noun* [C]
a shop/store that is one of a series of similar shops/stores in many different towns and cities owned by the same company 连锁商店：*an electrical/clothing chain store* 电器／服装连锁店 ◇ *In most towns, you will find branches of chain stores such as Marks and Spencers, Gap and Virgin.* 在大多数城镇，你会发现如玛莎百货和盖普维金等连锁店的分店。◇ *Chain store sales fell last month.* 上月连锁商店的销售量下降了。 SYN MULTIPLE

**★chair** /tʃeə(r); *AmE* tʃer/ *noun, verb*
● ***noun***
**1** (*usually* **the chair**) [sing.] the position of being in charge of a meeting or committee; the person who holds this position（主持会议或委员会的）主席席位；（会议或委员会的）主席：*She takes the chair in all our meetings.* 她主持我们所有的会议。◇ *Please address comments to the chair.* 请向主席提出看法。
**2** [C] the person who is in charge of a company or an organization 主席；董事长：*She's vice chair of the group.* 她是集团的副主席。→ CHAIRPERSON
● ***verb*** [+ obj *or* no obj]
to act as the CHAIRPERSON of a meeting, discussion, etc. 主持；担任（会议、讨论等的）主席：*Who's chairing the meeting?* 谁主持这次会议？

**MORE ABOUT** 补充说明

**Referring to men and women in job titles**

Neutral words like **assistant**, **worker**, **representative** or **person** are now used instead of *-man* and *-woman* in the names of jobs. For example, you can refer to a person who sells things in a shop/store as a **sales assistant** rather than a *saleswoman* or a *salesman*, and you can use **chairperson** instead of *chairman* or *chairwoman*. 当今，assistant、worker、representative 或 person 等中性词被用来代替职位中的 -man 和 -woman。例如，商店里的售货员可称为 sales assistant，而不是 saleswoman 或 salesman。同样，“主席”可称为 chairperson，而不是 chairman 或 chairwoman。

**★chairman** /'tʃeəmən; *AmE* 'tʃer-/ *noun* [C] (*plural* **chairmen** /-mən/)
SEE ALSO: **executive chairman**
**1** (*also* **ˌchairman of the 'board**) the person who leads a company's BOARD OF DIRECTORS 主席；董事长：*She was the founder, chairman and CEO of the company.* 她是公司的创办人、董事长兼首席执行官。◇ *He serves as non-executive chairman* (= he is not involved in running the company on a daily basis). 他出任非执行主席。◇ *the outgoing chairman* (= the one who is about to leave the company) 即将离任的董事长 ◇ *He stepped down as Vivendi's vice chairman.* 他卸任了维旺迪公司副董事长一职。→ PRESIDENT (1)
● *to be promoted to/serve as chairman* 晋升／担任董事长 ◆ *to appoint sb (as)/elect sb/make sb chairman* 任命／选举／使某人成为董事长 ◆ *to resign/retire/step down as chairman* 辞去董事

长职位；从董事长职位退下来；卸任董事长一职

**2** the head of an official committee or organization（官方委员会或组织机构的）主席，会长：*the chairman of the British Medical Association* 英国医学协会会长

➊ *to* ***appoint sb (as)/elect sb/make sb/serve as*** *chairman* 指定 / 选举 / 任命某人为主席；担任主席 • *to* ***resign/retire/stepdown*** *as chairman* 辞去主席职位；从主席职位退下来；卸任主席一职 • *an* ***acting*** *chairman* 代理主席

**3** the person in charge of a meeting, who tells people when they can speak, etc.（会议的）主席，主持人：*The chairman opened the meeting by welcoming those present.* 会议主席欢迎来宾，作为会议的开始。◇ *She was elected chairman at the committee's first meeting.* 她在委员会的第一次会议上被推选为会议主席。

➊ *to* ***appoint sb (as)/make sb*** *chairman* 指定 / 任命（某人）为会议主席

**chairperson** /ˈtʃeəpɜːsn; *AmE* ˈtʃerpɜːrsn/ *noun* [C] (*plural* **chairpersons** *or, less frequent,* **chairpeople**)

a chairman or a chairwoman 主席；会长；董事长 → CHAIR *noun* See note at MEETING

**★chairwoman** /ˈtʃeəwʊmən; *AmE* ˈtʃer-/ *noun* [C] (*plural* **chairwomen** /-wɪmɪn/)

a woman in charge of a meeting, a committee, an organization or a company's BOARD OF DIRECTORS（会议、委员会、组织机构、董事会的）女主席，女会长，女董事长 → CHAIR *noun*, CHAIRMAN

**chalk** /tʃɔːk/ *verb*

PHR V **,chalk ˈup sth** (*informal*) to have or record a success or a failure 获得，取得（成功或失败）；记下，记录（成功或失败）：*The company chalked up profits of $600 million last year.* 公司去年获得了6亿美元的利润。

**★challenge** /ˈtʃælɪndʒ/ *noun, verb*

• ***noun*** [C]

**1** a new or difficult task that tests sb/sth's ability and skill 挑战：*Managers in the IT industry are facing some real challenges.* 信息技术产业的管理人员正面临着一些实实在在的挑战。◇ *How will the government meet the challenge of rising unemployment?* 政府如何应对失业率上升的挑战？◇ *Do you enjoy a challenge?* 你喜欢挑战吗？

➊ *a* ***big/huge/major/real/tough*** *challenge* 大的 / 巨大的 / 主要的 / 真正的 / 严峻的挑战 • *a* ***competitive/management/technical*** *challenge* 竞争上的 / 管理上的 / 技术上的挑战 • *to* ***be/pose*** *a challenge* 成为 / 构成挑战 • *to* ***accept/face/take on/meet*** *a challenge* 接受 / 面对 / 接受 / 迎接挑战

**2** an act of testing the authority or the strength of sb/sth 质疑；质询；提出异议：*The group is facing a* ***legal*** *challenge from its shareholders.* 集团正面对来自股东的法律质询。

➊ *to* ***face*** *a challenge* 面对质疑 • *to* ***launch/mount*** *a challenge (to sb/sth)*（对某人 / 某事物）开始进行 / 发起质询

• ***verb*** [+ obj]

**1** to question whether sth is right, legal, etc. 对（某事）表示异议（或怀疑）：*The government's policies have been challenged by the unions.* 政府的政策受到工会的质疑。◇ *He does not like anyone challenging his authority.* 他不喜欢有人质疑他的权威。

**2** to compete with sb/sth for the highest position 向（某人 / 某事）挑战：*The group is trying to challenge Korea Telecom for market leadership.* 集团正试图挑战韩国电信公司的市场领袖地位。

**3** to test sb's ability and skills, especially in an interesting way 考验（某人的能力和技巧）：*The job doesn't really challenge her.* 这项工作不能真正考验出她的能力。◇ *He always challenges his staff to find new solutions to problems.* 他总是要考验他的员工，要求他们找出解决问题的新方法。

**,Chamber of ˈCommerce** (*also spelled* **chamber of commerce**) *noun* [C] (*abbr* **C. of C.**)

SEE ALSO: **International Chamber of Commerce**

**1** (*BrE*) a group of business people in a particular town or area who work together to help their trade and provide information and training in business 商会：*a training centre operated by the local Chamber of Commerce* 由当地商会运营的培训中心 ◇ *the Birmingham Chamber of Commerce* 伯明翰商会

**2** a national organization that encourages trade between its own country and foreign companies（全国性）商会：*the US Chamber of Commerce in Japan* 在日本的美国商会

**,champion of ˈchange** *noun* [C]

**1** somebody who is enthusiastic about change in an organization, a company, etc. and tries to get others to support it 改革斗士（指热衷于机构、公司等改革的人）：*He has a reputation in the group as a champion of change.* 他在集团里以改革斗士著称。

**2** a person who is chosen to lead a CHANGE PROGRAMME (= a project to change the way a company, an organization, etc. operates) 改革领导者（公司、机构等的改革方案的领导者）：*She was appointed as a champion of change in management's drive to modernize the company.* 她获任命为公司的改革领导者，带领公司进行现代化管理的改革。SYN CHANGE AGENT

**,Chancellor of the Exˈchequer** (*also* **chancellor** /ˈtʃɑːnsələ(r); *AmE* ˈtʃæns-/) *noun* [C] in the UK, the government minister who is responsible for financial affairs（英国）财政大臣：*The chancellor announced a new tax on luxury goods.* 财政大臣宣布对奢侈品征收新税。

**★change** /tʃeɪndʒ/ *verb, noun*

• ***verb*** [+ obj]

**1** to exchange money into the money of another country 兑换货币：*Where can I change my traveller's cheques?* 哪儿可以兑换旅行支票？◇ *to change dollars* ***into*** *yen* 将美元兑换成日元

**2** to exchange money for the same amount in different coins or notes 换零钱：*Can you change a £20 note?* 你能将一张20英镑的钞票换成零钱吗？◇ *to change a dollar bill* ***for*** *four quarters* 将一元美钞换成四枚二十五分的硬币

**3** (*BrE*) to exchange sth that you have bought for sth else, especially because there is sth wrong with it; to give a customer a new item because there is sth wrong with the one they have bought 更换：*This shirt I bought's too small—I'll have to change it* ***for*** *a bigger one.* 我买的这件衬衫太小，必须换件大点的。◇ *Of course we'll change it for a smaller*

*size for you.* 我们当然会给你换件小尺码的。 See note at EXCHANGE

IDM **change 'hands** (*also* **ex,change 'hands**) to pass to a different owner 换主人；易主： *The company has changed hands several times.* 该公司已几易其主。

• ***noun***

SEE ALSO: **agent of change, bureau de ~, career ~, champion of ~, pocket ~, short-~, step ~**

**1** [C,U] the act or result of sth becoming different 改变；变化；变革： *important changes **to** the tax system* 税收制度的重大变革 ◇ *a change **in** interest rates* 利率改变 ◇ *people who resist change* 抗拒变革的人 ◇ *Technology creates economic and social change.* 技术引起经济和社会变革。

⊕ ***economic/social/structural/technological*** *change* 经济 / 社会 / 结构 / 技术变革

**2** [C] the process of replacing sth with sth new or different; a thing that is used to replace sth 替代；替代物： *We must notify the bank of our **change of address**.* 我们必须将我们更改了的地址通知银行。 ◇ *The company has announced a number of management changes.* 公司已宣布了一系列管理上的变动。

**3** [U] the money that you get back if you pay more than the amount sth costs （给我的）零钱；找头： *Don't forget your change!* 别忘了找给你的零钱！ ◇ *The ticket machine gives change.* 售票机自动找零钱。

**4** coins rather than paper money 辅币；硬币： *I need some change for the phone.* 我需要一些打电话的硬币。 ◇ *a dollar **in** change* (= coins that together are worth one dollar) 总值一美元的硬币 ◇ *Have you got change **for** a twenty-euro note* (= coins or notes that are worth this amount)? 你有二十欧元的硬币吗？

**'change ,agent** (*also* **,agent of 'change,** *less frequent*) *noun* [C]
a person who organizes and looks after change in a company, for example changes in the way the company operates 改革派；变革者
SYN CHAMPION OF CHANGE

**'change con,trol** *noun* [U]
(*IT*; *Production*) the process of controlling the changes that are made to a system, design or plan 变更控制（对系统、设计或计划的变更进行控制的过程）： *Change control is a vital part of the repair, maintenance, and development of software.* 变更控制对软件的维修、保养和开发十分重要。 ◇ *A formal change control process has been adopted.* 正式的变更控制过程已获采纳。

**'change ,management** *noun* [U]
(*HR*) the process of organizing the way in which a new method of working is introduced into a business or an organization 变革管理： *Change management is the most challenging process facing organizations.* 变革管理是机构面临的最富挑战性的进程。 ◇ *The introduction of new technology requires a change management strategy.* 引进新技术需要变革管理战略。 ◇ *a change management consultant* 变革管理顾问 ▸ **'change ,manager** *noun* [C]

**changeover** /'tʃeɪndʒəʊvə(r); *AmE* -oʊvər/ *noun* [C]
a change from one system or method of working to another （系统或工作方法的）改变，转换： *the changeover from a manual to a computerized system* 从人手操作到电脑化系统的转变 ◇ *a changeover period* 转变时期

**'change ,programme** (*AmE spelling* **~ program**) *noun* [C]
a project to change the way sth operates, especially a company or an organization 变革方案（尤指改变公司经营方式的项目）： *implementing a change programme in an organization* 在机构内部实施变革方案 ◇ *a major change programme to improve the quality of the company's service* 旨在提高公司服务质量的重大变革方案

**channel** /'tʃænl/ *noun, verb*

• ***noun*** [C]

SEE ALSO: **distribution channel, pay channel**

**1** a television station 电视台： *The programme was shown **on** Channel 4.* 该节目在第四频道播放。 ◇ *a **free-to-air** channel* (= one that you don't have to pay for) 免费电视频道 ◇ *a cable channel* 有线电视频道

**2** a method or system that people use to get information or to communicate 途径；渠道： *Complaints should be made **through** the proper channels.* 投诉应该通过正当途径提出。

**3** (*Marketing*) (*also* **'sales ,channel**) a way in which a company makes its products available to customers 渠道（公司将产品供应给顾客所经过的途径）： *developing new marketing channels* 开发新的营销渠道 ◇ *Banks often act as a channel for selling insurance.* 银行经常成为推销保险的渠道。

• ***verb*** [+ obj] (**-ll-**, *AmE usually* **-l-**)
to direct money or effort towards a particular purpose; to do this using a particular route 为…引资；引导；输送： *Most of our income is channelled **into** research and development.* 我们的大部分收入都用于研究与开发。 ◇ *The government is accused of channeling funds **away from** health care.* 政府被指责挪用医疗保健资金。

**,channel of distri'bution** = DISTRIBUTION CHANNEL

**CHAPS** /tʃæps/ *abbr* **Clearing House Automated Payment System** in the UK, a computer system that is used when a customer of one bank needs to pay a large amount of money to a customer of another bank 伦敦票据交换所自动付款系统（英国某一银行的客户需要支付大笔金额给另一家银行的客户时所使用的计算机系统）： *The payments are made **through** CHAPS.* 通过伦敦票据交换所自动付款系统付款。 → CHIPS

**chapter** /'tʃæptə(r)/ *noun* [C]

**1** (*Law*) a separate section of a written law or contract, usually with a number and title （法律或合同的）章，篇： *The bill of rights is found in chapter 2 of the constitution.* 权利法案载于宪法第2章。 → CHAPTER 7, CHAPTER 11

**2** (*especially AmE*) a local branch of a society, club, etc. （社团、俱乐部等的）地方分部

**,Chapter '11** *noun* [U]
(*Law*) in the US, a section of the law dealing with BANKRUPTCY (=being unable to pay debts), that allows companies to stop paying their debts in the normal way while they try to find a solution to

their financial problems 第11章（指美国破产法第11章允许公司，在寻求解决财务问题的同时，可以暂停按正常情况支付债务）：*The company has **filed for** (= applied for) Chapter 11 bankruptcy protection.* 公司已依据破产法第11章申请破产保护。◇*Their US operations remain **in** (= are being dealt with under) Chapter 11.* 他们在美国的业务仍然在按照破产法第11章处理中。◇*trying to help the airline **out of** Chapter 11* 努力帮助该航空公司摆脱破产困境 → ADMINISTRATION

**Chapter '7** *noun* [U]
(*Law*) in the US, a section of the law dealing with BANKRUPTCY (= being unable to pay debts) that allows a court to take assets belonging to a company or a person which are then sold to pay their debts 第7章（指美国破产法第7章允许法庭将债务人的财产变卖，用以清偿债务）：*The firm has **filed for** (= applied for) Chapter 7 bankruptcy.* 公司已依据破产法第7章申请破产。◇*The case has been converted from Chapter 11 to Chapter 7.* 该案件已从破产法第11章的情况变为破产法第7章的情况。

**character** /'kærəktə(r)/ *noun* [C]
a letter, sign, mark or symbol used in writing, printing or on computers（书写、印刷或计算机上的）文字，标记，标志，符号：*You can send a text message of up to 150 characters in length.* 你可以发送长度不超过150个字符的文本信息。
→ OPTICAL CHARACTER RECOGNITION

**★charge** /tʃɑːdʒ; *AmE* tʃɑːrdʒ/ *noun, verb*
• ***noun***
SEE ALSO: **accrued charge, bank ~, carrying ~, certificate of ~, cover ~, finance ~, floating ~,** etc.
**1** [C,U] the amount of money that sb asks for goods or services; the amount of money that you pay regularly for a service（商品或服务所收取的）价钱，费用：*bank/interest/telephone charges* 银行手续费；利息费用；电话费 ◇*a charge of $50* 收费50美元 ◇*a $50 charge* * 50美元的收费 ◇*They are going to introduce charges **for** special deliveries.* 他们准备收取特别运费。◇*There's no charge for the service.* 这项服务免费。◇*You can download the software **free of charge*** (= without paying for it). 你可以免费下载该软件。→ FEE See note at PRICE
⊕ *to **impose/introduce/levy/make/waive** a charge (for sth)* 征收／实行征收／征收／收取／免收（某项）费用 • *an **additional/a fixed** charge* 附加／固定费用
**2** (*Accounting*) [C] a large cost that a company has to pay, which affects its financial results（公司必须支付的）大笔费用：(*BrE*) *a one-off charge* 一次性收费 ◇(*AmE*) *a one-time charge* 一次性收费 ◇*The company said it would **take*** (= pay) *a $280 million charge to cover two new acquisitions.* 公司表示会花2.8亿美元来支付两个新的收购项目。
⊕ *an **exceptional/a one-off/special** charge* 例外的／一次性的／特别的收费
**3** (*Law*) [C,U] a formal claim that sb has committed a crime or done sth wrong 指控；控告：*No criminal charges will be brought **against** the company directors.* 公司董事将不会被刑事起诉。◇*After a few hours, she was released **without charge**.* 几个小时后，她被无罪释放。◇*The manager has rejected the charge of favouritism.* 经理否认了偏袒的指控。
⊕ *to **bring/file/lay/press** charges (against sb)* 指控（某人）• *to **admit/deny** a charge/the charges* 承认／否认指控
**4** [U] responsibility for a group of people, a job or a task（对人、工作、任务所负的）责任：*Nokia's vice-president **in charge of** Internet security products* 负责互联网安全产品的诺基亚公司副总裁 ◇*The profits have improved sharply since she **took charge** as chief executive.* 自从她担任总裁以来，利润已大幅度上升。◇*Who's **in charge** here?* 这儿由谁负责？ See note at RESPONSIBILITY
→ CHARGE ON ASSETS
• ***verb***
**1** [+ obj *or* no obj] **charge (sb) (for sth)** | **charge (sb) sth (for sth)** to require payment for goods or services 收费；索价：*They have begun to charge for access to their website.* 他们开始收取入网费。◇*We charge a 1% commission for changing traveller's cheques.* 兑换旅行支票我们要收取1%的手续费。◇*Do you charge on an hourly basis?* 你按小时收费吗？◇*They charge clients a monthly fee of $25.* 他们收取客户25美元的月费。
→ OVERCHARGE, UNDERCHARGE
**2** [+ obj] to record the cost of sth as an amount that sb has to pay 把…记在账上：*The subscription price will be charged **to** your account annually.* 订阅费用每年记到你的账户上。◇(*AmE*) *Can I **charge it*** (= pay by credit card)*?* 我可以用信用卡付款吗？
**3** (*Accounting*) [+ obj] to record that a cost belongs to a particular financial account 把…记入（某一财务账户）：*The interest is charged **to** the profit and loss account.* 利息计入损益账。 SYN DEBIT
**4** (*Law*) [+ obj] to accuse sb formally of committing a crime or doing sth wrong 指控；控告：*The committee charged her **with** professional misconduct.* 委员会指控她违反专业操守。
NOTE In the US, **indict** is used instead of **charge** for a serious crime. 在美国，表示重罪时用indict，而不用 charge。
**5** (*formal*) [+ obj] (*usually* **be charged with sth**) to give sb a job or a task 赋予…职责（或任务）；使…承担责任（或任务）：*The team has been charged with developing new computer applications.* 小组已被赋予开发新的计算机应用程序的职责。

**chargeable** /'tʃɑːdʒəbl; *AmE* 'tʃɑːrdʒ-/ *adjective* (*Accounting*)
**1** (used about an amount of money) that must be paid by sb（一笔钱）应支付的，应偿付的：*Any expenses you may incur will be chargeable **to** the company.* 你的所有开支将由公司支付。◇*VAT is not chargeable on this service.* 这项服务免缴增值税。◇*They work 35-40 chargeable hours* (= that they must be paid for) *per week.* 他们每周干35～40小时有收入的工作。
**2** (used about income or other money that you earn) that you must pay tax on（收入或其他所得）应征税的

**chargeable 'asset** *noun* [C] (*BrE*)
(*Accounting*) an asset on which tax must be paid if it is sold 应征税资产

**'charge ac,count** = ACCOUNT *noun* (2)

**'charge card** *noun* [C]
**1** (*Commerce*) a small plastic card provided by a shop/store which you use to buy goods there, paying for them later （购物的）记账卡，赊账卡 **2** (*BrE*) a small plastic card with a special number on it that you can use to make calls from public phones, hotels, etc. which you pay for later with your home telephone bill （打电话的）记账卡，赊账卡 → CALLING CARD, PHONECARD

**,charge on 'assets** *noun* [C]
(*Law*) the legal right to have some of a company's assets if the company fails to pay a debt 资产留置权，资产扣押权（对欠债公司行使的法律权利）

**charitable** /'tʃærətəbl/ *adjective*
connected with a charity or charities 慈善的；慈善团体的；慈善事业的：(*BrE*) *Amateur sports clubs are to be given* ***charitable status*** (= will become official charities). 业余体育俱乐部将被赋予慈善机构身份（将成为正式的慈善机构）。◇ *The bank gives €170m of its profits to charitable causes every year.* 这家银行每年将1.7亿欧元的利润捐给慈善事业。→ NON-PROFIT
**O** *a charitable* ***foundation/group/organization/trust*** 慈善基金会 / 集团 / 组织 / 信托

**charity** /'tʃærəti/ *noun* (*plural* **charities**)
**1** [C] an organization for helping people in need 慈善机构；慈善组织：*The company makes donations to several local charities.* 公司向当地几个慈善机构捐款。
**2** [U] the aim of giving money, food, help, etc. to people who are in need 慈善目的：*The concert raised millions of dollars for charity.* 这场音乐会筹集了数百万美元的善款。

**★chart** /tʃɑ:t; *AmE* tʃɑ:rt/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **bar chart, break-even ~, flip ~, flow ~, Gantt ~, operation process ~, organization ~, pie ~**
**1** a page or sheet of information in the form of diagrams, lists of figures, etc. 图表：*a sales chart* (= showing the level of a company's sales) 销售图表 ◇ *The chart shows the growth of exports and imports over the last 30 years.* 该图表显示了过去30年进出口的增长情况。See note at GRAPH
**O** *to* ***draw/make/produce*** *a chart* 绘制 / 编制 / 制作图表 • *the chart* ***depicts/shows*** *sth* 图表描绘 / 显示（某物）
**2** (*especially AmE*) = GRAPH
• ***verb*** [+ obj]
**1** to record or follow the progress or development of sb/sth 记录，跟踪（进展或发展）：*The software allows you to chart how a particular product is selling at any given moment.* 你可以用该软件跟踪某产品在任何指定时间的销售情况。
**2** to plan a course of action 制订（计划）；计划（行动步骤）：*We must chart a new course to win more customers.* 我们必须制订新计划以获得更多顾客。

**★charter** /'tʃɑ:tə(r); *AmE* 'tʃɑ:rt-/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **time charter, voyage charter**
**1** (*HR*) a formal written statement of the principles and aims of an organization （说明某一组织宗旨和原则的）宪章，章程：*Under the new charter all employees must sign a contract of employment.* 根据新的公司章程，所有员工都必须签订雇佣合同。
**2** (*Law*) (*also* **,corporate 'charter**) (both *AmE*) in some US states, the name used for the ARTICLES OF INCORPORATION (= one of the legal documents that is created when a company is formed) （美国）公司章程：*Shareholders voted on an amendment to the company charter.* 股东对公司章程的修正进行投票。
**3** a written statement describing the rights that a particular group of people should have （规定某组别的人应有权利的）宪章：*the European Union's Social Charter of workers' rights* 保障工人权利的欧盟社会宪章
**4** (*Transport*) the system of hiring/renting a plane, boat, etc. for use by a group of people; a vehicle used in this way （轮船、飞机等的）租赁，包租；租车：*a yacht available for charter* 可供租赁的游艇 ◇ *a charter airline* 包机航线 ◇ *a* ***charter flight*** (= where a travel agency buys all the seats and sells them to its customers) 包机航班
• ***verb*** [+ obj]
(*Transport*) to hire/rent a plane, boat, etc. for your own use 包租（飞机、轮船等）：*chartered ships* 包租轮船

**★chartered** /'tʃɑ:təd; *AmE* 'tʃɑ:rtərd/ *adjective* [only before noun]
**1** (*BrE*) qualified according to the rules of a particular professional organization （专业组织认定为）特许的：*a chartered surveyor/engineer* 特许测量师 / 工程师
**2** (*AmE*) that has a CHARTER allowing it to operate 特许设立的：*the offices of a newly chartered bank* 一家新特许银行的办事处
**3** (about an aircraft, a ship or a boat) hired for a particular purpose （指飞机或船）包租的，租赁的：*a chartered plane* 包机 → CHARTER *verb*

**,chartered ac'countant** *noun* [C]
(*Accounting*) in the UK, a fully trained and qualified accountant who is a member of one of the Institutes of Chartered Accountants （英国）特许会计师

**'chartered 'certified ac'countant** *noun* [C]
(*Accounting*) in the UK, a person who is a member of the Association of Chartered Certified Accountants (ACCA). **Certified accountants** are qualified to do all types of accounting work and can become AUDITORS. （英国）特许公认会计师

**'chartered 'life 'underwriter** *noun* [C] (*abbr* **CLU**)
(*Insurance*) in the US, a person who is fully qualified to sell and give advice on LIFE INSURANCE （美国）特许人寿理财师

**charterer** /'tʃɑ:tərə(r); *AmE* 'tʃɑ:rt-/ *noun* [C]
(*Transport*) a company or person that hires/rents or hires out a ship, an aircraft, etc. （轮船、飞机等的）承租人

**,charter 'member** = FOUNDER MEMBER

**'charter ,party** *noun* [C]
(*Transport*) a contract in which the owner of a ship allows another company to use the ship to transport goods 租船合同 → CHARTER

**chartist** /'tʃɑ:tɪst; *AmE* 'tʃɑ:rt-/ = TECHNICAL ANALYST

**chat** /tʃæt/ *noun* [U,C]
(*IT*) communication, usually about one particular topic, between people in a special area on the Internet（通过互联网就某话题）聊天：*The website hosts a* ***chat room*** *for freelancers.* 该网站为自由职业者开设了一个聊天室。◇ *There will be a live* ***chat session*** *on web design at 9 pm.* 晚上9点将有一个有关网页设计的在线聊天会议。

**cheap** /tʃi:p/ *adjective, adverb*
• ***adjective*** (**cheaper, cheapest**)
**1** costing little money or less money than you expected 便宜的；廉价的：*Domestic farmers have been harmed by cheap imports.* 国内的农民受到廉价进口货物的损害。◇ *Cheap financing deals have boosted sales of new cars.* 低廉的融资交易促进了新车的销售。◇ *immigrant workers used as a source of cheap labour* 被当作廉价劳动力来源的移民工人 → INEXPENSIVE
**2** charging low prices 收费低廉的：*a cheap airline/supermarket* 廉价航空公司 / 超市 → INEXPENSIVE
**3** low in price and quality 价低质劣的：*cheap jewellery* 价低质劣的珠宝
▸ **'cheapness** *noun* [U]
IDM **on the 'cheap** (*informal*) spending less money than you usually need to spend to do sth 廉价地；低廉地：*They are getting the company's PC operations on the cheap.* 他们以低廉的价格取得了该公司的个人计算机业务。
• ***adverb*** (**cheaper** *no superlative*) (*informal*) for a low price 廉价地；便宜地：*You may get it cheaper on the Internet.* 你可以在互联网上以更便宜的价格买到它。
IDM **be ,going 'cheap** to be offered for sale at a lower price than usual 降价出售；廉价销售 **sth does not come 'cheap** something is expensive 昂贵；不便宜：*Conference facilities like this don't come cheap.* 像这样的会议设施不会便宜。

**cheaply** /'tʃi:pli/ *adverb*
without spending or costing much money 便宜地；廉价地：*The product was developed very quickly and cheaply.* 该产品的开发速度很快、价格非常便宜。◇ *He hoped to buy the shares back more cheaply later.* 他希望以后能以更便宜的价格买回股票。

**,cheap 'money** *noun* [U]
(*Economics*) money that can be borrowed at a low rate of interest 低息贷款：*Cheap money and easy credit led to record growth in high-street sales.* 低息贷款和宽松的信贷导致商业区销售额创纪录增长。 SYN EASY MONEY

**cheat** /tʃi:t/ *verb, noun*
• ***verb***
**1** [+ obj] to trick or deceive sb 欺骗；欺诈：*Customers felt cheated by the sudden rise in price.* 由于突然涨价，顾客觉得被欺骗了。
**2** [no obj] to act in a dishonest way in order to gain an advantage 作弊；舞弊：*Some farmers are cheating by producing more than their quotas.* 有些农民生产超过配额的产品来骗取利益。◇ *opportunities for tax cheating* 逃税的机会
PHR V **'cheat sb of sth; 'cheat sb (out) of sth** to prevent sb from having sth, especially in a way that is not honest or fair（尤指用不诚实或不公平的手段）阻止某人得到某物：*The broker is accused of cheating wealthy clients out of tens of millions of dollars.* 经纪人被指控骗取有钱客户数千万美元。
• ***noun*** [C] (*especially BrE*)
**1** (*also* **'cheater,** *especially AmE*) a person who cheats 作弊者；骗子：*The government has promised to clamp down on tax cheats.* 政府已承诺打击逃税者。
**2** something that seems unfair or dishonest, for example a way of doing sth with less effort than it usually needs 欺骗手段；欺骗行为：*By using a simple cheat, it was possible to avoid paying for phone calls.* 采用一种简单的欺骗手段，便有可能达到免交电话费的目的。

**★check** /tʃek/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **credit check, sales ~, spot ~**
**1** (*AmE*) = CHEQUE HELP You will find some words formed with **check** at the spelling **cheque**. * check同cheque。
**2** an act of making sure that sth is safe, correct or in good condition by examining it 检查；核对：*All our machines are given regular checks.* 我们所有的机器都要定期检查。◇ *My job is to* ***keep a check on*** *each stage of the production process.* 我的工作是检查生产工序的每个阶段。◇ *You should run a virus check on your laptop.* 你应该在你的笔记本电脑上执行病毒检查。
➕ ***a regular/routine/security*** *check* 定期 / 常规 / 安全检查 • ***to be given/get/have*** *a check* 进行检查 • ***to do/run*** *a check* (*on sth*) 检查（某物）
**3** something that slows down the progress of sth else or stops it from getting worse 制止；抑制；阻止；控制：*The new measures should* ***keep a check on*** *inflation.* 新措施应能遏制通货膨胀。◇ *Public opinion can act as a check on the power of the executive.* 公众舆论能够起到抑制行政权力的作用。
➕ ***to act as/serve as*** *a check on sth*（对某事）起控制作用
**4** (*especially AmE*) = BILL (2)
**5** (*AmE*) = TICK *noun* (1)
IDM **hold/keep sth in 'check** to keep sth under control so that it does not spread or get worse 控制；制止：*The bank may raise interest rates to keep prices in check.* 银行可能提高利率以控制价格。
• ***verb***
SEE ALSO: **double-check**
**1** [+ obj *or* no obj] to examine sth to see if it is correct, safe or satisfactory, or to see if it contains sth 检查；核对；查证：*Get someone to check your application form.* 找人核对你的申请表。◇ *Have you checked the program* ***for*** *errors?* 你检查过程序有没有错误吗？
**2** [+ obj *or* no obj] to find out if sth is correct or true or if sth is how you think it is 查明；核实；弄清楚：*You'd better check* ***with*** *Ken what time he's expecting us.* 你最好和肯核实一下他见我们的时间。◇ *checking the time* 对时
**3** [+ obj] to control sth; to stop sth from increasing or getting worse 控制；抑制；阻止：*The government is determined to check the growth*

*of public spending.* 政府下决心控制公共开支的增长。
**4** (*AmE*) [+ obj] to leave bags or cases with an official so that they can be put on a plane or train 托运（行李）: *You must check your luggage at the airport ticket counter.* 你必须在机场票务柜台托运行李。
**5** [+ obj] (*AmE*) = TICK *verb*
PHR V **,check 'in** (**at** ...); **,check 'into** ... to go to a desk in a hotel, an airport, etc. and tell an official there that you have arrived 到达登记; 办理登记手续: *Please check in at least an hour before departure.* 请在飞机起飞至少一小时前办理登机手续。→ CHECK-IN **,check sth 'in** (*BrE*) to leave bags or cases with an official to be put on a plane or train 托运行李: *We checked in our luggage and went through to the departure lounge.* 我们托运行李后进入候机室。→ CHECK-IN **,check sb/sth 'off** (*AmE*) = TICK SB/STH OFF **'check on sb/sth** to look to see how sb/sth is 对某人／某事进行核实: *I phoned to check on my order* (= to find out how it was progressing). 我打电话来核实一下我的订单的进展情况。**,check 'out** (*especially AmE*) if facts, etc. **check out**, they can be shown to be correct or true 调查; 核实: *Most of the claims they make for the product do check out.* 他们对产品提出的大多数索赔已核实无误。**,check 'out** (**of** ...) to pay your bill and leave a hotel, etc. （旅馆等）退房，结账: *Guests should check out of their rooms by 11am.* 客人必须在上午11点前办理退房手续。→ CHECKOUT **,check sth 'out 1** to find out if sth is correct, true or acceptable 调查; 核实; 查证: *They check out all new employees to make sure they don't have a criminal record.* 他们调查所有的新员工以确保他们没有犯罪记录。**2** (*informal*) to look at or examine sth that seems interesting or attractive 察看; 观察: *Check out the prices at our new store!* 看看我们新店的价钱吧！**,check 'over/'through sth** to examine sth carefully to make sure that it is correct or acceptable 仔细检查; 核对: *We spent several days checking over the contract before signing.* 我们在签订合同前花了数天的时间仔细审阅合同。**,check 'up on sth** to find out if sth is true or correct 查证; 核实: *I just need to check up on a few facts before the presentation.* 我在发布之前需要核实几件事实。

**checkbook** /'tʃekbʊk/ = CHEQUEBOOK

**checkbox** /'tʃekbɒks; *AmE* -bɑ:ks/ (*BrE also* **'tickbox**) *noun* [C]
(*IT*) a small square on a computer screen that you click on with the mouse to choose whether a particular function is switched on or off 复选框

**'check card** = DEBIT CARD

**checker** /'tʃekə(r)/ *noun* [C]
**1** (*AmE*) a person who works at the CHECKOUT in a supermarket（超市的）收款员，收银员: *a supermarket checker* 超市收款员
**2** (*IT*) (*used in compounds* 用于复合词) a computer program that you use to check sth, for example the spelling and grammar of sth you have written（计算机的）检查程序
⊕ *a grammar/spelling/virus checker* 语法／拼写／病毒检查程序

**,check guaran'tee card** = CHEQUE CARD

**'check-in** *noun*
**1** [C,U] the place where you go first when you arrive at an airport, to show your ticket, etc.（机场的）登机手续办理处: *The Airline apologizes for long delays at check-ins today.* 航空公司为今天办理登机手续耽误了很多时间而道歉。◇ *the check-in counter* 办理登机手续柜台
**2** [U] the act of showing your ticket, etc. when you arrive at an airport 办理登机手续: *Do you know your check-in time?* 你知道办理登机手续的时间吗？

**'checking ac,count** = CURRENT ACCOUNT (1)

**'check ,kiting** (*BrE spelling* **cheque ~**) *noun* [U] (*AmE only*)
the illegal activity of writing cheques between one bank account and another in order to get credit or take out more money than you have available in the accounts 用空头支票骗取钱财

**'check mark** = TICK *noun* (1)

**checkoff** /'tʃekɒf/ *noun* [U] (*AmE*)
(*HR*) in the US, money that an employee agrees can be taken from their wages to pay for being a member of a particular union（美国）代扣工会费、工会会费扣款

**checkout** /'tʃekaʊt/ *noun*
**1** [C] the place where you pay for the things that you are buying in a supermarket（超市的）付款台，收银台: *to pay at the checkout* 在付款台付款 ◇ (*AmE*) *standing in line at the checkout counter* 在付款台排队 SYN TILL
⊕ *a checkout assistant/operator* 付款台助理；收款员 • *checkout staff* 收银台职员 • *checkout delays/lines/queues* 收银台延误／队伍／排队
**2** [U] the time when you leave a hotel at the end of your stay 酒店退房时间: *At checkout, your bill will be printed for you.* 退房时，酒店将为你打印账单。

**cheerleader** /'tʃɪəli:də(r); *AmE* 'tʃɪrl-/ *noun* [C] (*informal*)
a person who supports a particular person, idea, or way of doing sth（某人、某种观点或做法的）支持者: *The cheerleaders of the new technology say it will completely change the way companies use information technology.* 新技术的支持者声称该技术将彻底改变公司使用信息技术的方式。

**chemical** /'kemɪkl/ *adjective, noun*
• ***adjective***
**1** connected with chemistry 与化学有关的；化学的: *the chemical industry* 化学工业 ◇ *a chemical element* 化学元素 ◇ *Eastman Chemical Co.* 伊士曼化工公司
**2** produced by or using processes which involve changes to atoms, etc. 经化学程序制成的
⊕ *chemical processes/reactions* 化学工序／反应
▸ **chemically** /'kemɪkli/ *adverb*: *Caffeine can be removed chemically from coffee.* 咖啡因经化学处理可从咖啡中除去。
• ***noun*** [C]
a substance obtained by or used in a chemical process 化学品；化工产品: *toxic chemicals* 有毒化学品 ◇ *a US chemicals group* 一家美国化工集团

**,chemical engi'neering** *noun* [U]
the study of the design and use of machines in industrial chemical processes 化学工程
▸ **,chemical engi'neer** *noun* [C]

**★cheque** (*AmE spelling* **check**) /tʃek/ *noun* [C]
SEE ALSO: **bank-certified cheque, bank ~, banker's ~, blank ~, cashier's ~, certified ~, dividend ~,** etc.
(*Finance*) a printed form that you can write on and sign as a way of paying for sth instead of using money 支票: *a cheque **for** £100* 一张100英镑的支票 ◇ *Will you **take** a cheque* (= can I pay by cheque)? 你们接受支票付款吗? ◇ *Who shall I make the cheque out to* (= what name shall I write on it)? 我给谁开支票(支票上写谁的名字)? ◇ *Cheques should **be made payable to** Toyland plc.* 支票的抬头人应是Toyland plc。◇ *He drew a large cheque on his company's account.* 他用支票从公司账户上取了一大笔钱。◇ *to **cash** a cheque* (= to get or give money for a cheque) 兑现支票 ◇ *I am afraid your cheque **bounced*** (= was not paid by your bank because there was not enough money in your account). 我担心你的支票会被银行退回。
➲ ***to pay (for) sth by** cheque* 用支票付款 • ***to draw/issue/make out/sign/write sb/write (out)** a cheque* 开/开具/开出/签署/开(给某人)/开出支票 • ***to deposit/pay in** a cheque* 存入支票; 给支票付款 • ***to accept/clear/honour/take** a cheque* 接受/兑现/承兑/收取支票 • ***to bounce/cancel/stop** a cheque* 退回/取消/停付支票

**'cheque ac,count** (*AmE spelling* **check ~**) = CURRENT ACCOUNT (1)

**chequebook** (*AmE spelling* **checkbook**) /'tʃekbʊk/ *noun* [C]
a book of printed cheques 支票簿

**'cheque card** (*also* **,cheque guaran'tee card**) (*AmE spelling* **check ~**) (*also* **'banker's card**) *noun* [C] (*all especially British*)
a plastic card that you must show when you pay by cheque to prove that the bank where you have your account will pay the amount on the cheque 支票卡(用支票付款时出示, 证明本人的开户银行会承兑支票) → BANK CARD, CREDIT CARD, DEBIT CARD

**'cheque ,kiting** = CHECK KITING

**'cheque run** (*AmE spelling* **check ~**) *noun* [C]
the process of using a computer to record payments to be made and print cheques 计算机处理支票付款; 计算机打印支票

**'cherry-pick** *verb* [+ obj *or* no obj]
to choose the best things or people from a group and leave those which are not so good 挑选(最好的东西或人): *Competitors may cherry-pick the most profitable mail services.* 竞争者可以选择最赚钱的邮件服务。◇ *He cherry-picked the phone industry for the best people to work with him.* 他挑选电话行业以便与最优秀的人共事。▶ **'cherry ,picker** *noun* [C] **'cherry-,picking** *noun* [U]

**chief** /tʃi:f/ *adjective, noun*
• ***adjective*** [only before noun]
**1** most important; main 最重要的; 主要的: *They have fallen behind their chief competitor in recent months.* 他们在最近几个月都落后于主要竞争对手。
**2** highest in rank 最高级别的; 首席的: *former chief technology officer* 前首席技术官
• ***noun*** [C]
a person with a high rank or the highest rank in a company or an organization (公司或机构的)首领, 最高领导人: *Industry chiefs are meeting today to discuss the latest tax rise.* 业界领袖今天举行会议讨论最新的加税问题。

**★,chief e'xecutive ,officer** (*also* **,chief e'xecutive,** *especially in BrE*) *noun* [C] (*abbr* **CEO**)
the person in a company who has the most power and authority and is responsible for managing its daily affairs under the authority of the BOARD OF DIRECTORS 总裁; 首席执行官: *He is the chairman and chief executive officer.* 他是主席兼首席执行官。
➲ ***to appoint sb (as)/make sb/name sb (as)/promote sb to** chief executive officer* 委任/挑选/任命/晋升某人为首席执行官 • ***to be/become/retire as/serve as** chief executive officer* 是/成为首席执行官; 从首席执行官一职退下来; 担任首席执行官
**NOTE** The **chief executive officer** is usually a member of a company's board of directors. In the US (but not the UK) the CEO is often also the chairman of the board. 首席执行官通常是公司董事会的成员。在美国(而非英国), 首席执行官往往也是董事会主席。→ MANAGING DIRECTOR

**,chief fi'nancial ,officer** (*also* **,chief 'finance ,officer**) *noun* [C] (*abbr* **CFO**)
the person in charge of the financial department of a company 首席财务官 **NOTE** The **chief financial officer** is often a member of a company's board of directors. 首席财务官通常是公司董事会的成员。

**,chief infor'mation ,officer** *noun* [C] (*abbr* **CIO**)
**1** the person in an organization who is responsible for the computer systems and technology 首席信息官、信息主管(在机构中负责计算机系统和技术的人)
**2** the person in an organization who is responsible for giving information about it to the public 首席信息官、信息主管(在机构中负责向公众提供信息的人)

**,chief 'operating ,officer** (*also* **,chief ope'rations ,officer**) *noun* [C] (*abbr* **COO**)
a person who is employed to manage the daily affairs of a company, usually under the authority of a CHIEF EXECUTIVE OFFICER 首席运营官

**childcare** (*AmE spelling* **child care**) /'tʃaɪldkeə(r); *AmE* -ker/ *noun* [U]
the job of taking care of children, especially while their parents are at work (尤指父母上班时的)儿童照管, 儿童保育: *the problems of finding good childcare* 寻找优质儿童照管服务的问题 ◇ *Better **childcare provision** would encourage mothers back to work.* 提供更好的儿童照管服务将鼓励母亲重返工作岗位。

**,child 'labour** (*AmE spelling* **~ labor**) *noun* [U]
the use of children to do work 童工: *products produced by child labour* 童工生产的产品

**childrenswear** /'tʃɪldrənzweə(r); *AmE* -wer/ *noun* [U]
(used especially in shops/stores) clothes for children (尤指商店的)童装: *Childrenswear is on*

*the first floor.* 童装部在二楼。◇ *the childrenswear market* 童装市场 → MENSWEAR, WOMENSWEAR

**Chinese 'wall** (*also* **'firewall**) *noun* [C, usually sing.]
**1** something that makes it difficult or impossible to do sth, especially for people to communicate with each other（尤指与人沟通方面）难以逾越的屏障；严重障碍：*He was accused of erecting a Chinese wall between shareholders and the board.* 他被指控在股东和董事会之间造成难以逾越的沟通障碍。
● *to* ***create/erect/raise*** *a Chinese wall* 建立 / 设置 / 提高沟通屏障
**2** (*Stock Exchange*) a set of strict rules that prevent one department of a stock exchange business passing secret information to another department that could result in the information being used illegally in order to gain money 长城（一套严格的规则，用以隔离投资银行部门与研究、销售等部门之间的信息，防止不法地利用有关信息获利）：*Wall Street insists that a Chinese Wall separates its research and its investment banking activities.* 华尔街坚持用长城将研究与投资银行活动分隔开。→ INSIDER TRADING
● *to* ***create/erect/raise*** *a Chinese wall* 建立 / 设置 / 提高防火墙

**chip** /tʃɪp/ = MICROCHIP

**'chip card** *noun* [C]
a small plastic card, for example a credit card, on which a large amount of information is stored in electronic form 芯片卡（类似信用卡之类的小塑料卡，能以电子形式存储大量信息）：*Chip cards will help prevent fraud as they can't be copied.* 因为芯片卡不能被复制，所以有助于防止欺诈事件。
SYN SMART CARD

**chipmaking** /'tʃɪpmeɪkɪŋ/ *noun* [U]
the business or process of making MICROCHIPS 芯片制造：*a chipmaking plant* 芯片制造厂
▸ **'chipmaker** *noun* [C]

**CHIPS** /tʃɪps/ *abbr*
**Clearing House Interbank Payments System** in the US, a computer system that is used for making large payments between banks 美国纽约票据交换所银行间支付系统：*The payments will be processed* ***through*** *CHIPS.* 款项将通过美国纽约票据交换所银行间支付系统处理。◇ *CHIPS handles about 240 000 transactions a day.* 美国纽约票据交换所银行间支付系统每天处理大约24万笔交易。→ CHAPS

**choice** /tʃɔɪs/ *noun, adjective*
● ***noun*** [sing., U]
the number or range of things that you can choose from 可供选择的数量；可选的范围：*We are now able to offer our customers an even greater choice of products.* 我们现在能够向客户提供更多种类的产品选择。◇ *There wasn't much choice of colour.* 没有太多可供选择的颜色。→ SELECTION (3)
● *an* ***extensive/a good/great/huge/large/wide*** *choice* 广泛的 / 多种的 / 各式各样的选择范围
◆ *a* ***limited/restricted*** *choice* 有限的 / 限制性的选择
IDM **of 'choice** (**for sb/sth**) (*used after a noun* 用于名词后) that is chosen by a particular group of people or for a particular purpose 精选的；特选的：*It's the software of choice for business use.* 这是一款精选商用软件。 **of your 'choice** (*used after a noun* 用于名词后) that you have chosen 自选的：*Passengers can enjoy the movie of their choice on their personal screen.* 旅客可以在个人屏幕上欣赏自选的电影。
● ***adjective*** [only before noun]
(used about food) of very good quality（尤指食物）优质的，上等的：*choice farm-fresh produce* 上等的农场新鲜农产品

**churn** /tʃɜ:n; *AmE* tʃɜ:rn/ *noun, verb*
● ***noun*** [U]
**1** (*Marketing*) the situation when customers stop using a particular make of goods or services or change to another 客户流失：*A reduction in customer churn is our marketing priority.* 减少客户流失是我们营销的优先事项。→ LOYALTY
**2** (*HR*) the situation of employees leaving a company and being replaced by other people 员工流失：*the management churn within organizations* 机构内管理人员的流失 → TURNOVER
**3** (*HR*) the situation when a company or an organization moves workers or equipment from one job or place to another 调换（工人的）工作地点；移动（设备的）地点 → CHURN RATE
● ***verb***
**1** (*Marketing*) [+ obj *or* no obj] (used about customers) to stop using a particular make of goods or services or change to another（指客户）流失：*attempts to win back customers who had churned* 努力将流失的客户争取回来
**2** (*Stock Exchange*) [+ obj] (used about BROKERS) to buy and sell shares, bonds, etc. for investors more than necessary in order to earn more COMMISSION (= money that is paid for buying and selling shares, etc.)（指经纪人）挤油交易：*The fees are an incentive to churn the portfolio of shares.* 这些费用导致股份组合的挤油交易。
**3** (*HR*) [+ obj] to move employees to another job or place 调换（工作）：*Office arrangements only last weeks as tasks change and staff are churned.* 由于任务转变和员工调动工作，办公室的各项安排只维持了几周时间。
PHR V **,churn sth 'out** (*informal*) to produce sth quickly and in large amounts（快速大量地）生产：*The plant churns out over half a million vehicles a year.* 该厂以年产50多万辆的速度生产汽车。See note at PRODUCE

**'churn rate** *noun* [C]
**1** (*Marketing*) the number of customers who stop using a particular make of goods or services or change to another 客户流失率：*The phone company said that its churn rate was half that of other UK networks.* 该电话公司称客户流失率是其他英国网络公司的一半。
**2** (*HR*) the number of people who leave jobs in an organization and are replaced by others 员工流失率：*Most people here have come straight from college and stayed—the churn rate is very low.* 这儿的大多数人自从大学毕业就一直在这儿工作——员工流失率非常低。

**CIF** /ˌsi: aɪ 'ef/ = COST, INSURANCE AND FREIGHT

**CIM** /ˌsi: aɪ 'em/ = COMPUTER-INTEGRATED MANUFACTURING, RAIL CONSIGNMENT NOTE
NOTE **CIM** is formed from the first letters of the words in a French phrase.* CIM 是由一法语短语中各单词的首字母组成。

**CIO** /ˌsiː aɪ ˈəʊ; *AmE* ˈoʊ/ = CHIEF INFORMATION OFFICER

**CIP** *abbr*
(*Trade, only used in written English* 只用于书面英语) carriage and insurance paid to ... 运费保险费付至（指定目的地）

**circuit** /ˈsɜːkɪt; *AmE* ˈsɜːrkɪt/ *noun* [C]
the complete path of wires and equipment along which an electric current flows 电路；线路：*an electrical circuit* 电路 ◇ *a circuit diagram* (= one showing all the connections in the different parts of the circuit) 电路图

**circuit board** *noun* [C]
(*IT*) a board that holds electrical CIRCUITS inside a piece of electrical equipment 电路板；线路板

**circuit-breaker** (*AmE spelling* **circuit breaker**) *noun*
**1** (*Technical*) a device that can automatically stop an electric current if it becomes dangerous（自动断电的）断路器
**2** (*Stock Exchange*) a rule that automatically stops or slows trading on a stock exchange when prices rise and fall too quickly or too far 自动停板规则（当股价上升和下降太快或幅度过大时，证券交易所采取的自动停止或减少股票交易的规则）：*circuit-breaker trading* 自动停板交易 ◇ *How many times can the circuit breaker be* ***triggered*** *during the day?* 在一天的交易中，自动停板规则能用多少次？

**circular** /ˈsɜːkjələ(r); *AmE* ˈsɜːrk-/ *noun, adjective*
• ***noun*** [C]
a printed letter, notice or advertisement that is sent to a large number of people at the same time（同时发送给许多人的）信函（或通知、广告）：*The details of the agreement will be released in a circular to shareholders.* 协议的细节将以通函形式发给股东。
• ***adjective***
(about a letter) sent to a large number of people（信函）大量发送的；传阅的：*a circular letter* 通函

**circulate** /ˈsɜːkjəleɪt; *AmE* ˈsɜːrk-/ *verb* [+ obj *or* no obj]
if an idea, information, a document, etc. **circulates** or if you **circulate it**, it is passed from one person to another 传播，流传（想法、信息、文件等）：*Rumours began to circulate about their financial problems.* 有关他们财务问题的谣言开始流传。◇ *This document will be circulated to all members.* 这份文件将给所有成员传阅。

**circulating asset** = CURRENT ASSET

**circulating capital** = WORKING CAPITAL

**circulation** /ˌsɜːkjəˈleɪʃn; *AmE* ˌsɜːrk-/ *noun*
SEE ALSO: **velocity of circulation**
**1** [U] the passing or spreading of sth from one person or place to another 流传；传播：*the circulation of information/ideas* 信息的传播；观念的流行
**2** [U] the use of coins and notes as money（货币的）流通：*There is a large amount of forged money* ***in circulation.*** 有大量的假币在流通。◇ *The notes were* ***taken out of*** *circulation.* 该纸币已停止流通。
**3** [C, usually sing.] the usual number of copies of a newspaper or magazine that are sold each day, week, etc.（报刊）发行量，销售量：*a daily circulation of more than one million* 每日发行量超过一百万份

**cite** /saɪt/ *verb* [+ obj]
to mention sth as a reason or an example, or in order to support what you are saying 提及（原因）；举出（示例）；引证：*Bertelli resigned as Chief Executive last month, citing personal reasons.* 柏特尔上个月以个人理由辞去行政长官职务。◇ *Microsoft is often cited* ***as*** *one of the world's largest businesses.* 微软常被称为世界上最大的企业之一。

**the City** /ˈsɪti/ *noun* [sing.]
Britain's financial and business centre, in the oldest part of London（伦敦最古老的金融和商业中心）伦敦城：*a City stockbroker* 伦敦城的证券经纪人 ◇ *What is the City's reaction to the cut in interest rates?* 伦敦城对减息的反应如何？◇ *the newspaper's City desk* (= the department dealing with financial news) 报社的财经新闻部 → SQUARE MILE

**civil** /ˈsɪvl/ *adjective* [only before noun]
**1** (*Law*) involving legal matters between individuals, companies, etc. and not criminal law 民事的：*Many shareholders have filed civil lawsuits to try to recover their money.* 很多股东已经提起民事诉讼，尝试取回自己的钱款。→ CIVIL LAW (1)
➊ *a civil* ***action/case/claim/lawsuit*** 民事诉讼 / 案件 / 索赔 / 诉讼 • *civil* ***charges/liability/litigation*** 民事指控 / 责任 / 诉讼
**2** connected with the state rather than with the armed forces or with religion 国家的；政府的：*civil aircraft* 民用飞机

**civil aviation** *noun* [U]
the designing, building and flying of aircraft that carry ordinary and not military passengers 民航：*the civil aviation industry* 民航业

**civil damages** *noun* [pl.]
(*Law*) money that a court forces sb/sth to pay to sb for harming them or damaging their property 民事赔偿：*The court ordered the manufacturer to pay nearly €500 000 in fines and civil damages.* 法庭下令制造商支付近50万欧元的罚款和民事损害赔偿。

**civil engineer** *noun* [C]
a person whose job involves designing, building and repairing roads, bridges, etc. 土木工程师
▸ **civil engineering** *noun* [U]

**civil law** *noun* [U]
(*Law*)
**1** law that deals with commercial issues and the relationships between individuals, companies, etc., rather than with crime 民法：*The store will seek damages from thieves under civil law.* 该商店将根据民法向盗贼追讨赔偿。→ CRIMINAL LAW
**2** a system of law that is used in many countries, especially in Europe, that is based on the law of ancient Rome (**Roman law**) and uses laws recorded in large written documents (called **codes**) 大陆法（尤指盛行于欧洲大陆的法律体系。该体系在罗马法的基础上建立，强调成文法的权威性）：*a civil law country/system* 大陆法系国家 / 体系 → COMMON LAW

**civil 'servant** *noun* [C]
a person who works in the CIVIL SERVICE 公务员

**the ˌcivil 'service** *noun* [sing.]
the government departments in a country, (except the armed forces), and the people who work for them（政府的）行政部门，文职部门；（统称）政府工作人员，公务员：*She had a long career in the civil service.* 她长期在政府部门工作。

**CKD** /ˌsiː keɪ 'diː/ = COMPLETELY KNOCKED-DOWN

**★claim** /kleɪm/ *noun, verb*

• ***noun*** [C]

SEE ALSO: **counterclaim, baggage ~, expenses ~, pay ~, priority ~, small ~, statement of ~**

**1** (*Insurance*) (*also* **in'surance claim**) a request that you make to an insurance company for an amount of money to be paid for loss or damage for which you are insured（保险）索赔：*You can make a claim on your insurance policy.* 你可以根据保险单提出索赔。◇*We're putting in an insurance claim for flood damage.* 我们正提出洪涝灾害的保险索赔。◇*The insurer has decided to settle* (= pay) *the claim.* 保险公司已决定理赔。

➊ ***to make/put in/submit a claim*** 提出索赔 • ***to pay/refuse/settle a claim*** 支付 / 拒绝 / 处理索赔

**2** a request for money that you believe you have a legal right to from the government, an official organization or a company（尤指向政府、官方机构或公司）索款；索赔：*claims for unemployment benefits* 申领失业补助金的要求 ◇*Make sure your claims for expenses* (= money you have spent while working for your company) *are submitted by the end of the month.* 你的公干费用要在月底前办理报销。

➊ ***disability/jobless/unemployment claims*** 残疾 / 无业 / 失业补助金的申领 • ***to file/make/submit a claim*** 提出索赔 • ***to deal with/pay/refuse a claim*** 处理 / 支付 / 拒绝索赔

**3** (*Law*) a demand for sth that you make by starting a court case（通过法庭诉讼）索赔：*She has filed a claim against the company for breach of contract.* 她因公司违反合同提出索赔。◇*a claim for unfair dismissal* (= from a job) 对不公正解雇的索赔 ◇*They have offered to settle the claim* (= agree on the amount to be paid without going to court). 他们已答应解决索赔问题（同意支付索赔金额，而不诉诸法院）。

➊ ***to bring/file/make a claim*** 提出索赔 • ***to allow/uphold a claim*** 同意 / 支持索赔 • ***to dismiss/reject/strike out a claim*** 驳回 / 拒绝 / 不受理索赔

**4** a legal right that sb believes they have to sth, especially property, land, etc.（尤指对财产、土地等要求拥有的）所有权：*The company's claim to the oil fields has been contested.* 公司对这些油田的所有权已受到质疑。

➊ ***to have a claim on/to sth*** 对某事物提出所有权（权利）要求

**5** (*Marketing*) a statement about the nature or quality of a product, that may not be true 声明；宣称；断言：*The company has been ordered to correct its false and misleading advertising claims.* 公司已被责令纠正其虚假和有误导性的广告宣传。

➊ ***to make a claim*** 发表声明

• ***verb*** [+ obj *or* no obj]

**1** to ask for sth from sb/sth, especially money, because you think it is your legal right to have it 索要；索取：*He's not entitled to claim unemployment benefit.* 他没有资格要求申领失业补助金。◇*Both companies have claimed rights to the trademark.* 两家公司都索要该商标权。◇*You can claim on your insurance for that coat you left on the train.* 你可以根据你购买的保险索赔在火车上遗失的大衣。

**2** to say that a product has a particular nature or quality although this may not be true 声称；宣称

**'claim ad,juster** = CLAIMS ADJUSTER

**claimant** /'kleɪmənt/ *noun* [C]

**1** a person who is receiving money from the state because they are unemployed, etc.（失业补助金等）领取者：*sickness benefit claimants* 疾病补助金领取者

**2** (*Insurance*) a person or company that claims an amount of money from an insurance company 索赔者：*Section E of the form must be signed by all claimants.* 表格的 E 项必须由所有索赔者签署。

**3** (*Law*) (*BrE*) a person or company that starts a court case against sb/sth 原告：*The claimants are seeking compensation for their injuries.* 原告正要求伤害赔偿。 SYN PLAINTIFF → DEFENDANT

**4** (*Law*) a person who believes they have a legal right to sth, especially property 要求者；索要者：*rival claimants to the land* 争夺土地者

**'claim form** *noun* [C]

**1** a form that you complete in order to claim money from an insurance company or the government 索赔申请表

**2** (*Law*) in England and Wales, an official document that you complete in order to start a court case（英格兰、威尔士的）诉讼申请表 NOTE In the past, this document was called a SUMMONS. 在过去，这种文件称作SUMMONS。

**'claims ad,juster** (*also* **'claim ad,juster, 'claims as,sessor**) (*also spelled* **adjustor**) *noun* [C] (*all especially AmE*)
(*Insurance*) a person who investigates an insurance claim on behalf of an insurance company and decides how much money the insurance company should pay 索赔理算人（保险公司雇用负责计算保险单理赔数额的人）：*Do not start the repairs until a claims adjuster has assessed the damage.* 在索赔理算人评估损害之前不要开始修理。 SYN LOSS ADJUSTER (*BrE*)

**'claims as,sessor** = LOSS ASSESSOR, CLAIMS ADJUSTER

**clampdown** /'klæmpdaʊn/ *noun* [C, usually sing.]
sudden action that is taken in order to stop an activity that is illegal or seen as harmful 严禁，制止（非法或有害的活动）：*a clampdown on tax evasion* 严禁逃税

**class** /klɑːs; *AmE* klæs/ *noun*

SEE ALSO: **best in class, business ~, economy ~, first ~, second ~**

**1** [C, usually pl.] a series of lessons on a particular subject（某科目的）系列课程：*The institute holds classes in/on accounting throughout the year.* 学院全年开设会计课程。 SYN COURSE

**⊕** *to* ***attend/go to/take*** *classes* 上课 • *to* ***have/hold/offer/teach*** *a class* 授课

**2** [C with sing./pl. verb] one of the groups of people in a society that are thought of as being at the same social or economic level 阶级；阶层：*The new taxes will hurt all classes of society.* 新税收会伤害社会上所有阶层。◇*the professional classes* 专业阶层

**3** [C] a group of things that have similar characteristics or qualities 种类；等级：*The painkiller is part of a new class of drugs.* 止痛药是一类新型药品。◇*It's the best computer available in its class.* 这是该档次中现有最好的计算机。

**4** [C] each of several different levels of comfort that are available to travellers in a plane, etc.（飞机等的）舱位等级

**ˌclass ˈA/ˈB/ˈC share** = A/B/C SHARE

**ˌclass ˈaction** *noun* [C] *(especially AmE)* *(Law)* a type of court case in which one person or a small group of people make a claim on behalf of a larger group of people who have the same legal problem 集体诉讼，共同起诉（由一个或几个原告代表有共同利害关系的多数人提起的诉讼）：*Hundreds of class actions have been filed against the investment bank.* 向投资银行提起了数以百计的集体诉讼。◇*a class action lawsuit brought by consumers* 消费者提起的一宗集体诉讼 → GROUP ACTION, PERSONAL ACTION

**ˌclassifiˈcation soˌciety** *(AmE also* **ˌclassifiˈcation auˌthority***)* *noun* [C] *(Insurance)* an official organization that checks whether a ship meets particular standards of design, safety, etc. and provides a certificate as proof of this 船级社（检验船只是否符合设计、安全标准等并提供检验证书的正式组织）

**classified** /ˈklæsɪfaɪd/ *adjective, noun*

• ***adjective*** [usually before noun]

**1** containing or connected with CLASSIFIED ADVERTISEMENTS 包含分类广告的；与分类广告有关的：*the New York Times classified section*《纽约时报》分类广告版 ◇*classified advertising* 分类广告

**2** with information arranged in groups according to subjects 分类的；归类的：*a classified catalogue* 分类目录

• ***noun*** [pl.]

**classifieds** the part of a newspaper, magazine, etc. or an Internet site that contains CLASSIFIED ADVERTISEMENTS（报章、杂志、互联网站等的）分类广告：*The job was advertised in the classifieds.* 该职位的招聘广告刊登在分类广告版。

**ˌclassified ˈad** *(AmE also* **ˈwant ad***)* *noun* [C, usually pl.] *(informal)* a classified advertisement 分类广告：*You can email us to place a classified ad.* 你可以给我们发电子邮件，要求登一则分类广告。 SYN SMALL AD

**ˌclassified adˈvertisement** *noun* [C, usually pl.] a small advertisement that you put in a newspaper, magazine, etc. or on an Internet site, if you want to buy or sell sth, employ sb, etc.（报章、杂志、互联网站等的）分类广告：*Our rates for classified advertisements are $10 for the first 10 words and 50¢ for each additional word.* 我们的分类广告收费标准为：头10个字收10美元，每增加一个字收50美分。◇*the classified advertisement section of the daily paper* 日报的分类广告版

**⊕** *to* ***reply to/place/read/submit*** *a classified advertisement* 回应 / 刊登 / 阅读 / 提交分类广告

**ˌclassified diˈrectory** *noun* [C] a list of the names, addresses and telephone numbers of businesses in a particular area, arranged in groups according to the type of business 行业分类名录 → YELLOW PAGES

**classify** /ˈklæsɪfaɪ/ *verb* [+ obj] **(classifies, classifying, classified, classified)** to put sb/sth into a group with other people or things of a similar type 把…分类；把…归类：*Taxes may be classified* ***as*** *either direct or indirect.* 税收可分为直接税和间接税两类。◇*For insurance purposes, cars are classified* ***into*** *five types.* 出于保险方面的原因，汽车分为五类。◇*The report classifies companies* ***according to*** *annual income.* 报告根据年度收入将公司分类。

**★clause** /klɔːz/ *noun* [C]

SEE ALSO: **assignment clause, break ~, escalation ~, escalator ~, escape ~, gag ~, gagging ~,** etc.

a sentence or group of sentences in a contract or legal document that has a number and deals with a particular topic, item or condition 条款：*The clause allows you to return the items if you are unsatisfied.* 该条款容许你对货物不满意时退货。◇*They have put in a penalty clause which specifies that late delivery will be fined.* 他们提出的罚则规定逾期交货将要缴付罚款。◇***Under*** *clause 8, the employer is responsible for the safety of employees.* 第8条规定，雇主对雇员的安全负责。

**⊕** *to* ***add/include/insert/put in*** *a clause* 增加 / 包括 / 加插 / 提出条款 • *to* ***delete/take out/remove*** *a clause* 删除 / 除去 / 删去条款 • *a clause* ***allows/provides for/states/specifies*** *sth* 条款允许 / 规定 / 订明 / 规定某事 • *a clause* ***excludes/limits*** *sth* 条款排除 / 限制某事

**claw** /klɔː/ *verb*

IDM **claw your way ˈback; claw your way into/out of/to sth** to gradually achieve sth by using a lot of determination and effort 竭尽全力争取；努力逐步获得：*The group is clawing its way out of financial crisis.* 集团正艰难地摆脱财务危机。

PHR V **ˌclaw sth ˈback 1** *(also* **ˌclaw ˈback (from sth))** to get back sth that has been lost, usually by using a lot of effort 费力挽回：*The company is trying to claw back its share of the market.* 公司正在努力挽回失去的市场份额。 **2** *(Finance)* (about a government) to get money back from people who have received a benefit, usually by taxing them（指政府通过税收手段）收回（已支付给补助者的钱款）：*The Chancellor is expected to claw back £2.8 billion in the budget.* 预计财政大臣将收回预算中的28亿英镑。 → CLAWBACK **3** *(Finance) (BrE)* (about a company) to offer existing shareholders the right to buy a proportion of the shares that have already been offered to new investors（指公司）收回（已提供给新投资者的股票以提供给现有股东购买）：*Some of the shares placed with institutional investors had to be clawed back to satisfy the demand of existing shareholders.* 必须收回配售给机构投资者的部分股票，以满足现有股东的需求。 → CLAWBACK

**clawback** /ˈklɔːbæk/ *noun* [C,U] (*Finance*)
**1** the act of getting money back from people, especially in tax, to pay for a benefit they have received; the money that is paid back 收回资金（特别是通过税收方式）；回收款：*They want the basic pension to be increased, with a tax clawback from wealthier pensioners.* 他们想提高基本养老金，并通过税收手段收回已支付给富裕养老金领取者的款项。
**2** (*BrE*) the act of offering existing shareholders the right to buy a proportion of the shares that have already been offered to new investors（已提供给新投资者的股票的）收回：*The shares are being placed with institutional investors subject to a right of clawback by existing shareholders.* 这些股票正配售给机构投资者，但前提条件是保证现有股东拥有购回这些股票的权利。

**clean** /kliːn/ *adjective, verb, adverb*
• ***adjective*** (**cleaner, cleanest**)
**1** free from harmful or unpleasant substances 无有害物的；清洁的：*clean air/water* 清洁的空气／水 ◇ *the search for cleaner technologies* 寻找更清洁的技术 → GREEN
**2** not showing or having any record of doing sth dishonest or against the law 无犯罪记录的；守法的：*He is hoping to maintain the company's clean record on safety.* 他希望保持公司无违反安全的记录。◇ (*AmE*) *a clean driver's license* 无违章记录的驾驶执照
**3** (*Finance*) financially strong; having little or no debt 财力雄厚的；债务少的；无债务的：*The firm has a strong cash flow and a clean* ***balance sheet.*** 公司拥有充裕的现金流和负债少的资产负债表。◇ *They are the country's biggest and cleanest bank.* 他们是该国家最大、资产最雄厚的银行。
IDM **a clean bill of 'health** a report that says sth is reliable, safe or in good condition 合格证明书：*The auditors gave the company a clean bill of health.* 审计人员给公司出具了一份营运状况稳健证明书。**clean 'hands** if sb has **clean hands** they are not guilty of any illegal or dishonest acts（某人）清白的：*The bank is in crisis and needs a leader with clean hands.* 银行正处于危机之中，需要一个清白正直的人做领导。
→ CLEAN BILL OF LADING at BILL OF LADING
• ***verb***
IDM **clean 'house** to make a company, an organization, etc. more honest and efficient, for example by removing people or things that are not necessary or not wanted 清理门户（裁掉不必要的人；丢弃不需要的东西），**,clean up your 'act** (*informal*) to start behaving in a moral or responsible way 改邪归正；重新做人：*The call centre industry is trying to clean up its act and improve working conditions for staff.* 呼叫中心行业正试图修正自己行业的做法，改善员工的工作条件。
PHR V **,clean sb 'out** (*informal*) to use all of sb/sth's money 用光…的钱：*Paying the fine cleaned me out.* 支付罚金把我的钱花得一干二净。**,clean sth 'out** to make the inside of sth very clean or empty, for example by removing things you do not want or need 将（某物）内部彻底打扫干净：*Staff were given no time to clean out their desks.* 工作人员没有时间彻底清理自己的办公桌。◇ (*figurative*) *She's cleaned out her bank account* (= taken all the money out of it). 她将银行账户里的钱全部取了出来。**,clean sth 'up 1** to remove crime and immoral behaviour from a place or an activity 清除、整顿（某地或某活动中的犯罪和不道德行为）：*The industry needs to clean up its image.* 该行业的形象需要改善。**2** (*Finance*) to make sth financially stronger; to reduce the amount of debt 使…财力更强；减少债务：*He cleaned up the group by getting rid of loss-making activities.* 他通过摈弃亏损业务使集团的财力更雄厚。**3** to remove harmful substances from a river, piece of land, building, etc. 清理、清除（河流、土地、建筑物等中的有害物质）：*cleaning up chemical spills* 清理化学物品泄漏 → CLEAN-UP
• ***adverb***
IDM **come 'clean** (**with sb**) (**about sth**) to admit and explain sth that you have kept as a secret 全盘招供；和盘托出：*It's time for the chairman to come clean about the group's illegal dealings.* 是时候主席彻底交代集团的非法交易了。

**'clean-out** (*AmE spelling usually* **cleanout**) *noun* [C, usually sing.]
an act of making sth very clean, for example by removing things that you do not want or need 扫除；清除：*a cleanout of huge grain surpluses* 消除庞大的粮食过剩

**'clean-up** (*AmE spelling usually* **cleanup**) *noun* [C, usually sing.]
**1** the process of removing POLLUTION（污染的）清理：*The clean-up of the river is going to take months.* 清理河流需要数月的时间。◇ *40 000 volunteers took part in the cleanup effort on the beaches.* * 4万名志愿者参加了清理海滩的工作。
✪ *a clean-up* ***campaign/effort/operation/programme*** 整顿运动／努力／行动／方案
**2** (*Finance*) the act of making a company, an industry, etc. financially stronger, especially by reducing the amount of debt（尤指通过减少债务）促使财力雄厚：*a clean-up of bank and corporate debt* 银行和企业债务的减少

**clear** /klɪə(r); *AmE* klɪr/ *verb*
**1** [+ obj] to give or get official approval for sth to be done 批准；准许：*His appointment had been cleared by the board.* 他的任命已获董事会批准。◇ *I'll have to* ***clear it with*** *the manager before I can refund your money.* 我要得到经理批准之后才能退款给你。◇ *The drug has been cleared for use in the US.* 该药物已获准在美国使用。
**2** [+ obj] to prove that sb is innocent 证明无罪（或无辜）：*She has been cleared* ***of*** *all charges against her.* 对她的所有指控已被撤销。
**3** (*Commerce*) [+ obj] **clear** (**out**) **sth** to sell all the goods that you have available 售完：*The store is trying to clear its stock of winter clothes.* 商店正努力售出所有冬装存货。◇ *The company has dropped its prices in an attempt to clear out its* ***inventory*** (= its supply of products). 公司降价以清理库存的货品。
**4** [+ obj] to remove sth that is not wanted from a place 搬走，清除（不需要的东西）：(*figurative*) *clearing bad debts from the company's books* (= financial records) 清理公司财务记录上的坏账。◇ *Clear the screen* (= computer screen) *and start again.* 清理计算机屏幕，然后重新启动。

**5** [+ obj *or* no obj] if a cheque that you pay into your bank account **clears**, or a bank **clears** it, the money is available for you to use 兑现（支票）: *Cheques usually take three working days to clear.* 兑现支票通常需要三个工作日。
**6** (*Finance*) [+ obj] to calculate the total amount of money and the numbers of shares, etc. that investors have agreed to exchange on a particular date, in order to arrange the transfer of the money, shares, etc. between them 清算: *Only certain members of the stock exchange are authorized to clear **trades**.* 只有股票交易所的某些成员被授权进行清算交易。 → CLEARING, SETTLE
**7** (*Trade*) [+ obj] to give official permission for goods to leave or enter a place 批准（货物）离境（或入境）; 为（货物）清关: *to clear goods through customs* 为货物清关
**8** [+ obj] to gain or earn an amount of money as profit 获利; 净赚: *She cleared €2 000 on the deal.* 她在那笔交易中净赚了2000欧元。
**9** (*Finance*) [+ obj] if you **clear** a debt or a loan, you pay all the money back 清偿（债务）
**10** [+ obj] to decide officially, after finding out information about sb, that they can be given special work or allowed to see secret papers（经审查后）正式批准（某人）做机要工作（或阅读机密文件）: *She hasn't been cleared by security.* 她未获安全部门批准做机要工作。
IDM **clear your 'desk** 1 (*also* **clear out your 'desk**) to remove everything from your desk at work because you are leaving your job（离职前）将办公桌清理干净: *She was fired on the spot and given an hour to clear her desk.* 她当场被辞退，有一小时清理办公桌。 **2** to finish the work that you need to do 完成（工作）: *He was desperately trying to clear his desk so he could get home.* 他正竭尽全力完成工作，这样他就可以回家了。

**clearance** /'klɪərəns; *AmE* 'klɪr-/ *noun*
**1** [U,C] official permission that is given to sb before they can work somewhere, have particular information, or do sth they want to do（允许某人在某处工作或准许接触特定资料之前所给予的）审查许可，审核批准: *The company has been given clearance to market the drug.* 公司经批准可以销售这种药。 ◇ *I need clearance **from** my supervisor before I can make such a large payment.* 我必须得到主管的审查许可才能支付这么大额的款项。
● *to **be given/get/need/obtain/receive/require** clearance* 获得／得到／需要／取得／接受／需要审查许可
**2** (*Transport*) [U] official permission for a person, a vehicle or goods to enter or leave an airport or a country（人、交通工具、货物出入空港或出入境的）许可，准许: *The pilot was waiting for clearance for take-off.* 飞行员正等待起飞的命令。 ◇ *How long will **customs clearance** take?* 清关需要多长时间?
● *to **be given/get/need/obtain/receive/require** clearance* 获得／得到／需要／取得／接受／需要许可
**3** [U,C] the process of a cheque being paid by a bank（支票的）兑现: *Allow four working days for cheque clearance.* 支票兑现需要四个工作日。
**4** (*Commerce*) [C] = CLEARANCE SALE

**'clearance sale** (*also* **'clearance**) *noun* [C] (*Commerce*) an occasion when a shop/store sells goods cheaply in order to make space for new goods 清仓削价销售: *The department store is **holding** its end-of-season clearance sale.* 百货公司正举行换季清仓特卖活动。

**clearing** /'klɪərɪŋ; *AmE* 'klɪrɪŋ/ *noun* [U] (*Finance*)
the activity of exchanging payments that customers of different banks make to each other（银行）结算，清算: *the cheque clearing **system*** 支票结算系统 ◇ *an **automated** clearing system* (= one that uses a computer system to deal with payments) 自动结算系统（利用计算机系统处理付款）

**'clearing bank** *noun* [C] (*Finance*)
**1** in the UK, a bank that is a member of a CLEARING HOUSE (= an organization that exchanges payments between customers of different banks) 清算银行，票据交换银行（伦敦票据交换所会员银行）: *The country has eight main clearing banks.* 该国家拥有八家主要的清算银行。
**2** in the UK, one of the major banks that people use（英国）清算银行，票据交换银行

**'clearing house** *noun* [C]
**1** (*Finance*) an organization that exchanges payments between customers of different banks 票据交换所: *The clearing house exchanges cheques worth over $20 billion every day.* 票据交换所每天清算价值超过200亿美元的支票。 ◇ *an **automated** clearing house* (= one that uses a computer system to deal with payments) 自动票据交换所
**2** (*Finance*) an organization that manages the exchange of FUTURES (= a contract to buy or sell a particular amount of sth at a particular time in the future and for a particular price), currencies, etc. between buyers and sellers 期货结算所: *All trades are cleared and guaranteed by the clearing house.* 所有的交易均由期货结算所负责清算并担保。

**clerical** /'klerɪkl/ *adjective*
connected with office work, especially the regular tasks and activities such as dealing with documents or putting information into a computer 文书工作的; 办公室工作的: *We need another clerical assistant to deal with the paperwork.* 我们需要另外一名办公室助理来处理文书工作。 ◇ *Owing to a clerical error, the document was wrongly filed.* 由于笔误，那份文件归错了档。
● *clerical **assistants/officers/staff/workers*** 文书助理／主任／职员／工作人员 • *clerical **jobs/work*** 文书工作

**clerk** /klɑ:k; *AmE* klɜ:rk/ *noun* [C]
SEE ALSO: **articled clerk, bank ~, file ~, filing ~, ledger ~, wages ~**
**1** a person whose job is to keep the records or accounts in an office, shop/store etc.（办公室、商店等的）职员，簿记员，文书: *She is working as an office clerk while studying interior design.* 她是办公室文书，同时也在修读室内设计。 ◇ *an invoice clerk* 开票员
● *an **office/a ticket/wages** clerk* 办公室职员; 售票员; 工资管理员

**2** (*AmE*) = SALES ASSISTANT
**3** (*also* **'desk clerk**) (*both AmE*) a person whose job is dealing with people arriving at or leaving a hotel（酒店）接待员 SYN RECEPTIONIST
**4** an official in charge of the records of a council, court, etc.（议会、法院等的）书记员：*the Clerk of the Court* 法庭书记员

**click** /klɪk/ *verb, noun*
• ***verb*** [+ obj *or* no obj]
to press one of the buttons on a computer mouse（用计算机鼠标）点击、点按、单击：*When I'd finished the email, I quickly clicked 'send'.* 当我写完了电子邮件，便赶快点击"发送"。◇*I clicked on the link to the customer service website.* 我点击了客户服务网站的链接。→ DOUBLE-CLICK
• ***noun*** [C]
the act of pressing a button on a computer mouse（计算机鼠标的）点击、点按、单击：*You can book your flights with just a few clicks of the mouse* (= very quickly). 你在计算机鼠标上点击几下就可以预订机票。

IDM **,clicks and 'mortar** (*also* **,clicks and 'bricks**) (*E-commerce*) that uses the Internet as well as physical shops/stores, etc. to sell products 鼠标加水泥模式（将网上选购和实体商店销售相结合的方式）：*a clicks-and-mortar business/retailer/company* 鼠标加水泥企业 / 零售商 / 公司 → BRICKS AND MORTAR → COST PER CLICK

**'click rate** = CLICK-THROUGH RATE

**clickstream** /'klɪkstri:m/ *noun* [C]
(*IT; Marketing*) a record of a person's activities when spending time on the Internet, including the websites they visit, how long they spend on each one, emails they send or receive, etc. 点击流（记录某人在互联网上的活动，包括访问的网站、在每一网站上所花的时间、收发的电子邮件等）：*Marketing companies find it useful to analyse clickstream data.* 营销公司发现分析点击流数据很有用。

**'click-through** (*also spelled* **clickthrough**) *noun* [C,U]
(*IT; Marketing*) an occasion when sb visits a particular website because they clicked on an advertisement on another web page; the extent to which this happens 点进（用户点击一则广告时进入了目的网站）：*When someone clicks on a banner ad it registers as a click-through.* 当某人点击横幅广告时，就作为一次点进。◇*improving click-through* 提高点进率

**'click-through rate** (*also spelled* **clickthrough ~**) (*also* **'click rate**) *noun* [C]
(*IT; Marketing*) the number of people who visit a website by clicking on an advertisement on another web page, compared to the number of people who visit the web page on which the advertisement appears 点进率（点击广告进入另一网站的人数与进入刊载广告网站的人数的比率）：*Our banner ads have a click-through rate of between 1.5% and 9%.* 我们的横幅广告的点进率在1.5%至9%之间。

**★client** /'klaɪənt/ *noun* [C]
**1** a person who uses the services or advice of a professional person or organization（专业服务或咨询的）客户，委托人：*She advises clients on their investments.* 她为客户提供投资方面的建议。◇*The consulting firm acts for several large corporate clients* (= companies). 该咨询公司为许多大公司提供代理服务。◇*The agency's* ***client list*** *includes Gucci and British Airways.* 该机构的客户名单里有古奇和英国航空公司。See note at CUSTOMER
➊ ***a big/big-name/large/an important client*** 大 / 名气大 / 大 / 重要的客户 • ***a corporate/private client*** 企业 / 私人客户 • ***a new/potential/prospective client*** 新的 / 潜在的客户 • ***to act for/advise/represent/serve a client*** 为客户提供代理服务；为客户提供咨询服务；代表客户；为客户服务 • ***to attract/find/get/keep/lose/retain a client*** 吸引 / 寻找 / 获得 / 留住 / 失去 / 留住客户
**2** a person who buys goods or services in a shop/store 顾客：*A good hairdresser never lacks clients.* 一个好的理发师不愁没有顾客。
**3** (*IT*) a computer that is linked to a SERVER（连接到服务器上的）客户机，客户端计算机：*The data is processed on the server and then delivered to the client.* 数据经过服务器处理后，被发送给客户机。◇*a client machine/computer* 客户机；客户端计算机

**'client ac,count** *noun* [C]
a bank account that a professional person or company, such as a law firm, keeps for a client, so that money paid or received on behalf of the client is separate from the company's money 独立客户账户；客户账户（如律师事务所等专业服务机构为记录客户收支情况而独立开设的银行账户）

**'client base** *noun* [C, usually sing.]
the group of regular customers that a business has 客户群；老主顾：*We are trying hard to expand our client base.* 我们正在努力拓展客户群。
➊ ***to broaden/expand/increase a client base*** 扩展 / 扩大 / 增加客户群

**clientele** /,kli:ən'tel; *AmE* ,klaɪən'tel/ *noun* [sing. with sing./pl. verb]
all the customers or clients of a shop/store, restaurant, an organization, etc.（统称）顾客、客户：*The boutique has an exclusive clientele.* 该时装店拥有专属的顾客。◇*The restaurant's regular clientele were mostly young business people.* 餐厅的老主顾大多是年轻的工商界人士。See note at CUSTOMER
➊ ***an exclusive/international/a regular/young clientele*** 专属的 / 国际性的 / 经常光顾的 / 年轻的顾客群 • ***to attract/build up/have a clientele*** 吸引 / 建立 / 拥有顾客群

**'client-,server** *adjective* [only before noun]
(*IT*) used to describe a computer system in which a powerful central computer (the **server**) provides data to a number of smaller computers (**clients**) connected together in a network 客户服务器的：*Only two-thirds of their employees were on the client-server system.* 他们只有三分之二的员工使用客户服务器系统。→ ARCHITECTURE (3)

**climb** /klaɪm/ *verb, noun*
• ***verb*** [no obj]
**1** to increase in value or amount 上升；增长；升值：*Their profits climbed from $12.7 million to $185.7 million.* 他们的利润从1270万美元上升到1.857亿美元。◇*The index has climbed 5% in the last week.* 指数上周已上升了5%。

**2** to move to a higher position by your own effort （靠自己的努力）晋升：*In a few years she had climbed to the top of her profession.* 她在几年内就登上了职业的顶峰。

PHR V **,climb 'back** to return to a particular value or amount 回升：*The unemployment rate has climbed back to last year's level.* 失业率已回升到去年的水平。→ idiom at BANDWAGON

• ***noun*** [C, usually sing.]

**1** an increase in value or amount 增加；增值；升值：*the dollar's climb against the euro* 美元对欧元的升值

**2** progress to a higher standard or position 达到更高标准；晋升：*the long slow climb out of the recession* 经济衰退期之后长时期的缓慢复苏

**clinch** /klɪntʃ/ *verb* [+ obj]

to succeed in getting or achieving sth 成功取得；赢得：*We clinched the **deal** by lowering our price.* 我们通过降价赢得了这宗交易。

**,clinical 'trial** (*also* **,clinical 'study**) *noun* [C]

a test of a new medicine/drug that is carried out on a small number of people, in order to see whether the drug is effective and safe to sell to the public （药物的）临床试验：*We are **conducting** the final round of clinical trials.* 我们正进行最后一轮的临床试验。

**'clip art** *noun* [U]

(*IT*) pictures and symbols that are stored in computer programs or on websites for computer users to copy and add to their own documents 剪贴画（储存在计算机程序或网站上的图画和符号，计算机用户可以复制到文件中）

**clipboard** /'klɪpbɔ:d; *AmE* -bɔ:rd/ *noun* [C]

**1** a small board with a part that holds papers at the top, used by sb who wants to write while standing or moving around 写字夹板；带夹写字板

**2** (*IT*) a place where information from a computer file is stored for a short time until it is added to another file （临时储存计算机信息的）剪贴板

**CLM** /,si: el 'em/ *abbr* (*informal*) **career-limiting move**

something you do that has a bad effect on your career, for example making mistakes, being rude to your boss, etc. 阻碍前程的行为（会对事业发展造成不良影响的事情，如犯错误、对上司不礼貌等）

**clock** /klɒk; *AmE* klɑ:k/ *verb*

PHR V **,clock 'in/'on** (*BrE*) (*AmE* **,punch 'in**) to record the time at which you arrive at work, especially by putting a card into a machine（尤指用机器）记录上班时间，上班打卡：*Staff should clock in on arrival.* 员工到达时须打卡。**,clock 'out/'off** (*BrE*) (*AmE* **,punch 'out**) to record the time at which you leave work, especially by putting a card into a machine（尤指用机器）记录下班时间，下班打卡：*She clocks off at 5.15.* 她在5点15分打卡下班。**,clock 'up sth** (*informal*) to reach a particular amount or number, especially one that is very large or high 高达（某一数量）：*The company has clocked up nearly $400 million in losses.* 公司的亏损已高达近4亿美元。◇ *clocking up record profits* 高达创纪录的利润

**'clock speed** *noun* [C]

(*IT*) the speed of a computer's CENTRAL PROCESSING UNIT (= the part that controls all the other parts of the computer), which is used as a measure of how fast the computer operates 时钟频率（计算机中央处理器的运行速度）：*The new chip has a clock speed of 2.2 gigahertz.* 新芯片的时钟频率为2.2千兆赫。

**clone** /kləʊn; *AmE* kloʊn/ *noun* [C]

**1** (*IT*) a computer designed to work in exactly the same way as another more expensive one made by a different company 仿制机；兼容机：*a company producing IBM clones* 生产IBM兼容机的公司

**2** used in a disapproving way to say that a thing or a person seems to be an exact copy of sth or sb else （带有贬意）好像一模一样的人；复制品；仿制品；翻版：*He's just a clone of the boss.* 他和老板几乎一模一样。

**★close** /kləʊz; *AmE* kloʊz/ *verb, noun*

• ***verb***

**1** [+ obj *or* no obj] (about a shop/store, business, etc.) to finish business for the day; to not be open for people to use （指商店、企业等）关闭，不开放：*What time do the banks close?* 银行什么时候关门？◇ *The storm closed the airport.* 暴风雨使机场关闭。OPP OPEN

**2** [+ obj *or* no obj] if a company, shop/store, etc. **closes**, or if you **close** it, it stops operating as a business 停业；歇业；倒闭：*Four of the manufacturer's plants are to close.* 该制造商的四个工厂即将停业。◇ *The retailer said it would close 12 stores and cut 2 000 jobs.* 零售商表示将关闭12家商店并削减2000个职位。◇ *The factory has **closed its doors** for the last time.* 工厂永久关闭了。OPP OPEN → CLOSE DOWN, CLOSE STH DOWN

**3** [+ obj] to end an activity or event 结束，终止（活动／事件）：*I took out all my money and closed my account.* 我取出所有的钱并注销了账户。◇ *The company **closes its books*** (= completes its financial records) *on a quarterly basis.* 公司每季度结账一次。OPP OPEN

**4** [+ obj *or* no obj] to stop a computer program that has been running; to stop operating 关闭（运行中的计算机程序）；停止运行：*Click on the 'X' in the top right-hand corner to close the window.* 在右上角点击“X”关闭窗口。OPP OPEN

**5** [no obj] if shares, currencies, etc. **close** at a particular price, they are worth that amount when people stop trading them at the beginning of the day 收市；收盘：*a closing price of €19 a share* 收盘价为每股19欧元◇ *The shares closed at $3.67.* 股票收盘价为3.67元。SYN FINISH OPP OPEN

**6** [+ obj *or* no obj] to agree to sth after having discussed it for a period of time; to be agreed 达成，商定：*The company is only days away from closing the deal.* 公司离达成交易（的限期）只有几天。◇ *We hope the deal will close on Friday.* 我们希望周五能达成这笔交易。

**7** [+ obj *or* no obj] if a meeting **closes** or sb **closes** it, it ends（会议）结束；终止：*The meeting closed at 5.30.* 会议5点30分结束了。OPP OPEN

**8** [+ obj] to make it impossible for goods, people, etc. to come through 关闭；封锁：*Neighbouring*

*countries have closed their borders.* 邻国已将其边界封锁了。 OPP OPEN

**9** (*Stock Exchange*) [+ obj] **close** (**out/off**) **sth** to sell all the shares in a particular collection, or to buy back shares you have borrowed and sold in order to return the shares, resulting in a final profit or loss 结清；对冲；平仓：*Many investors closed out their **positions** ahead of the New Year's holidays.* 许多投资者在新年假期之前平仓。→ COVER *verb* (6)

PHR V ,**close 'down**; ,**close sth 'down** if a company, shop/store, etc. **closes down**, or if you **close it down**, it stops operating as a business 关闭；倒闭：*The company is closing down two of its manufacturing plants.* 公司将关闭两个生产工厂。 OPP OPEN STH UP, OPEN UP → CLOSE *verb* (2), CLOSE-DOWN ,**close sth 'out** (*AmE*) to sell goods very cheaply in order to get rid of them quickly 清仓销售；降价处理；大甩卖

• ***noun*** [C, usually sing.]

SEE ALSO: **complimentary close**

the end of the day of trading, especially on a stock exchange; the price of a share, bond, etc. at this time 收市；收盘；收市价；收盘价：*By the close of London trading, Wall Street was up 9.78 points.* 到伦敦交易收盘时，华尔街指数上涨了9.78点。 SYN FINISH OPP OPEN

✪ *a **flat/low/weak** close* 清淡 / 低价 / 疲软的收盘 • *a **firm/high/strong** close* 坚挺 / 高价 / 强势的收盘

,**close-circuit 'television** = CLOSED-CIRCUIT TELEVISION

,**close 'company** /kləʊs; *AmE* kloʊs/ (*also* ,**closed 'company**), (*both BrE*) (*AmE also* ,**close corpo'ration**, ,**closed corpo'ration**) *noun* [C] a company whose shares are not bought and sold publicly but are owned by a small number of investors, especially the directors of the company 不上市公司；私营公司；封闭股份公司（其股票为少数人所持有，不在公开市场上买卖）

**closed** /kləʊzd; *AmE* kloʊzd/ *adjective*

**1** [not before noun] shut, used especially about a shop/store or public building that is not open for a period of time（一段时间）停止营业的，不开放的：*The stock market will be closed on Monday for a national holiday.* 星期一为全国假日，股票市场停止营业。

**2** [usually before noun] limited to a particular group of people; not open to everyone 仅限于某些人的；非公开的：*The CEO spoke to union representatives in a closed meeting.* 首席执行官在一次非公开会议上对工会代表讲话。

IDM **behind closed 'doors** with only particular people being allowed to attend or know what is happening; in private 与外界隔绝；秘密地：*The merger was discussed behind closed doors.* 兼并是经过秘密讨论的。

,**closed 'bid** *noun* [C] (*Commerce*) a situation where companies compete to supply work or goods, or to buy sth, by offering a particular price or amount of money. The offers are kept secret until a particular time when they are all opened and the best offer is chosen. 秘密出价投标；密封递价；暗标：*All closed bids have to be in by 1 June.* 所有的密封递价截止日期是6月1日。→ OPEN BID → SEALED BID

,**closed-circuit 'television** (*also* ,**close-circuit 'television**, *less frequent*) *noun* [U] (*abbr* **CCTV**) a television system that works within a limited area, for example a public building, to protect it from crime 闭路电视

,**closed 'company** = CLOSE COMPANY

,**closed corpo'ration** = CLOSE COMPANY

,**closed-'door** *adjective* [only before noun] used to describe work, a meeting, etc. that takes place privately（工作、会议等）秘密的，非公开的，闭门的：*closed-door meetings with selected investors* 获挑选的投资者参加的闭门会议

,**closed-'door ,policy** *noun* [C]

**1** (*Trade*) the practice of making it difficult for foreign companies to do business in your country, for example by taxing their goods, in order to protect your own industry 闭关政策；锁国政策 → PROTECTIONISM

**2** the practice of keeping things secret and not allowing the media or anyone else to know anything about them 封锁政策，隔离政策（对某事严守秘密，不让媒体或任何人知道）

,**closed-'end** *adjective* [only before noun] (*Finance*)

**1** (used about a contract or a loan) that must finish or be paid back at a fixed time in the future 限期的（用于合同或贷款，须在未来的固定日子里完成或支付的）

**2** (*AmE*) used to describe a type of investment company that can only issue a fixed number of shares 限额的，封闭的（指只能发行固定数量股票的投资公司）：*a closed-end fund* 封闭式基金 OPP OPEN-ENDED

,**closed 'market** *noun* [C] (*Economics*) a market in which foreign companies are not allowed to sell their goods or services 封闭式市场（不允许外国公司销售产品或服务的市场）

**'close-down** *noun* [C] (*BrE*) when a company, shop/store, etc. stops operating, usually permanently（通常是永久性的）停工、停业：*Serious unemployment followed the close-down of many state-owned businesses.* 许多国有企业关闭后出现了严重的失业问题。◇*planned close-downs of plants for maintenance* 计划将工厂关闭以进行维修 → SHUTDOWN

,**closed 'shop** (*AmE also* ,**union shop**) *noun* [C] (*HR*) a factory, business, etc. in which employees must all be members of a particular union 非开放雇用企业（只雇用某工会会员的工厂或商店）→ OPEN SHOP

✪ *to **abolish/enforce/establish/operate** a closed shop* 废除 / 推行 / 建立 / 经营非开放雇用企业

,**closely held 'company** (*BrE*) (*AmE* ,**closely-held corpo'ration**) *noun* [C] a public company where five or fewer people own more than half of the shares 封闭型控股公司；少数人控股公司

**closeout** /'kləʊzaʊt; *AmE* 'kloʊz-/ *noun* [C] (*AmE*) (*Commerce*) an occasion when all the goods in a shop/store that is going to stop operating are sold cheaply in order to get rid of them quickly 清仓出

售；降价处理；大甩卖 SYN CLOSING-DOWN SALE → CLOSE STH OUT at CLOSE

**★closing** /'kləʊzɪŋ; *AmE* 'kloʊzɪŋ/ *noun, adjective*

• ***noun***

**1** [U,C] the act of shutting sth such as a factory, hospital, school, etc. permanently（永久性的）停业、关闭：*The plan includes the closing of some of the company's factories.* 该计划包括关闭公司的部分工厂。◇ *jobs lost because of plant closings* 因工厂停业而拟失的职位

**2** [U,C] the act of finishing business for the day, especially on a stock market 收市；收盘：*The Nikkei stock index reached a record high at Friday's closing.* 日经股价指数在周五收盘时创下了有记录以来的新高。◇ *The Dow Jones was down 3.6% an hour before the closing bell.* 道琼斯工业平均指数在收盘铃前一小时下跌了3.6%。

**3** [U] the state of being closed 停业；关闭：*The factory will remain open except for the regular New Year closing.* 除了新年期间例行停业以外，工厂照常营业。

**4** [U] the final stage in a sale, the arranging of a loan, etc. when all the details have been agreed 达成交易：*a sale progressing from cold call to closing* 从向潜在顾客打冷不防的电话到达成交易的销售过程

OPP OPENING → CLOSURE

• ***adjective*** [only before noun]

coming at the end of sth 接近尾声的；结尾的；结束的：*the closing stages of the deal* 交易的结束阶段 OPP OPENING

**closing 'balance** *noun* [C, usually sing.]

(*Accounting*) the **balance** shown in an account at the end of an accounting period 期末余额（会计期末的账户余额）→ OPENING BALANCE

**'closing date** *noun* [C]

the last date by which sth must be done, such as applying for a job or entering a competition 截止日期：*The closing date for applications is 31 March.* 申请截止日期为3月31日。

**closing-'down sale** *noun* [C] (*BrE*)

(*Commerce*) an occasion when all the goods in a shop/store that is going to stop operating are sold cheaply in order to get rid of them quickly 清仓出售；降价出售；大甩卖 SYN CLOSEOUT → CLOSE DOWN at CLOSE *verb*

**closing 'entry** *noun* [C]

(*Accounting*) a final amount that is written in an account at the end of an accounting period, before moving the BALANCE to the account for the next period 结账分录（结账时所做的一种转账分录）

**closing 'stock** *noun* [U]

(*Accounting*) the amount of goods that a shop/store has available for sale at the end of a particular period of time; the value of these goods 期末存货；期末存货价值

**'closing time** *noun* [C,U]

the time when a pub, shop/store, bar, etc. ends business for the day and people have to leave（酒吧、商店等的）晚间打烊时间

**closure** /'kləʊʒə(r); *AmE* 'kloʊ-/ *noun* [C,U]

the situation when a factory, school, hospital, etc. shuts permanently（永久性的）停业，关闭：*The company is hoping to avoid plant closures and lay-offs.* 公司希望避免工厂倒闭和裁员。◇ *factories earmarked for closure* 被指定关闭的工厂

➊ ***branch/plant/store*** *closures* 分支机构 / 工厂 / 商店倒闭 • *to* ***avoid/face/force/lead to/prevent*** *closure(s)* 避免 / 面临 / 强迫 / 导致 / 防止倒闭

**clothing** /'kləʊðɪŋ; *AmE* 'kloʊðɪŋ/ *noun* [U]

clothes, especially a particular type of clothes 衣服；（尤指某种）服装：*Protective clothing must be worn at all times.* 防护服必须时刻穿着。◇ *the country's leading retailer of men's clothing* 该国家首要的男装零售商

➊ *an* ***article/item/a piece*** *of clothing* 一件衣服 • *a clothing* ***company/factory/manufacturer/store*** 服装公司 / 工厂 / 生产商 / 商店 • *the clothing* ***business/industry/trade*** 服装企业 / 工业 / 贸易

**CLU** /ˌsi: el 'ju:/ = CHARTERED LIFE UNDERWRITER

**'cluster a,nalysis** *noun* [U,C]

(*Marketing*) a way of analysing large amounts of data to find groups of people, things, etc. that are similar to each other in some way 组群分析、聚类分析（通过大量数据的分析来寻找人群、事物等相类似的地方）：*A cluster analysis of 10 000 customers found that 95% fell into seven groups (clusters).* 通过对10000名顾客的聚类分析发现，95%的顾客可以分为七个组群。

**CLV** /ˌsi: el 'vi:/ *abbr*

(*Marketing*) customer lifetime value 客户生命周期价值 → LIFETIME VALUE

**CM** /ˌsi: 'em/ = CATEGORY MANAGEMENT

**CMA** /ˌsi: em 'eɪ/ = CERTIFIED MANAGEMENT ACCOUNTANT

**CMR** /ˌsi: em 'ɑ:(r)/ = ROAD CONSIGNMENT NOTE

NOTE CMR is formed from the first letters of the words in a French phrase. * CMR 由法语短语的首字母构成。

**Co.** /kəʊ; *AmE* koʊ/ *abbr* (*usually used in written English* 通常用于书面英语)

(often used in names) company 公司：*the Consett Iron Co.* 堪色特铁材公司 ◇ *Pitt, Briggs and Co.* 皮特布里格斯公司 See note at LTD

**co-** /kəʊ; *AmE* koʊ/ *prefix* (*used in nouns, adjectives, adverbs and verbs* 用于名词、形容词、副词和动词)

together with 共同；联合：*co-founder of the company* 公司的共同创始人 ◇ *co-chief/co-director* 联席主管；联席董事 ◇ *cooperatively* 合作地 ◇ *coexist* 共存

**c/o** *abbr* (*only used in written English* 只用于书面英语)

**1** (*Accounting*) = CARRIED OVER

**2 care of** used to address a letter to sb at an address that is not their own home 由某人转交：*Mr S R Brown c/o Ms D A Philips* 菲利普女士转交布朗先生

**coach** /kəʊtʃ; *AmE* koʊtʃ/ *noun, verb*

• ***noun*** [C]

**1** (*HR*) a person who trains sb to do sth or gives lessons or advice 教练；培训师：*Coaches can help you become a better business leader.* 培训师可以帮助你成为一位更好的企业领导者。

➊ *a* ***business/career/executive/team*** *coach* 企业 / 职业 / 行政 / 团队培训师

**2** (*BrE*) a comfortable bus for carrying passengers over long distances 长途客车；长途汽车：*Travel is by coach to Berlin.* 乘长途客车去柏林旅行。
**3** (*AmE*) the cheapest seats in a plane （飞机的）经济舱：*to fly coach* 坐飞机经济舱
⊕ *coach fares/passengers/seats* 飞机经济舱票价／旅客／座位
• ***verb*** [+ obj *or* no obj]
(*HR*) to give sb training, lessons or advice 训练；指导：*She coaches people **on** how to get their ideas across effectively.* 她训练人们如何有效地表达自己的想法。▸ **'coaching** *noun* [U]：*a one-on-one coaching session* 一对一培训课 ◇ *The training programme uses group exercises and **coaching pairs**.* 该培训方案采用分组练习和两人一组辅导。
→ MENTOR

**coalface** /'kəʊlfeɪs; *AmE* 'koʊl-/ (*also* **face**) *noun* [C]
the place deep inside a mine where the coal is cut out of the rock （煤矿井里的）采煤工作面，采掘面
IDM **at the 'coalface** (*BrE*) where the real work is done, not just where people talk about it 在工作第一线；在工作现场：*Some managers would benefit from spending a few weeks at the coalface.* 有些经理因到了工作现场数周而获益。

**coalition** /ˌkəʊə'lɪʃn; *AmE* ˌkoʊə-/ *noun*
**1** [C with sing./pl verb] a group formed by people from several different groups agreeing to work together for a particular purpose 联合体；联盟：*They have formed a coalition to protect the future of manufacturing in the region.* 他们组成一个联盟以保护该地区制造业的未来。◇ *coalition partners* 联盟伙伴
⊕ *to **build/create/form/join/lead** a coalition* 建立／创立／组成／加入／领导联盟
**2** [U] the act of two or more groups joining together 结合；联合：*their planned coalition with the American airline* 他们与美国航空公司的计划结盟

**COBOL** (*also spelled* **Cobol**) /'kəʊbɒl; *AmE* 'koʊbɑːl; -bɔːl/ *noun* [U]
(*IT*) **Common Business Oriented Language** a computer language designed to write programs for use in business 通用商业语言（一种用于商业的计算机程序编写语言）：*a program **in** Cobol* 用通用商业语言编写的程序

**COD** /ˌsiː əʊ 'diː; *AmE* oʊ/ *abbr*
(*Trade*) **,cash on de'livery** *or in American English* **col,lect on de'livery** payment for goods will be made when the goods are delivered 交货付款；货到付现：*Most people will offer a discount for cash on delivery.* 大多数人对货到付现都给予折扣。◇ *to pay COD* 以货到付现方式支付

**★code** /kəʊd; *AmE* koʊd/ *noun*
SEE ALSO: **area code, authorization ~, bar ~, building ~, colour-~, dialling ~, dress ~,** etc.
**1** [C,U] (*often used in compounds* 常用于复合词) a system of words, letters, numbers or symbols that represent information about sth 密码；电码；代码：*Tap your **code number** into the machine.* 将你的密码输入机器。◇ *In the event of the machine not operating correctly, an error code will appear.* 若机器运转不正常，就会出现错误代码。
⊕ *an **access/error/a log-in/product/reference/security** code* 存取密码；错误代码；登录密码；产品代码；参考代码；安全密码
**2** [C] a set of standards that members of a particular profession, or people who do a particular activity, agree to follow or are recommended to follow 准则；守则：*The Department has issued an approved **code of practice** for the management of noise in the workplace.* 部门已颁布了经核准的工作场所噪音管理行业准则。◇ *They failed to observe the banks' voluntary **code of conduct**.* 他们未能遵守银行的自愿行为守则。
⊕ *to **approve/draft/draw up/produce** a code of practice, etc.* 批准／起草／拟定／制定行业准则等 • *to **adhere to/break/comply with/follow/observe** a code of practice, etc.* 遵守／违反／遵守／遵循／遵守行业准则等
**3** (*IT*) [U] a system of computer programming instructions 代码；计算机程序指令：*to **write** code* 编写代码
**4** [C] = DIALLING CODE

**coder** /'kəʊdə(r); *AmE* 'koʊdər/ *noun* [C]
(*IT*) a person whose job is writing computer code （计算机）编码人员

**'code-ˌsharing** *noun* [U]
an arrangement between airlines that allows them to carry each other's passengers and use their own set of letters and numbers for flights provided by another airline 代码共享（一家航空公司的航班号，即代码，可以用于另一家航空公司的航班上）：*a code-sharing agreement between KLM and British Airways* 荷兰皇家航空公司与英国航空公司之间的代码共享协议

**,co-determi'nation** *noun* [U]
(*HR*) a system where workers as well as managers are involved in making decisions in a company, especially when workers have representatives on boards of management 共同决策制（尤指管理委员会中有工人代表时，工人和经理可共同参与公司决策）

**C. of C.** = CHAMBER OF COMMERCE

**coffers** /'kɒfəz; *AmE* 'kɔːfərz; 'kɑːfərz/ *noun* [pl.]
(*usually used in written English* 通常用于书面英语) (usually used in newspapers) a way of referring to the money that a government, an organization, etc. has available to spend （通常用于报章，指政府、机构等可以使用的）资金：*The new taxes will contribute over $60 billion to government coffers.* 新的税项将给国库增加600多亿美元。

**,cognitive 'dissonance** *noun* [U]
(*Marketing*) a feeling of worry and disappointment that people often feel after they have bought sth, for example if they feel that it is not as good as they expected or that another product might suit them better 认知失调，认知不和谐（人们购物后常感觉所购物品与期望不符或别的物品更适合自己，从而产生的焦虑和失望情绪）：*Almost all major purchases result in cognitive dissonance.* 几乎所有的大额购物都会导致认知不和谐。

**COGS** = COST OF GOODS SOLD

**co'hesion fund** (*also spelled* **Cohesion Fund**) *noun* [sing.]
(*Economics*) money that the European Union uses

to help the economic development of its poorer members 聚合基金；凝聚基金；协调基金（欧盟提供给较穷成员国经济发展的资金）

**coin** /kɔɪn/ *noun, verb*

• ***noun***

**1** [C] a small flat piece of metal used as money 硬币；金属货币：*a 2-euro coin* 一枚2欧元的硬币 **2** [U] money made of metal 金属货币；硬币：*notes and coin* 纸币和硬币

• ***verb*** [+ obj] to make coins out of metal（用金属）铸币，造硬币

IDM **be 'coining it (in); be 'coining money** (*both BrE*) (*informal*) to earn a lot of money quickly or easily 赚大钱；发大财；暴富：*He has a huge expenses allowance and must be coining it in.* 他有巨额的开销补助，一定会发大财。

**coinage** /'kɔmɪdʒ/ *noun* [U] (*Economics*) the coins or the system of money used in a particular country（国家的）金属货币，货币制度：*gold/silver/bronze coinage* 金 / 银 / 铜币

**co,incident 'indicator** (*also* **co'incident eco'nomic 'indicator,** *less frequent*) *noun* [C] (*Economics*) a factor that is a direct result of a country's economic situation at a particular time, and can therefore be used as one of the measures of the state of the economy at that time 同步指标（指标的变动时间与国民经济周期变动基本一致，用于衡量一国某一时期的经济状况）：*Coincident indicators like industrial production, personal income and GNP all go up when the economy is going well.* 当经济状况良好时，诸如工业生产、个人收入和国民生产总值等同步指标均会上升。→ LAGGING INDICATOR, LEADING INDICATOR

**col.** *abbr* a short way of writing **column** (= a series of numbers or words arranged one under the other) * column 的简写

**COLA** /'kəʊlə; *AmE* 'koʊlə/ = COST-OF-LIVING ADJUSTMENT, COST-OF-LIVING ALLOWANCE

**,cold-'calling** *noun* [U] (*Marketing*) the practice of telephoning or visiting sb that you do not know in order to sell them sth 陌生客户电话拜访；陌生客户逐户探访；冷不防打电话拜访（以便向他们推销某物）：*One million people have said no to junk mail and cold-calling.* 一百万人拒绝了垃圾邮件和陌生客户电话拜访。◇ *a course for professionals who want to improve their cold-calling skills* 面向希望改进陌生客户电话拜访技巧的专业人员的课程 ▸ **,cold-'call** *verb* [+ obj *or* no obj]: *I cold-called 500 companies.* 我冷不防电话拜访了500家公司。 **,cold 'call** *noun* [C]: *I've just spent three hours making cold calls.* 我花了三小时打陌生客户的拜访电话。 **,cold-'caller** *noun* [C]

**,cold-'canvassing** *noun* [U] (*Marketing*) the practice of asking sb that you do not know if they are interested in sth, for example employing you or buying a product 直接兜售

**,cold 'cash** = HARD CASH

**★collaborate** /kə'læbəreɪt/ *verb* [no obj] to work together with sb in order to produce or achieve sth 合作；协作：*We have collaborated on many projects over the years.* 这些年我们合作进行了许多项目。◇ *They are collaborating closely with two other companies in this research.* 他们正在与另外两家公司密切合作从事这方面的研究。

**★collaboration** /kə,læbə'reɪʃn/ *noun* **1** [U,C] the act of working with another person or group of people to create or produce sth 合作；协作：*Four firms have been involved in technical collaboration on this project.* 四家公司已参与这个项目的技术合作。◇ *Many of their products are designed in collaboration with customers.* 他们的许多产品都是和用户合作设计的。◇ *close collaboration between schools and industry* 学校与工业的密切合作 **2** [C] a piece of work produced by two or more people or groups of people working together 合作成果

**collaborative** /kə'læbərətɪv; *AmE* -reɪtɪv/ *adjective* [only before noun] involving, or done by, several people or groups of people working together 合作的；协作的 ✪ *collaborative projects/research/studies/ventures* 合作项目；合作研究；合作经营项目

**col,laborative 'working** *noun* [U] (*HR*) a method of working in which people in different places or in different organizations work together using email, VIDEOCONFERENCING, etc. 在线协同工作（不同地方、不同组织的人利用电子邮件、视频会议等一起工作的方式）

**★collapse** /kə'læps/ *verb, noun*

• ***verb*** [no obj]

**1** to fail suddenly or completely 突然失败；崩溃：*Talks between management and unions have collapsed.* 管理层与工会的谈判已破裂。◇ *Investors lost their money when the company collapsed.* 公司倒闭时，投资者损失了钱财。 **2** to decrease suddenly in amount or value（突然）降价，贬值；暴跌：*The company's stock market value has collapsed to under $10 million in the last year.* 去年，公司的股票市值已降到1000万元以下。

• ***noun*** [C,U]

**1** a sudden failure of sth, such as an institution, a business or a course of action（机构、企业、行动等的）崩溃，突然失败，倒闭：*the collapse of two important companies* 两家重要公司的倒闭 ◇ *This breakdown in trust led to the collapse of the deal.* 信任崩溃导致交易失败。◇ *a wave of corporate collapses* 企业倒闭浪潮 **2** a sudden fall in value 突然贬值；突然降价；暴跌：*the collapse in technology prices* 技术价格的暴跌 ◇ *the collapse of the Nasdaq index* 纳斯达克指数狂跌 ◇ *share price collapses* 股票价格暴跌。

**collate** /kə'leɪt; *AmE* 'koʊl-/ *verb* [+ obj] **1** to collect information together from different sources in order to examine and compare it 核对，对照（不同来源的信息）：*to collate data/information/figures* 核对数据 / 信息 / 数字 **2** to collect pages and arrange them in the correct order, especially pages of a document when printing or copying it 整理（文件等）

▸ **collation** /kə'leɪʃn/ *noun* [U]: *the collation of information* 信息的整理

**collateral** /kə'lætərəl/ *noun* [U]
**1** (*Finance*) property or sth valuable that you promise to give sb if you cannot pay back money that you borrow 抵押品；担保物：*The company cannot sell its assets as they act as collateral* ***for*** *its loans.* 公司已将资产作抵押来贷款，所以不能出售其资产。
**2** (*Marketing*) (*AmE*) = COLLATERAL MATERIAL

**collateralize , -ise** /kə'lætərəlaɪz/ *verb* [+ obj] (*Finance*) (*usually* **be collateralized**)
to provide COLLATERAL for a loan, bonds, etc. 以…作抵押品，以担保品担保（贷款、债券等）：*The loan is collateralized by the company's plant and equipment.* 公司的厂房和设备被用作贷款的抵押品。

**col,lateral ma'terial** *noun* [U] (*also* **col,lateral ma'terials** [pl.]) (*also* **col'lateral** [U]) (*all AmE*) (*Marketing*) printed information about a product, service or company, such as BROCHURES or LEAFLETS, that is usually sent or given directly to individual customers（有关产品、服务或公司的）销售资料：*We designed a logo for use on the company's website, business cards and other collateral material.* 我们设计了一个用于公司网站、名片和其他销售资料的标识。

**★colleague** /'kɒli:g; *AmE* 'kɑ:-/ *noun* [C]
a person who works at the same place as you, especially in a profession or a business 同事；同僚：*a colleague of mine from the office* 我办公室的一位同事 ◇ *an email from one of my colleagues* 我的一位同事发来的电子邮件 ◇ *swapping ideas with colleagues* 和同事交换想法
❶ *a* ***former/junior/new/senior*** *colleague* 前／初级／新／资深同事

VOCABULARY BUILDING 词汇扩充

**Colleagues and rivals**

**People in the same organization 同一单位工作的人**
- *If I'm not here, one of my* ***colleagues*** *will be able to help you.* 如果我不在，我的一个同事会帮助你。
- (*especially AmE*)（尤用于美式英语）*Most of my* ***co-workers*** *are older than me.* 我的大多数同事都比我年长。

**People in the same job but in a different organization 同行**
- *She immediately informed her* ***counterpart*** *in the US.* 她立即通知了她在美国的同行。
- (used especially in newspapers)（尤用于报章）*the director of BMW and his* ***opposite number*** *at Volvo* 宝马公司的主管和沃尔沃公司同等职位的人

**People that you are competing with 竞争对手**
- *We're constantly developing new products to stay ahead of* ***the competition.*** 我们不断开发新产品以领先于竞争对手。
- *They are concerned about* ***competitors*** *stealing their ideas.* 他们担心竞争者窃取他们的创意。
- *Our biggest* ***rivals*** *are the budget airlines.* 我们最大的竞争对手是廉价航空公司。
- *If we lose the case, we have to pay* ***the other side's*** *legal fees.* 如果我们输了这场官司，就必须承担对方的诉讼费用。

**★collect** /kə'lekt/ *verb*
**1** [+ obj] to obtain money that is owed; to be paid 收（欠款）：*The rent is collected from tenants at the end of each month.* 每月底向住户收取租金。◇ *The dealer collects a small fee for every trade.* 经销商对每一笔买卖收取少量费用。
❶ *to collect* ***debts/fees/payments/rent/taxes*** 讨债；收费／款／租金；征税
**2** [+ obj] to bring things together from different people or places 收集；采集：*We collected the data from interviews with customers.* 我们从访谈的顾客那里收集资料。
❶ *to collect* ***data/evidence/information/statistics*** 收集资料／证据／信息／统计资料
**3** (*Finance*) [+ obj] (about a bank) to receive a cheque and arrange for the money to be paid from the bank account of the person or company who wrote it（指银行）兑现（支票）：*The bank collected the cheque without checking the name of the payee.* 银行未核对收款人姓名即兑现了支票。◇ ***the collecting bank*** 托收行
**4** (*informal*) [no obj] to get sb/sth to pay back the money that they owe 收款；收账：*He's come to collect.* 他前来收款。◇ *Creditors often find it hard to collect* ***on*** *their debts.* 债权人常常认为难以收回欠债。

**★collection** /kə'lekʃn/ *noun*
SEE ALSO: **debt collection, documentary collection**
**1** [U,C] the activity of obtaining money that is owed; the amount of money that is obtained 收取欠款；收回款额：*My work ranged from small debt collection to large acquisitions.* 我的工作范围从追讨小额债务到大宗收购。◇ *Many states are facing declining tax collections.* 许多国家正面临税收下降的问题。
❶ ***debt/tax/rent/revenue*** *collection* 债务追讨；收税；收取租金；收取收益 • *to* ***improve/speed up*** *collection* 提高／加速收款
**2** [C] a group of objects that has been collected; a group of objects or people 收藏品；收集物；一批物品；一群人：*They have built up a rich collection of resources to help small businesses.* 他们已经积累了一批丰富的资源来帮助小型企业。
**3** [C,U] an act of taking sth away from a place; an act of bringing things together into one place 取走；拿走；聚集：*The last collection from this mailbox is at 5.15 p.m.* 这个邮筒最后一次的收信时间是下午5点15分。◇ *data collection* 数据收集。
**4** (*Finance*) [U,C] the act of a bank arranging for a cheque, STANDING ORDER, etc. to be paid from a bank account（按付款指令）兑现支票：*You can make a simple call to the bank asking it to suspend collection so that no money is transferred.* 你可以给银行打个电话，要求终止兑现，钱款便不会转账。

**col'lection ,agency** (*also* **com,mercial col'lection ,agency**) *noun* [C]
(*Finance*) a business whose work is to obtain payment of money that has been owed to a company or an organization for a long time 讨债公司：*a debt collection agency* 讨债公司

**collective** /kə'lektɪv/ *adjective, noun*
• ***adjective*** [usually before noun]
done or shared by all members of a group of

people; involving a whole group of society 集体的；共有的；群体的: *It was a collective effort to get the project finished on time.* 该项目能按时完成是集体努力的结果。
● *a collective* ***effort/decision*** 集体努力 / 决策 • *collective* ***action/decision-making/management/ownership/responsibility*** 集体行动 / 决策 / 管理 / 所有制 / 负责
▸ **col'lectively** *adverb*: *The management board is collectively responsible for all decisions.* 管理委员会对所有决策集体负责。
• ***noun*** [C]
a group of people who own a business or a farm and run it together; the business that they run 企业集团；集体企业；合作农场: *an independent collective making films for TV* 为电视拍影片的独立集体企业。

**col,lective a'greement** *noun* [C,U]
(*HR*) a signed agreement made between two groups of people, especially an agreement made by a union and an employer about the pay and working conditions of the union members; the process of making the agreement 集体协议（工会与资方就会员的工资报酬、工作条件等达成的协议）: *Working hours and rest periods should only be changed by collective agreement.* 工作时间和休息时间只应通过集体协议修改。

**col,lective 'bargaining** *noun* [U]
SEE ALSO: **free collective bargaining**
(*HR*) discussions between a union and an employer about the pay and working conditions of the union members（劳资双方就工资报酬和工作条件进行的）集体谈判: *Job losses will be dealt with through collective bargaining.* 削减职位的问题将通过集体谈判解决。
● *a collective bargaining* ***agreement/deal/system*** 集体谈判协议 / 制度 • *collective bargaining* ***rights/rules*** 集体谈判权利 / 规则

**col,lective re'dundancy** *noun* [U,C]
(*HR*) the situation when a number of workers have to leave their jobs within a short period of time because there is no more work available for them 集体裁员

**collector** /kə'lektə(r)/ *noun* [C]
a person who obtains money that is owed 收款员；讨债人
● ***debt/rent/tax*** *collectors* 讨债人；收租金者；收税员

**collision** /kə'lɪʒn/ *noun* [C,U]
an accident in which two vehicles crash into each other and there is damage or injury 碰撞（互撞）事故: *The vehicle is insured for* ***collision damage.*** 车辆投保碰撞险。
IDM **be on a col'lision course (with sb/sth)** to be in a situation which is almost certain to cause a disagreement（与某人 / 某事物）几乎导致冲突: *The government is on a collision course with farmers over subsidies.* 政府和农民在补贴问题上差点发生争执。

**collusion** /kə'lu:ʒn/ *noun* [U] (*formal*)
secret agreement especially in order to do sth dishonest or harmful 密谋；串通；勾结: *The airline suspects collusion* ***between*** *insurance companies in setting the new rates.* 在制定新费率时，航空公司涉嫌与保险公司相互勾结。
▸ **collusive** /kə'lu:sɪv/ *adjective*: *a collusive agreement to reduce production* 降低生产的合谋协议

**'color-code** = COLOUR-CODE

**'color ,supplement** = COLOUR SUPPLEMENT

**'colour-code** (*AmE spelling* **color-~**) *noun* [C]
a system of marking things with different colours so that you can easily identify them 色标，色码（采用不同颜色表示识别标记）: *Follow the colour code carefully on all electrical wiring.* 给所有的电线按照准则小心标上色标。▸ **'colour-,coded** (*AmE spelling* **color-**) *adjective*: *Each type of material has a colour-coded label.* 每种物料都贴有色标。

**'colour ,supplement** (*AmE spelling* **color ~**) *noun* [C] (*BrE* only)
(*Marketing*) a magazine printed in colour and forming an extra part of a newspaper, particularly on Saturdays or Sundays（尤指周六或周日报章的）彩色增刊: *advertising in the colour supplements* 彩色增刊里刊登的广告

**column** /'kɒləm; *AmE* 'kɑ:ləm/ *noun* [C]
**1** (*abbr* **col.**) one of the vertical sections into which the printed page of a book, newspaper, etc. is divided（书、报章印刷页上的）栏: *a column of text* 一栏文字。→ COLUMN INCH
**2** a part of a newspaper or magazine which appears regularly and deals with a particular subject or is written by a particular writer（报刊的）栏目，专栏: *the financial columns* 财经专栏
**3** a series of numbers or words arranged one under the other 纵行（数字或字）: *adding up a column of figures* 将纵行数字相加 ◇ *The data is arranged in rows and columns.* 数据按栏列排列。

**,column 'inch** *noun* [C]
SEE ALSO: **single column inch**
(*Marketing*) the amount of text or pictures that fits into 2.5 centimetres (one **inch**) of a column in a newspaper, magazine, etc., used especially to measure the length of advertisements 栏英寸（计算收取广告费的报章专栏度量单位。每栏高度为2.5公分或1英寸）: *Our advertising rates are $12 per column inch.* 我们的广告费为每栏英寸12美元。

**,co-'manager** *noun* [C]
(*Finance*) a bank or other financial institution that works with the LEAD MANAGER in order to help a company sell new shares, bonds, etc. A **co-manager** agrees to buy a particular amount of the shares, bonds, etc. and sell them to investors 副承销商（与主承销商合作帮助公司推销新股票、债券等的银行或其他金融机构）: *Morgan Stanley and Alex Brown & Sons acted as co-managers for the offering.* 摩根士丹利和亚力克·布朗父子公司担任上市股票的副承销商。

**★combination** /,kɒmbɪ'neɪʃn; *AmE* ,kɑ:m-/ *noun* [C,U]
SEE ALSO: **business combination**
two or more things joined together; the act of joining two or more things together 联合体；混合体；联合；混合: *The combination of the two producers would create the world's largest chemical*

*company.* 两家生产商的联合将建立世界上最大的化工公司。◇ *The firm is working on a new product in combination with several overseas partners.* 公司和几家海外合作伙伴正在联合开发一种新产品。

**★combine** *verb, noun*

• ***verb*** /kəm'baɪn/

**1** [+ obj *or* no obj] to join two or more things or groups together to form a single one; to come together to form a single thing or group（使）联合，结合，混合：*plans to combine the two firms* 联合两家公司的计划 ◇ *The three oil companies combined forces* (= joined together) *to form LevelSeas.* 三家石油公司联合组建了 LevelSeas 公司。

**2** [+ obj] to have two or more different features or characteristics; to put two or more different things, features or qualities together 兼有；同时具有：*The device combines a computer and mobile phone.* 这种设备同时具备计算机和手机的功能。◇ *We are still looking for someone who combines all the necessary qualities.* 我们仍在寻找具有所有必备才能的人选。

▸ **com'bined** *adjective* [only before noun]：*The companies had combined sales of £30 million last year.* 这家公司去年的销售额合计是3000万英镑。

• ***noun*** /'kɒmbaɪn; *AmE* 'kɑ:m-/ [C]

a group of people or organizations acting together in business 集团；联合企业：*He heads a combine that covers both the traditional media and the Internet world.* 他领导着一个经营范围涵盖传统媒体和互联网世界的集团。

**com,bined 'ratio** *noun* [C]

(*Insurance*) a way of measuring how successful an insurance company's business is by comparing the amount of money the company receives from its customers (**premiums**) with the amount it pays out in claims and expenses 综合比率（衡量保险公司业绩表现的比率，即赔偿额加开支占保费收入的比率）：*Their combined ratio has improved from 140% to 105%.* 他们的综合比率有所改善，从140%下降到105%。

**come** /kʌm/ *verb* [no obj] (**came** /keɪm/**come**)

**NOTE** Most idioms containing **come** are at the entries for the nouns, verbs or adjectives in the idioms, for example, **come due** is at **due**. 大多数含 come 的习语，都可在习语中的名词、动词或形容词相关词条中找到，如 come due 在词条 due 下。

**IDM come under 'fire** to be criticized strongly 受到猛烈批评；遭到抨击：*She has come under fire from shareholders for her management of the company.* 她在公司管理方面遭到股东的抨击。→ idiom at DELIVER

**PHR V** **,come 'down** to become lower in value or amount（价值或金额）下降，降低：*Our costs have come down.* 我们的成本已降低。◇ *Gas is coming down in price.* 煤气价格在下跌。**,come 'in 1** (about money) to be earned or received regularly（指钱）赚到手，定期收到：*We can't go on much longer without any money coming in.* 我们赚不到钱就无法继续支持下去。**2** (about a law or rule) to be introduced; to begin to be used（指法律或规则）被推行，开始实施：*The act came in in 2001.* 该法案从2001年开始施行。**,come 'in (at/below, etc. sth)** to be calculated as a final amount 应计算为最终数额：*Sales for 2005 will come in at around $6.8 billion.* * 2005年的最终销售额大约是68亿美元。◇ *Revenues came in below estimates.* 最终收入低于预期。**,come 'in (on sth)** to become involved in sth 卷入；陷入：*If you want to come in on the deal, you need to decide now.* 如果你要做这笔交易，你现在就得做决定。**,come 'off** (*informal*) to be successful; to happen 成功；发生：*The deal failed to come off.* 这笔交易没做成。**,come 'off sth; ,come 'off** (*not used in the passive* 不用于被动语态) (about prices, etc.) to start to change, especially to start to decrease after increasing for a period of time（指价格等）开始变化（尤指上涨一段时间后开始下降）：*The shares have just come off an all-time high of 570 cents* (= the price is starting to fall). 股价到达570美分的最高点后开始回落。**,come 'off sth** (*not used in the passive* 不用于被动语态) to start to recover from sth 从…开始恢复：*The country was just coming off a recession.* 国家刚刚开始从衰退中恢复。**,come 'out at/to sth** (*not used in the passive* 不用于被动语态) to add up to a particular cost or sum 总共；共计：*The total bill comes out at €500.* 账单金额总计为500欧元。**,come 'out of sth** (*not used in the passive* 不用于被动语态) to reach the end of a difficult period 走出困境：*The economy is coming out of recession.* 经济正摆脱衰退，开始恢复。**,come 'out with sth** (*not used in the passive* 不用于被动语态) to create sth and make it available to people 把…投入市场销售：*The company has come out with a new type of telephone.* 公司将一种新型电话推出市场。**,come 'through (with sth)** to successfully do or provide sth that people expect or that you have promised to do（成功地）履行诺言，实现诺言：*The bank finally came through with the money.* 银行最终兑现了那笔钱。**'come to sth** (*not used in the passive* 不用于被动语态) **1** to add up to sth 共计；总共：*The retailer's annual sales come to €70 million.* 零售商的年销售额共计7000万欧元。**2** to reach a particular state or situation 达到（某种状况）：*The contract came to an end in March.* 合同三月份已到期。**,come 'up for sth** (*not used in the passive* 不用于被动语态) to reach the time when a decision must be made about the future of sb/sth 接近（期限）：*The contract is coming up for renewal.* 合同快到续签期限了。**,come 'up with sth** (*not used in the passive* 不用于被动语态) to find or produce an answer, an amount of money, etc. 找到（答案）；拿出（一笔钱）：*She came up with a new idea for increasing sales.* 她想到了增加销售量的新主意。◇ *How soon can you come up with the money?* 你何时能拿出这笔钱？

**COMEX** /'kɒmeks; *AmE* 'kɑ:m-/ (*also* **'COMEX di,vision**) *noun* [sing.]

the part of the New York Mercantile Exchange that deals with metals such as gold and silver 纽约商品交易所：*On the Comex, silver rose to $7.26 an ounce.* 在纽约商品交易所，白银价格升至每盎司7.26美元。→ NYMEX

**'comfort ,letter** *noun* [C]

(*Finance*)

**1** = LETTER OF COMFORT

**2** a statement made by an AUDITOR when a company is planning to sell new shares, to say

that they have found no problems in the company's financial records 安慰信（公司计划出售新股时，由审计员所做的关于公司财政状况良好的陈述书）

**'comfort zone** *noun* [C]
**1** a situation in which sb feels safe, relaxed and confident 舒适区域（感觉安全、轻松和自信的一种状况）: *New challenges can push you outside your comfort zone.* 新挑战可以将你推出舒适区域。
**2** if a person is **in the comfort zone**, he or she does not work very hard and so does not produce the best possible results 舒适区域（人若感觉到舒适，就不努力工作，因此不会取得成绩）

**command** /kə'mɑːnd; *AmE* kə'mænd/ *noun* [C]
(*IT*) an instruction given to a computer 指令；命令: *Use the 'ls' command to get a list of the files on the disk.* 使用 ls 指令即可获得磁盘上的文件清单。

**com,mand and con'trol** *noun* [U]
a way of managing a company or country in which a single leader or small group makes all the decisions and gives people detailed instructions on what to do 命令与控制（指一种管理公司或国家的方式，即一个或少数几个人作出所有决策并下达详细的指令）: *The new economy relies on cooperation, not command and control.* 新经济依靠合作，而不是命令与控制。

**com,mand e'conomy** (*also* **con,trolled e'conomy**) *noun* [C]
(*Economics*) a type of economic system in which a government controls its country's industries and decides what goods should be produced and in what amounts 指令性经济，调控性经济（一种经济制度，政府控制一国的产业并有权决定生产什么、生产多少）: *the former command economies of Eastern Europe and the Soviet Union* 前东欧和前苏联的指令性经济。 SYN PLANNED ECONOMY OPP MARKET ECONOMY

**'comment card** *noun* [C]
(*Marketing*) a small piece of stiff paper on which customers answer questions to give their opinions about a company's products or services 评论卡，意见卡（顾客对公司产品或服务进行评价的问卷卡）: *We invite all our passengers to fill out comment cards.* 我们请所有乘客填写评论卡。

**★commerce** /'kɒmɜːs; *AmE* 'kɑːmɜːrs/ *noun* [U]
SEE ALSO: **chamber of commerce, e-commerce, Internet ~, m-commerce, Net ~, t-commerce**
the business of buying and selling things; trade 商业；商务；贸易: *leaders of industry and commerce* 工商界领袖 ◇ *trade figures produced by the Commerce Department* 由商务部提供的贸易数字 ◇ *More and more commerce is moving to the Internet.* 越来越多的商务正转向互联网。

**'Commerce Clause** *noun* [sing]
(*Law*) a part of the US CONSTITUTION (= the basic law of the country) that allows the national parliament (**Congress**) to control trade between the US and foreign countries and between the different states within the US 通商条款，商务条款（美国宪法中授权国会调控美国与外国之间的贸易以及美国各州之间贸易的条款）

**★commercial** /kə'mɜːʃl; *AmE* kə'mɜːrʃl/ *adjective, noun*
• ***adjective***
**1** [usually before noun] connected with the buying and selling of goods and services 商业的；贸易的: *the commercial heart of the city* 城市的商业中枢 ◇ *Tesco's commercial director* * Tesco 的商品采购总监 ◇ *He owns hotels and property and has a range of commercial **interests**.* 他拥有饭店和房地产，并有广泛的商业权益。 ◇ *commercial flights* (= ones that carry passengers) 商业班机
**2** [only before noun] connected with businesses or the process of carrying out business 商业的；商务的: *commercial insurance companies* 商业保险公司 ◇ *legislation controlling the noise level from industrial and commercial premises* 控制工商业楼宇噪音水平的立法 ◇ *a downturn in the commercial property market* 商业地产市场的低迷情况 ◇ *The group has a fleet of 38 000 commercial vehicles for hire.* 该集团有38000辆商用车可供租赁。
**3** [only before noun] making or intended to make a profit 赢利的；以赢利为目的的: *the commercial use of genetically-modified crops* 转基因作物的商业用途 ◇ *The new product was not a **commercial success*** (= it did not make much money). 新产品没带来多少利润。
**4** (about television or radio) paid for by the money charged for broadcasting advertisements（指电视或电台）由广告收入支付的；商业广告性质的: *a commercial radio station/TV channel* 商业电台 / 电视频道
▸ **commercially** /kə'mɜːʃəli; *AmE* kə'mɜːr-/ *adverb*: *commercially produced/grown/developed* 商业化生产的 / 种植的 / 开发的 ◇ *The product will be commercially available next year.* 这种产品明年将上市。
• ***noun*** [C]
**1** an advertisement on television or on the radio（电视或电台播放的）广告: *TV commercials* 电视广告 ◇ *a **commercial break*** (= a time during or between programmes when advertisements are shown) 插播广告时间
**2** (*Stock Exchange*) **commercials** [pl.] shares in companies that buy and sell goods to individual customers 商业公司股票；商业股票: *In the City today, commercials rose slightly but there was little interest in industrials.* 在今天的伦敦城里，商业公司的股价略有上升，但没人对工业股感兴趣。

**com,mercial 'agency** *noun* [C,U]
**1** (*Property*) a business whose work is to buy and sell property, such as office buildings, for businesses to use（从事房地产买卖的）商业代理: *We have to cut 65 jobs in our residential and commercial agency divisions.* 我们的住宅和商业代理部门要削减65个职位。
**2** (*Finance*) (*BrE*) a business whose work is to collect information about the financial position of a person or a business, especially whether they would be able to pay back any money that they borrow 商业征信所（对某人或某公司的资信状况提供咨询的商业组织） SYN CREDIT REFERENCE AGENCY
**3** (*Commerce*) a business that provides a service to other businesses and intends to make a profit 商行: *We work independently, not*

*through a commercial agency or a tourist board.* 我们独立开展业务，既不通过商行，也不通过旅游局。

**com,mercial 'agent** *noun* [C]
**1** (*Trade*) an independent person who works on behalf of a company to find business for it, especially abroad（尤指国外的）代理商：*The company needs a commercial agent for Chile.* 该公司需要一名派往智利的代理商。
**2** (*Property*) a person or a business whose work is to buy and sell property, such as office buildings, for businesses to use（房地产）代理商：*a commercial agent specializing in business, commercial/industrial leasing and property investment* 专门从事商务、商业／工业租赁及房地产投资的商业代理人

**com,mercial 'art** *noun* [U]
the activity of designing advertisements, the materials used to pack products, etc. 商业美术：*She trained at commercial art school.* 她在商业美术学校接受过培训。▸ **com,mercial 'artist** *noun* [C]：*We have a large team of graphic designers, commercial artists and copywriters.* 我们有一大队平面设计师、商业艺术家和撰稿人。

**com,mercial 'bank** *noun* [C]
a bank with branches in many different places, that provides a range of services, especially related to CURRENT ACCOUNTS, loans and saving money, for people and businesses 商业银行：*big commercial banks, such as Barclays and NatWest* 大的商业银行，如巴克莱银行和国民威斯特银行 ◇ *the Commercial Bank of New York* 纽约商业银行 ▸ **com,mercial 'banking** *noun* [U]

**com'mercial bill** = TRADE BILL

**com,mercial col'lection ,agency** = COLLECTION AGENCY

**com,mercial corres'pondence** *noun* [U]
business letters, emails, and other documents, especially as a subject of study 商业信函

**Com,mercial 'Counsellor** (*AmE spelling* **~ counselor**) *noun* [C]
(*Trade*) a government official who works in a foreign country and helps to develop trade between that country and their home country 商务参赞：*the Commercial Counsellor at the Australian embassy in Washington* 澳大利亚驻华盛顿大使馆商务参赞 → TRADE REPRESENTATIVE

**commercialize , -ise** /kə'mɜːʃəlaɪz; *AmE* -'mɜːrʃl-/ *verb* [+ obj]
**1** to develop a product into sth that can be produced and sold widely 使商品化：*They research, develop and commercialize vaccines for cancer and other diseases.* 他们为癌症和其他疾病研究、开发疫苗，并使疫苗商品化。
**2** to produce sth to try to make as much profit as possible 使商业化：*Their music has become very commercialized in recent years.* 他们的音乐近几年已经变得非常商业化了。
▸ **commercialization, -isation** /kə,mɜːʃəlaɪ'zeɪʃn; *AmE* -,mɜːrʃlə'z-/ *noun* [U]：*moving projects to commercialization quickly* 迅速把项目商品化 ◇ *the commercialization of sport* 体育商业化

**com,mercial 'law** *noun* [U]
(*Law*) the collection of laws that deal with all aspects of business and trade, including contracts, buying, selling, storing and transporting goods, etc. 商法；商业法 SYN MERCANTILE LAW

**com,mercial 'loan** *noun* [C]
(*Finance*) a loan made to a business 商业贷款（向企业发放的贷款）

**com,mercial 'manager** *noun* [C]
the person who is in charge of the part of a company that deals with selling goods or services 商务经理（公司里负责销售产品或服务的人）

**com,mercial mo'nopoly** *noun* [C]
(*Economics*) a situation where one buyer or supplier can fix the price of a product, a raw material, or a service 商业垄断：*In the UK, air traffic services are provided by a commercial monopoly.* 在英国，空中交通服务是由一家商业垄断公司提供的。

**com,mercial 'paper** *noun* [U]
(*Finance*) a method that a large company, bank, etc. can use to borrow money from investors, usually for a period of less than a year. The lender cannot take the assets of the company if the loan is not repaid 商业票据：*222 companies had issued sterling commercial paper.* * 222家公司发行了英镑商业票据。
● *to **default on/issue** commercial paper* 拖欠／发行商业票据

**com'mercial ,sector** *noun* [sing.]
(*Economics*) the part of a country's economy that consists of businesses that are not involved in manufacturing or transport, for example, hotels, restaurants, offices, shops/stores and other businesses that offer services, and government organizations, health and education institutions, etc. 商业部门

**com,mercial 'set** *noun* [C]
(*Trade*) the documents that are required when exporting goods, usually including a BILL OF EXCHANGE, a BILL OF LADING, an INVOICE and an insurance certificate 成套商业单据（出口货物所需的单据，通常包括汇票、海运提单、发票和保险单证等）

**com,mercial 'traveller** (*AmE spelling* **~ traveler**) *noun* [C] (*BrE only, old-fashioned*)
a person who sells a company's goods or services by visiting possible customers, usually receiving a COMMISSION on what they sell 旅行推销员 SYN SALES REPRESENTATIVE

**com,mercial 'treaty** = TRADE AGREEMENT

**commingle** /kə'mɪŋgl/ *verb* [+ obj *or* no obj]
to mix different things together 混合；掺和：*Each company's data can be stored separately or commingled **with** the data of the other companies in the group.* 每家公司的资料可以单独储存或与集团的其他公司的资料混合储存。◇ *commingled fibres* 混合纤维 ▸ **com'mingling** *noun* [U]：*the commingling of expired produce with fresh produce* 过期产品和新鲜产品混在一起 ◇ *the commingling of funds* 资金的合并

**★commission** /kəˈmɪʃn/ *noun, verb*

• ***noun***

SEE ALSO: **Equal Employment Opportunities Commission, Equal Opportunities ~, overriding ~, Securities and Exchange ~**

**1** (*Commerce*) [U,C] an amount of money that is paid to sb for selling goods or services and which usually increases with the quantity they sell 佣金；回扣：*You get a 10% commission on everything you sell.* 你可以从你售出的每件商品中得到10%的佣金。◇ *They work **on commission*** (= they are paid according to how much they sell) *and so they try to sell you more.* 他们做这份工作按销售额提成，因此他们要多卖点给你。 See note at PRICE, SALARY

➊ *to **earn/get/pay** (a) commission* 挣 / 获得 / 支付佣金

**2** [U,C] an amount of money that is charged by a bank, for example, for providing a particular service（银行的）手续费：*Agents charge their clients 2% commission on the sale of a house.* 代理商向客户收取2%的销售房子手续费。◇ *The two banks have similar commission rates.* 两家银行的手续费接近。

➊ *to **charge/pay** a commission* 收取 / 支付手续费

**3** (*often* **Commission**) [C] a group of people who are officially asked to find out about a problem and suggest some actions in a report（调查）委员会：*The Commission will investigate the number of jobs created.* 委员会将调查所创造的职位数目。◇ *She is to head a commission to look into working conditions in the industry.* 她将领导一个调查行业工作条件的委员会。◇ *a commission of enquiry* 调查委员会

➊ *to **appoint/head/set up** a commission* 任命 / 领导 / 设立调查委员会 • *a commission **investigates/reports on/studies** sth* 调查委员会调查 / 报告 / 研究某事

**4** (*often* **Commission**) [C] an official organization with a particular purpose that manages sth or makes sure that the law is obeyed 委员会：*the Equal Opportunities Commission* 平等机会委员会 → EUROPEAN COMMISSION

➊ *to **appoint/head/set up** a commission* 任命 / 领导 / 设立委员会 • *a commission **investigates/reports on/studies** sth* 委员会调查 / 报告 / 研究某事

**5** [C] a formal request to an artist or a writer, for example, to produce a piece of work 正式委托：*I received a commission to write an article.* 我收到委托撰写一篇文章。

➊ *to **accept/be given/get/receive** a commission* 接受 / 获得 / 得到 / 收到委托

IDM **in/out of com'mission** available/not available to be used 可 / 不可使用：*Several planes are temporarily out of commission and undergoing safety checks.* 有几架飞机暂时不能使用，正在进行安全检查。

• ***verb*** [+ obj]

to officially ask sb to write, make or create sth or to do a task for you 正式委托（撰写、制作或创作、完成）：*The survey on consumer taste was commissioned by local stores.* 消费者口味调查是由当地商店委托进行的。

**com'mission ˌagent** *noun* [C]

(*Trade*) a person or company who sells goods for sb in another country and is paid a percentage of the value of the goods for this service 佣金代理人；代办人；代理贸易商（代国外客户销售产品而收取佣金作酬劳的个人或公司）：*We are looking for somebody to act as a commission agent in the region.* 我们正在找人担任这地区的佣金代理人。

**com'mission ˌbroker** *noun* [C]

(*Stock Exchange*) a person who buys and sells shares, bonds, etc. for other people and is paid a percentage of their value for this service 经纪人（代他人买卖股票、债券等，以佣金为收入的个人）SYN BROKER

**commissioner** /kəˈmɪʃənə(r)/ *noun* [C]

the person in charge of, or a member of, a COMMISSION (= an official group of people who are responsible for finding out about sth or for controlling sth)（委员会的）委员，专员：*the EU Transport Commissioner* 欧盟交通事务专员

**commitment** /kəˈmɪtmənt/ *noun*

**1** [C,U] a promise to do sth or to behave in a particular way; a promise to support sb/sth; the fact of committing yourself 承诺；允诺承担；保证：*The company's commitment **to** providing quality at low prices has been vital to its success.* 这家公司提供质优价廉产品的承诺对其成功起了决定性的作用。◇ *a commitment to excellence* 追求卓越的保证

➊ ***a clear/firm/formal/serious/strong** commitment* 明确的 / 坚定的 / 正式的 / 严肃的 / 坚决的承诺 • ***a continuing/long-term** commitment* 持久的 / 长期的承诺 • *to **give/make** a commitment* 作出承诺

**2** [C,U] **commitment (of sb/sth) (to sth/sb)** the willingness to give time, money, effort, etc. in order to achieve sth; complete loyalty to one organization, person, etc. 投入，使用（时间、金钱、人力等）；忠诚于（组织、人等）：*Developing a new product requires a major commitment of time and money.* 开发新产品需要投入大量的时间和金钱。◇ *He demands total commitment from his staff.* 他强烈要求员工做到完全的忠诚。

➊ *to **demand/lack/need/require** commitment* 强烈要求 / 缺乏 / 需要 / 要求忠诚 • ***employee/personal/total** commitment* 员工的 / 个人的 / 完全的投入

**3** [C] a thing that you have promised or agreed to do; something that you have to do 已承诺（或同意）之事；不得不做的事：*The company became unable to meet its financial commitments and went bankrupt.* 公司无力履行其财务承诺，因此宣布破产。◇ *Mr Castorri has a prior commitment and is unable to attend.* 卡斯托里先生事先有别的约定，所以不能出席。

➊ ***business/contractual/family/financial** commitments* 商务 / 合同 / 家庭 / 财务承诺 • *to **fulfil/honour/meet** a commitment* 履行承诺

**com'mitment fee** *noun* [C]

(*Finance*) a charge made by a bank for keeping a loan available for a customer to use later 承诺费，承担费（指银行向客户承诺日后会提供某笔贷款而收取的费用）

**com'mitment ,letter** *noun* [C]
(*Finance*) a document formally offering to lend money to sb 承诺书，承诺函（贷款给借款人的正式文件）：*All lenders issue a commitment letter in connection with a mortgage loan.* 所有的贷款人出具与按揭贷款有关的承诺书。

**committed** /kə'mɪtɪd/ *adjective*
willing to work hard and give your time and energy to sth; believing strongly in sth 竭尽全力的；坚信的；坚定的：*a highly committed workforce* 高度忠于职守的员工

**★committee** /kə'mɪti/ *noun* [C with sing./pl. verb]
SEE ALSO: **creditors' committee, management ~, steering ~**
a group of people who are chosen, usually by a larger group, to make decisions or to deal with a particular subject 委员会：*She's on the management committee.* 她担任管理委员会委员一职。◇ *The Monetary Policy Committee has/have voted to keep interest rates unchanged.* 货币政策委员会已投票决定维持利率不变。◇ *a committee member/a member of the committee* 委员会的委员 ◇ *a committee meeting* 委员会会议
● *to **create/establish/form/set up** a committee* 成立 / 建立 / 组成 / 设立委员会 • *to **be/serve/sit** on a committee* 担任委员会委员 • *to **be appointed to/be elected to/chair** a committee* 任命为 / 获选为委员会委员；主持委员会 • *a committee **meets/votes*** 委员会开会 / 投票

**com'modities ,market** = COMMODITY MARKET

**★commodity** /kə'mɒdəti; *AmE* -'mɑːd-/ *noun* [C] (*plural* **commodities**)
SEE ALSO: **dry commodities, hard ~, soft ~**
**1** (*Finance*) a product or a raw material, such as grain, coffee, cotton or metals, that can be bought and sold in large quantities, especially between countries 商品，货物：*rice, flour and other basic commodities* 大米、面粉和其他基本商品 ◇ *a drop in **commodity prices*** 商品价格下跌
● *to **deal/invest/trade** in commodities* 经营 / 投资 / 买卖商品 • *commodity **exports/prices/trading*** 商品出口 / 价格 / 贸易
**2** a thing that is useful or has a useful quality 有用的东西；有使用价值的东西：*Time is a precious commodity.* 时间很宝贵。

**com'modity ex,change** *noun* [C]
(*Finance*) an organization, a system or a place for business or trade in **commodities** 商品交易所：*the Tokyo Commodity Exchange* 东京商品交易所

**com,modity 'futures** *noun* [pl.]
(*Finance*) **commodities** that are bought at an agreed price to be delivered at a date in the future 商品期货（所购买的商品按约定价格在未来期限内交货）：*trading/investing in commodity futures* 商品期货交易 / 投资

**com'modity ,market** (*also* **com'modities ,market**) *noun* [C]
(*Finance*) business or trade in **commodities**; a place where this is done 商品市场：*The price of cotton collapsed **on the** world commodity market.* 世界商品市场的棉花价格暴跌。

**com'modity ,product** *noun* [C]
(*Marketing*) a product that looks the same, functions in the same way, etc., whoever produces it 商品产品：*Customers are now aware that car tyres are not a commodity product.* 顾客现在知道车胎不是商品产品。◇ *Price is the key to competition in commodity product markets.* 在商品产品市场，价格是竞争的关键。→ DIFFERENTIATED PRODUCT

**commonality** /,kɒmə'næləti; *AmE* ,kɑːm-/ *noun* [U,C] (*plural* **commonalities**)
the state of sharing features or qualities; a feature or quality that is shared 共同特征；共性：*There is little commonality between the systems used by the different departments.* 不同部门使用的系统之间几乎没有共性。◇ *The three aircraft share 98% parts and systems commonality* (= they use the same parts in their production). 这三架飞机有98%的零部件和系统是相同的。

**,common 'carrier** (*also* **,public 'carrier**) *noun* [C]
**1** (*IT*) a company that provides TELECOMMUNICATIONS services to the public 公用通信企业，电信运营商（向公众提供电信服务的公司）：*the common carrier network* 电信运营商网络
**2** (*Law*; *Transport*) a company that transports people or goods for the general public 公共运输商，公共承运人（为公家提供运送人或货物服务的公司）

**,common 'law** *noun* [U]
(*Law*) (in England, the US, Australia and some other countries) a system of laws that have been developed from customs and from decisions made by judges, not created by Parliament 普通法；判例法；习惯法（英国、美国、澳大利亚和其他一些国家奉行的法律体系）：*Giving false information to police officers is against common law.* 向警方提供虚假信息是违反普通法的。◇ *a common law crime* 普通法罪行 → CIVIL LAW

**,common 'market** *noun* [C, usually sing.]
(*Economics*)
**1** a group of countries that have agreed on low taxes on goods traded between countries in the group, and higher fixed taxes on goods imported from countries outside the group 共同市场（由一些国家组成，国家间的贸易实行低关税，而从市场外国家进口的货物则收取较高的固定关税）：*the Central American Common Market* 中美洲共同市场
**2 Common Market** a former name of the European Union 欧盟过去的名称

**,common 'ownership** (*also* **,ownership in 'common**) *noun* [U]
(*Law*)
**1** the fact of sth, such as a piece of land, a building or a company, being owned equally by more than one person or group 共同所有权（土地、建筑物或公司由一个以上的人或集团平均拥有）：*land in common ownership* 共同所有的土地
**2** the fact of one or more companies being owned by the same person or group 共同所有权（同一个人或集团拥有一家或多家公司）：*The directive allows common ownership of track and rail operators by a single group.* 指示允许同一个集团共同拥有轨道和铁路公司。

**,common 'pricing** = PRICE-FIXING

**,common 'share** = ORDINARY SHARE

**,common 'stock** (*BrE also* **,ordinary 'stock**, *less frequent*) *noun* [C,U]
(*Finance*) shares in a company that give the owner the right to a DIVIDEND (= money paid to shareholders) according to how much profit the company has made, and the right to vote at meetings of shareholders 普通股（股东有权根据公司赢利情况获发红利并享有股东大会的投票权）: *The price of a share of a company's common stock generally changes daily.* 公司普通股的股价一般都是每天变动的。→ ORDINARY SHARE, PREFERRED STOCK See note at SHARE

**comms** /kɒmz; *AmE* kɑ:mz/ *noun* [pl.]
(*IT*) used to refer to communications between different computers, and the equipment that makes this possible 通讯
⊕ *comms* ***packages/programs/software*** 通讯包 / 程序 / 软件
**NOTE** **Comms** is a short form of the word **communications**. * comms 是 communications 的缩写。

**★communication** /kə,mju:nɪ'keɪʃn/ *noun*
SEE ALSO: **corporate communication, non-verbal ~, open ~, organizational ~**
**1** [U] the activity or process of expressing ideas and feelings or of giving people information 表达；交际；交流: *She has excellent* ***communication skills.*** 她具有卓越的沟通技巧。◇ *We are in regular communication by email.* 我们定期通过电子邮件联系。◇ *Effective communication is the key to good sales.* 有效的交际能力对提高销量至关重要。
⊕ ***external/internal*** *communication* 外部 / 内部沟通
**2** [U] (*often* **communications**) [pl.] methods of sending information, especially telephones, radio, computers, etc. 通讯；联络: *They were quick to adopt video conferencing as a communication tool.* 他们很快就采用视频会议作为通讯工具。
⊕ *communication(s)* ***devices/equipment/technology/tools*** 通讯仪器 / 设备 / 技术 / 工具 • *the communications* ***business/industry/sector*** 通讯企业 / 产业 / 部门
**3 communications** [pl.] the road, rail, aircraft, sea, etc. systems that allow goods and passengers to be transported from one place to another 运输系统（公路、铁路、航空、海运等可使货物、乘客流通的系统）: *The new airport will improve communications between the islands.* 新机场将改善岛屿之间的交通联系。
⊕ *a communications* ***infrastructure/network/system*** 运输基础设施 / 网络 / 系统
**4** (*formal*) [C] a message, letter or telephone call 信息；书信；电话谈话: *This letter is to confirm our recent telephone communication.* 这封信是为了证实我们近期的电话谈话。

**communicator** /kə'mju:nɪkeɪtə(r)/ *noun* [C]
a person who is able to describe their ideas and feelings clearly to others 交际者；交流者
⊕ *an* ***effective/a good/skilled/successful*** *communicator* 有效的 / 好的 / 熟练的 / 成功的交流者

**communism** /'kɒmjənɪzəm; *AmE* 'kɑ:mjə-/ *noun* [U]
a political movement that believes in an economic system in which the state controls the means of producing everything on behalf of the people. It aims to create a society in which everyone is treated equally. 共产主义 → CAPITALISM
▸ **communist** /'kɒmjənɪst; *AmE* 'kɑ:mjə-/ *noun*, *adjective*: *communist ideology* 共产主义思想体系

**community** /kə'mju:nəti/ *noun* (*plural* **communities**)
SEE ALSO: **bedroom community, European community**
**1** [sing.] all the people who live in a particular area, country, etc. when talked about as a group 社区；社会: ***the international community*** (= the countries of the world as a group) 国际社会 ◇ *The new factory is great news for the* ***local community.*** 新工厂对当地社会是一大喜讯。
**2** [C with sing./pl. verb] a group of people who share the same race, religion, job, etc. 团体；群体；界别: *ethnic communities* 种族群体 ◇ ***The business community*** *has/have doubts about the budget proposals.* 商界对预算提案持怀疑态度。

**com,munity an'tenna ,television** (*abbr* **CATV**) = CABLE TELEVISION

**com,munity in'vestment** *noun* [U,C]
the act of giving money for schools, hospitals, etc. in order to help a community improve its standard of living 社区投资（为帮助社区改善生活水平而进行的投资，如兴建学校、医院等）: *Many businesses have community investment programmes.* 许多企业都有社区投资计划。

**commutation** /,kɒmju'teɪʃn; *AmE* ,kɑ:m-/ *noun* [C,U]
**1** (*Insurance*) the right to exchange a series of future payments for one large sum that you receive now 折现（放弃将来得到逐步偿付的权利而立刻得到一大笔现金的行为）: *The scheme provides for full commutation of pension benefits.* 方案规定退休金全部折现。
**2** (*AmE*) the act of travelling regularly by bus, train, car, etc. between your place of work and your home 上下班交通: *Commutation times for city residents have lengthened considerably over the last ten years.* 在过去的十年里，城市居民的上下班时间已大大延长。

**commute** /kə'mju:t/ *verb*, *noun*
• ***verb***
**1** [no obj] to travel regularly by bus, train, car, etc. between your place of work and your home（乘公共汽车、火车、汽车等）上下班往返: *She commutes* ***from*** *Oxford* ***to*** *London every day.* 她每天上下班乘车往返于牛津和伦敦之间。◇ *The plant is* ***within easy commuting distance of*** *Brussels.* 工厂位于布鲁塞尔附近，便于轻松往返。
**2** (*Law*) [+ obj] to replace one punishment with another that is less severe 减刑: *They had their death sentences commuted* ***to*** *life imprisonment.* 他们的死刑已被改判为无期徒刑。
• ***noun*** [C] (*especially AmE*)
the journey that a person makes when they **commute** to work 上下班路程: *Her daily commute takes 90 minutes.* 她每天上下班要花90分钟。

**commuter** /kəˈmjuːtə(r)/ *noun* [C]
a person who travels into a city to work each day, usually from quite far away（远距离）上下班往返的人: *Rail commuters have been badly affected by train delays.* 乘火车上下班的人受火车误点的影响很大。 ◇ (*BrE*) *London's* ***commuter belt*** (= the area around the city where lots of commuters live) 伦敦的上班族居住地带

**comp** /kɒmp; *AmE* kɑːmp/ *noun, adjective, verb* (*AmE*)
• ***noun***
**1** (*informal*) [U] a short way of writing or saying **compensation** * compensation的缩写或简称: *Workmen's comp data shows a 15% increase in construction injuries.* 工人的赔偿金数据显示，施工中的受伤人数增加了15%。
**2** (*informal*) [C] something that you give or receive free of charge 赔偿（金）；补偿（物）
• ***adjective*** [only before noun] (*informal*) free of charge 免费的: *Donors will receive ten comp tickets to all productions.* 捐赠者将得到十张所有作品的免费票。 SYN COMPLIMENTARY
• ***verb*** [+ obj] (*informal*) to give sb sth free of charge 赠送（某人某物）: *When I complained, the manager comped us a meal.* 当我抱怨时，经理请我们吃了一顿饭。

**ˌCompanies ˈHouse** *noun* [sing.]
(*Law*) in the UK, the government organization that by law holds the names of all companies in the UK and the details of their directors, shareholders and accounts 公司注册登记局（英国所有公司都必须依法在这里登记公司名称及董事、股东、账目等详情）: *The company must* ***file*** *its accounts* ***with*** *Companies House by Thursday.* 公司必须在周四前向公司注册登记局提交账目。

**ˌcompanies ˈregister** (*also* **ˌregister of ˈcompanies**) *noun* [C]
(*Law*) an official list of the companies that have been created (**registered**) in a country. It includes information about a company's directors, shareholders, etc. 公司登记册（一个国家内已注册公司的正式名单）: *We searched the companies register to find the names of the shareholders.* 我们在公司登记册上查找股东的名字。 ◇ *They are registered* ***in*** *the companies register as a private limited company.* 他们在公司登记册上登记为私营有限公司。

**ˌCompanies ˈRegistry** (*also* **ˌRegistry of ˈCompanies**) *noun* [C, usually sing.]
(*Law*) in the UK and some other countries, the official organization that keeps records of the companies that are created (**registered**) in the country and to which companies must send information about their names, directors, financial results, etc. It also makes sure that laws relating to companies are obeyed. 公司注册处（在英国和其他一些国家，由官方机构负责保存公司注册的正式名册以及记录这些公司的详细情况，如公司名称、董事、公司业绩等）: *Audited accounts must be* ***filed with*** *the Companies Registry.* 经审计的账目必须在公司注册处登记。

**★company** /ˈkʌmpəni/ *noun* [C] (*plural* **companies**)
SEE ALSO: **affiliated company, associate ~, associated ~, cable ~, close ~, closed ~, closely held ~,** etc.
a business organization selling goods or services, especially one that has been officially created (**registered**) in a particular country and is owned by shareholders 公司: *They are a large insurance and investment company.* 他们是一家大型保险和投资公司。 ◇ *The company was founded in 1995.* 该公司成立于1995年。 ◇ *She's been working for the same company for 15 years.* 她一直在同一家公司工作了15年。 ◇ *Four directors have resigned from the company.* 四名董事已辞去公司职务。 ◇ *The company* ***is listed*** (= its shares are traded) *on the Johannesburg Stock Exchange.* 公司在约翰内斯堡证券交易所上市。 ◇ *the Tata group of companies* 塔塔公司集团 See note at BUSINESS, CORPORATION
➕ *a* ***big/large/medium-sized/small*** *company* 大/大型/中型/小型公司 • *to* ***create/establish/found/set up/start*** (***up***) *a company* 创立/建立/成立/开办/启动公司 • *to* ***manage/operate/own/run*** *a company* 管理/经营/拥有/经营公司 • *to* ***join/leave/resign from/work for*** *a company* 加入/离开公司；辞职；为公司工作 • *to* ***acquire/buy/sell/take over*** *a company* 收购/出售/接管一家公司 • *to* ***dissolve/liquidate*** *a company* 解散/清算公司 • *a company* ***expands/grows/fails*** 公司扩张/成长/失败 • *a company* ***goes bankrupt/goes out of business/goes under*** 公司破产/歇业/倒闭
IDM **take a company ˈpublic; a company goes ˈpublic** if you take a company **public** or a company **goes public**, it becomes part of a stock exchange and its shares can be bought and sold by the public 公司上市: *Since the company went public, its stock price has soared from $12 to $75.* 自从公司上市以来，股价已由12美元飙升至75美元。 → idiom at PART *verb*

**ˌcompany ˈcar** *noun* [C]
a car that a company provides for an employee to use 公司用车（公司供员工使用的车）: *The perks* (= extra benefits of a job) *include a yearly bonus and company car.* 公司给予的额外待遇包括年度奖金和公司用车。 See note at SALARY

**ˌcompany diˈrector** = DIRECTOR (1)

**ˌcompany ˈdoctor** *noun* [C]
**1** a specialist who is employed to manage a company during a period of financial difficulty 企业诊断者（财务困难时期受聘管理公司的专家）: *As Britain's top company doctor he is brought in to rescue failing firms.* 他作为英国顶尖的企业诊断者，应邀来拯救濒临倒闭的公司。
**2** (*HR*) a medical doctor employed by a company to look after its employees 公司医生

**ˈcompany ˈlimited by guaranˈtee** *noun* [C] (*plural* **companies limited by guarantee**)
(*Law*) a type of company that does not sell shares to obtain funds, but is supported by a group of people who each promise to pay (**guarantee**) its debts up to a particular amount if it fails 担保有限公司（这种公司不靠出售股票获得资金。公司成员的责任只限于个人所保证的在公司倒闭时所需支付的数额）

MORE ABOUT 有关说明

## Forms of businesses

Most countries allow you to run a business in at least three different ways. 大多数国家都至少允许以三种不同方式经营企业:

- as a **sole trader** (*especially BrE*) / **sole proprietorship** (*AmE*) 独资经营
- as a **partnership** 合伙经营
- as a **company** (*BrE*) / **corporation** (*especially AmE*) 公司经营（英式英语 company，美式英语 corporation）

### Important characteristics 重要特征

SOLE TRADERS/SOLE PROPRIETORSHIPS 独资企业

- few or no official procedures to follow 很少或无须履行行政审批程序
- the person starting the business is responsible for its debts 创办企业的人对其债务负责

PARTNERSHIPS 合伙企业

- they can usually be established without following a formal procedure, although there is often a written agreement between the partners 通常无须遵循正式程序而设立，但合伙人之间通常会签订书面协议
- each partner is personally responsible for the debts of the business 每个合伙人均对企业债务负责
- each partner can act as a representative of the business 每个合伙人均可作为企业代表行事

COMPANIES/CORPORATIONS 公司

- a number of official procedures to follow 须履行若干行政审批程序
- the company exists independently of its members and can last for ever 公司独立于其成员而存在，可永久存续
- the people who run the business can be different from those who own it 企业经营者和所有者可分离
- the owners are responsible for a limited amount of the company's debts, equal to the value of their investment 所有者对公司债务承担相当于其投资价值的有限责任

See note at CORPORATION

**'company 'limited by 'shares** *noun* [C] (*plural* **companies limited by shares**)
(*Law*) a type of company in which each shareholder pays debts up to the amount of the shares they have bought if it fails. Most companies in the UK are of this type. 股份有限公司（如果公司倒闭，每个股东的损失不会高于其购入股份的数额，英国大部分公司都属于这类）

**,company 'meeting** *noun* [C]
**1** (*Law*) a meeting of the shareholders and directors of a company 公司大会（公司股东及董事参加的会议）→ GENERAL MEETING
**2** a meeting of some or all of the employees of a company 公司大会（公司部分或全体员工参加的会议）

**,company 'officer** (*AmE also* **,corporate 'officer**) *noun* [C]
(*Law*) a person who has an official position in a company and represents the company in its activities 公司高级职员（在公司有正式职位并代表公司参加活动的人）: *The form must be signed by a company officer, such as a director or company secretary.* 表格必须由公司高级职员，例如总监或公司秘书签字。

**,company 'president** = PRESIDENT (1)

**,company 'secretary** (*BrE*) (*also* **'secretary**, *AmE, BrE*) (*AmE also* **,corporate 'secretary**) *noun* [C]
(*Law*) a person in a company, usually chosen by the directors, who has various legal duties, such as looking after the company's official documents and arranging company meetings 公司秘书（通常由董事会指定的，承担公司法定职务的人员，如管理公司文件、安排公司会议等）: *He was **appointed** company secretary last year.* 他去年被任命为公司秘书。

**,company 'union** *noun* [C]
(*HR*) an organization that a company forms for its employees to represent them when dealing with the managers. **Company unions** are not independent organizations like normal unions. 公司工会

**comparable** /'kɒmpərəbl; *AmE* 'kɑ:m-/ *noun* [C, usually pl.] (*AmE*)
something with a known price or value and that is similar to sth you want to buy or sell（价钱或价值相近的）可比较的东西: *Real estate professionals look at comparables in deciding the current market value of a property.* 房地产专业人士在确定当前房地产的市值时，要看类近房地产的市值。

**,comparable-store 'sales** (*also* **comps**, *informal*) = SAME-STORE SALES

**,comparable 'worth** *noun* [U] (*AmE*)
(*HR*) the principle that men and women doing jobs that have the same value to their employer should get the same wage; the right of an employee to receive a wage that relates to the value of their work 可比价值，同值同酬（相同价值的工作应得到对等的报酬）: *the goal of achieving comparable worth for women* 达到妇女同值同酬的目标

**com,parative ad'vantage** *noun* [C,U]
(*Economics*) the ability of a country to make a particular product or supply a particular service better and more cheaply than others 比较优势（某国能够以低于其他国家的成本更好地生产某种产品或提供某项服务）: *Australia has a comparative advantage in agricultural products.* 澳大利亚生产农产品具有比较优势。→ ABSOLUTE ADVANTAGE

**com,parative 'advertising** *noun* [U]
(*Marketing*) advertising that claims that the product being advertised is better or cheaper than a competitor's product 比较广告（主要宣传某公司的产品优于竞争者的产品）: *Comparative advertising is common in the car industry.* 比较广告在汽车工业中十分普遍。 **NOTE** **Comparative advertising** is illegal in some countries. 比较广告在某些国家是非法的。→ KNOCKING COPY

**com,passionate 'leave** *noun* [U]
(*HR*) time that you are allowed to be away from work with pay because sb in your family is suddenly ill/sick or has died, or for other personal

reasons 恩假，事假（由于某人的家庭成员突然生病、死亡或其他个人原因，获准带薪休假）：*She was granted compassionate leave to attend her father's funeral.* 她请了丧假去出席父亲的葬礼。
→ PERSONAL DAY, PERSONAL LEAVE

**compatibility** /kəmˌpætəˈbɪlətɪ/ *noun* [U]
**compatibility (with sb/sth)** | **compatibility (between A and B)** the ability of machines, especially computers, and computer programs to be used together（尤指计算机及程序的）兼容性：*There is no compatibility between the machines.* 机器间无兼容性。◇*Check your system compatibility before installing the software.* 检查你的系统的兼容性，然后安装软件。

**compatible** /kəmˈpætəbl/ *adjective, noun*
• ***adjective***
(about equipment, especially computers or programs) able to be used together; standard（指设备，尤指计算机或程序）兼容的，标准的：*compatible software* 兼容软件 ◇*The new system will be compatible **with** existing equipment.* 新的系统将与现有设备相互兼容。◇*Are the web pages that you want to view WAP compatible?* 你想要浏览的网页是无线应用协议兼容的吗？
OPP INCOMPATIBLE
• ***noun*** [C]
(*IT*) a computer that is designed to work in exactly the same way as another type or make and use the same software 兼容机：*an IBM compatible* * IBM 兼容机

★**compensate** /ˈkɒmpənseɪt; *AmE* ˈkɑːm-/ *verb*
**1** [+ obj] to pay sb money because they have suffered some damage, loss, injury, etc. 给（某人）赔偿（或赔款）：*Her lawyers say she should be compensated **for** her injuries.* 她的律师说她应得到伤害赔偿。
**2** (*AmE*) [+ obj] to pay sb for work that they have done 付（工资或报酬）：*The positions on the boards and commissions are compensated at a daily rate.* 在董事会和委员会任职是按日付酬的。
**3** [no obj] to provide sth good to balance or reduce the bad effects of damage, loss, etc. 补偿；弥补：*The savings resulting from improved efficiency will help compensate **for** the increase in expenses.* 提高效率所得的节余将有助于弥补开支的增加。

**ˌcompensating ˈbalance** *noun* [C] (*especially AmE*)
(*Finance*) the amount of money a bank requires a customer to keep in an account in order to receive the bank's services free or to receive a loan 抵偿结存，补偿余额（银行要求借款人在存款账上保留一笔钱作为获得银行免费服务或贷款的条件）

★**compensation** /ˌkɒmpənˈseɪʃn; *AmE* ˌkɑːm-/ *noun* [U,C]
SEE ALSO: **unemployment compensation**
**1** something, especially money, that sb gives you because they have hurt you, or damaged sth that you own; the act of giving this to sb 赔偿（金）；补偿（物）：*to pay compensation **for** injuries received at work* 支付工伤赔偿金 ◇*She received $10 000 **in** compensation.* 她得到1万美元的赔偿金。◇*The bank was judged to be liable for **compensation payments** to customers who received poor advice.* 银行被判须向得到银行劣质咨询的顾客支付赔偿金。→ COMP
❶ *to **award/give/offer/pay** compensation* 判给／给／提供／支付赔偿金 • *to **accept/get/obtain/receive** compensation* 接受／得到／获得／收到赔偿金 • *to **be eligible for/be entitled to/claim/demand/seek** compensation* 有资格领取／有权得到／索取／要求／申请赔偿金
**2** (*AmE*) the money or other benefits that an employee receives for the work that they do 工资；报酬；福利：*falling profits but rising employee compensation* 利润下降但员工工资上升 → COMP
❶ *to **get/give/pay/receive** compensation* 得到／给／支付／接受报酬

**compenˈsation ˌpackage** *noun* [C]
**1** a set of things, including money, that is given to sb because they have been hurt in some way, for example when sb loses their job 一揽子补偿（包括金钱在内的各种补偿）：*The CEO received a compensation package worth over $2 million when he was removed from his job.* 首席执行官离职时收到了价值超过200万美元的一揽子补偿。
**2** (*HR*) (*AmE*) everything that an employee receives from their employer including pay, benefits and other rewards 薪酬组合，薪酬方案（包括薪酬、福利及其他奖励）：*Good compensation packages can attract top executives.* 好的薪酬方案可以吸引最优秀的管理人员。

**compenˌsatory ˈdamages** (*also* **ˌactual ˈdamages**) (*both AmE*) *noun* [pl.]
(*Law*) an amount of money that a court orders sb to pay you to help pay for the injury they have caused you or the damage to your property, not to punish them 补偿性赔偿金 → PUNITIVE DAMAGES

★**compete** /kəmˈpiːt/ *verb* [no obj]
to try to be more successful or better than sb else who is trying to do the same as you 竞争：*Several companies are competing **for** the contract.* 为得到那份合同，几家公司正在竞争。◇*We can't compete **with** them on price.* 我们在价格上无法与他们竞争。◇*Small traders cannot compete in the face of cheap foreign imports.* 面对廉价的外国进口货物，经营规模小的商人无法参与竞争。◇*competing companies/products* 有竞争力的公司／产品

**competence** /ˈkɒmpɪtəns; *AmE* ˈkɑːm-/ *noun*
**1** (*also* **ˈcompetency,** *less frequent*) [U,C] the ability to do sth well 称职；胜任：*He shows a high level of competence **in** English.* 他表现出很高的英语水平。◇*professional/technical competence* 专业／技术能力 ◇***competence-based pay*** (= pay that goes up as the employee's level of ability and skill rises) 按能力支付的薪酬
**2** (*formal*) (*also* **ˈcompetency,** *less frequent*) [C] a skill that you need in a particular job or for a particular task 技能；本领：*The seminars are designed to develop specific management competences.* 研讨会旨在开发具体的管理技能。
**3** [C] the power that a court, an organization or a person has to deal with sth（法庭、机构或人的）权限，管辖权：*What employees do after work is outside the firm's area of competence.* 下班后员工做什么不在公司的管辖范围。

**'competence ,profiling** = COMPETENCY PROFILING

**competency** /'kɒmpɪtənsi; *AmE* 'kɑ:m-/ (*plural* **competencies**) = COMPETENCE (1,2)

**'competency-based** *adjective*
(*HR*) that involves looking at the skills that an employee has or needs 以能力为本的；按能力的：*a competency-based approach to performance appraisal* 以能力为本的绩效考核 ◇ *competency-based training* 按能力而给予的培训

**'competency ,profiling** (*also* **'competence ,profiling**) *noun* [U]
(*HR*) a method of discovering the skills, knowledge and behaviour necessary for a particular task, job or career 能力调查（界定胜任这个岗位所需的技能、知识和态度）：*to undertake competency profiling* 进行能力调查。▸ **'competency ,profile** (*also* **'competence ,profile**) *noun* [C]

**competent** /'kɒmpɪtənt; *AmE* 'kɑ:m-/ *adjective*
**1** (about a person) having enough skill or knowledge to do sth well or to the necessary standard（指人）足以胜任的，称职的，有能力的：*Make sure the firm is competent to carry out the work.* 确保这家公司有能力完成这项工作。◇ *He's very competent in his job.* 他很胜任自己的工作。◇ *a competent worker* 称职的工人
**2** (about a piece of work) done well or to the necessary standard（指一件工作）做得很好的，符合要求的：*He wrote a very competent report.* 他撰写了一份很出色的报告。
OPP INCOMPETENT
▸ **'competently** *adverb*: *to perform competently* 出色地完成

**★competition** /ˌkɒmpə'tɪʃn; *AmE* ˌkɑ:m-/ *noun*
SEE ALSO: **free competition, imperfect ~, perfect ~, price ~**
**1** [U] a situation in which people or organizations compete with each other for sth that not everyone can have 竞争；角逐：*He really wants the job, but he will be facing stiff competition.* 他真的想要这份工作，但他将面对激烈的竞争。◇ *We are in competition with four other companies for the contract.* 我们正在和其他四家公司竞争这份合同。◇ *They are under pressure to cut costs amid growing competition from foreign firms.* 他们在来自外国公司日趋激烈的竞争中，面临削减成本的压力。
● ***aggressive/fair/fierce/stiff/tough/unfair competition*** 声势浩大的 / 公平的 / 猛烈的 / 激烈的 / 无情的 / 不公平的竞争 • ***growing/increasing/intensifying competition*** 不断扩大的 / 日益增加的 / 日益加剧的竞争
**2 the competition** [sing. with sing./pl. verb] the people who are competing against sb 竞争者；对手：*We'll be able to assess the competition at the conference.* 我们可以在会议上对竞争对手进行估量。◇ *a strategy to beat the competition* 战胜竞争对手的战略 See note at COLLEAGUE
● ***to beat/keep ahead of/out-think the competition*** 战胜 / 胜过 / 超过竞争者

**compe'tition law** *noun* [U]
(*Law*) the branch of law that deals with fair competition between companies and the control of MONOPOLIES 竞争法（处理公司之间的公平竞争和垄断控制的法例）

**★competitive** /kəm'petətɪv/ *adjective*
SEE ALSO: **anti-competitive**
**1** used to describe a situation in which people or organizations compete against each other 竞争的：*a highly competitive market* 高度竞争的市场
**2** as good as or better than others 和…一样好的；比…更好的；有竞争力的：*We have a wide range of electrical goods at competitive prices.* 我们有各式各样具有价格竞争力的电器产品。◇ *We need to work harder to remain competitive with other companies.* 我们需要更加努力以保持与其他公司的竞争力。
**3** (about a person) trying hard to be better than others（指人）努力竞争的，一心求胜的：*George is very competitive and wants to be number one in the department.* 乔治非常好胜，他想在这部门争当第一。
OPP UNCOMPETITIVE
▸ **com'petitively** *adverb*: *competitively priced goods* 价格上具竞争力的产品 **com'petitiveness** (*also* **competitivity** /kəmˌpetə'tɪvətɪ/ *less frequent*) *noun* [U]: *an attempt to improve the competitiveness of British industry* 提高英国工业竞争力的努力

**com,petitive ad'vantage** *noun* [C,U]
a situation where a company is in a position to be more successful than its competitors; something that helps a company be in this position 竞争优势：*In the new economy, knowledge is the major source of competitive advantage.* 在新经济中，知识是竞争优势的重要根源。◇ *Their easy access to the road and rail networks gives them a huge competitive advantage over other firms.* 便捷的道路及铁路网络使他们比其他公司拥有巨大的竞争优势。SYN COMPETITIVE EDGE
● ***to create/gain/have*** (*a*) *competitive advantage* 创造 / 获得 / 拥有竞争优势 • ***to strengthen/weaken a competitive advantage*** 加强 / 削弱竞争优势 • ***a huge/key/significant/sustainable competitive advantage*** 巨大的 / 关键的 / 重要的 / 可持续的竞争优势

**com,petitive a'nalysis** (*also* **com,petitor a'nalysis, , com,petitor 'profiling,** *less frequent*) *noun* [C,U]
(*Marketing*) a detailed study of a company's competitors that looks for areas where the company has or could gain an advantage 竞争性分析（详细分析公司的竞争对手，寻找公司具有或能够获得的竞争优势）：*a competitive analysis of online products and services* 在线产品和服务的竞争性分析

**com,petitive 'balance** *noun* [C,U]
(*Economics*) a situation where none of the companies competing in a market has a very great or an unfair advantage 竞争平衡（在市场上竞争的公司没有一家有巨大的或不公平的优势）：*attempts to preserve a competitive balance in national music markets* 维持国内音乐市场竞争平衡的尝试

**com,petitive 'edge** *noun* [sing.]
an advantage that a company has over its competitors 竞争优势（一家公司超过竞争对手的

优势）：*Their early investment in the Internet gave them a competitive edge over their main rivals.* 他们早期在互联网的投资使他们具备了超过主要竞争对手的竞争优势。 SYN COMPETITIVE ADVANTAGE

➊ *to **gain/have/lose** your competitive edge* 获得 / 拥有 / 失去你的竞争优势

**com,petitive in'telligence** (*also* **com,petitor in'telligence**, *less frequent*) *noun* [U]
(*Marketing*) the ability to get and use information about competitors; the information obtained 竞争情报能力（获得和使用竞争对手情报的能力）；竞争情报

**com,petitive 'strategy** (*also* **com,petitor 'strategy**, *less frequent*) *noun* [C,U]
a plan that is intended to gain an advantage for a company over its competitors; the process of making such a plan 竞争战略（制定公司超过竞争对手的计划）：*Research and development is a key element of their competitive strategy.* 研究和发展是他们制定竞争战略的关键元素。

**competitivity** = COMPETITIVENESS *at* COMPETITIVE

**★competitor** /kəm'petɪtə(r)/ *noun* [C]
SEE ALSO: **direct competitor**
a business, person, product, etc. that competes against others 竞争者；竞争产品：*We need to win market share from our competitors.* 我们要从竞争对手处赢得市场份额。◇ *The web authoring software promises to be a strong competitor to the market leaders.* 对市场领导者来说，网络编写软件很有可能成为强大的竞争产品。 SYN RIVAL See note at COLLEAGUE

➊ *our **biggest/largest/main/major/nearest** competitor* 我们最大的 / 主要的 / 最接近的竞争对手 • *a **fierce/strong/tough** competitor* 激烈的 / 强大的 / 无情的竞争者

**com,petitor a'nalysis** = COMPETITIVE ANALYSIS

**com,petitor in'telligence** = COMPETITIVE INTELLIGENCE

**com,petitor 'profiling** = COMPETITIVE ANALYSIS

**com,petitor 'strategy** = COMPETITIVE STRATEGY

**compile** /kəm'paɪl/ *verb* [+ obj]
**1** to produce a list, report, book, etc. by bringing together different items, articles, data, etc. 编写（列表、报告、书等）；编撰：*The report is based on statistics compiled by the Treasury.* 这份报告的依据是财政部编写的统计资料。
**2** (*IT*) to translate instructions from a computer language into a form that can be read directly by the computer 编译：*You can install the security updates without having to compile source code.* 你无需编译源代码便可安装安全更新。
▸ **compilation** /ˌkɒmpɪ'leɪʃn; *AmE* ˌkɑːm-/ *noun* [C,U]

**compiler** /kəm'paɪlə(r)/ *noun* [C]
**1** a person who **compiles** sth 汇编者；编辑者；编撰者：*the compilers of the report* 这份报告的编撰者
**2** (*IT*) a program that translates instructions from one computer language into another for a computer to understand 编译程序

**complainant** /kəm'pleɪnənt/ *noun* [C]
(*Law*) a person who makes a complaint, usually to the police, that somebody has harmed them or committed a crime 投诉人；控告者 → PLAINTIFF

**★complaint** /kəm'pleɪnt/ *noun*
**1** [C] a reason for not being satisfied; a statement that sb makes saying that they are not satisfied 不满的原因；投诉；控告：*I'd like to make a complaint.* 我要提出投诉。◇ *The most common complaint is **about** poor service.* 最常见的投诉是服务差。◇ *We have received a number of complaints **from** customers.* 我们接到顾客的许多投诉。◇ *to **lodge** an official complaint* 提出正式控告
➊ *to **have/make/receive** a complaint* 提出 / 收到投诉 • *common/consumer/customer complaints* 常见的 / 消费者的 / 顾客的投诉 • *a **formal/an official** complaint* 正式投诉 • *to **deal with/handle/investigate/respond to** a complaint* 处理 / 调查 / 回应投诉
**2** [U] the act of complaining 抱怨；不满：*I can see no **grounds for** complaint.* 我认为没理由抱怨。◇ *a letter of complaint* 投诉信
**3** (*Law*) [C] a statement that gives the reasons why sb is bringing a case or making a claim in a court 申诉
**4** (*Law*) [C] a formal statement that sb has committed a crime 控告；诉讼

**com'plaints ,management** *noun* [U]
the system of analysing and responding to customers' complaints 投诉管理（分析和应对客户投诉的系统）

**complementary** /ˌkɒmplɪ'mentri; *AmE* ˌkɑːm-/ *adjective*
two things or people that are **complementary** are different but together form a useful or attractive combination of skills, qualities or physical features 互补的；补足的；补充的：*The acquisition of the bus company is complementary to their travel business.* 收购巴士公司是为了配合旅游业务。◇ *a team of people with complementary skills* 一队相辅相成的人员

**,complementary 'goods** *noun* [pl.]
(*Marketing*) goods that are sold separately but that are used together, for example cars and petrol/gasoline 互补产品（各自单独出售但一起使用的产品，例如汽车和汽油）

**com,pletely built-'up** *adjective* (*abbr* **CBU**)
(*Manufacturing*) (about a machine, etc. that is made from parts) that has been manufactured and put together（指由零件组装的机器等）已完全组装好的：*the import of completely built-up cars* 已完全组装好的汽车的进口

**com,pletely knocked-'down** *adjective* (*abbr* **CKD**)
(*Manufacturing*) (about a machine, etc. that is made from parts) that has been manufactured but not put together（指由零件组装的机器等）完全拆散的：*The vehicle leaves the factory completely knocked-down for assembly elsewhere.* 车辆离开工厂时完全是散件，到别处再进行组装。

**★completion** /kəm'pliːʃn/ *noun* [U,C] (*BrE*)
(*Property*) the formal act of completing the sale of

property, for example the sale of a house（房地产等的）完成交易，完成交割：*The keys will be handed over on completion.* 完成交易时交钥匙。

**com'pletion date** *noun* [C]
**1** the date on which a project, especially a building project, is expected to be finished. This date is often included in the contract for the work.（尤指建筑工程的）完工日期
**2** (*BrE*) the date on which the ownership of something, especially a piece of property, is legally transferred from one person to another（尤指房地产所有权的）转让日期

**com'pletion ,statement** *noun* [C] (*BrE*) (*Property*) a statement that says how much sb buying a property has to pay the seller when the sale is completed 完结报告书（表明房地产售出时买方向卖方支付多少数额的报告书）

**compliance** /kəm'plaɪəns/ *noun* [U] (*usually used in written English* 通常用于书面英语) the practice of obeying rules or requests made by people in authority 服从；遵从；顺从：*All our products are* ***in compliance with*** *existing safety laws.* 我们所有的产品都符合现行的安全法例。◇ *We have a Health and Safety Department to ensure* ***strict*** *compliance to labor laws.* 我们有健康安全部门以确保劳动法被严格遵守。◇ *the bank's legal and compliance departments* 银行的法律和履约部门 OPP NON-COMPLIANCE → COMPLY

**com'pliance ,officer** *noun* [C] a person working in a financial organization whose job is to make sure that the company is obeying the laws and rules that apply to it 合规专员（在金融机构工作的人员，职责是确保公司遵守有关法律法规）

**compliant** /kəm'plaɪənt/ *adjective*
**1** in agreement with the rules（与规则）相符的，一致的：*Some of the bank's practices were not compliant* ***with*** *the law.* 某些银行的某些做法不符合法律要求。
**2** (*Technical*) (about technical equipment, software, systems, etc.) that can be used with a particular system or set of rules（指技术设备、软件、系统等）相符的，一致的：*The application is compliant* ***with*** *the industry standard.* 应用软件与行业标准相符。◇ *fully Internet compliant* 与互联网完全兼容 → COMPLY

**complimentary** /ˌkɒmplɪ'mentrɪ; *AmE* ˌkɑːm-/ *adjective*
**1** given free of charge 免费赠送的：*The hotel offers a complimentary cellphone for business travellers.* 酒店为商务旅行者提供免费手机。
**2** expressing admiration, praise, etc. 表示钦佩的；赞美的：*She was extremely complimentary* ***about*** *his work.* 她高度评价了他的工作。

**compli,mentary 'close** (*also* **compli,mentary 'closing**) *noun* [sing.] (*AmE*) the word or words that you write at the end of a business letter just before you sign your name, for example 'sincerely' or 'regards' 结束敬语，信尾客套语

**'compliments slip** (*also* **'compliment slip**) *noun* [C] (*both BrE*) a small piece of paper printed with the name of a company, that is sent out together with information, goods, etc.（附在信息、货物等上印有公司名称的）赠礼便条，礼帖

**★comply** /kəm'plaɪ/ *verb* [no obj] (**complies, complying, complied, complied**) to obey a rule, an order, etc. 遵从；顺从；服从：*Three employees refused to comply* ***with*** *the new regulations.* 三名雇员拒绝遵守新规定。
→ COMPLIANCE, COMPLIANT

**★component** /kəm'pəʊnənt; *AmE* -'poʊ-/ *noun* [C] one of several parts of which sth is made 组成部分；部件：*the components of a machine* 机器部件 ◇ *one of the leading makers of components for cellphones* 手机部件的主要制造商之一 ◇ *Petroleum is a key component of their economy.* 石油是他们经济中的重要组成部分。
⊕ ***car/computer/vehicle*** *components* 汽车／计算机／车辆部件 • ***a component maker/manufacturer/supplier*** 零部件制造商／生产商／供应商 • ***an essential/a key/an important/a vital*** *component* (*of sth*)（某物的）基本／关键／重要／极重要的部件
▸ **com'ponent** *adjective* [only before noun]: *to break sth down into its component* ***parts*** 把某物分为若干组成部分

**composite** /'kɒmpəzɪt; *AmE* kəm'pɑːzət/ *adjective* [only before noun] made of different parts or materials 合成的；复合的；综合成的：*These composite materials are stiffer and lighter than most metals.* 这些复合材料比大多数金属更硬更轻。◇ *the Nasdaq Composite Index* 纳斯达克综合指数

**composition** /ˌkɒmpə'zɪʃn; *AmE* ˌkɑːm-/ *noun*
**1** [U] the different parts which sth is made of; the way in which the parts are organized 成分；组合方式：*There were disagreements about the composition of the new board* (= about the people who would be on it). 人们对新董事会的构成存在分歧。
**2** (*Manufacturing*) [U] an artificial material made of several different substances, often used instead of a natural material 合成物：*composition floors* 合成地板
**3** (*Law*) [C, usually sing.] a legal agreement by which a person who is owed money by sb who cannot pay it all agrees to accept a percentage of the money; the agreed percentage that will be paid（偿还部分债款以了结债务的）和解协议；和解协议偿债百分比：*The defendant had been released by deed on* ***making*** *a composition* ***with*** *the creditors.* 被告已通过与债主达成和解协议而获释。

**compound** *adjective, noun, verb*
• ***adjective*** /'kɒmpaʊnd; *AmE* 'kɑːm-/
**1** (*Accounting*) that pays or charges interest on an amount of money that includes any interest already earned or charged（利息）复合的：*Revenues have grown at a compound annual rate of 50%.* 收入按50%的年均复利率增长。
**2** (*Technical*) [only before noun] formed of two or more parts 复合的：*a compound lens* 复合透镜
• ***noun*** /'kɒmpaʊnd; *AmE* 'kɑːm-/ [C] a thing consisting of two or more separate things combined together 复合物；混合物：*Management*

*requires a compound of skills.* 管理需要多种综合的技能。

• ***verb*** /kəm'paʊnd/ [+ obj]
(*Accounting*) to keep adding interest, profit, etc. to an amount of money as it is earned, so that the amount used as a basis for calculations keeps growing 以复利计算: *compounded earnings on investments* 以复利计算的投资收益

**com,pounded 'rate** = COMPOUND RATE

**,compound 'entry** *noun* [C]
(*Accounting*) an item in an account book that involves more than one amount of money to be recorded 复合分录，复合会计分录（指簿记中的明细账目分别记入许多账户中）

**,compound 'growth rate** *noun* [sing.]
(*Accounting*) a rate at which an economy, a company, an investment, etc. must grow in each of a number of years in order to reach a particular size 复合增长率（一个经济体、一家公司、一项投资等在特定时期内的年度增长率）

**,compound 'interest** *noun* [U]
(*Accounting*) interest that is calculated on an amount of money to which all previous interest that has not yet been paid has been added 复利 → SIMPLE INTEREST

**,compound 'rate** (*also* **com,pounded 'rate**) *noun* [C]
(*Accounting*) the percentage of interest on an amount of money which includes interest that has already been added 复利率

**comprehensive** /,kɒmprɪ'hensɪv; *AmE* ,kɑ:m-/ *adjective*
(*Insurance*) that pays for all types of loss or damage, except in the circumstances mentioned（保险）综合的: *comprehensive insurance* 综合保险 ◇ *Fully comprehensive cover is expensive for young drivers.* 综合保险对年轻驾驶人士而言是昂贵的。 → ALL-RISK

**compress** /kəm'pres/ *verb* [+ obj]
(*IT*) to make computer files, etc. smaller so that they use less space on a disk, etc. 压缩（文件等） SYN ZIP OPP DECOMPRESS ▸ **compression** /kəm'preʃn/ *noun* [U]: *current developments in data compression* 目前在数据压缩方面的发展

**comprise** /kəm'praɪz/ *verb* [+ obj] (*not used in the continuous tenses* 不用于进行时)
**1** (*also* **be com'prised of**) to have sb/sth as parts or members; to consist of sb/sth 包括；包含；由…构成: *The Internet comprises more than 4 billion IP addresses.* 互联网由40多亿个 IP 地址组成。◇ *The committee is comprised of representatives from both the public and private sectors.* 委员会由政府和私营部门双方代表组成。
**2** to be the parts or members that form sth 是（某事物的）组成部分；构成；组成: *Overseas sales comprise 52% of our total sales.* 海外销售额占我们销售总额的52%。 SYN MAKE UP STH
NOTE Although this verb is not used in the continuous tenses in some meanings, it is common to see the present participle form **comprising**. 尽管该动词不用进行时，但是现在分词 comprising 也很常见。

★**compromise** /'kɒmprəmaɪz; *AmE* 'kɑ:m-/ *noun, verb*

• ***noun***
**1** [C,U] an agreement made between two people or groups in which each side gives up some of the things they want so that both sides are happy at the end; the process of reaching this agreement 妥协；和解: *We came to a compromise on the exact amount to be paid.* 我们就所需支付的确切金额达成妥协。◇ *The company has reached a compromise with its creditors.* 公司已与债权人达成妥协。
➲ *to* ***agree on/arrive at/come to/make/reach*** *a compromise* 达成妥协 • *a compromise* ***deal/plan/proposal/scheme*** 一项折中的交易 / 计划 / 提议 / 方案
**2** [C] a solution to a problem where two or more things cannot exist together as they are, in which each thing is changed slightly so that they can exist together 妥协（或折中）方案: *This model represents the best compromise between price and quality.* 这种型号是价格和质量之间所做到的最佳折中方案。

• ***verb***
**1** [no obj] to give up some of your demands in a dispute with sb, in order to reach an agreement（为达成协议而）妥协，让步: *Neither side is prepared to compromise.* 双方都不愿意让步。◇ *They might compromise with the union on the timing of the pay increase.* 他们可能与工会就何时加薪达成妥协。
**2** [+ obj] to allow the standard of sth to become lower 降低标准: *They have managed to make the car more comfortable without compromising its performance.* 他们设法在不降低性能的情况下使汽车更舒适。
**3** [+ obj] **compromise sb/sth/yourself** to put sb/sth/yourself in danger or at risk 使某人 / 某事物 / 自己陷入危险: *He compromised his career by refusing to carry out his boss's instructions.* 他因拒绝执行上司的指示而损害了自己的事业。

**comps** /kɒmps; *AmE* kɑ:mps/ = COMPARABLE-STORE SALES

**'comp time** *noun* [U] (*AmE*)
(*HR*) extra time away from work that employees can have if they have worked extra hours 补休时间: *,When can you give your employees comp time instead of overtime pay?* 你何时能够给你的雇员补休时间而不是加班费？ SYN TIME OFF IN LIEU (*BrE*) → OVERTIME

**comptroller** /kən'trəʊlə(r); kɒmp-; *AmE* -'troʊ-/ = CONTROLLER (2)

**compulsory** /kəm'pʌlsəri/ *adjective*
that must be done because of a law or a rule（因法律或规则）必须做的，强制的: *The training is compulsory for all new staff.* 所有新员工必须参加培训。 SYN OBLIGATORY

**com,pulsory acqui'sition** = COMPULSORY PURCHASE

**com,pulsory liqui'dation** (*also* **,forced liqui'dation**) *noun* [U,C]
(*Law*) a situation where a company is forced to stop doing business so that it can pay its debts 强制清盘（公司被迫停业以偿还债务） SYN INVOLUNTARY LIQUIDATION OPP VOLUNTARY LIQUIDATION

**com,pulsory 'purchase** (*also* **com,pulsory acqui'sition**) *noun* [U,C] (*BrE*)
(*Law*) a situation in which sb has the legal right to force sb to sell sth, for example when the government needs to buy land in order to build a road 强制购买（有强迫别人出售某物的合法权利，如政府为筑路需要购买土地）：*The Council obtained a* ***compulsory purchase order*** *on the land* (= legal permission to buy it). 议会获得了土地的强制购买令。

**com,pulsory re'tirement** *noun* [U,C]
(*HR*) the law or rule that people must retire at a particular age 强制退休：*Your contract does not include a compulsory retirement age.* 你的合同不包括强制退休年龄。

**★computer** /kəm'pju:tə(r)/ *noun* [C]
SEE ALSO: **desktop computer, microcomputer**
an electronic machine that can store, organize and find information, do calculations and control other machines 计算机；电脑：*The data is all held on (the) computer.* 所有数据都储存在计算机中。◇*My computer crashed* (= stopped working) *and I lost the work I was doing.* 我的计算机崩溃了，我失去了我正输入的资料。◇*The computers are down* (= not working). 计算机停机了。
➕ ***to boot up/log onto/reboot/restart/start up*** *a computer* 启动 / 登录 / 重新启动 / 再次启动 / 启动计算机 • ***to log off/shut down*** *a computer* 退出 / 关闭计算机 • *computer* ***applications/files/games/hardware/programs/software*** 计算机应用软件 / 文件 / 游戏 / 硬件 / 程序 / 软件 • *a computer* ***network/system*** 计算机网络 / 系统

**com,puter-'aided** (*also* **com,puter-as'sisted**) *adjective* [only before noun]
that uses a computer to do most of the work 计算机辅助的
➕ *computer-aided* ***design/engineering/learning/manufacture*** 计算机辅助设计 / 工程 / 学习 / 制造

**com'puter ,analyst** (*also* **'business ,analyst**) *noun* [C]
a person whose job is to analyse the needs of a business company or an organization and then design processes for working efficiently using computer programs 计算机分析员（使用计算机分析公司或机构的需求，然后设计有效工作方法的人）SYN SYSTEMS ANALYST ▸ **com'puter a,nalysis** (*also* **'business a,nalysis**) *noun* [U]

**com,puter-as'sisted** = COMPUTER-AIDED

**computerate** /kəm'pju:tərət/ = COMPUTER-LITERATE

**com,puter-based 'training** *noun* [U] (*abbr* **CBT**)
training that uses computers as the main means of teaching 计算机为主的训练（利用计算机作为主要的教学手段的培训）

**com,puter-'generated** *adjective*
produced by a computer after data or instructions are put into it 计算机生成的：*a computer-generated image of a bridge* 计算机生成的一座桥梁图象 ◇*Computer-generated presentations are becoming very popular.* 计算机生成演示变得很受欢迎。

**com,puter 'graphics** (*also* **'graphics**) *noun* [pl.]
pictures that are made using a computer 计算机制图：*the use of computer graphics to design products* 利用计算机制图设计产品

**com,puter-integrated manu'facturing** *noun* [U] (*abbr* **CIM**)
the use of computers to link and control all the stages of the design and manufacturing processes in a company 计算机集成制造（使用计算机连接和控制公司各阶段的设计和制造过程）

**★computerize , -ise** /kəm'pju:təraɪz/ *verb* [+ obj]
**1** to use computers to run sth 用计算机操作；使计算机化：*The factory has been fully computerized.* 这家工厂已完全计算机化了。◇*a computerized factory/machine/system* 已计算机化的工厂 / 机器 / 系统
**2** to store information on a computer 用计算机储存（信息）：*The firm has computerized its records.* 这家公司已将记录存入计算机。◇*computerized databases/information* 计算机化数据库 / 信息
▸ **computerization, -isation** /kəm,pju:tərar'zeɪʃn; *AmE* -rə'z-/ *noun* [U]

**com'puter ,language** (*also* **'programming ,language**) *noun* [C,U]
a set of words, symbols and rules that is used to write computer programs 计算机语言

**com,puter-'literate** (*also* **com'puterate**) *adjective*
able to use computers well 能熟练使用计算机的；会用计算机的 ▸ **com,puter 'literacy** *noun* [U]

**com'puter ,program** = PROGRAM *noun* (1)

**com,puter 'programmer** = PROGRAMMER

**com,puter 'programming** = PROGRAMMING (1)

**com,puter 'science** *noun* [U]
the study of computers and how they can be used 计算机科学：*a graduate in computer science* 计算机科学学士

**computing** /kəm'pju:tɪŋ/ *noun* [U]
the fact of using computers; the use or development of computers of the type mentioned 信息处理技术；计算机技术：*to work in computing* 从事信息处理 ◇*The company played an important role in handheld computing.* 公司在手提式计算机技术方面发挥了重要角色。◇*It's better to have more computing power than a bigger monitor.* 最好有比大显示器更强的数据处理能力。
➕ *computing* ***devices/services/skills/systems*** 数据处理设备 / 服务 / 技术 / 系统 • ***handheld/mobile/personal*** *computing* 手提 / 移动 / 个人信息处理技术

**con** /kɒn; *AmE* kɑ:n/ *noun, verb* (*informal*)
• ***noun*** (*BrE also* **'confidence trick,** *formal*) [C, usually sing.] (*informal*)
a trick; an act of cheating sb 骗局；诡计；欺骗：*The so-called bargain was just a big con!* 所谓的减价商品只不过是一场大骗局。◇(*BrE*) *a con trick* 骗人的伎俩 ◇(*AmE*) *a con game* 骗局
• ***verb*** [+ obj] (**-nn-**) **con sb (into doing sth/out of sth)**
to trick sb, especially in order to get money from them or persuade them to do sth for you（尤指

为金钱或使人为自己做某事而）欺骗，诈骗，哄骗：*I was conned into buying a useless car.* 我受骗上当买了辆不能用的汽车。◇ ***He conned his way into the job using false references.*** 他使用假的证明文件骗取了那份工作。

**concentration** /ˌkɒnsnˈtreɪʃn; *AmE* ˌkɑːn-/ *noun*

SEE ALSO: **buyer concentration, market concentration**

**1** [C] a lot of sth in one place 集中；聚集：*insurance premiums for commercial buildings with high concentrations of visitors or workers* 为游客或工人很集中的商业大厦投保的保费 ◇ *This area has the highest **concentration of industry** in the country.* 这是国内工业集中程度最高的地区。

**2** [U] the act of bringing things together, or of coming together, to form a group 集中：*Concentration of investments in a single company's shares was foolish.* 集中投资于一家公司的股票是愚蠢的。◇ *There is concern about the concentration of ownership in the regional press* (= a small number of people or groups own most of the newspapers). 地方报刊所有权的集中令人关注。

**3** [U] the ability to direct all your effort and attention on one thing, without thinking of other things 专心；专注：*The job demands total concentration.* 该工作需要全神贯注。

**4** [U] the process of people directing effort and attention on a particular thing 关注；重视：*Their concentration **on** developing new markets is starting to bring profits.* 他们重视开发新市场的做法正开始给公司带来利润。

**concept** /ˈkɒnsept; *AmE* ˈkɑːn-/ *noun* [C]

SEE ALSO: **business entity concept, consistency ~, high-~, marketing ~, production ~, sales ~, selling ~**

**1** an idea for a new product or to help sell a product（新产品的）构思；（有助于销售产品的）观念：*He has experience in bringing high-tech equipment from concept to market.* 他有将高技术设备从构思到引进市场的经验。◇ *a new concept in corporate hospitality* 公司招待方面的新观念

**2** an idea or principle that is connected with sth 概念；观念：*a course to teach key business concepts* 教授关键经营理念的课程

**ˈconcept ˌtesting** *noun* [U]

(*Marketing*) a way of finding out if an idea for a new product or for advertising a product is a good one by asking a number of people for their opinions 概念测试（对新产品或产品广告构思的评估）

**PHR** ***to do/engage in/undertake** concept testing* 做 / 从事 / 进行概念测试

**concern** /kənˈsɜːn; *AmE* -ˈsɜːrn/ *noun, verb*

• ***noun*** [C]

SEE ALSO: **going concern**

a business 企业；商行：*a major publishing concern* 一家大出版企业

• ***verb*** [+ obj]

**1** (*often* **be concerned**) to affect sb; to involve sb 影响，牵涉（某人）：*The matter doesn't concern us.* 这件事不会影响我们。◇ *The closure of the firm was upsetting to **all concerned*** (= everyone *involved*). 关闭公司对与此有关的各方来说都是一件令人沮丧的事。

**2** (*also* **be concerned with sth**) to be about sth 涉及（某事）；与…有关：*The report's criticism concerns the way the company manages its pension fund.* 报告批评了该公司管理养老基金的方式。

**IDM** **To whom it may concern ...** (*only used in written English* 只用于书面英语) used, for example, at the beginning of a public notice or of a job reference, when you do not know the name of the person you are writing to 敬启者

**★concession** /kənˈseʃn/ *noun*

**1** [C,U] something that you allow or do, or allow sb to have, in order to end an argument or to make a situation less difficult 妥协；让步：*The firm will be forced to make concessions if it wants to avoid a strike.* 要想避免罢工，该公司将被迫作出一些让步。◇ *to win a concession from sb* 赢得某人的让步

**PHR** ***to demand/seek/win** concessions* 要求 / 寻求 / 赢得让步 • ***to make/offer** concessions* 作出 / 提出让步

**2** [C, usually pl.] (*BrE*) a reduction in an amount of money that has to be paid for sth; a ticket that is sold at a reduced price to a particular group of people 减价；（对某类人的）减价票：*tax concessions* 税收减让 ◇ *tickets €20, concessions €12.* 票价20欧元，优惠价12欧元

**PHR** ***to get/give/offer** concessions* 得到 / 给予 / 提供优惠票

**3** (*Commerce*) [C] (*especially AmE*) the right to sell sth in a particular place; the place where you sell it, sometimes an area which is part of a larger building or store（在某地的）特许经营权；（大型建筑物或商场中的）销售场地，摊位：*They run a burger concession at the stadium.* 他们在体育馆内经营一个汉堡包小吃摊。◇ *airport/hotel concessions* 机场 / 旅馆摊位 → FRANCHISE

**PHR** ***to open/operate/take** concessions* 开办 / 经营 / 租用摊位

**4** (*Commerce*) [C] a right to trade or operate that is given to a company or a person, especially by a government（尤指政府给予的）特许权，优惠：*The government **granted** mining concessions covering 22 million hectares.* 政府批准了面积达2200万公顷的矿区的采矿特许权。

**PHR** ***to award/grant/offer** a concession* 授予 / 予以 / 给予特许权

**concessionaire** /kənˌseʃəˈneə(r); *AmE* -ˈner/ (*also* **concessioner** /kənˈseʃənə(r)/) *noun* [C] (*Commerce*) a company or a person that has been given a CONCESSION to trade or operate in a particular place（允许在某地做贸易或经营的）特许权获得者，特许权所有人，特许经销商：*Some department stores include concessionaires or 'shops within shops'.* 一些百货商店包括特许经销商或“店中店”。

**concierge** /ˌkɒnsiˈeəʒ; *AmE* ˌkɑːnsiˈerʒ/ *noun* [C] a person who is employed, for example by a hotel, to provide services to a person or a group, such as booking accommodation and travel, shopping, finding out information, etc. 旅馆服务台职员，门房（负责预订食宿、旅游、购物、查找资料等）：*We provide personal and corporate concierge services for visitors to London.* 我们为到伦敦的旅客提供个人及企业的门房服务。

**conciliation** /kən,sɪli'eɪʃn/ *noun* [U]
a process of helping two sides in a dispute, usually employers and employees, to find a way to meet and discuss the problem and reach an agreement （争议双方的）调解：*A conciliation service helps to settle disputes between employers and workers.* 调解服务机构帮助解决劳资双方的纠纷。→ ACAS

**con,current engi'neering** (*also* **simul,taneous engi'neering**) *noun* [U]
(*Production*) a systematic method of developing new products in which people involved in designing, manufacturing, selling and using the products work together from the beginning 并行工程（开发新产品的系统化工作模式，即设计、生产、销售和使用产品的人从开始便一起开发新产品）

**★condition** /kən'dɪʃn/ *noun*
**1** [U,C] the state that sth is in 状况；状态：*a used car **in** perfect condition* 车况完好的旧车
● *in **excellent/fair/good/perfect/reasonable** condition* 处于极佳的／不错的／良好的／完美的／还算不错的状态 • *in **bad/poor** condition* 处于糟糕／不好的状态
**2 conditions** [pl.] the circumstances or situation in which people live, work or do things（居住、工作或做事的）环境，条件：*a campaign to create better working conditions* 一项旨在创造更好工作条件的运动 ◇ *difficult market conditions* 困难的市场环境 ◇ *a strike to improve **pay and conditions*** 要求提高薪酬和改善工作条件的罢工
● ***bad/difficult/harsh/poor** conditions* 糟糕的／艰难的／严酷的／恶劣的环境 • ***favourable/good** conditions* 有利的／良好的环境 • ***business/economic/employment/living/market/trading** conditions* 商业／经济／就业／生活／市场／贸易条件 • ***living/working** conditions* 生活／工作条件 • *to **change/create/improve** conditions* 改变／创造／改善条件
**3** [C] a rule or decision that you must agree to, sometimes forming part of a contract or an official agreement 条款；条件：*Congress can impose strict conditions on the bank.* 国会可能会迫使该银行接受苛刻的条件。◇ *The offer is **subject to** certain conditions.* 报价视某些条件而定。◇ *the **terms and conditions** of employment* 雇用条款 ◇ *This product is sold **under the condition that** it cannot be returned under any circumstances.* 产品出售的前提是在任何情况下都不能退货。
● ***strict/stringent/tough** conditions* 苛刻的／严格的／严厉的条件 • ***lending/licence/loan/membership** conditions* 放款／许可证／贷款／会员资格条件 • *to **accept/ease/impose/meet/set** conditions* 接受／放松／推行／满足／规定条件
**4** [C] a situation that must exist in order for sth else to happen 前提；（先决）条件：*a necessary condition **for** economic growth* 经济增长的一项必要条件 ◇ *A good training programme is one of the conditions for successful industry.* 良好的培训计划是企业成功的先决条件之一。
→ idiom at MINT *noun*

**conditional** /kən'dɪʃənl/ *adjective*
that only happens if sth else is done or happens first 附有条件的；有前提的：*Payment is conditional **upon/on** delivery of the goods.* 付款是以交货为前提的。◇ *She received a conditional offer of appointment to the post.* 她接到一个有条件的职位任命。OPP UNCONDITIONAL
● *conditional **acceptance/approval*** 有条件的接受／批准 • *a conditional **agreement/offer*** 有条件的协议／报价
▸ **conditionally** /kən'dɪʃənəli/ *adverb*

**con,ditional 'sale** *noun* [C]
(*Commerce*) a type of sale where there is a contract with particular conditions, usually that the buyer can pay in INSTALMENTS (= a series of regular payments) but will not legally own the goods until full payment has been made 有条件销售（合同规定买方可以分期付款，但是直至全部货款付清，买方才能拥有货物所有权）

**con,ditional 'takeover bid** *noun* [C]
(*Finance*) an offer to buy a company's shares at a particular price if particular conditions are met, for example that the buyer can buy enough shares to have control of the company 有条件收购出价（指若条件符合要求，按某价格收购公司股份的报价。例如，买方可以买到足够的股份来取得对公司的控制权）→ UNCONDITIONAL TAKEOVER BID

**con,ditions of 'sale** *noun* [pl.]
(*Commerce*) details concerning how goods will be sold, which the seller decides and the buyer must accept, for example how the goods will be paid for and delivered and what the buyer has the right to do with them 销售条件

**★conduct** *verb, noun*
• ***verb*** /kən'dʌkt/ [+ obj]
**1** to organize and/or do a particular activity 组织；实施；执行：*The company conducted in-depth interviews with potential users in three states.* 公司对三个州的潜在用户进行了深入采访。
**2 conduct yourself** to behave in a particular way 举止；表现：*The article gives advice on how to conduct yourself in an interview.* 这篇文章给出了在面试时该如何表现的建议。
• ***noun*** /'kɒndʌkt; *AmE* 'kɑ:n-/ [U]
**1** the way in which a business or an activity is organized and managed 经营方式；管理方法；处理方式：*Partners have equal responsibility for the conduct of the firm's affairs.* 合伙人对公司事务的管理负有同等的责任。
**2** a person's behaviour in a particular place or a particular situation（人在某地或某种情况下的）行为，举止：*improving standards of training and professional conduct* 培训和职业行为标准的不断提高

**confederation** /kən,fedə'reɪʃn/ *noun* [C]
an organization consisting of countries, businesses, etc. that have joined together in order to help each other 联盟；同盟；联合体：*the Confederation of British Industry* 英国工业联合会

**confer** /kən'fɜ:(r)/ *verb* [no obj] (**-rr-**)
to discuss sth with sb, especially in order to exchange opinions or get advice 商谈；协商；交换（意见）：*She conferred **with** her colleagues before making a decision.* 她想和同事先商议一下再作决定。

**★conference** /'kɒnfərəns; *AmE* 'kɑ:n-/ *noun* [C]

SEE ALSO: **news conference, press ~, sales ~, shipping ~**

**1** a large official meeting, usually lasting for a few days, at which people with the same work or interests come together to discuss their views （通常指持续几天的大型正式）会议，研讨会：*She is attending a two-day conference **on** electronic commerce in Munich.* 她正在慕尼黑出席为期两天的有关电子商务的会议。◇ *I've been invited to speak at the annual conference.* 我已获邀在年会上讲话。◇ *125 of the 400 delegates **at** the conference were women.* 出席会议的400名代表中有125位是妇女。 SYN CONVENTION

● *to **attend/go to/participate in** a conference* 出席 / 参加会议 • *to **hold/organize** a conference* 举行 / 组织会议 • *to **speak at/address** a conference* 在会上发言 / 发表演讲 • *a conference **centre/hall/room/suite*** 会议中心 / 厅 / 室 / 套房 • *a conference **attendee/delegate/participant*** 会议出席者 / 代表 / 参加者

**2** a meeting at which a small number of people have formal discussions （正式）讨论会，商讨会：*She was **in conference with** her lawyers all day.* 她与她的多位律师商讨了一整天。◇ *It was difficult to get all the parties around the **conference table**.* 很难将各方集中起来开会讨论。

→ TELECONFERENCE, VIDEOCONFERENCING

**'conference call** *noun* [C]

a telephone call in which three or more people take part 电话会议：*We hold a weekly conference call **with** the design team.* 我们与设计小组每周举行一次电话会议。

● *to **have/hold** a conference call* 开 / 举行电话会议

**conferencing** /'kɒnfərənsɪŋ; *AmE* 'kɑ:n-/ *noun* [U]

SEE ALSO: **audio conferencing**

(*IT*) the act of taking part in discussions with two or more other people by using telephones, video equipment, etc. 开会议：*software for conferencing on the Web* 网上会议软件 ◇ *Courses are offered via online conferencing.* 课程是通过在线会议提供的。

→ TELECONFERENCE, VIDEOCONFERENCE

● ***Internet/online/web** conferencing* 互联网 / 在线网络会议

**★confidence** /'kɒnfɪdəns; *AmE* 'kɑ:n-/ *noun* [U]

SEE ALSO: **breach of confidence, consumer ~, vote of ~, vote of no ~**

**1** the feeling that you can trust, believe in and be sure about the abilities or good qualities of sb/sth 信心；信任；信赖：*We have complete confidence **in** our products.* 我们对自己的产品有充分的信心。◇ *The management have lost the confidence of their employees* (= their employees do not trust them). 管理层已失去了员工的信任。◇ *attempts to restore confidence in financial advice* 恢复金融咨询服务方面信心的尝试。

● *to **express/have/lose** confidence in sth* （对某事）表示 / 有 / 失去信心 • *to **build (up)/destroy/improve/rebuild/restore** confidence* 树立 / 摧毁 / 提高 / 重建 / 恢复信心

**2** a feeling that things will get better and not get worse （对事情会变好而不会变坏的）信心，把握，信赖：*Business confidence has fallen sharply.* 商业信心已大幅下降。◇ *Confidence among American consumers has risen this month.* 美国消费者的信心本月已提高。◇ *The company has been hit by a **crisis of confidence*** (= investors do not believe it will be successful). 公司遭受了信任危机的打击（投资者不相信公司会成功）。 SYN SENTIMENT

● ***business/investor/public** confidence* 企业 / 投资者 / 公众信心 • *confidence **declines/falls/grows/returns/rises*** 信心减退 / 下降 / 增加 / 恢复 / 上升

**3** a feeling of trust that sb will keep information private （对某人会保守秘密的）信任，信赖：*He told me about the project **in confidence**.* 出于对我的信赖，他对我透露了该项目的情况。

**'confidence trick** (*BrE*) (*AmE* **'confidence game**) = CON *noun*

**★confidential** /ˌkɒnfɪ'denʃl; *AmE* ˌkɑ:n-/ *adjective*

meant to be kept secret 机密的；保密的；秘密的：*This information is strictly confidential.* 该资料是绝对保密的。◇ *The details of the report were kept confidential.* 报告的详细情况是保密的。

● ***highly/strictly** confidential* 高度 / 绝对保密 • *to be/be kept/remain confidential* 是 / 被列为机密

**★confidentiality** /ˌkɒnfɪˌdenʃi'ælətɪ; *AmE* ˌkɑ:n-/ *noun* [U]

the need to keep particular information secret 机密性；保密性：*There is a right of confidentiality between lawyer and client.* 律师和委托人之间有保密权。◇ *Most contracts of employment have a confidentiality **clause**.* 大部分雇用合同有保密条款。

**configure** /kən'fɪgə(r); *AmE* -'fɪgjər/ *verb* [+ obj] (*IT*; *Technical*) to organize or arrange sth, especially computer equipment, for a particular task （尤指对计算机设备进行）配置：*The machine is configured to run on a network.* 对机器进行配置以便在网络上运行。→ RECONFIGURE

▸ **configuration** /kənˌfɪgə'reɪʃn; *AmE* -ˌfɪgjə'r-/ *noun* [C,U]

**★confirm** /kən'fɜ:m; *AmE* -'fɜ:rm/ *verb* [+ obj]

**1** to say or show that sth is definitely true or correct 证实；证明；确认：*The date of the meeting has not yet been confirmed.* 会议日期尚未确定。◇ *Please write to confirm your reservation* (= say that it is definite). 请书面确认你的预订。◇ *The company confirmed **that** it would cut 6 000 jobs.* 公司证实将削减6000个职位。

**2** (*HR*) to make a position more definite or official 批准（职位）：*After a six-month probationary period, her position was confirmed.* 她经过6个月的试用期后，获准正式上岗。◇ *Joseph Bull is likely to be confirmed **as** finance director.* 约瑟夫·布尔有可能被正式任命为财务总监。

**★confirmation** /ˌkɒnfə'meɪʃn; *AmE* ˌkɑ:nfər'm-/ *noun* [C,U]

a statement, letter, etc. that shows that sth is true, correct or definite 证实；确认书：*We are waiting for confirmation of the report.* 我们正在等待确认该报告。◇ *I need email confirmation before I can process the order.* 在我处理订单之前，我需要电子邮件的订单确认书。◇ *to receive order/shipping confirmation* 收到订单 / 装运确认书

**confiscate** /'kɒnfɪskeɪt; *AmE* 'kɑ:n-/ *verb* [+ obj] to officially take sth away from sb, as a punishment or because they are doing sth illegal（指作为惩罚或因违法）没收，把…充公：*They had their passports confiscated on entering the country.* 他们的护照在进入该国家时被没收。◇ *confiscated property* 被没收的财产 → IMPOUND
▸ **confiscation** /ˌkɒnfɪ'skeɪʃn; *AmE* ˌkɑ:n-/ *noun* [C,U]

**★conflict** *noun, verb*
• ***noun*** /'kɒnflɪkt; *AmE* 'kɑ:n-/ [C,U]
**1** a situation in which people, groups or countries are involved in a serious disagreement or argument 冲突；争论；争执：*The bank has run into conflict* ***with*** *the authorities.* 银行与当局发生了冲突。◇ *a conflict* ***between*** *two members of the team* 团队中两名成员之间的冲突 ◇ *They found themselves* ***in*** *conflict* ***over*** *the future of the firm.* 他们发现他们之间在公司前景的问题上存在分歧。◇ *HR managers need to be skilled in* ***conflict resolution*** (= settling disagreements). 人力资源经理必须善于解决冲突。
➊ *to* ***come into/create/run into*** *(a) conflict* 发生 / 产生 / 遇上争执 • *to* ***avoid/manage/prevent/resolve*** *(a) conflict* 避免 / 处理 / 预防 / 解决冲突 • *conflict* ***management/resolution*** 冲突管理 / 解决
**2** a situation in which there are opposing ideas, opinions, feelings or wishes and it may be difficult to choose 矛盾；抵触：*There is often a conflict* ***between*** *long working hours and the demands of family life.* 长时间工作与家庭生活需要之间经常存在矛盾。
IDM **conflict of 'interest(s)** a situation in which there are two jobs, aims, roles, etc. and it is not possible for both of them to be treated equally and fairly at the same time 利益（或利害）冲突：*There was a conflict of interest between his business dealings and his political activities.* 他的商务交往和政治活动之间存在着利益冲突。 **conflict of 'law(s)** *(Law)* a situation in which a court must decide which country's laws apply to a dispute 法律冲突（法庭必须决定使用哪一国的法律解决争议）
• ***verb*** /kən'flɪkt/ [no obj] **A and B conflict | A conflicts with B** if two ideas, beliefs, stories, etc. **conflict**, it is not possible for them to exist together or for them both to be true（两种思想、信仰、说法等的）冲突，抵触：*The statements of the two witnesses conflict.* 两名证人的证词相互矛盾。◇ *These results conflict with earlier findings.* 这些结果和早前的调查发现相互矛盾。◇ *The government is accused of sending out conflicting messages on the state of the economy.* 政府被指责发送相互矛盾的国家经济状况信息。

**conform** /kən'fɔ:m; *AmE* -'fɔ:rm/ *verb* [no obj] to obey a rule or a law 遵守，服从（规则、法律等）：*This building does not conform* ***with*** *fire regulations.* 这座建筑物不符合消防法规要求。◇ *The modem conforms* ***to*** *the V.90 industry standard.* 该调制解调器符合V.90行业标准。

**confrontation** /ˌkɒnfrʌn'teɪʃn; *AmE* ˌkɑ:nfrən-/ *noun* [U,C]
**confrontation (with sb)/(between A and B)** a situation in which there is an angry disagreement between people or groups who have different opinions 对抗；对峙；冲突：*confrontation between employers and unions* 资方和工会之间的对峙

**confrontational** /ˌkɒnfrʌn'teɪʃənl; *AmE* ˌkɑ:nfrən-/ *adjective*
that involves or causes conflict 对抗的；对峙的；冲突的：*a confrontational style of leadership* 对抗性的领导风格

**conglomerate** /kən'glɒmərət; *AmE* -'glɑ:m-/ *noun* [C]
a large organization formed by joining together a group of companies often with different business activities 联合大企业；企业集团：*Bertelsmann, the media conglomerate* 贝塔斯曼，一家传媒企业集团
➊ *an* ***engineering/a financial/an industrial/a media*** *conglomerate* 工程 / 金融 / 工业 / 传媒企业集团 • *to* ***build (up)/create/form*** *a conglomerate* 建立 / 创立 / 组成企业集团

**congress** /'kɒŋgres; *AmE* 'kɑ:ŋgrəs/ *noun*
[C with sing./pl. verb]
a large formal meeting or series of meetings 代表大会：*an international congress of trades unions* 工会国际代表大会 ◇ *a medical congress* 医学大会

**'con man** *noun* [C] *(informal)*
a man who tricks other people into giving him money, etc. 骗子；诈骗者：*Have nothing to do with that company—they're a bunch of con men!* 不要和那家公司来往，他们是一群骗子！

**★connect** /kə'nekt/ *verb*
**1** [+ obj *or* no obj] **connect (sth) (up) (to/with sth)** to join together two or more things; to be joined together（使）连接；联结：*She connected up the two computers.* 她把两台计算机连接了起来。◇ *I can connect to the office computer via a modem.* 我通过调制解调器可以连接到办公室的计算机。
OPP DISCONNECT
**2** *(IT)* [+ obj *or* no obj] to link or be linked to the Internet 连接到（互联网）：*Our business is connecting people to the Internet.* 我们的业务是把人们连接到互联网。◇ *Sometimes the phone lines are so busy that it's impossible to get connected* (= to the Internet). 有时候电话线太忙以至于不能与互联网连接上。 OPP DISCONNECT
**3** [+ obj] to join telephone lines so that people can speak to each other 接通电话：*Hold on please, I'm trying to connect you.* 请别挂电话，我正尽力给你接通。 SYN PUT SB THROUGH OPP DISCONNECT
**4** [no obj] (used about a bus, plane, train, etc.) to arrive at a particular time, so that passengers can change to another bus, train, plane, etc.（指公共汽车、飞机、火车等的）衔接，联运：*a connecting flight* 衔接的航班
→ RECONNECT
IDM **connect the 'dots** *(also* **join the 'dots** *especially in BrE)* to find or show the relationships between different things 把圆点连起来（找出或显示出不同事物之间的关系）：*In your training session, connect the dots for your audience—relate the training to real business demands.* 在你的培训课上，你要为观众把圆点连起来——显示出培训和实际业务要求之间的关系。→ CONNECT-THE-DOTS

**★connection** *(BrE spelling also* **connexion,** *less frequent)* /kə'nekʃn/ *noun* [C]
**1** *(IT)* a link to the Internet, telephone system, etc.

（互联网、电话系统等的）连接，接通：*You pay €20 a month for their high-speed Internet connection.* 你每月支付20欧元的高速互联网连接费。◇ *I'm having trouble establishing a connection to the network.* 我与网络建立连接时有困难。◇ *There is a €150 **connection fee*** (= when you start receiving the service). 有150欧元的连接费。
**2** [usually pl.] a person or an organization that you know and that can help or advise you in your social or professional life 有社交或业务关系的人（或机构）：*One of my business connections gave them my name.* 一个与我生意上有往来的人向他们提供了我的名字。
**3** a bus, train, plane, etc. that leaves soon after another arrives（公共汽车、火车、飞机等的）联运，衔接：*Our plane was so late that we missed our connection.* 我们的飞机晚点，因此我们赶不上接驳的航班。
**4** [usually pl.] a means of travelling to another place 旅行交通工具：*There are good bus and train connections between the conference centre and the city.* 在会议中心与城市之间有便利的公共汽车和火车运输。
**IDM** **in con'nection with sb/sth** (*only used in written English* 只用于书面英语) about or concerning 与…有关（或相关）：*I am writing to you in connection with your application.* 我写这封信与你申请一事有关。

**connectivity** /ˌkɒnekˈtɪvəti; kəˌnekˈtɪvəti; *AmE* ˌkɑːn-/ *noun* [U]
(*IT*) the ability to be connected to the Internet or another computer 连接（性）；联结（性）：*The basic service includes email and Internet connectivity.* 基本服务包括电子邮件和互联网连接。

**con,nect-the-'dots** *adjective* [only before noun]
**1** that brings together facts and information from different places and shows the relationships between them 综合不同来源信息的；显示不同事物的关系的：*a connect-the-dots article* 一篇综合不同信息的文章
**2** easy to do or understand; not complicated 简单的；不复杂的：*connect-the-dots instructions* 简单易懂的指示

**connexion** = CONNECTION

**connotation** /ˌkɒnəˈteɪʃn; *AmE* ˌkɑːn-/ *noun* [C] an idea suggested by a word in addition to its main meaning 含义；内涵：*It wasn't easy to choose a name for the company without negative connotations.* 为公司选择一个没有贬义的名字是不容易的。

**conscientious** /ˌkɒnʃiˈenʃəs; *AmE* ˌkɑːn-/ *adjective*
taking care to do things carefully and correctly 谨慎的；认真负责的；一丝不苟的：*Her pleasant personality and conscientious work made her a valued member of staff.* 她开朗的个性、一丝不苟的工作态度使她成为职工中受重视的一员。
▸ **,consci'entiously** *adverb*：*He performed all his duties conscientiously.* 他认真负责地履行自己所有的职责。 **,consci'entiousness** *noun* [U]

**consensual** /kənˈsenʃuəl/ *adjective* (*formal*) that involves getting everyone's agreement 一致同意的：*a consensual approach to management* 一致赞成的管理方法

**★consensus** /kənˈsensəs/ *noun* [sing., U]
**1** agreement among a group of people 一致的意见；共识：*trying to reach a consensus **on** an issue* 力求对一个问题达成共识 ◇ *There is a growing consensus **among** experts that interest rates will rise.* 专家对利率将上升这个问题的看法日趋一致。◇ *All the board's decisions are made **by** consensus.* 董事会的所有决定都是在一致同意的前提下作出的。◇ *the process of consensus building* 达成共识的过程
● *to **achieve/build/reach/seek** (a) consensus* 达成／建立／达成／寻求共识
**2** (*Finance*) the general view among experts of how well a company, an industry or an economy will perform（专家对公司、行业、经济等的表现的）普遍看法：*Their quarterly sales figures beat consensus by 25%.* 他们的季度销售数字比普遍预测高25%。◇ *The consensus forecast for growth is now 1.7%.* 目前对增长率的普遍预测是1.7%。
● *a consensus **estimate/forecast*** 看法一致的估计／预测

**conse,quential 'loss** (*also* **,indirect 'loss**) *noun* [U,C]
(*Law*) money that a business loses as an indirect result of being harmed by sb, for example a loss of profits because its factory was damaged by them 间接损失（指人为而并非由灾害造成的损失）

**conservatism** /kənˈsɜːvətɪzəm; *AmE* -ˈsɜːrv-/ *noun* [U]
**1** the tendency to avoid unnecessary risks 保守；守旧：*the conservatism of investors* 投资者的保守性
**2** (*Accounting*) (*especially AmE*) = PRUDENCE (1)

**conservative** /kənˈsɜːvətɪv; *AmE* -ˈsɜːrv-/ *adjective*
**1** not taking or involving unnecessary risk 保守的；守旧的：*We have always had a conservative approach to financing our business.* 我们对要融资的业务总是持保守的态度。
**2** lower than what is probably the real amount or number 低于实际金额或数量的；保守的：*At a conservative **estimate**, she'll be earning €80 000.* 按照保守的估计，她将赚到8万欧元。◇ *The company's forecasts were conservative.* 公司的预测是保守的。

**conservator** /kənˈsɜːvətə(r); ˈkɒnsəveɪtə(r); *AmE* kənˈsɜːrvətər/ *noun* [C] (*AmE*)
(*Law*) a person chosen by a court to look after sb or their finances, because they are too old, ill/sick, etc. to do so themselves 保护人（由法庭指定来照顾不能自理的人或管理这些人的财务事宜）：*The judge **appointed** a conservator to manager her assets.* 法官指定一位保护人来管理她的财产。

**consignee** /ˌkɒnsaɪˈniː; *AmE* ˌkɑːn-/ *noun* [C]
(*Transport*) a person or an organization that goods are sent to 收货人：*We have informed the consignee of the delivery date.* 我们已通知收货人交货日期。
→ CONSIGNOR

**consignment** /kənˈsaɪnmənt/ *noun*
**1** (*Transport*) [C] a quantity of goods that are sent or delivered somewhere 装运的货物；运送物：*a consignment of books* 运送的一批书 SYN SHIPMENT
**2** (*Commerce*) [C,U] goods that you deliver to sb, for them to sell on your behalf or return if they

cannot sell them 寄售（代售人以寄售人的名义出售货物，若货物不能出售则退还寄售人）: *These pieces are being offered **on consignment**.* 这些部件正以寄售方式出售。◇ *imports made on a **consignment account** basis* 记录在寄售账户上的进口货物

**con'signment note** *noun* [C]
(*Transport*) a document that gives details of goods that have been sent or delivered somewhere and is sent with them 发货通知书；发货通知单

**con'signment store** *noun* [C]
especially in the US, a type of shop/store where you can take items to be sold on your behalf or returned to you if they are not sold 寄售商店

**consignor** /kən'saɪnə(r)/ *noun* [C]
**1** (*Commerce*) a person who delivers an item to sb for them to sell on their behalf 寄售人
**2** (*Transport*) a person or an organization that sends goods to sb/sth 发货人: *The package must be marked with the consignor's name and address.* 包装上必须标明发货人的名称和地址。
SYN SENDER → CONSIGNEE
See note at EMPLOYER

**con'sistency ,concept** *noun* [sing.]
(*Accounting*) one of the principles used in accounting that says that similar items should be treated in the same way within each accounting period and from one period to the next, and that the organization's rules for accounting should always be followed 一致性概念，一贯性原则（一项会计原则，指在每个会计期间和从一会计期间到另一会计期间，相同事项应以统一的方式处理）

**consolidate** /kən'sɒlɪdeɪt; *AmE* -'sɑ:l-/ *verb*
**1** [+ obj *or* no obj] to join things, especially businesses, together into one; to be joined into one（使）合并；（使）联合: *The two companies consolidated for greater efficiency.* 两家公司合并以提高效率。◇ *consolidated companies* 合并公司 ◇ *a loan to help you consolidate your debts* (= replace smaller debts with one big debt) 帮助你合并债务的贷款（用一笔大债务代替小债务）
→ UNCONSOLIDATED
**2** (*Accounting*) [+ obj] to combine the financial results of a group of companies into one set of figures 综合，合并（集团内各公司的业绩账目）: *There was a rise in consolidated sales.* 综合销售额有所上升。◇ *The parent company is required to prepare a set of consolidated accounts.* 母公司必须编制一套合并账目。
→ UNCONSOLIDATED
**3** [+ obj *or* no obj] to make a position of power or success stronger so that it is more likely to continue 使加强；使巩固: *The merger will consolidate the group's position in the market.* 合并将巩固集团在市场上的地位。
**4** (*Transport*) [+ obj] to combine separate items into one load to transport them 拼箱

**consolidation** /kən,sɒlɪ'deɪʃn; *AmE* -,sɑ:l-/ *noun* [U,C]
SEE ALSO: **debt consolidation**
**1** (*Economics*) the situation when companies of the same type join together（同类公司的）合并: *the rapid consolidation of the industry into a few large companies* 该行业迅速合并为几家大公司 ◇ *2 500 jobs have been lost as part of the consolidation.* * 2500个职位随着合并而失去。
**2** the act of joining two or more things together 联合: *The consolidation of the two production sites into one will strengthen our competitiveness.* 将两个生产地点联合成一个将增强我们的竞争力。
**3** the act of making your power, success, knowledge, etc. stronger 加强；巩固: *The training focuses on the consolidation of skills.* 培训的重点在于巩固技能。
**4** (*Transport*) (*AmE*) = GROUPAGE

**consolidator** /kən'sɒlɪdeɪtə(r); *AmE* -'sɑ:l-/ *noun* [C]
**1** (*Economics*) a company that takes control of several others in the same industry to form a single business 合并商: *The group has ambitions to act as a consolidator of European broadcasters.* 集团立志要成为欧洲广播业者的合并商。
**2** (*Commerce*) a travel company that buys travel tickets, rents hotel rooms, etc. in large numbers and offers them to the public or TRAVEL AGENCIES at low prices 旅游公司（大量地购买旅行票，租下宾馆客房等，然后以低价提供给公众或旅行社）: *We offer consolidator airfares to Southern Africa.* 我们提供到南部非洲的批量机票。→ BUCKET SHOP
**3** (*Transport*) a transport company that receives goods from different suppliers and packs them so that they can be transported together 集运商，集中托运人（将若干批单独发运的货物组成一整批托运的运输公司）: *For small shipments a freight consolidator is used.* 小批量的货物交给集运商托运。

**Consols** /'kɒnsɒlz; kən'sɒlz; *AmE* 'kɑ:nsɑ:lz; kən'sɑ:lz/ *noun* [pl.]
(*Finance*) in the UK, government bonds that have a fairly low fixed interest rate but do not have a fixed date for when the loan will be paid back 统一公债（英国政府发行的一种固定利率非常低、无到期日的债券）**NOTE** **Consols** is an abbreviation of the words 'Consolidated Stock' or 'Consolidated Annuities'. * Consols 是 Consolidated Stock 或 Consolidated Annuities 的缩写。

**consortium** /kən'sɔ:tiəm; *AmE* -'sɔ:rt-/ *noun* [C] (*plural* **consortiums** *or* **consortia** /-tiə/)
(*Finance*) a group of companies, banks, organizations, etc. working together on a particular project（合作某项目的）财团，银团，联营企业: *The company has been rescued by a consortium of banks.* 银行财团挽救了这家公司。◇ *The consortium is led by BP.* 该财团由英国石油公司领导。
PHR *to **form/join/lead** a consortium* 组成 / 加入 / 领导财团

**constituent** /kən'stɪtjuənt; *AmE* -tʃu-/ *adjective, noun*
• ***adjective*** [only before noun]
forming a whole; being a part of a whole 组成的；构成的: *the group's two constituent companies* 该集团的两家成员公司
• ***noun*** [C]
one of the parts that forms sth 成分；组成物；要素: *the constituents of the FTSE 100 index* 《金融时报》100指数的成分股。

**constitute** /'kɒnstɪtju:t; *AmE* 'kɑ:nstətu:t/ *verb*
**1** [+ obj] (*usually* **be constituted**) to form a group legally or officially（合法或正式地）成立，设立: *a properly constituted company with a proper balance sheet* 一家资产负债表合规的依法成立的公司
**2** (*linking verb* 连系动词) (*not used in the continuous tenses* 不用于进行时态) to be the parts that together form sth 组成；构成: *In the UK, women constitute 30% of managers.* 英国的女性经理占经理人数的30%。 SYN MAKE UP
**3** (*formal, usually used in written English* 通常用于书面英语) (*linking verb* 连系动词) (*not used in the continuous tenses* 不用于进行时态) to be considered to be sth 被认为（或看成）是；被算作: *Does such an activity constitute a criminal offence?* 这样的活动也算刑事犯罪？
NOTE Although this verb is not used in the continuous tenses in some meanings, it is common to see the present participle form **constituting.** 尽管该动词在某些意义中不用于进行时态，但是现在分词 constituting 是常见的: *Management has to fix a maximum number of hours as constituting a day's work.* 管理层须定下构成一天工作的最高时数。

**★constitution** /ˌkɒnstɪ'tju:ʃn; *AmE* ˌkɑ:nstə-/ *noun* [C]
the basic law or rules of a country or an organization（国家的）宪法；（机构的）章程: *A director must act according to the company's constitution.* 董事必须按照公司章程办事。◇ *A two-thirds majority is needed to amend the club's constitution.* 修改俱乐部章程需要三分之二的多数票同意。→ CHARTER *noun* (1)
● *to* ***adopt/amend/draft/violate*** *a constitution* 通过 / 修改 / 起草 / 违反宪法 • *a constitution* ***allows sth/forbids sth/guarantees sth/states that*** ... 章程允许（某事）/ 禁止（某事）/ 担保（某事）/ 规定…

**constitutional** /ˌkɒnstɪ'tju:ʃənl; *AmE* ˌkɑ:nstə'tu:-/ *adjective*
connected with or allowed by a **constitution** 宪法允许的；章程允许的: *Do corporations have a constitutional right to tell untruths?* 企业有说假话的宪法权吗？◇ *It is not constitutional to imprison somebody without trial.* 未经审判就关押某人是宪法不允许的。

**construct** /kən'strʌkt/ *verb* [+ obj]
**1 construct sth (from/out of/of sth)** (*often* **be constructed**) to build or make sth large, such as a road, building or machine 兴建；建造: *The building was constructed in 1972.* 这座大楼建于1972年。◇ *The frame is constructed from steel and plastic.* 这个框架是由钢铁和塑料建造而成的。◇ *a newly constructed hotel* 新建成的酒店 → BUILD *verb* (1)
**2** to create sth by putting different things or parts together 组成；创建: *I've constructed my own homepage on the Web.* 我已经在网上建立了自己的主页。◇ *a carefully constructed letter* 一封精心构思的信 → BUILD *verb* (2)
→ RECONSTRUCT

**★construction** /kən'strʌkʃn/ *noun*
**1** [U] the process or method of building or making sth large, especially roads, buildings, bridges, etc. 建筑；建造；建设: *Construction of the new offices has now been completed.* 现在新办事处的建造已经完成。◇ *This web page is currently* ***under construction*** (= being built). 本网页目前正在建设中。◇ *He was working as a labourer on a construction site.* 他那时正在工地当民工。
→ MANUFACTURING
● *to* ***begin/complete/start*** *construction* 开始 / 完成 / 开始建造 • ***bridge/pipeline/plant/road construction*** 桥梁 / 管道 / 工厂 / 道路建设 • *a construction* ***site/yard/worker*** 建筑工地 / 场地 / 工人 • *construction* ***costs/materials/methods/techniques*** 建筑成本 / 原材料 / 方法 / 技术
**2** [U] the business of building roads, buildings, etc. 建筑业务: *His businesses range from shipping and construction to motels.* 他的业务范围从装运、建筑以至汽车旅馆。
● *the construction* ***industry/sector*** 建筑业 / 部门 • *a construction* ***business/company/firm/group*** 建筑企业 / 公司 / 集团
**3** [U] the process or method of creating sth by putting different things or parts together 组成；创建: *the construction of rules/agreements* 规则 / 协议的拟定
**4** [U,C] the way that sth has been built or made 结构: *walls of solid construction* 结构坚固的墙
**5** (*formal*) [C] a thing that has been built or made 建筑物；建造物；制成物: *massive constructions of bamboo and paper* 竹和纸制成的巨大物体
→ RECONSTRUCTION

**WHICH WORD?** 词语辨析
**construction/building**
Both **building** [U] and **construction** [U] can be used to describe the making of any structure or large, complicated piece of equipment. * building 和 construction 均可用来指建造任何建筑物或大型复杂设施: *the building/construction of a new hospital/pipeline/runway* 新医院 / 管道 / 跑道的建设.
**Construction** is slightly more formal and more commonly used about industrial buildings or structures used for transport, such as roads or bridges. * construction 稍显正式，常用于工业设施或诸如道路、桥梁等交通设施的修建。
**Building** [U], especially when combined with other nouns, usually describes the process of building structures for living or working in. 与其他名词搭配使用时，building 通常指建造供居住或工作用的建筑物: *cement, bricks and other building materials* 水泥、砖头等建筑材料 ◇ *The houses failed to meet local building regulations.* 这些房子没有达到当地建筑规范的要求。

**con'struction ˌpermit** = BUILDING PERMIT

**con,structive dis'missal** *noun* [U; C, usually sing.] (*BrE*)
(*HR*) the situation when an employer makes an employee's working conditions so difficult or unpleasant that they have to leave their job 推定解职（指由于雇主令雇员的工作条件极度困难或不愉快，致使雇员不能忍受而提出辞职）: *The*

*court held that the reduction in pay amounted to constructive dismissal.* 法庭认为减薪构成推定解职。→ UNFAIR DISMISSAL

**consul** /'kɒnsl; *AmE* 'kɑ:nsl/ *noun* [C] a government official working in a foreign city who helps people from his/her own country who are living or visiting there and encourages trade between the two countries 领事（由政府派往海外国家工作的政府官员，其职责是保护居住或访问那个国家的本国国民利益，并促进两国之间的贸易）: *the Indian consul in Toronto* 印度驻多伦多领事 ▸ **consular** /'kɒnsjələ(r); *AmE* 'kɑ:nsələr/ *adjective*

**★consultancy** /kən'sʌltənsi/ *noun* (*plural* **consultancies**)

SEE ALSO: **internal consultancy**

**1** [C] a company that gives expert advice on a particular subject 咨询公司；顾问公司: *Accenture, a management consultancy firm* 埃森哲，一家管理咨询公司See note at BUSINESS
● *a* ***design/an IT/a management/marketing/recruitment*** *consultancy* 设计 / 信息技术 / 管理 / 营销 / 招聘咨询公司 • *a consultancy* ***business/company/firm/group*** 咨询企业；咨询公司；咨询集团
**2** [U] expert advice that an independent company or person is paid to provide on a particular subject 专家咨询；专家顾问工作: *She's doing consultancy work with the IMF.* 她在国际货币基金组织做专家咨询工作。◇ *He is working on a consultancy basis* (= he is not an employee). 他做专家顾问工作。
● *consultancy* ***costs/fees/work*** 咨询成本 / 费用 / 工作

**★consultant** /kən'sʌltənt/ *noun* [C]

SEE ALSO: **management consultant**

a person who knows a lot about a particular subject and is paid to give advice about it to other people 顾问: *a firm of business consultants* 商业咨询公司 ◇ *She acts as a consultant to start-ups.* 她担任新成立的公司的顾问。◇ *a consultant on business ethics* 商业道德顾问 See note at PROFESSION
● *a* ***career/design/financial/marketing*** *consultant* 职业 / 设计 / 财务 / 营销顾问 • *an* ***independent/outside*** *consultant* 独立 / 外聘顾问 • *to* ***bring in/call in/hire/use*** *a consultant* 请来 / 招聘 / 使用顾问

**★consultation** /ˌkɒnsl'teɪʃn; *AmE* ˌkɑ:n-/ *noun*

SEE ALSO: **joint consultation**

**1** [U] the act of discussing sth with sb or with a group of people before a decision is made 咨询；磋商；协商: *The plant was closed* ***without*** *any consultation with workers.* 未与工人协商，工厂就被关闭了。◇ *The decision was taken* ***in*** *close* ***consultation with*** *all the departments involved.* 这项决定是经各个有关部门仔细磋商而作出的。
● ***after/following/in/without*** *consultation* (*with sb*)（和某人）磋商后；（与某人）磋商；未（与某人）磋商 • ***close/full/further/proper*** *consultation* 仔细 / 全面 / 进一步 / 恰当的磋商 • ***public/wide/worker*** *consultation* 公开 / 广泛 / 工人协商 • *a consultation* ***document/paper/period/process*** 咨询文件 / 期间 / 过程
**2** [C] a formal meeting to discuss sth 商讨会；协商会: *The firm will hold consultations with the local council before plans are finalized.* 公司在计划确定下来之前，将与地方议会举行协商会议。
● *to* ***have/hold*** *a consultation* 开 / 举行协商会
**3** [C] a meeting with an expert to get advice（向专家请教的）咨询会: *A 30-minute consultation will cost €60.* * 30分钟的咨询将花费60欧元。
● *to* ***book/have*** *a consultation* (*with sb*)（和某人）预约咨询；向（某人）咨询 • *to* ***conduct/do*** *consultations* 进行 / 做咨询

**★consulting** /kən'sʌltɪŋ/ *noun* [U] (often used in the names of companies) the activity and business of providing expert advice, especially about how a business can be improved（常用于公司名称）咨询: *She works in consulting.* 她从事咨询工作。◇ *Most of the large accountancy firms provide consulting services.* 大多数大型会计师事务所都提供咨询服务。◇ *Deloitte Consulting* 德勤咨询公司
● *a consulting* ***business/company/firm/group/practice*** 咨询企业 / 公司 / 集团 / 惯例 • *the consulting* ***business/industry*** 咨询业务 / 行业 • *consulting* ***services/work*** 咨询服务 / 工作

**consume** /kən'sju:m; *AmE* -'su:m/ *verb*
**1** [+ obj *or* no obj] to buy goods and services to use yourself 消费: *There is an index that measures how content we are with the goods and services we consume.* 有一个指标衡量我们对所消费的产品和服务的满意度。◇ *the consuming public* 消费大众
**2** [+ obj] to use sth such as fuel, energy, time or money 消耗，耗费（燃料、能量、时间或金钱等）: *The system consumes only 5 watts of power.* 这系统只耗用5瓦电。◇ *Such projects consume 20% of the country's budget.* 该样的项目耗费20%的国家预算。

**★consumer** /kən'sju:mə(r); *AmE* -'su:-/ *noun* [C]

SEE ALSO: **direct-to-consumer, end ~, ultimate ~**

**1** a person who buys goods or services for their own use 消费者: *Interest rate cuts have persuaded consumers to spend more.* 利率下调已促使消费者多花钱。◇ *Videophones are still too expensive for the average consumer.* 视频电话对一般的消费者来讲仍然太贵。◇ *Consumer spending will be up 2.4% this year.* 消费支出今年将上升2.4%。◇ *The new service has been slow to take off* (= become popular) *among consumers.* 新服务在消费者中还迟迟没有流行起来。◇ *Low interest rates were responsible for the* ***consumer boom*** (= period when people spend a lot). 低利率引致消费热潮。→ END-USER See note at CUSTOMER
● ***average/individual/rural/urban*** *consumers* 平均 / 个人 / 郊区 / 城市消费者 • ***domestic/foreign/online*** *consumers* 国内 / 国外 / 网上消费者 • *consumer* ***attitudes/choice/habits/needs/tastes*** 消费者态度 / 选择 / 习惯 / 需求 / 口味 • *consumer* ***activity/expenditure/spending/trends*** 消费者的活动 / 支出 / 开支 / 趋势
**2** a person, a group, a country, etc. that uses sth such as fuel or energy（燃料、能源等的）用户: *He said that America was the world's largest consumer of natural resources per head of population.* 他说按人均计算，美国是世界上最大

的自然资源用户。 ◇ *Mexicans are believed to be the biggest consumers of soft drinks.* 人们相信墨西哥人是最大的软饮料用户。

● *a* ***big/great/large*** *consumer (of sth)* （某东西的）大／很大／大型用户 • ***commercial/industrial*** *consumers (of sth)* （某东西的）商业／工业用户 • ***electricity/energy*** *consumers* 电力／能源用户

**con,sumer 'advertising** *noun* [U]
(*Marketing*) advertising that is aimed at individual people and families, not businesses 消费者广告（针对个人和家庭的广告）

**con,sumer a'wareness** *noun* [U]
(*Marketing*) how far buyers know that a product or service exists 消费者认知，消费者意识（消费者意识到某种产品或服务存在的程度）: *We are trying to strengthen consumer awareness of our brand.* 我们正设法加强消费者对我们品牌的认知。
→ BRAND AWARENESS

**con'sumer ,banking** = RETAIL BANKING

**con'sumer base** = CUSTOMER BASE

**con,sumer be'haviour** (*AmE spelling* **~ behavior**) *noun* [U]
(*Marketing*) the way in which individuals or families decide what product or service to buy and where and how to buy it 消费行为；消费方式（个人或家庭购买商品或服务的行为，如购买什么、何处购买、如何购买等）: *The company sent out millions of emails to try to influence consumer behaviour.* 公司发送了数百万封电子邮件来试图影响消费行为。 ◇ *changes in consumer behaviour* 消费行为的改变 **NOTE** This is also known as **consumer buying behaviour**. 消费行为也称为消费者购买行为。

**con,sumer 'borrowing** *noun* [U]
(*Economics*) the amount of money that people have borrowed, for example by using credit cards, in order to buy things 消费借款（如使用信用卡购物的借款）: *New consumer borrowing reached €1.53 billion in October.* 十月份新办理的消费借款达15.3亿欧元。 SYN CONSUMER DEBT

**con'sumer brand** *noun* [C]
(*Marketing*) a **brand** that members of the public buy regularly 消费品牌（消费者经常购买的品牌）: *The company has concentrated on building a strong consumer brand.* 公司专注于建立一个强大的消费品牌。 ◇ *leading consumer brands, such as Nike and Benetton* 顶尖的消费品牌，如耐克和贝纳通

**con,sumer 'confidence** *noun* [U]
**1** (*Economics*) (*also* **con,sumer 'sentiment,** *especially in AmE*) a measure of how willing people are to spend money, because they feel that the economy will get better or worse 消费者信心（衡量消费者乐意消费的程度）: *a strong increase in consumer confidence* 消费者的信心增强 ◇ *the link between rising unemployment and falling consumer confidence* 日益上升的失业率和消费者信心下滑之间的关系 ◇ *the* ***consumer confidence index*** 消费者信心指数
**2** the fact that people trust and are willing to buy particular products 消费者信心（人们相信并愿意购买某种产品）: *The company is trying to restore consumer confidence after a scandal involving its products.* 公司经历产品丑闻之后，正试图挽回消费者的信心。 ◇ *consumer confidence in the food industry* 消费者对食品工业方面的信心

**con,sumer co'operative** (*also spelled* **~ co-operative**) (*also* **con,sumers' co'operative, ,retail co'operative**) *noun* [C]
(*Finance*) a business that is formed, owned and controlled by a group of customers, who also share the profits 消费者合作社（由顾客组成、拥有、管理，并共享利润的零售企业）

**con,sumer 'credit** (*also* **,personal 'credit**) *noun* [U]
(*Economics*; *Finance*) loans made by banks and shops/stores to customers, that allow them to buy sth now and pay for it later 消费信贷（银行和商店给消费者赊购物品，款额以后偿还）: *In order to restrict consumer credit, the government is forced to raise interest rates.* 为了限制消费信贷，政府被迫提高利率。 ◇ *Consumer credit fell by $82 million in October.* 消费信贷十月份下降了8200万元。 ◇ *a consumer credit agreement* 消费信贷协议

**con,sumer 'credit in,surance** = CREDIT INSURANCE (2)

**con,sumer 'debt** *noun* [U]
(*Economics*) the amount of money that people owe to shops/stores or banks for the things they have bought but not yet paid for 消费者债务: *Consumer debt grew $1.8 billion in September.* 消费者债务九月份增长了18亿美元。 ◇ *One of the main risks for the economy is the high level of consumer debt.* 主要经济风险之一是高水平的消费者债务。
SYN CONSUMER BORROWING

**con,sumer de'mand** *noun* [U,C]
the desire or need of customers for particular goods or services 消费者需求: *Orders for motor vehicles rose 5%, aided by strong consumer demand.* 加上强劲的消费者需求，汽车订单上升5%。 ◇ *consumer demand* ***for*** *housing/flights/organic food* 消费者对房屋／航班／有机食品的需求

**con,sumer 'durables** (*BrE*) (*AmE* **'durable goods**) (*also* **'durables,** *BrE, AmE*) *noun* [pl.]
(*Economics*; *Marketing*) goods such as cars, televisions, computers, furniture, etc. that last for a long time after you have bought them 耐用消费品 OPP CONSUMER NON-DURABLES

**con,sumer elec'tronics** *noun* [pl.]
electronic goods, such as radios, televisions and music systems, that are bought and used by members of the public 消费性电子产品: *Europe's largest consumer electronics manufacturer* 欧洲最大的消费电子产品制造商

**con,sumer 'finance** *noun* [U]
(*Finance*) the business of lending money to customers so that they can buy goods and pay for them later 消费信贷: *The retailer wants to sell off its consumer finance unit.* 零售商要卖掉其消费信贷单位。
● *a consumer finance* ***company/operation/unit*** 消费信贷公司／业务／单位

**con'sumer goods** (*also* **con'sumer ,products**) *noun* [pl.]
(*Economics*; *Marketing*) goods such as food, clothing, etc. bought and used by individual customers 消费品: *There has been a steady*

*increase in the demand for consumer goods.* 消费品的需求稳步增长。◇ *Unilever, the world's largest consumer goods company* 联合利华，世界上最大的消费品公司 SYN CONSUMPTION GOODS → CAPITAL GOODS, INDUSTRIAL GOODS

**con'sumer group** *noun* [C]
**1** an organization that protects the rights of people who buy particular products or services 消费者团体（保护消费者权力的组织）: *The consumer group Energywatch criticized the gas price rise.* 消费者团体"能源消费者协会"批评天然气价格上涨。 SYN CONSUMER WATCHDOG
**2** (*Marketing*) one of a number of groups that individual buyers belong to and that influence their behaviour, such as a family group, a work group or a professional group 消费者群体: *consumer groups ranging from milk drinkers to motorcycle riders* 从喝牛奶者到骑摩托车的人等的消费者群体。

**consumerism** /kən'sju:mərɪzəm; *AmE* -'su:-/ *noun* [U]
SEE ALSO: **green consumerism**
**1** (*Marketing*) the activity of protecting the interests of customers or of influencing the way manufacturers make and sell goods 保护消费者利益运动: *The growth of consumerism has led to companies improving the service to customers after they have bought a product.* 保护消费者利益运动的扩大已导致各公司改善对顾客的产品售后服务。
**2** (*Economics*) the buying and using of goods and services; the belief that it is good for a society or an individual person to buy and use a large quantity of goods and services 消费；消费主义（认定高消费对社会和个人有利）: *We are living in an age of mass consumerism.* 我们正生活在一个大众消费的时代。
▸ **con'sumerist** *adjective* [usually before noun]: *a consumerist society* 消费主义社会 **con'sumerist** *noun* [C]: *Advertising has been under attack by government and consumerists.* 广告已受到政府和消费者利益保护者的攻击。

**con,sumer 'loan** *noun* [C] (*especially AmE*) a loan that a bank makes to a person for a particular purpose, for example, to buy a car or improve their house 消费贷款（银行出于某种目的对个人的贷款，如买车）

**con'sumer maga,zine** *noun* [C] a magazine that is sold to members of the public 消费者杂志 → TRADE MAGAZINE

**con'sumer ,market** *noun* [sing.]
**1** the buying and selling of goods for individual and personal use 消费市场（供个人使用的、为买卖商品而形成的市场）: *Sales in the consumer market are beginning to improve.* 消费市场的销售状况正开始好转。
**2** the buying and selling of a particular product or service 消费市场（买卖某一特定产品或服务的市场）: *an expanding consumer market for leisure goods* 休闲产品消费市场的逐渐扩大

**con'sumer 'market re'search** = CONSUMER RESEARCH

**con,sumer non-'durables** (*also* **,non-'durables, ,non-'durable goods, dis'posables**) *noun* [pl.] (*Economics*; *Marketing*) goods such as food, drinks, newspapers, etc. that only last for a short time and need to be replaced often 非耐用消费品（如食品、饮料、报纸等）: *These small factories make consumer non-durables—products ranging from shoes to shampoo.* 这些小工厂生产的非耐用消费品品种从鞋到洗发液不等。◇ *investment in consumer non-durables* (= in companies producing these goods) 非耐用消费品方面的投资 OPP CONSUMER DURABLES

**con'sumer ,panel** (*also* **'customer ,panel,** *especially in BrE*) *noun* [C] (*Marketing*) a carefully chosen group of customers used by a company or an organization to give their opinions or advice on particular products, services or issues, often over a long period of time 消费者调查小组: *We conduct a consumer panel in five European countries to ask people what sports shoes they buy, why they buy them, etc.* 我们在五个欧洲国家组织消费者调查小组调查人们购买什么运动鞋、为什么购买等。

**con,sumer 'preference** *noun* [U; sing.] (*Marketing*) the desire buyers have for one product or feature rather than another 消费者偏好: *a shift in consumer preference from white sports shoes to brown* 消费者偏好从白色运动鞋转向棕色运动鞋 ◇ *a strong consumer preference for one brand of soft drink* 消费者对某牌子的软饮料的强烈偏爱

**con'sumer price** *noun* [C, usually pl.] (*Economics*) the price that the public pays for various ordinary goods and services 消费品价格；消费物价: *Consumer prices having been falling at a rate of about one per cent a year.* 消费品价格每年以1%的速度下降。◇ *consumer prices for dairy products* 乳制品的消费物价。

**con,sumer 'price ,index** *noun* [sing.] (*abbr* **CPI**) (*Economics*) in the US and some other countries, a list of the prices of some ordinary goods and services which shows how much these prices change each month, used to measure the rate of INFLATION (= a general rise in the prices of goods and services) 消费物价指数（美国和一些其他国家所采用的指数，用以显示普通商品和服务的价格每月的变动幅度，以衡量通货膨胀率）: *The consumer price index rose 0.3 per cent in May.* 消费物价指数五月份上升了0.3%。 SYN COST-OF-LIVING INDEX, RETAIL PRICE INDEX

**con,sumer price in'flation** *noun* [U] (*Economics*) a rise in the prices that people pay for ordinary goods and services over a period of time; the rate at which this happens 消费物价通胀: *Consumer price inflation fell to only 2.1 per cent in November.* 十一月份的消费物价通胀下降到只有2.1%。

**con'sumer ,products** = CONSUMER GOODS

**con,sumer 'profile** = CUSTOMER PROFILE (1)

**con,sumer pro'motion** *noun* [U,C] (*Marketing*) activities done in order to encourage people to try or to buy a product or service 消费者促销（鼓励人们购买产品或服务的活动）: *The most widely used consumer promotion is the price reduction.* 降价是使用得最广泛的消费者促销手段。◇ *We ran a major consumer promotion.* 我们举办了一个大型的消费者促销活动。

**con,sumer pro'tection** *noun* [U]
(*Law*) the act of using laws to protect customers from dishonest businesses, products that are not safe or are too expensive, etc. 消费者保护: *There is a need for greater consumer protection in e-commerce.* 电子商务领域需要更多的消费者保护。◇ *consumer protection legislation* 消费者保护法

**con,sumer re'search** (*also* **con'sumer 'market re'search**) (*also* **,customer re'search,** *less frequent*) *noun* [U]
(*Marketing*) a study of the needs and opinions of customers, especially in connection with a particular product or service (尤指与某产品或服务有关的) 消费者调查: *Consumer research showed that people were unwilling to pay higher prices for organic food.* 消费者调查显示人们不愿意支付更高的价钱购买有机食品。◇ *a consumer research group/centre/company* 消费者调查小组 / 中心 / 公司

**con,sumer re'sistance** (*also* **,customer re'sistance,** *less frequent*) *noun* [U]
(*Marketing*) when people are unwilling to buy a particular product or service, or dislike an aspect of it 消费者抵制: *There is growing consumer resistance to genetically modified foods.* 越来越多的消费者抵制转基因食品。◇ *overcoming consumer resistance to shopping online* 克服消费者对网上购物的抵制
● *to* ***break down/ease/overcome*** *consumer resistance* 打破 / 缓解 / 克服消费者抵制

**con,sumers' co'operative** = CONSUMER COOPERATIVE

**con,sumer 'sentiment** = CONSUMER CONFIDENCE

**con,sumer so'ciety** *noun* [C]
(*Economics*) a society in which the buying and selling of goods and services is the most important social and economic activity 消费社会 (买卖商品和服务成了最重要的社会和经济活动): *We live in a consumer society and people are used to choosing what they use and how they use it.* 我们生活在消费社会，人们习惯于选择他们使用的东西以及如何使用。

**con,sumer 'surplus** (*also* **,buyer's 'surplus,** *less frequent*) *noun* [C]
(*Economics*) the difference between the highest amount that a buyer is willing to pay for sth and the lower price that he/she in fact pays 消费者剩余 (消费者为某商品所愿意支付的最高数额与他实际支付的较低价格之间的差额)

**con,sumer 'watchdog** *noun* [C] (*informal*)
an independent organization that checks that companies are not doing anything illegal and protects the rights of individual customers 保护消费者权益监督委员会 SYN CONSUMER GROUP

**★consumption** /kən'sʌmpʃn/ *noun* [U]

SEE ALSO: **capital consumption**

the act of using goods, services, energy, food or materials; the amount used (货物、服务、能源、食物或原材料的) 消耗; 消费, 消耗量: *Consumption of soft drinks has grown by about 4 per cent this year.* 软饮料消费今年增长了约4%。◇ *the country with the highest fuel consumption in the world* 世界上燃料消耗量最高的国家 ◇ *The region produces crops for domestic consumption* (= to be used in the country). 该地区生产供国内消耗的作物。→ CONSUME
● ***average/high/low/total*** *consumption* 平均 / 高 / 低 / 总消耗量 • ***household/mass/personal*** *consumption* 家庭 / 大众 / 个人消费 • ***domestic/home/local*** *consumption* 国内 / 家庭 / 当地消费 • *to* ***increase/reduce*** *consumption* 提高 / 减少消耗 • *consumption* ***declines/falls/increases/rises*** 消耗量下跌 / 下降 / 提高 / 上升

**con'sumption ex,penditure** *noun* [U; pl.]
(*Economics*) the amount of money that is spent on the goods and services that people use during a particular period of time 消费支出: *During the quarter, total consumption expenditure grew by 6.7%.* 在第三季度中，总消费支出增长了6.7%。◇ *Housing and rent accounted for 33% of personal consumption expenditures.* 房屋及租金占个人消费支出的33%。

**con'sumption goods** *noun* [pl.]
(*Economics*) goods that are designed to be used by individual customers, for example clothes, food, cars, etc. 消费品: *Poorer countries use up most of their resources in producing consumption goods and services.* 较穷的国家在生产消费品和提供服务方面耗用了大部分的资源。 SYN CONSUMER GOODS

**con'sumption tax** *noun* [C,U]
(*Economics*) a tax that is added to the price of goods and services 消费税: *Most countries* ***levy*** (= charge) *consumption taxes, such as VAT or sales tax.* 大多数国家都征收消费税，如增值税或销售税。→ EXPENDITURE TAX, INCOME TAX, VAT

**cont.** *abbr* (*only used in written English* 只用于书面英语)
continued 继续的; 连续的: *cont. on p 18* 下接第18页

**★contact** /'kɒntækt; *AmE* 'kɑ:n-/ *noun, verb*
● ***noun***
**1** [U] the act of communicating with sb, especially regularly (尤指经常地) 联系, 联络: *I finally made contact with* (= succeeded in meeting) *him in Frankfurt.* 我终于在法兰克福和他取得了联系。◇ *They put us in contact with* (= helped us to meet) *an investment banker.* 他们帮我们联络上一位投资银行家。◇ *My contact details are on my business card.* 我的名片上有我的联系方式。→ EYE CONTACT
● *to* ***get into/make*** *contact with sb* 与某人联系 • *a contact* ***address/name/number*** 联系地址 / 姓名 / 电话
**2** [C] a person that you know, especially sb who can be helpful to you in your work (尤指工作上的) 熟人: *She has some good business contacts.* 她有一些很好的商界熟人。◇ *building up a network of contacts* 建立一个社会关系网
● *to* ***build up/have/make*** *contacts* 建立 / 拥有社会关系; 结交有用的人 • *a* ***business/good/personal/useful*** *contact* 商业 / 好的 / 个人的 / 有用的关系
→ idiom at POINT *noun*
● ***verb*** [+ obj]
to communicate with sb, for example by telephone or letter (用电话或信件) 联系, 联络: *I've been*

*trying to contact you all day.* 我整天一直在设法联系你。◇ *You can contact me* **on/at** *the following number …* 你可以拨打下列号码和我联系。

**'contact ˌcentre** (*AmE spelling* **~ center**) *noun* [C]
an office in which a large number of people work using telephones and email for communicating with customers, for example taking orders and answering questions 客户服务中心 → CALL CENTRE

**ˌcontact-to-'order ˌratio** *noun* [C]
(*Commerce*; *Marketing*) the number of times a customer contacts a company before placing an order, compared to the number of orders the company receives. The **contact-to-order ratio** is used as a measure of how efficiently a company's ordering system works. 接触订货比（顾客订货之前接触公司的次数与公司接到的订单数目的比率，用于衡量公司订货系统的效率）

**container** /kən'teɪnə(r)/ *noun* [C]
**1** a box, bottle, etc. in which sth can be stored or transported 容器：*drinks in plastic and glass containers* 以塑料和玻璃容器盛载的饮料
**2** (*Transport*) a large metal box that is used for transporting goods by sea, road or rail 集装箱；货柜：*UK ports expect a 5% annual increase in* ***container traffic*** (= the number of containers transported). 预计英国港口每年增加5%的集装箱运输量。—Picture at TRANSPORT
⊕ *a container* ***lorry/port/ship/truck*** 集装箱车 / 港口 / 船 / 卡车 ◆ *to* ***load/unload*** *containers* 装 / 卸集装箱
▸ **containerized, -ised** /kən'teɪnəraɪzd/ *adjective* [only before noun]: *containerized cargo/shipping* 集装箱装的货物 / 运输 **containerization, -isation** /kənˌteɪnəraɪ'zeɪʃn; *AmE* -rə'z-/ *noun* [U]

**con·tango** /kən'tæŋgəʊ; *AmE* -goʊ/ *noun* [U]
(*Finance*) a situation where the price of a COMMODITY (= for example, an agricultural product, a metal, oil, etc.) that will be delivered in the future is higher than its price if it were delivered immediately 期货溢价，期货升水（商品的期货价高于现货价的情形）：*Gold is generally* ***in*** *contango.* 黄金一般处于期货升水。
→ BACKWARDATION

**★content** /'kɒntent; *AmE* 'kɑ:n-/ *noun*
SEE ALSO: **local content**
**1 contents** [pl.] the things that are contained in sth 所容纳之物；所含之物：*Fire has caused severe damage to the contents of the building.* 火灾导致建筑物里的东西严重损毁。
**2** [U; pl.] the ideas in sth or the subject that sth deals with 内容：*We met to decide on the content of our presentation.* 我们会面以决定演示的内容。◇ *She hadn't read the letter so was unaware of its contents.* 她没看过那封信，所以不知道信的内容。
**3** [U] the information or other material contained on a website, a CD-ROM, etc.（网站、光盘等上面的）信息，内容：*How do we know if our Web content meets customers' needs?* 我们怎么知道网上的内容是否满足顾客的需要？◇ *the company's strength as a* ***content provider*** 公司作为内容供应商的实力
**4** [sing.] (*used after another noun* 用于名词后) the amount of a substance that is contained in sth else 含量；容量：*iron with a high carbon content* 碳含量高的铁
**5** (*Manufacturing*) [U] the parts that make up a product（产品的）零部件：*The car manufacturer is aiming for 100% local content* (= all the parts made within the country). 汽车制造商的目标是100%采用当地生产的零部件。

**'content 'theory of moti'vation** *noun* [C]
(*HR*) a formal idea that tries to explain why employees behave in a particular way 内容型激励理论（解释员工的表现形式的正式概念）

**contingency** /kən'tɪndʒənsi/ *noun* [C] (*plural* **contingencies**)
an event that you hope will not happen, but for which you plan in case it does 偶发事件；偶然事故：*We must consider all possible contingencies.* 我们必须考虑所有可能出现的突发事件。
IDM **on a con'tingency basis** if you provide services to sb/sth on **a contingency basis**, you are only paid if your services help them to achieve a particular aim, for example, winning money in a court case "无效果，无报酬"原则：*Personal injury lawyers will often work on a contingency basis.* 律师经常依照"无效果，无报酬"原则处理人身伤害案件。

**con'tingency ac,count** = CONTINGENCY FUND

**con'tingency fee** (*AmE also* **con'tingent fee**) *noun* [C]
(*Law*) an arrangement by which a client pays a lawyer only if the lawyer wins money for the client in court 成功酬金（胜诉后才能付给律师）

**con'tingency fund** (*also* **con'tingency ac,count, con'tingency re,serve**) *noun* [C]
(*Accounting*) an amount of money that sb keeps to pay for a possible future expense or loss 应急基金：*We have a contingency fund for unexpected emergencies.* 我们准备了对付突发紧急状况的应急基金。
⊕ *to* ***establish/have/set up*** *a contingency fund* 建立 / 有 / 设立应急基金

**con,tingency lia'bility** = CONTINGENT LIABILITY

**con'tingency plan** *noun* [C]
a plan a business makes that will be followed if a particular disaster or other event happens（针对灾害或其他突发事件的）应变计划，应急计划：*We have a contingency plan* ***to*** *deal with a strike.* 我们有一个处理罢工的应急计划。◇ *contingency plans* ***for*** *possible breakdowns* 针对可能发生的故障而设的应变计划 → BUSINESS CONTINUITY, DISASTER RECOVERY
⊕ *to* ***draft/have/make/prepare*** *a contingency plan* 起草 / 有 / 制定 / 准备应急计划
▸ **con'tingency ˌplanning** *noun* [U]

**con'tingency re,serve** = CONTINGENCY FUND

**contingent** /kən'tɪndʒənt/ *adjective* (*formal*)
that will only take place if a particular event happens 依情况而定的：*The acquisition is contingent* ***on/upon*** *shareholder approval.* 在得到股东批准下才能进行收购。

**con'tingent fee** = CONTINGENCY FEE

**con,tingent lia'bility** (*also* **con,tingency, lia'bility,** *less frequent*) *noun* [C]

(*Accounting*) a debt shown in a company's financial records that does not exist now but may exist in the future if a particular event happens 或有负债，不确定债务（只有在意外事故发生时才有可能出现的债务）：*The company has a number of possible contingent liabilities arising from lawsuits.* 公司有许多因法律诉讼而产生的或有负债。

**con'tingent work** *noun* [U]
(*HR*) work done by people who do not have a permanent contract with a company 临时工作
SYN ASSIGNMENT WORK ▸ **con'tingent ˌworker** *noun* [C]

**conˌtinuous 'audit** *noun* [U,C]
**1** (*Accounting*) a system of keeping a constant check on a company's financial records at all times rather than checking them once a year 连续审计，经常审计（指对公司财务记录经常性的审计）
**2** (*HR*) a system of keeping a constant check on how well part of a business or a system works 连续审计（对企业或系统运作状况进行经常性的检查）：*a system of staff appraisal and development that is subject to continuous audit* 取决于连续审计的员工考核与发展制度

**conˌtinuous emˈployment** *noun* [U]
(*HR*) the fact of working for a company for a period of time with no breaks 连续就业：*two years' continuous employment* 两年的连续就业

**conˌtinuous imˈprovement** *noun* [U]
the process of continuing to make a company, its products or services better by making frequent small changes to deal with problems rather than fewer very large changes（公司、产品或服务的）持续改善 → KAIZEN

**conˌtinuous 'inventory** (*also* **perˌpetual 'inventory**) *noun* [U,C]
(*Accounting*) a system of keeping a constant check on the type and quantity of products that a business has to sell 连续盘存（对企业出售货物的类别及数量进行经常性的检查）

**conˌtinuous proˈduction** (*also* **conˌtinuous 'processing**) = FLOW PRODUCTION

**'contra acˌcount** /'kɒntrə; *AmE* 'kɑːntrə/ *noun* [C]
(*Accounting*) a financial account that forms a pair with another account. When money goes out of one of the accounts, it goes into the other. 对销账户；抵销账户

**contraband** /'kɒntrəbænd; *AmE* 'kɑːn-/ *noun* [U]
goods that are illegally taken into or out of a country（非法带入或带出国境的）违禁品，走私货：*contraband goods* 违禁货物 ◇ *to smuggle contraband* 走私违禁品

**★contract** *noun, verb*
● ***noun*** /'kɒntrækt; *AmE* 'kɑːn-/ [C]
SEE ALSO: **annual hours contract, bilateral ~, forward ~, futures ~, labor ~, personal ~, rolling ~,** etc.
**1** an official written agreement 合同；合约；契约：*a contract for the supply of vehicles* 一份供应车辆的合同 ◇ *These clauses form part of the contract between buyer and seller.* 这些条款构成买卖双方所签合约的一部分。◇ *I had to draw up and cost a cleaning contract for the offices.* 我要为办公室起草并估算一份清洁合同。◇ *The shipbuilding firm has won a contract to build two cruise liners.* 造船公司已经获得一份建造两艘邮轮的合同。◇ *I was on a three-year contract which expired last week.* 我签订的为期三年的合同已于上周到期。◇ ***Under the terms of the contract*** *the job should have been finished yesterday.* 根据合同条款，这项工作本应于昨天完成。◇ *They were sued for* ***breach of contract*** (= for not keeping to a contract). 他们被指控违反合约。See note at AGREEMENT
● ***to draw up/enter into/make/sign*** *a contract* 起草 / 签订合同 • ***to be awarded/bid for/get/tender for/win*** *a contract* 获得 / 投标争取 / 得到 / 赢得一份合同 • ***a casual/fixed-term/long-term/permanent*** *contract* 临时 / 固定 / 长期 / 永久合同 • ***a big/lucrative/major*** *contract* 重大的 / 利润丰厚的 / 重要的合同
**2** (*Finance*) an agreement to buy or sell a fixed quantity of sth at a fixed price by a fixed date in the future 期货合约：*The March cocoa contract closed $46 lower.* 三月份可可合约收盘价低于46美元。
● ***verb*** /kən'trækt/
**1** [+ obj *or* no obj] to become less or smaller; to make sth less or smaller 缩小，（使）收缩：*a contracting market* 日渐萎缩的市场
**2** [+ obj] to make a legal agreement with sb for them to work for you or provide you with a service 与某人订立合同：*Several computer engineers have been contracted to the finance department.* 几位计算机工程师与财务部门签订了合同。
**3** [no obj] to make a legal agreement to work for sb or to provide them with a service 订立…的合同：*She has contracted to work 20 hours a week.* 她已签订每周工作20个小时的合同。
PHR V **conˌtract 'in (to sth)** (*BrE*) to formally agree that you will take part in sth 订约参与 **conˌtract 'out (of sth)** (*BrE*) to formally agree that you will not take part in sth 订约不参与；退出（不参与）…合约：*Many employees contracted out of the pension plan.* 许多雇员退出了退休金计划的合约。**conˌtract sth 'out (to sb)** to arrange for work to be done by another company or by sb outside your company 订约将…承包出去：*The maintenance and cleaning of the building has been contracted out.* 大楼的保养及清洗工作已承包出去了。

**'contract bond** (*also* **perˈformance bond**) *noun* [C]
(*Law*) a guarantee provided by a bank or an insurance company that their customer, for example a supplier or a building company, who has a contract to supply sth or do some work for sb will complete the work. If they do not, a sum of money will be paid. 履约保函；承包保证书〔保证人（银行或保险公司）向担保申请人（如供应商或建筑公司）提供的担保，如果申请人不履行与受益人订立的合同，保证人负责付款给受益人〕：*The contractor must provide a contract bond.* 承包商必须提供履约保函。◇ *A performance bond is a financial guarantee that you will honour a business*

*contract.* 履约保函是你将履行商务合同的财务担保。

**ˌcontract ˈcarrier** *noun* [C]
(*Transport*) a transport company that has a contract to carry goods or people for an organization 合同承运人（按合同运输货物或人的运输公司）
→ COMMON CARRIER

**ˌcontract ˈcaterer** *noun* [C]
a company that has a contract to provide food for the employees of an organization 合约饮食服务公司

**ˌcontract ˈlabour** (*AmE spelling* ~ **labor**) *noun* [U]
(*HR*) workers who are employed by a business, often through another organization, for a fixed period of time, for example in order to work on a particular project 合同工

**ˈcontract note** *noun* [C]
(*Stock Exchange*) a document that gives details of the shares, bonds, etc. that a BROKER has bought or sold for a customer 合同通知书（记载经纪人为顾客买卖股票、债券等的细节的文件）

**ˌcontract of emˈployment** (*also* **ˌcontract of ˈservice**) *noun* [C]
(*HR*) a formal agreement made between an employer and an employee, giving details of pay, holidays, hours of work, etc. 雇用合同（雇主与雇员之间订立，列明工资、假期、工作时间等细则）: *Under her contract of employment, she is entitled to three months' pay in lieu of notice.* 根据她的雇用合约，她有权享有3个月的工资作为即时解雇的代通知金。→ EMPLOYMENT (1), SERVICE CONTRACT

**ˌcontract of inˈsurance** = INSURANCE POLICY

**ˌcontract of ˈpurchase** (*also* **ˈpurchase aˌgreement**) *noun* [C]
(*Law*) a document that gives details of the conditions under which sth is sold 采购合同

**ˌcontract of ˈservice** = CONTRACT OF EMPLOYMENT

**★contractor** /kənˈtræktə(r); *AmE* ˈkɑːntræktər/ *noun* [C]
SEE ALSO: **approved contractor, general ~, independent ~**
a person or company that has a contract to do work or provide goods or services for another company 承包商: *They have employed outside contractors to install the new computer system.* 他们已经聘用外来承包商安装新的计算机系统。◇ *a building/haulage contractor* 承建商 / 陆路承运商
→ SUBCONTRACTOR
● *an* ***approved/independent/outside/ a recognized contractor*** 经批准的 / 独立的 / 外来的 / 获得承认的承包商

**contractual** /kənˈtræktʃuəl/ *adjective*
(*Law*) connected with the conditions of a legal written agreement; agreed in a contract 合同的；合同规定的: *The company failed to meet its contractual commitments.* 公司未能履行合同承诺。◇ *Mr Ronson exercised his contractual right to give six months' notice.* 朗森先生行使其合同权利，提前六个月发出通知。
● *a contractual* ***commitment/duty/obligation/ relationship/responsibility*** 合同承诺 / 责任 / 义务 / 关系 / 责任 • *a contractual* ***agreement/ requirement/right*** 合同协议 / 要求 / 权利

**ˈcontract ˌworker** *noun* [C]
(*HR*) a person who works for a company for a fixed period of time, for example in order to work on a particular project, but is not an employee of the company 合同工

**ˈcontra ˌentry** /ˈkɒntrə; *AmE* ˈkɑːntrə/ *noun* [C]
(*Accounting*) an amount recorded in a financial account that forms a pair with another amount. Both amounts have the same value but one is a CREDIT and the other a DEBIT. 对销记录，对销分录（用以抵销账户的另一方金额的分录）

**contrarian** /kənˈtreəriən; *AmE* -ˈtrer-/ *noun* [C]
(*Stock Exchange*) an investor who does the opposite of what everybody else is doing, for example, buying shares when other investors are selling 逆向投资人（和别人行事相反的投资者，如其他投资者出售股票时，他买进股票）▸ **conˈtrarian** *adjective*

**conˌtributing ˈshares** = PARTLY PAID SHARES

**contribution** /ˌkɒntrɪˈbjuːʃn; *AmE* ˌkɑːn-/ *noun*
SEE ALSO: **defined contribution**
**1** (*HR*) [C, usually pl.] an amount of money that sb or their employer pays for benefits such as health insurance, a pension, etc.（某人或其雇主用作医疗保险、养老金等津贴的）定期缴款，定期供款: *You can increase your monthly contributions to the pension scheme.* 你可增加每月给养老金计划缴纳的定期缴款。
**2** [C] an amount of money that is given to a person or an organization in order to help pay for sth 捐款；捐资: *Environmental taxes make only a small contribution to government revenues.* 环境税只占政府收入的一小部分。
**3** (*Accounting*) [C, usually sing., U] the amount of money that an individual product or service pays towards a company's FIXED COSTS, based on its sales and VARIABLE COSTS（某产品或服务收入占固定成本的）分摊: *We looked at how much contribution each product made in order to make decisions about future products.* 我们研究每一种产品的收入对固定成本分摊以便对未来的产品作出决策。
**4** (*Insurance*) [C,U] a share of a payment made for an item that is lost or damaged when it is insured with two or more companies; the act of sharing payments between insurance companies（数家保险公司对保险标的丢失或损害的）分摊: *If your coat is stolen from your car, your household insurer may seek a contribution from your car insurer.* 如果你的外衣从你的汽车里被偷去，你的家居物品保险人可以从你的汽车保险人那儿寻求损失分摊。

**contributor** /kənˈtrɪbjətə(r)/ *noun* [C]
**1** (*HR*) a person who makes regular payments to pay for benefits such as health insurance or a pension（医疗保险、养老金等津贴的）定期缴款人，定期供款人: *pension-fund contributors* 养老基金的定期缴款人
**2** a person or thing that gives money to help pay for sth, or provides support for a project 捐款人；捐助者；作出贡献者: *Older people are important contributors to the economy.* 老一辈人对经济发展作出了重大的贡献。

**contributory** /kən'tribjətəri; *AmE* -tɔ:ri/ *adjective* [usually before noun]
**1** helping to cause sth 促成的；起作用的：*The bad weather was a contributory **factor** in the fall in sales.* 气候恶劣是造成销售额下跌的一个因素。
**2** involving payments from the people who will benefit 需要受益人出资的：*a contributory **pension plan/scheme*** (= paid for by employees as well as employers) 由雇员和雇主共同出资的养老金计划
OPP NON-CONTRIBUTORY

**★control** /kən'trəʊl; *AmE* -'troʊl/ *noun, verb*
• ***noun***

SEE ALSO: **budgetary control, change ~, command and ~, cost ~, credit ~, damage ~, exchange ~,** etc.

**1** [U] the power to make decisions about how an organization, an area, a country, etc. is run（对组织、地区、国家等的）控制权，支配权，管理权：*The family has sold most of its shares and will lose control **of** the company.* 该家族已售出大部分股份，将失去对公司的控制权。◇ *Workers were given more control **over** the company's management.* 工人获得了对公司更多的管理权。◇ *The railway network is **under** public control.* 铁路网络现由公众监管。
● *to **acquire/assume/be given/gain/get/take** control of sth* 获得 / 取得 / 获给予 / 获取 / 得到 / 掌握（对某事物的）控制权 • *to **give up/hand over/keep/lose/relinquish** control of sth* 放弃 / 交出 / 保持 / 失去 / 放弃（对某事物的）控制权
**2** [U] the ability to make sb/sth do what you want 控制（或支配）能力：*We have no control **over** the situation.* 我们无法控制局面。◇ *I fear the company has lost control **of** its future.* 我担心公司已无法掌控自己的未来。◇ *Owing to **circumstances beyond our control**, this service will not be available today.* 由于出现了我们无法控制的情况，今天不能提供这项服务。
● *to **have/keep/lose** control of/over sth* 有 / 保持 / 失去（对某事物的）控制能力
**3** (*Finance*) [U] the fact of owning sth such as shares（某物，如股份的）拥有：*He claims he knows nothing about the control of shares* (= who owns the shares) *held through the trust.* 他声称对信托控股一事一无所知。
**4** [U,C] the act of restricting, limiting or managing sth; a method of doing this 限制；约束；管理；管制：*Poor cost control led to the company's problems.* 成本控制欠佳导致公司出现问题。◇ *The government has imposed tough controls **on** steel imports.* 政府对进口钢材实施严格管制。
● ***strict/stringent/tight/tough** controls* 严格 / 严厉 / 严加 / 严厉的管制 • *to **impose/introduce/relax/remove/tighten** controls* 实施 / 采取 / 放松 / 免除 / 加强管制
**5** [C, usually pl.] the switches and buttons, etc. that you use to operate a machine or a vehicle（机器或车辆的）操纵装置，开关：*the controls of an aircraft* 飞机的操纵装置 ◇ *the control panel* 控制面板
**6** (*Technical*) [C] a person, thing, group or test that you use as a standard of comparison when doing an experiment, in order to check your results 对照标准；参照实验：*One group was treated with the new drug, and the **control group** was given a sugar pill.* 一组采用新药治疗，而对照组则服用糖丸。
**7** [U] (*also* **con'trol key** [sing.]) (*abbr* **Ctrl**) a button on a computer keyboard that you press with other buttons when you want to perform particular operations（键盘上的）控制键：*Press control + S to save the document.* 按control + S键储存文件。
IDM **be in con'trol (of sth)** to direct or manage an organization, an area or a situation 掌管，管理，操纵（某组织机构、地区或局势）**be/get/run out of con'trol** to be or become impossible to manage or to control 无法管理；失控：*Consumer spending has been allowed to get out of control.* 消费开支可不受管制。**be under con'trol** to be being dealt with successfully 处于控制之下；被控制住：*The situation's under control.* 局势已受控制。**bring/get/keep sth under con'trol** to succeed in dealing with sth so that it does not cause any harm 控制，抑制（以免造成损害）：*attempts to keep inflation under control* 试图控制住通货膨胀的努力
• ***verb*** (**-ll-**) [+ obj]
**1** to have power over a person, company, country, etc. so that you are able to decide what they must do or how it is run 指挥；控制；支配：*By the age of 21 he controlled the company.* 他21岁时掌管这家公司。◇ *One oil company controls 60% of the country's petrol stations.* 一家石油公司控制着该国家60%的加油站。
**2** (*Finance*) to own sth such as shares 控制（股份等）：*The family still controls almost half the shares in the company.* 这个家族仍控制着公司几乎一半的股份。
**3** to limit sth or make it happen in a particular way 限制；限定：*legislation to control drug prices* 规限药品价格的法例
**4** to stop sth from getting worse 控制；抑制：*a rise in interest rates to control inflation* 提高利率以控制通货膨胀
**5** to make sth, such as a machine or system, work in the way that you want it to 操纵，控制（机器或系统等）：*The temperature is controlled by sensors.* 温度由传感器控制。

**con'trol ac,count** (*also* **ad'justment ac,count**) *noun* [C]
(*Accounting*) an account that is kept in addition to official accounts, in order to check that the official accounts are accurate 统制账户；统驭账户

**con'trol key** = CONTROL *noun* (7)

**con,trolled e'conomy** = COMMAND ECONOMY

**controller** /kən'trəʊlə(r); *AmE* -'troʊ-/ *noun* [C]
**1** a person who manages or directs sth, especially a large organization or part of an organization（尤指大型机构或部门的）管理者，控制者：*She's been appointed controller of their US operations.* 她被任命为美国业务的负责人。
**2** (*also* **comp'troller,** *especially in AmE*) a person who is in charge of the finances of a business or government department（企业或政府部门的）财务总管：*He joined the group in 2002 as a financial controller.* 他2002年加入该集团担任财务总管。

**con,trolling 'interest** *noun* [C, usually sing.] (*Finance*) when a person or an organization owns enough shares in a company to be able to make

decisions about what the company should do; a number of shares that are bought in order to achieve this 控股权益（某人或某机构在公司中拥有足够多的股份，从而能左右公司的方针政策）: *He has a 51% controlling interest in the new company.* 他在新公司中有51%的控股权益。
→ BLOCKING MINORITY

**con,trolling 'shareholder** (*especially BrE*) (*AmE usually* **con,trolling 'stockholder**) *noun* [C] (*Finance*) a person or a company that owns enough shares in a company to be able to make decisions about what the company's activities and policies should be 控股股东；持有控股权的股东: *She is the company's founder and controlling shareholder.* 她是公司的创始人和控股股东。

**con,trolling 'stockholder** = CONTROLLING SHAREHOLDER

**convene** /kən'vi:n/ *verb* (*formal*)
**1** [+ obj] to arrange for people to come together for a formal meeting 召集，召开（正式会议）: *A special board meeting has been convened.* 已召开特别董事会会议。 ◇ *He convened a team of top managers to work on improving customer service.* 他召集了一班高层经理研究改善客户服务。
NOTE The verb **call** can be used as a less formal way of saying **convene** when talking about arranging a meeting. 召开会议时，如不想用 convene 那样正式的用语，可用动词 call: *A special board meeting has been called.* 已召开特别董事会会议。
**2** [no obj] to come together for a formal meeting（为开正式会议而）聚集，集合: *The committee will convene at 11.30 next Thursday.* 委员会将于下星期四11点30分开会。 See note at ARRANGE

**convenience** /kən'vi:niəns/ *noun*
IDM **at sb's con'venience** (*formal*) at a time or a place which is suitable for sb 在某人方便时；在对某人适宜的地点: *Can you telephone me at your convenience to arrange a meeting?* 能否在你方便的时候给我来个电话安排见面？

**con'venience food** *noun* [C,U] food that is sold as a prepared meal or product, that you can cook or use very quickly and easily 方便食品；快餐食品: *We manufacture convenience foods for the retail and catering markets.* 我们为零售和餐饮市场生产方便食品。

**con'venience store** *noun* [C] (*especially AmE*) a small shop/store that sells food, newspapers, etc. and often stays open all or most of the day and night（常指通宵营业的）便利商店，便民商店: *The company operates a chain of convenience stores at gas stations.* 公司在加油站经营连锁便利商店。 See note at SHOP

**convention** /kən'venʃn/ *noun* [C] a large meeting of the members of a profession, an organization, etc.（某职业、组织机构等的成员的）大会，集会: *The industry has its annual convention in Cannes.* 该行业在戛纳举行年度会议。 SYN CONFERENCE
◆ *to* ***arrange/have/hold/organize*** *a convention* 安排 / 召开 / 举行 / 组织大会 ◆ *to* ***attend/go to*** *a convention* 参加大会 ◆ *a convention* ***centre/delegate/hall*** 会议中心 / 代表 / 厅

**conversion** /kən'vɜ:ʃn; *AmE* -'vɜ:rʒn; -ʃn/ *noun* [U,C]
SEE ALSO: **cash conversion**
**1** the act or process of changing sth from one form, use or system to another 转换；转变；转化: *the conversion of the business* ***into*** *a public company* 该企业成为一家上市公司的转变 ◇ *the conversion of dollars* ***to*** *pesos* 将美元兑换成比索 ◇ *No conversion is needed to run this software.* 运行该软件无需转换。
**2** (*Finance*) the act of exchanging special bonds or shares for ordinary shares in a company 转换（将公司特殊债券或股票转换为普通股票）: *The company is considering the conversion of 103 million preference shares* ***into*** *ordinary shares.* 公司正在考虑把1.03亿优先股转换为普通股。 ◇ *The new bond has a* ***conversion price*** *of $10.* 新债券的转换价格为10美元。

**con'version cost** *noun* [C, usually sing.]
**1** (*Accounting*) the cost of the work, the wages and other regular expenses (**overheads**) involved in producing finished goods from raw material or in changing material from one stage of production to the next 加工成本（将原料加工成为成品过程中所需要的成本，如工作成本、工资成本及其他经常性支出）: *a profit margin of 3% on direct materials cost and $10 on conversion cost* 直接原料成本的3%利润边际和加工成本的10元利润边际
**2** (*Marketing*) the relationship between the cost of advertising products on the Internet and the number of items sold 转换成本（在互联网上为产品做广告宣传的成本与产品销售数量之间的关系）: *If we spend $1 000 on our advertising campaign and sell 20 items, the conversion cost per sale is $50.* 如果我们的广告宣传活动花费1000美元，而销售了20件产品，那么每件产品的转换成本是50美元。

**★convert** /kən'vɜ:t; *AmE* -'vɜ:rt/ *verb*
**1** [+ obj *or* no obj] to change or make sth change from one form, purpose, system, etc. to another（使）转换，转变，转化: *The software converts files* ***from*** *Macintosh format* ***to*** *Windows format.* 该软件将文件由麦金托什机格式转变为视窗操作系统格式。 ◇ *converting ideas* ***into*** *actions* 把想法转化为行动 ◇ *Our offices are on the second floor of a converted warehouse.* 我们的办事处设在改建的仓库的三楼。 ◇ *Many TV companies are converting to digital.* 许多电视公司都转为生产数字电视。
**2** (*Finance*) [+ obj] to change an amount of one type of money, investment, unit, etc. into another type 把…折合为；把…换算成；兑换（货币）: *What rate will I get if I convert my dollars* ***into*** *euros?* 如果我将美元兑换成欧元，按什么汇率兑换？ ◇ *The bonds can be converted* ***into*** *common shares.* 债券可转换为普通股。 → idiom at ACTION

**convertibility** /kən,vɜ:tə'bɪlətɪ; *AmE* -,vɜ:rt-/ *noun* [U] (*Economics*) the fact that the money of a particular country can easily be changed into the money of another country（货币的）可兑换性: *He said that China will steadily promote the full convertibility of its currency.* 他说中国将稳步推进人民币的全面可兑换。 → CONVERTIBLE CURRENCY

**convertible** /kən'vɜ:təbl; *AmE* -'vɜ:rt-/ *adjective, noun*
(*Finance*)
• ***adjective*** (about bonds or shares) that can be exchanged for another type of investment in a company, usually ordinary shares （债券或股票）可转换的: *The bonds are convertible **into** France Telecom shares.* 债券可转换成法国电信的股份。◇ *The company issued €1 billion in convertible bonds.* 公司发行了10亿欧元的可转换债券。
→ EXCHANGEABLE
• ***noun*** [C] (*also* **con,vertible se'curity**) a special type of bond or share that can be exchanged for another investment in the company that sold it, usually ordinary shares 可转换债券; 可转换证券: *The company raised $302 million selling convertibles.* 公司出售可转换证券筹集了3.02亿美元。

**con,vertible 'currency** *noun* [C,U] (*Economics*; *Finance*) money of one country that can easily be changed into the money of another country, especially into a strong currency such as the dollar or the euro 可兑换货币: *All payments shall be made in freely convertible currency.* 所有款项用可自由兑换货币支付。→ CONVERTIBILITY

**con,vertible 'note** *noun* [C] (*Finance*) a loan made to a company that has a fixed rate of interest and can either be paid back in cash or changed into ordinary shares 可转换票据; 可换股票据: *The group has announced a $100 million offering* (= sale) *of convertible notes.* 集团宣布发行1亿美元的可转换票据。

**con,vertible se'curity** = CONVERTIBLE *noun*

**conveyancer** /kən'veɪənsə(r)/ *noun* [C] (*Law*) a person, especially a lawyer, who is an expert in CONVEYANCING 承办产权转让事务的律师: *Ask a licensed conveyancer to check the title deeds of the house.* 要求特许的承办产权转让事务律师检查房契。

**conveyancing** /kən'veɪənsɪŋ/ *noun* [U] (*Law*) the work done in legally moving property from one owner to another; the branch of law that is concerned with this 产权转让; 产权转让法例: *We did our own conveyancing.* 我们自己做产权转让。

**con'veyor belt** (*also* **conveyor** /kən'veɪə(r)/) *noun* [C] a continuous moving band for transporting goods from one part of a building to another, for example products in a factory or suitcases in an airport 传送带, 输送带（例如输送工厂的产品或机场的行李）: *As the bottles move **along** the conveyor belt, tubes drop the right medicine into the right bottle.* 当瓶子沿着传送带向前移动时, 管子将适当的药滴进适当的瓶子里。—Picture at TRANSPORT

**COO** /,si: əʊ 'əʊ; *AmE* oʊ 'oʊ/ = CHIEF OPERATING OFFICER

**cookie** /'kʊki/ *noun* [C] (*IT*) a computer file that an Internet site sends to your computer, which is used to store information about how you use the site 小甜饼（互联网网站发送给用户的计算机的文本文件。当用户访问网站时, 它就被存储在用户使用的计算机上）: *To use this website you will have to **turn cookies on*** (= set your computer so that it receives them). 要使用本网站, 你必须设置你的计算机, 以便接受"小甜饼"。

**,cooling-'off ,period** *noun* [C]
**1** a period of time during which two sides in a dispute try to reach an agreement before taking further action, for example going on strike （试图达成协议的争执双方在采取进一步行动之前的）冷却期, 冷静期: *If talks fail, there is a 30-day cooling-off period before the union can strike.* 如果会谈失败, 在工会罢工之前有30天的冷静期。
**2** (*Law*) a period of time after sb has agreed to buy sth, such as an insurance plan, during which they can change their mind （在某人同意购买某物后, 如保险计划, 而可改变主意的）可变更期, 等待期: *You have a 14-day cooling-off period during which you can cancel the contract.* 你有14天的可变更期, 在这期间你可以取消合同。

**'co-op** *noun* [C] (*informal*) a COOPERATIVE shop/store, business or farm 合作社; 合作商店; 合作企业; 合作农场: *Many farmers formed agricultural co-ops to obtain better prices.* 许多农民组成农业合作社以获得更好的价格。

**cooperative** (*also spelled* **co-operative**) /kəʊ'ɒpərətɪv; *AmE* koʊ'ɑ:p-/ *noun, adjective*
• ***noun*** (*BrE also* **,workers' co'operative**) [C]
SEE ALSO: **agricultural cooperative, consumer ~, credit ~, retail ~, retailer ~, savings and credit ~, wholesale ~**
a business or other organization that is owned and run by the people involved, who work together and share the profits 合作企业; 合作社组织: *They formed a cooperative for marketing their vegetables.* 他们成立了一个销售自己蔬菜的合作社。◇ *The factory is now a workers' cooperative.* 这家工厂现在是一个工人合作企业。
• ***adjective*** [usually before noun] owned and run by the people involved, with the profits shared by them 合作的（共同拥有共同经营共享利润的）: *a cooperative association/organization/society* 合作协会 / 组织 / 社 ◇ *a cooperative bank/farm/store* 合作银行 / 农场 / 商店

**co,operative 'marketing** (*also spelled* **co-operative ~**) *noun* [U] (*Marketing*) the activity of two or more businesses working together to advertise and sell each other's products 合作营销（两家或两家以上的企业合作做广告, 出售相互的产品）: *The software company has announced a cooperative marketing agreement with IBM.* 软件公司已宣布了一项与 IBM 的合作营销协议。

**★coordinate** (*also spelled* **co-ordinate**) /kəʊ'ɔ:dɪneɪt; *AmE* koʊ'ɔ:rd-/ *verb* [+ obj] to organize the different parts of an activity and the people involved in it so that it works well 使协调; 使相互配合: *It is her job to coordinate the work of the teams.* 她的工作是协调这些小组的工作。◇ *We need to develop a coordinated approach to the problem.* 我们需要制定一个解决这个问题的协调方法。◇ ***a coordinating committee*** 协调委员会 ▸ **coordination** (*also spelled* **co-ordination**) /kəʊ,ɔ:dɪ'neɪʃn; *AmE* koʊ,ɔ:rd-/ *noun* [U] 协调;

协作；配合：*a need for greater coordination between departments* 需要部门间更多的合作

**co'ordinator** (*also spelled* **co-ordinator**) *noun* [C]: *She is the campaign's coordinator.* 她是这项活动的协调员。◇ *a project coordinator* 项目协调员

**copier** /'kɒpiə(r); *AmE* 'kɑːp-/ = PHOTOCOPIER

**★copy** /'kɒpi; *AmE* 'kɑːpi/ *noun, verb*

• ***noun*** (*plural* **copies**)

SEE ALSO: **advance copy, attested ~, body ~, carbon ~, certified ~, hard ~, knocking ~, proof ~**

**1** [C] one of a number of books, newspapers, pieces of software, etc. that have been produced and are the same（书、报纸、软件等的）一本，一册，一份：*a copy of The Financial Times* 一份《金融时报》◇ *The book has sold more than 8 million copies worldwide.* 该书在全球已售出800多万册。

**2** [C] a document or computer file that is the same as an original from which it is made 复印件；拷贝：*Please make two copies of the letter for the files.* 请将信复印两份存档。◇ *a* ***backup*** *copy of the disk* (= to be used if you lose the original) 磁盘的一个复制备份 SYN DUPLICATE → PHOTOCOPY *noun*

➲ *to* ***keep/make/print*** (***out***) *a copy* 保存 / 制作 / 打印复印件

**3** [C] a product that is made to be the same as or very similar to another product, especially when this is done illegally（尤指非法的）仿制品：*a bootleg copy of a CD* 光盘的一个非法拷贝 → BOOTLEG, PIRATE

**4** (*Marketing*) [U] written material that is to be printed or used in an advertisement（打印或用于广告的）稿件，广告词：*This will make great copy for the ad.* 这广告词将会十分适用于这则广告。→ COPYWRITER

VOCABULARY BUILDING

**Copies of products**

**Products that are similar to popular brands 畅销品牌的仿制品**

- *They're developing a* ***copycat*** *version of the drug.* 他们在仿制那种药品。
- *It's difficult to compete in a crowded market with a* ***me-too*** *product.* 依靠仿制品在竞争激烈的市场上是很难取胜的。
- *a* ***knock-off*** *designer handbag* 仿名牌手包

**Illegal copies of software, CDs, videos, etc. 盗版软件、激光唱片、录像带等**

- *a stall selling* ***bootleg*** *CDs* 出售盗版光碟的摊位
- ***pirated/pirate*** *copies of American movies* 美国电影的盗版制品
- ***illegal/unauthorized/unlicensed*** *copies of the software* 非法复制的 / 未经授权的软件

• ***verb*** [+ obj] (**copies, copying, copied, copied**)

**1** to make another document, computer file, etc. that is the same as the original 复制：*Copy the CD onto your hard disk.* 将光盘复制到硬盘中。◇ *illegally copied software* 非法复制软件 → PHOTOCOPY *verb* (1)

**2** to do sth or try to do sth the same as sb/sth else 模仿；仿效：*Competitors are quick to copy good ideas.* 竞争对手迅速地抄袭好的构思。

PHR V **,copy sb 'in** (**on sth**) to make sure that sb receives a copy of a letter, an electronic message, etc. that you are sending to sb else 抄送：*Please copy me in on all correspondence.* 请将所有信件抄送给我。

**copycat** /'kɒpikæt; *AmE* 'kɑːp-/ *adjective* [only before noun]

that copies sb else's successful idea, design, etc. 模仿的；仿效的；抄袭的：*strong sales of established and copycat drugs* 正牌和冒牌药物的强劲销售量 ◇ *The insurer faces a host of copycat claims if it loses this case.* 保险公司如果败诉，就会面临许多仿效的索赔。

➲ *a copycat* ***claim/drug/medicine/product/version*** 仿效的索赔 / 药物 / 医药 / 产品 / 版本

▸ **'copycat** *noun* [C]: *copycats of the successful diabetes drug* 有效治疗糖尿病药物的仿制品 See note at COPY

MORE ABOUT 补充说明

**copyright/patent/trademark**

**Copyright 版权**

If you produce an original piece of work such as a book or computer program, you own the **copyright** on it. This gives you the right to stop other people from copying the work without permission. 创作性作品，如一本书或一套电脑程序，均拥有版权。他人未经许可不得复制作品内容。

The right is created automatically—you do not need to apply to the authorities. 版权自动获得，无须向有关部门申请。

The © symbol is used to remind people that the work is copyright. It is not a legal requirement. 可用版权符号[copyright]提示该著作是版权作品，但这并非法定要求。

**Patent 专利**

If you design a new product, device or method, for example a new medicine, you can apply for a **patent**. The patent gives you a limited period of time, usually 20 years, in which to sell the invention without other people copying it. 如果设计出新的产品、装置或方法，例如一种新药，可以申请专利。在专利权的有效保护期限中，通常是20年，专利权人享有出售发明而不被他人复制的权利。

**Trademarks 商标**

If you have a unique name or symbol that you use for your products, you can apply to register it as a **trademark**. 如果产品上使用独特的名称或符号，就可以将其申请注册为商标。

Once a trademark has been registered, other people cannot use it in connection with similar products. 商标一经注册，他人不得再将其用于同类产品上。

The ® and ™ symbols are used to show that a trademark is protected. 注册和商标符号 ® 和™用于表明该商标受到法律保护。

**★copyright** /'kɒpiraɪt; *AmE* 'kɑːp-/ *noun, adjective, verb*

● ***noun*** [C,U]
the right to be the only person who may publish, broadcast, make copies of, etc. an original piece of work, such as a book, film/movie or computer program and give other people permission to use it or any part of it 版权；著作权：*This software is protected by copyright.* 这个软件受版权保护。◇ *The publisher has the copyright on all his books.* 出版者拥有他所有书籍的版权。◇ *Copyright expires seventy years after the death of the author.* 版权在作者去世七十年后期满失效。◇ *It is an infringement of copyright to photocopy a book.* 复印书是一种侵犯版权的行为。
➲ *to* ***have/hold/own/retain*** *copyright in/on sth* （对某物）有／持有／拥有／保留版权 • *a* ***breach of/an infringement of*** *copyright* 违反／侵害版权 • *the copyright* ***holder/owner*** 版权持有者／拥有者 • *be* ***in/out of/under*** *copyright* 受／不受／受版权保护

● ***adjective***
protected by **copyright**; not allowed to be copied without permission 受版权保护的；未经允许不得复制的：*a copyright work* 版权作品

● ***verb*** [+ obj]
to have the **copyright** for sth 获得…的版权：*copyrighted material* 获版权资料 → PATENT

**'copy ,testing** *noun* [U]
(*Marketing*) the process of testing an advertisement with a small group of people to see how effective it is before it is used publicly（广告播出或刊登前的）广告效果测试：*We carried out copy testing to see which heading attracted the most response.* 我们进行广告效果测试以便了解哪一个广告标题最引人注目。▸ **'copy test** *verb* [+ obj *or* no obj]: *The ads were copy tested before the campaign and the scripts changed.* 在广告活动和文案改动之前进行广告效果测试。**'copy test** *noun* [C]: *She questions whether copy tests can really predict sales results.* 她怀疑广告效果测试是否真能预测销售业绩。

**copywriter** /'kɒpiraɪtə(r); *AmE* 'kɑːp-/ *noun* [C]
a person whose job is to write the words (**copy**) to be used in advertisements（广告文字的）撰写人：*She works as a copywriter at a London ad agency.* 她在伦敦一家广告代理公司做广告文案撰写人。

**cordless** /'kɔːdləs; *AmE* 'kɔːrd-/ *adjective*
not connected to a power supply or another device by wires 无电线的
➲ *a cordless* ***drill/mouse/telephone/tool*** 无线电钻／鼠标／电话／工具

**★core** /kɔː(r)/ *noun, adjective*

● ***noun*** [C, usually sing.]
the centre of sth; the most important or essential part of sth 中心部分；核心；要点；精髓：*One brand will form the company's core.* 一个品牌将成为公司的核心。◇ *The customer is* ***at the core*** *of our business.* 顾客是我们业务的核心。◇ *We have a core of experienced staff.* 我们有一班经验丰富的员工。

● ***adjective***
most important, main or essential; making the most profit 最重要的；核心的；基本的；利润最大的：*The manufacturer's core brands include Zanussi and AEG.* 制造商的核心品牌有 Zanussi 和 AEG。◇ *We moved away from our core PC business to build a consulting firm.* 我们放弃了最重要的个人电脑业务，改为建立一家咨询公司。◇ *The programme is run by a core team of researchers.* 该计划基本是由一组研究员执行的。
OPP NON-CORE → DIVERSIFY, HARD-CORE
➲ *a core* ***brand/product*** 核心品牌／产品 • *a core* ***business/division/market/operation*** 核心企业／部门／市场／业务 • *core* ***activities/skills*** 核心活动／技巧 • *core* ***customers/employees/workers*** 核心顾客／员工／工人 • *to* ***focus on/develop/strengthen*** *core brands, etc.* 集中于／开发／加强核心品牌等

**,core 'area** *noun* [C]
**1** the main part of a particular activity where most of the work or business is done; the place where most work or business is done 核心区：*The school offers courses in three core areas: business reasoning, social knowledge and interpersonal skills.* 学校开设的课程包括三大核心领域：商业论证、社会知识和人际沟通技巧。◇ *We have more readers in our core area than any other newspaper.* 我们在主要版面比其他任何报纸有更多的读者。
**2** (*HR*) one of the essential parts of a particular job 核心领域：*In your appraisal your work will be evaluated in five core areas.* 将在五个核心领域对你的工作进行评价。

**,core 'capital** *noun* [U]
(*Finance*) the main part of a bank's funds that comes from the money that shareholders have invested in it and spare profits that it has kept 核心资本（银行资金的主要组成部分）：*Banks are required to keep core capital at 4% of assets.* 要求银行维持核心资本须占资产的4%。SYN TIER I CAPITAL

**,core 'competency** (*also* **,core 'competence**) *noun* [C]
**1** an important ability or strength that a company has that makes it successful and gives it an advantage over its competitors 核心竞争力（使企业成功并超越竞争对手的实力）：*Manufacturing was their core competency.* 他们的核心竞争力是在制造方面。◇ *They decided to cut costs and just* ***focus on*** *their strategic core competencies.* 他们决定削减成本，只集中在自己的战略核心竞争力方面。
**2** (*HR*) an important skill that is essential for a particular job 核心竞争力（职位所需要的重要技能）：*The company has identified five core competencies for executives.* 公司为管理人员确定了五个核心竞争力范畴。

**,core de'posits** *noun* [pl.]
(*Finance*) the part of a bank's funds that comes from customers who generally leave money in their bank accounts 核心存款（银行存款中相对稳定的存款）：*The bank has found it difficult to attract core deposits.* 银行发现难以吸引核心存款。
→ RETAIL DEPOSITS

**,core 'earnings** *noun* [pl.]
(*Accounting*) the profit that a company makes from its main business activities 核心盈利（公司从其主要业务活动中获取的利润）：*The company has announced a 95% increase in core earnings.* 公司

宣布核心盈利增长了95%。 ◇ *We only invest in companies with strong core earnings.* 我们只投资于有丰厚核心盈利的公司。

**ˌcore inˈflation** *noun* [U]
(*Economics*) the rate at which the prices of goods and services rise over a period of time, measured without considering prices that change a lot, such as the cost of energy and some foods 核心通货膨胀率（一般用整体通货膨胀指标扣除一些价格容易波动的项目来衡量，如能源和食品）: *approaches to measuring core inflation* 衡量核心通货膨胀率的方法 ◇ *Core inflation rose by 2.4% in April.* 核心通货膨胀率四月份上升2.4%。

**ˌcore ˈvalues** *noun* [pl.]
**1** the ideas and beliefs of an organization that managers and employees share and practise in their work 核心价值观（经理和员工认同并付诸实践的组织机构的思想和信念）: *We have nine core values and beliefs that govern how we operate.* 我们有指导我们如何运作的九个核心价值观和信念。 ◇ *to adhere to core values* 坚持核心价值观
→ CORPORATE CULTURE
**2** the ideas and beliefs that a person has that influence what they do and help them make important decisions（影响个人行为的）核心价值观: *I have changed, but my core values haven't.* 我已改变，但我的核心价值观没变。

**ˈcorner shop** (*BrE*) (*also* **ˈcorner store**, *BrE*, *AmE*) *noun* [C]
a small shop/store that sells food, newspapers, cigarettes, etc., especially one near people's houses（尤指靠近居民区，出售食品、报纸、香烟等的）街头小店 See note at SHOP

**★Corp.** *abbr* (*especially AmE*)
a short way of writing **corporation** 公司: *Sony Corp.* 索尼公司 See note at LTD

**★corporate** /ˈkɔːpərət; *AmE* ˈkɔːrp-/ *adjective*, *noun*
● ***adjective*** [only before noun]
**1** connected with a company or a group, or with business in general 公司的；企业的: *His corporate clients include 3M and Nabisco.* 他的公司客户包括3M和纳比斯科。 ◇ *Corporate profits have grown less than analysts expected.* 企业利润的增长低于分析家的预测。 ◇ *The big hotels are suffering from cutbacks in corporate travel.* 大型酒店因外地公干开支被企业削减而受损失。
**2** (*often* **Corporate**) **corporate America, Britain, etc.** used especially in newspapers to talk about the people and organizations that control a country's business 大型的美国公司、英国公司等（报刊用语，尤指控制一国商业的人和公司）: *The stock market continues to suffer as corporate America struggles to make a profit.* 股市因大型美国公司艰苦经营而继续不景气。
**3** involving or shared by all the members of a group 社团的；共同的；全体的: *The success of the project wasn't due to one person—it was a corporate effort.* 该项目的成功不是因为某个人，而是大家共同努力的结果。
● ***noun*** [C]
SEE ALSO: **body corporate**
**1** a company, especially a large one（尤指大型的）公司；企业: *The bank will focus on corporates and financial markets.* 银行将侧重于企业和金融市场。 ◇ *Asia's leading corporates* 亚洲领先的企业
**2** (*Finance*) = CORPORATE BOND

**ˌcorporate ˈadvertising** *noun* [U]
(*Marketing*) advertising that tells the public about a company, rather than particular products that it sells, and tries to create a good image for it 公司形象广告: *Our corporate advertising is designed to create a strong and desirable corporate brand image.* 我们公司的形象广告旨在建立一个强大和理想的公司品牌形象。 → INSTITUTIONAL ADVERTISING

**ˌcorporate ˈbond** (*also* **ˈcorporate**) *noun* [C]
(*Finance*) a bond that is issued (= sold) by a company 公司债券

**ˌcorporate ˈcharter** = CHARTER *noun* (2)

**ˌcorporate communiˈcation** (*also* **ˌorganizational communiˈcation**) *noun* [U; pl.]
(*HR*; *Marketing*) the things that a company does to share information with its employees or with its customers and the public, in order to keep a good relationship with them and give a clear idea of what it is 企业传播，企业信息交流（公司与员工或顾客及公众分享信息以便保持良好的关系）: *Effective PR and corporate communication will build awareness of your organization's brands and products.* 有效的公关和企业信息交流将为你的机构的品牌和产品建立知晓度。 → PUBLIC RELATIONS

**ˌcorporate ˈculture** (*also* **ˌorganizational ˈculture**) *noun* [U,C]
the ideas, beliefs and values of a particular company or organization 企业文化；公司文化: *We are trying to make our corporate culture more international.* 我们正努力使我们的企业文化更具国际性。

**ˌcorporate ˈdebt** *noun* [U]
(*Economics*) money that companies borrow from investors, banks, etc.; investments that involve lending money to companies 企业债务: *The economy has been burdened by heavy corporate debt.* 沉重的企业债务给经济造成了负担。 ◇ *the corporate debt market* 公司债务市场 → CONSUMER DEBT

**ˌcorporate ˈfinance** *noun* [U]
the activity of helping companies to get the money they need in order to run and develop their businesses 企业融资: *He followed a career in corporate finance.* 他投身于企业融资行业。 ◇ *the corporate finance arm* (= business/department) *of KPMG* 毕马威的企业融资业务 / 部门 ▸ **ˌcorporate fiˈnancier** *noun* [C]: *Senior corporate financiers were handling the sale.* 高级企业融资人正处理这宗销售业务。

**ˌcorporate ˈgovernance** *noun* [U]
the way in which directors and managers control a company and make decisions, especially decisions that have an important effect on shareholders 公司治理；企业管治（董事和经理管理公司并作出决策的方式，尤指对股东有重大影响的决策）: *a set of guidelines for good corporate governance* 进行良好的公司治理的一套指引 → GOVERNANCE

**ˌcorporate hospiˈtality** *noun* [U]
(*Marketing*) when companies entertain customers, business partners, their staff, etc. for example at

a big sports event, in order to help develop good business relationships 企业社交；企业公关服务: *Corporate hospitality often plays an important role in achieving marketing goals.* 企业的公关服务在实现营销目标方面经常发挥重要的作用。

**,corporate i'dentity** *noun* [C, usually sing., U] (*Marketing*) the features, qualities or personality of a company that make it different from others, often expressed in its name, in symbols, in its advertisements, etc. 企业形象识别，企业个性（一家公司使自己的形象区别于其他公司的方式）: *The airline has developed a new corporate identity for the 2000s.* 航空公司已经为21世纪发展出一种新的企业形象识别。 ◇ *Your corporate identity can create pride and motivation in your employees.* 你们的企业形象识别可以激发员工的自豪感和积极性。
● *to **build/create/develop/establish** a corporate identity* 建立 / 创建 / 发展 / 树立企业形象识别

**,corporate 'image** *noun* [C, usually sing., U] (*Marketing*) what people think or feel about a particular company; the way that a company presents itself to the public 企业形象: *Creating a positive corporate image is an important part of marketing strategy.* 创立正面的企业形象是企业营销战略中的重要一环。
● *to **build/create/develop/project/promote** a corporate image* 建立 / 创立 / 发展 / 突出 / 推广企业形象

**,corporate 'income tax** = CORPORATION TAX

**,corporate 'ladder** *noun* [C, usually sing.] a series of jobs from junior to senior level by which you can make progress in a company（公司里职位的）升迁，晋升；晋升阶梯: *After several years successfully **climbing** the corporate ladder, I left to start my own business.* 成功攀登企业晋升阶梯几年之后，我离开公司开始自己创业。 → CAREER LADDER

**,corporate 'marketing** *noun* [U] the activity of planning and controlling a company's marketing, to make sure that it uses the same styles, messages, etc. and creates a particular image for the whole company 企业营销: *As vice-president of corporate marketing, she will oversee the use of the company's brand worldwide.* 身为企业营销副总裁，她将监督公司的品牌在世界各地使用的情况。
● *a corporate marketing **plan/programme/strategy*** 企业营销计划 / 方案 / 战略

**,corporate 'officer** = COMPANY OFFICER

**,corporate 'raider** *noun* [C] (*Finance*) a person or company that regularly buys large numbers of shares in other companies against the company's wishes, either to control the company or to sell the shares again for a large profit 企业狙击手；在证券市场上经常从事敌意收购公司的人或机构: *corporate raiders, whose motto is 'Get in, get out, get rich'* (= buy a company and then sell it quickly for a large profit) 企业狙击手的座右铭是“进入、走出、富起来”（收购一家公司，然后迅速转卖出去赚大钱）

**,corporate re'newal** *noun* [U,C] the act of making changes to a company in order to make it more successful; the process of becoming more successful in this way 公司复兴: *a programme of corporate renewal* 公司复兴方案

**,corporate responsi'bility** *noun* [U] the fact of companies being concerned about social, political or environmental issues（有关社会、政治和环境问题的）企业责任

**,corporate 'secretary** = COMPANY SECRETARY

**'corporate ,sector** *noun* [C, usually sing.] the part of a country's economy that is made up of all the public and private companies in the country 企业部门（国家经济中由公营公司和私营公司组成的部分）: *The corporate sector is still struggling, even as the consumer economy booms.* 就算是消费经济蓬勃发展的时候，企业部门仍艰苦经营。

**'corporate 'social responsi'bility** *noun* [U,C] (*abbr* **CSR**) the process of running a business in a way that helps people in society to improve their quality of life 企业社会责任

**,corporate 'strategy** *noun* [U,C] the things a company plans to do in order to become more successful; the activity of planning these actions 企业战略: *Our corporate strategy is to increase the size of both of our core businesses.* 我们的企业战略是要扩大我们两个核心业务的规模。 ◇ *He went on to become head of corporate strategy.* 他接下来成为了企业战略部主管。

**,corporate 'structure** *noun* [C,U] the way in which the different parts of a company or group of companies are connected with each other and managed 公司结构；企业架构: *We have a **flat** corporate structure* (= management is shared between lots of people). 我们有一个扁平式的公司结构。 → HIERARCHY

**,corporate 'veil** *noun* [sing.] (*Law*) the principle that a company's shareholders or employees are not personally responsible for its debts 公司面纱（即公司股东或员工对公司债务不负个人责任的原则）: *What you want to avoid is anything that might **pierce** the corporate veil* (= would destroy this protection). 你所要避免的是任何可能刺穿公司面纱的行为。

**,corporate 'venturing** *noun* [U] (*Finance*) the activity of a larger company investing in a smaller business in order to develop new products, markets, etc. as well as get a share of the profits 企业风险投资（大型公司为开发新产品、开拓新市场、获取利润等而投资于较小型业务的投资活动）: *Corporate venturing can bring strategic advantages to a firm.* 企业风险投资可以给一家公司带来战略优势。 ▶ **,corporate 'venture** *noun* [C]: *The company is involved in a number of corporate ventures.* 公司参与了一些企业风险投资活动。 ◇ *a corporate venture fund* 企业风险基金

**★corporation** /ˌkɔːpəˈreɪʃn; *AmE* ˌkɔːrp-/ *noun* [C]

SEE ALSO: **closely held corporation, development ~, municipal ~, public ~**

**1** a large company or group of companies 法人；法人团体；（大）公司；集团公司: *the rise of*

*giant corporations* 大公司的崛起 See note at COMPANY
● *a **big/giant/large/major** corporation* 大 / 巨型 / 大型 / 大公司 • *a **global/multinational/transnational** corporation* 跨国公司
**2** (*Law*) (*abbr* **Corp.**) a business organization that has been officially created (**incorporated**) and is owned by shareholders 股份公司: *the IBM Corporation* 国际商用机器公司 ◇ *They formed a corporation to buy and develop the property.* 他们成立了一家公司做房地产开发和购买业务。
● *to **create/form/set up** a corporation* 创立 / 成立 / 建立公司 • *to **dissolve/liquidate** a corporation* 解散 / 清算公司
**3** a large organization that is created by the government, in order to provide a particular service to the public (政府设立并向公众提供服务的) 大型机构, 公司: *the British Broadcasting Corporation* 英国广播公司

**ˌcorpo'ration tax** (*BrE*) (*AmE* **ˌcorporate 'income tax**) *noun* [U,C] (*abbr* **CT**)
(*Accounting*) a tax that companies pay on their profits 公司税: *Charities are not subject to corporation tax.* 慈善机构不用缴纳公司税。◇ *The rate of corporation tax was cut from 35% to 34%.* 公司税率从35%削减到34%。

**WHICH WORD?** 词语辨析

**corporation/company**

In both *BrE* and *AmE*, the word **company** can refer to any type of business organization, but it usually refers to a business that has been **incorporated** (= created according to a particular set of laws). 在英式英语和美式英语中, company 可指任何企业组织, 但通常指依法注册的公司。

The laws of different countries allow for different types of companies to be created. The type of company is shown by an abbreviation after its name (See note at LTD). 国家不同, 法律不同, 所允许创建的公司类型也不同。公司名称后的缩略语表示公司所属类型。

In *AmE*, but not *BrE*, the word **corporation** is used after the name of a business to show that it has been incorporated. 在美式英语 (而非英式英语) 中, corporation 用于企业名称之后, 表示公司经注册成立。

In *BrE*, the word **corporation** is usually used for foreign or international companies or public organizations. 在英式英语中, corporation 通常用于外国公司、跨国公司或公共机构: *a multinational corporation* 跨国公司 ◇ *the British Broadcasting Corporation* (*BBC*) 英国广播公司

**correction** /kə'rekʃn/ *noun* [C,U]
SEE ALSO: **error correction**
**1** a change in prices, for example on a stock market, especially a sudden temporary fall after they have been too high (尤指市场价格在上涨过高后的突然) 回落, 回跌: *Share prices could rise until next week, but after that there should be a correction.* 股价可能上涨到下周, 但之后应该会回落。◇ *She predicts a **sharp correction in consumer spending.*** 她预测消费支出会大幅回落。
**2** a change that makes a calculation more accurate than it was before 改正; 纠正; 校正: *a note indicating corrections to be made to the annual accounts* 显示年度账目校正的附注 ◇ *account corrections* 更正账目

**correspondence** /ˌkɒrə'spɒndəns; *AmE* ˌkɔːrə'spɑːn-; ˌkɑː-/ *noun*
SEE ALSO: **commercial correspondence**
**1** [U,C] the activity of writing letters 通信; 通信联系: *The organization has been **in correspondence with** the bank about the matter.* 机构就此事一直与银行保持通信联系。◇ *a long correspondence* 长期通信联系
**2** [U] the letters a person sends and receives 往来信件; 来往书信: *email correspondence* 电子邮件信件 ◇ ***Address** all correspondence to ...* 把所有的信件寄给…

**corre'spondence course** *noun* [C]
a course of study that you do at home, using books and exercises sent to you by post/mail 函授课程: *Much of the training is done **by** correspondence course.* 培训大部分是以函授课程方式进行。
→ DISTANCE LEARNING

**correspondent** /ˌkɒrə'spɒndənt; *AmE* ˌkɔːrə'spɑːn-; ˌkɑː-/ *noun* [C]
**1** a person who reports news from a particular country or on a particular subject for a newspaper or a television or radio station 记者; 通讯员: *a report from our Employment Correspondent* 来自我们的雇用记者的报告
**2** a person who writes letters to another person 通信者: *email correspondents* 写电子邮件的人
**3** = CORRESPONDENT BANK

**ˌcorrespondent 'bank** (*also* **ˌcorres'pondent**) *noun* [C]
(*Finance*) a bank that provides services for a bank in another place, especially one in another country 往来银行: *The exporter's bank sends the bill of exchange to its correspondent bank in the importer's country.* 出口商的银行将汇票寄给进口商所在国的往来银行。▸ **ˌcorrespondent 'banking** *noun* [U]

**corresponding** /ˌkɒrə'spɒndɪŋ; *AmE* ˌkɔːrə'spɑːn-; ˌkɑː-/ *adjective*
matching or connected with sth that you have just mentioned 相应的; 相关的: *Fourth-quarter profits fell 10 per cent compared with the corresponding period last year.* 第四季度的利润较去年同期下跌了10%。◇ *Although consumer spending improved, there was no corresponding increase in manufacturing activity.* 虽然消费者支出改善了, 但生产活动并没有相应增加。
▸ **ˌcorres'pondingly** *adverb*: *a period of high demand and correspondingly high prices* 需求高价格也相应高的时期

**corrupt** /kə'rʌpt/ *adjective, verb*
● *adjective*
**1** (about people) willing to use their power to do dishonest or illegal things in return for money or to get an advantage 贪污的; 受贿的; 腐败的: *Corrupt employees had passed on confidential information.* 贪污雇员已传递机密资料。

**2** (about behaviour) dishonest or immoral 不诚实的；不道德的：*The firm is notorious for its corrupt practices.* 该公司因徇私舞弊而臭名昭著。
**3** (*IT*) containing changes or faults, and no longer in the original state 已变化的；有缺陷的；有错误的：*software that restores corrupt files* 恢复损毁档案的软件 ◇ *The text on the disk seems to be corrupt.* 这张磁盘上的文件似乎已损毁。

• ***verb***
**1** to make sb/sth start behaving in a dishonest or immoral way 使腐败；使堕落：*He was accused of trying to corrupt a judge.* 他被指控试图贿赂法官。◇ *the corrupting influence of money* 金钱的腐蚀影响
**2** (*IT*) to cause mistakes to appear in a computer file, etc. with the result that the information in it is no longer correct 引起（计算机文件等的）错误；损坏：*It seems the virus has corrupted the file.* 看来病毒已损坏文件。◇ *rescuing a corrupted disk* 挽救受损磁盘

**corruption** /kə'rʌpʃn/ *noun* [U]
**1** dishonest or illegal behaviour, especially of people in authority 贪污；受贿；贿赂；腐败：*allegations of **bribery and corruption*** 对贿赂及贪污的指控 ◇ *Two of the partners were charged with corruption.* 两个合伙人被指控贪污。
➊ ***to combat/eliminate/fight (against)/root out** corruption* 防止 / 消除 / 打击 / 根除贪污
**2** (*IT*) damage to or loss of data caused by a computer, a disk, etc. not working correctly（计算机、磁盘等运行不正确而造成数据的）损坏，丢失：*data corruption* 数据损坏

**$CO_2$** /ˌsi: əʊ 'tu:; *AmE* oʊ/ = CARBON DIOXIDE

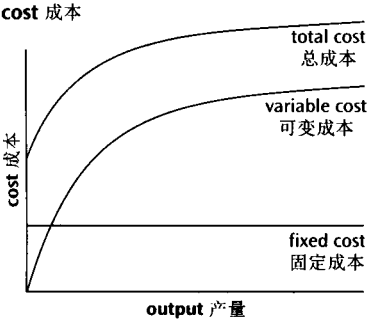
**cosmeceutical** /ˌkɒzmə'su:tɪkl; -'sju:-; *AmE* ˌkɑ:zmə'su:-/ *noun, adjective*
• *noun* [C, usually pl.]
a COSMETIC (= a substance that you put on your face or body to make it more attractive) that also has the qualities of a medicine/drug 药用化妆品（具有药物性质的化妆品）：*skin-care cosmeceuticals* 护肤药用化妆品 ◇ *the new cosmeceuticals market* 新的药用化妆品市场
• *adjective*
[only before noun]：*a cosmeceutical product* 药用化妆产品 ◇ *The US cosmeceutical industry is growing rapidly.* 美国药用化妆品业正在迅速增长。
**NOTE** **Cosmeceutical** is formed from the words **cosmetic** and **pharmaceutical**. * Cosmeceutical由cosmetic与pharmaceutical二词组合而成。

**cosmetic** /kɒz'metɪk; *AmE* kɑ:z-/ *noun, adjective*
• ***noun*** [C, usually pl.]
a substance that you put on your face or body to make it more attractive 化妆品；美容品：*She found a job selling cosmetics.* 她找到一份推销化妆品的工作。◇ *the cosmetics industry* 化妆品业 ◇ *cosmetic products* 化妆产品
• ***adjective***
**1** [usually before noun] connected with a substance, medical treatment, etc. that is intended to improve a person's appearance 整容的：*cosmetic surgery* 整容外科
**2** improving only the outside appearance of sth and not its basic character 装门面的；表面的：*These reforms appear mainly cosmetic.* 这些改革看来主要是装点门面的。◇ *cosmetic changes* 表面的改变

**★cost** /kɒst; *AmE* kɔ:st/ *noun, verb*
• ***noun***
SEE ALSO: **acquisition cost, conversion ~, current ~, customer acquisition ~, depreciated ~, direct ~, employment ~,** etc.
**1** [C,U] the amount of money that you need in order to buy, make or do sth 费用；价钱；花费：*The airport was built **at a cost of** $5.3 billion.* 该机场是花费了53亿美元兴建的。◇ *the high cost of fuel* 燃料的高昂费用 ◇ *Business should bear the full cost of developing greener energy sources.* 企业应承担开发更环保的能源的全部费用。◇ *The total cost to you is €2 000.* 你的总费用是2000欧元。◇ *proposals to cut the costs of calling mobile phones* 削减打手机费用的建议 See note at PRICE
➊ ***an additional/average/a high/low** cost* 额外 / 平均 / 高 / 低费用 • ***the budgeted/estimated/full/gross/net/total** cost(s)* 预算 / 估计 / 全部 / 总 / 净 / 全部费用 • ***an annual/a monthly** cost* 年 / 月费 • ***to absorb/bear/cover/incur/meet/pay** the cost(s) (of sth)* 承担（某事物的）费用；支付（某事物的）费用 • ***to cut/increase/raise/reduce** the cost(s) (of sth)* 削减 / 增加 / 提高 / 降低（某事物的）费用 • ***to calculate/weigh up** the cost(s) (of sth)* 计算 / 斟酌（某事物的）费用
**2 costs** [pl.] the amount of money that a business needs to spend regularly 成本：*We are working with suppliers to cut costs by 30%.* 我们正与供应商商量将成本削减30%。◇ *They have stopped manufacturing in the UK due to high labour costs.* 由于劳动力成本高昂，他们已停止在英国制造。◇ *the costs associated with launching a new line of clothing* 与推出新系列服装有关的成本
→ COST-CUTTING
➊ ***to cut/lower/reduce/slash** costs* 削减 / 降低 / 减少 / 大幅度降低成本 • ***to contain/control/pay** costs* 控制 / 支付成本 • ***to keep** costs **down/low/under control*** 降低成本；控制成本 • ***high/escalating/increasing/mounting/rising** costs* 高昂的 / 逐渐增加的 / 不断提高的 / 不断增加的 / 持续上涨的成本 • ***falling/low** costs* 不断降低的 / 低成本 • ***labour/manufacturing/production** costs* 劳动力 / 制造 / 生产成本
**3** (*Accounting*) [C] a large amount of money that a company has to pay, which affects its financial results（公司必须支付的）成本，费用，开支：*The figure will be treated as an **extraordinary** cost* (= not connected with normal business activities) *in the profit-and-loss account for 2005.* 在2005年的损益账上，该数字将被作为非经常成本（与正常商务活动无关的成本）处理。◇ *Profits fell by 7% **before*** (= without considering) *exceptional costs.* 若不考虑特殊费用，利润下降了7%。
**4** [U] the amount of money that is paid to produce sth; the price that sb pays for goods they are going to sell（生产）成本；成本价：*Sales of computers dropped 30% and manufacturers were forced to sell their products **below** cost.* 计算机销售量下降了30%，厂商被迫低于成本出售产品。◇ *The group has offered to provide the drugs to developing nations **at cost**.* 集团主动提出按成本价向发展中国家提供药品。SYN COST PRICE

**5** (*Law*) **costs** (*also* '**court costs**) [pl.] the amount of money that sb is ordered or agrees to pay for lawyers, etc. in a legal case 诉讼费用: *The defendant was ordered to* ***pay €5 000 in*** *costs.* 被告被责令缴纳5000欧元诉讼费。

**cost** 成本




• *verb* [+ obj] (**cost, cost**) HELP In meaning 3 **costed** is used for the past tense and the past participle. 作第3义时过去时和过去分词用costed。 **1 cost** (**sb**) **sth** if something **costs** a particular amount of money, you have to pay that amount in order to buy, make or do it 花费; 价钱为: *The hotel costs €90 a night.* 在旅馆住一夜花费90欧元。 ◇ *How much does it cost?* 这要多少钱? ◇ *These delays cost small businesses well over €1 billion.* 这些延误让小企业要支付10亿多欧元。 ◇ *These reforms will* ***cost money*** (= be expensive). 这些改革要花很多钱。 **2 cost** (**sb**) **sth** to make sb/sth lose sth 使丧失; 使付出代价: *The rise in interest rates could cost thousands of jobs.* 利率一上升, 可能数以千计的工作岗位就没了。 ◇ *The merger has cost the company its independence.* 合并使公司丧失了独立性。 **3** (*Accounting*) (**costed, costed**) **cost sth** (**out**) (*often* **be costed**) to calculate how much money is needed to make or do sth 计算成本; 估价: *Calls are costed per unit.* 通话成本按每单位计算。 ◇ *The programme was first costed* ***at $23 billion.*** 该计划最初的成本估算为230亿美元。 IDM **cost a 'bomb** (*BrEinformal*) to be very expensive 很贵; 要花很多钱: *An MBA can cost a bomb.* 修读工商管理硕士要花很多钱。 → BUNDLE (2) **cost sb 'dear** to make sb lose a lot of money or suffer a lot 使某人损失很多钱; 使某人饱尝苦头: *Public ownership of the phone company has cost taxpayers dear.* 公有制电话公司使纳税人付出了沉重的代价。 **cost the 'earth; cost a** (**small**) '**fortune; cost sb a** (**small**) '**fortune** (*informal*) to be very expensive 昂贵的: *Office space in London costs the company a small fortune.* 伦敦的写字楼使公司花费不菲。

**'cost ac,counting** *noun* [U]

SEE ALSO: **historic cost accounting**

(*Accounting*) the process of calculating and recording the detailed costs of producing goods or providing services in order to help managers control and plan a company's work 成本会计(核算和记录生产产品或提供服务的详细成本): *We implemented a cost accounting system for our factory, to help make better financial decisions.* 我们工厂实行成本会计制度以便更好地作出财务决策。 → MANAGEMENT ACCOUNTING

▸ **'cost ac,countant** *noun* [C]: *We abandoned the project on the advice of our cost accountant.* 我们根据成本会计师的建议, 放弃了那个项目。

**'cost allo,cation** *noun* [U,C]

(*Accounting*) the act of recording in a company's financial records that a cost relates to a particular department, product, etc. (a **cost centre**) 成本分配

**,cost and 'freight** (*abbr* **CFR**) (*also* **,carriage and 'freight**) *phrase*

(*Trade*) a term meaning that the seller pays for the goods to be transported by ship to the port mentioned, but the buyer is responsible for insuring them while they are on the ship 成本加运费(贸易术语, 即卖方所报价格中包括装运港至目的港的运费, 而保险由买方负责): *Our prices are quoted CFR Hamburg.* 我们的报价为CFR汉堡。 NOTE The abbreviation **C&F** is sometimes used for this. 有时使用缩写C&F。 → INCOTERM

**'cost ap,portionment** = APPORTIONMENT (2)

**'cost base** *noun* [C, usually sing.]

(*Accounting*) all the things that a business pays for in order to produce and sell its products 成本基数: *The firm is seeking to cut its cost base by renegotiating salaries.* 公司正在通过重新协商工资, 设法削减成本基数。

➊ *a* ***high/low*** *cost base* 高 / 低成本基数 • *to* ***adjust/control/cut/lower/reduce*** *a cost base* 调整 / 控制 / 减低 / 降低 / 减少成本基数

**'cost ,benefit** *noun* [U,C]

(*Economics*) the relationship between the cost of doing sth and the profit or advantages that result from it 成本效益(做某事的成本和从中所得到的盈利或利益之间的关系): *analyzing the cost benefits of different types of industry* 分析不同类型产业的成本效益 ◇ *a cost-benefit approach to decision-making* 用成本效益方法作决策

**,cost-'benefit a,nalysis** (*abbr* **CBA**) (*also* **,benefit-'cost a,nalysis**) *noun* [C,U]

(*Economics*) the activity of comparing the cost of doing sth with the profit or advantages that result from it, in order to see whether it is worth doing 成本效益分析(将做某事的成本和从中所得到的盈利或利益作比较): *A cost-benefit analysis was carried out before the new harbour was built.* 兴建新海港之前进行了成本效益分析。

**'cost centre** (*AmE spelling* ~ **center**) *noun* [C]

(*Accounting*) a part of a business that a company uses as a unit for accounting so that all the costs related to it can be calculated 成本中心(企业计算成本的单位): *Manufacturing and distribution is our largest cost centre.* 制造及分销是我们最大的成本中心。 ◇ *Expenses are allocated to the appropriate cost centre.* 费用分配到适当的成本中心。 ◇ *Equipment costs were shared between cost centres.* 设备成本在成本中心之间进行分摊。 → PROFIT CENTRE

➊ *to* ***allocate/charge*** *sth to a cost centre* (将某物)分配 / 记入成本中心

**'cost-,conscious** *adjective*
careful not to spend more money than is necessary 注重节省成本的

**'cost con,tainment** *noun* [U]
(*Accounting*) the process by which a company controls and limits how much money it spends 成本遏制（公司控制和限制花费的金额数目）: *The company's financial results were helped by strong cost containment.* 公司的财务业绩主要得益于积极遏制成本的做法。

**'cost con,trol** *noun* [U,C]
(*Accounting*) the process of making sure that the different parts of a company do not spend too much money; a particular method used to achieve this 成本控制（使用某种方式确保公司不会支出过多）: *The company suffered from overstaffing and poor cost control.* 公司深受人手过剩、成本控制欠佳所害。 ◇ *The bank is maintaining tight cost controls and is cutting some management jobs.* 银行正在坚持严格的成本控制，削减一些管理职位。

**'cost-,cutting** *noun* [U] (*often used like an adjective* 常用作形容词)
a reduction in the amount of money a company spends 成本削减: *Three thousand jobs could go as part of a cost-cutting drive.* 由于推行成本削减措施，三千职位可能没了。
● *a cost-cutting drive/exercise/measure/plan/programme* 成本削减的措施/实施/措施/计划
▸ **'cost cut** *noun* [C]: *The company has announced $20 million of cost cuts.* 公司已宣布削减成本2000万美元。

**,cost-ef'fective** *adjective*
giving the best possible profit or benefits for the money that is spent 有成本效益的; 有最佳利润的; 划算的: *Printing the books locally is not cost-effective.* 在当地印书是不划算的。 ◇ *We need a more cost-effective way to distribute our products.* 我们需要一种更具成本效益的方法来销售我们的产品。 ▸ **,cost-ef'fectiveness** *noun* [U]

**,cost-ef'ficiency** *noun*
**1** [U] another way of saying COST-EFFECTIVENESS 成本效益: *She has promised to improved the company's cost-efficiency.* 她已答应改善公司的成本效益。
**2** [C] a way of saving money or wasting less money in a business 成本效率: *key areas where cost-efficiencies can be achieved* 可以达至成本效率的关键领域

**,cost-ef'ficient** *adjective*
another way of saying COST-EFFECTIVE 有成本效益的: *a cost-efficient project* 具成本效益的项目

**,cost in'flation** (*also* **,cost-'push in,flation**) *noun* [U]
(*Economics*) when a cost such as wages or raw materials increases and businesses then increase their prices in order to keep their profits 成本型通货膨胀（由于工资或原材料的成本上升而导致的通货膨胀）→ DEMAND INFLATION

**costing** /'kɒstɪŋ; *AmE* 'kɔːst-/ *noun* [C,U]
SEE ALSO: **absorption costing, batch ~, direct ~, full ~, job ~, marginal ~, standard ~, variable ~**
(*Accounting*) an estimate of how much money will be needed for sth 成本计算: *A team of consultants has been asked to prepare a detailed costing for the plan.* 已要求咨询小组为该计划作详细的成本估算。 ◇ *You'd better do some costings.* 你最好做一些成本估算。 ◇ *Accurate costing of the work is essential.* 对这项工作作出准确的成本计算是至关重要的。
● *to prepare/do/produce/provide a costing* 制备/做/制作/提供成本估算

**'cost, in'surance and 'freight** *phrase* (*abbr* **CIF**)
(*Trade*) a term meaning that the seller pays for the goods to be transported by ship to the port mentioned, and pays for basic insurance of the goods while they are on the ship 成本、保险加运费，到岸价（贸易术语，即卖方所报价格中包括装运港至目的港的运费和保险费）: *CIF Singapore*
* CIF 新加坡 → INCOTERM

**'cost ,leader** (*also* **'low-cost ,leader**) *noun* [C]
(*Marketing*) a company that can make a particular product at a lower cost than its competitors 成本领先者（指在生产某产品上具有低成本竞争优势的公司）: *They have positioned themselves as the cost leader in digital telephones.* 他们将自己定位为数字电话的成本领先者。 ◇ *adopting a low-cost leader strategy* 采用低成本领先者战略
● *to be/become/establish yourself as/(re)position yourself as a cost leader* 是/成为/将自己确定为/将自己定位为成本领先者

**,cost of goods 'sold** (*abbr* **COGS**) (*also* **,cost of 'sales**) *noun* [U]
(*Accounting*) the total amount of money that a business spends on obtaining and producing the goods that it sells in a particular accounting period, for example the cost of raw materials, workers, etc. 销货成本，产品销售成本（如原材料、劳动力成本等）: *The strike led to an increase in cost of goods sold.* 罢工导致销货成本上升。

**the ,cost of 'living** *noun* [sing.]
the amount of money that people need to pay for ordinary goods and services, such as food, clothing and somewhere to live 生活费用（衣、食、住等方面开支）: *The city has the highest cost of living in the EU.* 该城市的生活费用在欧盟中是最高的。
● *a high/low cost of living* 高/低生活费用 ◆ *an increase/a rise/fall in the cost of living* 生活费用的增加/上升/下降

**,cost-of-'living ad,justment** *noun* [C] (*abbr* **COLA**)
(*Economics*; *HR*) in the US, an increase that is made once a year to a wage, pension, etc. because the **cost of living** has increased 生活费用调整（在美国，因生活费用增加而每年将工资、养老金等提高一次）: *The Act provides for an annual cost-of-living adjustment to workers' compensation* (= for getting injured at work). 这法案规定每年对工伤的工人进行生活费用调整。

**,cost-of-'living al,lowance** *noun* [C, usually sing.] (*abbr* **COLA**)
(*Economics*, *HR*) extra money that an organization pays to its employees as part of their wages, because the **cost of living** has increased 生活费津贴（由于生活费用增加，机构给员工的额外补贴）: *All nurses living in London will qualify for*

*the new cost-of-living allowance.* 所有住在伦敦的护士都将有资格得到新的生活费用津贴。

**,cost-of-'living ,index** *noun* [C, usually sing.] (*Economics*) especially in the UK, a list of the prices of some ordinary goods and services which shows how much these prices change in a particular period of time 生活费用指数: *The cost-of-living index rose by more than six per cent between May and July.* 五月和七月之间的生活费用指数上升超过百分之六。 SYN CONSUMER PRICE INDEX, RETAIL PRICE INDEX

**,cost of re'placement** = REPLACEMENT COST

**,cost of 'sales** = COST OF GOODS SOLD

**,cost 'overrun** *noun* [C,U] a situation in which a manufacturer, building company, etc. spends more money on a project than was planned (**budgeted**); the extra amount that is spent 成本超支; 成本超支额: *They had huge cost overruns on building the factory.* 他们兴建工厂的成本出现巨额超支。

**,cost per 'click** *noun* [U] (*abbr* **CPC**) (*Marketing*) the amount an advertiser pays to the owner of a website each time a visitor to the site clicks on their advertisement 每次点击的费用（广告主仅为用户每次点击网络广告的次数付费） → COST PER IMPRESSION, COST PER THOUSAND

**,cost per im'pression** *noun* [U] (*abbr* **CPI**) (*Marketing*) the cost of an advertisement or an advertising item divided by the number of times it is seen 按印象收费（广告成本除以广告被看到的次数） → COST PER THOUSAND

**,cost per 'thousand** *noun* [U] (*abbr* **CPM**) (*Marketing*)
**1** the cost of showing an advertisement to a thousand people using a particular form of advertising, such as television or newspapers 每千人成本（指在广告投放过程中，按每一千人看到某广告作为单价标准的计费方式）: *Media costs are usually compared in terms of cost per thousand.* 媒体成本通常以每千人成本的方式来进行比较。 ◇ ***On a cost-per-thousand basis,*** *newspapers tend to be a cheap way of advertising.* 按每千人成本计费，报纸往往是一种廉价的广告媒体。
**2** the amount an advertiser pays to the owner of a website for every thousand people who see or click on their advertisement 每千人成本（广告主以广告被每一千人次看到或点击计算给予网站主费用）
NOTE The **M** in the abbreviation **CPM** represents *mille*, the Latin word for a thousand. * M 在 CPM 的缩写中代表 mille，拉丁语“一千”的意思。

**,cost-'plus** *adjective* [only before noun] used to describe a way of deciding on a price for sth that involves adding a fixed extra amount to the costs for profit or to cover an unexpected increase in costs 成本加成（一种定价方法，即成本加上一定百分比的利润）: *We offer a wide variety of goods to members at cost-plus prices.* 我们按成本加成价格给成员提供种类繁多的商品。 ◇ *The work will be charged **on a cost-plus basis.*** 这项工作将按成本加成收费。 → FIXED-PRICE

**'cost price** *noun* [C] the amount of money that is paid to produce sth; the price that sb pays for goods they are going to sell 成本价: *Higher prices of raw materials have added to the manufacturer's cost price.* 原材料价格上涨增加了制造商的成本价。 ◇ *Superstores often sell items such as bread and milk at **below** cost price.* 大型超市经常以低于成本价出售面包、牛奶等商品。 SYN COST → SELLING PRICE

**,cost-'push in,flation** = COST INFLATION

**'cost ,saving** *noun* [C, usually pl.] (*often used like an adjective* 经常用作形容词) an amount of money that a business manages not to spend, for example by becoming smaller or more efficient 节省成本; 成本节约: *The restructure of the company could achieve annual cost savings of $45 million.* 公司重组每年能节省4500万美元的成本。 ◇ ***$45 million cost savings*** * 4500万美元的成本节约 ◇ *The company's cost-saving measures include reducing salaries.* 公司的成本节约措施包括减薪。
● *to **achieve/make** cost savings* 达到 / 实现成本节约 ◆ ***expected/potential/substantial** cost savings* 预计的 / 潜在的 / 大量的成本节约 ◆ *cost-saving **initiatives/measures/programmes/targets*** 节省成本的新方案 / 措施 / 计划 / 目标

**'cost ,structure** *noun* [C, usually sing.] (*Accounting*) the relationship between the different types of costs that a company has, which make up its total costs 成本结构（公司不同类型成本之间的关系）: *Your competitors may sell at lower prices because they have a different cost structure.* 你的竞争对手可能以低价销售，因为他们的成本结构不同。
● *a **high/low** cost structure* 高 / 低成本结构 ◆ *to **improve/lower/maintain/manage/reduce** your cost structure* 改善 / 降低 / 保持 / 管理 / 减少你的成本结构

**,cottage 'industry** *noun* [C] a small business in which the work is done by people in their homes 家庭小工业: *Desktop publishing has become a modern cottage industry.* 桌面排版已成为现代家庭小工业。 ◇ *She transformed the business from a cottage industry into a telecommunications giant.* 她的生意从一个家庭小工业起步，最后做到电信业巨擘。

**cough** /kɒf; *AmE* kɔːf/ *verb*
PHR V **,cough 'up; ,cough sth 'up** (*informal*) to give sth, especially money, unwillingly 勉强给（尤指钱）: *Unless they can convince investors to cough up more cash, the company will close.* 除非他们能够说服投资者勉强掏出更多的资金，否则公司将关闭。

**council** /'kaʊnsl/ *noun* [C]
SEE ALSO: **works council**
**1** (used especially in names) a group of people, especially politicians or officials, that are chosen to give advice, make rules, do research, provide money, etc. （顾问、立法、研究、基金等的）委员会: *the governing council of the European Central Bank* 欧洲中央银行管理委员会 ◇ *She is the chairman of the Council for Economic Planning.* 她是经济计划委员会主席。 ◇ *a council meeting* 委员会会议
● *the **executive/governing/ruling** council (of sth)* （某事物的）执行 / 管理 / 执政委员会 ◆ *to **form/set up** a council* 成立委员会 ◆

*to be elected to/be on/serve on/sit on a council* 获选入委员会；为委员会委员 • *a council meeting/member* 委员会会议 / 成员

**2** a group of people who are elected to govern an area such as a city or county（市、郡等的）政务委员会，地方议会：*She was on the Boston City Council for 20 years.* 她担任波士顿市政务委员会委员达20年。

➊ *to be elected to/be on/serve on/sit on/ a council* 获选入政务委员会；为政务委员会委员 • *a council meeting/member* 政务委员会会议 / 委员

**counsel** /'kaʊnsl/ *noun* [C] (*plural* **counsel**)

SEE ALSO: **general counsel**

(*Law*)

**1** a lawyer or group of lawyers representing sb in a court case 律师：*to be represented by counsel* 由律师代表 ◇ *the counsel for the defence/prosecution* 被告 / 原告的律师 ◇ *defence/prosecuting counsel* 被告 / 原告的律师 → BARRISTER

**2** (*AmE*) a person or group of people that provides legal advice to an organization 法律顾问：*He worked as in-house counsel at CBS Records.* 他在CBS唱片公司担任内部法律顾问。

**counselling** (*AmE spelling* **counseling**) /'kaʊnsəlɪŋ/ *noun* [U]

SEE ALSO: **career counselling, debt counselling**

professional advice that is given to sb about a problem 咨询；辅导 → MENTORING at MENTOR

**counsellor** (*AmE spelling usually* **counselor**) /'kaʊnsələ(r)/ *noun* [C]

SEE ALSO: **career counsellor, Commercial counsellor**

**1** a person whose job is to give advice 顾问：*Have you considered seeing a debt counsellor?* 你考虑过见债务顾问吗？

➊ *a debt/guidance/stress counsellor* 债务 / 指导 / 压力顾问 • *to be referred to/see/talk to a counsellor* 转介给顾问；见顾问；和顾问谈话

**2** (*Law*) (*AmE*) a lawyer 律师

**counter** /'kaʊntə(r)/ *noun* [C]

SEE ALSO: **bargaining counter, bean ~, over-the-~, trade ~**

a long flat surface in a shop/store, bank, etc. where customers are served（商店、银行等的）柜台：*Please ask at the information counter for a free brochure.* 请向服务台索取免费小册子。◇ *the assistant behind the counter* 柜台后面的助理 ◇ *goods displayed on a counter* 在柜台展示的商品 —Picture at STORE

IDM **under the 'counter** goods that are bought or sold **under the counter** are sold secretly and sometimes illegally（商品销售）秘密地，非法地：*under-the-counter deals* 非法交易

**counteract** /ˌkaʊntər'ækt/ *verb* [+ obj] to do sth to reduce or prevent the bad or harmful effects of sth 抵制；抵消；抵抗：*These exercises aim to counteract the effects of stress and tension at work.* 这些练习旨在抵消来自工作压力和紧张的影响。

**counterbid** (*also spelled* **'counter-bid**) /'kaʊntəbɪd; *AmE* -tərb-/ (*also* **'counter-offer**) *noun* [C] (*Commerce*; *Finance*) an offer to buy sth, especially a company, that is higher than an offer made by sb else 还价（尤指购买公司时报出的价格比别人的报价更高）：*We improved our offer for the company following a counterbid from a rival Internet company.* 我们的竞争对手互联网公司还价后，我们提高了对购买那公司的报价。◇ *a counterbid for the company* 购买该公司的还价

**'counterclaim** /'kaʊntəkleɪm; *AmE* -tərk-/ *noun* [C] (*Law*) a legal claim that sb (the **defendant**) makes against sb else who has started a legal case against them (the **claimant** or **plaintiff**) 反要求；反诉；反索偿：*The tenant put forward a counterclaim, in which she claimed she was wrongfully evicted.* 租客提出了反诉，声称她被错误驱逐。▸ **'counterclaim** *verb* [+ obj *or* no obj]

**countercyclical** (*also spelled* **counter-cyclical**) /ˌkaʊntə'sɪklɪkl; *AmE* ˌkaʊntər-/ *adjective* **1** (*Economics*) used to describe actions or policies that are intended to balance or limit the effects of natural business patterns 反周期的（行动或政策）：*the government's countercyclical policy of keeping full employment despite the depression* 尽管处于经济萧条期，政府仍执行维持充分就业的反周期政策

**2** (*Finance*) used to describe shares, businesses, ways of investing, etc. that do not follow the normal pattern of business activity 反周期的（股票、业务、投资方式等）：*countercyclical stocks* (= for example, that rise when the economy is getting weaker) 反周期的股票（经济不景气时上涨的股票）

**counterfeit** /'kaʊntəfɪt; *AmE* -tərf-/ *adjective*, *verb*

• ***adjective***

(especially about money and goods for sale) made to look exactly like the real thing, in order to trick people（尤指钱币及商品）伪造的，假冒的：*Are you aware these notes are counterfeit?* 你是否知道这些钞票是伪钞？◇ *It is a crime to knowingly buy counterfeit products.* 故意购买假冒产品是一项违法行为。▸ **'counterfeit** *noun* [C]：*trademark counterfeits* 假冒商标 → FORGERY

• ***verb*** [+ obj]

to make an exact copy of sth in order to trick people into thinking that it is the real thing 伪造；仿造：*The dollar is still the most counterfeited currency in the world.* 美元仍是世界上伪币伪钞最多的货币。→ FORGE ▸ **'counterfeiting** *noun* [U] **'counterfeiter** *noun* [C]

**counterfoil** /'kaʊntəfɔɪl; *AmE* -tərfɔɪl/ *noun* [C] (*especially BrE*)

the part of a cheque, ticket, etc. that you keep as a record when you give the other part to sb else（支票、票据等的）存根，票根：*Keep the counterfoil as a record of your payment.* 保留存根作为付款记录。SYN STUB

➊ *to fill in/keep/tear off the counterfoil* 填写 / 保存 / 撕下存根 • *to complete/detach/retain the counterfoil* 填写 / 撕下 / 保留存根

**ˌcounter-in'flationary** *adjective* (*Economics*) that reduces or tries to reduce INFLATION (= a general rise in the prices of goods and services) 反通货膨胀的：*Governments had to*

*take counter-inflationary measures to try to cope with the effects of the increase in oil prices.* 政府不得不采取反通胀措施以应付石油价格上涨所带来的影响。

**'counter-,offer** (*AmE spelling* **counteroffer**) *noun* [C]
**1** (*Commerce*; *Finance*) = COUNTERBID
**2** (*Law*) if sb trying to make an agreement or a contract with sb makes a **counter-offer**, they suggest new conditions because they cannot accept the ones the other person has suggested 还盘（受盘人对发盘内容不同意或变更的表示）
**3** (*HR*) if a company makes a **counter-offer** to an employee who has been offered a job in another company, they offer better pay and conditions in order to try to keep the employee（雇主为留住员工提出的）反建议

**counterpart** /'kaʊntəpɑːt; *AmE* -tərpɑːrt/ *noun* [C]
a person or thing that has a similar position or function in a different country or organization 职位（或作用）相当的人；对应的事物：*Our engineering teams called their counterparts at IBM to help resolve the problem.* 我们的工程小组要求IBM的工程小组帮助解决问题。 See note at COLLEAGUE

**counterparty** /'kaʊntəpɑːti; *AmE* -tərpɑːrti/ *noun* [C] (*plural* **counterparties**)
SEE ALSO: **central counterparty**
(*Finance*) one of the people, companies or organizations that are involved in a contract or some financial business 对方：*an agreement between two counterparties* 双方协议

**counterproductive** /ˌkaʊntəprə'dʌktɪv; *AmE* -tərp-/ *adjective* [not usually before noun]
having the opposite effect to the one that was intended 产生相反效果的；事与愿违的；适得其反的：*It's counterproductive to put too much pressure on your staff.* 给你的员工太多压力会适得其反。 → PRODUCTIVE

**countersign** /'kaʊntəsaɪn; *AmE* -tərs-/ *verb* [+ obj *or* no obj]
to sign a document that has already been signed, usually by another person, in order to show that it is valid 会签；副署：*All orders must be countersigned by one of the directors.* 所有订单必须由其中一名董事会签。

**countertrade** /'kaʊntətreɪd; *AmE* -tərt-/ *noun* [U]
(*Economics*) international trade that involves exchanging goods or services for goods or services, rather than for money 对销贸易（一方的进口商品或劳务可用相对的出口商品或劳务来支付）：*Producer countries resort to countertrade when they do not have enough foreign exchange for imports.* 生产者所属国没有足够的外汇用于进口时，可以采取对销贸易的做法。 ▸ **'countertrader** *noun* [C] **'countertrading** *noun* [U]

**,countervailing 'duty** *noun* [C] (*BrE*)
(*Economics*) an extra tax that must be paid on particular imports that can be produced very cheaply in the country they come from, in order to protect local producers 反倾销税（为保护本地生产者，对廉价生产的进口商品所征收的抵销关税）→ ANTI-DUMPING

**,country 'risk** (*also* **,sovereign 'risk**) *noun* [U,C]
(*Economics*) the possibility that political events, financial problems, etc. in a particular country will decrease the value of investments in that country or make the government, etc. unable to pay its debts 国家风险，主权风险（指一个国家因为政治、经济等原因导致投资那国家的价值下降或政府等无法履行债务）：*There is still a lot of country risk to doing business there.* 在那儿做生意仍有许多国家风险。

**coupon** /'kuːpɒn; *AmE* -pɑːn; 'kjuː-/ *noun* [C]
SEE ALSO: **international reply coupon**
**1** (*Marketing*) a small piece of printed paper which you can use to buy goods at a lower price or to get sth free; a printed form that you fill in in order to enter a competition, order goods, etc.（购物）优惠券，礼品券；参赛表；订货单：*She had saved enough coupons to get a free flight.* 她收集了足够的礼品券，可以得到一张免费机票。 ◇ *money-off coupons* 优惠券 ◇ *Fill in and return the coupon below for your free T-shirt.* 将下面的礼品券填妥并寄回索取免费T恤衫。 → VOUCHER
● *to* ***collect/redeem/save*** *coupons* 收集／兑换／收集礼品券 • *to* ***cut out/fill in/return/send*** **(*off*)** *a coupon* 剪下／填写／寄回／寄出礼品券
**2** (*Finance*) the rate of interest that is paid to sb who invests in a bond 票息，券息（向债券持有人支付的债券利息）：*The bonds mature in 2010 and carry a 7% coupon.* 债券2010年到期，可获得7%的券息。
● *to* ***carry/have*** *a coupon* 获得票息 • *a* ***high/low*** *coupon* 高／低票息

**★courier** /'kʊriə(r)/ *noun, verb* (*especially BrE*)
• *noun* [C]
**1** a person or company whose job is to take packages or important papers somewhere（递送包裹或重要文件的）信使，专递员，专递公司：*We sent the documents by courier.* 我们派了信使送这些文件。 ◇ *They operate a same-day courier service.* 他们经营同日专递服务。
**2** a person who is employed by a travel company to give advice and help to a group of tourists on holiday（旅游公司的）导游
• *verb* [+ obj]
to send a package or an important document somewhere by **courier**（包裹或重要文件用专递员、信使等）寄送：*Courier that letter—it needs to get there today.* 那封信必须今天到达，就用专递寄吧。

**course** /kɔːs; *AmE* kɔːrs/ *noun* [C]
SEE ALSO: **correspondence course, refresher ~, sandwich ~**
a complete series of lessons or talks on a particular subject 课程，讲座：*They offer a short course on management accounting.* 他们开设管理会计的短期课程。 ◇ *He took a course in how to give good presentations.* 他参加了一个如何做好演示的课程。 ◇ *All new employees attend a training course on company policy.* 所有新员工参加有关公司政策的培训课程。 → idiom at COLLISION, DUE
● *to* ***develop/offer/run/teach*** *a course* 开发／开设／教授课程 • *to* ***attend/do/enrol on/go on/***

***take** a course* 参加 / 攻读 / 报名修读 / 参加 / 攻读一门课程 • ***to complete/fail/pass** a course* 完成 / 未通过 / 通过一门课程 • ***a full-time/an intensive/a part-time/short-time** course* 全日制 / 精读 / 业余 / 短期课程

**courseware** /'kɔːsweə(r); *AmE* 'kɔːrswer/ *noun* [U]
(*IT*) computer software that is designed to teach people about a particular subject or train them in a particular activity 课件: *courseware that helps you prepare for the exam* 帮助你准备考试的课件

**★court** /kɔːt; *AmE* kɔːrt/ *noun*
SEE ALSO: **labour court, law ~, out-of-~**
**1** [U,C] the group of people, led by a judge, a group of judges or another official, who listen to legal cases and make decisions on them (参与审讯的) 全体审判人员: *We would have to **go to court** in order to stop the merger.* 我们将不得不诉诸法院以阻止合并。◇ *They **took** the directors to **court** over the decision.* 他们把董事告上了法庭。◇ *The firm offered $20 million to **settle out of court*** (= end the case without the court making a decision). 这家公司拿出2000万美元用作庭外和解。→ TRIBUNAL
➊ *a court **hears/orders/rules/says** sth* 法庭审理 / 下令 / 裁定 / 表示 • *a court **decision/ruling*** 法院判决 / 裁决 • *a court **action/case/hearing/trial*** 法院诉讼 / 案子 / 审理 / 审判
**2** [C,U] the place where legal cases are listened to and decided 法院; 法庭: *Her lawyer made a statement outside the court.* 她的律师在法庭外发表了一份声明。 SYN LAW COURT → COURTROOM
**3** [C] the group of people, led by a judge or another official, who deal with a particular type of legal case or with cases from a particular area; the place where these cases are listened to and decided (处理某类型或某地方案件的) 全体审判人员; (处理这类案件的) 法庭, 法院: *The sale of the company must be approved by the bankruptcy court.* 出售公司必须得到破产法庭的批准。
➊ *a **bankruptcy/divorce** court* 破产 / 离婚法庭 • *a **county/federal/state** court* 郡 / 联邦 / 州法院
IDM **rule/throw sth out of 'court** to say that sth is completely wrong or not worth considering, especially in a court (尤指在法庭上) 指明完全错误, 不予考虑: *The charges were thrown out of court.* 这些指控未予受理。◇ *Well that's my theory ruled out of court.* 唉, 那就是我遭到摒弃的意见。

**'court costs** = COST *noun* (5)

**courtesy** /'kɜːtəsi; *AmE* 'kɜːrt-/ *noun, adjective*
• ***noun*** [U]
polite and pleasant behaviour that shows respect for people 礼貌; 谦恭: *I was treated with great courtesy.* 我受到极有礼貌的接待。
IDM **courtesy of sb/sth** (*also* **by courtesy of sb/sth**) **1** (*usually used in written English* 通常用于书面英语) with the official permission of sb/sth and as a favour 承蒙…的允许 (或好意): *The pictures have been reproduced by courtesy of the British Museum.* 承蒙大英博物馆的允许, 复制了这些画。 **2** given as a prize or provided free by a person or an organization, often as a way of advertising 蒙…提供; 赞助: *Win a holiday in Milan, courtesy of Fiat.* 赢得菲亚特公司提供到米兰度假的机会。
• ***adjective*** [only before noun]
provided free, at no cost to the person using it 免费使用的: *There is a courtesy bus that runs between the hotel and the airport.* 有免费接送的公共汽车往返酒店及机场。

**'courtesy call** *noun* [C]
a telephone call from a bank or company that you are a customer of, to see if you are satisfied with their service (银行或公司打给客户的) 礼节性征询电话

**,court of 'law** (*BrE also* **'law court**) *noun* [C] (*formal*)
the group of people, led by a judge or another official, who deal with legal cases; the place where cases are listened to and decided 全体审判人员; 法庭; 法院: *You can only be forced to leave your home by a court of law.* 根据法院判决, 你只能被迫离开自己的家。◇ *They should be put on trial in a court of law.* 他们应该在法庭受审。◇ *an office in the law courts* 法庭办公室

**,court 'order** *noun* [C,U]
(*Law*) a decision by a court about a legal case; the official document in which the decision is written 法庭命令; 指令: *We sought a court order to stop them using our trademark.* 我们要求法院颁令他们停止使用我们的商标。◇ *A copy of the court order must be attached to the form.* 这张表格上必须附有一份法庭命令。
➊ *to **apply for/get/obtain/seek/win** a court order* 申请 / 取得 / 接到 / 寻求 / 赢得法院指令 • *to **enforce/grant/issue** a court order* 执行 / 给予 / 发出法院指令 • *to **break/comply with/defy/disobey** a court order* 违反 / 遵守 / 反抗 / 违抗法庭命令

**courtroom** /'kɔːtruːm; -rʊm; *AmE* 'kɔːrt-/ *noun* [C]
a room in which trials or other legal cases are held 法庭; 审判室

**covenant** /'kʌvənənt/ *noun, verb*
• ***noun***
**1** (*Law*) [C,U] a promise that is part of a formal written contract (a **deed**) to take particular actions or avoid particular situations 承诺; 契约: *The lease contains a covenant given by the tenant to maintain the property.* 租约包含一项房客保养房产的契约。◇ *They have committed a serious **breach of covenant**.* 他们严重违约。
➊ *to **breach/enforce/give/perform/relax** a covenant* 违反 / 强制执行 / 给予 / 履行 / 放宽契约
**2** (*Finance*) [C] a written promise to take particular actions or avoid particular situations which is made by sb borrowing money, so that the lender knows that the loan will be paid back 契约; 合同: *The covenants require the company to keep a certain ratio between debt and earnings.* 契约要求公司的债务与收入之间要保持一定的比例。
➊ *a **bank/banking/debt/financial/loan** covenant* 银行 / 银行业务 / 债务 / 财务 / 贷款契约 • *to **breach/maintain/negotiate** a covenant* 违反 / 维持 / 商定契约
• ***verb*** [no obj]
(*Law*) to promise sth in a formal written contract 立契约保证; 缔结 (盟约): *Under the agreement, they covenanted to repay the loan over*

*two years.* 根据这协议，他们立约承诺在两年内偿还贷款。

**★cover** /'kʌvə(r)/ *verb, noun*

• ***verb***

**1** [+ obj] to include sth; to deal with sth 包括；包含；处理：*Do the rules cover* (= apply to) *a case like this?* 这些规则适用于像这样的情况吗？◇*We are covered by* (= included in) *a confidentiality agreement.* 我们必须遵守保密协议。

**2** [+ obj] to provide a service to people or businesses in a particular area or market 提供（服务）：*a distribution network that covers 70 countries* 向70个国家提供服务的分销网络

**3** [+ obj] to be or provide enough money for sth 足以支付；够付：*The cost covers two weeks of training.* 这价钱足够支付两星期的培训费用。◇*The show barely* ***covered its costs.*** 这场演出仅够支付成本。

**4** (*Insurance*) [+ obj] to protect sb/sth against loss, injury, damage, etc. by insurance 投保；给…保险：*The policy covers you and your family* ***against*** *personal injury.* 这份保单给你和你的家庭保了人身伤害险。◇*You are* ***fully*** *covered for emergency treatment abroad.* 你充分保了国外急诊险。

**5** [no obj] to do sb's work or duties while they are away 代替；顶替（某人工作或履行职责）：*Who's covering for Joan while she's on leave?* 琼休假时谁代替她工作？

**6** (*Finance; Stock Exchange*) [+ obj] to buy the shares, currency, etc. that you have already agreed to sell to sb, especially so that you will not lose money if the price rises 补进（卖出的期货）；扎平：*The Korean market saw significant gains as investors scrambled to cover their* ***short positions.*** 因投资者纷纷补仓，韩国市场出现了大幅上扬。→ CLOSE *verb* (9)

**7** [+ obj] **cover yourself** (**against sth**) to take action in order to protect yourself against being blamed for sth 采取行动（以使自己免受责备）：*Companies can use performance reviews to cover themselves against lawsuits.* 公司可以利用业绩评估以免出现诉讼。

• ***noun***

SEE ALSO: **dividend cover, forward ~, insurance ~, interest ~**

**1** [C] the outside of a book or a magazine（书刊的）封面，封皮：*the front/back cover* 封面 / 封底

**2** (*Insurance*) (*AmE* '**coverage**) [U] protection that an insurance company provides by promising to pay you money if a particular event happens 保险：*They took out additional cover* ***for*** *accidental damage.* 他们投保了意外损害附加险。◇*The policy includes cover of up to €50 000* ***against*** *legal expenses.* 该保单包括5万欧元法律费用的保险。SYN INSURANCE COVER

**PHR** *to* ***get/obtain/take out*** *cover* 得到 / 获得保险；投保 • *to* ***arrange/provide/withdraw*** *cover* 安排 / 提供 / 撤销保险 • ***additional/extended/standard*** *cover* 附加 / 扩展 / 标准保险 • ***accident/fire/health/life/medical*** *cover* 意外 / 火灾 / 健康 / 人寿 / 医疗保险 • ***full/restricted*** *cover* 全额 / 受限制的保险

**3** (*Finance*) [U] (*BrE*) an amount of money that is large enough to meet a debt, loss, expense, etc.（债务、损失、支出等的）抵偿

**4** (*HR*) [U] when sb does another person's job when they are away or when there are not enough staff 代替工作；代劳：*It's the manager's job to organize cover for staff who are absent.* 安排别人顶替缺席的员工是经理的工作。

**IDM* **under separate 'cover** if a document, book or other item is sent **under separate cover**, it is sent in another envelope or package 另函

**coverage** /'kʌvərɪdʒ/ *noun* [U]

**1** (*Insurance*) (*AmE*) = COVER *noun* (2)

**2** (*Commerce*) the area where a particular service is provided（提供某种服务的）范围：*Mobile-phone coverage is limited to the big cities.* 移动电话的服务范围限于大城市。◇*The deal gives the airline coverage across the whole country.* 这笔交易可让航空公司在全国提供服务。

**3** (*Marketing*) the percentage of a possible audience for an advertisement, etc. who see it at least once 广告复盖面

**4** (*Accounting*) = INTEREST COVER

**coveralls** /'kʌvərɔ:lz/ = OVERALL *noun* (2)

**'cover charge** *noun* [C, usually sing.] an amount of money that you pay to get into some clubs, or that you pay in addition to the cost of your meal in some restaurants（俱乐部或饭店中饮食之外的）服务费

**,covered 'call** (*also* ,**covered 'call ,option, ,covered 'option**) *noun* [C] (*Finance*) a type of investment in which sb has the right to buy shares, bonds, etc. for a fixed price on or before a particular date (a **call option**) from a seller who owns those shares, bonds, etc. and has them ready to sell 补进看涨期权：*to write* (= sell) *a covered call* 出售补进看涨期权

**,covering 'letter** (*BrE*) (*AmE* '**cover ,letter**) *noun* [C] a letter that you send with a document, package, etc. that gives more information about it（和文件、包裹等一起寄出的）附信：*Applicants should send a covering letter* (= giving more information about themselves) *and a CV to the following address...* 申请人须附上一封介绍自己的信件，连同个人简历邮寄至以下地址。

**'cover note** *noun* [C] (*BrE*) (*Insurance*) a document that an insurance company provides until it sends the full insurance policy, so that you can prove you have bought insurance 暂保单（保险公司出具证明同意承保的临时文件）→ BINDER (3)

**'cowboy** /'kaʊbɔɪ/ *noun* [C] (*BrE*) (*informal*) a dishonest person in business, especially sb who produces work of bad quality or charges too much（尤指所提供的产品质量差或索价太高的）奸商：*a cowboy builder/tradesman* 奸商模样的建筑工人 / 零售商

**'co-,worker** (*AmE spelling* **coworker**) *noun* [C] a person that sb works with, doing the same kind of job 同事；合作者：*95% of our employees know their co-workers on a first-name basis.* 我们95%的员工跟自己的同事很熟。See note at COLLEAGUE

**CPA** /,si: pi: 'eɪ/ = CERTIFIED PUBLIC ACCOUNTANT, CRITICAL PATH ANALYSIS

**CPC** /,si: pi: 'si:/ = COST PER CLICK

**CPI** /ˌsiː piː ˈaɪ/ = CONSUMER PRICE INDEX, COST PER IMPRESSION

**CPM** /ˌsiː piː ˈem/ = COST PER THOUSAND, CRITICAL PATH METHOD

**CPT** *abbr*
(*Trade, only used in written English*) carriage paid to 运费付至: *CPT Osaka* * CPT大阪

**CPU** /ˌsiː piː ˈjuː/ = CENTRAL PROCESSING UNIT

**Cr** (*AmE spelling* **cr**) *abbr*
(*Accounting, only used in written English*) a short way of writing **credit** in financial records 信贷

**craft** /krɑːft; *AmE* kræft/ *noun* [C,U]
a job or an activity for which you need skill with your hands; the objects that are made 手艺; 手工艺品: *traditional crafts like basket-weaving* 像编篮子之类的传统手工艺 ◇ *a craft fair* 手工艺品交易会 ◇ *The shop sells local crafts.* 该商店出售当地手工艺品。

**craftsman** /ˈkrɑːftsmən; *AmE* ˈkræf-/ *noun* [C] (*plural* **craftsmen** /-mən/) (*also* **'craftsperson**)
a skilled person, especially one who makes things by hand 工匠; 手艺人: *The furniture is built by a team of highly skilled craftsmen.* 家具是由一队技术熟练的工匠制作的。

**craftsmanship** /ˈkrɑːftsmənʃɪp; *AmE* ˈkræf-/ *noun* [U]
**1** the skill used by sb to make sth of high quality with their hands 手艺; 技艺: *Their designs combine traditional craftsmanship and the latest technology.* 他们的设计结合了传统工艺和最新技术。
**2** the quality of design and work shown by sth that has been made by hand 精工细作: *the superb craftsmanship of the interior of the car* 汽车内部的一流工艺

**craftsperson** /ˈkrɑːftspɜːsn; *AmE* ˈkræftspɜːrsn/ (*plural* **craftspeople** /-piːpl/) = CRAFTSMAN

**craftswoman** /ˈkrɑːftswʊmən; *AmE* ˈkræf-/ *noun* [C] (*plural* **craftswomen** /-wɪmɪn/)
a skilled woman, especially one who makes things by hand 女工匠; 女手艺人

**crane** /kreɪn/ *noun* [C]
a tall machine with a long arm, used to lift and move building materials and other heavy objects 起重机; 吊车: *They used a crane to lower the bridge into position.* 他们用吊车将桥降低到指定位置。 —Picture at TRANSPORT

**★crash** /kræʃ/ *noun, verb*
• ***noun*** [C]
**1** a sudden serious fall in the price or value of sth; the occasion when a business, etc. fails 暴跌; 倒闭: *a crash in share prices* 股价暴跌 ◇ *the dot-com crash* 互联网泡沫破灭
➕ ***a bank/financial/property/stock market crash*** 银行 / 金融 / 房地产 / 股市崩溃
**2** (*IT*) a sudden failure of a computer or software (计算机或软件的) 当机, 系统故障: *We believe the system crash was caused by disk failure.* 我们相信系统当机是硬盘损坏造成的。
• ***verb***
**1** [no obj] to lose value or fail suddenly and quickly (突然) 贬值, 暴跌, 倒闭: *Share prices crashed to an all-time low yesterday.* 昨日股价暴跌至前所未有的最低纪录。 ◇ *The business crashed with debts of €80 million.* 这家企业因负债8000万欧元而倒闭。
**2** (*IT*) [+ obj *or* no obj] (about a computer or software) to suddenly stop or be stopped from working because there is a fault (指计算机或软件) 当机, 系统故障: *The virus crashed our computer network.* 病毒导致我们的计算机网络故障。 ◇ *The system keeps crashing.* 系统一直有故障。
IDM **,crash and 'burn** (*informal*) to fail in a dramatic way 彻底失败: *Why do some teams fly and other crash and burn?* 为什么有些队成功而另一些则彻底失败?

**crate** /kreɪt/ *noun* [C]
**1** a large wooden, metal or plastic box in which goods are carried or stored 大木箱; 金属箱; 塑料箱: *a crate of bananas* 一箱香蕉 —Picture at TRANSPORT
**2** the amount of sth contained in a **crate** 一箱 (的量): *They drank two crates of soft drinks at the meeting.* 他们在会上喝了两箱软饮料。

**,crawling 'peg** (*also* **,sliding 'peg**) *noun* [C]
(*Economics*) a way of controlling the EXCHANGE RATE (= the price of a currency in relation to other currencies) by changing it by small amounts at regular intervals 爬行式钉住, 小幅度调整 (一种允许有限浮动的外汇汇率调节方式): *They abandoned a fixed exchange rate in favour of a crawling peg.* 他们放弃了固定汇率, 主张爬行式钉住的调节方式。 → ADJUSTABLE PEG

**CRD** /ˌsiː ɑː ˈdiː; *AmE* ɑːr/ = CASH RATIO DEPOSITS

**★creative** /kriˈeɪtɪv/ *adjective, noun*
• ***adjective***
**1** involving the use of skill and imagination to make or do new things 创造的; 创作的: *a creative solution to the problem* 创造性解决问题的方式 ◇ *We encourage employees to engage in creative thinking.* 我们鼓励员工运用创造性思维。 ◇ *the creative process* 创造性的过程
**2** having the skill and imagination to make or do new things 有创造力的: *creative people* 有创见的人
▸ **cre'atively** *adverb* **creativity** /ˌkriːeɪˈtɪvəti/ *noun* [U]: *Creativity and originality are more important than technical skill.* 创意和原创性比专业技能更重要。
• ***noun*** [C]
(*Marketing, informal*)
**1** a person in an advertising agency who designs advertisements, rather than sb who manages the agency or sells advertising 广告设计人员: *ad agency creatives* 广告公司设计人员
**2** an advertisement, especially on the Internet (尤指互联网上的) 广告: *They developed 200 creatives in order to establish a memorable campaign.* 他们创作了200幅广告, 目的是举办一场难忘的活动。

**cre,ative ac'counting** (*also* **cre,ative ac'countancy**) *noun* [U]
(*Accounting, informal*) recording a company's financial activities in a way that hides the true situation 创造性会计, 创造性做账 (指会计造假): *The benefits of the merger were exaggerated*

*through creative accounting.* 通过创造性会计夸大了合并的好处。

**cre,ative di'rector** *noun* [C]
(*Marketing*) a person in a company or an advertising agency who is responsible for planning and managing the imaginative work of advertising and selling products（公司的）创意总监

**cre,ative 'financing** *noun* [U]
unusual or imaginative ways of obtaining money to buy sth, especially a home, or to finance a business 创造性融资（使用非常规方式的融资）: *We offer creative financing for low-income families wanting to buy homes.* 我们为想购买房屋的低收入家庭提供创造性融资。

**crèche** (*also spelled* **creche**) /kreʃ/ *noun* [C] (*BrE*)
a place where babies and small children are looked after while their parents are working, studying, etc. 日托托儿所: *plans for more workplace creches* 计划设立更多职场托儿所

**credentials** /krə'denʃlz/ *noun* [pl.]
the qualities, training or experience that make you suitable to do sth 资格；资历: *She doesn't have the right credentials for the job.* 她不具备做这项工作的合适资格。◇ *He has impeccable credentials as a researcher.* 他做研究员的资格无可挑剔。
➕ ***impeccable/impressive/strong*** *credentials* 完美的 / 令人敬佩的 / 充分的资格

**★credit** /'kredɪt/ *noun, verb*
• ***noun***
SEE ALSO: **bank credit, bank giro ~, bilateral ~, carbon ~, consumer ~, deferred ~, documentary ~,** etc.
**1** (*Commerce*) [U] an arrangement that you make with a bank, shop/store, etc., to be able to buy things now and pay for them later 信贷；赊购；赊欠: *I bought it on credit.* 这个东西是我赊购的。◇ *The supplier won't give her credit because she's a new customer.* 因为她是新客户，供应商不给她赊账。◇ *We offer you six months' interest-free credit* (= without an extra charge for interest) *on purchases over €800.* 凡购买额超过800欧元，我们提供六个月的免息赊账。
➕ ***to get/have/use*** *credit* 允许赊购 • ***to extend/give/offer/provide*** *credit* 提供赊购 • ***to deny/refuse*** *credit* 拒绝赊购 • *a credit* ***agreement/limit*** 信贷协议；信用额度 • *credit* ***facilities/terms*** 信贷业务；赊欠期
**2** (*Finance*) [U] money that financial institutions lend to businesses, governments and people 贷款: *It is unlikely that the bank will extend additional credit to the firm.* 银行不可能给这家公司提供更多的贷款。◇ ***Credit costs*** *have risen sharply for smaller businesses.* 小企业的贷款成本已急剧上升。
➕ ***to gain access to/have access to/get/obtain/seek*** *credit* 获得贷款 • ***to extend/provide*** *credit* 提供贷款 • ***domestic/international*** *credit* 国内 / 国际贷款
**3** [U] the fact that there is money in a bank account 结余: *Your account is in credit.* 你的账户有余额。→ BE, REMAIN, ETC. IN THE BLACK, at BLACK, OVERDRAWN
**4** [C] an amount that is paid into a bank account; a record of this 贷记: *a credit of €100* * 100欧元的贷记 OPP DEBIT
**5** (*Accounting*) [C] (*abbr* **Cr**) (*AmE spelling* **cr**) an amount that is written in a company's financial account to show an increase in money that the company owes or a decrease in the value of its assets 贷方金额: *Produce a trial balance to ensure that credits equal the debits.* 编制试算表以确保借贷平衡。◇ *the* ***credit side*** *of an account* 账户的贷方 OPP DEBIT —Picture at T-ACCOUNT NOTE The **credits** are recorded on the right side of a traditional T-account. 贷方记录在传统 T 型账目的右侧。
**6** [C,U] a reduction in an amount of money you have to pay; a payment that you have a right to receive 减少应付款项；有权索要的款项: *The government's tax plans included expanding the existing credit for small businesses.* 政府的税收计划包括扩大小型企业的现有税收减让。
**7** (*Accounting*) [C,U] an amount of money that is paid back or owed to you, because you paid too much; a record of the amount 退款: *We will issue you with a credit for any damaged goods that you return.* 我们会按你退回的损坏货物给你退款。◇ *a credit of €60* * 60欧元的退款
**8** [U] the status of being trusted to pay back money to sb who lends it to you（借钱偿还的）信用，信誉: *Her credit isn't good anywhere now.* 她借钱不还，弄得声名狼藉。→ CREDIT HISTORY, CREDIT RATING
• ***verb*** [+ obj]
**1** to put an amount of money into a bank account（给银行账户）存钱；把…记入贷方: *The funds will be credited to your cheque account today.* 这些资金今天将存入你的支票账户。◇ *Your account has been credited with $50 000.* 已把5万美元存入你的账户。
**2** (*Accounting*) to write an amount in a company's financial account to show an increase in the money the company owes or a decrease in the value of its assets 记入贷方: *The cash received was debited in the cash book and credited to the sales account.* 收到的现金借记现金账，贷记销售账。
OPP DEBIT NOTE You **credit** a traditional T-account by writing amounts on the right side. 贷记即将金额记录在传统 T 型账目的右侧。

**'credit ac,count** = ACCOUNT *noun* (2)

**'credit ad,vice** *noun* [C]
a message from a bank to a customer, telling them that a payment has been made into their bank account（银行向客户发出的）贷记通知书

**'credit ,agency** = CREDIT RATING AGENCY

**'credit a,nalysis** *noun* [U,C]
(*Finance*) the activity and business of calculating the risks of lending money to particular companies or governments（贷款时对借款企业或政府的）信用分析: *a firm specializing in credit analysis* 专门从事信用分析的公司 ◇ *conducting a credit analysis of a company* 对一家公司进行信用分析
▶ **'credit ,analyst** *noun* [C]

**'credit ap,praisal** *noun* [U,C]
(*Finance*) an examination of how much money a person or a company can afford to borrow; an opinion about their ability to pay their debts

信用评估：*All new accounts will be subject to credit appraisal.* 将对所有新账户进行信用评估。◇ *The firm has an overall 'fair' credit appraisal.* 公司有一个全面“公正的”信用评估。

**'credit ,balance** *noun* [C]
**1** the amount of money that is left in a bank account at a particular time 贷方余额（某一特定时间的银行账户结余）：*The bank is offering 4% interest on credit balances.* 银行对贷方余额提供4%的利息。◇ *The bank statement shows a credit balance of €274.* 银行结单显示有274欧元的贷方余额。 OPP DEBIT BALANCE
**2** (*Accounting*) in a company's financial records, the amount by which the total CREDITS are greater than the total DEBITS in a particular account 贷方余额，贷差（账目中的贷方比借方多出的数额）：*A credit balance of $127 was carried forward from the previous year.* * 127美元的贷方余额是从上一年结转下来的。

**'credit ,bureau** = CREDIT REFERENCE AGENCY

★**'credit card** *noun* [C]
a small plastic card that you can use to buy goods and services and pay for them later 信用卡：*Can I pay by credit card?* 我可以用信用卡支付吗？◇ *I'll **put it on** (= use) my credit card.* 我将会使用信用卡付款。◇ *We accept all major credit cards.* 我们接受所有主要的信用卡付款。◇ *Please fill in your name and credit-card number.* 请填写你的名字和信用卡号码。→ DEBIT CARD
● *to **pay by/use** a credit card* 使用信用卡支付 • *to **accept/take** credit cards* 接受信用卡付款 • *a credit-card **payment/transaction*** 信用卡付款 / 交易 • *a credit-card **bill/receipt/slip/statement*** 信用卡账单 / 收据 / 签账纸 / 结算单

**'credit check** *noun* [C]
an act of checking how well sb has paid their debts in the past, to see if they are a reliable person 信用审查：*We **run** credit checks on all loan applicants.* 我们对所有贷款申请人进行信用审查。▸ **'credit ,checking** *noun* [U]：*a credit checking business* 征信业务

**'credit ,company** *noun* [C]
**1** a company that lends money for people or companies to buy things 信贷公司：*the Ford Motor Credit Company* 福特汽车信贷公司 ◇ *a credit company specializing in truck leasing and hire-purchase* 专门从事卡车租赁和分期付款的信贷公司 → FINANCE COMPANY
**2** a company that provides (**issues**) credit cards to people 发行信用卡的公司

**'credit con,trol** *noun* [C,U]
**1** (*Accounting*) the way that a business manages the money it is owed, for example checking whether its customers can pay, making sure that payments are made on time, etc. 信贷管理（企业对欠款的管理，如检查客户的偿债能力，确保债务按时偿还等）：*A lack of credit control led to large bills going unpaid.* 缺乏信贷管理导致出现大额的未付账单。◇ *developing a **credit control policy*** 制定信贷管理政策
**2** (*Finance*) the way that a bank controls the money it lends, for example checking who it lends money to and how much it can safely lend them 信用控制（银行控制贷款的方式，如检查借款人的资信及贷款数额）：*The bank has **tightened credit controls** in response to the worsening economy.* 针对日益恶化的经济，银行已加紧信用控制。
**3** (*Economics*) the actions of a government to limit the amount of money that people or companies can borrow or spend using credit 信贷管制（政府限制个人或公司利用信贷的借款额或消费额）：*The government **imposed** credit controls in an attempt to reduce inflation.* 政府实施信贷管制，试图降低通货膨胀。

**'credit co,operative** (*also* **,savings and 'credit co,operative**) *noun* [C]
(*Finance*) in some countries, a group of people, especially from a particular profession, who create a fund of money from which they can borrow at low rates of interest 信用合作社 SYN CREDIT SOCIETY, CREDIT UNION

**'credit cre,ation** *noun* [U]
(*Economics*) the fact of banks making more money available for borrowers, so increasing the MONEY SUPPLY 信用创造（银行通过放款增加货币供应量）

**'credit ex,posure** *noun* [U]
(*Finance*) money that an organization has lent to sb and so risks losing if it is not paid back 信贷风险：*The bank incurred heavy losses as a result of its credit exposure to the failing company.* 银行由于贷款给破产公司而蒙受了重大损失。 SYN DEBT EXPOSURE

**'credit fa,cility** *noun* [C]
(*Finance*) an arrangement that a business has with a bank, company, etc. to be able to borrow money up to an agreed limit for a particular period of time 信贷安排，信贷融通（企业与银行、公司等协定在某段时期借款达到商定限额的安排）：*The company has secured a 5-year credit facility worth $350 million.* 公司已获得了价值3.5亿元的5年信贷融通。 SYN CREDIT LINE

**'credit ,history** *noun* [C, usually sing.]
a record of the loans and credit that sb has received and whether they have paid back the amounts that they owe in the right way 信用记录：*Getting a mortgage requires a good credit history.* 获得按揭需要良好的信用记录。◇ *The rate of interest will be based on your credit history.* 利率将根据你的信用记录而定。→ CREDIT RATING
● *a **good/bad/poor** credit history* 良好的 / 不良的 / 欠佳的信用记录 • *a **little/no** credit history* 几乎没有信用记录；无信用记录 • *to **build/create/establish/have** a credit history* 建立信用记录

**'credit infor,mation** *noun* [U]
details about the financial state of a company or a person that is used to judge how much credit they can be given and are likely to be able to pay back 信用信息：*We supply up-to-date credit information **on** companies you may be considering doing business with.* 我们提供你打算与之做生意的公司的最新信用信息。

**'credit in,surance** *noun* [U,C]
**1** insurance that a company buys to protect themselves against financial losses if customers do not pay their bills 信用保险（保障债权人因债务人不能履行偿付或拒绝偿付时所遭受到的损失）：

*The company has taken out credit insurance to guard against bad debt.* 公司已经投保了信用保险以防范不良债务。

**2** (*also* **con,sumer 'credit in,surance**) insurance that sb buys that will make payments on a loan, credit card, etc. if they cannot make them, for example because they are ill/sick and cannot work 信用保险（保障债权人因债务人因病而不能偿还贷款、信用卡等所遭受到的损失）

**'credit ,limit** (*also* **,credit line**) *noun* [C, usually sing.]
the highest amount of money that a customer is allowed to owe, for example to a bank or on a credit card 信贷限额（客户从银行或信用卡可以得到的最大信贷额）: *She has a credit limit of $6 500 on her Visa card.* 她的维萨卡的信贷限额是6500美元。◇ *There is a fee for exceeding your credit limit.* 超过信贷限额要收费。◇ *The country's credit limit for buying grain has been doubled.* 国家购买谷物的信贷限额增加了一倍。
● *to* ***be at/exceed/have*** *a credit limit* 达到 / 超过 / 有信贷限额 • *to* ***impose/increase/raise/reduce/set*** *sb's credit limit* 施加 / 增加 / 提高 / 减少 / 设定（某人的）信贷限额

**'credit line** *noun* [C]
**1** (*Finance*) (*also* **,line of 'credit**) an amount of credit that a bank, company, etc. makes available to a person or a company for a particular period 信贷限额；透支限额: *We negotiated an arrangement with a new bank that gave us a $250 000 credit line.* 我们和一家新银行协商给予我们25万美元信贷限额的安排。◇ *The company was forced to draw on credit lines as its finances worsened.* 公司因财政状况恶化被迫动用信贷限额。 SYN CREDIT FACILITY
● *to* ***arrange/get/have/open/secure/set up*** *a line of credit* 安排 / 得到 / 获得 / 开设 / 获取 / 设立信贷限额 • *to* ***give sb/provide*** *a line of credit* 给（某人）/ 提供信贷限额 • *to* ***cut off/extend/increase*** *a line of credit* 中断 / 扩大 / 增加信贷限额 • *to* ***draw (down) on/overdraw/pay down/use*** *a line of credit* 动用 / 透支 / 用现金支付 / 使用信贷限额
**2** = CREDIT LIMIT

**'credit loss** *noun* [C,U]
(*Accounting*) money that a business loses because its customers have not paid the money they owe 呆账损失: *The bank reported credit losses of $67 million.* 银行报告的呆账损失为6700万元。◇ *credit loss protection/provision* 呆账损失保障 / 规定

**'credit ,market** *noun* [C]
(*Economics*) the business of financial institutions lending money to people, companies or governments 信贷市场: *Poor households have limited access to credit markets.* 贫困家庭接触信贷市场的机会有限。◇ *The financial crisis had a massive effect on the credit market.* 金融危机对信贷市场产生了巨大影响。

**'credit note** *noun* [C] (*BrE*)
(*Commerce*) a document that a shop/store gives you when you have returned sth, that allows you to have goods of the same value in exchange 贷项凭单（商店给退货顾客发出的凭证，可换取等值的商品）

**★creditor** /'kredɪtə(r)/ *noun*
SEE ALSO: **general creditor, preferential ~, trade ~**
**1** [C] a person, company, country, etc. that sb/sth owes money to 债权人；债主；贷方: *The property will be sold to pay off their creditors.* 卖掉财产以偿债给他们的债主。◇ *a meeting of the company's creditors* 公司债权人会议 ◇ *Japan, the worlds biggest* ***creditor nation*** (= it has invested more in other countries than other countries have invested in it) 日本是世界上最大的债权国
**2** (*Accounting*) **creditors** [pl.] (*BrE*) the amounts that a business owes to its suppliers or to people who have made loans, shown as LIABILITIES on its BALANCE SHEET 债务（显示在资产负债表"负债"项）: *creditors falling due within one year* (= debts that must be paid within a year) 债务一年之内必须偿付 SYN ACCOUNTS PAYABLE → DEBTOR (2)

**,creditors' com'mittee** *noun* [C]
(*Law*) a group of people representing the **creditors** of a BANKRUPT company or person, that help decide how the debts will be paid back 债权人委员会: *The agreement reached by the creditors' committee still has to be approved by the court.* 债权人委员会达成的协议还有待法院批准。

**'creditors' ,ledger** *noun* [C]
(*Accounting*) in a company's financial records, the group of accounts in which amounts owed to suppliers are recorded 应付账款分类账
SYN PURCHASE LEDGER

**'credit ,policy** *noun* [U,C]
**1** (*Economics*) the decisions that a government makes about how easy or expensive it will be for people and businesses to borrow money（政府制定的）信贷政策: *The government has adopted a tight credit policy and high interest rates.* 政府采取了信贷紧缩及高利率政策。→ CREDIT CONTROL
**2** (*Finance*) the decisions a business has made about the way it will lend money or give credit; a document that describes these decisions（企业制定的）信贷政策: *A business should have a credit policy before extending any credit.* 企业在提供信贷之前必须制定信贷政策。

**'credit ,quality** *noun* [U]
(*Finance*)
**1** how likely or unlikely it is that people or businesses will pay back money they borrow 信贷质量（指借款人的还款能力）: *The bank has seen a decline in consumer credit quality.* 银行出现了消费信贷质量下降的情况。
**2** how likely or unlikely it is that a company issuing (= selling) a bond will be able to make regular payments of interest and repay the value of the bond 信用品质（对债券能否付息还本的评价）: *stocks with good credit quality* 信用品质好的股票

**'credit ,rating** (*also* **'rating**) *noun* [C,U]
(*Finance*) a measurement of the ability of a company, person or government to pay their debts; the process of estimating this 信用等级评定；信用评级: *The company's credit rating has been downgraded to 'junk' status.* 公司的信用评级已降至"垃圾"级。◇ *People with no credit rating*

*can find it difficult to take out a loan.* 没经过信用评级的人很难取得贷款。 SYN DEBT RATING
→ CREDIT SCORE
● *to* ***downgrade/lower/raise/upgrade*** *a credit rating* 调低 / 降低 / 提高 / 提升信用评级 ◆ *to* ***be given/have*** *a credit rating* 进行信用评级 ◆ *a* ***good/low/poor*** *credit rating* 良好的 / 低的 / 欠佳的信用评级

**'credit ,rating ,agency** (*also* **'credit ,ratings ,agency, 'credit ,agency**) *noun* [C]
(*Finance*) an organization that provides scores (**credit ratings**) for how likely companies, people or governments are to pay their debts 信用评级机构: *The credit rating agency has now lowered the company's credit rating.* 信贷评级机构现已调低了该公司的信用评级。 SYN RATING AGENCY
→ CREDIT REFERENCE AGENCY

**'credit ,rationing** *noun* [U]
(*Economics*) when lenders limit the amount of money available for borrowers or the rate of interest is very high 信贷配给（当放款人限制贷款金额或利率很高时）

**,credit 'reference ,agency** (*BrE*) (*also* **'credit ,bureau,** *especially in AmE*) *noun* [C]
(*Finance*) an organization that keeps information about whether people have paid their debts and provides this information to banks or companies 信用调查机构: *You can ask a credit reference agency for a copy of your report.* 你可以要求信用调查机构给你出具一份报告。 ◇ *Debts not repaid may be registered with credit reference agencies.* 未能偿还的债务可在信用调查机构登记。 → CREDIT RATING AGENCY

**'credit re,pair** *noun* [U]
(*Finance*) the activity of helping a person or a company to improve their CREDIT RATING, so that they will be able to borrow money or get credit 信用修复（帮助个人或公司改善信用评级从而取得贷款）: *a guide to successful credit and credit repair* 成功信贷和信用修复指南

**'credit re,port** *noun* [C]
(*Finance*) a document that gives information about a borrower's financial position and how they have paid back loans in the past 信用报告; 信贷报告: *Credit bureaus must provide you with a free copy of your credit report if you've been turned down for credit.* 如果你被拒绝提供信贷，征信机构必须向你提供免费的信用报告。 ▶ **'credit re,porting** *noun* [U]: *a campaign for fair credit reporting* 一场公平信贷汇报的运动 ◇ *credit reporting agencies* 信用报告代办行

**'credit re,search** *noun* [U]
(*Finance*) studying the financial state of particular companies and their ability to pay their debts 信用研究; 信贷研究: *She's a member of the credit research team at JP Morgan.* 她是摩根大通公司信贷研究小组的成员。

**'credit risk** *noun*
(*Finance*)
**1** [U,C] how likely it is that sb/sth will be able to pay their debts 信用风险（指借款人是否具备偿债能力）: *The interest rate charged reflects the credit risk of the borrower.* 所收取的利率反映借款人的信用风险。
**2** [C] a particular person or company who is likely not to be able to pay their debts 信贷风险（指不太可能偿还债务的人或公司）: *The company is not a serious credit risk.* 这家公司没有严重的信贷风险。

**'credit sale** *noun*
**1** (*Commerce; Law*) [C,U] an act of selling sth where the price will only be paid in the future but the buyer becomes the owner as soon as the goods are received 赊销; 赊售: *To protect our cash we limited credit sales and charged interest on every credit sale.* 为了保证现金收入，我们限制赊销并对每一笔赊销收取利息。 ◇ *a credit sale agreement* 赊销协议 → HIRE PURCHASE
**2** (*Accounting*) **credit sales** [pl.] the amount of money that a business receives in an accounting period for goods or services sold in this way 赊销金额: *Total credit sales invoiced for March were $90 000.* 三月份发票的总赊销金额为9万元。

**'credit score** (*also* **'credit ,scoring**) *noun* [C]
(*Finance*) a number that is a measurement of a person's ability to pay their debts 信用分数（衡量个人偿债能力的数字）: *Before offering you a loan, a lender will check your credit score.* 向你提供贷款前，放款人会检查你的信用评分。 → CREDIT RATING

**'credit ,scoring** *noun*
(*Finance*)
**1** [U] the activity of calculating a CREDIT SCORE for sb before deciding whether or not to give them a loan or credit 信用评分
**2** [C] = CREDIT SCORE

**'credit so,ciety** *noun* [C]
(*Finance*) a group of people, especially from a particular profession, who create a fund of money from which they can borrow at low rates of interest 信用合作社，贷款所（向会员提供低息贷款）: *an agricultural credit society* 农业信用合作社 SYN CREDIT UNION

**'credit squeeze** *noun* [C, usually sing.]
(*Economics*) a period of time during which it becomes difficult and expensive to borrow money; actions taken by a government to achieve this 信用紧缩，信贷紧缩（政府采取的紧缩信贷措施）: *Consumer demand collapsed as a result of the credit squeeze.* 由于信贷紧缩，消费需求崩溃。

**'credit ,standing** (*also* **'credit ,status**) *noun* [sing.]
the reputation that a person or an organization has for paying their debts 信用状况; 资信状况; 信用级别: *The country has managed to restore its international credit standing.* 国家已成功地恢复在国际上的信用级别。 ◇ *a satisfactory credit standing* 令人满意的信用状况 SYN CREDITWORTHINESS

**'credit terms** *noun* [pl.]
(*Commerce*) the conditions on which a business is prepared to give credit to sb/sth, such as the time limit for paying the debt, the amount that can be spent, etc. 信贷条件; 付款条件: *Our standard credit terms are full payment within 30 days.* 我们的标准付款条件是30天内全额付清。 ◇ *All their business is cash; they don't offer credit terms.* 他们所有的业务都是现金支付，他们不做赊销。 ◇ *buying goods* ***on credit terms*** 以赊购的方式买货

⊕ ***easy/favourable/standard*** *credit terms* 容易的 / 有利的 / 标准的信贷条件 • ***to agree/grant/negotiate/offer*** *credit terms* 同意 / 给予 / 协商 / 提供信贷条件

**'credit ˌtransfer** *noun* [U,C] (*BrE*)
the process of sending money from one person's bank account to another's 银行自动转账: *Your salary will be paid monthly* ***by*** *automated credit transfer.* 你的工资将通过银行自动转账的方式按月支付。→ BACS

**'credit ˌunion** *noun* [C]
(*Finance*) an organization whose members create a fund of money from which they can borrow at low rates of interest 信用合作社，互助储金会（向会员提供低息贷款）

**creditworthy** /'kredɪtwɜːðɪ; *AmE* -wɜːrðɪ/ *adjective*
able to be trusted to pay back money that is owed; safe to lend money to 可信赖偿还借贷的; 信誉好的; 借贷安全的: *The bank will lend only to the most creditworthy borrowers.* 银行只贷款给信誉最好的借款人。▶ **'creditworthiness** *noun* [U]
SYN CREDIT STANDING

**creep** /kriːp/ *verb, noun*
• ***verb*** [no obj]
to change very slowly or by a small amount, especially to increase or rise in this way 缓慢行进; 缓慢上升: *Unemployment has crept back to 9%.* 失业缓慢回升到9%。◇ *Exports crept up 0.6% to $77.3 billion.* 出口慢慢上升了0.6%，达773亿美元。◇ *House prices continue to creep upwards.* 房价继续缓慢攀升。
• ***noun*** [U]
SEE ALSO: **bracket creep, mission creep**
slow, steady movement, especially an increase 缓慢稳定的增长: *the gradual creep of inflation* 缓慢而持续的通货膨胀

**creeping** /'kriːpɪŋ/ *adjective* [only before noun]
happening or increasing gradually and not easily noticed（不知不觉地）逐渐发生的; 缓慢行进的: *The move is part of the government's creeping financial reforms.* 这是政府渐进式金融改革的部分举措。◇ *their attempt to gain creeping control of the company* 他们逐步控制公司的企图
⊕ *creeping* ***control/expenses/inflation/privatization*** 渐进性控制 / 支出 / 通货膨胀 / 私有化

**crew** /kruː/ *noun* [C with sing./pl. verb]
SEE ALSO: **flight crew**
**1** all the people working on a ship, plane, etc.（轮船、飞机等上面的）全体工作人员: *There were 85 passengers and crew on the flight.* 本次航班有85名乘客和机组人员。
**2** all the people working on a ship, plane, etc. except the officers who are in charge（轮船、飞机等上面不包括负责人员的）全体工作人员: *the pilot and cabin crew* 飞行员和全体机组人员
**3** a group of people with special technical skills working together（有专门技术的）一组工作人员: *a camera/an ambulance crew* 摄制组; 救护车急救组

**crime** /kraɪm/ *noun*
**1** [C] an illegal act that can be punished by law 罪; 罪行: *No bank employee has been charged with a crime.* 没有银行员工被控犯罪。◇ *In some countries tax evasion is not a crime.* 在一些国家，逃税并不是罪行。
⊕ ***to carry out/commit*** *a crime* 犯罪 • ***to accuse sb of/charge sb with*** *a crime* 指控某人犯罪
**2** [U] illegal activities 犯罪活动: *an increase in violent crime* 暴力犯罪活动猖獗 ◇ *the government's fight against computer crime* 政府对计算机犯罪活动的打击。◇ *reducing the* ***crime rate*** 降低犯罪率
⊕ ***non-violent/petty/serious/violent*** *crime* 非暴力 / 轻微 / 严重 / 暴力罪行 • ***computer/corporate/financial/white-collar*** *crime* 计算机 / 企业 / 金融 / 白领罪行

**criminal** /'krɪmɪnl/ *adjective, noun*
• ***adjective***
**1** [usually before noun] connected with or involving crime 犯罪的; 犯法的: *It is a criminal offence to bribe a public official.* 贿赂公职人员是刑事犯罪。◇ *There was no evidence of criminal wrongdoing.* 没有证据证明有刑事成分的违法行为。
⊕ *a criminal* ***act/conviction/offence*** 犯罪行为; 刑事犯罪 • *criminal* ***activity/behaviour/conduct/wrongdoing*** 犯罪活动; 犯罪行为; 刑事的违法行为 • *criminal* ***damage/injury/liability/negligence*** 刑事损害 / 伤害 / 责任; 过失犯罪
**2** [only before noun] connected to the laws and institutions that deal with crime 刑事的; 刑法的: *He could face criminal charges for obstruction of justice.* 他可能面临妨碍司法的刑事起诉。◇ *the criminal justice system* 刑事审判制度
⊕ *a criminal* ***case/charge/prosecution/trial*** 刑事案件 / 诉讼 / 起诉 / 审判 • *a criminal* ***inquiry/investigation*** 刑事调查
• ***noun*** [C]
a person who commits a crime 罪犯: *websites and Internet programs targeted by criminals* 成为犯罪分子的目标的网站及互联网节目

**ˌcriminal 'law** *noun* [U]
(*Law*) law that deals with crimes, rather than with commercial issues and the relationships between individuals, companies, etc. 刑法: *Such actions are punishable* ***under*** *criminal law.* 根据刑法应处罚这样的行为。◇ *a breach of the criminal law* 触犯刑法 → CIVIL LAW
▶ **ˌcriminal 'lawyer** *noun* [C]

**crisis** /'kraɪsɪs/ *noun* [C,U] (*plural* **crises** /'kraɪsiːz/)
a time of great danger or difficulty when problems must be solved or important decisions must be made 危机; 危急关头; 紧要关头: *The country's economic crisis has deepened.* 国家的经济危机加深了。◇ *The business is still* ***in*** *crisis.* 这家公司仍处在危机之中。◇ *The global car industry was in one of its most serious crises ever.* 全球汽车业当时正处于其中一次前所未有的极严峻的危机之中。
⊕ *a* ***major/serious/the worst*** *crisis* 严重 / 最严重的危机 • *an* ***economic/a corporate/financial/political*** *crisis* 经济 / 企业 / 金融 / 政治危机 • *a* ***banking/cash/currency/debt/an energy*** *crisis* 银行业 / 现金 / 货币 / 债务 / 能源危机 • *a crisis* ***arises/deepens/is over/worsens*** 危机出现 / 加深 / 结束 / 恶化 • ***to face/avert/resolve/suffer/tackle*** *a crisis* 面临 / 避免 / 解决 / 遭受 /

应付危机 • *sth* ***causes/creates/triggers*** *a crisis* （某事）引起 / 产生 / 触发危机

**'crisis-hit** *adjective* [only before noun]
experiencing a **crisis**, especially a financial one 受危机打击的（尤指金融方面）: *The crisis-hit firm will have to make redundancies.* 受金融危机打击的公司将不得不裁员。
● *a crisis-hit* ***company/country/industry*** 受金融危机打击的公司 / 国家 / 行业

**'crisis ˌmanagement** *noun* [U]
actions taken by an organization to deal with a very difficult or unexpected situation 危机管理: *Market crises can develop very quickly and crisis management needs to be adapted to each situation.* 市场危机可以形成得很快，危机管理需要适应不同的情况。

**criterion** /kraɪ'tɪəriən; *AmE* -'tɪr-/ *noun* [C] (*plural* **criteria** /-riə/)
a standard that you use when you make a decision or form an opinion about sb/sth 标准；准则: *What criteria do you use* ***for*** *hiring new staff?* 你用什么标准来雇用新员工？ ◇ *Each investment must meet a set of financial criteria.* 每项投资必须符合一套财务标准。
● *to* ***establish/set/use*** *criteria* (*for sth*)（为某事物）制定 / 采用标准 • *to* ***fulfil/meet/satisfy*** *criteria* 符合 / 满足标准

**ˌcritical 'incident** *noun* [C]
(*HR*) an example of the way a person doing a job behaves that has a good or bad effect 关键事件（对员工的表现产生极好或极坏的效果的事件）: *identifying the critical incidents that distinguish satisfactory workers from unsatisfactory workers* 确定那些能区分满意职工与不满意职工的关键事件

**ˌcritical 'incident ˌmethod** (*also* **ˌcritical 'incidents ˌmethod**) *noun* [C]
(*HR*) a way of deciding what abilities are needed to do a particular job and discovering how well sb is doing their job, by looking at real examples of the way people have behaved in the job that have had good or bad effects 关键事件法（通过观察职工在某一事件中的表现从而考察职工从事某一种工作的能力）: *The critical incidents method can be used to decide on training needs for managers.* 关键事件法可以用来决定经理的培训需求。

**ˌcritical 'mass** *noun* [U] [sing.]
the number of customers, amount of resources, etc. needed to allow a business, an industry, etc. to make a profit and continue without outside help 关键量（指企业、行业等在不靠外界的帮助下获得盈利并持续发展所必需的顾客人数、资源数量等）: *We need five or six stores to achieve critical mass.* 我们需要五六个店才能达到实现持续盈利的关键量。 ◇ *They lack critical mass in their core markets.* 他们在核心市场未能实现持续盈利。
● *to* ***achieve/create/have/reach*** (*a*) *critical mass* 达到实现持续盈利的关键量

**ˌcritical 'path** *noun* [sing.]
(*Economics*; *Production*) the series of tasks in a project that must be completed on time in order for the project to finish on time 关键路线（为保证项目如期完成的一系列必须按时完成的工作）
—Picture at PERT

**ˌcritical 'path aˌnalysis** (*abbr* **CPA**) (*also* **ˌcritical 'path ˌmethod** *abbr* **CPM**) (*also* **'network aˌnalysis**) *noun* [U,C]
(*Economics*; *Production*) a way of planning a project and calculating how long it will last by examining which order of tasks will have the fewest delays and complete the project in the fastest and cheapest way 关键路线分析法，关键程序法（分析哪一个工作程序可以在最快及最便宜的情况完成项目的方法）: *They use critical path analysis for scheduling complex jobs.* 他们利用关键路线分析法安排复杂的工作。 ◇ *The critical path method is a key tool for managing project schedules.* 关键路线分析法是管理项目日程的一个重要工具。
—Picture at PERT

**ˌcritical suc'cess ˌfactor** *noun* [C, usually pl.]
one of the areas of a business that are most important for it to be successful 关键成功因素: *Customer service is a critical success factor for any retailer.* 客户服务对任何零售商都是一项关键成功因素。 ◇ *identifying the critical success factors of a business* 确定企业的关键成功因素

**CRM** /ˌsiː ɑːr 'em/ = CUSTOMER RELATIONSHIP MANAGEMENT

**ˌcrony 'capitalism** *noun* [U] (*informal*)
a system in some CAPITALIST countries in which business contracts, bank loans, etc. are given to the family and friends of the government and business leaders 裙带资本主义（一些资本主义国家的制度，即商务合同、银行贷款等均给予政府和企业领导人的家人和朋友）

**crop** /krɒp; *AmE* krɑːp/ *noun* [C]
SEE ALSO: **cash crop**
**1** a plant that is grown in large quantities, especially as food 庄稼；作物: *Sugar has always been an important crop on the island.* 糖一直是这个岛上的重要作物。 ◇ *concerns over* ***GM*** (= genetically modified) *crops* 对转基因作物的关注
**2** the amount of grain, fruit, etc. that is grown in one season（谷物、水果等一季的）收成，产量: *a fall in this year's coffee crop* 今年的咖啡产量下降 ◇ *We are looking forward to a* ***bumper*** (= very large) ***crop***. 我们期待着大丰收。

**cross** /krɒs; *AmE* krɔːs/ *verb* [+ obj] (*BrE*)
if you **cross** a cheque, you draw two lines across it to show that it must be paid into sb's bank account and not exchanged for cash（在支票上）画线（使支票只能转账不能取现金）: *a crossed cheque* 划线支票 ◇ *Make sure you cross the cheque and write 'account payee only' between the lines.* 要保证在支票上划线并在行间写上account payee only。
→ ACCOUNT PAYEE, UNCROSSED CHEQUE
IDM **a crossed 'line** a situation in which you can hear another telephone call when you are making a call, because a connection has been wrongly made 电话串线

**ˌcross-'border** *adjective* [only before noun]
that takes place between people or businesses in different countries, especially ones that are next to or near each other 跨越国境的: *The number of cross-border mergers has increased in recent years.* 最近几年跨境并购的数量有所增加。 ◇ *cross-border trade/trading* 跨境贸易

**,cross-e'xamine** *verb* [+ obj *or* no obj]
to question sb carefully and in a lot of detail about answers that they have already given, especially a witness for the other side in a court case 盘问；反复询问：*They always cross-examine applicants* (= ask them a lot of questions) *on their previous experience.* 他们总是反复询问申请人过去的经历。▸ **,cross-exami'nation** *noun* [U,C]：*He confessed to the crime* ***under*** (= during) *cross-examination.* 他在反复询问之下对所犯的罪供认不讳。

**,cross-'functional** *adjective*
(*HR*) that involves people, departments, etc. with different jobs or skills working together 跨部门的：*We use cross-functional* ***teams*** *to develop new products.* 我们利用跨部门团队开发新产品。

**,cross guaran'tee** *noun* [C]
(*Finance*) a promise made by members of a particular group of companies to pay back the debts of a company in the group if it fails to do so, in order to help the company borrow money 混合担保，交叉担保（为帮助集团内的其中一家公司借款，集团内的其他公司提供担保）：*The company's subsidiaries have provided cross guarantees to secure the loan.* 公司的子公司提供混合担保以获得贷款。◇ *cross guarantees* ***between*** *subsidiaries* 子公司之间的交叉担保
▸ **,cross-guaran'tee** *verb* [+ obj]

**'cross-,holding** (*also* **,cross-'shareholding**) *noun* [C] (*especially BrE*)
(*Finance*) a situation in which two companies or groups own some of each other's shares; the shares that each company or group owns in the other 相互持股；交叉持股：*a cross-holding of shares* ***between*** *Fiat's car division and General Motors* 菲亚特汽车部门和通用汽车公司之间交叉持有股票 ◇ *Investors generally dislike cross-holdings as they reduce the chances of a takeover.* 投资者一般不喜欢交叉持股的情况，因为这会减少收购机会。

**,cross-'media** *adjective*
involving or using different types of media such as television, radio, etc. 跨媒体的：*We have a cross-media strategy, using television, radio and print for our advertising.* 我们有一个跨媒体战略，就是利用电视、电台及印刷媒体为我们做广告。◇ *cross-media publishing* 跨媒体出版

**,cross-media 'ownership** *noun* [U] (*especially BrE*)
(*Economics*) the fact of a single organization controlling several different kinds of media company such as newspapers, television stations, etc. 跨媒体所有权（单一机构控制多种不同媒体，如报刊、电视台等）：*The new cross-media ownership rules would still prevent the owner of a large newspaper business from buying a large TV channel.* 新的跨媒体所有权规则仍会防止大报企业的拥有者收购大型电视频道。

**,cross-'merchandising** *noun* [U]
(*Marketing*) the activity of displaying related products together in a shop/store to encourage customers to buy several items instead of just one 交叉销售（将商店里的相关产品陈列在一起以鼓励顾客多买几件产品）：*the cross-merchandising of swimwear* ***with*** *sunglasses* 泳装与太阳镜的交叉销售 ◇ *We use cross-merchandising to encourage multiple sales.* 我们利用交叉销售以鼓励多卖。
▸ **,cross-'merchandise** *verb* [+ obj *or* no obj]：*Apples can be cross-merchandised* ***with*** *other lunch box suggestions.* 苹果可以和其他建议出售的午餐盒交叉销售。→ CROSS-PROMOTION, CROSS-SELLING

**,cross-'ownership** *noun* [U]
(*Economics*) the fact of a single organization controlling companies with related interests, especially in the area of newspapers and television 跨行业所有权（单一机构控制多家相关公司，尤指在报刊及电视等领域）：*Legislation prevented cross-ownership of a newspaper and television station in the same city.* 法规禁止同一城市内拥有报纸和电视台的跨行业所有权。

**,cross-'platform** *adjective* [usually before noun]
(*IT*) that can be used with or involves different types of computer systems (**platforms**) 跨平台的（可以使用或涉及不同类型的计算机系统）：*There are a few cross-platform problems with the software.* 软件有几个跨平台的问题。◇ *cross-platform compatibility* 跨平台兼容性

**,cross-'posting** *noun* [U]
**1** (*IT*) when the same message is sent to more than one news or discussion group on the Internet at the same time 交叉邮寄（指把同一信息同时发送给多个互联网上的新闻讨论组）
**2** (*HR*) (*BrE*) when an employee is moved to a different department, country or company 调职（员工调到不同的部门、国家或公司工作）

**,cross-pro'motion** *noun* [C,U]
(*Marketing*)
**1** a set of advertisements or other activities that are designed to help two companies sell their products or services together 交叉促销（旨在帮助两家公司一起出售产品或服务的广告或其他活动）：*The two TV networks have agreed to an extensive cross-promotion.* 两个电视网络已商定了一项广泛的交叉促销。
**2** a situation where a company advertises one of its products, such as a newspaper or a book, in another 交叉促销（一家公司在其下的一项产品中刊登推广其下另一产品的广告）
→ CROSS-MERCHANDISING, CROSS-SELLING
▸ **,cross-pro'motional** *adjective* [only before noun]：*cross-promotional opportunities* 交叉促销的机会 ◇ *a cross-promotional deal/partnership* 交叉促销交易 / 伙伴 **,cross-pro'mote** *verb* [+ obj *or* no obj]

**'cross-rate** *noun* [C]
(*Finance*) an EXCHANGE RATE for two currencies that is calculated by comparing the value of each currency to a third currency (especially the US dollar) 交叉汇率，套汇汇率（将两种货币中的每种货币的币值与第三种货币相比较，从而计算出两种货币的汇率）：*the cross-rate* ***between*** *the yen and the krone* 日元与克郎之间的套汇汇率

**,cross-'selling** *noun* [U]
(*Marketing*) the activity of selling other products or services that your company or another company provides at the same time as a customer is buying one product or service 交叉销售（顾客购买一项产品或服务时，同时向他销售同一或另一公司的产品或服务）：*cross-selling opportunities/activities* 交叉销售机会 / 活动 ◇ *The inquiry will*

*examine the cross-selling of banking products.* 调查将探讨金融产品的交叉销售。 ▸ **,cross-'sell** *verb* [+ obj] → CROSS-MERCHANDISING, CROSS-PROMOTION

**,cross-'shareholding** = CROSS-HOLDING

**,crowded 'market** *noun* [C]
a situation where there are a lot of companies all trying to sell similar products 拥挤的市场（许多公司销售类似的产品）: *The new beauty magazine is being launched into an already crowded market.* 新的美容杂志正准备投入一个早已拥挤的市场。 ◇ *competing in a crowded market* 在一个拥挤的市场竞争

**,crown 'jewel** *noun* [C]
the most valuable part of sth, especially of a business or an industry（尤指企业或行业中）最有价值的东西: *The company needs to raise cash and is selling off its crown jewels.* 公司需要筹集现金，正在出售最有价值的资产。 **NOTE** **Jewel in the crown** has the same meaning. * Jewel in the crown 具有相同含义: *Harvey Nichols regard the Edinburgh store as the jewel in their crown* 哈维·尼科尔斯把爱丁堡店视为最有价值的资产。

**crude** /kru:d/ *adjective, noun*
• ***adjective***
**1** (about oil and other natural substances) in its natural state, before it has been treated with chemicals（指石油和其他自然物质）天然的，自然的: *the refining of crude oil* 原油的精炼
✪ *crude* **oil/petroleum/iron/metal/steel/sugar** 原油；未经加工的铁；未经提炼的金属；粗钢；粗糖
**2** (**cruder, crudest**) simple and not very accurate but giving a general idea of sth 粗略的；大概的: *We produced a crude estimate of our spending for the next four years.* 我们对今后四年的开支作了粗略的估计。
✪ *a crude* **calculation/estimate/measure** (*of sth*)（对某事物的）粗略计算 / 估计 / 衡量
• ***noun*** (*also* **,crude 'oil**) [U]
oil in its natural state, before it has been treated with chemicals 原油；石油: *50 000 barrels of crude* * 5万桶原油 ◇ *a rise in crude prices* 原油价格上涨

**crunch** /krʌntʃ/ *noun, verb*
• ***noun*** [C, usually sing.]
a situation in which there is suddenly not enough of sth, especially money（突发的）不足；（尤指）缺钱: *The company is facing a severe cash crunch.* 公司正面临着严重的现金短缺。
✪ *a* **cash/credit/liquidity/supply** *crunch* 现金 / 信贷 / 流动资金 / 供应短缺 • *an* **energy/a labour** *crunch* 能源 / 劳动力短缺 • *to* **avoid/ease/experience/face** *a crunch* 避免 / 缓解 / 经受 / 面临短缺
• ***verb*** [+ obj]
(*IT*) to deal with large amounts of data very quickly（快速大量地）处理信息: *Today's processors can crunch* **numbers** *at an incredible rate.* 今天的处理器能够以极快的速度处理数字。 → NUMBER CRUNCHER

**'C share** (*also* **class 'C share**) → A/B/C SHARE

**CSR** /,si: es 'ɑ:(r)/ = CORPORATE SOCIAL RESPONSIBILITY

**'C-suite** *noun* [C, usually sing.] (*often* **the C-suite**)
the most important managers in a company 公司主管；公司管理层: *senior executives at the C-suite level* 公司管理层中的资深主管 ◇ *C-suite executives* 公司主管 **NOTE** The letter C in **C-suite** may refer to the word 'corporate', or to 'chief', which is found in some job titles. * C-suite 中的字母 C 可能指 corporate 或者 chief，用于某些职务的称呼。

**CT** /,si: 'ti:/ = CORPORATION TAX

**,C-to-'C** = C2C

**Ctrl** = CONTROL *noun* (7)

**cu.** *abbr*
a short way of writing **cubic** 立方的: *a volume of 15 cu. m* (= 15 cubic metres) 体积为15立方米

**'cube farm** *noun* [C] (*informal*)
an office that is divided into CUBICLES 由多个小隔间构成的办公室

**cubic** /'kju:bɪk/ *adjective* [only before noun] (*abbr* **cu.**)
used to show that a measurement is the volume of sth, that is the height multiplied by the length and the width 立方的: *The plant processes 7 million cubic metres of gas a day.* 工厂每天加工700万立方米的天然气。

**cubicle** /'kju:bɪkl/ *noun* [C] (*especially AmE*)
a small office that is made by separating off part of a larger room（大房间分隔出的）小房间，隔间: *She shares a cubicle with three team members.* 她和三名队友住一个小房间。 ◇ *working in a cubicle* 在一个小房间里工作

**culture** /'kʌltʃə(r)/ *noun* [C,U]
SEE ALSO: **corporate culture, organizational ~, safety ~**
the ways in which people in an organization relate to each other and deal with their work 文化（组织中的人们处理相互关系及工作的方式）: *Team meetings are part of the company's culture.* 小组会议是该公司文化的一部分。 ◇ *We have a culture in which staff work quickly.* 我们有一种员工勤快工作的文化。 ◇ *developing a culture of innovation* 发展创新的文化
✪ ***to create/develop/have/promote*** *a culture* (*of sth*) 建立 / 发展 / 拥有 / 促进（某事物的）文化 • ***business/company/management/workplace*** *culture* 企业 / 公司 / 管理 / 工作场所文化

**cum** /kʌm/ *preposition*
(*Finance*) used to show that the buyer of a share, bond, etc. is getting the right to claim the thing mentioned 附有，附带: *The shares will trade cum bonus until 15 March 2008.* * 2008年3月15日前买卖股票将附有红利。 ◇ *The bonds were acquired on a cum-interest basis.* 购买的债券附有利息。
**NOTE** **Cum** is the Latin word for 'with'. * Cum 是拉丁词 with 的意思。 OPP EX

**,cum 'dividend** (*also* **,cum 'div.**, *informal*) *adverb, adjective*
(*Finance*) (about a share that is sold) giving the buyer the right to claim the next payment (**dividend**) arranged 附股利；有红利: *buying shares cum dividend* 购买附股利的股票 ◇ *the cum-dividend price* 附股利的价格 OPP EX-DIVIDEND

**cume** /kju:m/ = CUMULATIVE AUDIENCE

**cumulative** /'kju:mjələtɪv; *AmE* -leɪtɪv/ *adjective*
(about a figure) that includes all the amounts that have been added previously 累计的；累积的：*We predict that cumulative sales will exceed 2 million units by 2006.* 我们预测到2006年累计销售量将超过200万件。◇ *That gives a cumulative* ***total*** *of 4 103.* 累积总数是4103。

**,cumulative 'audience** (*also* **cume**, *informal*) *noun* [C, usually sing.]
(*Marketing*) the number of different people who watch a particular television channel, hear a radio programme, etc. over one or more periods of time 累计受众（在一段或多段时间内观看某个电视频道、听某个电台节目等的人数）：*We reach an estimated weekly cumulative audience of 1 million viewers.* 我们每周累计受众达到估计的100万人。◇ *the cumulative audience for the evening news* 晚间新闻的累计受众 → CIRCULATION, REACH

**,cumulative 'dividend** *noun* [C]
(*Finance*) the regular payment that is made to sb who owns a CUMULATIVE PREFERENCE SHARE 累积股利（累积优先股股票所派发的股利）：*The shares were issued with a cumulative dividend of 9.25%, payable quarterly.* 所发行的股票累积股利为9.25%，按季支付。

**,cumulative 'preference share** *noun* [C]
(*BrE*) (*AmE* **,cumulative preferred 'stock** [U])
(*Finance*) a type of share that a company issues (= sells) that gives its owner the right to receive regular payments (**dividends**) from the company. If the company cannot afford to make a payment on time, it has to pay the amount later when it can afford to. 累积优先股（公司发行的一种股票，持有者可优先得到股利）：*5% cumulative preference shares* (= ones for which you receive a 5% dividend) * 5%（红利的）累积优先股

**curb** /kɜ:b; *AmE* kɜ:rb/ *verb, noun*
• ***verb*** [+ obj]
to control or limit sth, especially sth bad（尤指对不好事物的）控制，抑制，约束：*raising interest rates to curb inflation* 提高利率以抑制通货膨胀 ◇ *A new resolution has curbed the power of the board.* 新决议控制了董事会的权力。
• ***noun*** [C]
a control or limit on sth 控制；约束：*a* ***curb on*** *local government spending* 对地方政府开支的限制 ◇ *The local steel industry is protected through import curbs.* 通过进口限制来保护地方钢铁产业。 SYN LIMITATION

**'curb ,market** = KERB MARKET

**★currency** /'kʌrənsi; *AmE* 'kɜ:r-/ *noun* (*plural* **currencies**)
SEE ALSO: **basket of currencies, convertible ~, digital ~, dual ~, e-currency, fixed ~, hard ~,** etc.
**1** [C,U] the system of money that a country uses; the value of the country's money 货币制度；货币：*Brazil's currency, the real* 巴西货币雷亚尔 ◇ *trading in foreign currencies* 外汇买卖 ◇ *I had to change my euros into local currency.* 我要将自己的欧元兑换成当地货币。◇ *A weaker currency would help our exports.* 货币疲软对我们的出口有利。◇ *The government has devalued the national currency by 29%.* 政府已将本国货币贬值了29%。◇ *The dollar rose against European currencies but fell against the Japanese yen.* 美元对欧洲货币上涨，但对日元下跌。
✪ ***common/domestic/foreign/local/national*** *currency* 通用／国内／外国／当地／本国货币 • ***a stable/strong/volatile/weak*** *currency* 稳定／坚挺／剧烈波动／疲软的货币 • ***to buy/change/exchange/sell*** *currency* 购买／兑换／出售货币 • ***to devalue/depreciate/peg/prop up*** *a currency* 使货币贬值；钉住／支撑货币 • *currency* ***devaluation/fluctuation/movement*** 货币贬值／波动／变动 • *a currency* ***dealer/speculator/trader*** 货币交易商／投机商／商人 INCREASE
**2** [U] the period of time during which sth is valid or is used 有效期；流通期：*The facts must remain true and accurate during* ***the currency of*** *the advertisement.* 在广告刊登期内，事实必须真实准确。

**VOCABULARY BUILDING 词汇扩充**

**Describing what happens to currencies**

**Deciding the value of a currency 货币价值的确定**
- *Many developing economies have their currencies* ***pegged*** *to the dollar.* 许多发展中的经济体将其货币与美元挂钩。
- *The government allowed the peso to* ***float*** *freely.* 政府允许比索自由浮动。
- *Countries* ***devalued*** *their currencies to encourage exports.* 一些国家将本币贬值以鼓励出口。
- *They* ***revalued*** *the currency to reflect the change in economic growth.* 他们将货币重新估值以反映经济增长的变化。

**Increases in value 升值**
- *The yen has* ***appreciated*** *around 7.5% against the dollar so far this year.* 今年以来，日元对美元升值约7.5%。
- *The Swiss franc is* ***strengthening*** *against the euro.* 瑞士法郎对欧元升值。

**Decreases in value 贬值**
- *The central bank cannot afford to defend a* ***depreciating*** *currency.* 央行无力捍卫日趋贬值的货币。
- *The rand* ***weakened*** *by 5% to the euro.* 兰特对欧元贬值5%。

See note at INCREASE

**'currency ac,count** (*also* **,foreign 'currency ac,count**) *noun* [C]
(*Finance*) a type of CURRENT ACCOUNT for businesses that is available in a wide range of foreign currencies 外汇账户

**'currency bloc** (*also* **bloc**) *noun* [C]
(*Economics*) a group of countries that use the same type of money 货币集团（使用相同货币的国家）：*the creation of the euro currency bloc* 欧元货币集团的建立

**'currency board** *noun* [C]
(*Economics*) in some countries, a government institution that controls the value of the country's money, for example, by deciding its EXCHANGE RATE 货币发行局（在某些国家，由政府机构控制一国货币的价值，如决定其汇率）

**'currency ef,fect** *noun* [C, usually pl.]
(*Accounting*) the way that changes in the value of currency can change a financial result 货币效应: *Sales were up 5%—or 1% excluding currency effects.* 销售额上升了5%，如不考虑货币效应则是1%。 ◇ *positive/negative currency effects* 正 / 负货币效应

**'currency ex,posure** (*also* **,foreign 'currency ex,posure**) *noun* [U,C]
(*Finance*) the amount of an investment that is in a foreign currency and could be affected by changes in the value of the currency; the state of being at risk in this way 外币投资额；外币投资风险: *The company **manages** its currency exposure by keeping dollar reserves.* 公司通过持有美元储备来管理其外币投资风险问题。 ◇ *Our main currency exposures are **in** the Canadian dollar and the yen.* 我们主要的外币投资风险在于加拿大元和日元。
SYN CURRENCY RISK

**'currency ,future** *noun* [C, usually pl.]
(*Finance*) a type of investment that involves agreeing to buy or sell a fixed amount of a foreign currency on a specific date in the future at a fixed price (which is usually stated in US dollars) 外币期货（同意在将来某一日期按规定的价格买入或售出规定数量的外币）

**'currency hedge** *noun* [C]
(*Finance*) a way of trying to protect investments from problems caused by changes in the value of foreign currency; an investment that reduces this risk 货币对冲

**'currency ,market** *noun* [C]
(*Finance*) a market in which traders buy and sell currencies 货币市场: *The euro weakened against the dollar **on** the currency markets.* 在货币市场上，欧元对美元疲软。 ◇ *the star performers **in** the currency market* 货币市场上的星级表现者
SYN FOREIGN EXCHANGE MARKET

**'currency note** *noun* [C, usually pl.]
money of a particular system in the form of BANKNOTES 纸币；钞票: *The old currency notes have been taken out of circulation.* 旧纸币已经收回不再流通。

**'currency ,option** *noun* [C]
(*Finance*) a type of investment that allows you to exchange an amount of one currency for another at an agreed EXCHANGE RATE within a particular period of time 货币期权（在某一期限内按商定的汇率将一定数量的货币兑换成另一种货币的投资）: *We use currency options to guard against foreign exchange risk.* 我们使用货币期权来防范外汇风险。

**'currency pair** *noun* [C]
(*Finance*) the relation in value between two particular currencies 货币配对；货币组合: *the EUR/USD currency pair* (= the euro and the United States dollar) 欧元 / 美元的货币组合（欧元对美元）

**'currency peg** *noun* [C]
(*Economics*) an economic policy in which the value of a country's currency is linked to that of a foreign currency 货币挂钩（将本国货币与外国货币挂钩的经济政策）: *The government was forced to abandon the one-to-one currency peg with the dollar.* 政府被迫放弃与美元一对一的挂钩。 ◇ *a fixed currency peg* 固定钉住汇率 → ADJUSTABLE PEG

**'currency rate** *noun* [C]
the relation in value between one currency and another 汇率: *the currency rate **between** the yen and the pound* 日元和英镑之间的汇率
SYN EXCHANGE RATE

**'currency re,serves** = FOREIGN CURRENCY RESERVES

**'currency risk** (*also* **,foreign 'currency risk**) *noun* [U, C; usually pl.]
(*Finance*) the possibility that an investment that is in a foreign currency could lose value because of changes in the value of the currency; the state of being at risk in this way 货币风险: *The group **is exposed to** currency risk from its international business.* 集团正面临国际业务的货币风险。 ◇ *to **hedge** (**against**)* (= protect against) *currency risk* 防范货币风险 SYN CURRENCY EXPOSURE

**current** /'kʌrənt; *AmE* 'kɜːr-/ *adjective* [only before noun]
happening now; of the present time 现在发生的；当前的；现时的: *current economic conditions* 当前的经济情况 ◇ *your current employer* 你现时的雇主 ◇ *a budget for the current year* 本年度预算

**'current ac,count** *noun* [C]
**1** (*BrE*) (*AmE* **'checking ac,count**) (*also* **'cash ac,count**, *AmE, BrE*) (*BrE also* **'cheque ac,count**) a bank account that you use to receive payments and pay bills, for example by cheque or BANK TRANSFER 来往账户；活期账户: *When you **open** a current account, you will be issued with a chequebook.* 当你开立来往账户时，你会得到一本支票簿。 ◇ *The monthly interest will be **paid** directly **into** your current account.* 每月利息将直接存入你的来往账户。 ◇ *Some banks will pay interest on current accounts.* 有些银行会给来往账户支付利息。
**2** (*Economics*) (*also* **ex,ternal ac'count**) a record of the money coming into and going out of a country as a result of imports and exports of goods and services, income from investments, etc. 经常账目；往来账目: *Declining car exports were responsible for the €2 billion current account **deficit*** (= the amount by which money received from exports, etc. was less than money spent on imports, etc.). 汽车出口下降导致20亿欧元经常账赤字。 → BALANCE OF TRADE, CAPITAL ACCOUNT

**,current 'asset** (*also* **,circulating 'asset**) *noun* [C, usually pl.]
SEE ALSO: **net current assets**
(*Accounting*) an asset that a company holds for a short period of time, including cash or sth that can easily provide cash, such as products to be sold; the value of these assets 流动资产（公司短期内持有的资产，包括现金或容易变现的资产）: *The firm has $1.2 billion in current assets, of which $800 million is held in cash.* 公司拥有12亿元的流动资产，其中8亿元是现金。 ◇ *If current liabilities are greater than current assets, it becomes difficult to finance day-to-day operations.* 如果流动负债大于流动资产，便难以为日常营运提供资金。
→ CAPITAL ASSET, CURRENT LIABILITY

**,current 'cost** *noun* [C]
(*Accounting*) the present value of sth, calculated by increasing its original cost to include a sum for INFLATION (= a general rise in the price of goods and services), or by considering the cost of buying or producing the same item today 现时成本: *The accounts are modified to maintain the current costs of assets.* 调整账目以保持资产的现时成本。
→ HISTORICAL COST, REPLACEMENT COST

**,current ,lia'bility** *noun* [C, usually pl.] (*also* **,short-term lia'bilities** [pl.])
(*Accounting*) a debt that must be paid within a year; the value of these debts in a company's financial records 流动负债（一年内必须清偿的债务）: *Total current liabilities were $149 million.* 总流动负债是1.49亿元。◇ *The bank overdraft is repayable within three months and thus a current liability.* 银行透支要在三个月内还款，所以属于流动负债。 SYN AMOUNT FALLING DUE WITHIN ONE YEAR → CURRENT ASSET, LONG-TERM LIABILITIES, NON-CURRENT LIABILITIES

**,current 'prices** *noun* [pl.]
(*Accounting*; *Economics*)
**1** the prices that are being paid today for similar things 现行价格；时价: *At current prices, the company is worth around €23 billion.* 按现行价格计算，公司大约值230亿欧元。
**2** the original amount increased to include a sum for INFLATION (= a general rise in the price of goods and services) 时价（原价加通胀额）: *The 1992 hurricane cost the state almost $20 billion in current prices.* 以时价计算，1992年的飓风令国家损失将近200亿元。

**'current ,ratio** = ACID-TEST RATIO

**,current 'yield** *noun* [C, usually sing.]
(*Finance*) the amount of interest paid on an investment that compares the annual interest payment to the current price of the investment 本期收益率: *The current yield on the bond is 5.2%.* 本期债券收益率为5.2%。→ REDEMPTION YIELD

**curriculum vitae** /kə,rɪkjələm 'vi:taɪ/ = CV

**cursor** /'kɜ:sə(r); *AmE* 'kɜ:rs-/ *noun* [C]
a small mark on a computer screen that can be moved and that shows the place, for example, where text will appear when typing（计算机屏幕上的）光标: *Move the cursor to the bottom of the screen.* 把光标移到屏幕底部。→ POINTER

**curtail** /kɜ:'teɪl; *AmE* kɜ:r't-/ *verb* [+ obj] (*formal*)
to limit or reduce sth 限制；削减: *There is pressure on the company to curtail spending.* 公司面对削减开支的压力。◇ *Union powers have been curtailed.* 工会权力已被削弱。▶ **cur'tailment** *noun* [U]

**curve** /kɜ:v; *AmE* kɜ:rv/ *noun*
SEE ALSO: **adoption curve, bell ~, demand ~, experience ~, J-curve, learning ~**
**1** [C] a line on a graph that shows the relationship between two things 曲线: *the unemployment-income curve* (= showing the relationship between the number of unemployed people and national income) 失业与国民收入曲线 ◇ *The new range of clothing has made their sales curve steeper.* 新系列服装的销售曲线较陡。
● *a flat/shallow/steep curve* 平坦的 / 浅的 / 陡的曲线 • *a curve flattens/steepens* 曲线变平 / 变陡 • *to plot a curve* (*on a graph*)（在图上）绘出一条曲线
**2 the curve** [sing.] the general level of skill, knowledge, etc. that exists in a particular industry or area of activity（某行业或领域技能、知识等的）一般水平: *We invest a lot in research to try to stay ahead of the curve.* 为了超越同行业的一般水平，我们在研究方面做了大量投资。

**cushion** /'kʊʃn/ *verb*, *noun*
● ***verb*** [+ obj]
to reduce the unpleasant effects of sth 减轻令人不快的影响: *The south of the country has been cushioned from the worst effects of the recession.* 国家南部保护得很好，没有受到经济衰退造成的最恶劣情况所影响。◇ *The government is expected to reduce taxes to cushion the blow of higher unemployment* (= make the effects less bad). 预计政府将减少税收以减轻高失业率的打击。
● ***noun*** [C]
something that protects you against sth unpleasant that might happen 起保护（或缓冲）作用的事物: *Their €59 million cash reserve should provide a comfortable cushion if their expansion plans fail.* 如果他们的扩张计划失败，5900万欧元的现金储备应该可以发挥相当大的缓冲作用。◇ *They need a cash cushion to survive the difficulties ahead.* 他们需要现金缓冲以度过前面的困难。

**custodial** /kʌ'stəʊdiəl; *AmE* -'stoʊ-/ *adjective* [usually before noun]
**1** that involves spending time in prison 监禁的；拘留的: *The judge gave him a custodial sentence.* 法官判他监禁。
**2** (*Finance*) relating to the work of a CUSTODIAN (2) 保管的；管理的: *the custodial fees charged for holding securities* 收取保管证券的管理费

**cu'stodial ac,count** *noun* [C]
(*Finance*) in the US, a collection of money, property or shares, etc. that sb (a **custodian**) manages on behalf of a child; the account in which these items are recorded 监护人账户（在美国，监护人代表孩子管理金钱、物业或股票等而开立的账户）: *She opened a custodial account for her daughter at the bank.* 她在银行替女儿开立了一个监护人账户。◇ *Almost any kind of property can be transferred to a custodial account.* 几乎任何种类的财产都可以转到监护人账户。

**custodian** /kʌ'stəʊdiən; *AmE* -'stoʊ-/ *noun* [C]
**1** a person who is responsible for taking care of or protecting sth 保管人；监护人；管理员: *the museum's custodians* 博物馆的管理员 ◇ *He sees his role as custodian of the corporate culture.* 他把自己的角色视为企业文化的维护者。
**2** (*Finance*) a financial institution that looks after shares, bonds, etc. and their certificates on behalf of investors 托管人，保管人（代投资者保管股票、债券等的金融机构）: *The trust has appointed Kleinwort Benson to act as custodian of the securities.* 信托指定德利佳信保管证券。◇ *a custodian bank* 托管银行
**3** (*Law*) (*AmE*) in the US, a person or company that is given the responsibility of looking after property

or money on behalf of a child（孩子的）监护人
**4** (*AmE*) = CARETAKER

**custody** /'kʌstədi/ *noun* [U]
**1** the legal right or duty to take care of or keep sb/sth; the act of taking care of sth/sb 保管权；监护权；保管；照看；监护：*The bank provides **safe custody** for valuables.* 这家银行对贵重物品提供安全保管服务。◇*The records are **in the custody of** the National Archives.* 档案由国家档案馆保管。
**2** (*Finance*) the activity of keeping shares, bonds, etc. and their certificates on behalf of investors（股票、债券等的）托管、保管：*The bank holds millions of pounds' worth of assets **in custody** for pension funds.* 银行持有价值数百万英镑资产的养老金托管款项。◇*a custody bank/account* 托管银行 / 账户

**custom** /'kʌstəm/ *noun, adjective*
• ***noun***
**1** [U] (*especially BrE*) the fact of being a customer 惠顾；光顾：*They have cut their prices to **attract** custom.* 他们减价以吸引人们光顾。◇*Thank you for your custom. Please call again.* 谢谢您的惠顾，请下次再来。SYN BUSINESS
**2** [C,U] an accepted way of behaving or of doing sth in a particular company or industry 习惯；惯例：*The payment of a commission was a **trade custom**.* 支付佣金是行业惯例。◇*It is the employer's **custom and practice*** (= it has been done like this for so long it is now like a law) *for full-time workers to work a 37-hour week.* 全职工人每周工作37小时是雇主的惯常做法。
• ***adjective*** [only before noun] (*especially AmE*) = CUSTOM-BUILT, CUSTOM-MADE：*a company making custom furniture* 制作定制家具的公司

**ˌcustom-'built** (*also* **'custom,** *especially in AmE*) *adjective*
built according to a special design, usually for a particular person or company（为某人或公司）设计建造的，订做的：*The computers are custom-built for each client.* 计算机是按每一位客户的要求订做的。◇*a custom-built Ferrari* 按车主要求制造的法拉利 → BESPOKE

**★customer** /'kʌstəmə(r)/ *noun* [C]
SEE ALSO: **internal customer, target customer**
a person or an organization that buys a product or service from a shop/store or a business 顾客；客户；主顾：*The company has around 7 million customers worldwide.* 公司在世界各地大约有700万个客户。◇*They had no problem finding customers for their new service.* 他们为新服务寻找客户时，没有遇上任何困难。◇*one of the store's biggest customers* 商店的最大客户之一 ◇*Can you **serve** the next customer?* 能接待下一位顾客吗？
→ CLIENT See note at SUPPLY CHAIN
⊕ *to **acquire/attract/find/get/have/keep/lose** customers* 获得 / 吸引 / 寻找 / 得到 / 拥有 / 留住 / 失去客户 • *a **big/good/large/loyal/regular** customer* 大 / 好 / 大 / 忠诚的 / 老客户 • *an **awkward/a demanding/difficult** customer* 难处理 / 难满足 / 难对付的客户 • ***existing/future/new/potential** customers* 现有 / 未来 / 新 / 潜在的顾客 • *customer **feedback/preferences*** 顾客反馈 / 偏好

**WHICH WORD?** 词语辨析

**customer/client/clientele/consumer**

**Customer** and **client** can be used to refer to either people or companies that buy things, while **consumer** and **clientele** are used about people. * customer 和 client 用来指购买商品的个人或公司，而 consumer 和 clientele 指个人。

The word **customer** is usually used when the thing being sold is a standard product or service. 当所售商品为标准化产品或服务时通常使用 customer 一词：*Phone companies are competing to sign up domestic customers.* 电信公司都在争夺国内客户入网。

**Client** is preferred when the thing being sold is specially prepared or designed, for example professional advice. 当产品为特别定制或设计时，例如专业化咨询，最好使用client一词：*They had advised their clients to buy the shares.* 他们建议其客户购买股票。

It is now common for organizations providing public services, for example hospitals or bus companies, to refer to the people who use their services as **customers** or **clients** rather than patients, passengers, etc. This is because the words customer and client are thought to present a more professional image. 提供公共服务的机构，如医院或公交公司现在也常把使用其服务的人称为 customer 或 client，而不是 passenger，patient 等。因为 customer 和 client 给人专业化的感觉。

The word **consumer** is used to describe any member of the public who buys things rather than a customer of a particular company. * consumer 可指购买产品的任何人，而非某一公司的客户：*changes in consumer behaviour* 消费者行为的变化 ◇*consumer demand for cheap flights* 消费者对廉价航班的需求

The word **clientele** describes all the people who use a particular shop/store, restaurant or service. * clientele 是光顾特定商店、餐馆或使用特定服务的人的统称：*The restaurant attracts a younger clientele.* 这家餐馆吸引的顾客群是年轻人。

**ˌcustomer acqui'sition** *noun* [U]
(*Marketing*) the activity of getting new customers for a business 获取顾客：*They spent nearly €1.5 on customer acquisition.* 他们为了获取新顾客花了将近1.5欧元。◇*They are suffering from poor customer acquisition rates.* 他们的顾客获取率极低。

**ˌcustomer acqui'sition cost** = ACQUISITION COST (2)

**'customer base** (*also* **con'sumer base,** *less frequent*) *noun* [C, usually sing.]
all the people who buy or use a particular product or service 顾客群（购买或使用某产品或服务的所有人）：*We need to appeal to a wider customer base.* 我们要吸引更多的顾客群。→ INSTALLED BASE

**,customer 'capital** *noun* [U]
(*Economics*; *HR*) the value of a company's relationship with its customers and the businesses that it sells good or services to 顾客资本（公司与客户之间建立的商业关系所体现的价值）

**,customer 'care** = CUSTOMER SERVICE

**,customer-'centric** *adjective*
that is organized around the needs of customers 以顾客为中心的: *building a customer-centric organization* 建立以顾客为中心的机构 ◇ *a customer-centric approach* 以顾客为中心的方法

**,customer-'focused** *adjective*
giving all your attention and effort to the needs of customers 顾客至上的: *They have changed from a sales-oriented to a customer-focused business.* 他们的经营理念已从销售导向改为顾客至上。
▸ **,customer 'focus** *noun* [U; C, usually sing.]

**'customer 'lifetime 'value** = LIFETIME VALUE

**,customer 'loyalty** *noun* [U]
the fact that a customer prefers to use a particular shop/store, etc. or continues to buy a particular type of product 顾客忠诚: *We send 'thank-you letters' to all our clients as a way of strengthening customer loyalty.* 我们给所有的客户寄感谢信是加强顾客忠诚的一个方法。
● *to* ***build/develop/increase/strengthen*** *customer loyalty* 建立 / 培养 / 增加 / 加强顾客忠诚

**,customer 'management** *noun* [U]
a system of collecting and analysing information about customers in order to provide them with the products or services they need 顾客管理: *customer management technology* 顾客管理技术

**'customer ,panel** = CONSUMER PANEL

**,customer 'profile** *noun* [C]
(*Marketing*)
**1** (*also* **con,sumer 'profile**) a detailed description of the type of person who buys a particular product or service, shops at a particular store, etc. 顾客类型: *We may need to adjust the style of clothes we sell to suit our customer profile.* 我们可能需要调整出售的衣服款式以适应顾客类型。
**2** a detailed description of a particular customer 顾客档案: *The software instantly displays the customer profile that corresponds to the caller's phone number.* 软件能立刻显示与来电者电话号码相符的顾客档案。

**,customer re'lations** *noun*
(*Marketing*)
**1** [pl.] the way in which a company deals with its customers 顾客关系（公司对待顾客的方式）: *trying to improve customer relations* 努力改善顾客关系 ◇ *a customer relations manager* 顾客关系经理
● ***excellent/good*** *customer relations* 优良 / 良好的顾客关系 • *to* ***improve*** *customer relations* 改善顾客关系
**2** [U with sing./pl. verb; pl.] the department of a company that is responsible for dealing with customers 顾客关系部: *Contact us at Customer Relations if you have a problem.* 如果你有问题，和我们的顾客关系部联系。

**,customer re'lationship** *noun* [C] (*often* **the customer relationship**) the way in which a company and its customers behave towards each other 顾客关系（公司与顾客之间相互对待的方式）: *Managing the customer relationship is critical to long-term success.* 管理顾客关系是达至长期成功的关键。 ◇ *the importance of maintaining healthy customer relationships* 维持健康的顾客关系的重要性

**,customer re'lationship ,management, ,customer re'lationship ,marketing**
(*abbr* **CRM**) (*also* **re'lationship ,management**) *noun* [U]
(*IT*; *Marketing*) a system in which a business aims to develop a good relationship with customers, for example by keeping information about their needs, in order to sell as many goods or services as possible and keep customers satisfied; software that helps businesses do this 顾客关系管理; 顾客关系管理软件: *Customer relationship management has become a top priority for companies seeking a competitive advantage in today's economy.* 顾客关系管理在今天的经济环境中已成为公司寻求竞争优势的当务之急。 ◇ *The software company is the market leader in CRM.* 该软件公司是顾客关系管理软件的市场领导者。 ◇ *CRM solutions/software* 顾客关系管理解决方案 / 软件 ▸ **,customer re'lationship ,manager** *noun* [C]

**,customer re'search** = CONSUMER RESEARCH

**,customer re'sistance** = CONSUMER RESISTANCE

**,customer ,satis'faction** *noun* [U]
the extent to which customers are happy with a particular product or service 顾客满意度: *Our staff work as a team to achieve customer satisfaction.* 我们的员工发挥团队精神务求令顾客称心满意。 ◇ *The firm did well in a recent customer-satisfaction survey.* 公司在最近的客户满意调查中表现良好。
● *to* ***achieve/create/improve/increase/measure*** *customer satisfaction* 获取 / 建立 / 改善 / 提高 / 衡量顾客满意度 • *a customer-satisfaction* ***index/rating/survey*** 顾客满意指数 / 评级 / 调查

★**,customer 'service** (*also* **,customer 'care** [U]) *noun*
**1** [U,C] the way in which a company treats its customers and answers their questions, complaints, etc. 顾客服务: *How you handle complaints is an important part of customer service.* 你如何处理投诉是顾客服务的重要部分。 ◇ *changes in the way some customer services are delivered* 改变提供某些顾客服务的方式 ◇ *You can now contact our customer-service centre by email.* 现在你可以通过电子邮件联系我们的顾客服务中心。
● ***excellent/good/poor*** *customer service* 优良 / 良好 / 欠佳的顾客服务 • *to* ***deliver/improve/provide*** *customer service* 提供 / 改善 / 提供顾客服务 • *a customer-service* ***adviser/centre/department/manager/representative*** 顾客服务顾问 / 中心 / 部门 / 经理 / 代表
**2 ,customer 'services** [U with sing./pl. verb; pl.] the department in a company that deals with customers' questions, complaints, etc. 顾客服务部: *A copy of the brochure is available from customer services.* 可向顾客服务部索取一份小册子。 ◇ *She is head of customer services.* 她是顾客服务部的负责人。 ◇ *Customer Services has/have*

*improved its/their efficiency.* 顾客服务部已改善了工作效率。

**customize , -ise** /'kʌstəmaɪz/ *verb* [+ obj] to make or change sth to meet the needs of the customer or user （为满足顾客需要而）订制，订做：*We customize our training courses to fit the needs of your staff.* 我们特别制定培训课程以满足你们员工的需要。◇*You can customize the software in several ways.* 你可以用几种方式按需要编制软件。▸**'customized, -ised** *adjective*: *a customized version of the software* 按需要订制的软件版本 **,customi'zation, -isation** *noun* [U]

**,custom-'made** (*also* **'custom**) *adjective* (*both especially AmE*) designed and made for a particular person （为某人）设计订做的：*custom-made shoes* 订做的鞋 SYN BESPOKE

**★customs** /'kʌstəmz/ *noun* [pl.]
**1** (*usually* **Customs**) the government department that gives permission for goods to be imported and charges taxes on them (**import duties**); the officials at an airport, etc. that work for this department （政府部门）海关：*The Customs have seized large quantities of cigarettes and tobacco.* 海关查获了大批香烟和烟草制品。◇*obtaining customs clearance for the goods* (= permission to import them) 为货物办理进口清关手续 HELP American English uses a singular verb with **customs** in this meaning. * Customs 这用法在美式英语中，是与单数动词连用的。→ CUSTOMS AND EXCISE, CUSTOMS OFFICER
**2** the place at an airport, etc. where your bags are checked as you come into a country （机场等的）海关：*to go through customs and passport control* 通过海关并交验护照
**3** (*Trade*) = CUSTOMS DUTY

**'customs ,agent** = CUSTOMS OFFICER, CUSTOMS BROKER

**,Customs and 'Excise** *noun* [U] in the UK, the government department that collects taxes on goods bought and sold and on goods brought into the country, and that checks what is brought in 英国海关与消费局 → CUSTOMS (1)

**'customs bond** *noun* [C,U] (*especially AmE*) (*Trade*) a type of insurance that an importer must buy, which promises that all taxes on goods that they import will be paid and all the rules obeyed 海关担保：*You are required to post* (= provide) *a customs bond for the goods.* 你必须为货物提供海关担保。◇*goods shipped under customs bond* 办理了海关担保的运输货物

**'customs ,broker** (*also* **'customs ,agent**) *noun* [C] (*Trade*) a person or company that is paid to arrange for goods to be brought into a country (to **clear customs**) on behalf of an importer 报关员

**'customs decla,ration** *noun* [C] (*Trade*) an official description of the goods that you want to send to another country or bring into a country 报关单：*A fully completed customs declaration must be attached to the package.* 填写妥当的报关单必须贴在包装上。◇*On entering the country, all tourists must fill in a customs declaration form.* 进入该国的旅客都必须填写海关申报表。

**'customs ,duty** *noun* [C, usually pl., U] (*also* **'customs** [pl.]) (*Trade*) taxes that must be paid to the government when goods are imported 关税；进口税：*the customs duties on foreign cars* 对外国汽车征收的关税 ◇***paying** customs duties* 缴纳关税 ◇*Fruit imported from these countries **is subject to** customs duty of 20%.* 从这些国家进口的水果要征收20%的关税。

**'customs ,entry** *noun* [C,U] (*Trade*) an official record that must be made of goods that are brought into or taken out of a country; the process of bringing goods into or taking goods out of a country in the official way 海关手续；进口报关：*You are required to complete a separate customs entry for each shipment of goods.* 你装运的每批货物需要分开办理海关手续。◇*following the formal customs entry procedures* 遵照正式的进口报关程序

**'customs ,officer** (**'customs of,ficial**) (*also* **'customs ,agent,** *especially in AmE*) *noun* [C] a government official that works at an airport, etc., whose job involves checking for illegally imported goods 海关人员

**'customs ,union** *noun* [C] (*Economics*) a group of countries that have agreed not to charge taxes (**import duties**) on goods they trade with each other, and to charge the same taxes on goods imported from other countries 关税同盟（结成关税同盟的国家约定相互间不征收进口税，对其他国家的进口货物则征收相同的关税）：*Andorra joined the EC customs union in July 1990.* 安道尔于1990年7月加入欧洲关税同盟。

**,Customs 'warehouse** = BONDED WAREHOUSE

**cut** /kʌt/ *verb, noun*
● ***verb*** [+ obj] (**cutting, cut, cut**)
**1** to reduce sth, especially by a large amount （尤指大量）削减，减少：*The airline is to cut 2 500 more jobs.* 这家航空公司将要削减2500多个职位。◇*The number of factories has been cut **from** 13 **to** 6.* 工厂的数目已从13家减少到6家。◇*His salary has been cut **by** ten per cent.* 他的工资已削减了百分之十。◇*Forecasts for their 2005 profits have been cut.* 对2005年利润的预测已经减少了。
**2** to remove text or images from one place on a computer screen, in order to put them somewhere else 剪切：*You can **cut and paste** between the programs.* 你可以在不同的程序间进行剪贴。
IDM **cut a 'deal (with sb); cut (sb) a 'deal** (*informal*) to make an arrangement with sb 与…达成协议：*She cut a deal with the boss who allowed her to work on the project if she raised half the funds.* 她和老板达成协议，如果她筹集到一半的资金，就允许她做这个项目。 **a cut and 'paste job** (*informal*) a document that sb has created quickly by taking ideas or sections of text from other documents, rather than sth original that they have worked hard on 剪贴文档
PHR V **,cut 'back (on sth)**; **,cut sth 'back** to reduce sth 减少；削减；缩减：*There is no evidence that shoppers were cutting back* (= on spending) *over the holiday season.* 目前没有证据显示购物者在假期里削减开支。◇*to cut back on*

*spending* 削减开支 ◇ *If we don't sell more we'll have to cut back production.* 如果我们不出售更多的货物，便不得不削减产量。 → CUTBACK ,**cut 'down (on sth)**; ,**cut sth 'down (to sth)** to reduce the size, amount or number of sth 削减，减少，缩小（尺寸、数量或数目）: *She wants to cut her travel load down to two days a week.* 她要把出差时间压缩到每周2天。 ,**cut sb 'in (on sth)** (*informal*) to give sb a share of the profit in a business or an activity 让（某人）分享利润 ,**cut sb 'off** to interrupt sb who is speaking on the telephone by breaking the connection 中断（电话通话）: *We were cut off in the middle of our conversation.* 我们的电话谈到一半的时候就断线了。 ,**cut 'off sb/sth** (*often* **be cut off**) to stop the supply of sth to sb/sth 停止、中断（供应）: *The bank has threatened to cut off their credit.* 银行已扬言要停止他们的信贷。

• ***noun*** [C]

SEE ALSO: **price cut**

**1** a reduction in the amount or number of sb/sth（数量、数目等的）削减，减少，缩减: *making a cut in interest rates* 削减利率 ◇ *an interest-rate cut* 利率的削减 ◇ *The aircraft maker announced a further 1 000 cuts* (= in the number of employees) *last week.* 该飞机制造公司上星期宣布再裁减1000人。 ◇ *The managers had to take a 20% cut in pay.* 经理们不得不接受减薪20%。

✪ ***interest-rate/tax*** *cuts* 利率削减；减税 • ***budget/cost/expenditure/spending*** *cuts* 预算/成本/支出/开支削减 • ***job/pay/wage*** *cuts* 减少工作岗位；减薪 • ***a big/deep/dramatic*** *cut* 大幅度/严重/大幅度削减 • ***to announce/implement/make/propose*** *cuts* 宣布/实行/进行/提出削减

**2** (*informal*) [usually sing.] a share in a profit or money（利润或钱的）份，份额: *We take a cut of any sales to customers that we refer to them.* 凡是从我们介绍给他们的客户中所赚取的任何销售额，我们都可从中提取份额。

✪ ***to get/take*** *a cut* (*of sth*) 得到/提取份额

**cutback** /'kʌtbæk/ *noun* [C, usually pl.] a reduction in sth 削减；减少；缩减: *cutbacks in production* 生产的削减 ◇ *staff cutbacks* 裁减工作人员 → CUT BACK (ON STH) at CUT *verb*

**'cut-off** *adjective, noun*

• ***adjective*** [only before noun] forming a limit at which sth must stop 界限的: *The union has set a cut-off point for the negotiations.* 工会已设定了谈判的截止期限。 ◇ *When is the cut-off date?* 截止日期是什么时候？

• ***noun*** [C, usually sing.] a point or limit when you stop sth 截止点；界限: *The government announced a cut-off in overseas aid.* 政府宣布了对外援助的限额。 ◇ *Mortgage lending should have an upper limit cut-off.* 按揭贷款应该有最高限额。

**'cut-off score** *noun* [C] (*HR*) the number of points on a test below which sb will not be considered for employment 分数线；截止分数；临界分数

**cutover** /'kʌtəʊvə(r); *AmE* -oʊ-/ *noun* [C] a time when an organization stops using one type of system, especially a computer system, and immediately starts using a new one（尤指计算机系统的）转换时间: *The cutover is planned for 31 May 2006.* 计划2006年5月31日转换新的计算机系统。 ◇ *the cutover from a mainframe to an Internet-based network* 从一个主机转换到一个以互联网为基础的网络

**,cut-'price** (*especially BrE*) (*AmE usually* **,cut-'rate**) *adjective* [usually before noun]

**1** sold at a reduced price 减价出售的；削价的

✪ *cut-price* ***deals/fares/goods/offers*** 削价的交易/票价/货物/报价

**2** selling goods or services at a reduced price 出售减价商品或服务的

✪ *a cut-price* ***airline/store/supermarket*** 减价航空公司/商店/超市

**'cut-throat** *adjective* [usually before noun] (about an activity) in which people compete with each other in aggressive and unfair ways 竞争激烈的；残酷无情的；不公平的: *rival companies engaged in cut-throat competition* 处于激烈竞争中的对手公司 ◇ *They are struggling to compete in the cut-throat world of IT services.* 他们在竞争激烈的信息服务领域挣扎求存。

**,cutting 'edge** *noun* [sing.]

**1 the cutting edge** (**of sth**) the newest, most advanced stage in the development of sth（处于某事物发展的）尖端，最前沿: *They are at the cutting edge of scientific research.* 他们正处于科研的最前沿。 ◇ *operating on the cutting edge of technology* 以最尖端的技术经营 ◇ *cutting-edge designs* 前卫设计 SYN LEADING EDGE

**2** a quality or feature that gives sb/sth an advantage 优势: *This qualification will give you a cutting edge over other candidates when you apply for a job.* 当你求职时，这项资历会给你带来比其他候选人更大的优势。

**★CV** /ˌsiː 'viː/ *abbr* **curriculum vitae** a written record of your education and employment that you send when you are applying for a job 履历；简历: *Applicants should send a full CV and covering letter to ...* 申请人应将详尽的个人简历和求职信寄到… ◇ *Voluntary work will look good on your CV* (= give a good impression). 志愿工作会让人对你的个人履历增添好印象。 SYN RÉSUMÉ (*AmE*)

**c.w.o.** (*also spelled* **CWO**) /ˌsiː ˌdʌbljuː 'əʊ; *AmE* 'oʊ/ *abbr* (*Trade*) **cash with order** payment for goods will be made when the goods are ordered 订货付现: *Our normal terms of business are c.w.o.* 我们一般的交易条件是订货付现。

**cwt.** *abbr* (*plural* **cwt.**) a short way of writing **hundredweight** 英担

**cyber-** /'saɪbə(r)/ *combining form* (*in nouns and adjectives*) 构成名词和形容词) connected with electronic communication networks, especially the Internet 计算机的；网络的（尤指互联网）: *a cybershop* 网络商店 ◇ *a cybercafe* 网吧 ◇ *cybersales* 网络销售 ◇ *cybermarketing* 网络营销

**'cyber mall** (*also* **,electronic 'mall**) *noun* [C] (*E-commerce*) a website that is shared by two or more businesses 网络商场: *A fashion retailer is launching a cyber mall that will enable Internet users to buy products from a number of high street retailers.* 时装零售商正推出网络商场，这将可让

互联网用户能够从一些主要大街上的零售商处购买产品。

**cyberslacker** /'saɪbəslækə(r); *AmE* 'saɪbər-/ *noun* [C] (*informal*)
an employee who uses the Internet in work time to send personal emails, shop, play games, etc. when they should be working 工作时间内上网聊天的人（指那些利用工作时间在公司上网，做与工作无关的事情的雇员，如发送个人邮件、购物、打游戏等）

**cyberspace** /'saɪbəspeɪs; *AmE* -bərs-/ *noun* [U]
the imaginary place where electronic messages, Internet pages, etc. exist while they are being sent between computers 网络空间：*Some people are reluctant to transfer money **through** cyberspace.* 有些人不愿意通过网络空间转钱。

**cybersquatting** /'saɪbəskwɒtɪŋ; *AmE* 'saɪbərskwɑːtɪŋ/ *noun* [U]
the illegal activity of buying and officially recording an address on the Internet that is the name of an existing company or a well-known person, with the intention of selling it to the owner in order to make a profit 域名抢注（一种非法活动，专门抢先将企业或名人的名字注册成为自己所有的网域名称，再高价卖给该企业或名人赚取暴利）：*a victim of cybersquatting* 域名抢注的受害人 ◇ *a cybersquatting lawsuit* 域名抢注官司
▸ **'cybersquatter** *noun* [C]

**★cycle** /'saɪkl/ *noun* [C]
SEE ALSO: **accounting cycle, billing ~, business ~, economic ~, family life ~, Kondratieff ~, life ~,** etc.
**1** a regular pattern of events 循环：*a vicious* (= very bad) *cycle of reduced spending, lower production and unemployment* 开支减少、生产下降和失业的恶性循环 ◇ *Fashions tend to go **in** cycles.* 时装往往周而复始。◇ *breaking the cycle of five working days and two leisure days* 打破五个工作日和两个休息日的循环
**2** a pattern that an economy, an industry, a market, etc. tends to follow, with periods of success and periods of difficulty happening regularly one after another（经济、行业、市场等的）周期，循环：*The market is at **the bottom** of the cycle and should start improving soon.* 市场正处于周期的底部，应该很快开始复苏。◇ *The IT industry has been through many **boom-and-bust** cycles.* 信息技术产业经历过许多繁荣—萧条的循环。
**3** a single period of success, failure, etc. that forms part of a regular series（由成功、失败等构成的）周期：*The economy appears to be moving into a **down** cycle.* 经济似乎正在进入下降周期。◇ *a **growth** cycle* 增长周期
**4** a regular period of time during which sb/sth completes a particular activity（完成某项活动的）周期：*We are trying to shorten our product-development cycle.* 我们正在设法缩短产品的开发周期。◇ *We tend to work **in** 12-month cycles.* 我们倾向于以12个月的周期工作。

**'cycle time** *noun* [U,C]
(*Production*) the time between starting and completing a production process 生产周期时间：*There has been a dramatic reduction in manufacturing cycle time.* 生产周期时间已大幅度缩减。◇ *In one work area, cycle time was cut by 15 seconds by adding another worker.* 在一个工作区域，增加一个工人，生产周期时间就减少15秒。
→ LEAD TIME

**cyclical** /'saɪklɪkl; 'sɪk-/ *adjective, noun*
• ***adjective***
SEE ALSO: **countercyclical**
(*Economics*; *Finance*)
**1** that follows a regular pattern of success and failure, increase and decrease, etc. 循环的；周期的：*History has shown that economic markets are cyclical.* 历史已经显示出经济市场是周期性的。◇ *the cyclical demand for steel products* 对钢材的周期性需求 ◇ *a cyclical downturn* (= period of difficulty) *in the advertising industry* 广告业的周期性衰退
⊕ *a cyclical **downturn/peak/recovery*** 周期性衰退 / 高峰 / 复苏
**2** easily affected by the success or failure of the general economy 周期性的：*Improved economic conditions have benefitted cyclical stocks.* 经济状况的好转令周期性股票受惠。◇ *cyclical unemployment* 周期性失业 → DEFENSIVE
⊕ *cyclical **shares/stocks*** 周期性股票 • *a cyclical **company/industry*** 周期性公司 / 产业
• ***noun*** [C, usually pl.]
(*Finance*) an investment whose value is easily affected by the success or failure of the general economy（投资价值容易受总经济状况成功或失败影响的）周期：*Consumer cyclicals, like technology and industrial stocks, offer good value for investors right now.* 像科技和工业股一样，消费周期马上能为投资者提供良好的价值。→ DEFENSIVE

# Dd

**D/A**
**1** = DOCUMENTS AGAINST ACCEPTANCE
**2** = DEPOSIT ACCOUNT

**DA** /ˌdiː ˈeɪ/ = DISTRICT ATTORNEY

**DAF** /ˌdiː eɪ ˈef/ = DELIVERED AT FRONTIER

**the 'Daily Of'ficial 'List** *noun* [sing.] (*Stock Exchange*) a detailed record that gives information about the shares that are traded on a stock exchange on a particular day, especially the London Stock Exchange（尤指伦敦股票交易所的）每日正式行情表

**★damage** /ˈdæmɪdʒ/ *noun, verb*

• ***noun***

SEE ALSO: **actual damages, apparent ~, civil ~, compensatory ~, liquidated ~, nominal ~, non-economic ~, punitive ~**

**1** [U] physical harm caused to sth which makes it less valuable or for which sb can claim money from an insurance company（有形的）损坏，损失：*The storm didn't do much damage.* 暴风雨并未造成很大损失。◇ *The cost of the damage is estimated at $30 million.* 损失的费用估计为3 000万元。◇ *The policy covers the building for accidental damage.* 这份保险单承保了这栋大楼的意外损坏险。

➊ *to **cause/do** damage (to sb/sth)* 对（某人／某事）造成损害 • *to **suffer** damage* 遭受损失 • *to **assess/prevent/repair** damage* 评估／防止／弥补损失 • *__considerable/extensive/irreparable/permanent/serious/severe__ damage* 相当大的／广泛的／无可挽回的／永久性的／重大的／严重的损害 • *__accidental/environmental/structural__ damage* 意外／环境／结构性损害 • *__bomb/fire/flood/smoke/storm__ damage* 炸弹毁坏；火灾损失；洪水毁坏；烟雾熏坏；暴风雨破坏

**2** [U] harmful effects on sb/sth 损害；伤害：*damage to a person's reputation* 对个人名誉的伤害◇ *This could cause serious damage to the country's economy.* 这可能会对国家经济造成严重损害。

➊ *to **cause/do** damage (to sb/sth)* 对（某人／某事）造成伤害（损害）• *__inflict__ damage (on sb/sth)* 使（某人／某事）蒙受伤害（损害）• *to **suffer** damage* 遭受伤害 • *to **assess/repair** damage* 评估／修复损害 • *__considerable/irreparable/long-term/serious__ damage* 相当大的／无可挽回的／长期的／严重的伤害 • *__financial/political__ damage* 金融上的／政治上的损害

**3** (*Law*) **damages** [pl.] money that a court orders a person, company, etc. to pay to sb, because they have caused them harm, injury or loss 损害赔偿金：*He was ordered to **pay** damages of €50 000.* 他被责令支付5万欧元的损害赔偿金。◇ *The jury awarded the plaintiff $505 million __in__ damages.* 陪审团判给原告5.05亿元的损害赔偿金。

➊ *to **be awarded/receive/recover/win** damages* 被判予／得到／收回／获得损害赔偿金 • *to **claim/seek/sue for** damages* 索取／寻求／起诉要求损害赔偿金 • *a damages **action/award/claim*** 损害赔偿诉讼／裁决／索赔

• ***verb*** [+ obj] to harm or spoil sb/sth 伤害；损害；损坏；破坏：*The fire badly damaged the offices.* 火灾严重毁坏了办公室。◇ *Investor confidence has been seriously damaged by the scandal.* 投资者信心已经受到这则丑闻的严重损害。◇ *Her strategies are damaging the company.* 她的战略正使公司受损。

**WHICH WORD?** 词语辨析

**damage/damages**

**Damage** [U] refers to the harm that is done to something * damage 指对某物的损害：
• *Did the fire cause much damage?* 大火造成的损失很大吗？
• ~~*The fire caused terrible damages.*~~

**Damages** [plural] has a different meaning. It refers to the money paid to someone as part of a legal case * damages意义不同，指由法院判决赔付的损害赔偿金：*She is suing the company for damages.* 她起诉公司索取赔偿。◇ *He was awarded damages of €100 000.* 他获赔10万欧元。

The word **injury** [C/U], not damage, is used to describe harm done to a person's body. 指对人体造成的伤害，用 injury 而不能用 damage：
• *The driver suffered serious injuries.* 司机受了重伤。
• ~~*The driver suffered serious damage.*~~

**'damage limi,tation** (*also* **'damage con,trol,** *especially in AmE*) *noun* [U] the process of trying to limit the amount of damage that is caused by a particular event or situation 损害控制

**'danger ,money** (*BrE*) (*AmE* **'hazard pay**) *noun* [U] (*HR*) extra money which is paid to sb who works in a dangerous situation 危险工作津贴：*The miners have argued that they should be paid danger money.* 矿工据理力争要求获得危险工作津贴。

**★data** /ˈdeɪtə; *BrE also* ˈdɑːtə; *AmE also* ˈdætə/ *noun*

SEE ALSO: **hard data, secondary ~, soft ~**

**1** [U, pl.] (*used as a plural noun in technical English, when the singular is* **datum** 在科技英语中用作复数名词，单数形式是datum) facts or information, especially when examined and used to find out things or to make decisions 数据；资料：*This data was collected from 73 countries.* 这资料收集自73个国家。◇ *They have found some interesting things __in__ the data.* 他们在资料中发现了一些有趣的事情。◇ ***raw data*** (= data that has not been studied yet) 原始数据 ◇ (*Technical*) *Recent economic data show that more than 2 500 jobs are created each month.* 最近的经济数据显示每月创造的职位达2 500多个。

➊ *to* ***collect/get/obtain*** *data* 收集 / 得到 / 获取资料 • *to* ***analyse/interpret/look at/use*** *data* 分析 / 解释 / 研究 / 使用资料 • *the* ***analysis/interpretation*** *of data* 对资料的分析 / 解释 • *data* ***indicate(s)/show(s)/suggest(s)*** *sth* 资料显示某事 • ***economic/financial/scientific/technical*** *data* 经济 / 金融 / 科学 / 技术数据

**2** (*IT*) [U] information that is stored by a computer (储存在计算机中的) 数据: *Once we have checked the stock, we enter the data into the computer.* 我们一旦查看了库存，就将数据输入计算机。 ◇ *a data-storage system* 数据存储系统 ➊ *to* ***access/enter/process/retrieve/store*** *data* 获取 / 输入 / 处理 / 检索 / 存储数据 • *data* ***management/processing/retrieval/storage*** 数据管理 / 处理 / 检索 / 存储

**databank** (*also spelled* **data bank**, *especially in AmE*) /'deɪtəbæŋk; *AmE also* 'dætə-/ *noun* [C] (*IT*) a large amount of data on a particular subject that is stored in a computer (储存在计算机中特定主题的) 数据库，资料库: *establishing a databank of customers* 建立顾客数据库 ◇ *a pay databank* 薪酬数据库

★**database** /'deɪtəbeɪs; *AmE also* 'dætə-/ *noun* [C] (*IT*) an organized set of data that is stored in a computer and can be looked at and used in various ways (储存在计算机中的) 数据库，资料库: *We maintain a database of all our clients.* 我们保有一套所有顾客的数据库。 ◇ *The details of each call are stored in a database.* 每次通话的详细情况都储存在数据库中。 ◇ *We have more than 10 000 CVs on our database.* 我们的数据库中拥有1万多份简历。 ➊ *to* ***build/create/establish/set up*** *a database* 设立 / 创立 / 建立 / 设立数据库 • *to* ***add to/store sth in/maintain/manage/update/use*** *a database* 添加到 / 将某事物储存到 / 维护 / 管理 / 更新 / 使用数据库 • *database* ***marketing*** 数据库营销 • *a* ***client/customer*** *database* 客户 / 顾客数据库 • *a* ***central/an online*** *database* 中央 / 在线数据库

**'data ,capture** *noun* [U] (*IT*) the process of putting information into a computer system 数据收集: *We use a portable bar-code scanner for the data capture.* 我们使用便携式条形码扫描仪收集数据。 ◇ *a data-capture system* 数据收集系统

**'data ,centre** (*AmE spelling* **~ center**) *noun* [C] **1** an organization that collects scientific information about a particular subject; the place or system where the data is stored 数据中心: *the World Data Centre for Greenhouse Gases* 世界温室气体数据中心 → DATABANK

**2** (*IT*) a safe place at which a number of computers that store or process data are kept (计算机) 数据中心: *Backups of all our data are transferred to a secure data centre.* 所有数据的备份都被转移到一个安全的数据中心。

**'data ,entry** *noun* [U] (*IT*) the work of putting information into a computer, for example from paper documents 数据录入；数据输入: *I've got a new job doing data entry for a mail-order company.* 我找到一份为邮购公司做数据录入的新工作。 ◇ *Data entry clerks were paid by how fast they could key data.* 数据录入员按其录入速度支付报酬。

**'data ,mining** *noun* [U] (*IT*; *Marketing*) using software to look at large amounts of information that has been collected on a computer and find new patterns, etc. 数据挖掘 (技术): *Credit-card companies can use data mining to detect fraud, by looking for unusual spending patterns.* 信用卡公司可以通过查询不正常的开销模式，采用数据挖掘技术来发现欺诈行为。

**,data 'processing** *noun* [U] (*IT*) a series of actions that a computer performs on data to analyse and organize it; the part of a company where this is done 数据处理: *the people in accounting and data processing* 从事会计和数据处理的人员

**,data pro'tection** *noun* [U] (*Law*) legal restrictions that keep information stored on computers private and that control who can read it or use it 数据保护: *In terms of the data protection laws, you can find out what information the company has about you.* 根据数据保护法，你可以查明这公司持有你哪方面的资料。 ◇ *a breach of the Data Protection Act* 违反数据保护法

**,data 'warehouse** *noun* [C] (*IT*) a collection of business information, for example about costs and profits, that a company keeps on a single computer system, so that it can be analysed and used to make decisions 数据仓库 (技术): *The firm built a data warehouse to help improve financial management.* 公司建立了数据仓库以协助改进财务管理。 ▸ **,data 'warehousing** *noun* [U]

**date** /deɪt/ *noun*, *verb*

• ***noun***

SEE ALSO: **best-before date**, **best-if-used-by ~**, **closing ~**, **completion ~**, **delivery ~**, **drop-dead ~**, **due ~**, etc.

**1** [C] a particular day of the month given in numbers and words 日期; 日子: *today's date* 今天的日期 ◇ *We need to fix a date for the next meeting.* 我们得为下次会议定个日期。 ◇ *The building must be finished by the date agreed.* 这幢大厦必须按商定的日期完工。 ➊ *to* ***agree (on)/arrange/decide (on)/fix/set*** *a date* 同意 / 安排 / 决定 / 确定 / 规定日期

**2** [sing.] a time in the past or future that is not a particular day 年代; 时期: *The work will be carried out at a future date.* 这项工作将来再做。 IDM **to 'date** up to the present time 迄今为止; 到目前为止: *The new plant is their largest to date.* 这座新厂是他们迄今为止最大的工厂。 ◇ *The stock has dropped 30% in the year to date.* 今年的股价到目前为止已下跌了30%。

• ***verb*** [+ obj] to write or print the date on sth 写上日期; 注明日期: *Thank you for your letter dated 24th March.* 感谢你3月24日的来信。 → UNDATED

**'datebook** /'deɪtbʊk/ = DIARY (1)

**,dated se'curity** *noun* [C, usually pl.] (*Finance*) an investment, such as a bond, that has a fixed MATURITY (= when the lender must pay

back the amount borrowed) 定期（偿还）证券 → UNDATED

**'date stamp** *noun, verb*
• *noun* [C]
**1** a date that is printed on sth, especially an envelope or a food product（信封或食品包装上的）日期戳：*The date stamp shows the letter was posted yesterday.* 邮戳显示这封信是昨天寄出的。
**2** a device for printing the date on a document（可拨动日期的）邮戳 —Picture at OFFICE
• *verb* [+ obj] **date-stamp** to print the date on a document, an envelope or a food product 加盖日期印：*Food items must be date-stamped to make sure the oldest stock is used first.* 每件食品上一定要印有日期以确保最久的存货先被食用。
▸ **'date-,stamping** *noun* [U]

**datum** /'deɪtəm/ *noun* [C] (*plural* **data**) (*Technical*) a fact or piece of information 数据；资料 → DATA

**'daughter ,company** *noun* [C]
a company that is owned completely or partly by another company (a **parent company**) 子公司：*They are a large group, with 15 daughter companies across Europe.* 他们是一家大型集团，在整个欧洲拥有15家子公司。 SYN SUBSIDIARY

**,dawn 'raid** *noun* [C] (*especially BrE*) (*Stock Exchange*)
**1** a situation when a company suddenly and unexpectedly buys a large number of shares in another company at the beginning of a day's business on the stock exchange 黎明突袭：开盘抢购（在股市开盘后突袭式大批买进另一公司的股票）：*The firm mounted a dawn raid on shares in the retailer, and is now likely to make a full takeover bid.* 这家公司对这零售商的股票发动了黎明突袭，现在则可能要进行全面收购了。

**the DAX** (*also spelled* **Dax**) /dæks/ *noun* [sing.] **Deutsche Aktienindex**
a SHARE INDEX of shares in 30 of the most important companies on the Frankfurt stock market（德国）达克斯指数：*Frankfurt's DAX index gained 0.2% in late trade.* 法兰克福达克斯指数尾盘上涨0.2%。 See note at INCREASE

**daybook** /'deɪbʊk/ *noun* [C]
(*Accounting*) a printed or an electronic record of the sales made and the goods bought by a business each day 日记账；流水账：*Enter the invoice number in the daybook.* 在日记账上记录发票号码。 ◇ *a purchase/sales daybook* 进货/销货簿

**,day 'off** *noun* [C] (*plural* **days off**)
a day on which you do not have to work 休息日；休假日：*When was the last time you had a day off?* 你上次休假是什么时候？ ◇ *She took a few days off.* 她休了几天假。 ◇ *a day off in lieu* (= in return for working during a holiday) 补假日
● *to ask for/have/take a day off* 请假/休假一天
• *be due for/be owed a day off* 应有/还欠一天休假

**'day ,order** *noun* [C]
(*Stock Exchange*) an order to buy or sell shares, bonds, etc. that is only valid on the day it is made 当日订单；当日有效委托

**'day rate** *noun* [C]
the amount sb is paid or charges to do a day's work 日工资：*What is your day rate?* 你的日工资是多少？ ◇ *She sets a minimum day rate of £200.* 她定下最低日工资为200英镑。

**,day re'lease** *noun* [U] (*BrE*)
(*HR*) a system of allowing an employee days away from work in order to study at a college（员工）脱产学习，进修休假制度：*She goes to college on day release.* 她到大学脱产学习。 ◇ *a day-release course* 脱产学习课程

**,day-to-'day** *adjective* [only before noun]
involving the usual events or tasks of each day 日常的；逐日的；例行的：*He has recently handed over the day-to-day running of the business.* 他最近交出了这企业的日常管理工作。 ◇ *the day-to-day work of the department* 部门的日常工作 ◇ *She will continue to run the group on a day-to-day basis.* 她将继续管理这集团的日常工作。

**'day ,trading** *noun* [U]
(*Stock Exchange*) the process of buying and selling shares very quickly using the Internet in order to take advantage of small price changes and so make small quick profits（利用互联网的）日间交易；当日交易；当日冲销：*The company struggled as enthusiasm for the Internet and day trading decreased.* 随着人们对互联网和当日交易的热情退却，这公司拼命挣扎求存。 ▸ **'day ,trader** *noun* [C] **'day-trade** *verb* [+ obj *or* no obj]

**dba** *abbr* (*especially AmE*)
a short way of writing **doing business as** in the name of a business, especially one owned by a SOLE PROPRIETOR 以…名义营业（doing business as 的缩写，多用于独资经营的公司）：*Kim Winton, dba Winton Tractor Spares* 金•温顿用温顿拖拉机零部件公司名义经营

**DBR** /,di: bi: 'ɑ:(r)/ = DRUM-BUFFER-ROPE

**DC** /,di: 'si:/ = DOCUMENTARY CREDIT

**DCF** /,di: si: 'ef/ = DISCOUNTED CASH FLOW

**DDI** /,di: di: 'aɪ/ *abbr* (*BrE*) **Direct Dial Inwards**
a system where an office building, a hotel, etc. can have a large range of telephone numbers sharing one or a small number of direct lines. Calls go directly to an EXTENSION without being connected by an OPERATOR OR RECEPTIONIST. 直接拨入（一种办公电话系统，多个电话号码共享一个或少数直拨线路。电话直接拨入分机而无需由接线员或接待员转接）→ DID

**DDP** /,di: di: 'pi:/ = DELIVERED DUTY PAID

**DDU** /,di: di: 'ju:/ = DELIVERED DUTY UNPAID

**dead** /ded/ *adjective*
**1** [not before noun] no longer thought likely to be successful or no longer being aimed for 没有指望的；不可挽回的：*Investors believe the controversial deal is all but dead.* 投资者相信这一颇有争议的交易几乎成了泡影。 ◇ *The restructuring plan now appears to be dead.* 这项重组计划现在似乎已不可挽回。
**2** [not before noun] no longer used, fashionable or important 不再使用的；不流行的；不重要的：*Who says e-commerce is dead?* 谁说电子商务不重要？ ◇ *Analysts say the issue is dead and buried.* 分析家称这议题已经不合时宜。

**3** without activity; with nobody buying or selling anything 停滞的；萧条的：*The market is absolutely dead this morning.* 今天上午市场极度疲软。◇ *Since the beginning of the year the economy has been dead.* 自年初以来经济一直停滞不前。
**4** (*informal*) (about machines or equipment) not working, especially because of a lack of power（指机器或设备尤因缺电而）不运行的，不转动的：*The hard disk seems to be dead.* 硬盘好象停止运行了。◇ *The phone's gone dead.* 电话没有声音了。

**deadbeat** /'dedbi:t/ *noun* [C] (*AmE*)(*informal*) a person or company that tries to avoid paying money that they owe 赖账者；不讲信用的公司：*We keep a database on deadbeats who pass bad checks.* 我们保存着一个数据库记录那些使用空头支票的赖账者。

**,dead cat 'bounce** *noun* [sing.] (*Stock Exchange*) a temporary and small upward movement in share prices after a large fall, often before they start to fall again 死猫反弹，死猫弹跳（指股价遭重挫后出现的小幅反弹，常继而下跌）：*Traders described the recovery as nothing more than a dead cat bounce.* 交易商称这次回升无非是死猫反弹而已。

**,dead-'end** *adjective* [only before noun] in which no more progress or development is possible 无出路的；绝境的；僵局的：*a dead-end task/project* 陷入僵局的任务／项目 ◇ *He is stuck in a dead-end job* (= one with low wages and no chance of getting a better job). 他困守于一份毫无前途的工作。

**★deadline** /'dedlaɪn/ *noun* [C] a time or date by which sth must be done or completed 最后期限；截止日期：*The deadline for applications is next Friday.* 交申请书的截止日期是下周五。◇ *She gave herself a two-year deadline to reverse the group's decline.* 她给自己两年的期限来扭转这集团的衰落局面。◇ *It is critical that we meet the 30 April deadline.* 我们要在4月30日最后期限前完成工作是至关重要的。◇ *The people here work under tight deadlines and intense pressure.* 在这里工作的人时间紧、压力大。◇ *You must be able to work to deadlines.* 你必须有能力按期完工。
● *to extend/impose/set a deadline* 延长／施加／规定最后期限 • *to hit/make/meet/miss a deadline* 达到／确定最后期限；按／未能按最后期限完成 • *strict/tight deadlines* 明确的／时间紧的截止日期 • *a deadline approaches/looms/nears/passes* 截止日期逼近／过去

**,dead 'load** → DEADWEIGHT (1)

**deadlock** /'dedlɒk; *AmE* -lɑ:k/ *noun* [sing; U] a complete failure to reach agreement or settle a dispute 僵持；僵局：*The two sides met to try to break* (= end) *the deadlock on/over funding for a pay deal.* 双方会面试图打破在工资协议上有关筹资问题的僵局。◇ *The strike has reached a deadlock.* 罢工已陷入僵局。◇ (*BrE*) *The negotiations appear to have reached deadlock today.* 今天的谈判似乎已陷入僵局。
● *to break/resolve a deadlock* 打破／解决僵局 • *to end in/reach* (*a*) *deadlock* 陷入僵局
▸ **deadlocked** /'dedlɒkt; *AmE* -lɑ:kt/ *adjective* [usually before noun]: *Pay talks remained deadlocked for weeks.* 薪酬谈判历经数周仍僵持不下。

**'dead ,season** *noun* [sing.] the time of year when the level of demand is at its lowest point 淡季：*Stock markets usually experience a dead season in August.* 股市通常在八月份会经历淡季。◇ *dead-season prices* 淡季价格

**'dead time** *noun* [U,C] (*Production*) time that is not being used 窝工时间；全无作为的时间：*Bosses should take advantage of periods of dead time to rethink jobs, and tune up departments.* 老板应该利用窝工时间重新考虑如何安排工作和调整部门。

**deadweight** (*also spelled* **dead weight,** *especially in AmE*) /,ded'weɪt/ *noun* [C,U]
**1** (*Technical*) (*abbr* **dwt**) (*also* **,dead 'load**) the weight of a structure or a vehicle that has no load or is empty 自重（未装货物前的重量）：*These oil tankers measure 70 000 to 110 000 deadweight tonnes.* 这些油轮自重7万到11万吨。
**2** (*Transport*) (*abbr* **dwt**) a measure of the total goods, fuel, passengers, etc. that a ship can carry（船舶的）载重量，载重吨
● *deadweight capacity/tonnage* 载重量／吨位
**3** (*Economics*) (*used as an adjective* 用作形容词) a financial cost or loss that is the result of money, materials, etc. not being shared out in an efficient way, for example because of the tax system 绝对损失，净损失（例如由于税收制度导致金钱、物料等未能有效地分配而支付的经济成本或遭受的经济损失）：*Job creation schemes can be associated with high deadweight costs.* 创造就业计划可以与高额的净损失成本联系起来。◇ *a deadweight burden* 净损失负担

**,dead 'wood** (*AmE spelling* **'deadwood**) *noun* [U] people or things that have become useless or unnecessary in an organization 冗员；废物：*Her first task was to clear out the dead wood from the department.* 她的首要任务是清除部门内无用的人。
● *to clear out/cut away/cut out/get rid of/sweep away the dead wood* 清除／铲除／裁汰／摆脱／肃清无用的人

**★deal** /di:l/ *noun, verb*
• ***noun***
SEE ALSO: **bought deal, cash ~, new ~, package ~, sweetheart ~**
(*Commerce*)
**1** [C] a formal business agreement, especially an agreement to buy or sell goods or provide a service（商业）协议；交易：*The board of directors have approved the deal.* 董事会已经批准了这一协议。◇ *The two companies signed a deal worth $1.7 billion.* 两家公司签署了一份价值17亿元的协议。◇ *The deal fell through* (= no agreement was reached). 协议未能达成。◇ *The board reached a deal with a large Chinese conglomerate.* 董事会与中国的一家大型企业集团达成了协议。◇ *We did a deal with the management on overtime.* 我们和管理层在加班费问题上达成了协议。◇ *They were hoping for a better pay deal.* 他们希望达成一项更好的薪酬协议。◇ (*also used in spoken English* 亦用于口语英语) *It's a deal!* (= I agree to your terms) 一言为定！
See note at AGREEMENT

➕ *to* ***agree/make/reach/sign*** *a deal* 同意 / 达成 / 签署协议 ◆ *to* ***clinch/close/conclude/strike*** *a deal* 达成协议 ◆ *to* ***block/call off/oppose/reject*** *a deal* 阻碍 / 取消 / 反对 / 拒绝交易 ◆ *a* ***bad/big/good/large/lucrative*** *deal* 亏本的 / 大笔的 / 划算的 / 巨额的 / 利润丰厚的买卖 ◆ *a deal* ***falls through/goes ahead/goes through*** 交易失败 / 进行 / 达成

**2** a reduction in the price of a product, usually for a short period of time only（产品短期内的）降价: *The airline is offering deals on flights this month.* 这航空公司本月的机票减价。◇ *I got a good deal on the car* (= I bought it cheaply). 我以很便宜的价钱买了这辆汽车。◇ *The website gives advice on how to get the best deal.* 这网站就如何获得最优惠的价钱提供建议。

➕ *to* ***get/offer*** *a deal* 得到 / 提供减价 ◆ *an* ***excellent/a good*** *deal* 极好的 / 实惠的价钱

→ idiom at CUT *verb*, DONE

◆ *verb* (**dealt, dealt** /delt/)

IDM **deal sb/sth a (serious, severe, etc.) 'blow; deal a (serious, severe, etc.) 'blow to sb/sth** to be very harmful to sb/sth 对…造成（严重）伤害: *The oil spill has dealt a severe blow to the area's fishing industry.* 石油泄漏已沉重打击了这地区的捕鱼业。

PHR V **'deal in sth** (*Commerce*; *Finance*) to buy or sell a particular product; to trade 经营，买卖（某产品）: *The company deals in computer software.* 这家公司经营计算机软件。◇ *a trader dealing in futures and options* 经营期货和期权的交易商 **'deal with sb** to talk or behave in an appropriate way according to who you are talking to, managing, etc. 对待；对付: *You need to be good at dealing with the public.* 你必须善于处理与公众的关系。**'deal with sb/sth** to do business regularly with a person, a company or an organization 与某人做生意；与某机构打交道: *I usually deal with the sales manager.* 我通常和销售经理打交道。◇ *We want our customers to know they're dealing with the same firm.* 我们希望客户知道他们正在与同一家公司做生意。**'deal with sth 1** to take action to solve a problem, carry out a task, etc., especially as part of your job 处理: *I have to deal with 300 emails a day.* 我每天要处理300封电子邮件。◇ *Your order was dealt with yesterday.* 你的订单昨天已经处理了。**2** to be concerned with a particular subject 论述；涉及: *This report deals with our sales prospects for the coming year.* 这份报告涉及我们来年的销售前景。

**★dealer** /'di:lə(r)/ *noun* [C]

SEE ALSO: **broker-dealer, primary ~**

**1** (*Commerce*) a person or shop/store whose business is buying and selling a particular product 交易商；贸易商: *Britain's biggest car dealer* 英国最大的汽车经销商 ◇ *She is a dealer in antiques.* 她是一位古董商。◇ *Here's how to find a dealer near you.* 这是如何寻找在你附近的经销商的方法。◇ *the company's US dealer network* 这公司在美国的经销商网络 → **wheeler-dealer** at WHEELING AND DEALING

**2** (*Finance*; *Stock Exchange*) (*BrE*) (*AmE* **'trader**) a person who buys and sells shares, bonds, currencies, etc. without using a BROKER or an agent 自营商: *She is a dealer in the financial futures market.* 她是一位金融期货市场的自营商。◇ *a senior UK equity dealer* 一位资深的英国股票自营商 ◇ *Wall Street dealers* 华尔街自营商 See note at AGENT

**3** (*Finance*; *Stock Exchange*) a bank employee who buys and sells shares, bonds, etc. or foreign currency on behalf of the bank 交易员

**dealership** /'di:ləʃɪp; *AmE* -lərʃ-/ *noun* [C] (*Commerce*) a business that sells products, especially cars, for a particular company; the position of being a dealer who can buy and sell sth 商品特许经销商；商品经销特许权；代理权: *a car/an auto/a Mercedes dealership* 汽车 / 梅赛德斯汽车经销商

**dealing** /'di:lɪŋ/ *noun*

SEE ALSO: **fair dealing, insider ~, self-~, wheeling and ~**

**1 dealings** [pl.] business activities between people or organizations 商业活动；业务往来: *I have had no dealings with* (= done no business with) *this company recently.* 我最近与这家公司没有业务往来。◇ *an investigation into the group's financial dealings* 对此集团财务往来情况的调查

**2** (*Finance*; *Stock Exchange*) [C,U] (*especially BrE*) buying and selling shares, foreign currencies, etc.（股票、外汇等的）买卖，交易: *Dealings in the company's shares have been suspended.* 这家公司的股票交易已经暂停。◇ *The rules relating to directors' share dealings are being tightened.* 有关董事股份交易的规则正在收紧。→ TRADING

**3** [U] a way of doing business with sb 经营作风；经营方式: *He has a reputation for fair/honest dealing.* 他有着经营作风正派 / 诚实的美名。◇ *dodgy/shady dealing* (= that seems to be dishonest or illegal) 不诚实的 / 非法的经营方式

**'dealing floor** = TRADING FLOOR

**dealmaker** (*also spelled* **deal maker**) /'di:lmeɪkə(r)/ *noun* [C] a person who is skilled at making financial deals or taking part in NEGOTIATIONS 交易人: *one of Wall Street's most aggressive dealmakers* 华尔街最雄心勃勃的交易人之一 ◇ *a City deal maker* 伦敦金融城交易商 ▶ **'dealmaking** (*also spelled* **deal making**) *noun* [U]: *the result of intense last-minute dealmaking* 紧张的最后一分钟交易的结果

**dear** /dɪə(r); *AmE* dɪr/ *adjective*, *adverb*

◆ ***adjective***

**1** (**dearer, dearest**) costing a lot of money or more money than you expected 昂贵的；价格高的: *The company was hit hard by dearer oil prices.* 公司因石油价格走高而遭到了严重打击。

**2 Dear** used at the beginning of a letter before the name or title of the person that you are writing to（用于书信抬头的名字或头衔前）亲爱的: *Dear Sir or Madam* 亲爱的先生 / 女士 ◇ *Dear Mrs Jones* 亲爱的琼斯太太

◆ ***adverb*** at a high price 昂贵地；高价地: *to buy cheap and sell dear* 贱买贵卖 → idiom at COST *verb*

**,dear 'money** *noun* [U] (*Economics*) a situation when money is difficult to borrow and can only be borrowed at a high rate of interest 高利贷款；高利借款；高息资金

SYN TIGHT MONEY

**ˌdear ˈmoney ˌpolicy** *noun* [C,U]
(*Economics*) a government policy of raising interest rates in order to make it more expensive to borrow money and so reduce the level of spending 高利率政策；高息政策 SYN TIGHT MONEY POLICY

**dearth** /dɜːθ; *AmE* dɜːrθ/ *noun* [sing.]
a lack of sth; the fact of there not being enough of sth 不足；缺乏：*There is a real **dearth of** candidates with the right experience for the job.* 具有适当经验来申请这一职位的人着实不足。◇ *a dearth of public sector investment* 对公共部门投资的不足 → GLUT

**ˈdeath ˌbenefit** *noun* [C,U]
(*Insurance*) money that is paid to the family of an insured person who dies 死亡恤金；死亡保险金

**ˈdeath ˌduty** = INHERITANCE TAX (1)

**ˈdeath tax** = ESTATE TAX, INHERITANCE TAX (2)

**deb** (*also spelled* **deb.**) *abbr*
**1** (*Accounting*) (*also* **Deb**) a short way of writing **debit** 借记，借方（debit的缩写）
**2** (*Finance*) a short way of writing **debenture** 公司债券（debenture的缩写）

**debenture** /dɪˈbentʃə(r)/ *noun* [C, usually pl.] (*abbr* **deb**) (*AmE also* **deˈbenture bond**)
SEE ALSO: **naked debenture**
(*Finance*) a loan for a long period of time on which a company promises to pay a fixed rate of interest; the official document that is given to the lender 公司债券；债券 NOTE In Britain, debentures are always SECURED on the company's assets (= the lender will get property or items of value if the company cannot pay back the money). In the US, debentures are not secured in this way 在英国，债券总是要用公司资产作担保。而在美国，债券无需此类担保：*The company **issued** debentures to certain shareholders.* 公司向某些股东发行了公司债券。◇ *The debentures yielded 10% a year in interest.* 公司债券每年有10%的利息收益。◇ *a debenture holder* 公司债券持有人

**deˈbenture stock** *noun* [C,U]
(*Finance*) a type of share in a company that pays fixed amounts at fixed times 债券股：*The company used cash reserves to pay back €10 m of bank debt and debenture stock.* 公司用现金储备偿还1 000万欧元的银行债务和债券股。

**★debit** /ˈdebɪt/ *noun, verb*
• ***noun***
SEE ALSO: **direct debit**
**1** [C] an amount that is taken from a bank account; a record of this 借项；借记：*a debit of €100* * 100欧元的借方余额 ◇ *The total debits on the account were £2 000 last month.* 上月账户中的借方总额为2 000英镑。 OPP CREDIT
**2** [U] the fact that there is no money in a bank account 透支；赤字：*Your account is **€200 in** debit.* 你的账户透支了200欧元。 → BE, REMAIN, ETC. IN THE RED at RED, OVERDRAWN
**3** (*Accounting*) [C] (*abbr* **Deb, deb**) an amount that is written in a company's financial account to show a decrease in money that the company owes or an increase in the value of its assets 借方；借记；借记的款项：*on the **debit side** of an account* 账户的借方 ◇ *Every debit must have a corresponding credit.* 每笔借方项目都对应一个贷方项目。 OPP CREDIT —Picture at T-ACCOUNT NOTE The **debits** are recorded on the left side of a traditional T-account. 借方项目记录在传统T型账户的左侧。
• ***verb*** [+ obj]
**1** to take an amount of money from an account, especially a bank account 记入借方；借记；扣除：*Premiums will be debited monthly **from** your account.* 保险费将每月从你的账户中扣除。◇ *Please debit my credit card.* 请从我的信用卡中扣除。◇ *Your account has been debited **with** $50 000.* 你的账户已被扣除了5万元。
**2** (*Accounting*) to write an amount in a company's financial account to show a decrease in the money the company owes or an increase in the value of its assets 记入借方 NOTE You **debit** a traditional T-account by writing amounts on the left side 将借项记入传统T型账户的左侧：*The cash received was debited in the cash book and credited to the sales account.* 收到的现金已借记现金账并贷记销售账户。 OPP CREDIT → CHARGE *verb* (3)

**ˈdebit acˌcount** *noun* [C]
(*Commerce*) an arrangement with a bank, shop/store or business to pay for the cost of goods or services using money that you already have or have paid 借记账户：*You can dial this number to find out how much you have left in your debit account.* 你可以拨打这个号码查询借记账户中的余额。 → CREDIT ACCOUNT at ACCOUNT *noun* (2)

**ˈdebit ˌbalance** *noun* [C]
**1** the amount by which the money paid out of a bank account is greater than the amount paid into it at a particular time 借方余额（同一账户在一定时期支出金额大于存入金额的余额）：*There is an outstanding debit balance on your account.* 你的账户中有未偿付的借方余额。 OPP CREDIT BALANCE
**2** (*Accounting*) in a company's financial records, the amount by which the total DEBITS are greater than the total CREDITS in a particular account 借方差额（账户中借方多于贷方的差额）：*The calculation of minority interest gives rise to a debit balance in the balance sheet.* 少数股东权益的计算结果导致资产负债表出现借方差额。

**ˈdebit card** (*AmE* **ˈcheck card**) *noun* [C]
a plastic card that can be used to take money directly out of your bank account when you pay for goods and services 借记卡：*Can I pay by debit card?* 我可以用借记卡支付吗？◇ *the growth of debit-card use in the UK and abroad* 在英国和国外借记卡使用情况的增加 → CREDIT CARD

**ˈdebit note** (*BrE*) (*AmE* **ˈdebit reˌceipt**) *noun* [C] (*Commerce*)
**1** a note sent to a customer showing that they owe money 借项清单，借项通知单（显示顾客所欠款项的通知）：*We realized we had undercharged the customer and **raised** a debit note.* 我们知悉少收了顾客的钱并已发出了借项通知单。
**2** a note sent by a customer to a supplier showing the amount that will be taken away from the total bill, for example because goods supplied were not correct 欠款账单，退货账单（顾客向供应商发出的通知，表示他们将从账单总额中扣除金额，例如因为供应的货物有误）：*A debit note must accompany the returned goods, stating the reasons*

*for rejection in full.* 退货账单必须附有退还的货物，说明拒收的充分理由。

**debriefing** /ˌdiːˈbriːfɪŋ/ *noun* [C,U]
a meeting where sb gives a report about a task that they have just completed 任务报告（会）：*a debriefing session* 执行任务情况汇报会

**★debt** /det/ *noun*

SEE ALSO: **assumed debt, bad ~, bank ~, book ~, business ~, consumer ~, corporate ~,** etc.

**1** [C] an amount of money that a person, a company, a country, etc. owes 借款；欠款；债务：*The group has debts of $3 billion.* 这集团负债达30亿元。◇ *It took her years to pay off all her debts.* 她花了数年时间才还清所有债务。◇ *interest payments on an outstanding* (= not paid) *debt* 未偿债务的利息支出 ◇ *He had run up huge credit-card debts* (= let them reach a very large amount). 他积欠了巨额的信用卡债务。
→ LIABILITY
● *a **big/crippling/huge/massive** debt* 大量的／导致经济瘫痪的／巨额的／庞大的债务 • *to **amass/have/incur/run up** debts* 积累／欠／背负／积欠债务 • *to **clear/pay back/pay off/repay/settle** a debt* 偿清／偿还／还清／偿还／结清债务 • *to **default on** a debt* 拖欠债务
**2** [U] the situation of owing money, especially when you cannot pay 负债情况：*The business is heavily in debt.* 这企业债务缠身。◇ *The company is $17 m in debt.* 这家公司负债1 700万元。◇ *I've been afraid of getting into debt.* 我一直担心会负债。◇ *We had to borrow to stay out of debt.* 我们必须借钱还债。
● *to **be in/get into/go into/run into/slip into** debt* 负债；欠债 • *to **get out of/keep sb/sth out of/stay out of** debt* 脱离债务；使…不负债；不欠债 • *to be **deeply/heavily** in debt* 负债累累
**3** (*Finance*) [U,C] CAPITAL (= money used for business activities) that a company or a government borrows, on which interest is paid（公司或政府用于商业活动的）债务，借款，欠款：*Some analysts were worried about the company's debt.* 一些分析家对这公司的债务忧心忡忡。◇ *Sales proceeds would be used to pay down debt* (= reduce the amount of debt that is owed). 销售收入将可用于偿还债务。◇ *the burden of **servicing** a debt* (= *paying interest on it*) 偿还债务利息的负担 ◇ *The government would not default on its debt repayments.* 政府不会拖欠债务。
● *to **cut/pay down/reduce** (a) debt* 削减／缩减／减少债务 • *to **cancel/default on/write off** a debt* 取消／拖欠／注销债务 • *to **refinance/reschedule/restructure** a company's debt* 再筹资金以清偿／延期偿还／重组公司债务 • *long-term/short-term debt* 长期／短期债务

**'debt ad,justment** *noun* [U,C]
**1** the process in which sb who owes money agrees to make regular payments to a person or business, who takes this money and arranges with the businesses who are owed money how the debt will be paid 债务调整（协调债务人与债权人之间还债方式的过程）：*We are fully licensed to deal in debt adjustment and counselling.* 我们执照齐全，可以经营债务调整和咨询业务。
**2** (*Law*) a legal process that a person who is BANKRUPT (= unable to pay their bills) can use to reduce the amount of their debts and the period of time over which they must be paid 债务调整（破产者可应用于减少债务金额和还款期限的法律程序）：*The court must confirm the debt adjustment plan.* 法庭必须确认债务调整计划。
▸ **'debt ad,juster** *noun* [C] **'debt ad,justing** *noun* [U]

**'debt ,capital** *noun* [U]
(*Finance*) CAPITAL (= money used for business activities) that a company gets by borrowing from banks, investors, etc. 借入资本：*The bond issue and loan will give the firm access to about $1.65 billion of debt capital.* 通过发行债券和贷款将使这企业获得约16.5亿元的借入资本。◇ *the debt capital markets* 借入资本市场 SYN LOAN CAPITAL

**'debt col,lection** *noun* [U]
the activity of obtaining money from people who owe money for goods or services they have received, often by going to their homes to get it 讨债；收债：*If you are late with a payment, your account may be handed over to a **debt collection agency.*** 如果延迟付款，账目可能会被移交给债务托收机构处理。▸ **'debt col,lector** *noun* [C]
→ COMMERCIAL COLLECTION AGENCY

**,debt consoli'dation** *noun* [U,C]
the act of borrowing a larger amount of money from one lender in order to pay back several smaller debts to other lenders 债务合并：*Debt consolidation can help lower your monthly payments.* 债务合并可以帮助降低你的每月还款额。◇ *a **debt consolidation loan*** 债务合并贷款
▸ **,debt con'soli,dator** *noun* [C]: *You will need to make one monthly payment to the debt consolidator.* 你必须每月付款给债务合并人。

**'debt ,counselling** (*AmE spelling* **~ counseling**) *noun* [U]
the activity of providing advice to people about how they can pay back the money that they owe 债务咨询 ▸ **'debt ,counsellor** (*AmE spelling* **~ counselor**) *noun* [C]

**debt-'equity ,ratio** (*also spelled* **debt/equity ratio**) (*also* **,debt-to-'equity ,ratio**) *noun* [C]
(*Accounting*) a measure of how much debt (= loans, bonds, etc.) a company uses in order to finance its activities, compared to money invested by shareholders 债务股本比（公司负债额与股东股本之间的比率）：*a debt-equity ratio of 3:1* (= for every dollar invested by shareholders, the company borrows another 3 dollars) 债务股本比为3:1（股东每投入1元，公司另外借入3元）◇ *A high debt-equity ratio results in high returns for shareholders, but potentially big losses if the company fails.* 高额的债务股本比会给股东带来高收益，但若公司倒闭，潜在亏损也会很大。
SYN GEARING

**debt-'equity swap** (*also spelled* **debt/equity swap**) (*also* **,debt-for-'equity swap, 'debt swap**) *noun* [C]
(*Finance*) an arrangement in which a lender reduces the amount of a company's debt, in exchange for receiving shares in the company 债务股权置换（放债者用债务有价证券交换股权利益）：*The debt-equity swap will give creditors a 30% stake in the company.* 债转股会给予债权人30%的公司股份。

**'debt ex,posure** *noun* [U]
(*Finance*) money that an organization has lent to sb/sth and so risks losing if it is not paid back 债务风险：*The company's shares fell because of anxiety about its debt exposure.* 由于对其债务风险的担忧，这家公司的股价下跌了。 SYN CREDIT EXPOSURE

**'debt ,finance** *noun* [U]
(*Finance*) money that a company borrows from banks, investors, etc. in order to finance its activities; the business of providing this money to companies 债务融资；举债筹资：*The company has secured debt finance from Royal Bank of Scotland to fund the deal.* 为了给这笔交易提供资金，这公司已从苏格兰皇家银行取得了一笔债务融资。◇ *She is head of the bank's debt finance division.* 她是这家银行的债务融资部主管。→ EQUITY FINANCE, LOAN CAPITAL ▶ **'debt-,financed** *adjective*：*a debt-financed acquisition* 债务融资收购 **'debt ,financing** *noun* [U,C]：*sources of debt financing* 债务融资的来源 ◇ *a debt financing of $250 000 * 25万元的债务融资

**,debt-for-'equity swap** = DEBT-EQUITY SWAP

**'debt-,laden** *adjective* [usually before noun]
(used especially in newspapers) having a lot of debt; badly affected by debt（尤用于报章）债台高筑的：*The debt-laden group is selling assets in an attempt to avoid bankruptcy.* 这家集团债台高筑，正在出售其资产以免破产。◇ *a debt-laden balance sheet* 负债累累的资产负债表

**'debt ,leverage** *noun* [U] (*especially AmE*)
(*Finance*)
**1** the relationship between the amount of money that a company owes (**debt**) and the value of its shares (**equity**) 债务杠杆比率（公司债务与其股票价值之间的关系）：*The subsidiary has received $4.5 billion to help reduce its debt leverage.* 这子公司已收到45亿元以协助其降低债务杠杆比率。
**2** using borrowed money to buy an investment or to add to the amount invested, in order to try to increase possible profits from the investment 债务杠杆（借款投资或增加投资额以扩大利润）

**★debtor** /'detə(r)/ *noun*
SEE ALSO: **sundry debtor**
**1** [C] a person, a country or an organization that owes money 债务人：*It is becoming too easy for debtors to default on their loans.* 债务人拖欠贷款变得非常容易。◇ *They are the world's biggest debtor nation* (= many countries have invested in it). 他们是世界上最大的债务国。→ CREDITOR (1)
**2** (*Accounting*) **debtors** [pl.] (*BrE*) the amounts of money that are owed to a company, which are recorded as assets on its BALANCE SHEET 应收债务：*During the period under review, debtors increased from €44 million to €57 million.* 在审议期间，应收债务从4 400万欧元增至5 700万欧元。 SYN ACCOUNTS RECEIVABLE → CREDITOR (2)

**,debtor-in-pos'session ,financing** *noun* [U]
(*abbr* **DIP Financing**)
(*Finance*) in the US, a type of loan that a company can get while it remains officially BANKRUPT (= unable to pay its debts)（美国）破产保护融资：*The $1.5 billion debtor-in-possession financing will allow the airline to continue operating in the event of a bankruptcy filing.* 这笔15亿元的破产保护融资将使这航空公司能够在申请破产保护期间继续运营。

**'debtors' ,ledger** *noun* [C] (*BrE*)
(*Accounting, old-fashioned*) in a company's financial records, a group of accounts that is used to record the amounts owed by particular customers 债务人分类账：*All sales are recorded in the debtors' ledger.* 所有销售都记录在债务人分类账中。 SYN SALES LEDGER → CREDITORS' LEDGER

**'debt ,overhang** *noun* [C, usually sing.; U]
(*Economics*) a situation in which the debts that a government, an organization or a person has are larger than they can pay back in the agreed time 债务积压：*an initiative to remove the debt overhang of poor countries* 消除贫困国家债务积压的倡议

**'debt ,payment** *noun* [C]
an amount of money that a government or an organization must pay back to a lender 债务清偿：*The company must meet* (= pay) *a debt payment on Monday.* 这公司必须在周一偿还一笔债务。◇ *The government has suspended foreign debt payments.* 政府已暂停偿还外债。

**'debt ,rating** *noun* [C]
(*Finance*) a measurement of the ability of a government or an organization to pay its debts and interest on them; the process of estimating this 债务评级：*The company's debt rating has been downgraded to 'junk' status.* 这公司的债务评级已降至"垃圾"级。◇ *a debt-rating agency* 债务评级机构 SYN CREDIT RATING
● *to cut/downgrade/lower/raise/upgrade a debt rating* 降低／提高债务评级 ◆ *to be given/have a debt rating* 进行债务评级

**'debt ,ratio** *noun* [U] (*AmE*)
(*Accounting*) a figure that is equal to a company's total debts divided by its total assets, used as a measure of a company's ability to pay back its loans and other debts 负债比率；债务比率（即总负债除以总资产，用于衡量一个公司偿还贷款和其他债务的能力）→ DEBT-EQUITY RATIO

**'debt re,structuring** (*also* **'debt re,scheduling**) *noun* [U]
(*Finance*) the act of finding a new way for an organization or a government to pay back money that they have borrowed and are having difficulty paying back 债务调整；债务重整（为欠债并遇到还债困难的机构或政府寻找新的还债途径）：*The company needs fresh funding and debt restructuring in order to survive.* 这公司必须获得额外的资金并进行债务调整以便维持经营。◇ *a debt rescheduling agreement/plan* 债务重组协议／计划

**'debt re,tirement** *noun* [U]
(*Finance*) the fact of a debt being paid back completely 还清债务：*a charge for early debt retirement* 提前还款的手续费

**'debt-,ridden** *adjective* [usually before noun]
(used especially in newspapers) having a lot of debt; badly affected by debt（尤用于报章）负债累累的：*merger talks to save the debt-ridden company* 为挽救这家负债累累的公司而进行的合并谈判

**'debt ,service** (*also* **'debt ,servicing**) *noun* [U] (*Finance*) the act of making regular payments to a lender; the payments that are made 还本付息；债务清偿：*The company has the necessary funds to cover immediate debt service.* 这公司备有立即偿债所必需的资金。

**'debt service ,ratio** *noun* [C] (*abbr* **DSR**)
**1** (*Economics*) the amount of money that a government needs to pay to foreign lenders every year, compared to the amount of money received from exporting goods and services 偿债比率，外债清偿率（政府偿还外债的金额占其出口收入的比例）：*The country's debt service ratio has jumped to 31%.* 这个国家的外债清偿率已上升到31%。
**2** (*Finance*) the amount of money that a company or a person needs to pay to lenders, compared to the amount of particular types of income 债务偿还比率（公司或个人用于偿还债务的资金占其特定类型收入的比例）：*Lenders usually insist that a company maintains a certain debt service ratio or else risk penalties.* 放款人通常坚持要求公司保持一定的偿债比率，否则就要对其处以风险罚款。

**'debt swap** *noun* [C] (*Finance*)
**1** = DEBT-EQUITY SWAP
**2** an arrangement between a government and a foreign lender. The lender agrees to reduce the amount of the government's debt in exchange for the government spending money on developing the country 债务交易协定（一国政府用本国货币从事发展项目以抵偿所欠外汇债务）：*The debt swap will generate funds for local conservation programmes.* 债务交易协定将为当地的水土保护计划提供资金。

**,debt-to-'equity ,ratio** = DEBT-EQUITY RATIO

**debug** /,di:'bʌg/ *verb* [+ obj] (**-gg-**) (*IT*) to look for and remove the faults in computer software or equipment 排除故障；除错：*The software still needs to be written and debugged.* 这款软件还需要编写和调试。

**debut** (*also spelled* **début**) /'deɪbju:; 'debju:; *AmE* deɪ'bju:/ *noun, verb*
• ***noun*** [C] the first time that sb/sth appears in public; the first time that sth is available to buy 首次亮相；首次面市：*The new car **makes** its debut in the UK this weekend.* 这款新车于本周末在英国首次亮相。◇ *Shares in the company soared 40% on their stock market debut.* 这家公司的股票一上市即飙升40%。◇ *a debut bond issue* 首发债券
• ***verb*** [+ obj *or* no obj] to become or make sth available to the public for the first time; to start selling sth or being sold 首次亮相；开始销售：*They recently debuted a phone incorporating a digital camera.* 他们最近推出了一款内置数码相机的手机。◇ *The shares debuted at €15.25.* 这只股票以15.25欧元的价格上市。

**deceased** /dɪ'si:st/ *adjective*
**1** dead 死去了的；已故的：*If the policyholder is deceased, the funds will be paid to their heir.* 如果保险单持有人死亡，保险金将支付给其继承人。
**2 the deceased** *noun* [C] (*plural* **the deceased**) a person who has died, especially recently（尤指去世不久的）死者，已故者

**decelerate** /,di:'seləreɪt/ *verb*
**1** [+ obj *or* no obj] to happen or make sth happen more slowly（使）减慢，变慢：*Prices have decelerated rapidly.* 价格涨势已快速减缓。◇ *decelerating consumer spending* 收紧的消费支出
OPP ACCELERATE
**2** (*Economics*) [no obj] (about the economy) to decrease in activity so that demand for goods decreases（经济）减缓：*Economic growth decelerated sharply in January.* 一月份的经济增长速度急剧减缓。 OPP ACCELERATE
▸ **deceleration** /,di:selə'reɪʃn/ *noun* [C,U]: *We have seen a sharp deceleration in consumer spending.* 我们已注意到消费支出的急剧减缓。

**★decentralize , -ise** /,di:'sentrəlaɪz/ *verb* [+ obj *or* no obj]
to give some of the power of a central organization to smaller organizations in different areas or countries; to divide the responsibilities of running an organization between many different people, departments, etc. 分散，下放（权力）：*The company is decentralizing its corporate structure.* 这公司正对企业架构进行权力下放。◇ *Firms are decentralizing in search of reserves of labour.* 为了寻求劳动力储备，各公司正进行权力下放。 OPP CENTRALIZE ▸ **decentralization, -isation** /,di:,sentrəlaɪ'zeɪʃn; *AmE* -lə'z-/ *noun* [U; sing.] **decentralized, -ised** /,di:'sentrəlaɪzd/ *adjective*: *Our recruitment process is decentralized, with each manager doing their own hiring.* 我们的招聘工作是分开来进行，每个经理各自招聘自己的属下。

**de'cision-,maker** *noun* [C]
a person in an organization or a government who has authority to make important decisions 决策者：*The campaign was targeted at **key** decision-makers.* 这项活动是针对关键决策者的。

**de'cision-,making** *noun* [U]
the process of deciding about sth important, especially in a group of people or in an organization 决策：*Management excluded the union from decision-making.* 管理层拒绝让工会参与决策。◇ *simplifying the decision-making process* 简化决策过程
➲ ***corporate/executive/management decision-making*** 企业／行政／管理决策 • ***consensus/consensus-based decision-making*** 达成共识的／基于共识的决策

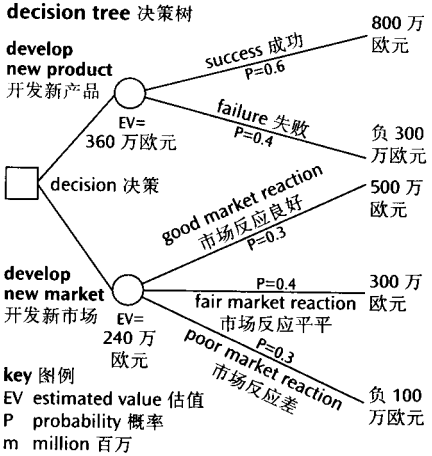
**de'cision-making ,unit** *noun* [C] (*abbr* **DMU**) (*Marketing*) the group of people in an organization who help to make a decision about whether to buy sth 决策单位：*Key members of decision-making units include buyers, users and influencers.* 决策单位的主要成员包括购买者、使用者和影响者。
SYN BUYING CENTRE

**de,cision sup'port ,system** *noun* [C] (*abbr* **DSS**) (*IT*) a computer program that analyses business data so that users can make decisions more easily 决策支持系统 → EXECUTIVE INFORMATION SYSTEM

**de'cision tree** *noun* [C]
a diagram that is used to help decide the best action to take in a particular situation. Possible actions and their results are represented using

lines, boxes and circles 决策树（罗列各种可供选择的行动方案及其后果以便作出最佳选择）: *We developed a decision tree to compare options for funding.* 我们绘制了决策树用于比较各个融资方案。

**decision tree** 决策树




**declaration** /ˌdeklə'reɪʃn/ *noun* [C,U]

SEE ALSO: **customs declaration, tax declaration**

**1** an official or formal statement, especially about the plans of an organization or a government; the act of making such a statement 公告；宣言；宣告: *Insurers traditionally make their annual bonus declarations in the first three months of the year.* 保险公司历来是在每年的前3个月公布其年度分红。
➊ *to* ***adopt/issue/make/sign*** *a declaration* 正式通过 / 发布 / 作出 / 签署公告

**2** (*Law*) an official statement by a court about the legal rights or status of sb/sth（法院）宣告，宣判: *They are seeking a court declaration that the contract no longer applies.* 他们正设法由法院判定这份合同已不再适用。
➊ *to* ***grant/make/seek*** *a declaration* 获准 / 作出 / 寻求宣判

**3** an official written statement giving information or stating that sth is true 申报（表）: *You will need to sign a declaration that you are an EU resident.* 你必须签署一份声明表示你是欧盟居民。◇ *a declaration of income* 收入申报表
➊ *to* ***complete/make/sign/submit*** *a declaration* 填写 / 撰写 / 签署 / 提交申报表

**★declare** /dɪ'kleə(r); *AmE* dɪ'kler/ *verb* [+ obj]

**1** to say sth officially or publicly 公布；宣布: *They declared their intention to buy a 25% stake in the company.* 他们宣布有意购买这家公司25%的股份。◇ *The company was declared insolvent* (= by a court). 这家公司被宣告破产。◇ (*BrE*) *The firm* ***declared itself insolvent.*** 这家公司宣布破产。◇ (*AmE*) *The company* ***declared bankruptcy*** *last December.* 这家公司于去年十二月份宣布破产。

**2** to announce that a share of a company's profits (a **dividend**) will be paid to shareholders 宣布（分红）: *The Board declared a dividend of 7.5 cents a share.* 董事会宣布每股派发股息7.5分。

**3** to tell the tax authorities how much money you have earned, etc. 申报（收入）: *The group declared a loss of $187 million.* 集团申报了1.87亿元的亏损额。

**4** to tell customs officers (= at the border of a country) that you are carrying goods on which you should pay tax 申报（应纳税物品）: *Do you have anything to declare?* 你有什么要申报的吗？

IDM **declare an 'interest** (**in sth**) to tell people that you have a connection with sth that could affect the decisions you make, because you may benefit in some way 申报（在某事中的）利益: *Directors are required to declare their interest in any contract with the company.* 规定要求董事须说明其在与公司有关的任何合同中的利益。

**★decline** /dɪ'klaɪn/ *noun, verb*

● ***noun*** [C, usually sing.; U] a process or period of becoming weaker, smaller or less good 衰退；减少；下降: *The country suffered a sharp decline in exports.* 这个国家的出口量急剧下降。◇ *She has failed to reverse the company's decline.* 她一直未能扭转公司业绩下降的情况。◇ *The rate of decline is now slowing.* 下降速度正在减缓。◇ *The currency has been* ***in decline*** *since the 1980s.* 自20世纪80年代以来，这货币一直在贬值。—Picture at PRODUCT LIFE CYCLE
➊ *a* ***dramatic/rapid/sharp/steep*** *decline* 骤然 / 迅速 / 急剧 / 陡然下降 • *a* ***gradual/slight/slow*** *decline* 逐渐 / 略有 / 缓慢下降 • *a* ***continued/continuing/steady*** *decline* 不断 / 持续 / 稳步下降 • *to* ***halt/reverse/stop/suffer*** *a decline* 停止 / 扭转 / 终止 / 遭受衰退

● ***verb*** [no obj] to become weaker, smaller or less good 衰退；减少；下降: *The number of tourists to the resort declined by 10% last year.* 去年这个度假胜地的游客人数减少了10%。◇ *The group has been hit by declining sales.* 这个集团遭受了销售量下降的打击。 See note at INCREASE
➊ *to decline* ***dramatically/sharply/steeply*** 急剧下降 • *to decline* ***gradually/slowly/steadily*** 逐渐地 / 缓慢地 / 稳步地下降

**decliner** /dɪ'klaɪnə(r)/ (*also* **de,clining 'stock**) *noun* [C, usually pl.] (*Stock Exchange*) (used in newspapers) a company whose shares have decreased (**declined**) in value in a particular period（用于报章）公司股价下跌者: *Technology stocks were the biggest decliners on the London Stock Exchange today.* 今天伦敦证券交易所的科技股跌幅最大。 SYN FALLER OPP ADVANCER

**de,clining 'balance ,method** = REDUCING BALANCE METHOD

**de,clining 'stock** (*also* **de,clining 'share**) = DECLINER

**decompress** /ˌdi:kəm'pres/ *verb* [+ obj] (*IT*) to return computer files, etc. to their original size after they have been COMPRESSED (= made smaller) 解压缩（将计算机压缩文件等恢复到原来大小）: *decompressed data* 解压缩后的数据 SYN UNZIP OPP COMPRESS

**decontrol** /ˌdi:kən'trəʊl; *AmE* -'troʊl/ *verb* [+ obj] (**-ll-**) (*especially AmE*)
(*Economics*) (*often* **be decontrolled**) to remove official rules or controls from sth, especially prices or rents 撤销对…的管制，解除对…的控制（尤指价格或租金方面）：*a debate over whether gas prices should be totally decontrolled* 对天然气价格是否应完全撤销管制的辩论 → DEREGULATE
▸ **ˌdecon'trol** *noun* [U]

**decouple** /ˌdi:'kʌpl/ *verb* [+ obj *or* no obj]
to break the connection between two activities or systems 使分离；拆开：*Their country's economy has decoupled **from** the problems of its neighbours.* 他们国家的经济已从邻国的问题中解脱出来。◇ *the need to decouple economic growth from environmental destruction* 发展经济又不能破坏环境的需要

**decoy** /'di:kɔɪ/ = SEED *noun* (2)

**decrease** *verb, noun*
• ***verb*** /dɪ'kri:s/ [+ obj *or* no obj] to become or make sth become smaller in size, number, etc.（使大小、数量等）减少，降低：*Profits decreased **by 9.4%, from €1.17 million to 1.05 million.*** 利润从117万欧元降至105万欧元，下降了9.4%。◇ *People's savings have decreased in value.* 人们的储蓄贬值了。◇ *decreasing costs* 逐渐下降的成本 See note at INCREASE
⊕ *to decrease* ***considerably/dramatically/sharply/significantly*** 大幅度 / 急剧 / 明显地下降 • *to decrease* ***gradually/slightly/steadily*** 逐渐 / 轻微 / 稳步地下降 • *to decrease in* ***number/size/value*** 数目 / 规模 / 价值下降
▸ **de'creased** *adjective* [only before noun]: *decreased productivity* 下降的生产力
• ***noun*** /'di:kri:s/ [C,U] the process of reducing sth; the amount that sth is reduced by 减少；降低；减少量：*There has been a slight decrease **in** consumer spending this year.* 今年的消费开支略有减少。◇ *a decrease of nearly 6% in the number of visitors* 游客人数近6%的减少 OPP INCREASE
⊕ *a* ***large/marked/sharp/slight*** *decrease* 大量的 / 明显的 / 急剧的 / 轻微的减少 • *a* ***price/revenue/sales/tax*** *decrease* 价格 / 收入 / 销售额 / 税收的减少

**decree** /dɪ'kri:/ *noun, verb*
• ***noun***
**1** (*Law*) [C] a decision that is made in a court（法院的）判决，裁定：*The court **granted** a decree of divorce.* 法院判决离婚。
**2** [C,U] an official order from a ruler or a government that becomes the law 法令；政令：*a presidential decree* 总统令
• ***verb*** [+ obj] (**decreeing, decreed, decreed**) to decide, judge or order sth officially 判决；裁定；颁布：*The government decreed a national holiday.* 政府下令全国放假。

**decrypt** /di:'krɪpt/ *verb* [+ obj]
(*IT*) to change text or a message that is written in code into a form that can be understood by anyone 解密；翻译（电文） OPP ENCRYPT
▸ **decryption** /di:'krɪpʃn/ *noun* [U,C]: *decryption programs and tools* 解密程序和工具

**dedicated** /'dedɪkeɪtɪd/ *adjective* [only before noun]
designed to do only one particular type of work; used for one particular purpose only 专用的；专门用途的：*They recommend that you use a dedicated server for the software.* 他们建议你使用这款软件的专用服务器。◇ *We have our own dedicated warehouse.* 我们有自己的专用仓库。

**★deduct** /dɪ'dʌkt/ *verb* [+ obj *or* no obj] (*often* **be deducted**)
to take away money, a number, etc. from a total amount（从总数中）扣除，减去：*Pension contributions will be deducted **from** your salary each month.* 养老金供款将从你每月的工资中扣除。◇ *Income tax is deducted **at source*** (= from your pay, before you receive it). 所得税从税前工资中扣除。

**deductible** /dɪ'dʌktəbl/ *adjective, noun*
• ***adjective***
SEE ALSO: **tax-deductible**
(*Accounting*)
that can be taken away from an amount on which you must pay tax 可扣除的；可减免的：*These costs are deductible **from** profits.* 这些费用可从利润中扣除。▸ **de,ducti'bility** *noun* [U]: *the deductibility of training expenses* 培训费用的扣减
• ***noun*** [C] (*AmE*)
(*Insurance*) a fixed charge that you must pay before an insurance company will pay the costs of sth 保险扣除额；免赔额；自负额（保险理赔之前，投保人自己需要负担的费用）：*Medicare will cover half of the drug costs after a $600 deductible is paid.* 投保人支付了600元的保险扣除额后，医疗保险将支付一半的药费。 SYN EXCESS (*BrE*)

**★deduction** /dɪ'dʌkʃn/ *noun* [C,U]
SEE ALSO: **standard deduction, tax deduction**
the process of taking an amount of sth, especially money, away from a total; the amount that is taken away 扣除（额）；减去（数）：*The payment was made **without** deduction **of** tax.* 这笔支付的款项未扣除税款。◇ *The deductions **from** your salary are **made** directly by your employer.* 你的雇主会直接从你的工资扣除应扣减的数额。
→ TAX CREDIT See note at REDUCTION

**deed** /di:d/ *noun* [C]
SEE ALSO: **title deed, transfer ~, trust ~**
a type of written agreement that is made and signed in a formal way. **Deeds** are required in particular circumstances, for example when a house is sold 契约；证书：*the deeds of the house* 房契 See note at AGREEMENT

**ˌdeed of ar'rangement** *noun* [C]
(*Law*) in the UK, a formal written agreement between a failing company and the people it owes money to (its **creditors**), in which it agrees to pay its debts in a particular way（英国）债务清算契约（破产公司与债权人之间订立的偿债协议）

**ˌdeed of 'partnership** *noun* [C]
(*Law*) a legal agreement to form a PARTNERSHIP that gives the details of the arrangement 合伙契约

**ˌdeed of 'transfer** = TRANSFER DEED

**ˌdeed of 'trust** = TRUST DEED

**deep** /di:p/ *adjective, adverb* (**deeper, deepest**)
• ***adjective***
extreme or serious 极度的；严重的：*The market is in a deeper recession than expected.* 市场陷入比预期更为严重的衰退之中。◇ *We are having to make deep cuts in our operating costs.* 我们不得不大幅度削减经营成本。◇ *The weak economy forced retailers to offer deep discounts* (= big reductions in price). 经济疲软迫使零售商大幅度打折。
IDM **,deep 'pockets** if sb/sth has **deep pockets** they have a lot of money available to spend on sth 财大气粗的；财力雄厚的：*corporate buyers with deep pockets* 有雄厚财力的企业买家 **jump/be thrown in at the 'deep end** (*informal*) to start or be made to start a new and difficult activity that you are not prepared for（使）陷入未曾预料到的艰难处境：*She was just thrown in at the deep end on her first day and had to deal with a difficult client.* 她第一天工作就遇到了未曾料到的困难，不得不应付一位难缠的客户。
• ***adverb***
to an extreme or serious degree 极度地；严重地：*The company is being dragged deeper and deeper into debt.* 这公司正陷入越来越严重的债务之中。

**,deep-'discount** *adjective* [only before noun] (*Commerce*; *Marketing*) very much reduced in price; selling at a very low price 大幅打折的；大降价的：*deep-discount brands* 大降价的品牌

**deepen** /'di:pən/ *verb* [+ obj *or* no obj] to become worse; to make sth worse（使）变糟，恶化，严重：*Third-quarter losses deepened.* 第三季度亏损更严重了。◇ *a deepening economic crisis* 越来越严重的经济危机

**de facto** /,deɪ 'fæktəʊ; ,di:; *AmE* -toʊ/ *adjective* [usually before noun] *adverb* (*Law or formal*) (about an authority, a system, etc.) that exists because of the circumstances, rather than because it was created officially 事实上（的）；实际上（的）：*For a while he was the de facto plant manager.* 有一段时间，他实际上是工厂经理。◇ *The situation was accepted de facto.* 实际上当时的情况还是可以接受的。NOTE **De facto** is a Latin phrase. * de facto是拉丁语短语。→ DE JURE

**defamation** /,defə'meɪʃn/ *noun* [U] (*Law or formal*) the act of causing harm to sb by saying or writing bad or false things about them 污蔑；诽谤：*He has threatened to sue the newspaper for defamation.* 他扬言要控告这报诽谤。◇ *a defamation case* 诽谤案 ▸ **defame** /dɪ'feɪm/ *verb* [+ obj]

★**default** /dɪ'fɔ:lt; 'di:fɔ:lt/ *noun, verb*
• ***noun***
SEE ALSO: **judgement by/in default**
**1** (*Law*) [U,C] failure to do sth that is required by an agreement or by law, especially paying a debt 违约（尤指拖欠债务）：*The country is trying to avoid a default on its foreign debt.* 这国家正试图避免拖欠外债。◇ *They are in default of their obligations.* 他们未履行义务。◇ *The risk of default is very high.* 违约风险相当高。◇ *loan defaults* 贷款拖欠
**2** (*IT*) [U,C] what happens or appears if you do not make any other choice or change 默认；系统设定值：*The default option is to save your work every five minutes.* 默认的选项是每五分钟储存一次。◇ *What do you use as your default browser?* 你用什么浏览器作为默认浏览器？
IDM **by de'fault** if something happens **by default** it happens because nothing has been done to make things happen differently or because sb has not done what they should have done 自动地；默认地：*He became Chief Executive of the merged company almost by default.* 他几乎不费吹灰之力就当上了合并后公司的总裁。◇ *They won their lawsuit by default.* 他们很轻松地打赢了官司。
• ***verb*** [no obj]
**1** (*Law*) to fail to do sth that you are legally required to do, especially by not paying a debt 违约；不履行义务（尤指不偿还债务）：*The company defaulted on a $5 million loan repayment.* 这家公司拖欠500万元的贷款。◇ ***a defaulted bond*** (= one for which the investors did not receive a payment) 拖欠债券 ◇ *defaulting tenants* 拖欠租金的承租人
**2** (*IT*) to happen when you do not make any other choice or change 默认；预设：*The browsers default to the internal home page.* 浏览器预设为内部主页。
▸ **de'faulter** *noun* [C]：*loan defaulters* 拖欠贷款者

**de,fault 'judgement** (*also* **,judgement by/in de'fault**) (*also spelled* **judgment**) *noun* [C] (*Law*) a decision that a court makes against sb/sth because they do not defend a claim that is brought against them 缺席判决

**defect** *noun, verb*
• ***noun*** /'di:fekt; dɪ'fekt/ [C]
SEE ALSO: **latent defect, zero defect**
a fault in sth or in the way it has been made which means that it is not perfect 缺点；缺陷；毛病：*Engineers found several defects in the design of the vehicle.* 工程师发现了汽车设计中的一些缺陷。◇ *The factory has a defect rate of 1 per 4 engines produced.* 这家工厂每生产4台引擎会有1台有缺陷。
⊕ ***an important/a major/minor/serious/slight defect*** 重要的 / 主要的 / 次要的 / 严重的 / 轻微的缺陷 • ***a design/mechanical/safety/structural defect*** 设计 / 机械 / 安全 / 结构缺陷
• ***verb*** /dɪ'fekt/ [no obj]
**1** to stop using a particular supplier, product, etc. and use a competing one 投奔（竞争对手）：*Many of their customers defected to rival firms.* 他们的许多顾客转投竞争对手公司。
**2** to leave an employer, political party, etc. to join another that is considered to be a competitor or enemy 跳槽；背叛；叛变；投敌：*Several presenters have defected from radio to TV.* 好几位主持人已经从广播电台跳槽到了电视台。
▸ **defection** /dɪ'fekʃn/ *noun* [U,C]：*the defection of business travellers to low-fare airlines* 商务旅行者转向光顾低价航空公司 **de'fector** *noun* [C]

**defective** /dɪ'fektɪv/ *adjective* having a fault or faults; not perfect or complete 有缺点的；有缺陷的；有毛病的：*The manufacture offered to repair or replace any defective products.* 工厂承诺修理或更换任何有缺陷的产品。◇ *The*

*car's tyres were defective.* 这款汽车的轮胎有缺陷。◇ *defective workmanship/equipment* 有缺陷的工艺 / 设备

**defence** (*AmE spelling* **defense**) /dɪ'fens/ *noun*
**1** (*Law*) [C] (in a legal case) the reasons that sb/sth gives for not being guilty of a crime or of doing sth wrong; the act of presenting this argument in a court（司法案件中的）辩护；答辩：*Their defence was that they were prevented from finishing the work on time.* 他们辩称，他们被阻止按时完成工作。◇ *He wanted to conduct his own defence.* 他想自己为自己辩护。
**2** (*Law*) **the defence** [sing. with sing./pl. verb] the lawyer or lawyers whose job is to prove in a court that sb/sth did not commit a crime or do sth wrong 辩护律师：*The defence has tried to discredit the witness.* 辩护律师试图质疑证人。
→ PROSECUTION
**3** [C] (*used in compounds* 用于复合词) a particular method by which a company tries to avoid a TAKEOVER (= being bought by another company) 抵制接管（或收购）：*preparing a bid defence* 准备抵制收购

**de'fence ˌdocument** (*AmE spelling* **defense ~**) *noun* [C] (*BrE only*)
a document that is written by a company to its shareholders, explaining why they should reject an offer to buy the company (a **takeover bid**) 反收购文件

★**defend** /dɪ'fend/ *verb*
**1** [+ obj *or* no obj] to protect sb/sth against an attack or harm 防御；保护；保卫：*The firm is prepared to defend (itself) **against** a hostile takeover bid.* 这公司做好准备保护自己免遭敌意收购。◇ *They have been struggling to defend market share.* 他们一直在努力捍卫市场份额。
**2** [+ obj] to say or write sth in support of sb/sth that has been criticized 辩解；辩白：*They have defended their decision to close the plant.* 他们对关闭工厂的决定进行辩解。
**3** (*Law*) [+ obj] to resist a legal claim that is brought against you 抗辩：*You need to inform the court if you intend to defend the claim.* 你必须通知法院是否打算对这项索赔进行抗辩。
**4** (*Law*) [+ obj] to act as a lawyer for sb who has been charged with a crime 进行辩护；当辩护律师：*She hired one of the UK's top lawyers to defend her.* 她请了英国一位顶级律师为她辩护。

**defendant** /dɪ'fendənt/ *noun* [C]
(*Law*) the person in a court who is being SUED by another person or who is accused of committing a crime 被告；被告人：*The three defendants have pleaded not guilty.* 三名被告都辩称自己无罪。
→ PLAINTIFF

**defense** = DEFENCE

**defensive** /dɪ'fensɪv/ *adjective, noun*
• *adjective*
**1** (*Finance*) (about an investment) safe in times of economic difficulty, because the price or value is not easily affected by circumstances（投资）防卫性的，保护性的：*There has been a move to defensive sectors, such as health care and food.* 已出现一种转向保护性部门的动向，例如保健和食物业。→ CYCLICAL See note at STOCK
⊕ *defensive **shares/stocks*** 防御性股票 • *a defensive **industry/investment/sector*** 保护性工业 / 投资 / 部门
**2** that tries to protect sb/sth from attack or harm 防御的；保护的；保卫的：*The job cuts were a defensive move against decreasing sales.* 裁员是防止销售量减少的防御措施。
• ***noun*** [C, usually pl.]
(*Finance*) an investment that is not easily affected by times of economic difficulty 保护性投资：*Investors have been buying defensives, like utility and food stocks.* 投资者一直进行保护性投资，如购买公用事业和食品股票。

**defer** /dɪ'fɜ:(r)/ *verb* [+ obj] (**-rr-**)
to delay sth until a later time 推迟；延期：*The lenders agreed to defer the first debt repayment.* 放款人同意延迟首期还款的期限。◇ *The department deferred the decision **for** six months.* 这部门推迟了六个月才作决定。◇ *a deferred payment* 延期付款
▸ **de'ferment** (*also* **deferral** /dɪ'fɜ:rəl/) *noun* [C,U]: *payment deferrals* 付款延期 ◇ *a 90-day deferral period* * 90天的延缓期限 → TAX-DEFERRED

**deˌferred 'credit** *noun* [C] (*also* **deˌferred 'income** [U])
(*Accounting*) an amount written in a company's financial records which represents money received that has not yet been earned, for example for goods or services that will be provided during a later accounting period. These amounts are shown as LIABILITIES 递延贷项：*Payments for orders not yet delivered are dealt with as deferred credits.* 未交货订单的付款会作为递延贷项处理。

**deˌferred ˌlia'bility** *noun* [C]
(*Accounting*) an amount written in a company's financial records which represents money that the company will pay back during a future accounting period 递延负债（记录在公司财务记录上的在未来会计期间偿还的债务）：*Money should be set aside for deferred liabilities.* 应该为递延负债预留款项。

**deˌferred 'share** *noun* [C]
(*Finance*) a type of share for which a company can delay the payment of a DIVIDEND (= money paid to shareholders) 后派股；延期付息股票 See note at SHARE

**deˌferred tax'ation** *noun* [U] (*also* **deˌferred 'tax** [U,C])
(*Accounting*) tax on profits made during a particular accounting period which only needs to be paid during a later period. Companies keep an amount of money separate in their financial records to pay for this 递延税款（某会计期内对利润所征收的但只需在其后才支付的税款）：*Provision has been made for deferred taxation.* 已制定了递延税款的规定。◇ *The effect of deferred taxation was to reduce after-tax profit by £6.5 million.* 递延税款的影响是减少了650万英镑的税后利润。

**deficiency** /dɪ'fɪʃnsi/ *noun* [C] (*plural* **deficiencies**)
SEE ALSO: **notice of deficiency**
**1** the amount by which sth, especially income, is less than it should be 亏损；短少：*a budget deficiency of $96 billion* * 960亿元的预算缺口
SYN DEFICIT

**2** (*Accounting*) (*AmE*) a situation in which sb owes more tax than they have shown on their tax forms; the amount they owe 欠税；欠税额：*The IRS assessed a deficiency of $40 000 against the estate.* 美国国税局评估的不动产税欠税额为4万元。

**de'ficiency ,judgment** (*BrE spelling* ~ **judgement**) *noun* [C] (*AmE only*)
(*Law*) a court decision that forces sb to finish paying a debt for which they did not give enough SECURITY (= valuable items that will be lost if the money is not paid back) 补足判决，清偿不足数额判决（在所交抵押品不足以偿还债务时，法院强制偿清债务的裁决）：*The lender has the right to obtain a deficiency judgment against you.* 放款人有权要求法院对你作出清偿不足数的判决。

**de'ficiency ,notice** = NOTICE OF DEFICIENCY

**★deficit** /'defɪsɪt/ *noun* [C]
SEE ALSO: **structural deficit, trade deficit**
**1** (*Accounting*; *Economics*) the amount by which money that a government or business spends or owes is greater than money received in a particular period of time 赤字；亏损；逆差：*Germany was running a budget deficit of 3.75 per cent.* 德国的预算赤字率为3.75%。◇ *The trade balance is in deficit.* 贸易收支为逆差。◇ *an annual operating deficit* 年度经营赤字 ◇ *the government/federal deficit* 政府 / 联邦赤字
→ SURPLUS
● *a **high/large/low/modest/small** deficit* 高额的 / 巨大的 / 较低的 / 适度的 / 小额的赤字 • *to **face/have/run/show** a deficit* (*of sth*) 面对 / 存在 / 出现 / 显示有（某方面的）赤字 • *to **cut/eliminate/make up/reduce** a deficit* 削减 / 消除 / 弥补 / 减少赤字 • *a deficit **grows/narrows/shrinks/widens*** (*from/to sth*) 赤字增加 / 缩小 / 扩大 • *to **finance/fund** a deficit* 为弥补赤字提供资金
**2** [usually sing.] the amount by which sth, especially an amount of money, is too small or smaller than sth else 不足额；缺少额；亏损；缺少：*The group claims it can make up the $47 million deficit in its pension fund.* 集团声称可以弥补4700元的养老基金缺口。◇ *The industry has shown a deficit of creativity and innovation.* 这行业缺乏创意和创新能力。

**'deficit ,financing** *noun* [U]
(*Economics*) the practice of a government borrowing money in order to pay for things not paid for by the money received from taxes, etc. 赤字财政（政府因税收等不足以支付开支而以借贷支付的做法）：*The government tried to stimulate the economy through deficit financing.* 政府试图通过赤字财政刺激经济。→ DEFICIT SPENDING

**'deficit ,spending** *noun* [U]
(*Economics*) money that a government spends which it needs to borrow, because it does not receive enough tax, etc. 赤字开支（政府因税收等不足而靠借贷维持开支）：*Deficit spending was seen as a way of reducing unemployment.* 赤字开支被视为一种降低失业率的方法。→ DEFICIT FINANCING

**define** /dɪ'faɪn/ *verb* [+ obj]
**1** to say or explain what the meaning of a word or phrase is 下定义：*The Act defines 'small companies' as firms with fewer than 25 employees.* 这法案将“小企业”定义为员工少于25人的企业。
**2** to describe sth accurately 阐明；明确；界定：*They define success in terms of financial gain.* 他们界定成功的标准是经济收益。◇ *A project needs to have clearly defined objectives.* 一个项目必须有清晰界定的目标。
▸ **definition** /ˌdefɪ'nɪʃn/ *noun* [C,U]

**de,fined 'benefit** *noun* [C]
a fixed amount of money that will be paid by a PENSION PLAN（养老金）固定收益：*The plan offers guaranteed defined benefits to retiring employees.* 这计划为退休员工的养老金固定收益提供保证。◇ *a defined-benefit pension scheme* 固定收益养老金计划

**de,fined contri'bution** *noun* [C]
fixed payments that are made to a PENSION PLAN where the amount that will be paid out can change（养老金）固定缴款：*a new scheme based on defined contributions rather than final salary* 一项新的基于固定缴款而非离职薪金的养老金计划 ◇ *a defined-contribution pension plan* 固定缴款养老金计划

**deflate** *verb* [+ obj *or* no obj]
**1** (*Economics*) /ˌdiː'fleɪt/ to reduce the amount of money being used in a country so that prices fall or stay steady 紧缩（通货）：*The government raised interest rates in an attempt to deflate the economy.* 政府提高了利率试图紧缩通货。
→ INFLATE, REFLATE
**2** /ˌdiː'fleɪt; dɪ'fleɪt/ to become or make sth less valuable, expensive or active 物价下降；贬值：*Food prices are deflating by 1.5% a year.* 食品价格一年下跌1.5%。◇ *a badly deflated share price* 急剧下跌的股价

**★deflation** /ˌdiː'fleɪʃn/ *noun* [U]
SEE ALSO: **asset deflation**
**1** (*Economics*) a reduction in the amount of money in a country's economy so that prices fall or remain the same 通货紧缩：*The government is introducing measures to combat deflation.* 政府正采取措施以对抗通货紧缩。◇ *Companies are still laying off employees as deflation continues to reduce their revenue.* 因为通货紧缩使公司的收入持续下降，所以各公司仍在裁员。→ DISINFLATION, INFLATION, REFLATION at REFLATE
**2** a situation in which prices continuously become lower（价格）下跌：*the deflation of raw materials prices* 原材料价格的下跌 ◇ *The retailer experienced **price deflation** of 2% last year.* 去年这零售商遭受了2%的价格下跌。
▸ **deflationary** /ˌdiː'fleɪʃənrɪ; *AmE* -neri/ *adjective*: *deflationary policies* 通货紧缩政策 ◇ *the deflationary pressures on the economy* 通货紧缩对经济的压力

**deflator** /ˌdiː'fleɪtə(r); dɪ-/ *noun* [C]
(*Economics*) a figure that is used to reduce the current price of sth, so that it can be compared fairly with a price in the past 消除通货膨胀指数；紧缩指数；减缩指数：*Current prices were converted to constant prices using a price deflator.* 使用价格减缩指数将现行价格转换为不变价格。

**defraud** /dɪ'frɔːd/ *verb* [+ obj *or* no obj]
to get money illegally from a person or an

organization by tricking them 骗取，诈取（钱财）：*They were accused of defrauding the company of $600 million.* 他们被指控诈骗这公司六亿元。◇ *The five men are charged with conspiracy to defraud.* 这五名男子被控密谋诈骗。

**defray** /dɪ'freɪ/ *verb* [+ obj] (*formal*)
to provide money to pay or help pay for the cost of sth 支付；付给：*a grant to help the company defray the cost of its technology upgrade* 帮助该公司支付技术升级费用的拨款
● *to defray* ***charges/costs/expenses*** 支付费用 / 成本 / 开支

**defunct** /dɪ'fʌŋkt/ *adjective*
no longer existing or being used 不再存在的；不再使用的：*The routes were operated by the now defunct Sabena Airlines.* 这些航线是由现已不存在的比利时沙比那航空公司运营的。

**degrade** /dɪ'greɪd/ *verb* [+ obj or no obj] (*Technical*) to become or to make sth become worse, especially in quality（尤指质量）降低：*The software tends to degrade the performance of other programs.* 该软件常常会降低其他程序的性能。

**de jure** /ˌdeɪ 'dʒʊəri; ˌdi:; *AmE* 'dʒʊri/ *adjective* [usually before noun] *adverb* (*Law*) according to the law; official 根据法律（的）；法律上（的）：*The takeover has now been cleared and the group will take de jure control of the company on Monday.* 收购现已完成，根据法律该集团将在周一取得对那公司的控制权。
**NOTE** **De jure** is a Latin phrase. * de jure 是拉丁语短语。→ DE FACTO

**Del** *abbr* (*only used in written English* 只用于书面英语)
delete; delete key 删除；删除键

**delayering** /ˌdi:'leɪərɪŋ; *AmE* -'leər-/ *noun* [U] (*HR*) the act of reducing the number of levels of staff in a company, especially by removing a level of managers from their jobs 减少组织层级；机构扁平化：*the delayering of middle management* 中级管理层的扁平化 ▸ **ˌde'layer** *verb* [+ obj or no obj] See note at DISMISS

**ˌdel 'credere ˌagent** /ˌdel 'kreɪdəri:/ *noun* [C] (*Trade*) a person or company that sells goods for another and who agrees to pay for them if the customers fail to do so, receiving an extra COMMISSION for this risk 担保付款代理人，保付货款代理人（指以收取佣金为条件代委托人销售货物并担保代销货物货款的代理人。如客户不支付货款，由保付货款代理人支付）

**★delegate** *noun, verb*
● ***noun*** /'delɪgət/ [C]
a person who is chosen to speak and take decisions for a group of people, especially at a meeting 代表；会议代表：*More than 300 delegates from 60 countries attended the conference.* 来自60个国家的300多名代表出席了会议。
● ***verb*** /'delɪgeɪt/
**1** [+ obj or no obj] to give part of your work, power or authority to sb or a group of people, usually in a lower position than you 授权；（把工作、权力等）委托（给下属）：*Some managers find it hard to delegate.* 一些经理觉得难以授权下属办事。◇ *She delegated responsibility for the project to the marketing department.* 她把这个项目交给营销部门负责。
● *to delegate* ***authority/responsibility/tasks/work*** 授权；将责任 / 任务 / 工作委托给下属

**delegation** /ˌdelɪ'geɪʃn/ *noun*
SEE ALSO: **trade delegation**
**1** [C] a group of people who represent the views of an organization, a country, etc. 代表团：*He will lead the country's delegation to the trade fair next month.* 他将率领国家代表团参加下月的交易会。◇ *They are sending a delegation of business people to the talks.* 他们派遣一个商界人士代表团参加会谈。
**2** [U] the process of giving sb work or responsibilities that would usually be yours 委托；委派：*the delegation of authority* 授权

**delete** /dɪ'li:t/ *verb, noun*
● ***verb*** [+ obj]
**1** to remove sth that has been written or printed, or that has been stored on a computer 删除；删去：*Your name has been deleted* ***from*** *the list.* 你的名字已从名单中删除。◇ *I accidentally deleted your email.* 我不小心删除了你的电子邮件。
→ INSERT
**2** to stop making or selling a particular product, especially a CD, video, etc.（尤指光盘、录像带等）停止制作或出售：*The recording has been deleted in the UK, but is still available in the US.* 英国已停止生产这种录制品，但美国仍然有售。
▸ **deletion** /dɪ'li:ʃn/ *noun* [C,U]：*We publish a monthly list of additions and deletions to the products in this catalogue.* 我们每月刊出一份目录产品增删清单。◇ *the deletion of incorrect data* 删除不正确的数据
● ***noun*** [U] (*also* **de'lete key** [C]) (*abbr* **Del**) a button on a computer keyboard that you press to remove text or images（计算机键盘上的）删除键：*Select the text and hit delete.* 选取文字，按删除键。

**deleveraging** /ˌdi:'li:vərɪdʒɪŋ; *AmE* 'lev-/ *noun* [U]
(*Finance*) a method of changing how a company funds its activities in which it reduces the amount of money that it borrows 去杠杆化（通过减少借款金额改变公司融资活动的一种方式）：*the group's deleveraging and refinancing programme* 这集团的去杠杆化和再融资计划 ◇ *Money from the sale of the asset has helped the deleveraging of the company.* 从出售资产所得的资金已帮助降低这公司的债务杠杆。▸ **ˌde'leverage** *verb* [+ obj or no obj]：*The company is under pressure to deleverage.* 这公司正面临降低债务杠杆的压力。
→ LEVERAGING at LEVERAGE

**delinquency** /dɪ'lɪŋkwənsi/ *noun* [C] (*plural* **delinquencies**) (*especially AmE*)
(*Accounting*) an act of failing to pay money that you owe to a bank or business 拖欠债务：*Higher interest rates have led to an increase in credit-card delinquencies.* 更高的利率导致信用卡欠债的增加。◇ *The delinquency rate on personal loans rose to 2.3 per cent in March.* 三月份的个人贷款拖欠率增加到2.3%。▸ **delinquent** /dɪ'lɪŋkwənt/ *adjective* [usually before noun]：*Customers with delinquent accounts will not receive any further credit.* 账户内有欠债的顾客不会再获得任何信贷。

**delist** /ˌdiːˈlɪst/ *verb* [+ obj *or* no obj] (*Stock Exchange*) to remove a company from the official list of a stock exchange so that its shares are no longer traded there 取消上市，取消挂牌资格，除牌（将某公司从股票交易所的上市名单中去掉，其股票不得在此交易所交易）：*Their shares have been delisted **from** the Tokyo stock market.* 他们的股票已经被东京股票市场除牌。◇ *The group revealed that it was planning to delist.* 这集团透露正在计划退市。▸ **ˌde'listing** *noun* [U,C]: *They have applied to the stock exchange for delisting.* 他们已向交易所申请退市。

**★deliver** /dɪˈlɪvə(r)/ *verb*

**1** [+ obj *or* no obj] to take goods, letters, etc. to the person or people they have been sent to 递送；传送；送交：*Leaflets have been delivered **to** every household.* 传单已经发送到每家每户。◇ *We promise to deliver within 48 hours.* 我们承诺在48小时之内送到。

**2** [+ obj *or* no obj] to make and supply sth that has been requested by a customer 交付；交货：*The manufacturer delivered 112 new aircraft last year.* 生产商去年交付了112架新飞机。◇ *The challenge is for the company to deliver **on time** and **on budget**.* 公司面临的挑战是在预算内按时交货。

**3** [+ obj] to provide a service 提供（服务）：*They deliver exceptional customer service.* 他们提供卓越的客户服务。

**4** [+ obj *or* no obj] to produce, provide or achieve sth that people expect or that will benefit sb/sth，不负所望；兑现：*The company delivered strong financial results last year .* 去年该公司交出了优秀的财务业绩。◇ *We are committed to delivering real value* (= profits) ***to** shareholders.* 我们致力于为股东创造真正的价值。◇ *We are delivering **on** all the targets we set ourselves.* 我们正在实现自己定下的所有目标。◇ *The website looked promising, but failed to deliver.* 这网站看似大有希望，却未能实现其目标。

**5** [+ obj] to give a speech, talk, etc. or make an official statement 发表；宣布；发布：*His talk was delivered in a clear, interesting way.* 他以清晰、有趣的方式发表讲话。◇ *The company has delivered a profit warning.* 公司已发布了赢利预警。→ idiom at GOODS

**★deliverable** /dɪˈlɪvərəbl/ *noun, adjective*

• ***noun*** [C, usually pl.] (*Commerce*; *Production*) a piece of work that must be completed, especially as part of a long project（尤指作为长期项目一部分的）交付事项：*The development team have agreed on dates for all deliverables, including the final product.* 研发团队已经商定好全部交付事项的日期，其中包括最终产品的交付日期。◇ *tracking project deliverables with specific software* 用特殊软件跟踪项目交付事项 → MILESTONE

• ***adjective*** [not usually before noun] that can be achieved, provided or delivered 可交付的；可兑现的；可提供的：*Is the proposal deliverable?* 这提议可以实现吗？◇ *The futures contract becomes deliverable on January 31.* 期货合约于1月31日交割。◇ *deliverable results* 可实现的结果

**de,livered at 'frontier** *phrase* (*abbr* **DAF**) (*Trade*) (*usually used as an adjective or adverb* 通常用作形容词或副词) a term meaning that the seller delivers the goods to the border of the country mentioned. The buyer collects the goods and is responsible for bringing them into the country in the official way 边境交货（贸易术语，指卖方将货物运至边境指定地点交给买方）→ INCOTERM

**de'livered 'duty 'paid** *phrase* (*abbr* **DDP**) (*Trade*) (*usually used as an adjective or adverb* 通常用作形容词或副词) a term meaning that the seller delivers the goods to the place mentioned, in the buyer's country, and pays for any IMPORT DUTIES (= taxes on goods brought into a country) 完税后交货（贸易术语，指卖方将货物运至进口国指定地点交给买方并缴纳进口关税）→ INCOTERM

**de'livered 'duty un'paid** *phrase* (*abbr* **DDU**) (*Trade*) (*usually used as an adjective or adverb* 通常用作形容词或副词) a term meaning that the seller delivers the goods to the place mentioned, in the buyer's country. The buyer arranges for the goods to be brought into the country in the official way, and pays for any IMPORT DUTIES (= taxes on goods brought into a country) 未完税交货（贸易术语，指卖方将货物运至进口国指定地点交给买方，由买方缴纳进口关税）→ INCOTERM

**de,livered ex 'quay** *phrase* (*abbr* **DEQ**) (*Trade*) (*usually used as an adjective or adverb* 通常用作形容词或副词) a term meaning that the seller delivers the goods by ship to the port in the buyer's country that is mentioned. The buyer collects the goods from the port and is responsible for bringing them into the country in the official way 目的港码头交货（贸易术语，指卖方通过海运将货物运至进口国的目的港码头交给买方）→ INCOTERM

**de,livered ex 'ship** *phrase* (*abbr* **DES**) (*Trade*) (*usually used as an adjective or adverb* 通常用作形容词或副词) a term meaning that the seller delivers the goods by ship to the port in the buyer's country that is mentioned. The buyer collects the goods from the ship and is responsible for bringing them into the country in the official way. 目的港船上交货（贸易术语，指卖方通过海运将货物运至进口国的目的港，在目的港的船上将货物交给买方）→ INCOTERM

**de'livered price** *noun* [C] (*Commerce*) a price that includes all the costs for packing and transporting the goods as far as the place where they are going 交货价格，到货价格（包括包装费及运费在内的所有成本）

**★delivery** /dɪˈlɪvəri/ *noun* (*plural* **deliveries**)

SEE ALSO: **cash before delivery, nearby ~, non-~, part ~, recorded ~, special ~, spot ~**

**1** [U,C] the act of taking goods, letters, etc. to the people they have been sent to 传送；递送；交付：*They offer guaranteed next-day delivery **to** any home in the UK.* 他们担保次日送到英国的任何一户人家。◇ *Please pay for the goods **on delivery*** (= when you receive them). 请货到付款。◇ *Allow 28 days **for** delivery.* 请留出28天送货时间。◇ *Is there a delivery charge?* 要收送货费吗？◇ *The airline will **take delivery of*** (= receive) *11 new planes in 2006.* 这家航空公司2006年将接收11架新型飞机。◇ *We do all our deliveries in the morning.* 我们在上午交货。See note at DISTRIBUTION

**⊕** ***express/fast/next-day/overnight/same-day delivery*** 速递；快递；次日 / 夜间 / 当日递送 • ***to do/make a delivery*** 交货 • ***a delivery boy/business/man/van*** 送货员 / 业务 / 人 / 车

**2** [C] a load of goods that is received（收到的）一批货：*The store receives one delivery of books a week.* 该店每周收到一批书。

**⊕** ***to get/receive/wait for a delivery*** 得到 / 收到 / 等待一批货

**3** [U] the act of supplying sth or providing a service to sb/sth 提供某物；提供某项服务：*improving the delivery of public services* 改善公共服务的提供 ◇ *a new training delivery system* 一种新的培训提供系统

**4** (*Law*) [U,C] the act of sb receiving or getting control of sth they have bought 接收货物：*Delivery will take place at the seller's place of business.* 将在卖方的营业地点接收货物。

**de'livery date** *noun* [C]

**1** (*Production*) the date on which a manufacturer or supplier agrees to deliver goods or raw materials that have been bought 交货日期：*We need a firm delivery date.* 我们需要一个确定的交货日期。 ◇ *The plant missed the delivery date **on** two new aircraft* (= it did not deliver them at the agreed time). 这厂没有在交货日期交付两架新飞机。

**⊕** ***a firm/an estimated/a guaranteed/promised/revised delivery date*** 确定的 / 估计的 / 有保证的 / 承诺的 / 更改后的交货日期 • ***to miss/agree/change/meet a delivery date*** 错过 / 同意 / 更改交货日期；按交货日期交付

**2** (*Production*) the date on which a new product will be available and ready for use（新产品的）上市日期：*The six-month delivery date on the new system did not give us time to develop it from scratch.* 新系统为期六个月的上市日期使我们没有时间从头开发。

**3** (*Finance*) the date on which an investment, such as a FUTURES CONTRACT, must be finally completed（期货等的）交割日期：*The delivery date for the futures contract is 30 June.* 期货合约的交割日期是6月30日。

**de'livery note** (*especially BrE*) (*AmE usually* **de'livery re,ceipt**) *noun* [C]

(*Transport*) a form that you sign when goods, documents, etc. are delivered 交货单；送货单：*Record any shortages on the delivery note before signing it.* 签收之前将不足额记录在交货单上。

→ ADVICE NOTE, DISPATCH NOTE

**de'livery ,order** *noun* [C] (*abbr* **DO**)

(*Trade*) a written document that a seller of goods gives to a buyer, to allow them to collect the goods from the place where they are being stored 提货单；提货通知书：*The goods must be collected within 7 days of the receipt of the delivery order.* 在收到提货单7天之内必须提货。

**de'livery re,ceipt** = DELIVERY NOTE

**'Delphi tech,nique** (*also* **'Delphi ,method**) /'delfi; *AmE* 'delfaɪ/ *noun* [C, usually sing.]

a method of getting a group of experts to agree about sth, but without them discussing it. The experts write down their opinions in response to a set of questions and then in response to the results based on the opinions of all the experts. A group leader decides when the written opinions show that the experts have reached an agreement 德尔菲法（一种运用不当面讨论的方式反复多次征询专家意见，最后获得专家一致意见的预测方法）：*We used the Delphi technique to gain insights into future development of IT.* 我们采用德尔菲法洞察信息技术的未来发展状况。

**★demand** /dɪ'mɑːnd; *AmE* dɪ'mænd/ *noun, verb*

• ***noun***

SEE ALSO: **composite demand, consumer ~, derived ~, elasticity of ~, excess ~, final ~, primary ~**, etc.

**1** [U,C] the desire or need of customers for goods or services which they want to buy or use（顾客的）需求，需要：*Demand **for** new cars has fallen.* 对新车的需求已经下降。 ◇ *a sharp fall in car demand* 汽车需求的暴跌 ◇ *The plant has increased production in order to meet demand.* 该厂已经增加了产量以便满足需求。 ◇ *Demand for the aircraft has outstripped* (= has been greater than) *supply.* 对飞机的需求已超过了供应。 ◇ *The price is determined by the balance between **demand and supply**.* 价格是由供求平衡决定的。 ◇ *Traders reported a strong demand **from** investors.* 交易商报告称投资者有热切的需求。 → SUPPLY *noun* (3)

**⊕** ***demand falls/drops/slows down/weakens*** 需求下降 / 下跌 / 减缓 / 削弱 • ***demand grows/picks up/recovers/rises*** 需求增加 / 恢复 / 上升 • ***to meet/keep up with/satisfy demand*** 满足需求 • ***to boost/create/increase/reduce/stimulate demand*** 增加 / 创造 / 提高 / 减少 / 刺激需求 • ***demand outstrips/exceeds supply*** 求过于供；供不应求 • (*a*) ***growing/huge/rising/strong demand*** 增加的 / 庞大的 / 上升的 / 强劲的需求 • (*a*) ***declining/falling/poor/low/weak demand*** 下降的 / 低迷的 / 疲软的需求 • ***domestic/external/global/world demand*** 国内 / 外部 / 全球 / 世界需求 • ***consumer/investor/market demand*** 消费者 / 投资者 / 市场需求

**2** [C] a very firm request for sth; sth that sb needs or asks for 要求；请求；要求的事物：*Management has rejected the union's demand for a 40 per cent pay rise.* 资方拒绝了工会加薪40%的要求。 ◇ *The firm is struggling to satisfy the demands of its shareholders.* 公司正竭力满足股东的要求。

**⊕** ***to accept/agree to/meet/reject/satisfy a demand*** 接受 / 同意 / 满足 / 拒绝 / 满足要求

**3** [C] a written request to pay money that is owed 付款通知：*You will receive a demand for the extra tax owing.* 你将会接到一份额外欠税的付款通知。

**⊕** ***to get/ignore/issue/receive a demand*** 接到 / 不理会 / 发出 / 收到付款通知

IDM **on de'mand** **1** as soon as requested 见票即付；一经要求：*The loan is repayable on demand.* 这笔贷款是根据要求可随时偿还的。 **2** (*usually used with a noun* 通常与名词连用) when you want it 一旦需要：*The company website offers employees information on demand.* 这公司的网站可以按要求提供员工资料。 ◇ *on-demand computing* 按需计算

• ***verb*** [+ obj] to ask for sth very firmly 强烈要求：*She demanded an apology from him.* 她强烈要求他道歉。 ◇ *They are demanding €1.6 million in compensation.* 他们强烈要求160万欧元的赔偿。 ◇ *I demand to see the manager.* 我坚决要求见经理。

**de'mand curve** *noun* [C, usually sing.] (*usually* **the demand curve**)
(*Economics*) a line on a graph that shows the relationship between the price of a product or service and the quantity of it that people buy 需求曲线（反映产品或服务的价格与购买量之间关系的曲线）: *Each point on the demand curve represents the quantity demanded at a particular price.* 需求曲线上的每个点代表某一特定价格的需求量。◇ *An increase in incomes caused a shift in the demand curve for automobiles.* 收入增加导致汽车需求曲线的变化。

**de'mand de,posit** = SIGHT DEPOSIT

**de'mand draft** = DEMAND NOTE (1)

**de'mand in,flation** (*also* **de,mand-'pull in,flation**) *noun* [U]
(*Economics*) an increase in prices due to the fact that the demand for goods and services rises quicker than the amount of goods and services that can be supplied 需求拉动型通货膨胀 → COST INFLATION

**de'mand loan** (*also* **'call loan**) *noun* [C] (*both especially AmE*)
(*Finance*) a type of loan which a borrower agrees to pay back as soon as the lender asks 活期贷款，可随时索还的借款（借款人一经贷款人要求即应偿还的贷款）: *Until a repayment date is decided, the loan will be treated as a demand loan.* 还款日期确定之前，这笔贷款将作为活期贷款处理。→ TERM LOAN

**de'mand note** *noun* [C]
(*Finance*)
**1** (*also* **de'mand draft**) (*both especially AmE*) a document in which sb agrees to pay an amount of money to sb else whenever they ask for it 即期票据（即有需要时，可立即支付的票据）: *A lot of small business loans are, in fact, demand notes, meaning that the banks have the right to ask for full payment at any time.* 不少小企业贷款实际上是即期票据，这意味着银行有权随时要求全额偿还。
**2** a written demand for a debt to be paid 缴款通知书；缴款单: *an income tax demand note* 所得税缴税通知书

**de'mand price** *noun* [C, usually sing.]
(*Economics*) the price that customers are willing to pay when a particular amount of a product or service is available 需求价格（顾客对某产品或服务到达特定供应量时所愿意支付的价格）: *The demand price for a product decreases with every increase in the amount offered.* 产品的需求价格会随供应量的增加而降低。

**de,mand-'pull in,flation** = DEMAND INFLATION

**de'mand side** *noun* [sing.] (*usually* **the demand side**)
(*Economics*) the part of an economy that relates to the buying or using of goods and services, rather than their production 需求方: ***On the demand side, the government has lowered taxes to encourage people to spend.*** 就需求方而言，政府已降低税收以鼓励消费。→ SUPPLY SIDE ▸ **de'mand-side** *adjective* [only before noun]: *the demand-side effects of a change in income tax rates* 所得税税率改变的需求方效应 ◇ *demand-side policies* (= that try to control the demand for goods and services) 需求方政策（尝试控制产品和服务的需求的政策）

**demarcation** /ˌdi:mɑ:'keɪʃn; *AmE* -mɑ:r'k-/ *noun* [U] (*BrE*)
(*HR*) when a company can give particular types of jobs only to members of particular unions（工种）分工，划分（某些工作职位只给予特定工会的会员的做法）: *By working as a machine operator, the cleaner had broken the demarcation rules.* 清洁工当机器操作员，打破了工种划分的规则。◇ *a rigid system of job demarcation* 死板的工种划分的制度

**,demar'cation dis,pute** *noun* [C] (*BrE*)
(*HR*) a disagreement between different unions about who should do particular jobs in a company 分工争论（不同工会对工作分配的争议）

**dematerialized , -ised** /ˌdi:mə'tɪərɪəlaɪzd; *AmE* -'tɪr-/ *adjective*
(*Stock Exchange*) used to describe shares, bonds, etc. that only exist in electronic records（股票、债券等）无纸化的，电子化的: *An investor can hold his shares in either physical or dematerialized form.* 投资者可采取实物或电子方式持股。

**demerge** /ˌdi:'mɜ:dʒ; *AmE* -'mɜ:rdʒ/ *verb* [+ obj or no obj]
to make a new company out of part of a larger business; to split from a larger business and become a separate company（把企业）分拆（或拆散）: *The group intends to demerge the advertising division into a separate business.* 集团打算将广告部门分拆出来成立一个单独的企业。◇ *The mobile phone company demerged from the BT group in 2001.* 这家移动电话公司是2001年从英国电信集团分拆出来的。◇ *head of the demerged retail business* 分拆后的零售业务的负责人

**demerger** /ˌdi:'mɜ:dʒə(r); *AmE* -'mɜ:rdʒ-/ *noun* [C]
the act of separating a company from a larger company or business, especially when they had been joined together (**merged**) earlier（合并公司等的）解散，分拆: *The restaurant chain has struggled since its demerger from its former parent company.* 该餐饮连锁企业自从其前母公司分拆出来之后一直艰苦经营。◇ *a proposed demerger of the group/business/division* 建议分拆集团／企业／部门 → MERGER, DEMERGE

**★demo** /'deməʊ; *AmE* -moʊ/ *noun, verb*
• ***noun*** [C] (*plural* **demos**) (*informal*)
**1** a demonstration 示范；演示
**2** (*informal*) = DEMONSTRATION VERSION
• ***verb*** [+ obj] (**demos, demoing, demoed, demoed**) (*Marketing*) to show or be shown the features of a piece of equipment or software（设备或软件性能）示范，演示: *They will demo the phone at this year's technology fair.* 他们将在今年的技术博览会上演示这款电话。◇ *Click here to demo the software.* 点击此处示范这软件。→ DEMONSTRATE

**democracy** /dɪ'mɒkrəsi; *AmE* -'mɑ:k-/ *noun* [U]
fair and equal treatment of everyone in an organization, etc., and their right to take part in making decisions 民主精神；民主权利；民主: *the need to promote democracy in the workplace* 在工作场所发扬民主的需要

**democratic** /ˌdeməˈkrætɪk/ *adjective*
based on the principle that all members have an equal right to be involved in running an organization, etc. 民主管理的: *The decision-making process should be more open and democratic.* 决策过程应该更加开放和民主。◇ *a democratic organization* 实行民主管理的组织
▸ **democratically** /ˌdeməˈkrætɪklɪ/ *adverb*: *The decision was taken democratically.* 该决策是经过民主讨论后作出的。

**demographic** /ˌdeməˈgræfɪk/ *noun, adjective*
• *noun*
**1 demographics** [pl.] the basic features of the members of a group of people, such as how old, rich, etc. they are, how many males and females there are, etc. 人口资料特征: *We chose the city for our first store as its demographics were young and wealthy.* 我们选择在该城市开设第一家店，因为该城市的人口资料特征显示其人口年轻而富有。◇ *analysing customer demographics* 分析顾客的人口资料特征
**2** (*Marketing*) [sing.] a group of customers who are of a similar age, sex, etc. (年龄、性别等相似的)顾客群: *The publication is popular within the 15 to 24-year-old male demographic.* 该出版物受15至24岁的男性顾客欢迎。
• *adjective*
**1** connected with the features of a population, especially as these change over a period of time 与人口特征有关的: *Demographic changes have led to an increased demand for health care.* 人口特征的变化已导致对保健需求的增加。
**2** (*Marketing*) connected with a particular group of people who are of a similar age, sex, etc. (与年龄、性别等相仿者有关的)某一群体: *Younger professionals are one of the most attractive consumer demographic groups.* 年轻的专业人士是最有吸引力的消费群体之一。
▸ **demographically** /ˌdeməˈgræfɪklɪ/ *adverb*: *a demographically representative audience* 人口统计学上有代表性的观众

**ˌdemographic ˈprofile** *noun* [C]
(*Marketing*) a description of the age, sex, income, etc. of people in a particular group 人口特征描述; 人口特征概况: *They developed a demographic profile of the restaurant's customers.* 他们制作了到餐馆就餐顾客的人口特征概况。

**demography** /dɪˈmɒgrəfɪ; *AmE* -ˈmɑːg-/ *noun* [U]
**1** the changing number of births, deaths, diseases, etc. in a community over a period of time; the scientific study of these changes 人口统计; 人口统计学; 人口学: *Demography is a useful starting point for looking at future economic developments.* 人口统计学是研究未来经济发展的有用的起点。
**2** the basic features of a particular population 特定人口的基本特征: *The mobility and demography of the workforce is changing.* 劳动力的移动性及人口特征正在发生变化。

**ˈdemo ˌmodel** = DEMONSTRATION MODEL

**demonetize , -ise** /ˌdiːˈmʌnɪtaɪz/ *verb* [+ obj]
to decide officially that particular notes, coins, etc. can no longer be used as money 禁止(纸币、硬币等)流通; 使货币废止通用; 非货币化: *The government demonetized silver in 1873.* 政府于1873年禁止白银作为货币使用。◇ *These demonetized notes are no longer exchangeable.* 这些禁止流通的纸币已不再可兑换。▸ **de,moneti'zation, -i'sation** *noun* [U]

**★demonstrate** /ˈdemənstreɪt/ *verb* [+ obj]
to show and explain how sth works or how to do sth 示范; 演示: *The chief engineer demonstrated the features of the new videophone.* 总工程师演示了新款可视电话的各项特点。◇ *people demonstrating how to use a product and giving free samples* 演示一种产品的使用方法并派发免费样品的人 → DEMO *verb*

**★demonstration** /ˌdemənˈstreɪʃn/ *noun* [C,U]
(*Marketing*) an act of showing or explaining a product or service, especially a new one (尤指新产品或服务的)示范, 演示: *They invited us to give a product demonstration.* 他们邀请我们作产品演示。◇ *We are promoting the camera through in-store demonstration.* 我们正通过店内演示促销这款相机。→ DEMO *noun*
❶ *to give/provide a demonstration* 作示范 • *a customer/product/sales demonstration* 顾客/产品/销售演示 • *(an) in-store/a practical/working demonstration* 店内/操作/工作演示

**ˌdemonˈstration ef,fect** *noun* [C, usually sing.]
(*Economics*) the way that people, businesses, etc. are likely to copy the actions of others that they see are successful or to use sth that they can see is useful; an influence on sb to copy or avoid sth 示范效应: *Through the demonstration effect, one successful start-up can lead to many new businesses.* 通过示范效应，一家公司创办成功可带动许多新公司的崛起。

**ˌdemonˈstration ˌmodel** (*also* **ˈdemo ˌmodel**, *informal*) *noun* [C]
one example of a product that is used to show to possible customers 示范样本: *We sometimes offer demonstration models for sale at lower prices.* 我们有时会以较低价钱出售示范样本。

**ˌdemonˈstration ˌversion** (*also* **ˈdemo ˌversion**, **ˈdemo**, *informal*) *noun* [C]
(*IT*) a form of a computer program that you can try before deciding whether you want to buy the complete program (计算机程序的)演示版本: *You can download the demonstration version of the software by clicking here.* 可点击这里下载软件的演示版。

**★demote** /ˌdiːˈməʊt; *AmE* -ˈmoʊt/ *verb* [+ obj] (*often* **be demoted**)
**1** (*HR*) to move sb to a lower position in an organization, often as a punishment 使降级, 使降职(常作为惩罚): *She was demoted from chief executive to sales director.* 她由总裁降职为销售总监。
**2** (*Finance*) to move a company to a lower position within a particular system, such as a stock exchange index 降低(公司在证券交易所指数等体系中的)级别: *The airline has been demoted from the FTSE 100 Index.* 这家航空公司已经从《金融时报》100指数中降级。→ DOWNGRADE
OPP PROMOTE
▸ **demotion** /ˌdiːˈməʊʃn; *AmE* -ˈmoʊ-/ *noun* [U,C]: *She had to work unpaid overtime or risk demotion.* 她不得不无偿加班，否则就有降职的风险。◇ *The company faces a demotion from the*

*index following the drop in its share price.* 随着股价下跌，这公司面临着从股票指数中降级的风险。

**demotivate** /ˌdiːˈməʊtɪveɪt; *AmE* -ˈmoʊ-/ *verb* [+ obj](*often* **be demotivated**) (*HR*) to make sb not want to work or study 使失去动力；使变得消极：*If you hire bright people you don't want to demotivate them.* 如果雇用聪明的人，就不要去打击他们的积极性。 OPP MOTIVATE ▸ **ˌdemˈmotivated** *adjective*: *a demotivated workforce* 消极的工人 **ˌdemˈmotivating** *adjective*: *Too many assessments can be demotivating for staff.* 太多的考核会使员工失去工作动力。 **demotivation** /ˌdiːˌməʊtɪˈveɪʃn; *AmE* -ˌmoʊ-/ *noun* [U]: *the problems of staff demotivation* 员工消极怠工的问题 **ˌdemotiˈvational** *adjective* **ˌdemˈmotivator** *noun* [C]: *Continually correcting someone's mistakes can be a big demotivator.* 不断纠正他人的错误可能会使人十分沮丧。

**ˈdemo ˌversion** (*also* **ˈdemo**) = DEMONSTRATION VERSION

**demutualize , -ise** /ˌdiːˈmjuːtʃuəlaɪz/ *verb* [+ obj *or* no obj] (*Finance*) to change a MUTUAL organization (= one that is run on behalf of the people who use its services) into a company with shareholders; to be changed in this way 合作社企业公司化（即由互助合作组织变为股东所有制）：*a demutualized building society* 经过合作社企业公司化的房屋互助协会 ◇ *The life insurer demutualized and listed on the London Stock Exchange last year.* 去年这人寿保险公司经过合作社企业公司化后，在伦敦证券交易所上市。 ▸ **demutualization, -isation** /ˌdiːˌmjuːtʃuəlaɪˈzeɪʃn; *AmE* -ləˈz-/ *noun* [U,C]

**denationalize , -ise** /ˌdiːˈnæʃnəlaɪz/ *verb* [+ obj] (*Economics*) to sell a company or an industry so that it is no longer owned by the government 使非国有化；使私有化：*The country is seeking to denationalize its railways.* 这国家正在试图使其铁路非国有化。 SYN PRIVATIZE OPP NATIONALIZE ▸ **denationalization, -isation** /ˌdiːˌnæʃnəlaɪˈzeɪʃn; *AmE* -ləˈz-/ *noun* [U]

**denominate** /dɪˈnɒmɪneɪt; *AmE* -ˈnɑːm-/ *verb* [+ obj] (*usually* **be denominated**) to measure or state the value of sth using a particular currency 以（某货币）为面额单位；以（某货币）计价：*Most of the country's foreign debt is denominated in dollars.* 这国家的大多数外债以美元计价。

**denominated** /dɪˈnɒmɪneɪtɪd; *AmE* -ˈnɑːm-/ *combining form* (*used in adjectives* 用于形容词) expressed in the unit of money mentioned 以（某货币）计价的：*Thirty per cent of our sales are dollar denominated.* 我们百分之三十的销售额是以美元计价的。 ◇ *euro-denominated bonds/products* (= that pay interest, etc. in euros) 欧元计价债券/产品

**denomination** /dɪˌnɒmɪˈneɪʃn; *AmE* -ˌnɑːm-/ *noun* [C] the value stated on a note, coin, stamp, etc. （纸币、硬币、邮票等的）面额，面值：*The new banknotes are being printed in denominations of 10, 20, 50 and 100.* 正在印刷的新版纸币票面面额为10、20、50和100。 ◇ *The central bank is considering higher denomination coins.* 中央银行正考虑发行更高面额的硬币。 ● *a* ***high/large/low/small*** *denomination* 高/大/低/小面额

**★department** /dɪˈpɑːtmənt; *AmE* -ˈpɑːrt-/ *noun* [C] a section of a large organization, store or government（大机构、大商店的）部门；（政府的）司，局，处，科，部，部门：*She heads the company's legal department.* 她负责公司的法律部门。 ◇ *He works in the finance department.* 他在财务部工作。 ◇ *Do people outside your department ask you to help on projects?* 部门外的人要求你为项目提供协助吗？ ◇ *the home furnishings/jewellery department* 家居用品/珠宝部 ◇ *the Department of the Environment* 环境部 ● *to* ***head/manage/run*** *a department* 领导/管理/主管某部门 ◆ *department* ***heads/managers/staff*** 部门主管/经理/员工 IDM **be sb's department** (*only used in spoken English* 只用于口语英语) to be sth that sb is responsible for or knows a lot about 某人的职责范围（或知识范围）：*That's not my department—let me transfer you* (= said on the telephone). 那不是我的职责范围——我把你的电话转给相关的负责人吧。

**departmental** /ˌdiːpɑːtˈmentl; *AmE* -pɑːrt-/ *adjective* [only before noun] connected with a department rather than with the whole organization or government 部门的；分部的 ● *a departmental* ***budget/manager/meeting*** 部门预算/经理/会议

**the Deˈpartment of ˈTrade and ˈIndustry** *noun* [sing.] (*abbr* **DTI**) the name in some countries, for example the UK, for the government department that supports the development of businesses and helps them trade with foreign companies（英国）贸易与工业部

**deˈpartment store** *noun* [C] a large shop/store that is divided into several parts, each part selling a different type of goods 百货商店；百货公司：*She works as a fashion buyer for an upmarket London department store.* 她的工作是为伦敦的一家高档百货公司采购时装。 ◇ *a struggling department store chain* 艰苦经营的百货连锁商店

**departure** /dɪˈpɑːtʃə(r); *AmE* -ˈpɑːrt-/ *noun* **1** [C,U] the act of leaving a job; an example of this 离职：*She has announced her departure* ***from*** *the company.* 她已宣布离开这家公司。 ◇ *The sudden departure of top executives has left the group in crisis.* 高层管理人员的突然离职使该集团陷入了危机。 ● *an* ***abrupt/early/a sudden/an unexpected*** *departure* 忽然/提前/突然/意外离职 ◆ *a* ***forced/planned/voluntary*** *departure* 被迫的/按计划的/自愿的离职 ◆ ***executive/management/staff*** *departures* 行政人员/管理人员/员工离职

**2** [U,C] the act of leaving a place; a plane, train, etc. leaving a place at a particular time 离开；起程；出发；（在特定时间）离开的飞机（或火车等）：*Passengers must check in at least two hours*

*before departure.* 乘客必须在飞机起飞前至少两小时办理登机手续。 ◇ *There are 30 daily departures on the route between London and Edinburgh.* 在伦敦和爱丁堡之间每天有30个班次。 ◇ *the departures board* (= which shows when planes, etc. are leaving) 出发时刻牌

➊ *a departure* ***gate/lounge/time*** 登机（或上车）口；候机（或车）室；离站时间 → idiom at POINT *noun*

**deplete** /dɪ'pliːt/ *verb* [+ obj] (*usually* **be depleted**)
to reduce sth by a large amount so that there is not enough left 大量减少；耗尽；使枯竭: *Production has fallen and stocks have become severely depleted.* 产量下降而且库存已经严重不足。 ◇ *Their cash is being depleted by spending on investments and unprofitable trading.* 他们的现金由于花在投资和不赚钱的买卖上，正变得越来越少。 ◇ *A rights issue would shore up our depleted capital base.* 发行有购股权的证券将会改善我们枯竭的资本。 ▸ **depletion** /dɪ'pliːʃn/ *noun* [U]: *stock depletion* 库存耗尽 ◇ *the depletion of international reserves* 国际储备枯竭

**★deposit** /dɪ'pɒzɪt; *AmE* -'paːz-/ *noun, verb*

• ***noun***

SEE ALSO: **bank deposit, cash ratio ~, certificate of ~, core ~, demand ~, direct ~, fixed ~,** etc.

**1** [C] an amount of money that is paid into a bank or SAVINGS ACCOUNT 存款；储蓄: *Deposits can be made at any branch.* 可以在任何分行存款。 ◇ *I wish to* ***make*** *a deposit of $5 000.* 我想存款 5 000 元。 ◇ *Payments are placed* ***on deposit*** *to earn interest.* 款项已存入银行以赚取利息。
OPP WITHDRAWAL

**2** (*Economics*) **deposits** [pl.] the total amount of money that has been paid into bank accounts in a particular area or country（存入某地区或某国的）全部存款，总存款: *The combined banks would have deposits of more than $22 billion.* 合并后的银行拥有超过220亿元的总存款。 ◇ *The government fears* ***a run on*** *deposits.* 政府担心有人挤兑存款。 ◇ *the ratio of deposits to gross domestic product* 存款对国内生产总值的比率 ◇ *dollar/sterling deposits* 美元 / 英镑存款

**3** (*Commerce*) [C, usually sing.] an amount of money that is given as the first part of a larger payment, especially to prevent the goods being sold to sb else 订金: *You pay a $250 deposit now and the balance within 30 days.* 现在支付250元订金，余款30日内付清。 ◇ *We've put down a deposit* ***on*** *a house.* 我们已支付了房款的订金。 ◇ *If you cancel the agreement after signature, you lose your deposit.* 如果签字以后取消协议，就会失去订金。
SYN DOWN PAYMENT

➊ *to* ***ask for/require/take*** *a deposit* 索要 / 索取 / 收取订金 • *to* ***pay/put down*** *a deposit* 支付订金 • *to* ***forfeit/lose*** *a deposit* 没收 / 失去订金 • *to* ***reclaim/repay/return*** *a deposit* 归还 / 偿还 / 退还订金 • *a* ***refundable/returnable/non-refundable*** *deposit* 可退还的 / 不可退还的订金

**4** (*Property*) [C, usually sing.] an amount of money that is paid by sb when they rent sth and that is returned to them if they do not lose or damage the thing they are renting 押金: *Rent is £500 per month, plus a deposit of £300.* 租金为每月500英镑，外加300英镑的押金。 ◇ *Tenants need to pay a deposit of one month's rent.* 租户要付相当于一个月租金的押金。 ◇ *You claim back your deposit when you return the car.* 你还车时取回押金。

➊ *to* ***ask for/require/take*** *a deposit* 要求支付 / 收取押金 • *to* ***leave/pay*** *a deposit* 交 / 付押金 • *to* ***forfeit/lose*** *a deposit* 没收 / 失去押金 • *to* ***reclaim/repay/return*** *a deposit* 归还 / 偿还 / 退还押金

• ***verb*** [+ obj]

**1** to put money into a bank or SAVINGS ACCOUNT 将（钱）存入银行；存储: *At a bank you can deposit money or take out a loan.* 你可在银行存钱或获取贷款。 ◇ *You can arrange to have your salary deposited directly into your bank account* 你可以安排将工资直接存入你的银行账户。 ◇ *the banks' income from cash deposited* ***with*** *them in current accounts* 银行得自存入活期存款账户的现金收入 OPP WITHDRAW (1)

**2** to put documents, money or sth valuable into a bank or other safe place 寄放，寄存（文件、金钱或贵重物品）: *We deposited the title deeds of the house at the bank.* 我们将房契寄存在银行。 ◇ *Full company accounts are deposited with Companies House.* 全套公司账目寄存在英国公司管理署。

**de'posit ac,count** (*abbr* **d/a**) (*BrE also* **'notice ac,count**) (*AmE also* **'time ac,count**) *noun* [C] (*BrE*) a type of account at a bank or BUILDING SOCIETY that pays interest on money that is left in it. You have to warn the bank a few days before you want to take the money out 有息存款账户；储蓄存款账户: *The deposit account offers a high rate of interest.* 储蓄存款账户享有高息。 → CURRENT ACCOUNT

**depositary** /dɪ'pɒzɪtri; *AmE* dɪ'paːzəteri/ *noun* [C] (*plural* **depositaries**)
**1** (*also spelled* **depository**) a person or company with whom money or documents can be left 保管人；受托人
**2** = DEPOSITORY (1)

**de,positary re'ceipt** (*also spelled* **depository ~**) *noun* [C]
(*Stock Exchange*) a certificate that represents a number of shares in a foreign company. These certificates are bought and sold instead of the shares themselves, in the currency of the investor's stock exchange 存托凭证，寄存单据，保管单据（代表在一家外国公司持有一定数量股份的凭证。这些凭证以投资者所在地证券市场的货币独立于股票进行买卖）: *Marks and Spencer depositary receipts are traded on Euronext in Brussels and Amsterdam.* 马莎存托凭证在布鲁塞尔和阿姆斯特丹的泛欧交易所进行交易。 → ADR, EDR

**de'posit cer,tificate** = CERTIFICATE OF DEPOSIT

**de'posit in,surance** *noun* [U]
(*Economics*) insurance payments made by banks to a central organization. The money would be used to pay people with money in accounts at a bank if the bank went BANKRUPT (= was unable to pay its debts) 存款保险（银行向中央机构缴纳的保险费。这些资金用于在银行破产时支付给存款人）: *a deposit insurance system* 存款保险制度 ◇ *New*

*Zealand has scrapped deposit insurance altogether.* 新西兰已完全废除了存款保险制度。

**deposition** /ˌdepəˈzɪʃn/ *noun* [C]
(*Law*) a formal statement, taken from sb and used in a court 证词；证言

**deˈposit liaˌbilities** *noun* [pl.]
(*Finance*) money that is paid into a bank, thought of as money that the bank owes and will have to pay back at some time 存款债务，存款负债（存入银行的钱，即银行所欠债务，在一定时间须偿还）：*Canadian banks increased their deposit liabilities with their foreign affiliates.* 加拿大各银行提高了其国外分行的存款负债。

**depositor** /dɪˈpɒzɪtə(r); *AmE* -ˈpɑːz-/ *noun* [C]
a person or an organization that puts money in a bank account 存款人；存户：*The government has sought to reassure depositors that the country's banks are in no danger of collapse.* 政府一直试图安抚存款人，称这国家的银行没有崩溃的危险。

**depository** /dɪˈpɒzɪtri; *AmE* dɪˈpɑːzətɔːri/ *noun* [C] (*plural* **depositories**)
SEE ALSO: **night depository**
**1** (*also spelled* **depositary**) a place where things, especially money or official documents, can be stored or kept safely（尤指钱或文件的）存放处，保管所：*The documents are stored in a public UK depository.* 这些文件存放在英国一个公共存管处。◇ *satellites acting as depositories for digital cash* 充当数字现金保管所的卫星 ◇ *a furniture depository* 家具储藏室
**2** = DEPOSITARY (1)

**deˈpository instiˌtution** *noun* [C]
a DEPOSIT-TAKING financial institution 存款机构

**deˌpository reˈceipt** = DEPOSITARY RECEIPT

**deˈposit slip** (*also* **deˈposit reˌceipt**) *noun* [C]
(*both especially AmE*)
a printed form on which you record the amount of money, the date, etc. when you put money into your bank account 存款单 SYN PAYING-IN SLIP (*BrE*)

**deˈposit-ˌtaking** *adjective* [only before noun]
(about a financial institution) which accepts deposits, for which it pays interest or provides services（指金融机构）接受存款的：*new legislation governing deposit-taking financial institutions such as commercial banks, merchant banks, and building societies* 规管如商业银行、商人银行、房屋互助协会等接受存款金融机构的新法规

**depot** /ˈdepəʊ; *AmE* ˈdiːpoʊ/ *noun* [C]
**1** (*Commerce*) a place where large amounts of goods or equipment are stored, especially before being sent somewhere else（大宗物品或设备的）储藏处，仓库：*an oil/food depot* 石油 / 食品库 ◇ *French hauliers are blockading **fuel** depots.* 法国的陆路货运承运人正包围燃料库。◇ *a distribution/storage depot* 分配库 / 储藏库
**2** (*Transport*) (*BrE*) a place where vehicles, for example buses, are kept and repaired 车库；修车厂：*a bus depot* 公共汽车库
**3** (*Transport*) (*AmE*) a small station where trains or buses stop 火车站；公共汽车站：*The train left the depot on time.* 火车按时离开车站。

**depreciable** /dɪˈpriːʃəbl/ *adjective*
(*Accounting*) able to be DEPRECIATED over a period of time 应计折旧的：*Baseball players should be treated as depreciable **assets** with a fixed useful life.* 棒球运动员应被当作有固定使用寿命的应折旧资产。

**deˌpreciable ˈlife** *noun* [C]
(*Accounting*) the period of time over which an asset is DEPRECIATED 折旧年限：*An item of equipment might have a depreciable life of five years but actually be used for two years longer.* 一件设备可能有五年的折旧年限，但实际上还可以再用两年。

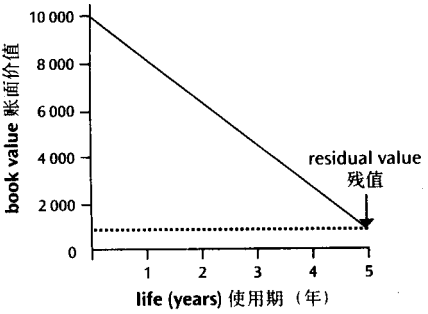
**depreciate** /dɪˈpriːʃɪeɪt/ *verb*
**1** (*Economics*) [+ obj *or* no obj] (about a currency) to decrease in value, compared to the currencies of other countries（货币）贬值：*Sterling is expected to depreciate **against** the US dollar.* 预计英镑对美元会贬值。◇ *The Brazilian real depreciated (by) 28% against the euro.* 巴西雷亚尔对欧元贬值了28%。◇ *the country's rapidly depreciating currency* 这国家迅速贬值的货币
OPP APPRECIATE See note at CURRENCY
**2** (*Accounting*) [+ obj] to gradually reduce the value of machinery, a vehicle or other asset over a particular period of time, as stated in a company's accounts 使折旧：*Fixed assets are depreciated over four years.* 固定资产分四年折旧。→ AMORTIZE (1), WRITE OFF
**3** [no obj] to decrease in value over a period of time 贬值；跌价：*Shares continued to depreciate on the stock markets today.* 今日证券市场的股价继续下跌。◇ *New cars start to depreciate as soon as they are on the road.* 新车一上路就开始贬值。◇ *a depreciating asset* 正在贬值的资产

**deˌpreciated ˈcost** *noun* [C, usually sing.]
(*Accounting*) the cost of an asset with the amount that is being claimed against tax for DEPRECIATION taken away 折余成本；已折旧成本：*You are reimbursed for the depreciated cost of your computer only.* 只会付还计算机的已折旧成本。
→ NET BOOK VALUE

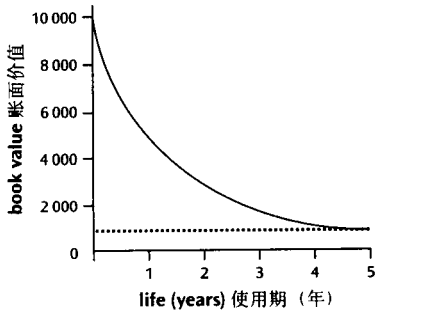
**★depreciation** /dɪˌpriːʃiˈeɪʃn/ *noun*
SEE ALSO: **accelerated depreciation, accrued ~, accumulated ~, book ~, rate of ~, tax ~**
**1** (*Economics*) [U; sing.] a fall in the value of a country's currency, compared to the currencies of other countries（货币）贬值：*a 22% depreciation **in** the South African rand* 南非兰特贬值22% ◇ *a **sharp** depreciation in Brazil's currency, the real* 巴西货币雷亚尔大幅贬值 ◇ *The decline reflects the depreciation of the euro **against** sterling.* 本次衰退反映在欧元对英镑的贬值上。OPP APPRECIATION
**2** (*Accounting*) [U] a gradual reduction in the value of machinery, a vehicle or other asset over a particular period of time, as stated in a company's accounts 折旧：*the calculation of depreciation on business furniture and equipment* 对企业的家具和设备折旧计算 ◇ *a sharp rate of depreciation* 大幅度折旧率 → AMORTIZATION
**3** [U] a gradual reduction in the value of sth over a period of time（某物）贬值，跌价：*the depreciation of house prices* 房价下跌

**depreciation** 折旧

**straight-line method** 直线（折旧）法




**reducing balance method** 余额递减法




**de,preci'ation ac,count** *noun* [C]
(*Accounting*) a financial record in which the amount of **depreciation** on an asset is recorded 折旧账户：*the balance in the depreciation account* 折旧账户余额

**de,preci'ation al,lowance** *noun* [C]
(*Accounting*) an amount of money that a business can take away from its profit when calculating the amount of tax it must pay, based on the fact that an asset such as machinery or a vehicle has lost part of its value over a period of time 折旧减免，折旧提存（可免税的折旧）：*The government has raised depreciation allowances for small and medium-sized companies.* 政府已提高了中小型公司的折旧减免。

**de,preci'ation fund** *noun* [C]
(*Accounting*) an amount of money made available by a company to buy new assets. The money comes from investing an amount of money equal to the DEPRECIATION ALLOWANCE on an asset that the company already has. 折旧基金（根据相当于折旧减免额而用于购买新资产的资金）

**de,preci'ation ,method** *noun* [C]
(*Accounting*) any of the methods used to calculate the **depreciation** of an asset over the time it is expected to be in use 折旧方法：*Which depreciation method would you use if you were trying to minimize taxes?* 要想尽量少交税，你会使用哪一种折旧方法？ → ACCELERATED DEPRECIATION

**de,preci'ation rate** (*also* **,rate of depreci'ation,** *less frequent*) *noun* [C]
(*Accounting*) the rate at which a company's asset is calculated as reducing in value each year in the accounts 折旧率：*a depreciation rate of 20%* * 20%的折旧率

**★depress** /dɪ'pres/ *verb* [+ obj]
**1** to make an economy or market less active 使萧条；使不景气：*The recession has depressed the housing market.* 经济衰退导致住宅市场不景气。◇ *Lowering spending would depress the economic climate.* 降低开支会导致经济形势不景气。
**2** to reduce the value of prices, wages, sales, etc. 减少，降低（价格、工资、销量等）：*Profits were depressed by reorganization costs.* 重组成本使利润减少了。◇ *Warm weather has depressed sales of winter clothing.* 温暖的天气使冬装的销量下降。

**depressed** /dɪ'prest/ *adjective*
**1** without enough economic activity or employment 不景气的；萧条的：*The manufacturing sector remains firmly depressed.* 制造业依然十分萧条。◇ *the depressed economic climate* 萧条的经济形势 ◇ *the depressed state of the global economy* 全球经济不景气的状况
**2** having a lower amount or level than usual 降低了的；低于一般水平的：*Many people are buying computers at today's depressed prices.* 很多人正按今天的低价购买电脑。◇ *Car sales remain depressed.* 汽车销量依然低迷。◇ *depressed consumer demand* 低迷的消费需求

**de,pressed 'market** *noun* [C]
a market where there is not much demand for the products and services being offered for sale 萧条市场；不景气市场：*The break-up value of the company in the current depressed market would be limited.* 在目前市场不景气的情况下，公司的拆卖价值是有限的。◇ *the depressed market for IT stocks* 信息技术股成交惨淡

**★depression** /dɪ'preʃn/ *noun*
**1** (*Economics*) [C,U] a long period when there is little economic activity, many businesses fail and many people are poor or without jobs 萧条期；不景气；经济衰退：*The collapse of investment and consumption can often lead to depression.* 投资失败和消费萎缩常常会导致经济衰退。◇ *We have been through a global* ***economic*** *depression.* 我们已经度过了全球经济萧条期。◇ *Is the country sliding into depression?* 该国正在陷入经济衰退吗？ → BOOM, RECESSION, SLUMP
➲ *to* ***sink into/slide into/tip sth into*** *depression* 陷入经济衰退 ◆ *(a)* ***full-scale/major/severe*** *depression* 全面的/严重的经济萧条 ◆ *a depression* ***deepens/ends*** 经济萧条加剧/结束
**2 the Depression** (*also* **the ,Great De'pression**) [sing.] the period from 1929 to 1934 when large numbers of people in the US and Europe were unemployed and poor because there was so little economic activity（1929-1934年的）经济大萧条
**3** [sing.] the lowering or reducing of sth 压低；降低：*a continued depression in travel demand* 旅游需求持续下降 ◇ *the depression of energy prices* 能源价格的下降

**Dept** (*also spelled* **dept**) (*AmE spelling* **Dept., dept.**) *abbr* (*only used in written English* 只用于书面英语) department 部；部门；系：*Dept of Economic Development* 经济发展部

**'depth ,interview** *noun* [C] (*Marketing*) an interview in which one person is asked detailed questions in order to find out their opinions about a particular product 深度访谈 ▸ **'depth ,interviewing** *noun* [U]

**deputize , -ise** /'depjutaɪz/ *verb* [no obj] to do sth that sb in a higher position than you would usually do 担任代表；充当代理人：*Ms Green has asked me to deputize for her at the meeting.* 格林女士请我代表她出席这次会议。 SYN STAND IN

**deputy** /'depjuti/ *noun* [C] (*plural* **deputies**) a person who is immediately below the head of an organization, a department, etc. in rank and who is officially in charge when that person is not there 副职；副手：*Tesco's deputy chairman* * Tesco 公司的副主席 ◇ *The chairman is away today, but I'm acting as his deputy.* 主席今天不在，我代行他的职务。
● *a deputy* ***chairman/chief executive/governor/manager/managing director*** 副主席 / 总裁 / 省长 / 经理 / 常务董事

**DEQ** /,di: i: 'kju:/ = DELIVERED EX QUAY

**derail** /dɪ'reɪl/ *verb* [+ obj] to prevent a plan, an agreement, etc. from continuing or succeeding 使脱离预定进程：*This announcement threatened to derail the deal.* 这项通告扬言要取消这笔交易。 ◇ *Spending plans have been derailed by the slowdown in the economy.* 经济增长减缓已经使开支计划偏离了预定安排。

**deregulate** /,di:'regjuleɪt/ *verb* [+ obj] (*usually* **be deregulated**) to remove government rules and controls from an industry, a business activity, etc. 放宽（对工业、商业活动等的）管制；撤销管制：*The telecommunications market is being deregulated.* 正在放宽对电信市场的管制。 ◇ *Congress deregulated the airline industry in 1978.* 国会在1978年放宽了对航空业的管制。 OPP REGULATE → DECONTROL ▸ **,de'regulated** *adjective* [only before noun]: *Power generation is a deregulated, competitive industry.* 发电业是一个已放宽管制而又竞争性大的行业。 **deregulatory** /,di:'regjələtəri; *AmE* -tɔ:ri/ *adjective* [only before noun]

**deregulation** /,di:,regju'leɪʃn/ *noun* [U] (*Economics*) the removing of government rules and controls from an industry, a business activity, etc. （对工业、商业活动等的）管制放宽；撤销管制：*the deregulation of US financial services* 对美国金融服务业放宽管制 ◇ ***Under deregulation, power companies can sell electricity anywhere in the nation.*** 管制放宽后，电力公司可以在国内任意一个地方出售电力。 OPP REGULATION

**derivative** /dɪ'rɪvətɪv/ (*also* **de,rivative 'instrument, de,rivative 'product**) *noun* [C, usually pl.] (*Finance*) a financial investment such as an OPTION (= that gives you the right to buy or sell sth in the future) or a FUTURE (= a contract to buy or sell sth in the future) whose price depends on the value of the shares, bonds, raw materials, etc. that it relates to 衍生产品（指期权或期货之类金融投资工具，其价格取决于相关的股票、证券、原材料等的价值）：*trading in energy derivatives* 能源衍生产品的交易 ◇ *the Swiss derivatives market* 瑞士衍生产品市场 ◇ *Revenues from derivatives trading rose 2.5%.* 来自衍生产品交易的收益上升了2.5%。 ◇ *Liffe, London's derivatives exchange* 伦敦国际金融期货交易所——伦敦衍生产品交易市场
● *a derivatives* ***broker/business/deal/transaction*** 衍生产品经纪人 / 企业 / 交易 • *the derivatives* ***industry/market*** 衍生产品行业 / 市场 • ***energy/equity/gold/property*** *derivatives* 能源 / 股本 / 黄金 / 房地产衍生产品

**de,rivative 'instrument** = DERIVATIVE

**de,rivative 'product** *noun* [C]
**1** (*Finance*) = DERIVATIVE
**2** (*Marketing*) a new product based on changes made to some of the features of an existing product to improve it or make it suitable for different customers 派生产品，延伸产品（为满足不同顾客的需求，对现有产品进行改进而制造出的新产品）：*developing derivative products* 开发延伸产品

**de,rived de'mand** *noun* [U,C] (*Economics*) the idea that the demand for sth, such as a natural material used to produce sth, depends on the demand for the final goods produced 派生需求，延伸需求（由于对某一产品的需求而引致对另一产品的需求）：*A car manufacturer has a derived demand for manufacturing equipment, components, steel, etc. so that it can satisfy its customers.* 汽车制造商对生产设备、零部件及钢铁等的派生需求是为了能够满足顾客的需要。

**derrick** /'derɪk/ *noun* [C]
**1** a tall machine used for moving or lifting heavy weights, especially on a ship（尤指船上的）吊杆式起重机
**2** a tall structure over an oil WELL for holding the drill(=the machine that makes the hole in the ground for getting the oil out)（油井的）井架，钻塔

**DES** /,di: i: 'es/ *abbr*
**1** (*IT*) **data encryption standard** a popular method for protecting business information 数据加密标准（保护商业资料的一种常用方法）
**2** (*Trade*) = DELIVERED EX SHIP

**★design** /dɪ'zaɪn/ *noun*, *verb*
• ***noun***
SEE ALSO: **graphic design, industrial ~, job ~, web ~**
**1** [C,U] the general arrangement of the different parts of sth that is made, such as a building, machine etc.; a drawing or plan that shows how to make it 设计；布局；安排：*They have created a design for a solar-powered car.* 他们为太阳能汽车做了一款设计。 ◇ *The building suffers from poor design.* 这建筑物设计拙劣。 ◇ *The architects can refine their designs on screen.* 建筑师可以在屏幕上完善其设计。
● *to* ***create/produce/use*** *a design* 创作 / 制作 / 使用一项设计 • *to* ***change/improve/modify*** *the design* (*of sth*) 更改 / 改进 / 修改（某物的）设计 • (*a*) ***bad/good/new/poor/unique*** *design*

拙劣的 / 出色的 / 新颖的 / 欠佳的 / 独特的设计 • *a* ***basic/preliminary/standard*** *design* 基本 / 初步 / 标准设计 • *a design* ***feature/flaw/problem*** 设计特点 / 缺陷 / 问题

**2** [U] the art or process of deciding how sth will look, work, etc. 设计艺术；构思：*a course in art and design* 艺术与设计课程 ◇ *the design and development of new products* 新产品的设计与开发 ◇ *Most of the design work was done by outside studios.* 大部分的设计工作是由外部工作室完成的。◇ *We use computers at each stage of* ***the design process.*** 我们在设计过程中的每一阶段均使用电脑。

➕ *a design* ***agency/company/consultancy/firm/studio*** 设计机构 / 公司 / 顾问 / 公司 / 工作室 • *a design* ***department/team*** 设计部门 / 小组 → CAD

• ***verb*** [+ obj]

**1** to decide how sth will look, work, etc. 设计；制图；构思：*They have won a contract to design and build two new ships.* 他们已经争取到了设计和建造两条新船的合同。◇ *a well-designed computer desk* 设计精美的电脑桌

**2** to think of and plan a system, a way of doing sth, etc. 计划；制定：*We allow staff to design their own work schedules.* 我们让员工制定自己的工作时间表。◇ *designing a solution to meet customers' needs* 制定一个满足顾客需要的解决方案

**3** (*usually* **be designed**) to make, plan or intend sth for a particular purpose or use（为特定的目的）制造，设计：*The phone is specially designed* ***for*** *use in wet conditions.* 这种电话是专为在潮湿的条件下使用而设计的。◇ *a marketing strategy designed* ***to*** *improve the company's image* 一项旨在改善公司形象的营销战略

**designate** *verb, adjective*

• ***verb*** /'dezɪgneɪt/ [+ obj] (*usually* **be designated**)

**1** to say officially that sth has a particular name or purpose 命名；指定：*The area has been designated as 'industrial land'.* 这一地区已被定为“工业用地”。◇ *The money has been designated* ***for*** *creating new jobs.* 这笔钱已拨作创造新的职位。◇ *You may only park in the designated areas.* 你只能在指定区域停车。

**2** to choose or name sb for a particular job or position 选定，指派，委任（某人任某职）：*The director is allowed to designate a deputy.* 主任获准指派一名副手。◇ *Who has she designated* ***as*** *her successor?* 她委任了谁为她的继任人？◇ *Someone should be designated to answer queries.* 应指派专人解答查询。

• ***adjective*** /'dezɪgnɪt; -nət/ [after noun] chosen to do a job but not yet having officially started it（已受委派）尚未上任的；（已当选）尚未就职的：*the chief executive designate* 未到任的总裁

**designation** /ˌdezɪg'neɪʃn/ *noun*

**1** [U] the action of choosing a person or thing for a particular purpose, or of giving them or it a particular status 选定；指定；委任：*They met the criteria for designation as a 'certified organic grower'.* 他们符合作为“合格有机栽培者”的标准。

**2** [C] a name, title or description 名称；称号；称呼：*Designations such as 'Champagne' and 'Parma ham' are protected by law.** Champagne 和 Parma ham 之类的名称受法律保护。

**★designer** /dɪ'zaɪnə(r)/ *noun, adjective*

• ***noun*** [C] a person whose job is to decide how things will look or work and to make drawings or plans showing this; a business that makes designs for a particular type of product 设计师；设计者；构思者：*He worked as chief designer at Alfa Romeo.* 他在阿尔法·罗密欧担任首席设计师。◇ *a designer of jewellery* 珠宝首饰设计师 ◇ *a fashion/games/software designer* 时装 / 游戏 / 软件设计师 ◇ *a Canadian clothing designer and manufacturer* 一位加拿大服装设计师兼制造商

• ***adjective*** [only before noun] made by a famous **designer**; expensive and having a famous brand name 由著名设计师设计的；名牌的：*Fashion and designer brands have been selling well.* 流行的以及由著名设计师设计的品牌一直很畅销。◇ *designer clothes/furniture/water* 名牌服装 / 家具 / 饮用水

**de,signer 'label** *noun* [C]

a famous company that makes expensive clothes, bags, belts, etc. and puts a label with its name on them; the clothing, etc. that such a company makes 名牌公司；名牌产品：*Advertisers include high-profile designer labels such as Prada and Versace.* 广告公司囊括了如普拉达和范思哲在内的著名品牌。◇ *an increase in demand for designer labels* 对名牌需求的增长 ◇ *designer-label jeans* 名牌牛仔裤

**de'sign pro,tection** *noun* [U] (*especially BrE*) (*AmE usually* **de'sign ,patent** [C]) (*Law*) the way that the law protects how sth looks, so that it cannot be copied or used by anyone else 设计保护：*Design protection is primarily of importance for consumer goods such as mobile phones.* 设计保护对移动电话之类的消费品是很重要的。→ COPYRIGHT

**desk** /desk/ *noun* [C]

SEE ALSO: **cash desk, front ~, help ~**

**1** a piece of furniture like a table that you sit at to work, use your computer, etc. 书桌；办公桌；写字台：*All staff have to be at their desks* (= working) *by nine o'clock.* 所有员工都必须九点前到达办公室。◇ *Have the report* ***on*** *my desk* (= finish it and give it to me) *by Monday.* 周一前将报告交给我。—Picture at OFFICE

**2** the part of an organization where a particular type of work is done（在一机构中专门负责某方面事务的）部，司，组：*Our dealing desks provide market updates and analysis.* 我们的交易部门负责市场资料的更新和分析。

**3** a place where you can get information or be served at an airport, a hotel, etc.（机场、旅馆等的）问讯台，服务台：*the person behind the reception desk* 接待处工作人员 ◇ *Would Ben Potter please report to the check-in desk?* 请本·波特到服务台。→ idiom at CLEAR

**'desk clerk** = CLERK (3)

**deskfast** /'deskfəst/ *noun* [C,U]

used to refer to the first meal of the day (**breakfast**) when you eat it at your desk at work 在办公桌上吃的早餐

**deskill** /ˌdiːˈskɪl/ *verb* [+ obj] (*HR*)
**1** to change the form of a job so that sb needs less special knowledge and training to do it 减低（某工作的）技术要求：*He claims that most office work has become deskilled.* 他宣称大多数办公室工作已经不需要专业技能了。
**2** (*often* **be deskilled**) to reduce the skills that a worker has, or that workers in general have, by giving them less skilled work to do 使丧失技能：*Technological advances have led to an increase in the number of workers who have become deskilled.* 技术进步导致了丧失技能的工人人数的增加。
▸ ˌ**de'skilled** *adjective*：*the development of a deskilled labour force in restaurants, hotels and domestic service* 餐馆、酒店和家政服务中低技术劳动力的发展 ˌ**de'skilling** *noun* [U]：*The introduction of new technology can lead to deskilling.* 新技术的采用会导致技能丧失。◇ *the deskilling of workers* 工人的技能丧失

'**desk job** *noun* [C]
a job that involves working for long periods of time at a desk 办公室工作；文书工作：*working at a tedious desk job* 从事沉闷的办公室工作 ◇ *She left her desk job to take up photography.* 她不再做办公室工作而去从事摄影。

'**desk ˌjockey** *noun* [C] (*informal*)
a person whose job involves spending a long time sitting at a desk 办公室工作人员

'**desk rage** *noun* [U]
a situation in an office when sb who works there becomes very angry or violent 案头愤怒；暴躁上班族：*Long hours and stress can lead to desk rage.* 长时间的工作和压力会使上班族脾气暴躁。

'**desk reˌsearch** *noun* [U]
(*Marketing*) a form of MARKET RESEARCH that is done using data that already exists and is easy to collect, such as company records or research results that have been published 案头研究（市场调研的一种方法，即用现有的或易于搜集的信息进行调研）

**desktop** /'desktɒp; *AmE* -tɑːp/ *noun* [C]
**1** the top of a desk 桌面；案头：*a desktop machine/PC* 台式机器 / 个人电脑 ◇ *desktop tools, such as computers and telephones* 案头工具，如电脑和电话
**2** = DESKTOP COMPUTER
**3** (*IT*) a screen on a computer which shows the ICONS of the programs and files that can be used（电脑）桌面：*Click on the file and drag it to your desktop.* 点击这文件并将它拖到桌面上。

ˌ**desktop com'puter** (*also* '**desktop**) *noun* [C]
a computer with a keyboard, screen and main processing unit, that fits on a desk 台式电脑：*The software runs on standard desktop computers.* 该软件是要在标准台式电脑上运行的。◇ *transferring data from your desktop computer to your notebook* 把数据从台式电脑传输至笔记本电脑 → LAPTOP
—Picture at OFFICE

ˌ**desktop 'publishing** *noun* [U] (*abbr* **DTP**)
the use of a small computer and a printer to produce a small book, a magazine or other printed material 桌面排版；桌面出版系统：*Desktop publishing has made in-house ad services more affordable.* 桌面出版系统使机构内部广告服务更为便宜。◇ *desktop publishing software/systems* 桌面出版软件 / 系统 ▸ ˌ**desktop 'publisher** *noun* [C]

**despatch** = DISPATCH HELP You will find words formed with **despatch** at the spelling **dispatch**. * despatch 也拼作 dispatch。

**destination** /ˌdestɪˈneɪʃn/ *noun* [C]
**1** (*abbr* **destn**) a place where sb/sth is going or being sent 目的地：*Spain is the most popular tourist destination for Britons.* 西班牙是最受英国人欢迎的旅游胜地。◇ *The goods are inspected when they arrive at the port of destination.* 货物抵达目的港后要进行检验。
➊ *to* ***arrive at/reach*** *a destination* 抵达目的地 • *an* ***attractive/a favourite/popular*** *destination* 吸引人的 / 特别喜爱的 / 受欢迎的胜地 • *a* ***business/an investment*** *destination* 商业 / 投资目的地 • *a* ***holiday/tourist*** *destination* 度假 / 旅游胜地 • *the* ***final/ultimate*** *destination* 最终目的地
**2** a place that an airline flies passengers to 目的港：*The airline flies out of London to 10 destinations around Europe.* 这航空公司从伦敦飞往10个欧洲目的港。
➊ *to* ***fly to/serve*** *a destination* 飞往 / 服务于目的港 • *a* ***long-haul/short-haul*** *destination* 长途 / 短途目的港 • *a* ***domestic/foreign/overseas*** *destination* 国内 / 外国 / 海外目的港

**desti'nation site** *noun* [C]
(*IT*)
**1** a website that people often visit as it has a strong image in their minds because of the amount of new information and other features that they can find there 目的网站 SYN PORTAL
**2** a website that sb visits by clicking on a BANNER AD or other link 目标网站（点击广告条或其他链接访问的网站）

**desti'nation store** *noun* [C]
a store that has a strong image in customers' minds because of features such as the variety or quality of goods, the prices, etc. and is the place they choose to go for a particular item or when they want to shop 目标商店：*Harrods' reputation as London's top destination store* 哈莱斯作为伦敦顶级目标商店的美名

**destn** *abbr*
a short way of writing **destination** * destination 的缩写：*destn address* 目的地地址

**destock** /ˌdiːˈstɒk; *AmE* -ˈstɑːk/ *verb* [+ obj *or* no obj]
(*Commerce*) to reduce the amount of goods that are kept available for customers to buy; to reduce the amount of materials that are kept available for making new products, etc. 减少库存：*A new range was launched and a number of products were destocked.* 一个新的系列推出了，多个产品的库存数量减少了。◇ *Many manufacturers were forced to destock after a downturn in demand.* 许多制造商被迫在需求下降以后减少库存。▸ ˌ**de'stocking** *noun* [U]：*a decline in orders due to heavy customer destocking* 订单因顾客大量流失而减少

**detach** /dɪˈtætʃ/ *verb* [+ obj *or* no obj] **detach (sth) (from sth)**

to remove sth from sth larger; to become separated from sth 分开；解开；分离：*Detach the coupon and return it as soon as possible.* 撕下赠券并尽快寄回。◇ *The device detaches from the computer completely when not in use.* 这设备不用时完全可以从计算机上取下来。

**detailer** /'di:teɪlə(r); *AmE also* dɪ'teɪlər/ *noun* [C] (*especially AmE*)
**1** (*Marketing*) a person whose job is to visit shops/stores and inform them about a company's products, especially drugs and medicines, and make sure the products are displayed well（尤指药品的）推销员
**2** a person whose job is to clean a car thoroughly and carefully in order to protect it and keep it in good condition 汽车美容工：*a professional auto detailer* 一名专业的汽车美容工

**deteriorate** /dɪ'tɪərɪəreɪt; *AmE* -'tɪr-/ *verb* [no obj]
to become worse 使恶化；弄坏：*Economic conditions have deteriorated rapidly.* 经济形势迅速恶化。◇ *deteriorating business and consumer confidence* 日益下滑的商业和消费者信心
● *to deteriorate* ***dramatically/rapidly/sharply/significantly*** 突然 / 迅速 / 急剧 / 明显恶化
▸ **deterioration** /dɪˌtɪərɪə'reɪʃn; *AmE* -ˌtɪr-/ *noun* [U,C]：*a sharp deterioration in the group's financial position* 集团的财政状况的急剧恶化

**determination** /dɪˌtɜ:mɪ'neɪʃn; *AmE* -ˌtɜ:rm-/ *noun*
SEE ALSO: **co-determination, pay determination**
**1** [U] the quality that makes you continue trying to do sth even when this is difficult 决心；决断；决意：*We need people with enthusiasm, drive and determination.* 我们需要有热诚、动力和决心的人。◇ *I admire the company's determination to deliver the best value for customers.* 我对这公司向顾客提供物有所值服务的决心感到钦佩。
**2** (*formal*) [C,U] an official decision or judgement; the process of deciding sth officially 决定：裁决：*A final determination will have to be made by a court.* 最终的裁决必须由法庭作出。

**determine** /dɪ'tɜ:mɪn; *AmE* -'tɜ:rm-/ *verb* [+ obj] (*formal*)
**1** to discover the facts about sth; to calculate sth exactly 查明；精确计算：*A team of experts is trying to determine the cause of the accident.* 专家小组正在努力查找事故的原因。◇ *We produced a business plan to determine how much capital we would need.* 我们制定了一个商业计划以确定我们需要多少资金。
**2** to make sth happen in a particular way or be of a particular type 决定：*Price is determined by supply and demand.* 供求决定价格。◇ *Age and experience will be* ***determining factors*** *in our choice of candidate.* 年龄和经历是我们选择候选人的决定性因素。
**3** to officially decide sth 正式确定：*A date for the meeting has yet to be determined.* 会议的日期尚未确定。

**devalue** /ˌdi:'vælju:/ *verb*
**1** (*Economics*) [+ obj *or* no obj] to reduce the value of the money of one country when it is exchanged for the money of another country; to become a less valuable currency compared to another 使贬值：*The authorities devalued the peso* ***against*** *the US dollar by nine per cent.* 当局将比索对美元贬值了百分之九。◇ *The country could be forced to devalue.* 这国家可能不得不实行货币贬值。◇ *a devalued currency* 贬值了的货币 OPP REVALUE
See note at CURRENCY
**2** [+ obj] to make sth seem less important or valuable than it should be 降低（某物的）价值：*They fear that selling the car alongside cheaper vehicles will devalue their brand.* 他们担心与廉价汽车一同销售这款汽车会降低他们品牌的价值。◇ *The skill of selling has become devalued.* 推销技巧变得不太重要了。
▸ **devaluation** /ˌdi:ˌvælju'eɪʃn/ *noun* [C,U]：*a currency devaluation* 货币贬值 ◇ *The company's profits were affected by the sharp devaluation of the rand.* 这公司的利润受到了兰特急剧贬值的影响。

**★develop** /dɪ'veləp/ *verb*
**1** [+ obj *or* no obj] to gradually grow or become bigger, more advanced, stronger, etc.; to make sth do this 发展；成长；使进化：*It developed* ***from*** *a small family business* ***into*** *a multinational group.* 它从一个小型家族企业发展成为一个跨国集团。◇ *We have developed close relationships with our suppliers.* 我们与供应商建立了紧密的联系。
**2** [+ obj] to think of or produce a new idea, product, etc. and make it successful 开发；构思；研制：*He helped develop our best-selling brand.* 他协助开发了我们最畅销的品牌。◇ *The company develops and markets new software.* 这公司开发并销售新软件。
**3** [+ obj *or* no obj] to start to have a skill, an ability, a quality, etc. that becomes better and stronger; to become better and stronger 增强；发挥：*What new skills have you developed in the last six months?* 你在过去的六个月里掌握了哪些新技能？◇ *His confidence as a negotiator has developed.* 他作为谈判者的信心增强了。
**4** (*Property*) [+ obj] to build new houses, factories, etc. on an area of land, especially land that was not being used effectively before 修建；开发：*The site is being developed as an airport.* 这块地正被开发成一个机场。
**5** [+ obj] to start using an area of land, a mine, etc. as a source of natural materials 开发

**developed** /dɪ'veləpt/ *adjective*
**1** (used about a country, society, etc.) having many industries and an advanced economic system（国家、社会等）发达的：*financial aid to less developed countries* 对欠发达国家的经济援助
→ DEVELOPING
**2** in an advanced state 先进的；成熟的：*people with highly developed business skills* 具高超经商技能的人

**★developer** /dɪ'veləpə(r)/ *noun* [C]
**1** (*Property*) a person or company that buys land or buildings in order to build new houses, shops/stores, etc., or to improve the old ones, and makes a profit from doing this（房地产）开发商，开发公司：*The site has been sold to a local property developer.* 这块地卖给了当地的一个房地产开发商。

● *a commercial/property/real-estate/residential developer* 商业 / 房地产 / 住宅开发商
**2** a person or a company that designs and creates new products（新产品的）研发者，研制者: *She was a product developer in the Womenswear division.* 她是女装部的产品研发人员。
● *a drug/product/software/website developer* 药物 / 产品 / 软件 / 网站开发人员

**developing** /dɪ'veləpɪŋ/ *adjective* [only before noun]
(used about a country, society, etc.) poor, and trying to make its industry and economic system more advanced（国家、社会等）发展中的: *opening markets to goods from developing nations* 对来自发展中国家的产品开放市场 ◇ *reducing poverty in the developing world* 减少发展中国家的贫困 → DEVELOPED

**★development** /dɪ'veləpmənt/ *noun*
SEE ALSO: **human resource development, management ~, new product ~, personal ~, product ~, property ~, research and ~,** etc.
**1** [U] the gradual growth of sth so that it becomes more advanced, stronger, etc. 发展: *key stages in the company's development* 公司发展中的关键阶段 ◇ *Work continues on development of the brand across a number of markets.* 在多个市场发展品牌的工作一直在继续。
**2** [U,C] the process of producing or creating sth new or more advanced; a new or advanced product 开发；研制；新产品: *a contract for the development of new computer systems* 开发新计算机系统的合同 ◇ *The software is still in/under development* (= being designed). 该软件尚在开发中。 ◇ *The new car will be a joint development between the two companies.* 这款新车将由两家公司合作研制。 ◇ *Development costs for the drug were high.* 药品的研发成本很高。
● *drug/product/software/website development* 药品 / 产品 / 软件 / 网站开发 • *a development department/division/team* 研发部 / 处 / 团队 • *to finance/lead/oversee the development* (*of sth*) 为（某物的）研发提供资金；管理 / 监督（某物的）研发
**3** (*HR*) [U] the process of getting new skills or knowledge, especially so that you can do a job more effectively 发展；成长: *The job offers great opportunities for career development.* 这份工作为职业发展提供了良好机会。 ◇ *an employee training and development programme* 员工培训和发展计划
● *career/personal/professional/staff development* 职业 / 个人 / 专业 / 员工发展
**4** (*Property*) [U,C] the process and business of building new houses, offices, etc. in order to make a profit; a piece of land with new buildings on it（房地产）开发: (*AmE*) *a company specializing in real-estate development* 一家专门从事房地产开发的公司 ◇ *The piece of land will be turned into a new housing development.* 这块地将用于一个新的住房开发项目。
● (*a*) *commercial/property/real-estate/residential development* 商业 / 房地产 / 住宅开发
**5** [U] the process of preparing an area of land, a mine, etc. so that it can be a source of natural materials（土地）开发: *The development of the oil field could create a thousand jobs.* 这油田的开发能够创造一千个职位。

**de'velopment ˌarea** *noun* [C]
in the UK, an area where new industries are encouraged in order to create jobs（英国）开发区: *The government offered lower taxes to companies willing to move into development areas.* 政府向愿意迁往开发区的公司提供税收优惠。

**de'velopment bank** *noun* [C]
(often used in names) a bank that gives loans to help improve or protect the economy of a country or an area, for example by lending money to create new industries there（常用于名称）开发银行: *a $2 bn infrastructure programme backed by the Asian Development Bank* 由亚洲开发银行支持的价值20亿元的基础设施计划

**de'velopment corpoˌration** *noun* [C]
(often used in names) an organization created by a government or a group of organizations or people in order to provide money for starting new businesses, developing local economies, etc.（常用于名称）开发公司: *the state-owned Industrial Development Corporation* 国有的工业开发公司

**de'velopment ecoˌnomics** *noun* [U]
(*Economics*) the branch of economics that is concerned with the economic problems of less developed countries and how they can grow and change 发展经济学

**de'velopment grant** *noun* [C]
an amount of money that a government or public organization gives for a project that will improve the economy of a particular area, such as a project to build a new factory 开发援助金

**de'velopment land** *noun* [U]
land that can be used for building new houses, offices, etc. 开发用地: *a shortage of development land in the south of England* 英格兰南部开发用地的短缺

**deviation** /ˌdi:vi'eɪʃn/ *noun* [C,U]
SEE ALSO: **standard deviation**
**1** a difference from what is normal, expected or required 背离；偏离；违背: *The loss represents a 20% deviation from our financial targets.* 这一亏损表示我们与财务目标有20%的偏差。 ◇ *Any deviation from company policy is unacceptable.* 任何违背公司政策的做法都是不可接受的。
**2** (*Technical*) the amount by which a single measurement is different from the average 偏差

**device** /dɪ'vaɪs/ *noun* [C]
**1** an object or a piece of equipment that has been designed to do a particular job 装置；仪器；设备: *a handheld device that functions as a mobile phone and an electronic map* 一种可以用作移动电话和电子地图的手持装置
**2** a method of doing sth that produces a particular result or effect 手段；策略；技巧: *Sending advertising by mail is very successful as a marketing device.* 邮寄广告是一种十分成功的营销手段。

**devolve** /dɪ'vɒlv; *AmE* -'vɑ:lv/ *verb* [+ obj or no obj] **devolve (sth) (from sb/sth) (to sb/sth)** if a duty, responsibility, power, etc. **devolves** or sb **devolves** it, it passes to a more local group or to sb who has less authority 移交，转交（义务、职

责、权力等）：*Decision-making will devolve to a local level.* 决策权将移交给地方政府。◇ *Control of the website can now be devolved from specialist staff to the marketing department.* 网站的控制权现在可以由专业人员移交给营销部门。▸ **de'volved** *adjective*: *devolved decision-making* 已移交的决策权

**PHR V** **de,volve sth 'into sth** to divide sth into smaller parts 将某物拆分：*The group was devolved into dozens of smaller businesses.* 这集团被分拆为数十家小企业。

**diagnostic** /ˌdaɪəg'nɒstɪk; *AmE* -'nɑːs-/ *adjective, noun*
(*Technical*)
• ***adjective*** [usually before noun] connected with identifying sth, such as an illness or a problem with a computer system 诊断的；判断的：*diagnostic software that discovers minor computer faults* 查找计算机小故障的诊断软件
**O** *diagnostic* ***devices/instruments/tests/tools*** 诊断装置 / 仪器 / 测试 / 工具
• ***noun*** [C]
**1** a device or system that is used to identify a problem, an illness or a problem with a piece of equipment or software 诊断工具 / 系统：*a detailed, in-depth diagnostic of the company* 对这公司的详细深度诊断 ◇ *Your car is hooked up to a computer to run diagnostics.* 将你的汽车连接到电脑上以进行诊断。
**2** a message on a computer screen giving information about a fault 诊断信息（提示计算机的错误）

**diagram** /'daɪəgræm/ *noun* [C]
SEE ALSO: **block diagram, cause and effect ~, fishbone ~, Ishikawa ~, scatter ~**
a simple drawing using lines to explain where sth is, how sth works, etc. 图表；图示：*a diagram of the wiring system* 线路图 ◇ *The results are shown in the diagram below.* 结果如下图所示。◇ *As you can see from the diagram, younger men are less likely to be self-employed than older men.* 正如图表上所示，与年长男子相比，年轻男子不太可能成为自雇人士。 See note at GRAPH
**O** *to* ***draw*** *a diagram* 画图表 • *a diagram* ***depicts/indicates/represents/shows*** *sth* 图表描述 / 表示 / 代表 / 显示某事
▸ **diagrammatic** /ˌdaɪəgrə'mætɪk/ *adjective*: *The manufacturing process is represented in diagrammatic form.* 制造过程用图表显示。 **diagrammatically** /ˌdaɪəgrə'mætɪkli/ *adverb*

**dial** /'daɪəl/ *verb* [+ obj *or* no obj] (**-ll-** *AmE* **-l-**) to use a telephone, for example by pushing buttons 拨（电话号码）：*Dial 0032 for Belgium.* 打电话到比利时拨0032。◇ *mobile phones with features such as cameras and voice dialling* 具备照相机和语音拨号之类功能的移动电话
**PHR V** **,dial 'in (to sth)**; **,dial 'into sth**; **,dial sb/sth 'in** (*IT*) to make a temporary connection between your computer and the Internet or another computer system using a telephone line and a MODEM（使用电话线和调制解调器）拨号上网：*The system allows customers to dial in to our network and check their accounts.* 这系统让客户能够拨号进入我们的网络查询账户。◇ *a dialled-in computer* 拨号进入的电脑 → DIAL-IN **,dial 'up**; **,dial sb/sth 'up 1** (*IT*) to make a temporary connection between your computer and the Internet or another computer system using a telephone line and a MODEM（使用电话线和调制解调器）拨号上网：*Dial up and log in.* 拨号上网并登录。◇ *The software lets you dial up your office computer.* 这软件使你能够拨号进入你的办公室电脑。→ DIAL-UP **2** (*informal*) to call a particular phone number 拨打（特定的电话号码）：*I found the number and dialled it up.* 我找到并拨打了这个号码。

**'dial-back** = CALLBACK (5)

**'dial-in** = DIAL-UP

**'dialling code** (*BrE*) (*also* **code**, *AmE, BrE*) *noun* [C] the numbers for a particular area or city, that you use when you are making a telephone call from outside the local area 电话区号：*international dialling codes* 国际电话区号 → AREA CODE

**'dialog box** (*BrE spelling also* **dialogue ~**) *noun* [C] (*IT*) a box that appears on a computer screen asking the user to choose what they want to do next 对话框：*Select an option from the dialog box.* 从对话框中选择一个选项。◇ *Clicking on 'Save as' brings up a dialogue box.* 点击Save as以调出一个对话框。
**O** *a dialog box* ***appears/opens/pops up*** 对话框出现 / 打开 / 弹出 • *to* ***bring up/close/open*** *a dialogue box* 调出 / 关闭 / 打开一个对话框

**'dial-up** (*also* **'dial-in**) *adjective* [only before noun] (*IT*) (about a computer system or service) temporarily connected to another system or to the Internet by a telephone line（计算机系统或服务）拨号上网的：*Most of their subscribers use dial-up connections to access their email.* 他们大多数的用户采用拨号连接查收电子邮件。
→ ALWAYS-ON, BROADBAND
**O** *a dial-up* ***connection/modem/service*** 拨号连接 / 调制解调器 / 服务
▸ **'dial-up** (*also* **'dial-in**) *noun* [U]: *Their broadband service is up to 25 times faster than dial-up.* 他们的宽带服务速度可达拨号连接的25倍。

**diary** /'daɪəri/ *noun* [C] (*plural* **diaries**)
**1** (*especially BrE*) (*AmE usually* **'datebook**) (*also* **ap'pointment book**, *BrE, AmE*) a book with spaces for each day of the year in which you write down things you have to do; an electronic device or program that you use in the same way 记事簿；电子记事簿；电子记事软件：*My diary is full until June.* 我的日程到六月份都排满了。◇ *Can you find space in your diary* (= do you have time) *for a meeting on the 23rd?* 你能否抽空参加23日的会议？ → ORGANIZER See note at CALENDAR
**O** *to* ***make a note of sth/put sth/write sth*** *in a diary* 在日程中记录某事；将某事记入日程；将某事写入日程 • *a* ***desk/an electronic/a pocket*** *diary* 台式 / 电子 / 袖珍记事簿
**2** a book in which you can write down the events that occur each day 日记本：*I* ***kept*** *a diary of the project* (= wrote down what happened each day). 我为这项目写日记。

**Dictaphone™** /'dɪktəfəʊn; *AmE* -foʊn/ *noun* [C] a small machine used to record what you want to say in a letter, report, etc., so that sb can listen later and type the document 口述录音机

**dictate** *verb, noun*
• ***verb*** /dɪk'teɪt; *AmE* 'dɪkteɪt/
**1** [+ obj *or* no obj] to say words for sb else to write down or type 口述；口授： *She dictated a letter to her secretary.* 她向秘书口授了一封信。
**2** [+ obj *or* no obj] to decide sth or tell sb what to do, especially in a way that seems unfair （尤指以不公正的方式）指使，决定： *Carmakers have enormous power to dictate how and where their cars are sold.* 汽车制造商有强大的能力决定他们的汽车如何销售及销往何处。
**3** [+ obj] to control or influence sth 控制影响（某事）： *The price is dictated by market forces.* 价格受市场支配。
PHR V **dic'tate to sb** (*often* **be dictated to**) to give orders to sb, often in a rude or aggressive way 向某人发号施令： *A regional office may feel it's being dictated to by a central office that doesn't understand local needs and conditions.* 地区办事处可能认为受到不了解当地需要和情况的总部所支配。
• ***noun*** /'dɪkteɪt/ [C, usually pl.] an order, a rule or a command that you must obey 命令；指令： *following the dictates of the marketplace* 按照市场的规律行事

**dic'tating ma,chine** = DICTATION MACHINE

**dictation** /dɪk'teɪʃn/ *noun* [U,C]
the act of speaking or recording a letter, report, etc. so that it can be written down or typed; the words that are spoken 口授；口述： *to take dictation* (= write/type words that are being spoken) 听写 ◇ *The digital organizer can record up to 45 minutes of dictation.* 这电子记事簿可以记录长达45分钟的口述资料。

**dic'tation ma,chine** (*especially BrE*) (*AmE usually* **dic'tating ma,chine**) *noun* [C]
a machine, especially an electronic one, used for recording what you want to say in a letter, report, etc., so that sb can listen to your words later and type the document 口述记录机

**DID** /,di: aɪ 'di:/ *abbr* (*AmE*) **Direct Inward Dialing**
a system where an office building, a hotel, etc. can have a large range of telephone numbers sharing one or a small number of direct lines. Calls go directly to an EXTENSION without being connected by an OPERATOR OR RECEPTIONIST. 直接拨入（一种办公电话系统，很多电话号码共有一个或几个直拨线路。电话可直接拨入分机而无需接线生或接待员连接）→ DDI

**differential** /,dɪfə'renʃl/ *noun, adjective*
• ***noun*** [C]
SEE ALSO: **duty differential, earnings ~, wage ~**
a difference in the amount, value or size of sth, especially the difference in rates of pay for people doing different work in the same industry or profession 差别；差额；差价；（尤指同行业不同工种的）工资级差： *They found that the differential between men's and women's pay has narrowed slightly.* 他们发现男女之间的工资级差略有缩小。 ◇ *the interest rate differential between the US and the eurozone* 美国和欧元区的利率差额 ◇ *a differential in prices* 差价
➕ *to create/increase/narrow/reduce/widen a differential* 产生／增加／缩小／降低／扩大差别 • ***income/pay*** *differentials* 收入／薪金级差 • ***interest rate/price*** *differentials* 利率／价格差额
• ***adjective*** [only before noun] that treats different people or things differently; not equal 有区别的；不平等的： *The tax is unfair in its differential effect on large and small businesses.* 税收对大企业和小企业的差异效应是不公平的。 ◇ *Unions are objecting to differential pay levels for similar skills.* 工会反对相近技能有工资级差水平。 ◇ *Their policy of* ***differential pricing*** (= supplying the same product to different markets at different prices) *means poorer countries can also afford the medicines.* 他们的差别定价政策意味着穷国也能买得起药品。

**differentiate** /,dɪfə'renʃɪeɪt/ *verb*
**1** (*Marketing*) [+ obj] to make your product or service seem different from other similar products or services, for example to attract a particular group of customers 区分；使（产品）差异化： *We differentiate ourselves* ***from*** *our rivals by offering a higher standard of customer service.* 我们通过向顾客提供更高水准的服务使自己区别于竞争对手。 ◇ *They have differentiated their vehicles with new interior designs.* 他们通过采用新的内部设计使自己的汽车有所区别。
**2** [+ obj] to be the particular thing that shows that things or people are not the same 表明（事物或人之间的）差别；构成（事物或人之间）差别的特征： *Our reputation for quality differentiates us* ***from*** *our competitors.* 我们的质量信誉成了区别于竞争对手的主要特征。 ◇ *Customer service has become an important differentiating factor.* 客户服务已经成为一项重要的区别因素。
**3** [+ obj *or* no obj] **differentiate (between) A and B** | **differentiate A (from B)** to recognize or show that two things are not the same 区别；区分： *As a lender we need to differentiate between high and low risk borrowers.* 作为放款人，我们必须区分高风险借款人和低风险借款人。

**,differentiated 'product** *noun* [C]
(*Marketing*) a product that is similar to other products but is different in design, quality or the way it is presented or advertised, for example to attract a particular group of customers 差异化产品： *They have developed a differentiated product for low-price markets.* 他们已经开发了一种面向低价市场的差异化产品。 → COMMODITY PRODUCT

**differentiation** /,dɪfə,renʃi'eɪʃn/ *noun* [U]
(*Marketing*) the process of making your product or service seem different from other similar products or services that it is competing with 差异化： *Firms making similar products compete through a combination of price and product differentiation.* 生产同类产品的企业通过价格和产品差异化两者的结合来进行竞争。
➕ ***price/product*** *differentiation* 价格／产品差异化 • *to* ***increase/introduce/use*** *differentiation* 增加／采用／使用差异化

**digerati** /,dɪdʒə'rɑ:ti/ *noun* [pl.] (*informal*)
(often used in newspapers) people who are considered to be, or who think they are, experts or important in the area of computers and the Internet（常用于报章）电脑高手，电脑专家：

*The digerati regarded the company as boring and chained to old technology.* 电脑高手认为这公司乏味无趣而且死守旧技术不放。

**digit** /'dɪdʒɪt/ *noun* [C]

**1** any of the ten numbers from 0 to 9 数字；数位：*a seven-digit telephone number* 七位数电话号码

**2** used with a number or an adjective to describe an amount of money or the amount by which a number has increased or decreased 与数字或形容词连用表示金额或数字增减的幅度：*Sales have grown from six digits (=$100 000 or more) to $6 million (= seven digits) since 2001.* 销售额自2001年起从六位数（100 000元或以上）增长到七位数（600万元）。◇ ***double-digit** rises (= 10% or more) in sales and earnings* 销售额和收益有两位数的增长（10%或更多）◇ *(especially AmE) an increase in the mid-single digit range (= about 4–6%)* 在一位数中间范围的增长（约为4%-6%）

⊕ ***double/single/triple** digits* 两位数 / 一位数 / 三位数 • ***high-single/low-single/mid-single digits*** 一位数高端 / 一位数低端 / 一位数中间

**★digital** /'dɪdʒɪtl/ *adjective, noun*

• ***adjective***

**1** that uses a series of numbers in order to store, send or deal with information 数字的；数码的：*converting from analogue to digital technology* 由模拟技术转变为数字技术 ◇ *Digital content is so easily stored and distributed that it is difficult to protect.* 数字内容易于保存和传播以至于难以保护。→ ANALOGUE

⊕ *a digital **camera/phone/television*** 数码相机；数字电话 / 电视 • *a digital **broadcast/image/photograph/signal*** 数码广播 / 影像 / 照片；数字信号 • *digital **broadcasting/technology*** 数码广播 / 技术

**2** that relies on computer technology or the Internet 数字化的（依赖于计算机技术或互联网）：*The company has several digital brands (= products sold on the Internet).* 这公司有好几个数字化品牌（在互联网上销售的产品）。◇ *People need more computer skills to compete in today's digital economy.* 人们需要更多的计算机技能才能在当今的数字化经济中与人竞争。

⊕ *a digital **brand/business/company/strategy*** 数字化品牌 / 业务 / 公司 / 战略 • *digital **marketing/publishing*** 数字营销 / 出版

→ ELECTRONIC

IDM **the ˌdigital diˈvide** the difference between communities that have computer equipment and can use the Internet and those that do not 数字鸿沟（拥有计算机设备、使用互联网与没有计算机设备、不使用互联网的人群的差异）

• ***noun*** [U] **digital** television 数字电视：*The government wants to switch all viewers from analogue to digital by 2010.* 政府希望到2010年将所有电视观众接收的信号从模拟信号转变到数字信号。

**ˌdigital ˈcash** = E-CASH

**ˌdigital ˈcurrency** = E-CURRENCY

**★digitally** /'dɪdʒɪtəli/ *adverb*

using DIGITAL technology 采用数字技术：*The shows will be broadcast digitally.* 这些表演将用数字技术播放。

**ˌdigital ˈmoney** = E-MONEY

**ˌdigital ˈrights ˌmanagement** = DRM

**ˌdigital ˈsignature** (*also* **ˌelectronic ˈsignature**) *noun* [C]

(*IT*) a unique number that is added to a computer file in order to show who has created it, sent it, etc. 数字签名：*The system allows you to attach a digital signature to your emails.* 这系统让你能够在所发的电子邮件上附加数字签名。

**ˌdigital ˈwallet** *noun* [C]

(*E-commerce*) software that can store details of your name, bank account, address, etc. and provide them automatically whenever you make a payment on the Internet 数字钱包

**diligence** /'dɪlɪdʒəns/ *noun* [U]

careful and thorough work or effort 勤奋；勤勉：*His colleagues respect his diligence and commitment.* 他的同事对他的勤奋和坚忍不拔十分钦佩。→ DUE DILIGENCE

**dilute** /daɪ'luːt; *BrE also* -'ljuːt/ *verb* [+ obj]

**1** to make sth less valuable or effective 削弱；降低：*Our strong sales in the US were diluted by the weakness of the dollar.* 我们在美国强劲的销售势头被美元的疲软所削弱。◇ *The car manufacturer will not dilute its brand image with cheaper models.* 这汽车制造商绝不会用廉价型号来贬低自己的品牌形象。

**2** (*Finance*) to make shares less valuable by creating (**issuing**) more of them without increasing assets, which reduces the amount of profits that each shareholder can claim; to reduce the percentage of a company's shares that sb owns by doing this 股权收益减损，降低，稀释，冲淡（通过增发股票降低股票价值或某人所持有的公司股份）：*The share issue is likely to dilute the value of existing shares.* 股票发行可能会降低现有股票的价值。◇ *After the merger our stake in the enlarged company will be diluted to 35%.* 合并以后，我们在扩大了的公司中的股份将会稀释至35%。

▸ **dilutive** /daɪ'luːtɪv; *BrE also* -'ljuːtɪv/ *adjective*: *the dilutive effect of the new share issue* 新发行股票的稀释效应 ◇ *The merger would be dilutive to earnings per share.* 这项合并将会减损每股赢利。

**dilution** /daɪ'luːʃn; *BrE also AmE* -'ljuːʃn/ *noun* [sing.; U]: *There has been a dilution of demand for these vehicles in Japan.* 这些汽车在日本的需求有所下降。◇ *brand/trademark dilution* 品牌 / 商标稀释 ◇ *a substantial dilution of share value* 股票价值的大幅下降

**diluted** /daɪ'luːtɪd; *BrE also* -'ljuːtɪd/ *adjective*

(*Accounting*) used about a figure that is based on the number of shares that a company has issued plus the shares that it may need to issue in the future, for example because it has sold CONVERTIBLE bonds (= bonds that can be exchanged for shares) 摊薄的（用于指公司已发行的股份数和将来可能需要发行股份数加起来的股份数）：*Net income was $344 million, or 38 cents per **diluted share**.* 净收益为3.44亿元，或每股摊薄收益38分。◇ ***Diluted earnings per share** rose by 30 Canadian cents.* 每股摊薄收益增加了30加拿大分。

**dime** /daɪm/ *noun* [C]

a coin of the US and Canada worth ten cents（美国、加拿大的）十分硬币：*He developed a*

*marketing plan that didn't cost him a dime.* 他不费吹灰之力就编写了一份营销计划。

**dimension** /dəˈmenʃn; dɪ-/ *noun* [C]
**1** a measurement in space, for example the height, width or length of sth 维数: *First we need to measure the dimensions of the room.* 首先我们必须测量一下这个房间的面积。 ◇ *computer design tools that work in three dimensions* 三维计算机设计工具
**2** (*Marketing*) an important aspect of a product or service (产品或服务的) 重要方面: *The 24-hour help desk adds a new dimension to the product.* * 24小时服务台给这款产品增添了一个新的特色。 ◇ *the customer-service dimension of e-commerce* 电子商务客户服务方面的因素

**-dimensional** /dəˈmenʃənl; dɪ-/ *combining form* (*used in adjectives* 构成形容词)
having the number of **dimensions** mentioned …维的: *We work with three-dimensional models on-screen.* 我们在屏幕上用三维模式工作。

**diˌminishing ˈbalance ˌmethod**
= REDUCING BALANCE METHOD

**diˌminishing reˈturns** *noun* [pl.]
(*Economics*) a situation where you gain less and less benefit or profit from sth, even though you spend more time or money on it 收益递减: *Our increased efforts were producing diminishing returns.* 我们付出更多的努力却带来递减的收益。 ◇ *The* ***law of diminishing returns*** *applies to physical products: at some point unit cost increases with volume.* 收益递减规律适用于有形产品: 在某个时刻、单位成本随着产量的增加而增加。

**dip** /dɪp/ *verb, noun*
• ***verb*** [no obj] (**-pp-**) **dip (from sth) (to/below sth)** to go down in value or level, especially by a small amount or for a short period of time (尤指小幅或短期的) 下降: *Sales of furniture have started to dip.* 家具销售额已经开始下降。 ◇ *Profits dipped slightly to $5.4 million from $5.7 million.* 利润从570万元略微下降到540万元。 ◇ *The share price dipped 4.5%.* 股价下跌了4.5%。
IDM **dip into your ˈpocket** (*informal*) to spend some of your money on sth 掏腰包; 花钱 **dip a ˈtoe in/into sth ; dip a ˈtoe in/into the water** to start doing sth very carefully to see if it will be successful or not 涉足试试; 试做: *Some investors are now prepared to dip a toe in riskier markets.* 有些投资者现在正准备涉足风险更大的市场。
PHR V **ˌdip ˈinto sth** to take an amount from money that has been saved 提取 (款项); 动用 (存款): *The government has had to dip into emergency funds.* 政府不得不动用应急资金。
• ***noun*** [C]
SEE ALSO: **double-dip**
a decrease in the amount or success of sth, usually for only a short period 下降; 减少: *They reported a 5% dip in profits from £8.1 million to £7.7 million.* 他们汇报利润从810万英镑降为770万英镑, 下降了5%。 ◇ *The survey reveals a slight dip in consumer confidence.* 调查显示消费者信心略微下降。 ◇ *I always try to* ***buy on the dips*** (= buy shares, bonds, etc. when prices fall). 我总是设法在价格下跌时购买 (股票、债券等)。
⊕ *a* ***big/brief/sharp/slight/small/an unexpected dip*** 大幅度的 / 短暂的 / 剧烈的 / 轻微的 / 小幅度的 / 意外的下跌

**ˈDIP ˌFinancing** /dɪp/ = DEBTOR-IN-POSSESSION FINANCING

**direct** /dəˈrekt; dɪ-; daɪ-/ *adjective, verb, adverb*
• ***adjective*** [usually before noun]
**1** happening or done without involving other people or actions in between 直接的: *Mr Dolan will take direct responsibility for the team.* 多兰先生将直接负责这个团队。 ◇ *We have direct access to the central computer system.* 我们可以直接进入中央计算机系统。
**2** happening as an immediate result of sth, without the influence of sth else (作为某事) 直接结果的: *They want to see a direct connection between performance and pay.* 他们希望表现和薪水直接挂钩。
• ***verb*** [+ obj]
**1 direct sth to/towards sb/sth | direct sth at/against sb/sth** to aim sth in a particular direction or at a particular person 把某物对准某方向或某人: *We are directing our efforts towards expanding the business.* 我们把精力集中在拓展业务上。
**2** to control or be in charge of sb/sth 控制; 监督; 管理: *A new manager has been appointed to direct the project.* 已任命一位新经理来管理这项目。
**3** to send a letter, etc. to a particular place or to a particular person 把 (信件等) 邮寄至: *Enquiries should be directed to the Customer Services department.* 有关查询的邮件应寄往客户服务部。
• ***adverb***
**1** without involving other people or businesses 亲自; 直接: *I pfefer to deal with them direct.* 我喜欢直接与他们进行交易。 ◇ *selling direct to consumers* 直接卖给消费者

**diˌrect ˈaction** *noun* [U,C]
(*HR*) the use of strikes, protests, etc. in order to achieve a political or social aim 直接行动 (用罢工、抗议等方式, 而非谈判, 来达到政治或社会目的): *The drivers' union has so far opposed the campaign of direct action.* 驾驶员工会到目前为止反对采取直接行动。

**diˌrect ˈadvertising** *noun* [U]
(*Marketing*) advertising that uses normal methods, such as magazine or television advertisements 直接广告: *There has been an increase in direct advertising of prescription drugs to consumers.* 针对消费者处方药物的直接广告有增加的趋势。
→ INDIRECT ADVERTISING, DIRECT RESPONSE ADVERTISING

**diˌrect comˈpetitor** *noun* [C]
a business or product that is competing for the same group of customers as your business or product 直接竞争者; 直接竞争对手: *We have no direct competitor in the UK.* 我们在英国没有直接竞争者。 ◇ *The new chocolate drink is a direct competitor to the market leader.* 这种新的巧克力饮料是市场龙头企业的直接竞争对手。
▸ **diˌrect compeˈtition** *noun* [U]: *The new games console will be in direct competition with Sony's Playstation 3.* 这款新面世的游戏机将与索尼公司的Playstation 3直接进行竞争。

**di,rect 'cost** *noun* [C, usually pl.] (*Accounting*)
**1** the cost of raw materials and workers involved in making a particular product or providing a particular service 直接成本: *They have modernized the production line in an attempt to cut direct costs.* 他们已经对生产线进行了现代化，试图降低直接成本。 ◇ *The project manager's salary is a direct cost.* 项目经理的薪水是一项直接成本。 SYN PRIME COST → DIRECT LABOUR (1), DIRECT OVERHEAD, INDIRECT COST

**di,rect 'costing** = VARIABLE COSTING

**di,rect 'debit** (*AmE also* **'bank draft**) *noun* [U,C] especially in the UK, an instruction to your bank to allow sb else to take an amount of money from your account on a particular date, especially to pay bills 直接借记（尤指在英国，发给银行的允许其他人在特定日期从你的账户提取一定金额的指令，尤指用于支付账单）: *They give you a discount if you pay by direct debit.* 如果你用直接借记方式支付，他们会给你打折扣。 → STANDING ORDER
● *to cancel/set up a direct debit* 取消 / 设定直接扣款

**di,rect de'posit** *noun* [U,C] the system of paying sb's wages, etc. straight into their bank account 直接存款（将工资等直接存入银行账户的做法）

**di,rect 'dialling** (*AmE spelling* **~ dialing**) *noun* [U] the ability to make telephone calls without needing to be connected by the OPERATOR or a RECEPTIONIST 直接拨号；（电话）直拨: *international direct dialling tariffs* 国际直拨电话费率 ◇ *All our rooms have direct dialling telephones.* 我们所有的房间都有直拨电话。 ▸ **di,rect-'dial** *adjective*: *Your direct-dial number replaces your old extension number.* 你的直拨号码替代你原来的分机号码。 → DDI

**di,rect 'export** *noun* [C, usually pl., U] (*Economics*; *Trade*) goods that are sold directly to customers in another country; this method of selling goods 直接出口: *Most of their revenue comes from direct exports from the UK.* 他们的大部分收入来自英国的直接出口。 ◇ *If economic conditions do not favour direct exports, we get local companies to manufacture for us.* 如果经济形势对直接出口不利，我们就让当地公司为我们生产。 → INDIRECT EXPORT ▸ **di,rect ex'porting** *noun* [U]

**di,rect 'import** *noun* [C, usually pl., U] (*Economics*; *Trade*) goods that are bought directly from producers in another country; this method of buying goods 直接进口 ▸ **di,rect im'porting** *noun* [U]

**di,rect in'vestment** = FOREIGN DIRECT INVESTMENT

**directive** /dəˈrektɪv; dɪ-; daɪ-/ *noun* [C] an official instruction 指示；命令: *The EU has issued a new set of directives on data protection.* 欧盟就数据保护事项发布了一套新的指示。 ◇ *a draft directive* 指示草案

**di,rect 'labour** (*AmE spelling* **~ labor**) *noun* [U] **1** (*Accounting*) the people who work to produce a particular product or supply a particular service; the money that is spent on their wages 直接劳动力；直接劳动成本: *Direct labour is a major element of product costs for manufacturing companies.* 直接劳动力是制造企业中构成产品成本的主要部分。 ◇ *The direct labour costs are about 80% of the cost of producing one unit.* 直接劳动成本约占每单位的生产成本的80%。 → DIRECT COST (1), DIRECT MATERIALS, DIRECT OVERHEAD **2** (*HR*) people who are employed directly by a company or an organization to build or produce sth, rather than by an independent business that is paid to find people to do the work 直接工人: *Most of the construction work is done by direct labour rather than by sub-contractors.* 大多数建筑工程是由直接工人而非分包商完成的。 → INDIRECT LABOUR

**di,rect 'mail** *noun* [U] (*Marketing*) advertisements that are sent in the post/mail usually to people who might be interested in buying the products or services 直邮广告: *UK consumers buy over €30bn worth of goods through direct mail each year.* 英国消费者每年通过直邮广告购买价值300多亿欧元的商品。 ◇ *a direct mail campaign targeting new users* 针对新用户的直邮广告活动 ◇ *We plan to use direct mail to promote our new magazine.* 我们计划用直邮广告推广新杂志。 → JUNK MAIL
● *to buy/market/sell sth by/through direct mail* 通过直邮广告购买 / 推销 / 销售某物 • *to use direct mail* 采用直邮方式 • *direct mail advertising/marketing/selling* 直邮广告 / 营销 / 推销 • *direct mail advertisers/marketers* 直邮广告商 / 商人 • *direct mail buyers/customers* 直邮买主 / 顾客
▸ **di,rect 'mailing** *noun* [U,C]: *There was a good response to the initial direct mailing.* 人们对最初的直邮广告反应良好。 ◇ *a direct mailing campaign* 直邮广告活动

**di,rect 'marketing** *noun* [U] (*Marketing*) the business of selling products or services directly to customers by contacting them by mail or telephone, by visiting their homes or through online computer shopping 直接营销: *Direct marketing cuts out the costs of supplying shops and enables customers to buy at lower prices.* 直接营销免去了给商店供货的费用，使顾客能够低价购买商品。 ▸ **di,rect 'marketer** *noun* [C]

**di,rect ma'terials** *noun* [pl.] (*Accounting*) the basic things that a business uses in order to produce a particular product or provide a particular service; money that is spent on these 直接材料；直接材料费用: *Cost of production is calculated as direct materials and labour plus a share of manufacturing overheads.* 生产成本是通过将直接材料费用和人工再加间接成本分摊额计算得出的。 ◇ *Direct materials costs for each unit were €4.30.* 每单位的直接材料成本为4.30欧元。 → INDIRECT MATERIALS

**★director** /dəˈrektə(r); dɪ-; daɪ-/ *noun* [C]
SEE ALSO: **board of directors, creative ~, executive ~, independent ~, managing ~, non-executive ~, outside ~, worker ~**
**1** (*also* **,company di'rector**) one of a group of people who are chosen by shareholders to run a company and decide its policies 董事: *Three new*

*directors have been appointed to the board.* 三位新的董事获委任进入董事会。 ◇ *The bank has reduced the number of executive directors on its board to six.* 这银行将董事会的执行董事人数减至六人。 See note at BOSS

➊ *to* ***be appointed (as)/become/be elected/be made*** *(a) director* 获任命为 / 成为 / 当选 / 担任董事 • *to* ***act as/serve as*** *a director* 担任董事 • *to* ***resign as/step down as*** *director* 辞去董事职务；从董事职位退下来 • *an* ***acting/an assistant/a deputy*** *director* 代理 / 助理 / 副董事

**2** a person who is in charge of a particular activity or department in a company, an organization, etc. （公司的）部门主管，总监： *He was appointed finance director of British Aerospace in 1992.* 他在1992年获任命为英国宇航公司财务总监。 ◇ *She became director of finance at the company.* 她担任这公司的财务总监。 ◇ *He is taking up the newly created post of group creative director.* 他就任了集团新设立的创意总监的职务。 → VICE-PRESIDENT

➊ *to* ***be appointed (as)/become/be made*** *(a) director* 获任命为 / 成为 / 担任主管 • *to* ***act as/serve as*** *a director* 担任主管 • *to* ***resign as/retire as/step down as*** *director* 从总监职位上辞职 / 退休 / 退下来 • *a* ***finance/commercial/marketing/production/research/sales*** *director* 财务 / 商务 / 营销 / 生产 / 研究 / 销售总监 • *an* ***acting/an assistant/a deputy*** *director* 代理 / 助理 / 副总监

**directorate** /dəˈrektərət; dɪ-; daɪ-/ *noun* [C]

**1** a section of a government department in charge of one particular activity（政府部门的）署，局，处： *the EU's Competition Directorate* 欧盟竞争总署

**2** the group of directors who run a company 董事会

**diˌrector ˈgeneral** *(AmE spelling also* **director-general***)* *noun* [C] *(plural* **directors general***)*

the head of a large organization, especially a public organization（尤指公共部门的）处长： *the director general of the BBC* 英国广播公司总裁 ◇ *They have appointed a new director general.* 他们任命了一位新局长。

**directorship** /dəˈrektəʃɪp; dɪ-; daɪ-; *AmE* -tərʃ-/ *noun* [C]

the position of a company director; the period during which this is held 董事（主管）的职位；董事（主管）的任期： *He has been disqualified from holding company directorships.* 他被取消了担任公司董事的资格。 ◇ ***Under*** *her directorship, the firm nearly doubled in size.* 在她的董事任期内，这家企业的规模几乎翻了一番。

➊ *to* ***hold/resign/take up*** *a directorship* 担任 / 辞去 / 就任董事职位 • *an* ***executive/a non-executive*** *directorship* 执行 / 非执行董事职位

**diˌrector's ˈinterest** *noun* [C, usually pl.]

*(Law)* the fact that a company director benefits in a personal way from a contract, deal, etc. with the company 董事权益： *The company is obliged to keep a record of all of its directors' interests.* 公司有义务保留所有董事权益的记录。 **NOTE** Two plural forms are possible: 'director's interests', referring to one director, or 'directors' interests', referring to several or all the directors. 可以有两个复数形式：director's interests指一个董事的权益，directors' interests指若干董事或所有董事的权益。

**diˌrectors' reˈport** *noun* [C]

a report that a company's directors must write for shareholders every year, giving a summary of the company's activities, details about the DIVIDEND that will be paid and the names of the directors and what they earned 董事会报告（书）： *The directors' report for the year to June 30 lists the chairman as owner of 29% of the company's share capital.* 截至6月30日财政年度的董事会报告显示，董事长拥有公司股份29%。

**directory** /dəˈrektəri; dɪ-; daɪ-/ *noun* [C] *(plural* **directories***)*

SEE ALSO: **classified directory, ex-~, telephone ~**

**1** a book or series of Internet pages containing lists of information, usually in alphabetical order, for example people's telephone numbers or the names and addresses of businesses in a particular area 指南；手册；目录；黄页： *They publish a directory of law firms.* 他们出版了一本律师事务所名录。 ◇ *creating an online business directory* 建立在线企业指南 ◇ *They have decided to sell their directories business.* 他们已决定出售黄页业务。

➊ *an* ***online/a printed*** *directory* 在线 / 印刷指南 • *a* ***business/telephone/trade*** *directory* 商业 / 电话 / 贸易指南 • *to* ***compile/create/publish*** *a directory* 编纂 / 编写 / 出版指南 • *to* ***be listed in*** *a directory* 在指南中刊载 • *to* ***consult/look sb up in/search*** *a directory* 在名录中查阅 / 查找某人 / 搜索

**2** *(IT)* a file containing a group of other files or programs in a computer（计算机文件或程序的）目录： *Create a directory called 'DATA' on your hard disk and copy the files to it.* 在硬盘上建立一个叫 DATA 的目录并把文件拷入其中。

➊ *to* ***create/delete*** *a directory* 建立 / 删除目录 • *to* ***copy sth from/into/to*** *a directory* 从目录拷贝…；将…拷入目录； • *a* ***current/default/root directory*** 当前 / 预设 / 根目录

**diˌrectory enˈquiries** *(BrE) (AmE also* **diˈrectory assˌistance, ˌinforˈmation***)* *noun* [U with sing./pl. verb]

a telephone service that you can use to find out a person's telephone number 电话号码查询台： *I got the number from directory enquiries.* 我从电话号码查询台查到了这个电话号码。 ◇ *They are expanding their directory-enquiries service to include mobile-phone numbers.* 他们将电话号码查询业务扩展到移动电话号码的查询。

**diˌrect ˈoverhead** *noun* [C]

*(Accounting)* a share of **overheads** (= money that a business spends on equipment, electricity, rent, etc.) that are considered to be part of the cost of producing a particular product or supplying a particular service 直接费用，直接成本（用于设备、用电、租金等方面的费用）： *We have a system for allocating direct overheads between the different production units.* 我们拥有一套在不同生产单位之间摊销直接费用的制度。 ◇ *the direct overhead costs associated with the project* 与项目有关的直接成本 → INDIRECT OVERHEAD

**di,rect par,tici'pation** *noun* [U]
(*HR*) a system in which managers in an organization provide opportunities for individual employees to take part in decision-making 直接参与（机构的管理人员给予员工个人参与决策机会的制度）

**di,rect re'port** *noun* [C]
a person who has a position directly below someone else in an organization 直接下属: *the relationship between manager and direct report* 经理和直接下属之间的关系 ◇ *I try to have regular meetings with my direct reports.* 我努力与直接下属定期开会。→ LINE MANAGER See note at BOSS

**di,rect res'ponse ,advertising** (*also* **di,rect res'ponse ,marketing**) *noun* [U]
(*Marketing*) advertising that asks people to reply to the company in some way in order to buy a product, for example by making a telephone call or sending an email 直效广告；直接反应广告: *A coupon or a free phone number are the most common forms of direct response advertising.* 优惠券或免费电话是直效广告的最常见形式。◇ *direct response TV advertising* 直效电视广告 → DIRECT ADVERTISING, IMAGE ADVERTISING, INSTITUTIONAL ADVERTISING ▸ **di,rect res'ponse ad** *noun* [C]: *Our direct response ads generated hundreds of enquiries.* 我们的直效广告带来了数百个查询。

**di,rect 'sale** *noun*
(*Marketing*)
**1** [C, usually pl., U] (*also* **di,rect 'selling** [U]) the practice of selling goods or services directly to customers, rather than through a system of suppliers or shop/stores 上门推销；直销: *The new law could allow the direct sale of certain medicines.* 这项新法律可允许直销某些药品。◇ *Direct sales rose by nearly 11%.* 直销上升了近11%。
**2** [C] an item sold in this way 直销商品: *We are trying to increase direct sales to small businesses.* 我们正努力增加向小企业的直销。◇ *The car was a direct sale from the factory.* 这辆汽车是从工厂直接采购的。→ INDIRECT SALE

**di,rect 'tax** *noun* [C,U]
(*Economics*) tax which is collected directly from the person or company who pays it, for example income tax 直接税: *The government has reduced direct taxes but raised taxes on spending.* 政府已降低了直接税但是提高了支出方面的税项。→ INDIRECT TAX ▸ **di,rect tax'ation** *noun* [U]

**di,rect-to-con'sumer** *adjective* [only before noun] (*abbr* **DTC**)
(*Marketing*) aimed at or involving members of the public directly 直接针对消费者的: *Direct-to-consumer advertising for prescription drugs is allowed in the US.* 在美国允许投放直接针对消费者的处方药物广告。◇ *a direct-to-consumer product/sale* 直接针对消费者的产品／销售

**dirigisme** /'dɪrɪʒɪzəm/ *noun* [U]
(*Economics*) the control of a country's economy by the government（政府对国家经济的）统制 → LAISSEZ-FAIRE ▸ **dirigiste** /'dɪrɪʒɪst/ *adjective*

**dirty** /'dɜːti; *AmE* 'dɜːrti/ *adjective* (**dirtier, dirtiest**)
**1** unpleasant or dishonest 不愉快的；不诚实的: *dirty fighting in the boardroom* 董事会会议上的明争暗斗 ◇ *Small airlines have accused the national carrier of using* ***dirty tricks*** *to steal their customers.* 小航空公司谴责国有航空公司采用卑劣手段夺走它们的顾客。
**2** causing POLLUTION; containing substances that may be harmful 导致污染的；肮脏的: *Energy production today relies on dirty fuels, such as coal, oil and gas.* 当今的能源生产依赖如煤、石油和天然气等容易导致污染的燃料。 OPP CLEAN
IDM **(do sb's) 'dirty work** (to do) the unpleasant or dishonest jobs that sb else does not want to do（从事）没人愿干的事；卑鄙勾当: *They hired an external consultant to do the dirty work of firing people.* 他们从外面雇了一个顾问来干解雇员工的脏活。 **,quick and 'dirty** (*informal*) **quick and dirty** methods or systems provide fast, simple solutions to problems but may not last or be effective for a long time 迅速而又简单的；临时应急的

**,dirty 'money** *noun* [U]
money that sb gains from dishonest or illegal activities 非法钱财: *preventing the banking system from attracting dirty money* 防止金融体系吸纳非法钱财

**disability** /ˌdɪsə'bɪləti/ *noun* (*plural* **disabilities**)
**1** [C] a physical or mental condition that means that you cannot use a part of your body completely or easily or carry out some normal day-to-day activities 伤残；残疾: *making computers easier to use for people with disabilities* 使计算机更易于残疾人使用 ◇ *Almost all of the company's employees have a physical disability.* 这家公司几乎所有的员工都有身体残疾。
**2** [U] the state of not being able to use a part of your body completely or easily or carry out some normal day-to-day activities 伤残；残疾: *He qualifies for help on the grounds of disability.* 由于残疾，他有资格得到帮助。◇ *Small employers need support to comply with disability legislation* (= that states that people with a disability must not be treated less fairly than others). 小雇主需要资助以遵守残疾法规（必须平等对待残疾人）。
**3** [U,C] the state of not being able to work because of an injury or an illness; the injury or illness itself 伤残: *insuring against unemployment and disability* 投保失业险和伤残险 ◇ *people on disability* ***benefit(s)/pensions*** 享有伤残抚恤金的人
**4** [U] (*AmE*) money that is paid to sb who cannot work because of an injury, illness, etc. 伤残抚恤金: *He had back surgery and has been on disability since 2003.* 他背部动过手术，自2003年起一直靠伤残抚恤金生活。◇ *She lives on her monthly disability check.* 她靠每月的伤残抚恤金维持生活。

**disabled** /dɪs'eɪbld/ *adjective*
**1** unable to use a part of your body completely or easily because of a physical condition, illness, injury, etc. 伤残的；残疾的: *Grants are available for the changes firms need to make to employ disabled workers.* 为雇用残疾工人而需要作出改变的企业可以获得赠款。
**2 the disabled** *noun* [pl.] people who are **disabled** 残疾人: *facilities for the disabled* 残疾人设施

**disallow** /ˌdɪsəˈlaʊ/ *verb* [+ obj]
to officially refuse to accept sth or give permission for sth 不准；不允许：*Their claim for a tax deduction was disallowed.* 他们要求减税的请求被驳回了。◇ *The Commission disallowed the merger because it might hurt the consumer.* 委员会没有批准这宗合并因为它可能会损害消费者利益。

**disaster** /dɪˈzɑːstə(r); *AmE* -ˈzæs-/ *noun*
**1** [C] an unexpected event such as a very bad accident, a flood or a fire that kills a lot of people or causes a lot of damage 灾难；不幸：*an air/ferry/rail disaster* 空 / 海难；铁路灾难 ◇ *a **natural disaster*** (= one caused by nature) 自然灾害
**2** [U,C] a very bad situation that causes problems; a failure 不幸；灾难；失败：*The company's expansion into the US proved to be a financial disaster.* 这家公司向美国市场的扩张已证明是一场经济灾难。◇ *The scheme ended in disaster.* 计划以失败告终。

**diˈsaster ˌmanagement** *noun* [U]
the actions that a business takes before, during and after a disaster to reduce the effects on the business 灾难管理 → BUSINESS CONTINUITY, DISASTER RECOVERY

**diˈsaster reˌcovery** *noun* [U] (*abbr* **DR**)
(*IT*) (*often used as an adjective* 常用作形容词) the process of making sure that the computer systems of a business operate again as quickly as possible after a disaster such as a flood, a fire or an explosion, etc., and that as little data as possible is lost 灾难复原（计算机系统在水灾、火灾或爆炸等之后迅速恢复运转的过程）：*It is essential to plan thoroughly for disaster recovery.* 对灾难复原进行周密计划十分重要。◇ *Every business needs to have a disaster recovery plan.* 每个企业都必须有灾难复原计划。◇ *disaster recovery services/software/systems* 灾难复原服务 / 软件 / 系统 → BUSINESS CONTINUITY

**disburse** /dɪsˈbɜːs; *AmE* -ˈbɜːrs/ *verb* [+ obj]
to pay money to sb from a large amount that has been collected for a purpose 支出；支付：*The funds were disbursed in two instalments.* 这笔资金分两期支付。◇ *The current aid programme disburses about €150 million to farmers every year.* 现行的援助计划每年向农民拨付约1.5亿欧元。

**disbursement** /dɪsˈbɜːsmənt; *AmE* -ˈbɜːrs-/ *noun*
**1** [U,C] money that is paid to sb/sth from a large fund; the act of paying it 支付的资金；支付：*the disbursement of funds* 资金的支付 ◇ *aid disbursements* 援助资金的拨付
**2** (*Accounting*) [C] a payment that a professional person makes on behalf of a customer while performing services for them, such as a payment of court fees by a lawyer 代交费（专业人员代顾客支付的费用，如律师代当事人付堂费）：*We can only provide you with an estimate of our fees and disbursements.* 我们只能向你提供服务费和代交费的估计数。

**disc** (*also spelled* **disk**, *especially in AmE*) /dɪsk/ *noun* [C]
**1** a thin flat circular device that is used for storing information 磁盘：*a blank disc* 一张空白磁盘
**2** (*BrE*) a disk for a computer 计算机磁盘：*The computer comes with a built-in disc drive.* 这计算机拥有一个内置磁盘驱动器。→ CD, DVD

**discharge** /dɪsˈtʃɑːdʒ; *AmE* -ˈtʃɑːrdʒ/ *verb, noun*
• ***verb*** [+ obj]
**1** (*usually* **be discharged**) to give sb official permission to leave a place or job; to make sb leave a job 开除；解雇；放行：*She was discharged **from** the police force for bad conduct.* 她因行为不端被逐出警察队伍了。
**2** (*formal*) to do everything that is necessary to perform and complete a particular duty or task 尽（义务）；履行：*to discharge your duties/obligations/responsibilities* 履行职责 / 义务 / 责任 ◇ *to discharge a debt/liability* (= to finish paying back money you owe) 清偿债务
**3** (*formal*) to free sb from a particular duty or responsibility 免除（某人义务）：*The judge discharged the jury **from** reaching a decision.* 法官免除了陪审团作出决定的义务。
**4** (*Law*) to officially allow a BANKRUPT person to stop paying back their debts and do business again 正式允许破产者不再偿还债务并重新营业：*First-time bankrupts are discharged automatically after three years.* 首次破产者在三年以后自动获准免除债务。
• ***noun***
**1** [U,C] the act of officially allowing sb, or of telling sb, to leave a job or a place 解雇；免职；获准离开 (*AmE*)：*The fired employees sued for unlawful discharge.* 被解雇的员工以非法解雇为由提起诉讼。
**2** (*formal*) [U] the act of performing a task or a duty or of paying an amount of money that is owed 履行；执行；（债务的）清偿：*the discharge of a contract* (= doing everything that you were required to do) 合同的履行 ◇ *the discharge of debts/liabilities/duties* 债务的清偿；职务的履行
**3** (*Law*) [U] the official act of allowing a person who is BANKRUPT to stop paying their debts and do business again 允许破产者停止还债恢复经营：*applying to court for the discharge of a bankrupt* 向法院申请取消破产债务恢复经营
**4** [C,U] an act of releasing a substance such as a liquid or gas into the environment（液体、气体的）排放，释放：*a project to reduce discharges of hazardous waste* 降低有毒废料排放的方案 ◇ *the discharge of chemicals into rivers* 向河流排放化学品
**5** (*Transport*) [U] the act of removing goods or passengers from a ship that has arrived at a port（船只到港后）旅客下船，卸货：*the port of discharge* (= where the goods are being sent) 卸货港

**disciplinary** /ˈdɪsəplɪnəri; ˌdɪsəˈplɪnəri; *AmE* ˈdɪsəpləneri/ *adjective*
(*HR*) connected with punishing people who break the rules of an organization or society, especially employees or professional people 有纪律的；执行纪律的：*Information on disciplinary matters can be found in the staff handbook.* 有关纪律事项的信息可以在员工手册中查到。◇ *Disciplinary measures were taken but no one was fired.* 已采取了纪律惩罚措施但没有解雇任何人。◇ *It is a disciplinary offence to send offensive emails to other*

*employees.* 向其他员工发送侮辱性电子邮件是违反纪律的。
● *a disciplinary* ***enquiry/investigation*** 纪律调查 ◆ *disciplinary* ***measures/proceedings*** 纪律惩罚措施 / 程序 ◆ *a disciplinary* ***committee/tribunal*** 纪律委员会 / 法庭

**,disciplinary 'action** *noun* [U,C]
(*HR*) ways in which an employer or an authority can punish sb who does not meet the required standards of the organization or who breaks the rules 纪律处分: *The company will* ***take disciplinary action against*** *any employee who violates* (= breaks) *workplace safety rules.* 公司对任何违反工作场所安全规则的员工都会执行纪律处分。

**,disciplinary 'hearing** *noun* [C]
(*HR*) a meeting like a court trial, at which senior people decide if an employee or a member of the organization has broken the rules and, if so, how they should be punished 纪律聆讯: *They were wrong to fire her without* ***holding*** *a formal disciplinary hearing.* 他们未经正式的纪律聆讯就解雇她是错误的。

**,disciplinary pro'cedure** *noun* [C, usually pl.]
(*HR*) the formal process that an employer or authority must follow if sb has broken the rules of the organization; action that is taken against sb according to this process 纪律性程序; 惩戒性程序: *If the employee's behaviour does not improve it may be necessary to start disciplinary procedures.* 如果这员工的行为没有改善，可能有必要启动纪律性程序。◇ *They did not follow the internal disciplinary procedure in firing him.* 他们解雇他时没有按照内部纪律性程序进行。

**disclaimer** /dɪs'kleɪmə(r)/ *noun* [C]
(*Law*) a statement in which sb says that they are not connected with or responsible for sth, or that they do not have any knowledge of it 免责声明: *The report included a disclaimer that the writers accepted no responsibility for the accuracy of the data.* 这份报告包括一份免责声明，声称作者对数据的准确性不负任何责任。
● *to* ***issue/make/publish/use*** *a disclaimer* 发布 / 作出 / 公布 / 使用免责声明

**★disclose** /dɪs'kləʊz; *AmE* -'kloʊz/ *verb* [+ obj]
to tell sb sth; to make sth known publicly 公布; 宣布; 透露: *Management refused to disclose details of the takeover* ***to*** *the press.* 管理层拒绝向媒体透露这次接管的细节。◇ *The company disclosed* ***that*** *it had overstated its profits by $11 million.* 这公司透露其利润被夸大了1100万元。

**★disclosure** /dɪs'kləʊʒə(r); *AmE* -'kloʊ-/ *noun* [C,U]
**1** the act of making sth known or public; the facts that are made known 公布; 宣布; 透露: *the disclosure of confidential information* 机密信息的透露 ◇ *He resigned following disclosures about his private life.* 在私生活情况被披露后他提出了辞职。
**2** information that a company is required to make public about its financial position, important events, etc.; the act of doing this (必须) 披露的公司财务资料; 公司资料的披露: *Privately owned companies make only limited financial disclosures.* 私有公司只需披露有限的财务资料。◇ *rules requiring the disclosure of directors' salaries* 要求披露董事薪金的规定 OPP NON-DISCLOSURE

**disconnect** /ˌdɪskə'nekt/ *verb, noun*
● ***verb***
**1** [+ obj *or* no obj] to separate two things that were joined together 切断; 断开: *Disconnect the modem* ***from*** *the computer.* 将调制解调器与电脑断开。
**2** (*IT*) [+ obj *or* no obj] to end a connection to the Internet (与互联网) 断开; 掉线: *I keep getting disconnected when I'm on the Web.* 我在上网时一直掉线。◇ *My computer crashes every time I disconnect* ***from*** *the Internet.* 每次从互联网断开时我的电脑就会死机。
**3** [+ obj] (*usually* **be disconnected**) to break the contact between two people who are talking on the telephone 使 (电话) 通话中断: *We were suddenly disconnected.* 我们的 (电话) 通话突然被中断了。 OPP CONNECT
▸ **,discon'nection** *noun* [U,C]
● ***noun*** [C] a situation where there is no connection between sb/sth 断开: *There can be a disconnect between boardrooms and IT departments when it comes to technology.* 涉及技术问题时董事会和信息技术部门之间可能会出现互不通气的情况。

**discontinue** /ˌdɪskən'tɪnju:/ *verb* [+ obj]
to stop doing sth, especially making a particular product 停止; 中断; 中止: *They have discontinued their adult line of clothing.* 他们已经停止生产成人服装系列。◇ *Operations at the plant were discontinued in 2002.* 工厂于2002年停产。◇ *a discontinued product* 已经停产的产品

**★discount** *noun, verb*
● ***noun*** /'dɪskaʊnt/
SEE ALSO: **bulk discount, cash ~, deep-~, frequency ~, trade ~, volume ~**
**1** (*Commerce*) [C,U] an amount of money that is taken off the usual cost of sth 折扣: *We give a 15% discount* ***on*** *large orders.* 我们对大额订单给予15%的折扣。◇ *They were forced to sell their old stock* ***at a discount*** (= at reduced prices). 他们被迫降价出售原有的库存。◇ *Retailers are offering deep discounts to get shoppers into stores.* 零售商提供大幅折扣以吸引购物者到商店购物。◇ *a discount* ***for*** *paying within 30 days* 对30天内付款给予的折扣 ◇ *a discount airline* (= one that sells tickets at low prices) 廉价航空公司 See note at REDUCTION
● ***to get/give/offer*** *a discount* 获取 / 给予 / 提供折扣 ◆ ***a big/deep/heavy*** *discount* 大幅折扣 ◆ *discount* ***airlines/carriers/fares/tickets*** 廉价航空公司; 折扣价 / 票 ◆ *a discount* ***brand/chain/retailer/store*** 折扣品牌 / 连锁店 / 零售店 / 商店
**2** (*Finance*) [C, usually sing.] if a share, etc. is bought or sold at a **discount**, its price is lower than sth, such as its price at an earlier time or its PAR VALUE (= the value shown on the share, etc.) (股票等) 低于面值; 折价: *The company should continue* ***trading at a discount to*** *the rest of the industry.* 该公司应该继续以低于该行业其他企业的价钱进行交易。◇ *The new shares were issued at 131¢, at a discount of 14.5% to yesterday's closing price.* 新股票以131分的价格发行，比昨天的收盘价低了14.5%。◇ *The gilts were offered at a discount*

*of 10%.* 这些金边证券以低于票面值10%的价格出售。

• ***verb*** /dɪs'kaʊnt; *AmE also* 'dɪskaʊnt/

**1** (*Commerce*) [+ obj *or* no obj] to take an amount of money off the usual cost of sth; to sell sth at a **discount** 打折；打折出售：*The airline has discounted its fares by 20%.* 这航空公司把机票降价20%。◇*They have discounted* ***heavily*** *in order to attract orders.* 他们大幅度降价以吸引订货。◇*Shops achieved higher sales through aggressive price discounting.* 商店通过进取的折扣活动取得了较高的销售额。

**2** (*Finance*) [+ obj] (*often* **be discounted**) (about a price) to include the effect of what investors expect to happen（指价格）剔除，考虑：*Analysts believe the publisher's share price already discounts lower profits for next year.* 分析家认为这出版商的股票价格已反映出来年利润降低的因素。◇*A lot of the bad news is already discounted in the share price* (= the price had already fallen because people expected the bad news). 许多坏消息已经反映在股票价格中（因为人们预料到了这些坏消息，所以价格已经下跌）。

**3** (*Finance*) [+ obj] to buy or sell a BILL OF EXCHANGE before its payment date for less than the amount that will be paid on it in the future 贴现（汇票）：*The bank discounts the bill of exchange and advances the money to the seller.* 这家银行贴现了汇票并将款项预付给了卖家。

▸ **discountable** /dɪs'kaʊntəbl/ *adjective*

**'discount ,broker** *noun* [C]

**1** (*Stock Exchange*) a type of BROKER that charges low fees but does not provide extra services, such as advice on what shares, bonds, etc. to buy 折扣经纪人（收取较低佣金，但不提供投资咨询服务）

**2** (*Finance*) (*BrE*) = BILL BROKER

**'discount ,brokerage** *noun* [C] (*especially AmE*) (*Stock Exchange*) a business that buys and sells shares, bonds, etc. on behalf of investors for low fees, but does not provide extra services such as advice on the best investments 折扣经纪行（代表投资者买卖股票、债券等并收取小额费用，但不提供投资咨询服务）

**dis,counted 'cash flow** *noun* [U; C, usually sing.] (*abbr* **DCF**)
(*Accounting*) a method of comparing how much profit investments will make by calculating what the future income would be worth now 贴现现金流（通过计算未来收益后比较投资赢利情况的一种方法）→ DISCOUNT RATE

**discounter** /'dɪskaʊntə(r)/ *noun* [C]
(*Commerce*)
**1** a shop/store that sells things very cheaply, often in large quantities or from a limited range of goods 折扣商店；廉价商店：*Discounters have stolen market share from department stores.* 廉价零售商已从百货商店手中夺取了市场份额。
SYN DISCOUNT STORE
**2** a business that offers its products at very low prices 廉价企业：*They have established themselves as a deep discounter of computer hardware.* 他们已经将自己确立为提供超廉价计算机硬件的企业。

**'discount house** *noun* [C]

**1** (*Finance*) a financial institution that buys and sells BILLS OF EXCHANGE before their payment date for less than the value shown on them 贴现行（以低于面值买卖未到期汇票的金融机构）：*The exporter can overcome problems of cash flow by discounting the bill with a discount house.* 出口商可以通过向贴现行贴现票据解决现金流问题。

**2** (*Commerce*) (*AmE*) = DISCOUNT STORE

**discounting** /'dɪskaʊntɪŋ/ *noun* [U]

**1** (*Commerce*) taking an amount of money off the usual cost of sth 折扣：*a period of aggressive discounting by retailers* 零售商大幅打折的时期
⊕ ***aggressive/heavy/widespread*** *discounting* 大幅/大力/大范围打折 • ***fare/price*** *discounting* 票价/价格打折

**2** (*Finance*) = INVOICE DISCOUNTING

**3** (*Finance*) the act of buying a BILL OF EXCHANGE for less than the amount that will be paid on it in the future 票据贴现

**'discount loan** *noun* [C]
(*Finance*) an amount of money that sb borrows from which the interest and other charges have been taken away before they receive the money 贴现贷款（利息和其他费用先付的贷款）

**'discount ,market** *noun* [C, usually sing.]

**1** (*Finance*) the part of the financial market that deals in the buying and selling of BILLS OF EXCHANGE 贴现市场

**2** (*Commerce*) the part of a market in which goods or services are sold at low prices 折扣市场；打折市场：*The airline cannot be a genuine competitor in the discount market until its cost base matches its fares.* 在成本基数与票价匹配之前，这航空公司在折扣市场上不可能成为真正的竞争者。

**'discount price** *noun* [C]
a price that is lower than the normal price 折扣价：*We offer a wide selection of products at discount prices.* 我们以折扣价出售各式产品。

**'discount rate** *noun* [C]

**1** (*Finance*) (*also* **'bill rate**) the amount that the price of a BILL OF EXCHANGE is reduced by when it is bought before it reaches its payment date 贴现率

**2** (*Finance*) in the US and other countries, the rate of interest at which banks can borrow money from the Federal Reserve Bank（银行向储备银行借款的）利率

**3** (*Accounting*) a rate of interest that is used to calculate how much an amount of money that will be paid or received in the future is worth now 折现率

**'discount store** (*also* **'discount house**) *noun* [C]
a shop that sells goods at prices that are much lower than normal 折扣商店：*a chain of high-street discount stores* 繁华大街上的折扣店◇*Discount stores thrive even in the current sluggish economy.* 即使在现时不景气的经济情况下，折扣商店仍蓬勃发展。SYN DISCOUNTER

**,discount 'warehouse** *noun* [C]
a large DISCOUNT STORE 大型折扣店：*Profit warnings have been pouring in from discount warehouses.* 来自大型折扣店的赢利预警纷至沓来。

**'discount ,window** *noun* [C]
(*Finance*) in the US, a time when banks are able to borrow money from the central bank at low rates of interest 贴现窗口（在美国，容许以低利率从央行借款的情况）: *The Fed has to closely monitor discount window borrowing.* 联邦储备局必须密切监控贴现窗口借款。

**discrepancy** /dɪs'krepənsi/ *noun* [C,U] (*plural* **discrepancies**)
a difference between two or more numbers or amounts that should be the same 差异；不一致: *The investigation uncovered numerous discrepancies in the company's accounts.* 这项调查发现公司账目中有很多不一致的情况。 ◇ *Why is there a discrepancy **between** these two figures?* 这两个数字之间为什么存在差异?
● *a **growing/large/minor/small** discrepancy* 日益扩大的 / 大的 / 次要的 / 小的差异 • *__accounting/price__ discrepancies* 会计 / 价格差异

**discretion** /dɪ'skreʃn/ *noun* [U]
the freedom or power to decide what should be done in a particular situation 自行决定权: *I leave it to your discretion.* 我把这件事交给你自行决定。 ◇ *Managers should use their own discretion to arrange schedules.* 经理们应该自行决定安排日程。 ◇ *Firms have a lot of discretion about the wage rates they set.* 企业对所设定的工资标准有很大的决定权。
IDM **at sb's dis'cretion** according to what sb decides or wishes to do 自行决断: *Bonuses may be paid to employees at their manager's discretion.* 向员工发放的奖金可以由他们的经理自行决定。

**discretionary** /dɪ'skreʃənəri; *AmE* -neri/ *adjective* [usually before noun]
**1** decided according to the judgement of a person in authority about what is necessary in each particular situation, rather than being decided by a set of rules 酌情的；自由决定的: *Each member of staff is eligible for a discretionary bonus.* 每位员工均可酌情获得一笔奖金。
● *a discretionary **award/bonus/grant/payment*** 酌情支付的奖励 / 奖金 / 赠款 / 款项
**2** (*Finance*) relating to investment funds placed with a BROKER or manager who is free to make decisions about how to invest them on the investor's behalf 全权的（投资基金经纪人或经理可以全权代表投资者自由决定投资方式）: *a discretionary portfolio manager* 授予全权的证券经理

**dis,cretionary ac'count** *noun* [C]
(*Finance*) an investor's account where the BROKER or manager is given the freedom to make decisions about what shares, bonds, etc. to buy and sell on the investor's behalf 授权账户，全权委托账户（经纪人或经理可以全权代表客户自由决定投资方式）

**dis,cretionary 'income** *noun* [U]
(*Economics*) the income sb is left with to spend or save as they want after taxes, etc. and necessary living expenses have been taken away from it 可随意支配的收入；自由资金: *The rise in energy costs is taking a big bite out of discretionary income.* 能源费用的上升大大减少了可自由支配收入。
→ DISPOSABLE INCOME

**dis'cretionary ,order** *noun* [C]
(*Stock Exchange*) a piece of financial business in which the BROKER can decide when to buy or sell in order to get the best price for the investor 全权委托（由经纪人决定什么时候买卖股票）

**dis,cretionary 'spending** *noun* [U]
**1** (*Economics*) the amount of money that consumers spend on things they want rather than on things they need 悠闲开支（用于非生活必需品的开支）: *Increases in taxes eat into discretionary spending by consumers.* 税收的增加减少了消费者的悠闲开支。
**2** (*Accounting*) the amount of money that a company spends that can easily be controlled（公司的）非必要开支: *The company slashed discretionary spending such as travel and delayed raises.* 公司大幅削减了非必要开支如旅行开支和延迟加薪等。

**dis'cretionary trust** *noun* [C]
(*Law*) a TRUST in which the person managing it is able to decide what kind of investments to make or how the money should be shared out 全权信托

**discriminate** /dɪ'skrɪmɪneɪt/ *verb*
**1** (*Law*) [no obj] to treat one person or group differently from another in an unfair way 歧视；排斥: *He has been accused of discriminating **in favour of** female candidates.* 他被指控偏袒女性候选人。 ◇ *It is illegal to discriminate on grounds of race, sex or religion.* 基于种族、性别和宗教的歧视是违法的。
**2** [+ obj *or* no obj] to recognize that there is a difference between people or things; to show a difference between people or things 区别；辨别；区分: *These regulations do not discriminate a large company **from** a small one.* 这些条例平等对待大小不同的公司。 ◇ *The Web does not discriminate **between** Macs and PCs.* 这网站兼容苹果电脑和个人电脑。

**dis,criminating 'duty** (*also* **dis,criminating 'tariff**) *noun* [C,U]
(*Trade*) a tax charged on imported goods which varies depending on the country that the goods come from 歧视性关税: *A discriminating duty of 10% of the value is imposed on goods imported from foreign countries.* 对来自外国的进口货物征收10%货值的歧视性关税。

**discrimination** /dɪ,skrɪmɪ'neɪʃn/ *noun* [U]
SEE ALSO: **age discrimination, genetic ~, positive ~, price ~, reverse ~**
(*Law*) the practice of treating a person, a particular group of people or a particular class of things differently from another in an unfair way 歧视；区别对待: *The company has been accused of discrimination against people with disabilities.* 这公司被指控歧视残疾人。 ◇ *This is a clear case of discrimination.* 这是明显的歧视行为。 ◇ *discrimination **on the grounds of** age* 基于年龄的歧视 ◇ *Accusations of race and gender discrimination accounted for a majority of the complaints.* 有关种族和性别歧视的指控占投诉的绝大部分。
● *__gender/race/racial/sex/sexual__ discrimination* 性别 / 种族歧视 • *discrimination __against/in favour of__ sth* 歧视 / 偏袒某事

**discriminatory** /dɪ'skrɪmɪnətərɪ; *AmE* dɪ'skrɪmɪnətɔ:rɪ/ *adjective*
(*Law*) treating a person or one group of people worse than others, in an unfair way 歧视的; 区别对待的: *He claimed his treatment was discriminatory under human rights law.* 他声称根据人权法他所受到的待遇是歧视性的。 ◇ *sexually/racially discriminatory laws* 性别 / 种族歧视法 ➊ *discriminatory laws/measures/practices/rules* 歧视性法律 / 措施 / 惯例 / 规定

**dis'criminatory tax** *noun*
**1** (*Economics*) [C,U] a tax that is charged only on a particular group of producers or goods, for example producers from other countries, so that other groups can compete more easily 差别税: *discriminatory taxes on foreign alcohol products* 针对外国酒类产品的差别税 ◇ *Magazine publishers are fighting the discriminatory tax of 25% on magazines and zero on newspapers.* 杂志出版商正为反对征收25%的杂志税而不征收报章税这样的差别性税制而斗争。
**2** [C] a particular tax that some people think is unfair as it does not affect everyone equally 不公平的税收
▸ **dis,criminatory ta'xation** *noun* [U]

**diseconomy** /,dɪsɪ'kɒnəmɪ; *AmE* -'kɑ:n-/ *noun* [C, usually pl., U] (*plural* **diseconomies**)
(*Economics*) a financial or economic disadvantage such as increases in cost; sth that produces an increase in cost 不经济; 成本的增加: *Urban diseconomies are the financial and social burdens arising from location in a major urban area.* 都市不经济是由于位于主要城镇地区而产生的经济和社会负担。

**,diseconomy of 'scale** *noun* [C, usually pl., U]
(*Economics*) an economic disadvantage, such as an increase in the average cost of producing goods, that may happen when an organization becomes larger 规模不经济 (因经营规模扩大而成本增加): *Some firms become too large and reach a point where diseconomies of scale occur.* 有些企业变得太大, 达到了规模不经济的地步。 —Picture at ECONOMY OF SCALE

**disequilibrium** /,dɪs,i:kwɪ'lɪbrɪəm; ,dɪs,ek-/ *noun* [U]
(*Economics*) a loss or lack of balance in a situation, especially in relation to supply, demand and prices 非均衡; 不均衡: *a high disequilibrium between market demand and supply of the product* 这产品在市场上的供求之间的高度不均衡 ◇ *A surplus or a shortage indicates market disequilibrium.* 过剩或短缺都表示市场不均衡。

**dishoarding** /dɪs'hɔ:dɪŋ; *AmE* -'hɔ:rd-/ *noun* [U]
(*Economics*) spending or investing money rather than keeping or saving it, especially the selling of gold by investors 不储藏; 不囤积; 减少储存: *The dramatic rise in local currency gold prices led to high levels of dishoarding.* 以当地货币表示的金价的大幅度上涨引发了高水平的货币减持。 → HOARD *verb*

**dishonour** (*AmE spelling* **dishonor**) /dɪs'ɒnə(r); *AmE* -'ɑ:n-/ *verb* [+ obj]
**1** (used about a bank) to refuse to pay a cheque, usually because there is not enough money in the account (指银行) 拒付 (支票): *If the account is overdrawn, the cheques are automatically dishonoured.* 如果账户透支, 这些支票将自动被拒付。 SYN BOUNCE
**2** (*Finance*) to fail to accept a BILL OF EXCHANGE or fail to pay it after accepting it 拒收 (汇票); 拒付 (汇票)
**3** to fail to keep an agreement or promise that you have made 毁约; 未履行: *The union claims the firm dishonoured an agreement to improve working conditions.* 工会称这公司没有履行改善工作条件的协议。 → HONOUR

**disincentive** /,dɪsɪn'sentɪv/ *noun* [C]
something that makes sb less willing to do sth 阻碍因素; 抑制因素: *removing financial disincentives for people to work after the age of 55* 消除对55岁以后继续工作的人们的经济阻碍因素 ◇ *Such a tax would act as a major disincentive to companies expanding by taking over other companies.* 这类税收将阻碍企业通过收购其他公司进行扩张。 OPP INCENTIVE

**disinflation** /,dɪsɪn'fleɪʃn/ *noun* [U]
(*Economics*) a gradual reduction in the rate of INFLATION in a country's economy, without increasing unemployment. This is done by such measures as restricting consumers' spending by raising interest rates, restricting credit agreements and introducing price controls on goods that are in short supply 反通货膨胀 (通货膨胀率缓慢下降而失业率并不增加): *We may have already moved beyond disinflation into a period of full-scale deflation.* 我们也许已经走出了反通货膨胀、进入了全面的通货紧缩时期。 ◇ *the government's policy of disinflation* 政府的反通货膨胀政策 → DEFLATION, INFLATION, REFLATION at REFLATE
▸ **disinflationary** /,dɪsɪn'fleɪʃənrɪ; *AmE* -nerɪ/ *adjective*

**disintegration** /dɪs,ɪntɪ'greɪʃn/ *noun* [U]
the breaking up of a company or group of companies (公司或公司集团的) 分裂, 解体: *This takeover is likely to trigger the total disintegration of the century-old firm.* 这宗收购可能会引发这家百年老企业的彻底解体。 → VERTICAL DISINTEGRATION

**disintermediation** /,dɪsɪntə,mi:dɪ'eɪʃn; *AmE* -tər,m-/ *noun* [U]
(*Economics*)
**1** a reduction in the use of banks and other financial institutions to arrange business between borrowers and lenders, or between buyers and sellers of investments, etc. 金融脱媒 (借贷或买卖双方之间的交易利用银行和其他金融机构的频率降低) → INTERMEDIATION
**2** a reduction in the use of a person or an organization to arrange business between producers and customers 非居间化, 非中介化 (生产者和顾客之间利用个人或机构安排交易的数量减少) → INTERMEDIARY

**disinvest** /,dɪsɪn'vest/ *verb* [no obj]
(*Economics*) to stop investing money in a company, an industry or a country; to reduce the amount of money invested 减资; 投资缩减: *The recession has caused many companies to disinvest.* 此次衰退导致许多公司缩减了投资。 ▸ **,disin'vestment** *noun* [U,C]: *He blamed the huge backlog in repairs*

*on disinvestment in the railways over many years.* 他将修理工作的大量积压归咎于多年来对铁路投资的缩减。

**disk** /dɪsk/ *noun* [C]

SEE ALSO: **fixed disk, floppy ~, hard ~**

**1** (*especially AmE*) = DISC

**2** (*also* **mag,netic 'disk**) a flat piece of metal or plastic used for storing information on a computer （计算机）磁盘: *Can you read this disk?* 你（的计算机）能读取这张磁盘吗？ ◇ *I'm running out of disk space.* 我的磁盘空间快用完了。 ◇ *I'll send you a copy of the report on disk.* 我会将磁盘上的报告发一份拷贝给你。

**'disk drive** *noun* [C]

(*IT*) a device in a computer that passes data between a disk and the memory of the computer or from one disk or computer to another （计算机）磁盘驱动器: *a disk drive manufacturer* 磁盘驱动器制造商

**diskette** /dɪs'ket/ = FLOPPY DISK

**dislocation** /ˌdɪsləʊ'keɪʃn; *AmE* -loʊ-/ *noun* [U,C] (*Economics*) the state of no longer being in the usual place or continuing in the usual way; the process of making this happen 脱节；错位；混乱: *a period of economic dislocation* 经济混乱时期 ◇ *the dismissal and dislocation of thousands of workers* 数千名工人被解雇和顿失所依

**★dismiss** /dɪs'mɪs/ *verb* [+ obj]

**1** (*HR*) to officially remove an employee from their job 解雇；将…免职: *She claims she was unfairly dismissed from her post.* 她声称自己被无理免职。 ◇ *He was dismissed for breach of contract.* 他因违约而被解雇。 ◇ *to be summarily dismissed* (= without paying attention to the normal process that should be followed) 被即时解雇

**2** (*Law*) to say that a trial or legal case should not continue, usually because there is not enough evidence 驳回，拒绝受理（审判、官司等）: *After a five-day hearing the case was dismissed.* 这一案子经过5天的听证后被驳回。

**★dismissal** /dɪs'mɪsl/ *noun* [U,C]

SEE ALSO: **constructive dismissal, unfair ~, wrongful ~**

**1** (*HR*) the act of removing an employee from their job; an example of this 解雇；免职: *Six employees face possible dismissal.* 有六位员工可能面临被解雇。 ◇ *The dismissals followed the resignation of the chairman.* 这些解雇事件发生在董事长辞职以后。 ◇ *Going over budget can be grounds for dismissal.* 预算超支可能成为被解雇的理由。 ◇ *dismissal with/without notice* 通知／即时解雇

**2** (*Law*) the act of not allowing a trial or legal case to continue, usually because there is not enough evidence （审判、官司等的）被驳回，拒绝受理: *the dismissal of the appeal* 上诉被驳回

**dispatch** (*also spelled* **despatch**, *especially in BrE*) /dɪ'spætʃ/ *verb* [+ obj]

**1** to send sb somewhere, especially for a special purpose 派遣，派出（某人到某地）: *A courier was dispatched to collect the documents.* 一名信使被派去取文件。

**2** (*Commerce*) to send a letter, parcel/package or message somewhere 发送（信件、包裹或信息到某地）: *Goods are dispatched within 24 hours of your order reaching us.* 订单到达我方24小时内发货。

▸ **dis'patch** (*also spelled* **despatch**, *especially in BrE*) *noun* [U]: *The goods are ready for dispatch.* 货物已备妥待运。 ◇ *the central dispatch office* 中央调度室 See note at DISTRIBUTION

**dispatcher** /dɪ'spætʃə(r)/ *noun* [C]

**1** (*Transport*) (*especially AmE*) a person whose job is to control a group of vehicles such as lorries/trucks or taxis and send them to where they are needed （货车或出租车等的）调度员: *The new technology means that dispatchers always know the exact location of every truck.* 这项新技术意味着调度员总能知道每辆卡车的确切地点。 ◇ *cab dispatchers* 出租车调度员

**2** (*Transport*) a person whose job is to see that planes, trains or buses leave on time （飞机、火车或公共汽车的）调度员: *flight dispatchers* 飞行签派员

**3** (*Commerce*) a person or a company that has sent goods to customers 发货人

**VOCABULARY BUILDING** 词汇扩充

**Getting rid of employees**

**When employees do something wrong 当员工行为不当时**

- to **dismiss** sb – 解雇: *She was dismissed for misuse of company property.* 她因滥用公司财产而被解雇。
- to **fire** sb (more informal) – 解雇（更为口语化）: *We fired him for dishonesty.* 我们因为他不诚实而解雇了他。
- to **remove** sb (used especially about people with important jobs) – 解除职务（尤指身居要职者）: *He has been removed from the company's board.* 他被从公司董事会免职。
- to **sack** sb (*BrE*; used informally or in newspapers) – 解雇（英式英语；非正式用法，或用于报章）: *The company sacked its chief executive after a series of poor results.* 公司在连续经营业绩不佳的情况下解雇了总裁。

**When employees are no longer needed or a company needs to save money 当员工成为冗员或公司需节省开支时**

- to make sb **redundant** (*BrE*) – 裁员（英式英语）: *More than 100 workers have been made redundant.* * 100多名工人被裁减。
- to **lay** sb off – 辞退: *The company has laid off 200 of its employees.* 公司辞退了200名员工。
- to **terminate** sb (*especially AmE*) – 解除与某人的合同（尤用于美式英语）: *They are obliged to compensate terminated employees.* 他们必须补偿被解约的员工。
- to **downsize** – 裁员；精减: *Big companies are downsizing and increasing their temporary workforce.* 大公司正在裁员并增加临时工人数。
- to **delayer** (= to reduce the number of levels of management) – 减少管理层次: *Restructuring and delayering have meant redundancies for many experienced people.* 结构调整和减少管理层次意味着许多有经验的人将被裁减。

See note at EMPLOY

**dis'patch note** (*also spelled* **despatch ~**) *noun* [C]
(*Commerce*) a document that is sent to a customer, either with goods or separately, giving details of the items that have been sent 发运单: *When returning items, please include a copy of the dispatch note.* 退货时请附上发运单。→ ADVICE NOTE, DELIVERY NOTE

**dis'patch ˌrider** (*also spelled* **despatch ~**) *noun* [C] (*BrE only*)
a person who delivers urgent business documents using a motorcycle（骑摩托车的）通信员，快递员

**dispense** /dɪ'spens/ *verb*
**1** [+ obj] to provide sth or give it out to people 分配；分给: *The machine dispenses a range of drinks and snacks.* 这台机器可以发售各种饮料和小吃。◇ *The organization has dispensed over $35 million in small business grants.* 这机构已经给小企业捐赠了3500多万元。
**2** [+ obj *or* no obj] to prepare medicine and give it to people, as a job 配（药）: *About 115 million prescriptions were dispensed through July of this year.* 今年七月份已配制了大约1.15亿份处方药物。◇ (*BrE*) *a dispensing chemist* 药剂师
PHR V **dispense with sb/sth** to stop using sb/sth because you no longer need them or it 省却；免除；不需要: *Debit cards dispense with the need for cash altogether.* 有了借记卡就完全不需要用现金了。◇ *He has dispensed with the services of management consultants.* 他已经不再需要管理顾问的服务了。

**dispenser** /dɪ'spensə(r)/ *noun* [C]
SEE ALSO: **cash dispenser**
**1** (*usually used with another noun* 通常与另一名词连用) a machine or container holding money, drinks, paper towels, etc., that you can obtain quickly, for example by pulling a handle or pressing buttons 分配器；分装机: *a drinks/tape dispenser* 饮料机；胶粘带切断机
**2** a person who prepares medicine and gives it to people, as a job 药剂师
**3** a person or thing that provides sth 供给者；分配者

**display** /dɪ'spleɪ/ *noun, verb*
• ***noun***
SEE ALSO: **caller display, island display**
**1** [C] an arrangement of goods for people to look at or buy, often in a shop/store 展览；陈列: *an attractive display of merchandise* 有吸引力的商品陈列 ◇ *Our window displays are changed weekly.* 我们的橱窗陈列每周更换一次。◇ *a point-of-sale display* 销售点展示 —Picture at STORE
**2** (*IT*) [C] a computer screen or other piece of equipment that shows information 显示器: *a 17-inch flat-panel display* 一台17英寸的平板显示器 ◇ *There is a miniature display at the bottom of my mobile phone.* 在我的移动电话底部有一个微型显示器。◇ *a display panel/screen* 显示器面板 / 屏幕
**3** (*IT*) [U] the words, pictures, etc. shown on a computer screen; the way in which these appear on the screen（计算机屏幕上）显示，显像；（屏幕）显示方式: *There are some display problems with this model.* 这个型号在显示方面有些问题。◇ *Double-click on the 'Display' icon and select the 'Settings' tab.* 双击 Display 图标并选择 Settings按钮。
IDM **on di'splay** put in a place where people can see it 公开展出: *All the goods on display are in the sale.* 所有展出的货物都降价出售。
• ***verb*** [+ obj]
**1** to arrange sth in a place where people can see it easily, especially sth that is for sale 展示；陈列: *We are looking at new ways to display our products.* 我们正在寻找新的方式来展示我们的产品。◇ *Their merchandise is attractively displayed in the window.* 他们的商品陈列在橱窗里，很是吸引人。◇ *The posters will be displayed for three weeks.* 这些海报将展示三周。
**2** (*IT*) to show information on a computer screen（在计算机屏幕上）显示: *This column displays the title of the mail message.* 这一栏显示邮件信息的标题。◇ *The date and time are displayed on the screen.* 日期和时间显示在屏幕上。

**di'splay ad** (*also* **di'splay ˌadvert, di'splay ad ˌvertisement**) *noun* [C]
(*Marketing*) an advertisement that is designed in a way that will attract people's attention 陈列式广告: *The volume of display ads being booked in national newspapers has been in decline.* 在全国性报纸上预定陈列式广告版面的数量在下降。
▸ **di'splay ˌadvertising** *noun* [U]: *Display advertising is expected to fall 9% in the full year.* 预计陈列式广告全年下降9%。

**di'splay alˌlowance** *noun* [C]
(*Marketing*) a fee that a manufacturer pays to a shop/store to put their goods in a place where people will easily see them 陈列费用；货位费用

**di'splay bin** = DUMP BIN

**di'splay case** (*also* **di'splay ˌcabinet**) *noun* [C]
a special container, made all or partly of glass, used for showing items in a shop/store 陈列柜: *display cases for cosmetics* 化妆品陈列柜 —Picture at STORE

**di'splay ˌmedium** *noun* [C]
**1** (*Marketing*) a thing, such as a POSTER, sign, card, etc., that attracts people's attention to goods on sale 展示媒体（吸引人们留意正在出售的货物的东西，如海报、标志、卡片等）: *specialists in the fields of print, broadcast and display media advertising* 在印刷、广播和展示媒体等领域做广告的专家
**2** a way of showing information to people 展示方式: *The Web is mainly a display medium, like television.* 这网站主要是一个类似电视的展示媒体。◇ *display media such as graphs, letters, lines, and drawings* 图表、信件、线条和图形之类的展示媒体

**di'splay pack** *noun* [C]
(*Marketing*) a box that is designed to show goods that are on sale and attract people's attention 展示柜: *a front-of-counter display pack* 柜台前展示柜

**di'splay type** *noun* [U]
(*Marketing*) large printed letters that are designed to be immediately noticeable, used especially in advertisements 特排字体

**disposable** /dɪ'spəʊzəbl; *AmE* -'spoʊ-/ *adjective, noun*

• *adjective*
**1** [usually before noun] (about goods, etc.) produced cheaply and intended to be thrown away after use（指货物等）用完即可丢弃的，一次性的: *a disposable camera/razor/bottle* 一次性照相机 / 剃刀 / 瓶子 SYN THROWAWAY → SINGLE-USE
**2** [only before noun] available for use 可自由使用的；可自由支配的
⊕ *disposable assets/capital/resources* 可自由支配的资产 / 资本 / 资源
• ***noun* disposables** [pl.]
(*Economics*; *Marketing*) = CONSUMER NON-DURABLES

**di,sposable 'income** (*also* **ex,pendable 'income** *especially in AmE*) *noun* [U,C] (*Economics*)
**1** income left after taxes, etc. have been taken away from it and that you are free to spend or save 可支配收入（扣除税收等之后的收入，可自由花费或储蓄）: *Higher fuel costs reduce people's disposable income.* 高昂的燃料费用降低了人们的可支配收入。 ◇ *Interest payments stand at 7% of disposable income.* 利息支出占可支配收入的7%。
→ DISCRETIONARY INCOME, TAKE-HOME PAY
**2** in a particular country, the total amount of money that people have to spend or save, after taxes, etc. have been paid 可支配收入（在特定国家，税后不得不用于开支或储蓄的收入）

**★disposal** /dɪ'spəʊzl; *AmE* -'spoʊ-/ *noun*
**1** [C,U] the sale of part of a business, property, etc.（企业、财产等的）出售；清理；让与: *the disposal of the company's chemical services division* 这公司化学服务部门的出售 ◇ *The disposal is expected to raise around $50 m.* 出售这项资产预计可以筹集到约5000万元。 ◇ *The sale is part of an asset disposal to shore up the company's finances.* 这项拍卖是出售资产的一部分，用以支撑公司的财政。
**2** [U] the act of getting rid of sth that you do not want or cannot keep 处理；清理: *Disposal of industrial waste is a serious problem.* 工业废料的清理是一个严重的问题。 ◇ *waste disposal* 废料清理
IDM **at sb's dis'posal** available for sb to use 随某人自由处理；由某人随意支配: *Larger companies have larger resources at their disposal.* 大公司拥有更多可自己支配的资源

**dispose** /dɪ'spəʊz; *AmE* dɪ'spoʊz/ *verb*
PHR V **di'spose of sth 1** to sell part of a business, property, etc. 卖掉（企业、财产等）: *The company has pledged to dispose of its non-core assets.* 公司已承诺卖掉其非核心资产。 ◇ *He is disposing of his stake in the company.* 他正在出售自己在公司中的股份。 **2** to get rid of sth that you do not want or cannot keep 处理；清除: *Chrome is difficult to dispose of safely.* 铬很难安全除去。 ◇ *We need to reduce the amount of toxic waste disposed of in landfill sites.* 我们必须减少扔在垃圾场的有毒废料的数量。

**dispute** *noun*, *verb*
• ***noun*** /dɪ'spju:t; 'dɪspju:t/ [C,U]
SEE ALSO: **demarcation dispute, industrial ~, labour ~, trade ~**
an argument or a disagreement between two people, groups or countries; discussion about a subject where there is disagreement 争论；辩论: *They are making renewed efforts to settle the pay dispute.* 他们正再次努力解决薪酬纠纷。 ◇ *The union is in dispute with management over working hours.* 工会就工作时间问题与资方产生纠纷。 ◇ *There is no sign of an end to the long-running dispute between the two executives.* 这两位行政主管之间由来已久的纠纷尚无结束的迹象。
⊕ *to be involved in/have/resolve/settle a dispute* 卷入 / 存在 / 消除 / 解决纠纷 • ***industrial/labour/pay disputes*** 劳资 / 劳工 / 薪酬纠纷 • *a bitter/damaging dispute* 激烈的 / 破坏性的争执
• ***verb*** /dɪ'spju:t/ [+ obj] to question whether sth is true and valid 对…提出质疑: *These figures have been disputed.* 这些数字受到质疑。

**di'spute pro,cedure** (*also* **'dispute ~**) = DISPUTES PROCEDURE

**di'spute reso,lution** (*also* **'dispute ~**) *noun* [U]
SEE ALSO: **alternative dispute resolution**
(*Law*) the process of settling disputes, for example by using a court or an ARBITRATOR (= a person chosen to settle the dispute) 争议解决: *The study recommends arbitration as a cheaper alternative to more traditional forms of dispute resolution.* 这项研究推荐用比传统方式更为廉价的仲裁作为解决争议的方式。 ◇ *a dispute resolution procedure/process* 争议解决程序

**di'sputes pro,cedure** (*also* **di'spute proc ,edure, 'dispute(s) ~**) *noun* [C]
(*Law*) an official process that is followed in order to settle a dispute, especially one involving members of an organization 争议解决程序: *Management and employees should use the disputes procedure where there is a possibility of a strike.* 当可能出现罢工时，管理层和员工应当采用争议解决程序。

**disqualify** /dɪs'kwɒlɪfaɪ; *AmE* -'kwɑ:l-/ *verb* [+ obj] (**disqualifies, disqualifying, disqualified, disqualified**)
to prevent sb from doing sth because they have broken a rule or are not suitable 取消（某人做某事的）资格: *She has been disqualified from practising as a lawyer.* 她被取消律师执业的资格。 ◇ *He was disqualified as a director after being declared bankrupt.* 被宣布破产后，他被取消担任董事的资格。 ▸ **disqualification** /dɪs,kwɒlɪfɪ'keɪʃn; *AmE* -,kwɑ:l-/ *noun* [C,U]: *Directors can face fines or disqualification if they allow an insolvent company to go on trading.* 如果允许破产公司继续贸易活动的话，董事们会面临罚款或取消资格。

**disrupt** /dɪs'rʌpt/ *verb* [+ obj]
to make it difficult for sth to continue in the normal way 干扰；使中断: *The strike could disrupt oil supplies.* 罢工可能会扰乱石油供应。 ◇ *Train services have been severely disrupted by the storm.* 铁路服务因暴风雨而受到了严重影响。 ▸ **disruption** /dɪs'rʌpʃn/ *noun* [U,C]: *We have tried to minimize the disruption to our services.* 我们设法使我们的服务所受到的干扰降到最低程度。 ◇ *a disruption in operations/production/supply* 经营 / 生产 / 供应的中断 **disruptive** /dɪs'rʌptɪv/ *adjective*: *disruptive protests and strikes* 破坏性的抗议行动和罢工

**dis,ruptive tech'nology** *noun* [C,U] (*Technical*) any new technology that completely changes the way people and businesses work 颠复性技术: *What will be the next disruptive technology after the Internet?* 互联网之后下一个颠复性技术将会是什么?

**dissaving** /dɪs'seɪvɪŋ/ *noun* (*Economics*)
**1** [U,C] the act of spending more money than you earn during a particular period of time 动用储蓄; 超支; 负储蓄: *The act of borrowing money from a bank is a form of dissaving.* 从银行借钱是一种负储蓄行为。 ◇ *a dissaving of £8 million* * 800万英镑的超支 ◇ *government/public/private dissaving* 政府 / 公共部门 / 私人超支
**2 dissavings** [pl.] the amount by which the money spent is more than the money earned 超支额 → SAVING
▸ **dis'save** *verb* [+ obj or no obj]: *Governments dissave by spending more money than they receive in taxes.* 政府开支超过税收收入而出现超支。 ◇ *The study found that households in the 65+ age group dissaved €3 000 a year.* 这项研究发现65岁以上年龄组的家庭每年超支3000欧元。 → SAVE

**dissolution** /ˌdɪsə'luːʃn/ *noun* [U; C, usually sing.] the act of officially ending a contract or business relationship; the act of breaking up an organization, etc. (合同)解除; (公司)解散: *The board of directors approved the dissolution of the company and the disposal of its assets.* 董事会批准解散公司并出售其资产。

**dissolve** /dɪ'zɒlv; *AmE* -'zɑːlv/ *verb* [+ obj or no obj] to officially end a contract or business relationship; to come to an end 解除(合同); 结束: *The airline is seeking to dissolve its contract with the union.* 这家航空公司正设法解除与工会的合同。 ◇ *The partnership dissolved in 2004.* 这一合伙关系于2004年解除。

**'distance ,learning** (*also* **,open 'learning**) *noun* [U] a system of education or training in which people study at home, at the place where they work, etc. with the help of special Internet sites and/or television and radio programmes, and send or email work to their teachers 远程学习; 远程教育: *an MBA by distance learning* 远程教育工商管理硕士 ◇ *web-based distance learning* 以互联网为基础的远程学习

**distress** /dɪ'stres/ *noun* [U] (*Law*) when the goods of a person or a company are legally taken in order to pay money that they owe (用以抵债的)扣押财物: ***The distress sale** is unlikely to raise enough to repay all the loans.* 扣押财物的出售不可能筹集到足够的资金偿还所有的贷款。

**distressed** /dɪs'trest/ *adjective* (*especially AmE*) **1** (*Law*) used to describe property or goods that have been legally taken from sb who cannot pay money that they owe, and are offered for sale cheaply 财物被扣押用以抵债的; 被扣押财物廉价出售的: *buyers and sellers of distressed assets* 被扣押资产的买主和卖主
**2** used to describe goods that have been damaged or used (货物)损坏的, 用过的

**dis,tributable 'profit** *noun* [C, usually pl., U] (*Accounting*) the amount of profit from normal business activities that a company has left at the end of an accounting period, which it can pay to shareholders as DIVIDENDS 可分配利润: *The company's distributable profits are not sufficient to pay any dividends.* 这家公司的可分配利润不足以支付任何红利。 ◇ *a distributable profit after tax of $3.48 million* * 348万美元的税后可分配利润 → DISTRIBUTED PROFIT

**dis,tributable re'serve** *noun* [C, usually pl.] (*Accounting*) a fund of money that a company keeps which it can use to make payments to shareholders; the money in this fund, which comes, for example, from profits left at the end of an accounting period 可分配储备金: *An extra dividend can only be paid if sufficient distributable reserves are available.* 仅当有足够的可分配储备金时才能支付额外的红利。 ◇ *a transfer to distributable reserves* 向可分配储备金的转存 → NON-DISTRIBUTABLE RESERVE

**★distribute** /dɪ'strɪbjuːt; *AmE* 'dɪstrɪbjuːt/ *verb* **1** (*Marketing*) [+ obj or no obj] to make a product available to customers, for example, by supplying it to shops/stores and businesses 分销: *Who distributes our products in the UK?* 谁负责在英国经销我们的产品? ◇ *The magazine is distributed **through** restaurants and clubs.* 这份杂志通过餐馆和俱乐部分发。 ◇ *We distribute worldwide.* 我们在全球进行分销。 → DISTRIBUTION, DISTRIBUTOR
**2** [+ obj] to share money, goods or property between a group of people; to give things to a large number of people 分配: *The company distributes most of its profits to investors as dividends.* 这家公司将大部分利润以红利形式分配给投资者。 ◇ *The firm's assets will be distributed **among** creditors.* 这家公司的资产将分配给各债权人。 ◇ *The newspaper is distributed free.* 这份报纸免费派发。

**dis,tributed 'profit** *noun* [C, usually pl.] (*Accounting*) the amount of the profits that a company has left at the end of an accounting period and has paid to shareholders 已分配利润: *Domestic companies are liable to an income tax of 10% on distributed profits.* 国内公司的已分配利润须缴纳10%的所得税。 → DIVIDEND

**★distribution** /ˌdɪstrɪ'bjuːʃn/ *noun*
SEE ALSO: **channel of distribution, retail ~, selective ~**
**1** (*Marketing*) [U] the activity of making a product available to customers, for example by supplying it to shops/stores; the system of transporting and delivering a product to shops/stores or customers 分销: *marketing, sales and distribution* 营销、销售和分销 ◇ *European distribution is handled from our centre in the Netherlands.* 在欧洲的分销是由我们设在荷兰的中心进行的。 ◇ *high distribution costs caused by poor transport systems* 糟糕的运输系统所造成的高昂分销成本 ◇ *We have secured **exclusive distribution rights** for the product in the UK.* 我们取得了这个产品在英国的独家分销权。 → DISTRIBUTE, DISTRIBUTOR

➕ *to* ***control/handle/improve/organize*** *distribution* 控制 / 处理 / 改进 / 组织分销 • ***broad/international/limited/local/wide*** *distribution* 普遍的 / 国际的 / 有限的 / 本地的 / 广泛的分销 • *a distribution* ***agreement/deal*** 分销协议 / 协定 • *a distribution* ***network/operation/system*** 分销网络 / 业务 / 体系 • *a distribution* ***facility/warehouse*** 分销设施 / 仓库 • *a distribution* ***business/company*** 分销企业 / 公司

**2** [U,C] the act of sharing money, goods or property between a group of people or giving people things; the money or goods that people receive 派发；分发；分配：*the distribution of leaflets* 传单派发 ◇ *The board has approved a cash distribution to stockholders of $2.50 a share.* 董事会批准了向股东按每股2.5元发放现金。

**WHICH WORD?** 词语辨析

**distribution/delivery/dispatch/logistics**
**分销/配送/发货/物流**

These words are all used about sending goods to customers. 这些词汇都指发送货物给客户。

**Distribution** involves arranging for a product to pass from one business to another until it reaches somewhere, for example a shop/store, where people can buy it. The series of businesses is the **distribution chain** and a particular business or place where the goods are finally sold is a **distribution channel** * distribution 指产品经过若干企业最终进入零售的过程。这一系列企业成为“分销链条”，商品最终销售地成为“分销渠道”：*Our main distribution channels are convenience stores and the Internet.* 我们主要的分销渠道是便利店和互联网。

**Logistics** involves physically collecting, transporting and delivering goods. These responsibilities are often given to a transport company * logistics 包含收取、运输和配送货物。这些职责通常由一家运输公司承担：*FedEx handle the logistics.* 联邦快递处理物流事宜。

**Delivery** involves giving the goods to the customer * delivery 指把货物交付给客户：*Allow up to 3 weeks for delivery.* 至多留出3周时间用于配送。◇ *Our terms are cash on delivery* (= you pay when the goods arrive). 我们的协议是货到付款。

**Dispatch** refers to the process of goods leaving a factory or office * dispatch 指发货：*We check all orders before dispatch.* 我们在发货前会核对所有订单。◇ *the date of dispatch* 发货日期

**ˌdistriˈbution ˌcentre** (*AmE spelling* ~ **center**) *noun* [C]
a large WAREHOUSE that receives goods from factories and suppliers and sends them to shops/stores or customers 配送中心：*They have opened a new distribution centre north of Mexico City.* 他们在墨西哥城北部新开设了一家配送中心。

**ˌdistriˈbution chain** (*also* **ˌchain of distriˈbution,** *less frequent*) *noun* [C]
(*Marketing*) the series of businesses that deal with a product between when it is produced and the time that customers receive it 分销链：*pushing products through the distribution chain* 通过分销链推销产品 ◇ *By supplying direct we cut out an entire level of the distribution chain.* 通过直接供应我们取消了整个的分销链。→ SUPPLY CHAIN See note at DISTRIBUTION

**ˌdistriˈbution ˌchannel** (*also* **ˌchannel of distriˈbution,** *less frequent*) *noun* [C]
(*Marketing*) the way that products are made available to customers 分销渠道：*The Internet is a new distribution channel for us.* 互联网对我们来讲是一种新的分销渠道。See note at DISTRIBUTION

**★distributor** /dɪˈstrɪbjətə(r)/ *noun* [C]
a person or business that supplies goods produced by other companies to shops/stores or directly to the public 分销商；经销商：*Japan's largest software distributor* 日本最大的软件经销商 ◇ *the largest US distributor of canned fruit and vegetables* 美国最大的罐装蔬果经销商 ◇ *We have been appointed sole distributor for these products in Australia and New Zealand.* 我们已获指定为这些产品在澳大利亚和新西兰的独家经销商。◇ *Most of our sales are* ***through*** *distributors.* 我们的大多数销售是通过经销商进行的。◇ *a wholesale distributor* (= one that only sells to shop/stores, etc.) 批发经销商 See note at SUPPLY CHAIN
➕ *to* ***act as/appoint*** *(**sb as**)**/use** a distributor* 担当 / 指定（某人为）/ 使用经销商 • *an* ***authorized/exclusive/a sole*** *distributor* 特许经销商；独家经销商 • *a* ***foreign/local*** *distributor* 外国 / 本地经销商
▸ **disˈtributorship** *noun* [C]: *The group has won an exclusive distributorship for the range in Singapore.* 这个集团取得了这一系列产品在新加坡的独家经销权。

**ˌdistrict atˈtorney** *noun* [C] (*abbr* **DA**)
in the US, a government lawyer in a particular area or state who decides whether to accuse sb of a crime and start a court case against them（美国）地方检察官

**div** /dɪv/ *abbr*
**1 Div.** a short way of writing **division** (= a part of a large company)（大公司的）分部：*IBM's Microelectronics Div.* 国际商用机器公司微电子分部
**2** (*Finance*) a short way of writing or saying **dividend** * dividend 的缩写：*shares traded* ***cum div*** (= the buyer receives the next dividend) 股票以附息方式进行交易

**dive** /daɪv/ *verb, noun*
• ***verb*** [no obj] (**dived, dived,** *AmE also* **dove** /dəʊv/; *AmE* dove/**dived**) (about a price, figure, etc.) to fall suddenly（指价格、数字等）突然下降：*The share price dived 11.8% to an all-time low of 455¢.* 股票价格暴跌了11.8%，达到历史最低的455分。◇ *They have seen their sales dive by 28%.* 他们的销售额下滑了28%。See note at INCREASE
• ***noun*** [C, usually sing.] a sudden drop in a price, figure, etc.（价格、数字等的）突然下降：*a dive in the company's share price* 这家公司股价的突然下降 → idiom at TAKE *verb* → NOSEDIVE

**diverge** /daɪ'vɜːdʒ; *AmE* -'vɜːrdʒ/ *verb* [no obj]
**1** if two things **diverge**, or one thing **diverges** from another, they become different and the difference between them increases 分歧；相异：*The speeds of growth in the manufacturing and consumer sectors are diverging.* 制造部门和消费部门的增长速度正在拉开差距。◇ *The country's interest rates have diverged further* ***from*** *those in Europe.* 这个国家的利率与欧洲国家的利率差距越来越大。◇ *the diverging economic fortunes of the two countries* 这两个国家的经济财富差距的日益扩大
**2** (about opinions, decisions, etc.) to be different（指观点、决策等）分歧：*Opinions diverge greatly on this issue.* 人们在这个问题上的看法分歧很大。◇ *diverging policies* 出现分歧的政策
**3** to be or become different from what is expected, planned, etc. 偏离：*Inflation has diverged* ***from*** *the central bank's target.* 通货膨胀已偏离中央银行的目标。◇ *to diverge from the norm* 偏离准则
▸ **divergence** /daɪ'vɜːdʒəns; *AmE* -'vɜːrdʒ-/ *noun* [C,U]: *a continuing divergence* ***between*** *the prices of goods and services* 商品价格和服务价格之间的持续差距 ◇ *a divergence* ***in/of*** *opinion* 观点的不同 ◇ *a divergence* ***from*** *objectives* 目标的偏离
**divergent** /daɪ'vɜːdʒənt; *AmE* -'vɜːrdʒ-/ *adjective*: *The US and Japanese economies show divergent trends.* 美国和日本经济呈现不同的趋势。◇ *divergent views* 分歧的观点

**diversify** /daɪ'vɜːsɪfaɪ; *AmE* -'vɜːrs-/ *verb* [+ obj or no obj] (**diversifies, diversifying, diversified, diversified**)
(about a business, an investor, etc.) to develop a wider range of products, markets, investments, etc. in order to be more successful or reduce risk（指企业、投资者等）使多样化；从事多种经营：*The company has grown and diversified.* 这家公司业已成长并实现了业务多样化。◇ *The trust wants to diversify its investments.* 这家信托公司希望使其投资多样化。◇ *Many investors are diversifying* ***from*** *shares* ***into*** *bonds and commodities.* 许多投资者正分散投资，从股票分散至债券和大宗商品。◇ *We want to diversify* ***away from*** *traditional phone services.* 我们希望除了传统的电话服务外，还要实行业务多样化。▸ **diversification** /daɪˌvɜːsɪfɪ'keɪʃn; *AmE* -ˌvɜːrs-/ *noun* [U,C]: *Toyota's diversification* ***into*** *housing and telecommunications* 丰田进入住房和通讯领域的业务多样化 ◇ *the diversification of risk* 风险的分散
**di'versified** *adjective*: *We continue to benefit from our diversified business mix.* 我们继续从多样化的业务组合中受益。

**diversion** /daɪ'vɜːʃn; *AmE* -'vɜːrʒn/ *noun* [C,U]
**1 diversion (from sth) (into/to sth)** the act of changing what sth is used for or of using sth for a different purpose from what was intended 转换；变更；偏转：*the diversion of revenue away from product research* 将收入从产品研究转移到别处
**2** (*Economics*; *Marketing*) (*also* **,product di'version**) the situation when goods that are supplied to be sold in a particular area or place are sold in a different area or place, more cheaply than when they are bought from an official local supplier 产品销售市场转移（往往销往更为便宜的市场）：*Many big clothing brands suffer from diversion of their products.* 许多大型服装品牌因产品转移市场而遭受损失。◇ *the diversion of cheap drugs intended for poor countries to rich countries* 面向贫穷国家的廉价药品向富有国家的转移

**diversity** /daɪ'vɜːsəti; *AmE* -'vɜːrs-/ *noun* [U; C, usually sing.]
the quality or fact of including a range of many people or things, especially people's different skills and qualities; a range of different people or things 多样性；差异性：*Valuing and managing diversity in an organization leads to more satisfied employees.* 重视并管理好一个组织内的差异性可以造就更为满意的员工。◇ *Use the diversity of jobs that you've had to emphasize your skills.* 用你所做过的多种不同工作突出你的技能。

**divert** /daɪ'vɜːt; *AmE* -'vɜːrt/ *verb* [+ obj]
**1 divert sb/sth (from sth) (into/to sth)** to use money, materials, etc. for a different purpose from their original purpose or for sth new 改变（资金、材料等的）用途：*diverting resources away from research and development* 挪用研究与开发资源 ◇ *The company is diverting its savings into improving facilities.* 这家公司动用储备以改进设施。
**2** (*Economics*; *Marketing*) to sell goods outside the area or place where they were intended to be sold 转移产品销售市场：*There are things you can do to avoid having your products diverted.* 你有办法避免产品转移市场。◇ *Our distributors are required to buy back any diverted product that can be traced to them.* 我们的经销商必须回购任何可以追溯到他们经手的转移市场的产品。
**3** (*Transport*) to change the place that a load of goods is going to or the way that it is being sent 转运；转港；改变运输方式：*Instructions were received to divert the shipment from motor to air transportation.* 收到了指令要求将这批货物由陆运改为空运。
▸ **di'verter** *noun* [C]

**divest** /daɪ'vest/ *verb* [+ obj] (*formal*)
to sell part of a business or assets; to get rid of sth you own 出售企业或资产的一部分；撤资：*He said that the company is not planning to divest its auto-parts business.* 他说公司没有计划出售其汽车零部件业务。◇ *The government is seeking to divest* ***itself of*** *a 72% stake in the manufacturer.* 政府正设法从该制造商撤出其拥有的72%股份。
● *to divest* ***assets/businesses/brands/products*** 出售资产 / 业务 / 品牌 / 产品
▸ **di'vestment** *noun* [C,U]: *The company has identified non-core assets for divestment.* 这家公司已经确定待出售的非核心资产。◇ *They have announced divestments worth $5bn.* 他们宣布出售价值50亿元的资产。◇ *a divestment programme* 撤资计划 **divestiture** /daɪ'vestɪtʃə(r)/ *noun* [C,U]: *the possible divestiture of one or more product lines* 可能取消一条或多条产品线 ◇ *mergers, acquisitions and divestitures* 合并、收购和撤资

**divi** /'dɪvi/ *noun* [C] (*plural* **divis**) (*BrE*)
(*Finance*) an informal word for DIVIDEND 红利：*The final divi will depend on our cash position in March.* 年终红利将取决于我们三月份的现金头寸。 SYN DIVVY

**★divide** /dɪ'vaɪd/ *verb*
**1** [+ obj] to find out how many times one number is contained in another 除: *The bond's yield is the interest payment divided by the price.* 债券的收益是用利息除以价格得出的。
**2** [+ obj *or* no obj] to separate or make sth separate into parts 分开; 分割: *The work process was divided **into** different tasks.* 这一工作流程分为不同的任务。

**★dividend** /'dɪvɪdend/ (*abbr* **div**) (*also* '**share ˌdividend**) *noun* [C]
SEE ALSO: **accumulated dividend, cash ~, cum ~, cumulative ~, ex-~, extra ~,** etc.
(*Finance*) an amount of the profits that a company pays to shareholders 红利; 股息: *The company will pay a dividend of 10 cents a share.* 这家公司将按每股10分支付红利。 ◇ *The board declared* (= announced) *a quarterly dividend of $0.125.* 董事会宣布季度分红为0.125元。 ◇ *They increased the dividend payout for the year from 7¢ to 9¢.* 他们将本年度分红支出从7分提高到了9分。
→ idiom at PAY *verb*, PASS *verb*
● *to **declare/pay/propose/receive** a dividend* 宣布 / 支付 / 提出 / 接受分红 • *to **increase/maintain/raise** a dividend* 增加 / 维持 / 提高红利 • *to **cut/omit/pass/scrap/suspend** a dividend* 减少 / 不 / 通过 / 废除 / 暂停分红 • *a dividend **forecast/payment/payout*** 红利预测 / 款项 / 支付

**'dividend cheque** (*AmE spelling* ~ **check**) (*BrE also* '**dividend ˌwarrant**) *noun* [C]
(*Finance*) a cheque that a shareholder receives as payment of a **dividend**, that also gives details of the tax paid 股利券; 股息支票

**'dividend ˌcover** *noun* [sing.; U]
(*Accounting*) the number of times a company's profits would pay the **dividend** 盈利对股息比率: *Our policy is to keep the group's dividend cover within a range of 2.5 to 3 times.* 我们的政策是将集团的盈利对股息比率维持在2.5到3倍之间。

**ˌdividend rein'vestment plan** *noun* [C] (*abbr* **DRIP**)
(*Finance*) in the US, an investment plan that some companies offer in which shareholders can buy more shares in the company instead of receiving regular cash **dividends** 股息再投资计划

**'dividend ˌwarrant** (*BrE*) = DIVIDEND CHEQUE

**ˌdividend 'yield** *noun* [C,U]
(*Finance*) the **dividend** that a company pays on each share, compared to the current price of the share 红利收益率; 股息率: *It's an attractive stock, offering a dividend yield of over 5%.* 这是一只有吸引力的股票, 可获超过5%的红利收益率。

**★division** /dɪ'vɪʒn/ *noun* [C] (*abbr* **div**)
a large and important unit or section of an organization that has responsibility for a particular market or area of activity (机构的) 分部, 部门: *The company's electronics division reported a 8.4 per cent drop in sales.* 这家公司电子部门的销售额下降了8.4%。 ◇ *He works in the marketing division.* 他在营销部工作。 ◇ *the finance/research/sales/service division* 财务 / 研究 / 销售 / 服务部门 ◇ *the chemicals/software/truck division* 化学 / 软件 / 卡车部门 ▶ **divisional** /dɪ'vɪʒənl/ *adjective* [only before noun]: *a divisional head/manager* 部门主任 / 经理 ◇ *divisional results/revenue/profits* 部门业绩 / 收入 / 利润

**diˌvision of 'labour** (*AmE spelling* ~ **labor**) *noun* [U,C]
**1** (*HR*) the way in which different people do different tasks in a process in order to make the best use of time and money and produce as many goods as possible 劳动分工: *He believes that division of labour improves productivity as people specialize in what they do best.* 他相信劳动分工可以提高劳动生产力, 因为人们专门从事自己最擅长的工作。 → MULTISKILLING
**2** a way of arranging a society, an organization or a group so that each type of work is done by a particular group of people 分工: *the division of labour between member states and the EU* 欧盟与其成员国之间的分工

**divvy** /'dɪvi/ *verb, noun*
• ***verb*** (**divvies, divvying, divvied, divvied**)
PHR V **ˌdivvy sth 'up** (*informal*) to divide sth, especially sth valuable, into two or more parts 分开; 分配; 分摊: *a dispute over how to divvy up the assets* 关于如何分配这些资产的争论 ◇ *The profits have been divvied up **to** shareholders.* 这些利润已分配给股东。 ◇ *Complex computing tasks are divvied up **among** several PCs.* 复杂的计算任务被分配给了好几台电脑。
• ***noun*** [C] (*plural* **divvies**) (*BrE*)
(*Finance*) an informal word for DIVIDEND * DIVIDEND的非正式形式 SYN DIVI

**DIY** /ˌdi: aɪ 'waɪ/ *abbr* (*especially BrE*)
**do-it-yourself** (*used as an uncountable noun* 用作不可数名词)
the activity of making, repairing or decorating things in the home yourself, instead of paying sb to do it 自己动手做: *These tools are available from most DIY stores.* 这些工具在大多数自己动手做用品店买得到。 ◇ *Castorama, the French DIY chain* 喀斯特拉玛——法国自己动手做用品连锁店 SYN HOME REPAIR ▶ **ˌDI'Y'er** *noun* [C]

**DJIA™** /ˌdi: dʒeɪ aɪ 'eɪ/ = DOW JONES INDUSTRIAL AVERAGE: *a fall of 4.7% in the DJIA* 道琼斯工业平均指数下跌4.7%

**DLC** /ˌdi: el 'si:/ *abbr*
**1** (*Trade*) documentary letter of credit 跟单信用证 → DOCUMENTARY CREDIT
**2** (*Stock Exchange*) = DUAL-LISTED COMPANY

**DMU** /ˌdi: em 'ju:/ = DECISION-MAKING UNIT

**DO** /ˌdi: 'əʊ; *AmE* 'oʊ/ = DELIVERY ORDER

**doable** /'du:əbl/ *adjective*
that is possible and likely to be achieved 可做的; 做得到的; 可行的: *Decide on a few small doable changes.* 就几处能够改变的地方作出决定。 ◇ *The price increases seem doable.* 涨价看来是可行的。

**dock** /dɒk; *AmE* dɑ:k/ *noun, verb*
• ***noun***
**1** [C] a part of a port where ships are repaired or where goods are put onto or taken off them 码头; 停泊处: *dock workers* 码头工人 ◇ *a dock strike* 码头工人罢工 ◇ *The ship is **in dock**.* 这艘船停靠在码头。

**2 docks** [pl.] a group of **docks** in a port and the buildings around them that are used for repairing ships, storing goods, etc. 船坞；修船所：*He works at the docks.* 他在船坞工作。
**3** [C] (*AmE*) a raised platform for loading vehicles or trains 站台；月台
**4** [C] the part of a court where the person who has been accused of a crime stands or sits during a trial（法庭上的）被告席
IDM **be in the 'dock** (**over sth**) (used especially in newspapers) to be heavily criticized for sth; to be asked questions that are difficult to deal with（尤用于报章）受批评；被质疑；成为众矢之的；处于被动局面：*The company is in the dock over its poor safety record.* 这家公司因其糟糕的安全记录而受到批评。

• ***verb***
**1** [+ obj *or* no obj] if a ship **docks** or you **dock** a ship, it sails into a harbour and stays there（船舶）停靠码头：*The ship is expected to dock in Durban at 14.00 tomorrow.* 这艘船预计明天14点停靠德班港。
**2** [+ obj] to take away part of sb's wages, etc. 扣掉；减除：*Employers have threatened to dock the strikers' wages.* 雇主已经威胁要扣减罢工者的工资。◇ *They've docked 15% off my pay for this week.* 我本周的工资已经被他们扣了15%。
**3** (*IT*) [+ obj] to connect a computer to a DOCKING STATION 将电脑接入扩展坞：*I docked my portable and started work.* 我将我的便携式电脑接入扩展坞并开始工作。

**docker** /'dɒkə(r); *AmE* 'dɑːk-/ *noun* [C] (*BrE*) a person whose job is moving goods on and off ships 码头工人 SYN STEVEDORE (*AmE*)

**docket** /'dɒkɪt; *AmE* 'dɑːk-/ *noun* [C]
**1** a document or label that shows what is in a package, which goods have been delivered, which jobs have been done, etc. 单据；标签：*a delivery docket* 送货单
**2** (*AmE*) a list of items to be discussed or things to be done 议事日程；待办事务表

**'docking ˌstation** *noun* [C]
(*IT*) a device to which a LAPTOP computer can be connected so that it can be used like a DESKTOP computer（笔记本电脑的）扩展坞

**dockyard** /'dɒkjɑːd; *AmE* 'dɑːkjɑːrd/ *noun* [C] an area with DOCKS (= the place where ships are loaded and unloaded in a port) and equipment for building and repairing ships 造船厂；修船厂

**'doctor's cer,tificate** = MEDICAL CERTIFICATE

**★document** *noun, verb*
• ***noun*** /'dɒkjumənt; *AmE* 'dɑːk-/ [C]
SEE ALSO: **defence document, offer document**
**1** an official paper or book that gives information about sth, or that can be used as evidence or proof of sth 文献；文件；公文：*The company has published a 29-page document outlining the proposed merger.* 这家公司公布了一份29页的文件，概述此次拟定的合并。◇ *a consultation document on boardroom pay* 关于董事会薪金问题的磋商文件 ◇ *Have you received your tickets and travel documents?* 你收到机票和旅行证件了吗？◇ *Copies of the relevant documents must be filed at court.* 有关文件的副本必须当庭提交。
⊕ *a formal/legal/an official/a written document* 正式／法律／官方／书面文件 • *a consultation/discussion/policy/strategy document* 磋商／讨论／政策／战略文件 • *to draft/draw up/publish/sign a document* 起草／草拟／发布／签署文件 • *to destroy/shred/tear up documents* 毁坏／撕烂／撕碎文件 • *a document details/outlines/says/states sth* 详细描述／概述／说明／陈述某事的文件
**2** a computer file that contains text that has a name that identifies it（计算机）文件，文档：*To create a new document, select 'New' from the File menu.* 要创建一个新文档，在文件菜单中选择"新建"。◇ *scrolling through a document* 滚动浏览文档
⊕ *to create/edit/save a document* 创建／编辑／保存文档 • *to close/download/open/print* (*out*) *a document* 关闭／下载／打开／打印文档
• ***verb*** /'dɒkjument; *AmE* 'dɑːk-/ [+ obj] to record the details of sth in writing 以书面的形式详细记载：*a project to document manufacturing procedures* 以书面的形式详细记载生产过程的计划 ◇ *The country's economic problems have been well documented.* 这个国家的经济问题已经被详细记载了下来。

**ˌdocumentary col'lection** *noun* [C,U] (*Trade*) a way of arranging payment for exports, especially by ship, in which the seller gives the documents that are needed to collect the goods to the buyer's bank, which keeps them until it receives payment for the goods 跟单托收

**ˌdocumentary 'credit** *noun* [U,C] (*abbr* **DC**) (*also* **'documentary 'letter of 'credit** [C]) (*Trade*) a LETTER OF CREDIT in which a bank promises to pay an exporter for goods when documents are provided that prove the goods have been sent 跟单信用证

**documentation** /ˌdɒkjumen'teɪʃn; *AmE* ˌdɑːk-/ *noun* [U]
**1** the documents that are required for sth, or that give evidence or proof of sth 必备资料；证明文件：*I couldn't enter the country because I didn't have all the necessary documentation.* 我无法入境，因为我的证明文件不齐全。◇ *They have insufficient documentation to support their claims.* 他们没有足够的证明材料以支持其主张。
**2** the act of recording sth in a document; the state of being recorded in a document 文件记载；文件归档；文献记录：*the documentation of accounting decisions* 会计决策的文件记录 ◇ *an electronic documentation system* 电子文件归档系统
**3** the documents that describe how sth works or how to operate it 文档；文件：*the technical documentation for a computer system* 计算机系统的技术文档

**ˌdocument of 'title** *noun* [C] (*Law*; *Trade*) a document, such as a BILL OF LADING, that allows sb to claim the goods that are described in it 所有权证书；所有权凭证：*The agent presented the documents of title at the airport.* 代理商在机场出示了所有权凭证。

**ˌdocuments a,gainst ac'ceptance** *phrase* (*abbr* **D/A**) (*Trade*) a way of paying for imports where the buyer must sign a document (**bill of exchange**)

promising to pay for the goods within a particular amount of time before the bank gives them the documents needed to collect the goods 承兑交单: *The method of payment shall be documents against acceptance, within 120 days after sight* (= the time when the importer signs the bill of exchange). 支付方式应为见票120天内承兑交单。
→ DOCUMENTS AGAINST PAYMENT

**ˌdocuments a,gainst 'payment** *phrase* (*abbr* **D/P**)
(*Trade*) a way of paying for imports in which the buyer pays for the goods when the bank gives them the documents that are needed to collect the goods 付款交单 → DOCUMENTS AGAINST ACCEPTANCE

**'document ˌsharing** *noun* [U]
(*IT*) the ability that some computer systems have that allows people in different places to look at and work on the same computer document at the same time （计算机）文件共享

**dodge** /dɒdʒ; *AmE* dɑ:dʒ/ *noun*, *verb*
• ***noun*** [C] a clever and dishonest trick, done in order to avoid sth 妙计; 巧计; 诡计: *Many people bought the pensions as a form of* ***tax dodge****.* 许多人把购买养老金当作避税的手段。
• ***verb*** [+ obj] to avoid doing sth, especially in a dishonest way 托词逃避; 逃避责任: *She tried to dodge paying her taxes.* 她设法逃税。

**dodger** /'dɒdʒə(r); *AmE* 'dɑ:dʒ-/ *noun* [C] (*informal*)
a person who dishonestly avoids doing sth 躲避者; 推托者; 蒙骗者: *tax dodgers* 逃税的人

**dodgy** /'dɒdʒi; *AmE* 'dɑ:dʒi/ *adjective* (**dodgier, dodgiest**) (*BrE*)(*informal*)
seeming or likely to be dishonest 诡诈的; 狡猾的: *rumours about dodgy accounting* 关于会计欺诈的谣传 ◇ *I don't want to get involved in anything dodgy.* 我不想卷入任何欺骗行为中。

**dog** /dɒg; *AmE* dɔ:g/ *noun* [C]
SEE ALSO: **top dog**
**1** (*Marketing*) in the BOSTON MATRIX, a product that has a small market share in a market that is growing very little 瘦狗（波士顿矩阵中市场份额较小且增长率很低的产品）—Picture at BOSTON MATRIX
**2** (*informal*) used to describe sth that is very bad or a failure, especially an investment that always does badly 蹩脚货; 失败的投资: *If you have bought a dog fund, be brave and get out!* 如果你买了支烂基金，大胆撤出！ ◇ *It's been* ***a dog of a*** *year.* 这是一年来最差的投资。
IDM **(a case of) ˌdog eat 'dog** a situation in business, politics, etc. where there is a lot of competition and people are willing to harm each other in order to succeed 狗咬狗; 残酷无情的竞争; 互相残杀: *I'm afraid in this line of work it's a case of dog eat dog.* 恐怕这一行的竞争是残酷无情的。 ◇ *We're operating in a dog-eat-dog world.* 我们在残酷竞争的世界中经营。 **eat your own 'dog food** (*IT*, *informal*) when a company tests or uses its own software products in the organization 自产自用（公司在内部测试或使用自己开发的软件） **go to the 'dogs** (*AmE also* **go to hell in a 'handbasket**) (*informal*) to get into a very bad state 堕落; 毁灭; 变得很穷; 败落: *This firm's gone to the dogs since the new management took over.* 新管理层接手后，公司就衰落了。 **that dog won't 'hunt** (*AmE*)(*informal*) used to say that an idea will not work （想法）不可行的

**ˌdog and 'pony show** *noun* [C] (*AmE*) (*informal*)
an occasion when senior managers of a company travel around to try to persuade people to invest in the company （出于说服人们投资于某公司等目的而安排的）盛大表演 → ROAD SHOW

**dogsbody** /'dɒgzbɒdi; *AmE* 'dɔ:gzbɑ:di/ *noun* [C] (*plural* **dogsbodies**) (*BrE*)(*informal*)
a person who does all the boring jobs that nobody else wants to do, and who is treated as being less important than other people 杂役; 做苦工的人
SYN GOFER

**ˌdo-it-your'self** = DIY: *a do-it-yourself chain/retailer/store* 自己动手做用品连锁店 / 零售店 / 商店

**dol.** *abbr*
a short way of writing **dollar** or **dollars** * dollar 或 dollars 的缩写: *a cost of 7 dol. per day* 每天7元的费用

**doldrums** /'dɒldrəmz; *AmE* 'doʊl-/ *noun* [pl.]
a lack of activity or improvement 萧条; 无生气: *The media sector remains* ***in the doldrums*** *as companies advertise less.* 随着公司广告的减少，媒体行业持续不景气。 ◇ *There are signs that the country is climbing out of its economic doldrums.* 有迹象显示这个国家正在摆脱经济不景气的状况。

**dole** /dəʊl; *AmE* doʊl/ *noun* [sing.] (*usually* **the dole** (*BrE*)(*informal*)
money paid by the state to unemployed people 失业救济金: *The number of people* ***on the dole*** (= without a job) *is the highest for 19 years.* 靠领取失业救济金生活的人数是19年来最多的。 ◇ *The government is changing the rules for claiming (the) dole.* 政府正在修改申领失业救济金的规定。
SYN WELFARE (*AmE*)

**'dole queue** (*BrE*) (*AmE* **ˌunem'ployment line**) *noun* [C]
used especially in newspapers to describe the group of unemployed people in a society （尤用于报章）失业人员，领取失业救济金的队伍: *the country's lengthening dole queues* 这个国家日益壮大的失业大军 ◇ *Thousands more workers could join the dole queue next year.* 明年可能还会有数千名工人失业。

**dollar** /'dɒlə(r); *AmE* 'dɑ:l-/ *noun*, *adjective*
• ***noun***
SEE ALSO: **benefit dollar, top dollar**
**1** [C] (*abbr* **dol.**, **$**) the unit of money in the US, Canada, Australia and several other countries 元（美国、加拿大、澳大利亚等国的货币单位）: *All prices are quoted* ***in*** *dollars.* 所有价格都以元标出。 ◇ *converting dollars into pesos* 将美元兑换成比索 ◇ *an investment worth millions of dollars* 价值数百万元的投资 ◇ *a multi-million dollar investment* 好几百万元的投资 → BUCK (1)
**2 the dollar** [sing.] the value of the US dollar compared with the value of the money of other countries （相对于其他国家货币价值的）美元币值: *The dollar closed two cents down.* 收盘时美元下跌了两分。 ◇ *The strong dollar has made US*

*goods expensive overseas.* 强劲的美元使美国商品在海外变得十分昂贵。 ◇ *The currency fell to a two-week low* ***against*** (= compared to) *the dollar.* 这一货币对美元的币值下跌到两周来的最低点。 ◇ *an exchange rate of two pesos to the dollar* 汇率为两比索兑换一美元 → GREENBACK

**3** [C] dollars that are spent on a particular activity or come from a particular source 资金: *They spent their research dollars* (= money intended to be spent on research) *in other areas of the business.* 他们已将研究经费用于其他业务领域。 ◇ *competing for investment dollars* 争取获得投资资金

**4** [C] a BANKNOTE or coin worth one dollar 一元纸币; 一元硬币: *Do you have a dollar?* 你有一元吗? ◇ *a dollar bill* 一元钞票 See note at INCREASE

• ***adjective*** [only before noun] having a price or value that is measured in US dollars 以美元标价的: *dollar assets/bonds/debts* 美元资产 / 债券 / 债务

**the ˈdollar ˌarea** *noun* [sing.]
(*Economics*) the area of the world where the US dollar is used as the main currency or where the currency is linked to the dollar 美元区

**ˌdollar-cost ˈaveraging** *noun* [U]
(*Finance*) in the US, a method of investing money that involves investing a fixed amount of money regularly in particular shares, whatever their price 美元成本平均投资法 (在美国, 无论价格如何, 总是定期投资固定金额于特定股票的做法)

**dollarization , -isation** /ˌdɒlərəɪˈzeɪʃn; *AmE* ˌdɑːlərə-/ *noun* [U,C]
(*Economics*)
**1** the process of a country or group of countries starting to use the US dollar in addition to or instead of their national currency 美元化 (一国或国家集团在使用本国货币的同时使用美元, 或者用美元代替本国货币): *He has predicted a dollarization of the Americas.* 他已经预测美洲国家的美元化。
**2** the process of linking the value of a country's currency with the value of the US dollar (一国货币价值) 与美元挂钩
▸ **ˈdollarize, -ise** *verb* [+ obj *or* no obj]: *Ecuador's decision to dollarize was taken in January 2000.* 厄瓜多尔于2000年1月决定实行美元化。 ◇ *a dollarized economy* 美元化的经济体

**domain** /dəˈmeɪn; dəʊ-; *AmE* doʊ-/ *noun* [C]
SEE ALSO: **public domain, top-level domain**
**1** (*IT*) a set of Internet addresses that end with the same group of letters 域: *.com is the most popular domain on the Internet, with over 21 million names.* * .com 是互联网上最受欢迎的域, 域名数量超过2100万个。 ◇ *You will need to register a* ***domain name*** (= an individual Internet address). 你需要注册域名。
**2** an area of knowledge or activity, especially one that sb is responsible for 领域: *a collection of documents relating to the domain of banking* 有关银行业的文献资料 ◇ *Sometimes things outside your domain go wrong.* 有时你本行之外的事情会出错。

**★domestic** /dəˈmestɪk/ *adjective*
**1** [usually before noun] of or inside a particular country; not foreign or international 国内的; 本国的: *One carmaker reported a 13% drop in domestic sales of new vehicles.* 一家汽车制造商报告称, 新车的国内销量下降了13%。 ◇ *They hope the reforms will attract new investment, both foreign and domestic.* 他们希望这些改革会吸引国内外新的投资。 ◇ *They produce cheap cars for domestic* ***consumption*** (= to be sold in the country where they are produced). 他们生产廉价汽车供国内消费。 ◇ *a domestic flight/route/service* (= to and from places within a country) 国内航班 / 航线 / 运营 SYN INTERNAL → HOME *adj.* (4)
**2** [only before noun] used in the home; connected with the home or family 家用的; 家庭的: *domestic appliances* 家用电器
▸ **domestically** /dəˈmestɪklɪ/ *adverb*: *domestically produced goods* 国货 → GROSS DOMESTIC PRODUCT

**dominant** /ˈdɒmɪnənt; *AmE* ˈdɑːm-/ *adjective*
more important or powerful than other things 首要的; 支配的; 统治的; 占优势的: *The firm has established a dominant market position.* 这家企业已经确立了市场主导地位。 ◇ *There are four dominant players in the banking industry.* 银行业有四家主要银行。 ▸ **dominance** /ˈdɒmɪnəns; *AmE* ˈdɑː-/ *noun* [U]: *They have lost their market dominance.* 他们失去了市场主导地位。

**★dominate** /ˈdɒmɪneɪt; *AmE* ˈdɑːm-/ *verb*
**1** [+ obj *or* no obj] to control or have a lot of influence over sth 支配; 统治; 操纵; 占优势: *The mobile phone market is dominated by a handful of very large companies.* 移动电话市场被少数几个特大公司所支配。 ◇ *a male-dominated industry* (= one in which there are more men than women and they have more influence) 以男性为主的行业
**2** [+ obj] to be the most important or noticeable feature of sth 是某事物最重要或最明显的特色: *an economy dominated by oil exports* 以石油出口为特色的经济
▸ **domination** /ˌdɒmɪˈneɪʃn; *AmE* ˌdɑː-/ *noun* [U]: *companies fighting for domination of the software market* 争夺软件市场主导地位的公司 ◇ *economic/political domination* 经济 / 政治优势

**ˈdomino ef,fect** *noun* [C, usually sing.]
a situation in which one event causes a series of similar events to happen one after the other 多米诺效应; 连锁反应: *Employers fear the strike could cause a domino effect* (= that there will be many other strikes as a result). 雇主们担心这场罢工会引起多米诺效应。

**donate** /dəʊˈneɪt; *AmE* ˈdoʊneɪt/ *verb* [+ obj *or* no obj]
to give money, equipment, etc. to sb/sth to help them 捐赠; 赠送: *They donate 1% of their sales to charity.* 他们将销售额的1%捐赠给慈善事业。 ◇ *The school's computers were donated by IBM.* 这所学校的电脑是由国际商用机器公司捐赠的。
▸ **donation** /dəʊˈneɪʃn; *AmE* doʊ-/ *noun* [C,U]: *They made a €50 000 donation to charity.* 他们向慈善机构捐赠了5万欧元。

**done** /dʌn/ *adjective, exclamation*
• ***adjective***
IDM **a ˌdone ˈdeal** (*especially AmE*) a plan, an agreement or a project that has been completely arranged and agreed 既成事实: *The takeover is not yet a done deal.* 这一收购还没有最后敲定。

• ***exclamation*** (*only used in spoken English* 只用于口语英语) used to show that you accept an offer（表示接受提议）行，好，成交：*'I'll give you $800 for it.' 'Done!'* "我给你出价800元。" "成交！"

**,door to 'door** *adverb*
**1** (*Marketing*) visiting all the homes or offices in an area, especially to try to sell sth（尤指设法推销某物）挨家挨户，上门：*They sell household goods door to door and through catalogues.* 他们通过上门推销和寄送商品目录来销售家用品。
**2** if sth is delivered **door to door**, it is brought directly from the factory or supplier to the customer 送货上门；按户送达：*We deliver door to door anywhere in the US.* 我们送货上门到美国的任何地点。
▸ **,door-to-'door** *adjective* [only before noun]: *a door-to-door salesman/sales force* 上门推销员 / 销售人员 ◇ *door-to-door package delivery* 上门包裹投递

**dormant** /'dɔ:mənt; *AmE* 'dɔ:rm-/ *adjective*
**1** not active or growing now but able to become active or to grow in the future 休眠的；暂停活动的：*a dormant company* 一家暂停经营的公司 ◇ *Inflation has remained dormant.* 通货膨胀保持稳定。
➊ *to* ***be/become/lie/remain/sit*** *dormant* 暂停活动；变得静止不变；潜伏；保持稳定；暂停活动
**2** (about a bank account) that has not been used for a long time（银行账户）休眠的，长时间不用的：*a dormant account* 休眠账户
➊ *to* ***be/become/lie/remain/sit*** *dormant* 休眠；变得不活动；休眠；保持休眠；休眠

**DOS** /dɒs; *AmE* dɑ:s/ *abbr*
(*IT*) **disk operating system** a set of programs that control the way a computer works and runs other programs 磁盘操作系统

**dossier** /'dɒsɪeɪ; *AmE* 'dɑ:s-; 'dɑ:s-/ *noun* [C]
a collection of documents that contain information about a person, an event or a subject 档案；卷宗：*He has prepared a dossier on a number of potential partners.* 他准备了有关多个可能合作伙伴的档案。◇ *a dossier of information* 信息档案 SYN FILE
➊ *to* ***compile/keep/prepare/publish*** *a dossier* 编纂 / 保存 / 准备 / 公布档案

**dot** /dɒt; *AmE* dɑ:t/ *noun* [C]
SEE ALSO: **connect-the-dots**
a small symbol (.) that is used to separate different parts of an email or Internet address（用于分隔电子邮件地址或互联网址不同部分的）小圆点：*Please email us at enquiry@oup.com.* 请发电子邮件到 enquiry@oup.com。 NOTE The email address in this example would be said as 'enquiry at o u p **dot** com'. 这个例子中的电子邮件地址读作 enquiry at o u p dot com。
IDM **on the 'dot** (*informal*) exactly on time or at the exact time mentioned 准时：*The cab showed up on the dot.* 出租车准时到达了。◇ *Please tell him I'll call him on the dot of twelve.* 请告诉他我会在12点整给他打电话。→ idiom at CONNECT

**dotcom** (*also spelled* **dot-com, dot.com**) /,dɒt 'kɒm; *AmE* ,dɑ:t 'kɑ:m/ *noun* [C]
a company that sells goods and services on the Internet, especially one whose address ends '.com'（尤指网址以.com结尾的）网络公司，电子商务公司：*The weaker dotcoms have collapsed.* 实力较弱的网络公司已经倒闭。◇ *a dotcom millionaire* 网络富豪 ◇ *the bursting of the dotcom bubble* (= when many dotcoms failed) 网络泡沫的破灭
➊ *a dotcom* ***business/company/start-up*** 网络业务 / 公司 / 创业 • *the dotcom* ***boom/bubble/collapse/crash*** 网络繁荣 / 泡沫；网络泡沫破灭

**,dot 'matrix ,printer** *noun* [C]
(*IT*) a machine that prints letters, numbers, etc. formed from very small dots 点阵式打印机

**,dotted 'line** *noun* [C] (*informal*)
a line made of dots, especially the place in a legal agreement where you sign your name（尤指法律协议签名处的）点线，虚线 → idiom at SIGN *verb*

**,double 'bind** *noun* [C, usually sing.]
a situation in which it is difficult to choose what to do because whatever you choose will have negative results 进退两难

**,double-'blind** (*also* **,double-'blinded**) *adjective* [usually before noun]
used to describe a type of research that tests the effects of a new product, especially a new medicine. Neither the testers nor the people testing the product know who has received the real product and who has received a substance that does not contain any of it 双盲的（新药品进行实验时，被试者和实验人员都不知道哪些被试者使用了真正的产品，哪些被试者使用了安慰剂）：*a double-blind trial/study* 双盲试验 / 研究 → BLIND TRIAL

**,double-'book** *verb* [+ obj] (*often* **be double-booked**)
to promise the same room, seat, table, etc. to two different people at the same time 重复预定（将同一时间的同一房间、座位、餐桌等预订给两个不同的人）：*I'm afraid that the room has been double-booked.* 恐怕这间房间被重复预定了。→ OVERBOOK ▸ **,double-'booking** *noun* [C,U]

**,double-'check** *verb* [+ obj *or* no obj]
to check sth for a second time or with great care 复查；仔细检查：*I'll double-check the figures.* 我会再次核对这些数字。▸ **,double-'check** *noun* [C]

**,double-'click** *verb* [+ obj *or* no obj]
to press one of the buttons on a computer mouse twice quickly in order to open a computer file, program, etc. 双击（鼠标键）：*Just double-click on the icon to open the file.* 只要双击这个图标即可打开文件。◇ *Double-click the 'My Documents' folder.* 双击"我的文件"文件夹。▸ **,double-'click** *noun* [C]

**,double-declining 'balance ,method** *noun* [sing.]
(*Accounting*) a way of reducing the value of (**depreciating**) an asset in a company's financial records in which the amount taken from the asset's value decreases each year. The value of the asset (its **book value**) is reduced at a fixed rate each year, calculated as the difference between the original value of the asset and its final (**residual**) value, divided by a particular number of years and multiplied by two. 加倍余额递减法；双倍余额递减法 → REDUCING BALANCE METHOD, STRAIGHT-LINE METHOD, SUM OF THE DIGITS METHOD

**,double 'digits** = DOUBLE FIGURES

**,double 'dip** *noun* [C]
a situation where there is a second decrease in prices, the growth of an economy, etc. after a short period of improvement 二次衰退；双底衰退：*The stock market is recovering but the chances of a double dip remain high.* 股市正在复苏，但是发生二次衰退的可能性很高。◇ *a double-dip recession* 二次衰退

**,double-'dip** *verb* [no obj] (**-pp-**) (*especially AmE*) (*informal*)
to obtain two incomes, pensions, etc. in an illegal or unfair way; to be paid twice for sth 领取双份收入（或养老金等）：*He had been double-dipping in that he had claimed a pension while still receiving a salary.* 他非法领取双份收入，在申领养老金的同时还领取薪水。▸ **,double-'dipper** *noun* [C] **,double-'dipping** *noun* [U]

**,double-entry 'bookkeeping** *noun* [U]
(*Accounting*) the usual way of keeping a company's financial records, in which each amount spent, received, etc. is recorded with a credit in one account and a DEBIT in another. For example, if a company paid €1 000 in cash for a new computer, this amount would be recorded as a credit in the cash account and as a debit in an asset account. 复式簿记；复式记账法

**,double 'figures** (*especially BrE*) (*AmE usually* **,double 'digits**) *noun* [pl.]
used to describe a number that is not less than 10 and not more than 99 两位数：*Inflation is in double figures.* 通货膨胀达到了两位数。→ SINGLE FIGURES ▸ **,double-'figure** (*especially BrE*) (*AmE usually* **,double-'digit**) *adjective* [only before noun]: *a double-figure pay rise* 幅度为两位数的薪资上调

**,double in'demnity** *noun* [U,C] (*AmE*)
(*Insurance*) an arrangement in which an insurance company will pay twice the normal amount in particular circumstances, for example if the person who is insured is injured or dies in an accident 双倍赔偿额（在投保人意外伤亡等情况时给付双倍于合同协议赔偿金的保险协议）：*The policy pays double indemnity for accidental death.* 这份保单对意外死亡支付双倍赔偿额。◇ *a double-indemnity clause/policy* 双倍赔偿条款 / 保单

**,double in'surance** *noun* [U,C]
(*Insurance*) a situation in which sb has bought insurance to protect themselves against sth from more than one company 双重保险；重复保险

**,double ta'xation** *noun* [U]
(*Accounting*)
**1** a situation in which sb must pay tax on the same income, etc. to two different governments 双重征税；双重课税：*The two countries have signed a treaty for the avoidance of double taxation.* 这两个国家已签订避免双重征税的条约。◇ *a double-taxation agreement* (= between two countries, so that people living in one and earning money in the other avoid paying tax in both) 避免双重征税协定（避免在一国居住，在另一国挣钱的人在两个国家都纳税的两国间协议）
**2** a situation in which the authorities charge tax twice on the same income, etc. 双重征税：*the double taxation of dividends* (= when a government taxes companies for paying dividends and taxes shareholders for receiving them) 对红利的双重征税（政府对公司支付的红利征税，同时也对股东获得红利时征税）

**,double 'time** *noun* [U]
(*HR*) twice sb's normal pay, that they earn for working at times which are not normal working hours（周末或假日工作的）双倍工资：*We are paid time and a half for extra hours on weekdays and double time for public holidays.* 我们平时加班支付1.5倍工资，公共假日加班支付双倍工资。→ TIME AND A HALF

**,double-'witching** *noun* [U]
(*Stock Exchange*) a situation where people buy and sell more shares, bonds, etc. than normal on a particular day, because sales of two types of OPTIONS OR FUTURES must be completed 双重巫时（期权或期货合约同时到期）：*Friday was a double-witching day, with futures and options expiring.* 周五是一个双重巫时，期货和期权合约同时到期。→ TRIPLE-WITCHING

**,doubtful 'debt** *noun* [C]
(*Accounting*) a debt that is not likely to be paid 呆账：*a provision against doubtful debts* 呆账准备

**dough** /dəʊ; *AmE* doʊ/ *noun* [U] (*slang*)
money 钱：*They made a pile of dough on the deal.* 他们从这笔交易中赚了一大笔钱。

**,Dow 'Jones™** /ˌdaʊ 'dʒəʊnz; *AmE* 'dʒoʊnz/ *noun*
**1** *usually* **the Dow Jones™** (*also* **the Dow™**) [sing.] used to refer to the Dow Jones Industrial Average 道琼斯工业平均指数：*The Dow Jones slipped below the 10 000 level yesterday.* 道琼斯工业平均指数昨天下滑到10 000点以下。◇ *the Dow Jones average/index* 道琼斯工业平均指数
**2** [U] a company in the US that publishes measures (**indexes**) of the share prices of important companies. Its most famous measure is the Dow Jones Industrial Average 道琼斯公司：*the Dow Jones Stoxx Index of shares in European companies* 道琼斯欧洲公司斯托克股票指数 ◇ *Dow Jones Averages™* 道琼斯工业平均指数

**the 'Dow 'Jones In'dustrial 'Average** *noun* [sing.] (*abbr* **DJIA™**)
a measure of the share prices of the 30 most important companies that are traded on the New York Stock Exchange 道琼斯工业平均指数：*By late morning, the Dow Jones Industrial Average was up 57 points to 8 455.* 快到中午的时候，道琼斯工业平均指数上涨了57点，达到8455点。

**'Dow 'Jones in'dustrials** *noun* [pl.]
(*Stock Exchange*) the 30 companies whose share prices make up the Dow Jones Industrial Average; the Dow Jones Industrial Average 构成道琼斯工业平均指数的30家公司；道琼斯工业平均指数：*The Dow Jones industrials fell to their lowest level in 5 months.* 道琼斯工业平均指数跌到了5个月来的最低点。◇ *The Dow Jones industrials climbed above the 9 000 level.* 道琼斯工业平均指数攀升到了9000点以上。

**down** /daʊn/ *adverb, verb, adjective*

• ***adverb*** HELP For the special uses of **down** in phrasal verbs, look at the entries for the verbs. For example, **break down** is in the phrasal verb section at **break**. * down在短语动词中的特殊用法见有关动词词条。如break down在词条break的短语动词部分。

SEE ALSO: **balance carried down, buttoned-~, close-~, completely knocked-~, drop-~, knock-~,** etc.

**1** at a lower level or rate 在低水平；下降：*Prices have gone down recently.* 最近价格下跌了。◇ *Output was down by 20%.* 产量下降了20%。See note at INCREASE

**2** having lost the amount of money mentioned 亏损；赔钱：*At the end of the day we were $200 down.* 一天下来，我们亏损了200元。

**3** if you pay an amount of money **down**, you pay that to start with, and the rest later 付定金；预付：*You can buy this car with no money down.* 你买这辆汽车不用支付任何定金。◇ *a cash-down payment* 现金支付的定金

IDM **be down to sth** to have only a little money left 只剩下（很少的钱）：*I'm down to my last dollar.* 我只剩一个子儿了。→ idiom at CASH *noun*

• ***verb***

IDM **,down 'tools** (*BrE*) (about workers) to stop work; to go on strike （工人）停工，罢工

• ***adjective*** [not before noun] if a computer or a computer system is **down**, it is not working（计算机或计算机系统）崩溃，停机：*The system was down all morning.* 整个上午系统都处于崩溃中。→ DOWNTIME

**downbeat** /'daʊnbiːt/ *adjective*

not feeling much hope about the future 前途无望的；悲观的：*The group remained downbeat about the outlook for next year.* 这个集团对明年的前景依然感到渺茫。◇ *a downbeat assessment of the group's trading prospects* 对这个集团交易前景的悲观评价 OPP UPBEAT

**downgrade** /ˌdaʊn'greɪd/ *verb* [+ obj]

**1** (*Economics*; *Finance*) to give sth a lower grade, value or status 降级；降低（价值或地位）：*They have now downgraded the group's credit rating* (= the group is now less likely to pay its debts). 他们现在已经降低了这个集团的信用评级。◇ *The share price fell after analysts downgraded the stock.* 在分析师降低了对该股票的评级以后，股价下跌了。◇ *The Bank has downgraded its forecast for economic growth.* 英格兰银行调低了其对经济增长的预测。

**2** (*HR*) to give sb a less important job; to make a job less important 使降级；使降职：*They plan to make six managers redundant and downgrade three others.* 他们计划解雇六名经理，另外三名经理将被降职。◇ *Some jobs had gradually been downgraded from skilled to semi-skilled.* 某些工种已逐步从熟练工种降格为了半熟练工种。→ DEMOTE

▸ **downgrade** /'daʊngreɪd/ *noun* [C]: *A credit-rating downgrade could increase borrowing costs for the company.* 信用评级的下降将增加公司的借款成本。◇ *a downgrade from AAA to A* 从AAA降格为A **downgrading** /ˌdaʊn'greɪdɪŋ/ *noun* [U,C] → UPGRADE

**★download** *verb, noun*

(*IT*)

• ***verb*** /ˌdaʊn'ləʊd; *AmE* -'loʊd/ [+ obj *or* no obj] to move data to a smaller computer system from a larger one; to be moved in this way 下载：*data downloaded from the Internet* 从互联网上下载的数据 ◇ *You can look at one site while another is downloading.* 你可以在浏览一个网站的同时从另一个网站下载。 OPP UPLOAD

▸ **downloadable** /ˌdaʊn'ləʊdəbl; *AmE* -'loʊd-/ *adjective*: *The software is downloadable for free on the Web.* 这个软件可以从网上免费下载。

• ***noun*** /'daʊnləʊd; *AmE* -loʊd/

**1** [U,C] the act or process of copying data from a larger computer system to a smaller one（计算机数据的）下载

**2** [C] data copied from a larger computer system to a smaller one 下载的数据：*a popular download from bulletin boards* 公告栏上的热门下载

**downmarket** /ˌdaʊn'mɑːkɪt; *AmE* -'mɑːrk-/ (*AmE also* **'downscale**) *adjective* [usually before noun]

**1** designed for or used by large numbers of customers who have less money; cheap and of poor quality 低档的；价廉质次的：*a downmarket fashion chain* 低档时装连锁店 ◇ *The company is starting to lose its downmarket image.* 这家公司开始失去其面向低端市场的形象。

⊕ *a downmarket **brand/hotel/image/product/store*** 低端品牌 / 酒店 / 形象 / 产品 / 商店

**2** used to describe people who have less money and cannot afford expensive products and services 低收入阶层的：*downmarket customers* 低收入顾客

▸ **,down'market** (*AmE also* **,down'scale**) *adverb*: *To get more viewers the TV station will have to move downmarket.* 为了争取更多的观众，这家电视台不得不转向低端市场。 OPP UPMARKET

**,down 'payment** *noun* [C]

(*Commerce*) an amount of money that is given as the first part of a larger payment when you buy sth over a period of time or invest in sth 定金；首付款：*saving money for a down payment on a house* 为支付购房首付款存钱 ◇ *The company has made a €30 million down payment on developing the new drug.* 这家公司为开发这一新药支付了3000万欧元的首付款。 SYN DEPOSIT → PAY STH DOWN at PAY *verb*

**downscale** /'daʊnskeɪl; ˌdaʊn'skeɪl/ *verb, adjective* (*AmE*)

• ***verb*** [+ obj] to reduce the size or extent of sth 缩减…的规模：*We had to downscale the programme due to lack of funds.* 由于缺乏资金，我们不得不缩减了这一项目的规模。

• ***adjective*** [usually before noun] = DOWNMARKET

**downshift** /'daʊnʃɪft/ *verb* [+ obj *or* no obj]

**1** to change to a job where you may earn less but which puts less pressure on you and involves less stress 放慢节奏（以减轻压力）：*He decided to downshift to spend more time with his family.* 他决定放慢工作节奏，以便多花一些时间与家人在一起。◇ *Since downshifting her career she only works four days a week.* 自从放慢工作节奏以来，她每周只工作四天。

**2** to reduce sth; to become or make sth less active or important 降低：*The union has downshifted its*

*demands.* 工会降低了要求。 ◇ *a downshifting economy* 逐步下滑的经济

▸ **'downshift** *noun* [C,U]: *a career downshift* 工作节奏的放慢 ◇ *the downshift in economic growth* 经济增长的放缓 **'downshifter** *noun* [C] **'downshifting** *noun* [U]

**downside** /'daʊnsaɪd/ *noun*

**1** (*Economics*; *Finance*) [sing.; U] the possibility that sth will decrease in price or value 下降的可能; 下滑趋势: *She claims that there is little downside to the oil price at the moment.* 她声称目前石油价格下跌的可能性很小。 ◇ *The shares carry downside protection.* 这些股票实行了下跌保护。 ◇ *The takeover bid means that there is limited* ***downside risk.*** 这一收购出价意味着下跌风险十分有限。 ◇ *Analysts warn that these stocks could see a further downside* (= decrease in value). 分析师警告说，这些股票的价值可能会进一步下跌。

**2** [C] the disadvantages or less positive aspects of sth 劣势; 缺陷: *The major downside* ***to*** *the new model is that it uses more fuel.* 这一新车型的主要缺陷是耗油量太大。 ◇ *I enjoy the freedom of working from home.* ***On the downside,*** *I miss the contact with colleagues.* 我喜欢在家工作的自由。不足之处是，我没法与同事们接触。

OPP UPSIDE

**downsize** /'daʊnsaɪz/ *verb* [+ obj *or* no obj]

**1** (*HR*) to reduce the number of people who work in a company, business, etc. in order to reduce costs 裁员; 精简: *Several of their smaller offices are being downsized.* 他们的几个小办事处正减员。 ◇ *The company has downsized to eight employees.* 这家公司已经将员工缩减为8人。 ◇ *downsized organizations/workers* 精简过的机构; 裁减后的工人 See note at DISMISS

**2** (*especially AmE*) to make sth smaller; to produce sth in a smaller size 以较小尺寸生产; 缩小产品的尺寸: *downsized cars* 尺寸缩小了的汽车

▸ **'downsizing** *noun* [U,C]: *the downsizing of the manufacturing division* 制造分部精简 ◇ *He lost his job in a corporate downsizing.* 他在公司裁员时失业了。 ◇ *the downsizing of food portions* 食品分配减少

**downstream** /ˌdaʊn'striːm/ *adjective* (*Economics*; *Production*) at a late stage in an industrial or commercial process (产业或商业) 下游的: *downstream activities, such as refining* 诸如提炼等的下游活动 ◇ *They have decided to sell their downstream gas business.* 他们决定出售下游的天然气业务。 OPP UPSTREAM

● *downstream* ***assets/businesses/earnings/operations*** 下游资产 / 业务 / 收入 / 运营

▸ **ˌdown'stream** *adverb*: *Many manufacturers are moving downstream into retailing.* 许多制造商正向下游的零售业转移。

**downswing** /'daʊnswɪŋ/ = DOWNTURN

OPP UPSWING

**downtick** /'daʊntɪk/ (*also* **'minus tick**) *noun* [C, usually sing.] (*both AmE*)

(*Economics*; *Finance*) a small decrease in the level or value of sth, especially in the price of shares (尤指股价的) 小幅度下跌: *a downtick* ***in*** *unemployment/the economy* 失业率 / 经济的小幅度下滑 ◇ *stocks bought* ***on a downtick*** (= when their prices have started to decrease) 价格开始下滑时买入的股票 OPP UPTICK

**downtime** /'daʊntaɪm/ *noun* [U]

**1** (*IT*) the period of time when a machine, especially a computer, is not working and cannot be used (机器，尤指计算机的) 停机时间，停止运行的时间: *A high percentage of system downtime is caused by software failure.* 系统停机大多是由软件故障造成的。 ◇ *The downtime resulted in lost production.* 停机时间导致了产量的损失。

**2** (*Production*) a period of time when a factory is not working, for example because a machine needs to be repaired or there is not enough demand for goods (工厂) 停工期间: *There is scheduled downtime from 5.00 p.m Friday until 8.00 a.m. Monday.* 计划在周五下午5点到周一上午8点停工。

**3** (*especially AmE*) the time when sb stops working and is able to relax 休整时间: *Everyone needs a little downtime.* 每个人都需要一点休整时间。

→ IDLE TIME, UPTIME

**downtown** /ˌdaʊn'taʊn/ *adverb* (*especially AmE*) in or towards the centre of a city, especially its main business area 在市中心; 往市中心: *to go/work downtown* 去市中心; 在市中心工作

▸ **'downtown** *adjective* [only before noun]: *a downtown hotel* 位于市中心的酒店 ◇ *Their headquarters are in downtown Toronto.* 他们的总部位于多伦多市中心。 ◇ *Hong Kong's downtown area* 香港的市中心区 **'downtown** *noun* [U,C] = CENTRE *noun* (3)

**downtrend** /'daʊntrend/ *noun* [sing.] (*especially AmE*)

a situation in which business activity or performance decreases over a period of time 下降趋势: *a global downtrend* ***in*** *the car market* 全球汽车市场的下降趋势 OPP UPTREND

**★downturn** /'daʊntɜːn; *AmE* -tɜːrn/ (*also* **'downswing**) *noun* [C, usually sing.]

a time when an economy, industry, etc. is weaker than normal; a fall in the amount of business that is done (经济、行业等的) 低迷时期，下降趋势，衰退: *There are signs that the economy is recovering from last year's downturn.* 有迹象显示，经济正从去年的低迷态势中复苏。 ◇ *We experienced a sharp downturn* ***in*** *sales last month.* 上个月我们的销售额大幅度下降。

SYN TURNDOWN OPP UPTURN → TURN DOWN at TURN *verb*

● ***a dramatic/prolonged/severe/sharp/steep*** *downturn* 突然的 / 持久的 / 严重的 / 大幅度的 / 急剧的下降 • ***a business/global/market*** *downturn* 业务 / 全球性 / 市场低迷 • *an* ***economic/industry*** *downturn* 经济 / 行业下滑

**dowry** /'daʊri/ *noun* [C] (*plural* **dowries**) (*figurative*)

(used especially in newspapers) an extra amount of money that a company offers in order to encourage another company to agree to a TAKEOVER (= where one company buys another) (尤用于报章) (一家公司为鼓励另一家公司同意被收购而支付的) 额外资金: *The merger has been consummated* (= completed) *with a dowry of more than $8 billion.* 这一兼并在支付了80多亿元

的额外资金后方告完成。 NOTE When journalists use the word **dowry** in this way they are comparing the process of buying a company to getting married. In some cultures, a wife or her family must give money and/or property (a dowry) to her husband when they get married. 记者在这种情境中使用dowry一词时，他们是将购并公司和结婚作比较。在某些文化中，结婚时妻子或其家庭必须给丈夫一笔钱或财产（嫁妆）。

**doz.** *abbr*
a short way of writing **dozen** * dozen的缩写：*price: €8 per doz.* 价格：每打8欧元

**dozen** /'dʌzn/ *noun* [C] (*plural* **dozen**)
SEE ALSO: **half a dozen**
**1** (*abbr* **doz.**) a group of twelve of the same thing 一打；十二个：*two dozen eggs* 两打鸡蛋 **2** a group of approximately twelve people or things 大约十二个人或物；十几个：*several dozen/a few dozen people* 几十个人 → idiom at DIME

**D/P** = DOCUMENTS AGAINST PAYMENT

**dpi** /ˌdi: pi: 'aɪ/ *abbr*
(*IT*) **dots per inch** a measure of how clear the images produced by a printer, SCANNER, etc. are 每英寸点数（打印机、扫描仪等产生的图像清晰程度的度量标准）：*a 600 dpi laser printer* 一台每英寸600点数的激光打印机 → RESOLUTION

**DPS** /ˌdi: pi: 'es/ *abbr*
(*Finance, usually used in written English*) **dividend per share** the amount of profits (the **dividend**) that a company pays to each shareholder 每股红利；每股股息：*a DPS of $2* 每股股息2元

**DR** /ˌdi: 'ɑ:(r)/ = DISASTER RECOVERY, OVERDRAWN

**★draft** /drɑ:ft; *AmE* dræft/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **banker's draft, demand ~, exposure ~, sight ~**
**1** a rough written version of a document that is not yet in its final form 草稿；草案：*the first draft of the report* 报告的初稿 ◇ *The committee has drawn up a draft action plan.* 委员会已经起草了一份行动计划草稿。◇ *a draft agreement/letter* 协议/信件草稿
➊ *to draw up/prepare/produce/write a draft* 起草/准备/创作/撰写草稿 • *an early/the final/latest draft* 早期的/最终的/最新的草案
**2** (*Finance*) a written order to a bank to pay money to sb 汇票：*Please pay by draft or cheque.* 请用汇票或支票付款。◇ *She presented a draft on a bank in New York.* 她提交了一张向一家位于纽约的银行提款的汇票。 SYN BANK DRAFT
● ***verb*** [+ obj] (*also spelled* **draught**, *especially in BrE*) to write the first rough version of a document 起草：*to draft a contract* 起草合同 ◇ *I'll draft a letter and show it to you.* 我起草一封信给你看。
▸ **'drafter** (*also spelled* **draughter**, *especially in BrE*) *noun* [C]：*legal drafters* 法律起草人
PHR V **,draft sb 'in; ,draft sb 'into sth** to choose sb or a group of people and send them somewhere for a special task 征召某人；选拔某人从事某任务：*He has been drafted in to try to repair the group's finances.* 他被挑选来整顿集团的财务。

**drag** /dræg/ *verb, noun*
● ***verb*** (-gg-)
**1** [+ obj] to move some text, an ICON, etc. across the screen of a computer using the mouse（在计算机屏幕上用鼠标）拖动：*Click on the file and drag it across.* 点击文件并将它拖过来。◇ *You can **drag and drop** text between the two windows* (= move it from one window and put it in the other). 你可以在两个窗口之间拖放文本。 → DROP *verb* (4)
**2** [+ obj *or* no obj] (*used with an adverb or a preposition* 与副词或介词连用) to make an economy, a market, etc. decrease in size or grow more slowly; to bring sth to a lower level 使（经济、市场等）缩减，增长放慢，下降：*Low consumer demand is dragging the economy down.* 低迷的消费需求使经济增长放慢了。◇ *Poor sales dragged the firm to a loss of $659 million.* 销售业绩不佳使这家公司亏损了6.59亿元。
**3** [+ obj] (*used with an adverb or a preposition* 与副词或介词连用) to use a lot of effort to make sb/sth go in a particular direction（吃力地）拉，拽：*The store is offering big discounts to drag shoppers in.* 这家商店提供大幅度的折扣以吸引购物者。◇ *These policies are aimed at dragging the country out of recession.* 这些政策旨在将这个国家从衰退中拉出来。
● ***noun*** [C, usually sing.]
SEE ALSO: **fiscal drag**
something that causes an economy, a market, etc. to decrease in size or value or to grow more slowly 拖累；阻碍物：*Rising oil prices are a potential drag on growth.* 日益上涨的油价很可能会拖累经济增长。

**drain** /dreɪn/ *noun, verb*
● ***noun*** [sing.]
SEE ALSO: **brain drain**
**1** a thing that uses a lot of the time, money, etc. that could be used for sth else 消耗；损耗；耗费：*The training programme proved to be a huge drain on the company's resources.* 这项培训计划被证明是对公司资源的巨大耗费。◇ *Our Canadian operations have become a **cash drain**.* 我们的加拿大业务已经成了赔钱的窟窿。
**2** a process by which people with important skills, etc. leave an organization or a place in order to work somewhere else 人才流失：*There has been a drain of top talent from the company.* 已经有高层人才从公司流失。 → idiom at MONEY
● ***verb***
**1** [+ obj] to make sth/sb poorer, weaker, etc. by gradually using up their money, supplies, strength, etc. 使耗尽；使枯竭：*Going into new markets has drained our resources.* 进入新市场耗尽了我们的资源。◇ *The fund has become drained of capital.* 这个基金的资本已经耗尽。◇ *They accuse the government of draining skilled workers from poorer countries.* 他们谴责政府使穷国的熟练工人流失。◇ *Her work has left her physically and emotionally drained.* 她的工作使她身心疲惫。
**2** [no obj] (about money, supplies, strength, etc.) to gradually disappear（金钱、供应、力量等）渐渐消失，耗尽：*The firm's cash started to drain away.* 公司的资金开始枯竭。

**draught, 'draughter** = DRAFT *verb*

**draw** /drɔː/ *verb, noun*

• ***verb*** [+ obj] (**drew** /druː/**drawn** /drɔːn/)

**1** (*Finance*) **draw sth out (of sth)** | **draw sth from sth** to take money from a bank account（从银行账户）提取，支取：*He's gone to the bank to draw out some money.* 他去银行取了些钱。◇ *to draw $500 from/out of an account* 从账户里支取500元 ◇ *You can use your credit card to draw cash from an ATM.* 你可以用信用卡从自动取款机里提取现金。SYN WITHDRAW

**2** (*Finance*) (*often* **be drawn**) to write out a cheque OR BILL OF EXCHANGE 开立（支票或汇票）：*Please draw cheques **in favour of** 'Highland Glassware'.* 请开立一张收款人为 Highland Glassware 的支票。◇ *The cheque was drawn **on** his personal account.* 这张支票由他的个人账户付款。

**3** to receive a regular income or a pension（定期）领取（收入或养老金）：*He draws a €40 000 salary.* 他领取4万欧元的薪水。◇ *The number of people drawing a pension has increased.* 领取养老金的人数在增加。

**4** (*Finance*) = DRAW STH DOWN (FROM STH), DRAW DOWN ON STH

PHR V **,draw sth 'down; ,draw 'down** (*especially AmE*) to reduce a supply of sth that has been created over a period of time; to be reduced 耗费；耗尽：*There are many life events that can unexpectedly draw down savings.* 生活中有许多事情需要意外动用储蓄。◇ *If we don't cut costs, our reserves will draw down.* 如果我们不降低成本，储备将会被耗尽。→ DRAWDOWN (1), DRAW ON/UPON STH **,draw sth 'down (from sth); ,draw 'down on sth** (*especially AmE*) (*BrE usually* **draw**) (*Finance*) to take money from a fund that a bank, etc. has made available 支取；提取：*The company has already drawn down €600 million of its €725 million credit line.* 这家公司已经从其7.25亿欧元的信用额度中支取了6亿欧元。◇ *They can draw down on the loan at any time.* 他们可以随时提取贷款。→ DRAWDOWN (2) **'draw sth from sth** to get sth from a particular source 从…获得；得到：*The country draws most of its revenue from exports.* 这个国家的大部分收益来自出口。**'draw on/upon sth** to start using a supply of sth that has been created over a period of time 利用；动用：*Countries may be forced to draw on their oil reserves.* 各国可能被迫动用石油储备。◇ *I'll have to draw on my savings.* 我将不得不动用存款。→ DRAW STH DOWN, DRAW DOWN **,draw sth 'out** (*Finance*) = DRAW (1) **,draw sth 'up** to make or write sth that needs careful thought or planning 起草；拟定；制定：*to draw up a plan/list/contract* 拟定一份计划 / 清单 / 合同

• ***noun*** [C]

**1** a person, a thing or an event that attracts a lot of people 有吸引力的人或事：*Picture messaging on cellphones will be a big draw for consumers.* 手机彩信对消费者会很有吸引力

**2** [usually sing.] (*especially AmE*) the act of using part of a supply that has been created over a period of time, especially a supply of oil or gas; the amount that is used 动用；利用：*Increased use of oil by refineries accounted for some, but not all, of the **stock draw**.* 炼油厂日益增加的石油用量是动用库存的一个原因，而不是全部原因。

**drawback** /'drɔːbæk/ *noun*

**1** [C] a disadvantage or problem that makes sth a less attractive idea 障碍；缺点：*The main drawback **to** the plan is the cost.* 这一计划的主要缺陷在于成本。◇ *This is the one major drawback of the new system.* 这是新系统的一个主要缺陷。

**2** (*Trade*) [U,C] (*AmE*) = DUTY DRAWBACK

**drawdown** /'drɔːdaʊn/ *noun* [C,U]

**1** the act of reducing a supply of sth that has been created over a period of time; the amount used 消耗；消耗量：*The cold winter has led to a larger-than-expected drawdown on oil stocks.* 寒冷的冬天对石油储备的消耗比预期的要多很多。

**2** (*Finance*) the act of using money that is available to you; the amount used 使用资金；耗费的资金：*a drawdown of cash from the company's reserves* 对公司现金储备的消耗 ◇ *The interest rate is fixed at drawdown.* 使用资金时，利率是固定的。

**drawee** /ˌdrɔː'iː/ *noun* [C]

(*Finance*)

**1** (*also* **,drawee 'bank**) the bank of the person or organization that has written a cheque, which is therefore asked to pay the amount written on it to the person named 受票人；付款人：*The cheque was dishonoured* (= not paid) *by the drawee (bank) because there were insufficient funds in the account.* 这张支票被受票人（银行）拒付，因为账户里没有足够的钱。→ DRAWER, PAYEE

**2** the bank or company that agrees to pay the amount written on a BILL OF EXCHANGE（汇票的）付款人

**drawer** /'drɔːə(r)/ *noun* [C]

SEE ALSO: **refer to drawer**

(*Finance*) a person who writes a cheque or BILL OF EXCHANGE that asks for a payment to be made to sb 出票人；开票人：*Any correction on the cheque must be signed in full by the drawer.* 支票上的任何更改必须由出票人签全名确认。◇ *the drawer of a bill* 票据的出票人 → DRAWEE

**'drawing ac,count** *noun* [C] (*AmE*)

**1** (*Accounting*) an account in which the money that the owners of a company take for their personal use is recorded 提款账户（公司业主提取资金供个人使用的账户）

**2** a company account that a company's SALESPEOPLE can use when they are spending money doing their job 预支账户（公司的销售人员履行职责发生开销时使用的公司账户）

**drayage** /'dreɪɪdʒ/ *noun* [U] (*AmE*)

(*Transport*) the process of moving goods a short distance by lorry/truck; the charge made for this 用货车或卡车运送货物；运送费：*For exhibitors requiring drayage, please ensure that all boxes are packed and ready.* 需要运输的参展商请确保所有的箱子都打包完毕。

**dress** /dres/ *noun, verb*

• ***noun*** [U] clothes for men or women 服装；衣服：*We have a policy of casual dress in the office.* 我们规定在办公室穿便装。◇ *formal business dress* 正式的职业装

• ***verb***

PHR V **,dress 'down** (*often used as an adjective* 常用作形容词) to wear clothes that are more informal than those you usually wear 着便装；

穿着随便：*Staff are allowed to dress down on Fridays.* 职员可在周五着便装。◇ *The company has a* ***dress-down Friday****.* 这家公司的员工周五可着便装。

**'dress code** *noun* [C]
a set of rules that an organization has about what people must or must not wear 着装规范：*The company has an informal dress code.* 这家公司有一个非正式的着装规范。

**drift** /drɪft/ *verb, noun*
• ***verb*** [no obj]
(about a share price, figure, etc.) to change slowly, especially to a lower level and in a way that does not seem to be controlled（股票价格、数字等）略微下浮：*The Nikkei average drifted lower yesterday.* 日经平均指数昨天略微下浮。◇ *Inflation rates have drifted below 2 per cent.* 通货膨胀率略降至2%以下。
⊕ *to drift* ***higher/lower*** 上 / 下浮 • *to drift* ***above/below*** *sth* 浮动到某数字之上 / 之下 • *to drift* ***down/up*** *(by sth)* 下 / 上浮（某数字）
• ***noun*** [sing; U]
SEE ALSO: **wage drift**
a gradual change or development from one situation to another, especially to sth bad; a slow, steady movement from one place to another 逐渐变化；漂流：*a downward drift* ***in*** *inflation* 通货膨胀的缓慢下降 ◇ *a long period of drift or decline in the markets* 市场长时期的缓慢下滑 ◇ *a drift* ***to*** *the cities* 城市化趋势

**drill** /drɪl/ *verb* [+ obj *or* no obj]
to make a deep hole in the ground using a machine, in order to look for valuable natural substances, especially oil or gas 钻探；钻井：*They're drilling* ***for*** *oil off the Irish coast.* 他们正在爱尔兰沿海钻井探油。▶ **'drilling** *noun* [U]
PHR V **,drill 'down** *(IT)* to go to deeper and deeper levels of an organized set of data on a computer or a website in order to find more and more detail 向下钻取（深入计算机数据或网站的更深层次以便找到更多的细节）：*You can view orders by customer and date and then drill down to view individual order details, invoices and payments.* 你可以按顾客和日期查看订单，然后查看每笔订单的细节、发票和付款情况。

**DRIP** /drɪp; ˌdi: ɑ:r aɪ 'pi:/ = DIVIDEND REINVESTMENT PLAN

**'drip ,advertising** *noun* [U]
*(Marketing)* a continuous small amount of advertising for a product over a long period of time 滴水式广告（在相当长的时间内持续做少量广告）

**'drip ,marketing** *noun* [U]
*(Marketing)* the activity of trying to sell products to customers by contacting them often over a long period of time 滴水式营销（在相当长的时间内经常联系顾客以便向他们推销产品）：*an email drip marketing campaign* 电子邮件滴水式营销活动
→ DRIP ADVERTISING

**drive** /draɪv/ *verb, noun*
• ***verb*** [+ obj] **(drove** /drəʊv; *AmE* droʊv/**driven** /'drɪvn/)
**1** *(often* **be driven)** to cause sth; to be the main influence on sth 推动；带动；引起：*Our products are driven by customers' needs.* 我们的产品受顾客需求带动。→ -DRIVEN (1)
**2 drive sth (forward)** to make sth grow stronger, develop or progress 驱使；推动：*Exports have helped to drive economic growth.* 出口有助于推动经济增长。◇ *Profits rose 38 per cent, driven by strong sales in Asia.* 在亚洲强劲销售的推动下，利润上涨了38%。
**3** *(used with an adverb or a preposition* 与副词或介词连用) to force a price, figure, etc. to go up or down or move to a particular level 使（价格、数字等）上升 / 下降；使到达某一水平：*The conflict is driving oil prices higher.* 这一冲突使油价升高。◇ *Management is under pressure to drive down costs.* 管理层迫于压力要降低成本。
**4** to force sb to act in a particular way 迫使；驱使：*Fears about unemployment drove consumers to cut back on spending.* 对失业的担忧迫使消费者削减开支。◇ *You're driving yourself too hard* (= you're making yourself work too much). 你把自己弄得太辛苦了。
IDM **be in the 'driving seat** *(also* **be in the 'driver's seat)** to be the person in control of a situation 做主；掌权；居于控制地位：*The workshop will put you firmly in the driving seat of change in your company.* 这个研讨班将让你充分掌控公司的变化。→ idioms at GROUND *noun*, HARD *adj.*
PHR V **,drive sb/sth 'out (of sth)** to make sb/sth disappear or stop doing sth 驱散；消除；使停止：*The supermarkets are driving small shopkeepers out of business.* 超市正把小店主们挤垮。
• ***noun*** [C]
SEE ALSO: **disk drive, economy ~, flash ~, hard ~, sales ~, tape ~, test ~**
**1** an organized effort by a group of people to achieve sth（团体为达到某一目的而进行的）有组织的努力，运动：*They cut their staff by 400 in a drive to reduce costs.* 他们为削减成本而裁员400人。◇ *a drive* ***for*** *greater efficiency* 为提高效率而开展的运动
⊕ *a* ***cost-cutting/marketing/recruitment*** *drive* 成本削减 / 营销 / 招聘活动
**2** *(IT)* the part of a computer that reads and stores information on disks or tapes（计算机磁盘或磁带等的）驱动器：*a CD-ROM drive* 只读光盘驱动器 ◇ *a DVD drive* 数字光盘驱动器

**'drive-in** *noun* [C]
a place where you can buy food or other goods, watch films/movies, etc. without leaving your car "免下车"购物场所（或电影院、餐厅等）：*We stopped at a drive-in for a hamburger.* 我们在一家免下车餐馆停下来买汉堡包。◇ *a drive-in bank* 一家免下车银行

**★-driven** /'drɪvn/ *combining form (used to form adjectives* 用于构成形容词)
**1** influenced or caused by a particular thing or person（受某事物或某人）影响的，驱动的，导向的：*a customer-driven approach to marketing* 顾客导向营销法 ◇ *a results-driven sales team* 注重结果的销售团队 ◇ *15% of car sales will be Internet-driven by 2005.* 到2005年，汽车销售的15%将由互联网带动。→ DRIVE (1)
**2** (about machines, computer systems, etc.) operated, moved or controlled by a particular

thing（机器、计算机系统等）驱动的：*a petrol-driven engine* 汽油驱动发动机

**driver** /'draɪvə(r)/ *noun* [C]
**1** a person who drives a vehicle 驾驶员；司机：*a bus/cab/truck driver* 公共汽车 / 出租车 / 卡车司机 ◇ *High-risk drivers pay more in insurance premiums.* 高风险驾驶员支付更多的保险费。
**2** an important influence on sth, especially sth that makes it grow, develop or progress 驱动力；推动力：*Consumer spending has been one of the main drivers of economic growth.* 消费开支一直是经济增长的主要驱动力之一。◇ *Technology is a key business driver.* 技术是一种关键的商业推动力。
**3** (*IT*) software that controls the sending of data between a computer and a piece of equipment that is attached to it such as a printer 驱动程序
IDM **be in the 'driver's seat** = BE IN THE DRIVING SEAT at DRIVE *verb*

**'drive-through** (*AmE spelling also* **-thru**, *informal*) *noun* [C] (*especially AmE*)
a restaurant, bank, etc. where you can be served without leaving your car（银行、餐馆等的）免下车服务窗口：*The drive-through is open 24 hours a day.* 免下车服务窗口每天24小时开放。◇ *The bank has a drive-through window.* 这家银行有一个免下车服务窗口。

**'drive time** *noun* [U]
(*Marketing*) a time during the day when many people are driving their cars, for example to or from work, considered to be a good time to put an advertisement on the radio 驾车时间；驾驶高峰（许多人驾车上下班的时间，被认为是做电台广告的最佳时间）▸ **'drive-time** *adjective*: *an ad on a drive-time radio show* 驾驶高峰时间的电台广告

**'drive-up** *noun* [C] (*especially AmE*)
a place at a bank, restaurant, etc. where you can be served without leaving your car（银行、餐馆等的）免下车服务窗口

**'driving force** *noun* [C]
a person or an event with a very strong influence on sth and that causes a big change 驱动力；推动力：*New flavours are a driving force in the soft-drinks trade.* 新口味是软饮料行业的推动力。

**DRM** /ˌdi: ɑ:r 'em/ *abbr*
(*E-commerce*) **digital rights management** actions and devices that are designed to prevent people from illegally copying software or other electronic material from the Internet 数字版权管理：*The songs you purchased are DRM protected.* 你购买的歌曲受数字版权管理的保护。

**drop** /drɒp; *AmE* drɑ:p/ *verb*, *noun*
• ***verb*** (**-pp-**)
**1** [+ obj *or* no obj] to become or make sth weaker, lower or less（使）减弱，降低，减少：*The price of the shares dropped by 14¢.* 股价下跌了14分。◇ *The shares dropped **in price** by 14¢.* 股价下跌了14分。◇ *Inflation dropped 0.5 per cent in November.* 通货膨胀率11月份下降了0.5%。◇ *He had to drop his price by $300.* 他不得不降价300元。
➲ *to drop **dramatically/sharply/slightly/steeply*** 暴 / 猛 / 微 / 骤跌
**2** [+ obj] to not continue with sth; to stop using sb/sth 停止；终止；放弃：*They have dropped their plans to build a new factory.* 他们终止了建设新工厂的计划。◇ *Dropping that supplier was a good decision.* 放弃那位供货商是个明智的决定。
**3** [+ obj] to lose money 亏本；损失钱：*I dropped $3 000 in salary when I changed jobs.* 我换工作时工资少挣了3000元。
**4** [+ obj] to place text, a file, etc. in a particular place on a computer screen by using the mouse button 放（用鼠标将文本、文件等放到电脑屏幕上的特定地方）：*Drag the file and drop it in the recycling bin.* 将这个文件拖放入回收站。→ DRAG *verb* (1)
IDM **,drop the 'ball (on sth)** (*AmE*) (*informal*) to be responsible for sth going wrong or for doing sth badly; to stop taking responsibility for sth 犯错误；失职：*I want to know who dropped the ball on this project.* 我想知道谁把这个项目搞砸了。
→ idiom at BOTTOM
PHR V **,drop a'way** = DROP OFF **,drop 'back (to sth)** to return to a lower level or amount 回落：*The price of gold dropped back to $378 an ounce.* 黄金价格回落到了每盎司378元。**,drop 'off** (*BrE*) (*also* **,drop a'way**, *AmE*, *BrE*) to decrease in level or amount, especially after being high for a long time 下降：*Consumer spending dropped off sharply in February.* 消费开支二月份急剧下降。→ DROP-OFF **,drop 'out (of sth)** to no longer take part in or be part of sth 不再参加；退出：*Some investors want to drop out of the deal.* 某些投资者想退出这笔交易。
• ***noun*** [C, usually sing.]
SEE ALSO: **leaflet drop**
a fall or reduction in the amount, level or number of sth 下降；下跌；减少：*The airline has seen a steep drop **in** ticket sales.* 这家航空公司的机票销售量急剧减少。◇ *Manufacturing activity showed a drop of 1.2% in July.* 生产活动七月份减少了1.2%。◇ *a 15% drop in profits* * 15%的利润下降
➲ *a **big/dramatic/large/sharp/slight/steep** drop* 大跌；急剧 / 大幅度 / 急剧 / 轻微 / 突然下降 • *to **expect/forecast/report/suffer** a drop (in sth)* 预计 / 预测 / 报告 / 遭受（某方面的）下跌

**'drop box** *noun* [C] (*especially AmE*)
a box in which you can safely leave sth for sb to collect later, such as a payment, the keys of a car, etc. 投寄箱；收存箱；保管箱：*Payments made by cheque can be deposited in the drop box.* 用支票付款可以将支票存入保管箱。

**,drop-'dead date** *noun* [C] (*AmE*) (*informal*)
a final date by which sth must be done, especially one fixed in a contract or by someone in authority（尤指合同中或掌权者规定的）最后期限：*We got the job done two hours before the drop-dead date.* 我们比最后期限提前两小时完成这项工作。
→ DEADLINE

**'drop-down** (*also* **'pull-down**) *adjective* [only before noun]
(*IT*) used to describe a list of choices that appears on a computer screen below the place where you click 下拉的：*Choose the 'New picture' option from the drop-down menu.* 从下拉菜单中选择“新建图形”选项。→ POP-UP *adj.*

**'drop-off** *noun*
**1** [C, usually sing., U] a decrease in the level or amount of sth, especially after being high for a

long time 下降；减少；衰弱：*The industry has seen a sharp drop-off in sales.* 这一行业的销售量急剧下降。◇ *We are expecting some drop-off in demand.* 我们预计需求量会出现少许下降。
→ DROP OFF at DROP *verb*
● *a massive/sharp/slight/steep drop-off* 大规模／急剧／轻微／突然下降
**2** [C] the act of delivering sth/sb to a particular place; the place where sb/sth is delivered or the thing or person that is delivered 把（某物／某人）放下；下客处；卸货地：*They've increased the size of the trucks and the number of drop-offs that drivers have to make.* 他们增加了卡车的载重量以及司机必须卸货的次数。→ PICKUP

**'drop ,shipment** *noun*
(*Commerce*; *Transport*)
**1** [U] = DROP SHIPPING
**2** [C] an amount of goods that is advertised and sold by a business but is delivered directly from the producer to the customer 厂家直送；直接运交的货物（企业负责广告和销售，但货物直接从生产商运交给顾客）：*There is an additional charge for each drop shipment.* 厂家每批直送的货物都要额外收费。

**'drop ,shipping** (*also* **'drop ,shipment**, *less frequent*) *noun* [U]
(*Commerce*; *Transport*) an arrangement in which a business advertises and sells goods, but they are delivered directly from the producer to the customer 厂家直送；直接运交（企业负责广告和售货，但货物直接从生产商运交给顾客）：*We offer drop shipping at an additional charge.* 我们提供厂家直接发货服务，需另收费用。▶ **'drop-ship** *verb* [+ obj *or* no obj] (**-pp-**): *We can drop-ship at any location in the US and Canada.* 我们可以从厂家直接发货到美国和加拿大的任何地方。

**drug** /drʌg/ *noun* [C]
**1** a substance used as a medicine or used in a medicine 药；药物：*They are the world's largest drug company.* 他们是世界上最大的制药公司。◇ *a blockbuster drug* (= one that sells very well) 畅销药 ◇ *sales of prescription drugs* (= drugs you can only buy with a written order from a doctor) 处方药销售 → COPYCAT, DRUGMAKER
**2** an illegal substance that people use to give them pleasant or exciting feelings 毒品；麻醉药：*Drugs have been seized with a street value of two million dollars.* 黑市价值二百万元的毒品已被查获。

**drugmaker** (*also spelled* **drug maker**) /'drʌgmeɪkə(r)/ *noun* [C]
a company that manufactures medicines 制药公司

**drugstore** /'drʌgstɔ:(r)/ *noun* [C] (*AmE*)
a shop/store that sells medicines and also other types of goods, for example COSMETICS（兼售化妆品等的）药房；药店

**drum** /drʌm/ *noun*, *verb*
● *noun* [C] a tall metal or plastic container with round ends that is used for oil or chemicals（装油或化学剂的）大桶：*an oil drum* 油桶 ◇ *a 50-gallon drum* 容积为50加仑的桶 → BARREL
—Picture at TRANSPORT
● *verb* (**-mm-**)
PHR V **,drum sth 'up** to try hard to get support or business 尽力争取（支持）；兜揽（生意）：*They are running promotions to try to drum up support for the product.* 他们正在搞促销活动以努力争取对这一产品的支持。
● *to drum up business/interest/support* 努力争取生意／利益／支持

**,drum-'buffer-rope** *adjective* [only before noun] (*abbr* **DBR**)
(*Production*) using a method of planning a production process which makes sure that there is always an efficient flow of work by considering possible problems and delays 鼓-缓冲-绳法的；限制驱导式现场排程法的（一种对生产过程进行计划的方法，考虑到可能的问题和延误之后，确保工作的流程有效）
● *a drum-buffer-rope system/technique/model* 限制驱导现场排程法制度／技巧／模型 ◆ *drum-buffer-rope production management/scheduling* 限制驱导现场排程法生产管理／调度

**dry** /draɪ/ *verb* (**dries, drying, dried, dried**)
PHR V **,dry 'up** if a supply of sth **dries up**, there is gradually less of it until there is none left 耗尽；枯竭：*Their sources of finance are drying up.* 他们的资金来源越来越少。◇ *Manufacturers have suffered as orders have dried up.* 由于订单越来越少，制造商日子难熬。

**,dry 'cargo** *noun* [U]
(*Transport*) goods that are not liquid that are transported on ships, especially goods that are transported in large quantities, such as coal, wood, metals, etc. 干货（用轮船运输的非液体货物，尤指煤炭、木头、金属等大宗货物）：*The port handles both containerized and dry cargo.* 这个港口同时处理集装箱货物及干货。◇ *a dry-cargo vessel/ship* 干货轮船／船

**'dry goods** *noun* [pl.]
**1** (*Trade*) (*also* **'dry com,modities**) goods such as coffee, sugar, cloth, etc. that are not liquid and must be kept in dry conditions 干货（如咖啡、糖、布料等必须储存在干燥地方的非液体货物）→ WET GOODS
**2** (*Commerce*) (*AmE*) goods such as cloth and things that are made out of cloth, materials for sewing, etc. 纺织品 → SOFT GOODS

**'dry lease** *noun* [U,C]
an arrangement that allows a company to use another company's aircraft, but not people to fly them, for a period of time 干租赁（不包括机组人员的转机安排）

**'dry spell** *noun* [C]
(*Stock Exchange*) a time when there is little buying or selling or business activity 交易清淡的时期：*a two-month dry spell in the IPO market* 新股上市市场为期两个月的交易清淡期

**DSL** /,di: es 'el/ *abbr*
(*IT*) **digital subscriber line** a telephone line which can carry data, for television, video and Internet access, at high speed 数字用户专线 → ADSL

**DSR** /,di: es 'ɑ:(r)/ = DEBT SERVICE RATIO

**DSS** /,di: es 'es/ = DECISION SUPPORT SYSTEM

**DTC** /,di: ti: 'si:/ = DIRECT-TO-CONSUMER

**DTI** /,di: ti: 'aɪ/ = DEPARTMENT OF TRADE AND INDUSTRY

**DTP** /,di: ti: 'pi:/ = DESKTOP PUBLISHING

**dual** /'dju:əl; *AmE* 'du:əl/ *adjective* [only before noun]
having two parts or aspects 两部分的；双重的；双的：*She has taken on the dual role of chairman and chief executive.* 她兼任董事长和总经理的双重角色。◇ *The rooms serve a dual purpose as offices and small meeting rooms.* 这些房间有两个用途，既做办公室也做小型会议室。

**,dual ca'reer** *noun* [C, usually pl., U]
**1** the situation when a husband and wife or other couple both have careers 双职工：*couples trying to manage dual careers and children's activities* 努力做好各自的工作并照顾好孩子的双职工夫妻 ◇ *dual-career families/couples* 双职工家庭 / 夫妻 **2** the situation when one person has two careers 双重职业

**,dual 'currency** *noun* [C,U]
(*Economics*) when two valid currencies are used for accounts, trading, etc. 双重货币；双币：*a dual currency system in which sterling and the euro operate alongside each other* 同时使用英镑和欧元的双重货币体系

**,dual e'conomy** *noun* [C]
(*Economics*) an economy that has two clearly different parts 二元经济：*We have the problems of managing a dual economy, where manufacturing output is at record lows but the service sector output was up almost 4.5 per cent last year.* 我们存在着管理二元经济的问题，即制造业产出创新低，但服务部门产出去年提高了近4.5%。

**,dual-listed 'company** *noun* [C] (*abbr* **DLC**)
(*Stock Exchange*) a business that is made of two companies whose shares are traded on stock exchanges in different countries 两地上市公司；双重上市公司（由两家公司组成的一家企业在不同国家的股票交易所交易）：*The dual-listed company will be traded in London and New York.* 这家双重上市公司将在伦敦和纽约上市交易。

**,dual 'listing** *noun* [C]
(*Stock Exchange*) a situation in which a company sells its shares on two different stock exchanges; the shares that are sold in this way 两地上市；双重上市（某公司在两家不同的股票交易所出售股票）：*The company is seeking a dual listing in London and Dublin.* 这家公司正寻求在伦敦和都柏林双重上市。▸ **,dual-'listed** *adjective*：*dual-listed stocks* 双重上市的股票

**,dual 'pricing** *noun* [U]
**1** (*Economics*) the act of selling the same goods or services for different prices in different markets 双重定价（在不同的市场以不同的价格出售相同的产品或服务）：*Dual pricing sets different prices for domestic markets and export markets.* 双重定价为国内市场和出口市场制定不同的价格。**2** (*Finance*) when there is one price for people who are selling sth, such as shares, and a different, higher one for people who are buying 双重定价（为出售股票等的销售者制定一种价格，同时为购买者制定另一种较高的价格）：*Unit Trusts often operate a dual-pricing system.* 单位信托基金经常运用双重定价制度。**3** (*Commerce*) when prices are given in two different currencies 双币标价：*Retailers were told to stop using dual pricing—in euros and pounds.* 零售商被要求停止用欧元和英镑双币标价的做法。

**,dual-'purpose** *adjective*
that can be used for two different purposes 双重目的的；两用的：*a dual-purpose vehicle* (= for carrying passengers or goods) 客货两用汽车

**,dual 'sourcing** *noun* [U]
(*Production*) when a company, especially a manufacturer, buys its supplies of a particular product from two different suppliers 双重采购（尤指制造商从两家不同的供货商采购）：*A strategy of dual-sourcing can be expensive, but there is less risk of having a shortage of materials.* 双重采购战略可能花费不菲，但原材料短缺的风险较小。▸ **,dual-'source** *verb* [+ obj or no obj]

**dud** /dʌd/ *noun* [C]
a thing that is useless, especially because it does not work correctly or provide any benefit 没用的东西；废物：*What we thought was a good investment turned out to be a dud.* 我们原以为是个好的投资项目，结果证明无利可图。▸ **dud** *adjective* [only before noun]：*a dud cheque* (= written by sb who has not enough money in their bank account) 空头支票

**due** /dju:; *AmE* du:/ *adjective*
SEE ALSO: **past due**
**1** [not usually before noun] (about a payment or debt) that must be paid immediately or at the time mentioned（付款或债务）到期的：*Payment is due on 1 October.* 付款到期日为10月1日。◇ *The company has $9 billion in debt coming due this year.* 这家公司今年有90亿元的债务到期。◇ *If you miss a repayment the full amount of the loan becomes due and payable.* 如果你不按期还款，则必须偿还到期的全额贷款。
● *a payment, etc.* **becomes/comes/falls/is** *due* 付款等到期 **2** [not before noun] arranged or expected 预定的；预期的；预计的：*The committee is due to meet on Tuesday.* 委员会预定周二开会。◇ *The pipeline is due for completion in January 2006.* 这条管道预计2016年1月份完工。**3** [not before noun] owed sth; deserving sth 应有的；应得到的：*I'm still due 15 days' leave.* 我还应该有15天的假期。◇ *She's due for promotion soon.* 她马上就要晋升了。→ DUES
IDM **in ,due 'course** at the right time and not before 及时地；在适当的时候：*Your request will be dealt with in due course.* 你的请求将在适当的时候予以处理。**in ,due 'form** (*Law*) in the legally correct way 正式；照例：*Applications for funding must be submitted in writing in due form.* 拨款申请必须按规定格式以书面形式递交。

**'due bill** *noun* [C] (*AmE*)
a document that shows what sb owes 借据
SYN IOU

**'due date** *noun* [C, usually sing.]
the date on or by which sth, especially an amount of money, is owed or expected（尤指欠款的）到期日：*If payment is not made by the due date, 10% will be added to the bill.* 如果到期不付款，还款金额将增加10%。

**ˌdue ˈdiligence** *noun*
**1** [U] the process of taking great care in doing sth or deciding sth, especially in buying or selling sth （尤指买卖某物时）谨慎处理：*We try to exercise due diligence in selecting employees.* 我们在选择雇员时尽量小心谨慎。◇ *She believes brokers are not doing enough due diligence on investment funds.* 她认为经纪人对投资基金没有很好地恪尽职守。
➊ ***to act with/conduct/do/exercise/undertake due diligence*** 恪尽职守；谨慎处理
**2** (*Law*) [U,C] a process in which sb examines the financial records, documents, etc. of a business in order to decide whether they want to buy it and how much money to offer （对某公司财务记录、单据等的）尽职调查；严格评估：*The deal is subject to due diligence.* 这笔交易须接受尽职调查。◇ *An exact sale price will be set after a due diligence is completed in May.* 五月份尽职调查结束，公司之后将制定确切的销售价格。◇ *doing due diligence on a company* 对某公司进行尽职调查
➊ ***to carry out/complete/conduct/do/undertake*** (*a*) ***due diligence*** (***on sth***) （对某事物）执行／完成／实施／进行尽职调查 • ***a due diligence exercise/procedure/process*** 尽职调查活动／程序／过程

**dues** /djuːz; *AmE* duːz/ *noun* [pl.]
**1** money that you pay regularly to belong to an organization, especially a union （尤指工会）会费：*paying union dues* 交纳工会会费
**2** (*Commerce*; *Production*) orders accepted for goods that cannot be supplied immediately 欠货订单：*When the new stock arrives all dues will be given priority.* 当新货到达时，所有欠货订单都将获得优先供货。
**3** (*Transport*) money that the owner of a ship pays for using a port 码头费；船坞费：*Dock dues are charged for each ton of cargo shipped.* 对已装运的货物按吨计收码头费。

**dummy** /ˈdʌmi/ *noun*, *adjective*
• ***noun*** [C] (*plural* **dummies**)
**1** a thing that seems to be real but is only a copy of the real thing 仿制品；仿造物：*The bottles of perfume on display are all dummies.* 陈列的瓶装香水都是仿制品。→ MOCK-UP
**2** a model of a person, used especially when making clothes or for showing them in a shop window （尤指用于缝制服装或在橱窗中陈列的）人体模型：*clothes displayed on dummies* 用人体模型展示的服装
• ***adjective*** [only before noun]
**1** made to look real, or used instead of sth real 虚拟的；假的；虚构的：*a dummy edition of the newspaper* 报纸样本 ◇ *I put dummy numbers in the spreadsheet when I didn't know the real figures.* 当我不知道实际的数字时，我将假数字输入电子表格。
**2** created to deceive people, especially about where money came from or who it was paid to 挂名的：*He set up a dummy company through which stolen funds were passed.* 他开设了一家挂名公司作洗赃款之用。

**dump** /dʌmp/ *verb* [+ obj]
**1** to get rid of sth you do not want, especially in a place which is not suitable （尤指在不合适的地方）丢弃，扔掉，倾倒：*Too much toxic waste is being dumped at sea.* 太多的有毒废料被倾入大海。◇ *dumped cars/PCs* 废弃的汽车／个人电脑
**2** to sell sth that is not worth keeping, especially in large quantities and at low prices （尤指数量大、价格低的货物）抛售：*Worried investors dumped 8 million shares in the company at just 40¢ each.* 忧心忡忡的投资者们以每股仅40分的价格抛售掉800万股该公司的股票。
**3** (*Economics*) to sell your goods in another country at very low prices, with the result that local companies cannot compete fairly 倾销：*They claim the company is dumping fish in the US at below fair prices.* 他们声称这家公司在美国以低于公平价格倾销鱼。
**4** to get rid of sb/sth that is no longer useful or helpful 抛弃（某人）；扔掉（某物）：*They have dumped the firm as their auditors.* 他们不再聘请这家公司做审计工作。◇ *They dumped the 'BakeMax' name in favour of 'Jo's Bakery Supplies'.* 他们放弃了BakeMax这一名称而使用Jo's Bakery Supplies。
→ DUMPING

**ˈdump bin** (*BrE*) (*also* **dis'play bin**, *AmE*, *BrE*) *noun* [C]
(*Marketing*) a container like a box in a shop/store for displaying goods, especially goods whose prices have been reduced 促销箱；抛售箱
—Picture at STORE

**dumping** /ˈdʌmpɪŋ/ *noun* [U]
SEE ALSO: **anti-dumping**
**1** (*Economics*) the practice of selling large amounts of goods in a particular country at prices that are unfairly low 倾销：*They claim the dumping of steel below the cost of production is harming the domestic industry.* 他们声称以低于生产成本的价格倾销钢铁的做法正对国内行业造成伤害。
**2** the act of getting rid of sth you do not want, especially dangerous substances （尤指危险物质的）倾倒，倾卸：*a ban on the dumping of radioactive waste at sea* 向海里倾倒放射性废料的禁令

**ˈdumping ground** *noun* [C, usually sing.]
a place where sth that is not wanted is **dumped** 垃圾倾倒场：(*figurative*) *Auction houses are being used as a dumping ground for used or out-of-date PCs.* 拍卖行被当作处理二手或老式个人电脑的市场。

**Dumpster™** /ˈdʌmpstə(r)/ = SKIP —Picture at TRANSPORT

**ˈDUNS™ ˌnumber** /dʌnz/ *abbr* **Data Universal Numbering System number**
a unique number given to a business by D&B™, that is used to identify an individual business 邓氏编码（由邓白氏公司分配给企业的用于识别企业的独一无二的全球编码）

**duopoly** /djuːˈɒpəli; *AmE* duːˈɑː-/ *noun* [C] (*plural* **duopolies**)
(*Economics*) a situation in which an industry is controlled by two companies; the two companies themselves （对某一行业的）双头垄断，两强垄断：*The two companies have a duopoly in the heavy aircraft market.* 这两家公司对重型飞机市场实行了双头垄断。◇ *The business is one half of a duopoly.* 这家企业是两强垄断中的一强。
→ MONOPOLY

**★duplicate** *verb, adjective, noun*

• ***verb*** /'dju:plɪkeɪt; *AmE* 'du:-/ [+ obj]

**1** (*often* **be duplicated**) to make an exact copy of sth 复制；复印：*a duplicated form/letter* 复制的表格；复印的信件

**2** to do sth again, especially when it is unnecessary（尤指不必要的）重复：*The two departments are duplicating each other's efforts.* 这两个部门互相重复对方的工作。

▸ **duplication** /ˌdju:plɪ'keɪʃn; *AmE* ˌdu:-/ *noun* [U,C]

• ***adjective*** /'dju:plɪkət; *AmE* 'du:-/ [only before noun] exactly like sth else; made as a copy of sth else 完全一样的；复制的；副本的：*Make sure you keep a duplicate copy of the letter.* 务必保留信件的副本。◇ *a duplicate invoice* 发票副联

• ***noun*** /'dju:plɪkət; *AmE* 'du:-/ [C] one of two or more things that are the same in every detail 完全一样的东西；副本；复制品：*Is this a duplicate or the original?* 这是副本还是正本？ SYN COPY

IDM **in duplicate** (about documents, etc.) as two copies that are exactly the same in every detail（文件等）一式两份：*The form must be completed in duplicate.* 这份表格一定要一式两份填写。

→ TRIPLICATE

**durable** /'djʊərəbl; *AmE* 'dʊr-/ *adjective*

SEE ALSO: **consumer durables, consumer non-~s, semi-~**

likely to last for a long time without breaking or getting weaker 耐用的；持久的：*durable plastics/fabrics* 耐用塑料 / 织物 ◇ *He claims their software is more durable and reliable.* 他声称他们的软件更加耐用可靠。◇ *creating a durable economy* 建立持久发展的经济 OPP NON-DURABLE ▸ **durability** /ˌdjʊərə'bɪləti; *AmE* ˌdʊr-/ *noun* [U]：*She doubts the durability of the economic recovery.* 她对经济复苏的持久性表示怀疑。

**'durable goods** (*also* **'hard goods**) = CONSUMER DURABLES

**durables** /'djʊərəblz; *AmE* 'dʊr-/ = CONSUMER DURABLES

**duress** /dju'res; *AmE* du-/ *noun* [U]

(*Law*) threats or force that are used to make sb do sth 胁迫；强迫：*She claims the payment was made **under** duress.* 她声称她是被迫付款的。

**ˌDutch 'auction** *noun* [C]

**1** (*Commerce*) a type of **auction** in which the price of the item being sold is gradually reduced until sb offers to buy it 荷兰式拍卖，降价拍卖，自助落价拍卖（所拍卖物品逐渐减价直到有人购买为止的一种拍卖类型）

**2** (*Commerce*) (*also* **ˌuniform 'price ˌauction**) a way of selling a number of similar items in which people offer to buy a particular number at a particular price. The seller accepts as many of the highest offers as are needed to sell all the items and the selling price is set at the price of the lowest successful offer 荷兰式拍卖销售法（一种向人们推销同类商品的方法。买方报出愿意在特定价格下买入的数量。卖方接受能够把所有商品卖出的最高价格，最终售价确定为最低的成功出价）：*The company is selling $1.5 million of bills in a Dutch auction.* 这家公司以荷兰式拍卖法出售150万元的票据。◇ *He believes a Dutch auction achieves fairer results than a traditional IPO.* 他相信荷兰式拍卖法比传统公开募股的结果更为公平。

**3** (*Finance*) in the US, a method by which a company can buy back shares from its shareholders. Shareholders offer to sell a particular number of shares to the company at a particular price, which they choose from a range of prices that the company sets. The company then accepts as many of the highest offers as are needed to reach the number of shares it wants to sell. The buying price is set at the price of the lowest successful offer. 荷兰式拍卖（美国公司回购自己发行的股票的一种方法。股东们从公司确定的一系列价格中选择以特定价格销售特定数量的股票。公司接受尽可能多的高价以达到其要出售的股票数量。买入价确定为最低的成功出价）

**dutiable** /'dju:tiəbl; *AmE* 'du:-/ *adjective*

(*Trade*) (about goods brought into a country) on which tax (**import duty**) must be paid（进口货物）应纳关税的：*dutiable goods/imports* 应税货物 / 进口货物 ◇ *If the parcel contains items that are dutiable you must complete a customs form.* 如果包裹内含有应税物品，你必须填写报关单。

**★duty** /'dju:ti; *AmE* 'du:ti/ *noun* (*plural* **duties**)

SEE ALSO: **countervailing duty, customs ~, death ~, discriminating ~, heavy-~, import ~, light-~,** etc.

**1** (*Economics*; *Trade*) [C,U] a tax that you pay on things that you buy, especially those that you bring into a country 税；（尤指进口货物交纳的）关税：*They have put higher duties on steel imports.* 他们对进口钢铁征收较高的关税。◇ *$500 m was paid to the government in duty.* 政府征收了5亿元的关税。◇ *There is no increase in the duty on fuel.* 燃油税没有提高。

**2** [U] the work that is your job 上班；值班：*Report for duty at 8 a.m.* 早上8点上班报到。◇ *I'm on night duty this week.* 我本周值夜班。

**3 duties** [pl.] tasks that are part of your job 职责；任务：*Your duties will include setting up a new computer system.* 你的职责将包括建立一个新的计算机系统。

**'duty diffe,rential** *noun* [C]

(*Economics*)

**1** a difference in the rate of tax that is charged on two similar types of imported goods or materials 税率差距（对两种相似的进口货物或原材料征税时的税率差别）：*There is a huge duty differential between crude (65%) and refined oils (92.5%).* 原油（65%）和精制油（92.5%）之间存在着巨大的税率差距。

**2** a difference in the rate of tax that one country charges on particular imported goods compared to another country 关税税率差距（两国对同一种进口货物征税时的税率差异）：*The duty differential between the UK and France has led to smuggling of alcohol and cigarettes.* 英国和法国的关税税率差距导致了酒和香烟的走私。

**ˌduty 'drawback** (*AmE also* **'drawback**) *noun* [U,C]

(*Trade*) all or part of a tax paid on imported goods that is paid back when the goods are exported again or used to make new goods for export 退税（进口货物再出口或加工时全部或部分退还的关税）：*Exporters can now claim duty drawback on*

*locally purchased raw materials.* 出口商现在可对当地采购的原材料申请退税。

**,duty-'free** *adjective, noun*

• ***adjective***

(*Trade*) used to describe goods that can be brought or sent into a country without paying tax on them 免关税的: *duty-free cigarettes/alcohol* (= bought at an airport, etc.) (在机场等地购买的) 免税香烟 / 酒 ◇ *Under the scheme, imports of farm products from the area will be made duty-free.* 根据这项计划，从这一地区进口的农产品将享受免税待遇。 ◇ *Duty-free exports to the US grew by 83%.* 对美国的免税出口增长了83%。

▸ **,duty-'free** *adverb*: *They can sell some goods into the US market duty-free.* 他们可以将某些货物免税销往美国市场。

• ***noun*** (*plural* **duty-frees**) (*informal*)

**1** [U; pl.] (*BrE*) goods that can be brought into a country without paying tax on them 免税商品: *We bought a load of duty-frees at the airport.* 我们在机场买了许多免税商品。

**2** [C] = DUTY-FREE SHOP

**,duty-'free shop** (*also* **,duty-'free**) *noun* [C]

a shop/store in an airport or on a ship, etc. that sells goods such as cigarettes, alcohol, jewellery, etc. without tax on them (机场内或船上等的) 免税商店

**,duty-'paid** *adjective* [usually before noun]

(*Trade*) used to describe goods being imported on which taxes have been paid 完税的: *There are no limits on the import of duty-paid goods, if they are for personal use.* 已完税的货物如果供个人使用则无任何进口限制。

**DVD** /,di: vi: 'di:/ *noun* [C]

a disk on which large amounts of information, especially photographs and video, can be stored, for use on a computer or **DVD-player** 数字影碟; 数字 (多功能) 光碟: *a DVD-ROM drive* 数字只读光盘存储驱动器 **NOTE** **DVD** is short for 'digital videodisc' or 'digital versatile disc'. * DVD是digital videodisc或digital versatile disc的缩写。

**'dwell time** *noun* [U,C]

**1** (*Marketing*) the amount of time that people spend at a shop/store, website, etc. or looking at sth such as a piece of advertising (在商店、网站等处的) 逗留时间: *The site gets over 10 000 visitors a month and the average dwell time is 12 minutes.* 这个网站每月的访问量超过1万人次，平均逗留时间是12分钟。 ◇ *Dwell time at the tills is longer than in the aisles.* 顾客在收银台停留的时间要比在货架间逗留的时间长。

**2** (*Production*) the amount of time that sth spends in a particular stage of a process (生产过程的) 停留时间，停顿时间

**dwindle** /'dwɪndl/ *verb* [no obj]

to become gradually less or smaller (逐渐) 减少，变小: *dwindling audiences/profits/supplies* 越来越少的观众 / 利润 / 供货量 ◇ *Jobs in the clothing industry have dwindled from about 500 000 to 175 000.* 服装业的工作岗位已从大约50万个减少为17.5万个。

**dwt** *abbr*

(*Transport*) a short way of writing **deadweight** or **deadweight tonnes/tonnage** * deadweight 或 deadweight tones/tonnage 的缩写: *14 vessels were over 175 000 dwt.* * 14条轮船的载重量超过17.5万吨。

**dynamic** /dar'næmɪk/ *adjective, noun*

• ***adjective***

**1** always changing; always adapting to new circumstances and making progress 动态的; 发展变化的: *It's difficult to set prices in such a dynamic market.* 在这个瞬息万变的市场中制定价格是十分困难的。 OPP STATIC

**2** having a lot of energy and a strong personality 充满活力的; 精力充沛的: *a dynamic boss* 精力充沛的老板

• ***noun***

**1 dynamics** [pl.] the way in which people or things behave and react to each other in a particular situation (人或事物) 相互作用的方式，动态: *group dynamics* (= the way in which members of a group react to each other) 成员的互动 ◇ *Market dynamics are working in the company's favour.* 市场动态正在向有利于公司的方向发展。

**2** [sing.] a force that produces change, action or effects 动力: *a changing dynamic in the communications industry* 通信业中变化的动力

# E e

**★e-** /iː/ *combining form* (*used to form nouns and verbs* 用于构成名词和动词)
**1** connected with the use of electronic communication, especially the Internet, for sending information, doing business, etc. 电子的；网络的：*e-banking* 电子银行 ◇ *e-marketing* 电子营销 ◇ *an e-poll* 电子投票；网上调查 ◇ *Last year our e-sales totalled $91 billion.* 我们去年的网络销售总额为910亿元。
**2** stored in electronic form on a disk, MICROCHIP, etc. 电子形式的：*an e-book/e-document* 电子图书/文件 ◇ *e-money* 电子货币

**ea.** *abbr*
a short way of writing **each**, used especially when giving prices * each 的简写（尤用于表示价格）：*T-shirts €20 ea.* 每件T恤衫20欧元

**Eagle** /ˈiːgl/ (*also* **A,merican 'Eagle**) *noun* [C]
in the US, a coin made from gold, silver or PLATINUM that you can buy as an investment（作为投资的）金币、银币或白金币：*Statistics from the US Mint indicate strong sales of Silver Eagles.* 美国铸币厂的统计表示银币销售势头强劲。◇ *an American Eagle gold coin* 美国鹰徽金币

**EAI** /ˌiː eɪ ˈaɪ/ = ENTERPRISE APPLICATION INTEGRATION

**E&OE** *abbr*
(*Commerce*) **errors and omissions excepted** written in a document, for example a list of prices, to show that the writer is not responsible for any mistakes it contains, nor for leaving out any information 错漏不在此限（写在价目单等单据上，表明填发单据的人对错漏不负责任）：*All prices are correct as of today's date, E&OE.* 今日所有价格都是正确的，错漏不在此限。

**EAP** /ˌiː eɪ ˈpiː/ = EMPLOYEE ASSISTANCE PROGRAMME, EMPLOYMENT ASSISTANCE PROGRAMME

**EAR** /ˌiː eɪ ˈɑː(r)/ *abbr*
(*Finance*) **effective annual rate** the amount of interest paid in one year for borrowing money compared with the amount of money borrowed, used when interest is normally paid more often than once a year; the amount of interest received from money invested 实际年利率（一年需支付的利息额与贷款本金的比率，常用于利息分次支付的情况下）：*Interest is charged at an EAR of 10%.* 按10%的实际年利率收取利息。→ APR

**early** /ˈɜːli; *AmE* ˈɜːrli/ *adjective* (**earlier, earliest**)
**IDM** **at your earliest con'venience** (*only used in written English* 只用于书面英语) as soon as possible 尽快；尽早：*Please telephone at your earliest convenience.* 请尽早打电话。

**,early a'dopter** *noun* [C]
(*Marketing*) a person or an organization that starts using a new product, especially a new piece of technology, as soon as it becomes available（新产品特别是新技术的）早期采用者：*The company was an early adopter of the new technology.* 这家公司是这项新技术的早期采用者。

**,early ma'jority** *noun* [sing.]
**1** (*Marketing*) the group of customers who will start to use a new product once some people (**early adopters**) have tried it and shown it is successful, but before many other people use it 早期大多数（在早期采用者试用新产品并证明其成功之后才开始使用新产品的顾客群）
**2** (*HR*) the people in an organization who start to use a new method, process or system after some people in the organization have tested it, but before many others 早期大多数（机构中一些人测试过新的方法、程序或系统之后才开始使用的人，但比许多其他人都要早）
→ LATE MAJORITY

**,early re'tirement** *noun* [U]
(*HR*) the act of stopping work before the usual age 提前退休：*The chief executive took early retirement for health reasons.* 总裁因健康原因提前退休了。

**'early-stage** *adjective* [only before noun]
used to describe sth that is being developed or that began not very long before 早期的：*Several early-stage products have been dropped.* 一些早期的产品已被剔除。◇ *investing in small, early-stage companies* 投资于小型的创业公司

**,early-stage 'financing** *noun* [U]
(*Finance*) the first stages of investment in a young company, including START-UP investment, SEED money and FIRST-ROUND FINANCING 早期融资（对年轻公司的第一期投资，包括创业投资、种子基金和第一轮融资）

**earmark** /ˈɪəmɑːk; *AmE* ˈɪrmɑːrk/ *verb* [+ obj] (*usually* **be earmarked**)
to decide that sth will be used for a particular purpose; to state that sth will happen to sb/sth in the future 指定…作特定用途；预先安排、确定（未来发生的事情）：*The factory has been earmarked for closure.* 这家工厂已被指定关闭。◇ *They earmarked €8 million of their budget for new stores.* 他们在预算中特别拨出800万欧元用于开新店。◇ *He has been earmarked to take over as president.* 他已被指定接任董事长一职。

**★earn** /ɜːn; *AmE* ɜːrn/ *verb*
**1** [+ obj *or* no obj] to get money for work that you do 挣得；赚取；挣钱：*She earned about €40 000 last year in pay and bonuses.* 她去年的工资和奖金加起来大约4万欧元。◇ *You will earn a basic salary of $2 000 a month.* 你的底薪是每月2000元。◇ ***He earns a living*** *from selling second-hand books.* 他靠销售二手书为生。◇ ***She must earn a fortune*** (= earn a lot of money)*!* 她一定发了大财！◇ *I only have to pay back the loan when I start earning.* 只有当我开始赚钱时，才需要偿还贷款。
**PHR** *to earn a* ***fee/an income/a salary/wage*** 赚取费用/收入/薪金/工资 • *to earn* ***money*** 赚钱 • *to earn a* ***bonus/raise/rise*** 赚取奖金；获得提薪
**2** [+ obj] to obtain money from business activities（从商业活动中）盈利，赚钱：*In the last quarter the company earned $1.16 billion, or 47 cents a*

*share.* 这家公司在最后一个季度盈利11.6亿元，或每股赚了47分。 ◇ *The firm earns most of its money **from** renting out property.* 这家公司的大部分收入来自出租房产。 ◇ *There are special tax rates on income earned from exports.* 对出口收入使用特殊税率。

➊ *to earn an **income/a profit/return*** 赚取收入／利润／收益 • *to earn **income/money/profits/revenue(s)*** 赚取收入／金钱／利润／收益

**3** [+ obj] to get money as a profit or interest on money that you invest, lend, etc. 生（利）；获（利）： *How much interest do you earn **on** your savings?* 你的存款赚了多少利息？ ◇ *The shares earned a 17% return.* 股票的回报率为17%。

➊ *to earn **interest*** 赚取利息 • *to earn a **dividend/return*** 赚取股息／收益

**4** [+ obj] to get a benefit because you buy sth from a particular shop/store, etc. or use a particular credit card 获益（在某商店购物或使用某种信用卡而得到好处）： *Shoppers will be able to earn points on all credit-card purchases.* 购物者使用信用卡的所有消费均可获得积分。

IDM **,earn your 'keep** to be worth the amount of time or money that is being spent 值得所花的时间（或金钱）： *He felt he no longer deserved such a high salary. He just wasn't earning his keep.* 他认为自己不能再拿那么高的薪水。他根本不配拿那么多钱。

**,earned 'income** *noun* [U]
(*Accounting*) money that you receive from the work that you do, not from investments, etc. 工资收入；劳动收入： *You must enter the amount of earned income on your tax form.* 你必须在纳税表中填入工资收入额。 OPP UNEARNED INCOME

**earner** /'ɜːnə(r); *AmE* 'ɜːrn-/ *noun* [C]
SEE ALSO: **wage earner**

**1** a person who earns money for a job that they do 挣钱者；挣工资者： *The survey revealed that top earners in the country tended to be men.* 调查显示这个国家挣钱最多的往往是男人。

➊ *a **high/low** earner* 高／低收入者 • *a **income/salary/wage** earners* 挣收入／薪金／工资者

**2** an activity or a business that makes a profit 盈利活动；赚钱的生意： *Tourism is the country's biggest foreign currency earner.* 旅游业是这个国家赚取外汇最多的行业。 ◇ (*BrE*) (*informal*) *Her new business has turned out to be a **nice little earner**.* 她新开的商店还真有点赚钱呢。

➊ *a **big/steady** earner* 挣大钱的人；有稳定收入的人 • *a **dollar/an export/a foreign currency** earner* 挣美元者；靠出口为生者；赚外汇者

**'earnest ,money** *noun* [U] (*also* **earnest** /'ɜːnɪst; *AmE* 'ɜːrn-/ [C]) (*both especially AmE*)
(*Commerce*) an amount of money that you pay to show sb that you are serious about doing business with them, especially when you are buying a home 订金；保证金

**'earning ,power** *noun* [U]
the ability of sb to earn money from doing work; the ability of sth to make a profit 赚钱能力；收益能力；盈利能力： *The study found that the earning power of men was twice that of women.* 研究发现男性的赚钱能力是女性的两倍。 ◇ *the earning power of an investment* 某项投资的盈利能力

**★earnings** /'ɜːnɪŋz; *AmE* 'ɜːrn-/ *noun* [pl.]
SEE ALSO: **average earnings, core ~, headline ~, loss of ~, retained ~, statement of ~, undistributed ~**

**1** the money that you earn for the work that you do; the money that people earn in a particular industry or during a particular time 工资；薪水；收入： *She **has** earnings of $60 000 per year.* 她的年薪是6万元。 ◇ *compensation for loss of earnings caused by the accident* 对因事故造成的收入损失所给予的赔偿

➊ ***annual/hourly/weekly** earnings* 每年／每小时／每周的收入 • ***gross/net/pre-tax/taxable** earnings* 毛／净／税前／应税收入 • ***high/low** earnings* 高／低收入

**2** the profit that a country, a company, an industry or an investment makes 盈利；利润；收益： *Germany's earnings **from** exports rose by 2%.* 德国的出口收益上升了2%。 ◇ *The company has reduced its 2005 earnings forecast.* 这家公司已降低了其2005年的收益预测。 See note at INCOME

➊ ***annual/full-year/quarterly** earnings* 年度／全年／季度盈利 • ***expected/strong** earnings* 预期／强劲的收益 • ***corporate/export/operating** earnings* 公司／出口／营运收益 • *to **boost/grow/have/report** earnings* 提高／增加／赚取／报告利润

**'earnings before 'interest and 'tax(es)**
= EBIT

**'earnings before 'interest, 'tax(es), depreci'ation and amorti'zation**
= EBITDA

**'earnings diffe,rential** *noun* [C]
(*Economics*) the amount of money that one group of people in society generally earn compared to another group 收入差距： *The earnings differential between skilled and unskilled workers has increased.* 熟练工人和非熟练工人之间的收入差距扩大了。 ◇ *the male-female earnings differential* 男女收入差距
→ WAGE DIFFERENTIAL

**,earnings per 'share** *noun* [pl.] (*abbr* **EPS**)
(*Accounting*) the amount of profit that a company has made during a particular period, divided by the number of ORDINARY SHARES (= shares that give their owners the right to a share of the company's profits) that people own 每股收益，每股盈利（公司某一时期的盈利额除以普通股数量）： *Earnings per share were 15 cents, down from 22 cents a year ago.* 每股盈利从一年前的22分下降到15分。 ◇ *The company expects annual earnings-per-share growth of 12 per cent.* 公司预计年每股盈利增长12%。 ◇ *an earnings-per-share estimate/forecast* 每股盈利估计／预测 ◇ *The company expects EPS growth of 15 per cent next year.* 公司预计明年每股盈利增长15%。 HELP This phrase can also be used as a singular noun 这个短语也可用作单数名词。 ◇ *an earnings per share of 121 cents.* 每股盈利121分 NOTE This is also sometimes called **earnings per common share** in American English and **earnings per ordinary share** in British English. 美式英语有时称为 earnings per common share，而英式英语称为 earnings per ordinary share。

**'earnings-re,lated** *adjective* [usually before noun] (*BrE*)
(about payments, etc.) connected to the amount of money that you earn and changing as that amount does 与收入挂钩的；按收益计算的：*an earnings-related pension scheme* 与收入挂钩的退休金计划

**'earnings re,port** *noun* [C] (*AmE*)
(*Accounting*) a record that a company publishes of its income and expenses for a particular period that shows if it has made a profit 收益报告：*Nissan's shares went up after it issued a positive earnings report.* 日产公司的股价在公布了一份乐观的收益报告后上扬了。 SYN PROFIT AND LOSS ACCOUNT

**'earnings ,statement** = STATEMENT OF EARNINGS

**'earnings yield** *noun* [C]
(*Accounting*) a financial measure that compares the amount of profit that a company has available to pay on each share (the **earnings per share**) with the current share price 收益率（每股股票的收益与当前股票价格的比率）：*In the UK the average earnings yield is near 5 per cent, which is very close to the average bond yield.* 在英国，股票的平均收益率接近5%，该数字非常接近债券的平均收益率。→ PRICE-EARNINGS RATIO

**'earn-out** *noun* [C]
(*Finance*) an extra payment that is made to the seller of a company, in addition to the original price, if the company's income goes above a fixed level after the company has been sold but before the new owner has control 获利能力支付计划（如果被收购公司的收入在出售之后超过固有的水平，除了原来支付的金额，在新的所有者控制公司前还应该对该公司的出售者支付额外的款项）：*earn-out payments/deals* 获利能力支付计划款项 / 交易

**ease** /i:z/ *verb* [+ obj *or* no obj]
**1** to become or to make sth less unpleasant, severe, etc.（使）宽慰；缓解；减轻：*They have started importing fuel to ease the shortage.* 他们已开始进口燃料以缓解燃料短缺的问题。◇ *He believes the pressure on the economy is easing.* 他认为经济压力正在减缓。
**2** to become or make sth lower in value or level（使）贬值；降低：*Share prices eased back from yesterday's levels.* 股价从昨天的水平回落了。◇ *The shares eased 10¢ to $27.70.* 股价下跌了10分，达到27.70元。
**3** if a central bank **eases**, or **eases** interest rates, the rates become slightly lower 降低（利率）：*There is a strong chance the Fed will ease rates by a quarter point.* 美联储很可能会将利率降低0.25个百分点。
▸ **easing** /'i:zɪŋ/ *noun* [U,C]：*an easing of the tax rules* 放宽税收规则 ◇ *We can expect to see an easing in inflation.* 我们有望看到通货膨胀得到缓解。◇ *an easing bias/policy* 偏见的缓解；放宽政策
PHR V **,ease 'off**; **,ease 'off sth** to start to become lower in value or level（使）贬值；降低：*There is evidence that consumer spending may be easing off.* 有证据表明消费支出可能下降。
**,ease 'up 1** to do sth in a more reasonable and less extreme way 放松；缓解：*Directors were urged to ease up on pay* (= not take such large pay rises). 董事们被力劝暂缓加薪。◇ *You seem very tired—you should ease up a bit* (= not work so hard). 你似乎很疲倦——应该放松一点。 **2** to become less strong, unpleasant, etc. 减轻；缓和；放松：*The rate at which budgets are being cut is easing up.* 削减预算的速度正在放慢。

**easy** /'i:zi/ *adjective* (**easier, easiest**)
IDM **be, close, finish, etc. 'easier** (*Stock Exchange*) to be, close, etc. slightly lower in price or level（价格或水平）微降的：*The index was 0.4% easier at 2 627 points.* 指数微降0.4%，达到2 627点。 **(be, live) on 'easy street** (*AmE*) (to be) enjoying a comfortable way of life with plenty of money 生活富裕

**,easy 'monetary ,policy** (*also* **,easy 'money ,policy**) *noun* [C,U]
(*Economics*) a policy of making it cheap and easy for people to borrow money, so that they will invest more money in business activities and help the economy to grow 宽松的货币政策（降低贷款的利率和门槛，以便贷款人加大对商业活动的投资，从而促进经济增长）

**,easy 'money** *noun* [U]
**1** money that you get without having to work very hard for it 容易赚的钱；来得容易的钱：*She says there's no easy money to be made on the stock exchange any more.* 她说从股票交易所挣钱已经不再容易了。
**2** (*Economics*) money that can be borrowed at a low rate of interest 低息贷款 SYN CHEAP MONEY

**,easy 'terms** *noun* [pl.] (*especially BrE*)
(*Commerce*; *Finance*) a way of borrowing money to pay for sth at a low rate of interest and paying it back in small amounts 特惠条款，宽松信贷条件（低利率借款，小额偿还）：*loans on easy terms* 条件宽松的贷款

**EBIT** (*also spelled* **ebit**) /'ebɪt/ *abbr*
(*Accounting*) **earnings before interest and tax(es)** (*used as a singular or an uncountable noun* 用作单数或不可数名词) the amount of profit that a company makes during a particular period, without taking away the tax that it owes or the interest that it has paid to its lenders 息税前利润：*an EBIT of €151 million* * 1.51亿欧元的息税前利润 ◇ *They predict an increase in EBIT of 23%.* 他们预测息税前利润增长23%。◇ *an EBIT loss/profit* 息税前亏损 / 利润 HELP The full phrase is sometimes used with a singular verb. 短语的全写有时与单数动词连用。→ OPERATING PROFIT

**EBITDA** (*also spelled* **ebitda**) /'ebɪtdə/ *abbr*
(*Accounting*) **earnings before interest, tax(es), depreciation and amortization** (*used as a singular or an uncountable noun* 用作单数或不可数名词) the amount of profit that a company makes during a particular period, without taking away the tax that it owes, the interest that it has paid to its lenders, or the amount by which its assets have become less valuable 息税折旧摊销前利润（即扣除利息、所得税、折旧、摊销之前的利润）：*EBITDA is expected to reach €2 billion this year.* 息税折旧摊销前利润今年可望达到20亿欧元。◇ *The company's goal is to keep its debt below three times EBITDA.* 公司的目标是将其债务控制在息税

折旧摊销前利润的三分一。• ◇ *the debt to EBITDA ratio* 债务对息税折旧摊销前利润的比率 ◇ *an EBITDA loss/profit* 息税折旧摊销前亏损 / 利润

HELP The full phrase is sometimes used with a singular verb. 短语的全写有时与单数动词连用。

**'e-,business** (*also* **,electronic 'business,** *less frequent*) *noun* [U,C]
any business activity that is done using the Internet, such as selling goods and services or linking parts of a business together; a company that uses the Internet in this way 电子商务（使用互联网进行的任何商务活动）；电子商务公司：*The company has decided to move into e-business.* 这家公司已决定进入电子商务领域。◇ *our e-business strategy manager* 我们的电子商务战略经理 ◇ *E-businesses can fail if they don't have the right kind of security.* 电子商务若没有恰当的安全措施配合就可能失败。

**EC** /,i: 'si:/ = EUROPEAN COMMUNITY, EUROPEAN COMMISSION

**'e-cash** (*also* **,electronic 'cash,** *less frequent*) (*also* **,digital 'cash**) *noun* [U]
**1** (*E-commerce*) a system for paying for goods or services on the Internet without using a credit card. You store a small amount of money in electronic form which is used whenever you need to pay for sth. 电子现金（在互联网上不使用信用卡而能支付产品或服务的系统。将一小笔钱以电子形式存入账户用以付款）
**2** a way of paying for small items without using cash. You store money in electronic form on a plastic card (a **smart card**), which you use in a similar way to a BANK CARD 电子现金（将钱以电子形式存入智能卡中，使用方式与银行卡类似）

**ECB** /,i: si: 'bi:/ = EUROPEAN CENTRAL BANK

**echelon** /'eʃəlɒn; *AmE* -lɑ:n/ *noun* [C, usually pl.]
a rank or position of authority in an organization or a society; the people who have that rank or position 职权等级；阶层：*people in the top echelons of organizations* 机构中的上层人士

**ECN** /,i: si: 'en/ *abbr*
(*Stock Exchange*) **electronic communications network** (*used as a countable noun* 用作可数名词) an electronic system that allows people to buy and sell shares privately at any time without using a BROKER 电子通讯网络（指在没有经纪人的情况下，让人们随时私下买卖股票的电子系统）

**★'e-,commerce** (*also* **,electronic 'commerce,** *less frequent*) (*also* **'Internet ,commerce**) *noun* [U]
the business of buying and selling things using the Internet 电子商务：*E-commerce has completely changed the way we buy goods and services.* 电子商务彻底改变了购买商品和服务的方式。◇ *The mail-order firm launched an e-commerce operation last year.* 这家邮购公司去年开展了电子商务业务。◇ *Our e-commerce sales have increased significantly.* 我们的电子商务销售量已大幅提高。
→ M-COMMERCE
● *to be involved in/expand into/move into e-commerce* 参与 / 扩展 / 进入电子商务 • *an e-commerce initiative/operation/strategy* 电子商务方案 / 运营 / 战略 • *an e-commerce business/company* 电子商务企业 / 公司 • *e-commerce software/solutions/systems* 电子商务软件 / 解决方案 / 系统

**econometrics** /ɪ,kɒnə'metrɪks; *AmE* ɪ,kɑ:n-/ *noun* [U]
(*Economics*) the branch of economics that uses mathematical methods (**statistics**) in order to understand how economies operate 计量经济学（使用数学方法研究经济运作）：*using econometrics to measure the return on investment* 用计量经济学计算投资回报率 ▶ **,econo'metric** *adjective*: *econometric methods/models/techniques* 计量经济学方法 / 模型 / 技术 **econometrician** /ɪ,kɒnəmə'trɪʃn; *AmE* ɪ,kɑ:n-/ *noun* [C]

**WHICH WORD? 词语辨析**

**economic/economical**

These two adjectives are often confused. 这两个形容词经常被混淆。

**Economical** relates to the cost of things. Something is economical if it provides good value for the amount of money you spend on it. * economical 与成本有关。如果某物物有所值，则称为 economical：*It was more economical to hire the vehicles than to buy them.* 租用汽车比购买汽车更经济。

In its most common sense, **economic** only appears *before* nouns and its meaning is connected with the word **economy** and the subject of **economics**. It is used mainly when describing the financial situation of a country. * economic 最常见的含义与 economy（经济）及 economics（经济学）有关，且仅修饰名词。它常用于指国家的财政状况：*the region's gradual economic recovery* 该地区经济的逐步复苏 ◇ *economic reforms* 经济改革

Less commonly, **economic** is used to mean 'making enough profit' or as a synonym of **economical**. In these senses the word can appear before or after the noun. * economic 不常用于表示“赚钱”之义，或是作为 economical 的同义词。表示这些意义时，economic 可以出现在名词之前或之后。

**★economic** /,i:kə'nɒmɪk; ,ekə-; *AmE* -'nɑ:m-/ *adjective*
**1** [only before noun] connected with the trade, industry and development of wealth of a country, an area or a society 经济的；经济上的；经济学的：*social, economic and political issues* 社会、经济和政治问题 ◇ *Exports account for two-thirds of our economic activity.* 出口占经济活动的三分之二。◇ *He blamed the drop in sales on the global economic downturn.* 他将销售量下降归咎于全球经济下滑。◇ *The economic outlook remains positive.* 经济前景持续乐观。
● *economic **activity/development/growth/reform/weakness*** 经济活动 / 发展 / 增长 / 改革 / 疲软 • *an economic **boom/recovery/upturn*** 经济繁荣 / 复苏 / 好转 • *an economic **crisis/downturn/slowdown*** 经济危机 / 滑坡 / 放缓 • *the economic **climate/conditions/environment/outlook/situation*** 经济形势 /

条件 / 环境 / 前景 / 状况 • *economic* ***data/figures/reports/research*** 经济数据 / 数字 / 报告 / 研究

**2** (about a process, a business or an activity) producing enough profit to continue (过程、业务或活动) 有利润的，有赚头的: *The company will have to get rid of staff if it is to remain economic.* 要想保持盈利，公司不得不裁员。 SYN PROFITABLE OPP UNECONOMIC

**3** that costs less money or uses less time, materials or effort 节省的；合算的；节约的: *In this case, trains would be more economic for transporting the goods.* 在这种情况下，铁路运输更合算。 ◇ *an economic use of resources* 节约使用资源 SYN ECONOMICAL OPP UNECONOMIC

**,economic 'agent** *noun* [C]
(*Economics*) any person or organization that influences an economy by making or spending money 经济主体 (通过赚钱或花钱影响经济的个人或机构): *The government is usually the largest economic agent in a country.* 政府通常是一国最大的经济主体。

**★economical** /ˌiːkəˈnɒmɪkl; ˌekə-; *AmE* -ˈnɑːm-/ *adjective*
**1** providing good value, profit or service in relation to the amount of time or money spent; not wasting time or money 经济的；实惠的；不浪费的: *We are looking for the most economical production methods.* 我们正在寻求最经济的生产方法。 ◇ *It is not economical to sell these chemicals in small quantities.* 小批量销售这些化学品并不合算。 OPP UNECONOMICAL See note at ECONOMIC
**2** using no more of sth than is necessary 节俭的；节约的: *an economical use of space* 节约利用空间

**★economically** /ˌiːkəˈnɒmɪkli; ˌekə-; *AmE* -ˈnɑːm-/ *adverb*
**1** in a way that is connected with the trade, industry and development of wealth of a country, an area or a society 在经济上；以经济方式: *The country is facing a crisis, both economically and socially.* 国家正面临经济和社会两方面的危机。
**2** in a way that provides good value, profit or service in relation to the amount of time or money spent 经济地；实惠地: *If we can show that the project is* ***economically viable****, the bank has agreed to finance it.* 如果我们能够证明这个项目在经济上可行，银行就同意提供融资。
**3** in a way that uses no more of sth than is necessary 节俭地；节省地；节约地: *The design is intended to use space as economically as possible.* 这个设计方案旨在尽可能节省空间。
→ UNECONOMICAL

**,economic 'cycle** *noun* [C, usually sing.]
(*Economics*) the usual pattern of a country's economy over a period of time, with periods of success (**growth**) and periods of difficulty (**recession**) happening regularly one after another 经济周期: *The improvement in sales could mean we have passed the low point in the economic cycle.* 销售额的增长可能意味着我们已走出经济周期的谷底。 SYN BUSINESS CYCLE

**,economic 'good** *noun* [C, usually pl.]
(*Economics*) anything that people want and are willing to pay a price for, rather than sth that is available freely 经济物品；有价物品: *the transformation of natural resources into economic goods for the household* 将自然资源转化为家用经济物品

**,economic 'indicator** *noun* [C, usually pl.]
(*Economics*) a figure, such as the level of employment or prices, that is seen as a measure of the success of an economy 经济指标 (衡量经济状况的数据，如就业或价格水平等): *Gold* (= its price) *remains an important economic indicator.* 金价仍然是一个重要的经济指标。 ◇ *an index of* ***leading*** *economic indicators* (= ones that change before the economy improves or gets worse) 领先经济指标的指数

**,economic 'life** *noun* [C, usually sing.]
(*Accounting*) the period of time that you can use an asset such as a machine or vehicle before it is worth buying a new one to replace it 经济寿命、经济年限 (一项资产，如机器或车辆等的使用年限): *The period of the loan will depend on the economic life of the asset being financed.* 贷款期限将取决于得到融资的资产的经济寿命。
SYN USEFUL LIFE

**,economic 'order ,quantity** *noun* [C,U] (*abbr* **EOQ**)
(*Accounting*) the best amount of sth to order that is enough for what you need and keeps all the costs involved, such as the cost of storing items, as low as possible 经济订货量、经济订购量 (库存成本最低的最佳订货数量): *We calculate the economic order quantity for each stock item.* 我们会计算每种库存商品的经济订货量。

**★economics** /ˌiːkəˈnɒmɪks; ˌekə-; *AmE* -ˈnɑːm-/ *noun*
SEE ALSO: **development economics, industrial economics**
**1** [U] the study of the production, DISTRIBUTION and use of goods and services; the study of how a society organizes its money, trade and industry 经济学: *a degree in politics and economics* 政治经济学学位 ◇ *Keynesian/Marxist/market economics* 凯恩斯主义 / 马克思主义 / 市场经济学
**2** [pl.; U] the financial aspects of a business, a project, etc., especially the relationship between money spent and the benefits or profit produced 经济状况；经济情况: *The economics of the project are very encouraging.* 这项工程的经济状况十分令人鼓舞。

**,economic 'value** *noun* [U,C]
(*Accounting*) the value of sth, such as a business, a product or an asset, that is based on the future income it will produce 经济价值: *The firm's fair economic value, based on long-term prospects, is estimated at €1.1 billion.* 长远来看，这家公司的公允的经济价值估计为11亿欧元。

**★economist** /ɪˈkɒnəmɪst; *AmE* ɪˈkɑːn-/ *noun* [C]
a person who studies or writes about economics; a person whose job involves studying particular economies and predicting their future progress 经济学家；经济专家: *an academic/business economist* 学术 / 商业经济学家 ◇ *The bank's chief economist has reduced her forecast for growth in the eurozone to 0.5%.* 银行的首席经济学家将她对欧元区经济增长的预测调低到0.5%。

**economize , -ise** /ɪˈkɒnəmaɪz; *AmE* ɪˈkɑːn-/ *verb* [no obj]
to use less money, time, etc. than you normally use 节省；节约：*We need to economize on electricity costs.* 我们必须节省电费。◇ *They centralized their operations in an attempt to economize.* 他们实行集中运营以便节约成本。

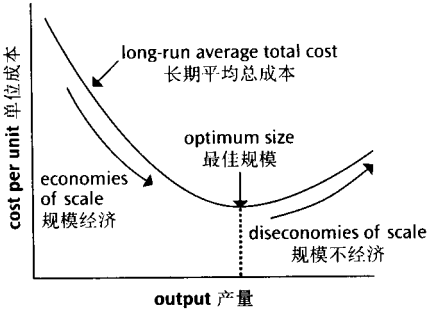
★**economy** /ɪˈkɒnəmi; *AmE* ɪˈkɑːn-/ *noun* (*plural* **economies**)
SEE ALSO: **black economy, bubble ~, command ~, controlled ~, dual ~, exchange ~, experience ~,** etc.
**1** (*often* **the economy**) [C] the relationship between production, trade and the supply of money in a particular country or region 经济；经济情况；经济结构：*The economy is in recession.* 经济处于衰退之中。◇ *While exports have improved the domestic economy remains weak.* 虽然出口有所改善，国内经济依然疲弱。◇ *The US is moving from a manufacturing economy to a service one.* 美国正从以制造业为主的经济转向以服务业为主的经济。◇ *A further interest-rate cut may help to boost the economy.* 利率的进一步下调可能有助于促进经济增长。
● *to* ***control/handle/manage/run*** *the economy* 控制 / 管理 / 运行经济 • *to* ***boost/strengthen/weaken*** *the economy* 刺激 / 加强 / 削弱经济 • *a* ***booming/sluggish/strong/weak*** *economy* 繁荣的 / 萧条的 / 强大的 / 疲软的经济 • *the economy* ***expands/grows/recovers*** 经济扩张 / 增长 / 复苏 • *the economy* ***contracts/slows (down)/weakens*** 经济萎缩 / 下滑 / 削弱
**2** [C] a country, when you are thinking about its economic system 经济体；经济体系：*China is one of the world's fastest-growing economies.* 中国是世界上经济发展最快的经济体系之一。
**3** [U,C] the use of the time, money, etc. that is available in a way that avoids waste 节省；节俭：*The diesel version of the car has better fuel economy.* 柴油车更能节省燃料。◇ *economy of effort in the handling of loads* 在重货装卸方面省力
**4** [C, usually pl.] a reduction in the amount of money that you spend 减少（支出）；节约：*We need to make substantial economies.* 我们需要厉行节约。◇ *It's a* ***false economy*** *to buy cheap tools* (= it seems cheaper but it is not really since they do not last very long). 购买廉价工具实际上并不划算。◇ *Tough* ***economy measures*** *in every area of the company should halve the losses.* 公司在各方面采取的强硬节约措施应可使亏损减半。
**5** [U] (*used as an adjective* 用作形容词) offering good value for the money that you spend 经济的；合算的；物有所值的：*a regular pack of 30 tablets or an economy pack of 60 * 30片的普通包装或60片的经济包装 ◇ *an economy fare* (= the cheapest) 经济舱票价
**6** [U] = ECONOMY CLASS

**e'conomy class** (*also* **e'conomy**) *noun* [U]
the cheapest class of air travel; the part of a plane where people with the cheapest tickets sit（飞机的）经济舱：*Fares start from €597 for economy class.* 经济舱票价起价为597欧元。◇ *an economy-class fare/ticket/seat* 经济舱票价 / 机票 / 座位 ◇ *I always fly economy class.* 我总是乘坐经济舱。→ BUSINESS CLASS

**e'conomy drive** *noun* [C, usually sing.]
an organized effort to reduce costs and avoid wasting money 节约运动：*We're on an economy drive.* 我们正在开展勤俭节约运动。

**e,conomy of 'scale** (*also* **'scale e,conomy,** *less frequent*) *noun* [C, usually pl., U]
(*Economics*) the fact that as the amount of goods or services produced increases, the cost decreases 规模经济：*To achieve economies of scale, many retailers have merged.* 为了实现规模经济，许多零售商已经合并。◇ *These manufacturers* ***benefit from*** *economies of scale by using the same parts in all their products.* 这些制造商在所有产品中使用相同零部件，从而获益于规模经济。→ DISECONOMY OF SCALE

**economies of scale** 规模经济




**e'conomy-size** (*also* **e'conomy-sized**) *adjective* [usually before noun]
used to describe sth that you buy that offers a larger quantity than usual, especially when it is the best value for money of the sizes available 大包装的：*an economy-size bottle of ketchup* 大瓶包装的西红柿酱

**ecotourism** /ˌiːkəʊˈtʊərɪzəm; -ˈtɔːr-; *AmE* ˌiːkoʊˈtʊr-/ *noun* [U]
organized holidays/vacations to places that not many people have the chance to see, designed so that the tourists damage the environment as little as possible, especially when some of the money they pay is used to protect the local environment and animals 生态旅游（组织游客到人迹罕至的地方度假以减少对环境的破坏，尤指将游客支付的部分旅游费用于保护环境和动物）：*Ecotourism is financing rainforest preservation.* 生态旅游正为雨林保护提供资金。▶ **,eco'tourist** *noun* [C]

**ECR** /ˌiː siː ˈɑː(r)/ = EFFICIENT CONSUMER RESPONSE

**'e-,currency** (*also* **,electronic 'currency,** *less frequent*) (*also* **,digital 'currency**) *noun* [C,U]
(*E-commerce*) one of the electronic forms of money (**e-money**) that you can buy from particular companies on the Internet and use for making and receiving payments on the Internet 电子货币：

*We accept payment by bank transfer or any of the following e-currencies …* 我们接受的付款方式有银行转账或以下任何一种电子货币… ◇ *They offer a service to exchange cash into e-currency.* 他们提供现金兑换电子货币的服务。

**ED** /ˌiː ˈdiː/ = EXPOSURE DRAFT

**edge** /edʒ/ *noun, verb*

• ***noun*** [sing.]

SEE ALSO: **competitive edge, cutting ~, leading ~**

**1** a slight advantage over sb/sth（微弱的）优势: *They have the edge in car design.* 他们在汽车设计方面略胜一筹。◇ *This technology gives us an edge over our rivals.* 这项技术使我们具有超过竞争对手的优势。

➕ *to **gain/have/keep/lose/maintain** an edge (on/over sb/sth)* 获得 / 拥有 / 处于 / 失去 / 保持（超过某人 / 某事的）优势 • *sth **gives** you an edge (on/over sb/sth)* 某事使你拥有（超过某人 / 某事的）优势

**2** (*usually* **the edge**) the point at which sth, especially sth bad, may begin to happen（尤指灾难的）边缘: *The country is on the edge of financial collapse.* 这个国家正濒临金融崩溃。

IDM **be on 'edge; put sb/sth on 'edge** to be nervous or uncertain 紧张不安; 犹豫: *The increasing oil price has **put** markets on edge.* 不断上涨的油价使市场陷入恐慌。→ idiom at BRINK

• ***verb*** [no obj] (*used with an adverb or a preposition* 与副词或介词连用) (used especially in newspapers) to increase or decrease slightly in value or level（尤用于报章）略为增加（或减少）: *The share price edged up 1% to ¥5 350.* 股价上涨了1%，达到5 350日元。◇ *Inflation has edged below the 2% target.* 通货膨胀率已下降到低于2%的目标。See note at INCREASE

**EDI** /ˌiː diː ˈaɪ/ = ELECTRONIC DATA INTERCHANGE

**EDR** /ˌiː diː ˈɑː(r)/ = EUROPEAN DEPOSITARY RECEIPT

**edutainment** /ˌedjuˈtemmənt/ *noun* [U,C] products such as computer software, books and television programmes that both educate and entertain; the activity of using a form of entertainment in order to teach sb sth 寓教于乐型产品（如兼具教育和娱乐的计算机游戏、书籍、电视节目等）; 寓教于乐型活动 ▶ **ˌedu'tain** *verb* [+ obj *or* no obj]: *These games are designed to edutain people.* 这些游戏旨在让人们在游戏中学习。

**EEA** /ˌiː iː ˈeɪ/ = EUROPEAN ECONOMIC AREA

**EEC** /ˌiː iː ˈsiː/ = EUROPEAN ECONOMIC COMMUNITY

**'e-e,nabled** *adjective* using the Internet to do business, to communicate with other people, companies, etc. 电子化的（利用互联网与其他人或公司等做生意、沟通）: *an e-enabled business/company* 电子化的企业 / 公司

**EEO** /ˌiː iː ˈəʊ; *AmE* ˈoʊ/ = EQUAL EMPLOYMENT OPPORTUNITY

**EEOC** /ˌiː iː əʊ ˈsiː; *AmE* oʊ/ = EQUAL EMPLOYMENT OPPORTUNITIES COMMISSION

**★effect** /ɪˈfekt/ *noun, verb*

• ***noun***

SEE ALSO: **currency effect, demonstration ~, domino ~, halo ~, Hawthorne ~, income ~, price ~,** etc.

**1** [C,U] a change that sb/sth causes in sb/sth else; a result 效应; 影响; 结果; 效果: *The fall in tourism is having an adverse effect **on** business.* 游客数量的下跌对商业造成了消极影响。◇ *What are the long-term effects of this strategy?* 这一战略的长远影响是什么？◇ *We are still feeling the effects of the stock-market crash.* 我们仍然能感觉到股市崩溃产生的影响。◇ *Excluding the effect of exchange rates, profits grew 9.7% last year.* 剔除汇率的影响，去年利润增长了9.7%。

➕ *to **have/produce** an effect (on sth)*（对某事）有 / 产生影响 • *a **big/dramatic/significant** effect* 大的 / 巨大的 / 重大的影响 • *little/no effect* 几乎没有 / 没有影响 • *an **adverse/a damaging/harmful/negative** effect* 不利的 / 破坏性的 / 有害的 / 负面的影响 • *a **beneficial/positive** effect* 有益的 / 正面的影响 • *to **feel/suffer** the effects (of sth)* 感到 / 遭受(某事的)影响 • *to **counter/offset/reverse** the effects (of sth)* 抵制 / 抵消 / 彻底改变（某事的）影响

**2 effects** [pl.] (*formal, only used in written English* 只用于书面英语) your personal possessions（个人）财产，财物: *The insurance policy covers all baggage and personal effects.* 这份保单承保全部行李和私人物品。

IDM **bring/put sth into ef'fect** to cause sth to come into use 使生效; 实行; 实施: *The recommendations will soon be put into effect.* 这些建议将立即付诸实施。**come into ef'fect** to come into use; to begin to apply 生效; 开始实施: *New controls come into effect next month.* 下个月开始实施新的管制措施。**in ef'fect** (about a law or rule) in use（法律或规则）有效，在实施中: *These laws are in effect in twenty states.* 这些法律在二十个州实施。**take ef'fect** to come into use; to begin to apply 生效; 开始实施: *The new pricing structure will take effect from 1 July.* 新的定价结构于7月1日起生效。**to the effect that … ; to this/that ef'fect** (*formal*) used in formal or legal documents to say that what has been written has a particular meaning, purpose or result 大意是; 意思是; 以便; 目的是 **with immediate ef'fect; with effect from** … starting now; starting from … 立即生效; 从…起开始生效: *She has resigned as chairman with immediate effect.* 她已经辞去董事长职务，即时生效。◇ *With effect from 1 August, there will be an extra €2 charge on all deliveries.* 所有货物将加收2欧元的运费，从8月1日起开始生效。

• ***verb*** [+ obj] (*formal*) to make sth happen 使发生; 产生; 实现; 引起: *You may **effect payment** for your order in several currencies.* 可用多种货币支付所订购的货物。

**★effective** /ɪˈfektɪv/ *adjective*

SEE ALSO: **cost-effective**

**1** producing the result that is wanted or intended; producing a successful result 有效的; 产生预期结果的: *training managers to be more effective leaders* 将经理培训成更得力的领导人 ◇ *The ad was simple but highly effective.* 广告很简单，但

非常有效。◇ *Promotions can be effective in attracting new customers.* 促销可有效吸引新客户。
**2** (about laws, contracts, etc.) officially starting to apply（法律、合同等）生效的，起作用的：*The law becomes effective on 1 March.* 这项法律于3月1日生效。◇ *The price increase, effective from 15 July, has received a lot of criticism.* 自7月15日起生效的提价方案已受很多批评。→ EFFECTIVE DATE
**3** [only before noun] in reality, although not officially intended 实际的；事实上的：*The deal gives the bank effective control of the company.* 这项协议赋予这银行对公司的实际控制权。
▸ **ef'fectiveness** *noun* [U]：*assessing the effectiveness of the marketing campaign* 评估营销活动的有效性

**ef,fective 'age** *noun* [C,U]
(*Accounting*) the age of an asset plus or minus a number of years depending on how bad or good its condition is judged to be 有效使用期

**ef'fective date** *noun* [C] *usually* **the effective date** [sing.]
(*Law*)
**1** the date on which a law or rule comes into use 生效日期：*The effective date of the court order has been delayed for two weeks.* 法院判令的生效日期被推迟了两个星期。
**2** a date chosen in a legal contract for when sth will happen or when sth must be done 有效日期：*These changes to your policy apply from the effective date shown below.* 保单上的这些变更自以下所示日期起生效。

**ef,fective 'tax rate** *noun* [C] (*abbr* **ETR**)
(*Accounting*) the total amount of tax that a business pays in a particular period of time divided by its total profit 实际税率（企业一定时期内支付的总税款除以总利润）

**★efficiency** /ɪ'fɪʃnsi/ *noun*
SEE ALSO: **cost-efficiency, technical ~, x-~**
**1** [U] the ability to do sth well with no waste of time or money 效率：*improvements in efficiency at the factory* 工厂效率的提高 ◇ *I was impressed by the speed and efficiency with which my order was processed.* 他们处理我的订单的速度和效率给我留下了深刻的印象。◇ *The increase in profits was mainly due to efficiency gains.* 利润的增加主要归因于效率的提升。
● *to* ***achieve/boost/improve/increase/maximize*** *efficiency* 实现／促进／改进／提高／最大限度地提高效率 • *efficiency* ***gains/savings*** 效率提升／增效节约 • *an efficiency* ***drive/programme*** 效率导向／方案
**2 efficiencies** [pl.] ways of wasting less time and money or of saving time and money 提高效率的方法：*We are looking at our business to see where efficiencies can be made.* 我们正在研究我们的业务，看看是否有可以提高效率的地方。
**3** (*Technical*) [U] the relationship between the amount of energy that goes into a machine or an engine, and the amount that it produces 效率；功率：*The generator is running at only 40% efficiency.* 这台发动机的运行效率只有40%。

**★efficient** /ɪ'fɪʃnt/ *adjective*
SEE ALSO: **cost-efficient**
doing sth well and thoroughly with no waste of time, money or energy 效率高的；能胜任的；有能力的：*an efficient organization/manager/service* 效率高的机构／经理／服务 ◇ *Ensuring money is used in the most efficient way.* 确保以最有效的方式使用资金。◇ *a* ***fuel-efficient*** *car* (= that does not use much fuel) 节能汽车 OPP INEFFICIENT
▸ **efficiently** /ɪ'fɪʃntli/ *adverb*：*They did the job quickly and efficiently.* 他们迅速高效地完成了这项工作。◇ *an efficiently run company* 一家高效运作的公司

**ef'ficient con'sumer res'ponse** *noun*
[U; sing.] (*abbr* **ECR**)
(*Marketing*; *Production*) (used especially in the food industry) a process in which manufacturers, suppliers and RETAILERS (= businesses that sell goods directly to the public) work together to reduce costs and give the public a better, faster service 有效顾客回应（尤指在食品工业中，制造商、供应商、零售商联合起来降低成本，向公众提高更好、更快的服务）

**ef,ficient 'market** *noun* [C]
(*Economics*) a market in which the prices of shares, bonds, etc. are set by buyers and sellers who know all the current information that affects their value, with the result that prices are always accurate 有效市场（股票、债券等的价格由知悉所有现有信息的买卖双方共同制定，因此所定价格总是准确的）：*In an efficient market, news of financial difficulties will have an immediate effect on a company's share price.* 在有效市场上，财务困难的消息将会直接影响公司的股价。

**EFT** /eft; ˌi: ef 'ti:/ *abbr*
(*Finance*) **,electronic 'fund(s) ,transfer** a system for making payments to and from bank accounts using computers; a payment that is made in this way（银行间的）电子资金转账：*Payment must be made by EFT.* 必须用电子资金转账系统付款。◇ *an EFT payment* 电子资金转账付款

**EFTPOS** /'eftpɒs; *AmE* -pɑ:s/ *abbr*
(*Commerce*) **electronic funds transfer at point of sale** a system used in shops/stores to allow people to pay for goods or services using a bank card or credit card. The money is paid directly from the customer's account by a computer link. 电子资金售点转账系统（顾客在商店使用银行卡或信用卡购买产品或服务，货款通过计算机直接从顾客账户转到商店账户）

**e.g.** /ˌi: 'dʒi:/ *abbr*
for example 例如：*direct investments e.g. shares and bond* 直接投资，例如，股票及债券
NOTE **e.g.** is formed from the first letters of a Latin phrase meaning 'for example'. * e.g. 由拉丁文短语的第一个字母构成，意思是“例如”。

**egalitarian** /ɪˌgælɪ'teərɪən; *AmE* -'ter-/ *adjective*
based on, or holding, the belief that everyone is equal and should have the same rights and opportunities 平等主义的；主张人人平等的：*egalitarian companies/workplaces* 主张平等的公司／工作场所

**EGM** /ˌi: dʒi: 'em/ = EXTRAORDINARY GENERAL MEETING

**'e-goods** *noun* [pl.]
(*E-commerce*) products that you can buy on the Internet and transfer to your computer (**download**), such as software or electronic books 电子商品（可在互联网上购买并下载至自己的电脑上的产品，如软件或电子书）

**EHO** /ˌiː eɪtʃ 'əʊ; *AmE* 'oʊ/ = ENVIRONMENTAL HEALTH OFFICER

**EI** /ˌiː 'aɪ/ = EMPLOYEE INVOLVEMENT

**EIS** /ˌiː aɪ 'es/ *abbr*
**1 environmental impact statement** in the US, a written document that describes the good and bad effects on the environment of proposed projects, based on a scientific study 环境影响报告书
**2** (*IT*) = EXECUTIVE INFORMATION SYSTEM

**'e-lance** *adjective*
used to describe a way of earning money by using the Internet to sell your work or services to different organizations anywhere in the world 网络自由职业的（通过互联网向世界各地的不同机构推销作品或服务的挣钱方式）：*e-lance work/workers* 网络自由职业工作 / 工作人员 ◇ *the new e-lance economy* 新兴的网络自由职业经济
▸ **'e-lance** *verb* [no obj]: *Are you ready to e-lance?* 你准备从事网络自由职业吗？ **'e-lancer** *noun* [C]
NOTE **E-lance** is formed from 'e-' (electronic) and 'freelance'. * e-lance 由 e-(electronic) 和 freelance 构成。

**elastic** /ɪ'læstɪk/ *adjective*
(*Economics*) used to describe the situation when a small change in one thing, such as the price of a product or service, or a change in people's incomes, results in a larger change in another thing, such as the amount that people want to buy 有弹性的：***Demand** for oil is not very elastic.* 对石油的需求弹性不大。◇ *The broadsheet market is less **price elastic** than the tabloid market.* 大报市场比小报市场的价格弹性小。 OPP INELASTIC
—Picture at ELASTICITY OF DEMAND

**elas,ticity of 'demand** (*also* **'price elas'ticity of de'mand**) *noun* [C, usually sing., U]
(*Economics*) the extent to which people want to buy more or less of a product or service when its price changes 需求弹性：*The elasticity of demand for luxury goods tends to be **higher** than for necessities* (= a small change in price results in a large change in the number of people buying them). 奢侈品的需求弹性往往比必需品的大（价格的微小变化会导致购买数量的大幅度变化）。
→ INCOME ELASTICITY OF DEMAND

**'e-,learning** *noun* [U]
the process of learning sth using the Internet or an INTRANET 电子学习；网络化学习：*E-learning helps workers develop new knowledge and skills.* 电子学习有助于工人掌握新的知识和技能。◇ *a company-wide e-learning programme* 全公司的电子学习方案 → COMPUTER-AIDED

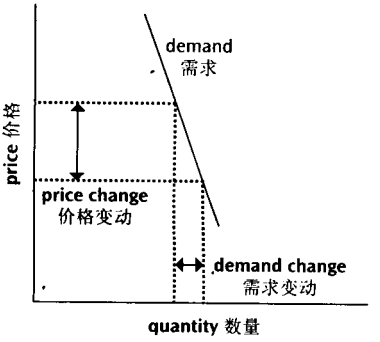
**★elect** /ɪ'lekt/ *verb, adjective*
• ***verb*** [+ obj]
**elect sb (to sth)** | **elect sb (as) sth** (*often* **be elected**) to choose sb to do a particular job by voting for them 选举某人，推选某人（做某事）：*elected directors/officials/representatives* 选出的董事 / 官员 / 代表 ◇ *He has been elected to the management committee.* 他已获选进入管理委员会。◇ *She was elected chief executive by the board of directors.* 她获董事会选举为总裁。
• ***adjective***
used after nouns to show that sb has been chosen for a job, but is not yet doing that job（用于名词后）当选而尚未就职的、候任的：*the chairman elect* 候任董事长

**election** /ɪ'lekʃn/ *noun*
**1** [U,C] the process of choosing a person or a group of people for a position by voting 选举；推选：*the election of directors to the board* 董事会成员的选举 ◇ *They plan to hold elections in November.* 他们计划11月举行选举。
✪ ***to call/have/hold** an election* 举行选举 • ***to lose/win** an election* 在选举中失败 / 获胜
**2** [U] the fact of being chosen for a position by **election** 当选：*We welcome his election as president.* 我们欢迎他当选为总统。◇ *They have proposed her election to the board.* 他们提议让她入选董事会。

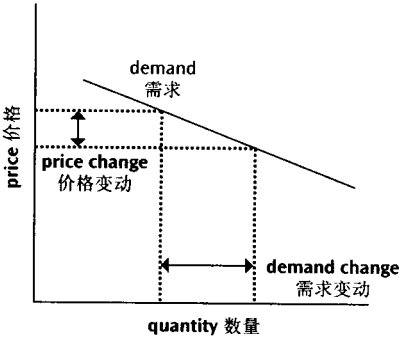
**e,lectrical engi'neering** *noun* [U]
the design and building of machines and systems that use or produce electricity; the study of this subject 电气工程 ▸ **e,lectrical engi'neer** *noun* [C]

**elasticity of demand** 需求弹性

**inelastic demand** 无弹性需求




**elastic demand** 弹性需求



**electrician** /ɪˌlekˈtrɪʃn/ *noun* [C]
a person whose job is to connect, repair, etc. electrical equipment 电工

**electronic** /ɪˌlekˈtrɒnɪk; *AmE* -ˈtrɑːnɪk/ *adjective* [usually before noun] HELP You will find most words formed with **electronic** at the form **e-**. 很多与 electronic 构成的词都以 e- 的形式出现。
**1** (about a device) having many small parts, such as MICROCHIPS, that control and direct a small electric current（装置）电子的，电子器件的：*an electronic calculator* 电子计算器 ◇ *electronic equipment/products* 电子设备 / 产品 ◇ *a manufacturer of electronic components/parts* 电子零件 / 部件生产商
**2** (about information) stored in electronic form on a disk, computer or MICROCHIP（信息）电子的：*an electronic book/document* 电子书 / 文件 ◇ *They are developing an electronic form of cash.* 他们正在开发一种电子形式的现金。→ DIGITAL, E-
**3** using an electronic system of communication, especially the Internet, in order to exchange information, do business, etc. 电子的（使用电子通讯系统，尤其是互联网，交换信息、做业务等）：*the rise of electronic banking* 电子银行的兴起 ◇ *a system for making electronic payments* 电子支付系统 → E-

**ˌelectronic ˈcottage** *noun* [C]
(*HR*; *IT*) a home, usually in the country, where sb has the necessary computer and telephone equipment, so that they can work there instead of travelling to an office in a town or city 电子住宅（配有电脑和电话的房子，通常在乡郊地区，让人无需进入城镇的办公室便可工作）
→ TELECOTTAGE

**ˌelectronic ˈdata ˌinterchange** *noun* [U] (*abbr* **EDI**)
(*IT*) the activity of exchanging standard business documents, such as order forms and INVOICES, electronically rather than on paper 电子数据交换：*Many companies use electronic data interchange to link their systems with those of their suppliers.* 许多公司利用电子数据交换将他们的系统与供应商的系统连接起来。

**ˌelectronic ˈmail** = EMAIL *noun* (1)

**ˌelectronic ˈmall** = CYBER MALL

**ˌelectronic ˈpurse** *noun* [C]
a small amount of money that is stored in electronic form, for example on a SMART CARD, and can be used to pay for sth instead of cash 电子钱包（以电子形式在智能卡等上储存一小笔钱，能代替现金进行支付）：*You can top up your electronic purse at any automatic teller machine.* 你可在任何一台自动柜员机上将电子钱包充满钱。

**★electronics** /ɪˌlekˈtrɒnɪks; *AmE* -ˈtrɑːn-/ *noun*
SEE ALSO: **consumer electronics**
**1** [U] the branch of science and technology that studies electronic currents in electronic equipment 电子学
**2** [U] the use of electronic technology, especially in developing new equipment 电子；电子工业：*the electronics industry/sector* 电子工业 / 部门 ◇ *Samsung Electronics* 三星电子
**3** [pl.] the electronic CIRCUITS and COMPONENTS (= parts) used in electronic equipment 电子电路；电子器件：*There may be a fault in the electronics.* 可能是电子器件出故障了。◇ *an electronics maker/manufacturer* 电子器件制造商 / 生产商
**4** [pl.] electronic goods, such as CD players, televisions, etc. 电子产品：*Stores reported strong demand for clothing, electronics, books and toys.* 商店报告称对服装、电子产品、书籍和玩具有强劲需求。

**ˌelectronic ˈsignature** = DIGITAL SIGNATURE

**elephant** /ˈelɪfənt/ *noun* [C] (*informal*)
SEE ALSO: **white elephant**
a way of referring to a company that is very large and employs a lot of people, but creates very few new jobs 大而无用的公司（规模很大、雇员很多但创造的新职位很少的公司）→ GAZELLE, MOUSE

**elevator** /ˈeləveɪtə(r)/ = LIFT *noun* (2)

**ˈelevator pitch** *noun* [C]
a very short, clear summary of a business idea or company for possible investors, that should last only the few minutes that a ride in an **elevator** would take 电梯内行销，电梯间演讲（用乘坐电梯的短短几分钟时间向可能的投资者简介公司理念或概况）

**★eligible** /ˈelɪdʒəbl/ *adjective*
having the right to have sth or to do sth, because you have the right qualifications, are the right age, etc. 有资格的；合格的；具备条件的：*About a million people are eligible for the new tax credit.* 大约100万人有资格享有新的税收抵免。◇ *All shareholders are eligible to vote on the scheme.* 所有股东都有资格对这方案进行投票。
OPP INELIGIBLE
▸ **eligibility** /ˌelɪdʒəˈbɪləti/ *noun* [U]: *eligibility requirements/criteria* 资格要求 / 标准

**★email** (*also spelled* **e-mail**) /ˈiːmeɪl/ *noun, verb*
• ***noun***
**1** (*also* **ˌelectronic ˈmail**, *formal*) [U] a way of sending messages and data to other people by means of computers connected together in a network 电子邮递形式；电子信箱：*You can contact us by email.* 你可以通过电子邮递形式与我们联系。◇ *Do you have email* (= a system to send and receive emails)? 你有电子信箱吗？◇ *They offer a free email service from their website.* 他们在自己的网站上提供免费电子邮递服务。
➲ *to **have/use** email* 有 / 使用电子信箱 • *an email **program/service/system*** 电子邮递程序 / 服务 / 系统
**2** [C,U] a message sent by email 电子邮件：*We will send you an email confirming your order.* 我们将给你发送电子邮件以确认您的订单。◇ *I need to check my email* (= see if I have received any emails). 我要查看一下电子邮件。◇ *an email attachment* (= a document that is sent together with an email) 电子邮件的附件
➲ *to **fire off/forward/send** an email* (*to sb*) 发送电子邮件（给某人）• *to **get/receive** an email* (*from sb*)（从某人处）收到电子邮件 • *to **check/delete/read** emails* 查看 / 删除 / 阅读电子邮件
• ***verb*** [+ obj or no obj]
**email sth** (**to sb**) | **email** (**sb**) (**sth**) to send a message to sb by email 将电子邮件发送给（某人）；给（某人）发电子邮件：*I'll email the*

*documents to her.* 我将用电子邮递形式把这些文件发送给她。 ◇ *I'll email her the documents.* 我将用电子邮递形式把这些文件发送给她。 ◇ *I sent him an email last week but he hasn't emailed me back yet.* 我上周给他发了电子邮件，但是他还没给我回复。 ◇ *How much time do you spend emailing?* 你发送电子邮件要花多少时间？

**'email ac,count** *noun* [C]
an arrangement with a company that allows you to receive, store and send emails 电子邮件账户: *Do you have an email account?* 你有电子邮件账户吗？ ◇ *You can set up an email account on the Internet.* 你可以在互联网上开立一个电子邮件账户。 → MAILBOX

**EMAS** /'i:mæs/ *abbr*
**Eco-Management and Audit Scheme** in the EU, a system that organizations can join if they want to reduce the harmful effects of what they do on the environment（欧盟）生态管理和审核法案

**embargo** /ɪm'bɑ:gəʊ; *AmE* ɪm'bɑ:rgoʊ/ *noun* [C] (*plural* **embargoes**)
(*Economics*) an official order that prevents trade with another country 禁止贸易令；禁运: *The government has put an embargo **on** oil exports.* 政府已禁止石油出口。 ◇ *a trade embargo **against/on** certain countries* 针对某些国家的贸易禁令 → BOYCOTT
● *to **enforce/impose** an embargo (on sth)*（对某事）实施 / 实行贸易禁令 • *to **place/put** an embargo **on** sth* 禁止（某物的）贸易 • *to **end/lift** an embargo* 结束 / 取消贸易禁令 • *an **arms/oil/a trade** embargo* 武器 / 石油禁运；贸易禁令
▸ **em'bargo** *verb* [+ obj] (**embargoes, embargoing, embargoed, embargoed**): *All grain sales were embargoed.* 所有的粮食销售都被禁运。 → BOYCOTT

**embattled** /ɪm'bætld/ *adjective* [only before noun] (used especially in newspapers) surrounded by problems and difficulties（尤用于报章）被困扰的，处境艰难的: *The embattled chief executive has been advised to cut his pay, not raise it.* 有人建议处境艰难的总经理减薪，而不是加薪。

**embed** (*also spelled* **imbed**) /ɪm'bed/ *verb* [+ obj] (**-dd-**)
(*IT*) (*usually* **be embedded**)
**1** to fix electronic parts or a computer system inside a product so that it can perform a special function 嵌入，装入（将电子零件或计算机系统装入产品中以发挥特殊功能）: *a washing machine with an embedded computer* 带有嵌入式电脑的洗衣机 ◇ *embedded chips/software/systems* 嵌入式芯片 / 软件 / 系统
**2** to include text, a piece of computer code or a computer program as part of a file, an Internet page, an email, etc. 嵌入，插入（在文档、互联网网页、电子邮件中插入文本、计算机代码或计算机程序）: *an email with an embedded hyperlink* 带有嵌入式超链接的电子邮件

**embezzle** /ɪm'bezl/ *verb* [+ obj *or* no obj]
to steal money that you are responsible for or that belongs to your employer 盗用，挪用，侵吞（款项）: *He admitted embezzling nearly $2 million from his clients' accounts.* 他承认从客户的账户中挪用了近200万元。
▸ **em'bezzlement** *noun* [U]: *She was found guilty of embezzlement.* 她被判挪用公款罪。 **embezzler** /ɪm'bezlə(r)/ *noun* [C]

**emerge** /i'mɜ:dʒ; *AmE* i'mɜ:rdʒ/ *verb* [no obj]
**1** to appear or become known; to start to gain influence, power or wealth 显现；显露；出头: *Amazon has emerged as a leader in e-commerce.* 亚马逊已崭露头角，成为电子商务的佼佼者。 ◇ *the emerging markets of East Asia* 东亚的新兴市场
**2** (about facts, ideas, etc.) to become known（事实、意见等）暴露，被知晓: *More evidence has emerged that sales growth during the holiday season was very weak.* 更多证据表明节日期间的销售增长非常疲弱。
**3** to return to a normal state after a period of difficulty（从困境中）摆脱出来: *The company should emerge **from** bankruptcy in September.* 这家公司应该可以从九月份的破产中摆脱出来。
▸ **emergence** /i'mɜ:dʒəns; *AmE* i'mɜ:rdʒ-/ *noun* [U]: *the emergence of new technologies/evidence* 新技术 / 证据的出现

**emergency** /i'mɜ:dʒənsi; *AmE* i'mɜ:rdʒ-/ *noun* (*plural* **emergencies**)
**1** [C,U] a sudden serious event or situation which needs immediate action 紧急情况；突发事件: *Staff are trained on what to do **in** an emergency.* 培训员工如何应对突发事件。
**2** [U] (*used as an adjective* 用作形容词) used or done in an emergency 紧急的；应急的: *They maintain emergency stocks of oil.* 他们维持应急石油储备。 ◇ *The company called an emergency board meeting to discuss the offer.* 公司召开紧急董事会会议讨论这一提议。

**emission** /i'mɪʃn/ *noun*
**1** [C, usually pl.] harmful gas, etc. that is sent out into the air 排放物；散发物；排泄物: *emissions from vehicles/power stations* 汽车 / 发电站排放物 ◇ *They aim to reduce carbon dioxide emissions by 20% by 2010.* 他们的目标是到2010年将二氧化碳排放量降低20%。
**2** [U] the production or sending out of harmful gas, etc.（有害气体等的）发出，散发，排放，射出: *low emission cars* 低排放汽车

**e'mission ,credit** (*also* **e'missions ,credit, pol'lution ,credit**) *noun* [C, usually pl.]
a right to send out a measured amount of harmful gases into the air 排放权；排污权: *Companies that beat their sulphur dioxide targets can sell emission credits to those that exceed them.* 二氧化硫排放未超标的公司可以将排放权出售给那些已超标的公司。 See note at EMISSION UNIT

**e'missions ,trading** *noun* [U]
the activity of buying and selling EMISSION CREDITS OR EMISSION UNITS 排放权交易（买卖排放权的活动）: *a scheme for emissions trading across Europe* 整个欧洲的排放权交易计划

**e'mission ,unit** *noun* [C, usually pl.]
a right to send out a measured amount of harmful gases such as CARBON DIOXIDE into the air 排放单位: *The Kyoto Protocol permits trading of emission units between countries.* 《京都议定书》允许国家之间买卖排放单位。 → CARBON CREDIT

MORE ABOUT 相关词条

## Emission units

Under the Kyoto Protocol, countries are given a number of **emission units** equal to the maximum amount of harmful gases they are allowed to produce. Countries that produce a smaller amount than their limit can sell units to countries that produce more than their limit. Countries can also earn units, for example by planting trees or helping other countries to use technologies that use energy more efficiently. 《京都议定书》给予各国一定量的排放单位（emission units），等于其被允许排放的有害气体的最大规模。排放量小于限额的国家可以向排放高于限额的国家出售其排放单位。各国也可以通过植树或帮助别国采用可提高能源使用效率的技术等方式获取排放单位。

All units are the same size and can be traded in the same way. But some people distinguish units that are earned from those that are given by calling them *carbon* **credits** or *emission* **credits** rather than *emission* **units**. 所有的排放单位规模相同，可以用同样的方式进行交易。然而有些人把获取的单位和分配的单位区别开来，称为碳信用额（carbon credits）或排放配额（emission credits），而不是统称为排放单位（emission units）。

**Emission credit** is also used to describe the units of systems other than the Kyoto Protocol, for example the system in the US to reduce sulphur dioxide pollution. * Emission credit（排放配额）还用来指《京都议定书》以外的度量制度，例如美国降低二氧化硫污染的制度。

**emolument** /ɪ'mɒljumənt; *AmE* ɪ'mɑːl-/ *noun* [C, usually pl.]
(*Accounting, formal*) the total amount of money that sb gets for the job they do or the position they hold, including any extra benefits that they receive, especially when this is a lot of money 报酬；薪水；工资：*He received an €800 000 bonus last year, which took his total emoluments to €1.82 million.* 去年他得到80万欧元的奖金，这使他的总报酬达到182万欧元。

**'e-,money** (*also* **,electronic 'money, ,digital 'money**) *noun* [U]
money that is stored in electronic form, for example on a SMART CARD or in the memory of a computer, and can be used to make electronic payments 电子货币：*Under the system, you will be able to store e-money in your mobile-phone account.* 在这系统下，可将电子货币储存在手机账户中。

**emoticon** /ɪ'məʊtɪkɒn; *AmE* ɪ'moʊtɪkɑːn/ *noun* [C]
a short set of keyboard symbols that represents the expression on sb's face, used in email, etc. to show the feelings of the person sending the message. For example, :-) represents a smiling face 表情符（在电子邮件等当中使用，表达发信人面部表情的键盘符号。如 :-) 表示笑脸）

**e,motional 'capital** *noun* [sing.; U]
(*HR*) the feelings, beliefs and values of a company's employees that make good relationships possible and help a business to be successful 情绪资本（指有助于营造企业内部良好氛围并促使企业成功的员工的情感、信仰和价值观）

**e,motional in'telligence** *noun* [U]
(*HR*) the ability of a person to understand, control and use their feelings and to understand the feelings of others 情商 → EQ

**empire** /'empaɪə(r)/ *noun* [C]
a group of commercial organizations controlled by one person or company 大企业；企业集团：*The company is part of the Virgin empire.* 这家公司是维珍企业集团的组成部分。◇ *She rapidly built her business empire by investing in start-ups.* 她通过投资刚起步的小公司迅速建立起自己的大型企业集团。
- **to *break up/build (up)/control/expand/run* an *empire*** 解散 / 建立 / 控制 / 扩大 / 经营大企业
- ***an empire collapses/grows*** 大企业崩溃 / 成长
- ***a business/media/publishing/retail empire*** 商业 / 媒体 / 出版 / 零售企业集团

**★employ** /ɪm'plɔɪ/ *verb, noun*
- ***verb*** [+ obj]
**1** to give sb a job to do for payment 雇用：*How many people does the company employ?* 这家公司雇用了多少人？◇ *For the past three years he has been employed as a systems analyst.* 过去三年来，他一直受雇当系统分析师。◇ *The number of people employed in manufacturing has fallen.* 受雇于制造业的人数已经下降。◇ *IT workers employed to install new computer systems* 受雇来安装新计算机系统的信息技术人员
**2** (*formal*) to use sth such as a skill, method, etc. for a particular purpose 使用；利用：*the accounting practices employed by large companies* 大公司采用的会计惯例
- ***noun***
IDM **in sb's em'ploy; in the em'ploy of sb** (*formal*) working for sb; employed by sb 为某人工作；受雇于某人：*How long has she been in your employ?* 她为你工作多长时间了？

VOCABULARY BUILDING 词汇扩充

## Employing people

- to **recruit** sb – 聘用：*Many businesses are having trouble recruiting workers with adequate skills.* 许多企业难以聘到具有适当技能的工人。
- to **hire** sb (*especially AmE*) – 雇用：*If you want to keep growing, hire more salespeople.* 若想不断扩展业务，就要雇用更多的销售人员。
- to **take on** sb – 雇用：*She was taken on as a trainee last year.* 她去年被聘为实习生。
- to **appoint** sb – 任命：*A new head of the Environment Agency was appointed last year.* 去年新任命了一位环境署署长。
- to **headhunt** sb – 猎头：*He was headhunted by a major US law firm.* 他被一家大型美国律师事务所挖走了。

See note at DISMISS

**employable** /ɪm'plɔɪəbl/ *adjective*
having the skills and qualifications that will make sb want to employ you 具备雇用条件的；适宜雇用的：*training schemes that aim to make young people more employable* 旨在提升年轻人受聘机会的培训计划 OPP UNEMPLOYABLE ▸ **employability** /ɪmˌplɔɪə'bɪlətɪ/ *noun* [U]

**employed** /ɪm'plɔɪd/ *adjective*
SEE ALSO: **self-employed**
**1** having a job 受雇的：*employed people/adults/workers* 受雇的人 / 成人 / 工人 ◇ *a fully employed economy* 充分就业的经济 SYN WORKING
**2 the employed** *noun* [pl.] people who are **employed** 就业人员：*Factory-floor workers account for almost 50% of the employed.* 工厂车间工人几乎占就业人数的50%。
→ UNEMPLOYED

★**employee** /ɪmˌplɔɪ'iː/ *noun* [C]
SEE ALSO: **public employee**
a person who is paid to work for sb 雇员：*The firm has over 500 employees.* 这家公司有500多名雇员。◇ *In addition to a competitive salary, the company offers attractive employee benefits.* 除了具有竞争力的薪酬外，公司还提供有吸引力的员工福利。
● ***full-time/part-time/permanent/temporary employees*** 全职 / 兼职 / 固定 / 临时雇员 • ***hourly/salaried employees*** 钟点工；受薪雇员 • ***key/junior/senior/valued employees*** 重要 / 低级 / 高级 / 受重视的雇员 • ***to have/hire/recruit/retain/train employees*** 有 / 雇用 / 招聘 / 挽留 / 培训雇员 • ***to dismiss/fire/lay off employees*** 辞退 / 开除 / 解雇雇员 • ***to empower/motivate employees*** 赋予雇员权力；激励雇员 • ***employee benefits/relations/rights/status*** 雇员福利 / 关系 / 权利 / 地位

**emˌployee as'sistance ˌprogramme** (*also* **emˌployment as'sistance ˌprogramme**) (*AmE spelling* ~ **program**) *noun* [C] (*abbr* **EAP**)
(*HR*) a service that employers offer that helps employees with problems that may affect the way they do their job 雇员辅助计划：*Our employee assistance programme provides advice, counselling, training and support.* 我们的雇员辅助计划提供咨询、辅导、培训和支持。

**emˌployee 'buyout** *noun* [C]
(*Finance*) a situation in which the employees gain control of a company, or a particular part of it, by buying most of its shares 职工收购股权，员工控股收购，雇员收购（雇员购买公司大部分股份而取得公司的控制权）：*She led an employee buyout of the plant.* 她发动员工收购工厂的股权。

**emˌployee in'volvement** *noun* [U] (*abbr* **EI**)
(*HR*) ways of making employees feel that they are an important part of a company so that they will work better, especially by allowing them to take part in making decisions on things that affect them 职工参与（一种通过让员工感到自己在公司的重要性，从而更加努力工作的方法，尤指允许职工就影响他们的事件参与决策的行为）：*The survey showed that many workers want a higher level of employee involvement.* 调查显示许多工人希望职工有更高层次的参与。→ EMPLOYEE PARTICIPATION

**emˌployee 'leasing** *noun* [U]
(*HR*)
**1** an arrangement in which workers are supplied to work in a company for a short period of time 员工租借（向某公司提供短期工作人员）
**2** an arrangement in which a business that has special skill in employing people takes responsibility for some or all of the employees of a company and pays them, arranges their benefits, etc. 员工租借（在雇人方面有特殊技能的企业为某公司提供一些或全部雇员，并负责支付薪酬、安排福利等）

**emˌployee 'ownership** *noun* [U]
(*HR*) the situation when workers own some or all of the shares in the company they work for 雇员所有制（工人持有所在公司部分或全部股份）：*a sense of partnership created by the employee ownership structure* 雇员所有制结构建立的伙伴意识

**emˌployee partici'pation** (*also* **ˌworker partici'pation**) *noun* [U]
(*HR*) a system where employees take part in making decisions in a company 职工参与管理（职工参加公司决策的制度）：*proposals to encourage employee participation in management* 鼓励职工参与管理的建议 → EMPLOYEE INVOLVEMENT

**emˌployee re'ferral ˌprogramme** (*AmE spelling* ~ **program**) *noun* [C]
(*HR*) especially in the US, a policy of encouraging employees to suggest people that they know for a job, usually by offering money 雇员引荐计划（尤指美国，鼓励雇员推荐他们熟知的人就业的政策，通常对推荐人实行奖励）

**emˌployee re'lations** *noun* [pl.] (*abbr* **ER**)
(*HR*) ways in which managers exchange information and ideas with their employees, involve them in making decisions and encourage them to want to work well; the department of a company that is responsible for this 员工关系；员工关系部：*Flexible working arrangements can lead to improved employee relations.* 灵活的工作安排可以改善员工关系。◇ *head of employee relations at the bank* 银行的员工关系部主管

**emˌployee self 'service** *noun* [U] (*abbr* **ESS**)
(*HR*) a system in which employees can use the Internet to do administrative tasks connected with their pay, benefits, personal information, etc. that used to be done by managers or office staff 员工自助服务（员工可以利用互联网处理与其薪酬、福利、个人信息等有关的行政事务，而这些工作过去是由经理或行政人员做的）

**emˌployee 'share ˌownership plan** (*BrE*) (*AmE* **emˌployee 'stock ˌownership plan**) *noun* [C] (*abbr* **ESOP**)
(*Finance*; *HR*) a system in which a company gives its employees shares, or allows them to buy shares, so that when the company makes a profit they will receive part of it 职工持股计划（公司给职工股份或允许职工购买股份。当公司获利时，职工也能分得一杯羹）SYN SHARE INCENTIVE PLAN

**emˌployee 'stock ˌoption** *noun* [C] (*abbr* **ESO**)
(*Finance*; *HR*) the right given to some employees in

a company to buy shares in the company at a fixed price 员工认股权（公司授予某些员工按固定价格购买股票的权利）

**em,ployee 'stock ,ownership plan**
= EMPLOYEE SHARE OWNERSHIP PLAN

**★employer** /ɪm'plɔɪə(r)/ *noun* [C]
a person or company that pays people to work for them 雇主；老板：*They're very good employers* (= they treat the people that work for them well). 他们是非常好的雇主。◇ *one of the largest employers in the area* 这个地区最大的雇主之一 ◇ *How long have you worked for your current employer?* 你为目前的雇主工作多长时间了？
● ***a big/large/major/small employer*** 大／小雇主 • ***a private sector/public sector employer*** 私营部门／公共部门雇主 • ***a current/former/potential/previous/prospective employer*** 目前的／以前的／潜在的／过去的／未来的雇主 • ***to work for/have an employer*** 为雇主工作；受雇

**GRAMMER POINT** 语法说明

**Words ending in -or, -er and -ee**

Nouns ending in **-or/ -er** often refer to a person who gives or sends something to somebody. Nouns ending in **-ee** refer to the person who receives the thing. 以 -or/-er 结尾的名词通常指给予者。以 -ee 结尾的名词指接受者。For example 例如：
- an *employer* gives a job to an *employee* 雇主雇用雇员
- a *consignor* sends goods to a *consignee* 发货人将货物发送给收货人
- a *franchiser* gives the right to operate a business to a *franchisee* 特许权授予人将经营企业的权利授予特许权使用人
- a *lessor* gives a *lessee* the use of a building 出租人将大厦的使用权授予承租人
- a *licensor* gives a *licensee* the right to use sth 许可方将某物的使用权授予被许可方

**em,ployer of 'record** *noun* [C] (*AmE*)
(*HR*; *Law*) the person or company who is legally responsible for employees' pay, taxes, benefits, etc. 名义雇主（对雇员的薪酬、税收、福利等负有法律责任的个人或公司）

**★employment** /ɪm'plɔɪmənt/ *noun*
SEE ALSO: **continuous employment, contract of ~, lifetime ~, precarious ~**
**1** [U,C] work, especially when it is done to earn money; the state of being employed 工作；职业；受雇：*to be in paid employment* 拿工资的工作 ◇ *Graduates are finding it more and more difficult to find employment.* 毕业生发现找工作越来越难。◇ *conditions/terms of employment* 雇用条件／条款 ◇ *She has negotiated a five-year employment contract with the company.* 她已和公司谈妥一份为期五年的雇用合同。→ WORK
● ***casual/full-time/part-time/seasonal/temporary employment*** 临时性／全职／兼职／季节性／暂时性工作 • ***to be in/get/have/take up employment*** 在职；得到／有／开始工作 • ***to find/look for/seek employment*** 寻找工作 • ***employment opportunities/prospects*** 工作机会／前景 • ***an employment agreement/contract*** 工作协议／合同
**2** [U] the situation in which people have work 就业：*The government is aiming at full employment* (= when nobody is unemployed). 政府的目标是实现充分就业。◇ *Changes in farming methods have badly affected employment in the area.* 耕作方式的改变已严重影响了这个地区的就业。◇ *school-leavers entering the employment market* 进入就业市场的学校毕业生 OPP UNEMPLOYMENT
● ***falling/full/high/low/total employment*** 下降的就业率；充分就业；高／低就业率；就业总数 • ***to boost/create/cut/increase/reduce employment*** 促进／创造／削减／增加／减少就业 • ***employment data/figures/growth/records*** 就业数据／数字／增长／记录
**3** [U] the act of employing sb 雇用：*The expansion of the factory will mean the employment of sixty extra workers.* 工厂的扩建将意味着要多雇用60名工人。

**em'ployment ,agency** (*BrE also* **'staff ,agency**) *noun* [C]
(*HR*) a business that helps people to find work and employers to find workers 职业介绍所：*Many people find jobs very quickly by going to private employment agencies.* 许多人通过私人职业介绍所很快就能找到工作。◇ *You must register with a government employment agency.* 必须到政府职业介绍所登记。

**em,ployment as'sistance ,programme**
= EMPLOYEE ASSISTANCE PROGRAMME

**em'ployment costs** *noun* [pl.]
the amount of money that a business spends on employing people, including wages, payments for health insurance, pensions, etc. 雇工成本：*Introducing a 35-hour week would mean a rise in employment costs.* 推行每周35小时工作制将意味着雇工成本的增加。

**em,ployment 'equity** *noun* [U]
the policy of giving everyone the same chances of employment, especially by helping groups that are often treated unfairly because of their race, sex, etc. 就业平等；公平就业

**em'ployment law** *noun* [U]
the collection of laws that deal with all aspects of employment and the rights of people who are employed 就业法 SYN LABOUR LAW

**em'ployment pro,tection** (*also* **'job pro,tection**) *noun* [U]
(*HR*) a group of laws that protect the rights of workers in a company, including pay, time away from work, etc.; the rights that are protected 雇员保障法；就业保障法；就业保障：*The most important aspect of employment protection is the unfair dismissal scheme.* 就业保障法最重要的方面是不公平解雇方案。

**em,ployment re'lations** *noun* [pl.]
(*HR*) the rights of employees, employers, unemployed and SELF-EMPLOYED people and the relations between individuals, organizations and the government; the laws that deal with this 雇用关系，就业关系，劳资关系（雇员、雇主、失业者和个体户的权利以及个人、机构和政府间的关系）；雇用关系法例：*the 1999 Employment*

*Relations Act* * 1999年雇用关系法 → INDUSTRIAL RELATIONS

**em,ployment re'lationship** *noun* [sing.]
(*Law*) the situation that exists when an employer pays an employee in exchange for work or services, usually with written conditions 雇用关系；劳资关系：*reasons to terminate an employment relationship* 终止劳资关系的理由

**em,ployment se'curity** (*also* **se,curity of em'ployment**) *noun* [U]
a situation where a job is likely to last for a long time and you will keep the job if you do what you are expected to 就业保障：*These jobs offer low pay, few benefits and less employment security.* 这些工作薪资福利低，保障少。 SYN JOB SECURITY

**em'ployment tax** *noun* [U,C] (*AmE*)
(*Accounting*) the amount of money that you pay to the government according to how much you earn, which is taken out of your pay by your employer 就业税；职业税；雇用税

**em,ployment tri'bunal** (*also* **in,dustrial tri'bunal**, *old-fashioned*) *noun* [C]
(*HR*) in the UK, a type of court that can deal with disagreements between employees and employers 劳资案件审裁处，就业法庭（英国处理劳资纠纷的法庭）：*She took her case to an employment tribunal, who decided she had been unfairly dismissed.* 她向就业法庭递交了案件，法庭裁定她属于被不合理辞退。→ LABOUR COURT

**emporium** /em'pɔːriəm/ *noun* [C] (*plural* **emporiums** *or* **emporia** /em'pɔːriə/)
**1** a shop/store where you can buy a wide variety of a particular type of goods 专卖店：*a fashion emporium* 时尚物品专卖店
**2** (*old-fashioned*) a large shop/store 大百货商店；大型商场

**empower** /ɪm'paʊə(r)/ *verb* [+ obj] (*often* **be empowered**)
**1** to give sb the ability and confidence to control the situation they are in 使能够；使控制局势：*The Internet empowers consumers to shop efficiently.* 互联网可以提高消费者的购物效率。◇ *A successful business requires an empowered workforce.* 一家成功的企业要给予员工自主权。
**2** (*formal*) to give sb the power or authority to do sth 给（某人）…的权力；授权：*Congress has empowered a committee to investigate the claims.* 国会已经授权一个委员会调查这些指控。 SYN AUTHORIZE

**empowerment** /ɪm'paʊəmənt; *AmE* -'paʊər-/ *noun* [U]
(*HR*) when managers give employees more responsibility to control their own work, make their own decisions, etc.（经理给予员工更多的）自主权，授权：*Companies that take empowerment and training seriously tend to perform better.* 认真对待员工自主权和培训的公司往往运营得更好。

**,empty 'nester** /,empti 'nestə(r)/ *noun* [C, usually pl.]
a parent whose children have grown up and left home 空巢者（指孩子长大并离开家的父母）：*an ideal smaller home for first-time buyers or empty nesters* 给首次置业者或空巢者准备的理想小家

**EMS** /,iː em 'es/ *noun, abbr*
• ***noun***
**1** [U] **enhanced message service** a system for sending pictures, music and long written messages from one mobile phone/cellphone to another 增强型短信服务（手机间传送图片、音乐及长篇书面信息的系统）
**2** [C] a message sent by **EMS** 增强型短信服务发送的信息
→ SMS, MMS
• ***abbr*** = ENVIRONMENTAL MANAGEMENT SYSTEM

**EMU** /'iːmjuː; ,iː em 'juː/ *abbr* **European Monetary Union** an arrangement by which countries in Europe use similar economic policies and a single currency (the **euro**); the group of countries who use the euro 欧洲货币联盟：*EMU entry/membership* 加入欧洲货币联盟；欧洲货币联盟成员 NOTE This is also sometimes referred to as **Economic and Monetary Union**. 有时也称为 Economic and Monetary Union。

**-enabled** /ɪ'neɪbld/ *combining form* (*used in compound adjectives* 用于复合形容词)
SEE ALSO: **e-enabled, webenabled**
that can be used with a particular system or technology, especially the Internet 能与某种系统（或技术）使用的；由…驱动的：*Your browser is not Java-enabled.* 你的浏览器不能使用Java。◇ *Internet-enabled business is like any other business.* 建基于互联网的业务与任何其他业务一样。

**enabling** /ɪ'neɪblɪŋ/ *adjective*
giving sb/sth new powers or abilities to do particular things 授权的：*We are developing an **enabling technology** for wireless Internet.* 我们正为无线互联网开发一项使能技术。◇ *Good feedback can be very enabling.* 好的反馈可能会很有利。

**enc.** = ENCL.

**encash** /ɪn'kæʃ/ *verb* [+ obj] (*BrE*)(*formal*)
**1** (*Finance*; *Insurance*) to exchange an investment for money 把（投资）兑现：*You will receive a lump sum when the policy is encashed.* 当保单兑现时，你会收到一笔一次性款项。 SYN CASH STH IN at CASH
**2** (*Finance*) to exchange a cheque, etc. for money 把（支票等）兑现：*Most banks impose a charge for encashing foreign cheques.* 大多数银行兑现外国支票时要收取费用。 SYN CASH
▸ **en'cashment** *noun* [U,C]：*Policyholders will have to pay a 10 per cent charge on early encashment* (= if they want the policy paid early). 投保人要想提前兑现保单必须付10%的费用。

**encl.** (*also spelled* **enc.**) *abbr*
a short way of writing **enclosed** or **enclosure** on business letters to show that another document is being sent in the same envelope 随函附上的，附上的（用于商业信函）：*draft agenda encl.* 随函附上议程初稿

**enclose** /ɪn'kləʊz; *AmE* ɪn'kloʊz/ *verb* [+ obj]
to put sth in the same envelope, parcel/package, etc. as sth else 随函（或包裹）附上：*Please return the completed form, enclosing a stamped addressed envelope.* 请将填好的表格连同贴有邮票的回邮信封寄回。◇ (*formal*) *Please **find enclosed***

*a cheque for €300.* 兹附上300欧元的支票一张，请查收。

**enclosure** /ɪn'kləʊʒə(r); *AmE* -'kloʊ-/ *noun* [C] something that is placed in an envelope with a letter（信中）附件：*Always state the number of enclosures at the bottom of your letter.* 信尾一定要注明附件的份数。

**encrypt** /ɪn'krɪpt/ *verb* [+ obj] (*IT*) to put information into a special code, especially in order to prevent people from looking at it without permission 把…加密：*The system encrypts your email so that only the intended receiver can read it.* 这个系统会对电子邮件进行加密，因此只有指定接收者才可以阅读。◇ *encrypted data* 经过加密的数据 OPP DECRYPT
▸ **encryption** /ɪn'krɪpʃn/ *noun* [U,C]：*encryption programs/software/technology* 加密程序 / 软件 / 技术

**end** /end/ *noun, verb*
• ***noun***
SEE ALSO: **back end, closed-~, dead-~, ~-to-~, front ~, high-~, low-~,** etc.
**1** [sing.] the final part of a period of time, an event or an activity（时间、事件或活动的）终止，终结，结局：*They plan to cut 2 500 jobs by the end of the year.* 他们计划到年底为止削减2 500个职位。◇ *There will be a chance to ask questions at the end.* 结束时会有机会提问。◇ *an end-of-season sale* 季末甩卖
**2** [C] a point or level that is the highest or lowest in a particular range（某一范围最高或最低）端，末端：*These two products are from opposite ends of the price range.* 这两种产品处在价格区间的两端。◇ *We are aiming at the premium* (= very expensive) *end of the market.* 我们正针对高端市场。
⊕ *the* ***bottom/high/low/top/upper*** *end* 底 / 高 / 低 / 顶 / 上端 • *the* ***budget/cheap/expensive/premium*** *end* 节省的；便宜的；昂贵的；高端的
**3** [sing.] a situation in which sth does not exist any more 结束：*Her contract* ***comes to an end*** (= finishes) *in June.* 她的合同六月到期。◇ *The two sides finally reached a deal,* ***bringing*** *the ten-day strike* ***to an end.*** 双方最后达成了协议，结束了为期10天的罢工。
**4** [C, usually sing.] a part of an activity with which sb is concerned, especially in business（尤指经营活动）部分，方面：*We need somebody to handle the marketing end of the business.* 我们需要有人来管理营销方面的业务。◇ *I have kept my end of the bargain.* 我已经履行了协议。
**5** [C; usually sing.] either of two places connected by a telephone call, journey, etc. 端点；终点：*I answered the phone but there was no one* ***at the other end.*** 我接了电话，但电话那头没人。
IDM **make (both) ends 'meet** to earn just enough money to be able to buy the things you need, pay what you owe, etc. 勉强维持生计；使收支相抵：*Many small businesses are struggling to make ends meet.* 许多小企业只能勉强维持下去。
→ idiom at DEEP *adjective*, SHARP
• ***verb*** [+ obj *or* no obj]
to finish; to make sth finish 结束；终止：*The meeting ended on a positive note.* 这次会议以乐观的调子结束了。◇ *They reported a €16 million loss for the year ending 31 August.* 他们报道称，截至8月31日的财政年度亏损了1600万欧元。

**ˌend con'sumer** *noun* [C] a member of the public who buys and uses a product 最终消费者：*We want to give end consumers an easy way to buy online.* 我们希望向最终消费者提供一种网上订购的简单方法。◇ *creating the best product for the end consumer* 为最终消费者开发最好的产品

**ˌend-of-'year** *adjective* [only before noun] relating to the end of December; relating to the end of a FINANCIAL YEAR 年底的；财政年度末的：*The company's end-of-year results will be released in February.* 公司的财政年度业绩将在二月公布。◇ *End-of-year spending by consumers has lifted sales of mobile phones.* 消费者的年末消费提高了手机的销量。→ YEAR END

**endorse** (*AmE spelling also* **indorse**) /ɪn'dɔːs; *AmE* ɪn'dɔːrs/ *verb* [+ obj]
**1** to say publicly that you support a person, statement or course of action（公开）赞同，支持：*I strongly endorse the directors' plans.* 我非常赞同董事们的计划。
**2** (*Marketing*) to say in an advertisement that you use and like a particular product or service so that other people will want to buy or use it（在广告中）宣传，赞同：*We decided to use a celebrity to endorse our restaurant.* 我们决定利用名人来宣传我们的餐厅。◇ *products endorsed by loyal customers* 受忠实顾客认同的产品
**3** (*Finance*) to sign the back of a cheque or BILL OF EXCHANGE so that it can be paid to sb else; to sign the back of a cheque in order to receive cash from the bank 背书（在支票或汇票背面签名以将款项付给别人；在支票背面签名以便从银行提取现金）：*You must endorse the cheque before we can deposit it.* 在支票存入银行之前必须先背书。
**4** (*Insurance*) to add conditions to a standard insurance policy so that it applies to particular circumstances（在标准保单上）附加条款：*Policies that refer only to employees should be endorsed to include volunteer workers.* 应在仅适用于雇员的保单上附加条款，将志愿工作者包含进去。

**endorsement** (*AmE spelling also* **indorsement**) /ɪn'dɔːsmənt; *AmE* -'dɔːrs-/ *noun* [C,U]
**1** a public statement or action showing that you support sb/sth; official approval of sth（公开的）赞同，支持，批准：*The chairman's comments were a* ***ringing*** (= powerful) *endorsement of the senior management team.* 董事长的意见是对高级管理团队的强大支持。◇ *The plan will now go to the bankruptcy court for endorsement.* 现在就将计划书提交破产法庭批准。
**2** (*Marketing*) a statement made in an advertisement, usually by sb famous or important, saying that they use and like a particular product or service（通常指名人在广告中对某产品或服务的）宣传，赞同：*They are looking for a* ***celebrity*** *endorsement* (= one given by a famous person) *of their new line of T-shirts.* 他们正在寻找一位名人来宣传新款T恤衫。◇ *She has signed an endorsement deal with Nike.* 她和耐克公司签定了一份广告宣传合同。

**3** (*Finance*) the act of signing the back of a cheque or BILL OF EXCHANGE; the signature and the words that are written 背书（在支票或汇票背面签名的行为）: *The trader will transfer the bill of exchange to his bank through endorsement.* 贸易商通过背书将汇票转让给他所在的银行。
**4** (*Insurance*) conditions that are added to a standard insurance policy in order to make it apply to particular circumstances 保险单附加条款: *This endorsement should be applied where the building to be insured is a farmhouse.* 如果所投保的建筑为农舍，则参照本保险单的附加条款。◇ *a policy endorsement* 保险单附加条款

**endorser** /ɪn'dɔːsə(r); *AmE* ɪn'dɔːrs-/ *noun* [C]
**1** (*Accounting*) a person, usually sb famous or important, who says in an advertisement that they use and like a particular product or service 广告代言人: *There is no money for a celebrity endorser.* 没钱请名人来代言。
**2** (*Finance*) the person who signs the back of a cheque, a BILL OF EXCHANGE, etc. 背书人（在支票、汇票等背面签名的人）

**endowment** /ɪn'daʊmənt/ *noun*
**1** [C,U] money that is given to a school, a college or another institution to provide it with an income; the act of giving this money 捐款；捐赠；资助；赞助: *The university has a $10.5 billion endowment fund.* 这个大学有105亿元的捐赠基金。◇ *a fund for the endowment of the performing arts* 赞助表演艺术的基金
**2** (*Finance*; *Insurance*) [C] a type of investment that you can buy from an insurance company in which you make regular payments over a period of time, or until you die, after which the company pays out an amount of money 人寿保险；养老保险: *to buy/sell an endowment* 购买／出售人寿保险 ◇ *Final payouts on 25-year* ***endowment policies*** *have fallen by 9 per cent in the past year.* * 25年期的人寿保险单的最终赔付额在过去一年里已下降了9%。

**en'dowment ,mortgage** *noun* [C] (*BrE*)
a type of **mortgage** (= a loan to buy property) in which money is regularly paid into an **endowment**. At the end of a particular period of time this money is then used to pay back the money that was borrowed. 定期人寿保险按揭，人寿保险抵押（一种抵押方式，将钱分期存入养老保险基金中，期满后将钱用来偿付所贷款项）

**,end 'product** *noun* [C]
something that is produced by a particular activity or process 最终产品；制成品: *This report is the end product of two years of market research.* 这份报告是为期两年的市场调研的最终成果。◇ *Parts are assembled by hand and the end products are exported.* 零部件由手工装配，最终产品供出口。

**,end-to-'end** *adjective* [usually before noun]
connected with all the stages of a process or an activity 端到端的；首尾相接的: *It's an end-to-end solution—from product design to production.* 这是一个端到端的解决方案——从产品设计到生产。◇ *end-to-end testing of the system* 端到端的系统测试

**,end-'user** (*AmE spelling also* **end user**) *noun* [C]
a person who actually uses a product rather than one who makes or sells it, especially a person who uses a product connected with computers （产品，尤指计算机相关产品的）最终用户，直接用户: *They sell their computers directly to businesses and individual end-users.* 他们直接向企业和个人最终用户出售计算机。◇ *end-user demand* 最终用户的需求 SYN ULTIMATE CONSUMER → CONSUMER

**energy** /'enədʒi; *AmE* -ərdʒi/ *noun* [U]
a source of power, such as fuel, used for driving machines, providing heat, etc. 能源: *solar/wind/nuclear energy* 太阳／风／核能 ◇ *We have suffered from disappointing sales and higher energy costs.* 由于销售量下降，能源成本上升，我们损失不小。◇ *energy-saving equipment* 节能设备 ◇ *an energy company/supplier* 能源公司／供应商

**★enforce** /ɪn'fɔːs; *AmE* ɪn'fɔːrs/ *verb* [+ obj]
**1** to make sure that people obey a particular law or rule 强制执行，强行实施（法规）: *The legislation will be difficult to enforce.* 这一法规将难以实施。◇ *The rules were strictly enforced.* 这些规则得到了严格执行。
**2** to make sth happen or force sb to do sth 强迫；迫使: *The company has said there will be no enforced redundancies.* 公司表示将不会强迫裁员。
▸ **enforceable** /ɪn'fɔːsəbl; *AmE* -'fɔːrs-/ *adjective*: *legally enforceable contracts* 可以依法执行的合同 **en'forcement** *noun* [U]

**engage** /ɪn'geɪdʒ/ *verb* [+ obj] (*formal*)
to employ sb to do a particular job 雇用；聘用: *He is currently engaged as a consultant.* 他目前受聘为顾问。◇ *They engaged a young designer to create a new corporate identity.* 他们聘请了一位年轻的设计师进行新的企业形象设计。

**engaged** /ɪn'geɪdʒd/ (*BrE*) (*also* **'busy**, *AmE*, *BrE*) *adjective*
(about a telephone line) being used（电话线）使用中的，被占用的: *I couldn't get through—the line's engaged.* 我打不通电话——电话占线。◇ *I phoned earlier but you were engaged* (= using your phone). 我早先打过电话，但你那儿占线。◇ *the engaged tone/signal* 忙音；占线信号

**engagement** /ɪn'geɪdʒmənt/ *noun*
SEE ALSO: **letter of engagement, without engagement**
**1** [C] an arrangement to do sth at a particular time, especially sth official or sth connected with your job（尤指正式的或与工作有关的）约会，约定，预约: *I had to refuse because of a* ***prior engagement.*** *由于有约在先我只好拒绝了。◇ She has a number of* ***speaking engagements*** *next month.* 她下月有几次演讲预约。◇ *an engagement book/diary* 预约簿／日志
**2** (*HR*) [U,C] an arrangement to employ sb; the process of employing sb 雇用；聘用: *The* ***terms of engagement*** *are to be agreed in writing.* 聘用条件将以书面协议形式确认。

**en'gagement ,letter** = LETTER OF ENGAGEMENT

**engine** /'endʒɪn/ *noun* [C]
SEE ALSO: **search engine**
**1** the part of a vehicle that produces power to make the vehicle move 发动机；引擎: *a diesel/petrol engine* 柴油／汽油发动机 ◇ *an aircraft/car engine* 飞机／汽车发动机

**2** a thing that makes sth happen or has a very strong influence 动力；推动力：*He believes that China will become the engine of growth for Asia.* 他相信中国将成为亚洲经济增长的推动力。
**3** (*IT*) the part of a computer program that is designed to keep performing a particular task 引擎（指持续完成特定任务的计算机程序）：*Each charge is processed through the payment engine.* 每项收费均通过付款引擎进行处理。◇ *You can use the shopping engine to find the best prices on the net.* 可以使用购物引擎在网上查找最低价格。

**★engineer** /ˌendʒɪ'nɪə(r); *AmE* -'nɪr/ *noun, verb*
• ***noun*** [C]

SEE ALSO: **automotive engineer,** CHEMICAL ENGINEER at **chemical engineering, civil ~, product ~, project ~, re-~, sales ~, software ~**

**1** a person whose job involves designing and building engines, machines, roads, bridges, etc. 工程师；设计师 See note at PROFESSION
**2** a person who is trained to repair machines and electrical equipment 技师：*They're sending an engineer to fix the phone.* 他们正要派一位技师来修理电话。
**3** a person whose job is to control and repair engines, especially on a ship or an aircraft（船上的）轮机手；（飞机上的）机械师：*a flight engineer* 空勤机械师 ◇ *the chief engineer on a cruise liner* 游轮的轮机长
• ***verb*** [+ obj]
**1** to design and build sth 设计制造：*The car is beautifully engineered and a pleasure to drive.* 这辆汽车设计得非常漂亮，开起来是件乐事。
**2** to arrange for sth to happen or take place, especially when this is done secretly in order to give yourself an advantage 密谋策划：*He is trying to engineer a merger of two leading department store groups.* 他正努力密谋策划两家大型百货商店集团的合并。

**★engineering** /ˌendʒɪ'nɪərɪŋ; *AmE* -'nɪr-/ *noun* [U]

SEE ALSO: **chemical engineering, concurrent ~, electrical ~, financial ~, genetic ~, heavy ~, human factors ~,** etc.

the activity of applying scientific knowledge to the design, building and control of machines, roads, bridges, electrical equipment, etc. 工程：*The engine is an impressive piece of engineering.* 发动机是一项了不起的设计。◇ *We try to focus on engineering and production rather than on marketing.* 我们要努力把重点放在工程设计和生产方面，而不是在营销上。◇ *an engineering company/firm/group* 工程公司 / 企业 / 集团

**engi'neering in,surance** *noun* [U]
a type of insurance in which money is paid if electrical equipment or machinery stops working because of a fault 工程保险

**enhance** /m'hɑːns; *AmE* -'hæns/ *verb* [+ obj]
to improve the good quality, value or status of sb/sth 提高；增强；增加：*This is an opportunity to enhance the reputation of the company.* 这是提高公司声誉的机会。◇ *The acquisition has enhanced earnings.* 这次收购增加了盈利。
▸ **en'hanced** *adjective*：*enhanced productivity* 提高了的生产率 ◇ *enhanced software* 已改进的软件 **en'hancement** *noun* [U,C]：*Formal training leads to skill enhancement.* 正规的训练带来技能的提高。◇ *software enhancements* 软件增强设备

**enlargement** /m'lɑːdʒmənt; *AmE* -'lɑːrdʒ-/ *noun* [U; sing.]
the process or result of sth becoming or being made larger 扩大；扩展；扩充；增大：*the enlargement of the company's overseas business activities* 公司海外业务的扩展 ◇ *EU enlargement* (= the fact of more countries joining the EU) 欧盟扩大

**enquire** (*also spelled* **inquire,** *especially in AmE*) /m'kwaɪə(r)/ *verb* [no obj]
to ask sb for some information 询问；打听：*Several people telephoned to enquire about the new service.* 好几个人打电话询问这项新服务。◇ *Someone was enquiring whether the business was for sale.* 有人在打听这家企业是否出售。
▸ **en'quirer** (*also spelled* **inquirer,** *especially in AmE*) *noun* [C]：*Take down the name and telephone numbers of any enquirers.* 记下每个询问者的姓名和电话号码。
PHR V **en'quire into sth** to find out more information about sth 调查；查问：*A committee was appointed to enquire into the complaints.* 委员会已受命调查这些投诉。 SYN INVESTIGATE

**★enquiry** (*also spelled* **inquiry,** *especially in AmE*) /m'kwaɪərɪ; *AmE usually* 'ɪnkwərɪ/ *noun* (*plural* **enquiries**)

SEE ALSO: **status enquiry**

**1** [C] ~ (**from sb**) (**about sb/sth**) a request for information about sb/sth; a question about sb/sth 询问；打听：*a telephone enquiry* 电话查询 ◇ *We received over 300 enquiries about the job.* 我们收到300多个对这项工作的查询。◇ *I'll have to make a few enquiries* (= try to find out about it) *and get back to you.* 我打听清楚了再给你答复。◇ *enquiries from prospective buyers* 潜在买主的询问
⊕ *to make/receive an enquiry* 询问；接受查询
• *to answer/deal with/handle/respond to an enquiry* 回答 / 解决 / 处理 / 答复查询
**2** [C] an official process to find out the cause of sth or to find out information about sth 调查；查问：*The organization has launched an internal enquiry into the matter.* 组织已对这事展开内部调查。◇ *a merger enquiry* (= to see if it should happen or not) 合并项目调查
⊕ *to conduct/hold/launch an enquiry* 进行 / 举行 / 展开调查 • *to call for/demand/order an enquiry* 要求调查
**3** [U] the act of asking questions or collecting information about sb/sth 查询；探索；探究：*scientific enquiry* 科学探索 ◇ *a committee of enquiry* 调查委员会
**4 enquiries** [pl.] (*BrE*) a place where you can get information 问讯处：*Ask at enquiries to see if your bag has been handed in.* 到问讯处问问是否有人交来了你的包。
**5** (*IT*; *Production*) [C,U] the act of finding information, for example about orders, costs or stock, that is stored in electronic form（对以电子形式储存的订单、成本或库存等信息的）查询：

*using SAP for a basic stock enquiry* 使用 SAP 软件进行基本的库存查询

**enter** /'entə(r)/ *verb* [+ obj]

**1** to begin taking part in an activity or a situation, especially to start competing in a particular kind of business 开始参加；开始从事；开始进入；着手进行：*As more manufacturers enter* ***the market,*** *price falls sharply.* 随着越来越多的生产商进入市场，价格急剧下跌。◇*A new company has entered the bidding for the supermarket chain.* 一家新公司已开始加入竞投经营那家连锁超市。

**2** (**be entered** *is not used*) (used about people or products) to arrive in a country or region（人或产品）进入：*He has called for a ban on new GM products entering the EU.* 他已呼吁禁止新的转基因产品进入欧盟。◇*tariffs on steel entering the US market* 对进入美国市场的钢铁所征收的关税

**3** to begin or reach a particular period of time in a process 开始，进入（某一阶段）：*Our economy is entering a phase of recovery.* 我们的经济正进入复苏阶段。◇*The strike is entering its seventh month.* 罢工正进入第七个月。

**4** (**be entered** *is not used*) to start working in a profession or career 开始，进入，从事（某行业或职业）：*What advice would you give to anyone entering the industry?* 你对进入这个行业的人有何建议？◇*the number of young people entering the workforce* 加入工作大军的年轻人人数◇*She entered management as a young graduate.* 她作为一名年轻的毕业生开始从事管理工作。

**5 enter sth** (**in/into/on sth**) to put information into a set of accounts, a list, a computer file, etc. 登账；登记；登录；输入：*Enter your username and password.* 输入你的用户名和密码。◇*a system for entering and retrieving data* 输入和检索数据的系统◇*I enter all my travel expenses on a spreadsheet.* 我将所有的旅行费用输入电子表格。→ DATA ENTRY

IDM **enter/join the 'fray** to join in a situation in which people or companies are competing with each other for sth 加入战斗；参与角逐：*Several more companies have entered the fray to win the contract.* 又有几家公司加入到争取这份合同的角逐中来。 **enter 'service** to start to be used for the first time 投入使用：*The new aircraft will be ready to enter service in 2009.* 新飞机准备于2009年投入使用。→ idiom at FORCE *noun*

PHR V **'enter into sth** (**with sb**) to begin sth or become involved in sth, especially an official discussion or agreement 开始；进入；参与：*Management has agreed to enter into discussions with the unions.* 管理层已经同意开始与工会讨论。

**★enterprise** /'entəpraɪz; *AmE* -tərp-/ *noun*

SEE ALSO: **free enterprise, private ~, small and medium-sized ~**

**1** [C] a company or business 公司；企业单位；事业单位：*a thriving fast-food enterprise* 欣欣向荣的快餐企业◇*How do you turn a loss-making enterprise into a profitable concern?* 如何使一家企业扭亏为赢？◇*The country has been selling off its state enterprises.* 这个国家一直在出售国有企业。
● *a* ***family/multinational/private/public/state-owned*** *enterprise* 家族／跨国／私营／公营／国有企业 • *a* ***large/medium-sized/small*** *enterprise* 大型／中型／小型企业 • *to* ***control/invest in/manage/run*** *an enterprise* 控制／投资／管理／经营企业 • *an enterprise* ***expands/grows/fails/succeeds*** 企业壮大／成长／倒闭／成功

**2** [C] a business project or activity, especially one that is difficult or involves taking risks（尤指艰巨或有风险的）规划，事业：*a joint enterprise between French and Japanese companies* 法国和日本公司的合资企业◇*his latest business enterprise* 他最新的商业规划◇*I have some concerns about the whole enterprise.* 我对整个事业有些担忧。 SYN VENTURE
● *a* ***business/commercial/new*** *enterprise* 企业／商业／新规划 • *an* ***ambitious/a difficult/an exciting*** *enterprise* 雄心勃勃／艰巨／令人振奋的事业 • *to* ***embark on/start/undertake*** *an enterprise* 着手／开始／从事一项事业 • *an enterprise* ***fails/succeeds*** 事业失败／成功

**3** [U] the activity of starting and developing businesses 企业发展；企业经营；企业活动：*grants to encourage enterprise in the region* 鼓励这个地区企业发展的拨款◇*an enterprise culture* (= in which people are encouraged to develop small businesses) 经商文化（鼓励发展小型企业）
● *to* ***encourage/promote*** *enterprise* 鼓励／促进企业发展

**4** [U] the ability to think of new projects and make them successful, especially by taking risks 事业心；进取心；创业精神：*Its profits can be seen as a reward for enterprise and innovation.* 利润可以被看作是对创业精神和创新的回报。◇*a man of enterprise* 有事业心的人
● ***great*** *enterprise* 富有进取心 • *to* ***show*** *enterprise* 表现出事业心

**'enterprise appli,cation** *noun* [C]
(*IT*) software that is designed to help an organization manage an important part of the business, such as the payment of staff (**payroll**), human resources and supplies of goods (**stock**), and is used by many different parts of the organization 企业应用软件

**,enterprise appli,cation inte'gration** *noun* [U] (*abbr* **EAI**)
(*IT*) a central service that links other pieces of software within an organization so that information can easily be shared 企业应用集成（为便于信息共享而将机构内部的软件连接在一起的中央服务）

**,enterprise 'bargaining** = WORKPLACE BARGAINING

**'enterprise ,centre** (*AmE spelling* ~ **center**) *noun* [C]
an office where people who want to start or develop a small business can get information, advice and help 企业中心（为想创办小企业的人提供信息、咨询和帮助的办事处）

**,enterprise re'source ,planning** *noun* [U] (*abbr* **ERP**)
(*Production*) a software system that links together all the aspects of a company's activities, such as finance, manufacturing, human resources and DISTRIBUTION, designed to help the business manage and control its work most efficiently 企业资源规划（将公司的财务、生产、人力资源、

分销等所有活动整合在一起，旨在帮助企业更有效地管理和控制其工作的软件系统）

**'enterprise ,union** *noun* [C]
(*HR*) in some countries, a union for employees in one business or company 企业工会

**'enterprise zone** *noun* [C]
(*Economics*) an area of a country which the government helps by encouraging companies to open new offices and factories there, usually by offering them financial benefits such as lower taxes 企业开发区（政府通常通过提供降低税收等金融优惠措施来鼓励企业在区内开设新的办事处和工厂）

**enterprising** /'entəpraɪzɪŋ; *AmE* -tərp-/ *adjective*
able to think of new projects or new ways of doing things and make them successful 有事业心的；有进取心的；有创业精神的：*Six enterprising college students decided to start their own business.* 六位有创业精神的大学生决定创立自己的公司。

**entertainment** /,entə'teɪnmənt; *AmE* -tər't-/ *noun* [U]
SEE ALSO: **home entertainment**
**1** (*HR*) the act of taking a company's customers out for meals, drinks, etc.; the money spent on this 款待；招待；交际应酬费：*We are specialists in corporate entertainment.* 我们在公司的交际应酬方面是行家。◇ *an entertainment budget* 交际应酬预算
**2** the business of making films/movies, television programmes, records, etc. to entertain people 娱乐片；文娱节目；娱乐活动：*the entertainment industry* 娱乐业

**entitle** /ɪn'taɪtl/ *verb* [+ obj] (*usually* **be entitled**)
to give sb the right to do or to have sth 使享有权利；使符合资格：*If you are over 65 years of age you are entitled to a reduction.* 如果超过65岁，就有资格享受折扣。◇ *A clause in his contract entitles him to two years' salary if the company is taken over.* 如果公司被接管，他所签合同中的一项条款使他有权得到两年的薪水。

**entitlement** /ɪn'taɪtlmənt/ *noun*
**1** [U] the official right to have or do sth（拥有某物或做某事的）权利，资格：*This may affect your entitlement to the full pension.* 这可能会影响你享有全额退休金的权利。
**2** [C] something that you have an official right to; the amount that you have the right to receive 有权得到的东西；应得的数额：*Staff must use their full holiday entitlement.* 员工必须放取他们应得的全部假期。◇ *Some people regard huge pay rises as an entitlement.* 一些人认为大幅加薪是理所应当的。
**3** [C] (*AmE*) a government system that provides financial support to a particular group of people（以特定群体为对象的）政府津贴制：*a reform of entitlements* 政府津贴制改革 ◇ *Medicard, Medicare and other entitlement programs* 医疗补助制度、老年保健医疗制度及其他政府津贴计划

**entity** /'entəti/ *noun* [C] (*plural* **entities**)
SEE ALSO: **business entity, legal entity**
(*Accounting*; *Law*) a business that exists as a separate unit and has its own legal identity 实体：*The unit has become part of a larger department and no longer exists as a separate entity.* 这家单位已并入一个更大的部门，不再作为一个独立实体存在。◇ *We have to compete with giant corporate entities.* 我们不得不与企业巨头竞争。
**PHRASES** ***an independent/a new/separate/single entity*** 独立的／新的／独立的／单独的实体

**entrant** /'entrənt/ *noun* [C]
**1** (*Marketing*) a company that starts to sell goods or services in a particular market 进入者，新加入者（在某市场开始出售产品或服务的公司）：*Competition would be fierce even without a new entrant in the market.* 即便市场上没有新的进入者，竞争也会很激烈。◇ *a late entrant to the industry* 这个行业的晚加入者 ◇ *Two recent entrants offer competing services.* 两家新近入行的公司提供了互相竞争的服务。
**2** a person who has recently joined a profession, university, etc. 新成员：*new entrants to the teaching profession* 教师行列的新进者

**entrepôt** /'ɒntrəpəʊ; *AmE* 'ɑ:ntrəpoʊ/ *noun* [C] (*Trade*)
a port or other trading centre where goods are brought for import and export and are stored before being sent somewhere else 货物集散地；转口港；进出口贸易中心：*Dubai now serves as the main entrepôt of the Persian Gulf.* 迪拜目前是波斯湾的主要货物集散地。**NOTE** **Entrepôt** is a French word. * entrepôt 是法语词。

**★entrepreneur** /,ɒntrəprə'nɜ:(r); *AmE* ,ɑ:n-/ *noun* [C]
SEE ALSO: **serial entrepreneur**
a person who makes money by starting or running businesses, especially when this involves taking financial risks 企业家；创业者：*a dotcom/fashion/high-tech/an Internet/a media entrepreneur* 网络／时装／高科技／互联网／媒体企业家 ▸ **entrepreneurial** /,ɒntrəprə'nɜ:riəl; *AmE* ,ɑ:n-/ *adjective*: *entrepreneurial skills/flair* 企业家技能／才能 **entrepreneurialism** /,ɒntrəprə'nɜ:riəlɪzm; *AmE* ,ɑ:n-/ *noun* [U]: *Our competitive advantage lies in our innovation, creativity and entrepreneurialism.* 我们的竞争优势在于我们的创新、创造力和创业精神。 **entrepreneurship** /,ɒntrəprə'nɜ:ʃɪp; *AmE* ,ɑ:ntrəprə'nɜ:r-/ *noun* [U]: *fostering entrepreneurship in inner cities* 在老城区培养企业家精神

**entry** /'entri/ *noun* (*plural* **entries**)
SEE ALSO: **barrier to entry, bill of ~, book ~, book of final ~, book of first ~, book of original ~, book of prime ~**, etc.
**1** [U] the right or opportunity to take part in sth or become a member of an organization, a profession or a group 参与，加入：*The government has ruled out early entry into the single currency.* 政府已排除了尽早加入单一货币体系的可能性。◇ *the five economic tests for euro entry* 为加入欧元区而进行的五项经济测试 ◇ *More young people are postponing their entry into full-time work.* 更多的年轻人推迟加入全职工作队伍的时间。◇ *We have 30 remaining graduate entry positions.* 我们还有30个毕业生入职岗位的空缺。
**PHRASES** ***early/late entry*** 早／晚入 • ***to delay/gain/negotiate (sb's) entry*** 延迟／赢得／洽谈（某人

的）加入 • *to oppose/support (sb's) entry* 反对／支持（某人的）加入

**2** (*Marketing*) [U] when a company starts competing in a particular kind of business 加入竞争；参与竞争；（市场）准入：*Shell's entry into Japan's retail gas market* 壳牌公司参与日本天然气零售市场的竞争 ◇ *Restrictions on market entry are soon to be abolished altogether.* 市场准入的限制将很快全部撤销。

➊ ***early/first/late entry*** 早／首先／晚加入竞争 • ***to announce/gain/plan entry*** (*into sth*) 宣告／争取／计划参与（某事）

**3** (*Accounting; IT*) [C] an item, for example a piece of information, that is written or printed in a set of accounts, a computer file, a diary, etc. 项目；条目；账目；记录：*an accounting entry* 会计分录 ◇ *He faces charges of bank fraud and making false entries.* 他面临的指控有银行欺诈和做假账。◇ *There is no entry in his diary for that day.* 他的日记里没有那天的记录。

→ DOUBLE-ENTRY BOOKKEEPING, SINGLE-ENTRY BOOKKEEPING

➊ ***to check/make/write*** *an entry* 检查／记／写条目 • ***accounting/ledger*** *entries* 会计／分类账目 • ***calendar/diary/journal*** *entries* 日历／日记／日志条目

**4** (*IT*) [U] the act of putting information into a computer（信息的）录入，输入：*The manual entry of some information led to errors.* 一些手工输入的信息出现了错误。

➊ ***to do/handle/speed up*** *entry* 进行／处理／加快录入

**5** [U] the right of people or goods to enter a place; the act of entering a place（人或货物的）进入权；进入（某地）：*We were refused entry to the building.* 我们被拒绝进入大楼。◇ *an entry visa* 入境签证 ◇ *new entry points for goods* 新的货物入境口岸

➊ ***to be denied/be granted/be refused/gain*** *entry* 拒绝／准予／禁止／获得入境 • *an entry* ***charge/fee*** 入境费用

**'entry ,barrier** = BARRIER TO ENTRY

**'entry ,level** (*also spelled* **entry-level,** *especially in AmE*) *noun* [C,U]

**1** (*HR*) (*especially AmE*) the lowest level of job in a particular profession, company, etc. 初级水平（某行业或公司里最低级别的职位）：*Not enough good people are being recruited at the entry level.* 在初级岗位上没有招聘到足够的优秀人才。

**2** the most basic of a group of similar products, suitable for new users who may later move on to a more advanced product 入门级产品（适合新用户的一组类似产品，这些用户以后可能会转用更高级的产品）

▸ **'entry-,level** *adjective* [usually before noun]: *an entry-level job* 入门级职位 ◇ *an entry-level computer* 入门级计算机

**envelope** /'envələʊp; 'ɒn-; *AmE* 'envəloʊp; 'ɑːn-/ *noun* [C]

SEE ALSO: **padded envelope, pre-addressed envelope**

**1** a flat paper container used for sending letters in 信封：*an airmail/a padded/prepaid envelope* 航空／软垫／预付邮资信封 → SAE, SASE

**2** a flat container made of plastic for keeping papers in 塑料封皮；塑料封套

→ idiom at PUSH *verb*

**environment** /ɪn'vaɪrənmənt/ *noun*

SEE ALSO: **marketing environment**

**1** [C,U] the conditions that affect the behaviour and development of sb/sth; the physical conditions that sb/sth exists in 环境；客观环境：*a pleasant working/learning environment* 令人愉快的工作／学习环境 ◇ *We need to respond quickly to the changing business environment.* 我们必须对不断变化的商业环境迅速作出反应。

➊ ***the business/economic/political*** *environment* 商业／经济／政治环境

**2 the environment** [sing.] the natural world in which people, animals and plants live 自然环境；生态环境：*measures to protect the environment* 保护自然环境的措施 ◇ *pollution of the environment* 自然环境污染

**3** (*IT*) [C] the complete structure within which a user, computer or program operates (运行)环境；工作平台：*a desktop development environment* 桌面开发环境

▸ **environmental** /ɪn,vaɪrən'mentl/ *adjective* [usually before noun]: *the environmental effect of tourism* 旅游业对环境的影响 **environmentally** /ɪn,vaɪrən'mentəli/ *adverb*: *an environmentally sensitive area* (= one that is easily damaged or that contains rare animals, plants, etc.) 环境敏感地区

**en,vironmental a'nalysis** = ENVIRONMENTAL SCANNING

**en,vironmental 'health** *noun* [U]
the activity of making sure that people are not damaged by the conditions in which they live or work 环境卫生：*If you provide food, register with the local environmental health department for food hygiene training.* 要想提供餐饮服务，就要去当地的环境卫生署登记参加食品卫生培训。

**en,vironmental 'health ,officer** *noun* [C] (*abbr* **EHO**)
a person who is responsible for making sure that people are not damaged by the conditions in which they live or work 环境卫生事务员

**en,vironmental 'impact** *noun* [C, usually sing., U]
the effect that sth such as a new development, a business activity, etc. has on the environment 环境影响：*examining the environmental impact of adopting the new technology* 研究采用新技术对环境的影响 ◇ *an environmental impact policy/study* 环境影响政策／研究

**environmentalist** /ɪn,vaɪrən'mentəlɪst/ *noun* [C]
a person who is concerned about the natural environment and wants to improve and protect it 环境保护者；环保人士 ▸ **en,viron'mentalism** *noun* [U]

**en,vironmentally-'friendly** (*also* **en,vironment-'friendly**) *adjective*
(about products) not harming the environment（产品）环保的，不损害环境的，环境友好的：*environmentally-friendly cars/energy/fuel/packaging* 环保汽车／能源／燃料／包装

**en,vironmental 'management ,system** *noun* [U] (*abbr* **EMS**)
the way in which a business plans to manage and control its activities in order to protect and preserve natural resources such as clean air and water, the countryside, etc. 环境管理系统

**en,vironmental 'marketing** = GREEN MARKETING

**en,vironmental 'scanning** *noun* [U] (*also* **en,vironmental a'nalysis** [U,C])
the process of obtaining and using information about current events, developments, changes, etc. that may affect an organization, so that the managers of the organization can plan its future 环境扫描，环境侦测（获取和使用有可能影响机构的时事、发展、变化等信息的过程）

**en,vironment-'friendly** = ENVIRONMENTALLY-FRIENDLY

**EOC** /,i: əʊ 'si:; *AmE* oʊ/ = EQUAL OPPORTUNITIES COMMISSION

**EoI** /,i: əʊ 'aɪ; *AmE* oʊ/ = EXPRESSION OF INTEREST

**EOQ** /,i: əʊ 'kju:; *AmE* oʊ/ = ECONOMIC ORDER QUANTITY

**EPOS** /'i:pɒs; *AmE* -pɑ:s/ *abbr*
(*Commerce*) **electronic point of sale** the electronic machines and computer systems used in shops/stores to record information about the goods sold 电子销售点（商店用于记录所售货物信息的电子仪器和计算机系统）：*suppliers of cash tills, EPOS and scanning systems for supermarkets* 为超市提供现金收银台、电子销售点和扫描系统的供货商 ◇ *Stock control and financial data is updated directly from the EPOS terminal.* 库存控制和财务数据的更新直接来自于电子销售点终端。

**,e-pro'curement** *noun* [U]
(*Production*) the process of businesses obtaining supplies of goods or services using the Internet 电子采购（企业使用互联网获得产品或服务供应的过程）

**EPS** (*AmE spelling usually* **eps**) /,i: pi: 'es/
**1** (*used as an uncountable or a singular noun* 用作不可数名词或单数名词) = EARNINGS PER SHARE
**2** = EXTENSIVE PROBLEM SOLVING

**EQ** /,i: 'kju:/ *abbr*
(*HR*) **emotional quotient** (*used as a countable noun* 用作可数名词) a measurement of a person's EMOTIONAL INTELLIGENCE, sometimes calculated from the results of special tests 情商：*Employees with a high EQ are much more productive than those with a low EQ.* 情商高的员工比情商低的员工生产效率高许多。

**equal** /'i:kwəl/ *adjective, verb*
• ***adjective***
**1** the same in size, quantity, value, etc. as sth else（大小、数量、价值等）相同的，相等的：*You will get a commission equal to 5% of the selling price.* 你会得到等于售价5%的佣金。◇ *The four companies are broadly equal in size.* 这四家公司的规模大致相等。◇ *We have an equal number of men and women here.* 在我们这儿工作的男女员工人数相等。
**2** having the same rights or being treated the same as other people 平等的；同等的：*I was never treated as an equal partner in the business.* 从来没有人把我当作业务上的平等伙伴来对待。◇ *campaigning for equal treatment for all employees* 为所有员工争取平等的待遇
IDM **on ,equal 'terms (with sb)** having the same advantages and disadvantages as sb else（与某人）处于平等地位：*Can our industry compete on equal terms with its overseas rivals?* 我们的工业能与海外对手以平等的地位竞争吗？
• ***verb*** [+ obj] (**-ll-**, *AmE* **-l-**)
to be the same in size, quantity, value, etc. as sth else（大小、数量、价值等）等于，与…相等：*two plus two equals four* (2+2=4) * 2加2等于4 ◇ *Profits this quarter rose 50%, equalling the profits made in the whole of last year.* 本季度的利润上升了50%，等于去年全年的利润。

**,Equal Em'ployment Oppor,tunities Com,mission** *noun* [sing.] (*abbr* **EEOC**)
(*HR*) the organization in the US that tries to make sure that everyone has the same chances of employment, and is treated the same way at work, without differences of race, colour, religion or sex being considered 平等就业机会委员会（美国的一个旨在保证人人享有平等就业机会的机构）

**,equal em'ployment oppor,tunity** (*abbr* **EEO**) = EQUAL OPPORTUNITY

**equality** /i'kwɒləti; *AmE* i'kwɑ:-/ *noun* [U]
the fact of being equal in rights, status, advantages, etc. 平等；同等；相等；均等：*equality of opportunity* 机会均等 ◇ *We are committed to promoting equality in the workplace.* 我们致力于在工作场所提倡平等。◇ *Women were working to achieve economic equality with men.* 女性工作以取得与男性在经济上的平等。
➕ ***economic/gender/social equality*** 经济／性别／社会平等 • ***to achieve/demand/promote equality*** 实现／要求／提倡平等

**,Equal Oppor'tunities Com,mission** *noun* [sing.] (*abbr* **EOC**)
the organization in the UK that tries to make sure that women have the same chances of employment and the same pay as men, and that men and women are treated fairly at work 平等机会委员会（英国的一个旨在保证女性与男性有同样的就业机会和薪酬待遇的机构）

**,equal oppor'tunity** (*also* **,equal em'ployment oppor,tunity**) *noun* [U, C; usually pl.]
(*HR*) the idea that everyone should have the same chances of employment, without differences such as race, religion, sex or age being considered 均等机会（主张每个人都应该有同等的就业机会，没有种族、宗教、性别或年龄的区别）：*The company has a policy of equal opportunity.* 该公司的政策是人人机会均等。◇ *She advises banks and other large companies on equal opportunities.* 她就机会均等问题为银行和其他大公司担任顾问。◇ *We are an **equal opportunity employer**.* 我们是讲究机会均等的雇主。

**,equal 'pay** *noun* [U]
(*HR*) the idea that men and women should receive the same pay for doing the same work 男女同工同酬：*Women are gaining access to the best jobs and winning equal pay.* 女性有机会获取最好的工作，并争取男女同工同酬的待遇。◇ *equal pay cases/claims/legislation* 男女同工同酬案件／索偿／立法

**equation** /ɪ'kweɪʒn/ *noun* [C]

SEE ALSO: **accounting equation**

a statement showing that two amounts or values are equal 方程式；等式

**★equilibrium** /ˌiːkwɪ'lɪbrɪəm; ˌek-/ (*also* **ˌmarket equi'librium**) *noun* [U; sing.]

SEE ALSO: **partial equilibrium**

(*Economics*) a situation in which the amount of particular goods or services that people want to buy (**demand**) at a particular price equals the amount that businesses want to supply (**supply**) 供求平衡，均衡（在某一价格水平上的某种商品或服务的需求量等于供应量）：*He believes that the steel market is* ***reaching*** *an equilibrium.* 他认为钢铁市场正达到供求均衡。◇ *The market is* ***in*** *equilibrium.* 该市场处于供求均衡状态。◇ *the equilibrium rate of employment* (= the supply of work and the demand for work are equal) 均衡就业率（工作的供求相等）—Picture at SUPPLY AND DEMAND

**equi'librium price** *noun* [C]

(*Economics*) the price at which the amount of a particular product or service being supplied equals the amount demanded 均衡价格（某产品或服务的供求相等时的价格）→ MARKET PRICE —Picture at SUPPLY AND DEMAND

**equi'librium ˌquantity** *noun* [C]

(*Economics*) the amount of a particular product or service being bought or sold at the EQUILIBRIUM PRICE 均衡数量（某种产品或服务处于均衡价格时买卖的数量）—Picture at SUPPLY AND DEMAND

**equip** /ɪ'kwɪp/ *verb* [+ obj] (**-pp-**) (*often* **be equipped**)

to supply sb/sth with what is needed for a particular purpose or task 装备；配备：*We needed €650 000 to build and equip the manufacturing plant.* 我们需要65万欧元建设和装备制造厂。◇ *a* ***fully*** *equipped office* 一间设施齐全的办公室 ◇ *The phone* ***comes equipped with*** *a built-in digital camera.* 这款电话配备了一个内置数码相机。

**★equipment** /ɪ'kwɪpmənt/ *noun* [U]

SEE ALSO: **capital equipment**

the machines, tools, etc. that are needed for a particular purpose or activity 设备；器材：*They supply equipment for the food industry.* 他们为食品行业供应设备。◇ *Spending on computer equipment has decreased.* 计算机设备开支已下降。◇ *This* ***piece of equipment*** *is used to label the bottles.* 这台设备用于给瓶子贴标签。See note at INFORMATION

⊕ *to* ***install/provide/supply/use*** *equipment* 安装 / 提供 / 供应 / 使用设备 • ***business/computer/industrial/office/telecoms*** *equipment* 营业 / 计算机 / 工业 / 办公 / 电信设备 • ***heavy/high-tech/obsolete/standard*** *equipment* 重型 / 高科技 / 陈旧 / 标准设备

**★equity** /'ekwətɪ/ *noun*

SEE ALSO: **book equity, brand ~, employment ~, external ~, home ~, horizontal ~, internal ~,** etc.

**1** (*Finance*) [U] the money for business activities (**capital**) that a company obtains by selling shares rather than from loans 股本：*The company has raised €7 million of fresh equity.* 这家公司筹集了700万欧元新股本。◇ *holding equity* ***in*** *a company* 持有一家公司的股权 ◇ *We have decided to reduce our* ***equity capital.*** 我们已决定减少我们的股本金。◇ *They have taken a large equity stake in the airline.* 他们已取得这家航空公司的一大部分股权。

⊕ *to* ***issue/raise*** *equity* 发行股票；筹集股本 • *an equity* ***interest/stake*** *(in sth)* （在某物中的）股本权益，股权，股份 • *equity* ***holdings/investments*** 股份；股权投资 • *equity* ***markets/prices/values*** 股票市场 / 价格 / 价值 • *an equity* ***analyst/investor/trader*** 股票分析师 / 投资者 / 交易者 → DEBT

**2** (*Finance*; *Stock Exchange*) **equities** [pl.] shares in companies, especially ORDINARY SHARES; the business of trading shares 股票；普通股；股票买卖：*Investing in equities carries a fairly high risk.* 投资于股票有相当高的风险。◇ *Many investors are switching from equities to bonds.* 许多投资者正从股票转向债券。◇ *Equities fell 8.4% in June.* 股票价格六月份下跌了8.4%。◇ *the equities market* 股票市场

⊕ *to* ***buy/hold/invest in/sell/trade*** *equities* 购买 / 持有 / 投资于 / 出售 / 买卖股票

**3** (*also* **'home ˌequity,** *especially in AmE*) [U] the value of a property after all debts have been paid 资产净值：*They have 10 years of mortgage payments left and about $75 000 equity in their home.* 他们家房子还剩10年的按揭贷款，资产净值大约7.5万元。

⊕ *to* ***have/take out/use*** *equity* 拥有 / 扣除 / 使用资产净值

**'equity ac,counting** *noun* [U] (*also* **'equity ˌmethod** [sing.])

(*Accounting*) the practice of recording in your company's financial records the share of profits that you could claim from another company because you own part of it 权益会计；产权会计

**'equity ˌfinance** *noun* [U]

(*Finance*) money that a company gets by selling shares in order to finance its activities; the business of helping companies get money in this way 股票筹资，股票融资（公司用出售股票的办法筹措资金）：*It is now easier for smaller companies to attract investors and raise equity finance.* 目前规模较小的公司在吸引投资者和股票融资方面都更为容易。◇ *the bank's equity finance division* 银行的股票融资部门 → DEBT FINANCE

▶ **'equity-ˌfinanced** *adjective*: *The firm is entirely equity-financed.* 这家公司完全依靠股票融资。

**'equity ˌfinancing** *noun* [U,C]

**'equity fund** *noun* [C]

(*Finance*) an investment company that invests the money that people pay into it in shares 股票型基金公司：*Investors have withdrawn $80 billion from equity funds in the last four months.* 投资者在过去4个月中从股票型基金公司撤回了800亿元。◇ *an equity fund manager* 股票基金经理

**'equity ˌgearing** = GEARING

**'equity ˌkicker** *noun* [C]

(*Finance*)

**1** a right to buy shares, often at a lower price than usual, that a company gives to sb as extra

payment for receiving a loan 股权附带：*By offering an equity kicker they can borrow at lower rates of interest.* 通过提供股权附带，他们能够以较低的利率借款。
**2** (*especially AmE*) a share of the profits from a property that you promise to sb who lends you money to buy it 准权益条件

**the 'equity ,method** = EQUITY ACCOUNTING

**'equity share** *noun* [C]
(*Finance*) a share in a company that gives its owner the right to receive payments from profits (**dividends**) and vote in company meetings; a number of these that sb owns 普通股：*The company issued 12 000 equity shares of 12 rupees each.* 这家公司发行了12 000股普通股，每股12卢比。◇ *They have bought a 50% equity share in the company.* 他们购买了这家公司50%的普通股。

**ER** /,i: 'ɑ:(r)/ = EMPLOYEE RELATIONS

**erase** /ɪ'reɪz; *AmE* ɪ'reɪs/ *verb* [+ obj]
**1** to remove or destroy sth completely 清除；消除；消灭：*The share price dropped 5% today, erasing yesterday's gains.* 股价今天下跌了5%，昨日的收益化为乌有。
**2** to remove a recording from a tape or information from a computer's memory 删除，抹去，清洗（磁带上的录音或计算机存储器中的信息）：*The files have been erased from the disk.* 这些文件已从磁盘中删除了。→ DELETE *verb* (1)

**'e-re,cruitment** *noun* [U]
(*HR*) the practice of using the Internet to find new people to join a company or an organization 网络招聘

**ergonomic** /,ɜ:gə'nɒmɪk; *AmE* ,ɜ:rgə'nɑ:m-/ *adjective*
designed to be used or operated in a safe, comfortable and efficient way 工效学的；人类工程学的：*an ergonomic chair/keyboard* 符合人类工程学的椅子／键盘 ◇ *the ergonomic design of workplaces* 符合人类工程学的工作间设计
▸ **ergonomically** /,ɜ:gə'nɒmɪklɪ; *AmE* ,ɜ:rgə'nɑ:m-/ *adverb*

**ergonomics** /,ɜ:gə'nɒmɪks; *AmE* ,ɜ:rgə'nɑ:m-/ *noun*
**1** (*AmE also* **,biotech'nology**) [U] the study of how offices, equipment, furniture, etc. can be made more comfortable, safe and efficient for working people to use 工效学；人类工程学
**2** [pl.] the aspects of the design of sth that make it comfortable, safe and efficient to use 工效因素：*the ergonomics of the workstation* 工作站的工效设计因素

**ergonomist** /ɜ:'gɒnəmɪst; *AmE* ɜ:r'gɑ:n-/ *noun* [C]
a person who studies how offices, equipment, furniture, etc. can be made more comfortable, safe and efficient for working people to use 工效学家；人类工程学家

**ERISA** /e'rɪsə/ *abbr*
**Employee Retirement Income Security Act**
in the US, a law that protects the rights of people who take part in employee benefit and pension plans 雇员退休收入保障法案（美国旨在保护参加职工福利和退休金计划人员权利的法律）

**ERM** /,i: ɑ:r 'em/ = EXCHANGE RATE MECHANISM (1)

**erode** /ɪ'rəʊd; *AmE* ɪ'roʊd/ *verb* [+ obj *or* no obj] (*often* **be eroded**)
to gradually destroy sth or make it weaker over a period of time; to be destroyed or made weaker in this way 逐渐毁坏；侵蚀；削弱：*Unemployment is eroding consumer confidence.* 失业正在削弱消费者的信心。◇ *By the early 2000s the chain's brand identity had eroded.* 到21世纪初，这家连锁店的品牌形象已逐步毁坏。▸ **erosion** /ɪ'rəʊʒn; *AmE* ɪ'roʊʒn/ *noun* [U]：*the erosion of consumer confidence* 消费者信心的削弱 ◇ *brand/price erosion* 品牌式微；价格削弱

**ERP** /,i: ɑ: 'pi:; *AmE* ɑ:r/ = ENTERPRISE RESOURCE PLANNING

**erratic** /ɪ'rætɪk/ *adjective*
not following any plan or regular pattern; that you cannot rely on 不确定的；不稳定的；不可靠的：*The share price has been erratic over the last year.* 股票价格去年一直不稳定。◇ *erratic swings in price* 价格的摇摆不定

**error** /'erə(r)/ *noun* [C,U]
SEE ALSO: **margin of error**
a mistake, especially one that causes problems or affects the result of sth 错误；差错；谬误：*The auditors found several errors **in** the accounts.* 审计人员发现了账目里的几个错误。◇ *He believes the company made a strategic error in cutting staff.* 他认为这家公司在裁员问题上犯了战略性错误。◇ *The payment was made **in error*** (= by mistake). 这笔款项支付错了。
➊ ***to correct/discover/find/make*** *an error* 改正／发现／找到／犯错误 • ***to check for/look for*** *errors* (*in sth*) 检查／寻找（某物中的）错误 • ***an accounting/a clerical/typing*** *error* 会计／书写／打字错误 • ***a computer/factual/pricing*** *error* 计算机出错；事实有误；定价误差 • ***a fatal/serious/small*** *error* 致命／严重的／小错误

**'error cor,rection** *noun* [U]
(*IT*) a process by which a computer automatically corrects mistakes in data 纠错（计算机自动纠正数据错误的过程）

**'error ,message** *noun* [C]
(*IT*) a message that appears on a computer screen which tells you that you have done sth wrong or that the program cannot do what you want it to do 错误信息；出错信息

**Esc** = ESCAPE

**escalate** /'eskəleɪt/ *verb*
**1** [+ obj *or* no obj] to become or to make sth greater, more serious, etc.（使）逐步扩大，加剧：*The organization is faced with escalating costs and decreasing revenue.* 这一机构面临着不断上升的成本和不断下降的收入的境况。◇ *The management's action could escalate the dispute.* 管理层的行动可能使这一争论升级。
**2** [+ obj] to increase a price, charge, etc. in order to pay for a rise in the cost of materials, wages, etc. 提高（价格、费用等以支付上涨的原材料、工资等）：*Our management fees are escalated **at** 3% a year.* 我们的管理费每年提高3%。
▸ **escalation** /,eskə'leɪʃn/ *noun* [C,U]：*an escalation **in** food prices* 食品价格的不断上涨

**ˌesca'lation clause** *noun* [C]
a condition in a contract that allows sb to charge extra in order to pay for an increase in the cost of materials, wages, etc. 价格调整条款，滑动条款（合同条款，允许一方收取额外费用以支付上涨的原材料、工资等）

**'escalator clause** (*also* **escalator** /'eskəleɪtə(r)/) *noun* [C] (*both especially AmE*)
a condition in a contract that allows wages, prices, etc. to increase or decrease in particular circumstances, for example when costs rise or fall 自动调整条款，伸缩条款（合同条款，允许工资、价格等随成本变动等作上下调整）：*The pension includes an escalator clause that raises payments in line with inflation.* 这种退休金包括自动调整条款，即根据通货膨胀提高退休金给付额。

**escape** /ɪ'skeɪp/ *noun* [U] (*also* **es'cape key** [C]) (*abbr* **Esc**)
(*IT*) a button on a computer keyboard that you press to stop a particular operation or leave a program 退出键：*Press escape to get back to the menu.* 按退出键返回菜单。

**e'scape clause** *noun* [C]
a condition in a contract that allows you to break part of the contract in particular circumstances 例外条款，免责条款（合同条款，允许合同一方在特殊情况下不履行合同的部分条款）

**es'cape key** = ESCAPE

**escrow** /'eskrəʊ; *AmE* 'eskroʊ/ *noun* [U,C]
(*IT*; *Law*) an arrangement in which sth valuable, such as a document, an amount of money, etc. is held by an independent person or organization until a particular condition has been met, when it is transferred to the person or organization who has a right to claim it; a document or other valuable item held in this way 有条件转让契约，第三者代管契约（文件、金钱等贵重物品由第三者保管，待所定的条件履行后即交予受让人）：*The shares will be held* ***in escrow*** *pending completion of the sale.* 这些股票在售完之前将由第三者代管。◇ *The company has paid 1.5 million into an* ***escrow account*** *to cover potential tax liabilities.* 这家公司已支付150万元到代管账户以支付可能需缴纳的税款。▸ **'escrow** *verb* [+ obj]

**ESO** /ˌiː es 'əʊ; *AmE* 'oʊ/ = EMPLOYEE STOCK OPTION

**ESOP** /'iːsɒp; *AmE* 'iːsɑːp/ = EMPLOYEE SHARE OWNERSHIP PLAN, EMPLOYEE STOCK OWNERSHIP PLAN

**espionage** /'espiənɑːʒ/ *noun* [U]
the activity of finding out secret information about a country or an organization for another country or organization 间谍活动；间谍行为；刺探活动：*Two former research staff were arrested on charges of* ***industrial*** *espionage.* 两名前研究人员被逮捕，罪名是从事工业间谍活动。

**ESS** /ˌiː es 'es/ = EMPLOYEE SELF SERVICE

**est.** *abbr*
**1** a short way of writing **established** to show when a company was formed * established 的缩写：*Grove's Tea Merchants, est. 1982* 格罗夫茶商公司，成立于1982年
**2** a short way of writing **estimated** to show that a figure is not exact * estimated的缩写：*Est. total cost: $47 million* 预计总成本：4700万元

**establish** /ɪ'stæblɪʃ/ *verb* [+ obj]
**1** to start or create an organization, a system, etc. that is meant to last for a long time 建立；成立；设立：*The group was established in 1934.* 这个集团成立于1934年。◇ *The treaty established a free trade zone across Europe.* 这一条约在整个欧洲设立了一个自由贸易区。
**2 establish sb/sth/yourself** (**in sth**) (**as sth**) to become successful, especially in a new business 确立；使立足：*It has quickly established itself as one of the top computer systems companies.* 这家公司已很快确立了自己作为最大的计算机系统公司之一的地位。

**establishment** /ɪ'stæblɪʃmənt/ *noun*
**1** [C] an organization, a large institution, a hotel or a restaurant 机构；大型机关；旅馆；餐馆：*a fast-food establishment* 快餐馆 ◇ *The hotel is a comfortable and well-run establishment.* 这家旅馆既舒适，又经营有方。◇ *a survey of business establishments used to calculate the number of people in work* 用于计算就业人口的商业机构调查
**2** (*usually* **the establishment**) [sing. with sing./pl. verb] the people in a society or a profession who have influence and power and who usually do not support change（通常反对变革的）当权派，统治集团，权势集团；（统称）权威人士：*the banking establishment* 银行界当权派
**3** [U] the act of starting or creating sth that is meant to last for a long time 建立；成立；设立：*Since its establishment in 2001, the firm has enjoyed rapid growth.* 这家公司自2001年成立以来发展迅速。◇ *the establishment of a pension scheme* 退休金计划的建立

**estate** /ɪ'steɪt/ *noun*
SEE ALSO: **industrial estate, real ~, trading ~**
**1** [C] (*BrE*) an area of land with a lot of houses, office buildings or factories of the same type on it 住宅区；办公区；工厂区：*There are several office buildings empty on the estate.* 办公区有许多办公楼空着。◇ *a housing estate* 住宅区
**2** (*Law*) [C,U] all the money and property that a person owns, especially everything that is left when they die 个人财产；（尤指）遗产：*Her estate was left to her daughter.* 她的遗产留给了女儿。◇ *a bankrupt estate* 破产者的全部财产
**3** [C, usually sing., U] (*BrE*) a group of small businesses, especially places where people go to drink alcohol (**pubs**), that are owned and controlled by a single organization 一批小企业（尤指一个组织拥有和控制的酒吧）：*The company plans to sell its estate of 108 coffee bars.* 这家公司计划出售旗下的108家咖啡馆。◇ *a pub estate* 酒吧地产

**e'state ˌagent** (*BrE*) (*also* **'real estate ˌagent**, *AmE*, *BrE*) (*AmE also* **'Realtor™**) *noun* [C]
a person or business that sells or rents houses, buildings and land for the owners, usually in return for a fee that is a percentage of the price of the property 房地产经纪人：*a national network of estate agents* 房地产经纪人的全国性网络 ▸ **es'tate ˌagency** (*BrE*) (*also* **'real estate ˌagency**, *AmE*, *BrE*)

*noun* [C]: *an estate agency chain/network* 房地产连锁店 / 公司网络

**e'state tax** (*also* **'death tax**, *informal*) *noun* [C,U] in the US, tax that must be paid on the value of the money and property of sb who has died （美国的）遗产税 → INHERITANCE TAX

**★estimate** *noun, verb*

• ***noun*** /'estɪmət/ [C]

**1** a judgement that you make without having the exact details or figures about the size, amount, cost, etc. of sth （对数量、成本等的）估计，估价: *Can you give me a rough estimate of the time involved?* 你能不能粗略估计一下所需的时间？ ◇ *Estimates of inflation range from 4 to 6 per cent.* 预计通货膨胀的幅度为4%～6%。 ◇ *We had to cut our sales estimate by 5%.* 我们不得不将销售估计降低5%。 ◇ *Earnings are in line with our estimates.* 收入与我们的估计一致。

➕ ***a final/an initial/a preliminary*** *estimate* 最后 / 初步 / 最初估计 • ***a best/careful/rough*** *estimate* 最佳 / 仔细 / 粗略估计 • ***to cut/lower/raise/revise*** *an estimate* 减少 / 降低 / 提高 / 修改估计 • *sth is* ***in line with/above/below*** *an estimate* 某事物符合 / 高于 / 低于估计

**2** (*Commerce*) a statement of how much a piece of work will probably cost 估计的成本；估价: *We got estimates from three firms and accepted the lowest.* 我们得到三家公司的估价并接受了最低的估价。 See note at QUOTE

➕ ***to give (sb)/prepare/provide (sb with)/submit*** *an estimate* 给（某人）/ 准备 / 提供（某人）/ 提交一项估价 • ***to accept/ask for/get*** *an estimate* 接受 / 要求 / 得到一项估价 → idiom at BALLPARK

• ***verb*** /'estɪmeɪt/ [+ obj] (*often* **be estimated**) to form an idea of the cost, size, value etc. of sth, but without calculating it exactly 估价；估算: *They estimate* ***that*** *the oil price could increase to $27 by 2025.* 他们估计到2025年石油价格可能上升至27元。 ◇ *Sales this year are estimated* ***at £6 billion.*** 今年的销售额估计为60亿英镑。 ◇ *a contract estimated* ***to be worth €100 million*** 一份估计价值为1亿欧元的合同 ◇ *The contract is worth an estimated €100 million.* 这份合同估计价值1亿欧元。 ◇ *The costs were more than originally estimated.* 成本高于原来的估计。

▸ **estimation** /ˌestɪ'meɪʃn/ *noun* [C]: *Estimations of our total world sales are around 50 million.* 我们的全球销售量估计在5000万左右。

**estimator** /'estɪmeɪtə(r)/ *noun* [C] a person whose job involves calculating the cost, price or value of sth 估算师: *She works as an estimator at a construction company.* 她在建筑公司当估算师。

**'e-ˌtailer** *noun* [C] (*E-commerce*) a business that sells goods to the public on the Internet 网店；电子零售商: *a furniture e-tailer* 一家网上家具店 NOTE **E-tailer** is formed from 'e-' ( electronic) and 'retailer'. * e-tailer 由 e-（electronic）和 retailer 构成。

▸ **'e-ˌtailing** *noun* [U]: *an e-tailing business/site* 电子零售企业 / 网站

**etc.** /ˌet 'setərə; ˌɪt/ *abbr* **et cetera** used after a list to show that there are other things that you could mention 等等；诸如此类；以及其他: *We talked about the contract, the pay, etc.* 我们讨论了合同、薪水等问题。 NOTE **Et cetera** is a Latin phrase meaning 'and the rest'. * et cetera 是拉丁语短语“等等”之意。

**Ethernet** /'iːθənet; *AmE* -θərn-/ *noun* [U] (*IT*) a system for connecting a number of computer systems to form a network 以太网

**ethic** /'eθɪk/ *noun*

**1 ethics** [pl.] moral principles that control or influence a person's behaviour 道德标准；道德准则；伦理标准: *professional/business/corporate ethics* 职业 / 商业 / 企业道德 ◇ *The company has drawn up a* ***code of ethics*** *for its managers.* 这家公司已经为经理制定了一份道德守则。

**2** [sing.] a system of moral principles or rules of behaviour 道德体系；行为准则: *There is a strong work ethic among the staff.* 员工有严格的工作守则。

**ethical** /'eθɪkl/ *adjective*

**1** morally correct or acceptable 合乎道德的: *Is it ethical to read employees' emails?* 看员工的电子邮件合乎道德吗？ ◇ *an ethical investment fund* (= that invests in companies, etc. whose actions are considered morally acceptable) 合乎道德的投资基金 OPP UNETHICAL

**2** connected with beliefs and principles about what is right and wrong （有关）道德的，伦理的: *an ethical issue/problem/question* 有关道德的问题

▸ **ethically** /'eθɪkli/ *adverb*

**ˌethnic 'monitoring** *noun* [U] (*HR*) the activity of collecting and analysing information about the race of all the employees in a company or an organization to check that all races are present in a fair way 族群监测（收集和分析公司或机构所有员工的种族信息以核实所有的种族都得到了公平对待）

**ethos** /'iːθɒs; *AmE* 'iːθɑːs/ *noun* [sing.] the moral ideas and attitudes that belong to a particular group, organization or society （某团体或社会的）道德思想，道德观: *Our company ethos is based on being totally reliable.* 我们公司的道德思想以绝对可靠为基础。

**'e-ˌticket** (*also* **ˌelectronic 'ticket**) *noun* [C]

**1** a series of numbers, letters or symbols that you receive instead of a paper ticket when you pay on the Internet or by telephone for a service, especially to travel on a plane, go to a theatre, etc. It is recorded on the computer of the business that provides the service. 电子票（尤指通过互联网、电话支付机票、电影票或其他服务而收到的一串字符而非纸制票。购买信息储存在提供此项业务的企业的计算机系统里）: *Customers who book online will be issued with an e-ticket.* 网上订票的顾客将收到电子票。

**2** a ticket, for example, one to travel on a train or bus, which is stored electronically on a small plastic card (a **smart card**) 电子票（以电子形式储存在智能卡上用于乘车等）

▸ **'e-ˌticketing** (*also* **ˌelectronic 'ticketing**) *noun* [U]: *They have introduced e-ticketing for all local flights.* 他们为本地航班引进了电子售票系统。

**etiquette** /'etɪket; *AmE* -kət/ *noun* [U] the rules of polite and correct behaviour 礼节；

礼仪；规矩： *Punctuality is an important aspect of business etiquette.* 守时是商务礼仪的重要方面。→ NETIQUETTE

**ETR** /ˌiː tiː ˈɑː(r)/ = EFFECTIVE TAX RATE

**EU** /ˌiː ˈjuː/ = EUROPEAN UNION

**Euribor** /ˈjʊəribɔː(r); *AmE* ˈjʊribɔːr/ *abbr* (*Finance*) **Euro Interbank Offered Rate** the average rate of interest that the largest European banks charge each other for borrowing an amount of euros for a particular period of time 欧洲银行间欧元同业拆借利率（欧洲大银行一定时期内相互拆借欧元所收取的平均利率）： *Interest on the loan is charged at 2 per cent over Euribor.* 收取的贷款利率比欧洲银行间欧元同业拆借利率高2个百分点。

**Euro** /ˈjʊərəʊ; *AmE* ˈjʊroʊ/ *adjective* (*informal*)
**1** (used especially in newspapers) connected with Europe or the European Union （尤用于报章）欧洲的，欧盟的： *Euro laws/leaders* 欧盟法律／领导人
**2** (*Finance*) used to describe a currency or an investment that is traded in the EUROMARKETS 欧元的，欧洲的（表示在欧洲市场上交易的货币或投资）： *Euro commercial paper* 欧元商业票据

**Euro-** /ˈjʊərəʊ; *AmE* ˈjʊroʊ/ *combining form*
**1** (*used to form nouns and adjectives* 用于构成名词和形容词) connected with Europe or the European Union 欧洲的；欧盟的： *a Euro-MP* 欧洲议会议员
**2** (*Finance*) used with the name of a currency or an investment to indicate that it is traded in the EUROMARKETS 欧洲的（与货币名或投资名称共用表示其在欧洲市场上交易的）： *Euro-Yen* 欧洲日元

**euro** /ˈjʊərəʊ; *AmE* ˈjʊroʊ/ *noun* (*plural* **euros**)
**1** [C] the unit of money of some countries of the European Union; € 欧元： *The price is given in dollars or euros.* 用美元或欧元标价。◇ *In New York, the US currency rose half a cent against the euro.* 纽约汇市美元对欧元上扬了0.5分。◇ *the introduction of euro coins and banknotes* 欧元硬币和纸币的采用 See note at INCREASE
**2** (*often* **the euro**) [sing.] the system of using the **euro** as a national currency 欧元： *He believes that Denmark will join the euro.* 他认为丹麦将加入欧元区。

**ˈeuro ˌarea** = EUROZONE

**Eurobond** /ˈjʊərəʊbɒnd; *AmE* ˈjʊroʊbɑːnd/ (*also* **ˈglobal bond**) *noun* [C]
(*Finance*) a type of bond in a particular currency that governments and large organizations sell to international investors outside the country that uses that currency 欧洲债券（政府和大型机构出售给外国投资者的以本国货币交易的债券）： *The bank plans to issue eurobonds worth €200 million with a term of five years.* 这家银行计划发行价值2亿欧元的五年期欧洲债券。◇ *a five-year dollar-denominated eurobond* 以美元为面值的五年期欧洲债券 → FOREIGN BOND **NOTE** The word **Euro** in **Eurobond** does not refer to Europe or the euro. Eurobonds can be sold in any country and have a price in any currency. * Eurobond 中的 Euro 并非指欧洲或欧元。欧洲债券可在任何国家出售，可以用任何一种货币标示价格。

**Eurocurrency** /ˈjʊərəʊkʌrənsi; *AmE* ˈjʊroʊkɜːr-/ *noun* [C,U] (*plural* **Eurocurrencies**)
(*Finance*) a form of money that is held or bought and sold outside its home country 欧洲货币（在本国以外持有或交易的货币）： *London has become the major centre for Eurocurrency business.* 伦敦已成为欧洲货币业务的主要中心。 **NOTE** The word **Euro** in **Eurocurrency** does not refer to Europe or the euro. A Eurocurrency can be from any country in the world. * Eurocurrency 中的 Euro 并非指欧洲或欧元。欧洲货币可来自任何国家。

**Eurodollar** /ˈjʊərəʊdɒlə(r); *AmE* ˈjʊroʊdɑːl-/ *noun* [C]
(*Finance*) a US dollar that is held in a bank account or borrowed by an organization outside the US 欧洲美元（美国境外银行持有的美元或境外机构用来借贷的美元）： *The price of Eurodollars has been falling.* 欧洲美元的价格一直在下跌。

**Euroland** (*also spelled* **euroland**) /ˈjʊərəʊlænd; *AmE* ˈjʊroʊ-/ *noun* [U] (*informal*)
(used especially in newspapers) the countries in the European Union that use the euro as a unit of money （尤用于报章）欧元区（使用欧元作为货币单位的欧盟国家）→ EUROZONE

**Euromarket** /ˈjʊərəʊmɑːkɪt; *AmE* ˈjʊroʊmɑːrk-/ *noun* [C]
(*Finance*)
**1** an international market in which banks and large organizations buy and sell EUROBONDS, EUROCURRENCIES, etc. 欧洲市场（银行和大型机构买卖欧洲债券、欧洲货币等的国际市场）： *A group of 10 international banks will underwrite and sell the bonds in the Euromarkets.* * 10家国际银行组成的集团将在欧洲市场上认购和出售债券。
**2** the European Union considered as a single financial or commercial market 欧洲共同市场

**the ˈEuropean ˈCentral ˈBank** *noun* [sing.] (*abbr* **ECB**)
a central bank for the countries in Europe who use the euro as their national currency (the **eurozone**) 欧洲中央银行（欧元区的中央银行）

**the ˌEuropean Comˈmission** *noun* [sing.] (*abbr* **EC**)
a group of officials, led by a president, who run the European Union and apply its laws. Its members are chosen by the governments of the countries in the European Union. 欧盟委员会（成员由欧盟国家的政府选出，在主席领导下处理欧盟事务及法律问题）

**the ˌEuropean Comˈmunity** *noun* [sing.] (*abbr* **EC**)
a group of countries in Europe that have developed common rules on many political and economic matters, for example on what taxes to charge on imported goods and on how companies may compete fairly with each other 欧洲共同体（就关税征收及公司间公平竞争等许多政治和经济问题制定共同规则的欧洲国家） **NOTE** The **European Community** is now part of the **European Union**. The term **European Community** is still sometimes used to refer to the **European Union**. 欧洲共同体目前是欧盟的一部分。欧洲共同体有时也指欧盟。

**'European De'positary Re'ceipt** *noun* [C] (*abbr* **EDR**)
(*Stock Exchange*) a type of DEPOSITARY RECEIPT that is bought and sold on stock exchanges in Europe 欧洲存托凭证（在欧洲的证券交易所买卖的一种存托凭证）

**the 'European 'Economic 'Area** *noun* [sing.] (*abbr* **EEA**)
an agreement between many countries in Europe. People living in one of these countries can work in any of the other countries, and goods, money, etc. can be moved between the countries without having to pay taxes. 欧洲经济区（许多欧洲国家间达成的协议。居住在某一缔约国的人可以在经济区中任何一个国家工作，商品、货币等可在经济区各国之间免关税流通）

**the 'European 'Economic Com'munity** *noun* [sing.] (*abbr* **EEC**)
an organization of European countries that was formed in 1957 in order to reduce trade restrictions in Europe. It developed into the EUROPEAN COMMUNITY. 欧洲经济共同体（为了减少欧洲内贸易限制于1957年成立的欧洲国家组织，是欧洲共同体的前身）

**'European 'Monetary 'Union** = EMU

**the ˌEuropean 'Union** *noun* [sing.] (*abbr* **EU**)
an economic and political organization that many European countries belong to 欧洲联盟（许多欧洲国家参加的经济和政治组织）

**Eurostocks** /'jʊərəʊstɒks; *AmE* 'jʊroʊstɑːks/ *noun* [pl.]
(used especially in newspapers) shares that are traded on European stock exchanges（尤用于报章）欧洲股票(在欧洲的证券交易所交易的股票)

**Eurozone** (*also spelled* **eurozone**) /'jʊərəʊzəʊn; *AmE* 'jʊroʊzoʊn/ (*also* **'euro ˌarea**) *noun* [sing.]
the countries in the European Union that use the euro as a unit of money 欧元区（使用欧元作为货币单位的欧盟国家）: *a cut in interest rates in the Eurozone* 欧元区的减息 → EUROLAND

**evade** /ɪ'veɪd/ *verb* [+ obj]
to find a way of not doing sth, especially sth that legally or morally you should do 逃避，规避（尤指法律或道德责任）: *He has been charged with evading sales tax on $15 million of purchases.* 他被指控逃避1500万元采购项目的销售税。 ▸ **evasion** /ɪ'veɪʒn/ *noun* [C,U]: *plans to fight fare evasion on public transport* 防止公共交通工具逃票的计划 → TAX EVASION

**★evaluate** /ɪ'væljueɪt/ *verb* [+ obj]
SEE ALSO: **re-evaluate**
to study all the available information about sb/sth and then form an opinion about them/it 评价；评估: *We use written tests and interviews to evaluate job candidates.* 我们采用笔试和面试评估求职者。 ◇ *The bids will be evaluated by an independent committee.* 这些投标价由一个独立委员会进行评估。 SYN ASSESS
▸ **evaluative** /ɪ'væljʊətɪv/ *adjective*: *They have developed a set of evaluative criteria for websites.* 他们为网站制定了一套评估标准。

**evaluation** /ɪˌvæljʊ'eɪʃn/ *noun*
SEE ALSO: **job evaluation, performance evaluation**
**1** [U] the process of studying all the available information about sb/sth and forming an opinion about them/it 评价；评估: *Ongoing training and evaluation of employees should be a priority.* 不间断的员工培训和评估应是最重要的。
**2** [C] a spoken or written opinion about the quality, value, importance, etc. of sb/sth（质量、价值、重要性等的）评定，评价: *All employees will have an annual performance evaluation.* 所有员工都要进行年度绩效评定。 ◇ *We conducted a thorough evaluation of the system.* 我们对这个系统进行了全面的评估。

**e'vent ˌmanagement** *noun* [U]
**1** (*Marketing*) the activity of organizing events such as concerts, sports competitions and parties for companies as part of their marketing activities 会展管理；活动策划: *The company specializes in event management and corporate hospitality.* 这家公司专门从事活动策划和商务接待业务。
**2** (*Production*) = SUPPLY CHAIN EVENT MANAGEMENT

**e'vent ˌmarketing** *noun* [U]
**1** the activity of showing and advertising products or services to people in public places or at special events such as TRADE SHOWS or sports competitions 活动营销（指在公共场所或在展会、体育赛事现场等场合展示和推销产品或服务的活动）: *We set up stalls in several shopping malls as part of an event marketing campaign.* 作为活动营销活动的一个项目，我们在几家商场设立了摊位。
**2** the activity of advertising and attracting people to a special event 活动营销（做广告及将人们吸引到某一事件中）

**evict** /ɪ'vɪkt/ *verb* [+ obj]
(*Law*) to force sb to leave a house or land, especially when you have the legal right to do so（尤指依法从房屋或土地上）驱逐，赶出: *A number of tenants have been evicted for not paying the rent.* 许多房客因为不付房租被赶了出去。 ▸ **eviction** /ɪ'vɪkʃn/ *noun* [U,C]: *to face eviction from your home* 面临着被赶出家门

**evidence** /'evɪdəns/ *noun* [U]
the information that is used in a court to try to prove sth（法庭上的）证据，证词，人证，物证: *You cannot be forced to give evidence* (= say what you know, describe what you have seen, etc. in a court) *against your spouse.* 别人不能强迫你出庭发表不利于你配偶的证词。 ◇ *The investigation found no evidence of wrongdoing.* 调查发现没有不法行为的证据。
● ***to give/present (sb with)/produce*** *evidence* 拿出 /（向某人）出示 / 提出证据 • ***to consider/examine/hear/study*** *evidence* 考虑证据；审核证据；听取证词；研究证据 • ***to admit/allow/exclude*** *evidence* 承认 / 接纳 / 排除证据

**evolve** /i'vɒlv; *AmE* i'vɑːlv/ *verb* [+ obj *or* no obj]
to develop gradually, especially from a simple to a more complicated form; to develop sth in this way（使）逐渐形成，逐步发展，逐渐演变: *The company has evolved into a major electronics manufacturer.* 这家公司已经逐步发展成为一家主

要的电子制造商。◇ *Their business evolved from a series of mergers.* 他们的业务是从一系列的并购活动中逐渐发展起来的。◇ *We constantly evolve our products to meet the changing needs of customers.* 为能满足顾客日益变化的需求，我们不断地改进产品。

**EVP** /ˌiː viː ˈpiː/ = EXECUTIVE VICE-PRESIDENT

**ex** /eks/ *preposition*

**1** (*BrE*) not including sth 不包括；除…之外：*The price is €2 000 ex VAT.* 价格为2000欧元，增值税另付。→ EXCLUDING

**2** (*Trade*) used to show that a price or contract includes the cost of delivering goods to the place mentioned 在…交货（价格或合同中包括至交货地点为止的运费）：*All prices are ex dock New York.* 所有价格均为纽约港码头交货价。→ DELIVERED EX QUAY, DELIVERED EX SHIP

**3** (*Trade*) used to show that a price or contract does not include transport from the place mentioned 在…交货（价格或合同中不包括自交货地点起的运费）→ EX WAREHOUSE, EX WORKS

**4** (*Finance*) used to show that the buyer of a share, bond, etc. will not receive the right to claim the thing mentioned 无权获得；不附：*As of 11 May, the shares will be traded ex bonus.* 自5月11日起，交易的股票将不附红利。◇ *The bonds will be issued on an ex-interest basis.* 即将发行的债券不附利息。OPP CUM

**★exceed** /ɪkˈsiːd/ *verb* [+ obj]

**1** to be greater than a particular number or amount 超过（数量）：*Total sales are expected to exceed €250 million.* 销售总额预计超过2.5亿欧元。◇ *While demand exceeds supply, prices will continue to rise.* 求过于供时价格将持续上涨。◇ *We have exceeded our earnings target this year.* 我们已超过了今年的收益目标。

**2** to do more than the law or an order, etc. allows you to do 超出（法律、命令等的）限制：*There is a charge for exceeding your overdraft limit.* 超出透支限额就要收费。

**excellence** /ˈeksələns/ *noun* [U]

SEE ALSO: **centre of excellence**

the quality of being extremely good 优秀；卓越；杰出：*an award for excellence in design and engineering* 设计与工程优秀奖 ◇ *efforts to achieve manufacturing excellence* 实现优质生产的努力

**except** /ɪkˈsept/ *preposition, verb*

• ***preposition*** (*also* **except for**)
not including 除…之外：*We are open every day except Sunday.* 我们除星期天以外每天都开放。

• ***verb*** [+ obj] (*usually* **be excepted**)
to not include sb/sth 把…除外；不包括；不计：*Some types of advertisements are excepted from the regulations.* 某些种类的广告不在规定之列。

**exception** /ɪkˈsepʃn/ *noun* [C]

SEE ALSO: **management by exception**

**1** (*Insurance*) in an insurance policy, particular risks that you are not protected for（保险单中的）除外责任：*The policy exceptions include claims for sports injuries.* 保险单除外责任包括运动伤害的索赔。

**2** (*IT*) the fact that a computer cannot process an instruction in the normal way 异常（计算机无法以正常方式运行指令）：*The software generates a daily exception report of sales that cannot be processed.* 这一软件自动生成关于每日无法处理的销售数据的异常报告。→ ERROR

**exceptional** /ɪkˈsepʃənl/ *adjective, noun*

• ***adjective***

SEE ALSO: **pre-exceptional**

**1** unusually good 优秀的；杰出的；卓越的：*2005 was an exceptional year for the business.* * 2005年对这家企业而言是非凡的一年。

**2** very unusual 特殊的；异常的；特别的：*We reserve the right to close the account in exceptional circumstances.* 我们保留在特殊情况下取消账户的权利。

**3** (*Accounting*) used to describe an amount of money in a company's financial records that is connected with a company's normal business activities but is much larger than usual and will have an important effect on profits 特殊的，额外的（用于形容公司财务记录中与正常业务活动有关的款项，但是该笔款项大于往常数额，将对利润产生重要影响）：*The cost of cancelling the contract will be accounted for as an exceptional charge.* 撤销合同的成本将计入特殊费用。

• ***noun*** [C] (*usually* **exceptionals**) [pl.]
(*Accounting*) = EXCEPTIONAL ITEM

**ex,ceptional 'item** (*also* **ex'ceptional**) *noun* [C, usually pl.]
(*Accounting*) (in a company's financial records) an amount of money that is paid or received as part of normal business activities but which is unusually large and has an important effect on profits（公司财务记录中的）特殊项目：*Net profit before* (= not including) *exceptional items fell by 5.9%.* 不计特殊项目的净利润下跌了5.9%。→ EXTRAORDINARY ITEM

**★excess** *noun, adjective*

• ***noun*** /ɪkˈses/

**1** [sing.; U] more than is necessary or acceptable 超过；过度；过多：*There is an excess of diamonds in the marketplace.* 市场上钻石过多。◇ *Growth in sales is expected to be in excess of* (= more than) *five per cent.* 预计销售额的增长将超过百分之五。

**2** [C, U] an amount by which sth is larger than sth else 多余量；超额量：*We cover costs up to €800 and then you pay the excess.* 我们最多支付800欧元的费用，超出部分由你支付。

**3** (*Insurance*) [C, U] the part of an insurance claim that you must pay while the insurance company pays the rest 免赔额（被保险人必须自行支付的保险索赔部分）：*All claims are subject to an excess of €100.* 所有的索赔都有100欧元的免赔额。

• ***adjective*** /ˈekses/ [only before noun]
in addition to an amount that is necessary or that can be used 超额的；过多的；过量的；额外的：*The excess office space has been rented to another company.* 多余的办公场地已租给另一家公司。◇ *We have cut our prices in an attempt to reduce excess stock.* 我们已降价以减少过多的库存。

**,excess 'baggage** *noun* [U]
bags, cases, etc. taken on to a plane that weigh more than the amount each passenger is allowed to carry without paying extra 超重行李

**ˌexcess caˈpacity** *noun* [U]
(*Economics*; *Production*) the ability to produce or supply more of a product or service than is needed; the extra quantity that could be produced or supplied 产能过剩；超额产能：*Some aircraft and telecoms companies are still struggling with excess capacity.* 某些飞机制造商和电信公司仍然因产能过剩而吃力地经营下去。

**ˌexcess deˈmand** *noun* [U]
(*Economics*) a situation in which more of a product or service is wanted by buyers at a particular price than the industry can supply 超额需求；过量需求：*Because there is excess demand for energy, we can expect the price to rise.* 因为能源需求过量，我们预期价格会上升。

**ˌexcess supˈply** *noun* [U,C]
(*Economics*) a situation in which more of a product or service is supplied by an industry than buyers want at the price; the extra goods or services available 过量供应；超额供给；供过于求：*Prices have fallen as a result of excess supply.* 由于过量供应，价格出现下跌。

**★exchange** /ɪksˈtʃeɪndʒ/ *noun*, *verb*

• ***noun***

SEE ALSO: **B2B exchange, bill of ~, commodity ~, foreign ~, futures ~, information ~, International Securities ~**, etc.

**1** [C,U] an act of giving sth to sb or doing sth for sb and receiving sth in return 交换；互换；交流；更换；调换：*an exchange of emails* 电子邮件往来 ◇ *Workers agreed to a pay cut **in exchange for** shares in the company.* 工人同意减薪以换取公司的股票。

**2** (*Commerce*; *Finance*) [C] an organized system that allows traders to buy and sell currencies, investments, goods, etc.; a place where this takes place 交易所：*The company's shares are traded **on** the Euronext exchange in Paris.* 这家公司的股票在巴黎的泛欧交易所上市交易。◇ *the floor of the exchange* (= where traders deal with each other) 交易所的交易大厅 ◇ *They have set up an electronic trading exchange* (= for example, using an Internet site) *for wood products.* 他们建立了使用电子交易系统买卖木材产品的交易所。

**3** [U] the process of changing an amount of one currency for an equal value of another 兑换；汇兑：*The government plans to introduce controls on currency exchange.* 政府计划对货币兑换实行管制。→ EXCHANGE RATE, FOREIGN EXCHANGE

**4** [C] an arrangement when two people or groups from different countries visit each other's homes or do each other's jobs for a short time（不同国家人或团体之间的）交流，互访：*a 12-month work exchange for recent graduates* 一项为应届毕业生安排的为期12个月的工作交流 ◇ *an exchange student* 交换生

**5** [C] = TELEPHONE EXCHANGE

• ***verb*** [+ obj]

**1** to give sth to sb and receive sth else from them 交换；交流；互换：*We exchanged business cards.* 我们交换了名片。◇ *The bank will exchange €2 million of debt **for** shares in the company.* 银行将这家公司200万欧元的债务换成股票。

**2** to change an amount of one currency for another 兑换：*They exchanged their dollars for pesos.* 他们将美元兑换成了比索。

**3** if you **exchange** sth you have bought, or a shop/store **exchanges** it, you return it and get sth different or better instead 更换；调换：*Can I exchange this shirt **for** a larger size?* 这件衬衣能换成更大号的吗？◇ *Sale goods cannot be exchanged.* 货物售出概不退换。

**4** (*Law*) (*BrE*) **exchange contracts** to sign a contract with the person that you are buying a building or piece of land from 互换契约：*They have just exchanged contracts on the purchase of a new warehouse.* 他们刚刚互换了购买新仓库的契约。

IDM **exˌchange ˈhands** = CHANGE HANDS at CHANGE *verb*

**WHICH WORD?** 词语辨析

**exchange/change/return**

If you are unhappy with goods you have bought from a shop/store, you can usually **exchange** or **change** them. * exchange 和 change 指因对购买的商品不满意而调换。

If you **return** something, you take it back to the seller and get your money back. * return 指退货。

**exchangeable** /ɪksˈtʃeɪndʒəbl/ *adjective*
**1** that can be exchanged 可交换的；可兑换的；可更换的：*These vouchers are not exchangeable **for** cash.* 这些代币券不能兑现。
**2** (*Finance*) (about bonds) that can be exchanged for shares in another company at a particular time in the future（债券）可转换的：*The bonds are exchangeable **into** shares of Thomson Multimedia.* 这些债券可转换为汤姆逊多媒体公司的股票。
→ CONVERTIBLE

**exˈchange conˌtrol** *noun* [C, usually pl., U]
(*Economics*) a set of rules that a government uses to limit the amount of local currency that people can sell or the price at which they can sell it 外汇管制：*The government has implemented exchange controls to protect the bolivar currency.* 政府已实施外汇管制以保护博利瓦。◇ *exchange control regulations* 外汇管制条例
PHR ***to impose/introduce/tighten** exchange controls* 实行 / 实施 / 加强外汇管制 • ***to lift/relax** exchange controls* 解除 / 放宽外汇管制

**exˈchange eˌconomy** *noun* [C]
(*Economics*) an economy in which people trade goods with each other or buy goods using money 交换经济（人们相互交换货物或用金钱购买货物的经济模式）

**exˈchange ˌmarket** = FOREIGN EXCHANGE MARKET

**exˌchange of ˈshares** (*BrE*) (*AmE* **exˌchange of ˈstock**) *noun* [C,U]
(*Finance*) when a company buys or joins with another company by using some of its shares to pay for shares in the other company 股份交换（当一家公司收购另一家公司或两家公司合并时，将这公司的股份对价交换对方公司的股份）：*The merger will be financed by an exchange of shares.* 合并所需资金将通过股份交换解决。

**ex'change rate** (*also* **rate of ex'change**) *noun* [C]
SEE ALSO: **floating exchange rate, real exchange rate**
the relation in value between one currency and another 汇率: *The current exchange rate is 50 rupees to the euro.* 目前的汇率是1欧元兑50卢比。◇ *the rupee/euro exchange rate* 卢比兑欧元汇率 ◇ *The euro has a high exchange rate* ***against*** *the yen.* 欧元对日元的汇率走高。◇ *movements/fluctuations in the exchange rate* 汇率的变动 / 波动
SYN CURRENCY RATE
● *a* ***high/low/stable/strong/weak*** *exchange rate* 走高 / 走低 / 稳定 / 坚挺 / 疲软的汇率 ◆ *a* ***competitive/favourable*** *exchange rate* 具竞争性的 / 有利的汇率 ◆ *the exchange rate* ***drops/falls/rises*** 汇率下跌 / 降低 / 上扬 ◆ *an exchange rate* ***regime/system*** 汇率制度 / 体系

**ex'change rate ex,posure** *noun* [U,C]
(*Finance*) the fact that a business may lose money in the future by having to buy an expensive currency using one that has become less valuable 汇率风险（企业需要将一种货币兑换为另一种低值货币时可能在未来遭受损失）: *Our high percentage of foreign sales means we face significant exchange rate exposure.* 我们的外销比例很高意味着我们面临巨大的汇率风险。◇ *We have a large exchange rate exposure* ***to*** *the yen.* 我们的日元汇率风险很大。◇ ***to hedge*** (***against***) (= protect against) *exchange rate exposure* 对冲汇率风险

**ex'change rate ,mechanism** *noun* (*Economics*)
**1 Exchange Rate Mechanism** (*abbr* **ERM**) [sing.] a way of linking the currencies of some European Union countries and controlling their EXCHANGE RATES, before the euro was introduced in 1999 汇率机制（欧元推出之前，将某些欧盟国家的货币挂钩并控制成员国货币的汇率）
**2** [C] any system in which the values of different currencies are linked together 汇率机制（将不同货币挂钩的制度）: *She predicts that Asian economies will set up an exchange rate mechanism.* 她预测亚洲国家将建立起一个汇率机制。

**excise** /'eksaɪz/ *noun* [U]
SEE ALSO: **Customs and Excise**
a tax on particular goods and services that are sold within a country, such as alcohol and cigarettes 消费税；国内货物税: *The government has decided to freeze the excise* ***on*** *fuel.* 政府已决定冻结燃料消费税。◇ (*BrE*) *a reduction in* ***excise duties*** *on beer* 啤酒消费税的降低 ◇ (*AmE*) *a proposal to increase the* ***excise tax*** *on cigarettes* 增加香烟消费税的提案 → CUSTOMS DUTY

**excl.** *abbr* (*only used in written English* 只用于书面英语)
excluding 不包括；除…外: *Price: $15 each (excl. GST)* 价格：每个15元（不含消费税）

**★exclude** /ɪk'sklu:d/ *verb* [+ obj]
**1** to deliberately not include sth in what you are doing or considering 不包括；排除；不在考虑之列: *The price of the trip excludes insurance.* 旅费不包括保险。◇ *The cost of borrowing has been excluded* ***from*** *the inflation figures.* 通货膨胀数据中不包括借贷成本。 OPP INCLUDE
**2** to prevent sb/sth from entering a place or taking part in sth 拒绝…入内；阻止…参加；把…排斥在外: *The public were excluded* ***from*** *the board meeting.* 董事会会议拒绝公众参加。

**excluding** /ɪk'sklu:dɪŋ/ *preposition* (*abbr* **excl.**) not including 不包括；除…之外: *Lunch costs $25 per person, excluding drinks.* 午餐每人25元，不含酒水。◇ *Excluding unusual charges, income was up by 54%.* 若不计特殊费用，收入增加了54%。→ EX (1)

**★exclusion** /ɪk'sklu:ʒn/ *noun*
**1** [U] the act of preventing sb/sth from entering a place or taking part in sth 拒绝；排斥；排除在外: *The company faces exclusion* ***from*** *the FTSE 100.* 这家公司面临被从《金融时报》100指数中剔除出去的处境。◇ *Focus on your career, but not* ***to the exclusion of*** *everything else.* 专注于事业，但不意味着其他一切都不管了。
**2** (*Law*) [C] a particular person, thing or situation that a contract, law, tax, etc. does not apply to 排除在外的人、事物；不适用的情况: *Check the list of exclusions in the insurance policy.* 查看一下保险单中的除外责任条款。◇ *There are several exclusions* ***to*** *the trade tariff.* 贸易关税有几种例外情况。

**exclusive** /ɪk'sklu:sɪv/ *adjective*
**1** only given to one particular person, group or organization; not involving others（个人、团体或机构）专用的，专有的，独占的: *The CEO has exclusive use of a company car.* 公司有一辆车供首席执行官专用。◇ *We have exclusive rights to distribute the products in the UK.* 我们是这些产品的英国独家经销商。◇ *These travel products are exclusive* ***to*** *our company* (= no one else sells them). 我们公司独家专卖这些旅游产品。
**2** being the only official one or ones 独家的；惟一的: *We are the exclusive distributor of the products worldwide.* 我们是这些产品的全球独家经销商。
**3** of a high quality and expensive and therefore not often bought or used by most people 高档的；高级的；豪华的: *an exclusive hotel* 豪华旅馆 ◇ *exclusive designer stores/clothes* 高档名品店 / 服装
**4 exclusive of sb/sth** not including sb/sth 不包括；除…外: *The price quoted is exclusive of VAT.* 所报价格不包括增值税。

**exclusivity** /,eksklu:'sɪvəti/ *noun* [U]
**1** the right to be the only person or organization to do sth 专有权；独占权: *Agents are given exclusivity to trade in certain areas.* 代理商获授予某些地区的独家经营权。◇ *The retailer has exclusivity deals with several suppliers* (= they do not supply others). 这个零售商和数位供应商签有独家经销协议。
● *to* ***give/grant*** *exclusivity to sb/sth* 给予 / 授予（某人或某机构）专有权 ◆ *an exclusivity* ***agreement/clause/contract/deal*** 专有权协议 / 条款 / 合同 / 交易
**2** (*also* **exclusiveness**, /ɪk'sklu:sɪvnəs/ *less frequent*) the fact that people see a product or service as being of high quality and expensive and therefore only a small group buy or use it 高档；奢华: *a designer whose clothes have not lost their exclusivity* 所设计的服装没有失去尊贵风格的设计师

**excuse** /ɪk'skju:s/ = SICK NOTE

**ˌex-di'rectory** *adjective* (*BrE*)
(about a person or telephone number) not listed in the public telephone book, at the request of the owner of the telephone. Telephone services will not give these numbers to people who ask for them 电话簿上未登记的（人或电话号码）: *an ex-directory number* 未列入电话簿的号码
SYN UNLISTED

**ˌex-'dividend** (*also* **ˌex-'div.**, *informal*) *adverb, adjective* (*abbr* **xd**)
(*Finance*) (about a share that is sold) that does not give the buyer the right to claim the next payment (**dividend**)（出售的股票）无红利的，无股息的，不包括下期红利的: *The shares will trade ex dividend from June 18.* 从6月18日起买卖的股票没有红利。◇ *the ex-dividend price* 除息价 ◇ *The shares begin trading xd as from next Friday.* 从下星期五起开始买卖的股票无股息。OPP CUM DIVIDEND

**exec** /ɪg'zek/ *noun* [C] (*informal*)
an **executive** in a business 经理；管理人员: *the company's chief exec* 公司总经理 ◇ *the high salaries paid to top execs* 支付给高管的高薪

**execute** /'eksɪkju:t/ *verb*
**1** [+ obj] to do a piece of work, perform a duty, put a plan into action, etc. 实行；履行；执行；实施: *We can execute most orders in just one week.* 我们可以在短短的一个星期内执行大部分订单。◇ *to execute a plan/strategy/project* 执行计划 / 战略 / 项目 ◇ *All trades* (= in shares, etc.) *are executed through a broker.* 所有的（股票等的）交易都由经纪人经手完成。
**2** [no obj] to achieve a particular business goal; to be successful as a business 达到（目标）；运作成功: *Our success is due to our managers' ability to execute.* 我们的成功归因于经理们的执行能力。◇ *Their online travel company is executing well and showing impressive growth.* 他们的在线旅游公司运作良好并展示出惊人的增长速度。
**3** (*IT*) [+ obj] to make a computer perform an action 执行: *To execute a program, type the program name.* 要执行程序，键入程序名。◇ *execute a command/an instruction/a query* 执行命令 / 指令 / 查询 SYN RUN
PHR V **'execute on sth** to complete a task or perform an activity properly 完成（任务）；开展（活动）: *The firm now has the necessary skills and funding to execute on its business plan.* 这家公司现在拥有必要的技术和资金来执行其商业计划。

**execution** /ˌeksɪ'kju:ʃn/ *noun* [U]
SEE ALSO: **writ of execution**
**1** the act of doing a piece of work, performing a duty, or putting a plan into action 实行；履行；执行；实施: *There are doubts about the company's execution of its business strategy.* 对这家公司的商业战略的执行存在疑虑。◇ *The idea was good, but the execution was poor.* 这个主意不错，但执行情况有些糟糕。
**2** the act of achieving a particular business goal or being successful as a business（目标的）实现；（企业的）成功运作: *Most CEOs fail due to a lack of execution.* 大部分首席执行官由于缺乏执行力而失败。
**3** (*Finance*) the act of transferring money and shares, bonds, etc. between buyers and sellers in a market 交易执行（在某市场的买方与卖方之间转移资金、股票、债券等的行为）: *They have set up an online execution service.* 他们已设立在线交易执行服务。

**exe'cution risk** *noun* [U,C]
the risk that a new business, project, etc. will fail because it is not managed or carried out in the right way 执行风险: *the execution risks associated with expanding into a new region* 与新领域拓展相关的执行风险

**★executive** /ɪg'zekjətɪv/ *noun, adjective*
• ***noun***
SEE ALSO: **account executive**
**1** [C] (*abbr* **exec**) a person who has an important job as a manager of a company or an organization（公司或机构的）经理，主管人员，管理人员: *Several top executives have left the company.* 多位高层管理人员离开了公司。◇ *Our executives are judged on how well they manage people and look after the company's reputation.* 对我们管理人员的评价是看他们如何管理人员及是否关心公司的声誉。See note at BOSS
⊕ ***high-ranking/key/senior/top*** *executives* 高层 / 重要 / 资深 / 高级主管 • ***business/company/corporate/industry*** *executives* 业务 / 公司 / 企业 / 行业主管 • *an* ***advertising/a marketing/media/an oil/a sales*** *executive* 广告 / 营销 / 媒体 / 石油 / 销售主管
**2** [C with sing./pl. verb] a group of people who run a company or an organization（公司或机构的）行政领导，领导层: *The union's executive has/have yet to reach a decision.* 工会领导层尚有待作出决定。
• ***adjective*** [only before noun]
**1** connected with managing a business or an organization, and with making plans and decisions 经营管理的；经理的；决策的: *She has an executive position in a finance company.* 她是一家财务公司的主管。◇ *the executive management team* 高级管理团队
⊕ *executive* ***decisions/duties/jobs/positions*** 经营管理决策 / 职责 / 工作 / 职位 • *executive* ***bonuses/pay/perks*** 高管奖金 / 工资 / 津贴
**2** having the power to put important laws and decisions into effect; connected with this 有执行权的；实施的；执行的；行政的: *The executive board have approved the redundancies.* 执行董事会已批准裁员。◇ *He sits on the board but has no executive power.* 他是董事会的成员，但他没有执行权力。→ NON-EXECUTIVE
⊕ *an executive* ***board/committee/officer*** 执行董事会；执行委员会；行政长官
**3** for the use of sb who is important; expensive and of good quality 供高级人员使用的；豪华的；高档的: *the executive lounge* (= at an airport)（机场的）贵宾休息室
⊕ *an executive* ***jet/lounge/suite*** 商务飞机；贵宾室；贵宾套房 • *executive* ***cars/housing*** 豪华汽车；豪宅

**eˌxecutive as'sistant** *noun* [C]
a person whose job is to help a senior manager or **executive** in a company by organizing their affairs, dealing with letters, etc. 行政助理: *He*

*was appointed executive assistant* **to** *the managing director.* 他获任命为董事总经理的行政助理。
SYN EXECUTIVE SECRETARY

**e,xecutive 'chairman** *noun* [C]
a person who is the most senior member of the BOARD of a large company and is also involved in running it （董事会）执行主席: *He moved from being executive chairman to chief executive.* 他由执行主席转任总裁。

**e,xecutive di'rector** *noun* [C]
a member of the BOARD that controls a company who is also employed as a senior manager of the company 执行董事 → NON-EXECUTIVE DIRECTOR

**e,xecutive infor'mation ,system** *noun* [C] (*abbr* **EIS**)
(*IT*) computer software that contains all the data and information that senior managers need to make decisions 主管信息系统，行政资讯系统（包含高层经理决策时所需数据和信息的计算机软件）→ DECISION SUPPORT SYSTEM

**e'xecutive search** *noun* [C,U]
(*HR*) the process of finding sb who is suitable for a very senior job in a company by looking at people working in other companies who have the right skills and experience 猎头；人才搜索: *They carried out an executive search for a new chief executive.* 他们搜索人才以物色新总裁。◇ *an executive search firm* 猎头公司 → HEADHUNT

**e,xecutive 'secretary** *noun* [C]
**1** a person who works as secretary for a senior manager or an **executive** in a company 行政秘书；执行秘书: *an executive secretary to the HR director* 人力资源总监的行政秘书 SYN EXECUTIVE ASSISTANT, PA
**2** the leader of some types of public or government organizations; a senior official in some businesses 执行干事: *She has been appointed (as) executive secretary of the Economic Commission for Europe.* 她被任命为欧洲经济委员会执行干事。

**e,xecutive 'summary** (*also* **,management 'summary**, *less frequent*) *noun* [C]
a short statement that gives the important facts, conclusions and suggestions of a report, usually printed at the beginning of the report 行政概要；执行纲要

**e,xecutive ,vice-'president** *noun* [C]
(*especially AmE*) (*abbr* **EVP**)
an important person who is in charge of a particular part of a business and who works closely with the CHIEF EXECUTIVE OFFICER 执行副总裁

**e,xemplary 'damages** = PUNITIVE DAMAGES

**★exempt** /ɪg'zempt/ *adjective, verb*
• ***adjective***
**1** if sb/sth is **exempt** from sth, they are not affected by it, do not have to do it, pay it, etc. 被豁免的；被免除的: *Payments into a pension fund are exempt* **from** *tax.* 养老基金缴付款免税。◇ *Larger companies will have to pay the charge, but small businesses are exempt.* 大公司必须支付此项费用，而小公司可以免除。
**2** (*used with a noun to form adjectives* 与名词连用构成形容词): *The company has lost its* ***tax-exempt*** *status.* 这家公司失去了免税资格。
• ***verb*** [+ obj]
to decide officially that a rule or law, especially one concerning payment of tax, will not apply to particular people or things 豁免；免除: *The government may exempt various products* **from** *the import tax.* 政府可能会免除多种产品的进口税。

**★exemption** /ɪg'zempʃn/ *noun*
SEE ALSO: **personal exemption, tax exemption**
**1** [U,C] official permission not to do sth or pay sth that you would normally have to do or pay 免除；豁免: *Graduates in accounting may qualify for exemption* **from** *some professional examinations.* 会计专业毕业生某些专业科目可以免试。◇ *The law contains a small-business exemption* (= it does not apply to small businesses). 这项法律包含了小企业豁免条款。
✪ *to* ***apply for/claim/qualify for/seek*** *(an) exemption* 申请／要求／有资格／申请豁免 • *to* ***enjoy/secure/win*** *(an) exemption* 享有／取得／获得豁免 • *to* ***give/grant*** *(an) exemption (to sb)* 授予（某人）豁免权
**2** [C] an amount of income, profit, etc. on which you do not have to pay tax; a product or service on which tax is not charged 免除额；免税额；免税: *a $4 000 personal exemption on income tax* * 4000元的所得税免除额
✪ *to* ***apply for/claim/qualify for/seek*** *an exemption* 申请／要求／有资格／申请免税 • *to* ***give/grant*** *an exemption (to sb)* 免（某人的）税

**exercise** /'eksəsaɪz; *AmE* -sərs-/ *noun, verb*
• ***noun***
**1** [C] an activity or series of activities that is designed to achieve a particular result （为了达到特定结果的）活动: *a training exercise* 培训活动 ◇ *The company has undertaken a rebranding exercise.* 公司开展了一项品牌重塑活动。◇ *an exercise* **in** *public relations* 公共关系活动
✪ *to* ***carry out/conduct/undertake*** *an exercise* 开展／进行／从事一项活动
**2** [U] the use of power or a right to make sth happen 行使；使用；运用: *The Internet has made the exercise of choice by consumers easy.* 互联网使消费者更加容易作选择。
✪ *to* ***encourage/justify/limit*** *the exercise of sth* 鼓励／有理由／限制使用某物
**3** (*Finance*) [U] **the exercise of an option** an act of using an OPTION, especially in order to buy or sell shares in a company 期权的行使: *revenues from the exercise of share options* 行使股票期权获得的收益
• ***verb*** [+ obj]
**1** to use your power or rights in order to achieve sth 行使；运用；使用: *We are continuing to exercise tight control over costs.* 我们继续对成本实行严格控制。◇ *to exercise a veto* 行使否决权
**2** (*Finance*) if you **exercise** an OPTION you use it, especially in order to buy or sell shares in a company 行使期权: *The company has exercised an option to sell its remaining shares in the business.* 这家公司行使了一项出售这家企业剩余股份的期权。

**'exercise price** (*also* **'strike price, 'striking price**) *noun* [C]
(*Finance*) the price at which sb/sth can buy or sell shares in a company for which they own OPTIONS

（期权）行使价，行权价，执行价格：*The options have an exercise price of 26 Canadian dollars per share.* 这一期权的行使价为每股26加元。

**ex 'factory** = EX WORKS

**ex 'gratia** /ˌeks 'greɪʃə/ *adjective* (*only used in written English*)
given or done as a gift or favour, not because there is a legal duty to do it 作为礼物的；作为恩惠的：*ex gratia payments* 特惠金；通融赔款 ◇ *The bonus was made on an ex gratia basis.* 这笔奖金是特惠金。▸ **ex 'gratia** *adverb*: *The sum was paid ex gratia.* 这笔款项是特惠支付。 **NOTE** **Ex gratia** is a Latin phrase. * ex gratia 是拉丁语短语。

**exhaust** /ɪg'zɔːst/ *verb* [+ obj]
to use all of sth so that there is none left 耗尽；用完：*The trust had exhausted its funds.* 这个信托基金机构已用完其全部资金。◇ *Don't give up until you have exhausted all the possibilities.* 只要还有一点可能就不要放弃。

**exhibit** /ɪg'zɪbɪt/ *verb, noun*
• ***verb*** [+ obj *or* no obj]
to show sth in a public place for people to enjoy or to give them information 展览；展出：*They will be exhibiting their new designs at the trade fairs this spring.* 他们将在今年春季的商品交易会上展出他们的新设计。◇ *Over sixty companies are exhibiting at the food festival.* 六十多家公司在食品节上参展。
• ***noun*** [C]
**1** (*especially AmE*) = EXHIBITION
**2** an object or a collection of objects put in a public place for people to see 展品；陈列品

**exhibition** /ˌeksɪ'bɪʃn/ (*especially BrE*) (*AmE usually* **ex'hibit**) *noun* [C]
SEE ALSO: **trade exhibition**
a collection of things, for example products produced by different companies, that are shown to the public; an event at which these things are shown（一批）展览品；展览会：*an exhibition of photographs* 摄影展 ◇ *You are invited to join us at our exhibition stand in hall 9.* 诚邀您到9号大厅光临我们的展台。◇ *The hotel has space for conferences and exhibitions.* 这家酒店有会展场地。◇ *the cost of exhibit space* 展位成本 → EXPO, FAIR, SHOW
✪ *to* ***have/hold/host*** *an exhibition* 举办 / 举行 / 主办展览会 • *to* ***organize/put on/set up*** *an exhibition* 举行 / 举办展览会 • *to* ***attend/visit*** *an exhibition* 参展；参观展览会 • *an exhibition* ***centre/hall/space/stand*** 展览中心 / 大厅 / 场地 / 摊位

**exhibitor** /ɪg'zɪbɪtə(r)/ *noun* [C]
a business or an organization that shows their products or services at an exhibition 参展者；参展商：*The agricultural show has attracted over 1 000 exhibitors from 33 countries.* 这个农业展吸引了来自33个国家的1000多家参展商。

**Eximbank** (*also spelled* **Exim bank**, **Ex-Im bank**) /'eksɪmbæŋk/ = EXPORT-IMPORT BANK

**exit** /'eksɪt; 'egzɪt/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **barrier to exit**
**1** a way out of a public building or vehicle 出口；通道；太平门：*If the alarm sounds, leave by the nearest fire exit.* 如果警报响起，应从最近的消防通道离开。
**2** an act of leaving, especially when sb leaves a job, or a business or an investor leaves a market 离去；退出；离职；（尤指企业或投资者）退出市场：*Her exit has been a blow to the company.* 她的离职对公司是一个打击。◇ *the group's exit* ***from*** *the insurance business* 这个集团退出保险业务
✪ *to* ***find/look for/make*** *an exit* (*from sth*) 找到 / 寻找（离开某物的）退路；退出（某物）• *sth* ***provides*** *an exit* (*from sth*) 某物提供了（离开某物的）退路
**3** a way of ending an agreement, a contract, a loan, etc.; an act of doing so 终止（协议、合同、贷款等）：*We must make sure that we have an exit from the contract.* 我们必须确保拥有终止合同的权利。◇ *You pay a 25% exit penalty if you cash in the policy early.* 如果你提前兑现保单，必须支付25%的终止罚金。
✪ *an exit* ***charge/cost/fee/penalty*** 终止费用 / 代价 / 费 / 罚金
• ***verb***
**1** [+ obj *or* no obj] to go out; to leave a building, vehicle, etc. 出去；退场：*We exited via the fire escape.* 我们从消防通道离开了。
**2** [+ obj] to leave a job; to stop being involved in sth, such as a type of business or an investment 离职；退出（业务或投资）：*He is the latest in a series of senior executives to exit the company.* 他是一系列离职高管中最近的一个。◇ *The group is considering exiting television.* 这个集团正考虑退出电视广播业。
**3** (*IT*) [+ obj] to finish using a computer program or a part of it 退出（计算机程序）：*Press 'Esc' to exit the program.* 按 Esc 键退出程序。

**'exit ˌbarrier** = BARRIER TO EXIT

**'exit charge** = BACK-END LOAD

**'exit ˌinterview** *noun* [C]
(*HR*) a meeting between an employer and an employee who is leaving the company to find out why they are leaving 离职面谈：*Small companies may not have the time to carry out exit interviews and employee-satisfaction surveys.* 小公司可能没有时间进行离职面谈和员工满意度调查。

**exodus** /'eksədəs/ *noun* [C, usually sing.]
a situation in which many people or businesses leave a place, an activity, etc. at the same time（大批人或企业同时从某一地点或某活动中）离开、撤离：*the exodus of companies* ***from*** *the region* 大批公司离开这一地区 ◇ *preventing a mass exodus of staff* ***to*** *rival firms* 预防员工集体跳槽去竞争对手企业

**ˌex of'ficio** /ˌeks ə'fɪʃiəʊ; *AmE* -ʃioʊ/ *adjective* (*formal*)
included or allowed because of your job, position or rank 出于工作（或地位、职衔）的；（由于工作、地位、职衔而成为）当然的：*an ex officio member of the committee* 委员会的当然委员
▸ **ˌex of'ficio** *adverb*: *He was present at the meeting ex officio.* 他出于职务需要出席了会议。 **NOTE** **Ex officio** is a Latin phrase. * ex officio 是拉丁语短语。

**exorbitant** /ɪg'zɔːbɪtənt; *AmE* -'zɔːrb-/ *adjective* (about a price) much too high（价格）过高的，

高得离谱的：*exorbitant prices/fees/costs* 过高的价格 / 费用 / 成本 ◇ *It is a nice building but the rent is exorbitant.* 这座大楼很不错，但是租金太高了。▸ **e'xorbitantly** *adverb*: *They charge exorbitantly high rates of interest.* 他们收取的利率高得离谱。

**★expand** /ɪk'spænd/ *verb* [+ obj or no obj]
**1** to become greater in size, number or value; to make sth greater in size, number or value 扩大；增加；增强：*an expanding range of products* 产品系列的扩大 ◇ *The company recently expanded its board from 11 to 15 members.* 这家公司最近将董事会成员从11人增加到15人。
**2** if a business **expands** or **is expanded**, new branches are opened, it makes more money, etc. 扩展，发展（业务）：*Our business has expanded rapidly, from 16 to 30 stores in a year.* 我们的业务迅速扩展，一年之内从16家店铺扩大到30家店铺。◇ *The group wants to expand its presence in the Balkan region.* 这家集团准备增强其在巴尔干地区的影响。◇ *ambitious plans to develop the business and expand* ***into*** *new markets* 开发业务和拓展新市场的雄心勃勃的计划

**★expansion** /ɪk'spænʃn/ *noun* [U,C]
SEE ALSO: **horizontal expansion, margin ~, vertical ~**
an act of increasing or making sth increase in size, amount or value 扩展；拓展：*There was little expansion* ***in*** *business investment last year.* 去年企业投资几乎没有扩大。◇ *a period of rapid economic expansion* 经济快速增长时期 ◇ *The company has announced plans for a major expansion of its retail business.* 这家公司已公布其大规模扩展零售业务的计划。
● *an expansion* ***drive/plan/programme/project/strategy*** 拓展运动 / 计划 / 方案 / 项目 / 战略 • *to* ***continue/halt/slow/stop*** *expansion* 继续 / 停止 / 放慢 / 中止扩展 • *to* ***finance/fund*** *(an) expansion* 为业务拓展提供资金

**expatriate** /ˌeks'pætrɪət; *AmE* -'peɪt-/ (*also* **expat** /ˌeks'pæt/*informal*) *noun* [C]
a person living in a country that is not their own 侨民：*helping expatriates adjust to life in another country* 帮助侨民适应异国的生活 ◇ *Australian expats living in Europe* 旅居欧洲的澳大利亚侨民 ▸ **ˌex'patriate** (*also* **ˌex'pat,** *informal*) *adjective* [only before noun]：*expatriate workers* 外籍工人

**ex'pectancy ˌtheory** *noun* [sing.]
(*HR*) the idea that employees will want to work hard if they feel that they will be successful and that there are likely to be good results for them that they think are important 期望理论（若员工认为努力工作就会获得成功且可从工作中获得重要的东西与报酬，则员工即会努力工作）

**ˌexpectation of 'life** = LIFE EXPECTANCY (1)

**expedite** /'ekspədaɪt/ *verb* [+ obj] (*formal*)
to make a process happen more quickly 加快；加速：*We have developed rapid order processing to expedite deliveries to customers.* 我们已开发了快速处理订单的方法以加速向顾客交货。◇ *expedited delivery* 加速交货

**expendable** /ɪk'spendəbl/ *adjective*
**1** that you believe you can get rid of without causing yourself or your business harm 可消耗的；可牺牲的：*He was seen as expendable to the organization.* 他对于组织来说可有可无。◇ *They sold all their expendable assets.* 他们出售了全部可变卖资产。
**2 expendable** supplies are items that have little value and are used in such a way that they cannot be used again or there is little or none left afterwards 消耗性的；易耗的：*expendable office supplies such as paper, pens, paper clips, staples, etc.* 诸如纸张、笔、纸别针、钉书钉等办公耗材
**3** made to be used for a limited period of time and then replaced 不可回收的；一次使用的：*The warranty does not included expendable items such as tyres and batteries.* 该质量保证不包括轮胎和电池之类的不可回收品。
▸ **ex'pendable** *noun* [C]：*the cost of chemicals and other expendables* 化学品和其他消耗品的成本
→ CONSUMABLE, DISPOSABLE

**ex,pendable 'income** = DISPOSABLE INCOME

**★expenditure** /ɪk'spendɪtʃə(r)/ *noun* [U,C]
SEE ALSO: **capital expenditure, consumption ~, operating ~, revenue ~**
(*Accounting*; *Economics*) the act of spending or using money; an amount of money that sb/sth spends during a particular period of time 开支；支出：*a reduction in government/corporate expenditure* 政府 / 企业开支削减 ◇ *The group has been aggressive in cutting expenditure.* 这个集团在削减开支方面力度很大。◇ *Expenditure* ***on*** *advertising was 2.3 per cent higher this year.* 今年的广告开支增加了2.3%。◇ *IT expenditure* (= money spent on computers, etc.) 信息技术开支 ◇ *The budget provided for a total expenditure of $27 billion.* 预算允许的总开支为270亿元。
→ INCOME See note at SPENDING
● ***heavy/high/huge/low/major*** *expenditure* 巨额 / 高额 / 庞大 / 低水平 / 大额支出 • *to* ***cut (back)/limit/reduce/trim*** *expenditure* 削减 / 限制 / 降低 / 节省开支 • *to* ***increase/raise*** *expenditure* 增加开支 • *expenditure* ***decreases/doubles/drops/falls/rises*** 开支减少 / 翻倍 / 下跌 / 下降 / 上升

**ex'penditure tax** *noun* [C,U]
(*Economics*) a tax that is based on the amount of money that people spend rather than on their income 支出税：*They argue that an expenditure tax would promote savings.* 他们主张开征支出税可以鼓励储蓄。◇ *In effect, VAT is a consumer expenditure tax.* 实际上，增值税是一种消费开支税。→ CONSUMPTION TAX, INCOME TAX

**★expense** /ɪk'spens/ *noun*
SEE ALSO: **accrued expense, capital ~, fixed ~, interest ~, operating ~**
**1** (*Accounting*) [C,U] money that a business spends on supplies, workers, services, etc. in order to operate 开支；费用 **NOTE** **Expenses** are taken away from **profits** in a company's financial records 在公司的财务记录中，开支是要从利润中扣除的：*Labour is the airline industry's biggest expense.* 劳动力是航空业最大的开支。◇ *marketing/sales expenses* 营销 / 销售开支 ◇ *The cost of the insurance can be deducted as a business expense.* 保险费用可以作为业务开支扣除。◇

*Even after expenses, healthy profit margins remain.* 即使在扣除开支以后，仍然有可观的利润。

● *to* ***bear/incur*** *an expense* 承担 / 发生开支 • *to* ***cover/meet*** *an expense* 支付费用 • *to* ***deduct sth/treat sth/write sth off*** *as an expense* 将某物作为费用扣除 / 对待 / 注销 • *to* ***control/cut/reduce/trim*** *expenses* 控制 / 削减 /降低 / 节省费用 • ***big/high/large/low*** *expenses* 大额 / 高额 / 大笔 / 少量费用 • *an* ***extra/unexpected/unnecessary*** *expense* 额外 / 意外 / 不必要的开支

**2 expenses** [pl.] money that you spend while doing a job that your employer or the person you are working for will pay back to you later （可以报销的）开支，费用，花销：*We will cover your travel expenses.* 我们会报销你的差旅费用。◇ *I charge $200 an hour plus expenses.* 我每小时收费200元，垫付费用另算。◇ (*BrE*) *to take a client out for a meal* ***on expenses*** 用业务费请客户外出就餐 ◇ *an* ***all-expenses-paid*** *trip* 费用全部报销的出差 → EXPENSES CLAIM

● ***basic/out-of-pocket*** *expenses* 基本的 / 实报实销的开支 • *to* ***incur*** *expenses* 发生费用 • *to* ***cover/pay/refund/reimburse*** *sb's expenses* 报销某人的开支 • *to* ***claim (back)/recover*** *your expenses* 报销你的开支

**3** [U] the money that you spend on sth 费用；成本：*The factory was rebuilt at considerable expense.* 这家工厂以高昂的成本得以重建。◇ *He arranged everything,* ***no expense spared*** (= he spent as much as was needed). 他不惜代价安排了一切。

IDM **at sb's expense** paid for by sb/sth 由某人支付：*We were taken for a meal at the company's expense.* 公司出钱请我们外出就餐。

**ex'pense ac,count** *noun* [C]
an arrangement by which money spent by sb while they are at work is later paid back to them by their employer; a record of money spent in this way 费用账户；报销账单：*Put the cost of the petrol/gas on your expense account.* 将汽油 / 燃气费计入你的报销账单。

**ex'penses claim** (*BrE*) (*AmE* **ex'pense re,port**) *noun* [C]
a list of amounts that you spend while you are working that your employer will pay back 报销单：*Your manager must approve the expenses claim before you submit it.* 经理批准报销单以后方能提交报销。◇ *Employees now* ***file*** *their expense reports by email.* 现在雇员通过电子邮件提交报销单。

**★expensive** /ɪk'spensɪv/ *adjective*
costing a lot of money 昂贵的：*expensive equipment/tools* 昂贵的设备 / 工具 ◇ *expensive hotels/restaurants/stores* (= that charge high prices) 高档的酒店 / 餐馆 / 商店 ◇ *What is the least expensive option?* 最便宜的选择是什么？◇ *The new model is less expensive to produce.* 新型号的生产成本比较低。◇ *Restructuring the company could prove expensive.* 对这家公司进行改组可能会被证明是代价昂贵的。 OPP INEXPENSIVE

● *to* ***be/become/look/prove/sound*** *expensive* 昂贵；变得昂贵；看起来 / 证明是 / 听起来昂贵 • ***extremely/hugely/prohibitively/relatively/very*** *expensive* 极其 / 非常 / 出奇地 / 相对 / 非常昂贵的

▸ **ex'pensively** *adverb*：*expensively priced* 定价昂贵的 ◇ *The private sector can produce these products less expensively than the government.* 私营部门可以以比政府更低的成本生产这些产品。

**experience** /ɪk'spɪərɪəns; *AmE* -'spɪr-/ *noun*
SEE ALSO: **work experience**

**1** [U] the knowledge and skill that you have gained through doing sth for a period of time; the process of gaining this 经验；经历；实践：*Do you have any previous experience of this type of work?* 你以前做过这类工作吗？◇ *Consultants should have a college degree and at least 10 years' business experience.* 顾问应该具有大学学位和至少10年的业务经验。

● ***practical/previous/prior/relevant/valuable*** *experience* 实践 / 以前的 / 先前的 / 相关的 / 有价值的经验 • ***considerable/extensive/little*** *experience* 相当多的 / 广泛的 / 很少的经验 • ***business/financial/industry/management*** *experience* 商业 / 金融 / 工业 / 管理经验 • *to* ***have/gain/lack*** *experience* 拥有 / 取得 / 缺乏经验

**2** [C] an event or activity that affects you in some way （一次）经历，体验：*We have to provide a better customer experience.* 我们必须提供更好的顾客体验。

● ***a/the customer/learning/shopping*** *experience* 一次 / 顾客 / 学习 / 购买经历 • ***a negative/positive*** *experience* 毫无帮助的 / 有益的经历 • *to* ***have*** *an experience* 拥有一次经历

**3** [U] the things that have happened to you that influence the way you think and behave 经验；经历；阅历：***Based on past experience,*** *most visitors to the website will fill out the form.* 根据以往的经验，本网站的大多数访问者会填写这一表格。

● ***direct/first-hand/personal*** *experience* 直接 / 第一手的 / 亲身经历

**ex'perience curve** (*also* **'learning curve**) *noun* [C, usually sing.]
the rate at which the cost of producing sth falls as the number produced increases, as a result of the knowledge and skill that a company and its workers gain 经验曲线（随着公司及其工人知识和技能的取得，生产量增加，生产成本则下降）

**experienced** /ɪk'spɪərɪənst; *AmE* -'spɪr-/ *adjective*
having knowledge or skill in a particular job or activity 富有经验的；熟练的：*an experienced management team* 一个富有经验的管理团队 ◇ *We need someone experienced* ***in*** *marketing.* 我们需要一个有营销经验的人。

**ex'perience e,conomy** *noun* [C]
(*Economics*) an economy in which companies aim to sell their products by telling people not about what a particular product can do, but about the way buying or using it will affect them and their lives 体验经济（制造商以宣传产品对生活的影响而非产品功能来销售产品）

**★expert** /'ekspɜːt; *AmE* -pɜːrt/ *noun, adjective*
• ***noun*** [C]
a person with special knowledge, skill or training in sth 专家：*a legal/financial/tax expert* 法律 / 财务 / 税务专家 ◇ *a leading expert* ***on/in*** *tax law* 税法方面的一流专家 ◇ *an expert* ***at*** *designing web*

*pages* 网页设计专家 ◇ *Industry experts predict that oil prices could rise even higher.* 工业专家们预测石油价格还会继续攀升。

• ***adjective***

done with, having or involving great knowledge or skill 专业的；熟悉的；内行的；知识丰富的；经验丰富的：*to seek expert advice/help* 寻求专业咨询 / 帮助 ◇ *I need an expert opinion on this.* 关于这个问题我需要内行的意见。◇ *We are expert at planning and running corporate events.* 我们在计划和承办企业活动方面十分内行。

**expertise** /ˌekspɜːˈtiːz; *AmE* -pɜːrˈt-/ *noun* [U]

expert knowledge or skill in a particular subject, activity or job 专门知识；专门技能；专长：*We have the expertise to help you run your business.* 我们拥有专门知识可以帮助你经营企业。◇ *the group's expertise in developing new products* 这个集团在开发新产品方面的专长

✪ ***great/little expertise*** 重大的 / 微不足道的专长 • ***business/financial/management/technical expertise*** 商业 / 财务 / 管理 / 技术专长 • ***to gain/have/lack expertise*** 取得 / 拥有 / 缺乏专长

**ˌexpert ˈsystem** *noun* [C]

(*IT*) a computer system that can provide information and expert advice on a particular subject. The program asks users a series of questions about their problem and gives them advice based on its store of knowledge. （计算机）专家系统：*We use an expert system to decide whether to lend money to a client.* 我们采用专家系统来决定是否向客户发放贷款。

**expiration** /ˌekspəˈreɪʃn/ = EXPIRY

**ˌexpiˈration date** = EXPIRY DATE

**★expire** /ɪkˈspaɪə(r)/ *verb* [no obj]

**1** (about a document, an agreement, a right to buy or sell shares, etc.) to be no longer valid because the period of time for which it could be used has ended（文件、协议、股票买卖权等）失效，到期，终止：*Our lease on the property expires next month.* 我们租用的这份房地产下个月到期。◇ *The offer to buy the company expired without a deal being finalized.* 购买公司的出价未达成交易自动失效。◇ *The August crude oil contract expires today* (= today is the last day you can buy or sell contracts to have oil delivered in August). 八月份原油合约今天到期（今天是你买卖八月份交货的原油合约的最后一天）。SYN RUN OUT

**2** (about a period of time, especially one during which sb holds a position of authority) to end（尤指任期）届满：*The chairman's three-year term is due to expire in March.* 董事长的三年任期将于三月届满。

**expiry** /ɪkˈspaɪərɪ/ (*plural* **expiries**) (*especially BrE*) (*AmE usually* **ˌexpiˈration**) *noun* [U,C]

**1** an ending of the period of time when an official document can be used, or when an agreement or contract is valid（文件、协议、合同）到期，期满：*The licence can be renewed on expiry.* 许可证到期时可以延期。

**2** (*Finance*) the end of the period of time when an OPTION can be used or a FUTURES CONTRACT is valid（期权或期货合约）到期：*The oil futures contract reached $30 a barrel before its expiry at the end of the day.* 石油期货合约在到期前当日收盘达到了每桶30元。

**exˈpiry date** (*especially BrE*) (*AmE usually* **ˌexpiˈration date**) *noun* [C]

**1** the date after which an official document, agreement, etc. is no longer valid（文件、协议等）到期日，截止日：*What is the expiry date on your credit card?* 你的信用卡什么时候到期？

**2** (*Finance*) the final or only day on which you can use your right to buy or sell particular shares, bonds, etc. (an **option**) 到期日（行使期权买卖特定股票、债券等的最后一天或唯一的一天）

**3** the date, printed on a container or package, by which an item of food, a medicine, etc. should be eaten or a product should be used. The items must not be sold after this date（食品、药品等包装上注明的）保质期，有效期：*Do not take medicine after its expiry date.* 不要吃过期的药品。See note at BEST-BEFORE DATE

**ex,plicit ˈknowledge** *noun* [U]

(*HR*) information that can be described and written down, for example in books, documents, reports, etc. 外显知识；显性知识：*Explicit knowledge can be easily communicated and shared.* 显性知识很容易传播和分享。→ TACIT KNOWLEDGE

**exploit** /ɪkˈsplɔɪt/ *verb* [+ obj]

**1** to treat sb unfairly by making them work and not giving them much in return 剥削；榨取：*Some employers exploit young workers, making them work long hours for low pay.* 有些雇主剥削年轻工人，让他们长时间工作却只付给很低的工资。

**2** to use sth as an opportunity to gain an advantage for yourself 利用：*He exploited his father's name to get himself a job.* 他利用他父亲的名声给自己找了一份工作。

**3** to develop or make the best use of sth for business or industry 运用；发挥；开发：*to exploit an oil field* 开发油田 ◇ *exploiting opportunities for growth* 利用增长的机会 ◇ *finding ways to fully exploit the potential of the brand* 寻找充分利用这个品牌潜力的途径

▸ **exploitation** /ˌeksplɔɪˈteɪʃn/ *noun* [U]：*the exploitation of cheap labour* 对廉价劳动力的剥削 ◇ *commercial exploitation of the mineral resources in Antarctica* 对南极洲矿产资源的商业开发

**expo** /ˈekspəʊ; *AmE* -poʊ/ *noun* [C]

**1** (*Trade*) **Expo** a large international event at which representatives from different countries show the products, machinery, buildings, etc. that their countries are producing, building, etc.（国际性）博览会：*Shanghai will host the 2010 World Expo.* 上海将主办2010年世界博览会。

**2** (*Marketing*) a public event at which one company or many different companies producing related products show and sell their new products and services 展览会：*a toy industry expo* 玩具业展览会 ◇ *the expo hall* 展厅

SYN TRADE SHOW

**NOTE** The word **expo** is a short form of **exposition**. * expo 是 exposition 一词的缩写。

**exponential** /ˌekspəˈnenʃl/ *adjective*

(about a rate of increase) becoming faster and faster（增长率）越来越快的：*China's economy has seen exponential growth.* 中国经济增长得越来越快。◇ *Since the mid 1990's, e-commerce has grown at an exponential rate.* * 20世纪90年代中期以来，电子商务的增长越来越快。

▸ **exponentially** /ˌekspəˈnenʃəli/ *adverb*: *Our sales in Russia are increasing exponentially.* 我们在俄罗斯的销售增长越来越快。

★**export** *noun, verb*

• ***noun*** /ˈekspɔːt; *AmE* ˈekspɔːrt/

SEE ALSO: **direct export, import-~, indirect ~, re-~, visible ~**

**1** [C, usually pl.] a product or service that is sold and sent or supplied to another country 出口产品: *Copper is Chile's biggest export.* 铜是智利最大的出口产品。 ◇ *Demand for Asian exports has grown.* 对亚洲出口产品的需求有所增长。

**2 exports** [pl.] the amount or value of goods and services that are sold and sent or supplied to other countries over a period of time 出口; 出口量; 出口额: *oil/steel/wheat exports* 石油 / 钢铁 / 小麦出口量 ◇ *Exports account for around 40 per cent of the country's GDP.* 出口占这个国家国内生产总值约40%。 ◇ *A weaker dollar would boost exports.* 美元疲软将推动出口。

**3** [U] the selling and sending of goods or services to another country 出口; 输出: *There are strict controls on the export of certain chemicals.* 某些化学品的出口有十分严格的控制。 ◇ *Most of what we produce is for export.* 我们的大多数产品供出口。 ◇ *export earnings/revenue* 出口收益 / 收入 ◇ *Europe remains the UK's largest export market.* 欧洲仍然是英国最大的出口市场。 ◇ *an export licence for the sale of chemicals* 化学品出口销售许可证

OPP IMPORT

• ***verb*** /ɪkˈspɔːt; *AmE* ɪkˈspɔːrt/

**1** [+ obj *or* no obj]
to sell and send goods or services to another country 出口; 输出: *Nigeria exports around two million barrels of crude oil a day.* 尼日利亚每天出口大约200万桶原油。 ◇ *90% of the engines are exported to Europe.* * 90%的发动机销往欧洲。 ◇ *an exporting country/nation* 出口国

**2** [+ obj] to introduce an idea or activity to another country or area 输出; 介绍; 传播: *The retailer has exported its marketing expertise to the US.* 这个零售商已将其营销专业知识介绍到了美国。

**3** (*IT*) [+ obj] to change data into a form that allows it to be used with a different type of software 输出; 导出: *Can you export it as an ASCII file?* 你可以把它作为ASCII文件导出吗?

OPP IMPORT

▸ **exportability** /ɪkˌspɔːtəˈbɪləti; *AmE* -ˌspɔːrt-/ *noun* [U] **exportable** /ɪkˈspɔːtəbl; *AmE* -ˈspɔːrt-/ *adjective*: *quality standards for exportable coffee* 出口咖啡的质量标准 **exportation** /ˌekspɔːˈteɪʃn; *AmE* -spɔːrˈt-/ *noun* [U,C]

**'export ˌcredit** *noun* [U,C]
(*Trade*) an arrangement by which an importer can buy foreign goods or services now and pay for them later 出口信贷: *The bank provides international buyers with export credits to buy US goods.* 这家银行向国际买家提供出口信贷用于购买美国商品。 ◇ *an export credit agency* (= that helps exporters to sell goods in this way) 出口信贷机构

**ˌexport 'credit guaranˌtee** *noun* [C]
(*Trade*) a promise, often by a government, to pay for goods that are exported if the importer does not pay (often used in the names of institutions that give these promises) 出口信贷担保; 出口信贷保证: *The construction firm has applied for export credit guarantees from the British government.* 这家建筑公司已向英国政府申请了出口信贷担保。 ◇ *the Export Credit Guarantee Company of Egypt* 埃及出口信贷担保公司

★**exporter** /ekˈspɔːtə(r); *AmE* ekˈspɔːrt-/ *noun* [C]

SEE ALSO: **net exporter**

**1** a business, country or person that sells goods or services to another country 出口商; 出口国: *A stronger yen hurts Japanese exporters because it makes their goods more expensive abroad.* 强劲的日元挫伤了日本出口商, 因为这使他们的商品在国外更加昂贵。 ◇ *Ecuador is the world's largest banana exporter.* 厄瓜多尔是世界最大的香蕉出口国。

**2** a country whose people or businesses invest money (**capital**) in companies, funds, etc. in other countries (资本) 输出国: *The country has moved from being a supplier of cheap goods to an exporter of capital.* 这个国家已从廉价商品的供应国转变成为资本输出国。 → IMPORTER

**'export ˌfactoring** *noun* [U]
(*Trade*) a financial arrangement in which a bank (a **factor**) takes responsibility for collecting payments for goods that an exporter sends abroad, so that the exporter can borrow money from the bank before customers pay their debts 出口保理; 出口信贷保收

**ˌExport-'Import Bank** (*also* **'Eximbank**) *noun* [C]
(*Trade*) in some countries, a bank that is created by the government to provide loans, etc. so that foreign companies and governments can buy goods and services that are exported by local businesses 进出口银行: *Exports to Malaysia can be supported by the US Export-Import Bank.* 对马来西亚的出口可以从美国进出口银行得到支持。

**exposed** /ɪkˈspəʊzd; *AmE* ɪkˈspoʊzd/ *adjective*
(*Finance*) likely to experience financial losses 高风险的; 可能遭致经济损失的: *The decision to invest only in shares left a number of investors exposed.* 只投资于股票的决定使许多投资者面临高风险。 ◇ *The UK economy is highly exposed to consumer spending* (= it is likely to suffer if people stop spending). 英国经济极易因消费者开支遭受经济损失。

**exposition** /ˌekspəˈzɪʃn/ *noun* [C]
(*Marketing, formal*) a public event at which many different companies producing related products show and sell their new products and services 展览会: *an annual exposition of computer technology* 每年一度的计算机技术展览会

SYN TRADE SHOW → EXPO

★**exposure** /ɪkˈspəʊʒə(r); *AmE* -ˈspoʊ-/ *noun* [U,C]

SEE ALSO: **credit exposure, currency ~, debt ~, exchange rate ~**

**1** (*Finance*) the fact that a business, an investor, etc. risks losing money, for example if customers do not pay their bills, or if investments fail; the amount that could be lost 风险: *The company has plans to reduce their high exposure to bad debt.* 这家公司计划降低其坏账的高风险。 ◇ *The bank has a €3 billion exposure* (= the bank has lent

€3 billion) *to the Brazilian economy.* 这家银行在巴西经济中拥有30亿欧元的风险。
⊕ *to* ***have*** *(an) exposure* 存在风险 • *to* ***avoid/increase/limit/reduce*** *exposure* 规避 / 增加 / 限制 / 降低风险 • ***heavy/high/large*** *exposure* 高风险
**2** (*Finance*) the opportunity to invest money in sth 投资机会: *It's hard to* ***gain*** *exposure* ***to*** *property with small amounts of money.* 小额资金很难有机会投资于房地产。
**3** (*Marketing*) opportunities for people to see advertisements and information about a company or its products on television, in the newspapers, on the Internet, etc. (在媒体上)亮相, 曝光, 被报道: *gaining media exposure for your products* 让你的产品在媒体上亮相 ◇ *We are trying to increase our brand exposure on the Internet.* 我们正努力在互联网上增加我们品牌的曝光率。
⊕ *to* ***gain/have/increase*** *exposure* 受到 / 有 / 增加报道

**ex'posure draft** *noun* [C] (*BrE*) (*abbr* **ED**) (*Accounting*) a document that is produced for discussion before a final document is published, especially one produced by the Financial Accounting Standards Board before an accounting rule (**standard**) is completed (尤指财务会计准则委员会在一项会计准则完成之前提交的)讨论稿; 草案; 未定案说明书

**express** /ɪk'spres/ *verb, adjective, adverb, noun*
• ***verb*** [+ obj]
**1** to describe an amount, a quantity, etc. using a particular unit of measurement (用特定度量单位)表示: *On the income statement, costs are expressed* ***as*** *a percentage of sales.* 在损益表上, 成本是用销售额的百分率表示的。 ◇ *Expressed* ***in*** *dollars, sales increased by 23%.* 用美元表示的销售额增长了23%。
**2** to send sth by **express** post/mail 快递邮寄: *As soon as I receive payment I will express the book to you.* 我一收到付款就把书用快递邮寄给你。
• ***adjective*** [only before noun]
**1** travelling very fast; sent or delivered very quickly 快速的; 快递的: *an express bus* 快速客车 ◇ *The parcel was sent by express mail.* 这个包裹以快邮寄出。 ◇ *We offer an* ***express delivery*** *service.* 我们提供快递服务。
**2** (about a piece of business, etc.) that can be done very quickly (某项业务)快速的: *express clearance through customs* 快速通关 ◇ *Use the express checkout if you are buying five items or fewer.* 购买五件或以下商品请用快速结账柜台。
**3** (*Law*) (about a part of a contract) that is stated or put in writing and agreed (合同条款)明确的: *It was an express term of the contract that their employment was for a period of four years.* 他们的雇用期为四年, 这是合同中一条明确的条款。
→ IMPLIED
• ***adverb***
using a special fast service 快速地; 用快递方式: *I'd like to send this package express, please.* 请帮我快递这个包裹。
• ***noun***
**1** [C] a fast train or bus that does not stop at many places 快车
**2** [U] a service for sending or transporting things quickly; a company that provides this 快递服务; 快件服务; 快递公司: *The books were sent* ***by*** *express.* 这些书以快递发出。 → SPECIAL DELIVERY

**ex,pression of 'interest** *noun* [C] (*abbr* **EoI**) (*Commerce*) a formal statement in which a company or person says that they would be interested in doing sth, such as making an offer to supply sth or do a piece of work, buying shares, joining sth, etc. 项目意向书: *The company has made an expression of interest in a motor business.* 这家公司已经提出了从事汽车业的意向声明。 ◇ *She said it was an expression of interest, not a formal bid.* 她称这只是一种意向表示, 不是正式的投标。 ◇ *The government has received 23 expressions of interest from developers interested in building the stadium.* 政府已收到有兴趣建造这个体育馆的开发商发来的23份意向书。 → LETTER OF INTENT
⊕ *to* ***make/submit*** *an expression of interest* 作出意向声明; 提交意向书 • *to* ***set a deadline for/invite/receive*** *expressions of interest* 为提交意向书确定最后期限; 邀请提交 / 收到意向书

**ex'press lane** *noun* [C] (*AmE*)
a place in a shop/store where particular customers can go to avoid waiting for a long time (商店)快速通道: *Customers with ten items or fewer can use the express lane.* 购买十件或以下商品的顾客可以走快速通道。 ◇ *express lanes at fast-food restaurants* 快餐店的快速通道

**,ex-'rights** *adverb, adjective*
(*Finance*) (about a share) that is sold without giving the buyer the right to buy any new shares that the company may offer (股票)无权认购新股地(的): *The shares* ***go ex rights*** *on 9 August* (= if you buy them after this date you will not receive the right to buy new shares). 这些股票自8月9日起无权认购新股。 ◇ *an ex-rights price of €1* 无权认购新股价为1欧元

**,ex 'stock** *adverb, adjective*
(*Commerce*; *Production*) used to describe goods that can be delivered immediately because the seller has a supply of them available 现货: *Most standard sizes are available ex stock.* 大多数标准尺寸都有现货。 ◇ *We offer ex-stock delivery on a wide range of products.* 我们许多产品可以现时交货。

**ext.** *abbr* (*only used in written English* 只用于书面英语)
extension (used with a telephone number) (电话)分机, 内线

**★extend** /ɪk'stend/ *verb*
**1** [+ obj *or* no obj] to make sth last longer 延长; 使展期: *The deadline has been extended to next Friday.* 截止日期延到下周五。 ◇ *The lease runs for two years with an option to extend for a further two.* 这项租赁为期两年, 期满可再续租两年。 ◇ *supermarkets with extended trading hours* (= that are open longer than normal) 营业时间较长的超市
**2** [+ obj] to make a business, a law, etc. cover more areas or operate in more places 拓展; 扩展: *The company plans to extend its operations into Asia.* 这家公司计划将业务拓展到亚洲。 ◇ *The law is being extended to all businesses that employ more than ten people.* 这项法律适用于所有雇用十人以上的企业。

**3** [+ obj] to offer or give sth to sb 给予；提供：*The bank refused to extend any further credit to the company* (= to lend them any more money). 这家银行拒绝向这家公司提供更多的贷款。◇ *The company extended an invitation to shareholders to visit the factory.* 这家公司向股东们发出了参观工厂的邀请。
**4** (*Marketing*) [+ obj] if a business **extends** a brand, it uses a successful brand name to sell new products（品牌）延伸：*an attempt to extend the Easy brand beyond EasyJet* 除EasyJet之外，延伸Easy品牌的尝试 ◇ *They have extended their brand into the mobile phone market.* 他们将其品牌延伸到了手机市场。
→ EXTENSION

**ex,tended 'credit** *noun* [U]
an arrangement by which you can spend as much money as you wish using your credit card, if you do not spend more than the limit you are allowed and if you pay back a particular amount every month（信用卡）授信额度；额度

**ex,tended 'warranty** (*also* **ex,tended guaran'tee,** *less frequent*) *noun* [C]
a type of insurance that shops/stores sell to customers that increases the period of time during which a product will be repaired or replaced if it breaks 延长的保证期；延长保修期

**★extension** /ɪk'stenʃn/ *noun*
SEE ALSO: **brand extension, line extension**
**1** [C,U] the act of making sth longer, larger, more complicated, etc.; the thing that is added to do this 延长；扩大；延伸；延长（或扩大）的事物：*The extension of the subway will take several months.* 地下人行道延长工程需要好几个月时间。◇ *We see the website as an extension of our telephone service.* 我们把这个网站看作是电话服务的延伸。◇ *The bank plans various extensions to its credit facilities.* 这家银行计划从各方面扩展信贷服务。
**2** [C] an extra period of time allowed for sth 延长期；展期：*He's been granted an extension of the contract for another year.* 他的合同获准延期一年。◇ *a 14-month extension to the loan facility* 对这笔贷款延期14个月
**3** [C] a new part that is added to a building（建筑物的）扩建部分：*They are planning a $60 million extension to the airport terminal.* 他们正计划斥资6000万元对候机楼进行扩建。
**4** [C] (*abbr* **ext.**) one of many telephone lines that are connected to a SWITCHBOARD in a large building, each with its own number（电话）分机，内线：*What's your extension number?* 你的分机号码是多少？◇ *Can I have extension 1125 please?* 请接1125号分机。
**5** (*IT*) [C] the set of letters that are placed after a dot at the end of the name of a file and that show what type of file it is（计算机文件的）扩展名：*The file must be saved with a .htm extension.* 这个文件必须用 .htm 扩展名来储存。

**ex'tension ,strategy** *noun* [C]
(*Marketing*) a plan for reaching new customers for an existing product by making small changes to it, finding new uses for it, etc. 延伸战略 —Picture at PRODUCT LIFE CYCLE

**ex,tensive 'problem ,solving** *noun* [U] (*abbr* **EPS**)
(*Marketing*) the situation when a customer must find information about a new product or service and think carefully before deciding which brand to buy 广泛性问题解决（顾客在决定购买某新产品或服务之前查找信息并认真考虑选择何种品牌）

**external** /ɪk'stɜ:nl; *AmE* ɪk'stɜ:rnl/ *adjective*
**1** coming from outside an organization 外部的；外面的：*An external auditor will verify the accounts.* 外部审计师将会查验账目。◇ *The company has interviewed both internal and external candidates for the job.* 这家公司对内部和外部应征这个职位的人都进行了面试。
**2** used to describe the situation when a company increases in size by buying or joining with other companies 外在的（通过收购或与联合扩大规模的）：*They expect to use about €3.5 billion for external growth over a three-year period.* 他们期望用大约35亿欧元在三年时间内实现外延式增长。
→ INORGANIC
**3** connected with foreign countries 外国的：*an increase in external trade* 对外贸易增长 ◇ *Japan's economy has been supported largely by external demand.* 日本经济在很大程度上依靠国外需求。
**4** (*IT*) that is not built into the main computer or device but must be connected to it（计算机设备）外置的：*an external modem/disk drive* 外置调制解调器 / 磁盘驱动器
OPP INTERNAL

**ex,ternal ac'count** = CURRENT ACCOUNT (2)

**ex,ternal a'nalysis** *noun* [C,U]
(*Marketing*) the study of the things outside a company that are important for its success, such as customers, competition and social change 外部分析（对公司外部顾客、竞争和社会变革等影响公司成功的因素的研究）

**ex,ternal com'petitiveness** *noun* [U]
**1** (*Economics*) the ability to sell goods and services to foreign customers at an attractive (= good) price 对外竞争力
**2** (*HR*) = EXTERNAL EQUITY

**ex,ternal 'debt** *noun* [U]
(*Economics*) money that the government and organizations in a particular country owe to lenders in other countries 外债：*The country has $90 billion of external debt.* 这个国家有900亿元外债。SYN FOREIGN DEBT

**ex,ternal 'equity** (*also* **ex,ternal com'petitiveness**) *noun* [U]
(*HR*) a situation in which the basic pay that employees in an organization receive is similar to the pay for the same type of work in other organizations 外部公平，外部均衡（机构的员工得到的基本薪水与同行业其他机构中的同类工作的薪水接近）：*achieving external equity in pay* 在薪水方面实现外部公平→ INTERNAL EQUITY

**ex,ternal 'labour ,market** (*AmE spelling* **~ labor ~**) *noun* [C]
(*HR*) the people who are available for work in the area outside an organization that an employer is likely to get new workers from 外部劳动力市场（一个组织之外可供雇用的人）：*The skills that a particular employer needs may be in short supply*

*on the external labour market.* 雇主所需要的技能在外部劳动力市场上或许很稀缺。→ INTERNAL LABOUR MARKET

**ex,ternal ,lia'bility** *noun* [C, usually pl., U]
**1** (*Accounting*) the money that an organization owes that is not owed to its shareholders 外部负债: *A company's net worth is the value of its assets minus its external liabilities.* 一家公司的净值是其资产减去其外部负债的价值。
**2** (*Economics*) the money that a country owes to foreign lenders 外债: *Their exports are sufficient to cover external liabilities.* 他们的出口足以偿还外债。

**extinguish** /ɪk'stɪŋgwɪʃ/ *verb* [+ obj]
to stop sth from continuing or developing 停止; 结束; 终止: *to extinguish a debt/liability/right* 终止债务 / 负债 / 权利 ◇ *If a currency becomes too strong it can extinguish growth in exports.* 如果一种货币变得过于强劲, 就会抑制出口增长。

**extinguisher** /ɪk'stɪŋgwɪʃə(r)/ = FIRE EXTINGUISHER

**extort** /ɪk'stɔ:t; *AmE* ɪk'stɔ:rt/ *verb* [+ obj]
to make sb give you sth, especially money, by threatening them 敲诈; 勒索: *Some people have tried to extort money from companies for a domain name.* 有些人企图用域名向公司敲诈钱财。
▸ **extortion** /ɪk'stɔ:ʃn; *AmE* ɪk'stɔ:rʃn/ *noun* [U,C]: *She was arrested and charged with extortion.* 她遭拘捕并被控犯有敲诈罪。

**extra** /'ekstrə/ *adjective, noun, adverb*
• ***adjective***
more than is usual, expected, or than exists already 额外的; 附加的: *Breakfast is provided at no extra charge.* 供应早餐, 不另收费。◇ *The conference is going to be a lot of extra work.* 这次会议将有很多额外的工作。◇ *They said they would need to borrow an extra $500 million.* 他们说还要再借5亿元。
• ***noun*** [C]
**1** a thing that is added to sth that is not usual, standard or necessary and that costs more 额外的东西; 需另外付费的东西: *The monthly fee is fixed and there are no* ***hidden extras*** (= unexpected costs). 月费是固定的, 没有隐含的额外费用。◇ *The CD player is an optional extra.* 光盘播放器是可选的附加配置。
**2** (*Finance*) = EXTRA DIVIDEND
• ***adverb***
**1** in addition; more than is usual, expected or exists already 额外; 另外: *You pay a little extra for their overnight delivery service.* 他们的隔夜交货服务需要额外收取少许费用。◇ *The rate for a room is €50, but breakfast is extra.* 房费为50欧元, 早餐另付。
➕ *to* ***charge/cost/pay*** *extra* 收取 / 花费 / 支付额外费用
**2** (*used with an adjective or adverb* 与形容词或副词连用) more than usually 特别; 格外: *an extra-large T-shirt* 特大号 T 恤衫

**extract** *verb, noun*
• ***verb*** /ɪk'strækt/ [+ obj] **extract sth (from sth)**
**1** to remove or obtain a substance from sth, for example by using an industrial or a chemical process 提取; 提炼: *The gas is extracted from coal.* 煤气是从煤炭中提炼出来的。◇ *We should be able to extract 80 million barrels of oil from the site.* 我们应当能够从这个油田提取8000万桶石油。
**2** to get money, information, etc., especially from sb who is unwilling to give it 索取; 设法得到: *The government is confident it can extract an emergency loan from the IMF.* 政府有信心从国际货币基金组织争取到一笔应急贷款。
**3** to find information in a computer file, a document, etc. to use for a particular purpose 摘录, 查找 (计算机文件): *The program extracts email addresses from websites.* 这一程序从网站上查找电子邮件地址。
• ***noun*** /'ekstrækt/ [C]
a substance that has been obtained from sth else using a particular process 提取物; 浓缩汁: *yeast extract* 酵母萃取物 ◇ *face cream containing natural plant extracts* 含有天然植物提取物的面霜

**extractor** /ɪk'stræktə(r)/ *noun* [C]
**1** (*also* **ex'tractor fan**) a device that removes hot air, unpleasant smells, etc. from a room 排气扇; 抽油烟机: *the noise of the factory's extractor fan* 这家工厂排气扇的噪音 ◇ *fume extractor equipment* 排烟设备
**2** a device or machine that removes sth from sth else 提取器; 萃取器
**3** (*IT*) software that finds and collects particular information from a computer file, web page, etc. 抓取程序; 搜集程序: *an email extractor* 电子邮件搜集程序

**,extra 'dividend** (*also* **'extra**) = SPECIAL DIVIDEND

**extranet** /'ekstrənet/ *noun* [C]
(*IT*) a type of INTRANET (= a computer network used within a company) which a company's customers and suppliers can link to using the Internet in order to obtain or provide information 外联网: 外部网络: *We have set up extranets with our 51 top suppliers.* 我们与51家最大的供应商建立了外联网。◇ *communicating with customers via an extranet* 与客户通过外联网联络

**extraordinary** /ɪk'strɔ:dnri; *AmE* ɪk'strɔ:rdəneri/ *adjective*
**1** not normal or ordinary; greater or better than usual 非凡的; 卓越的; 不一般的: *These bonds pay an extraordinary rate of interest.* 这些债券支付的利率非常高。◇ *What we have achieved is extraordinary.* 我们取得的成就是非凡的。
**2** (*Accounting*) [only before noun] (about a cost) that is unusual for a company to pay and does not relate to its normal business activities (成本) 特别的, 额外的: *extraordinary costs relating to repairing flood damage* 与维修洪灾损害有关的特别费用 → EXCEPTIONAL
**3** [only before noun] arranged for a special purpose and happening in addition to what normally or regularly happens 特别的; 临时的: *An extraordinary meeting was held to discuss the problem.* 召开了特别会议来讨论这个问题。

**ex'traordinary 'general 'meeting** *noun* [C] (*BrE*) (*abbr* **EGM**)
a meeting of the shareholders or members of a company that is held to discuss an urgent issue that cannot be left until the next ANNUAL GENERAL MEETING 股东特别大会; 临时股东大会: *The deal has been approved by shareholders at an*

*extraordinary general meeting.* 这项协议在临时股东大会上获得了股东们同意。

**ex,traordinary 'item** *noun* [C, usually pl.] (*Accounting*) (in a company's financial records) an amount of money paid that is unusual for a company and does not relate to its normal business activities 非常项目；特别项目：*Profits are expected to be an improvement on last year, excluding extraordinary items.* 剔除特别项目外，预计利润在去年的基础上有所增长。
→ EXCEPTIONAL ITEM

**extravagant** /ɪk'strævəgənt/ *adjective*
**1** spending or costing too much money 铺张浪费的；挥霍的：*an extravagant pay package* 过于丰厚的薪酬待遇 ◇ *It seemed extravagant for a young firm to have such large offices.* 对于一家年轻的公司来说，拥有如此宽敞的办公室似乎有些铺张浪费。→ FRUGAL

**EXW** = EX WORKS

**,ex 'works** (*abbr* **EXW**) (*also* **,ex 'factory, ,ex 'warehouse**) *adverb, adjective* (*BrE*) (*Trade*) a term meaning that goods are delivered to the buyer at the factory or the place where they are made or stored, and the buyer pays for transporting and insuring the goods from there 工厂交货（价）；产地交货（价）：*Prices start at £9 000 ex works.* 起价为工厂交货9000英镑。◇ *All stock is sold ex warehouse.* 所有库存均以仓库交货价出售。◇ *ex-factory prices* 工厂交货价
→ INCOTERM

**eyeballs** /'aɪbɔ:lz/ *noun* [pl.] (*Marketing, informal*) people who watch a particular television channel or visit a particular website 眼球；电视频道观众；网站访问者：*The more eyeballs you can claim, the more you can charge advertisers.* 能吸引的观众越多，可以收取广告商的费用也就越高。◇ *a pair/set of eyeballs* (= one person) 一个人
IDM **(be) up to your eyeballs (in sth)** to have a lot of sth to deal with 忙于；深陷于：*They're up to their eyeballs in work.* 他们忙得不可开交。

**'eye ,contact** *noun* [U] if you make **eye contact** with sb, you look at them at the same time as they look at you 视线接触；对视：*To hold the attention of your customers, you need to make eye contact with them.* 要想抓住客户的注意力，你必须与他们进行视线接触。
● *to **avoid/have/make** eye contact (with sb)* 避免（与某人）进行视觉接触；（与某人）有／进行视觉接触

**'eye ,tracking** *noun* [U] (*Marketing*) a research method that studies which parts of an advertisement people look at by watching how their eyes move 眼球追踪；眼动跟踪（通过观察人们眼睛移动的方式研究人们所关注的广告内容）

**e-zine** /'i:zi:n/ *noun* [C] a magazine published in electronic form on the Internet or sent by email 电子杂志

# Ff

**F2F** (*also spelled* **f2f, F-to-F**) /ˌef tu: 'ef/ *adjective* [only before noun] (*informal*) **face-to-face** used to describe a situation where people meet together in order to discuss sth 面对面的: *We can discuss this at our F2F meeting next week.* 我们可以在下周当面讨论这个问题。 **NOTE** It can also be used as a noun: '*F2F is indispensable for many business activities.*' 也可用作名词: "F2F 是许多商务活动必不可少的。"

**FA** /ˌef 'eɪ/ = FUNCTIONAL ACKNOWLEDGEMENT

**the FAA** /ˌef eɪ 'eɪ/ = FEDERAL AVIATION ADMINISTRATION

**fab** /fæb/ *noun* [C] (*Manufacturing*) a factory where MICROCHIPS are made 芯片制造厂 See note at FABRICATE ▶ **fab** *verb* [+ obj] (**-bb-**): *The chips are fabbed by IBM.* 这些芯片是由 IBM 生产的。 **NOTE** The word **fab** was formed from the words 'fabrication (plant)' and 'fabricate'. * fab 由 fabrication (plant) 和 fabricate 两个词构成。

**fabricate** /'fæbrɪkeɪt/ *verb* [+ obj] (*Manufacturing*) (*often* **be fabricated**) to build or make equipment, structures, etc., especially by putting together different parts or materials 制造; 生产; 组装; 装配: *The firm fabricates all kinds of rubber products.* 这家工厂生产各种橡胶制品。 ◇ *The structure is fabricated from standard steel sections.* 这个支架是用标准型钢做成的。 ▶ **fabrication** /ˌfæbrɪ'keɪʃn/ *noun* [U]: *the fabrication of computer chips* 生产计算机芯片 **fabricator** /'fæbrɪkeɪtə(r)/ *noun* [C]: *a steel fabricator* 钢板构造工; 钢板构造厂

**WHICH WORD?** 词语辨析

**fabrication/fab/fabricator/factory**

**Fabrication** is an uncountable noun and refers to the process of manufacturing something, not to the place where it is made, which is often called a **factory** [C] * fabrication 是不可数名词, 指某物制造的过程, 而不是制造某物的地点(常称为 factory): *the fabrication of computer circuits* 计算机电路的生产 ◇ *to open a new factory* 开办新工厂

The word **fabricator** refers to a business that has special skills in building things * fabricator 指具备特定制造技能的企业: *The work was done by specialist fabricators.* 这项工作是由专业制造商完成的。 ◇ *a fabricator of steel structures* 钢结构制造商

A **fab** is a factory where microchips are produced * fab 指微型芯片制造商: *a chip fab* 芯片制造商

See note at FACTORY

**face** /feɪs/ = COALFACE

**'face a,mount** *noun* [C,U] (*especially AmE*) **1** (*Insurance*) the amount of money stated in an insurance policy to be paid if the person who is insured dies or the contract ends (**matures**) 面额(保险单上写明的当被保险人死亡或保险合同期满时保险人需支付的保险金额) → SUM ASSURED **2** (*Finance*) = FACE VALUE

**facelift** /'feɪslɪft/ *noun* [C, usually sing.] changes made to a building, product, service, etc. to make it more attractive to customers (建筑物、产品、服务等的)翻新, 整修, 更新: *They have given the flagship Paris store a €50 million facelift.* 他们给了巴黎旗舰店5000万欧元的整修费。

**ˌface 'out** *adverb* used to describe the way books are placed on a shelf in a shop/store so that their covers can be seen (书的封皮)向外摆放: *Books that are face out on the shelves sell much better than books that are spine out.* 书架上封皮向外摆放的书比书脊向外摆放的书好卖得多。

**'face-ˌsaving** *adjective* [only before noun] intended to protect sb's reputation and to avoid embarrassment 保全体面的; 顾全面子的: *a face-saving solution/compromise* 顾全面子的解决方案 / 折中办法 → SAVE (SB'S) FACE at SAVE

**'face time** *noun* [U] (*HR, informal*) **1** time that you spend talking to sb in the same room rather than sending them emails, talking to them on the telephone, etc. 会面时间: *Managers are encouraged to give employees plenty of face time.* 公司鼓励经理多留时间与员工会面。 ◇ *getting more face time with clients* 获得更多面见顾客的时间 **2** the amount of time that sb spends at work, especially beyond their normal working hours 工作时间(尤指加班): *People here work incredibly long hours because there is a strong face time culture.* 这儿的人们工作时间长得令人难以置信, 原因是有强烈的超时工作文化。

**ˌface-to-'face** *adjective, noun*
• ***adjective*** involving people in the same room or place 面对面的: *a face-to-face meeting/interview* 面对面会谈; 面谈 ▶ **ˌface-to-'face** *adverb*: *The discussions will take place face-to-face.* 讨论将面对面进行。 → F2F
• ***noun*** [C] (*plural* **face-to-faces**) (*informal*) a **face-to-face** meeting 当面会谈: *There often isn't time to have a face-to-face with the boss.* 经常没有时间见老板。

**ˌface 'value** (*also* **'face a,mount,** *especially in AmE*) *noun* [C,U] (*Finance*) the value that is shown on a coin, a note, a financial document, etc. (硬币、纸币、金融单据等的)面值, 票面价值: *The bond is trading at*

*only half of its face value.* 这种债券只按其票面价值的一半进行交易。→ MARKET VALUE → PAR VALUE

**facia** = FASCIA

**★facilitate** /fə'sɪlɪteɪt/ *verb* [+ obj]
**1** to make an action or a process possible or easier 使便利；有助于：*She used her contacts at the company to facilitate a deal.* 为了促成交易，她动用了公司里的熟人。◇ *a website that facilitates online payments* 方便在线支付的网站
**2** to help people work together or reach an agreement 帮助，促进（一起工作或达成协议）
▸ **facilitation** /fə,sɪlɪ'teɪʃn/ *noun* [U; sing.]: *the facilitation of trade* 贸易便利化 ◇ *team facilitation* 调解小组

**facilitator** /fə'sɪlɪteɪtə(r)/ *noun* [C]
a person who helps sb or a group of people to do sth more easily or reach an agreement about sth by discussing problems, giving advice, etc. rather than by telling them what to do 诱导者；辅导者；协调人：*They brought in an outside facilitator to lead the discussions.* 他们请来了一位外部的协调人来带领这些讨论。

**fa'cilities ,management** *noun* [U]
the activity of looking after or operating a building, factory, equipment, etc., often on behalf of another organization 设施管理：*The company has won a 40-year contract to provide facilities management to hospitals.* 这家公司已经赢得了一份为期40年的向医院提供设施管理服务的合同。

**★facility** /fə'sɪləti/ *noun* (*plural* **facilities**)
SEE ALSO: **bank facility, credit facility**
**1** [C] a factory or a set of buildings where particular goods are produced or particular work is done 工厂；场所：*They built a new facility to produce the drug.* 他们建起了生产药物的新工厂。◇ *an oil storage facility* 石油储存仓库 See note at FACTORY
⊕ *a* ***distribution/manufacturing/production/research/storage*** *facility* 分销处；制造／生产厂；研究所；储存仓库 • *to* ***build/close/open*** *a facility* 建设／关闭／开设工厂
**2 facilities** [pl.] buildings, services, equipment, etc. that are provided for a particular purpose 房屋；服务；设备：*Does the hotel have conference facilities?* 这家酒店有会议设施吗？◇ *The airport provides good facilities for business travellers.* 这个机场为商务旅客提供良好的设施。◇ *All rooms have private facilities* (= a private bathroom). 每一个房间都设有单独的浴室。
⊕ ***conference/cooking/leisure/parking/sports*** *facilities* 会议设施；烹饪设备；休闲／停车／体育设施 • *to* ***improve/provide/use*** *facilities* 改善／提供／使用设备
**3** (*Finance*) [C] an arrangement that a person, a business, etc. has with a bank or a company to be able to borrow money during a particular period of time up to an agreed amount 贷款协议；资金融通：*We have sufficient borrowing facilities to fund the purchase.* 我们有充足的借款供这项采购之用。◇ *to draw down on* (= borrow money using) *a facility* 使用信用安排借款 ◇ *The facility runs until next December.* 这项贷款协议持续到明年十二月。See note at LOAN
⊕ *to* ***arrange/have/(re)negotiate/obtain/secure*** *a facility* 商定／拥有／协商／获得／取得贷款协议 • *a bank, etc.* ***extends/grants/increases/provides/withdraws*** *a facility* 银行等延长／同意／增加／提供／撤销贷款 • *a facility* ***ends/expires/matures/runs*** 贷款终止／到期／期满／延续 • *to* ***draw*** *(****down****)* ***on/have access to/use*** *a facility* 使用贷款协议借款；获得／使用贷款
**4** [C] a special feature of a machine, piece of software, etc. that makes it possible to do sth extra（机器、软件等的）特别装置，功能：*The program has a facility for checking spelling.* 这个程序有检查拼写的功能。

**facsimile** /fæk'sɪməli/ = FAX

**factor** /'fæktə(r)/ *noun, verb*
• *noun*
SEE ALSO: **adjustment factor, critical success ~, load ~, wow ~**
**1** [C] one of several things that cause or influence sth 因素；要素：*You need to take economic factors into account.* 你必须考虑经济因素。◇ *Training is a big factor in the success of a company.* 培训是公司成功的重要因素。
⊕ *a* ***big/critical/crucial/an important/a key/significant*** *factor* 重要的／十分重要的／至关重要的／非常重要的／关键／主要因素 • *the* ***deciding/decisive/determining/main/major*** *factor* 决定性的／重要／主要因素 • *factors* ***affect/cause/contribute to/influence*** *sth* 影响／造成／促成／影响（某事）的因素
**2** [sing.] **the ... factor** a quality or feature that has an important influence on whether sb/sth is popular, successful, etc. 对…产生重要影响的特性：*The hassle factor of extra security checks has stopped many business people from flying.* 额外安全检查带来的麻烦使许多商人放弃乘坐飞机。
**3** [C] the amount by which sth increases or decreases（增或减的）数量，倍数：*The real wage of the average worker has increased by a factor of over ten* (= by more than ten times) *in the last 70 years.* 近70年来工人的实际工资平均增长了十倍以上。
**4** (*Finance*) [C] a business that buys the right to collect payments that are owed to a manufacturer 保理商：*A factor can take anything between two and eight per cent of an invoice as their fee.* 保理商可以提取发票金额的2%至8%作为他们的手续费。◇ *a debt/invoice factor* 债务／发票保理商 → FACTORING
**5** (*Commerce*) [C] a person or business that acts as an agent in particular trades, usually receiving a fee based on the amount of sales achieved. **Factors** hold the goods and sell them in their own name. 代理商 → idiom at FEEL-GOOD
• *verb* [+ obj]
(*Finance*) to sell the right to collect payments from customers to a bank, company, etc. 应收账款转让（将收取客户款项的权利售给银行、公司等）：*The company was forced to raise money by factoring its accounts receivable.* 这家公司被迫通过转让应收账款筹集资金。◇ *to factor an invoice* 转让应收账款发票 → FACTORING
PHR V **,factor sth 'in; ,factor sth 'into sth** (*Technical*) to include a particular fact or situation when you are calculating sth or when you are

thinking about or planning sth 把…因素包括进去: *Remember to factor in staffing costs when you are planning the project.* 规划这个项目时，记得将人工成本这个因素考虑进去。 **,factor sth 'out; ,factor sth 'out of sth** (*Technical*) to not include a particular fact or situation when you are calculating sth or when you are thinking about or planning sth 不把…因素包括进去: *You have to factor out newly opened or closed stores when comparing sales between one year and the next.* 在比较当年和来年的销售额时，应该剔除掉新开业或关闭的商店的销售额。

**'factor cost** *noun* [C,U]
(*Economics*) the cost of producing goods and services based on the cost of what is needed to produce it, such as labour, land and CAPITAL 要素成本（如劳动力、土地和资本）: *It is preferable to measure the value of total output **at** factor cost rather than in market prices.* 用要素成本衡量总产出的价值比用市场价格更可取。

**factoring** /'fæktərɪŋ/ *noun* [U]
SEE ALSO: **export factoring**
(*Finance*) a financial arrangement in which a bank or other business (a **factor**) buys the right to collect payments that are owed to a manufacturer. The **factor** pays the debts and then collects the money, receiving a percentage of the money owed for doing this 保理（保理商从制造商处购买收取欠款的权利。保理商偿还债务后收款，并收取欠款的一定百分比作为手续费）: *They sold their debts to a bank under a factoring arrangement in order to raise cash.* 为了筹集现金，他们根据代理收账协议将债务出售给了银行。 ◇ *debt/invoice factoring* 债务 / 发票保理 ◇ *a factoring company/agent* 保理公司 / 代理

**,factor of pro'duction** *noun* [C]
(*Economics*) any person or thing that is involved in producing goods or providing services 生产要素: *Land, labour and capital are the main factors of production.* 土地、劳动力和资本是主要的生产要素。 SYN INPUT

**VOCABULARY BUILDING** 词汇扩充

**Types of factories**

**General Words 通用词语**
- a **factory** – *an aircraft/a clothing/large/small factory* 工厂—飞机厂 / 制衣厂 / 大型工厂 / 小型工厂
- a **plant** – *an assembly/a car/chemical plant* 工厂—组装厂 / 汽车厂 / 化工厂

**Words with more limited use 使用范围更窄的词汇**
- *a production/research* ***facility*** 生产厂；研究所
- *a flour/paper/steel/wood* ***mill*** 面粉 / 造纸 / 炼钢 / 木材厂
- *an industrial/a manufacturing/production* ***site*** 工业区；生产基地
- *a cement/chemical/gas/steel* ***works*** 水泥 / 化工 / 天然气 / 炼钢厂

See note at FABRICATION

**★factory** /'fæktri; -təri/ *noun* [C] (*plural* **factories**)
SEE ALSO: **bonded factory, ex factory**
a building or group of buildings where goods are made 工厂；制造厂: *a car factory* 汽车制造厂 ◇ *to work **in** a factory* 在工厂工作 ◇ *factory workers* 工厂工人 ◇ *a fall in factory output* 工厂产量下降 ✪ *to **build/close/open** a factory* 建立 / 关闭 / 开办工厂

**'factory cost** *noun* [C, usually sing.]
(*Accounting*) the cost of manufacturing a product, including labour and raw materials but not costs such as transport, etc. 制造成本（包括劳动力和原材料等成本，但不包括运输等费用）

**'factory farm** *noun* [C] (*BrE*)
a type of farm in which animals are kept inside in small spaces and are fed special food so that a large amount of meat, milk, etc. is produced as quickly and cheaply as possible（饲养牲畜、家禽的）工厂化农场 ▸ **'factory farming** *noun* [U]

**,factory 'floor** *noun* [sing.] (*often* **the factory floor**)
the part of a factory where the goods are actually produced 工厂车间；生产厂区: *He believes executives should spend more time with workers **on** the factory floor.* 他认为管理人员应该花更多的时间和车间的工人在一起。

**,factory 'gate** *noun* [C]
(*Economics*) the entrance to a factory, used to describe the time when a finished product leaves a factory 出厂时间: *Manufacturers were only able to raise prices **at the factory gate*** (= the basic price paid to the manufacturer before transport or any profits have been added) *by 0.1% over the month.* 制造商在月内只能在出厂价基础上提价0.1%。 ◇ *a fall in **factory-gate prices*** 出厂价下跌

**'factory ,outlet** = FACTORY SHOP

**'factory price** *noun* [C, usually pl.]
the price at which a manufacturer sells goods, used especially in advertising to show that a shop/store is selling sth at a very low price 出厂价: *Designer clothing at near factory prices!* 价格接近出厂价的品牌服装！ → FACTORY GATE

**'factory shop** (*BrE*) (*AmE* **'factory store**) (*also* **'factory ,outlet**, *AmE, BrE*) *noun* [C]
a shop/store in which goods, especially goods that are slightly damaged or not needed, are sold directly by the company that produces them at a cheaper price than normal 工厂店（厂家以低于正常水平的价格直接出售瑕疵品或滞销品的商店）

**'fact sheet** *noun* [C] (*especially BrE*)
a piece of paper or a small book giving information about a product or service（产品或服务的）简介，情况说明书

**fail** /feɪl/ *verb, noun*
● ***verb***
**1** [no obj] to not be successful in achieving sth 失败；未能（做到）: *Their marketing strategy **failed to** increase sales.* 他们的营销战略未能增加销售额。 ◇ *They **failed in** their bid to buy the company.* 他们意欲收购这家公司的行动失败了。 ◇ *So far, negotiations have failed.* 到目前为止，谈判未果。

**2** [no obj] to not do sth 未做；未履行（某事）：*She failed to keep the appointment.* 她未能赴约。◇ *They claim that the government has failed in its duties.* 他们声称政府失职。
**3** [no obj] (about a business) to be unable to continue（企业）破产，倒闭：*Statistics show that 80% of businesses fail within the first five years.* 统计显示有80%的企业在开业五年之内倒闭。◇ *a failing company* 一家濒临倒闭的公司
**4** [no obj] (about a machine or system) to stop working（机器或系统）出故障，失灵：*The idea is that if one part of the system fails, the others continue to run.* 这个构思是，如果系统的某部分出故障，其他部分也能继续运行。
**5** [+ obj] to not pass a test or an exam; to decide that sb/sth has not passed a test or an exam（测验或考试）不及格；评定不及格：*She failed her professional exams.* 她专业考试不及格。◇ *190 units failed inspection last month.* 上个月有190件产品检验不合格。OPP **PASS**

• ***noun*** [C]
the result of a test or an exam when sb/sth is not successful（考试）不及格

IDM **without 'fail 1** when you tell sb to do sth **without fail**, you are telling them that they must do it 务必；一定：*I want you here by two o'clock without fail.* 我要你两点钟之前务必来到这儿。
**2** always 总是；必定：*She attends board meetings without fail.* 她从不缺席董事会会议。

**failed** /feɪld/ *adjective* [only before noun]
**1** not successful 失败的；不成功的：*a failed attempt to merge the companies* 合并公司失败 ◇ *a failed bid* 竞标失败
**2** (about a business) that has stopped operating（企业）停止运营的：*a failed airline* 停止运营的航空公司

**'fail-safe** *adjective* [usually before noun]
(about machinery or equipment) designed to stop working if anything goes wrong（机器或设备）有自动保险装置的，有防故障设备的：*a fail-safe device/mechanism* 故障保护装置 / 机械装置

**failure** /'feɪljə(r)/ *noun*
SEE ALSO: **audit failure**
**1** [U] lack of success in doing or achieving sth 失败：*The company's failure to meet sales targets resulted in serious problems.* 这家公司未能达到销售目标，导致了严重的问题。◇ *the failure of the company's marketing strategy* 公司营销战略的失败
**2** [C] somebody or something that is not successful 失败的人（或事）：*He was a failure as a manager.* 他当经理并不称职。◇ *The project suffered from too many mistakes and failures.* 这个项目遭受了太多的错误和失败。
**3** [U,C] an act of not doing sth, especially sth that you are expected to do 未做；未履行（应做之事）：*Failure to comply with the regulations will result in prosecution.* 不遵守各种规章制度将被起诉。
**4** [C,U] a situation in which a business has to close because it is not successful 破产；倒闭：***Business failures dropped by 6% last year.*** 企业破产率去年下降了6%。◇ *New companies suffer from a high failure rate.* 新公司的破产率高。
**5** [U,C] (about a machine or system) the state of not working correctly or as expected; an occasion when this happens（机器或系统）故障，失灵：*The crash was caused by engine failure.* 飞机坠毁的原因是引擎故障。◇ *a systems/technical failure* 系统 / 技术故障

**★fair** /feə(r); *AmE* fer/ *adjective, adverb, noun*
• ***adjective*** **(fairer, fairest)**
**1** acceptable and appropriate in a particular situation 合理的；适当的；恰当的：*a fair deal/price* 公平的交易；公道的价格 ◇ *a fair estimate of the company's value* 对公司的恰当估值 ◇ *We believe our offer is fair and reasonable.* 我们相信我们的报价是公平合理的。
**2** treating everyone equally and according to the rules or law（按规定或法律）平等待人的，公正的，秉公办事的：*demands for a fairer tax system* 争取更加公正的税制 ◇ *My manager is always very fair.* 我的经理总是秉公办事。OPP **UNFAIR**

IDM **(give sb/get) a fair hearing** (to allow sb) the opportunity to give their opinion of sth before deciding if they have done sth wrong（给予某人 / 得到）公正的申辩机会：*I'll see that you get a fair hearing.* 我保证你有公正的申辩机会。**(give sb/get) a fair 'shake** (*AmE, informal*) (to give sb/get) fair treatment that gives you the same chance as sb else（给予某人 / 得到）公平待遇：*Are older people getting a fair shake in the workplace?* 年纪较大的人在工作场所得到公平待遇了吗？

• ***adverb***
according to the rules; in a way that is considered to be acceptable and appropriate 按照规则；公正地；公平合理地：*He claims they didn't **play fair** in winning the contract* (= they did sth dishonest in order to get it). 他声称他们是以不正当手段赢得合同的。

IDM **set fair (to do sth/for sth)** (*BrE*) having the necessary qualities or conditions to succeed 有成功的素质；具备成功的条件：*The company looks set fair for growth.* 这家公司看起来具备了发展的条件。

• ***noun*** [C]
SEE ALSO: **careers fair, job ~, recruitment ~, trade ~**
an event at which people, businesses, etc. show and sell their goods 商品交易会；展销会：*Fewer foreign exhibitors took part in the fair this year.* 参加今年交易会的外国展商比去年少。◇ *a technology/agricultural fair* 技术 / 农业展销会
→ EXHIBITION, SHOW

**'fair 'average 'quality** *noun* [U] (*abbr* **FAQ**)
(*Trade*) used to describe goods, especially crops, that are sold on the understanding that the quality will be the same as the average quality of goods produced in the same country in the same period of time, or the average quality of several samples 良好平均品质（表示质量的标准。同一个国家同一时期内出售的产品的平均质量水平）：*The contract was for goods of fair average quality.* 合同规定货物为良好平均品质。

**,fair 'dealing** *noun* [U]
(*Law*)
**1** ways of doing business that are honest and fair to your customers and the people you do business with 公平交易：*Financial advisers should have a reputation for fair dealing.* 财务顾问应该有公平交易的声誉。

**2** (*especially BrE*) (*AmE usually* **,fair 'use**) conditions under which you are allowed to use or copy an original piece of work, such as part of a book, a song, etc. 适当引用，合理使用（允许使用或复制原创作品的条件，如复制部分书籍、歌曲等）：*Fair dealing covers activities such as quoting a passage from a book for a review.* 适当引用涉及的活动包括引用书中的段落进行评论。

**'fair 'market 'value** = FAIR VALUE

**,fair 'trade** *noun* [U]
**1** trade which supports producers in developing countries by paying fair prices and making sure that workers have good working conditions and fair pay 公平贸易：*Our aim is to support fair trade by giving the cocoa growers a fair price for their beans.* 我们的目的是通过给予可可种植者公道的可可豆价格来支持公平贸易。◇ *We buy 10% of our bananas from fair-trade sources.* 我们10%的香蕉是通过公平贸易渠道购买的。
**2** trade that is fair to customers 公平交易：*fair trade laws to prevent misleading advertising* 防止误导性广告的公平交易法

**,fair 'trading** *noun* [U]
**1** buying and selling activities that are honest and fair to businesses, producers, sellers and customers 公平交易（对企业、生产商、卖方和顾客均诚实公平的买卖活动）：*The company is committed to a policy of fair trading.* 公司承诺执行公平交易的政策。◇ *a fair trading agreement* 公平交易协议 (*BrE*)
**2** (*Economics*) a system of international trade where the countries involved agree not to put taxes on particular items they import from each other 互惠贸易（参与国承诺不对某些进口产品征税）：*Some state subsidies could pose a threat to fair trading conditions.* 有些国家补贴可能会对互惠贸易条件构成威胁。→ FREE TRADE

**,fair 'use** = FAIR DEALING (2)

**,fair 'value** (*also* **'fair 'market 'value**) *noun* [C,U]
**1** a price paid for an item that is fair to both the buyer and the seller 公平价格（对买卖双方都公平的价格）：*A fair value for crude oil would be around $32 a barrel.* 原油的公平价格约为每桶32元。◇ *a fair value price* 公平价格
**2** (*Accounting*) a method of valuing the assets of a business based on the price at which they could be sold 公平价值（根据可能出售的价格评估企业资产的方法）：*Some analysts thought a fair value for the assets would be $500 million.* 一些分析员认为这些资产的公平价值约为5亿元。

**,fair 'wage** *noun* [C]
(*HR*) an amount of money paid to a worker that is equal to the work done 公平工资：*fair wages for coffee farmers* 咖啡种植者的公平工资

**faithfully** /'feɪθfəli/ *adverb*
IDM **Yours faithfully** (*BrE*) (*only used in written English* 只用于书面英语) anused at the end of a formal letter before you sign your name, when you have addressed sb as 'Dear Sir/Dear Madam', etc. and not by their name 谨上（正式信函署名前的套语）

**fake** /feɪk/ *adjective, noun, verb*
• ***adjective***
**1** not genuine; appearing to be sth it is not 假的；冒牌的：*The fake DVDs were of poor quality.* 冒牌的DVD质量很差。◇ *fake designer clothing* 冒牌的名牌服装 → COUNTERFEIT, PIRATE
**2** made to look like sth else 冒充的；伪造的：*a jacket in fake fur* 一件人造皮革的夹克衫
• ***noun*** [C]
a product, work of art, piece of jewellery, etc. that is not genuine but has been made to look as if it is 赝品；假货：*The trade in fakes costs industry billions of pounds a year.* 假货交易每年给这个产业带来数十亿英镑的损失。
• ***verb*** [+ obj]
to make sth false appear to be genuine, especially in order to deceive sb 伪造；冒充：*She had faked her supervisor's signature on the document.* 她曾假冒上司的笔迹签署文件。

**fall** /fɔːl/ *verb, noun*
• ***verb*** [no obj] (**fell** /fel/**fallen** /'fɔːlən/)
**1** to decrease in amount, value or level（金额、价值或水平）减少，下降：*Orders for new products have continued to fall.* 新产品的订单持续减少。◇ *Their profits fell (by) nearly 30 per cent.* 他们的利润下降了将近30%。◇ *The company's shares fell sharply on Tuesday.* 公司的股票价格在星期二急剧下跌。◇ *a period of falling prices* 价格下跌时期 ◇ *Our market share has fallen to its lowest level ever.* 我们的市场份额已经下降到历史最低水平。See note at INCREASE
**2** to pass into a particular state; to begin to be sth 进入（某状态）；开始变成（某事物）：*The company fell into bankruptcy with debts of $12 billion.* 这家公司负债120亿元，已陷入破产。◇ *The first interest payment* ***falls due*** (= must be paid) *in January.* 首笔利息应在一月份支付。
IDM **fall foul of sb/sth** to be guilty of not obeying sb/sth 触犯（某人／某事）：*Companies risk heavy penalties if they fall foul of the new accounting rules.* 公司如果触犯了新的会计准则，就面临受到严厉处罚的风险。**,fall from 'grace** to become less popular and successful, especially after doing sth wrong and losing people's trust 威信骤降：*After the collapse of the Internet bubble, he quickly fell from grace and later left the company.* 互联网泡沫破灭之后，他很快名誉扫地，随后离开了公司。**,fall on your 'sword** to take responsibility for sth bad that has happened, especially by leaving your job 勇于承担责任（当麻烦来临的时候，尤指通过辞职的方式承担责任）：*If the company's profits don't improve this year, the CEO will be forced to fall on his sword.* 如果今年公司的利润提高不了，首席执行官将被迫辞职。**fall 'short of sth** to fail to reach the standard that you expected or need 达不到（目标）：*We're going to fall short of our sales targets for this year.* 我们达不到今年的销售目标了。→ idiom at ARREARS, PREY *noun*, STAND *verb*
PHR V **,fall a'part 1** to be in very bad condition so that parts break off 破碎；破裂：*The machines are falling apart.* 这些机器要散架了。**2** to have so many problems that it is no longer possible to exist or function 破裂；崩溃：*The merger plans fell apart last week.* 合并计划上周落空了。→ FALL THROUGH **,fall a'way** to become gradually fewer or smaller; to disappear 减少；减小；消失：*The market for their products fell away to almost nothing.* 他们产品的市场几乎萎缩殆尽。

**,fall 'back** to decrease in value or amount（价值）降低；（金额）减少：*Share prices fell back after brisk early trading.* 在经历了早市的活跃之后，股价下跌了。**,fall 'back on sth** (*not used in the passive* 不用于被动语态) to have sth to use when you are in difficulty or if other things fail 借助于；转而依靠：*Many households have no savings to fall back on.* 许多家庭已没有可动用的积蓄。◇ *The company can fall back on its classic brands.* 公司可依靠其经典品牌。→ FALLBACK **,fall be'hind; ,fall be'hind sb/sth** to fail to keep level with sb/sth 落后；落在某人／某事之后：*All too often, companies fall behind technologically.* 公司常常在技术上落后。◇ *The project has fallen behind schedule.* 这个项目没能跟上进度。**,fall be'hind with sth** to not pay or do sth at the right time 拖欠（付款）；延缓做某事：*They had fallen behind with their loan repayments.* 他们拖欠还款。**,fall 'off** to decrease in quantity or level 数量减少；水平降低：*We expect sales to fall off in the new year.* 我们预计，在新的一年里销售量将下降。→ FALL-OFF **,fall 'out of sth** to no longer be part of a particular group or have a particular status 脱离（某集团）；不具有某种特殊地位：*The group is in danger of falling out of the FTSE 100.* 集团面临被剔除出《金融时报》100指数的危险。**,fall 'through** to not be completed, or not happen 落空；失败；没有实现；成为泡影：*The deal fell through when they could not agree on price.* 由于他们在价格上无法谈妥，这笔交易告吹了。→ FALL APART

• *noun* [C]

SEE ALSO: **free fall**

a decrease in size, number, rate or level（规模）缩小；（数量）减少；（比率、水平）降低：*The firm announced a five per-cent-fall in profits.* 公司宣布利润下降了5%。◇ *a dramatic fall in unemployment* 失业人数急剧减少

➕ *a **big/dramatic/sharp/slight/steep** fall (in sth)* 大跌；暴跌；剧跌；微跌；猛跌

IDM **sb's ,fall from 'grace** a situation in which a person or a company becomes less popular and successful, especially after doing sth wrong and losing people's trust（某人威信的）骤降：*The company suffered a dramatic fall from grace and most of its directors were replaced.* 公司名誉扫地，大部分董事被替换了。→ idiom at RIDE *verb*

**fallback** /'fɔ:lbæk/ *noun* [C]

**1** a plan or course of action that is ready to be used in an emergency if other things fail 应变计划；退路：*Each stage of the plan has a fallback.* 计划的每一阶段都有应变安排。◇ *We need a fallback **position** if they don't accept our offer.* 如果他们不接受我们的报价，我们就需要有一个应变的方案。→ FALL BACK ON STH at FALL *verb*

**2** a reduction or decrease in sth 减少；下降：*a fallback in energy prices* 能源价格的回落

SYN FALL→ FALL BACK at FALL *verb*

**,fallen 'angel** *noun* [C]

(*Finance, informal*) a company whose bonds were once a good investment but have now dropped in value 落难天使，堕落天使（某公司的债券曾经是投资级的，但现在价值下跌了）

**faller** /'fɔ:lə(r)/ *noun* [C]

(*Stock Exchange*) (used in newspapers) a company whose shares have decreased in value（用于报章）失败者，摔倒者（指股票价值下跌的公司）：*The airline was the biggest faller in FTSE 100 index today, dropping 7.6 per cent.* 这家航空公司在今天的《金融时报》100指数中跌幅最大，其股票价值下跌了7.6%。SYN DECLINER OPP GAINER

**'fall guy** *noun* [C] (*especially AmE*)

a person who is blamed or punished for sth wrong that sb else has done 替罪羊；替死鬼：*He was made the fall guy for the company's failure.* 他成了这家公司破产的替罪羊。

**,falling 'market** *noun* [C]

**1** a market in which most investments are decreasing in value 淡市；市价跌落：*They were forced to sell the shares in a falling market.* 市场下滑，他们被迫出售股票。

**2** a situation in which the demand for a particular type of product is decreasing（对某种产品的）需求下降：*a falling market for IT products and services* 对信息技术产品和服务的需求下降

**,falling-'off** = FALL-OFF

**'fall-off** (*AmE spelling* **falloff**) (*BrE also* **,falling-'off,** *less frequent*) *noun* [sing.]

a reduction in the amount, level or quality of sth（数量的）减少；（水平或质量的）降低：*a recent fall-off in demand for exports* 近来出口需求的下降 → FALL OFF at FALL *verb*

**fallout** /'fɔ:laʊt/ *noun* [U]

the bad results of a situation or an action 后果；余波：*The banks were hit by the fallout from the economic crisis.* 这些银行受到了经济危机的打击。

**false** /fɔ:ls/ *adjective*

**1** wrong; not correct or true 错误的；不正确的；不真实的：*She gave false information to the insurance company.* 她向保险公司提供了虚假资料。◇ *false marketing claims* 虚假的营销口号

**2** not genuine, but made to look real to deceive people 假的；伪造的：*a false passport* 假护照

**3** wrong, because it is based on sth that is not true or correct 错误的：*Buying a cheap computer is a **false economy*** (= will not actually save you money). 购买廉价计算机实际上并不省钱。

▸ **'falsely** *adverb*：*to be falsely accused of sth* 因某事被诬告

IDM **by/under/on false pre'tences** (*AmE spelling* **~ pretenses**) by claiming that sth is true which is not, especially in order to gain some advantage for yourself 靠欺诈手段；以虚假的借口：*She was accused of obtaining money by false pretences.* 她被控诈骗钱财。

**,false ac'counting** *noun* [U]

the crime of reporting information about a company's financial state that is not true, so that people believe it has less debt, more profit, etc. than it really has 伪造账目；假账

**,false 'bottom** *noun* [C]

(*Economics*) if a market in which share prices are falling has a **false bottom**, it seems as if prices have reached their lowest level because they begin to rise, but then they fall even lower 假底（股市似乎降到了谷底，因为已经开始上扬，但随后又开始下跌）

**,false 'dawn** *noun* [C]
a situation in which you think that sth good is going to happen but it does not 假曙光；假象：*a false dawn for the economy* 经济复苏的假象

**falsify** /'fɔ:lsɪfaɪ/ *verb* [+ obj] (**falsifies, falsifying, falsified, falsified**)
to change a written record or information so that it is no longer true 篡改，伪造（文字记录、信息等）：*to falsify data/documents/records* 篡改资料/文件/记录 ◇ *The directors had falsified the accounts.* 董事们伪造了账目。▸ **falsification** /,fɔ:lsɪfɪ'keɪʃn/ *noun* [U,C]: *the deliberate falsification of the company's records* 对公司记录的故意篡改

**falter** /'fɔ:ltə(r)/ *verb* [no obj]
to become weaker or less effective; to stop increasing or improving 衰退；衰落；停止增长：*The business faltered and then collapsed.* 这家企业衰落之后就倒闭了。◇ *The economy shows no signs of faltering.* 经济并无衰退的迹象。▸ **faltering** /'fɔ:ltərɪŋ/ *adjective*: *the country's faltering economy* 这个国家逐渐衰退的经济

**'family brand** *noun* [C]
(*Marketing*) a name that a company uses to sell a range of different products 家族品牌：*Each product line is sold under a different family brand.* 每个产品系列都是冠以不同的家族品牌出售的。▸ **'family ,branding** *noun* [U]: *a strong family branding* 强大的家族品牌

**,family-'friendly** *adjective*
(*HR*) suitable for workers who have children 有利于家庭的：*family-friendly policies/working hours* 有利于家庭的政策/工作时间

**,family 'life ,cycle** *noun* [C, usually sing.]
(*Marketing*) the different stages of family life that depend on the age of the parents and children, and how many children are living at home 家庭生命周期：*Clothing needs differ throughout the family life cycle.* 整个家庭生命周期中的服装需求是不同的。

**fancy** /'fænsi/ *adjective* (**fancier, fanciest**)
**1** unusually complicated, often in an unnecessary way 异常复杂的；过分复杂的：*The program has a lot of fancy graphics.* 这个程序有许多复杂的图表。
**2** [only before noun] (especially about small things) attractive, with a lot of decorations or bright colours（尤指小物件）精致的，精美装饰的，花哨的：*fancy goods* (= things sold as gifts or for decoration) 精美小商品
**3** (sometimes disapproving) expensive or connected with an expensive way of life 昂贵的；奢华的：*fancy restaurants with fancy prices* 价格昂贵的豪华餐厅

**Fannie Mae™** /,fæni 'meɪ/ *noun*
(*Finance, informal*)
**1** [sing.] (*abbr* **FNMA**) in the US, the Federal National Mortgage Association, a private company supported by the government that supplies money for MORTGAGES 房利美（美国联邦国民抵押贷款协会）：*Fannie Mae leads the market to expand home ownership.* 房利美引导市场扩大住宅拥有量。
**2** [C, usually pl.] the bonds that are issued by **Fannie Mae** 房利美发行的债券：*Fannie Maes with a yield of 4.05%* 收益为4.05%的房利美债券 ◇ *a fund that invests in Fanny Maes* 投资于房利美债券的基金 → FREDDIE MAC, GINNIE MAE

**fao** /,ef eɪ 'əʊ; *AmE* 'oʊ/ *abbr* (*BrE*)
for the attention of; written on a business letter or document to say who should deal with it（商务书信或文件用语）交由…处理

**FAQ** /,ef eɪ 'kju:; *AmE also* fæk/ *abbr, noun*
• ***abbr***
**1** (*IT, usually used in written English* 通常用于书面英语) *also* /fæk/ frequently asked questions 常见问题：*The site has a list of FAQs on the new tax law.* 这个网站有一个关于新税法的常见问题列表。
**2** (*Trade*) = FAIR AVERAGE QUALITY
• ***noun*** [C, usually pl.] (*plural* **FAQs**)
(*IT*) an Internet page on which there are answers to questions that people often ask about the site or a special topic 常见问题解答（回答人们经常询问的有关网站的问题或特殊专题的网页）：*Please check our FAQs before contacting the customer support centre.* 在与客户支持中心联系之前，请查看一下我们的常见问题解答。◇ *an FAQ page/section* 常见问题解答页/部分

**fare** /feə(r); *AmE* fer/ *noun*
SEE ALSO: **low-fare**
**1** [C,U] the money that you pay to travel by bus, plane, taxi, etc. 车费；船费；飞机票价：*Bus fares will go up by 7% next week.* 公共汽车票价将于下周上涨7%。◇ *Children over 16 pay full fare.* 超过16岁的孩子需要购全票。◇ *a 7% fare increase* 票价上涨7% ◇ *The price of **walk-up** fares* (= that you do not book before you travel) *has been cut.* 随买随走票价已下调。→ AIRFARE
➊ *a **one-way/single** fare* 单程票价 • *a **return/round-trip** fare* 往返票价 • *__full/half__ fare* 全价票；半价票 • *__cheap/discount/high/low__ fares* 便宜/折扣/高/低票价 • *__off-peak/peak__ fares* 非高峰期/高峰期票价 • *__last-minute/standby/walk-up__ fares* 最后一分钟/候补/随买随走票价
**2** [C] a passenger in a taxi 出租车乘客：*The taxi driver picked up a fare at the station.* 出租车司机在车站接了一位乘客。

**farm** /fɑ:m; *AmE* fɑ:rm/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **cube farm, fish ~, non-~, server ~, wind ~**
**1** an area of land, and the buildings on it, used for growing crops and/or keeping animals 农场：*a 40-hectare farm* 一个40公顷的农场 ◇ *a farm labourer/worker* 农场工人 ◇ *farm buildings/machinery* 农场建筑物；农业机械 ◇ *an increase in jobs in the farm sector* 农业部门就业机会的增加
**2** a place where particular fish or animals are bred 养殖场；饲养场：*a cattle/chicken/fish farm* 养牛场；养鸡场；养鱼场 → FACTORY FARM
• ***verb*** [+ obj *or* no obj]
to use land for growing crops and/or keeping animals 种田；从事畜牧业：*The family has farmed in the area for generations.* 这个家族在这个地区世代务农。◇ *organically farmed produce* 有机种植的农产品
**PHR V** **,farm sth 'out to sb** (*BrE*) to send out work for other people to do 把工作包给他人：

*Most of the engineering work is farmed out to independent firms.* 大部分工程包给了独立公司。

**farmer** /'fɑːmə(r); *AmE* 'fɑːrm-/ *noun* [C] a person who owns or manages a farm 农场主；农民

**,farmer's 'market** (*also spelled* **farmers' ~**) *noun* [C] a market where farmers sell their fruit and vegetables 农贸市场

**farming** /'fɑːmɪŋ; *AmE* 'fɑːrm-/ *noun* [U] the business of managing or working on a farm 务农；农场经营：*to take up farming* 从事农业 ◇ *sheep/fish/organic farming* 牧羊；养鱼；有机耕作 ◇ *farming systems/techniques* 耕作制度 / 技巧 ◇ *a farming community* 农业社区

**FAS** /,ef eɪ 'es/ = FREE ALONGSIDE SHIP

**FASB** /'fæsbi/ = FINANCIAL ACCOUNTING STANDARDS BOARD

**fascia** (*BrE spelling also* **facia**) /'feɪʃə/ *noun* [C] (*BrE*)
**1** a board above the entrance of a shop/store, with the name of the shop/store on it; the name of a shop/store（商店门面上的）招牌；商店名称：*Some stores will continue to operate under the Safeway fascia.* 一些商店将继续使用西夫韦的招牌经营。
**2** the hard cover on a mobile phone/cellphone 手机盖

**fashion** /'fæʃn/ *noun*
**1** [U,C] a popular style of clothes, hair, etc. at a particular time or place（衣服、发式等的）流行款式，时兴式样：*dressed in the latest fashion* 穿着入时 ◇ *new hair fashions* 新发式 ◇ *Black is always in fashion.* 黑色永远流行。◇ *a store selling shoes and fashion accessories* 卖鞋和时尚饰品的商店
**⊕** ***current/the latest/new fashions*** 现时 / 最新 / 新的式样
**2** [U] the business of making or selling clothes, shoes, etc., especially in new and different styles 时装业：*the world of fashion* 时装界 ◇ *a career in the fashion industry* 从事时装业的工作
**⊕** ***a fashion business/chain/house/retailer*** 时装企业 / 连锁店 / 商店 / 零售商 • ***a fashion designer/magazine/show*** 时装设计师 / 杂志 / 表演

**'fashion goods** *noun* [pl.] (*Commerce*) items such as clothes, shoes, etc. that manufacturers need to change often as styles, etc. change 时尚商品：*Its fashion goods range now from watches to shoes.* 其时尚商品范围广泛，现时从手表到鞋无所不包。

**fast** /fɑːst; *AmE* fæst/ *adjective, adverb*
• ***adjective*** **(faster, fastest)**
**1** happening quickly or without delay 迅速发生的；立即发生的：*the fastest rate of increase for several years* 多年来最快的增长率 ◇ *a fast response time* 快速反应时间 ◇ *a fast Internet connection* 高速互联网连接
**2** moving quickly; producing or allowing quick movement 快的；迅速的；可供快速运动的：*a fast train service* 特快列车服务 ◇ *the fastest route between two cities* 两城市之间的最快路线
→ idiom at HARD *adj.*
• ***adverb*** **(faster, fastest)**
**1** quickly 快；快速；迅速：*Exports are growing faster than GDP.* 出口比国内生产总值增长得更快。
**2** in a short time; without delay 不久；立即：*We want to get our new products on the shelves as fast as possible.* 我们希望新产品尽快上架。

**,fast-'changing** *adjective* changing quickly 迅速变化的；瞬息万变的：*satisfying fast-changing consumer demands* 满足迅速变化的消费者需求

**,fast 'food** *noun* [U] hot food that is served very quickly in special restaurants, and often taken away to be eaten in the street 快餐：*We intend to offer quality fast food.* 我们打算供应高质量的快餐。◇ *the world's largest fast-food chain* 世界上最大的快餐连锁店

**,fast-'forward** *verb, adjective*
• ***verb***
**1** [+ obj *or* no obj] to wind a tape or video forward without playing it（录音带或录像带）快速进带，快进
**2** [no obj] to think about a point later in time 预见；预想：*If we can fast-forward two years, let's have a look at our sales projections.* 如果我们能预见两年后的情况，就让我们来看看销售预测吧。
**3** (*informal*) [+ obj *or* no obj] to grow or progress quickly; to make sth do this 加速生产；发展迅速：*We will fast-forward the product and bring it to the market by 2008.* 我们将加速开发这款产品，到2008年将产品打入市场。
• ***adjective*** (*informal*) growing or progressing very quickly 加速生产的；快速发展的：*a fast-forward company/marketplace* 快速发展的公司 / 市场

**,fast-'growing** *adjective* [only before noun] getting bigger quickly 成长很快的：*a fast-growing business* 成长很快的公司 ◇ *Portables make up the fastest-growing segment of the computer market.* 便携式计算机成为计算机市场中飞速成长的一类机型。

**'fast lane** *noun* [sing.]
**1** a very busy life, where a lot is happening, that often also has a lot of stress and worry（竞争激烈、忙碌）快节奏的生活方式：***Life in the fast lane** can have long-term effects on health and family life.* 快节奏的生活会对健康和家庭生活产生长期的影响。
**2** (*HR*) = FAST TRACK

**,fast-'moving** *adjective* [usually before noun]
**1** growing, developing or changing quickly 成长很快的；快速发展的；变化很快的：*fast-moving technology companies* 快速发展的技术公司 ◇ *the fast-moving world of computer gaming* 快速发展的计算机游戏世界
**2** selling quickly 畅销的：*fast-moving goods* 畅销货 → FMCG

**,fast-'paced** *adjective* [usually before noun] developing or changing quickly 快速发展的；迅速变化的：*a fast-paced marketplace* 快速发展的市场

**'fast track** (*also* **'fast lane**) *noun* [sing.] (*HR*) a plan or path that brings success in your career and more important jobs more quickly than normal 快速提升之道；快速成功之道；快行道：*The company put him on a fast track to higher*

*management.* 公司很快就会将他提拔到较高层的管理岗位上。◇ *a fast-track career/executive* 如日中天的事业；提拔得很快的经理 ▸ **'fast-track** *verb* [+ obj]: *Exceptional employees can be fast-tracked into positions of greater responsibility.* 杰出员工可以很快得到提拔，承担更大责任。 **'fast-,tracking** *noun* [U]

**'fat cat** *noun* [C] (*informal*)
a person who earns, or who has, a lot of money (especially when compared to people who do not earn so much) 有钱人；大亨: *corporate/industry fat cats* 公司／行业大亨

**fatware** /'fætweə(r); *AmE* -wer/ = BLOATWARE

**fault** /fɔ:lt/ *noun*
**1** [C] something that is wrong or not perfect with sth; something that is wrong with a machine or system that stops it from working correctly 缺陷；毛病；故障: *a technical fault* 技术故障 ◇ *faults in design* 设计缺陷
**2** [U] the responsibility for sth wrong that has happened or been done 责任；过错；过失: *She lost her job through no fault of her own.* 她并非因为自己的过错而失去了工作。

**'fault-,finding** *noun* [U]
the act of looking for faults in sth 找茬；挑剔: *We provide computer servicing, fault-finding and repair.* 我们提供计算机服务、故障查找及维修。

**'fault ,tolerance** *noun* [U]
(*IT*) the ability of a computer or a network to continue to work even when there is an unexpected problem with the HARDWARE or software 容错（计算机硬件或软件出现意想不到的问题时仍继续工作的功能） ▸ **'fault-,tolerant** *adjective* [usually before noun]

**faulty** /'fɔ:lti/ *adjective*
**1** not perfect; not working or made correctly 不完美的；不完善的；有错误的；有缺陷的: *faulty goods/workmanship* 有缺陷的商品；不完美的做工 ◇ *The product was recalled because a part was faulty.* 由于有零部件存在缺陷，产品被收回。
**2** (about a way of thinking) wrong or containing mistakes, often resulting in bad decisions（思想方法）错误的，有错误的: *faulty analysis* 错误分析

**favourable** (*AmE spelling* **favorable**) /'feɪvərəbl/ *adjective*
**1** good for sth/sb and making it/them likely to be successful or have an advantage 有利的；有助于…的: *Conditions are not favourable for private investors at the moment.* 目前的条件不利于私人投资者。◇ *favourable economic conditions* 有利的经济环境
**2** fairly good and not too expensive 物美价廉的；优惠的: *Because of its size, the company can buy supplies on favourable terms.* 这家公司规模大，能以优惠的条件购买供货。 OPP UNFAVOURABLE

**★fax** /fæks/ *noun, verb*
● ***noun*** (*also* **fac'simile,** *formal*)
**1** (*also* **'fax ma,chine**) [C] a machine that sends and receives documents in an electronic form along telephone wires and then prints them 传真机: *Do you have a fax?* 你有传真机吗？
**2** [U] a system for sending documents using a **fax** machine 传真（系统）: *Can you send it to me by fax?* 你能通过传真把它发给我吗？◇ *What's your fax number?* 你的传真号码是多少？
**3** [C] a letter or message sent by **fax** 传真信件；传真电文: *Did you get my fax?* 你收到我的传真了吗？◇ *You can send faxes by email from your computer.* 你可以通过计算机用电子邮件发传真。
✪ *an* ***incoming/outgoing*** *fax* 收到的／发出的传真 • *to* ***get/receive/send*** *a fax* 得到／收到／发送传真
● ***verb*** [+ obj *or* no obj]
to send sb a document, message, etc. by **fax** 传真（文件、信件等）: *Could you fax me the latest version?* 你可以把最新版本传真给我吗？◇ *Could you fax it to me?* 你能把它传真给我吗？◇ *The printer can also fax, scan and copy.* 这台打印机还有传真、扫描和复印功能。

**faxback** /'fæksbæk/ *noun* [U,C]
a system in which sb can automatically receive information by **fax** from a website, or, when they ask, from a fax machine or a telephone 自动传真回函

**'fax ma,chine** = FAX *noun* (1)

**FCA** /,ef si: 'eɪ/ = FREE CARRIER

**FCL** /,ef si: 'el/ = FULL CONTAINER LOAD

**FCM** /,ef si: 'em/ = FUTURES COMMISSION MERCHANT

**fco** /,ef si: 'əʊ; *AmE* 'oʊ/ = FRANCO

**FDI** /,ef di: 'aɪ/ = FOREIGN DIRECT INVESTMENT

**,feasi'bility ,study** (*also* **,feasi'bility re,port,** *less frequent*) *noun* [C]
an examination of every detail of a new project, such as the costs, benefits and risks, in order to decide if it is possible and likely to be achieved; the document that is produced 可行性研究（对新项目的每一个细节，如成本、收益和风险等进行分析研究，以便确定投资新项目是否可行）；可行性研究报告: *We are doing a feasibility study on building a factory in France.* 我们正在就在法国开设工厂一事进行可行性研究。

**feasible** /'fi:zəbl/ *adjective*
that is possible and likely to be achieved 可行的；行得通的: *It is not feasible to complete the project in under 3 months.* 要在三个月内完成这个项目是行不通的。
✪ *a feasible* ***idea/plan/suggestion*** 可行的想法／计划／建议
▸ **feasibility** /,fi:zə'bɪləti/ *noun* [U]: *The directors are examining the feasibility of a management buyout.* 董事们正在研究管理层收购的可行性。◇ *a feasibility test* 可行性测试

**,feather-'bedding** (*AmE spelling* **featherbedding**) *noun* [U]
(*HR*) the activity of limiting the production of goods or of using too many workers, in order to save or create jobs, especially because of a contract with a union 限产超雇（指为了减少失业，工会在劳资合同中责成资方或限制产量或超额雇用工人）

**★feature** /'fi:tʃə(r)/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **call feature**
**1** something important, interesting or typical of a thing or place 特色；特征；特点: *Ease of use is*

*a key feature of all their products.* 易于使用是他们所有产品的一个重要特点。◇ *The new computer system is much more powerful and has more safety and security features.* 新的计算机系统更加强大，具有更多的安全和保安特征。

➲ *a distinguishing/key/major/standard/striking/unique feature* 明显的 / 重要的 / 主要的 / 标准的 / 突出的 / 独一无二的特点 • *a handy/an interesting/a useful feature* 方便的 / 有趣的 / 有用的特征 • *design/safety/security features* 设计 / 安全 / 防御特征

**2** (in newspapers, on television, etc.) a special article or programme about sth/sb（报章、电视等的）特写，专题节目：*There's a special feature on Japan in next week's issue.* 下周出版的有篇关于日本的专题文章。

• *verb*

**1** [+ obj] to include a particular thing or person as a special **feature** 是…的特色；以…为特色：*The latest models of notebook computers feature a 30 cm screen.* 最新款笔记本电脑的特色是30厘米屏幕。◇ *The company is featured in the current edition of the magazine.* 最近这一版的杂志介绍了这家公司。

**2** [no obj] to be included as an important part of sth 起重要作用；占重要地位：*The plant does not feature in the company's plans for the future.* 这家工厂在公司未来的计划中无足轻重。 SYN FIGURE

**the Fed** /fed/ = FEDERAL RESERVE BOARD, FEDERAL RESERVE BANK, FEDERAL RESERVE SYSTEM

**federal** /'fedərəl/ *adjective*

**1** having a system of government in which the individual states of a country have control over their own affairs, but are controlled by a central government for national decisions, etc. 联邦制的：*a federal republic* 联邦共和国

**2** within a **federal** system, especially the US, connected with national government rather than the local government of an individual state（尤指美国联邦制下的）联邦政府的：*state and federal income taxes* 州政府和联邦政府征收的所得税 ◇ *a federal court* 联邦法院 ◇ *federal funding/grants* 联邦资金 / 拨款

▸ **'federally** *adverb*

**the ˌFederal Avi'ation Admini,stration** *noun* [sing. with sing./pl. verb] (*abbr* **FAA**) the department of the US government that is responsible for non-military air travel 美国联邦航空局

**ˌFederal 'funds** (*also* **'fed funds**) *noun* [pl.] money that is put into FEDERAL RESERVE BANKS by other banks that can be used for short, temporary loans to banks that need it. The rate of interest charged on such loans is an important sign of what the economy is doing 联邦基金：*a cut in the 3.5 per cent Federal funds rate* 联邦基金利率在3.5%的基础上下调

**the ˌFederal Re'serve** = FEDERAL RESERVE SYSTEM

**the 'Federal Re'serve 'Bank** (*also* **the Fed,** *informal*) *noun* [C] (*abbr* **FRB**) one of the 12 banks that form the central bank of the US（美国）联邦储备银行

**the ˌFederal Re'serve Board** (*also* **the 'Federal Re'serve 'Board of 'Governors**) (*also* **the Fed,** *informal*) *noun* [sing. with sing./pl. verb] (*abbr* **FRB**) a group of seven people who are named by the US President and elected politicians (**the Senate**) to manage the Federal Reserve System 联邦储备委员会（由美国总统提名、参议院投票通过的七名委员组成。其职责是管理联邦储备制度）

**the ˌFederal Re'serve ˌSystem** (*also* **the ˌFederal Re'serve**) (*also* **the Fed,** *informal*) *noun* [sing.] (*abbr* **FRS**) the banking system in the US that lends money to banks and to the government and issues (= makes available) notes and coins 联邦储备制度（美国的银行体系，向其他银行和政府提供融资，并发行纸币和硬币）

**ˌFederal 'Trade Com,mission** *noun* [sing. with sing./pl. verb] (*abbr* **FTC**) in the US, an independent government organization that makes sure that business is done in a legal and fair way and protects the rights of consumers, etc. 联邦贸易委员会（美国一个保证以合法、公平的方式从事贸易并且以保护消费者权益等为宗旨的独立政府机构）：*The Federal Trade Commission has conditionally approved the merger.* 联邦贸易委员会有条件地批准了合并。→ OFFICE OF FAIR TRADING

**federated** /'fedəreɪtɪd/ *adjective* (about states, organizations, etc.) united under a central government or organization but keeping some local control（州、机构等）结成联邦的，组成同盟的

**federation** /ˌfedə'reɪʃn/ *noun* [C]

SEE ALSO: **labour federation**

**1** a group of companies, unions, clubs, etc. that have joined together to form an organization（公司、工会、俱乐部等的）联合会：*the European Chemical Industry Federation* 欧洲化学工业联合会

**2** a country consisting of a group of individual states that have control over their own affairs but are controlled by a central government for national decisions, etc. 联邦

**★fee** /fi:/ *noun* [C]

SEE ALSO: **break fee, break-up ~, commitment ~, contingency ~, contingent ~, licence ~, no-win no-~, user ~**

**1** (*Commerce*) an amount of money that you pay for professional advice or services 专业服务费；咨询费：*legal fees* 诉讼费 ◇ *Does the bank charge a fee for setting up the account?* 在银行开立账户要收费吗？◇ *There's an upfront fee of €50 and a small annual charge.* 有一笔50欧元的预付费及小额的年费。◇ *a pool of fee income from advisory work* 一笔咨询费收入 See note at PRICE

➲ *to charge/collect/earn/pay a fee* 收取 / 挣取 / 支付咨询费 • *a fat/high/huge/low/nominal fee* 一大笔 / 高额 / 巨额 / 低额 / 象征性的咨询费 • *an annual/hourly/a monthly fee* 年 / 小时 / 月服务费 • *a fixed/flat/one-off/an upfront fee* 固定 / 统一 / 一次性 / 预付的咨询费 • *consultancy/management/transaction/transfer fees* 顾问 / 管理 / 交易 / 转让费

**2** an amount of money that you pay to join an organization or to do sth （加入组织或做某事付的）费用: *a membership fee* 会费
● ***access/entry/membership/registration/subscription fees*** 使用费；门票；会费；注册费；订阅费 • ***to charge/collect/pay a fee*** 收取 / 支付费用

**'fee-based** *adjective*
(*Commerce*) (about a service) that you have to pay a fee to use （服务）收费的: *a fee-based information service* 收费的信息服务

**feed** /fi:d/ *verb, noun*
● ***verb*** **(fed, fed** /fed/) [+ obj]
**1 feed A (with B)** | **feed B into A** to supply sth to sb/sth 供给；供应: *The electricity line is fed with power through an underground cable.* 这条电线的电力是通过地下电缆传输的。
**2 feed A (with B)** | **feed B into/through A** to put or push sth into or through a machine 把…放进机器；将…塞进机器: *You have to feed the sheets into the printer one at a time.* 每次只能放一张纸到打印机里。
PHR V **,feed 'back (into sth)** to have an influence on the development of sth; to help to improve sth 对（某事的发展）产生影响；有助于提高（某事）: *The goodwill feeds back into increased store sales.* 商誉有助于提高商店的销售量。 **,feed sth 'back (into sth)** to return sth, especially money, to an organization, etc. so that it can be used to help improve it （尤指钱等）返回: *Our profits are usually fed back into the company to keep it growing.* 我们的利润通常返回到公司以保持公司稳定增长。 **,feed sth 'back (to sb)** to give sb information, advice or opinions about sth such as how good a product or sb's work is, especially so that it can be improved 反馈（信息或意见）: *The results of our research will be fed back to the teams.* 我们的研究结果将反馈到各小组。→ FEEDBACK **'feed into sth; ,feed 'through into sth** (about information, an opinion, etc.) to affect sth; to help to form or develop sth （信息、意见等）影响某事；有助于建立或发展某事: *The report's findings will feed into company policy.* 报告的调查结果将有助于公司制定政策。◇ *Increases in public spending will feed through into higher employment.* 增加公共开支将有助于提高就业率。 **,feed 'through (to sb/sth)** to reach sb/sth after going through a process or systerm 最终得以提供给: *It will take time for the higher rates to feed through to investors.* 假以时日，投资者才能最终得到较高的回报率。→ FEED INTO STH
● ***noun***
SEE ALSO: **sheet feed**
**1** [C] a pipe, device, etc. which supplies a machine with sth （机器的）进料装置，进料器: *The printer has an automatic paper feed.* 这台打印机有自动进纸装置。
**2** [U,C] material supplied to a machine （机器的）进料: *a feed pipe* 进料管
**3** [U] (*AmE*) television programmes that are sent from a central station to other stations in a network; the system of sending out these programmes （从中心台发射到其他台的）电视节目；（电视中心台）网络供给节目系统

**★feedback** /'fi:dbæk/ *noun* [U]
SEE ALSO: **full-circle feedback, 360-degree feedback**
**1** (*HR*) advice or information that is given to an employee about how good their work is so that they can improve （企业对员工工作表现提出的）反馈意见（或信息）
● ***constructive/immediate/negative/positive/useful feedback*** 建设性的 / 及时的 / 负面的 / 积极的 / 有用的反馈意见 • ***to get/give/offer/provide/receive feedback*** 获得 / 给予 / 提出 / 提供 / 收到反馈意见
**2** (*Marketing*) information that is given by users to a business about how useful a product or service is so that it can be improved （用户提出的有关产品或服务使用情况的）反馈信息: *They offered free product samples in return for customer feedback.* 他们用免费的产品样本来换取客户的反馈信息。
● ***consumer/customer/investor feedback*** 消费者 / 顾客 / 投资者的反馈信息 • ***good/immediate/negative/positive/useful feedback*** 好的 / 及时的 / 负面的 / 积极的 / 有用的反馈信息 • ***to get/give/offer/provide/receive/solicit feedback*** 获得 / 给予 / 提出 / 提供 / 收到 / 征求反馈信息

**'feeding ,frenzy** *noun* [C] (*informal*)
a situation in which a lot of people compete with each other to buy or get sth for themselves 疯狂抢购（许多人为了购买或获得某物而相互竞争的场面）: *Shortages of the toys created a feeding frenzy.* 玩具短缺造成了疯狂抢购。

**feedstock** /'fi:dstɒk; *AmE* -sta:k/ *noun* [C,U] (*Manufacturing*) a raw material used in the process of manufacturing a product, or as fuel for a machine 原料

**'feel-good** (*also spelled* **feelgood**) *adjective* [only before noun]
making you feel happy and pleased about life 使人愉悦的: *The social events organized for staff are important for their feel-good effect.* 为员工组织的社交活动对他们的身心快乐很重要。
IDM **the/a 'feel-good factor** (*BrE*) a feeling of confidence in the future that is shared by many people 前景美好的氛围

**,felt-tip 'pen** (*also* **'felt tip, ,felt-tipped 'pen**) *noun* [C]
a pen that has a point made of a soft, thick material 毡头笔

**feminization , -isation** /,femmaɪ'zeɪʃn; *AmE* -nə'z-/ *noun* [U]
(*HR*) the fact that more women than before are involved in a particular activity 女性化（与以前相比更多的妇女参与到某类活动中）: *the feminization of management* 管理层女性化

**ferry** /'feri/ *noun, verb*
● ***noun*** [C] (*plural* **ferries**)
a boat that carries goods, people and vehicles across a river or across a narrow part of the sea 渡船；渡轮；摆渡: *the cross-Channel ferry service* 横渡英吉利海峡渡船服务
● ***a ferry business/company/operator/service*** 渡轮企业 / 公司 / 经营者 / 服务
● ***verb*** [+ obj *or* no obj] **(ferries, ferrying, ferried, ferried)** (*usually used with an adverb or a preposition* 通常和副词或介词连用)

to carry goods, people or vehicles from one place to another, often for a short distance and as a regular service 渡运；摆渡：*Barges ferry the gas and heating oil to regional distributors.* 驳船将天然气和燃油运送到地区分销商手中。

**fertilizer , -iser** /'fɜːtɪlaɪzə(r)/; *AmE* 'fɜːrt-/ *noun* [C,U]
a substance added to soil to make plants grow more successfully 肥料：*artificial/chemical /liquid fertilizers* 人造 / 化学 / 液体肥料

**FEU** /ˌef iː 'juː/ *noun* [C]
(*Transport*) **forty-foot equivalent unit** a standard container for transporting goods, that is approximately twelve metres long * 40英尺集装箱

**ff.** *abbr* (*only used in written English* 只用于书面英语)
following pages 及以后各页

**FHLMC** /ˌef ertʃ el em 'siː/ = FREDDIE MAC

**fiber optics, fiber-optic** = FIBRE OPTICS

**fibre** (*AmE spelling* **fiber**) /'faɪbə(r)/ *noun*
**1** [C,U] a material that is made from a mass of natural or artificial threads 纤维：*nylon and other man-made fibres* 尼龙及其他人造纤维
**2** [C] one of the many thin threads that form natural materials, such as wood and cotton （天然物质的）纤维：*cotton fibres* 棉纤维

**ˌfibre 'optics** (*AmE spelling* **fiber ~**) *noun* [U]
(*IT*) the use of thin **fibres** of glass, etc. for sending information in the form of light signals 光导纤维；光纤 ▸ **ˌfibre-'optic** (*AmE spelling* **fiber-~**) *adjective*: *fibre-optic cables* 光缆

**fickle** /'fɪkl/ *adjective*
**1** changing often and suddenly 易变的；无常的：*the notoriously fickle fashion sportswear market* 出名变化无常的时尚运动装市场
**2** (about a person) often changing their mind so you cannot rely on them （人）反复无常的：*fickle consumers/investors* 反复无常的消费者 / 投资者
▸ **'fickleness** *noun* [U]: *the fickleness of financial markets* 金融市场的变化无常

**fiddle** /'fɪdl/ *verb, noun* (*informal*)
• ***verb*** [+ obj]
to change the details or figures of sth in order to try to get money dishonestly, or gain an advantage 伪造；篡改；对…做手脚：*to fiddle the accounts* 篡改账目 ◇ *She **fiddled the books*** (= changed the company's financial records) *while working as an accountant.* 她当会计时对账簿做了手脚。
• ***noun*** [C]
something that is done dishonestly to get money 欺诈；欺骗行为：*an insurance/a tax fiddle* 保险 / 纳税欺诈

**fi'delity bond** *noun* [C] (*also* **fi'delity in,surance** [U])
(*Insurance*) protection that a company can have to pay for losses caused by an employee doing sth dishonest or making a mistake 忠诚保证保险（主要承保雇员的不法行为或疏漏致使公司遭受的经济损失）

**fiduciary** /fɪ'djuːʃəri; -'duːʃ-; *AmE also* fɪ'duːʃieri/ *adjective, noun*
(*Law*)
• ***adjective***
used to describe the relationship based on trust between the people who manage money or property for sb, and the person/people they manage it for 受委托的；受信托的：*The company's directors were accused of breaching their **fiduciary duty** to the shareholders.* 公司的董事被指控违反了对股东的受托责任。
• ***noun*** [C] (*plural* **fiduciaries**)
a person or an organization that is responsible for managing money or property for another person or group of people 受托人 SYN TRUSTEE

**field** /fiːld/ *noun, verb*
• ***noun***
SEE ALSO: **playing field**
**1** [sing. with sing./pl. verb] all the people or products competing in a particular area of business 行业：*They **lead** the field in home entertainment systems.* 他们在家庭娱乐设备行业中居领先地位。◇ *The company is recognized as a world leader **in** its field.* 这家公司获同行奉为世界领先者。
**2** [C] a particular subject or activity that sb works in or is interested in 专业；学科；领域；界：*What field of business are you in?* 你从事哪一行？
**3** [sing.] (*often used as an adjective* 常用作形容词) used to describe work or study that is done outside the office, factory or LABORATORY and the people who do this work 实地；野外；野外工作者：*We get vital customer information from our agents **in the field**.* 我们从在实地工作的代理商处获得重要的客户资料。◇ *We carried out field research on people's shopping habits.* 我们采取了实地调研的方式来了解人们的购物习惯。
→ FIELD-TEST
**4** (*IT*) [C] a space for a separate item of data 字段；信息组；栏：*You will need to create separate fields for first name, surname and address.* 你要将名、姓和地址分别编成单独的字段。
• ***verb*** [+ obj] to receive and deal with questions or comments 处理，应付（问题或意见）：*I had to field some difficult questions after the presentation.* 发言之后我不得不回答一些棘手的问题。

**'field sales** *noun* [U; pl.]
(*Marketing*) the business of selling things outside a company's offices; the people who do this work 现场销售；实地销售：*jobs in field sales* 现场销售工作 ◇ *Our experienced field sales force cover all areas of the UK.* 我们经验丰富的现场销售人员遍布英国的所有地区。◇ *the field sales manager* 实地销售经理

**'field-test** *verb* [+ obj]
to test sth, such as a product or a piece of equipment, in the place where it will be used 对（产品或设备）做现场测试 ▸ **'field test** *noun* [C]: *The cards are undergoing field tests and could be available next year.* 这种卡正处于现场测试阶段，可在明年推出。

**FIFO** /'faɪfəʊ; *AmE* -foʊ/ = FIRST IN, FIRST OUT

**ˌfifty-'fifty** *adjective, adverb* (*informal*)
divided equally between two people, groups or possibilities 各半的；对半的；平分的：*I think our bid has a better than fifty-fifty chance of success.*

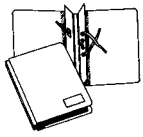
我认为我们出价的成功机会过半。◇ *Let's split the money fifty-fifty.* 咱们把钱平分了吧。

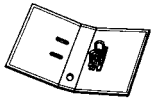
**fig.** *abbr (only used in written English* 只用于书面英语)
a figure（书写形式的）图，表：*See fig. 34.* 见图表34。

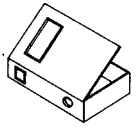
**★figure** /'fɪgə(r); *AmE* 'fɪgjər/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **double figures, sales ~, single ~, trade ~**
**1** a number representing a particular amount, especially one given in official information（代表数量，尤指官方资料中的）数字：*Profits were well below last year's figure of $58 million.* 利润远远低于去年的5800万元这一数额。◇ *The latest figures show that prices are still rising.* 最近的数字表明价格仍然在上涨。◇ *Unemployment rose to 4.1 million last month according to official figures.* 根据官方公布的数字，上个月的失业人数上升至410万人。◇ *rising jobless figures* 不断上升的失业人数 ◇ *a decline in listening/viewing figures* (= the number of people who listen to or watch a programme on the radio or TV) 听众／观众数量的下降
➲ ***a high/low figure*** 较高／较低的数字 • ***an average/exact/a rough figure*** 平均／精确／大约数字 • ***final/interim/preliminary figures*** 最终／中期／最初数字 • ***current/official/recent figures*** 当前／官方／最近数字
**2** a symbol rather than a word representing one of the numbers between 0 and 9 数字符号；位数：*a six-figure salary* (= over 100 000 dollars, euros, etc.) 六位数的薪水（即超过10万美元、欧元等）
**3** a person of the type mentioned 人物；人士：*a leading figure in the music industry* 音乐界的一位杰出人物
➲ ***an important/a leading/key/respected/senior figure*** 一位重要／杰出／关键／备受尊敬的／高层人物 • ***corporate/government/industry/public figures*** 企业／政府／行业／公众人物
**4** (*abbr* **fig.**) a picture, diagram, etc. in a book, that is referred to by a number（书中的）图，表：*The results are illustrated in figure 3 opposite.* 结果见对页图表3所示。
IDM **put a 'figure on sth** to say the exact price or number of sth 给出（某物的）定价；说出（某物的）准确数量 → idiom at BALLPARK
● ***verb***
**1** [+ obj] (*AmE*) to calculate an amount or the cost of sth 计算（金额或成本）：*We've figured the cost of moving offices at about $10 000.* 我们计算出办公室搬迁的成本大约是1万元。
**2** [no obj] **figure (as sth)** (**in/among sth**) to be part of a process, situation, etc. especially an important part 是重要部分；是（某事的）一部分：*The factory doesn't figure in the company's future plans.* 这家工厂在公司的未来计划中无足轻重。
SYN FEATURE
PHR V **,figure sth 'out 1** to calculate an amount or the cost of sth 计算出（金额或成本）：*Have you figured out how much it will cost?* 你算出要花多少钱了吗？ **2** to find the answer to sth; to solve sth 想出；解决：*We have to figure out how to improve cash flow.* 我们必须想出改善现金流的办法。 **3** to plan or think of sth 计划；弄清楚；领会到：*Have you figured out what to do next?* 你计划好下一步干什么了吗？ SYN WORK STH OUT

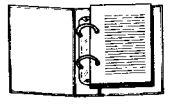
**★file** /faɪl/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **box file, lever arch ~, log ~, Pay and File, rank and ~, sig ~, suspension ~,** etc.
**1** (*IT*) a collection of information stored together in a computer, under a particular name（计算机的）文件：*You'll find the document on the C-drive in a file called 'Zambia'.* 你在C盘Zambia这个文件名下可找到这份文件。
➲ ***to access/copy/create/delete/save a file*** 存取／复制／创建／删除／保存文件 • ***a computer/data/text file*** 计算机／数据／文本文件
**2** a box or folded piece of card for keeping loose papers together and in order 卷宗；文件夹：*Put that letter in the file marked 'Urgent'.* 把那封信放在标有"紧急"字样的卷宗里。
**3** a **file** and the information it contains, for example about a particular person or subject 档案：*They have vast files on markets, clients and competitors.* 他们有关于市场、客户和竞争者的大量档案。◇ *Your application will be kept on file.* 你的申请书将存档。
➲ ***to have/keep/maintain a file*** (*on sb/sth*) 有／保存／保留（某人／某事的）档案 • ***to consult/have access to/read/refer to a file*** 查阅／使用／阅读／参考档案
● ***verb***
**1** [+ obj] to put and keep documents, etc. in a particular place and in a particular order so that you can find them easily 将（文件等）归档：*I filed the letters away in the drawer.* 我将信件存放在抽屉里了。◇ *The forms should be filed alphabetically.* 应该将这些表格按字母顺序归档。
**2** [+ obj *or* no obj] to present sth so that it can be officially recorded and dealt with 提起（诉讼）；提出（申请）；送交（备案）：*to file for bankruptcy* 提交破产申请书 ◇ *to file a claim/*

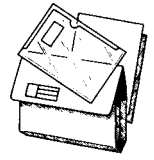
**file** 文件夹


**file**
文件夹


**lever arch file**
杠杆拱形文件夹


**box file**
文件盒


**binder**
活页夹


**folder**
文件夹

*a lawsuit* 提出索赔；提起诉讼 ◇ *The company filed its accounts last week.* 公司上周已将其账目提交备案。→ LODGE

**'file ,cabinet** = FILING CABINET

**'file clerk** = FILING CLERK

**'file ,manager** *noun* [C]
(*IT*) a computer program that is used to organize, arrange and find files and DIRECTORIES (= groups of files) 文件管理器

**'file ,server** = SERVER

**'file ,transfer** *noun* [C,U]
(*IT*) an act or the process of sending an electronic file from one computer to another 文件传输：*You can use the cable to connect two computers for a file transfer.* 你可以用数据线将两台计算机连接起来进行文件传输。

**filing** /'faɪlɪŋ/ *noun*
SEE ALSO: **regulatory filing**
**1** [U] the act of putting documents, letters, etc. into a file（文件、信等的）归档：*We hired an assistant to do all the filing.* 我们聘请了一位助理做所有的文件归档工作。◇ *a centralized filing system* 集中归档系统
**2** [U] the act of presenting sth so that it can be officially recorded and dealt with（诉讼的）提起；（申请的）提出：*There are penalties for late filing of accounts.* 迟交账目会受到惩罚。◇ *the filing of lawsuits/criminal charges* 诉讼的提起；刑事指控的提出 ◇ *tax filing software* 报税软件
**3** [C] (*especially AmE*) an act of presenting documents to a court or government department; a document that is presented in this way（向法院或政府部门）提交文件；归档档案：*The company is required to make filings to/with the Securities and Exchange Commission.* 这家公司需向证券交易委员会送交文件。◇ *In a court filing, he claims the firm acted legally.* 在向法院提交的文件中，他声称公司是合法经营的。◇ *bankruptcy/regulatory/tax filings* 破产／监管／税务档案

**'filing ,cabinet** (*AmE also* **'file ,cabinet**) *noun* [C]
a piece of office furniture with deep drawers for storing files 文件柜；档案柜：*All the records are stored in a metal filing cabinet.* 所有记录都储存在一个金属文件柜里。→ SUSPENSION FILE —Picture at OFFICE

**'filing clerk** (*BrE*) (*AmE* **'file clerk**) *noun* [C]
a person whose job is to **file** letters, etc. and do general office tasks 档案管理员

**fill** /fɪl/ *verb* [+ obj]
**1** to appoint sb to a job 派人担任：*The vacancy has already been filled.* 空缺已有人接任了。
**2** to do a job, have a role or position, etc. 担任；充任：*He fills the post satisfactorily* (= performs his duties well). 他非常尽职。◇ *The team needs someone to fill the role of manager very soon.* 这个团队迫切需要有人来担任经理。
**3** to make or sell sth that is not yet available 填补：*The managing editor thinks the new magazine will fill a gap in the market.* 执行主编认为新杂志将填补市场空白。
**4** to provide sth that will stop people from continuing to want or need sth 满足：*The hardware store has devoted itself to filling customers' needs.* 这家五金店致力于满足顾客的需要。
**5** if a company **fills** an order, it gives the customer the goods they have asked for 执行（订单）：*They have a reputation for filling orders quickly.* 他们以快捷执行订单闻名。
**6** if sb **fills** a SHORTFALL, they provide sth so that there will be as much as is needed or expected 弥补（差距、不足）：*plans to train staff in order to fill the shortfall of skills* 培训员工以弥补技能不足的计划
IDM **fill your 'pockets** to make or take a lot of money for yourself 中饱私囊：*There were rumours that the bosses had filled their pockets at the expense of shareholders.* 有传言说老板们为了中饱私囊不惜牺牲股东的利益。 **fill sb's 'shoes/'boots** to do sb's job in a satisfactory way when they are not there 顶替某人的位置：*When she leaves it will not be easy to find somebody to fill her shoes.* 当她离开时，找人来顶替她的位置不太容易。
PHR V **,fill 'in (for sb/as sth)** to do sb's job for a short time while they are not there 暂时顶替；临时补缺 **,fill sth 'in** (*also* **,fill sth 'out**) to complete a form, etc. by writing information on it 填写（表格等）：*You can fill out the application online.* 可以在线填写申请表。 **,fill sb 'in (on sth)** to tell sb about sth that has happened 向某人提供情况：*Can you fill me in on what happened in the meeting?* 你能告诉我会议情况吗？ **,fill sth 'out** = FILL STH IN **,fill 'up (with sth); ,fill sth 'up (with sth)** to become completely full; to make sth completely full 充满；（使）填满，装满：*Our order books are beginning to fill up.* 我们的订单开始满了。

**,fill or 'kill ,order** (*also* **,fill or 'kill,** *less frequent*) *noun* [C] (*abbr* **FOK**)
(*Stock Exchange*) an instruction to a BROKER to buy or sell a particular number of shares at a particular price immediately or else not at all 不成交即取消的指令（指委托经纪人以特定价位购进或售出一定数量的股票，否则指令就失效）：*The trade was carried out on a fill or kill basis.* 这笔交易按不成交即取消的指令进行。◇ *to submit an FOK* 提出不成交即取消的指令 NOTE The plural is usually **fill or kill orders**. 复数通常是fill or kill orders。

**Filofax™** /'faɪləʊfæks; *AmE* -loʊ-/ *noun* [C]
a small book with pages that can be added or removed easily, used for writing notes, addresses, etc. in 菲洛法克斯活页记事本 → PERSONAL ORGANIZER See note at CALENDAR

**filter** /'fɪltə(r)/ *noun, verb*
• ***noun*** [C]
**1** (*IT*) a computer program that receives data and processes it according to particular rules before displaying it, or sending it somewhere to stop particular things from being seen 过滤程序：*You can set up filters to manage your incoming and outgoing emails.* 可以安装过滤程序来管理收发的电子邮件。◇ *We use a web filter to block access to certain websites.* 我们用网络过滤器来封锁某些网站。
• ***verb***
**1** (*IT*) [+ obj] (about a computer program) to process data according to particular rules before

displaying it or sending it somewhere, for example in order to stop particular figures, text, etc. from being seen（计算机程序）过滤筛选：*The program filters web pages for unsuitable contents.* 这个程序会将含有不当内容的网页过滤掉。◇ *Incoming emails are filtered into different mail boxes based on their subject.* 接收到的电子邮件按标题过滤到不同的邮箱里。

**2** [no obj] (*used with an adverb or a preposition* 与副词或介词连用) to have an effect on sth, especially in small amounts over a period of time 渗入：*The economic recovery is beginning to filter through to the job market.* 经济复苏的影响开始渗入到就业市场。

**PHR V** ,**filter sth 'out** to remove sth that you do not want using a special device or system 过滤掉：*The system filters out all junk emails.* 这个系统能过滤掉所有的垃圾邮件。◇ (*figurative*) *The test is used to filter out candidates who may be unsuitable.* 这个测验用来淘汰不合适的候选人。

**filtering** /'fɪltərɪŋ/ *noun* [U]
(*IT*) using a computer program to decide whether particular emails, Internet pages, data, etc. should be displayed or sent somewhere 过滤（使用计算机程序决定某些电子邮件、互联网网页、数据等是否应该显示或传到某处）：*an email filtering program* 电子邮件过滤程序

**fin.** *abbr*
**1** a short way of writing **financial** * financial 的简写：*fin. statements* 财务报表
**2** a short way of writing **finance** * finance 的简写：*the International Lease Fin. Corp.* 国际租赁金融公司

**★final** /'faɪnl/ *adjective, noun*
● ***adjective***
**1** [only before noun] being or happening at the end of a series of events, actions, statements, etc. 最终的；最后的：*Sales increased by 5% in the final quarter of the year.* 在本年的最后一个季度，销售量增加了5%。◇ *a final report/draft/payment* 最终报告 / 定稿 / 付款 ◇ *The project is in its final stages/phase.* 这个项目进入了最后阶段。
**2** [only before noun] being the result of a particular process（指结果）最后的，最终的：*the final product* 成品 ◇ *The parts are made in China and shipped to Scotland for final assembly.* 这些部件在中国制造，并运到苏格兰进行最后的组装。
**3** that cannot be argued with or changed 决定性的；最终的；不可改变的：*The judge's decision is final.* 法官的判决是最终判决。◇ *The deal still needs final approval from the bankruptcy court.* 这笔交易还需要破产法庭的最后批准。◇ *€12 000 is our best and final offer.* * 1.2万欧元是我们的最低和最终报价。
▸ **finally** /'faɪnəlɪ/ *adverb*: *The matter was not finally settled until later.* 这事后来才彻底解决。
● ***noun*** **finals** [pl.]
(*Accounting, informal*) a short way of writing or saying **final results** * final results的简称：*Finals are expected from several companies this week.* 预计本周好几家公司都将公布全年业绩。→ INTERIMS

**,final ac'counts** *noun* [pl.]
(*Accounting*) the set of accounts that a business produces at the end of the FINANCIAL YEAR 决算表；期终账目：*The final accounts were prepared by a firm of local accountants.* 决算表是由本地的会计师事务所编制的。◇ *to sign the final accounts* 在决算表上签字

**,final de'mand** *noun*
**1** (*Economics*) [U] the extent to which people and businesses are buying goods and services; a measure of this 最终需求：*An increase in final demand leads to an increase in production.* 最终需求的增加会导致产量的提高。◇ *Final demand grew by 2.5% last year.* 去年最终需求增长了2.5%。
**2** (*Accounting*) (*also* **,final re'minder**) [C] (*both BrE*) the last request for payment of a bill or a debt before court action is taken; the document that states this 最终要求（法院采取法律行动之前最后一次催款）；最终要求书：*The council issued a final demand and threatened legal action.* 理事会发出了最后通牒并扬言要采取法律行动。

**,final 'dividend** *noun* [C]
(*Finance*) a **dividend** that is paid at the end of the FINANCIAL YEAR and must be approved by the shareholders at the AGM 最终股利；年终红利：*Analysts believe it will pass* (= not pay) *its final dividend.* 分析员认为这家公司可能不会派发年终红利。→ INTERIM DIVIDEND

**★finalize , -ise** /'faɪnəlaɪz/ *verb* [+ obj]
to complete the last part of a plan, a project, an agreement, etc. 把（计划、项目、协议等）最后定下来；定案：*We have now finalized the deal.* 我们现已敲定这笔交易。◇ *The details of the contract have not yet been finalized.* 这份合同的细节尚未敲定。◇ *to finalize your arrangements/plans* 把安排 / 计划最后确定下来 ▸ **finalization, -isation** /ˌfaɪnəlaɪ'zeɪʃn; *AmE* -lə'z-/ *noun* [U]

**,final re'minder** = FINAL DEMAND (2)

**,final salary 'pension scheme** *noun* [C]
(*HR*) especially in the UK, an arrangement in which employees receive a pension when they retire based on how long they have worked for the company and the amount of money they were earning when they stopped 最终薪酬退休金计划：*Many big-name companies have closed their final salary pension schemes to new staff.* 许多有名气的大公司已不再为新员工提供最终薪酬退休金计划。

**★finance** /'faɪnæns; faɪ'næns; fə'næns/ *noun, verb*
● ***noun***
SEE ALSO: **consumer finance, corporate ~, debt ~, equity ~, high ~, mezzanine ~, mortgage ~,** etc.
**1** [U] money that sb/sth borrows from a bank, receives from investors, etc. in order to run a business, complete an activity or buy sth 资金；金融：*The project will only go ahead if they can raise the necessary finance.* 只有他们能筹集到所需资金，这个项目才能继续下去。◇ *A group of banks will provide finance for the takeover.* 几家银行将提供资金用于收购。◇ *international sources of finance* 国际资金来源
➲ *to **apply for/get/obtain/raise/secure** finance* 申请 / 得到 / 获得 / 筹集 / 取得资金 • *to **arrange/provide** finance* 安排 / 提供资金 • ***long-term/short-term** finance* 长期 / 短期资金 • *a finance **business/group*** 金融企业 / 集团

**2** [U] the activity of managing money, especially by a commercial organization or a government 财政；金融；财务；融资： *the company's new finance chief* 这家公司的新任财务主管 ◇ *She works in the finance department.* 她在财务部门工作。◇ *a diploma in banking and finance* 银行学和金融学文凭 ◇ *the company's consumer finance arm* (= that provides loans, etc. to customers) 公司的消费者融资部 ◇ *The government's poor management of public finance lost it the election.* 这届政府对公共财政的管理不善导致竞选失败。 → CHIEF FINANCE OFFICER

● *a finance* ***chief/director*** 财务主管 / 主任 • *a finance* ***committee/department/team*** 财务委员会 / 部 / 小组 • ***company/corporate/personal/public*** *finance* 公司 / 企业 / 个人财务；公共财政

**3 finances** [pl.] the money available to a person, an organization or a country; the way this money is managed（个人、机构、国家的）财力，财源；财务管理： *The company is battling to put its finances in order.* 这家公司正奋力整顿其财务状况。◇ *Buying new premises put a strain on our finances.* 购买新场地使我们的资金紧张。◇ *Her personal finances are in a mess.* 她的个人财务状况一团糟。

● *to* ***sort out/handle/manage*** *your finances* 整顿 / 处理 / 管理财务 • ***company/corporate/government/household/public*** *finances* 公司 / 企业 / 政府 / 家庭 / 公共财务 • ***healthy/sound/strong*** *finances* 健康的 / 稳健的 / 强大的财务状况 • ***deteriorating/shaky/weak*** *finances* 恶化的 / 不稳定的 / 紧绌的财务状况 • *sth* ***boosts/strengthens*** *your finances*（某事）增强 / 加强财务状况

**VOCABULARY BUILDING** 词汇扩充

**Providing finance 提供资金**

| Verb 动词 | Noun 名词 | Person 人 |
|---|---|---|
| finance 金融 | financing 融资 | financier 金融家，财政家 |
| invest 投资 | investment 投资 | investor 投资者 |
| fund 资金，财源 | funding 资金，提供资金 | funder 投资者 |
| sponsor 赞助 | sponsorship 资助，赞助款 | sponsor 赞助者 |
| back 支持 | backing 支持 | backer 援助者，支持者 |

- *The organization is* ***financed*** *by the government.* 这个组织由政府提供资金。
- *They* ***invested*** *$50 000 in the trust.* 他们在信托中投资了5万元。
- *Extra* ***funding*** *will be needed to pay for the project.* 这个项目尚需要额外的资金。
- *The company has agreed to* ***sponsor*** *a TV show.* 公司已同意赞助一个电视节目。
- *They are struggling to win financial* ***backing*** *for their plans* 他们正努力为其计划争取财政支持。

● ***verb*** [+ obj]
to provide or obtain money for a project, or for a business or government to operate 为（项目、企业、政府）提供资金： *We have sufficient funds to finance operations for another year.* 我们有足够的资金再支撑一年的运营。◇ *The deal was largely financed by/with/through a share issue.* 这笔交易主要靠发行股票筹措资金。 SYN FUND

**'finance charge** *noun* [C]
the amount you must pay when you arrange a loan; the amount of interest you pay on the money you borrow 贷款利息支出： *He has huge credit-card debt and pays hundreds of dollars a month in finance charges.* 他欠下庞大的信用卡债务，每月都要支付数百元的贷款利息。

**'finance ˌcompany** (*also* **'finance house,** *especially in BrE*) *noun* [C]
a company that lends money to people or businesses so that they can buy expensive items, such as vehicles, pieces of equipment, etc. and pay the money back over a period of time 金融公司，信贷公司（贷款给个人或企业购买贵重物品的公司）： *a consumer finance company* (= that lends money to consumers) 消费信贷公司 ◇ *Many car manufacturers operate their own finance companies.* 许多汽车制造商经营自己的信贷公司。

**'finance house** *noun* [C] (*especially BrE*)
**1** = FINANCE COMPANY
**2** (*Finance*) a company that arranges loans, investors, etc. for business projects 金融公司（为商业项目安排贷款、找寻投资者等的公司）： *a finance house that specializes in securing funding for start-up technology companies* 专为刚成立的科技公司提供资金的金融公司

**'finance lease** *noun* [C]
an arrangement in which a financial institution buys a vehicle, piece of machinery, etc. and lets a business use it for an agreed period of time in exchange for regular payments 融资租赁，财务租赁（金融机构购买汽车、机器等供企业在商定的时间内使用，并定期收取费用）： *The aircraft were acquired under a finance lease.* 这架飞机是通过融资租赁获得的。 → OPERATING LEASE

**★financial** /faɪ'nænʃl; fə'næn-/ *adjective, noun*
● ***adjective***
**1** [usually before noun] connected with money and finance 财政的；金融的；财务的： *a financial transaction/arrangement* 金融交易 / 安排 ◇ *financial institutions* 金融机构 ◇ *a financial adviser/consultant/planner* 财务顾问 / 规划师 ◇ *They offer independent financial advice on all types of mortgages.* 他们对所有类型的按揭贷款提供独立的财务咨询。◇ *The firm has run into financial difficulties.* 这家公司遇到了财务困难。◇ *Tokyo and New York are major financial centres.* 东京和纽约是重要的金融中心。 NOTE The word **financial** is sometimes used in the names of companies that provide loans, advice about money, etc.: *Capital One Financial, the credit-card issuer.* * financial一词有时出现在那些提供贷款、货币咨询等服务的公司名称中：信用卡发行商第一资本金融公司。
**2** [only before noun] interested in making a profit; intended to make a profit 对盈利感兴趣的；有意赚取利润的： *A group of financial buyers is*

*interested in acquiring the business* (= because they want to make a profit, not run the business). 一群想赚钱的买家对吞并这家企业感兴趣。◇ *Our stake in the company is a financial investment rather than central to our business strategy.* 我们购买这家公司的股份是出于财务投资，而不在于对我们业务战略的重要性。

▸ **financially** /faɪ'nænʃəli; fə'næn-/ *adverb*: *Financially, the firm is better off than a year ago.* 这家公司的财务状况比一年前好多了。◇ *a financially sound company* 一家财力雄厚的公司 ◇ *Such projects are not financially viable without government funding.* 没有政府拨款，这些项目在财务上是不可行的。

• ***noun***

**1** (*Stock Exchange*) [C, usually pl.] a company that provides **financial** services whose shares are traded on a stock exchange, for example, a bank 金融公司（提供金融服务的公司，其股票在证券交易所交易，如银行）: *Technology stocks and financials recorded strong gains on the market today.* 科技股和金融股在今天的市场上强劲上扬。

**2** (*Accounting*) **financials** [pl.] (*informal*) a way of referring to a company's **financial results** 财务报告: *The company's financials for the six months to 30 June are disappointing.* 这家公司到6月30日为止的6个月的财务报告令人失望。

**fi,nancial ac'counting** *noun* [U]
(*Accounting*) the branch of accounting concerned with preparing accurate records of the activities and state of a business (**financial statements**), rather than with looking at the profit and costs of different parts of the business 财务会计

**Fi'nancial Ac'counting 'Standards Board** *noun* [sing.] (*abbr* **FASB**)
in the US, the organization that decides on **accounting standards** 财务会计准则委员会

**fi,nancial ac'counts** *noun* [pl.]
(*Accounting*) the written records of an organization's assets, debts, profits, etc.; a summary of these that is prepared for shareholders, lenders, etc. and describes the financial activity during a particular period of time 财务账目；财务报表: *to prepare a set of financial accounts* 编写一套财务账目 ◇ *The annual financial accounts will be presented to shareholders next week.* 年度财务报表下周将提交给股东。

**fi,nancial 'analyst** *noun* [C]
a person whose job involves studying the financial state of particular companies and advising people whether to buy or sell those shares 金融分析员: *Financial analysts forecast pre-tax profits of £40 billion this year.* 金融分析员预测今年的税前利润为400亿英镑。▸ **fi,nancial a'nalysis** *noun* [U,C]

**fi,nancial 'asset** *noun* [C]
(*Accounting*) an asset that is not physically useful but has a financial value, for example money, an investment or a right to claim payments 金融资产（物质上没用但有经济价值的资产，如钱、投资或索赔权）: *The firm has financial assets of $18.4 billion.* 这家公司拥有184亿元的金融资产。

**fi,nancial engi'neering** *noun* [U]
(*Finance*) (often used in a disapproving way) the practice of changing the way in which a company borrows money, owns assets, pays debts, etc., especially in order to make its profits seem greater（常带贬义）金融工程（尤指企业为了修饰利润而改变借贷、持有资产、支付债务等方式）: *The firm used complex financial engineering to remove debt from its balance sheet.* 这家公司运用复杂的金融工程从其资产负债表上抹除了债务。◇ *techniques of financial engineering, such as reporting profits from future business* 诸如报告未来业务利润等的金融工程技巧

**fi,nancial 'indicator** *noun* [C]
a figure that is seen as a measure of the success of a company, an economy, a market, etc. 金融指标，财务指标（衡量某公司、经济体、市场等的成功程度的数字）: *The company has improved its key financial indicators, including profitability and the debt-equity ratio.* 这家公司已经改善了它的关键财务指标，包括赢利能力和债务股本比率。◇ *It is clear that on every financial indicator the country is doing well.* 很明显，该国在每一个金融指标上都表现良好。→ ECONOMIC INDICATOR

**fi,nancial insti'tution** *noun* [C]
an organization such as a bank that offers financial services, such as accepting deposits, making loans or investing customers' money 金融机构

**fi,nancial 'instrument** *noun* [C]
(*Finance*) any investment that has a cash value and can be bought and sold in an organized system, such as shares, bonds, FUTURES (= contracts to buy or sell a particular amount of sth at a particular time in the future for a particular price), etc. 金融工具，金融票据（有现金价值并能在组织系统内进行买卖的任何投资，如股票、债券、期货等）: *In the city there are banks which trade in all types of financial instruments.* 这个城市有买卖各种金融工具的银行。◇ *New financial instruments, such as credit derivatives, are continually being created.* 新的金融工具正不断被创造出来，如信用衍生产品。 SYN INSTRUMENT

**fi,nancial inter'mediary** *noun* [C]
(*Finance*) a financial organization such as a bank that holds money from lenders in order to make loans to borrowers 金融中间人，金融中介（在资金供求者之间起桥梁作用的金融机构，如银行）: *banks and non-bank financial intermediaries* 银行金融中介和非银行金融中介

**fi,nancial 'market** (*also* **'market**) *noun* [C]
(*Finance*) the activity of buying and selling shares, bonds, currencies, etc.; the organized structure for doing this or the place where it happens 金融市场: *Brazil's financial markets* 巴西的金融市场 ◇ *a single financial market for Europe* 单一的欧洲金融市场 ◇ *Financial markets reacted positively to the cut in interest rates.* 金融市场对利率的下调反应积极。◇ *They offered their shares to be traded on the financial market.* 他们提供股票在金融市场上交易。

**fi,nancial 'ratio** (*also* **ac'counting ,ratio**) *noun* [C]
(*Accounting*) the result of comparing two figures that describe a company's financial state, for example its share price and the amount of profit each shareholder can claim, used by managers or investors to decide how well a company is

performing 财务比率（该比率是从比较两个数字（例如，股价和每股盈利）而得出，用以描述一家公司的财务状况。经理和投资者则利用这比率来衡量一家公司的业绩表现）：*Smaller companies can offer greater value in terms of key financial ratios, such as price-earnings.* 就主要的财务比率而言，如价格—收益率，规模较小的公司可以提供更大的价值。

**fi,nancial re'porting** *noun* [U]
(*Accounting*) the act of giving investors and authorities regular financial information about a company's profits, debts, assets, etc. 财务报告：*good/inaccurate/fraudulent financial reporting* 良好的 / 不准确的 / 虚假的财务报告 ◇ *Auditors have a critical role in the financial reporting process.* 审计师在财务报告过程中负有重要责任。◇ *financial reporting rules/standards* 财务报告规则 / 标准

**fi,nancial re'sults** = RESULTS (1)

**fi,nancial 'services** *noun* [pl.]
(*Finance*) the business of dealing with money for people or providing advice about money and investments 金融服务：*They offer a broad range of financial services, from credit cards to travel insurance.* 他们提供一系列从信用卡到旅游保险种类繁多的金融服务。◇ *The economy is heavily dependent on financial services.* 该经济体严重依赖于金融服务。◇ *the financial services industry/market/sector* 金融服务行业 / 市场 / 部门

**the Fi,nancial 'Services Au,thority** *noun* [sing.] (*abbr* **FSA**)
in the UK, the public organization that controls companies that provide financial services, for example insurance companies and banks 英国金融服务管理局

**★fi,nancial 'statement** *noun* [C, usually pl.]
(*Accounting*) a document that a company, etc. must prepare regularly, showing its financial performance during a particular period of time. It usually includes the PROFIT AND LOSS ACCOUNT, the BALANCE SHEET and other information 财务报表（公司等定期编制、反映其一定时期内财务状况的报表，通常包括损益表和资产负债表等）：*The trust is required to publish audited financial statements by April 30.* 这家信托机构被要求公布其截至4月30日经审计的财务报表。◇ *The auditors refused to sign off the financial statements.* 这些审计人员拒绝签署财务报表。
● *to **prepare/publish** financial statements* 编制 / 公布财务报表 • *to **file/submit** financial statements* 送交 / 提交财务报表 • *to **approve/certify/sign/sign off** financial statements* 批准 / 证明 / 签署 / 签字认可财务报表 • ***annual/half-year/quarterly/year-end** financial statements* 年度 / 半年度 / 季度 / 年终财务报表

**fi,nancial 'structure** = CAPITAL STRUCTURE

**fi,nancial 'supermarket** *noun* [C]
(used in newspapers) a bank or company that provides many kinds of financial services, such as loans, insurance policies, investments, etc. （用于报章）金融超市（提供贷款、保险、投资等多种金融服务的银行或公司）：*The bank aims to become a financial supermarket, with divisions operating in insurance and share trading.* 这家银行的目标是成为拥有保险和股票交易部门的金融超市。

**fi,nancial 'year** (*BrE*) (*also* **,fiscal 'year**, *AmE, BrE*) *noun* [C] (*abbr* **FY**)
(*Accounting*) a period of twelve months that a company chooses as the time over which it will complete a full set of financial records 会计年度；财政年度：*They forecast sales of ¥1.5 billion for the current financial year, ending 30 June.* 他们预测截至6月30日，本财政年度的销售额为15亿日元。◇ *the 2006/2007 financial year* (= for example, that starts on 1 April 2006 and ends on 31 March 2007) * 2006 / 2007财政年度 ◇ *the first/second half of the financial year* 财政年度之上半年 / 下半年 → TAX YEAR

**financier** /fɑɪ'nænsiə(r); fə-; *AmE* ˌfɪnən'sɪr/ *noun* [C]
(*Finance*) a person who is an expert in financial matters and who lends money to businesses or manages large amounts of money for a business 金融家；理财家：*George Soros, the billionaire financier* 亿万金融大亨乔治·索罗斯 ◇ *The financiers will have to struggle to make the firm's books balance.* 这些财务专家得花很大力气才能使该公司的账目平衡。→ CORPORATE FINANCIER at CORPORATE FINANCE See note at FINANCE

**★financing** /'fɑmænsɪŋ; fɑɪ'nænsɪŋ; fə'nænsɪŋ/ *noun* [U]
SEE ALSO: **creative financing, debtor-in-possession ~, deficit ~, early-stage ~, first-round ~, self-~, takeout ~**
(*Finance*) money that is made available to sb/sth in order to buy sth or run a business or activity; the process of obtaining this money or making it available 筹措资金；融通资金：*We need to secure additional financing for the project.* 我们需要为此项目筹措到更多的资金。◇ *They will provide $120 million in financing to help the firm reduce its debt.* 他们将提供1.2亿元的融资以帮助公司减少债务。◇ *This firm has shown a preference for debt over equity financing* (= it prefers to borrow money rather than sell shares). 这家公司更乐于进行债务融资，而非股本融资（宁可借钱而不出售股份）。◇ *Car manufacturers have been offering cheap financing deals* (= with a low rate of interest) *to attract customers.* 汽车制造商一直以提供低利率贷款购车的方式来吸引顾客。See note at FINANCE
● *to **get/raise/secure** financing* 得到 / 筹集 / 获取融资 • *to **arrange/offer/provide** financing* 安排 / 提出 / 提供融资 • ***long-term/short-term** financing* 长期 / 短期融资 • ***bank/bond/debt/equity** financing* 银行 / 债券 / 债务 / 股本融资 • *a financing **arrangement/deal/facility/package*** 融资安排 / 交易 / 贷款 / 方案 • *a financing **plan/strategy*** 融资计划 / 战略 • *financing **charges/costs*** 融资费用 / 成本

**find** /fɑmd/ *verb* (**found, found** /fɑʊnd/)
**1** [+ obj] to have sth available so that you can use it 现有（可用）：*How are we going to find €1 million for the new equipment?* 我们哪有100万欧元买新设备呢？◇ *They have not yet found the financial backing they need.* 他们还未找到他们所需的资助。
**2** (*Law*) [+ obj *or* no obj] to make a particular decision in a court 判决；裁决：*The jury found*

*him guilty of fraud.* 陪审团裁定他欺诈罪名成立。 ◇ *The court found for* (= supported the claims of) *the plaintiff.* 法庭作出了支持原告的裁决。 → HOLD *verb* (9)

● *to find against/for/in favour of sb* 裁决对某人不利 / 有利

**finding** /'faɪndɪŋ/ *noun*

SEE ALSO: **fault-finding**

**1** [C, usually pl.] information that is discovered as the result of research into sth 调查发现；调研结果：*What were the main findings from the survey?* 主要的调查结果是什么？ ◇ *The committee will issue its initial findings tomorrow.* 委员会将在明天发表其最初的调查结果。

● *to issue/present/publish/release/report findings* 发表 / 呈送 / 公开 / 公布 / 报告调查结果 • *initial/preliminary findings* 最初的 / 初步的调查结果

**2** (*Law*) [C] a decision made by a court, etc. concerning a dispute（有关争议的）判决，裁决：*They reached a finding of professional misconduct.* 他们作出了违反职业操守的裁决。

● *to make/reach a finding* 进行 / 作出判决 • *to overturn/uphold a finding* 撤销 / 维持判决 • *a finding against/in favour of sb/sth* 不利于 / 有利于某人 / 某事的判决

**fine** /faɪn/ *noun, verb*

• ***noun*** [C]

an amount of money that must be paid as punishment for breaking a law or rule 罚款；罚金：*a parking fine* 违规停车罚款 ◇ *Offenders will be liable to a heavy fine* (= one that costs a lot of money). 违者须支付高额罚款。 ◇ *The firm has been ordered to pay a fine of $7.5 million for misleading customers.* 公司因误导客户已被责令支付750万元的罚款。

● *to impose/levy a fine* 处以 / 征收罚金 • *to avoid/be liable to/face/pay a fine* 避免 / 被处以 / 面临 / 支付罚款 • *a heavy/hefty/large/an unlimited fine* 巨额 / 大笔 / 高额 / 无限制罚款

• ***verb*** [+ obj]

to make sb pay money as an official punishment（对某人）处以罚款：*The five banks were fined $100 000 for fixing prices.* 这五家银行因价格垄断而被罚款10万元。 ◇ *He was fined heavily for insider trading.* 他因内幕交易而被处以大笔罚款。

**the 'fine print** = SMALL PRINT

**,fine-'tune** *verb* [+ obj]

to make very small changes to sth so that it is as good as it can possibly be 对…微调：*We need to fine-tune the marketing concept.* 我们需要对营销理念进行微调。 ▸ **,fine-'tuning** *noun* [U]：*The system is set up but it needs some fine-tuning.* 系统已装配好，但需要做些微调。

**finish** /'fɪnɪʃ/ *verb, noun*

• ***verb*** [+ obj *or* no obj]

to be at a particular price or level at the end of a period of trading on a stock exchange 以…收盘：*The Nikkei stock average finished 2% higher yesterday.* 日经平均指数收盘比昨天高出2%。 ◇ *China Telecom* (= its share price) *finished the morning session at HK$1.45.* 中国电信的股价在早市以1.45港元收盘。 SYN CLOSE

• ***noun***

**1** [sing.] the end of a period of trading on a stock exchange; the level of share prices, etc. at this time 收盘；收盘价：*At London's finish, the Dow Jones was down 0.8 per cent.* 伦敦证券交易所收盘时，道琼斯工业指数下跌了0.8%。 ◇ *The share price rose to $1.94 from a finish of $1.81 yesterday.* 股价从昨天收盘时的1.81元上升到了1.94元。 SYN CLOSE

**2** [C] the final details that are added to sth to make it complete 最后的精细加工：*The packaging gives the product a stylish finish.* 包装最后显出了产品的别致。

**finished** /'fɪnɪʃt/ *adjective* [usually before noun]

SEE ALSO: **semi-finished**

(about a product) that has been put together from different parts or materials and is fully completed（产品）制成的，完成的：*Manufacturers are trying to lower their stocks of finished goods.* 制造商正设法减少其库存的成品。 ◇ *transforming raw materials into finished products* 将原材料变为成品

**,finite ca'pacity ,scheduling** *noun* [U]

(*Production*) the process, using computer software, that organizes tasks in a production process so that the best and most efficient way of producing what is needed at the right time is achieved using the available resources 有限能力计划（使用计算机软件安排生产，旨在利用现有资源按照最佳且最有效的方式进行生产）

**★fire** /'faɪə(r)/ *verb* [+ obj]

(*HR*) to force sb to leave their job 解雇；开除：*'You're fired!'* "你被解雇了！" ◇ *She got fired from her first job for always being late.* 她干第一份工作时因为总是迟到而被解雇了。 ◇ *Who is responsible for hiring and firing staff?* 谁负责招聘和解雇员工呢？ SYN SACK See note at DISMISS

PHR V **,fire a'way** (*usually used in spoken English* 通常用于口语英语, *informal*) used to tell sb to begin to speak or ask a question（让人）开始说，开始问：*'Can I ask you a question?' 'Fire away!'* "我能问你一个问题吗？" "那就问吧！" **,fire sth 'off 1** to write or say sth to sb very quickly, often when you are angry（常指愤怒地）奋笔疾书，连珠炮似地说：*He fired off a letter of complaint.* 他奋笔写了一封投诉信。 **2** if you **fire off** an email, you send it 发送（电子邮件） **,fire sth 'up** (*informal*) to start a machine, piece of equipment, computer program, etc. 发动（机器）；启动（设备、程序等）：*Let me just fire up my laptop.* 让我来启动笔记本电脑吧。

**'fire a,larm** *noun* [C]

a bell or other device that gives people warning of a fire in a building 火警钟；火警报警器：*to set off the fire alarm* 拉响火警报警器

**'fire cer,tificate** *noun* [C]

a legal document that shows that a building meets the official standards for keeping workers safe in case of fire and gives details of safety measures, ways of escape, etc. 消防证书：*to apply for a fire certificate* 申请消防证书

**'fire door** *noun* [C]

a heavy door that is used to prevent a fire from spreading in a building（建筑物内的）防火安全门

**'fire drill** (*BrE also* **'fire ,practice**) *noun* [C,U] a practice of what people must do in order to escape safely from a fire in a building 消防演习

**'fire es,cape** *noun* [C] metal stairs, etc. on the outside of a building, which people can use to escape from a fire （建筑物外用以逃离火场的）太平梯

**'fire ex,tinguisher** (*also* **ex'tinguisher**) *noun* [C] a metal container with water or chemicals inside for putting out small fires 灭火器

**firefighting** /'faɪəfaɪtɪŋ; *AmE* 'faɪərf-/ *noun* [U] the activity of dealing with problems in a company or an organization as they happen 处理问题: *Most of the CEOs were focused on daily firefighting rather than strategy.* 大多数首席执行官的精力集中于处理日常事务而不是作决策。

**'fire in,surance** *noun* [U] insurance that pays for goods, vehicles, etc. that are damaged by fire 火灾保险

**'fire ,marshal** = FIRE SAFETY OFFICER

**firepower** /'faɪəpaʊə(r); *AmE* 'faɪərp-/ *noun* [U] the amount of money, power or influence that an organization has available （机构现有的）财力，影响力: *The company has enormous financial firepower.* 这家公司财力雄厚。◇ *The merger will give us more firepower to compete with our bigger rivals.* 合并将给我们提供与更大的竞争对手竞争的实力。

**'fire ,practice** = FIRE DRILL

**'fire safety ,officer** (*also* **'fire ,marshal**) *noun* [C] an employee in an organization who is responsible for equipment, activities, etc. to keep places of work and workers safe in case of fire 消防安全主任

**'fire sale** *noun* [C]
**1** an occasion when a company sells goods cheaply because they have been damaged in a fire 火灾后大甩卖
**2** a situation in which a company sells its machinery, parts of its business, etc. cheaply because it needs money quickly （因急需用钱而）减价出售: *The store may be forced to conduct a fire sale in order to stay alive.* 这家商店可能会为了维持生存而被迫廉价出售其商品。◇ *selling key assets at fire-sale prices* 廉价出售重要资产

**firewall** /'faɪəwɔːl; *AmE* 'faɪərw-/ *noun* [C, usually sing.]
**1** (*IT*) a part of a computer system that is designed to prevent people from getting at information without authority but still allows them to receive information that is sent to them 防火墙（防止窃取信息的计算机系统）: *firewall programs/software* 防火墙程序 / 软件 ◇ *The program sits behind a firewall, and cannot be accessed by Internet users directly.* 这个程序位于防火墙后面，互联网用户无法直接访问。
➕ *to* **build/install** *a firewall* 设立 / 安装防火墙
**2** (*Stock Exchange*) = CHINESE WALL

**'firing line** *noun*
IDM **be in the 'firing line** (*BrE*) (*AmE* **be on the 'firing line**) to be in a position where people can criticize or blame you 处于易受批评（或责备）的地位: *The employment secretary found himself in the firing line over recent job cuts.* 就业事务大臣因近期的职位削减而备受责难。→ idiom at LINE *noun*

**★firm** /fɜːm; *AmE* fɜːrm/ *noun, adjective, verb*
• ***noun*** [C]
SEE ALSO: **search firm**
a business or company, especially one that provides a professional service 商号; 商行; 公司: *an accounting/engineering/investment firm* 会计师事务所; 工程公司; 投资公司 ◇ *a law firm* 律师事务所 ◇ *She hired a firm of management consultants to study the problems.* 她聘请了一家管理顾问公司来研究这些问题。◇ *The firm was founded in 1996.* 这家公司成立于1996年。◇ *new tax breaks for small firms* 针对小企业的减税新政
See note at BUSINESS
➕ *to* **create/found/set up/start** (**up**) *a firm* 创建 / 成立 / 设立 / 建立公司 • *to* **manage/run** *a firm* 管理 / 经营公司 • *to* **close** (**down**)/**shut** (**down**) *a firm* 关闭公司
• ***adjective***
**1** (*not used in the form* **firmer, firmest** 不用firmer、firmest的形式) that cannot be changed after it has been decided or agreed 不能更改的; 确定的; 不可撤销的: *The airline has placed firm orders for 10 new planes.* 这家航空公司已确认订购10架新飞机。◇ *We need a firm date for delivery.* 我们需要知道交货的确切日期。
➕ *a firm* **bid/date/offer/order** 递实盘; 确定的日期; 实盘; 确认的订单 • *a firm* **agreement/commitment/decision/promise** 不能撤销的协议 / 承诺; 不可更改的决定; 坚决的保证
**2** (**firmer, firmest**) at a good or high price or level; steady （价格）坚挺的，稳定的: *The pound remained firm* ***against*** (= compared to) *the dollar.* 英镑对美元保持坚挺。◇ *Shares in oil companies were firmer.* 石油公司的股价较为稳定。 OPP SOFT
• ***verb*** [no obj]
(about shares, prices, etc.) to become steady or rise steadily （股票、价格等）坚挺，稳步上涨: *Philips' shares firmed 5.8 per cent to €18.19.* 飞利浦公司的股票稳步上涨5.8%，升至18.19欧元。◇ *The Canadian dollar firmed* ***against*** (= compared to) *the US currency today.* 今天加元对美元有所升值。
▶ **'firmness** *noun* [U]: *the recent firmness in share prices* 最近股价的走稳
PHR V **,firm 'up** to become stronger or more stable 加强; 进一步稳定: *Prices are firming up.* 价格正平稳上升。◇ *Sales growth needs to firm up before we expand further.* 在我们进一步扩张之前，销售量需保持稳定增长。 **,firm 'up sth** to make sth stronger, more stable or fixed 使强壮; 使稳定; 使落实: *The company has not yet firmed up its plans for expansion.* 公司的扩张计划尚未敲定。◇ *The precise details still have to be firmed up.* 确切的细节还有待落实。

**firmware** /'fɜːmweə(r); *AmE* 'fɜːrmwer/ *noun* [U] (*IT*) a type of software that is stored in such a way that it cannot be changed or lost 固件; 固化软件: *downloading a firmware upgrade* 下载固件升级 ◇ *mobile phone/cellphone firmware* 移动电话固件

**,first 'class** *noun, adverb*
• ***noun*** [U]
**1** the best and most expensive seats or accommodation on a train, ship, etc. 头等座位

（或车厢、舱等）：*You can upgrade to first class for €50.* 你花50欧元就能升到头等舱。◇ *first-class travel* 乘头等舱旅行 → BUSINESS CLASS

**2** in the UK, the class of mail that is delivered most quickly 第一类邮件（在英国投递得最快的邮件）：*First class costs more.* 第一类邮件的邮资较高。◇ *A book of first-class stamps, please.* 请来一本快信邮票。

**3** in the US, the class of mail that is used for letters and cards 第一类邮件（在美国用于投递信件和明信片）

• ***adverb***

**1** using the best and most expensive seats or accommodation in a train, ship, etc. 坐头等座位（或车厢、舱等）：*to travel first class* 坐头等舱旅行

**2** by the quickest form of mail 按最快投递邮件：*Orders within the UK are sent first class.* 英国境内的订单都用最快投递邮件寄出。

**first 'cost** = PRIME COST

**first-gene'ration** *adjective* [only before noun] used to describe the first type of a machine to be developed（研制的机器的）第一代：*the first-generation personal computers* 第一代个人计算机 → SECOND-GENERATION, THIRD-GENERATION

**first 'half** *noun* [C, usually sing.]

**1** (*Accounting*) (*also* **fiscal first 'half**, *especially in AmE*) the first six months of a company's FINANCIAL YEAR 上半年（公司财政年度的前六个月）：*The company had a good first half.* 公司上半年运转情况良好。◇ *First-half profits were up 21 per cent compared with the same period last year.* 今年上半年的利润与去年同期相比增长了21%。

**2** the period of six months between 1 January and 30 June 上半年（1月1日至6月30日）：*Exports to Asia rose steeply in the first half of the year.* 今年上半年出口到亚洲的货物急剧增加。→ SECOND HALF

**first 'in, first 'out** *phrase*

**1** (*Production*) (*abbr* **FIFO**) a method of STOCK CONTROL in which the first goods or raw materials bought or produced are the first ones used or sold 先进先出法（存货控制方法，先购买或生产的产品或原材料先使用或出售）

**2** (*Accounting*) (*abbr* **FIFO**) a method of valuing supplies of goods or units of raw materials based on the idea that the first goods bought or produced are the first ones used or sold. The value of goods left at the end of the year is based on the most recent prices. 先进先出法（产品或原材料的估价方法，先购买或生产的先行使用或出售，年末存货额按市价计算）

**3** (*HR*) used, for example in a situation when people are losing their jobs, to say that the first people to be employed will be the first to go 先进先出（如先受聘者先遭解雇）

**4** (*IT*) used to describe a system where the data that is received first is the first to be processed 先进先出（先收到的数据先处理的系统）→ LAST IN, FIRST OUT

**first-line 'manager** *noun* [C]
(*HR*) the lowest level of manager in an organization 第一线管理人员 → SUPERVISORY MANAGEMENT

**first 'mover** *noun* [C]
(*Marketing*) a business that is the first to offer a new product or service or to use a new technology 先行者（最先提供新产品、新服务或使用新技术的企业）：*In new industries, such as the Internet, the first movers have a great advantage over new entrants.* 在互联网这样的新兴产业中，先进入市场者比后进入者拥有巨大的优势。◇ *We have first-mover* ***advantage*** *in this market.* 我们在这个市场有先发优势。

**first order of 'business** *noun* [C]
the most important task that sb must deal with 最重要的工作（或任务）：*His first order of business was making the company solvent.* 他的第一要务就是使公司具备偿债能力。

**first re'fusal** = RIGHT OF FIRST REFUSAL

**first-round 'financing** *noun* [U]
(*Finance*) the first investment in a young company that is made by investors who are not closely connected with the company or its managers, to help the company develop manufacturing, marketing and selling 第一轮融资（初创企业获得的第一笔投资，来自与其或其管理者无密切联系的投资者，目的是帮助该公司发展生产、营销和销售）→ EARLY-STAGE FINANCING

**first 'section** *noun* [sing.]
the part of the Tokyo Stock Exchange on which the shares of the largest and most successful companies are traded 一部（东京证券交易所中的两大类股票之一）：*first-section shares/stocks* 一部股票 / 证券 → BLUE CHIP, SECOND SECTION

**first 'tier** *noun* [C]
the first level of sth or the top level of sth 第一级；最高层：*the first tier of local government* 最高层地方政府 ◇ *first-tier companies/stock* (= the biggest, most important companies) 第一流的公司 / 股票

**first-tier sup'plier** *noun* [C]
(*Production*) a company that is responsible for delivering raw materials or goods directly to the customer's factory 一级供应商（直接提供原材料或产品的公司）→ SECOND-TIER SUPPLIER

**first-'time** *adjective* [only before noun]
doing or experiencing sth for the first time 第一次的；首次的：*a computer program designed for first-time users* 为首次使用者设计的计算机程序 ◇ *First-time buyers are finding it increasingly difficult to get into the housing market.* 首次购房者感到涉足房产市场越来越难。

**★fiscal** /'fiskl/ *adjective, noun*

• ***adjective***

**1** (*Economics*) connected with government or public money, especially taxes 国库的；财政的：*a package of fiscal reforms* 一揽子财政改革 ◇ *The fiscal deficit is running at 7 per cent of GDP.* 财政赤字占国内生产总值的7%。◇ *The government must impose fiscal discipline and reduce spending.* 政府必须执行财政纪律并减少支出。→ FISCAL POLICY

⊕ *fiscal* ***austerity/discipline/prudence/restraint*** 财政紧张 / 纪律；审慎理财；财政控制 • *fiscal* ***loosening/tightening*** 财政宽松 / 收紧 • *a fiscal* ***deficit/surplus*** 财政赤字 / 盈余

**2** (*Finance*) (*especially AmE*) connected with financial matters 财务的: *More and more companies are facing a fiscal crisis.* 越来越多的公司正面临财务危机。
**3** (*Accounting*) (*especially AmE*) connected with the period of twelve months over which a government or a company prepares a full set of financial records, or part of this period 财政年度的; 会计年度的: *Orders in the company's fiscal third quarter dropped by 12%.* 公司第三财政季度的订单减少了12%。
▸ **fiscally** /'fɪskəli/ *adverb*
(*Economics*) *The government has become more fiscally responsible.* 政府在财政上更负责任了。◇ *fiscally conservative/prudent* 财政上保守 / 谨慎
• *noun* [C] **fiscal 2006, 2007, etc.** (*AmE*) (*Accounting*) = FISCAL YEAR: *Fiscal 2006 is likely to be our best year ever.* * 2006财政年度很可能是我们最好的一年。

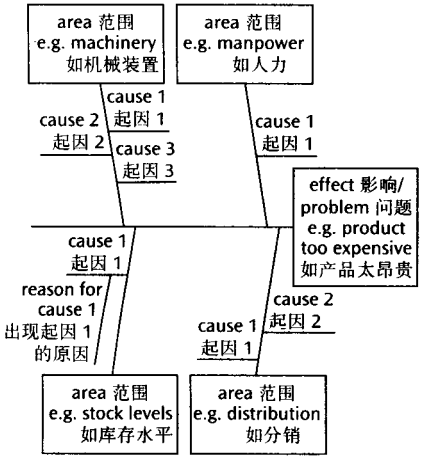
**ˌfiscal 'drag** *noun* [U]
(*Economics*) a situation in which a government takes an increasing proportion of people's wages in income tax because it does not increase the levels of income at which tax is charged at the same rate as INFLATION 财政拖累（由通货膨胀引起的虽未改变税率却增加的税收负担）→ BRACKET CREEP

**ˌfiscal 'first 'half** = FIRST HALF (1)

**ˌfiscal 'policy** *noun* [C,U]
(*Economics*) the way in which a government charges taxes or spends money in order to manage the economy 财政政策: *Loose fiscal policy* (= low taxes and/or high government spending) *could lead to high inflation.* 宽松的财政政策可能导致高通胀。→ MONETARY POLICY
✪ ***loose/tight** fiscal policy* 宽松的 / 从紧的财政政策 • *to **loosen/tighten** fiscal policy* 放松 / 收紧财政政策

**ˌfiscal 'second 'half** = SECOND HALF

**fishbone diagram** 鱼骨图




**ˌfiscal 'year** (*abbr* **FY**) (*AmE also* **fiscal 2006, 2007, etc.**) *noun* [C]
**1** (*Accounting*) (*especially AmE*) = FINANCIAL YEAR
**2** (*Economics*) the period of twelve months over which a government prepares a full set of financial records 财政年度: *Parliament has approved the budget for the 2006-07 fiscal year.* 国会已批准2006-2007财政年度的预算。 **NOTE** In the UK, the **fiscal year** runs from 6 April of one year to 5 April of the next. In the US it runs from 1 October to 30 September. 英国的财政年度是从本年的4月6日至下一年的4月5日。美国的财政年度是从本年的10月1日至下一年的9月30日。

**'fishbone ˌdiagram** (*also* **ˌcause and ef'fect ˌdiagram, ˌIshi'kawa ˌdiagram**) *noun* [C]
a diagram that is used to analyse the different causes of a particular effect or problem 鱼骨图; 因果图

**fishery** /'fɪʃəri/ *noun* (*plural* **fisheries**)
**1** [C] a part of the sea or a river where fish are caught in large quantities 渔场: *a herring/tuna fishery* 鲱鱼 / 金枪鱼渔场 ◇ *The oil spill is threatening one of Spain's richest fisheries.* 石油泄漏事故正威胁着西班牙最富有的渔场之一。
**2** [C] = FISH FARM
**3** [U; pl.] the business or industry of catching fish 捕渔业: *EU fishery ministers* 欧盟各国渔业部长 ◇ *the North Atlantic Fisheries College* 北大西洋渔业学院

**'fish farm** (*also* **'fishery**) *noun* [C]
a place where fish are bred as a business 养鱼场

**fit** /fɪt/ *verb, noun, adjective*
• ***verb*** (**fitting, fitted, fitted**) (*AmE usually* **fitting, fit, fit** *except in the passive*)
**1** [+ obj] (*often* **be fitted**) to put or fix sth somewhere 安置, 安装（在某处）: *Several expensive features are fitted as standard on these vehicles.* 一些昂贵的配置被作为标准配置安装在这些汽车上。
**2** [+ obj *or* no obj] (*used with an adverb or a preposition* 与副词或介词连用) to put or join sth in the right place 合上; 盖上; 组合; 组装: *The parts must be machined accurately in order to fit together properly.* 零部件必须精确加工以便正确组装。
**3** [+ obj *or* no obj] (*not used in the continuous tenses* 不用于进行时) to agree with, match or be suitable for sth（使）与…一致, 和…相称, 符合: *choosing software that fits your company's needs* 选择符合贵公司需要的软件 ◇ *Expanding into new areas doesn't fit with our plans.* 向新的领域扩张并不符合我们的计划。→ FIT IN (WITH SB/STH)
**4** [+ obj] (*especially BrE*) to make sb/sth suitable for a particular job 使适合, 使胜任（某工作）: *His experience fitted him perfectly **for** the job.* 他的经验使他完全胜任这个工作。◇ *His experience fitted him **to do** the job.* 他的经验使他适合从事这项工作。→ idiom at SIZE *noun*
PHR V **ˌfit sb/sth 'in; ˌfit sb/sth 'in/'into sth** to find time to see sb or to do sth 找到时间（见某人或做某事）: *I'll try and fit you in after lunch.* 我尽量在午饭后抽时间见你一面。 **ˌfit 'in (with sb/sth)** **1** to work in an easy and natural way with sb/sth 与…合得来; 适应: *We tried to decide how well each candidate would fit in.* 我们试着给每位

求职者找到最适合的职位。 **2** to agree with, match or be suitable for sth（使）与…一致，和…相称，符合：*It was a nice offer but it didn't fit in with our main business.* 这是一个好提议，但它与我们的主业不符。→ FIT *verb* (3) ,**fit sb/sth 'out/'up (with sth)** to supply sb/sth with all the equipment, clothes, etc. that they need 向…提供所需的东西（如设备、衣服等）：*The cost of fitting out the coffee shop was nearly $200 000.* 咖啡店的装修成本将近20万元。

• ***noun*** [C, usually sing., U]

SEE ALSO: **strategic fit**

the way in which things or people match each other or are suitable for each other 匹配；相配：*We need to work out the best fit **between** the staff needed and the people available.* 我们需要找出所需人员与现有人员之间的最佳搭配。◇*These brands are an excellent fit **with** our core business.* 这些品牌与我们的核心业务相当匹配。◇*She is a good fit **for** the job.* 她非常胜任这项工作。◇*She and the company make a good fit.* 她和公司相得益彰。

IDM **by/in ,fits and 'starts** frequently starting and stopping again; not continuously 一阵一阵地；间歇地：*Economic recovery is proceeding in fits and starts.* 经济复苏忽快忽慢。

• ***adjective*** **(fitter, fittest)**

**1** healthy and strong 健康的；健壮的：*The government aims to make British industry **leaner and fitter*** (= employing fewer people and with lower costs). 政府旨在使英国的工业更加精简（雇的人更少，成本更低）。

**fitness** /'fɪtnəs/ *noun* [U]

**1** the state of being physically healthy and strong 健康；健壮：*They operate a chain of fitness clubs.* 他们经营连锁健身俱乐部。◇*the health and fitness sector/industry* 卫生与健康部门／行业◇*We need to ensure the company's financial fitness.* 我们需要确保公司的财务状况处于最佳状态。

**2** the state of being suitable or good enough for sth 适合（某事物或做某事）：*There were doubts about her fitness for the position.* 她是否称职还有疑问。

**fitter** /'fɪtə(r)/ *noun* [C]

**1** a person whose job is to put together or repair equipment 装配工；钳工；修理工：*a pipe/gas fitter* 管道／煤气装修工

**2** a person whose job is to cut and fit clothes or carpets, etc. 试衣裁缝；试样裁缝；地毯安装工：*carpet fitters* 地毯安装工

**,five 'nines** *noun* [U]

(*IT*) 99.999 per cent, which is the percentage of the time that some computer systems are expected to work properly 五个九（即99.999%，某些计算机系统预计的正常工作时间）：*Most telephone companies are able to offer the five nines—or 99.999% reliability.* 大部分电话公司能够提供“五个九”或者说99.999%的可靠性。◇*a server with five nines availability* 具有“五个九”可靠性的服务器

**★fix** /fɪks/ *verb, noun*

• ***verb***

**1** [+ obj] to decide on a date, a time, an amount, etc. for sth 确定，决定（日期、时间、数量等）：*Has the date of the next meeting been fixed?* 下次会议的日期确定了吗？◇*Interest on the loan is fixed **at** 4.5% **for** the first three years* (= will not change during that time). * 4.5%的贷款利率在头三年固定不变。 SYN SET See note at ARRANGE

**2** [+ obj] **fix sth (up)** to arrange or organize sth 安排；组织：*I'll fix up a meeting with the supplier.* 我会安排与供应商开一次会议。◇*How are you fixed* (= do you have any plans) *for Thursday?* 星期四你有什么安排的？

**3** [+ obj] to repair or correct sth 修理；校准：*Our engineers are trying to fix the problem.* 我们的工程师正设法解决这个问题。

**4** (*Economics*) [+ obj] **fix prices** to decide with other businesses that you will sell particular goods or services at the same prices and not compete with each other. This is illegal in many countries 操纵（价格）：*The companies were fined over $20 million for fixing toy prices.* 这些公司因为操纵玩具价格而被罚款2 000多万元。→ PRICE-FIXING

**5** (*Finance*) [+ obj *or* no obj] (*usually* **be fixed**) to decide on the official price of sth, especially gold, at a particular time of the day, based on supply and demand 确定（黄金）定盘价：*Gold was fixed at $318.70 an ounce on Wednesday afternoon in London.* 周三下午伦敦的黄金定盘价为每盎司318.70美元。→ FIXING

• ***noun*** [C]

**1** (*informal*) a solution to a problem, especially an easy or temporary one（尤指简单或暂时的）解决方法：*There is no **quick fix** for the steel industry.* 钢铁工业的问题没有快速的解决方法。

**2** (*IT*) a small computer program that is used to repair a problem with a larger piece of software 修复程序：*a bug fix* 漏洞修复◇*You can download a temporary fix from their website.* 你可以从他们的网站上下载一个临时修复程序。

**3** (*Finance*) the official price of sth, especially gold, at a particular time of the day, based on supply and demand; the process of deciding this price（黄金）定盘价：*Gold's lowest fix this week was below $354 per ounce.* 本周黄金的最低定盘价低于每盎司354美元。→ FIXING

**fixed** /fɪkst/ *adjective*

staying the same; not changing or able to be changed 固定的；不变的；不能变的：*fixed prices* 固定价格◇*a fixed rate of interest* 固定利率◇*The money has been invested for a fixed period.* 这笔钱已作定期投资。◇*You can either pay a fixed monthly fee or per minute.* 你可以按月支付一笔固定的费用，也可以按分钟付费。

**,fixed 'asset** = CAPITAL ASSET

**,fixed 'capital** *noun* [U]

(*Accounting*) money that a company has invested in its buildings, machinery, etc. (**capital assets**) 固定资本

**,fixed 'cost** (*also* **,fixed ex'pense**) *noun* [C, usually pl.]

(*Accounting*) an amount of money used to run a business that remains the same whatever quantity of goods is produced 固定成本：*Rent is a fixed cost.* 租金是固定成本。◇*They are used to buying goods from the Far East, where the fixed costs are much lower.* 他们习惯于从固定成本低得多的远东地区购买货物。→ VARIABLE COST —Picture at COST

**,fixed 'currency** *noun* [C]
(*Economics*) a currency whose value is fixed compared to sth else, especially units of another currency 固定通货

**,fixed de'posit** *noun* [C,U]
an arrangement where you leave an amount of money in a bank account for a particular period of time or longer in order to get a better rate of interest 定期存款: *a fixed-deposit account* 定期存款账户

**,fixed ex'pense** = FIXED COST

**,fixed 'income** *noun* [C,U]
(*Finance*)
**1** money that sb receives from an investment or a pension that does not change or increase 固定收入（来自定息投资或养老金的收入）: *retired people living on fixed incomes* 靠固定收入生活的退休人员 ◇ *fixed-income investments/securities* 固定收益投资 / 证券
**2** investments that offer an income that does not change over a period of time 固定收益类投资: *They invest about $18 billion in fixed income.* 他们在固定收益类产品投资了大约180亿元。◇ *fixed-income trading* 固定收益交易

**,fixed-interest se'curity** *noun* [C, usually pl.]
(*Finance*) an investment that pays you agreed regular amounts of income that do not change 定息债券；定息证券: *Many investors have switched from shares to fixed-interest securities, such as government bonds.* 许多投资者已从股票投资转投定息债券，如政府债券。

**,fixed in'vestment** *noun* [U,C]
(*Economics*) money that a business invests in machinery, buildings, vehicles, etc. that will be used over a long period of time (**capital equipment**) 固定资产投资

**,fixed 'line** (*also* **'landline**) *noun* [C]
a series of wires carried on poles or under the ground that joins a home, an office, etc. to a telephone network 固定线路: *Many of their customers have switched from fixed lines to mobile phones.* 他们的许多顾客已从固定电话转用移动电话。◇ *Calls to fixed-line phones are charged at 12¢ a minute.* 打给固定电话的收费为每分钟12分。

**,fixed 'network** *noun* [C]
(*IT*) a series of wires and devices that permanently joins together telephones, computers, etc. that are in different places 固定网络；固网

**,fixed 'parity** *noun* [C,U]
(*Economics*) a fixed price at which a unit of a currency can be bought; a system in which there is a fixed relationship between the value of two currencies 固定平价；固定比价: *The US dollar was convertible to gold at a fixed parity.* 美元当时可按固定比价兑换为黄金。◇ *The currency has fixed parity against the euro.* 这种货币对欧元有固定比价。

**,fixed 'phone** = FIXED TELEPHONE

**,fixed-'price** *adjective* [only before noun]
a **fixed-price** contract, deal, etc. is one in which a particular fee is agreed which does not change even if there is an increase in costs 固定总价的: *Fixed-price contracts can give the manufacturer an unfair share of risks and costs.* 固定总价合同有可能让制造商承担过高的风险和成本。
→ COST-PLUS

**'fixed-rate** *adjective* [only before noun]
charging or paying a particular fixed rate of interest, etc. 固定利率的: *fixed-rate bonds/debt/loans/mortgages* 利率固定的债券 / 债务 / 贷款 / 按揭 → FLOATING RATE

**,fixed 'tax** (*BrE also* **,flat 'tax, pro,portional 'tax**) *noun* [C, usually sing.]
(*Accounting; Economics*) a system in which tax is paid at the same rate, however much you earn or spend 定额税: *an annual fixed tax on vehicle ownership* 对车主征收的定额年税 → PROGRESSIVE, REGRESSIVE

**,fixed 'telephone** (*also* **,fixed 'phone**) *noun* [C]
a telephone that is permanently attached to a network using wires 固定电话 → MOBILE PHONE

**,fixed 'term** *noun* [C]
(*Commerce*) an agreed or limited period of time 定期: *employees taken on for a fixed term* 有固定任期的员工 ◇ *The policy will pay a lump sum at the end of a fixed term.* 保险单到期时保险公司将一次性赔付。◇ *workers employed on **fixed-term contracts** for specific assignments* 为特定工作而以定期雇用合同雇用的工人

**,fixed 'wireless** *noun* [U]
(*IT*) a system or device that does not use wires to connect to other telephones, computers, etc. and is situated in one place, such as a home or an office 固定无线（在家中或办公室等固定位置运行的无线系统或设备）: *Fixed wireless is ideal for people living in remote areas.* 固定无线对生活在偏远地区的人而言是理想的通信方式。◇ *fixed-wireless broadband* (= that allows a fast connection to the Internet) 固定无线宽带

**fixer** /'fɪksə(r)/ *noun* [C]
a person who arranges business deals, especially illegal or dishonest ones（尤指用非法或不正当的手段）代人安排者，代人疏通者，牵线人

**fixing** /'fɪksɪŋ/ *noun* [C]
SEE ALSO: **price-fixing**
(*Finance*) the process of deciding on the official price of sth, especially gold, at a particular time of the day, based on supply and demand 确定（黄金）定盘价: *Gold was $341.50 an ounce at London's afternoon fixing.* 伦敦黄金市场下午的定盘价为每盎司341.50美元。→ FIX *noun* (3)

**flag** /flæg/ *verb, noun*
• ***verb*** (**-gg-**)
**1** [no obj] to become tired, weaker or less enthusiastic 疲乏；虚弱；热情减退: *It's been a long day and I'm starting to flag.* 这一天真漫长，我累得开始打蔫了。◇ *Support for the deal is flagging.* 对这笔买卖的支持正日益减少。◇ *flagging sales/demand/confidence* 日益减少的销售量 / 需求；减弱的信心
**2** [+ obj] to put a special mark next to information, an email, etc. that you think is important 标示（重要处）: *I've flagged the paragraphs that we need to look at in more detail.* 我已经用记号标出了我们需要更仔细考虑的段落。
**3** [+ obj] **flag (up) sth** to announce or draw attention to sth 宣布；引起对…的注意: *The*

*group flagged 15% growth in the first half of the year.* 集团宣布今年上半年的增长率为15%。◇ *We have flagged up various problems with the deal.* 我们已公布了与这笔交易有关的各种问题。

• ***noun*** [C]
a special mark that you put next to information, an email, etc. that you think is important（重要性的）特殊标志

**ˌflag of conˈvenience** *noun* [C]
(*Transport*) a flag of a foreign country that is used by a ship from another country for legal or financial reasons 方便旗（指船由于法律或财务方面的原因挂外国国旗）

**flagship** /ˈflægʃɪp/ *noun* [C, usually sing.]
**1** the most important product, service, building, etc. that an organization owns or produces（某机构的）最重要产品，最佳服务项目，主建筑物，王牌：*They are opening a new flagship store in Madrid.* 他们将在马德里新开一家旗舰店。◇ *The software will continue to be our flagship.* 这款软件仍将是我们的王牌产品。
⊕ *a flagship brand/product/store* 旗舰品牌／产品／商店
**2** the most important company in an industry or economy（某行业或某经济体中）最重要的公司：*They were once the flagship of the chocolate industry.* 他们曾经是巧克力行业中的佼佼者。◇ *UBS, Switzerland's banking flagship* 瑞士联合银行——瑞士银行业巨头
⊕ *a flagship airline/company/fund* 旗舰航空公司／公司／基金

**flame** /fleɪm/ *noun, verb*
• ***noun*** [C]
a rude, offensive or unacceptable message sent by email 火药味电邮（通过电子邮件发送的辱骂信息）：*flames about inexperienced users posting stupid messages* 对于发布愚蠢信息的初级用户发出的火药味电邮
• ***verb*** [+ obj]
to send sb a **flame**; to criticize sb in a **flame** 发送火药味电邮（强烈谴责）：*They flamed him on chat rooms across the Internet.* 他们在互联网聊天室里强烈谴责了他。

**ˈflame mail** *noun* [C,U]
rude, offensive or unacceptable messages sent by email; a message of this type 发送的火药味电邮；火药味电邮：*Some people have been so upset by flame mail that they have left their jobs.* 一些人受不了收到的火药味电邮，都辞职不干了。

**flash** /flæʃ/ *noun*
**1** (*Marketing*) [C] a band of colour or writing across a book, pack, etc. 彩条；文字条
**2** (*IT*) **Flash™** [U] a program which creates moving images for websites * Flash 网站动画程序

**ˈflash drive** (*also* **ˈflash ˌmemory drive, ˌflash memory ˈpen drive**) *noun* [C]
(*IT*) a small device that you can connect to a computer and use to store data and move it from one computer to another 闪存盘

**flat** /flæt/ *adjective* (**flatter, flattest**)
**1** not very successful because very little is being sold 萧条的；不景气的；生意清淡的：*The housing market has been flat for months.* 房屋市场已有好几个月不景气了。◇ *Profits rose last year, despite flat sales.* 尽管去年销售情况不乐观，利润还是有所上升。
**2** (about prices, numbers, etc.) increasing only a small amount; not increasing or falling（价格、数量等）几乎不变的，无涨落的：*Shares were flat at €53.* 股价保持在53欧元。◇ *Staff numbers will remain broadly flat next year.* 员工人数明年大致不变。◇ *flat profits* 利润持平
**3** (*not used in the forms* **flatter, flattest** 不用 flatter、flattest 的形式) (about a payment) fixed; without any extra payments or charges（款项）固定的，统一的：*She charges a flat fee for her services rather than an hourly rate.* 她收取固定的服务费，而不是按小时收费。
**4** (*HR*) used to describe an organization where there are fewer levels between the top and the bottom 扁平的（形容组织机构中无中间管理层）：*They plan to introduce a flatter organizational structure, eliminating middle managers and increasing the need for knowledgeable workers.* 他们计划引进更为扁平的组织结构，减少中层管理人员的数目并增加知识型工人。→ HORIZONTAL, TALL

**ˌflatbed ˈscanner** (*also* **flatbed** /ˈflætbed/) *noun* [C]
(*IT*) a SCANNER (= device for copying pictures and documents so that they can be stored on a computer) on which the picture or document can be laid flat for copying 平板扫描仪 —Picture at OFFICE

**ˌflat-ˈpanel** = FLAT-SCREEN

**ˌflat ˈrate** *noun* [C, usually sing.]
a price for sth that is fixed at a particular amount and does not change; an amount paid or charged that is the same for everyone 统一价格：*Repayments on the loan are made at a flat rate of interest.* 贷款是按统一利率偿还的。◇ *Employees contribute a flat rate of 5% of income to the fund.* 员工一律将其5%的收入捐赠给这个基金。◇ *a flat-rate tax system* (= in which everyone pays the same percentage of tax) 统一税制

**ˌflat-ˈscreen** (*also* **ˌflat-ˈpanel**) *adjective* [only before noun] (*both especially BrE*)
(especially about televisions or computer screens) not curved and usually in a thin case（尤指电视机或计算机显示屏）平面的：*A flat-screen monitor would save you a lot of desk space.* 平面显示器可以节省大量的桌面空间。 —Picture at OFFICE

**ˌflat ˈtax** = FIXED TAX

**flatten** /ˈflætn/ *verb* [+ obj *or* no obj]
**1** if a price or number **flattens** or sb/sth **flattens** it, it stops increasing or continues to increase at a slower rate（使）停止增长，减缓增长：*Sales of its portable computers have flattened.* 便携式计算机的销量已停止增长。◇ *There has been a flattening trend in industrial production.* 工业生产已经出现增长减缓的趋势。
**2** (*HR*) if sb/sth **flattens** an organization or it **flattens**, the number of levels between the top and the bottom are reduced（使）扁平化：*We flattened the organization by removing several layers of management.* 我们通过去除多个管理层级使组织结构扁平化。◇ *As a business flattens, it tends to become more productive.* 当企业结构实现了扁平化，企业生产率通常会提高。

PHR V **,flatten 'out/'off** to stay at a steady level of development or progress after a period of sharp rises or falls（大涨或大跌后）恢复平稳: *Oil prices are now flattening out.* 石油价格目前趋于稳定。◇ *There are signs that the economy has hit bottom or flattened out.* 有迹象表明经济已触底或保持稳定。
SYN LEVEL OFF/OUT

**flaw** /flɔ:/ *noun* [C]
a mistake in sth that means that it is not correct or does not work correctly 错误；缺点: *They found a flaw in the software's security system.* 他们发现这款软件的安全系统有一个缺陷。◇ *a fatal* (= extremely serious) *design flaw* 致命的设计缺陷 ◇ *The business plan has fundamental* (= very serious) *flaws.* 这项业务计划存在根本性错误。
● ***fatal/fundamental/serious flaws*** 致命 / 根本性 / 严重的错误 • ***design/security/structural flaws*** 设计 / 安全 / 结构性缺陷

**flawed** /flɔ:d/ *adjective*
having a **flaw** 有错误的；有瑕疵的；有缺陷的: *We are trying to reduce the number of flawed products that reach customers.* 我们正努力减少销售给顾客的瑕疵产品的数量。◇ *We believe that the report is fundamentally flawed.* 我们认为这份报告有根本性的错误。
● ***deeply/fatally/fundamentally/seriously flawed*** 有重大 / 致命 / 根本性 / 严重缺陷的

**'flea ,market** *noun* [C]
an outdoor market at which goods are sold at cheap prices, especially SECOND-HAND goods (= ones that are old or used) 跳蚤市场（尤指廉价出售二手货的露天市场）

**fledgling** (*also spelled* **fledgeling**) /'fledʒlɪŋ/ *noun* [C] (*usually used before another noun* 通常用于另一名词前)
a person, an organization or a system that is new and without experience 初出茅庐的人；无经验的组织；新体系: *a fledgling business/company/start-up* 刚成立的公司 ◇ *protecting fledgling industries* 保护新兴产业

**fleece** /fli:s/ *verb* [+ obj] (*informal*)
to take a lot of money from sb by charging them too much 敲诈；敲竹杠: *He claims that banks are fleecing their small business clients.* 他声称银行对他们的小企业客户进行敲诈。

**fleet** /fli:t/ *noun* [C]
SEE ALSO: **rental fleet**
**1** a group of planes, vehicles, ships, etc. travelling together or owned by the same organization（同一机构或统一调度的）机群，车队，船队: *the company's new fleet of vans* 公司的新客货车队 ◇ *The airline plans to cut its long-haul fleet by a quarter.* 这家航空公司计划将其远程飞机减少四分之一。
**2** (*used before another noun* 用于另一名词前) a **fleet** customer, business, etc. is one that uses the same supplier, insurance company, etc. for all its vehicles（批量购买车辆并上车险等的）大客户: *We can offer a range of discounts to fleet customers.* 我们可以向大客户提供一系列的折扣。
**3** a group of ships fishing together 捕鱼船队: *a fishing/whaling fleet* 捕鱼 / 捕鲸船队

**'fleet ,management** *noun* [U]
the activity of looking after, repairing, etc. a **fleet** of vehicles on behalf of a company 车队管理: *We offer fleet management for companies with both big and small fleets.* 我们为拥有大、小型车队的公司进行车队管理。◇ *a fleet management company/service* 车队管理公司 / 服务 ▸ **'fleet ,manager** *noun* [C]

**'Fleet Street** *noun* [U]
a street in central London where many national newspapers used to have their offices (now used to mean British newspapers and journalists in general) 舰队街，弗利特街（位于伦敦中心的一条街道，曾是全国性大报社所在地）；（统称）英国报界，英国新闻界

**flexecutive** /flek'sekjətɪv/ *noun* [C]
a manager whose hours or place of work can change easily because of new technology; a professional worker who has many skills and can change jobs or tasks easily 工作时间和地方有弹性的主管；技能全面可灵活换工的专业人员: *Flexecutives can choose where they live and still remain connected to the business world.* 可灵活安排工作的管理人员，不管选择住在哪里都可以继续与商界保持联系。 NOTE **Flexecutive** is formed from the words 'flexible' and 'executive'. * flexecutive 由 flexible 和 executive 这两个词合成。

★**flexible** /'fleksəbl/ *adjective*
**1** able to change or be changed to suit new conditions or situations 能适应新情况的；灵活的；可变动的: *Our plans need to be flexible enough to cater for the needs of everyone.* 我们的计划必须具有足够的灵活性，以满足每个人的需要。◇ *a flexible approach to clients' requirements* 满足客户各种要求的灵活方法 OPP INFLEXIBLE → STIFF (3)
▸ **flexibility** /,fleksə'bɪlətɪ/ *noun* [U]: *Computers offer a much greater degree of flexibility in the way work is organized.* 计算机在安排工作方面提供了更大程度的灵活性。◇ *greater flexibility on pay and duties* 在薪酬和职务方面有更大的灵活性 **'flexibly** *adverb*: *We allow our staff to work flexibly—when they want and where they want.* 我们允许员工实行弹性工作制——想何时工作就何时工作，想在哪儿工作就在哪儿工作。

**,flexible 'benefits** *noun* [pl.]
(*HR*) benefits, such as health insurance, use of a car, etc. that employees receive in addition to their pay and can choose themselves 弹性福利（员工除工资之外可自行选择的福利，如健康保险、使用公司车辆等）: *flexible benefits packages* 弹性福利套餐 → CAFETERIA PLAN

**,flexible 'hours** (*also* **,flexible 'working hours**) *noun* [pl.]
(*HR*) a system in which an employee can choose what time he or she will start or finish work each day 弹性工作时间: *Parents with young children can ask for flexible hours.* 有小孩的父母可以要求弹性工作时间。→ FLEXITIME See note at SALARY

**,flexible 'working** (*also* **,flexible 'work**) *noun* [U]
(*HR*) a way of organizing work in a company or an organization that is different from the traditional way and may not have fixed times or places of

work, for example 弹性工作: *We now offer flexible working. Staff can work part-time or only in the school terms.* 我们现在实行弹性工作制。员工可以兼职工作，或只在开学期间工作。◇ *increased part-time working and the introduction of flexible working practices* 增加兼职工作及引进弹性工作制

**flexible 'working hours** = FLEXIBLE HOURS

**flexing** /'fleksɪŋ/ *noun* [U]
(*HR*) changing the hours that employees work to suit the changing needs of the company 灵活安排工作时间: *the flexing of working days/hours* 工作日 / 时间的灵活安排 ▸ **flex** /fleks/ *verb* [+ obj]: *Buyers can flex their start time and occasionally work from home.* 买主可以灵活决定其开工时间，偶尔还可以在家工作。

**flexitime** /'fleksɪtaɪm/ (*especially BrE*) (*AmE usually* **flextime** /'flekstaɪm/) *noun* [U]
(*HR*) a system in which employees work a particular number of hours each week or month but can choose when they start and finish work each day 弹性工作时间制: *She works flexitime.* 她的上班时间是弹性的。◇ *flextime schedules* 弹性时间表

**flier** = FLYER

**flight** /flaɪt/ *noun*
SEE ALSO: **capital flight, top flight**
**1** [C] a journey made by air, especially in a plane; a plane making a particular journey（尤指乘飞机的）空中航行，航程；航班；班机: *Did you have a good flight?* 一路顺利吗？◇ *They operate 78 daily flights between the UK and US.* 他们在英国和美国之间每天有78次航班。◇ *I'd like to catch an earlier flight.* 我想赶早一点的航班。
● *to* ***cancel/operate/overbook*** *a flight* 取消 / 驾驶 / 超额预订班机 • ***a domestic/an international/a long-haul/short-haul flight*** 国内 / 国际 / 远程 / 短途航班 • ***a charter/scheduled flight*** 团体包机；班机 • ***cheap/low-cost flights*** 廉价 / 低成本航班
**2** (*Economics*; *Finance*) [U; sing.] a situation in which people quickly move their money from one country to another or from one type of investment to another in order to avoid risk or to improve profits（资金）抽逃，外逃: *There has been a flight of capital away from the stock market.* 资本从股市抽逃。◇ *Investors have made a* ***flight to quality*** (= they have begun to buy more expensive and safer shares, bonds, etc.). 投资者开始购买价格更高、更为安全的股票和债券。

**'flight at,tendant** *noun* [C]
a person whose job is to take care of passengers on a plane, bring them meals, etc.（客机的）乘务员

**'flight ,capital** *noun* [U]
(*Economics*) money that people move out of a country to avoid taxes or because they believe there is too much financial risk there（为避税或规辟金融风险而转往他国的）外逃资本: *This country is one of the largest sources of flight capital, with an annual flow of $2.8 billion.* 这个国家是最大的外逃资本来源国之一，年均流量达28亿元。
→ CAPITAL FLIGHT

**'flight crew** *noun* [C with sing./pl. verb]
the people who work on a plane during a flight（统称）机组人员

**flighting** /'flaɪtɪŋ/ *noun* [U]
(*Marketing*) a pattern of advertising a product during a period of time in which there is more advertising at some times and less or none at others 栅栏式广告（一种间隔式的广告投放模式）
→ PULSING

**'flip chart** *noun* [C]
large sheets of paper fixed at the top to a stand so that they can be turned over, used for presenting information at a talk or meeting 活动挂图；配套挂图 —Picture at PRESENTATION

**★float** /fləʊt; *AmE* floʊt/ *verb*, *noun*
• ***verb***
**1** (*Stock Exchange*) [+ obj *or* no obj] to sell a company's shares on a stock exchange for the first time（公司）发行（股票）上市: *The business was floated on the stock market in 1992.* 这家公司于1992年上市。◇ *We plan to float by the end of June.* 我们计划在六月底上市。◇ *The shares floated at $14.50.* 股票的上市价为14.50元。◇ *The shares were floated at $14.50.* 股票的上市价为14.50元。
**2** (*Economics*) [+ obj *or* no obj] if a government **floats** its currency or allows it to **float**, it removes controls on the price so that its value is decided by what people are willing to pay for it（使货币汇率）自由浮动: *Investors have praised the decision of the central bank to float the currency.* 投资者赞赏中央银行使货币自由浮动的决定。◇ *The peso is now freely floating alongside the dollar.* 比索目前随美元自由浮动。◇ *a floating currency/regime/system* 自由浮动的货币 / 制度 / 体系 ◇ *the floating of the Thai baht* 泰铢的自由浮动 See note at CURRENCY
**3** [+ obj] to suggest an idea or a plan for other people to consider 提出，提请考虑（想法或计划）: *The idea of the merger was floated several months ago.* 合并的想法在数月前就提了出来。 **PHR V** **,float 'off/'out sth** (*Stock Exchange*) (*often* **be floated off/out**) to form a new company from part of a business and sell its shares on a stock exchange 分拆上市: *The joint venture may be floated off as a new company.* 这家合资企业可能会被分拆为一家新公司上市。 **HELP** A pronoun comes between the verb and **off/out**. 代词置于动词和 off / out 之间。
• ***noun***
**1** (*Stock Exchange*) [C,U] = FLOTATION
**2** (*Economics*) [C, usually sing.] a situation where a government stops controlling the price of its currency and allows it to be bought and sold freely（货币的）自由浮动: *The currency fell by 40% against the dollar on the first day of the float.* 这种货币在自由浮动的第一天对美元下跌了40%。
→ FREE-FLOATING
**3** [C] (*especially BrE*) an amount of money consisting of coins and notes of low value that is given to sb before they start selling things so that they can give customers CHANGE（商店内的）备用零钱
**4** (*Finance*) [C, usually sing.] the number of a company's shares that are owned by the public and are available to be bought and sold 流通股数量

**floatation** = FLOTATION

**floater** /'fləʊtə(r); *AmE* 'floʊ-/ *noun* [C] (*AmE*)
**1** (*Finance, informal*) = FLOATING-RATE NOTE
**2** (*Insurance*) insurance you can buy that pays for items that are lost, damaged, etc. wherever they are 流动财产保险：*You can purchase a floater to cover movable property such as tools and equipment.* 你可以买一份保工具和设备等动产的流动财产保险。◇ *a personal articles floater* 个人物品流动保险
**3** a person who is employed to do a variety of jobs as needed 临时工：*I have been working as a floater secretary in different departments of the firm.* 我一直在公司的不同部门做流动秘书。

**floating** /'fləʊtɪŋ; *AmE* 'floʊt-/ *adjective* [usually before noun]
SEE ALSO: **free-floating**
not fixed permanently at a particular level or value 不固定的；浮动的；流动的：*They use a combination of fixed and floating prices.* 他们将固定价格和浮动价格结合起来使用。

**ˌfloating 'charge** *noun* [C]
(*Law*) in the UK and some other countries, an arrangement where all the assets of a business can be claimed or sold if a debt is not paid 流动抵押，流动债券；流动费用

**ˌfloating ex'change rate** (*also* **'floating rate**) *noun* [C]
(*Economics*) an **exchange rate** for a currency that is not controlled by the government but changes as the demand for the currency changes 浮动汇率：*a floating exchange rate system/regime* 浮动汇率体系 / 制度

**ˌfloating popu'lation** *noun* [C]
used to describe people who frequently move from one place to another 流动人口：*a floating population of migrant workers* 流动工人组成的流动人口

**'floating rate** *noun* [C]
**1** (*Finance*) a percentage of interest that you pay or receive that changes because it is linked to the cost of borrowing money in a market 浮动利率：*Most mortgages sold in the UK have floating rates.* 在英国出售的大部分抵押债券采用了浮动利率。◇ *a floating-rate mortgage/bond/loan* 浮动利率抵押 / 债券 / 贷款
**2** (*Economics*) = FLOATING EXCHANGE RATE

**ˌfloating-rate 'note** (*abbr* **FRN**) (*also* **'floater,** *informal*) *noun* [C]
(*Finance*) a type of bond that pays interest at a rate which can vary, for example when the rate at which banks lend money to each other changes 浮动利率债券：*The company is selling $1.5 billion of two-year floating-rate notes.* 这家公司正在出售价值15亿元的两年期浮动利率债券。

**flog** /flɒg; *AmE* flɑ:g; flɔ:g/ *verb* [+ obj] (**-gg-**) (*informal*)
to sell sth to sb 出售（某物给某人）：*The airline plans to flog the tickets over the Internet.* 航空公司计划通过互联网出售机票。
PHR V **ˌflog sth 'off 1** to sell all or part of an industry, a company, etc., often at a low price in order to get rid of it（低价）出售（全部或部分产业、公司等）**2** to sell things cheaply because you want to get rid of them or because you need the money（为脱手或回笼资金而）贱卖

**★flood** /flʌd/ *noun, verb*
● ***noun*** [C]
a very large number or amount of sth that appears at the same time 大批，大量（的人或事物）：*a flood of complaints* 大量投诉 ◇ *There has been a flood of cheap imports into the market.* 已有大量的廉价进口产品涌进了市场。◇ *The trickle of bankruptcies has become a flood.* 起初只有少数破产个案，现在却出现倒闭潮。
● ***verb***
**1** [no obj] **flood in/into/out of sth** to arrive or go somewhere in large numbers or amounts 大量涌入 / 出：*Investment has flooded into the country.* 投资大量涌入这个国家。◇ *Shoppers are flooding to the High Street stores.* 购物者正纷纷涌入商业大街上的商店。◇ *Telephone calls came flooding in from customers.* 顾客的电话像潮水般涌至。
**2** [+ obj] (*usually* **be flooded**) to send sth somewhere in large numbers 大量送至；堆满；挤满：*The office was flooded with applications for the job.* 办公室里堆满了应征这个职位的求职信。◇ *We've been flooded with complaints.* 我们已收到大量投诉。
**3** [+ obj] to become or to make sth become available somewhere in large numbers or amounts（使）充斥、充满：*Cheap imported goods are flooding the market.* 廉价进口商品充斥着市场。◇ *Investors normally flood the stock market with cash early in the year.* 投资者通常会在年初向股市投入大量现金。

**floor** /flɔ:(r)/ *noun*
SEE ALSO: **dealing floor, factory ~, ground ~, shop ~, trading ~**
**1** [C, usually sing.] the area in a factory, shop/store, stock exchange, etc. where things are made, displayed or traded（工厂的）车间；（商店的）店面、楼层；（证券交易所的）交易厅：*The new stores will increase our floor space by 45%.* 新店会将我们的营业面积扩大45%。◇ *trading on the floor of the New York Stock Exchange* 在纽约证券交易所的交易厅进行交易
**2** [C, usually sing.] a level below which it is difficult for a price, number, etc. to fall; the lowest price, number, etc. that is possible（物价、数量等的）底价，底限：*The market could lose 500 points before reaching a floor.* 股市可能要下跌500点才会见底。◇ *an attempt to put a floor under falling share prices* 为下跌的股价建底所作的努力 ◇ *They set a floor price of $1.7 million for the bidding.* 他们为此次投标设定的底价为170万元。◇ *Sales are falling through the floor.* 销售量正跌破底限。
OPP CEILING
❶ *to find/hit/reach a floor* 触底 • *to keep/put a floor under sth* 保持 / 设立…的底限 • *to set a floor to/for sth* 给 / 为…规定底价
**3 the floor** [sing.] the group of people who attend a formal talk or discussion 全体与会者：*Are there any questions from the floor?* 与会者中有人提问吗？◇ *to take the floor* (= to make a statement or ask a question) 发言（或提问）
IDM **get/be given/have the 'floor** to get/be given/have the right to speak during a formal

discussion（正式讨论中）取得发言权 → idiom at HOLD *verb*

**'floor ,broker** *noun* [C]
(*Stock Exchange*) a person who is employed to buy and sell shares, OPTIONS, etc. on behalf of others on an EXCHANGE（交易所内代客买卖的）场内经纪人

**'floor ,limit** *noun* [C]
(*Commerce*) the value of goods or services that you can buy with a bank or credit card without the shop/store having to get permission from the bank, etc. to accept the payment 最低授权额: *If the sale exceeds the merchant's floor limit, she must phone the credit-card company for authorization.* 如果售价超出商家的最低授权额，她就必须打电话给信用卡公司要求授权。

**'floor ,manager** *noun* [C] (*AmE*)
(*Commerce*) a person who works in a large store and who is in charge of one floor or department（大型商店的）楼层经理，部门主管

**'floor plan** *noun* [C]
a drawing of the shape of a room or building, as seen from above, showing the position of the furniture, etc. 楼层平面图

**'floor ,trader** *noun* [C]
(*Stock Exchange*) an individual investor who is allowed to buy and sell shares, OPTIONS, etc. on an EXCHANGE（交易所内自行买卖的）场内交易人，自营交易商

**flop** /flɒp; *AmE* flɑːp/ *noun, verb*
• ***noun*** [C]
a plan, project, product, etc. that fails badly（计划、项目、产品等的）失败: *Their new sports magazine proved a costly flop.* 他们新办的体育杂志损失惨重。
• ***verb*** [no obj] (**-pp-**)
to be a complete failure 完全失败；砸锅: *The business flopped and investors lost all their money.* 企业办砸了，投资者损失了所有金钱。

**floppy** /'flɒpi; *AmE* 'flɑːpi/ (*plural* **floppies**)
= FLOPPY DISK

**,floppy 'disk** (*also* **dis'kette, 'floppy**) *noun* [C]
(*IT*) a flat disk inside a plastic cover, that is used to store data in the form that a computer can read, and that can be removed from the computer 软（磁）盘；软碟: *to save files **on/onto** a floppy disk* 将文件存在 / 存入软盘 → HARD DISK

**flotation** (*also spelled* **floatation**) /fləʊ'teɪʃn; *AmE* floʊ-/ (*also* **float**) (*both especially BrE*) *noun* [C,U]
(*Stock Exchange*) the act of selling shares in a company on a stock exchange for the first time（公司）发行股票；公司股票首次上市: *plans for flotation on the stock exchange* 在证券市场上发行股票的计划 ◇ *a stock-market flotation* 在股票市场上市 ◇ *They have announced the partial flotation* (= only a percentage of the total shares are sold) *of their luxury fashion brand.* 他们已宣布将其高级时装品牌部分上市。◇ *The shares have fallen far below their 160¢ flotation price.* 股价已跌至远远低于160美分的上市价格。 SYN IPO
⊕ *to **announce/consider/plan/seek** a flotation* 宣布 / 考虑 / 计划 / 寻求上市 • *to **abandon/cancel/pull** a flotation* 放弃 / 取消 / 撤销上市 • *to **handle/launch/manage** a flotation* 处理 / 着手 / 管理发行 • *a **partial/successful** flotation* 部分 / 成功上市

**flounder** /'flaʊndə(r)/ *verb* [no obj]
(often used in newspapers) to have a lot of problems and to be in danger of failing completely（常用于报章）困难重重，艰苦挣扎: *The stock market is floundering at all-time lows.* 股市在空前的低谷苦苦挣扎。◇ *The drop in business travel left the airline floundering.* 商务旅行的不景气使航空公司举步维艰。

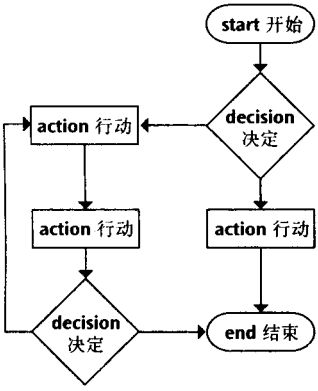
**flourish** /'flʌrɪʃ; *AmE* 'flɜːrɪʃ/ *verb* [no obj]
to develop quickly and be successful or common 繁荣；兴旺；昌盛: *Few businesses are flourishing in the present economic climate.* 在目前的经济情势下，很少有企业能兴旺发达。◇ *a flourishing black market* 猖獗的黑市交易 SYN THRIVE

**★flow** /fləʊ; *AmE* floʊ/ *noun, verb*
• ***noun*** [C, usually sing., U]
SEE ALSO: **audience flow, capital ~, cash ~**
the continuous movement of sth from one person, place or thing to another; the thing that moves 流；流动；流通: *There has been a constant flow of investment into the region.* 投资源源不断地流入这个地区。◇ *We need to improve the flow of information up, down and across our organization.* 我们需要改善信息流，使信息在机构内畅通无阻。◇ *The strike has interrupted the flow of goods.* 这次罢工已将货物流中断。◇ *the flow of work through the factory* 工厂内的工作流程
⊕ *a **constant/continuous/free/steady** flow of sth* 某事物不断 / 持续 / 自由 / 稳定的流动 • *to **control/improve/increase/manage/speed** (**up**) the flow* 控制 / 改善 / 提高 / 管理 / 加速流通 • *to **disrupt/prevent/reduce/reverse/stop** the flow* 破坏 / 防止 / 减少 / 扭转 / 停止流通
• ***verb*** [no obj]
**1** (*usually used with an adverb or a preposition* 通常与副词或介词连用) to move or pass continuously from one place or person to another, especially in large numbers or amounts 涌流；流动: *More than €60 billion flowed out of these funds last year.* 去年从这些基金流出的资金有600多亿欧元。◇ *Capital is flowing back into the country.* 资本正重新流入这个国家。◇ *We try to keep information flowing between the different departments.* 我们努力保持信息在不同部门之间的交流。
⊕ *to flow **easily/freely/smoothly*** 容易地 / 自由地 / 顺畅地流动
**2** to be available easily and in large amounts 有得是；大量供应: *Once demand improves, profits will start to flow.* 一旦需求提高，利润将滚滚而来。
PHR V **'flow from sth** (*formal*) to come or result from sth 来自；由…引起: *These changes flowed from the reorganization of the company.* 这些变化是由公司重组引起的。 **,flow 'through to sth** to reach sb/sth or have an effect on them/it 到达；影响: *It will take time for the drop in manufacturing costs to flow through to consumers.* 生产成本的下降需要一定的时间才会影响到消费者。

**'flow chart** (*also spelled* **flowchart**) (*also* **'flow ,diagram, 'flowsheet**) *noun* [C]
a diagram that shows the connections between the different stages of a process or parts of a system

流程图：*a flow chart showing what happens to the product between manufacture and final delivery* 说明产品从生产到最终交货所经过的步骤的流程图。

**flow chart** 流程图




**ˌflow of ˈfunds** *noun* [C, usually sing.] (*Economics*)
**1** the way in which money moves from one country to another or between different parts of the economy, for example by people giving and receiving loans 资金流转：*The Federal Reserve's 'flow of funds' report shows a decrease in the wealth of households.* 美国联邦储备委员会的《资金流转》报告显示家庭财富有所下降。

**ˈflow proˌduction** (*also* **continuous production**) *noun* [U]
(*Production*) a way of manufacturing a product in large quantities in which each unit moves continuously through the stages of production one after the other 流水生产 → BATCH PRODUCTION, JOB PRODUCTION, MASS PRODUCTION

**flowsheet** /ˈfləʊʃiːt; *AmE* ˈfloʊ-/ = FLOW CHART

**★fluctuate** /ˈflʌktʃueɪt/ *verb* [no obj]
to change frequently in size, amount, level, etc., especially from one extreme to another（规模、数量、水平等）波动；（在…之间）起伏不定：*The price of cocoa can fluctuate wildly on world markets.* 可可价格会在世界市场上出现大幅波动。◇ *Workers can move between factories as the workload fluctuates.* 由于工作量的改变，工人会在工厂间流动。◇ *fluctuating prices* 波动的价格
● *to fluctuate* ***dramatically/widely/wildly*** 急剧 / 广泛 / 大幅地波动

**fluctuation** /ˌflʌktʃuˈeɪʃn/ *noun* [C,U]
frequent changes in the size, amount, level, etc. of sth, especially from one extreme to another 波动；起伏：*We saw wild fluctuations in sales from week to week.* 我们看到每周的销售量都起伏不定、差异巨大。
● ***day-to-day/monthly/seasonal/short-term/weekly*** *fluctuations* 每日的 / 每月的 / 季节性的 / 短期的 / 每周的波动

**flush** /flʌʃ/ *adjective, verb*
● ***adjective*** [not before noun] (*informal*)
having a lot of money, usually for a short time 很有钱的，富有的（通常指短期的）：*companies flush with cash/funds/money* 现金 / 资金 / 金钱充裕的公司 ◇ *With the high cost of borrowing, consumers are no longer feeling flush.* 由于借债成本高，消费者不再觉得富足。
● ***verb***
PHR V **flush sb ˈout** to force sb who is planning or doing sth secretly, especially sth dishonest, to say what they are planning or who they are 强迫（某人）供出（正策划的事，尤指不正当之事）：*Their offer is likely to flush out any rival bidders.* 他们的出价很可能击败任何竞投者。

**flutter** /ˈflʌtə(r)/ *noun* [C, usually sing.] (*BrE*) (*informal*)
a small amount of money that you risk on a bet, an investment, etc. 小赌注：*to have a flutter on the stock market* 在股市里下小赌注 SYN BET, GAMBLE

**fly** /flaɪ/ *verb* (**flies, flying, flew** /fluː/ **flown** /fləʊn; *AmE* floʊn/)
**1** [+ obj] to transport goods or passengers in a plane 空运（货物或乘客）：*The airline flew nearly a million passengers last month.* 这家航空公司上个月运送了近100万人次乘客。◇ *The replacement parts had to be flown in specially.* 替换的零件不得不特地空运过来。
**2** (*AmE*) [no obj] to be successful 成功：*It remains to be seen whether his project will fly.* 他的项目是否能成功，还有待观察。
IDM **fly ˈstandby** to travel by plane using a ticket that cannot be bought in advance and is only available a very short time before the plane leaves (a **standby** ticket)（飞机旅客）等退票（或余票）出行：*One in ten business travellers flies standby.* 十分之一的商务旅客都是临时购买飞机票出行的。→ idiom at SHELF

**flyback** /ˈflaɪbæk/ *noun* [C] (*AmE*)
(*HR*) a very thorough and detailed job interview that sb, especially a student, has in an employer's office, generally after a first more general interview with the employer（初步面试后的）进一步详细面试：*Getting a flyback shows that the firm thinks you are qualified for the job.* 你能获得进一步详细面试，说明这家公司认为你称职。◇ *a flyback interview* 进一步详细的求职面试
SYN CALLBACK (1)

**ˈfly-by-night** *adjective* [only before noun]
(about a person or business) dishonest and only interested in making money quickly（人或企业）不可靠的，无信用的，唯利是图的：*There are plenty of fly-by-night operators who enter the trade looking for easy money.* 这一行中有许多想轻轻松松捞点钱的投机商。▸ **ˈfly-by-night** *noun* [C]

**flyer** (*also spelled* **flier**) /ˈflaɪə(r)/ *noun* [C]
SEE ALSO: **frequent flyer, high-flyer**
(*Marketing*) a small sheet of paper that advertises a product or an event, copies of which are given to a large number of people 小（广告）传单：*to hand out flyers for a new club* 散发新俱乐部的小传单 ◇ *We put out a flyer promoting our product range.* 我们印制了宣传我们产品系列的小传单。

IDM **take a 'flyer (on sb/sth)** (*also spelled* ~ **flier**) (*especially AmE*)(*informal*) to risk your money, reputation, etc. on sb/sth that you are not sure of 冒险；冒险行事：*Are you ready to throw away your success and take a flyer on something new?* 你打算放弃现有的成功而冒险从事新的行当？

**FMCG** /ˌef em siː ˈdʒiː/ *abbr*
(*Marketing*) **fast-moving consumer goods** goods that sell quickly because people use them in large quantities every day, especially food and drinks 快速消费品：*the FMCG sector/industry* 快速消费品部门 / 行业 ◇ *Unilever, the FMCG giant* 联合利华，快速消费品行业的巨头

**FNMA** /ˌef en em ˈeɪ/ = FANNIE MAE

**FOB** /ˌef əʊ ˈbiː; *AmE* oʊ/ = FREE ON BOARD

**★focus** /ˈfəʊkəs; *AmE* ˈfoʊ-/ *verb, noun*
• ***verb*** [+ obj *or* no obj] (**-s-** *or* **-ss-**)
to give attention, effort, etc. to one particular subject, situation or person rather than another 集中（注意力、精力等）于：*They need to focus more on marketing the products.* 他们需要更多地关注产品的营销。◇ *We are going to focus our resources on our most promising products.* 我们要将资源集中在前景最好的产品上。
➲ *to focus your **attention/efforts/energy/resources** on sb/sth* 集中注意力 / 精力 / 能力 / 资源于某人 / 某事
• ***noun***
**1** [C, usually sing., U] the thing or person that is most important to a business or a group of people; the act of paying special attention to a particular aim or activity 中心点，重点（指人或事物）：*The focus will remain on improving sales.* 重点将继续放在提高销售额上。◇ *The company is shifting its focus from manufacturing to distribution.* 公司正将其重心从制造转向分销。◇ *We have tried to develop a **customer focus*** (= to concentrate on treating customers well). 我们努力树立以顾客为中心的经营理念。
➲ *to **develop/have** a focus* 发展 / 有重点 • *to **lack** (a) focus* 缺乏重点 • *to **change/keep/lose/maintain/shift** your focus* 改变 / 保持 / 失去 / 维持 / 转移重点
**2** [U] the quality of being able to give all your attention to a particular aim or activity and not spend time and energy on other things 注意力；专注度

**focused** (*also spelled* **focussed**) /ˈfəʊkəst; *AmE* ˈfoʊ-/ *adjective*
with very clear aims; with your attention directed to what you want to do or to a particular thing 目标明确的；注意力集中的：*adopting a more focused approach to marketing* 采取目标更明确的营销方式 ◇ *The challenge is to keep staff focused and productive.* 挑战在于让员工继续有明确的目标和维持生产力。→ CUSTOMER-FOCUSED

**'focus group** *noun* [C]
**1** (*Marketing*) a small group of people, specially chosen to represent different social classes, etc., who are asked to discuss and give their opinions about a particular subject. The information obtained is used by people doing MARKET RESEARCH, for example about new products or advertisements 焦点小组（选自各阶层，讨论某专项问题；市场研究者会利用所得信息对新产品或广告进行研究）：*Feedback from focus groups suggested the advertisement made people feel they could talk to the bank.* 来自焦点小组的反馈显示，这则广告使人们感觉可以和银行协商。◇ *focus-group research* 焦点小组访谈法
➲ *to **conduct/do/hold/run/use** a focus group* 进行 / 开展 / 实施焦点小组访谈
**2** (*HR*) a small group of employees who are asked to discuss and give their opinions about aspects of company policy such as management or changes 焦点小组（来自员工内部，就公司管理及变革等各方面的公司政策进行讨论并提供意见）：*She formed a focus group composed of representatives from every department.* 她组织了一支由每个部门代表组成的焦点小组。
➲ *to **conduct/do/hold/run/use** a focus group* 进行 / 开展 / 实施焦点小组访谈

**'focus list** *noun* [C]
(*Stock Exchange*) a list of companies whose shares are worth buying or selling, according to a particular bank, etc. 焦点股名单：*a focus list of poor performers* 表现欠佳的焦点股名单

**focussed** = FOCUSED

**FOK** /ˌef əʊ ˈkeɪ; *AmE* oʊ/ = FILL OR KILL ORDER

**fold** /fəʊld; *AmE* foʊld/ *verb* [+ obj *or* no obj] (about a business) to close because it is not successful（企业）倒闭，停业：*The company will fold unless it gets more financing.* 这家公司除非得到更多的融资，否则将会倒闭。◇ *Some of the smaller funds are at risk of folding.* 一些规模较小的基金正处于倒闭的边缘。
PHR V **,fold sth 'into sth** to make a smaller business, service, etc. part of a larger one; to join different businesses, services, etc. together 把…并入；合并（业务）：*The company is being folded into GM's European operations.* 这家公司被并入通用汽车公司的欧洲业务之中。

**-fold** /fəʊld; *AmE* foʊld/ *combining form* (*used in adjectives and adverbs* 用于形容词及副词) multiplied by; having the number of parts mentioned 乘以；…倍；由…部分组成：*Interware reported a fourfold increase in pre-tax profits.* 因特威尔公司称其税前利润增加了四倍。◇ *The company's share price has climbed nearly tenfold in three years.* 这家公司的股票价格在三年内已上涨了近十倍。

**★folder** /ˈfəʊldə(r); *AmE* ˈfoʊld-/ *noun* [C]
SEE ALSO: **square cut folder**
**1** a cardboard or plastic cover for holding loose papers, etc. 文件夹；纸夹：*a folder of invoices* 发票夹 —Picture at FILE
➲ *to **keep/put sth in/take sth out of** a folder* 将某物放入 / 放进文件夹；从文件夹取出某物 • *to **close/open** a folder* 合上 / 打开文件夹
**2** (*IT*) (in some computer systems) a way of organizing and storing computer files（某些计算机系统中的）文件夹：*Create a new folder for each project.* 为每一个项目建立一个新的文件夹。◇ *The program allows you to organize your emails into folders.* 你能借助这款程序将电子邮件整理到文件夹。◇ *Click on the files and drag them into the 'set-up' folder.* 点击文件并把它们拖入“设置”文件夹。

● *to* ***create/delete/name/rename*** *a folder* 创建 / 删除 / 命名 / 重命名文件夹 • *to* ***close/open*** *a folder* 关闭 / 打开文件夹

**'fold-out** (*AmE spelling* **foldout**) *adjective* [only before noun]
used to describe a page in a book, magazine, etc. that is designed to be opened out to make a larger page（书本、报纸等）折页的 ▶ **'fold-out** (*AmE spelling* **foldout**) *noun* [C]

**follow** /'fɒləʊ; *AmE* 'fɑ:loʊ/ *verb*
**1** [+ obj *or* no obj] to come after sth/sb else in time or order; to happen as a result of sth（指时间或顺序）在…后发生，因…而发生：*The share price fell dramatically following the company's poor results.* 这家公司经营不善，导致其股票价格急剧下降。◇ *Our opening hours are* ***as follows*** … 我们的开放时间如下…
**2** [+ obj] to accept advice, instructions, etc. and do what you have been told or shown to do 接受，听从，遵循（忠告、指示等）：*We are required to follow certain rules on hygiene and safety.* 我们必须遵循某些卫生和安全规则。
**3** [+ obj *or* no obj] to act or behave in the same way that sb else has just done; to copy sb/sth 追随；仿效：*If the insurer cuts its dividend others will surely follow.* 如果这家保险公司削减其红利，其他保险公司一定会仿效。◇ ***They followed the lead*** *of other carmakers and reduced their product range.* 他们照着其他汽车制造商行事，减少了他们的产品种类。
**4** [+ obj] to develop or happen in a particular way 按…方式发展；以…方式发生：*Inflation is likely to follow a downward trend until next year.* 明年之前，通货膨胀很可能会一直呈下降趋势。
PHR V **,follow 'through (on/with sth)**; **,follow sth 'through** to finish sth that you have started 将…进行到底；完成（开了头的事）：*They failed to follow through on their commitments.* 他们未能兑现承诺。→ FOLLOW-THROUGH **,follow sth 'up**; **,follow 'up on sth/sb** to find out more about sth/sb that sb has told you about or suggested to you 追查更多情况：*Remember to follow up on all sales leads* (= information about possible customers). 记得跟进所有的销售线索，发掘潜在顾客。→ FOLLOW-UP **,follow sth 'up with sth** to add to sth that you have just done by doing sth else 对…采取进一步行动；在…后接着：*You should follow up your phone call with an email or a letter.* 你打过电话之后还应该发一封电子邮件或一封信。→ FOLLOW-UP

**follower** /'fɒləʊə(r); *AmE* 'fɑ:loʊ-/ *noun* [C]
**1** a company that only produces new products, uses new technologies, etc. once others have tried to do so; a company that enters a market after others（市场）追随者，跟随者：*Their company is a follower rather than an innovator.* 他们的公司是追随者，而不是创新者。◇ *They entered the electronics industry as a market follower, producing cheap versions of established products.* 他们效仿其他公司进入电子业，模仿知名产品生产廉价货。
**2** a person who is very interested in a particular activity and is aware of all the recent news about it 爱好者：*Followers of the company think that it is heading for good results.* 喜爱这家公司的人认为其前途光明。→ LEADER

**,follow-'through** *noun* [U]
the actions that sb takes in order to complete a plan（为完成某计划所采取的）后续行动：*The project could fail if there is inadequate follow-through.* 如果缺乏恰当的后续行动，这个项目可能会失败。→ FOLLOW STH THROUGH at FOLLOW

**'follow-up** *noun* [C,U]
an action or a thing that continues sth that has already started or comes after sth similar that was done earlier 后续行动；后续事物；跟进：*The call will be a follow-up to the email sent to customers last week.* 这通电话是上周发给顾客的电子邮件的后续。◇ *There had been no follow-up after the initial training.* 初步培训之后没有后续安排。
→ FOLLOW STH UP, FOLLOW UP ON STH/SB at FOLLOW
● *a* ***follow-up call/letter/meeting/report*** 后续电话 / 信件 / 会议 / 报告

**food** /fu:d/ *noun*
SEE ALSO: **convenience food, fast ~, non-~, spider ~**
**1** [U] things that people eat 食物：*the food industry* 食品工业 ◇ *Imports of food products have exceeded exports.* 粮食产品的进口已超过出口。
**2** [C,U] a particular type of food（某种）食物
NOTE This is sometimes used, especially in the plural, in the names of organizations that produce or deal with food 有时用于生产或加工食品的机构名称中（尤其是复数形式）：*packaged/frozen/chilled foods* 包装 / 冷冻 / 冷藏食品 ◇ *The market for fast food has shrunk.* 快餐食品市场已萎缩。◇ *Iberia Foods* 伊比利亚食品公司
→ idiom at DOG

**'food ,service** *noun* [U,C]
the business of making, transporting and serving food, for example in schools, stores, airports or companies 餐饮服务：*food service businesses* 餐饮服务企业 ◇ *working in food service management* 从事餐饮服务管理 → CATERING

**foodstuff** /'fu:dstʌf/ *noun* [C, usually pl.]
(*Economics*) any substance that is used as food 食物；食品：*There is no sales tax on basic foodstuffs.* 对基本食品不征收销售税。

**foot** /fʊt/ *noun, verb*
● ***noun*** [C] (*plural* **feet** /fi:t/ *or* **foot**)
a unit for measuring length equal to 12 inches or 30.48 centimetres 英尺（=12英寸或30.48厘米）
IDM **be run/rushed off your 'feet** to be extremely busy; to have too many things to do 忙得不可开交；要做的事太多 **get your 'feet wet** (*especially AmE*) (*informal*) to start doing sth new 开始参加；开始做：*This is a good way of getting your feet wet in e-commerce.* 要想开始做电子商务，这是个好方法。 **get/have a/your ,foot in the 'door** to manage to enter an organization, a field of business, etc. that could bring you success 设法参加，涉足（某组织、行业等）：*They wanted to get a foot in the door of the developing telecoms industry.* 他们想涉足发展中的电信业。 **on your 'feet** in a normal state again after a period of trouble or difficulty（困境后）恢复：*The new chairman hopes to get the company back on its feet within six months.* 新任主席希望在六个月内使公司恢复元气。

• *verb*

IDM **foot the 'bill** (*informal*) to be responsible for paying the cost of sth 负担费用: *Manufacturers will have to foot the bill for recycling their products.* 制造商不得不负担把产品循还再用的费用。

**footer** /'fʊtə(r)/ *noun* [C]
a line or block of text that is automatically added to the bottom of every page that is printed from a computer (计算机打印的每页的)页脚，页尾: *The page number and heading appear in the footer.* 页码和标题位于页脚。→ HEADER

**footfall** /'fʊtfɔːl/ (*especially BrE*) (*AmE usually* **'foot ˌtraffic**) *noun* [C,U]
(*Marketing*) the number of people that visit a particular shop/store, shopping centre, etc. over a period of time 客流量: *The centre has an average weekly footfall of 600 000 visitors.* 这个中心平均每周的客流量为60万名人次。◇ *a campaign to increase footfall* 增加客流量的活动

**foothold** /'fʊthəʊld; *AmE* -hoʊld/ *noun* [C, usually sing.]
a strong position in a business, profession, etc. from which sb can make progress and achieve success (可以此发展并取得成功的)稳固地位，立足点: *The deal will give us a foothold in the competitive Australian market.* 这笔交易将有助于我们在竞争激烈的澳洲市场上取得一席之地。→ BEACHHEAD
➊ *to* ***establish/gain/have/obtain/secure*** *a foothold* 建立 / 获得 / 拥有 / 得到 / 取得立足点 • *sth* ***gives*** *you a foothold* 使…立足

**footing** /'fʊtɪŋ/ *noun*
**1** [sing.; U] the state of being strong and steady 稳固的地位; 基础: *The economy has struggled to regain its footing.* 这个国家尽力稳住经济阵脚。◇ *The loan has put the company back on a sound financial footing.* 这笔贷款将公司重新置于稳健的资金基础之上。
➊ *to* ***find/gain/lose/regain*** *your footing* 找到 / 获得 / 失去 / 重获立足点 • ***to be on/put sb/sth on*** *a … footing* (使)建立在…基础上 • *a* ***firm/good/solid/sound/stable/strong*** *footing* 稳固的 / 良好的 / 牢固的 / 稳健的 / 稳定的 / 强大的基础
**2** [sing.] the position or status of sb/sth in relation to others; the relationship between two or more people or groups 地位; 人际关系: *We are competing on an equal footing with foreign firms.* 我们与外国公司在平等的基础上竞争。◇ *The new law puts temporary staff on the same footing as long-term employees.* 新法律使临时工与长期雇员享有同等待遇。
➊ *to* ***be on*** *a … footing* 有…关系 • ***a competitive/an equal/the same*** *footing* 竞争性的 / 平等的 / 相同的地位

**footprint** /'fʊtprɪnt/ *noun* [C]
**1** the amount of space on a desk that a computer or other piece of equipment fills (计算机等设备占用的)桌面空间: *This model has a smaller footprint than anything else on the market.* 这型号比市场上其他任何型号占用的空间都要小。
**2** (*IT*) the area on the earth in which a signal from a communications SATELLITE can be received (通信卫星)覆盖区

**Footsie** /'fʊtsi/ = FTSE 100 INDEX

**'foot ˌtraffic** *noun* [U]
**1** (*Marketing*) (*especially AmE*) = FOOTFALL
**2** the movement of people from one place to another 步行

**footwear** /'fʊtweə(r); *AmE* -wer/ *noun* [U]
(used especially in shops/stores) things that people wear on their feet, especially shoes or boots (尤用于商店)鞋类(如鞋或靴): *Sales of clothing and footwear climbed by 11%.* 服装和鞋类的销量攀升了11%。◇ *the footwear market/industry* 鞋类市场; 鞋业

**foray** /'fɒreɪ; *AmE* 'fɔː-; 'fɑː-/ *noun* [C]
(often used in newspapers) an attempt to become involved in a different business activity or market (常用于报章)尝试: *The bank has made its first foray into Brazil.* 这家银行首次进军巴西。◇ *the company's disastrous foray into telecommunications* 这家公司对电信业损失惨重的涉足
➊ *to* ***end/launch/make*** *a foray (into sth)* (对…)结束 / 着手 / 进行尝试

**force** /fɔːs; *AmE* fɔːrs/ *noun, verb*

• ***noun***

SEE ALSO: **driving force, labour ~, sales ~, task ~**

**1** [C] a person or thing that has a lot of power or influence 力量大的人(或事物); 影响大的人(或事物): *The company has become a major force in the cellphone industry.* 这家公司已成为手机行业的一支重要力量。◇ *He is seen as a powerful* ***force for change****.* 人们视他为变革的强大推动力。→ MARKET FORCES
➊ *a* ***dominant/driving/major/powerful*** *force* 支配 / 驱动 / 重要 / 强大力量 • ***competitive/economic*** *forces* 竞争 / 经济力量
**2** [U] the authority of sth 权力; 效力: *These guidelines do not have* ***the force of law****.* 这些指引并不具有法律效力。
**3** (*HR*) [C with sing./pl. verb] a group of people who have been organized for a particular purpose (为某个目的组织起来的)一群人→ WORKFORCE
IDM **come/enter into 'force** (about a law, rule, etc.) to start being used (法律、法规等)开始生效，开始实施: *New accounting rules come into force next year.* 新的会计准则明年生效。 **in 'force** (about a law, rule, etc.) being used or applied (法律、法规等)已生效，已应用: *the environmental standards in force in Europe* 已在欧洲应用的环境标准 **join/combine 'forces (with sb)** to work together in order to achieve a shared aim (同…)联合; (与…)合作: *They hoped to join forces with Fiat to develop new vehicles.* 他们希望与菲亚特公司合作开发新的车辆。→ idiom at BRING

• ***verb*** [+ obj]
**1** (*often* **be forced**) to make sb/sth do sth that they do not want to do 强迫，迫使(某人做某事): *The president was forced* ***into*** *resigning.* 总统被迫辞职。◇ *She was forced out of her job.* 她被迫辞掉了工作。◇ *The economic downturn has forced us to cut jobs.* 经济不景气迫使我们削减职位。◇ *to be forced into bankruptcy* 被迫破产
**2** (*often used with an adverb or a preposition* 常与副词或介词连用) to make sth happen, especially sth bad or sth other people do not want 使发生(尤指糟糕的事或不希望的事): *They have collected enough signatures to force a vote.* 他们已

经收集到足够的签名以便强行表决。◇ *Fierce competition has forced down the cost of telephone services.* 激烈的竞争已迫使电话服务成本降低。

**forced** /fɔːst; *AmE* fɔːrst/ *adjective*
used to describe sth that happens or is done when sb does not want it 被迫的；强制的：*a forced sale of his property* 对他财产的强制变卖 ◇ *the forced departure/resignation of the chief executive* 总裁的被迫离职 / 辞职 → COMPULSORY

**ˌforced liqui'dation** = COMPULSORY LIQUIDATION

**ˌforced 'selling** *noun* [U]
(*Finance*) a situation in which an investment fund must sell particular shares, bonds, etc. in order to follow its own rules, for example, rules about the quality of investments it can keep 被迫出售（股票、债券等）▸ **ˌforced 'seller** *noun* [C]

**ˌforce field a'nalysis** *noun* [C]
(*HR*) a way of making change more acceptable in an organization by analysing the positive and negative aspects and working to increase the positive and decrease the negative 力场分析法（通过分析机构内的积极和消极因素，努力增加积极因素、减少消极因素，从而使变革更容易接受的方法）

**force majeure** /ˌfɔːs mæ'ʒɜː(r); *AmE* ˌfɔːrs/ *noun* [U]
(*Law*) unexpected circumstances, such as war, that can be used as an excuse when they prevent sb from doing sth that is written in a contract 不可抗力（如战争）：*a force majeure clause* (= in a written contract)（书面合同中的）不可抗力条款
**NOTE** **Force majeure** is a French phrase. * force majeure 是法语短语。
● *to* ***accept/challenge/declare*** *force majeure* 接受 / 质疑 / 宣称不可抗力事件

**★forecast** /'fɔːkɑːst; *AmE* 'fɔːrkæst/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **cash-flow forecast**
a statement about what will happen in the future, based on information that is available now 预测；预报：*It is difficult to give an accurate forecast of sales.* 难以作出准确的销售预测。◇ *We have raised our forecast for growth by 2 per cent.* 我们已将增长预测值提高了2%。◇ *Profits are in line with our previous forecast of €6.4 billion.* 利润与我们先前64亿欧元的预测吻合。
● *an* ***economic/a financial*** *forecast* 经济 / 财务预测 • *an* ***earnings/inflation/a growth/profit/sales*** *forecast* 收入 / 通货膨胀 / 增长 / 利润 / 销售预测 • *to* ***give/make/provide*** *a forecast* 作预测 • *to* ***change/revise*** *a forecast* 改变 / 修正预测 • *to* ***increase/raise*** *a forecast* 增加 / 提高预测值 • *to* ***downgrade/lower/reduce*** *a forecast* 调低 / 降低 / 减少预测值 • *to* ***beat/exceed/meet/miss*** *a forecast* 打破 / 超过 / 达到 / 未达到预测值
● ***verb*** [+ obj] (**forecast, forecast** *or* **forecasted, forecasted**)
to say what you think will happen in the future based on information that you have now 预测；预报：*Experts are forecasting a recovery in the economy.* 专家预测经济将复苏。◇ *Rice exports are forecast to fall sharply.* 据预计大米出口会大幅下跌。◇ *Sales were lower than forecast.* 销售量比预测的低。 SYN PREDICT
▸ **'forecasting** *noun* [U]: *forecasting models/techniques* 预测模型 / 技巧

**forecaster** /'fɔːkɑːstə(r); *AmE* 'fɔːrkæstər/ *noun* [C]
a person or an organization that studies an economy, industry, etc. and says what they think will happen to it in the future（经济、行业等的）预测者：*Most independent forecasters expect the economy to grow by under 1.5 per cent this year.* 大多数独立预测者预计今年的经济增长率低于1.5%。◇ *an economic/a financial forecaster* 经济 / 金融预测者

**foreclose** /fɔː'kləʊz; *AmE* fɔːr'kloʊz/ *verb*
**1** (*Finance*) [+ obj *or* no obj] (especially about a bank) to take control of sb's property because they have not paid back money that they have borrowed（因抵押人未按期还款）取消抵押品赎回权：*to foreclose* ***on*** *a mortgage/property* 取消抵押品 / 财产赎回权 ◇ *The bank has threatened to foreclose on the company.* 银行扬言要取消这家公司的抵押品赎回权。
**2** (*formal*) [+ obj] to reject sth as a possibility 排除（某事的）可能性：*We cannot foreclose any of the options at this stage.* 我们在这一阶段不能排除任何一种选择。 SYN EXCLUDE

**foreclosure** /fɔː'kləʊʒə(r); *AmE* fɔːr'kloʊ-/ *noun* [U,C]
(*Finance*) the act of FORECLOSING on money that has been borrowed or the right to do this; an example of this 抵押品赎回权的取消：*Mortgage foreclosures reached their highest level in April.* 取消抵押品赎回权的情况在四月份达到最高水平。◇ *The bank applied to the court for an order for foreclosure.* 这家银行提请法院下令取消抵押品赎回权。

**forefront** /'fɔːfrʌnt; *AmE* 'fɔːrf-/ *noun* [sing.]
**at/in/to the forefront** (**of sth**)
in or into an important or leading position in a particular group or activity 处于最前列；进入重要地位（或主要地位）：*The group was then at the forefront of new drug development.* 这个集团当时已跻身新药开发的最前列。

**★foreign** /'fɒrən; *AmE* 'fɔːrən; 'fɑːrən/ *adjective*
**1** in or from a country that is not your own 外国的：*earning foreign currency from exporting goods* 出口货物赚取外汇 ◇ *Developing countries need to attract foreign capital/investment.* 发展中国家需要吸引外国资本 / 投资。◇ *a foreign-owned company* 外资公司 → OFFSHORE
**2** [only before noun] dealing with or involving other countries 外交的；涉外的：*foreign affairs/policy/trade* 外交事务；对外政策 / 贸易

**ˌforeign 'bond** *noun* [C]
(*Finance*) a bond that investors in a particular country can buy in their own currency but which is issued by a foreign company 外国债券（投资者可用本国货币购买的外国公司发行的债券）：*Canadians invested $2.5 billion in foreign bonds during the quarter.* 加拿大人在本季度投资了25亿美元外国债券。→ EUROBOND

**ˌforeign 'currency acˌcount** = CURRENCY ACCOUNT

MORE ABOUT 补充说明

**Foreign bonds**

There are different names for **foreign bonds** that are sold in particular countries. For example, a foreign bond that is sold in the US can be called a **Yankee bond**, one sold in Japan a **Samurai bond** and one sold in the UK a **Bulldog bond**. 在不同国家发行的外国债券名称会有不同。例如，在美国发行的外国债券称为扬基债券，在日本发行的称为武士债券，在英国发行的则称为猛犬债券。

**ˌforeign ˈcurrency exˌposure** = CURRENCY EXPOSURE

**ˌforeign ˈcurrency reˌserves** (*also* **ˈcurrency reˌserves**) *noun* [pl.]
(*Economics*) supplies of foreign money, and assets such as gold that can easily be exchanged for money, that a government keeps to buy its own currency when it needs to protect its value compared to other currencies 外汇储备
SYN FOREIGN EXCHANGE RESERVES

**ˌforeign ˈcurrency risk** = CURRENCY RISK

**ˌforeign ˈdebt** *noun* [C,U]
(*Economics*; *Finance*) money that the government and organizations in a particular country owe to lenders in other countries 外债: *The country owes more than $100 billion in foreign debt.* 这个国家欠着1000多亿元的外债。 ◇ *foreign debt payments/repayments* 外债偿付 / 偿还
SYN EXTERNAL DEBT

**ˈforeign diˈrect inˈvestment** (*abbr* **FDI**) (*also* **diˌrect inˈvestment**) *noun* [U; C, usually sing.]
(*Economics*) money that people or companies of one country invest in another by buying property, building factories, buying businesses, etc. 对外直接投资，国外直接投资，外商直接投资（一国个人或公司在国外购买房地产、建厂、购买企业等方式的投资）: *The continued flow of foreign direct investment is critical for developing countries.* 源源不断的国外直接投资对发展中国家而言是至关重要的。

★**ˌforeign exˈchange** *noun*
(*Economics*; *Finance*)
**1** [U] (*abbr* **forex**) the system of exchanging the money of one country for that of another 外汇交易: *Controls on foreign exchange limit the amount of money you can take out of the country.* 对外汇交易的管制限制了带出国的资金数额。 ◇ *a country's foreign exchange policy* 一国的外汇交易政策
**2** [U] money that is obtained using this system 外汇: *Tourism is our largest source of foreign exchange.* 旅游业是我们最主要的外汇来源。 ◇ *a foreign exchange trader/dealer* 外汇交易员 ◇ *Oil exports account for 70% of the country's foreign exchange earnings.* 石油出口占全国外汇收入的70%。 → FOREX
**3** [C] a place where money of different countries is exchanged 外汇市场: *The pound fell on the foreign exchanges yesterday.* 昨天英镑在外汇市场上贬值了。

**ˌforeign exˈchange ˌmarket** (*also* **exˈchange ˌmarket**, *less frequent*) *noun* [C]
(*Finance*) the system in which organizations, governments and investors buy and sell currencies; anywhere that this happens 外汇市场: *The foreign exchange market is the largest financial market in the world with a daily turnover of over $1.3 trillion.* 外汇市场是世界上最大的金融市场，每日营业额超过1.3万亿元。 ◇ *By midday the dollar was trading at 121.92 yen on the Tokyo foreign exchange market.* 截至午盘，在东京外汇市场上美元兑日元报收121.92。 SYN CURRENCY MARKET → FOREX

**ˌforeign exˈchange reˌserves** (*also* **ˌforeign reˈserves**, **ˌinternational reˈserves**) *noun* [pl.]
(*Economics*) supplies of foreign money and assets such as gold that can easily be exchanged for money, which a government keeps to buy its own currency when it needs to protect its value compared to other currencies 外汇储备: *The central bank holds most of its foreign exchange reserves in US dollars and Treasury bills.* 中央银行持有的外汇储备大部分为美元和美国国库券。
SYN FOREIGN CURRENCY RESERVES

**ˌforeign ˈtrade zone** *noun* [C] (*abbr* **FTZ**) (*AmE*)
(*Trade*) an area in the US where you can receive, work with and store imported goods without paying taxes on them 保税区（在美国指对进口商品不征税的地区）→ FREE ZONE

**foreman** /ˈfɔːmən; *AmE* ˈfɔːrmən/, **forewoman** /ˈfɔːwʊmən; *AmE* ˈfɔːrw-/ *noun* [C] (*plural* **foremen** /-mən/**forewomen** /-wɪmɪn/)
**1** a worker who is in charge of a group of other factory or building workers 领班；工头: *a foreman on a building site* 建筑工地的工头 ◇ *a factory/drilling foreman* 工厂工头；钻井队长
**2** a person who acts as the leader of a JURY in a court 陪审团团长；陪审团主席

**foˌrensic acˈcounting** /fəˈrensɪk; -ˈrenzɪk/ *noun* [U]
(*Accounting*) the activity of investigating financial records in order to find evidence of illegal payments, stolen money, etc. 法务会计；法证会计（调查财务记录以寻找非法报酬、赃款等证据）: *auditors trained in forensic accounting* 受过法务会计培训的审计师 ▶ **ˌforensic acˈcountant** *noun* [C]

**forestry** /ˈfɒrɪstri; *AmE* ˈfɔːr-; ˈfɑːr-/ *noun* [U]
the science or industry of planting and taking care of trees and forests 林学；林业: *a forestry company* 林业公司 ◇ *forestry products such as timber and paper* 诸如木材和纸张等林业产品

**forex** (*also spelled* **Forex**) /ˈfɒreks/ *AmE* ˈfɔːr-; ˈfɑːr-/ (*also* **FX**) *abbr*
(*Finance*) a short way of saying or writing **foreign exchange** * foreign exchange 的简称: *trading in the forex market* 外汇市场交易 ◇ *forex trading* 外汇交易 ◇ *a forex dealer/trader* 外汇交易员

**forfeit** /ˈfɔːfɪt; *AmE* ˈfɔːrfət/ *verb* [+ obj]
**1** to lose sth or have sth taken away from you because you have done sth wrong（因犯错）丧失，被没收: *If you cancel your flight, you will forfeit your deposit.* 乘客若取消航班订位，订金概不退还。

**2** to agree not to receive sth that you have a right to 同意放弃: *She forfeited her salary for an extended period of leave.* 她同意不带薪延长休假。

**forfeiture** /'fɔːfɪtʃə(r); *AmE* 'fɔːrfətʃər/ *noun* [U,C]
an act of FORFEITING sth 丧失; 没收: *the forfeiture of property* 没收财产

**forge** /fɔːdʒ; *AmE* fɔːrdʒ/ *verb* [+ obj]
**1** to put a lot of effort into making sth successful or strong so that it will last 艰苦干成; 努力加强: *We have tried to forge closer links with our suppliers.* 我们努力与供应商建立更密切的关系。
● *to forge* ***links/ties*** *(with sb)* (与某人) 建立关系 / 联系 • *to forge an* ***alliance/a partnership/relationship*** 建立联盟 / 伙伴关系 / 关系 • *to forge a* ***deal/merger*** 达成交易 / 合并
**2** to make an illegal copy of sth in order to deceive people 伪造; 假冒: *They had been passing forged notes.* 他们一直在使用伪钞。 ◇ *a forged signature* 伪造的签名 → COUNTERFEIT
● *to forge a* ***banknote/document/passport/signature*** 伪造钞票 / 文件 / 护照 / 签名
PHR V **,forge a'head** (about a price, number, etc.) to increase, especially by a large amount within a short period of time (尤指短期内价格、数量等大幅度) 上涨, 增长: *Sales have forged ahead (by) 7%.* 销售量已激增7%。 **,forge a'head (with sth)** to move forward quickly; to make a lot of progress quickly 迅速向前; 进步很快: *They are forging ahead with their merger plans.* 他们的合并计划正顺利进行。 **,forge 'higher** if the value of a share, a currency, etc. **forges higher**, it rises by a large amount within a short period of time (股票、货币价值等短期内大幅度) 提高, 上涨: *The dollar forged higher against* (= compared to) *the euro yesterday.* 昨天美元对欧元大幅升值。

**forgery** /'fɔːdʒərɪ; *AmE* 'fɔːrdʒ-/ *noun* [C] (*plural* **forgeries**)
**1** [U] the crime of copying money, documents, etc. in order to deceive people (钱、文件等的) 伪造; 伪造罪
**2** [C] something, for example a document, piece of paper money, etc., that has been copied in order to deceive people 伪造品; 赝品: *The signature was a forgery.* 签名是伪造的。

**forgive** /fə'gɪv; *AmE* fər'gɪv/ *verb* [+ obj] (**forgave** /fə'geɪv; *AmE* fər'g-/ **forgiven** /fə'gɪvn; *AmE* fər'g-/) (*formal*)
(about a bank, company, etc.) to say that sb does not need to pay back money that they have borrowed (银行、公司等) 免除 (债务): *The company has forgiven a $15 million loan to its former chairman.* 这家公司已免除其前任董事长1500万元的债务。 ◇ *forgiving developing countries' debt* 免除发展中国家的债务
▸ **forgiveness** /fə'gɪvnəs; *AmE* fər'g-/ *noun* [U]: *debt forgiveness* 债务免除

**fork** /fɔːk; *AmE* fɔːrk/ *verb*
PHR V **,fork 'out (for sth)**; **,fork 'out sth (for/on sth)** (*AmE also* **,fork 'over sth (for sth)**) (*informal*) to spend a lot of money on sth, especially unwillingly (尤指不情愿地) 大量花钱: *We doubt whether consumers will fork out for such an expensive service.* 我们怀疑消费者是否愿意为如此昂贵的服务大把掏钱。 ◇ *They forked over $60 000 for legal fees.* 他们掏了6万多元的诉讼费。 SYN SHELL OUT

**forklift** /'fɔːklɪft; *AmE* 'fɔːrk-/ (*also* **,forklift 'truck**) *noun* [C]
a vehicle with special equipment on the front for moving and lifting heavy objects 叉式装卸车; 铲车; 叉车 —Picture at TRANSPORT

**★form** /fɔːm; *AmE* fɔːrm/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **application form, claim ~, I-9 ~, order ~, substance over ~, tax ~**
an official paper or electronic document containing questions and spaces for answers or information 表格: *Use form 8E if you are renewing your passport.* 护照续期请使用 8E 表格。 ◇ *You can submit your form by email.* 你可以通过电子邮件提交表格。 → idiom at DUE
● *to* ***complete/fill in/fill out/sign*** *a form* 填写表格; 在表格上签字 • *to* ***file/return/submit*** *a form* 呈送 / 退还 / 递交表格 • *a* ***booking/an entry/a registration/reservation*** *form* 预订单; 报名表; 登记表; 预订单
● ***verb*** [+ obj or no obj]
to start a group of people, such as an organization, a committee, etc.; to come together in a group of this kind 组织; 建立: *The group was formed from the merger of two engineering firms.* 这个集团是通过合并两家工程公司组建起来的。 ◇ *They have formed an alliance with a British bank.* 他们和一家英国银行结成了同盟。 ◇ *a newly formed company* 新成立的公司 ◇ *The partnership formed in 1996.* 合伙关系建立于1996年。 See note at FOUND

**★formal** /'fɔːml; *AmE* 'fɔːrml/ *adjective*
**1** (about a style of dress, speech, writing, behaviour, etc.) very correct and suitable for official or important occasions (衣着、言语、书写、行为等) 适合正式场合的, 正规的, 庄重的: *Legal firms may have a policy of formal dress.* 律师事务所可能有要求衣着正式得体的政策。 ◇ *You should use a formal style of writing in the report.* 报告中应使用正式的写作文体。
**2** official; following an agreed or official way of doing things 正式的; 合乎规矩的: *formal legal processes* 正式的法律程序 ◇ *A formal announcement of the appointment is expected today.* 预计任命将于今天正式宣布。 ◇ *No formal agreement has yet been reached.* 尚未达成正式协议。
**3** (*Economics*) [only before noun] used to describe the part of an economy that involves businesses which are officially established or recognized and employment in these businesses 正规的 (指经济体中正式成立或认可的企业以及在这类企业的就业): *Only 15% of the labour force are employed in the formal sector.* 只有15%的劳动力在正规部门就业。 → SHADOW ECONOMY
▸ **formally** /'fɔːməlɪ; *AmE* 'fɔːrm-/ *adverb*: *Dress formally for your interview.* 面试要穿得正式点儿。 ◇ *The accounts were formally approved by the board.* 账目已由董事会正式批准。

**formality** /fɔː'mælətɪ; *AmE* fɔːr'm-/ *noun* (*plural* **formalities**)
**1** [C, usually pl.] a thing that you must do as a formal or an official part of a legal process, a social situation, etc. 正式手续: *It takes a month*

*to complete the legal formalities of the sale.* 要花一个月的时间办理这笔销售的法律手续。 ◇ *Let's skip the formalities and get down to business.* 咱们省去繁文缛节，开始讨论正事吧。 ◇ *lengthy customs formalities* 耗时的海关手续

● *to* ***complete/deal with/follow/go through*** *(the) formalities* 办妥 / 履行 / 遵循 / 办理手续 • *to* ***dispense with/skip*** *(the) formalities* 免去 / 省去手续

**2** [C, usually sing.] a thing that you must do as part of an official process, but which has little meaning and will not affect what happens 例行公事: *He already knows he has the job so the interview is a mere formality.* 他已知道自己得到了这份工作，所以面试仅仅是例行公事。

**3** [U] correct and formal behaviour 正式礼节

**formalize , -ise** /'fɔːməlaɪz; *AmE* 'fɔːrm-/ *verb* [+ obj]

**1** to give sth a fixed structure or form by introducing rules（通过规划）使正规: *Entry to jobs at all levels has become more formalized.* 各级职位的聘任都已经变得更加正规化了。

**2** to make an arrangement, a plan, etc. legal or official 使（安排、计划等）成为正式的: *They have now formalized the investigation.* 他们现在正式展开调查。

▸ **formalization, -isation** /ˌfɔːməlaɪ'zeɪʃn; *AmE* ˌfɔːrmələ'z-/ *noun* [U]

**format** /'fɔːmæt; *AmE* 'fɔːrmæt/ *noun, verb*

● ***noun*** [C]

**1** the arrangement, plan, design, etc. that is chosen for sth（安排、计划、设计等的）形式，方式: *About half the stores are being converted into a convenience store format.* 大约一半的商店正转向便利店经营方式。 ◇ *The document uses a question-and-answer format.* 这份文件采用了问答的形式。

**2** the way in which information is stored on a computer, disk, tape, etc. 格式: *The images are stored in a digital format.* 影像以数字格式储存。 ◇ *the increasing popularity of the DVD format* * DVD 格式的日益普及 ◇ *Convert the document into HTML format.* 把文件转换为HTML格式。

**3** (*Marketing*) the shape and size of a book, magazine, etc.（出版物的）版式，开本: *The magazine is being relaunched in a new format.* 这本杂志以新的版式重新上市。 ◇ *advertising on large-format billboards* 大幅广告牌上的广告

● ***verb*** [+ obj] (**-tt-**)

**1** to arrange text or numbers in a particular way on a page or a screen 安排（文字或数字的）版式: *Format the document in two columns.* 将这份文件设置成两栏版式。 ◇ *The data is automatically formatted into the report.* 数据会被自动编排进报告中。

**2** (*IT*) to prepare a computer disk so that data can be recorded on it 格式化 SYN INITIALIZE

**formation** /fɔː'meɪʃn; *AmE* fɔːr'm-/ *noun* [U,C]

SEE ALSO: **capital formation**

the action of establishing or developing sth; sth that is established or developed 形成; 构成; 组成; 成立: *She has been in charge of the firm since its formation in 1998.* 自1998年公司成立以来，她一直都是负责人。 ◇ *the formation of corporate strategy* 企业战略的形成 ◇ *The country has a high rate of new business formation(s).* 这个国家成立新企业的比率很高。

**formatting** /'fɔːmætɪŋ; *AmE* 'fɔːrm-/ *noun* [U,C] the way in which you arrange text and numbers on the screen in an electronic document, a SPREADSHEET, etc.（电子文档、电子数据表中文字或数字的）格式: *You will lose some of the formatting when viewing the document in another program.* 当用另一种程序阅览文件时，有些文件格式显示不出来。 ◇ *paragraph formatting* 段落格式

**former** /'fɔːmə(r); *AmE* 'fɔːrm-/ *adjective* [only before noun]

**1** that used to have a particular position or status in the past 前; 前任的; 昔日的: *my former boss/colleague* 我的旧老板 / 同事

**2** that used to exist in earlier times 以前的; 从前的: *the former Soviet republics* 前苏联共和国

**'form ˌletter** *noun* [C]

a letter with standard content that can be sent to a large number of people, especially one produced in large numbers using a computer program 格式信件 → PRO FORMA

**formula** /'fɔːmjələ; *AmE* 'fɔːrm-/ *noun* [C] (*plural* **formulas** *or, especially in scientific use,* **formulae** /'fɔːmjəliː; *AmE* 'fɔːrm-/)

SEE ALSO: **golden formula**

**1** (*Technical*) a series of letters, numbers or symbols that represent a rule or law 公式; 方程式: *They use complex mathematical formulas to calculate the insurance premium.* 他们使用复杂的数学公式来计算保费。

**2** a particular method of doing or achieving sth 方法; 方案: *There's no simple formula for the success of a business.* 企业的成功没有简单的方法可循。

**'formula ˌin'vesting** *noun* [U]

(*Finance*) a way of investing money by following a particular set of rules 公式投资（根据某种规则进行的投资）

**★formulate** /'fɔːmjuleɪt; *AmE* 'fɔːrm-/ *verb* [+ obj]

to create or prepare sth carefully, giving particular attention to the details 制定; 规划; 构思; 准备: *to formulate a plan/policy/strategy* 制定计划 / 政策 / 战略 ◇ *The patent covers the way in which the drug is formulated.* 此项专利包括配制药物的方法。 ▸ **formulation** /ˌfɔːmjuˈleɪʃn; *AmE* ˌfɔːrm-/ *noun* [U,C]: *the formulation of new policies* 新政策的制定 ◇ *new formulations of existing drugs* 现有药物的新配方

**ˌfor-'profit** *adjective* [only before noun]

used to describe a company or an organization that is run with the aim of making a profit 以营利为目的的; 营利性的: *They operate a for-profit hospital chain.* 他们经营一家营利性连锁医院。 → NON-PROFIT

**fortune** /'fɔːtʃuːn; *AmE* 'fɔːrtʃ-/ *noun*

**1** [C] a large amount of money 一大笔钱; 巨款: *She made a fortune in real estate.* 她做房地产生意发了财。 ◇ *He built his fortune selling computers in Latin America.* 他靠在拉丁美洲销售计算机积累起了财富。

● *to* ***amass/build (up)/make*** *a fortune* 集聚 / 创造财富; 发财 • *to* ***lose/pay/spend*** *a fortune* 失去 / 支付 / 花费大笔钱财 • ***a considerable/large/***

***substantial** fortune* 一笔可观的 / 一大笔 / 相当多的财富 • ***a family/personal** fortune* 家庭 / 个人财产

**2** [C, usually pl., U] the good and bad things that happen to a person, business, country, etc. （个人、企业、国家等的）发展变化趋势，命运，际遇：*The company's financial fortunes are closely linked to those of Mexico.* 这家公司的财务状况与墨西哥的金融局势密切相关。◇ *the changing fortunes of the film industry* 电影业的变迁 ◇ *a plan to restore the group's fortunes* 一项恢复集团运势的计划

⊕ ***changing/declining/flagging/mixed** fortunes* 变换的 / 衰退的 / 衰败的 / 有成有败的命运 • ***to restore/reverse/revive** sb's/sth's fortunes* 恢复 / 扭转 / 重振某人或某事物的命运

→ idiom at COST *verb*

**,Fortune '500** /ˌfaɪv 'hʌndrəd/ *noun* [sing.] a list that is published every year of the 500 US companies that have the largest income 财富500强（《财富》杂志每年列出的美国500家收入最高的公司的名单）：*The company ranks 33rd on/in the Fortune 500.* 这家公司在财富500强中排名第33。◇ *a Fortune 500 company* 财富500强公司

**★forum** /'fɔːrəm/ *noun* [C] a place where people can exchange opinions and ideas on a particular issue; a meeting organized for this purpose 公共讨论场所；讨论会；论坛：*an electronic discussion forum* 电子论坛 ◇ *Our weekly meetings provide a forum for debating important issues.* 我们每周一次的会议成了讨论重要问题的论坛。

**★forward** /'fɔːwəd; *AmE* 'fɔːrwərd/ *adverb, adjective, verb*

• ***adverb***

SEE ALSO: **brought forward, carriage ~, carried ~**

**1** towards a good result 进展；前进：*She felt she needed to **move forward** in her career.* 她觉得她需要在事业上取得进步。◇ *technologies that will drive the industry forward* 推动行业前进的技术 ◇ *The project will go forward* (= continue) *as planned.* 这个项目将按计划继续进行。

**2** in or concerning the future 往后；将来：***Looking forward**, we expect sales to increase significantly.* 展望未来，我们期望销售量将显著增加。

**3** (*Commerce*; *Finance*) if sth is sold or bought **forward**, the seller agrees to provide it for a fixed price at a particular time in the future, when they have produced or obtained it 远期：*Growers can currently sell forward cotton to be picked in 2010 for about A$506 a bale.* 种植者目前能以大约每包506澳元的价格远期出售将于2010年采摘的棉花。

IDM **,going 'forward** in the future 在将来；以后：*The competition will be less intense going forward.* 将来的竞争不会这么激烈。◇ *Going forward, we expect to see increased profit growth.* 将来，我们期望利润增长得更多。

• ***adjective***

**1** relating to the future 未来的；将来的：*A little **forward planning** could have saved us a lot of expense.* 当初我们要是做一点预先规划，便可以省下一大笔开支的。◇ *forward economic growth* 未来的经济增长

**2** (*Commerce*) relating to sth that will be provided or delivered in the future 远期的：*We hold stocks equivalent to 90 days of forward demand.* 我们持有相当于90天远期需求的库存。◇ *the forward market for crude oil* 原油远期市场 → FORWARD CONTRACT, FORWARD SALE

• ***verb*** [+ obj]

SEE ALSO: **fast-forward, store-and-forward**

**1** to send or pass goods, information, an email, etc. to sb 发送，寄（商品、信息、电子邮件等）：*We will be forwarding our new catalogue **to** you next week.* 我们下星期会给你寄新的商品目录。◇ *The message is automatically forwarded to your email account.* 信息会自动发送到你的电子邮件账户中。SYN SEND STH ON → CALL FORWARDING

**2** to send a letter, etc. received at the address a person used to live or work at to their new address（按新地址）转寄，转投，转交：*Could you forward any mail **to** us in Shanghai?* 你能不能把所有信件转寄到上海给我们？SYN SEND STH ON

NOTE The words 'Please forward' or 'to be forwarded' are usually written on the envelope. * Please forward 或 to be forwarded 通常写在信封上。

**'forward ,contract** *noun* [C] (*Finance*) an agreement to supply sth for a fixed price at a particular time in the future, when it has been produced or obtained, especially an amount of a COMMODITY (= an agricultural product, oil, a metal, etc.) or a currency 远期合同（在将来的特定时间按固定价格供应某商品的协议）：*a forward contract to supply oil and gas* 供应石油和天然气的远期合同 ◇ *Forward contracts can provide a hedge* (= protection) *against future changes in the exchange rate.* 远期合同可用于规避未来汇率变动的风险。→ FUTURE

**,forward 'cover** *noun* [U,C] (*Finance*) a right to buy or sell an amount of currency for a fixed price at a particular time in the future. Businesses buy **forward cover** to protect against changes in the value of currencies they will need in the future 远期抛补（在将来的特定时间按固定价格买卖一定量货币的权利。企业购买远期抛补的目的在于防止将来需要外汇时因汇率发生变动而受损）：*We obtain forward cover on all export orders.* 我们获得了所有出口订单的远期抛补。

**forwarder** /'fɔːwədə(r); *AmE* 'fɔːrwərdər/ = FREIGHT FORWARDER

**,forward ex'change rate** *noun* [C] (*Finance*) the price agreed for buying an amount of currency at a particular time in the future 远期汇率

**forwarding** /'fɔːwədɪŋ; *AmE* 'fɔːrwərd-/ *noun* [U]

SEE ALSO: **call forwarding**

(*Trade*; *Transport*) the process of arranging for goods to be transported and/or exported on behalf of others 货运；托运：*forwarding instructions* 货运说明

**'forwarding ad,dress** *noun* [C] a new address to which letters should be sent from an old address that sb has moved away from

转递地址：*She left no forwarding address.* 她没留下转递地址。

**'forwarding ,agent** *noun* [C]
(*Trade; Transport*) a company that is paid to arrange for goods to be transported and often exported on behalf of others 货运代理：*Your order will be delivered by our US forwarding agent.* 你订购的货物将由我们美国的货运代理送交。
SYN FREIGHT FORWARDER

**,forward inte'gration** *noun* [U]
(*Economics*) a situation where a company buys a business that it normally supplies goods or services to, or starts doing the same work as that business 前向一体化，前向合并（公司收购供应货物或服务的对象企业）：*Forward integration into retailing should bring us a competitive advantage.* 前向合并零售业将为我们带来竞争优势。◇ *an aggressive forward-integration strategy* 进取的前向一体化战略 → BACKWARD INTEGRATION —Picture at INTEGRATION

**'forward-,looking** *adjective*
planning for the future; willing to consider modern ideas and methods 向前看的；有远见的：*a forward-looking company* 有远见的公司 ◇ *We need someone dynamic and forward-looking to grow the company.* 我们需要一位朝气蓬勃并富有远见的人来发展公司。

**'forward price** *noun* [C]
(*Finance*) the price agreed for goods, currencies, etc. which will be delivered at a particular time in the future 远期价格 → SPOT PRICE

**'forward sale** *noun* [C]
(*Finance*) a type of sale where sb agrees to supply sth for a fixed price at a particular time in the future, when they have produced or received it 远期销售：*Mining companies have reduced this forward sales of gold.* 各采矿公司都已调低黄金的远期销售 ◇ *matching forward sales with future production* 使远期销售与未来产量匹配

**'forward ,selling** *noun* [U]
(*Finance*) the practice of agreeing to supply sth for a fixed price at a particular time in the future, when it has been produced or obtained 远期出售：*the forward selling of yet-to-be-mined gold* 远期出售尚待开采的金矿

**'forward slash** *noun* [C]
the symbol (/) used in computer commands and in Internet addresses to separate the different parts 正斜杠 → BACKSLASH

**★found** /faʊnd/ *verb* [+ obj]
to start sth, such as an organization or an institution, especially by providing money（尤指提供资金）创办，创建：*Fiat was founded in 1899 by the Agnelli family.* 菲亚特公司由阿涅利家族于1899年创办。◇ *She was one of the founding members of the firm.* 她是公司的创始人之一。

**★foundation** /faʊn'deɪʃn/ *noun*
**1** [C] an organization that is established to provide money for a particular purpose, for example charity, or that does research on a particular subject 基金会：*a report published by the Foundation for International Business and Economic Research* 由国际商业经济研究基金会发布的报告
**2** [U] the act of starting a new institution or organization（机构或组织的）创办，创建：*The organization has grown enormously since its foundation in 2002.* 这一组织自2002年创办以来已有了很大的发展。

**★founder** /'faʊndə(r)/ *noun, verb*
● ***noun*** [C]
a person who starts an organization, a company, etc.（组织、机构等的）创办者，创始人，发起者：*He is the group's founder and chief executive.* 他是这个集团的创始人及总裁。◇ *a founder shareholder* (= who invests money in shares to help start a company) 创始股东（以股票投资的形式帮助创办公司）
● ***verb*** [no obj]
(about a plan, business, etc.) to fail because of a particular problem or difficulty（计划等）失败；（企业等）破产：*The project foundered after problems with funding.* 这个项目因资金不足而告吹。◇ *Negotiations foundered on the issue of pay.* 谈判因薪酬问题而搁浅。

**,founder 'member** (*BrE*) (*AmE* **,charter 'member**) *noun* [C]
one of the first members of a society, an organization, etc., especially one who helped start it（组织等的）创办人，创建人，发起人

**foundry** /'faʊndri/ *noun* [C] (*plural* **foundries**)
**1** a factory where metal or glass is melted and made into different shapes or objects 铸造厂；玻璃厂：*an iron foundry* 铸铁厂
**2** a factory where MICROCHIPS are made 芯片制造厂：*a chip/silicon foundry* 芯片制造厂；硅加工厂

**,four-colour 'process** (*AmE spelling* **~ color ~**) *noun* [C]
a system used in printing in which the colours blue, red, yellow and black are combined to create a wide range of colours 四色彩印；四色法

**'four-pack** *noun* [C]
a set of four things wrapped and sold together 四件套；四份装

**fraction** /'frækʃn/ *noun* [C]
a small part or amount of sth 一小部分；少量；一点儿：*These investments are now worth only a fraction of their original value.* 这些投资目前只值原始价值的一小部分。→ SAMPLING FRACTION

**VOCABULARY BUILDING 词汇扩充**

**Starting a business**

- *The company has a long history, being* ***founded*** *in 1904.* 这家公司成立于1904年，历史悠久。
- *The group was* ***created*** *in 2001 through a merger of three banks.* 该集团于2001年由三家银行合并而成。
- *They are* ***forming*** *a joint venture with a Canadian manufacturer.* 他们正与一家加拿大制造商组建合资企业。
- *She* ***set herself up*** *as a management consultant.* 她当上了管理顾问。
- *We* ***set up*** *a company to market the products.* 我们成立了一家公司销售这些产品。
- *He had always wanted to* ***start up*** *his own business.* 他一直想自己创业。

**fractional** /'frækʃənl/ *adjective*
**1** (*formal*) very small; not important 很小的；很少的；微不足道的：*a fractional decline in earnings* 收益微降
**2** [only before noun] forming or connected with a part of sth larger 部分的：*They sold most of the business but kept the fractional part that was profitable.* 他们出售了大部分业务，只保留了有赢利的部分。
▸ **fractionally** /'frækʃənəli/ *adverb*: *Passenger numbers were fractionally higher in February.* 旅客人数略高于二月份。

**ˌfractional 'ownership** *noun* [U]
(*Finance*; *Law*) a situation where different people or companies buy and share an asset; the right that they each have to use, keep, etc. the asset 持份所有权，部分所有权（不同的人或公司购买并共享一份资产，每人都拥有使用、保管资产的权利）：*Many aircraft manufacturers now offer fractional ownership programs.* 许多飞机制造商现提供持份所有权项目。◇ *selling fractional ownership in a property* 出售房地产的持份所有权
▸ **ˌfractional 'owner** *noun* [C]

**'framework aˌgreement** *noun* [C]
a formal arrangement between two or more groups, companies, countries, etc. to behave in a particular way or do particular things. It also suggests future actions or discussions 框架协议：*a framework agreement on the voluntary reduction of greenhouse gas emissions* 自愿减少温室气体排放的框架协议

**★franchise** /'fræntʃaɪz/ *noun*, *verb*
• ***noun***
SEE ALSO: **area franchise**, **master franchise**
**1** (*Commerce*) [C,U] a right that sb buys from a company that allows them to do particular business activities, such as selling the company's goods and services in a particular area; formal permission given by a government to sb that wants to operate a public service as a business（公司授予的）特许经营权；（政府授予的）特别经营权，特许：*They won the franchise to operate outlets in the UK.* 他们获得了在英国经营专卖店的特许经营权。◇ *to operate a business under franchise* 根据特许经营权经营 ◇ *In the reorganization, Southern Television lost their franchise.* 南方电视公司在重组过程中失去了特许经营权。
➊ *to* ***buy/have/hold/lose/own/win*** *a franchise* 购买／有／持有／失去／拥有／赢得特许权 • *to* ***award/give sb/grant sb/sell*** *a franchise* 授予／给予某人／赋予某人／出售特许权 • *a* ***catering/fast food/rail/television*** *franchise* 餐饮／快餐／铁路／电视特许经营权 • *a franchise* ***business/company/operation*** 特许经营权企业／公司／业务 • *a franchise* ***agreement/holder/owner*** 特许经营权协议／持有人／所有人
**2** (*Commerce*) [C] a business or service run under **franchise** 获特许经营权的企业（或服务）：*The restaurant chain has 257 franchises across Europe.* 这家餐饮连锁店在整个欧洲有257家特许经销店。◇ *a burger franchise* 汉堡包特许经销店
**3** (*Marketing*) [C] the group of people within a population that buy a particular product or service（购买某种产品或服务的）品牌忠诚者：*The young-male franchise generally consider it to be their brand.* 热衷于购买这个品牌的年轻男性普遍认为这是属于他们的品牌。◇ *We needed to widen the brand's franchise.* 我们必须网罗更多的这个品牌的忠诚者。
**4** (*Marketing*) [C] the right to sell a particular film/movie, television show, computer program, etc. and use the name to market other products; the group of products that have the name（电影、电视节目、计算机软件等的）专卖权，特许权，特许商品：*They own the Tomb Raider franchise.* 他们拥有《古墓丽影》的专卖权。◇ *a new movie in the Harry Potter franchise* 哈利 • 波特专卖权系列的新影片
• ***verb*** [+ obj]
(*Commerce*) (*usually* **be franchised**) to give or sell a **franchise** to sb 授予（或出售）特许经销权（或经营权）；授予专卖权：*Catering has been franchised (out) to a private company.* 餐饮特许经营权已授予一家私营公司。◇ *The group has 9 000 franchised restaurants.* 这个集团拥有9000家特许经营餐厅。
▸ **'franchising** *noun* [U]: *They intend to expand through franchising agreements.* 他们打算通过特许经营协议扩大经营。

**franchisee** /ˌfrænʧaɪ'zi:/ *noun* [C]
(*Commerce*) a person or company that has been given a **franchise** 获特许经营权的人（或公司）；特许经营人（或公司）→ MASTER FRANCHISE

**franchiser** (*also spelled* **franchisor**) /'frænʧaɪzə(r)/ *noun* [C]
(*Commerce*) a company or an organization that gives sb a **franchise** 特许授权人（授予他人特许权的公司或组织）See note at EMPLOYER

**franco** /'fræŋkəʊ; *AmE* -oʊ/ *adverb* (*abbr* **fco**)
(*Trade*) used to say that goods will be delivered to a particular place without any charge for transport 免收运费；全部费用在内：*The goods will be delivered franco to your warehouse.* 货物将免费运至贵方仓库。

**frank** /fræŋk/ *verb* [+ obj] (*often* **be franked**)
to stamp a mark on an envelope, etc. to show that the cost of posting it has been paid or does not need to be paid（在信封上）盖邮资已付印记，盖免费邮资印记：*a franked envelope* 盖有“邮资已付”邮戳的信封 ◇ *a franking machine* 邮戳机；自助邮资盖印机

**★fraud** /frɔ:d/ *noun* [U,C]
the crime of deceiving sb in order to get money or things illegally 欺骗罪；欺诈罪；诈骗罪：*property that has been obtained by fraud* 欺诈获得的财产 ◇ *Investigators have uncovered a $12 million accounting fraud.* 调查人员查出一起涉案金额1200万元的财务诈骗案。◇ *She was accused of committing fraud* ***against*** *her clients.* 她被控对客户犯有欺诈罪。
➊ *a* ***complex/massive/serious*** *fraud* 复杂／巨额／严重的欺诈罪 • ***accounting/bank/credit-card/tax*** *fraud* 财务／银行／信用卡／税务诈骗罪 • ***corporate/financial*** *fraud* 企业／金融诈骗案 • *to* ***commit/engage in/perpetrate*** *fraud* 犯欺骗罪；从事／进行欺骗 • *a fraud* ***case/investigation/trial*** 诈骗案／调查／审判

**fraudulent** /'frɔ:djələnt; *AmE* -dʒə-/ *adjective*
intended to deceive sb, usually in order to make

money illegally 欺骗的；欺诈的：*He had made several fraudulent insurance claims.* 他多次骗保。◇ *Statistics show that 33% of job applications contain fraudulent information.* 统计显示33%的求职申请含有虚假信息。▸ **fraudulently** /'frɔ:djələntli; *AmE* -dʒə-/ *adverb*：*charged with fraudulently obtaining a bank loan* 被控骗取银行贷款

**FRB** /ˌef ɑ: 'bi:; *AmE* ɑ:r/ = FEDERAL RESERVE BANK, FEDERAL RESERVE BOARD

**Freddie Mac™** /ˌfredi 'mæk/ *noun* (*Finance*)
**1** [sing.] (*abbr* **FHLMC**) in the US, the Federal Home Loan Mortgage Corporation, a private company supported by the government that supplies money for MORTGAGES（美国）房地美：*Freddie Mac sold a total of $3 billion of one-month bills on Monday.* 房地美星期一共售出30亿元的一月期票据。
**2** [C, usually pl.] the bonds that are issued by **Freddie Mac** 房地美发行的债券：*Freddie Macs with a yield of 4.10%* 收益为4.10%的房地美债券 → FANNIE MAE, GINNIE MAE

**★free** /fri:/ *adjective, verb, adverb*
• ***adjective*** (**freer** /'fri:ə(r)/**freest** /'fri:ɪst/)
SEE ALSO: **duty-free, hands-~, interest-~, post-~, smoke-~, tax-~, toll-~**
**1** costing nothing 不收费的：*Drug companies regularly give out* ***free samples*** *of their products.* 制药公司定期发放免费的产品试用样品。◇ *The website is free for personal use (but companies pay to use it).* 本网站免费供个人使用（但公司需付费使用）。
**2** able to move or be exchanged between people without restrictions 自由的；不受约束的：*There is free movement of capital and labour within the European Union.* 欧盟内部资本和劳动力可以自由流动。◇ *a free flow of information* 信息的自由流通
**3** not containing or affected by sth harmful or unpleasant 不含有害物的；不受影响的：*Our products are completely free* ***from*** *harmful chemicals.* 我们的产品完全不含有害化学物。◇ *Benefits received under the policy are free* ***of*** *tax.* 这条政策带来的好处是免税。
**4 -free** (*in adjectives* 用于构成形容词) without the thing mentioned; not affected by the thing mentioned 没有…的；不受…影响的：*a risk-free investment* 无风险的投资
**5** available to be used 可使用的；空着的：*The software requires about 20 megabytes of free hard-disk space.* 这个软件大约需要20兆字节的可用硬盘空间。
**6** (about a person or a time) without particular plans or arrangements; not busy（人或时间）没有安排活动的，空闲的：*Keep Monday morning free for a meeting.* 把星期一上午空出来开会。
IDM **there's no such ˌthing as a free 'lunch** used to say that it is not possible to get sth for nothing 没有免费的午餐（表示世上没有任何不付代价就能得到的东西）
• ***verb*** [+ obj]
**free sb/sth** (**up**) to make sb/sth available for a particular purpose 使可用（于某目的）：*Selling these assets will free up capital to invest in our core business.* 出售这些资产可以腾出资金来投资于我们的核心业务。
• ***adverb***
without payment 免费：*Children under five travel free.* 五岁以下儿童乘车免费。◇ *You can download the booklet* ***free of charge****.* 你可以免费下载这本小册子。

**ˌfree 'agent** *noun* [C]
(*Commerce*) a person who is independent and works for several different companies or organizations 自由职业者：*Free agents often work longer hours and under greater pressure than their colleagues inside companies.* 自由职业者通常比公司内的同事工作时间长、压力大。▸ **ˌfree 'agency** *noun* [U]

**'free a'longside 'ship** *phrase* (*abbr* **FAS**)
(*Trade*) a term meaning that the seller delivers the goods to a ship at a particular port and gets official permission for them to be exported. The buyer is responsible for having the goods loaded onto the ship and transported 船边交货（贸易术语，意思是卖方在指定装运港船边交货并办理出口通关手续，买方负责将货物装上轮船和运输）：*We deliver FAS Tokyo.* 我们按船边交货价在东京交货。→ INCOTERM

**freebie** /'fri:bi/ *noun* [C] (*informal*)
something that is given to sb without payment, usually by a company（通常指公司提供的）免费品：*They always put some freebies in with the orders.* 他们总是将一些免费赠品和订单放在一起。◇ *a freebie holiday* 免费度假

**ˌfree 'carrier** *phrase* (*abbr* **FCA**)
(*Trade*) a term meaning that the seller gets official permission for the goods to be exported and delivers them to the person or company (**carrier**) who will then transport them on behalf of the buyer 货交承运人（贸易术语，意思是卖方办理出口通关手续并将货物交给承运人，承运人代表买方负责运输）：*Our delivery terms are FCA Stockholm airport.* 我们按货交承运人价在斯德哥尔摩机场交货。→ INCOTERM

**ˌfree 'cash flow** *noun* [U,C]
(*Accounting*) income that a business has left at the end of an accounting period after paying for its supplies, workers, etc. and any assets that it has bought, such as machinery or property; the state of having this income available to spend 自由现金流（企业在会计期末支付完供货成本、工人工资以及购买机器和房产等资产的货款后剩余的收入）：*The group is anxious to generate free cash flow in order to repay debt.* 这个集团急于产生自由现金流以偿还债务。◇ *We expect to achieve free cash flow by the end of the year.* 我们期望在今年年底之前获得自由现金流。

**ˌfree collective 'bargaining** *noun* [U] (*BrE*)
(*HR*) formal talks between unions and employers, about pay and working conditions, that are not limited by the law or government 自由集体谈判（劳资双方关于薪酬和工作条件的正式谈判）

**ˌfree compe'tition** *noun* [U]
(*Economics*) a system in which prices, incomes, etc. are controlled by supply and demand and businesses compete freely with each other 自由竞争

**ˌfreedom of associˈation** *noun* [U]
(*Law*) the right to join or form an organization, especially a union 结社自由（加入或成立工会等组织的权利）

**ˌfree ˈenterprise** *noun* [U]
an economic system in which private businesses compete with each other without much government control 自由企业制（私营企业相互竞争、政府很少干预的经济体制）→ PRIVATE ENTERPRISE

**ˌfree ˈfall** *noun* [U]
a sudden drop in the value of sth that cannot be stopped 价值突降不止：*The share price **went into** free fall after the firm announced poor year-end results.* 这家企业宣布年终业绩不佳之后，股价狂跌不止。

**ˌfree-ˈfloating** *adjective*
able to move freely; not controlled by anything 自由浮动的；自由的：*a free-floating exchange rate* 自由浮动汇率

**Freefone™** = FREEPHONE

**ˈfree-for-all** *noun* [sing.]
a situation in which there are no rules or controls and everyone acts for their own advantage 不加管制；自由放任：*The lowering of trade barriers has led to a free-for-all among exporters.* 降低贸易壁垒导致了出口商的混战。◇*a price-cutting free-for-all* 竞相削价

**ˌfree ˈgift** *noun* [C]
(*Marketing*) a gift that a shop/store, a business, etc. offers people to encourage them to do sth, especially to buy a product or service 赠品：*Subscribe to the magazine and receive a free gift!* 订阅杂志可获赠品！

**freehold** /ˈfriːhəʊld; *AmE* -hoʊld/ *noun* [C,U]
(*also* **ˌfreehold eˈstate**, [C]*less frequent*) (*both especially BrE*)
(*Law*; *Property*) the fact of owning a building or piece of land for a period of time that is not limited（房地产的）完全保有，终身保有，自由保有：*Private tenants in flats have the right to buy the freehold from their landlord.* 公寓的私人租户有权从房东处购买房子的完全保有权。
▸ **ˈfreehold** *adjective* **ˈfreehold** *adverb*
→ LEASEHOLD

**freeholder** /ˈfriːhəʊldə(r); *AmE* -hoʊld-/ *noun* [C]
(*especially BrE*)
(*Law*; *Property*) a company, person, etc. who owns the **freehold** of a building or piece of land（房地产的）完全保有者，终身保有者，自由保有者
→ LEASEHOLDER

**ˈfree ˌissue** = SCRIP ISSUE

**freelance** /ˈfriːlɑːns; *AmE* -læns/ *adjective*, *noun*, *verb*
• ***adjective***
used to describe a way of earning money by selling your work or services to several different organizations rather than being employed by one particular organization 自由职业（者）的：*a freelance writer/journalist/executive* 自由撰稿人／新闻记者／行政人员 ◇*freelance work/income* 自由职业工作／收入 ◇*I work for the company **on a freelance basis**.* 我作为自由职业者为公司工作。
▸ **ˈfreelance** *adverb*：*She **went** (= started to work) freelance in 2005.* 她2005年开始从事自由职业。
• ***noun*** (*also* **freelancer** /ˈfriːlɑːnsə(r); *AmE* -lænsər/) [C]
a person who works **freelance** 自由职业者：*They have two full-time employees and 100 freelances around the world.* 他们在全世界有两名专职员工和100名自由职业者工作人员。
• ***verb*** [no obj]
to earn money by selling your work to several different organizations 从事自由职业：*He freelances **for** several companies.* 他为几家公司做自由职业工作。

★**ˌfree ˈmarket** *noun* [C]
(*Economics*) an economic system in which the price of goods and services is affected by supply and demand rather than controlled by a government 自由市场（商品和服务的价格不受政府控制而受供求影响的经济体制）：*to compete **in** a free market* 在自由市场上竞争 ◇*The new law will create a free market **for** electricity.* 新法将创造一个电力的自由市场。◇*free-market policies* 自由市场政策

**ˌfree-market eˈconomy** = MARKET ECONOMY

**ˌfree markeˈteer** *noun* [C]
a person who believes that countries should have FREE MARKETS 自由市场经济主义者；主张自由市场者 ▸ **ˌfree markeˈteering** *noun* [U]

**ˌfree on ˈboard** *phrase* (*abbr* **FOB**)
(*Trade*) a term meaning that the seller delivers the goods to a ship at a particular port and gets official permission for them to be exported. The buyer is responsible for the goods once they are put on the ship 船上交货（贸易术语，意思是卖方将货交到指定装运港的船上并办理出口通关手续，买方对装上船后的货物负责）：*All our prices are FOB Rotterdam.* 我们所有的价格均为鹿特丹船上交货价。→ FREE CARRIER, INCOTERM

**Freephone** (*also spelled* **Freefone™**) /ˈfriːfəʊn; *AmE* -foʊn/ *noun* [U]
in the UK, a system in which the cost of a telephone call is paid for by the organization being called, rather than by the person making the call（英国接听方付费的）免费电话：*Call now on Freephone 0800 89216 for further details.* 欲知详情，现在可拨打免费电话0800 89216。
→ TOLL-FREE

**ˌfree ˈport** *noun* [C]
(*Trade*) a port at which tax is not paid on goods that have been brought there temporarily before being sent to a different country 自由港

**Freepost** /ˈfriːpəʊst; *AmE* -poʊst/ *noun* [U]
in the UK, a system in which the cost of sending a letter is paid for by the organization receiving it, rather than by the person sending it（英国接收方付邮资的）免费邮递：*Send the completed form to the Freepost address given below.* 将填妥的表格免费寄往以下地址。

**ˌfree ˈrider** *noun* [C]
a person or an organization that accepts a benefit or service that other people pay for or have worked to get 免费搭车者；不劳而获者；无本获利者：*There are about 3 million free riders in Britain who benefit from collective bargaining but*

*are not union members.* 在英国大约有300万不是工会会员却享受集体谈判好处的免费搭车者。
▸ **,free 'ride** *noun* [C, usually sing.]: *people getting a free ride by viewing news on the Web rather than buying newspapers* 不买报纸而搭便车在网页上浏览新闻的人 **'freeride** *verb* [no obj]

**freesheet** /'fri:ʃi:t/ *noun* [C] (*BrE*)
a free newspaper, especially one that is delivered to all the homes in a particular area and is paid for by advertising（以广告收入支付开支、向某地区所有家庭派发的）免费报纸，赠阅报纸

**,free-standing 'insert** *noun* [C] (*abbr* **FSI**)
(*Marketing*) a printed advertisement of one or more pages that is put inside a newspaper or magazine, but is not attached to it 独立式广告插页；夹页广告

**,free 'television** = FREE TV

**,free-to-'air** *adjective* [usually before noun]
(about television programmes) that you do not have to pay to watch（电视节目）免费播放的: *a free-to-air television channel* 免费电视频道
▸ **,free-to-'air** *adverb*: *The games are being shown free-to-air.* 这些比赛正免费播放。

**,free 'trade** *noun* [U]
(*Economics*) a system of international trade in which there are no restrictions or taxes on imports and exports 自由贸易（制度）: *The pact encourages free trade in the region.* 这一协定鼓励这一地区的自由贸易。◇ *The EU is negotiating a free-trade agreement with Chile.* 欧盟正与智利商谈一项自由贸易协定。
● *a free-trade* ***agreement/area/zone*** 自由贸易协定 / 区

**,free 'trial** *noun* [C]
(*Marketing*) the chance to use a product or service for a short period without paying anything before you decide whether to buy it or not 免费试用: *The service costs $100 a year, but there is a 30-day free trial.* 服务费为每年100元，但有30天的免费试用期。◇ *a free trial offer/period* 免费试用服务 / 期

**,free T'V** (*also* **,free 'television**) *noun* [U]
a system of television broadcasting in which you do not pay to watch programmes 免费电视: *a free-TV broadcaster* 免费电视台 → PAY TV

**freeware** /'fri:weə(r); *AmE* -wer/ *noun* [U]
(*IT*) software that is offered free for anyone to use 免费软件 → SHAREWARE

**★freeze** /fri:z/ *verb, noun*
● ***verb*** (**froze** /frəʊz; *AmE* froʊz/ **frozen** /'frəʊzn; *AmE* 'froʊzn/)
**1** [+ obj] to hold costs, wages, prices, etc. at a fixed level for a period of time 使固定不动；稳定: *Salaries have been frozen for the current year.* 今年已冻结工资增长。 SYN PEG
**2** [+ obj] to prevent money, a bank account, etc. from being used, especially by getting a court order 冻结（资金、银行账户等）: *The company's assets have been frozen.* 这家公司的资产已被冻结。◇ *a government decision to freeze bank deposits* 政府冻结银行存款的决定
**3** [no obj] when a computer screen **freezes**, you cannot move any of the images, etc. on it, because there is a problem with the system（计算机屏幕）冻住，卡住

PHR V **,freeze sb 'out (of sth)** to deliberately try to prevent other businesses from competing in a particular market, for example by selling goods very cheaply 排挤，排斥（竞争对手）: *The high tariffs were intended to freeze out foreign companies.* 高关税旨在排挤外国公司。◇ *Small producers are being frozen out of the health food market.* 小生产者正被排挤出保健食品市场。 → FROZEN
● ***noun*** [C]
**1** the act of keeping costs, wages, prices, etc. at a particular level for a period of time（成本、工资、价格等的）固定，稳定: *The firm announced an immediate spending freeze to cut costs.* 这家公司宣布立即冻结支出增长以削减成本。◇ *The pay freeze has now been lifted* (= stopped). 薪金增长冻结现已被取消。◇ *a freeze* ***on*** *income tax rates* 冻结所得税率增长
● ***a pay/price/salary/wage*** *freeze* 报酬 / 价格 / 薪金 / 工资增长冻结 • ***a hiring/recruitment*** *freeze* 招聘冻结 • *to* ***implement/impose/introduce*** *a freeze* 实施 / 强制 / 提议冻结增长 • *to* ***end/lift*** *a freeze* 结束 / 取消增长冻结
**2** the act of stopping sth 停止: *The company has put a freeze* ***on*** *all recruitment.* 这家公司停止了所有的招聘活动。◇ *a freeze on exports* 停止出口
● *to* ***impose/put*** *a freeze on sth* 禁止某事；停止某事 • *to* ***end/lift*** *a freeze* 结束 / 解除（对某事物的）禁止
**3** an official rule or order that prevents sb/sth from using their bank account, selling their assets, etc. 冻结（银行账户、资产等）: *The sanctions involve a freeze on the government's foreign assets.* 制裁措施包括冻结这一政府的外国资产。
● *to* ***impose/put*** *a freeze on sth* 冻结某事物 • *to* ***end/lift*** *a freeze* 结束 / 解除冻结

**'free zone** *noun* [C] (*AmE*)
(*Trade*) an area in a country where goods can be imported and stored without paying taxes on them 自由区；免税区；自由贸易区: *Free zones are considered to be outside the US Customs territory.* 人们认为自由区处于美国关境之外。 → FOREIGN TRADE ZONE

**★freight** /freɪt/ *noun, verb*
(*Transport*)
● ***noun*** [U]
SEE ALSO: **bulk freight, carriage and ~, cost and ~, cost, insurance and ~**
**1** goods that are transported by ships, planes, trains or lorries/trucks; the system of transporting goods in this way（海运、空运或陆运的）货物；货运: *Firms are being encouraged to shift freight off the roads and onto rail.* 有关方面鼓励公司由公路运输转向铁路运输。◇ *Freight was organized by our distributor.* 我们的经销商组织货运。 → AIRFREIGHT
● ***ocean/rail/road*** *freight* 海洋 / 铁路 / 公路运输 • *a freight* ***ship/train*** 货运轮船 / 列车 • *a freight* ***depot/terminal/yard*** 货运站 / 码头 / 场 • *to* ***carry/haul/move/ship/transport*** *freight* 运载 / 运送 / 搬运 / 船运 / 运输货物 • *to* ***load/unload*** *freight* 装 / 卸货物 • *a freight* ***carrier/handler/hauler/haulier/operator*** 货机；货运装卸工 / 搬运工 / 承运者 / 经营者
**2** the amount charged to transport a load of goods by ship, plane, train or lorry/truck（货运

的）运费：*The buyer pays the freight.* 买方支付运费。

• ***verb*** [+ obj]
to send or carry goods by air, sea or train 寄送，运送（货物）；货运：*The goods were freighted by air.* 货物是空运来的。

▸ **'freighting** *noun* [U]

**freightage** /'freɪtɪdʒ/ *noun* [U]
(*Transport*) the amount charged to transport a load of goods by ship, plane, train or lorry/truck（货运的）运费

**,freight col'lect** (*also* **,freight 'forward,** *especially in BrE*) *phrase*
(*Trade*) a term meaning that the person or company receiving the goods pays the delivery costs when they receive the goods from the transport company 运费到付：*The delivery will be on a freight collect basis.* 按运费到付交货。◇*All shipments are freight collect.* 所有货物运费到付。

**freighter** /'freɪtə(r)/ *noun* [C]
a large ship or plane that carries goods 货船；运输机

**,freight 'forward** = FREIGHT COLLECT

**'freight ,forwarder** (*also* **'forwarder**) *noun* [C]
(*Trade*; *Transport*) a company that is paid to arrange for goods to be transported and often exported on behalf of others 运输行；货运代理商
NOTE The **freight forwarder** often arranges insurance for the goods and completes the official procedures to allow the exporter to be paid. 货运代理商经常负责安排货物保险，办理货运手续，确保出口商收到货款。SYN FORWARDING AGENT
▸ **'freight ,forwarding** *noun* [U]: *a freight forwarding company* 货运公司

**,freight ,pre'paid** *phrase* (*especially AmE*)
(*Trade*) a term meaning that the person or company sending the goods pays for the delivery costs before giving them to the transport company 运费预付：*Our terms of sale are freight prepaid.* 我们的销售条件是运费预付。

**'frequency ,discount** *noun* [C]
(*Marketing*) a reduced price offered to advertisers who publish an advertisement a particular number of times during a particular period of time 频度折扣（一定时期内按广告商刊登广告的次数给予的折扣）

**,frequent 'flyer** *noun* [C]
a person who uses a particular airline a lot, especially sb who belongs to a club which allows them to receive free flights or special advantages from the airline 飞行常客（指多次乘坐某航空公司飞机的乘客，尤指这家航空公司的会员，可以获得免费机票或特别优惠）：*A free transfer service is available to our frequent flyers.* 我们公司的飞行常客可以获得免费中转服务。◇*Earn frequent-flyer miles each time you fly.* 每次乘机都能获得飞行常客奖励里程。

**,fresh 'money** *noun* [U]
(*Finance*) money for investments that has not been invested before 新资金：*They may be forced to raise fresh money from shareholders.* 他们可能会被迫从股东处筹集新资金。

**,frictional unem'ployment** (*also* **,search unem'ployment**) *noun* [U]
(*Economics*) the number of people who are not doing paid employment because they are moving between jobs and have not yet found another one, although there are jobs available 磨擦性失业（转换工作引起的短期失业）→ SEASONAL UNEMPLOYMENT, STRUCTURAL UNEMPLOYMENT

**friendly** /'frendli/ *adjective* (**friendlier, friendliest**)
SEE ALSO: **environmentally-friendly, family-~, user-~**
**1** (*often used in compound adjectives* 常用于构成复合形容词) that is helpful and easy to use; that helps sb/sth or does not harm them/it 有用的；好用的；无害的：*This software is much friendlier than the previous version.* 这个软件比之前的版本好用得多。◇*child-friendly instructions* 便于儿童理解的说明
**2** (*Finance*) (about an attempt to buy or gain control of a company) that the directors of the company that is to be bought want and are willing to accept or consider 善意的（被收购公司的董事对于收购公司表示愿意接受）：*The bank has launched a friendly bid for Credit Lyonnais worth 19.5 billion euros.* 这家银行已宣布愿意出价195亿欧元善意收购里昂信贷银行。→ HOSTILE
⊕ *a friendly **bid/offer/takeover*** 善意出价／报价／收购 • *a friendly **acquisition/approach/deal*** 善意的收购／建议／交易 • *a friendly **acquirer/bidder*** 善意收购者／出价者

**frills** /frɪlz/ *noun* [pl.]
SEE ALSO: **no-frills**
things that are not necessary but are added to make sth more attractive or interesting 不实用的装饰；虚饰：*They offer cheap flights with no frills.* 他们提供只有必需服务的廉价航班。

**fringe** /frɪndʒ/ *noun* [C]
the outer or less important part of an area or a group（地区或群体的）边缘：*offices on the fringe of the City* 位于伦敦金融城边缘的办公室 ◇*He is more of a fringe player than a decision maker.* 他是一位边缘参与者而非决策者。

**'fringe ,benefit** *noun* [C, usually pl.]
(*HR*) extra things that an employer gives you as well as your wages 附加福利；额外补贴：*The fringe benefits include free health insurance.* 附加福利包括免费的医疗保险。

**FRN** = FLOATING-RATE NOTE

**front** /frʌnt/ *noun*, *adjective*, *verb*
• ***noun***
**1** [sing.] behaviour that is not genuine, done in order to hide your true feelings or opinions（伪装的）表面；装模作样：*We need to **present a united front** at the negotiations* (= show the others that we have the same views and demands). 我们在谈判中必须表现出团结一致。
**2** [C, usually sing.] a person or an organization that is used to hide an illegal or secret activity（非法或秘密活动的）掩护，掩护者：*They used front companies to import goods into Europe without paying duties.* 他们使用幌子公司将货物逃税进口到欧洲。
**3** [C] the front side of a building（建筑物的）前面：*a shop/store front* 商店门脸；店面
IDM **,front of 'mind** (*also* **,top of 'mind**)

(*Marketing*) if a brand or product is **front of mind**, it is one that people are very aware of and will name first when thinking about a particular type of product （品牌或产品）最先想起的: *A newsletter will help to keep the product (at) front of mind.* 业务简讯有助于让人记住产品。◇ *front-of-mind awareness* 首要意识 → SHARE OF MIND at SHARE *noun* (,**out**) ,**in 'front** leading a particular industry 行业领先的: *In certain areas of aircraft engine manufacture Rolls Royce is now out in front.* 在飞机发动机制造的某些领域，罗尔斯·罗斯处于领先地位。 ,**up 'front** (*informal*) as payment in advance 预付；先付: *They wanted three months' rent up front.* 他们希望预付3个月的房租。◇ *We'll pay you half up front and the other half when you've finished the job.* 我们先付你一半，工作完成后再付给你另一半。→ UPFRONT → idiom at CASH, LEAD *verb*, QUEUE *noun*

• ***adjective***

IDM **on the front 'burner** (*especially AmE*) (*informal*) (about an issue, a plan, etc.) being given a lot of attention because it is considered important （问题、计划等）处于优先地位，处于重要地位，为当务之急: *In a recession you need to put cost-cutting on the front burner.* 在经济衰退时期，你首先需要考虑削减成本。→ idiom at BACK *adj*

• ***verb*** [+ obj]

to lead or represent a company, an organization, etc., especially in a particular activity or project 领导，代表（公司、组织等）: *He fronts a multinational company.* 他领导一家跨国公司。◇ *She will front the presentation to shareholders on Monday.* 她得主持星期一的股东会议。

PHR V **'front for sb/sth** to represent a group or an organization and try to hide its secret or illegal activities 为…掩护（秘密、非法活动）: *He fronted for them in several illegal property deals.* 他替他们的几笔非法房地产交易作了掩护。

**frontage** /'frʌntɪdʒ/ *noun* [C,U]

(*Property*) the front of a building such as a shop/store, especially when this faces a road or river （建筑物，尤指临街或临河的）正面: *The warehouse also has retail shop frontage.* 这个仓库还设有临街的零售店铺。

**'frontage road** = SERVICE ROAD

,**front 'desk** *noun* [C, usually sing.]

the place where visitors go to introduce themselves or get information when they enter a hotel, an office building, etc. （旅馆、办公楼等的）前台，服务台: *There's a parcel waiting for you at the front desk.* 前台有你的包裹。

**'front end** *noun, adjective*

• ***noun*** [C]

**1** the part of a business that meets and deals with customers 前端（企业中与顾客打交道的部门）: *The website serves as the front end of the supply chain.* 这家网站处于供应链的前端。

**2** the beginning of a project, a process, an investment, a period of time, etc. （项目、过程、投资、期限等的）前期: *You may have to pay a fee at the front end of the loan.* 你在贷款初期可能需要付费。

**3** (*IT*) the part of a computer program that a user sees and uses to operate other parts of the program or system （计算机系统的）前端: *a graphical front end* 图形前端 → INTERFACE → BACK END

• ***adjective*** [only before noun]

**1** connected with the beginning of a project, a process, an investment, a period of time, etc. （项目、过程、投资、期限等的）前期的: *The front-end design takes six to nine months.* 前期设计需要6~9个月。◇ *The policy has a front-end fee and exit charges.* 这份保险单要收开办费和退出费。

**2** (*IT*) that allows the user to operate other parts of a computer program or system （计算机系统）前端的

,**front-end 'load** *noun* [C]

(*Finance*) the fee an investor pays when they buy shares in an investment fund, an insurance policy, etc., which is included in the first payment 首次认购费，先付发行费（投资者购买投资基金中的股票、保险单等时支付的费用，这笔费用已包括在第一次付款中）→ BACK-END LOAD ▸ ,**front-end 'loaded** *adjective*

,**front-end 'loading** *noun* [U]

(*Finance*) the practice of a fund, bank, etc. taking most of its fees and expenses from payments that are made at the beginning of the period of an investment, a loan, etc.; the fees and expenses taken in this way 前端收费（基金、银行等收取的费用，主要来自投资者在投资开始时的付款）: *Front-end loading puts all the charges onto the early years of the policy.* 保单的前端收费集中在最初几年收费。→ FRONT-LOAD

,**front 'line** (*also spelled* **frontline**) *noun* [C] (*usually* **the front line**)

**1** the area of greatest activity, where you can have an important effect on sth 前线；最重要的岗位: *The company is in the front line of the global telecoms industry.* 这家公司处在全球电信产业的前线。

**2** the group of employees in a company who deal directly with customers or who physically produce sth; the work that they do （公司里的）一线员工；一线工作: *Managers weren't giving feedback to the people on the front line.* 管理者没有给一线人员反馈。

**'front-line** (*also spelled* **frontline**) *adjective* [only before noun]

(*HR*)

**1** used to describe an employee who deals directly with customers or physically makes a product 第一线（员工）: *Front-line staff should know all the products on sale.* 第一线员工应该了解所有的销售产品。

**2** used to describe a manager who deals directly with a group of workers （管理者）第一线: *The frontline manager has an important role in supporting the team.* 第一线管理者在支持团队工作方面起重要作用。

,**front-'load** *verb* [+ obj]

(*Finance*) (*usually* **be front-loaded**) to charge or pay for sth at or near the beginning 先付费；提前收费: *Most of the project's costs will be front-loaded in the first few years.* 大部分的项目成本将发生在最初几年。◇ *the front-loaded costs of*

*acquiring a new business* 收购新业务的先付费
▸ **,front-'loading** *noun* [U]

**,front 'office** *noun* [sing.] *(especially AmE)*
the part of a business concerned with managing things or dealing with the public 前线工作: *He worked at all levels of the firm, from the boardroom to the front office.* 他在公司里从董事会到前线工作都干过。

**,front of 'house** *noun* [U]
the part of a hotel, restaurant or other business that involves dealing directly with customers (旅馆、餐厅等的)前台，前厅: *I cooked and my wife did front of house.* 我烹调，我的妻子接待。◇ *a front-of-house manager/worker* 前台经理 / 工作人员

**,front 'runner** *noun* [C]
a person or an organization that seems most likely to win a race or competition 领先者: *They have emerged as the front runners in the race to buy the airline.* 他们在购买这家航空公司的竞争中脱颖而出。

**'front-,running** *noun* [U]
*(Stock Exchange)* the activity of buying particular shares after obtaining secret information that sb is about to buy a large number of them, which will probably make their value rise 行头盘、扒头交易(在得到某人将大量购买某些股票的秘密消息时加入到购买行列中，这将导致股票升值)
NOTE **Front-running** is usually illegal. 扒头交易通常是非法的。

**frozen** /'frəʊzn; *AmE* 'froʊzn/ *adjective*
**1** (about food) kept at a very low temperature in order to preserve it (食物)冷冻的，冷藏的: *frozen desserts/meals/vegetables* 冷冻甜点 / 餐 / 蔬菜 ◇ *a chain of frozen food stores* 冷冻食品连锁店
**2** (about money, assets, etc.) not available to be used or sold because of an official rule or order (钱、资产等)冻结的: *People's savings remain frozen in bank accounts.* 居民在银行账户里的存款依然处于冻结状态。→ FREEZE *verb*

**FRS** /,ef ɑ:r 'es/
= FEDERAL RESERVE SYSTEM

**frugal** /'fru:gl/ *adjective*
using only as much money or food as is necessary (对金钱、食物等)节约的，节俭的: *Frugal shoppers are waiting for bargains.* 节俭的购物者正等着买便宜货。OPP EXTRAVAGANT ▸ **frugality** /fru'gæləti/ *noun* [U]: *consumer frugality* 消费节俭 **frugally** /'fru:gəli/ *adverb*

**FSA** /,ef es 'eɪ/ = FINANCIAL SERVICES AUTHORITY

**FSI** /,ef es 'aɪ/ = FREE-STANDING INSERT

**FT** /,ef 'ti:/ *abbr*
**1** in the UK, Financial Times (英国)《金融时报》
**2** *(only used in written English* 只用于书面英语) = FULL-TIME

**FTA** /,ef ti: 'eɪ/ *abbr*
*(Economics)* a FREE TRADE agreement 自由贸易协定: *negotiations for a bilateral US-Australia FTA* 美澳双边自由贸易协定谈判

**FTC** /,ef ti: 'si:/ = FEDERAL TRADE COMMISSION

**FTSE™** /'fʊtsi/ *noun* [sing.]
**1** a company that publishes INDICES (= average prices for groups of shares, bonds, etc.) for particular markets 富时集团；富时指数有限公司: *The main FTSE indices enjoyed strong gains.* 富时主要的指数强劲攀升。NOTE **FTSE** is a short form of *Financial Times-Stock Exchange*. * FTSE 是 Financial Times-Stock Exchange 的缩写。
**2** an average of the share prices of particular companies traded on the London Stock Exchange, usually the 100 largest companies 富时指数: *On Friday, the FTSE closed down 11 points at 3 567.* 星期五，富时指数收盘下跌11点至3567点。◇ *The FTSE has fallen to its lowest level since November.* 富时指数自十一月以来已跌至最低点。◇ *FTSE stocks* (= companies whose share price are included in the average) 富时指数成分股票

**,FTSE '100 ,Index** *(also* **,FTSE '100)** /,fʊtsi wʌn 'hʌndrəd/ *(also* **'Footsie,** *informal)* *noun* [sing.]
an average of the share prices of the 100 largest companies traded on the London Stock Exchange 《金融时报》100指数，富时100指数(在伦敦证券交易所交易的最大的100家公司的股票价格平均数): *The FTSE 100 Index fell 11 points to 3567.* 富时100指数下跌11点至3567点。◇ *FTSE 100 companies/stocks* 富时100指数成分股公司 / 成分股

**FTZ** /,ef ti: 'zed; *AmE* 'zi:/ = FOREIGN TRADE ZONE

**fuel** /'fju:əl/ *noun, verb*
• ***noun*** [U,C]
any material that produces heat or power, usually when it is burnt 燃料: *fossil/nuclear fuels* 矿物 / 核燃料 ◇ *Airlines are suffering with higher fuel costs.* 航空公司正因燃料成本的上升而受损。
• ***verb*** [+ obj] **(-ll-)** *(AmE* **-l-)**
**1** to supply sth with material that can be burnt to produce heat or power 给…提供燃料: *Natural gas is used to fuel the plant.* 这家工厂用天然气做燃料。◇ *oil-fuelled power stations* 燃油发电厂
**2** to increase sth; to make sth stronger 增加；加强；刺激: *Higher salaries helped to fuel inflation.* 工资的上涨加剧了通货膨胀。◇ *Job cuts have fuelled workers' fears that the factory will soon close.* 裁员加深了工人对工厂即将倒闭的担忧。

**★fulfil** *(AmE spelling* **fulfill)** /fʊl'fɪl/ *verb* [+ obj] **(fulfilling, fulfilled, fulfilled)**
**1** to do or have what is required or necessary 履行；执行；符合；具备: *to fulfil the terms/conditions of an agreement* 执行协议的条款 / 条件 ◇ *He was accused of not fulfilling his duties as a director.* 他被指控没有履行董事的职责。◇ *No candidate fulfils all the criteria for this position.* 没有一位候选人完全符合这个职位的所有标准。
● ***to fulfil a duty/an obligation/a pledge/promise*** 履行职责 / 义务 / 承诺 / 诺言 • ***to fulfil demands/expectations/instructions/needs/requirements*** 符合要求 / 期望；执行指示；满足需求 / 必备条件
**2** to do or achieve what was hoped for or expected 实现: *The deal has fulfilled the company's ambition to expand into wider financial services.* 这笔交易实现了公司扩大金融服务范围的抱负。◇ *helping employees to fulfil their potential* 帮助员工发挥潜力

➊ *to fulfil an **ambition**/a **dream*** 实现抱负 / 梦想 • *to fulfil your **potential**/**promise*** 发挥潜力；实现诺言

**3** to have a particular role or purpose 起…作用；目的是：*The 'touch screen' fulfils the function of a keyboard.* "触摸屏"起到键盘的作用。

➊ *to fulfil **the function**/**role** of sb/sth* 起到某人 / 某事物的作用

**4** (*Commerce*) if a business **fulfils** an order, they supply the full amount of sth that has been asked for 执行，履行（订单）：*the processes involved in taking and fulfilling orders over the Web* 网上接受和执行订单所涉及的工序

**5** if a job **fulfils** you or you **fulfil** yourself, you feel happy and satisfied with what you are doing or what you have done 使高兴；使满意：*I need a job that really fulfils me.* 我需要一份真正令我感到满足的工作。

**fulfilled** /fʊl'fɪld/ *adjective*
feeling happy and satisfied that you are doing sth useful with your life 感到高兴的；觉得满意的：*He doesn't feel fulfilled in his present job.* 他对目前的工作不满意。

**fulfilling** /fʊl'fɪlɪŋ/ *adjective*
causing sb to feel satisfied and useful 让人感到有意义的；令人满足的：*I'm finding the work much more fulfilling now.* 我现在感到这份工作很有意义。

**fulfilment** (*AmE spelling* **fulfillment**) /fʊl'fɪlmənt/ *noun* [U]
**1** the act of doing what is required or necessary 履行；执行；符合；具备：*The offer is subject to the fulfilment of certain conditions.* 报盘须符合一定的条件。
**2** (*Commerce*) the act of supplying the full amount of sth that sb has asked for（订单的）执行：*The software tracks every stage of **order fulfilment** and billing.* 这个软件可跟踪订单执行和记账的每一个步骤。◇ *He has 20 full-time employees in the fulfilment warehouse.* 他有20名专职员工在订单执行仓库工作。
**3** the feeling of being happy and satisfied with what you are doing or have done 满足感；满意：*The most common reason for leaving a job is lack of **personal** fulfillment.* 最常见的辞职理由是缺乏个人成就感。
**4** the act of doing or achieving what was hoped for or expected 实现：*the fulfilment of expectations* 期望的实现

**ful'filment house** *noun* [C]
(*Commerce*) an organization that is paid to deal with mail, requests for information or orders for another company 订单履行中心：*She has delegated order-taking to an outside fulfillment house so that she can focus on design and marketing.* 她将接受订单的工作委托给了外面的订单履行中心，她因此可以专注于设计和营销工作。

**full-circle 'feedback** = 360-DEGREE FEEDBACK

**Full Con'tainer Load** *noun* [C] (*abbr* **FCL**)
(*Transport*) an amount of goods being transported for sb that fills one whole container（集装箱）整箱货：*Rates for Full Container Load depend on the size of the container needed.* 整箱货的费率取决于所需集装箱的尺寸大小。◇ *full-container-load shipments* 整箱货装运 → LESS THAN CONTAINER LOAD

**full 'costing** *noun* [U]
(*Accounting*) a way of calculating the cost of a product by including all costs involved in producing it and running the business, such as raw materials, rent, electricity or wages 全部成本法：*Under the full costing method, fixed overheads are allocated evenly to the units produced.* 根据全部成本法，固定管理费用会平摊到每一单位产品中。SYN ABSORPTION COSTING → MARGINAL COSTING

**full-'page** *adjective* [only before noun]
filling a complete page of a newspaper or magazine（报纸）整版的；（杂志）全页的：*a full-page ad* 整版广告

**full-'service** *adjective* [only before noun]
providing a complete range of services for customers 全方位服务的；全套服务的；全面服务的：*a full-service bank/brokerage* 全能服务银行 / 全套经纪业务 ◇ *The full-service airlines have found it difficult to compete with no-frills operators.* 提供全面服务的航空公司发现，他们很难与只提供必需服务的廉价经营者竞争。

**full-'size** (*also* **full-'sized**) *adjective* [usually before noun]
not made smaller; of the usual size 原尺寸的；正常尺寸的：*full-size trucks* 全尺寸卡车 ◇ *The laptop has a full-sized keyboard.* 这台笔记本电脑的键盘是标准尺寸的。

**full-'time** *adjective, adverb* (*abbr* **FT**)
for all the hours of a week during which people normally work, rather than just for a part of it 全日制的；专职的：*a full-time employee* 全职雇员 ◇ *a full-time job* 全职工作 ◇ *He was hired **on a full-time basis.*** 他受聘为全职员工。◇ *We need somebody to work on the project full-time.* 我们得找个人来全职做这个项目。→ PART-TIME, REGULAR *adj.* (6)

**full-'timer** *noun* [C]
a person who works **full-time** 全职人员：*She has a staff of 14 full-timers.* 她有14名全职工作人员。

**full-'year** *adjective* [only before noun]
(*Accounting*) relating to a complete FINANCIAL YEAR (= a period of 12 months over which a company prepares a full set of financial records) 全年的（指完整的财政年度）：*full-year results/profits/forecasts* 全年业绩 / 利润 / 预测 ◇ *He said that full-year 2005 earnings would be disappointing.* 他说2005年全年的收益会令人失望。

**★function** /'fʌŋkʃn/ *noun, verb*
• ***noun***
**1** [C,U] a special activity or purpose of a person or thing 作用；功能；机能；职能：*to fulfil/perform a useful function* 发挥 / 起有益作用 ◇ *Smartphones combine the functions of cellphones and handheld computers.* 智能手机结合了手机和掌上电脑的功能。◇ *Your function is to run your department efficiently.* 你的职责是有效地管理你的部门。
**2** [C] the part of a company that is responsible for a particular area（公司的）职能部门：*accounting, manufacturing, sales and marketing and other corporate functions* 会计、生产、销售和营销以及公司其他职能部门 ◇ *We considered splitting up our*

*key business functions so that they were not all in one place.* 我们考虑拆分主要的营运部门，这样它们就不会集中在一个地方了。
**3** (*IT*) [C] a part of a program, etc. that carries out a basic operation 子程序：*the function keys* 功能键
**4** [C] a social event or official ceremony 社交聚会；宴会；庆典：*The staff are allowed two social functions a year.* 员工一年能有两次社交聚会。
**5** [sing.] **a function of sth** if one thing is **a function of** another, its value depends on the varying values of the other thing 函数；应变量：(*figurative*) *Salary is a function of age and experience.* 工资视乎年龄和经验而定。
• ***verb*** [no obj]
to work in the correct way 起作用；正常工作；运转：*The fire alarm system is now functioning again.* 火灾警报系统目前恢复了运行。◇ *a fully functioning market economy* 全面运作的市场经济
SYN OPERATE
PHR V **'function as sb/sth** to perform the action or the job of the thing or person mentioned 起…作用；具有…功能：*The sofa also functions as a bed.* 这沙发也可当床用。◇ *The managers had already been functioning as owners of the company.* 经理们已把自己当成了公司的老板。

**functional** /'fʌŋkʃənl/ *adjective*
SEE ALSO: **cross-functional**
**1** having a special purpose 作用的；功能的：*Any project can be broken down into different functional roles.* 任何项目都可以分解成不同的功能作用。
**2** (*HR*) connected with a particular area of activity or skill, especially within a business 职能的：*The main functional areas of a business are finance, production, personnel and marketing.* 企业的主要职能部门是财务、生产、人事和营销。◇ *a functional team* (= of accountants, engineers, etc.) (会计师、工程师等的) 职能团队 ◇ *In a functional structure, employees are grouped according to work activity.* 在职能结构中，雇员是根据工作活动分组的。
**3** practical and useful, often with little or no decoration 实用的；朴实的：*The design is simple and functional.* 设计简单又实用。
**4** working; able to do the job for which it is intended 有功能的；工作的；运转的：*The device is a fully functional computer.* 这台装置是功能齐全的计算机。◇ *The system is only 80% functional.* 这一系统只有80%的功能。
▸ **functionally** /'fʌŋkʃənəli/ *adverb*: *Both versions of the software are visually and functionally similar.* 两个版本的软件在视觉上和功能上相似。

**functional ack'nowledgement** *noun* [C]
(*abbr* **FA**)
(*E-commerce*) an electronic message sent to sb to say that their electronic order, INVOICE, etc. has been received 功能性确认（给某人发出的确认已收到电子订单、发票等的电子信息）

**functional flexi'bility** *noun* [U]
(*HR*) the policy of training workers so that they have more skills and abilities and can do a greater variety of tasks 职能弹性（培训员工掌握多种技能，能适应不同种类的工作）

**★functionality** /ˌfʌŋkʃə'næləti/ *noun* (*plural* **functionalities**)
**1** (*IT*) [U,C] the range of functions that a computer or other electronic system can perform（计算机或电子系统的）功能：*People generally use only 10% of a program's functionality.* 人们一般只使用10%的程序功能。◇ *a phone with email functionality* 有电子邮件功能的电话
**2** [U] the quality in sth of being very suitable for the purpose it was designed for 实用；符合实际：*We carry out extensive tests to prove the functionality and reliability of the system.* 我们进行广泛的测试以证明系统的实用性和可靠性。

**functional organi'zation** *noun* [C]
(*HR*) an organization where employees are put into different departments depending on the type of work that they do 职能型组织（根据员工从事的工种将其分配到不同部门的组织结构）：*We changed from a functional organization into a team-based operation.* 我们将职能型组织变成了团队型组织。

**★fund** /fʌnd/ *noun, verb*
(*Finance*)
• ***noun***
SEE ALSO: **balanced fund, bond ~, cohesion ~, contingency ~, depreciation ~, equity ~,** etc.
**1** [C] an amount of money that is saved or collected for a particular purpose, especially for investing in companies, projects, etc.; an organization that controls this money（尤指投资于公司、项目等的）基金，专款；基金管理机构：*We set up a fund **for** technological research.* 我们为科研工作设立了一个基金。◇ *a $7.5 billion **investment** fund* * 75亿元的投资基金 ◇ *The fund went down in value by 13% this year.* 今年的基金价值下跌了13%。◇ *the International Monetary Fund* 国际货币基金组织 ◇ *a fund company/group* (= that manages investments)（管理投资的）基金公司 / 集团 → FUND MANAGER at FUND MANAGEMENT
❶ *to **create/establish/set up/start** a fund* 创建 / 建立 / 设置 / 启动基金 • *to **invest in/manage/run** a fund* 投资于 / 管理 / 经营基金
**2 funds** [pl.] money that sb/sth has available to spend 资金；现款：*We have limited funds available for research.* 我们为研究而提供的资金有限。◇ *The company will need to raise fresh funds from its shareholders.* 这家公司需要从股东手里筹集新资金。◇ *They ran out of funds before they could finish the building work.* 他们在建筑工程完工之前用完了资金。◇ *We decided to allocate more funds to advertising.* 我们决定拨出更多的款项用于广告。→ FUND-RAISING
❶ *to **borrow/obtain/raise/secure** funds* 借 / 获得 / 筹募 / 取得资金 • *to **have/use** funds* 有 / 使用资金 • *to **be short of/run out of** funds* 缺少 / 用完资金 • *to **allocate/provide** funds* 分配 / 提供资金 • ***insufficient/limited/sufficient** funds* 不足的 / 有限的 / 足够的资金 • ***private/public** funds* 私人 / 公共资金
• ***verb*** [+ obj] **fund sth (by/with/from sth)** (*often* **be funded**)
to provide money for sth 提供资金；拨款：*The group is seeking partners to fund a new €2 billion production plant.* 这个集团正寻求能为新生产厂提供20亿欧元资金的合作伙伴。◇ *The acquisition will be entirely funded by debt.* 这项收购的资金完

全靠借债取得。◇ *The company claims its business plan is fully funded.* 这家公司宣称其商业计划的资金已全部落实。◇ *a government-funded programme* 政府资助项目 → OVERFUNDED, UNDERFUNDED See note at FINANCE

➕ *to fund expansion/growth/operations* 为扩张／增长／运营提供资金 • ***fully/well funded*** 有充分／充足的资金的 • ***privately/publicly funded*** 私人／政府资助的

**fundamentals** /ˌfʌndəˈmentlz/ *noun* [pl.]
(*Economics*) the important aspects of an economy, an industry or a business, which lead to its success or failure over a long period of time; measures of these 根本；基础：*The economic fundamentals remain weak—high inflation, high interest rates and low productivity.* 经济根基依然脆弱——通货膨胀率和利率居高不下，生产率低。

**funder** /ˈfʌndə(r)/ *noun* [C]
a person or an organization that provides money for a particular purpose 赞助者；提供资金者：*The start-up failed after its main funders withdrew support.* 主要的资金提供者撤资后，这家新成立的公司失败了。See note at FINANCE

**★funding** /ˈfʌndɪŋ/ *noun* [U]
money for a particular purpose; the act of providing money for such a purpose 基金；资金；提供基金；提供资金：*There have been large cuts in government funding for scientific research.* 政府提供的科研资金已大幅减少。◇ *We secured €5 million in funding from our shareholders.* 我们从股东手里募集到了500万欧元的资金。◇ *finding alternative sources of funding* 另觅资金来源 ◇ *The group faces a $2.2 billion funding gap* (= they still need this amount). 这个集团面临22亿元的资金缺口。See note at FINANCE

➕ *to **find/look for/seek** funding* 找到／寻找／寻求资金 • *to **attract/get/raise/secure** funding* 吸引／得到／筹集／取得资金 • *to **cut/provide/withdraw** funding* 削减／提供／撤回资金 • ***government/private/public/state** funding* 政府／私人／公共／国家资金 • *a funding **crisis/deficit/gap/problem/shortfall*** 资金危机／赤字／缺口／问题／短缺

**ˈfund ˌmanagement** *noun* [U]
(*Finance*) the act of managing an amount of money which is used to buy and sell shares, bonds, etc. on behalf of investors in order to make as much profit as possible 基金管理；资金管理：*the fund management industry* 基金管理业
SYN INVESTMENT MANAGEMENT ▶ **ˈfund ˌmanager** *noun* [C]：*Many fund managers believe that share prices are likely to rise in the next few months.* 许多基金经理认为，在未来几个月内股价有可能上升。

**ˌfund of ˈfunds** *noun* [C]
(*Finance*) a type of investment fund, especially a UNIT TRUST, that invests money in a range of other investment funds 基金中的基金（即投资于一系列其他投资基金的一种投资基金）

**ˈfund-ˌraising** *noun*
**1** (*Finance*) [C,U] the act or activity of obtaining money from investors, lenders, etc. 资金筹措；集资：*The group has launched a €150 million fund-raising.* 这一集团发起了1.5亿欧元的资金募集。◇ *a fund-raising exercise/plan* 筹款活动／计划
**2** [U] the activity of collecting money for a charity or organization（为慈善团体或组织）募集资金：*a fund-raising campaign/dinner/event* 募捐运动／宴会／活动

**fungible** /ˈfʌndʒəbl/ *adjective, noun*
• ***adjective***
(*Finance*; *Law*) that can be replaced or exchanged with sth of the same kind without changing the quality, characteristics or value 可替代的；可互换的：*Oil is a fungible commodity: if one producer stops supplying you, you can simply go to another.* 石油是可代替商品：如果一个生产者停止供应，你尽可以去找另一个生产商。◇ *These bonds are fungible with those already listed.* 这些债券可以与那些已上市的债券互换。
• ***noun*** [C, usually pl.]
**1** (*Finance*; *Law*) shares, bonds, etc. that can replace or be exchanged with others without losing their value（股票、债券等可互换的）金融工具：*Fungibles have been issued by several multinational companies to raise funds from different markets at the same time.* 几家跨国公司已发行了一些股票，目的是同时在不同市场上筹集资金。
**2** (*Commerce*; *Law*) goods that are valued and sold by their number or weight 种类物（以数量或重量来衡量的商品）：*Grain and flour are typical fungibles.* 谷物和面粉是典型的种类物。

**ˈfunny ˌmoney** *noun* [U]
**1** money with little or no value, such as money that has been printed illegally or is in an unusual currency 假币；不值钱的罕用货币
**2** an unusual type of shares, bonds, etc. that a company issues, whose value often moves up and down rapidly 价值不稳的股票（或债券等）

**furnish** /ˈfɜːnɪʃ; *AmE* ˈfɜːrnɪʃ/ *verb* [+ obj]
**1** to put furniture in an office, a room, etc. 在（办公室、房间等）内布置家具：*The room is furnished **with** a desk, chair and bookshelf.* 房间内摆放了书桌、椅子和书架。◇ *furnished accommodation* (= with furniture) 连家具租房
**2** (*formal*) **furnish sb/sth with sth** | **furnish sth** to supply or provide sb/sth with sth; to supply sth to sb 向（某人／某物）供应，提供：*Please furnish us with the correct information.* 请向我们提供正确的资料。

**ˈfurther to** *preposition* (*formal*)
used in letters, emails, etc. to refer to a previous letter, email, conversation, etc.（用于信件、电子邮件等）先前的（信件、电子邮件、谈话等）：*Further to our conversation of last Friday, I would like to book the conference centre for 26 June.* 继我们上星期五的谈话之后，我想预订6月26日的会议中心。

**future** /ˈfjuːtʃə(r)/ *noun* [C, usually pl.] (*also* **ˈfutures ˌcontract** [C])
SEE ALSO: **commodity futures, currency future**
(*Finance*) a contract to buy or sell a particular amount of sth, such as a raw material, currency or shares, at a particular time in the future and for a particular price. **Futures** are traded in organized markets (**futures exchanges**) 期货（在将来的某一时间按某个价格买卖一定量的原材料、货币或股票的合同）：*coffee/gold/oil/energy futures* 咖啡／

黄金 / 石油 / 能源期货 ◇ *bond/commodity/stock futures* 债券 / 商品 / 股票期货 ◇ *Futures prices for natural gas are up 130% from last year.* 与去年相比、天然气期货价格上涨了130%。→ FORWARD CONTRACT → idiom at HITCH *verb*

➕ *to* **buy/offer/sell/trade** (**in**) *futures* 买 / 出售 / 卖 / 买卖期货 • *futures* **expire/trade** 期货到期 / 交易 • *a futures* **broker/trader** 期货经纪人 / 交易商

**ˌfutures comˈmission ˌmerchant** *noun* [C] (*abbr* **FCM**)
(*Finance*) a person or an organization that tries to get or accepts orders from people who want to buy or sell **futures** 期货佣金商

**ˈfutures ˌcontract** = FUTURE

**ˈfutures exˌchange** *noun* [C]
(*Finance*) a market at a particular place where **futures** are traded 期货交易所: *The Chicago Mercantile Exchange is the world's second-largest futures exchange.* 芝加哥商品交易所是世界第二大的期货交易所。

**ˈfutures ˌmarket** *noun* [C]
(*Finance*) the buying and selling of **futures**; a particular place where this type of trading occurs 期货市场: *The price of cocoa has shot up on the futures market.* 期货市场上的可可价格已飞涨。◇ *LIFFE, the London futures market* 伦敦期货市场 LIFFE

**fwd** (*AmE spelling* **fwd.**) *abbr*
a short way of writing **forward** * forward 的缩写

**FX** /ˌef ˈeks/ = FOREX

**FY** /ˌef ˈwaɪ/ = FINANCIAL YEAR, FISCAL YEAR

**FYI** *abbr* (*informal*)
a short way of writing **for your information** * for your information（供参考）的缩写: *FYI, I have attached our programme for next year.* 我已将明年的计划附上以供参考。

# Gg

**G** /dʒi:/ *abbr* (*informal*)
a short way of saying or writing **grand** (= one thousand dollars, etc.) * grand 的缩写（指一千美元等）

**the G10** /ˌdʒi: 'ten/ *abbr* **Group of Ten**
the eleven nations whose central banks meet and work together to support the international finance and currency system and who lend money to the IMF 十国集团（有十一个成员国，其中央银行携手维护国际金融和货币体系并贷款给国际货币基金组织）NOTE It is called the G10 because originally there were only ten members. The members now are: Belgium, Canada, France, Germany, Italy, Japan, Netherlands, Sweden, Switzerland, the UK and the USA. It is also known as the **Paris Club**. 由于最初只有十个成员国，故称"十国集团"。目前成员有：比利时、加拿大、法国、德国、意大利、日本、荷兰、瑞典、瑞士、英国及美国。也称"巴黎俱乐部"。

**the G7** /ˌdʒi: 'sevn/ *abbr* **Group of Seven**
the seven leading industrial nations whose finance officers meet regularly to discuss economic and financial matters 七国集团（由七个主要工业国组成，其财政官员定期会晤商讨经济和金融问题）NOTE The G7 are: Canada, France, Germany, Italy, Japan, the UK and the USA. 七国集团成员国有：加拿大、法国、德国、意大利、日本、英国及美国。

**the G8** /ˌdʒi: 'eɪt/ *abbr* **Group of Eight**
the eight leading industrial nations that meet regularly to discuss political and economic issues 八国集团（由八个主要工业国组成，定期会晤讨论政治和经济问题）NOTE The G8 are: Canada, France, Germany, Italy, Japan, Russia, the UK and the USA. 八国集团包括：加拿大、法国、德国、意大利、日本、俄罗斯、英国和美国：*Third-world debt is a major theme of the G8 summit this year.* 第三世界国家的债务是今年八国集团首脑会议的一个主要议题。

**G&A** /ˌdʒi: ənd 'eɪ/ *abbr* **general and administrative** (*also* **G&AE** /ˌdʒi: ənd eɪ 'i:/ **general and administrative expenses**)
(*Accounting*) used to describe the general costs of running a business, such as those of employing accountants or lawyers, rather than those connected with a particular product or service 一般费用及行政费用：*G&A costs are expected to be 23% of sales.* 一般费用及行政费用预计占销售额的23%。

**GAAP** /gɑ:p/ = GENERALLY ACCEPTED ACCOUNTING PRINCIPLES

**gadget** /'gædʒɪt/ *noun* [C]
a small tool or device that does sth useful 小器具；小装置：*electronic gadgets* 电子产品

**'gag clause** = GAGGING CLAUSE

**gage** = GAUGE

**'gagging clause** (*BrE*) (*AmE* **'gag clause**) *noun* [C] (*HR*) a part of a contract of employment that prevents an employee from giving information about the company to journalists, politicians, union officers, etc. 缄默条款，限制条款（雇用合同条款之一，禁止雇员向外界透露公司信息）→ WHISTLE-BLOWER

**'gagging ˌorder** (*BrE*) (*AmE* **'gag ˌorder**) *noun* [C] (*Law*) an order made by a court, a government, etc. that prevents sth being discussed in public or reported by journalists 禁刊令（法庭、政府等下达的禁止公开讨论或报道某事的法令）：*The chief executive sought a gagging order preventing the two former employees from talking to the press or passing on information about the company.* 行政总裁通过寻求禁刊令，以阻止两个前雇员向新闻界发表谈话或传递有关公司的信息。◇*A gag order was imposed while the jury considered how much compensation to award.* 当陪审团正在考虑赔偿金金额时，一项禁刊令下达了。

**★gain** /geɪn/ *verb, noun*
• ***verb***
**1** [+ obj] to gradually get more of sth 增加；增添；增长；增进：*I have gained a lot of experience in the job.* 我做这份工作已积累了不少经验。◇*The economy is out of recession now and gaining strength.* 目前经济已摆脱衰退，正在逐步增强。
**2** [+ obj *or* no obj] (about a currency, share price, etc.) to increase in value（货币、股价等）增值，升值：*The shares gained 5 per cent to $14.70.* 股价上涨了5%，达到14.70元。◇*The Canadian dollar gained **against*** (= compared to) *the yen today.* 今天加元对日元升值了。OPP LOSE See note at INCREASE
**3** [+ obj *or* no obj] **gain (sth) (by/from sth)** to obtain an advantage or a benefit from sth or from doing sth（从…中）受益，获益；得到（好处）：*There may be no advantage to be gained from lowering prices.* 降价可能没有任何好处。◇*Who stands to gain most from the sale of the company?* 谁会从出售公司中获得最大好处呢？→ idiom at GROUND *noun*
• ***noun***
SEE ALSO: **book gain, capital ~, paper ~**
**1** [C] an increase or an improvement in the amount, value or level of sth（数量、价值或水平的）增加，增长，提高，改进：*The company reported a 16% gain in market share.* 公司称其市场份额增加了16%。◇*Media shares enjoyed strong gains this week.* 媒体股本周升值幅度很大。◇*Increased spending on new technology resulted in a dramatic gain in productivity.* 在新技术上增加投入使生产率大大提高。◇*efficiency/productivity gains* 效率／生产率的提高 OPP LOSS
**O** ***a big/dramatic/an impressive/a significant/strong gain*** 大幅／巨大／重大／强劲提高 • ***a modest/small/slight gain*** 略有／小幅／轻微增长 • ***to bring/make a gain*** 带来／创造增长 • ***to enjoy/show a gain*** 取得／显示增长

• *to* ***expect/forecast*** *a gain* 预计 / 预测增长 • *to* ***post/record/report*** *a gain* 公布 / 取得 / 报告增长 • *to* ***erase/lose/reverse/wipe out*** *a gain* 抹杀 / 失去 / 扭转 / 消除增长

**2** [C] an advantage, benefit or profit that is achieved from doing sth 好处；利益；利润；收益：*This figure includes a €1.7 million one-off gain* ***from*** *sale of assets.* 这个数字包括从出售资产中获得的170万欧元的一次性收益。◇ *The potential gains of doing business online are great, but so are the challenges.* 网上做生意的潜在收益是很大的，但是挑战也很大。

➕ *to* ***bring/have/make/result in*** *a gain* 带来 / 得到 / 创造 / 获得收益

**3** [U] financial profit, especially when this benefits only yourself（尤指个人的）经济收益：*They sold the company purely* ***for*** *short-term gain.* 他们出售公司纯粹是为了短期的好处。◇ *He only seems to be interested in personal gain.* 他似乎只在乎个人利益。

➕ *to* ***be motivated by/do sth for/seek*** *gain* 唯利是图；为一己之利做某事；贪财

**gainer** /'geɪnə(r)/ *noun* [C]

**1** (used in newspapers) shares, a currency, an investment, etc. that increases (**gains**) in value over a period of time（用于报章）（一段时期内升值的）股票、货币、投资等：*The Swiss franc was the biggest gainer in early trade.* 瑞士法郎在盘前交易中是最大的赢家。◇ *the FTSE 100 gainers*《金融时报》100指数赢家 SYN WINNER OPP LOSER

**2** a person, an organization, etc. that benefits from sth 得利者；受益者：*The biggest gainers from the new rules will be high-rate taxpayers.* 从新规则中受益最大的是按高税率纳税的人。

**gainful** /'geɪmfl/ *adjective* (*formal*)

used to describe useful work that you are paid for 有收益的；有报酬的：*gainful employment* 有报酬的工作 ▸ **gainfully** /'geɪmfəlɪ/ *adverb*：*gainfully employed* 有酬雇用

**gainsharing** (*also spelled* **gain sharing**) /'geɪnʃeərɪŋ; *AmE* -ʃer-/ *noun* [U]

(*HR*) a system in which employees receive part of the increased profit that has been made by improvements in the rate, the amount or the cost of producing goods that they have helped to make 利润分享：*The company's gainsharing program ties bonuses directly to team performance.* 公司的利润分享计划将奖金与团队表现直接挂钩。

**gal.** *abbr* (*only used in written English* 只用于书面英语)

gallon(s) 加仑

**galleria** /ˌgælə'riːə/ *noun* [C]

a collection of small shops/stores under a single roof 风雨商业街廊 → ARCADE

**gallon** /'gælən/ *noun* [C] (*abbr* **gal.**)

a unit for measuring liquid. In the UK it is equal to about 4.5 litres; in the US it is equal to about 3.8 litres. The UK measure is often referred to as an **imperial gallon** 加仑（液量单位，英制约等于4.5升，美制约等于3.8升。常用 imperial gallon 表示英制加仑）：*In the US, oil is measured in barrels of about 42 gallons, or 159 litres.* 在美国，石油用大约42加仑或者159升的桶来计量。

**galloping** /'gæləpɪŋ/ *adjective* [only before noun]

increasing or growing rapidly 迅速增加的；飞速发展的：*Galloping* ***inflation*** *pushed the economy into chaos.* 恶性通货膨胀使经济陷入混乱。

**Gallup poll™** /'gæləp pəʊl; *AmE* poʊl/ *noun* [C]

a way of finding out public opinion by asking a typical group of people questions 盖洛普民意测验：*A recent Gallup poll showed that 25% of people intend to spend less on clothing this year.* 最近一次的盖洛普民意测验显示，有25%的人今年打算减少在服装方面的开支。

**gamble** /'gæmbl/ *verb, noun*

• ***verb*** [+ obj *or* no obj]

**1** to take a risk with sth, hoping that you will be successful 冒风险；以…为赌注：*He's gambling his reputation* ***on*** *the deal.* 他以自己的声誉作为这笔交易的赌注。◇ *We gambled* ***that*** *consumers would pay more for an online service.* 我们冒险假设消费者会将更多的钱用于在线服务。

**2** to risk money on a card game, horse race, etc.（牌戏、赛马等中的）打赌，赌博：*He gambled all his money* ***on*** *the race.* 他把所有的钱都押在了这场赛马上。

▸ **gambler** /'gæmblə(r)/ *noun* [C]

PHR V **,gamble sth a'way** to lose sth such as money, possessions, etc. by gambling 赌掉；输光：*They found their funds had been gambled away on the stock market.* 他们发现自己在股市上的资金输得精光。

• ***noun*** [C, usually sing.]

an action that you take when you know there is a risk but when you hope that the result will be a success 赌博；打赌；冒险：*They* ***took*** *a gamble* ***on*** *the yen going up in value.* 他们打赌日元将会升值。◇ *Entering the sports car market was a huge gamble for us, but it* ***paid off*** (= was successful). 我们进入跑车市场冒了巨大的风险，但这一冒险获得了成功。

**game** /geɪm/ *noun* [C] (*informal*)

SEE ALSO: **business game, confidence ~, management ~, positive-sum ~, zero-sum ~**

**1** a type of activity or business 行当；行业；职业：*How long have you been in this game?* 你干这行多久了？◇ *We decided to get back into the marketing game.* 我们决定回到营销行业中来。

IDM **the only, best, biggest, etc. game in 'town** (*especially AmE*) the only, best, biggest, etc. thing or person that is available or worth dealing with 唯一的选择；最值得打交道的（事物或人）：*At that time, bonds were the only game in town.* 那时候，债券是唯一的投资工具。 **raise/lift/up your 'game** to improve the way that you perform an activity or do business 改进（执行或业务）方式：*She believes the train operator should raise its game and offer cut-price deals.* 她认为铁路运营商应该改进经营方式，提供减价服务。 → idiom at AHEAD OF, BEAT, RULE *noun*

**'game plan** *noun* [C]

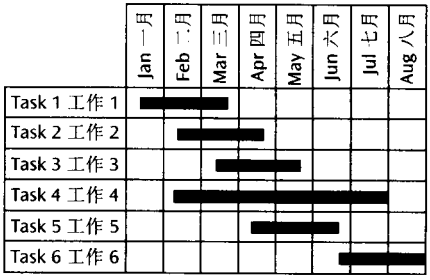
a plan for success in the future 策略；行动计划；方案；对策：*Our game plan is to buy property now, while the market is weak.* 我们的策略是趁目前市场疲软之际购买房产。◇ *to* ***develop*** *a game plan for the business* 为企业制定行动计划

**'game ,theory** *noun* [U]
an economic theory in which situations where people, businesses, etc. compete with each other are analysed as a type of game, with each person, business, etc. choosing the best action from a limited set of actions, based on what the others are likely to do 博弈论

**gaming** /'geɪmɪŋ/ *noun* [U]
**1** the business of taking bets from people or providing games, activities, etc. that allow people to bet money 赌博: *regulation of the gaming industry* 赌博业条例 ◇ *gaming laws* 赌博法规
**2** playing computer games 玩计算机游戏: *online gaming* 在线游戏

**'Gantt chart** /'gænt/ *noun* [C]
a chart used for managing the tasks involved in a project that shows when each stage should start and end and compares the amount of work done with the amount planned 甘特图（一种工程进度的排程图）

**gantt chart** 甘特图




**★gap** /gæp/ *noun* [C]
SEE ALSO: **gender pay gap, trade ~, wage ~**
**1** a difference that separates two people, groups or things 分歧; 隔阂; 差距: *The gap **between** men's and women's pay has narrowed.* 男性和女性之间的工资差距已缩小。◇ *The country is closing the technology gap **with*** (= between it and) *its economic rivals.* 这个国家正在缩小与经济竞争对手之间的技术差距。
● *to **bridge/close/narrow** a gap* 填补 / 缩短 / 缩小差距 • *a gap **grows/narrows/opens/widens*** 差距增大 / 缩小 / 出现 / 扩大 • *a **big/growing/small/wide/widening** gap* 巨大的 / 不断增长的 / 微小的 / 很大的 / 不断扩大的差距
**2** a space where sth is missing 缺口; 漏洞; 空白: *They took a $1 million loan to plug the gap in their finances.* 他们获得100万元贷款来填补财政缺口。◇ *We need to fill the gaps in our top management.* 我们需要填补我们高层管理人员中的空缺。◇ *a €1.5 billion financing gap* * 15亿欧元的资金缺口
● *a **big/crucial/major/significant** gap* 很大的 / 关键的 / 主要的 / 重要的空白 • *to **bridge/close/fill/plug** a gap* 消除 / 填补空白
**3** an area of business in which few or no companies operate but where profits could be made 空白（几乎没有或没有公司经营但可获利的业务领域）: *We saw a **gap in the market** for low-cost pensions.* 我们看到了低成本养老金是市场上一个尚待填补的空白领域。◇ *They aim to fill the gap left by the large manufacturers that moved overseas.* 他们旨在填补转至海外的大型制造商留下的空白领域。→ NICHE
● *to **fill/identify/leave/see** a gap* 填补 / 发现 / 留下 / 看到空白

**'gap a,nalysis** *noun* [C,U]
(*Marketing*) a comparison between the products, skills, etc. that are available and what is needed, used to decide what products, skills, etc. to develop 缺口分析（比较现在产品技术与所需产品，以决定开发内容）: *Gap analysis can help the retailer to re-evaluate their product range.* 缺口分析可以帮助零售商重新评估其产品种类。

**garbage** /'gɑːbɪdʒ; *AmE* 'gɑːrb-/ *noun*
IDM **garbage ,in, garbage 'out** (*abbr* **GIGO**) (*IT*) used to express the idea that if wrong or poor quality data is put into a computer, wrong or poor quality data will come out of it（用于计算机）废料输入废料输出，无用输入无用输出

**'gardening leave** (*also* **'garden leave**) *noun* [U] (*both BrE*)
(*HR*) a period when an employee, especially a senior person, who is going to leave a company is not allowed to work but is sent home on full pay, so that they will not be able to compete with the company or pass important information to a competitor 园艺假（尤指高级雇员辞职后继续受薪但不用上班，不可开始新工作的一段时期）: *She has been put **on** gardening leave until the end of her contract.* 她被安排去度园艺假直至合同到期。

**garnish** /'gɑːnɪʃ; *AmE* 'gɑːrnɪʃ/ (*also* **,garni'shee**) *verb* [+ obj]
(*Law*) to take away part of sb's income or money and pay it to a person or an organization that they owe money to 扣押（债务人钱财）: *He agreed to pay off his debt by having his wages garnished.* 他同意通过扣发其工资来支付债务。
▸ **'garnishment** *noun* [U;C]: *He paid the debt in cash to avoid garnishment.* 他用现金支付债务以避免扣款。◇ *wage garnishments* 工资扣发

**garnishee** /ˌgɑːnɪ'ʃiː; *AmE* ˌgɑːrn-/ *noun, verb* (*Law*)
• ***noun*** [C]
a company, bank, etc. that is ordered by a court to keep or to GARNISH sb's income or money 第三债务人（接到法庭扣押债权通知的公司、银行等）
• ***verb*** [+ obj] (**garnishees, garnisheeing, garnisheed**)
**1** to make sb a **garnishee** 使成为第三债务人
**2** = GARNISH

**gas** /gæs/ *noun* (*plural* **gases** *or* **gasses** *less frequent*)
SEE ALSO: **natural gas**
**1** [C,U] any substance like air that is neither a solid nor a liquid 气体: *CFC gases* 含氯氟烃气体 ◇ *The pipeline could carry up to 700 billion cubic feet of gas a year.* 这条管道一年能输送多达7 000亿立方英尺的气体。
**2** [U] a particular type of **gas** or mixture of **gases** used as fuel for heating, cooking, etc. 气体燃料;

天然气；煤气： *a gas cooker/furnace* 煤气灶 / 炉 ◇ *a gas-fired power station* 燃气发电站

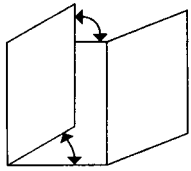
**gate** /geɪt/ *noun*

SEE ALSO: **factory gate, stage-gate**

**1** [C] the door or area at an airport, a bus station, etc. where passengers leave or arrive 登机口；候机室；候车室： *a departure gate* 登机口 ◇ *The flight to Jakarta is now boarding at gate 12.* 飞往雅加达的班机现在从12号登机口登机。

**gatefold** /'geɪtfəʊld; *AmE* -foʊld/ *noun* [C,U] an extra large page in a book, magazine, etc. that is folded to be the same size as the other pages so that you open it out to look at it; a sheet of paper that is folded from left and right to make three or more pages 大张折叠插页： *an advertising gatefold* 广告折叠插页

**gatefold** 大张折叠插页



**gatekeeper** /'geɪtkiːpə(r)/ *noun* [C] a person in an organization who controls access to information, goods or services, or to the people in the organization who make the important decisions 守门人（控制信息、产品或服务流入组织中或接触到决策者的人）： *He told me you've got to get past the gatekeeper to the decision-maker before you can make a sale.* 他告诉我要想卖出产品，必须通过把关的人才能接触到决策者。

**gateway** /'geɪtweɪ/ *noun*

**1** [C, usually sing.] a place through which you can go to reach another larger place （通往其他地区的）门户： *The port is an important gateway to/into southern Africa.* 这个港口是进入非洲南部的重要门户。

**2** [C, usually sing.] a means of getting or achieving sth 方法；手段；途径： *A good education is the gateway to success.* 良好的教育是通往成功之路。

**3** (*IT*) [C] a device that is used to connect two computer networks together, especially a connection to the Internet 网关；网间连接设备

**gauge** (*AmE spelling also* **gage**) /geɪdʒ/ *noun, verb*

• ***noun*** [C]

**1** [usually sing.] a fact or an event that can be used to estimate or judge sth （用于估计或判断的）事实，依据，标准： *The retail sector is closely watched as a key gauge of consumer spending.* 零售行业作为衡量消费者支出的关键标准正受到密切关注。 ◇ *Question-and-answer interviews may not be a good gauge of a candidate's abilities.* 问答式面试可能不是测量应征者能力的良好依据。

**2** a system that is used to calculate or measure the level, size, etc. of sth 指标： *the consumer price index, the main US inflation gauge* 消费者价格指数——美国主要的通货膨胀指标

**3** (*often used in compounds* 常用于复合词) an instrument for measuring the amount or level of sth 测量仪器（或仪表）；计量器： *a fuel/petrol/temperature gauge* 燃料表；汽油量表；温度计

• ***verb*** [+ obj]

**1** to estimate or measure the level, size, etc. of sth 估计；测量： *We rely on previous sales figures to gauge demand.* 我们依靠以往的销售数据来估计需求。 ◇ *gauging the strength of the economy* 测量经济实力

**2** to make a judgement about sb/sth 判定；判断： *It's too early to gauge whether the scheme was a success.* 判断这项计划是否成功还为时过早。

**3** (*Technical*) to measure sth accurately using a special instrument （用仪器）测量： *precision instruments that can gauge the diameter to a fraction of a millimetre* 可以测出直径为不足一毫米的精密仪器

**gazelle** /gə'zel/ *noun* [C] (*informal*) a way of referring to a company that is growing very quickly 成长迅速的公司 → ELEPHANT, MOUSE

**gazette** /gə'zet/ *noun* [C]

**1** a newspaper or magazine published by an organization, a government, etc. containing official notices and information （组织、政府等的）公报： *a stock-exchange gazette* 证券交易所公报

**2 Gazette** used in the titles of some newspapers （用于报刊名）报，报纸： *the Montreal Gazette* 《蒙特利尔报》

**gazump** /gə'zʌmp/ *verb* [+ obj] (*BrE*) (*Property*) (*usually* **be gazumped**) when sb who has made an offer to pay a particular price for sth, and who has had this offer accepted, is **gazumped**, their offer is no longer accepted by the seller, because sb else has made a higher offer （价格议定后有人出价更高而向买主）食言毁约： *The merger failed when their bid was gazumped by a larger US firm.* 此次合并失败是因为一家大型美国公司比他们出价高所致。 ▸ **gazumping** /gə'zʌmpɪŋ/ *noun* [U]

**GB** (*also spelled* **Gb**) = GIGABYTE

**★GDP** /ˌdʒiː diː 'piː/ *abbr* (*Economics*) **gross domestic product** the total value of all the goods and services produced by a country in one year 国内生产总值： *Tourism contributes about 5% of GDP.* 旅游业占国内生产总值大约为5%。 ◇ *GDP grew by 0.5 per cent in the fourth quarter.* 今年第四季度，国内生产总值增长了0.5%。

**gear** /gɪə(r); *AmE* gɪr/ *verb, noun*

• ***verb*** [+ obj] **gear sth for/to/towards sth** (*usually* **be geared**) to make, change or prepare sth so that it is suitable for a particular purpose or for particular people 使与…相适应；使适合于： *The magazine is geared towards women over 35.* 这本杂志适合35岁以上的女性。 ◇ *The economy is now geared to growth.* 该经济体目前正走上增长的轨道。

PHR V **'gear sth/yourself for sth** to make sth/yourself ready for sth 为…做好准备；准备好： *The company is gearing itself for future success.* 这家公司正为将来的成功做准备。 **'gear sth/yourself to sth** to depend on sth; to be connected with sth 依靠；与…有关： *Salary adjustments are*

*geared to the cost of living.* 工资会根据生活费用的变化进行调整。◇ *Life assurance companies are heavily geared to stock market performance.* 人寿保险公司与股市表现息息相关。**,gear 'up (for/to sth)**; **,gear sb/sth 'up (for/to sth)** to prepare yourself/sb/sth to do sth 为…做好准备: *The country is gearing up for elections.* 这个国家正为选举做准备。

• ***noun***

**1** [U] (*informal*) a piece of equipment or a system 设备; 系统: *computer/networking/telecom gear* 计算机 / 网络 / 电信设备

**2** [U] equipment or clothing used for a particular purpose (某种活动的) 设备; 用具; 衣服: *sports/protective gear* 运动 / 防护用具 ◇ *They carry all their gear (files, phones and laptops) to a new desk every day.* 他们每天都将所有的装备(包括档案、手机及笔记本电脑)带到一个新的办公地点。

**3** (*informal*) [U,C] the speed at which sth takes place; the effort involved in doing sth 速度; 努力 (*BrE*): *Sales growth has moved into* ***top gear.*** 销售增长已进入高峰。◇ (*AmE*) *The tax-cut plans are shifting into* ***high gear.*** 减税计划正紧锣密鼓地进行。

IDM **get, kick, swing, etc. into 'gear ; get, kick, etc. sth into 'gear** to start working, or to start sth working, in an efficient way (使) 开始工作, 进入有效的工作状态: *If you fill in the form, within 24 hours the service will kick into gear.* 填写表格后, 24小时之内就会有人为您服务。

**geared** /gɪəd; *AmE* gɪrd/ *adjective* (*BrE*) (*Finance*)

**1** (about a company or an organization) using borrowed money in order to operate, in addition to money from shareholders (公司或组织) 负债经营的: *The firm is about 88% geared.* 这家公司的负债额约占88%。◇ *The company is* ***highly*** *geared, with borrowings of €1.5 million compared with physical assets of €3 million.* 这家公司背负着大量债务, 与300万欧元的实物资产相比, 借款额就有150万欧元。

**2** (about an investment) using borrowed money (投资) 使用借款的: *a geared investment* 负债投资 → LEVERAGED

**gearing** /'gɪərɪŋ; *AmE* 'gɪrɪŋ/ (*also* **'capital ,gearing, 'equity ,gearing**) (*all especially BrE*) *noun* [U]

(*Finance*) the relationship between the amount of money that a company owes (**debt**) and the value of its shares (**equity**) 杠杆比率; 资本与负债比率: *There is concern about the company's* ***high*** *gearing* (= it has borrowed a large amount compared to the value of its shares). 这家公司的高负债比率令人担忧。◇ *It is important for the company to maintain a* ***low*** *gearing ratio* (= to borrow a small amount compared to the value of its shares). 公司维持低负债比率很重要。◇ *The group hopes to reduce gearing from 121 per cent to a more manageable 100 per cent.* 集团希望将负债占资产的比率从121%降低到100%, 增加可控性。

SYN DEBT-EQUITY RATIO, LEVERAGE

**gender** /'dʒendə(r)/ *noun* [U]

the fact of being male or female 性别: *Employers are not allowed to discriminate on the basis of gender.* 雇主不得有性别歧视。

**'gender ,bias** *noun* [U; C, usually sing.]

(*HR*) the situation where men and women are not treated in the same way, often in a way that is unfair to women 性别偏见: *evidence of gender bias in the ICT sector* 信息与通信技术部门存在性别偏见的迹象 ▸ **'gender-,biased** (*also spelled* **~ biassed**) *adjective*: *The construction industry is no longer a gender-biased profession.* 建筑业已不再是一个有性别偏见的行业。

**,gender 'pay gap** *noun* [sing.]

(*HR*) the difference in the average amount of money that men and women earn 性别工资差距: *The increases paid to the highest-earning men have widened the gender pay gap.* 给高收入的男性加薪已扩大了男女间的工资差距。

**general** /'dʒenrəl/ *adjective*

SEE ALSO: **attorney general, director general**

**1** used in some job titles to indicate that the person is the head of the organization or business, or part of it (职位) 首席的, 总管的: *She is the general director for human resources.* 她是人力资源部的总监。◇ *the director general of the World Trade Organization* 世界贸易组织总干事

**2** not limited to one thing, aspect, subject, etc. 一般性的; 普通的; 非专门的: *Sales of general merchandise, including clothing, shoes and gifts, went up 10.4%.* 包括服装、鞋类及礼品在内的一般商品的销售量上升了10.4%。

**,general con'tractor** *noun* [C] (*especially AmE*) (*Property*) a person or company that takes responsibility for building sth, such as an office, a factory, etc. and hires other businesses (**subcontractors**) to do the work 总承包商

**,general 'counsel** *noun* [U,C] (*especially AmE*) (*Law*) an organization's senior lawyer, who usually works as an employee of the organization 高级法律顾问: *She became general counsel of Lotus in 1996.* 她1996年成为莲花公司的高级法律顾问。→ COUNSEL (2)

**,general 'creditor** *noun* [C] (*especially AmE*) (*Law*) a person, company, etc. that lends money to sb without an agreement that they will receive some of the borrower's assets if the borrower does not pay back the money 普通债权人; 一般债权人 → SECURED (2), UNSECURED (2)

**,general ex'penses** *noun* [pl.]

(*Accounting*) money that is spent on managing and organizing a business rather than on any one activity such as producing goods, selling services, etc. 管理费用; 总务费用: *We have cut costs by lowering our general expenses.* 我们已通过降低管理费用削减了成本。◇ *Administrative and general expenses are rising.* 行政和管理费用日益上升。

**,general in'surance** *noun* [U]

insurance that you buy to protect any kind of property or goods 普通保险: *The company provides both life and general insurance.* 公司同时提供人寿保险和普通保险。▸ **,general in'surer** *noun* [C]

**generalist** /'dʒenrəlɪst/ *noun* [C]

a person who has knowledge of several different

subjects or activities; a business that is involved in a range of activities, investments, etc. 多面手；通才；全才：*We have one technician in the team and the rest of us are generalists.* 我们团队中有一名技术人员，其余的都是通才。◇ *generalist knowledge/training* 综合知识 / 培训 ◇ *generalist firms* 综合性企业 → SPECIALIST

**ˌgeneral ˈledger** (*also* **ˌnominal ˈledger**) *noun* [C] (*Accounting*) a set of financial accounts in which a company records all the amounts it pays, receives, etc. 总分类账；总账：*The sales are first recorded in a journal and then* ***posted to*** (= written in) *a general ledger.* 销售额首先记录在流水账中，然后计入总分类账。

**ˈGenerally Acˈcepted Acˈcounting ˌPrinciples** *noun* [pl.] (*abbr* **GAAP**) (*Accounting*) in the US, a set of rules and principles that accountants must follow when keeping financial records and preparing financial reports （美国）公认会计准则：*The financial statements were prepared in accordance with GAAP.* 当时是按照公认会计准则编制财务报表的。

**ˌgeneral ˈmanager** *noun* [C] a person who is responsible for running a business, or part of it, on a daily basis 总经理：*She is general manager of marketing and advertising.* 她是营销和广告部的总经理。◇ *assistant general manager for supply-chain planning* 负责供应链计划的助理总经理

**ˌgeneral ˈmeeting** *noun* [C]
SEE ALSO: **annual general meeting, extraordinary general meeting**
(*Law*) a meeting of the shareholders of a company, at which important decisions about the company are made 股东大会：*The company will be holding an emergency general meeting for shareholders to vote on the merger.* 公司将召开紧急股东大会投票表决合并事宜。

**ˌgeneral ˈoffer** *noun* [C] (*Finance*) an offer to buy all the shares in a company 全面收购：*The law requires a shareholder to make a general offer if their shareholding goes above 30%.* 如果股东持股超过30%，法律规定要进行全面收购。

**ˌgeneral ˈpartner** *noun* [C] a member of a business PARTNERSHIP who shares its profits and can be made to pay all its debts if it fails 普通合伙人 → LIMITED PARTNER at LIMITED PARTNERSHIP

**ˌgeneral ˈpartnership** *noun* [C] (*especially AmE*) a type of business **partnership** in which members share profits and any member can be made to pay all the debts if the business fails 普通合伙 See note at COMPANY

**ˌgeneral ˈpractice** *noun* [U,C] (*especially AmE*) (*Law*) the work of a lawyer who deals with all kinds of legal cases and who is not a specialist in one particular area of law; the place where a lawyer like this works 全科律师业务；综合性律师事务所

**the ˌgeneral ˈpublic** *noun* [sing. with sing./pl. verb] ordinary people who are not members of a particular group or organization 公众：*The general public has/have a right to know about the safety of food.* 公众有权了解食品的安全性。

**ˌgeneral ˈretailer** *noun* [C] (*Commerce*) a shop/store, or a group of shops/stores, that sells a wide variety of goods 一般零售商；传统零售商

**ˌgeneral ˈstore** *noun* [C] (*BrE also* **ˌgeneral ˈstores** [pl.]) a shop/store that sells a wide variety of goods, especially one in a small town or village 杂货店：*She runs the post office and general store.* 她经营邮局和杂货店。

**ˌgeneral ˈstrike** *noun* [C] a period of time when most of the employees in a country stop working because of a disagreement over pay or conditions 总罢工：*Union leaders called a general strike over rises in fuel prices.* 工会领导人呼吁就燃油价格上涨进行总罢工。

**ˌgeneral ˈunion** *noun* [C] (*HR*) especially in the UK, a union that organizes workers from different industries and jobs 总工会

**★generate** /ˈdʒenəreɪt/ *verb* [+ obj]
**1** to produce or create sth 产生；引起：*to generate cash/cost savings/income* 赚钱；引起成本节约；产生收益 ◇ *The proposal has generated a lot of interest.* 此项建议已引起众多的关注。◇ *Around 80% of our sales are generated by 30 stores.* 我们大约80%的销售额来自30家商店。
**2** to produce energy, especially electricity 产生（电）：*to generate electricity/power* 发电；产生动力 ◇ *a generating plant/station* 发电厂 / 站

**generation** /ˌdʒenəˈreɪʃn/ *noun*
SEE ALSO: **cash generation, first-~, next-~, second-~, third-~**
**1** [C, usually sing.] a stage in the development of a product or system, usually a technical one （尤指技术性产品或系统开发的）代：*the latest generation of handheld computers* 最新一代的掌上电脑
**2** [U] the production of sth 产生：*They are focusing on the generation of free cash flow.* 他们着眼于产生自由现金流。◇ *methods of income generation* 产生收益的方法
**3** [U] the production of energy, especially electricity （能源，尤指电的）产生：*the generation of electricity* 发电

**ˌGeneration ˈX** *noun* [U] the group of people who were born between the early 1960s and the middle of the 1970s, who are often thought to lack a sense of direction in life and not feel an important part of society * X 一代（指20世纪60年代初至70年代中期出生，感到失落的人）：*We wanted to associate the brand with things that would appeal to Generation X.* 我们想将品牌与对 X 一代有吸引力的东西联系起来。
▸ **Generation Xer** /- ˈeksə(r)/ *noun* [C] → BABY BOOMER

**generative** /ˈdʒenərətɪv/ *adjective* that can produce sth 有生产力的；能生产的：*The company is well run and strongly cash generative.* 这家公司经营良好而且赚钱能力极强。

**generator** /ˈdʒenəreɪtə(r)/ *noun* [C]
**1** a machine or series of machines for producing

electricity 发电机：*a nuclear/wind generator* (= one that uses nuclear/wind power to produce electricity) 核 / 风力发电机
**2** a person, company, product, etc. that produces or creates sth 创造者；制造者：*the role of small companies as generators of jobs* 小公司创造就业的这一角色 ◇ *Mobile-phone messaging has been a major cash generator for the group.* 手机短信已成为这个集团赚钱的主要来源。
**3** (*BrE*) a company that produces and sells electricity 电力公司：*the UK's major electricity generator* 英国主要的电力公司

**generic** /dʒə'nerɪk/ *adjective, noun*
• ***adjective***
**1** (about products, especially drugs) produced as a standard type of product, that does not have a brand name or is not protected by a TRADEMARK（产品，尤指药物）无商标的，未注册的，仿制的：*generic copies of patented drugs* 仿制专利药物 ◇ *Seven of their drugs now face generic competition.* 他们的七种药物现在面临仿冒竞争。
**2** typical of or connected with a whole group of things; not specific 一般的；普通的；通用的：*A name like 'service provider' is too generic to trademark.* "服务提供者"这一名称用作商标太过笼统。◇ *They argued that 'feta' is a generic term and should not be reserved for use by Greek producers.* 他们争辩说 feta 是通称，不应该留给希腊生产者专用。
• ***noun*** (*also* **ge,neric 'drug**) [C]
a drug that is sold with a name that is not protected by a TRADEMARK 未注册药物；无商标药物：*The drug went off patent and is now available as a cheap generic.* 这种药物没有专利保护，目前作为廉价的未注册药物供应。◇ *generic makers/manufacturers/competitors* 未注册药物制造商 / 生厂商 / 竞争商

**ge,netically 'modified** = GM (1)

**ge,netic discrimi'nation** *noun* [U]
unfair treatment of people because they are likely to develop a particular disease that their parents or other members of their family have 基因歧视：*laws to prevent genetic discrimination in health insurance* 在健康保险方面防止基因歧视的法律

**ge,netic ,engi'neering** *noun* [U]
the science of changing how a living creature or plant develops by changing the information in its cells 基因工程；遗传工程

**ge,netic modifi'cation** = GM (1)

**,gentleman's a'greement** (*also* **,gentlemen's a'greement**) *noun* [C]
an informal agreement between people who trust each other, which is not written down and does not have legal status 君子协定

**get** /get/ *verb* [+ obj] (**getting, got, got** /gɒt; *AmE* gɑ:t/) (*not used in the passive* 不用被动语态)
**HELP** In spoken American English the past participle **gotten** is almost always used. 美式英语口语中过去分词几乎都用 gotten。
**1** to receive sth 收到；接到；得到：*She gets* (= earns) *€50 000 a year.* 她一年挣5万欧元。◇ *We got more than a hundred responses to the questionnaire.* 我们收到100多份问卷回复。
**2** to obtain sth 获得；得到：*He just got a new job.* 他刚找到一份新的工作。◇ *You can get the basic model for $100.* * 100元能买到基本型号。
**3** to obtain or receive an amount of money by selling sth（出售某物）挣得，获得：*We got a good price for the van.* 我们的货车卖了个好价钱。
**4** to buy sth, for example a newspaper or magazine, regularly（定期）买，购买：*Which newspaper do you get?* 你订阅什么报纸？ → idiom at ARREARS
**PHR V** **,get a'cross (to sb)**; **,get sth a'cross (to sb)** to be communicated or understood; to succeed in communicating sth 被传达；被理解；把…讲清楚：*He's not very good at getting his ideas across.* 他不太善于表达自己的想法。**,get a'head (of sb)** to make progress (further than others have done) 领先；超过（某人）：*She wants to get ahead in her career.* 她希望在事业上脱颖而出。**,get 'back to sb** to speak or write to sb again later, especially in order to give a reply 以后再答复（或回复）某人：*I'll find out the price and get back to you.* 我查明价格之后再答复你。**,get be'hind (with sth)** to fail to make enough progress or to produce sth at the right time 落后；拖延；拖欠：*We're getting behind with the project.* 我们的工程拖延了。◇ *She got behind with her loan repayments.* 她拖欠还贷。**,get 'by (on/in/with sth)** to manage to live or do a particular thing using the money, knowledge, equipment, etc. that you have（靠…）维持生计，设法度日，勉强应付：*How does she get by on such a small salary?* 她靠这点微薄的工资怎么过日子？**,get 'down to sth** to begin to do sth; to give serious attention to sth 开始做某事；开始认真注意（或对待）某事：*Let's get down to business.* 咱们开始干正事吧。**,get 'into sth** to start a career in a particular profession 开始从事某职业：*How did you get into programming?* 你是如何干上编程这一行的？**,get 'off; ,get 'off sth** to leave work with permission 经允许离开工作；下班：*What time do you get off (work) on Friday?* 你星期五什么时候下班？**,get 'on to sb (about sth)** to contact sb by telephone, letter or email（用电话、书信或电子邮件）与某人联系：*The money should have been paid yesterday; I'll get on to our accounts department.* 这笔钱昨天就应该支付了，我去和我们的会计部门联系一下。**,get 'on with sth** used to talk or ask about how well or fast sb is doing a task（谈及或问及工作情况）进展，进步：*I'm not getting on very fast with this job.* 我的这份工作进展不太快。**,get 'out (of sth)** to stop being involved in sth; to escape a difficult situation 逃避；规避；摆脱（困境）：*We wanted to make a quick profit and then get out* (= of the market, deal, etc.). 我们希望尽快赚一笔钱，然后退出（市场、交易等）。**,get sth 'out** to produce or publish sth 生产；发表：*We are determined to get the new model out by the end of the year.* 我们决心在年底前生产出新型号的产品。**,get 'through sth** to manage to do or complete sth（设法）处理，完成：*Let's start the meeting—there's a lot to get through.* 咱们开始开会吧——有好多事需要处理呢。**,get 'through (sth)**; **,get sth 'through (sth)** to be officially accepted; to make sth be officially accepted（使）正式通过，获得采纳：*The firm will still need to get the drug through the US approval*

process. 公司仍需使此药物获得美国审批程序的通过。 **,get 'through (to sb)** to make contact with sb by telephone（用电话）打通，联系上: *I couldn't get through on the number you gave me.* 你给我的这个电话号码打不通。 **,get 'through to sb** to make sb understand or accept what you say, especially when you are trying to help them（尤指在努力帮助某人时）使某人理解，使某人接受（所讲的话）: *Her views have finally got through to the directors.* 董事们最终接受了她的观点。

**'get-out clause** *noun* [C, usually sing.] (*BrE*)
a way of avoiding sth, especially a responsibility or duty 退出条款: *a get-out clause in the contract* 合同中的退出条款 → ESCAPE CLAUSE

**giant** /'dʒaɪənt/ *noun, adjective*
• ***noun*** [C]
a very large and powerful organization 大公司; 强大的组织: *a banking/oil/retail/software giant* 银行 / 石油 / 零售 / 软件巨头 ◇ *There is room in the PC market for two or three giants.* 个人计算机市场可以容纳两家或三家大公司。
• ***adjective*** [only before noun]
very large; much larger or more important than similar things usually are 巨大的; 特大的; 伟大的: *a giant poster* 巨型海报 ◇ *services offered by giant banks* 巨型银行提供的服务 ◇ *Three giant stores have opened in the area.* 三家超大型商场已在此地区开业。

**'giant-sized** (*also* **'giant-size**) *adjective* [usually before noun]
(*Commerce*) used to describe sth that you buy that is very large or the largest you can get 特大的: *a giant-size box of tissues* 特大盒纸巾

**GIF™** (*also spelled* **gif**) /gɪf/ *abbr*
(*IT*) **Graphic Interchange Format** (*used as a countable noun* 用作可数名词) a type of computer file that contains images and is used a lot on the Internet * GIF 图形交换格式文件: *Send it as a GIF.* 把它以 GIF 文件发送。 ◇ *animated gifs* 动态图形交换格式

**gift** /gɪft/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **business gift, free gift**
**1** a thing, an amount of money, etc. that you give to sb 礼物; 赠品: *We are not allowed to accept gifts from clients.* 我们不允许收受客户的礼品。 ◇ *Thank you for your generous gift.* 谢谢你的慷慨馈赠。
**2** (*Law*) property or money that is given to sb and recognized as a present in law 赠与: *She made a gift of her property to charity.* 她将财产赠给了慈善机构。
**3** (*informal*) [usually sing.] a thing that is very easy to do or cheap to buy 轻而易举的事; 极便宜的东西: *At €17 a share, this stock is a gift.* 每股17欧元，这支股票真便宜。
• ***verb*** [+ obj]
to give money or property to sb, especially in order to help them financially 赠予, 给予（金钱或财产，尤指财务上的帮助）: *The government had gifted the company more than $1 billion in loans and support.* 政府给予这家公司10亿元以上贷款等方面的支持。

**'gift card** *noun* [C]
**1** a small plastic card that is worth a particular amount of money and that can be used to buy goods in a particular shop/store up to that amount 代金卡; 礼品卡: *Many retailers now issue wallet-sized gift cards rather than paper certificates.* 许多零售商现在发行钱包大小的代金卡，而非纸面票证。 → GIFT VOUCHER
**2** a piece of stiff paper that is folded in the middle and has a picture on the front of it, used for sending sb a GIFT VOUCHER 礼卷套（用于装礼券）

**'gift cer,tificate** = GIFT VOUCHER

**'gift ,coupon** = GIFT VOUCHER

**'gift pack** *noun* [C]
a small attractive container with several products inside, usually sold to be given to people as presents 礼盒: *We also sell gift packs containing a selection of beauty products.* 我们也销售装有各种美容产品的礼盒。

**'gift shop** (*also* **'gift store**, *especially in AmE*) *noun* [C]
a shop/store that sells small goods that are suitable for giving as presents 礼品店

**'gift tax** *noun* [U,C]
tax that is charged on gifts made by people who are still alive that are worth more than a particular amount 赠予税: *Shares given to children may be subject to gift tax.* 给子女的股票可能要征收赠予税。 → ESTATE TAX, INHERITANCE TAX

**'gift ,voucher** (*also* **'gift ,token, 'gift ,coupon**) (*all especially BrE*) (*AmE usually* **'gift cer,tificate**) *noun* [C]
a piece of paper that is worth a particular amount of money and that can be exchanged for goods in a particular shop/store（可在某商店兑换商品的）礼券: *Join today and receive a free €20 gift voucher.* 今天参加即能获得20欧元的免费礼券。 ◇ *to redeem a gift voucher* (= to exchange it for goods) 兑换礼券

**'gift wrap** *noun* [U]
attractive coloured or patterned paper used for wrapping presents in 礼品包装 ▶ **'gift-wrap** *verb* [+ obj] (**-pp-**) (*often* **be gift-wrapped**) to wrap sth as a present for sb, especially in a shop/store（尤指商店里）将…包装成礼品: *Would you like the chocolates gift-wrapped?* 你想要用礼品纸包装巧克力吗? ◇ *The store offers a gift-wrapping service.* 这家商店提供礼品包装服务。

**gig** /gɪg/ *noun* [C]
**1** (*IT, informal*) = GIGABYTE
**2** (*informal*) (*AmE*) a temporary job or task 临时工作（或任务）: *She is making a career out of different projects and consulting gigs.* 她以从事各种项目和临时性咨询工作为职业。 ◇ *Time to get a new gig.* 是时候找份新活儿干干了。

**gigabyte** /'gɪgəbaɪt/ (*also* **gig**, *informal*) *noun* [C] (*abbr* **GB**)
(*IT*) a unit of computer memory, equal to $2^{30}$ (or about a billion) BYTES 十亿字节; 千兆字节; 吉字节: *an 80 gigabyte hard drive* * 80 千兆字节的硬盘

**GIGO** /'gaɪgəʊ; *AmE* -goʊ/ = GARBAGE IN, GARBAGE OUT at GARBAGE

**gilt** /gɪlt/ *noun* [C, usually pl.]
(*Finance*) bonds paying a fixed amount of interest that are sold by the British government to obtain funds 金边证券（英国政府为获得资金所出售的按期支付利息的证券）: *It is likely that the government will issue new gilts to finance its spending plans.* 政府很可能会发行新的金边证券以便为其支出计划筹措资金。 ◇ *The yield on the 10-year gilt has fallen to 4.2 per cent.* * 10年期金边证券的收益已下降到4.2%。 ◇ *long-dated/short-dated gilts* (= that pay interest over a long/short period of time) 长期 / 短期金边证券
⊕ *to* ***buy/issue/sell/trade*** (***in***) *gilts* 购买 / 发行 / 出售 / 买卖金边证券

**ˌgilt-ˈedged** *adjective*
(*Finance*)
**1** [usually before noun] (used especially about investments) very safe（尤用于投资）安全的，高度可靠的: *The country has raised its credit rating to a gilt-edged AAA.* 这个国家将其信用等级提高到了最高资信等级—— AAA 级。 ◇ *These investments enjoy a gilt-edged reputation.* 这些投资安全可靠。
**2** [only before noun] connected with GILTS 金边的: *gilt-edged securities/stock* 金边证券 / 股票 ◇ *the gilt-edged market* 金边市场

**gimmick** /ˈgɪmɪk/ *noun* [C]
an unusual trick or unnecessary device that is intended to attract attention or to persuade people to buy sth（为引人注意或诱人购买而玩弄的）花招，把戏，噱头: *The free gift is just a gimmick to get you to buy the magazine.* 免费礼品只是让你购买杂志耍的花招。 ◇ *It's a competitive business and you've got to have a gimmick.* 这是竞争性的行业，你必须会耍花招。
⊕ *to* ***have/rely on/use*** *gimmicks* 有 / 依靠 / 使用噱头 ◆ *a* ***marketing/promotional/sales*** *gimmick* 以营销 / 促销 / 销售为目的的花招
▸ **gimmicky** /ˈgɪmɪki/ *adjective*: *a gimmicky title* 骗人的头衔

**Ginnie Mae™** /ˌdʒɪni ˈmeɪ/ *noun* (*AmE*)
(*Finance*)
**1** [sing.] (*abbr* **GNMA**) **Government National Mortgage Association** a US government organization that is responsible for helping to provide MORTGAGES (= loans to buy homes) for people with low incomes 吉利美（美国政府国民住宅抵押协会）
**2** [C, usually pl.] the bonds that are issued by **Ginnie Mae** 吉利美债券 → FANNIE MAE, FREDDIE MAC

**giro** /ˈdʒaɪrəʊ; *AmE* -roʊ/ *noun* [U,C] (*plural* **giros**)
a system in which money can be moved from one bank or post office account to another by a central computer（银行或邮局）直接转账: *to pay by giro* 用直接转账支付 ◇ *giro banking* 直接转账银行业务 ◇ *a giro credit/payment/transfer* 直接转账信贷 / 支付；直接转账

**GIS** /ˌdʒiː aɪ ˈes/ *abbr*
(*IT*) **geographical information system** software and other tools that are used to collect and analyse information about the earth's surface, physical features, divisions, products, population, etc. 地理信息系统

**gismo** = GIZMO

**giveaway** /ˈgɪvəweɪ/ *noun, adjective*
• ***noun*** [C]
something that a company or an organization gives free, usually with sth else that is for sale; an occasion when things are given in this way（公司或机构为推销产品搭送的）随赠品: *There's a giveaway with our magazine next month—a free CD!* 我们下月杂志附送赠品——免费光盘！ ◇ *the airline's latest ticket giveaway* 航空公司最新的机票赠品
• ***adjective*** [only before noun] (*informal*)
(about prices) very low（价格）低廉的: *They were offering giveaway prices on furniture.* 他们提供价格非常便宜的家具。

**giveback** /ˈgɪvbæk/ *noun* [C,U] (*AmE*)
(*HR*) a situation in which employees agree to accept lower wages or fewer benefits than had been agreed, usually in return for new benefits later 福利归还(员工同意接受低于原定的工资或福利，通常是为了日后得到偿还): *Workers were asked for givebacks on the wage increases they had won.* 工人们被要求放弃争取到的加薪，以待日后偿还。 ◇ *The airline is negotiating a giveback plan with its unions.* 航空公司正与工会就一项福利归还计划进行谈判。

**gizmo** (*also spelled* **gismo**) /ˈgɪzməʊ; *AmE* -moʊ/ *noun* [C] (*plural* **gizmos**) (*informal*)
a general word for a small piece of equipment, often one that does sth in a new and clever way 小玩意儿；小装置: *a new electronic gizmo for storing telephone numbers* 用于储存电话号码的新型电子小装置。

**ˈglamour ˌstock** (*AmE spelling* **glamor ~**) *noun* [C]
(*Stock Exchange*) a company whose shares become very popular with investors at a particular time 热门股: *the glamour stocks of the telecoms sector* 电信行业的热门股

**ˌglass ˈceiling** *noun* [sing.]
(*HR*) the imaginary barrier that stops women, or other groups, from getting the best jobs in a company, etc. although there are no official rules to prevent them from getting these jobs 玻璃天花板，无形限制（妇女等在职务升迁上遇到的无形障碍）: *the first woman to break through the glass ceiling in engineering* 在工程领域第一位破格晋升的女性

**ˌglass ˈwall** *noun* [sing.]
(*HR*) the imaginary barrier that stops women, or other groups, from being employed outside particular industries or jobs, although there are no official rules to prevent this 玻璃墙（妇女等在特定行业或职务以外就职上遇到的无形障碍）: *Women at the radio station were confined to office jobs—the glass wall—and to lower administrative levels—the glass ceiling.* 当时在电台工作的女性只限于做办公室工作——这是隐性限制，并且只能局限于低职位的行政工作——一般无法突破。

**glitch** /glɪtʃ/ *noun* [C] (*informal*)
a small problem or fault that stops sth working successfully 小故障；小毛病: ***Technical*** *glitches delayed the launch of the service.* 技术故障延迟了此项服务的推出。

**★global** /'gləʊbl; *AmE* 'gloʊbl/ *adjective*
**1** [usually before noun] covering or affecting the whole world 全球的；全世界的：*Global demand for oil is increasing.* 全球的石油需求量正在增加。◇ *a global network of accounting firms* 全球性的会计事务所网络 ◇ *We are trying to build a global brand* (= that will be sold everywhere). 我们正试图建立一个全球性的品牌。◇ *In the last few years the business has* ***gone global*** (= started operating in different countries across the world). 在过去几年里，公司业务已遍及全球。
**2** considering or including all parts of sth 整体的；全面的；总的：*We need to take a more global approach to the problem.* 我们需要更全面地看待这个问题。◇ *They sent a global email to all staff.* 他们给所有员工统一发送了一封电子邮件。
▸ **'globally** /'gləʊbəli; *AmE* 'gloʊb-/ *adverb*: *We have increased our market share both domestically and globally.* 我们在国内外都增加了市场份额。◇ *The group employs 50 000 staff globally.* 这个集团在全球范围内聘用5万员工。

**'global bond** = EUROBOND

**★globalization , -isation** /ˌgləʊbəlaɪ'zeɪʃn; *AmE* ˌgloʊbələ'z-/ *noun* [U]
**1** the process by which businesses and organizations grow and start to operate in countries all over the world, which has been made easier by new technology and political developments 全球化（企业和机构在全世界范围内展开业务）：*Globalization may not be a viable strategy for most US steelmakers.* 全球化对大部分美国钢铁生产商而言可能不是一个可行的战略。◇ *As a result of the globalization of business, a broad range of skills will now be needed for professional success.* 由于业务的全球化发展，现在想要取得专业成功需要全面的技能。
**2** the fact that different cultures and economic systems around the world are becoming connected with and similar to each other because of the influence of large MULTINATIONAL companies and of improved communication 全球化（世界各地的文化和经济体系的关联日益密切并雷同）：*the globalization of world markets* 世界市场的全球化

**★globalize , -ise** /'gləʊbəlaɪz; *AmE* 'gloʊ-/ *verb* [+ obj *or* no obj]
if something, for example a business, **globalizes** or **is globalized**, it operates all around the world（使）全球化，全世界化：*If companies hope to grow, then their only choice is to globalize.* 如果公司希望发展，他们唯一的选择就是全球化经营。◇ *Our advertising will globalize the brand so it is recognized in every country.* 我们的广告将使品牌全球化，从而在每个国家都能被识别。
▸ **'globalized, -ised** *adjective*: *As the economy becomes more globalized, individual governments have less power.* 随着经济日益全球化，单个政府的力量日渐减小。◇ *They run a globalized operation with factories all round the world.* 他们经营着全球化的业务，其工厂遍布世界各地。

**ˌglobal 'market** *noun* [C]
the world population who might buy goods 全球市场：*They are building several new factories so they can supply the global market with their products.* 他们正在建设几个新工厂，从而能够用他们的产品供应全球市场。

**ˌglobal 'marketing** *noun* [U]
presenting, advertising and selling a product all over the world 全球营销：*A strong brand image can be the key to global marketing success.* 强大的品牌形象是全球营销成功的关键。

**ˌglobal 'village** *noun* [sing.]
the whole world, looked at as a single community that is connected by electronic communication systems 地球村（全世界被看成一个由电子通讯系统连接的单一集体）：*Television helped to create a global village.* 电视有助于建立地球村。

**globe** /gləʊb; *AmE* gloʊb/ *noun* [sing.]
the world, especially when considered as a commercial unit 世界；地球（尤指作为一个商业单位考虑）：*The bank operates across the globe.* 这家银行在世界各地都经营着业务。◇ *From a computer, anyone can now do business with companies on the other side of the globe.* 通过计算机，任何人现在都可以与地球另一端的公司做生意。

**globetrotting** /'gləʊbtrɒtɪŋ; *AmE* 'gloʊbtrɑːtɪŋ/ *adjective* (*informal*)
travelling often to many different places around the world 环球旅行的；周游世界的：*The sales job is a globetrotting post as we have customers in several countries.* 因为我们在多个国家有顾客，所以销售工作是一个环球性的工作职位。
▸ **'globetrotter** *noun* [C] **'globetrotting** *noun* [U]

**glocalization , -isation** /ˌgləʊkələɪ'zeɪʃn; *AmE* ˌgloʊkələ'z-/ *noun* [U]
(*Marketing*) a strategy where a company is operating all round the world but adapts its products or services and its manufacturing methods to make them suitable for local conditions 全球本土化（使世界各地的产品或服务适合本地需求）NOTE This word is formed from the words 'globalization' and 'local'. 这个词由 globalization 和 local 两个词合成。

**gloom** /gluːm/ *noun* [U; sing.]
a feeling that things will not get better; a situation without much hope 抑郁；愁闷；无望：*Lower interest rates will lift the economic gloom as companies recover.* 低利率将随着各公司元气的恢复而驱散经济低迷的状况。◇ *It is not all* ***doom and gloom*** *for shareholders as sales improved slightly last month.* 随着上月销售略有改善，股东们面对的不再是暗淡的前景。→ PESSIMISM

**gloomy** /'gluːmi/ *adjective* (**gloomier, gloomiest**)
without much hope of success for the future 前景暗淡的；悲观的：*Retail stores said sales were down in January and the outlook was gloomy as customers were staying at home.* 零售商说一月份销售量下降且前景暗淡，因为顾客都呆在家里不出门购物。→ BUOYANT

**glut** /glʌt/ *noun, verb*
● ***noun*** [C, usually sing.]
a situation where there is a greater supply of sth than there is demand 供过于求；供应过剩：*Prices fell because of a glut of steel on world markets.* 由于世界市场上钢铁供过于求，所以价格下跌。◇ *a global banana glut* 全球香蕉供过于求的情况
SYN SURPLUS OPP SHORTAGE → DEARTH

⊕ *an inventory/supply glut* 库存 / 供应过剩
• ***verb*** [+ obj] (**-tt-**) (*usually* **be glutted**)
to supply or provide sth, usually a market, with too much of sth 超量供应；充斥：*The market was glutted with small cars so production was shut down.* 小轿车充斥市场，所以停止生产。
SYN SATURATE

**GM** /ˌdʒiː 'em/ *abbr*
**1** (*Technical*) **genetically modified genetic modification** (about food, animals, etc.) having had units in their cells deliberately changed to make them able to resist insects or disease; the process of doing this（食品、动物等）转基因（的），基因改造（的）：*GM crops/food* 转基因农作物 / 食品
**2** (*Accounting*) = GROSS MARGIN

**GmbH** /ˌdʒiː em biː 'eɪtʃ/ *abbr* (*only used in written English* 只用于书面英语)
used in the names of some companies in German-speaking countries 有限责任公司（用于德语国家的某些公司名称）：*Mertz Pharmaceuticals GmbH* 莫茨制药有限责任公司
See note at LTD

**GNMA** /ˌdʒiː en em 'eɪ/ = GINNIE MAE (1)

**Gnomes of Zurich** /ˌnəʊmz əv 'zjʊərɪk; 'zʊərɪk; *AmE* ˌnoʊmz əv 'zʊrɪk/ *noun* [pl.]
Swiss BANKERS who control foreign money 苏黎世的金融家（瑞士大银行家）**NOTE** This phrase is often used to suggest that these bankers are powerful in a secret way. You can also refer to bankers in any city who control foreign money as **gnomes** 这个短语常用来指这些银行家暗地里具有巨大的影响力。也可将在任何城市控制外国货币的银行家称为 gnomes：*the gnomes of Brussels* 布鲁塞尔银行家

**GNP** /ˌdʒiː en 'piː/ *abbr*
(*Economics*) **gross national product** the total value of all the goods and services produced by a country in a particular period including the income from investments in foreign countries 国民生产总值：*Today farming produces only about 2–4% of GNP.* 当今农业生产大约只占国民生产总值的2-4%。→ GDP

**go** /gəʊ; *AmE* goʊ/ *verb, noun*
• ***verb*** [no obj] (**goes** /gəʊz; *AmE* goʊz; *AmE* goʊz/**went** /went/ **gone** /gɒn; *AmE* gɔːn; gɑːn/)
**1** when money **goes**, it is spent or used for sth 用于；花掉：*5% of the profits went on repairs.* * 5%的利润用于维修。◇ *I don't know where the money goes!* 我不知道钱都花到哪儿去了！
**2** to be sold 被卖掉；被出售：*The firm went to an Italian group for €400m.* 这家公司以4亿欧元的价格卖给了一个意大利集团。
**3** (about jobs, opportunities, etc.) to disappear or no longer exist（工作、机会等）消失，不复存在：*If the merger happens then 250 jobs will go.* 如果合并发生，那么250个职位将不复存在。
**4** (*informal*) **be going** to be available 可得到；可买到：*There just aren't any jobs going in this area.* 在这个地区几乎找不到工作。
**5** (about a machine, an economy, etc.) to work or function properly（机器、经济等）运转，正常运转：*They're trying to get the economy going again.* 他们正设法使经济再次正常运转。
**6** to leave a place or an organization 离开（某地或组织）：*The current chief executive has finally agreed to go* (= to leave his job). 现任总裁最终同意卸任。
**7** (*usually used with an adjective* 通常与形容词连用) to become different in a particular way 变成；变为；变得：*to go global/national* 走向国际 / 全国 ◇ *to go bankrupt* 破产 ◇ *We've gone from being a loss-maker to being a money-maker.* 我们已从亏损变成盈利。
IDM **NOTE** Most idioms containing **go** are at the entries for the nouns, verbs or adjectives in the idioms, for example **go from strength to strength** is at **strength**. 大多数含 go 的习语，都可在该习语中的名词、动词或形容词相关词条中找到，如 go from strength to strength 在词条 strength 下。 **go all 'out for sth; go all out to 'do sth** to make a very great effort to get sth or do sth 竭力获取某物；全力以赴做某事：*We continue to go all out to meet our own higher expectations.* 我们继续竭尽全力，以达到我们自己更高的期望。 **go it a'lone** to do sth without help from anyone 单干；独自过活：*Andrew decided to go it alone and start his own business.* 安德鲁决定独自创业。 **go 'plural** (*informal*) to leave an important job that you do for all the hours of the working week and take several less important jobs for shorter hours 身兼数职 → DOWNSHIFT **go through the 'roof** (about prices, etc.) to rise or increase very quickly（价格等）上涨，暴涨：*House prices here have gone through the roof.* 这里房价已经暴涨。
PHR V **,go 'after sb/sth** to try to get sb/sth 追求某人；谋求某事（或某物）：*We're both going after the same job.* 我们俩都在申请同一份工作。 **,go a'head** to happen; to be done 发生；进行：*The building of the new offices will go ahead as planned.* 新办公室的修建将按计划进行。
SYN PROCEED → GO-AHEAD **,go a'head (with sth)** to begin to do sth, especially when sb has given permission or has expressed doubts or opposition（尤指经某人允许，或有人表示怀疑或反对后）开始做，着手干：*'May I start now?' 'Yes, go ahead.'* "我现在可以开始了吗？" "可以，开始吧。" **,go a'long with sb/sth** to agree with sb/sth 赞同某事；和某人观点一致：*I do not go along with his views on the EU.* 我不同意他在欧盟问题上的观点。 **,go 'down 1** to become lower or smaller 下降；减少：*The price of oil is going down.* 石油价格正在下降。◇ *Oil is going down in price.* 石油正在跌价。 See note at INCREASE
**2** to stop working temporarily 暂停作业；暂停运行：*The system is going down in ten minutes.* 这个系统十分钟后要暂停运行。→ CRASH **'go for sth 1** to try hard to get or achieve sth 努力争取某事物：*It sounds a great idea. Go for it!* 这个主意很不错。努力去实现吧！ **2** to choose sth; to be persuaded that sth is a good idea 选择某物：*Shoppers are going for the cheap options.* 购物者选购着那些廉价的商品。 **,go 'forward (with sth)** to continue with a plan, project, etc. 继续（计划、项目等）：*Prices will rise if either of the deals goes forward.* 如果任何一笔交易继续进行，价格将上升。 **,go 'in with sb** (*informal*) to join sb in starting a business 与某人合伙；与某人联合办企业：*My brothers are opening a garage and they want me to go in with them.* 我的几位兄弟要开办

一个汽车修理厂，想让我和他们合伙干。 **,go 'into sth 1** to start working in a particular field or for a particular organization, especially in order to have a career in it 进入某领域工作；加入某组织；从事某职业：*After graduating, she went into corporate law.* 她毕业后从事公司法务工作。 **2** to examine sth carefully 仔细调查（或研究）某事：*We need to go into the question of costs.* 我们需要研究一下费用问题。 **3** (about money, time, effort, etc.) to be spent on sth or used to do sth（金钱、时间、精力等）投入某事，用于某事：*A lot of money has gone into the project.* 很多钱都投入到了这个工程上。 **,go 'on to sth** to pass from one item to the next 接着开始另一个项目：*Let's go on to the next item on the agenda.* 咱们讨论议程表上的下一项吧。 **,go 'over sth** to examine or check sth carefully 仔细检查（或审查）某事：*We went over the contract several times in case we had forgotten something.* 我们审查了几遍合同以防有所遗漏。 **,go 'through** if a law, contract, etc. **goes through**, it is officially accepted or completed（法律、合同等正式）通过，接受，达成：*If both deals go through, Citibank would become the single largest shareholder.* 如果这两笔交易都谈成，花旗银行将成为唯一的最大股东。 **,go 'through sth 1** to look at or examine sth carefully, especially in order to find sth 仔细查看某事物；检查某事物；审查某事物：*She went through the company's accounts, looking for evidence of fraud.* 她仔细审查公司的账户，寻找诈骗的证据。 **2** to perform a series of actions; to follow a method or procedure 执行某行动；实行某方法；履行某程序：*All new staff go through an orientation program.* 所有新员工都要参加上岗培训项目。 **3** to experience or suffer sth 经历；遭受：*We are going through an economic downturn.* 我们正遭受经济衰退。 **,go 'through with sth** to do what is necessary to complete a course of action, especially one that is difficult or unpleasant 完成（或做完）艰难（或令人不快）的事：*They decided not to go through with the planned merger.* 他们决定不进行计划中的合并。 **'go to sb/sth** to be given to sb/sth 由…得到；被授予某人：*All the proceeds from the concert* (= the money received from selling tickets, etc.) *will go to charity.* 音乐会所有的收入将捐赠给慈善事业。 **'go towards sth** to be used as part of the payment for sth 用于支付…的部分款项；作为对…的部分付款：*The money will go towards developing the business.* 这笔钱将用于发展业务。 **,go 'under** (*informal*) to become BANKRUPT (= be unable to pay what you owe) 破产：*The firm will go under unless business improves.* 生意若无起色，这家公司将会破产。 See note at BANKRUPT **,go 'up 1** to become higher or larger 上涨；上升：*The price of cigarettes is going up.* 香烟价格在上涨。◇ *Cigarettes are going up in price.* 香烟在涨价。 See note at INCREASE **2** to be built 被兴建；被建造：*New offices buildings are going up everywhere.* 各处都在兴建新办公楼。 **'go with sth 1** to be included with or as part of sth 是…的一部分；附属于：*A car goes with the job.* 这个工作配有一辆汽车。 **2** to accept or choose sth, for example a plan or an offer 同意；接受（某事物）：*You're offering $5 000? I think we can go with that.* 你出价5 000元？我想我们可以接受。

• ***noun*** [C] (*plural* **goes** /gəʊz/)
IDM **be a 'go** (*AmE*) (*informal*) to be planned and possible or allowed 可行；得到允许：*We're still not sure if the project is a go.* 我们仍然不能确定这个项目是否可行。 **make a 'go of sth** (*informal*) to be successful in sth 在…方面成功（或有所成就）：*We've had a few problems, but we're both determined to make a go of this business.* 我们有过一些问题，但是我们俩都决心把这个业务做好。

**'go-a,head** *noun, adjective*
• ***noun*** [sing.]
permission for sb to start doing sth 批准；许可：*The project has finally got the go-ahead.* 项目最终获得批准。◇ *The local council has given the go-ahead for the development.* 地方议会已批准进行开发。
• ***adjective*** [usually before noun]
willing to try new ideas, methods, etc. and therefore likely to succeed 有进取心的；有开拓精神的：*a go-ahead company* 开拓型公司

**★goal** /gəʊl; *AmE* goʊl/ *noun* [C]
something that you hope to achieve 目标；目的：*The company has set itself some long-term organizational goals.* 公司已为自身定下了一些长期的组织目标。◇ *Our goal is to increase market share this year.* 我们的目标是今年增加市场份额。◇ *Team members are committed to achieving common goals.* 团队成员都致力于实现共同的目标。◇ *A goal should be thought of as an agreement between a manager and an employee.* 目标应该被认为是经理和雇员之间的一种协议。
SYN OBJECTIVE, TARGET
**PHR** • *to* ***define/establish/set*** *a goal* 明确 / 建立 / 确定目标 • *to* ***achieve/meet/pursue/reach*** *a goal* 实现 / 满足 / 追求 / 达到目标 • *your* ***long-term/short-term/ultimate*** *goal* 长期 / 短期 / 最终目标 • *an* ***achievable/a measurable/realistic*** *goal* 可完成的 / 可测量的 / 现实的目标 • *a* ***clear/main/primary/specific*** *goal* 明确的 / 基本的 / 主要的 / 具体的目标 • ***business/career/financial/profit/strategic*** *goals* 业务 / 职业 / 财务 / 利润 / 战略目标

**'goal-di,rected** (*also* **'goal-,oriented**) *adjective*
**1** (about a person or a group) working hard because they want to achieve the tasks that have been set（人或集团）目标明确的：*We found that the successful people were self-motivated and goal-directed.* 我们发现成功人士都是上进心强、目标明确的人。
**2** (about a plan, an activity, etc.) that aims to achieve particular things（计划、活动等）目标导向的：*goal-directed training* 目标导向型培训

**'goal ,setting** *noun* [U]
(*HR*) the process of deciding and agreeing on what you will try to achieve 目标设定：*The most important part of goal setting is that the people who have to reach the goals also take part in setting them.* 目标设定中最重要的部分是执行目标的人也参与目标的制定。◇ *a consultant who assists executive teams with goal setting* 协助行政团队进行目标设定的顾问

**'go-be,tween** *noun* [C,U]
a person or an organization that takes messages between one group and another 中间人：*to act as (a) go-between* 充当中间人 ◇ *Sumitomo, the trading house, was the go-between in the Wal-Mart/Seiyu*

*deal.* 住友商行是沃尔玛与西友百货之间交易的中间人。

**godown** /ˈgəʊdaʊn; *AmE* ˈgoʊ-/ *noun* [C]
a word used in India and some other countries to mean a WAREHOUSE (= a building where goods are stored) 仓库

**gofer** (*also spelled* **gopher**) /ˈgəʊfə(r); *AmE* ˈgoʊ-/ *noun* [C] (*informal*)
a person whose job is to do small boring tasks for other people in a company 勤杂员；跑腿的办事员：*He's the office gofer who runs errands for us.* 他是常给我们跑腿的办公室勤杂员。
SYN DOGSBODY

**ˈgo-ˌgetter** *noun* [C] (*informal*)
a person who is determined to succeed, especially in business（尤指商业上的）实干家，志在必得的人：*Older employees have just as much talent as the young go-getters.* 老雇员与冲劲十足的年轻人一样有才能。

**ˈgo-go** *adjective* [usually before noun]
**1** (about an investment, shares, etc.) expected to make a lot of money quickly（投资、股票等）可赚大钱的：*the go-go stock of the hi-tech boom* 高科技繁荣时期可赚大钱的股票
**2** used to describe a period of time when businesses are growing and people are making money fast 生意兴隆的；赚大钱的：*the go-go 1990s* * 20世纪90年代的经济繁荣期

**ˌgoing conˈcern** *noun* [C]
**1** a business or an activity that is making a profit and is expected to continue 生意兴隆的企业；发展中的事业：*He sold the cafe as a going concern.* 他把有赢利的咖啡馆卖掉了。
**2** (*Accounting*) a method of valuing an asset, a project or a business that assumes that the business will continue to operate for a long period of time 持续经营：*the going concern concept* 持续经营概念

**ˌgoing ˈrate** *noun* [C] **the going rate**
(*Technical*) the usual amount of money paid for goods or services at a particular time 现行价格；现行收费标准；现行酬金标准：*They pay slightly more than the going rate for freelance work.* 他们付给自由职业者的酬金稍高于现行标准。

**gold** /gəʊld; *AmE* goʊld/ *noun* [U]
a chemical element. **Gold** is a yellow substance used for making coins, jewellery, etc. and kept by central banks as part of their FOREIGN EXCHANGE RESERVES 金；金子；黄金：*safe investments like gold and bonds* 诸如黄金和债券这样的安全投资 → BULLION → idiom at STRIKE *verb*

**ˌgolden fareˈwell** = GOLDEN GOODBYE

**ˌgolden ˈformula** *noun* [sing.]
(*HR*) in the UK, a rule that says that strikes organized by unions are only legal if they are about matters that are connected with employment rather than about political matters, and that workers involved in legal strikes should not lose their jobs 黄金公式（英国工会组织的罢工若与政治无关，而与就业有关即为合法。工人参与合法罢工不应被辞退）

**ˌgolden goodˈbye** (*also* **ˌgolden fareˈwell**) *noun* [C]
(*HR*) a large amount of money given by a company to a senior employee when they are forced to leave their job before they want to 高额资遣费（公司给予被迫离职的高级雇员的一大笔遣散费）：*moves to stop companies paying golden goodbyes to get rid of underperforming directors* 阻止公司支付高额资遣费以摆脱表现不佳的董事的措施

**ˌgolden ˈhandcuffs** *noun* [pl.]
(*HR*) a large amount of money and other financial benefits that are given to sb to persuade them to continue working for a company rather than leaving to work for another company 金手铐（诱人安于现职而不另觅高就的一大笔津贴或其他福利）：*Benefit schemes that become more attractive the longer employees stay with the company act as golden handcuffs tying them to the company.* 福利计划越有吸引力，越能令雇员愿意更长时间地留在公司任职，因为福利计划成了将他们与公司绑在一起的金手铐。◇ *a golden handcuffs contract/deal* 金手铐合同／交易

**ˌgolden ˈhandshake** (*also* **ˈhandshake**) *noun* [C]
(*HR*) a large amount of money given by a company to an employee when they retire or when they are forced to leave their job（一大笔）退职金、解雇费：*The company has asked people over 50 if they would like to leave in return for a golden handshake of a year's pay.* 公司已询问50岁以上的员工是否愿意离职并领取相当于其一年工资的大笔退职金。

**ˌgolden helˈlo** *noun* [C]
(*HR*) a large amount of money or other financial benefits given by a company to some new employees in order to attract good people 丰厚的签约金（公司为引进人才而给予新员工的一大笔津贴或其他福利）

**ˌgolden ˈparachute** *noun* [C]
(*HR, informal*) a part of a contract in which a company promises to give a large sum of money to a very senior employee if they have to leave their job, for example if the company is bought by another company; the money that is given 金降落伞（合同中规定公司被收购或兼并后会发给高层人员大笔遣散费）

**ˌgolden ˈshare** *noun* [C] (*BrE*)
a share in a company that gives the holder, usually the government, the power to stop any changes to the company that they do not approve of 黄金股（有权阻止公司作出任何改变的少量股份，通常为政府所有）→ CONTROLLING INTEREST

**goldfield** /ˈgəʊldfiːld; *AmE* ˈgoʊld-/ *noun* [C]
a area of land where gold is dug out of the ground 采金区；金矿区

**ˈgold mine** *noun* [C]
**1** a place where gold is dug out of the ground 金矿
**2** a business or an activity that makes a large profit 财源；宝库：*Air conditioner companies see India as a potential gold mine.* 空调公司将印度看成是棵摇钱树。

**ˈgold reˌserve** *noun* [C, usually pl.]
an amount of gold kept by a country's central bank in order to support the supply of money 黄金储备：*plans to sell some of the country's gold reserves* 出售这个国家部分黄金储备的计划

**ˈgold rush** *noun* [C, usually sing.]
a situation in which a new opportunity to make money appears and a lot of people try to take

advantage of it 淘金热：*a pioneer of the Internet gold rush* 互联网淘金热的倡导者

**'gold ˌstandard** *noun* [sing.] (*usually* **the gold standard**)
**1** (*Economics*) an economic system in which the value of money is based on the value of gold 金本位制：*Britain left the gold standard in 1931.* 英国1931年放弃了金本位制。
**2** something that is considered to be the best in a particular field and that other similar things are compared to 参比标准：*This system is considered the gold standard for 3-D computer games.* 这个系统被认为是三维电脑游戏中的参比标准。

**Goliath** (*also spelled* **goliath**) /gəˈlaɪəθ/ *noun* [C, usually sing.]
a person or company that is very large or powerful 巨人；大亨；巨头：*The company is the Goliath of the computer industry.* 这家公司是计算机产业的巨头。◇ *a telecoms goliath* 电信巨人 NOTE This comes from **Goliath**, a giant in the Bible who was killed by the boy David with a stone. 源自《圣经》中被男孩大卫用石子射杀的巨人歌利亚 (Goliath)。

**gondola** /ˈgɒndələ; *AmE* ˈgɑːn-; gɑːnˈdoʊlə/ *noun* [C]
**1** (*Commerce*) (*BrE*) a set of shelves in a shop/store or supermarket with goods on all sides（商店或超市中独立式的）商品陈列台 —Picture at STORE
**2** (*Transport*) (*also* **'gondola car**) (*both AmE*) a long, low open section of a train that is used to transport heavy goods（铁路上的）无盖货车，敞篷货车

**'gone-aˌway** *noun* [C]
(*Marketing*) people on a company's MAILING LIST (= a list of the names and addresses of people who are regularly sent information, advertising material, etc.), who no longer live at the address on the list; items that are sent to these people 公司邮寄名单上已不在原地址居住的人；寄给住址已变更者的邮件：*Our lists will be regularly cleaned of gone-aways.* 我们要从邮寄名单上定期清除地址已变更的人。NOTE From the words 'gone away' that are written on items of mail that have to be returned to the sender as the person no longer lives at the address. 邮寄物品上写有"查无此人"，表明此人已不在原址居住，邮政包裹须退回给寄件人。

**good** /gʊd/ *noun* [sing.]
SEE ALSO: **economic good**
(*Economics*) a thing that is made to be used or sold 产品；货物：*a graph of the demand for a good against income* 收入与产品需求对照图 → GOODS
→ idiom at REPAIR *noun*

**ˌgood 'faith** *noun* [U]
SEE ALSO: **utmost good faith**
the intention to be honest and helpful 真诚；善意：*a gesture of good faith* 善意的表示 ◇ *They reached a good faith agreement on the value of the business.* 他们就企业的价值达成了友善的协议。◇ *He acted **in** good faith.* 他这样做是出于真心诚意的。◇ *Customers buy our product in good faith* (= they trust us). 顾客本着对我们的信赖购买我们的产品。→ BAD FAITH, BONA FIDES

**★goods** /gʊdz/ *noun* [pl.]
SEE ALSO: **brown goods, bulk ~, capital ~, complementary ~, consumer ~, consumption ~, dry ~,** etc.
**1** physical things that are produced to be sold, including things that are manufactured or prepared and raw materials 商品；货物：*agricultural/electrical/household/sporting goods* 农产品；电器商品；家用商品；体育用品 ◇ *a French luxury goods company* 一家法国奢侈品公司 ◇ *a rise in the price of basic goods* 基本生活用品价格的上涨 ◇ *New orders for costly manufactured goods are falling.* 对昂贵制成品的新订单正在减少。◇ *Customers feel more confident about buying **goods and services** on the Internet.* 顾客对在互联网上购买商品和服务更有信心。◇ *There is a time lag between invoicing a client and delivery of the goods.* 给顾客开出发票到交货之间有一段时间。
✪ ***cheap/low-priced/mass-produced** goods* 廉价／低价／批量生产的商品 • ***branded/brand-name/own-label** goods* 品牌／名牌／自有品牌商品 • *to **make/manufacture/produce** goods* 制作／制造／生产商品 • *to **buy/export/import/sell** goods* 购买／出口／进口／出售商品 • *to **deliver/supply/transport** goods* 交付／供应／运输货物
**2** (*BrE*) (*often used before a noun* 常用于名词前) things (not people) that are transported by rail, road, ship, etc.（铁路、公路、轮船等运载的）货物：*a goods train* 货运列车 ◇ *a heavy goods vehicle* 重型货车 → CARGO, FREIGHT
✪ *a goods **train/van/vehicle*** 货运列车／货车／车辆 • *a goods **depot/yard*** 货运仓库／堆场
IDM **deliver/come up with the 'goods** (*informal*) to do what you have promised to do or what people expect or want you to do 履行诺言；不负所望：*The company looks good on paper, and its shares could go higher if it delivers the goods.* 这家公司理论上似乎不错，如果真能如它所言，其股价还会走高。

**ˌgood-till-'cancelled ˌorder** (*AmE spelling* **good-til-canceled ~**) *noun* [C] (*abbr* **GTC order**)
(*Stock Exchange*) an order to a BROKER to buy or sell shares, FUTURES, etc. at a particular price that remains valid until it is completed or until it is cancelled by the investor 撤销前有效指示；不能自动失效委托单；取消前有效买卖盘

**★goodwill** /ˌgʊdˈwɪl/ *noun* [U]
(*Accounting*) assets that a company has that do not exist physically but are calculated as part of its value, such as a good relationship with its customers, its name, the knowledge and skill of its workers, etc. 商誉（一种无形资产，意味着对公司声誉等的报酬）NOTE Only **goodwill** that a company pays for when it buys a business is recorded in the financial accounts 只有在一公司为购入另一公司而支付款项时，商誉才被记入财务账目中：*Goodwill is the amount a buyer pays above a company's assets.* 商誉是买方支付的超出所买公司资产之上的金额。◇ *Earnings before goodwill amortization and exceptional items rose 32%.* 未扣除商誉摊销和特殊项目的收入增长了32%。
✪ *to **build (up)/keep/lose/value** goodwill* 建立／保持／失去／估价商誉 • *to **amortize/write off** goodwill* 摊销／注销商誉 • *goodwill **accounting/***

***amortization/impairment*** 商誉会计 / 摊销 / 减值 ◆ *a goodwill* ***charge/write-down/write-off*** 商誉收费 / 减记 / 注销

**good'will ,payment** *noun* [C]
an amount of money that a company believes it should pay to sb even though they may not have a legal right to it, for example a payment to a customer who has experienced problems 信誉付款；善意付款：*Goodwill payments were made by the electricity company to 9 000 customers affected by power cuts.* 电力公司对受停电影响的9 000位顾客进行了善意付款。

**gopher** = GOFER

**,go-'slow** (*BrE*) (*AmE* **'slowdown**) *noun* [C]
(*HR*) a protest that workers make by doing their work more slowly than usual 怠工：*Roads were blocked as 200 cab drivers staged a go-slow.* 有200名出租车司机实行怠工，以致道路受阻。 See note at STRIKE
◆ *to resort to/stage/start a go-slow* 采取怠工策略；组织怠工；开始怠工 ◆ *to* ***be on*** *a go-slow* 在怠工

**'go-to** *adjective* [only before noun] (*informal*)
used to refer to the person, place, system, etc. that is the best person, place, etc. to go to if you need help, advice or information（人、地点、系统）最佳的；关键的：*This is the go-to site for researching companies.* 这是对各家公司进行研究的最佳网站。

**govern** /'gʌvn; *AmE* 'gʌvərn/ *verb*
**1** [+ obj *or* no obj] to legally control a country or its people and be responsible for introducing new laws, organizing public services, etc. 统治；控制；管理；治理：*The country is governed by elected representatives of the people.* 这个国家由民选代表管理。 ◇ *the governing party* 执政党
**2** [+ obj] (*often* **be governed**) to control or influence sb/sth or how sth happens, etc. 控制；影响；支配：*Prices are governed by market demand.* 价格取决于市场需求。 ◇ *The company has a new policy governing the use of computers and email in the workplace.* 这家公司对在工作场所使用计算机和电子邮件有新的政策规定。

**governance** /'gʌvənəns; *AmE* -vərn-/ *noun* [U]
SEE ALSO: **corporate governance**
the activity of controlling a company, an organization, or a country; the way in which this is done 管治；统治；管治方法；统治方式：*They wish to change the governance of the rail industry.* 他们希望改变铁路业的管治方式。 ◇ *the group's governance structure* 这个集团的管治结构

**,government-'backed** *adjective*
**1** (*Finance*) used to describe credit, debt, loans, etc. that the government has promised to pay if the borrower is unable to do so 政府担保的（如果借款人不能偿还，由政府承诺支付）：*government-backed bonds/insurance* 政府担保的债券 / 保险 ◇ *The airline has got about $380 million in government-backed loans.* 这家航空公司已获得大约3.8亿元的政府担保贷款。
**2** a plan, project, etc. that receives money and support from the government 政府支持的（计划、项目等）：*government-backed research* 政府支持的研究

**,government 'bond** *noun* [C]
(*Finance*) a bond that is sold by a government 政府债券：*Japanese government bond prices rose sharply.* 日本政府债券急剧上涨。 ◇ *The yield on a 10-year government bond is less than 1%.* * 10年期政府债券收益不到1%。

**,government se'curity** *noun* [C, usually pl.] (*also* **,government 'stock** [C,U])
(*Finance*) a bond that is issued (= sold) by a government in order to raise money 政府证券：*In the bond market, government securities rose sharply.* 在债券市场上，政府证券急剧上升。 ◇ *a government securities dealer* 政府证券交易商
→ GILT, GILT-EDGED, TREASURY BOND

**governor** /'gʌvənə(r); *AmE* -vərn-/ *noun* [C]
**1** a person who is in charge of an institution such as the Central Bank 机构负责人；主管：*the governor of the Bank of England* 英格兰银行行长 ◇ *the new Bank of Japan governor* 新的日本银行行长
**2** a member of a group of people who are responsible for controlling an institution such as a school, hospital, etc.（学校、医院等机构的）董事，理事：*a BBC governor* 英国广播公司董事

**GPM** /ˌdʒiː piː 'em/ = GROSS PROFIT MARGIN

**GPRS** /ˌdʒiː piː ɑːr 'es/ *abbr* **General Packet Radio Service**
a system that allows you to send and receive information such as emails using a mobile phone/cellphone 通用分组无线服务（使用手机发送和接受信息的系统）：*GPRS networks/phones/technology* 通用分组无线服务网络 / 电话 / 技术

**gr** (*also spelled* **gr.**) = GROSS (1,2)

**grace** /greɪs/ *noun* [U]
extra time that is given to sb to enable them to pay a bill, finish a piece of work, etc. 宽限期；延缓期：*The banks have given him a month's grace to pay the amount.* 银行宽限他一个月偿还这笔款项。 ◇ *The seller had allowed a* ***period of grace*** *for late payment.* 卖方已给予逾期付款的宽限期。
→ idiom at FALL *verb*

**grade** /greɪd/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **high-grade, investment ~, low-~**
**1** the quality of a particular product or material（产品、材料的）等级，级，品级：*All the materials used were of the highest grade.* 使用的所有材料均为优质品。
**2** (*HR*) a level in a system of pay or employment in an organization（机构中工资或就业的）级别；职别：*salary grades* (= levels of pay) 工资级别 ◇ *She's still only on a secretarial grade.* 她的职别仍然是秘书。
**3** (*Finance*) a measurement of how good or safe sth such as an investment is（投资的）等级；评级：*The company has been downgraded to non-investment grade.* 这家公司已降为非投资级。
IDM **make the 'grade** to reach the necessary standard; to succeed 达到必要标准；符合要求；成功：*About 10% of trainees fail to make the grade.* 大约有10%的培训生未达标。
• ***verb*** [+ obj] (*often* **be graded**)
to arrange people or things in groups according to their ability, quality, size, etc.（按能力、质量、大小等）分级，分等，分类：*The containers are*

*graded according to size.* 集装箱按大小分类。 ◇ *Employees are constantly graded for performance.* 员工定期按表现分成不同等级。 ◇ *the highest-graded hotel in the area* 这个地区最高级的酒店

**grading** /'greɪdɪŋ/ *noun* [U,C]

SEE ALSO: **job grading**

**1** the process of examining a product, a company, etc. and giving it a label to show its quality, size, etc. (产品、公司等)分级，定级：*regulations covering vegetable grading* 蔬菜分级的规程 ◇ *a six-level grading system for corn* 玉米六级分级制 ◇ *gradings of companies' creditworthiness* 公司信用评级

**2** (*HR*) the process of giving a grade to an employee that shows how well they are doing their job; the grade that is given (工作表现的)级别，评级：*There are clear limits on how employers can use pay and grading to reward achievement.* 雇主如何使用工资和等级奖励业绩有明显的限制。 ◇ *She received a grading of 'Excellent'.* 她获评为"优秀"等级。

**graduated** /'grædʒueɪtɪd/ *adjective*

divided into groups or levels on a scale 分等级的；分层次的：*Our income tax is based on a graduated tax scale* (= the more you earn, the higher the rate of tax you pay). 我们的所得税是按累进税率征收的(你挣的钱越多，你付的税率越高)。

**graft** /grɑːft; *AmE* græft/ *noun, verb*

• ***noun*** [U]

**1** (*especially AmE*) the use of illegal or unfair methods, especially giving or taking BRIBES, in order to gain advantage in business, etc.; money obtained in this way 行贿；受贿；贿款：*He promised an end to graft and corruption in public life.* 他承诺结束社会生活中的贿赂和腐败行为。

**2** (*BrE*)(*informal*) hard work 艰苦的工作：*Their success was the result of years of **hard graft**.* 他们的成功是多年艰苦努力的结果。

• ***verb***

**1** [+ obj] **graft sth (onto sth)** to make one idea, system, etc. become part of another one 使(思想、制度等)成为(…的一部分)；植根：*The new regulations are being grafted onto the old.* 新规则正融入旧规则中。

**2** [no obj] (*BrE*)(*informal*) to work hard 努力工作：*She's been grafting all day.* 她整天都在努力工作。

**grain** /greɪn/ *noun* [U]

food crops such as corn and rice 谷物：*a record grain harvest of 85 million tons* * 8500万吨创纪录的谷物大丰收 ◇ *grain imports/exports* 谷物进口/出口 ◇ *US grain and livestock futures prices rose yesterday.* 美国谷物和牲畜期货价格昨天上涨了。

**grandfather** /'grænfɑːðə(r)/ *verb* [+ obj] (*AmE*) (*Law, informal*) **grandfather sb/sth (in)** to give sb official permission not to do sth that is required by a new law, or to continue doing sth that is now illegal 免受新法规限制：*The new zoning law grandfathered in existing buildings.* 现有建筑物免受新区划法限制。 ◇ *a grandfathered activity* 免受限制的活动

**'grandfather clause** (*also* **'grandfather pro,vision**) *noun* [C] (*also* **'grandfather rights** [pl.]) (*all AmE*)

(*Law, informal*) a part of a new law that allows those who already do the activity that is controlled or made illegal by the new law to continue to do so (免受新法规限制的)祖父条款，不追溯既往条款：*The new law does not allow any retail outlets in this zone but the grandfather clause exempts existing retail outlets.* 新法规定在这个地区不允许开零售店，但祖父条款规定现有零售店可不受限制。

**'grandfather rights** *noun* [pl.] (*AmE*) (*informal*)

**1** (*Law*) = GRANDFATHER CLAUSE

**2** (*Transport*) the rights of airlines that have operated at an airport for a long time to keep the same times for landing or taking off that they have always had 祖父权利(在机场长期运营的航空公司享有与以往相同时段起降的权利)

**,grand 'total** *noun* [C]

the final total when a number of other totals have been added together 总计；共计：*That makes a grand total of 11 000 dollars.* 总计为11万元。

**grant** /grɑːnt; *AmE* grænt/ *verb, noun*

• ***verb*** [+ obj]

**1 grant sth (to sb/sth)** | **grant (sb) sth** to agree to give sb what they ask for, especially formal or legal permission to do sth (尤指正式地或法律上)同意，准予，允许：*The bank finally granted the company a loan.* 银行终于同意给这家公司贷款。 ◇ *The bank finally granted a loan to the company.* 银行终于同意贷款给这家公司。 ◇ *Local officials grant and revoke* (= take away) *licences.* 当地官员准予吊销执照。 ◇ *The plant has not yet been granted permission to operate at full power.* 这家工厂还没有获准开足马力生产。

**2** (*Law*) to transfer the legal right to own particular property or a piece of land from one person to another 转让，让渡(财产或土地)

• ***noun***

SEE ALSO: **development grant**

**1** [C] an amount of money that is given by the government or by another organization to be used for a particular purpose (政府、机构的)拨款：*The study was supported by a $70 000 grant from a research group.* 此项研究得到了一家研究集团7万元的资助经费。 ◇ *They were awarded grants to develop new methods of crop production.* 他们得到了一笔开发农作物生产新方法的经费。

**2** [U,C] the action of formally giving sb sth, or giving them legal permission to do sth 授予；准予

**grantee** /grɑːn'tiː; *AmE* græn'tiː/ *noun* [C]

**1** a person who receives an amount of money (a **grant**) to pay for research, a project, etc. 被授予者；受赠者

**2** (*Law*) a person who receives the right to own a particular property or an area of land 受让人

See note at EMPLOYER

**grantor** /grɑːn'tɔː(r); *AmE* græn't-/ *noun* [C]

**1** a person or an organization that gives an amount of money (a **grant**) to sb to pay for research, a project, etc. 授予者

**2** (*Law*) a person who transfers the right to own a particular property or an area of land to sb 转让者；让与人

**3** (*formal*) a person or an organization that agrees to give sb what they ask for such as permission to do sth 授权人：***credit grantors*** *such as credit-card*

*companies and banks* 授信人，如信用卡公司和银行 See note at EMPLOYER

**the grapevine** /'greɪpveɪn/ *noun* [C, usually sing.] an informal way in which information and news is spread simply by people talking to each other 小道消息；传闻；流言：*I heard on the grapevine* (= by talking to other people) *that you're leaving.* 我听小道消息说你准备离开。

**★graph** /græf; *BrE also* grɑːf/ *noun, verb*

• ***noun*** [C] (*also* **chart**, *especially in AmE*)

SEE ALSO: **bar graph, broken-line ~, line ~**

a planned drawing, usually consisting of a line or lines, showing how two or more sets of numbers are related to each other 图；图表；曲线图：*to plot a graph of price against earnings* 绘制一张价格与收入对照的曲线图 ◇ *The graph shows the company's net profits over the past ten years.* 这张图显示公司过去十年的净利润。

➊ *to* ***draw/plot*** *a graph* 绘图 • *to* ***show*** *sth* ***in/on*** *a graph* 图中 / 上表明（某事物）• *a graph* ***shows*** *sth* 图表显示某物

• ***verb*** [+ obj]

to present information on a **graph** 图示：*The computer program uses statistical techniques to graph different financial scenarios.* 计算机程序使用统计技术图示不同的财务状况。

**WHICH WORD?** 词语辨析

**graph/chart/diagram/graphic**

A **graph** (*BrE* and *AmE*) or **chart** (*especially AmE*) uses lines and regular shapes to illustrate numbers. * graph（英式英语和美式英语）或 chart（尤其用于美式英语）采用线条和规则图形对资料加以说明：*This graph shows how sales have been declining steadily.* 这幅图表显示销售额持续下滑的趋势。◇ *The largest slice of the pie chart represents customers under the age of 25.* 饼形图最大的一个扇形代表25岁以下的顾客。**Graphic** is a related adjective. * graphic 是与图表相关的形容词：*The guide summarizes the year's results in a graphic format.* 本指南将全年业绩用图表形式进行了概括。

In both *BrE* and *AmE*, a **chart** can also be a list of figures. 在英式英语和美式英语中，chart 还可以指一列数字：*Income for the last three years is displayed in the following chart.* 过去三年的收入情况见下表。**Graph** is not used in this way. * graph 则没有这个含义。

A **diagram** uses lines and symbols to illustrate a concept or system. * diagram采用线条和符号对概念或系统加以说明：*The next diagram shows how the responsibilities of the two departments overlap.* 下一个图形显示出这两个部门职责的重叠情况。◇ *a wiring diagram* 接线图

As a noun, **graphic** [C] is used to mean a diagram or picture, especially one that appears on a computer screen or in a newspaper or book. * graphic作名词时指图形或图画，尤其是电脑屏幕、报纸或书籍上的：*We use the same graphic on each page to make the design more consistent.* 我们在每页上采用同一图形以保证设计的一致性。

**★graphic** /'græfɪk/ *adjective, noun*

• ***adjective***

**1** connected with diagrams or pictures used on a computer screen 图表的；图片的：*graphic images/software* 图形图像 / 软件 See note at GRAPH

**2** shown in the form of a graph 图形的：*graphic information* 图形信息

**3** connected with drawings, printing and design, especially in the production of books, magazines, etc. 绘画的；书画的；图案的；图样的：*a graphic artist* 平面设计师 → GRAPHIC DESIGN

• ***noun*** [C]

a diagram or picture, especially one that appears on a computer screen or in a newspaper or book（计算机屏幕、报纸、书上显示的）图表，图片：*This Java-based graphic fits in the upper right corner of the screen.* 这种基于 Java 的图形恰好在屏幕的右上角显示。→ COMPUTER GRAPHICS

**graphical** /'græfɪkl/ *adjective*

**1** [only before noun] connected with art or computer **graphics** 艺术的；计算机图形的：*The system uses an impressive graphical interface.* 这一系统应用了一个令人印象深刻的图形界面。

**2** in the form of a diagram or **graph** 图解的；以图表（或图）表示的：*a graphical presentation of results* 以图表对所得结果作出的演示

**ˌgraphic deˈsign** *noun* [U]

the process of arranging text and pictures in a magazine, an advertisement, etc. in a clear and effective way; the result of this process 平面设计：*She runs a graphic design and publishing company.* 她经营一家平面设计和出版公司。◇ *poor graphic design* 粗劣的平面设计 ▸ **ˌgraphic deˈsigner** *noun* [C]

**graphics** /'græfɪks/ = COMPUTER GRAPHICS

**ˈgraphics card** *noun* [C]

(*IT*) a device that can be put into a computer to allow the use of video and other images on the screen 图像卡

**graphology** /græˈfɒlədʒi; *AmE* -ˈfɑːl-/ *noun* [U] (*HR*) the study of the way sb writes (their **handwriting**), sometimes used to find out more about a person who has applied for a job 笔迹学

**grassroots** (*also spelled* **grass roots**) /ˌgrɑːsˈruːts; *AmE* ˈgræsruːts/ *noun* [pl.] the ordinary people in an organization or in society, rather than the leaders or people who usually make the decisions 基层民众；平民百姓：*Change begins at the grassroots of an organization.* 改革开始于组织的基层。◇ *a grassroots campaign/initiative/movement* 基层群众活动 / 倡议 / 运动 ▸ **ˈgrassroot** *adjective* [only before noun]：*people working at grassroot level* 基层工作人员

**gratis** /'grætɪs; 'greɪtɪs; 'grɑːtɪs/ *adverb* done or given without having to be paid for 免费地；无偿地：*She agreed to work gratis* (= for no money) *for the first few months.* 她同意头几个月不带薪工作。▸ **ˈgratis** *adjective*：*Gratis software can be downloaded.* 可以下载免费软件。

**gratuity** /grəˈtjuːəti; *AmE* -ˈtuː-/ *noun* [C] (*plural* **gratuities**)

**1** money that you give to sb who has provided a service for you 小费；赏钱；报酬：*Our staff are*

*not permitted to accept gratuities.* 我们不允许员工接受小费。 SYN TIP

**2** (*BrE*) money that is given to employees when they leave their job 退职金；遣散费；退休金：*a retirement gratuity* 退休金

**'graveyard ˌmarket** *noun* [C]
(*Stock Exchange*) a BEAR MARKET (= a market in which prices are falling) in which owners of shares who have already lost a lot of money want to sell their shares but buyers do not want to buy until the market improves 墓地市场（指损失巨大的股票持有者想出售股票，但购买者在市场好转前不想购买的熊市）

**'graveyard shift** *noun* [C, usually sing.]
(*HR*) a period of time worked late at night or in the very early morning, especially the hours between midnight and 8 a.m.; the people who work these hours 大夜班；凌晨班：*She went to college during the day and then worked the graveyard shift at the plant.* 她白天上大学，然后在工厂上大夜班。

**'gravy train** *noun* [sing.] (*informal*)
a way of getting a lot of money easily without much work 不费劲而能赚大钱的机会；美差；肥缺：*Investors are trying to jump on the gravy train.* 投资者正努力找轻松赚大钱的机会。

**gray** = GREY HELP You will find most words formed with **gray** at the spelling **grey**. 与 gray 构成的大部分词列在词条 grey 下。

**the ˌGreat De'pression** = DEPRESSION (2)

**green** /gri:n/ *adjective* (**greener, greenest**)
not harming the environment; concerned with the protection of the environment, often as a political principle 环境保护的；赞成环境保护的：*green energy/products* 环保能源 / 产品 ◇ *The company has decided to go green* (= start using green policies). 这家公司已决定开始采用环保政策。

**ˌgreen 'audit** *noun* [C]
an official examination of the effect of a company or an industry on the environment 绿色审计（就公司或行业对环境的影响作出审核）：*Businesses in the city were asked to carry out a green audit.* 这个城市的企业被要求进行绿色审计。

**greenback** /'gri:nbæk/ *noun* [C, usually sing.]
(*AmE, informal*)
an American dollar note or other note; the dollar when it is traded on currency markets 美钞：*Employees may need greenbacks for cab fares or parking.* 雇员可能需要美钞支付出租车车费或停车费。 ◇ *The greenback rose to 124.6 yen.* 美元上升至124.6日元。

**ˌgreen 'belt** (*also spelled* **Green Belt**) *noun* [U; C, usually sing.] (*especially BrE*)
an area of open land around a city where new building is not usually allowed（城市周围的）绿化地带：*A large area of green belt will be lost if a new airport is built.* 如果新机场建成，那么大面积的绿化带将消失。

**ˌgreen 'card** (*also spelled* **Green Card**) *noun* [C]
**1** a document that legally allows sb to live and work in a country that is not their own 绿卡（允许外国人在本国居住和工作的法律性文件）
**2** (*also* **ˌInternational 'Motor Inˌsurance Cerˌtificate**) in the UK, an insurance document that you need when you drive a car, motorcycle, truck, etc. in another country（在英国，指在国外开车所需的）绿色保险证

**ˌgreen con'sumerism** *noun* [U]
when customers choose to buy and use products that cause the least harm to the environment 绿色消费（购买和使用环保产品）：*a national survey regarding your level of green consumerism* 有关贵方绿色消费水平的全国性调查

**greenfield** /'gri:nfi:ld/ *adjective, noun*
(*Property*)
• ***adjective*** [only before noun]
used to describe an area of land that has not yet had buildings on it, but for which building development may be planned 未开发地区的；待开发区的；地产发展规划区的
✪ *a greenfield site* 待开发区 • *greenfield development/land* 未开发地区的发展 / 土地
• ***noun*** [C] (*especially AmE*) (*BrE usually* **ˌgreenfield 'site**)
an area of land that has not yet had buildings on it, but for which building development may be planned 未开发地区；待开发区；地产发展规划区
→ BROWNFIELD

**ˌgreen 'light** *noun* [sing.]
permission for a project, etc. to start or continue 绿灯；准许；许可：*The company has decided to give the plan the green light.* 这家公司已决定为这项计划开绿灯。 ▶ **'green-light** *verb* [+ obj] (*especially AmE*)：*The managing director decided to green-light the idea.* 总经理决定为这构思开绿灯。

**ˌgreen 'marketing** (*also* **enˌvironmental 'marketing**) *noun* [U]
marketing that tries to present a product or company as not harmful to the environment 绿色营销（展现产品或公司的环保性）：*Green marketing often uses terms like 'recyclable', 'refillable' and 'biodegradable'.* 绿色营销经常使用“可回收的”、“可重复充填的”和“可生物分解的”这类术语。

**the ˌGreen Revo'lution** *noun* [sing.]
**1** the dramatic increase in the quantity of crops such as rice and wheat produced, which happened in the second half of the twentieth century as the result of more scientific methods of agriculture 绿色革命（由于二十世纪下半叶采用了更科学的耕种方法，水稻和小麦等农作物的产量急剧增加）
**2** a dramatic rise in concern about the environment in countries with developed industries 绿色革命（工业发达国家对环境的关注急剧增长）

**grey** (*AmE spelling* **gray**) /greɪ/ *adjective* [only before noun]
**1** (*Economics*) used to describe the situation when goods are not bought from an official supplier but are bought in another country and then imported to be sold at a lower price than the official price 灰色的（不从官方供应商处购买货物，而是在另外一个国家购买，然后进口并以低于官方的价格出售）：*the grey trade in drugs through the Internet* 通过互联网的药品灰色贸易 ◇ *There has been a range of action in the courts against grey goods.* 法庭上有各种反对灰色商品的行为。
→ GREY MARKET (2), PARALLEL (1)
**2** belonging to or aimed at the older section of the population 灰色的（年老的）：*US advertisers are*

*competing for the* ***gray dollar*** (= the money that older people can spend on goods). 美国广告商正在为灰色美元（老年人的可消费金额）展开竞争。◇ *An increase in life span causes an increase in* ***grey power*** (= the economic and political power of older people). 寿命的增加导致灰色权力的增长（老年人的经济和政治权力）。→ GREY MARKET (3)

**'grey goods** (*AmE spelling* **gray ~**) *noun* [pl.] (*Commerce*) computer equipment 灰色商品（计算机设备）: *The market for brown and grey goods grew by 2.4%.* 褐色和灰色商品市场增长了2.4%。→ BROWN GOODS, WHITE GOODS

**,grey 'knight** (*AmE spelling* **gray ~**) *noun* [C] (*Finance*) a third company or person that is a possible buyer for another company. They are 'grey' because it is not known if they will be good or bad for the company. 灰色武士（可能成为另一家公司买主的第三家公司或个人，但不知道对这家公司是好是坏）→ BLACK KNIGHT, WHITE KNIGHT

**,grey 'market** (*AmE spelling* **gray ~**) *noun* [C, usually sing.]

**1** (*Stock Exchange*) the buying and selling of new shares before they are officially issued on the stock market 半黑市，灰色市场（在新股正式发行之前的交易）: *The unofficial grey market initially priced the shares between €2.89 and €2.96.* 非官方灰色市场将这只股票初始价定在2.89欧元和2.96欧元之间。

**2** (*Economics*) the buying and selling of goods that have not been obtained from an official supplier, usually at a lower price than the official price 半黑市，灰色市场（通常以低于官方设定的价格买卖非官方渠道获得的货物）: *Grey market buyers can obtain goods up to 40% cheaper than through authorized channels.* 在灰色市场买方能够以比核准渠道便宜40%的价格拿到货物。→ GREY (1), BLACK MARKET, PARALLEL (1) **NOTE** The **grey market** is legal but secret; the **black market** is illegal. * 灰色市场是合法的，但不公开；黑市是非法的。

**3** (*also* **,silver 'market**) older people, when they are thought of as customers for goods; the goods that are produced for them or that they buy 灰色市场（老年顾客；为老年人生产的商品或老年人购买的商品）: *The grey market is worth €46.4 billion and accounts for 12.3% of total retail spending.* 灰色市场价值464亿欧元，占总零售支出的12.3%。

**grid** /grɪd/ *noun* [C]

**1** a system of cables, pipes, etc. for sending electricity, gas or water over a large area（输电电缆、天然气管道、水管等的）系统网络；输电网；煤气输送网: *the national power grid* (= the electricity supply in a country) 国家输电网

**2** (*IT*) a number of computers that are linked together using the Internet so that they can share power, data, etc. in order to work on difficult problems 网格（通过互联网将多台计算机互连起来以实现资源共享、信息传递，从而解决难题）: ***Grid computing*** *allows widely dispersed organizations to share applications, data and resources.* 网格计算使广泛分散的组织共享应用程序、数据和资源。

**3** a pattern of straight lines, usually crossing each other to form squares 网格；方格: *Results are shown on a grid showing a candidate's strengths and weaknesses.* 方格上的结果表明候选人的优势和劣势。

**grievance** /'griːvəns/ *noun* [C,U]

**1** (*HR*) a complaint that an employee or a union makes to an employer about sth at work that they feel is unfair 抱怨；不满；不平: *The employee should first send the employer a written statement of the grievance.* 雇员应该首先给雇主递交一份书面委屈声明。◇ *Does the company have a formal* ***grievance procedure*** (= a formal way of telling sb your complaints)? 公司有正式的申诉程序吗？

**2** the feeling that you have been treated unfairly 委屈；不平: *He had been* ***nursing*** *a grievance* ***against*** *the boss for months.* 他几个月来一直对老板怀恨在心。

**grind** /graɪnd/ *noun, verb*

● ***noun*** [sing.] an activity, especially work, that is tiring or boring and takes a lot of time 令人疲劳（或厌倦）的工作；苦差事: *the* ***daily*** *grind of work—phone calls, emails, meetings* 单调的日常工作——电话、电子邮件、会议

● ***verb*** (**ground, ground** /graʊnd/)

**IDM** **grind to a 'halt ; come to a grinding 'halt** to go slower gradually and then stop completely 慢慢停下来: *Production ground to a halt during the strike.* 罢工期间生产渐渐停顿下来。◇ *If consumers stop spending, the economy will come to a grinding halt.* 如果消费者停止消费，经济将停滞不前。

**PHR V** **,grind sb 'down** to put pressure on sb/sth over a long period of time to try to make them change in some way（长时间）施压，压迫: *to grind down our suppliers on price* (= make them lower their prices) 迫使供应商降价

**grocer** /'grəʊsə(r); *AmE* 'groʊ-/ *noun* [C]

**1** (*also* **grocer's**) (*plural* **grocers**) a shop/store or company that sells food and some other things used in the home; a supermarket 食物杂货店；超市: *the supermarket chain that is the UK's leading grocer* 英国规模最大的连锁超市

**2** a person who owns, manages or works in a shop/store selling food and other things used in the home 食物杂货商

**grocery** /'grəʊsərɪ; *AmE* 'groʊ-/ *noun* (*plural* **groceries**)

**1** (*especially BrE*) (*AmE usually* **'grocery store**) [C] a shop/store that sells food and other things used in the home 食品杂货店 **HELP** In American English 'grocery store' is often used to mean 'supermarket' 在美式英语中，grocery store 常指超市: *She had a job at a grocery.* 她在食品杂货店工作。◇ *The average grocery store stocks around 30 000 items.* 食品杂货店的平均存货大约为3万种商品。

**2** **groceries** [pl.] food and other goods sold by a **grocer** or at a supermarket 食品杂货: *low prices on groceries* 低价的食品杂货 ◇ *People are buying groceries online.* 人们在网上购买食品杂货。

▶ **'grocery** *adjective* [only before noun]: *grocery chains* 食品杂货连锁店 ◇ *the grocery business/ industry* 食品杂货生意 / 业

**★gross** /grəʊs; *AmE* groʊs/ *adjective, adverb, verb, noun*

• ***adjective***

**1** (*Accounting*) (*abbr* **gr**) (about an amount of money) being the total before tax or other costs are taken away（金额）总的，毛的：*She has a gross income of $55 000.* 她的总收入为55 000元。◇ *Our gross revenues rose 5% last year.* 我们去年的毛收入增长5%。◇ *It will soon be easier for overseas investors to receive gross interest.* 海外投资者不久便能较易获得毛利。→ NET

⊕ *gross* ***earnings/income/revenue/salary/wages*** 总收益 / 收入 / 收入 / 薪金 / 工资 • *gross* ***interest/returns/yields*** 毛利息 / 收益 / 产量

**2** (*abbr* **gr**) (about a weight) including everything such as the container or wrapping as well as the contents（重量）毛的；总的：*The regulations do not apply to goods vehicles with a maximum gross weight* (= including the vehicle and the contents) *of less than 3 500 kg.* 这些规定并不适用于最大总重少于3500公斤的货车。

**3** (*Law, formal*) [only before noun] (about behaviour) very bad and unacceptable（行为）严重的，不可接受的；令人厌恶的：*The firm had suffered from years of gross mismanagement.* 这家公司因多年管理严重不善而受损。◇ *The finance director was dismissed for* ***gross misconduct.*** 财务经理因严重失职而被解雇。

• ***adverb***

in total, before tax or any other costs are taken away 总共；全部：*She earns $30 000 a year gross.* 她一年总收入为3万元。→ NET

• ***verb*** [+ obj]

to earn a particular amount of money before tax and other costs are taken away 总收入为；总共赚得：*He predicted that the company would gross $20 million in 2005.* 他预测这家公司2005年总收入为2000万元。◇ *It is one of the* ***highest grossing*** *movies of all time.* 这是有史以来票房收入最高的影片之一。

PHR V **,gross sth 'up** (*Accounting*) to calculate a total amount by adding the amount that is usually taken off in taxes, etc. to a NET amount (= with taxes taken off) 多加；返计还原：*You must gross it up by 30% to give you the equivalent amount of gross income.* 你必须多加30%以得出总收入金额。→ GROSS-UP

• ***noun*** [C]

**1** (*plural* **grosses**) (*especially AmE*) a total amount of money earned by sb/sth, especially a film/movie, before any costs are taken away（尤指影片的）毛收入，总收入

**2** (*plural* **gross**) (*abbr* **gr.**) a group of 144 things 一罗（144个）：*to sell sth by the gross* 按罗出售

**'gross do'mestic 'product** = GDP

**,gross in'vestment** *noun* [C, usually sing.]

(*Accounting; Economics*) the total amount spent in a particular period on buying new equipment and structures, and repairing and replacing old ones 总投资：*Gross investment in plant and machinery for that year was over $60 billion.* 那年工厂和机器的总投资超过600亿元。

**,gross 'loss** = TRADING LOSS

**,gross 'margin** (*abbr* **GM**) (*also* **,gross 'profit ,margin** *abbr* **GPM**) *noun* [C]

(*Accounting*) a percentage showing the relationship between a business's profits before OVERHEADS are taken away (**gross profit**), and the total amount of income from sales 毛利率：*Sales increased and the company's gross margin reached a record 61.4%.* 销售额增长了，公司的毛利率达到了创纪录的61.4%。◇ *The store needs a gross margin of 25% to become profitable.* 这家商店需要有25%的毛利率才有利可图。→ GROSS PROFIT, NET MARGIN

**'gross 'national 'product** (*also* **,national 'product**) = GNP

**,gross 'profit** = TRADING PROFIT

**,gross 'profit ,margin** = GROSS MARGIN

**,gross 'rating point** *noun* [C] (*abbr* **GRP**)

(*Marketing*) a measurement of the number of people who see a particular TV programme or advertisement, used to show if it is good at reaching the group of people that a business wants to sell its products to. It is equal to the percentage of the possible audience who see it multiplied by the number of times it is shown 总收视点：*The strength of a television schedule is measured in terms of Gross Rating Points (GRPs).* 电视节目表的实力是根据总收视点来衡量的。◇ *An average GRP goal for a typical packaged product is 1 000 to 5 000 in a year.* 典型包装产品的平均总收视点目标是每年1000到5000点。

**,gross 'sales** *noun* [pl.]

(*Accounting*) the total amount of money that is received from selling goods or services before taking away money for goods returned by customers, price reductions (**discounts**), etc. 销售总额：*The company generates gross sales of €1 million a month.* 这家公司每月的销售总额为100万欧元。→ NET SALES

**'gross-up** *noun* [C,U]

(*Accounting*) the act of calculating a total amount by adding the amount that is usually taken off in taxes, etc. to a NET amount (= with taxes taken off) 多加；返计还原：*a 25% gross-up of the amount received* 在收入金额基础上多加25%

→ TO GROSS STH UP at GROSS *verb*

**ground** /graʊnd/ *noun, verb*

• ***noun*** [C, usually pl.]

SEE ALSO: **dumping ground**

a good or true reason for saying, doing or believing sth 充分的理由；根据：*You have no grounds* ***for*** *complaint.* 你没有理由抱怨。◇ *He retired from the job* ***on health grounds.*** 他由于健康原因退休。◇ *Employers cannot discriminate* ***on grounds of*** *age.* 雇主不得有年龄歧视。

IDM **drive/run/work sb/yourself into the 'ground** to work sb/yourself so hard that they or you become extremely tired and unable to work 把…弄得筋疲力尽；把…累垮 **gain/make up 'ground 1** to rise in value（价值）上升：*The yen has gained ground* ***against*** *the euro.* 日元对欧元升值。**2** to gradually become more powerful or successful in relation to a competitor 赶超（竞争对手）：*The supermarket chain is determined to gain ground* ***on*** *its main rival.* 这家连锁超市决定赶超其主要竞争对手。**get (sth) off the 'ground** to start happening successfully; to make sth start happening successfully（使）顺利开始，开始发生：*Without more money, the project is unlikely to get off the ground.* 没有更多的资金，这个项目不

太可能顺利运行。 ◇ *to get a new company off the ground* 使新公司顺利开张 **give/lose 'ground (to sb/sth)** to allow sb to have an advantage; to lose an advantage for yourself 退让；让步；失利: *They are not prepared to give ground on tax cuts.* 他们不准备在减税方面让步。 ◇ *The company has lost a lot of ground to its rival.* 这家公司大大失利于其竞争对手。 **run/drive sth into the 'ground** to use sth so much that it is broken or damaged 耗尽某物；过度使用某物: *The country has been overtaxed and almost run into the ground.* 这个国家课税过重，几乎油枯灯尽。 → idiom at BREAK *verb*, BREAK *verb*, HIT *verb*, LOSE *verb*

• ***verb*** [+ obj]
to prevent an aircraft from taking off 使停飞；阻止（飞机）起飞: *All planes out of Heathrow have been grounded by the strikes.* 所有由希思罗机场起飞的飞机因罢工而停飞。

**'groundbreaking** /'graʊndbreɪkɪŋ/ *adjective* [only before noun]
making new discoveries; using new methods 开创性的；创新的；革新的: *a groundbreaking piece of research* 一份开拓性的研究报告 → BREAK NEW GROUND at BREAK *verb* ▶ **'groundbreaker** *noun* [C]: *These programs were groundbreakers in their time.* 这些程序在当时属于开创性的。

**grounded** /'graʊndɪd/ *adjective*
IDM **(be) 'grounded (in/on sth)** (to be) based on sth such as facts, an idea, etc. 以…为基础；根据；基于: *His views are grounded on a belief in the free market.* 他的观点以自由市场的信念为基础 ◇ *a well-grounded claim/theory* 根据充足的索赔／理论
→ GROUND *verb*

**,ground 'floor** *noun*
IDM **be/get in on the ground 'floor** to become involved in a plan, project, etc. at the beginning and so gain an advantage over those who follow later 在开始时就参与: *This is a chance for investors to get in on the ground floor of a new industry.* 对投资者而言，这是一个开始时就参与新产品的机会。

**grounding** /'graʊndɪŋ/ *noun*
**1** [sing.] knowledge of, or training in, the basic parts of a subject 基础知识；基础训练: *The course will give you a good grounding in advertising.* 这门课程将为你打下一个扎实的广告基本功。
**2** [U,C] the act of keeping a plane on the ground or a ship in a port（飞机的）留地停飞；（船的）留港停航: *The airline collapsed, resulting in the grounding of its fleet for lack of cash.* 这家航空公司倒闭导致飞机缺乏资金而停飞。

**'ground rules** *noun* [pl.]
the basic rules on which sth is based 基本原则；基本准则: *The new code of conduct lays down the ground rules for management-union relations.* 新的行为规范为资方与工会的关系确定了基本原则。

**'ground transpor,tation** *noun* [U] (*especially AmE*)
ways in which passengers travel between a town or the place where they are staying and an airport, a ship, etc. 地面运输

**groundwork** /'graʊndwɜːk; *AmE* -wɜːrk/ *noun* [U]
work that is done as preparation for sth else 基础工作；准备工作: *They are laying the groundwork for a possible takeover bid.* 他们正在为可能的合并出价做准备工作。

**★group** /gruːp/ *noun* [C with sing./pl. verb]
SEE ALSO: **action group, age ~, buzz ~, consumer ~, focus ~, income ~, investor ~,** etc.
**1** (*also* **,group of 'companies**) a number of companies that are owned by the same person or organization 集团: *a media group* 媒体集团 ◇ *the chief executive of Vodafone Group* 沃达丰集团董事长 ◇ *The group's shares fell 11% yesterday.* 这家集团的股票昨天下跌了11%。 ◇ *the group sales director* 集团销售总监 ◇ *an external audit of the group accounts* (= accounts showing the costs, profit, etc. for each part of the group) 集团账目（显示集团每一个部门成本、利润等的账目）的外部审计
**2** a number of people or things that are together in the same place or that are connected in some way 组；群；批；类: *A small group of us got together and started a business.* 我们一小群人聚在一起开始创业。 ◇ *A group of 10 banks will provide the new loan.* 由10家银行组成银团将提供新贷款。 ◇ *a group discussion/interview* 小组讨论／面谈

**VOCABULARY BUILDING** 词汇扩充

**Subsidiaries and groups of companies**

A **subsidiary** is a company that is controlled by another company, called a **holding company** or a **parent company**. 子公司（subsidiary）是由另外一家公司控制的公司，后者称为控股公司（holding company）或母公司（parent company）。(See note at HOLDING COMPANY)

Companies that are subsidiaries of the same holding/parent company are often called **sister companies**, **related companies** or **affiliates**. 同一家控股公司或母公司的下属公司称为姐妹公司（sister companies）、关联公司（related companies）或下属公司（affiliates）: *We share customer information with our affiliates.* 我们与下属公司共用顾客资料。

A holding/parent company and its subsidiaries are called a **group** or **group of companies**. 控股公司／母公司及其子公司被称为集团（group）或集团公司（group of companies）。

Often the word **Holdings** or **Group** is used in the names of holding/parent companies. 控股公司或母公司的名称中通常包含 Holdings 或 Group: *InterContinental Hotels Group, parent company of Holiday Inn* 假日酒店的母公司，洲际酒店集团

**,group 'action** *noun* [C]
(*Law*) a type of court case in which a large number of claims against the same person or organization, or resulting from the same event, are dealt with together 集体诉讼 → CLASS ACTION

**groupage** /'gruːpɪdʒ/ (*BrE*) (*AmE* **con,soli'dation**) *noun* [U,C]
(*Transport*) the action of putting items from

different exporters together into one load in order to transport them; a load consisting of different items of this kind 拼箱；拼箱货：*a UK company specializing in groupage and full loads to Europe* 一家专营到欧洲的拼箱货和整箱货运输的英国公司 ◇ *If your shipment does not fill a container, you can save money by sending it groupage.* 如果你这批货装不满一个集装箱，你可以送去拼箱来省钱。◇ *a groupage company/service/load* 拼箱公司 / 服务 / 货物

**,group in'centive** *noun* [C] (*BrE*)
(*HR*) a reward given to a group or team of employees based on the group's achievements 团体激励；集体奖励：*Group incentives can have a very positive impact on performance.* 团体激励能对业绩产生积极的影响。◇ *group incentive wages* 团体激励工资

**,group in'surance** *noun* [U]
a single insurance contract that protects a group of people such as all the people who work for a particular company 团体保险：*The company arranges group insurance for its employees.* 这家公司为其雇员办理团体保险。

**,group of 'companies** (*also spelled* **Group of Companies**) = GROUP (1)

**groupthink** /'gru:pθɪŋk/ *noun* [U] (*especially AmE*)
a process in which bad decisions are made because the different members of a group do not express their individual opinions about a plan, proposal, etc. but only say what they think the rest of the group would agree with 集体考虑；团体盲思（团体在决策过程中，成员不提出个人观点，只表达与团体一致的意见，因而导致团体作出不合理的坏决定）

**groupware** /'gru:pweə(r); *AmE* -wer/ *noun* [U]
(*IT*) software that is designed to help a group of people on different computers to work together 群件（旨在帮助在使用不同计算机上的人协同工作的软件）

**grow** /grəʊ; *AmE* groʊ/ *verb* (**grew** /gru:/ **grown** /grəʊn; *AmE* groʊn/)
**1** [no obj] to increase in size, number, strength or quality 扩大；增加；增强：*Profits grew **by** 5% last year.* 利润去年增长了5%。◇ *The company's turnover grew **from** $1.56 billion **to** $1.58 billion.* 这家公司的营业额从15.6亿元增加到15.8亿元。◇ *The economy failed to grow in the final quarter.* 经济在最后一个季度没有增长。◇ *The company is growing bigger all the time.* 这家公司一直在成长壮大。◇ *the challenges of running a growing business* 经营一家不断发展的企业的挑战 ◇ *the fastest-growing sector of the aviation industry* 航空业中成长最快的部门
**2** [+ obj] to increase the size, quality or number of sth 扩大；扩展；增加：*We are trying to grow the business.* 我们正努力扩展业务。◇ *The savings were used to grow market share.* 储蓄被用于增加市场份额。 **HELP** **Grow** and **grow up** are sometimes confused. **Grow up** only means 'to become an adult'. It does not mean 'to increase'. * grow 和 grow up 有时会弄混。grow up 只有“成长”的意思，没有“增加”的意思。
**IDM** **it/money doesn't grow on 'trees** (*informal*) used to tell sb not to use sth or spend money carelessly because you do not have a lot of it 钱不会长在树上，那东西（或钱）来之不易
**PHR V** **,grow 'into sth** to become more confident in a new job, etc. and learn to do it better 对（新工作等）更有信心；学着做得更好：*He needed time to grow into the job.* 他需要时间去熟悉这项工作。**,grow 'out of sth** to develop from sth 产生于，源于（某事物）：*The introduction of job-sharing grew out of a desire for more flexible working hours.* 引用工作分担源于对更灵活的工作时间的愿望。

**★growth** /grəʊθ; *AmE* groʊθ/ *noun* [U]
SEE ALSO: **capital growth, high-growth**
**1** an increase in the size, amount or degree of sth 增加；增长；增强：*Sales showed 0.3 per cent growth in the first quarter.* 销售量显示第一季度增长了0.3%。◇ *rapid growth **in** consumer spending* 消费者支出的迅速增长 ◇ *Online travel is the company's biggest **growth area*** (= a part of the business where sales are growing fast). 网上旅游是公司增长最快的领域。◇ *Internet companies are on a steep growth curve.* 互联网公司正处于一条陡峭的增长曲线上。
**⊕** ***fast/rapid/slow/steady/strong** growth* 快速 / 高速 / 缓慢 / 稳定 / 强劲的增长 • ***earnings/profit/revenue/sales** growth* 盈利 / 利润 / 收入 / 销售增长 • *growth **companies/industries/markets/stocks*** 成长型公司 / 行业 / 市场 / 股票
**2** (*Economics*) an increase in economic activity 经济增长；经济发展：*a disappointing year of little growth in Britain and America* 英美经济没有多大发展的令人沮丧的一年。◇ *the impact of weak economic growth and falling tax revenues* 经济增长疲软和税收减少的影响 ◇ *an annual growth rate of 10%* * 10%的年增长率 ◇ *Growth forecasts were cut for Japan and Europe.* 对日本和欧洲的经济增长预测降低了。
**⊕** ***fast/high/rapid/steady/strong/sustainable** growth* 快速 / 高速 / 迅速 / 稳定 / 强劲 / 可持续的经济增长 • ***low/slow/sluggish/weak** growth* 低 / 缓慢 / 迟缓 / 疲软的经济增长

**'growth fund** *noun* [C]
(*Finance*) a fund that invests in shares that are likely to increase in value quickly, rather than those which pay large DIVIDENDS 成长基金：*The average large company growth fund has declined in value by 30 per cent.* 一般大公司的成长基金价值下降了30%。→ AGGRESSIVE GROWTH FUND

**'growth share** = GROWTH STOCK

**,growth-share 'matrix** (*also spelled* **growth/share ~**) = BOSTON MATRIX

**'growth stock** *noun* [U,C] (*BrE also* **'growth share** [C, usually pl.])
(*Stock Exchange*) shares in companies that grow more quickly than average companies and are likely to continue to grow fast because they invest in order to do so 增长股票；成长型股票：*The fund focuses on low-risk growth stocks.* 这只基金侧重于低风险的成长型股票。◇ *A growth stock usually pays no dividends but increases in value.* 成长型股票通常不分红，而是价值增值。→ GLAMOUR STOCK See note at STOCK

**GRP** /,dʒi: ɑ: 'pi:; *AmE* ɑ:r/ = GROSS RATING POINT

**grubstake** /'grʌbsteɪk/ *noun* [U,C] (*AmE*)
(*Finance, informal*) money or materials given to sb to start a business, project, etc. in return for part of the future profits 物质或资金的援助: *Venture capital firms raised nine-figure grubstakes from institutional investors.* 风险投资公司从机构投资者那儿筹集了九位数的资金。▸ **'grubstake** *verb* [+ obj]

**gr. wt.** (*also spelled* **GR. Wt.**) *abbr*
a short way of writing **gross weight** 毛重

**GSM** /ˌdʒiː es 'em/ *abbr* **Global System for Mobiles**
a system that allows you to use a mobile phone in different countries 全球移动通讯系统

**GST** /ˌdʒiː es 'tiː/ *noun* [U]
(*Accounting*) **Goods and Services Tax** in Australia, Canada, New Zealand and some other countries, a general tax on the supply of almost all goods and services (澳大利亚、加拿大、新西兰等国的)商品及服务税 → VAT

**GTC order** /ˌdʒiː tiː 'siː ˌɔːdə(r); *AmE* 'ɔːrd-/
= GOOD-TILL-CANCELLED ORDER

**★guarantee** /ˌgærən'tiː/ *noun, verb* (*abbr* **guar.**)
• ***noun***
SEE ALSO: **bank guarantee, company limited by ~, cross-~, export credit ~, money-back ~**
**1** [C,U] a written promise given by a company that sth you buy will be replaced or repaired without payment if it goes wrong within a particular period 保修单; 保用证书: *We provide a 5-year guarantee **against** manufacturing faults.* 我们对生产故障提供5年保修。◇ *The watch is still **under guarantee**.* 这只手表仍然在保修期内。◇ *The television comes with a year's guarantee.* 这台电视机有一年的保修期。◇ *a money-back guarantee* 退货保证 SYN WARRANTY
➊ *to **offer/provide** a guarantee* 提供保修 • *sth **carries/comes with/has** a guarantee* 某物有保修单
**2** (*Finance*; *Law*) [C,U] (*also* **'guaranty**) money or sth valuable that you give or promise to a bank, for example, to make sure that you will pay back money that you borrow 保证金; 抵押品: *We had to offer our house as a guarantee when getting the loan.* 我们在贷款时不得不用房子作抵押。◇ *guarantees **against** bad loans* 坏账保证金 → COLLATERAL
➊ *to **give/offer/provide** (sth as) a guarantee* 拿出/提出/提供(某物作为)抵押品
**3** (*Finance*; *Law*) (*also* **'guaranty**) [C] an agreement to be legally responsible for sth, especially for paying sb's debts if they cannot pay them 保证; 担保: *The airline is seeking government **loan** guarantees of $1.8 billion to avoid bankruptcy.* 这家航空公司正在寻求18亿元的政府贷款担保以避免破产。
➊ *to **give/provide** a guarantee* 给予/提供担保 • *to **get/seek** a guarantee* 获得/寻求担保
**4** [C] a firm promise that you will do sth or that sth will happen 保证; 担保: *He wanted written guarantees of the package before accepting.* 他要求得到这批货物的书面担保后才接收。◇ *They have given a guarantee that the business will not be sold.* 他们已保证不会出售企业。
➊ *to **give/offer/provide** a guarantee* 给出/提出/提供担保 • *to **ask for/get/want** a guarantee* 要求/得到/想要保证
• ***verb*** [+ obj]
**1** to promise to do sth; to promise that sth will happen 保证; 担保; 保障: *We guarantee to deliver your goods within a week.* 我们保证在一周内向你交付货物。
**2** to give a written promise to replace or repair a product free if it goes wrong 给予书面保证; 提供保修单: *The toaster is guaranteed for a year **against** faulty workmanship.* 这种烤面包机若存在工艺缺陷可保修一年。
**3** (*Finance*; *Law*) to agree to be legally responsible for sth or for doing sth such as paying back a loan 承诺对…负法律责任; 为…作保: *The loan will be guaranteed by the German government.* 这笔贷款将由德国政府作保。◇ *to guarantee to pay somebody's debts* 为某人的债务作保

**ˌguaranteed 'wage** *noun* [sing.] (*also* **ˌguaranteed 'wages** [pl.]) (*also* **ˌguaranteed 'pay** [U]) (*HR*) the level of pay that employees are promised in their contract during a particular period of time, even if there is little or no work to do 保证工资

**ˌguaran'tee fund** *noun* [C]
(*Finance*) an amount of money that can be used to pay back a loan if the borrower is unable to do so, or to pay sb for a financial loss 保证基金; 担保基金

**guarantor** /ˌgærən'tɔː(r)/ *noun* [C]
**1** (*Finance*; *Law*) (*AmE also* **'guaranty**) a person or an organization that agrees to pay back a loan or a debt, etc. if the person or company that borrowed the money is not able to do so 担保人; 保证人: *a mortgage guarantor* 抵押担保人 ◇ *The company had to **act as** guarantor for a loan of $750m.* 这家公司不得不充当一笔7.5亿元贷款的担保人。
**2** (*Law*) a person who agrees to be responsible for sb or sth 担保人: *In Japan, you may need a guarantor in order to rent an apartment.* 在日本租房子可能需要担保人。

**guaranty** /'gærənti/ (*plural* **guaranties**) = GUARANTEE (3), GUARANTEE (2), GUARANTOR (1)

**guardian** /'gɑːdiən; *AmE* 'gɑːrd-/ *noun* [C]
**1** a person who is responsible for protecting sth 保护者; 护卫者: *Board members are the guardians of shareholders' interests.* 董事会成员是股东权益的保卫者。
**2** (*Law*) a person who is legally responsible for the care of another person 监护人

**guer'rilla ˌmarketing** (*also spelled* **guerilla ~**) *noun* [U]
a type of marketing that uses different and unusual methods to achieve the greatest effect for the smallest amount of money 游击营销(以微不足道的款项采用不同寻常的方法达到最大效果的一种营销方式)▸ **guer'rilla ˌmarketer** (*also spelled* **guerilla ~**) *noun* [C]

**guesstimate** (*also spelled* **guestimate**) /'gestɪmət/ *noun* [C] (*informal*)
an attempt to calculate sth that is based more on guessing than on real information 瞎猜; 大致估计

▸ **guesstimate** (*also spelled* **guestimate**) /'gestɪmeɪt/ *verb* [+ obj *or* no obj]
NOTE Guesstimate is formed from the words 'guess' and 'estimate'. * guesstimate 由 guess 和 estimate 构成。

**guest** /gest/ *noun* [C]
**1** a person who is visiting a place, for example sb else's home, company, or country, usually after being invited to go there 客人；宾客：*They are here as guests of our company.* 他们在这儿是我们公司的客人。◇ *Make sure he's on the* ***guest list.*** 要确保他在邀请之列。◇ *She was invited as the* ***guest speaker.*** 她被邀请为演讲嘉宾。
**2** a customer in a hotel or restaurant 房客；旅客：*Guests should vacate their rooms by 10.30 a.m.* 房客应在上午10:30前退房。

**guestimate** = GUESSTIMATE

**'guest ˌworker** *noun* [C]
a person who is allowed to come and work in a country which is not their own country for a period of time 外籍工人；外来劳工

**GUI** /ˌdʒiː juː 'aɪ/ *abbr*
(*IT*) **graphical user interface** a way of giving instructions to a computer using things that can be seen on the screen such as symbols, windows and MENUS 图形用户界面

**★guidance** /'gaɪdns/ *noun* [U]
**1** help or advice 指导；咨询：*Managers need to monitor progress and offer guidance.* 经理们需要监测进展情况并提供指导。
**2** the act of managing or guiding sb/sth 引导；指导：*The fund was set up* ***under the guidance*** *of the finance director.* 基金在财务总监的指导下设立。
**3** written instructions which tell you what you may or must do when dealing with a particular thing 指南：*Revised guidance was issued.* 修订过的指南已发行。◇ *guidance* ***on*** *employment rights* 就业权利指南 SYN GUIDELINE

**guide** /gaɪd/ *noun, verb*
● ***noun*** [C]
**1** something that indicates what may happen or what is happening 路标：*Investors know that past performance is no guide* ***to*** *future returns.* 投资者知道过去的业绩并非指向未来的回报。
**2** something that helps you to form an opinion or make a decision 有指导意义的事物；指导的事物：*These figures are just a rough guide.* 这些只是大致的数字。→ GUIDELINE
**3** a book or document which tells you about sth 指南：*a restaurant/hotel/city guide* 餐厅 / 旅馆 / 城市指南 ◇ *You can download the site's 10-step guide* ***to*** *investing.* 可以从这个网站下载投资10步指南。
**4** = GUIDE PRICE
● ***verb*** [+ obj]
**1** to help sb/sth to move in a particular direction 带领：*He guided the company to sales of more than $60 million.* 他带领公司创造了6000多万元的销售额。◇ *The company has been guiding down investor expectations.* 这家公司一直在引导投资者降低预期。
**2** to explain to sb how to do sth, especially sth complicated or difficult（向某人）解释，阐明：*The health and safety officer will guide you through the safety procedures.* 健康和安全官员将为你解释一遍安全规程。

**guideline** /'gaɪdlaɪn/ *noun*
**1 guidelines** [pl.] written instructions which tell you what you may or must do when dealing with a particular thing 指导原则；方针；准则；指标：*The organization has issued a set of guidelines* ***for*** *builders.* 这一组织已为建筑商发布了一套指导原则。◇ *Some companies have breached government guidelines* ***on*** *pollution.* 某些公司已违反了政府关于污染的指导方针。 SYN GUIDANCE
✪ ***to draw up/give/issue/publish*** *guidelines* 制定 / 传达 / 发布 / 公布指导原则 • ***to breach/follow/stick to*** *guidelines* 违反 / 提供 / 坚持指导原则 • ***clear/revised/strict*** *guidelines* 明确的 / 修订的 / 严格的指导方针
**2 guidelines** [pl.] advice 建议：*Here are some basic guidelines to help you delegate more effectively.* 这是一些帮助你更有效地进行授权的基本建议。
**3** [C] something that helps you to form an opinion or make a decision 参考：*The figure of $30 per person is just a guideline.* 每人30元的数字仅供参考。

**'guide price** (*also* **guide**, *less frequent*) *noun* [C]
a price which is approximately the amount that you will have to pay for sth such as property or shares 指导价格：*The building is for sale at a guide price of €5 million.* 这栋建筑物以500万欧元的指导价格出售。

**gulf** /gʌlf/ *noun* [C, usually sing.]
an extremely large difference between people, ideas or things 分歧；鸿沟；隔阂：*attempts to* ***bridge*** *the gulf* ***between*** *management and employees* 弥合劳资双方鸿沟的努力

**gun** /gʌn/ *verb, noun*
● ***verb***
PHR V **be 'gunning for sth** to be trying very hard to achieve sth or to get sth 竭力谋求，力图获取（某物）：*The board is gunning for a price of €40 per share.* 董事会正竭力谋求每股40欧元的价格。◇ *She's definitely gunning for the top job.* 她肯定正在竭力谋取最高职位。
● ***noun*** → idiom at BIG *adj.* → HIRED GUN, LASER GUN, STAPLE GUN

**guru** /'guruː/ *noun* [C] (*informal*)
an expert on a particular subject who shares his or her knowledge through books, articles, and training 专家；权威；大师：*She is one of the highest paid management gurus in the world.* 她是世界上薪酬最高的管理专家之一。
✪ ***a business/design/an investment/a management/technology*** *guru* 商业 / 设计 / 投资 / 管理 / 技术专家

# Hh

**hack** /hæk/ *verb, noun*
• ***verb*** [+ obj *or* no obj]
**1** (*IT*) to use a computer to steal, change or look at data on sb else's computer system without permission 非法侵入（别人的电脑系统窃取、改变或查看资料）: *He hacked **into** the bank's computer.* 他非法侵入了该银行的电脑系统。 ◇ *They had hacked secret data.* 他们窃取了秘密资料。
**2** (*often used with an adverb or a preposition* 通常与副词或介词连用) to reduce jobs, costs, etc. in a very severe way 大量削减（成本等）: *To curb costs, he is planning to hack back bonuses.* 为了遏制成本，他计划大量削减奖金。
▶ **'hacker** *noun* [C] **'hacking** *noun* [U]
• ***noun*** [C]
**1** a writer or journalist who does a lot of low-quality work and does not get paid much 雇用文人；（创作许多低质量作品、赚钱不多的）作家，记者

**haemorrhage** (*AmE spelling* **hemorrhage**) /'heməɪdʒ/ *noun, verb*
• ***noun*** [C, usually sing.]
a serious loss of people or money from a company or an organization（公司或组织中人员或资金的）严重流失: *The haemorrhage of senior staff has continued.* 高级职员还在继续严重流失。
• ***verb*** [+ obj *or no obj*]
if a company or an organization **haemorrhages** money, people or jobs, it loses a large amount（公司或组织的人员或资金）大量流失: *Our immediate task is to stop the company haemorrhaging cash.* 我们当前的任务是阻止公司大量流失资金。
IDM **haemorrhage red 'ink** (often used in newspapers) to lose a large amount of money（常用于报章）亏损大量资金: *In the timber industry, mills are closing, unemployment is rising and companies are haemorrhaging red ink.* 在木材行业，工厂在关闭，失业在上升，公司在亏损大量资金。

**haggle** /'hægl/ *verb* [no obj]
**haggle** (**with sb**) (**over sth**) to argue with sb in order to reach an agreement, especially about the price of sth（与某人就某事）争论，讨价还价: *They were haggling over the price.* 他们在价钱上争论不休。 ▶ **'haggle** *noun* [C]

**the 'Hague Rules** /'heɪg/ *noun* [pl.]
a set of international rules relating to the transport of goods by ship 海牙规则（关于海运的国际规则）

**haircut** /'heəkʌt; *AmE* 'herkʌt/ *noun* [sing.]
**1** a reduction, especially in an amount of money（尤指资金的）减少，下降: *Most of the Internet-related stocks **took a haircut*** (= lost value) *yesterday.* 大多数与互联网相关的股票昨天都下跌了。
**2** (*Finance*) an amount of money that dealers take off the price that they pay for shares, bonds, etc. or add to the price that they sell them for, which pays their fee 扣减额（交易商从所支付的股票、债券等的价格中扣除的金额，或者在出售的价格上增加的金额）: *A haircut of 2.5 per cent is applied to each buy/sell-back transaction.* 每笔购买／赎回交易有2.5%的扣减额。
▶ **'haircut** *verb* [+ obj]

**,half a 'dozen** = HALF-DOZEN

**,half 'day** *noun* [C]
a day on which people work only in the morning or in the afternoon 半天；半日制: *Tuesday is her half day.* 星期二是她的半天工作日。

**'half-day** *adjective* [only before noun]
lasting for either the morning or the afternoon 半天的；半日制的: *a half-day trading session* 半日交易时段 ◇ *Workers staged a half-day strike.* 工人组织了半天的罢工。

**,half-'dozen** (*also* **,half a 'dozen**) *noun* [sing.]
a set or group of six 半打；六个: *a half-dozen companies* 六家公司 ◇ *We hope to have about half a dozen new products in the shops by December.* 我们希望到了十二月店里大约能有六种新产品。

**,half-'page** *adjective* [only before noun]
using or covering half a page 半页的；半版的: *a half-page advertisement* 半版广告

**,half 'point** *noun* [C]
(*Finance*) one of two equal divisions of a unit of measurement, especially half of one per cent 半个百分点: *Rates were cut by a half point.* 利率削减了半个百分点。 ◇ *a half-point cut in interest rates* 在利率方面削减了半个百分点

**,half-'price** *adjective* [only before noun]
costing half the usual price 半价的: *a half-price ticket* 半价票 ▶ **,half-'price** *adverb*: *Children aged under four go half-price.* 四岁以下儿童享有半价。 **,half 'price** *noun* [U]: *We have many items at half price or less.* 我们有许多商品以半价或更低价出售。

**,half-'year** *adjective* [only before noun]
relating to a period of six months 半年的；六个月的: *Half-year figures showed a 20% rise in pre-tax profits.* 半年的数字表示税前利润上升了20%。 ◇ *half-year losses/profits* 半年亏损／利润 ▶ **,half-'year** *noun* [sing.]: *We returned to profit in the half-year ending Feb 28th.* 截至2月28日的半年中，我们转亏为盈。

**,half-'yearly** *adjective* [only before noun]
happening every six months; happening after the first six months of the year 每半年的；上半年后发生的: *a half-yearly meeting* 半年一次的会议 ◇ *the half-yearly sales figures* 上半年销售数字 ▶ **,half-'yearly** *adverb*: *Interest will be paid half-yearly in June and December.* 利息将在六月和十二月每半年支付一次。

**hallmark** /'hɔ:lmɑ:k; *AmE* -mɑ:rk/ *noun, verb*
• ***noun*** [C]
**1** a feature or quality that is typical of sth 特色；

特征: *Cooperation has been the hallmark of the entire project.* 合作是整个项目的特色。◇ *The award is the **hallmark of excellence*** (= a sign of high quality) *for business communication.* 奖状是商务沟通做得很卓越的标志。
**2** in the UK, a mark put on a gold, silver or PLATINUM object, showing the quality of the metal and where and when the object was made (金银纯度的)检验印记
• ***verb*** [+ obj] to put a **hallmark** on an object made from gold, silver or PLATINUM 加盖纯度检验印记

**'hall test** *noun* [C]
(*Marketing*) a form of MARKET RESEARCH in which a group of people are asked to come into a room and give their opinions about a product, an advertisement, etc. 会议室测试; 厅堂测试(一种市场调研的方法)

**'halo ef,fect** *noun* [sing.]
the way that a good feeling or opinion about one thing , or about one aspect of a person, is likely to give you a good feeling about other things or about the whole person 晕轮效应; 光环效应; 成见效应: *The new sports car has provided a halo effect for the whole brand.* 新型跑车为整个品牌带来了晕轮效应。◇ *Beware of the halo effect when you are interviewing candidates for a job.* 你面见职位应征者时要谨防晕轮效应。

**hammer** /'hæmə(r)/ *noun, verb*
• ***noun***
IDM **be/come/go under the 'hammer**
(*Commerce*) to be sold at an AUCTION (= a sale where items are sold to the person who offers the highest price) 被拍卖
• ***verb*** [+ obj] to reduce the amount or value of sth in a sudden or extreme way (某物的数量或价值)急剧下降: *Shares have been hammered by the recent news.* 股价因最近的新闻而急剧下跌。◇ *The cold weather hammered ice cream sales.* 寒冷的天气使冰淇淋的销售额急剧下降。
PHR V **,hammer a'way at sth** to keep working on sth or emphasizing sth 努力做某事: *People will continue to hammer away at this issue.* 人们将继续努力解决这个问题。 **,hammer sth 'down** to reduce prices, costs, etc. by a large amount 使(价格、成本等)大幅度下降: *All our goods are at hammered-down prices.* 我们所有的商品都大幅削价销售。 **,hammer sth 'out** to discuss a plan or a deal until all the details are agreed 清楚确定: *Final details have yet to be hammered out.* 最终的细节还没有清楚确定。

**hammering** /'hæmərɪŋ/ *noun* [C, usually sing.]
a sudden and extreme reduction in value or strength 暴跌; 骤减: *Shares have **taken** a hammering.* 股价暴跌。

**hand** /hænd/ *noun, verb*
• ***noun***
SEE ALSO: **second-hand, stock in hand**
**1** (*informal*) **a hand** [sing.] help in doing sth 支援; 帮助: *Do you need a hand **with** those invoices?* 你需要人帮忙处理这些发票吗?
**2** (*used in adjectives and verbs* 用于形容词和动词) by a person rather than a machine 手制: *hand-painted pottery* 手绘陶器
**3** [C] a person who does physical work, especially on a farm or in a factory 体力劳动者
IDM **be good with your 'hands** to be skilful at making or doing things with your hands 手巧的; 手艺熟练的 **by 'hand 1** by a person rather than a machine 用手: *The vases are painted by hand.* 这些花瓶是手工绘制的。 **2** if a letter is delivered **by hand**, it is delivered personally rather than sent by post/mail (信件等)专人递交 **get your 'hands on sth/sb** to find or get sb/sth 把某物/某人弄到手: *They want to get their hands on the company's assets.* 他们想把该公司的资产搞到手。 **in 'hand 1** if you have sth **in hand**, it is available to be used 在手中; 在手头: *We have the money in hand to begin the work now.* 我们手头有资金可以马上开始工作。→ ON HAND **2** if you have a particular situation **in hand**, you are in control of it 掌握住: *Don't worry about the travel arrangements—everything is in hand.* 别担心旅行安排——一切都已经安排妥当。 **3** the job or task **in hand** is the one that you are dealing with 在进行中的: *She likes to dedicate herself 100% to the job in hand.* 她喜欢竭尽全力完成正在进行的工作。 **in the hands of sb; in sb's 'hands 1** owned or controlled by a particular person or group 在某人或某组织的掌控之中: *The airline will remain in UK hands.* 航空公司将继续属于英国所有。 **2** being dealt with by sb; being taken care of by sb 由某人处理; 由某人负责: *I'll leave that in your hands.* 我将此事交由你处理。 **on 'hand 1** available 在手头; 现有: *Staff are on hand to give you help and advice.* 职员随时可以给你帮助和建议。◇ *We still have 12 000 of the older models on hand.* 我们手头还有12000件旧型号的产品。 **2** (*AmE*) = TO HAND **,out of your 'hands** no longer your responsibility 不再是某人的责任: *I'm afraid the matter is now out of my hands.* 恐怕这件事现在已经不归我管了。 **put your ,hand in your 'pocket** (*BrE*) to provide the money for sth, usually unwillingly (通常不情愿地)出钱; 付款: *The government has put its hand in its pocket to rescue the fishing industry.* 政府已出钱拯救捕渔业。 **to 'hand** (*BrE*) (*AmE* **on 'hand**) available immediately; easy to reach 随时可得的; 在手边的: *Do you have the figures to hand?* 你手头有这些资料吗? → idiom at CASH *noun*, CATCH *verb*, CHANGE *verb*, CLEAN *adj.*, EXCHANGE *verb*, HOLD *verb*, MONEY, SHOW
• ***verb***
PHR V **,hand sth 'down (to sb) 1** to give or leave sth to a younger member of your family 传给后代: *These skills used to be handed down from father to son.* 这些技能过去都是父子相传。 **2** (*Law*) (*especially AmE*) to officially give a decision, statement, etc. 正式公布: *A judgement may be handed down within days.* 判决可能在数日之内公布。 **,hand sth 'in (to sb)** to give sth to sb in authority, especially a piece of work, a plan, etc. 提交, 呈交, 上交: *Please make sure all proposals are handed in by Friday.* 请确保于周五以前提交所有建议。◇ *I heard she had handed in her **notice/resignation*** (= had formally told her employer that she wanted to stop working for them). 我听说她已经提交了辞呈。 **,hand sth 'off (to sb)** (*AmE*) to give sb else your responsibility for sth 将(某事)授权(给某人): *handing off the project to*

*your successor* 将该项目授权给你的继任人 **,hand sth 'on (to sb)** to give or leave sth to sb else 把…传下去，把…传递下去：*The company is not obliged to hand this benefit on to customers.* 公司并非必须将这项利益让给顾客。 SYN PASS STH ON **,hand sth 'out (to sb)** to give a number of things to members of a group（向某人）分发某物：*Copies of the report will be handed out at the meeting.* 报告的副本将在会议上分发。 SYN DISTRIBUTE → HANDOUT **,hand sth 'over (to sb)**; **,hand 'over (to sb)** to give sb else your position of power or the responsibility for sth 把（权力或责任）移交给（某人）：*She will hand over the day-to-day running of the division to Mr Butler.* 她将部门的日常管理工作移交给巴特勒先生。

**'hand ,baggage** = HAND LUGGAGE

**handbill** /'hændbɪl/ *noun* [C]
a small printed advertisement that is given to people by hand 传单

**handbook** /'hændbʊk/ *noun* [C]
SEE ALSO: **service handbook**
a book that contains information or instructions on a particular subject 手册：*a practical handbook for managers* 经理人实用手册 ◇ *All new staff will receive an employee handbook.* 所有新职员都将得到一本员工手册。 → MANUAL

**handcraft** /'hændkrɑ:ft; *AmE* -kræft/ = HANDICRAFT

**hand-held** *adjective, noun*
● ***adjective*** **,hand-'held** [usually before noun] small enough to be held in the hand while being used 手提的；便携的：*a hand-held camera* 手提相机
● ***noun*** **'hand-held** [C] a small computer that can be used in the hand 掌上电脑

**'hand-,holding** *noun* [U]
the act of giving sb a lot of help and support (often used in a disapproving way)（常带贬义）过分的帮助和支持，呵护：*Some customers require a tremendous amount of hand-holding and follow-up service.* 有些顾客要求很多过分的帮助和跟进服务。

**handicraft** /'hændikrɑ:ft; *AmE* -kræft/ (*AmE also* **'handcraft**) *noun* [C, usually pl., U]
the activity of making things with your hands using technical skill and artistic ability; things made in this way 手工艺：*traditional activities such as farming and handicrafts* 诸如农业和手工艺等传统活动

**★handle** /'hændl/ *verb, noun*
● ***verb*** [+ obj]
**1** to deal with sth, especially products, money or customers 处理，管理（尤指产品、金钱或顾客）：*Banks are used to handling large amounts of cash.* 银行习惯于处理大量现金。◇ *The UK's seven airports handle about 10 million passengers a month.* 英国的七大机场每月接待约1 000万人次的旅客。◇ *We can't handle orders for less than 500.* 我们不接受500件以下的订单。◇ *The system handles huge amounts of data.* 该系统处理大量资料。
**2** to manage, organize or be responsible for sth 管理；组织；负责：*Eddie handles marketing, sales and finance.* 艾迪负责行销、销售和财务事项。◇ *The launch of the new website was handled by an outside agency.* 推出新网站的事宜是由一家外部机构负责的。
**3** (*Transport*) to store, pack or move goods 储存、包装或搬运（货物）：*We handle merchandise for several well-known firms.* 我们为数家著名的企业储运商品。 → HANDLING
**4** to touch, hold or move sth with your hands（用手）触摸、握住或搬运：*The package was marked: 'Fragile. **Handle with care.**'* 包装上注明："易碎品，小心轻放。"
**5** to deal with a difficult situation or person 处理；应对：*The crisis was handled very badly.* 这场危机处理得很糟糕。◇ *Can you give me some advice about handling difficult customers?* 你能否给我一些关于应对麻烦顾客的建议？
● ***noun***
IDM **get/have a 'handle on sth** (*informal*) to get/have the information that you need in order to deal with sth 弄明白；理解：*online tools to help employees get a handle on their finances* 帮助员工明白理财事项的线上工具

**handler** /'hændlə(r)/ *noun* [C]
**1** a company that moves, stores or packs goods 储运公司：*grain/freight handlers* 粮食 / 货物储运公司
**2** a person who carries or touches sth as part of their job 搬运工；操作者：*food handlers* 食品处理者

**handling** /'hændlɪŋ/ *noun* [U]
SEE ALSO: **cargo handling, manual ~, materials ~, shipping and ~**
**1** (*Transport*) the act or cost of storing, packing and moving goods 仓储（包装、搬运）货物；仓储（包装、搬运）费：*a $2 charge for postage and handling* * 2美元邮费及手续费 ◇ *moves to cut handling costs* 削减储运成本的措施 ◇ *The company plans to sell its handling division.* 公司计划出售其储运部门的业务。 SYN CARRIAGE (*BrE*)
✪ *handling* ***charges/costs/expenses/fees*** 手续费
• *a handling* ***agent/company*** 储运代理 / 公司
**2** (*Commerce*) the cost of dealing with an order, booking tickets, etc. 手续费：*There is a small handling charge for advance bookings.* 预订需支付一笔小额的手续费。
**3** the way that sb deals with a situation 应付（方式）；处理（方式）：*I was impressed by his handling of the recent buy-out.* 他对最近一次收购的处理方式给我留下了深刻印象。
✪ ***assured/careful/firm/poor*** *handling* 有信心的 / 细心的 / 坚定的 / 拙劣的处理方式
**4** the act of touching, carrying or moving sth 触摸；运送；搬运：*products that can stand up to rough handling* 能够经受碰撞装卸的产品 ◇ *baggage handling* 行李装卸 ◇ *In the manufacturing industries heavy materials handling is often done by robots.* 在制造行业，重型材料的装卸常常是由机器人来进行的。
✪ ***baggage/food/materials*** *handling* 行李 / 食品 / 材料装卸 • ***careful/rough*** *handling* 小心 / 碰撞装卸
**5** (*IT*) the activities of storing, moving, and processing data; the ability to do this 资料处理；数据处理能力

**6** the process of dealing with sth 处理（某事的过程）: *the firm's cash handling operations* 企业的现金处理业务 ◇ *The airport has limited passenger handling facilities.* 机场的旅客接待设施十分有限。

**'hand ,luggage** (*also* **'hand ,baggage**, *less frequent*) *noun* [U] (*both especially BrE*)
small bags that you can carry with you onto a plane 手提行李

**handmade** /,hænd'meɪd/ *adjective*
made by a person using their hands rather than by machines 手工制造的: *handmade shoes and bags* 手工制造的鞋和包 → MACHINE-MADE

**,hand-'operated** *adjective*
(about a machine) controlled by a person rather than working automatically（指机器）人手操作的

**handout** /'hændaʊt/ *noun* [C]
**1** money or goods given to sb who needs help 捐赠品；救济品: *to rely on handouts* 依靠救济
**2** money that is given to a person or an organization by the government, etc., for example to encourage commercial activity（政府给予个人或机构的）拨款、资助金: *The company needed another massive state handout to keep going.* 公司还需要一笔大额国家资助金才能维持运转。
**3** a document that is given out at a meeting or other event（会议或其他活动上派发的）文件，传单 → HAND STH OUT (TO SB) at HAND *verb*

**handover** /'hændəʊvə(r); *AmE* -oʊvər/ *noun* [C,U]
an act of giving sth to sb else, for example control of an organization or a country; the period when this is done（权力）移交，移交期限: *He agreed to remain as CEO until the handover was complete.* 他同意在移交期限结束前继续担任首席执行官。◇ *Everything is in place for a smooth handover.* 权力顺利移交的准备工作一切就绪。

**,hand-'picked** *adjective*
**1** chosen very carefully, often by a particular person 精选的: *a hand-picked team* 精挑细选的团队
**2** picked by people rather than by machines 人手采摘的: *All our fruit is hand-picked.* 我们所有的水果都是人手采摘的。
▸ **,hand-'pick** *verb* [+ obj]: *She was able to hand-pick her own team.* 她能够自己挑选自己的团队。

**'hands-free** *adjective* [usually before noun]
(about a telephone) able to be used without needing to be held in the hand（电话）免提的: *hands-free phones/headsets* 免提电话 / 头戴式耳机送话器

**handshake** /'hændʃeɪk/ *noun* [C]
**1** an act of shaking sb's hand, used especially to say hello or goodbye or when you have made an agreement 握手: *Everything was agreed on a handshake.* 一切在握手之后都商定了。
**2 handshake deal/agreement** a deal which has been agreed in a conversation or an email, although there is not yet a formal written agreement 口头协议: *He is determined to get them to stick to their handshake deal.* 他决心让他们履行其口头协议。
**3** = GOLDEN HANDSHAKE
**4** (*IT*) an instance of **handshaking** 握手

**handshaking** /'hændʃeɪkɪŋ/ *noun* [U]
(*IT*) the process of your computer connecting with another computer, for example when you use the Internet; the sound of this happening 握手（一台电脑与另外一台电脑的连接过程，如使用互联网时）；电脑连接时发出的声音

**,hands-'off** *adjective* [usually before noun]
dealing with people or a situation by not becoming directly involved and by allowing people to do what they want 不介入的；放手的: *He has a hands-off **approach** to managing the company.* 他采用放手的方式管理公司。
→ HANDS-ON

**,hands-'on** *adjective* [usually before noun]
**1** dealing with sth by becoming directly involved, rather than leaving other people to do it 直接介入的；亲力亲为的: *his hands-on **approach** to running the business* 他亲力亲为的企业经营方式 ◇ *I'm a hands-on manager.* 我是个亲力亲为的经理。
→ HANDS-OFF
**2** doing something rather than just talking about it 动手的；实际操作的: *They both have hands-on **experience** of marketing.* 他们两个人都有营销方面的实际工作经验。◇ *hands-on training* 实际操作培训

**'hang-out loan** *noun* [C] (*AmE*)
(*Finance*) the amount of money that you still have to pay at the end of the period of time that you have borrowed the money for 贷款到期时的余额

**the ,Hang 'Seng ,Index** (*also* **the Hang Seng**) /,hæŋ 'seŋ/ *noun* [sing.]
a figure which shows the average price of shares on the Hong Kong stock exchange（香港）恒生指数: *The Hang Seng Index was up 35.81 points.* 恒生指数上扬35.81点。

**,happy 'camper** *noun* [C] (*informal*)
a customer, an employee, etc. who has no complaints 心满意足的人；没有任何抱怨的顾客或员工: *'We are not exactly happy campers', one employee said after the job cuts.* "我们并非没有任何抱怨。"一位员工在裁员后说。

**harass** /'hærəs; hə'ræs/ *verb* [+ obj] (*often* **be harassed**)
to annoy, worry or threaten sb by putting pressure on them or saying or doing unpleasant things to them 折磨；骚扰；使烦恼: *She claims she has been **sexually** harassed at work.* 她声称在工作中遭受过性骚扰。◇ *harassing phone calls* 骚扰电话

**harassment** /'hærəsmənt; hə'ræsmənt/ *noun* [U]
behaviour which is deliberately unpleasant or frightening, and which causes sb to feel upset 侵扰；骚扰: *claims of bullying and harassment in the workplace* 工作场所遭遇威吓和骚扰的指控 ◇ *He had been subjected to continual racial harassment* (= harassment because of his race) *by colleagues.* 他曾不断遭受同事的种族歧视。
➕ ***to be subjected to/be subject to/suffer** harassment* 遭受骚扰 • ***racial/sexual** harassment* 种族歧视 / 性骚扰

**hard** /hɑ:d; *AmE* hɑ:rd/ *adjective, adverb*
• ***adjective*** **(harder, hardest)**
**1** [only before noun] definite; based on information that can be proved 确实的；确凿的: *Is there any*

*hard evidence that the company is recovering?* 有确凿证据显示公司正在复苏吗？ ◇ *We think about 90% of the email is internal, but we have no hard figures.* 我们认为90%的电子邮件是内部邮件，但没有确切的数字。

● *hard evidence/facts/figures/numbers* 确凿的证据 / 事实 / 资料 / 数字

**2** [usually before noun] if the market is **hard**, or if prices are **hard**, prices remain high 坚挺的: *We expect the hard market to be sharp and brief.* 我们预计坚挺的市场会十分短暂。

→ SOFT

IDM **drive/strike a hard 'bargain** to argue in an aggressive way to try to force sb to agree on the best possible price or arrangement 狠狠杀价 ,**hard and 'fast** (*used especially after* **no**, **not**, *etc.*) 常用于no、not等之后) that cannot be changed in any circumstances 不得更改: *There are no hard and fast rules about this.* 这件事没有什么硬性的规定。

● *adverb*

IDM **be hard 'up for sth** to have too few or too little of sth 匮乏；缺乏: *We're hard up for good ideas.* 我们缺乏好的构思。→ HARD UP → idiom at HIT *verb*

,**hard 'asset** *noun* [C, usually pl.]
(*Finance*) an investment in physical things such as gold, silver, coins and art 硬资产（对黄金、白银、硬币和艺术品等有形物品的投资）
→ INTANGIBLE ASSET

**hardball** /'hɑ:dbɔ:l; *AmE* 'hɑ:rd-/ *noun* [U]
a way of behaving which shows that you are very determined to get what you want and will not let sb else gain an advantage 果断；坚决: *BA is prepared to play hardball.* 篮球协会准备硬拼一场。◇ *This is management hardball.* 这是强硬的管理作风。◇ *a hardball negotiator* 强硬的谈判代表

,**hard 'cash** (*BrE*) (*AmE* ,**cold 'cash**) *noun* [U]
money, especially in the form of coins and notes, that you can spend 硬通货；可流通的硬币或钞票: *hard cash on the balance sheet* 资产负债表上的硬通货 ◇ *turning your equity into hard cash* 将股权转换成硬通货

,**hard-'charging** *adjective*
working very hard and being very determined to get what you want 勤奋工作的: *hard-charging managers/executives* 工作勤奋的经理 / 行政人员

,**hard-'code** *verb* [+ obj]
(*IT*) to write data so that it cannot easily be changed 编写硬编码

,**hard com'modity** *noun* [C, usually pl.]
(*Finance*) a raw material such as metal, chemicals, oil, etc. that can be bought and sold to make a profit（金属、化学、石油等）原材料: *trading in hard commodities* 原材料交易 ◇ *hard-commodity prices* 原材料价格 → SOFT COMMODITY

,**hard 'copy** *noun* [C,U]
text, pictures, etc. on paper rather than in a computer file 电脑复印稿；硬拷贝: *Do you keep hard copies of your emails?* 你保留电子邮件的硬拷贝吗？

'**hard-core** *adjective* [usually before noun]
**1** particularly active or enthusiastic 尤为积极的；狂热的: *Early Xbox sales were mainly to hard-core gamers.* 早期的Xbox游戏主机主要面向狂热的游戏玩家。

**2** involving people who are unlikely to change their opinions or behaviour 顽固的；固执的: *the hard-core unemployed* (= who have had no work for a long time and are not very likely to find a job) 长期失业者

,**hard 'costs** *noun* [pl.]
(*Accounting*) money that is spent on physical equipment and materials 硬成本（花费在有形设备和材料上的资金）→ SOFT COSTS

,**hard 'currency** *noun* [U,C]
(*Economics*) money which is easy to exchange for money from another country because it is not likely to lose its value 硬通货: *Expatriate workers are paid in hard currency.* 以硬通货支付外籍劳工工资。→ SOFT CURRENCY

,**hard 'data** *noun* [U]
information that can be measured or proved 硬资料（可以度量或证实的资料）: *The business plan is full of hard data in the form of tables and graphs.* 该商业计划满是以图表形式出现的硬资料。→ SOFT DATA

,**hard 'disk** (*also* '**hard drive**) *noun* [C]
(*IT*) the part inside a computer on which data and programs are stored（电脑）硬盘: *Save it to the hard disk.* 将它储存到硬盘上。

,**hard-'earned** *adjective* [only before noun]
that you get only after a lot of work and effort 来之不易的: *their hard-earned cash* 他们的血汗钱

**harden** /'hɑ:dn; *AmE* 'hɑ:rdn/ *verb* [no obj]
if prices **harden**, or if the market **hardens**, prices rise and stay high（价格等）上涨: *Gold hardened to around $347 an ounce.* 黄金价格上涨到每盎司347美元。

'**hard goods** = DURABLE GOODS

,**hard 'hat** *noun* [C]
**1** a hat worn for safety in areas where building work is being done, or in factories（建筑用）安全帽
**2** (*informal*)(*especially AmE*) a worker in the building trade 建筑工人: *We need to get the hard hats back on the job.* 我们必须让建筑工人找到工作。

,**hard HR'M** /,ertʃ ɑ:r 'em/ *noun* [U]
(*HR*) **hard human resources management** an approach to managing people that regards them as assets that must be used for the benefit of the business 刚性人力资源管理 → SOFT HRM

,**hard 'landing** *noun* [C, usually sing.]
(*Economics, informal*) a situation when the economy, or part of it, experiences a rapid decrease in trade and activity after a long period when it has been growing（经济）硬着陆（经济长期增长之后贸易活动的剧烈下降）: *The government has lowered interest rates to try to avoid a hard landing for the economy.* 政府降低了利率以避免经济出现硬着陆。→ SOFT LANDING

,**hard 'loan** *noun* [C]
(*Finance*) a loan to a person or country at a normal rate of interest and which must be paid back in HARD CURRENCY 硬贷款 → SOFT LOAN

**ˌhard ˈsell** *noun*
(*Marketing*)
**1** [sing.; U] the process of trying very hard to persuade sb to buy sth, in a way that puts pressure on them 硬性推销: *Customers don't like the hard sell.* 顾客不喜欢硬性推销。◇ *There's no hard sell here.* 这里不存在硬性推销问题。◇ *hard-sell advertising* 硬性推销广告
**2** [sing.] (*AmE*) a product that is not easy to sell 难以销售的产品: *The shares will be a hard sell in the current market.* 在现时市场上这些股票将会十分难以推销。
→ SOFT SELL

**ˌhard ˈselling** *noun* [U]
(*Marketing*) the activity of trying very hard to persuade sb to buy sth, in a way that puts pressure on them 硬性推销 ▸ **ˌhard-ˈselling** *adjective* [only before noun]: *hard-selling salespeople* 硬性推销人员

**hardship** /ˈhɑːdʃɪp; *AmE* ˈhɑːrd-/ *noun* [sing.; U] a situation that is difficult or unpleasant because you do not have enough money or are working in difficult conditions 艰苦; 辛劳; 经济困境: *a hardship allowance for doctors working in unpleasant conditions* 发给在困难条件下工作的医生的辛劳津贴

**ˌhard ˈup** *adjective* (*informal*)
not having enough money 缺钱的, 手头紧的: *The company's now so hard up, it can't afford to pay its staff.* 公司目前经济十分困难, 无力支付职员工资。◇ *hard-up students* 缺钱的学生 → idiom at HARD *adv*

**★hardware** /ˈhɑːdweə(r); *AmE* ˈhɑːrdwer/ *noun* [U]
**1** (*IT*) the machinery and electronic parts of a computer system (电脑) 硬件: *computer hardware and software suppliers* 电脑硬件和软件供应商 → SOFTWARE
**2** electronic or mechanical equipment 电子或机械设备: *suppliers of machinery, trucks, hardware and other items* 机器、卡车、电子或机械设备和其他产品的供应商

**ˌhard-ˈwired** *adjective*
**1** (*IT*) being part of a computer system, rather than being provided by software 硬连接集成的; 硬连接的
**2** (about behaviour) that happens automatically and that cannot be changed 本能的: *We are hard-wired to communicate verbally.* 我们本能地以口语交流。
▸ **ˌhard-ˈwire** *verb* [+ obj]

**ˌhard-ˈworking** *adjective*
putting a lot of effort into your work 勤劳的: *She's open, hard-working and a good team member.* 她坦诚、勤劳, 是一个好队员。

**harmonization , -isation** /ˌhɑːmənaɪˈzeɪʃn; *AmE* ˌhɑːrmənəˈz-/ *noun* [U; sing.]
**1** the activity of making systems, rules or standards the same in different areas, countries, parts of an organization, etc. 协调; 一致: *global harmonization* 全球协调
**2** (*HR*) the process of giving all of your employees the same status or conditions, for example by removing the difference between workers and managers, or by making everyone wear the same uniform 调和; 融洽 (使所有员工享有同等待遇, 例如消除员工与管理层之间的差别, 或穿着同样的制服)

**harmonize , -ise** /ˈhɑːmənaɪz; *AmE* ˈhɑːrm-/ *verb*
**1** [+ obj *or* no obj] to successfully combine different ideas, systems or people; to combine successfully 使协调一致; 使调和: *The leader's role is to put together and harmonize such views.* 领导的作用就是汇集并协调这些观点。
**2** [+ obj] to make systems, rules or standards the same in different parts of an organization or area 使一致: *the need to harmonize tax levels across the European Union* 需要使欧盟内部税收水平一致

**harness** /ˈhɑːnɪs; *AmE* ˈhɑːrnɪs/ *verb* [+ obj] to use energy, skills or resources in order to achieve sth 利用 (能源、技能或资源以实现某事): *There are many ways to harness the power of the Net.* 利用网络力量的方法有很多种。◇ *We must harness the skill and creativity of our workforce.* 我们必须利用我们全体人员的技能和创造力。

**harvesting** /ˈhɑːvɪstɪŋ; *AmE* ˈhɑːrv-/ *noun* [C,U] (*Marketing*) the practice of no longer investing in a product but continuing to sell it, so that profits increase. This usually happens in the period before the product is removed from the market. 收获 (不再继续投资于一项产品, 而是持续出售, 以便增加利润。这通常发生于产品退出市场前的阶段)

**ˈhatchet man** *noun* [C] (*informal*)
a person in an organization who is responsible for telling people that they have lost their jobs or for making other changes which are not popular 职业杀手 (受雇专做裁员或进行不受欢迎的改变的人)

**haul** /hɔːl/ *verb, noun*
• ***verb*** [+ obj]
(*Transport*) to transport or move goods by road or rail (通过公路或铁路) 运输: *a trucking business that hauls containers to and from the ports* 从港口往返运送集装箱的货车运输业务 ◇ *a waste hauling company* 废物运输公司
IDM **haul sb over the ˈcoals** (*BrE*) (*AmE* **rake sb over the ˈcoals**) to criticize sb severely because they have done sth wrong 严厉斥责某人: *I was hauled over the coals by my boss for being late.* 我因迟到被老板严厉训斥。
• ***noun*** [C]
SEE ALSO: **short-haul**
**1** (*Transport*) the distance covered in a particular journey 旅程; 旅行的距离: *The truck's last haul was less than 75 miles.* 这辆卡车的最后一程不足75英里。→ BACKHAUL
**2** a quantity of fish caught at one time 一网鱼; 一次捕获的鱼量

**haulage** /ˈhɔːlɪdʒ/ (*especially BrE*) (*AmE usually* **ˈhauling**) *noun* [U]
SEE ALSO: **heavy haulage, road haulage**
(*Transport*) the activity or business of transporting goods by road or rail; money charged for this 铁路或公路货运; 运费: *the road haulage industry* 公路运输业 ◇ *a haulage firm/contractor* 货运公司 / 承包商 ◇ *How much is haulage?* 运费是多少?

**haulier** /'hɔ:liə(r)/ (*BrE*) (*AmE* **hauler** /'hɔ:lə(r)/) *noun* [C]
SEE ALSO: **road haulier**
(*Transport*) a company or person whose business is transporting goods by road or rail 陆路运输公司；陆路运输业者 SYN CARRIER

**hauling** /'hɔ:lɪŋ/ = HAULAGE

**have** /hæv/ *verb*
IDM **be 'had** (*informal*) if you **have been had**, you have been cheated or tricked 被骗：*You've been had—it's not worth that much.* 你被骗了——它根本不值那么多钱。

**haven** /'heɪvn/ *noun* [C]
SEE ALSO: **safe haven, tax haven**
a safe place 避难所；安全场所：*Gold stocks are a haven for investors in difficult times.* 黄金股是投资者在艰难时期的避难所。

**the 'Hawthorne ef,fect** *noun* [sing.]
(*HR*) the fact that people's behaviour changes if they believe they are being observed or studied 霍桑效应（当人们确信自己被观察或研究时，其行为会改变）

**the 'Hay ,system** *noun* [sing.]
(*HR*) a system for measuring the knowledge and skills that are needed or used in a particular job 海氏点分法（一种衡量特定岗位所需要或使用的知识和技能的系统）

**hazard** /'hæzəd; *AmE* -ərd/ *noun* [C]
SEE ALSO: **moral hazard, occupational hazard**
a thing that can be dangerous or cause damage 危险；危害：*This would not pose a safety hazard.* 这不会成为安全隐患。◇ *The aim is to make employees aware of potential hazards.* 目标是使员工了解潜在的危险。

**,hazardous 'substances** *noun* [pl.]
types of solids, liquids or gases which may be present where people work and are dangerous to their health 有害物品

**'hazard pay** = DANGER MONEY

**★head** /hed/ *noun*, *verb*
• ***noun*** [C,U]
SEE ALSO: **head-to-head**
the person in charge of a group of people or an organization 负责人；领导人：*I am the head of a small company.* 我是一家小公司的负责人。◇ *a meeting of department heads* 部门领导会议 ◇ *She resigned as head of marketing.* 她辞去了营销部门主管的职务。◇ *the head buyer of women's wear* 女装的头号买手 See note at RESPONSIBILITY
IDM **a/per 'head** for each person 每人：*The meal worked out at $50 a head.* 这顿饭每个人花费了50美元。 **get your 'head around/round sth** to be able to understand sth 能够理解某事：*Once we've got our heads around this problem, we can start to suggest solutions.* 我们一旦能够理解这个问题，就可以开始寻求解决办法。 **have/get/keep your 'head down** to start/continue to work very hard 继续努力工作：*Let's just get our heads down and finish the project.* 让我们继续努力把项目完成。 **have a 'head for sth** to be good at sth 擅长某事：*a hardworking manager with a good head for business* 勤劳的、擅长经商的经理 **have/get/give sb a head 'start** (**in sth/on sb/over sb**) to have or give sb an advantage at the beginning of sth 带来优势；给予某人（做某事的）优势：*This course will give you a head start in your career.* 这门课程将可为你的事业带来优势。◇ *The competition had a one-year head start on us* (= they produced the product one year before we did). 该竞争对手比我们拥有一年的优势（他们比我们早一年生产该产品）。 **heads will 'roll** (*informal*) used to say that some people will be punished because of sth that has happened 有些人（将为某事）受到惩罚 (**be**) **in over your 'head** (be) involved in sth that is too difficult for you to deal with 卷入棘手的事：*After a week in the new job, I soon realized that I was in over my head.* 在新岗位上工作了一周之后，我很快意识到自己被卷入了棘手的事情之中。 **keep your 'head above water** to deal with a difficult situation, especially one in which you have financial problems, and just manage to survive 设法生存；勉强逃脱困境：*The French company is struggling to keep its head above water.* 该法国公司正在勉强挣扎求存。 **over sb's 'head 1** too difficult or complicated for sb to understand 过于复杂；难以理解：*Much of the technical information was over my head.* 许多技术资料对于我来说都太复杂。 **2** to a higher position of authority than sb 职位比某人高；超过某人：*I'm not happy that you went over my head to ask for this time off.* 你越过我向上级请假，我很不满。 **put our/your/their 'heads together** to think about or discuss sth as a group 集思广益 **two heads are better than 'one** used to say that two people can achieve more than one person working alone 人多力量大；两个脑袋总比一个强；三个臭皮匠赛过诸葛亮 → idiom at BLOCK *noun*, TURN *verb*
• ***verb***
**1** [+ obj] to lead or be in charge of sth 领导；带领：*She has been appointed to head a team of 50 sales staff.* 她获委任领导50名销售人员组成的团队。◇ *a committee headed by an outside lawyer* 由一位外部律师领导的委员会 SYN HEAD UP STH
**2** [no obj] (*also* **be headed**, *especially in AmE*) (*used with an adverb or a preposition* 常与副词或介词连用) to move in a particular direction 朝某方向行进：*Can you forecast where the economy is heading?* 你能够预测经济会朝哪个方向发展吗？◇ *The manufacturing sector may be heading back towards recession.* 制造业部门很可能会倒退到衰退阶段。◇ *Prices are already headed higher.* 价格已经上涨。◇ *100 000 copies of the new game are headed for the US.* 这款新游戏有十万套已经运往美国。
**3** [+ obj] (*usually* **be headed**) to put a word or words at the top of a page or section of a book or an article as a title（在页面或书籍、文章的章节之前）加标题：*a section of the report headed 'Strengths and weaknesses of the company'* 报告中题为“公司的优势与劣势”的一章 ◇ *Print the letter on headed paper* (= paper with the company's name and address on it). 在公司信头纸上列印这封信。
IDM **head 'north/'south** (about share prices, currencies, etc.) to rise/fall in value（股票、货币等的价格）价值上升／下降：*The country's currency headed south for the second day, weakening 1.4%.* 该国的币值连续两天下跌，跌幅达1.4%。

PHR V **,head sth 'off** to take action in order to prevent sth from happening 防止某事发生: *trying to head off job losses* 设法避免失业 **,head 'up sth** to lead or be in charge of a department, part of an organization, etc. 领导; 主管: *They are searching for someone to head up the new department.* 他们正在寻找一个可以领导这一新部门的人。 HELP A noun must always follow **up**, but a pronoun comes between the verb and **up** 名词必须总是放在 up 之后, 但是代词应放在动词和 up 之间。 SYN HEAD *verb* (1) See note at RESPONSIBILITY

**headcount** (*AmE spelling usually* **head count**) /'hedkaʊnt/ *noun* [C,U]
an act of counting the number of people who are employed by an organization, are at an event, etc.; the number of people that have been counted in this way 职员人数统计; 职员总数: *The company is cutting its headcount to about 45 000.* 公司将职员总数裁减到大约45000人。
● *to cut/lower/reduce (the) headcount* 裁减 / 降低 / 减少职员人数 • *the headcount drops/falls* 职员总数减少 / 下降 • *to do/make/take a headcount* 进行职员人数统计

**header** /'hedə(r)/ *noun* [C]
a line or block of text that is automatically added to the top of every page that is printed from a computer 页眉: *The header gives the page number and date of the document.* 页眉印有页码和文档日期。 → FOOTER

**headhunt** /'hedhʌnt/ *verb* [+ obj]
(*HR*) (*usually* **be headhunted**) to find sb who has the right skills and experience for a senior job in a company or an organization and persuade them to leave their present job 猎头; 挖角: *I was headhunted by a marketing agency.* 我被一家营销机构挖角。 See note at EMPLOY ▸ **'headhunter** *noun* [C] 猎头; 用高薪征聘人才者; 挖人墙脚者: *Headhunters have been brought in to search for a successor to the chairman.* 已经找了猎头公司去寻找董事长继任者 **'headhunting** *noun* [U]: *a headhunting firm* 猎头公司

**heading** /'hedɪŋ/ *noun* [C]
**1** a title printed at the top of a page or at the beginning of a section of a book, report, etc. (页面上端或书籍、文章、报告等开头的) 标题
**2** the subject of each section of a speech or piece of writing (讲话稿或文章每部分的) 主题: *The company's aims can be grouped under three main headings.* 公司的目标可以归纳为三个主题。

★**headline** /'hedlaɪn/ *adjective* (*BrE*)
**1** (*Economics*) used to describe a number, figure, rate, etc. that includes everything 总体的 (数字、资料、比率等): *The unadjusted headline figure for unemployment is 4.2 million.* 未经调整的失业总体数字为420万人。
**2** (*Finance*) used to describe a figure that does not include profits or losses related to unusual events 剔除非正常项目损益后的 (数字): *Headline pre-tax profits before goodwill rose 32% to $98 m.* 剔除商誉损益的总体税前利润上升了32%, 达到9800万美元。
→ UNDERLYING

**,headline 'earnings** *noun* [pl.] (*BrE*)
(*Finance*) the profit that a company makes, not including profits or losses related to unusual events such as the sale of assets, emergency payments, etc. (不包括非正常项目损益的) 核心盈利: *The company reported a sharp fall in headline earnings.* 公司报告称其核心盈利大幅度下降。 ◇ *Regular earnings per share may have collapsed but headline EPS are up 1.5%.* 每股经常盈利可能下跌了, 但每股核心盈利上升了1.5%。

**,headline in'flation** *noun* [U] (*also* **'headline 'rate of in'flation** [C, usually sing.]) (both *BrE*) (*Economics*) the rate at which the prices of goods and services rise over a period of time, including costs which are likely to change, such as food and fuel and, in the UK, the cost of MORTGAGES (= loans to buy a home) 总体通货膨胀 (指包括能源和食品价格在内的所有产品价格上涨所引起的通货膨胀): *Headline inflation rose by 2.9%.* 总体通货膨胀上升了2.9%。 → UNDERLYING INFLATION, RETAIL PRICE INDEX

★**,head 'office** (*abbr* **HO**) (*also* **,main 'office**) *noun* [C; U with sing./pl. verb]
the main office of a company; the managers who work there 总公司; 总店; 公司总部; 总部经理: *Their head office is in New York.* 他们的总部在纽约。 ◇ *I don't know what head office will think about this proposal.* 我不知道总部经理们会如何看待这个建议。

**,head-'on** *adjective* [only before noun]
in which people compete or deal with sb/sth in a direct and determined way 迎面的; 直接的: *The store is trying to avoid head-on competition with the supermarkets.* 这家商店正设法避免与超市直接竞争。 ◇ *There was a head-on confrontation between management and unions.* 管理层和工会之间存在直接冲突。 ▸ **,head-'on** *adverb*: *We must tackle the problem head-on* (= without trying to avoid it). 我们必须正面处理这个问题。

**headquartered** /,hed'kwɔ:təd; *AmE* 'hedkwɔ:rtərd/ *adjective* [not before noun]
having **headquarters** in the place mentioned 总部设在…的: *The business will be headquartered in London.* 企业总部将设在伦敦。

★**headquarters** /,hed'kwɔ:təz; *AmE* 'hedkwɔ:rtərz/ *noun* [U with sing./pl. verb; C] (*plural* **headquarters**) (*abbr* **HQ**)
the place from where an organization is controlled; the people who work there 总部; 总公司; 在总部工作的人员: *The company's headquarters is/are in Cambridge.* 公司的总部设于剑桥。 ◇ *Several companies have their headquarters in the area.* 好几家公司在本地区设立总部。 ◇ *I'm now based at headquarters.* 我目前在总公司工作。

**headset** /'hedset/ *noun* [C]
equipment worn on the head, for example when using a telephone or computer 头戴式耳机送话器: *hands-free headsets for mobile phones/cellphones* 移动电话 / 蜂窝式便携无线电话免提头戴式耳机送话器

**,heads of a'greement** *noun* [C,U] (*plural* **heads of agreement**) (*BrE*)
(*Law*) a document that states the main points in a deal or an agreement that two organizations are discussing, before a full legal contract is written

协议要点；框架协议；意向书：*The two companies have **signed** a non-binding heads of agreement to merge.* 这两家公司签署了一份关于合并的非约束性框架协议。

**'heads-up** *noun* [C, usually sing.]
**1** a warning about sth 提醒；警告：*Thanks for the heads-up about business etiquette!* 感谢你关于商业礼仪的提醒！
**2** a short report giving the most recent information, especially about what is going to happen 简报：*Let me give you a quick heads-up on the new design.* 有关这项新设计，让我很快地给你简单说明一下。

**,head-to-'head** *adjective* [only before noun]
in which two people or groups face each other directly in order to decide the result of a dispute or competition 正面交锋的：*a head-to-head battle between the low-fares airlines* 低价航空公司之间的白刃战 ▸ **,head-to-'head** *adverb*：*The two banks will go head-to-head in a battle to win the deal.* 这两家银行将会正面交锋以赢得这笔交易。

**headway** /'hedweɪ/ *noun*
IDM **make 'headway** to rise in value 价值上涨：*The pound made headway **against** the euro.* 英镑对欧元升值。◇ *In the food retail sector Tesco made headway, rising 0.8%.* 在食品零售部门，特易购公司的股票升值了，上涨了0.8%。

**health** /helθ/ *noun* [U]
**1** how successful or strong sth is 状况；牢靠性：*There were fears about the health of the US economy.* 美国经济状况存在一些担忧。◇ *Investors were misled about the company's financial health.* 有关公司的财务状况方面，投资者被误导了。
**2** the work of providing medical services 医疗；保健；卫生：*The job includes pension and health benefits.* 该职位包括养老金和健康福利。
**3** the condition of a person's body or mind 人的身体（或精神）状况；健康：***Health and beauty** sales were up by 3.3%.* 健康和美容产品销售额上升了3.3%。
→ idiom at CLEAN *adjective*

★**,health and 'safety** *noun* [U]
(*HR*) activities connected with recognizing risks and dangers to health in places of work and protecting employees from these risks 卫生与安全保障（工作场所保护员工避免危险的活动）：*We are committed to improving health and safety standards for all our employees.* 我们致力于提高所有员工的卫生与安全保障标准。◇ *She's head of Health and Safety at the Fire Brigades Union.* 她是消防队联盟卫生与安全保障部主任。
● *health and safety **laws/policies/regulations/requirements/rules/standards*** 卫生与安全保障法律／政策／规章／要求／规则／标准
NOTE In the UK, health and safety regulations are based on the Health and Safety Act of 1974 and the 1992 Health and Safety at Work Regulations and are an important part of an employee's contract of employment. 在英国，基于《1974年卫生与安全保障法案》以及《1992年工作场所卫生与安全保障条例》的卫生与安全保障条例是员工就业合同的重要组成部分。

**'health care** (*also spelled* **healthcare**) *noun* [U]
**1** the service of providing medical care 保健服务：*providers of private health care* 私人保健服务的提供者 ◇ *There was a dispute over employee health-care benefits.* 在员工保健福利方面存在一些争议。
● *health-care **benefits/costs*** 保健福利／成本 • *health-care **personnel/professionals/workers*** 保健人员／专业人员／工作人员
**2** medical products and services 医疗产品和服务：*The group has split into three divisions—health care, chemicals and agrochemicals.* 集团分为三个部门——保健部、化学部和农业化学部。◇ *reductions on beauty and health-care products* 美容和保健品的减少
● *a health-care **business/company/group/market*** 保健业务／公司／集团／市场 • *health-care **products*** 保健产品

**'health in,surance** *noun* [U]
a type of insurance in which a person receives money to pay for medical treatment if they are ill/sick or injured, often provided by employers 健康保险：*Many companies offer private health insurance as part of their employment packages.* 许多公司提供私人健康保险作为聘用条件的一部分。 SYN MEDICAL INSURANCE See note at SALARY

**'health ,warning** *noun* [C]
a notice on particular products, required by law, that warns people that using the items can damage their health 健康警告；健康忠告：*Cigarette packets are required to carry a health warning.* 香烟盒上必须附有健康忠告。◇ (*figurative*) *These investments come with a health warning that their value can go up or down.* 这些投资附有收益警告：它们的价值可升可跌。

**healthy** /'helθi/ *adjective* (**healthier, healthiest**)
large or successful, working well, etc. 兴旺的；发达的；顺利的：*a healthy economy* 兴旺的经济 ◇ *The telecom group have made a healthy profit.* 电信集团赚取了可观的利润。◇ *We are in a much healthier position now than we were last year.* 我们今年的状况要比去年强多了。▸ **healthily** /'helθɪli/ *adverb*

**hearing** /'hɪərɪŋ; *AmE* 'hɪr-/ *noun* [C]
SEE ALSO: **disciplinary hearing**
an official meeting at which the facts about a crime, complaint, etc. are presented to the person or group of people who will have to decide what action to take 听证；审理：*A court hearing ruled that the directors had acted illegally.* 庭审裁决董事们违法。◇ *There was a hearing **into** the causes of the accident.* 对这起事故的原因进行了听证。
→ idiom at FAIR *adj.*
● *to **conduct/have/hold** a hearing* 进行听证 • *to **attend** a hearing* 出席听证 • *a **committee/court/tribunal** hearing* 委员会／法庭／庭审听证 • *a **full/private/public** hearing* 正式／不公开／公开聆讯

**heartland** /'hɑ:tlænd; *AmE* 'hɑ:rt-/ *noun* [C] (*also* **heartlands**) [pl.]
**1** an area where an activity or an organization is especially successful, popular or important 核心区域；重要地带：*the industrial heartlands of Germany* 德国工业的核心区域 ◇ *the heartland of the automobile business* 汽车业的核心区域

◆ *the agricultural/industrial/manufacturing heartland* 农业 / 工业 / 制造业核心区域
**2** a place which is considered to be at the centre of a country or region（国家或地区的）中心地带；腹地：*a dairy company in America's heartland* 一家位于美国中心地带的乳制品公司

**heatseeker** /'hi:tsi:kə(r)/ *noun* [C] (*informal*) a customer who always buys the newest version of a product as soon as it is available 热衷于购买新版本产品的人

**heavy** /'hevi/ *adjective* (**heavier, heaviest**)
**1** more or worse than usual in amount, degree, etc.（数量、程度等）超乎寻常的；比一般严重的：*Trading was heavy at 818 million shares.* 交易量达到超乎寻常的818亿股。◇ *The bank faces heavy losses.* 银行面临十分严重的亏损。◇ *Competition from cheap imports is now heavier than ever.* 目前来自廉价进口产品的竞争比以往都更为激烈。
**2** (about machines, vehicles, etc.) large and powerful（机器、车辆等）大型的；重型的：*The company manufactures a wide range of heavy machinery.* 该公司生产各种重型机械。◇ *heavy trucks* 重型卡车
**3** (*BrE*) **heavy on sth** using or having a lot of sth 使用很多…的；有很多…的：*We're light on stocks and heavy on bonds.* 我们投资少量股票、但持有大量债券。
**4** [usually before noun] involving a lot of work or activity; very busy 繁重的；繁忙的：*a heavy schedule* 繁忙的日程
**5** needing a lot of physical strength 辛苦的；费力的：*I have been advised to avoid **heavy lifting**.* 有人建议我要避免从事费力的提举工作。
▸ **heavily** /'hevɪli/ *adverb*：*Microsoft has invested heavily in China.* 微软在中国进行了大量投资。◇ *heavily indebted telecoms firms* (= with large amounts of debt) 负债累累的电信公司 ◇ *a heavily loaded van* 一辆满载的货车 → LIGHT

**ˌheavy-ˈduty** *adjective* [only before noun] very strong and suitable for hard physical work or to be used all the time 耐用的；结实的；重型的：*heavy-duty trucks* (= strong and large) 重型卡车 ◇ *For business use you need a heavy-duty word-processing program.* 应用于商业用途的话，你需要一套功能强大的文字处理程序。
OPP LIGHT-DUTY → MEDIUM-DUTY

**ˌheavy engiˈneering** *noun* [U] businesses that design and produce large things such as ships, machinery and vehicles; the activities of these businesses 重型机器制造业 → LIGHT ENGINEERING

**ˌheavy ˈgoods ˌvehicle** = HGV

**ˈheavy half** *noun* [sing.] (*Marketing*) the group of customers which are half or less than half of the total number, who buy more than half of the total goods sold 重量级半数（购买所销售货物总数的一半以上但占顾客总数一半或不到一半的顾客群）

**ˌheavy ˈhaulage** *noun* [U] (*Transport*) the activity or business of transporting heavy goods or materials; the vehicles or systems used for this 重型运输；重型运输车辆或系统

**ˌheavy ˈhitter** (*also* **ˌbig ˈhitter**) *noun* [C]
**1** (often used in newspapers) a person who has a lot of influence in business, politics or public life（常用于报章）显要人物；大人物：*A heavy hitter has been brought in as chairman.* 一个重量级人物获邀担任主席。
**2** (often used in newspapers) a product or business which is very successful（常用于报章）十分成功的产品或业务；销路好的产品：*The business has decided to focus on their heavy hitters.* 企业决定把精力集中在销路好的产品上。

**ˌheavy ˈindustry** *noun* [U,C] businesses that use large amounts of raw materials and large machines to produce metal, coal, vehicles, etc. 重工业：*The area has been hit by the decline of heavy industry.* 该地区因重工业的衰落而受到打击。→ LIGHT INDUSTRY ▸ **ˌheavy inˈdustrial** *adjective*：*heavy industrial facilities* 重工业设施

**heavyweight** /'heviweɪt/ *noun* [C]
**1** a successful or important person, company or thing, that has a lot of influence 重要人物；有影响力的人物、公司或事物：*technology/software/oil heavyweights* 有影响力的技术 / 软件 / 石油公司 ◇ *He transformed the company into a global gas and power heavyweight.* 他将公司转型成为一家在全球有影响力的天然气及电力企业。◇ *the appointment of several heavyweights to the Board* 几个重量级人物进入董事会的任命
**2** a thing, material, etc. that weighs more than usual 特别重的物品、材料 → LIGHTWEIGHT
▸ **ˈheavyweight** *adjective* [only before noun]：*heavyweight stocks* 重磅股

**hectic** /'hektɪk/ *adjective* full of activity; extremely busy 紧张忙碌的：*a hectic day's trading* 繁忙的交易日 ◇ *It's been hectic in the store this morning.* 今天上午商店里很繁忙。

**hecto-** /'hektəʊ; *AmE* -toʊ/ *combining form* (*used in nouns; often used in units of measurement* 与名词连用，通常用于度量单位) one hundred 一百：*hectolitre* 百升

**hedge** /hedʒ/ *verb, noun*
● *verb* [+ obj or no obj] (*Finance*) to protect yourself against the risk of losing money in the future because of changes in the value of shares, currencies, raw materials, etc., for example by buying or selling FUTURES (= contracts to buy or sell a particular amount of sth for a fixed price at a particular time in the future), OPTIONS (= the right to buy or sell sth for a fixed price in the future), etc. 对冲；套头交易；套期保值：*They want to hedge their exposure to interest-rate risk.* 他们想对面临的利率风险进行对冲。◇ *The airline has hedged 77% of its expected fuel requirements next quarter at 79¢ a gallon.* 航空公司已经将下一季度预计的燃料需求的77%通过对冲定于每加仑79美分的水准。◇ *He prefers companies that choose not to hedge.* 他倾向于选择不进行对冲活动的公司。▸ **ˈhedging** *noun* [U]：*There's a balance between the cost of hedging and running an acceptable risk.* 在对冲成本和承担可接受的风险之间的平衡。◇ *hedging strategies/techniques* 对冲策略 / 技巧

IDM **,hedge your 'bets** to reduce the risk of losing or making a mistake by supporting more than one side in a competition, an argument, etc., or by having several choices available to you （为防止损失）多面下注；多种选择：*She hedged her bets by applying for several jobs.* 他申请了好几个职位从而分散风险。

PHR V **'hedge against sth** to do sth to protect yourself against problems, especially against losing money 采取保护措施以避免某事发生：*The news encouraged investors to hedge against a fall in the dollar.* 该消息鼓励投资者采取财务措施预防美元下跌。

• ***noun*** [C]

SEE ALSO: **currency hedge**

a way of reducing the risk of losing money in the future because of changes in the value or price of sth such as shares, currencies, raw materials, rates of interest, etc. 对冲；套期保值：*Real estate can be a hedge **against** inflation* (= property will rise in value more than the rate of inflation). 房地产可以作为对冲通货膨胀的手段。

**'hedge fund** *noun* [C]
(*Finance*) a type of investment fund used by people or organizations with large amounts of money to invest and not open to the general public, that tries to gain maximum profit by using a variety of investment strategies, including some with very high risk 对冲基金：*Hedge funds have invested $29 bn in Japan.* 对冲基金在日本投资了290亿美元。◇ *a hedge fund manager* 对冲基金经理

**hefty** /'hefti/ *adjective* (**heftier, heftiest**)
large; in large quantities 大量的；压倒多数的：*They sold it easily and made a hefty profit.* 他们轻而易举地就把它出售了并赚了一笔丰厚的利润。◇ *Interest rates have gone up to a hefty 12%.* 利率大幅上涨了12%。

**'helicopter view** *noun* [C] (*informal*)
a broad general view or description of a problem 通盘检视或检讨某问题 SYN OVERVIEW
→ IO 000-FOOT VIEW

**helm** /helm/ *noun*
IDM **at the 'helm** (**of sth**) in charge of an organization or a project 掌舵；掌权：*With Mr Munro at the helm, the company has continued to grow.* 蒙诺先生掌权后，公司继续成长壮大。
**take the 'helm** (**of/at sth**) to take charge of an organization or a project 掌管；开始负责：*He took the helm at the bank in 1999.* 他于1999年开始掌管该银行。

**'help desk** *noun* [C]
a service, usually in a company, that gives people information and help, especially if they are having problems with a computer 咨询服务，服务台（尤指协助解决电脑问题的服务）

**helpline** /'helplaɪn/ *noun* [C] (*BrE*)
a telephone service that provides advice and information about particular problems 服务热线：*a 24-hour telephone helpline* * 24小时电话服务热线 ◇ *a health helpline* 健康服务热线

**'help ,menu** *noun* [C]
(*IT*) a list of subjects shown on a computer screen that you can click on when you need help with a computer program（电脑程序的）帮助菜单，帮助选单

**hemorrhage** = HAEMORRHAGE

**heritage** /'herɪtɪdʒ/ *noun* [C, usually sing.]
the history, traditions and qualities that a country, society or company has had for many years and that are considered an important part of its character 传统；遗产：*Aston Martin's prestigious brand heritage* 阿斯顿·马丁声名卓著的品牌传统

**'heritage ,industry** *noun* [C with sing./pl. verb]
organizations that are involved in the history, traditions and culture of a place; the people, places and activities connected with these organizations 遗产产业：*a managerial role in the heritage industry* 遗产产业的一个管理职务

**HFE** /,eɪtʃ ef 'i:/ = HUMAN FACTORS ENGINEERING

**HGV** /,eɪtʃ dʒi: 'vi:/ *abbr* (*BrE*)
**heavy goods vehicle** a large lorry/truck 重型货车／卡车：*an HGV licence* 重型卡车牌照 ◇ *HGV drivers* 重型卡车司机

**,hidden a'genda** *noun* [C]
the thing that sb is really trying to achieve, rather than the thing that they say they are trying to achieve 隐秘议程；幕后动机：*Analysts should be trusted advisers, not salesmen with a hidden agenda.* 分析家应当是可以信赖的顾问，而不是带有幕后动机的推销员。

**,hidden unem'ployment** *noun* [U]
(*Economics*) people who have no work or very little work but who are not officially recorded as unemployed, for example people who are ill/sick or who are caring for sb 隐蔽性失业：*The country suffers from severe hidden unemployment, with the official jobless count a fraction of the real total.* 该国家遭受严重的隐蔽性失业打击，官方失业统计数字仅占实际总数的很小部分。▸ **,hidden unem'ployed** *noun* [pl.]：*The number of hidden unemployed had risen 130 000 since 2002.* 隐蔽性失业人数自2002年以来上升了13万人。

**★hierarchy** /'haɪərɑ:ki; *AmE* -rɑ:rki/ *noun*
**1** [C,U] the different levels at which people or things are organized, depending on how much authority, responsibility or importance they have 等级制度；等级体系：*the highest levels of the corporate hierarchy* 公司职级中的最高层 ◇ *She's quite high up in the management hierarchy.* 她在管理职级的相当高层。
**2** [C with sing./pl. verb] the group of people in control of a large organization or institution 统治集团；掌控大型组织或机构的一群人
▸ **hierarchical** /,haɪə'rɑ:kɪkl; *AmE* -'rɑ:rk-/ *adjective*：*Most of us work in hierarchical organizations.* 我们大多数人在层级制机构中工作。 **hierarchically** /,haɪə'rɑ:kɪkli; *AmE* -'rɑ:rk-/ *adverb*

**,hierarchy of 'needs** = MASLOW'S HIERARCHY OF NEEDS

**high** /haɪ/ *adjective, adverb, noun*
• ***adjective*** (**higher, highest**)
**1** greater or better than normal in quantity, size or degree（数量、体积或程度上）高的：*high prices* 高价格 ◇ *a high rate of inflation* 高通货膨胀率 ◇ *a demand for higher wages* 提高工资的要求 ◇ *Sales were 5.9% higher than last year.* 销售额比

去年提高了5.9%。◇ *Unemployment is at its highest level for eight years.* 失业人数达到了八年来的最高水平。◇ *The job needs a high degree of accuracy.* 这项工作要求很高的精确度。
**2** [usually before noun] above other people or things in importance or status 地位高的；上层的：*She has reached the highest rank for a woman ever at the company.* 她达到了女性在该公司的最高职级。◇ *We place a high priority on employees' development.* 我们高度重视员工的发展。
**3** containing a lot of a particular substance 含量高的：*foods which are high in fat* 高脂肪食品
**4** above the usual or expected standard 超乎寻常或预期标准的：*Our customers expect the highest quality of service.* 我们的客户要求最高品质的服务。 OPP LOW → idiom at PLAY *verb*, RIDE *verb*
• ***adverb*** **(higher, highest)**
at or to a large cost, value or amount 处在或趋于达到高成本（价值、数量）：*high-priced products* 高价产品 ◇ *Prices are expected to rise even higher this year.* 预计今年价格还会继续上涨。 OPP LOW
• ***noun*** [C]
SEE ALSO: **historic high, sky-high**
the highest level or amount 最高水准或数量：*The share price has fallen from a high of 773¢ to 95¢.* 股价从高位773分下跌到95分。◇ *Unemployment hit record highs.* 失业人数达到了创纪录的高位。 OPP LOW
⊕ *an* ***all-time/a record high*** 历史最高纪录；历史新高 • *to* ***hit/reach/rise to a high of ...*** 创下／达到／上升至…的高度
IDM **on 'high** used in a humorous way to refer to the people in senior positions in an organization 高层人士：*An order came down from on high that lunch breaks were to be half an hour and no longer.* 高层人士指示午餐休息时间不得超过半小时。

**,high a'chiever** *noun* [C]
a person who is very successful in their work or studies 成功人士：*The women were all high achievers in their fields.* 这些妇女都是各自领域里的佼佼者。→ HIGH-FLYER

**,high-'concept** *adjective* [usually before noun]
used to describe sth that has a very interesting, attractive and clear idea 有趣的；吸引人的；清晰的：*high-concept designer stores* 吸引人的名牌店

**,high-'cost** (*also* **,higher-'cost**) *adjective* [usually before noun]
involving high costs; expensive 高成本的；昂贵的：*the higher-cost airports* 费用较昂贵的机场 ◇ *The firm is located in a high-cost area.* 该企业位于高成本地区。 OPP LOW-COST

**'high-end** *adjective* [usually before noun]
having the highest price, quality or importance 高端的：*a high-end product* 高端产品 ◇ *high-end retailers* 高端零售商 ◇ *buying high-end PCs* 购买高端个人电脑 ▶ **'high-end** *noun* [sing.] OPP LOW-END

**,higher-'cost** = HIGH-COST

**,higher-'income** = HIGH-INCOME

**,higher-'up** (*especially AmE*) (*BrE* usually **,high-'up**) *noun* [C] (*informal*)
a person with a high position in a company or an organization 上级；上司；长官：*improving the way higher-ups communicate with employees* 改进上级与员工之间的沟通方式

**,high 'finance** *noun* [U]
business activities which involve very large amounts of money 高层金融（巨额商业活动）：*the world of high finance* 高层金融领域 ◇ *They're a big name in high finance.* 他们在高层金融领域很有名望。

**,high-'flyer** (*AmE spelling usually* **-flier**) *noun* [C]
**1** a person who has the desire and the ability to be very successful in their job 抱负极高的人；有野心的人：*high-flyers in retail banking* 对零售银行业有野心的人 → HIGH ACHIEVER
**2** a company or an investment that is or has been very successful 成功的公司或投资：*The company was a stock market high-flyer during the Internet boom.* 在互联网兴盛期间，该公司在股市上十分成功。
▶ **,high-'flying** *adjective*：*a high-flying career in advertising* 在广告业十分成功的事业

**,high-'grade** *adjective* [usually before noun]
**1** having a high level or quality 高级的：*The plans were printed on high-grade waste paper.* 该平面图用高品质的废纸印制。◇ *high-grade workers/specialists* 高级工人／专家
**2** (*Finance*) not likely to lose money 优质的；不会亏损的：*high-grade bonds* 优质债券 OPP LOW-GRADE

**,high-'growth** *adjective* [usually before noun]
growing quickly in value or importance; likely to do this 高增长的；快速增长的：*The bank has concentrated on high-growth areas.* 银行集中经营高增长领域。◇ *high-growth stocks* 高收益股票

**,high-'impact** *adjective* [usually before noun]
making a strong impression; having a strong influence 印象深刻的；影响大的：*a high-impact ad campaign* 印象深刻的广告活动 OPP LOW-IMPACT

**,high-'income** *adjective* [usually before noun]
**1** (*also* **,higher-'income**) having or earning a lot of money 高收入的：*high-income countries/households* 高收入国家／家庭 ◇ *higher-income earners/taxpayers* 高收入者；高收入纳税人
**2** earning a high level of interest 高收益的：*high-income bonds* 高收益债券 OPP LOW-INCOME

**,high-in'volvement ,product** *noun* [C]
(*Marketing*) a product that customers are willing to spend a lot of time and effort looking for and buying 高参与产品 → LOW-INVOLVEMENT PRODUCT

**,high-'level** *adjective* [only before noun]
**1** involving senior people 高层的：*high-level meetings* 高层会议 ◇ *a series of high-level management changes* 一系列高层管理层变动
**2** (*IT*) (about a computer language) similar to an existing language such as English, making it fairly simple to use （电脑语言）高级的（类似英语这样的现有语言且便于运用的）：*written in a high-level language like BASIC* 用BASIC之类的高阶语言编写的 OPP LOW-LEVEL

**highlight** /'haɪlaɪt/ *verb, noun*
• ***verb*** [+ obj]
**1** to make sth very obvious so that people give it more attention 强调；突出：*The figures highlighted the need for reforms to the market.* 这些数字突出了市场进行改革的需要。◇ *The dollar's problems were highlighted by its weakness*

*against the yen.* 美元的问题因对日元的疲软而备受关注。

**2** to emphasize parts of a text with colour, using a pen or a computer 用笔或电脑将文本用彩色做标记；使醒目：*Highlight the section that you want to delete.* 将你要删除的部分用彩色做好标记。

• *noun*

**1 highlights** [pl.] the most important information about sth; a document containing this information 某事最重要的资料；载有最重要资料的文件：*sales highlights* 销售集萃 ◇ *Here are some highlights of the survey.* 这些是调查的精华部分。

**2** [C] the best or most important part of an activity or event 精华；最精彩的部分：*the highlight of his career* 他事业中最精彩的部分

**highly** /'haɪli/ *adverb*

**1** at or to a high standard, level or amount 高标准地；高级地；大量地：*a highly paid job* 高薪工作 ◇ *highly trained workers* 受过高级培训的个人

**2** very 非常；十分：*a highly successful business woman* 非常成功的职业妇女 ◇ *a highly skilled workforce* 技术非常熟练的劳动力

**,high-'margin** *adjective* [usually before noun] (*Accounting*; *Marketing*) providing a high profit 利润丰厚的：*Greater sales of higher-margin products had helped the company to meet the target earlier than expected.* 利润丰厚产品的销售额增加促使该公司比预期提前实现目标。→ LOW-MARGIN

**,high net 'worth** *adjective* [only before noun] having a large amount of money; involving a large amount of money 有钱的；富有的：*high net worth customers/clients/investors* 富有的顾客 / 客户 / 投资者 → HNWI

**,high-'paid** *adjective* [usually before noun]

**1** earning a lot of money 收入高的：*high-paid accountants and lawyers* 收入很高的会计师和律师

**2 the high-paid** *noun* [pl.] people who are paid a lot of money 收入高的人 OPP LOW-PAID

**,high-per'formance** *adjective* [only before noun] that can go very fast or do complicated things 速度很快的；高性能的；高效率的：*high-performance organizations/companies* 高效率的机构 / 公司 ◇ *high-performance computers* 高性能电脑

**,high-per'forming** *adjective* [usually before noun] working to a very high standard 标准很高的：*a high-performing company/team* 工作标准很高的公司 / 团队

**,high-'powered** *adjective*

**1** (about people) having a lot of power and influence; full of energy（指人）权力大的；精力充沛的：*high-powered executives* 大权在握的经理

**2** (about a job) important; with a lot of responsibility（指工作）责任重大的：*She has an extremely high-powered job in London.* 她在伦敦的工作责任十分重大。

**3** (*also* **,high-'power**) (about machines) very powerful（指机器）功率大的：*a high-powered computer/laser* 大功率电脑 / 激光器

**,high-'pressure** *adjective* [only before noun]

**1** that involves aggressive ways of persuading sb to do sth or to buy sth 强力劝说的：*high-pressure selling techniques* 高压推销手段

**2** that involves a lot of worry and anxiety 非常紧张的；令人担忧的；压力很大的：*a high-pressure job* 压力很大的工作 SYN STRESSFUL OPP LOW-PRESSURE

**,high-'priced** (*also* **,high-'price**) *adjective* [usually before noun] expensive 昂贵的：*high-priced housing/hotel rooms* 昂贵的房屋 / 旅馆房间 ◇ *high-price advertising space* 昂贵的广告版面 OPP LOW-PRICED

**,high-'profile** *adjective* [usually before noun] receiving a great deal of attention in the media; well-known 经常出镜的；出名的：*high-profile events such as boxing matches* 诸如拳击比赛之类的出镜率很高的活动 ◇ *high-profile companies* 知名公司 OPP LOW-PROFILE

**,high-'quality** *adjective* of a high standard 高品质的：*high-quality products* 高品质产品 ◇ *high-quality, committed workers* 高素质、忠诚的工人

**,high-'ranking** *adjective* [usually before noun] senior; important 职位高的；显要的：*the highest-ranking executives* 最高级别的行政人员 ◇ *a high-ranking post* 高级别的职位

**,high-reso'lution** (*also* **hi-res, high-res** /,haɪ'rez/) *adjective* [usually before noun] showing a lot of clear, sharp detail 高清晰度的；高解像度的：*high-resolution cameras* 高清晰照相机 ◇ *high-resolution photographs* 高解像度相片 OPP LOW-RESOLUTION

**'high-rise** *adjective* [only before noun] a **high-rise** building is very tall, with many levels 高层的（建筑）：*a high-rise apartment building* 高层公寓楼 ◇ *the company's new high-rise headquarters* 公司新建的高层总部 ▸ **'high-rise** *noun* [C]：*the city's most expensive high-rise* 该城市最昂贵的高层建筑

**'high road** *noun* [sing.] (*HR*) a method of gaining an advantage in business which involves developing workers' skills, paying them high wages, giving them good conditions, etc. and producing goods of high value 高阶路线（通过发展员工技能、支付高额工资、提供优越的条件等并生产高价值产品从而取得优势）：*encouraging corporations to take the high road* 鼓励公司走高阶路线 ◇ *a high-road company* 走高阶路线的公司 → LOW ROAD

**,high 'roller** *noun* [C] (*AmE*)(*informal*)

**1** a person who gambles very large amounts of money, either on the stock exchange or in clubs where you play games for money (**casinos**) 豪赌者；挥霍者：*City high rollers* 伦敦城里的豪赌者 ◇ *the high rollers that flock to Las Vegas* 聚集在拉斯维加斯的豪赌者

**2** an important person who earns or spends a great deal of money 豪客；（大户）玩家；挥金如土的人：*a meeting of high-tech high rollers* 高科技大亨的聚会

▸ **,high-'rolling** *adjective*

**the ,high 'seas** *noun* [pl.] (*formal*) areas of the oceans that are not under the legal control of a particular country 公海

**,high 'season** *noun* [U; sing.] (*especially BrE*) the time of year when a hotel or tourist area receives most visitors（酒店或旅游景点的）旺季：

*Hotels usually raise their prices in (the) high season.* 酒店通常会在旺季提高价格。◇ *(figurative) It's high season for bankers in the region as they compete for clients who are eager to move their funds.* 这是该地区银行家的繁忙季节，因为这期间他们正争取那些急于转移资金的客户。 OPP LOW SEASON

**,high-'speed** *adjective* [only before noun] fast 快的；高速的：*high-speed Internet access* 高速互联网接入 ◇ *a high-speed connection to the Internet* 与互联网的高速连接 ◇ *a high-speed rail link* 高速铁路线

**'high street** *noun* [C, usually sing.] *(BrE)* the main road in a town, where the shops/stores, banks, etc. are 大街；主要街道；商业大街：*They have a store in the High Street.* 他们在商业大街上拥有一家商店。◇ *Sales were stronger in out-of-town centres than on the high street* (= the businesses in the centre of a town). 城外商业中心的销售要比市内商业大街的更为强劲。◇ *high-street stores/retailers* 位于商业大街上的商店 / 零售店 ◇ *High-street sales have been poor.* 商业大街上的销售业绩一直不佳。

★**,high-'tech** *(also spelled* **hi ~***) adjective, noun*
• ***adjective***
**1** using the most modern methods, machines or devices, especially electronic ones 高科技的；高技术的：*high-tech equipment/systems* 高科技设备 / 系统 ◇ *Today's clothing industry is very high-tech and computerized.* 当今的服装业科技化和电脑化程度非常高。
**2** (about objects, designs, etc.) very modern in appearance; using modern materials（图案、物体等）样式新颖的；采用现代材料的：*a high-tech table made of glass and steel* 用玻璃和钢制成的样式新颖的桌子
**3** [usually before noun] producing things that include very modern technologies 生产高科技产品的：*the high-tech boom of the late 1990s* * 20世纪90年代后期的高科技繁荣
→ LOW-TECH
• ***noun*** [U] *(informal)* = HIGH TECHNOLOGY

**,high tech'nology** *(formal) (also* **,high-'tech***) noun* [U] areas of business which provide or use very advanced computers and methods; the computers and methods involved 高科技领域；高科技领域使用的电脑和方法：*the number of people working in high technology* 在高科技领域的工作人数 ◇ *high-technology stocks/exports* 高科技股 / 出口

**,high 'touch** *adjective* [usually before noun] involving a lot of human contact or activity, rather than relying on machines 涉及很多人际交往的：*a process that maintains a high-touch, personal feel* 维持很多人际接触和个人感受的过程 ▶ **,high 'touch** *noun* [U]：*The focus is on high touch rather than high tech.* 重点是人际交往而不是高科技。

**,high-'up** = HIGHER-UP

**,high 'volume** *noun* [C,U] a large quantity of sth 大量：*We need to make a high volume of calls around the world every day.* 我们每天必须打大量的电话到世界各地。◇ *We are ready to start high-volume production.* 我们准备开始大量生产。 OPP LOW VOLUME

**,high-'yield** *(also* **,high-'yielding***) adjective* [only before noun] *(Finance)* used to describe investments that produce a high income but may have some risk 高收益的：*high-yield bonds/funds/debt* 高收益债券 / 基金 / 债务 ◇ *high-yielding currencies/stocks* 高收益货币 / 股票 ◇ *the European high-yield* ***market*** 欧洲的高收益市场 → JUNK BOND, LOW-YIELD
▶ **,high-'yielder** *noun* [C]

**hijack** /'haɪdʒæk/ *verb* [+ obj]
**1** to take over a meeting, an idea or a system in a way that other people do not like, in order to achieve what you want 操纵：*Its annual meeting was hijacked by critics.* 年会被反对者操纵了。
**2** to take control of sth, especially sb's computer, without their agreement 控制（尤指未经同意控制某人的电脑）：*A hacker had hijacked their email system.* 一名黑客控制了他们的电邮系统。

**hike** /haɪk/ *noun, verb (informal)*
• ***noun*** [C] *(especially AmE)* a large or sudden increase in prices, costs, etc. 大增；猛增：*a 16% hike in profits* 利润猛增了16% ◇ *Another hike in interest rates has been announced.* 已经宣布再次大幅度提高利率。◇ *a tax/rate/price hike* 税收 / 利率 / 价格大幅上升
• ***verb*** [+ obj or no obj] **hike sth (up)** to increase prices, taxes, etc. suddenly or by a large amount（把价格、税收等）突然或大幅度提高：*He is not planning to hike interest rates.* 他没有打算大幅度提高利率。◇ *They will not hike up prices.* 他们不会大幅度提价。

**hinterland** /'hɪntəlænd; *AmE* -tərl-/ *noun* [C, usually sing.]
**1** the areas of a country that are away from the coast, from the banks of a large river or from the main cities 腹地；内地
**2** the area around a major town or port 靠近主要城市或港口的地区：*Who is buying property in London's green hinterland?* 谁在购买伦敦附近绿色腹地的房地产？

★**hire** /'haɪə(r)/ *verb, noun*
• ***verb***
**1** *(HR)* [+ obj or no obj] *(especially AmE)* to give sb a job 雇用；聘用：*She was hired three years ago.* 她是三年前聘用的。◇ *He does the* ***hiring and firing*** *in our company.* 他在公司负责招聘和解雇事宜。◇ *We're not hiring right now.* 目前我们不招聘员工。
**2** [+ obj] to employ sb for a short time to do a particular job 临时雇用：*to hire a lawyer* 短期雇用律师 ◇ *They hired a firm of consultants to design the new system.* 他们临时雇用了一家顾问公司来设计这套新系统。
**3** [+ obj] *(especially BrE)* to pay money to borrow sth for a short time 租用：*to hire a car/room/DVD* 租用汽车 / 房间 / 数字视频光碟 → RENT
PHR V **,hire sth 'out** *(Commerce)* to let sb use sth for a short time, in return for payment 出租：*The rooms are hired out for corporate meetings.* 这些房间已经对外出租给公司召开会议。**,hire yourself 'out (to sb)** to arrange to work for sb 为（某人）工作；受雇于（某人）：*He hired himself out to whoever needed his services.* 他为任何需要他服务的人工作。 See note at EMPLOY

• *noun*

**1** (*Commerce*) [U] (*especially BrE*) the act of paying to use sth for a short time 租赁；租借：*Mobile phones are available **for** hire.* 有移动电话可供租用。◇*The price includes the hire of the hall.* 价钱包括大厅租金。◇*a hire car* 租用的汽车 ◇*a car hire firm* 租车公司 SYN RENTAL → RENT *noun*

**2** (*HR*) [C] (*especially AmE*) a person that a company has recently given a job to 新雇用的人：*New hires get raises after a set period of time.* 新雇用的人在规定时间以后可获晋升。SYN RECRUIT

**hired 'gun** *noun* [C] (*AmE*)(*informal*)

**1** an expert who is brought into a company to solve difficult legal or financial problems, for example during a TAKEOVER 枪手（受雇处理法律或财务难题的专家）

**2** a person who works for different companies as they are needed 根据需要为不同公司工作的人；临时聘用人员：*There will be core workers and hired guns.* 既有核心工人，也有临时聘用人员。

**hire 'purchase** *noun* [U] (*abbr* **h.p.**) (*BrE*) (*also* **in'stalment plan** [C] *AmE, BrE*)
(*Commerce*) a way of paying for goods gradually over a long period. You have the goods immediately, but legally you do not own them until you have finished paying 分期付款购买：*They bought it **on** hire purchase.* 他们采用分期付款方式购买了它。◇*a hire purchase **agreement/contract*** 分期付款购买协议 / 合同

**hirer** /'haɪərə(r)/ *noun* [C]

**1** (*especially AmE*) a person who employs other people 雇主：*Her company has a reputation as a skilled hirer.* 她的公司作为熟练雇主名声在外。

**2** (*BrE*) a person who hires sth such as a tool or vehicle 租借者

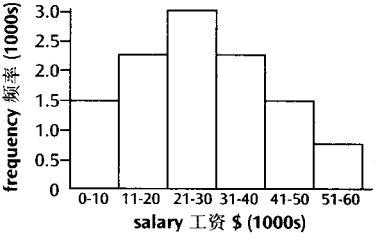
**3** (*Commerce*) (*BrE*) a person who buys sth by HIRE PURCHASE 分期付款购买者

**hi-'res** = HIGH-RESOLUTION

**'hiring hall** *noun* [C] (*AmE*)
(*HR*) an EMPLOYMENT AGENCY, managed by a union, which provides skilled workers as employers need them 职业介绍所

**histogram** /'hɪstəgræm/ *noun* [C]
a diagram which uses bands of different heights to show the rate at which sth happens and different widths to show a range, so that they can be compared 直方图；矩形图 → BAR CHART

**histogram** 条形图




**his,torical 'cost** = HISTORIC COST

**his,torical 'cost ac,counting** = HISTORIC COST ACCOUNTING

**his,torical 'high** = HISTORIC HIGH

**his,torical 'low** = HISTORIC LOW

**his,toric 'cost** (*also* **his,torical 'cost**) *noun* [U,C]
(*Accounting*) the original price or value of an item 历史成本：*Companies report on derivatives at market values rather than historic cost.* 公司按照市场价值而不是历史成本报告其衍生产品。

**his,toric 'cost ac,counting** (*also* **his,torical 'cost ac,counting**) *noun* [U]
(*Accounting*) a method of accounting that uses the original price or value of items 历史成本核算法；历史成本会计

**his,toric 'high** (*also* **his,torical 'high,** *less frequent*) *noun* [C]
a time when a value or an amount is higher than at any other time; this value or amount 历史最高时期；历史最高值：*Job creation was **at** a historic high.* 工作职位的创造达到了历来最高峰。◇*The dollar hit a historic high of 760 pesos.* 美元创下了历史最高值，达到760比索。

**his,toric 'low** (*also* **his,torical 'low,** *less frequent*) *noun* [C]
a time when a value or an amount is lower than at any other time; this value or amount 历史最低时期；历史最低值：*Interest rates are **at** historic lows.* 利率处于历史最低点。◇*The yield on the bond fell to a historic low of 0.7%.* 债券收益下跌到0.7%，创下历史最低点。

**history** /'hɪstri/ *noun* [C] (*plural* **histories**)
SEE ALSO: **credit history, sales history**
a record of the things that a person has done or that have happened to them（个人的）履历；经历：*We always check candidates' education, employment history and references.* 我们常常要核查应征者的教育、就业经历和证明材料。

★**hit** /hɪt/ *verb, noun*

• ***verb*** (**hitting, hit, hit**)

**1** [+ obj *or* no obj] to have a bad effect on sb/sth 打击；危害；产生不良影响：*The industry has been hit by a series of strikes.* 该产业遭受一系列罢工的打击。◇*We were hit **with** a 10% tax penalty.* 我们因10%的税收罚金而遭受打击。◇*A global recession hit and markets plunged.* 全球性的衰退袭来，市场暴跌。

**2** [+ obj] to reach a particular price or level, especially one that is very high or low 达到（特定的、尤指很高或很低的价格或水准）：*Unemployment has hit a 10-year high.* 失业人数达到10年来的最高点。◇*He believes crude oil could hit $40 a barrel.* 他认为原油价格将达到每桶40美元的水平。◇*There are signs that the economy has **hit bottom** and will start to improve.* 有迹象显示经济已经降到谷底并将开始好转。

**3** (*informal*) [+ obj] to experience sth difficult; to stop making progress with sth 碰上棘手的问题；停滞不前：*We hit a problem installing the system.* 我们在安装系统时遇到了问题。◇*The economy hit a **rough patch*** (= a difficult period) *this year.* 今年经济经历了困难的时期。

**4** (*informal*) [+ obj] if a product **hits** the shelves, stores, etc. it becomes available and starts being

sold（产品）上市：*The camera should hit the shelves in early May.* 这种照相机将在五月初上市。◇ *The shares hit the market at $4.* 该股票以每股4美元上市。

IDM **be hit 'hard (by sth); be hard 'hit (by sth)** to be affected very badly by sth 遭受严重影响：*The area has been hard hit by a decline in manufacturing.* 该地区遭受制造业衰退的沉重打击。◇ *the hard-hit steel industry* 遭受重创的钢铁行业 **hit (it) 'big** (*informal*) to be very successful 非常成功：*We all know some company owners who have hit it big and made lots of money.* 我们都知道有些公司业主十分成功并且赚了大笔钱财。**hit the 'buffers** (*especially BrE*) (*informal*) if sth **hits the buffers** it suddenly stops happening or being successful 突然受挫：*Consumer spending has hit the buffers.* 消费开支突然转弱。**,hit the ground 'running** (*informal*) to start doing sth and continue very quickly and successfully 一举成功：*We need people who are trained properly and can hit the ground running.* 我们需要受过正规训练并且能够一举成功的人。**hit a 'wall** if a company, a person, a price, etc. **hits a wall**, they reach a point where they are unable to make any further progress 遇到棘手的问题；碰钉子：*After years of booming sales and profits, the company has hit a wall.* 经过多年的销售和利润增长以后，该公司停滞不前了。**hit the 'wall** if a company **hits the wall**, it starts to fail or fails completely 遭受失败：*If your company hit the wall and fired all of its employees tomorrow, how long would it take you to find a new job?* 如果你的公司遭受失败并且明天就解雇所有员工，你需要花多长时间才能找到一份新工作？→ idiom at BRICK

PHR V **,hit sb 'up (for sth)**; **'hit sb for sth** (*AmE*) (*informal*) to ask sb for money 向某人借钱：*When launching their new companies they hit up friends and family.* 在成立新公司的时候，他们向朋友和家人借了钱。

• ***noun*** [C]

**1** (*IT*) a result of a search on a computer, especially on the Internet; a person who visits an Internet page（用电脑）查询结果；某网页的点击者：*You can limit the number of search hits.* 你可以限制查询结果的数目。◇ *The site had 20 000 hits on just one day.* 这个网站每日点击数为2万次。

**2** a person or thing that is very popular 受欢迎的人或事：*The drink is proving a big hit with young consumers.* 这种饮料很受年轻顾客的欢迎。

**3** something that has a bad effect on sb/sth 会造成不良影响的事：*The legislation will limit the hit to taxpayers.* 该法例将减轻对纳税人的不利影响。

IDM **take a 'hit 1** to be damaged or badly affected by sth 受到伤害；遭受不良影响：*The airline industry took a hit last year.* 去年航空业遭受重创。◇ *The economy has taken a big hit from high energy costs.* 经济因高昂的能源成本而遭受巨大冲击。**2** if a company's profits **take a hit**, they are reduced by the amount mentioned, especially because the company has had to pay an unusual cost（尤指因支付非正常成本而造成的）利润下降：*The company has taken a €170 million hit to its earnings.* 公司的收益下降了1.7亿欧元。

**hitch** /hɪtʃ/ *noun, verb*

• ***noun*** [C]

a problem or difficulty that causes a short delay 暂时的问题（困难）：*The introduction of the new currency went ahead without a hitch.* 采用新货币毫无障碍。◇ *a last-minute/legal/technical hitch* 最后 / 法律 / 技术障碍

• ***verb***

IDM **hitch your 'wagon/'fortunes/'future to sb/sth** (*especially AmE*) to rely on a particular person or thing for your success 依靠某人 / 某事：*The firm had hitched its fortunes to the US technology boom.* 该公司将其发展系在美国的兴盛的科技业上。◇ *They chose the wrong leader to hitch their wagon to.* 他们选择了错误的领导者来依靠。

PHR V **,hitch 'up (with sb/sth)** (*informal*) (about two businesses) to join together（两家企业）合并：*It is fifteen years since the two companies hitched up.* 自从这两家公司合并已经十五年了。

**,hi-'tech** = HIGH-TECH

**'hit list** *noun* [C] (*informal*)

a list of people, organizations, etc. against whom some action is being planned or is needed（需要或计划采取行动的个人、组织的）清单；打击对象名单：*They publish an annual hit list of poorly performing shares.* 他们公布了一份年度业绩不佳的股票清单。

**hive** /haɪv/ *verb*

PHR V **,hive sth 'off (into/to sth)** (*especially BrE*) (*often* **be hived off**) to separate one part of a group from the rest; to sell part of a business 分拆（出售公司的一部分）：*The retail business is being hived off into a separate company.* 零售业务部门分拆成一个独立的公司。◇ *We decided to hive off the research departments and run them as a separate company.* 我们决定将研究部门分拆出来作为一家独立的公司经营。

**HNWI** /,eɪtʃ en ,dʌbljuː 'aɪ/ *abbr* (*informal*) **high net worth individual** a very rich person 富豪

**HO** /,eɪtʃ 'əʊ; *AmE* 'oʊ/ = HEAD OFFICE

**Ho.** = HOUSE(2)

**hoard** /hɔːd; *AmE* hɔːrd/ *noun, verb*

• ***noun*** [C]

a collection of money, supplies, food, etc. that is kept safe to be used in the future 储存；积蓄：*They have a huge hoard of investments.* 他们拥有大量的投资储备。

• ***verb*** [+ obj *or* no obj]

to collect and keep large amounts of money, supplies, food, etc., especially secretly 储藏：*The group has traditionally hoarded any spare cash rather than returning it to shareholders.* 该集团传统上一直把多余的现金存起来而不是返还给股东。

▸ **'hoarder** *noun* [C]：*cash hoarders* 囤积现金者

**hoarding** /'hɔːdɪŋ; *AmE* 'hɔːrd-/ *noun* [C] (*BrE*) (*Marketing*) a large board on the outside of a building or at the side of the road, used for putting advertisements on 大幅看板：*a 20 x 10 foot advertising hoarding* 一幅20 x 10英尺的看板

SYN BILLBOARD

**★hold** /həʊld; *AmE* hoʊld/ *verb, noun*

• ***verb*** (**held, held** /held/)

**1** [+ obj] to have or own sth 拥有：*The government holds a 55% stake in the firm.* 政府在该企业中拥有55%的股份。◇ *a **privately/publicly held** company* 私有 / 公有公司 ◇ *Most of our funds are held in cash.* 我们的大多数资金都是以现金形式持有的。

**2** [+ obj] to organize and have a meeting, a discussion, an event, etc. 组织（会议、讨论、活动等）：*The board will hold a meeting on Tuesday to discuss the proposals.* 董事会将于星期二举行会议讨论这些建议。
**3** [+ obj] to have a particular job or position, especially an important or official one 担任（尤指重要或官方的工作或职位）：*Few women hold top executive jobs.* 妇女很少担任高级管理人员岗位。
**4** [+ obj] to have enough space for sth/sb; to contain sth/sb 容纳：*This barrel holds 25 litres.* 这只桶能容纳25升。
**5** [+ obj] to keep a price, cost, etc. at a particular level 维持（价格、成本等）：*The central bank has decided to hold interest rates at 4.0 per cent.* 中央银行决定将利率维持在4%。
**6** [+ obj *or* no obj] to remain the same 维持：*How long can these prices hold?* 这些价格可以维持多久？◇ *These stocks tend to* **hold their value.** 这些股票倾向于维持价值不变。
**7** [+ obj] to keep sth so that it can be used later 保存；存储：*records held on computer* 保存在电脑上的记录 ◇ *We can hold your reservation for three days.* 我们可以将你的预定保留三天。◇ *stocks of finished goods held by manufacturers* 制造商储存的制成品存货
**8** [+ obj *or* no obj] to wait until you can speak to the person you have telephoned 不要挂断（电话）：*That extension is busy right now. Can you hold?* 那部分机现在占线，请你等一下好吗？
**9** (*Law*) [+ obj *or* no obj] to make a judgement about sb/sth in a court 判决：*The judge held* (***that***) *she had been negligent.* 法官判决她玩忽职守。
→ FIND(2)

IDM **be in a 'holding pattern** to be in a situation where there is not much change or activity 处于维持状态；没有多少变化或行动：*The market will be in a holding pattern until after the holiday.* 一直到假日之后，市场都将处于维持状态。 **hold sb's 'hand** to give sb a lot of support and help (often used in a disapproving way) 帮助某人（常带有贬义）：*A qualified employee shouldn't need anyone to hold their hand.* 一位称职的员工不应该经常需要别人帮忙。→ HAND-HOLDING ,**hold the 'floor** to speak during a formal discussion, especially for a long time so that nobody else is able to say anything 以冗长的发言控制会场；讲冗长而令人厌烦的话 ,**hold the 'purse strings** to be in control of how money is spent 掌管钱财；掌握财权 → idiom at CHECK *noun*, GROUND *noun*

PHR V ,**hold sb/sth 'back** to limit or slow down the progress of sb/sth 限制某人；减缓某事的进程：*High interest rates are holding back growth.* 高利率限制了增长。 ,**hold sth 'down 1** to keep sth at a low level 压低：*The rate of inflation must be held down.* 通货膨胀率必须压低。◇ *holding down costs* 降低成本 **2** to keep a job for some time 保住（工作）：*He finds it difficult to hold down a job.* 他发现保住工作十分困难。 ,**hold 'on** (*informal*) used on the telephone to ask sb to wait until they can talk to the person they want（电话用语）不要挂断；请等一下：*Can you hold on? I'll see if he's here.* 不要挂断，我看看他是否在。 ,**hold 'on to sth/sb**; ,**hold 'onto sth/sb** to keep sth/sb that is valuable or that provides an advantage; to not give or sell sth to sb else 保住优势；不送出（卖出）某物：*You should hold on to your oil shares.* 你应该继续持有这些石油股票。◇ *the difficulty of holding on to skilled employees* 留住熟练员工的困难 ,**hold 'out for sth** to cause a delay in reaching an agreement because you hope you will gain sth（为获取利益）拖延达成协定：*The union is holding out for a higher pay offer.* 工会在拖延达成协定，从而希望得到提薪的承诺。→ HOLDOUT ,**hold sth 'over** (*usually* **be held over**) to not deal with sth immediately; to leave sth to be dealt with later 推迟；搁置：*This matter will be held over until the next meeting.* 这一事项将推迟到下次会议讨论。 ,**hold 'up** to remain strong; to work well 支撑；继续下去：*Sales for the third quarter held up better than expected.* 第三季度的销售额继续好过预期。 ,**hold sb/sth 'up** to delay or block the movement or progress of sb/sth 延迟；阻碍：*Differences of opinion over price could hold up a deal.* 对价格的分歧可能会阻碍交易的达成。→ HOLD-UP

• ***noun***
**1** [sing.] influence, power or control over sb/sth 影响；权力；控制：*The merger will allow them to increase their hold on the domestic market.* 这一兼并将加大他们对国内市场的影响力。◇ *The management still have a strong hold over the company.* 管理层对公司依然大权在握。
➊ ***to gain/increase/loosen/lose/maintain/tighten a hold*** 取得 / 增强 / 放松 / 失去 / 维持 / 加紧控制
**2** (*Stock Exchange*) [U; sing.] = HOLD RATING: *Deutsche Bank downgraded the stock from 'hold' to 'sell'.* 德意志银行将该股票从“持有”降级为“出售”。
**3** (*Transport*) [C] the part of a ship or plane where the goods being carried are stored 货舱；底层舱；船舱：*The goods were loaded into the ship's hold.* 货物被装入轮船的货舱中。

IDM **on 'hold 1** delayed until a later time or date 推迟；中断：*The project has been put on hold due to lack of funding.* 该项目因缺乏资金被迫中断。**2** (especially about interest rates) remaining the same（尤指利率）维持不变：*The committee voted to* ***keep/leave*** *interest rates on hold.* 委员会投票决定维持利率不变。 **3** if a person on the telephone is put **on hold**, they have to wait until the person that they want to talk to is free 等某人来接电话：*Do you mind if I put you on hold?* 请等我一会儿再和你通话好吗？ **take 'hold** to start to have an effect; to become strong 开始影响；变得十分强大：*A new idea about management took hold in boardrooms and business schools.* 一种对管理的新观念在董事会和商学院的影响越来越大。

**★holder** /'həʊldə(r); *AmE* 'hoʊ-/ *noun* [C]
SEE ALSO: **title-holder**
a person who has or owns the thing mentioned 持有者：*a licence/patent holder* 许可 / 专利持有者 ◇ *a holder of bonds/debt/equity/shares* 债券 / 债务 / 股权 / 股票持有者 ◇ *an account holder* 账户持有者 ◇ *This form must be signed by the credit-card holder.* 这张表格必须由信用卡持有人签名。◇ *previous holders of the post* 该职务的前任 ◇ *job holders* 工作持有者

,**holder of 'record** = SHAREHOLDER OF RECORD

**★holding** /'həʊldɪŋ; *AmE* 'hoʊ-/ *noun*

SEE ALSO: **cross-holding, hand-holding**

(*Finance*)

**1** [C, usually pl.] an amount of sth that a company, fund, etc. owns as an asset 公司拥有的资产等: *The group has large holdings **in/of** government bonds.* 该集团持有大量政府债券。 ◇ *Central banks have increased their euro holdings.* 各中央银行已经增加了欧元持有量。 ◇ *a cash holding of 1.76 billion pounds* * 17.6亿英镑的现金持有量 → SHAREHOLDING (2)

● ***bond/equity/property/real estate** holdings* 债券 / 股权 / 房地产 / 不动产持有量

**2** [C] a share of the ownership of a company; the number or value of the shares owned 公司股份; 股票数量或价值: *They have a 27% holding **in** the company.* 他们拥有公司27%的股份。 ◇ *The chairman increased his holding to 670 000 shares.* 董事长增持股份到了67万股。 ◇ *The fund's holdings include Samsung Electronics Co. and SK Telecom Corp* (= shares in these companies). 该基金持有的股份包括三星电子公司和 SK 电信公司股份。 SYN SHAREHOLDING (1)

● ***to build (up)/have/increase/raise/reduce/sell** a holding* 增大 / 拥有 / 增加 / 提高 / 降低 / 出售持有的股份 • ***a majority/minority** holding* 多数 / 少数股权

**3 Holdings** [pl.] used especially in the names of companies to show that the company is a HOLDING COMPANY (用于公司名称) 股份公司: *HSBC Holdings PLC* 汇丰控股有限公司

**WHICH WORD? 词语辨析**

**holding company/parent company**

Both words are used about companies that own other companies (called **subsidiaries**). 这两个词都指拥有其他公司 (即"子公司") 的公司。

**Parent company** is more common when referring to a company that is the main owner of a subsidiary and operates in the same type of business. 母公司 (parent company) 通常用来指子公司的主要所有者并经营同类业务: *Citigroup, the parent company of Citibank.* 花旗银行的母公司, 花旗集团

**Holding company** often describes a company that owns shares in different types of businesses and may or may not carry out its own business activities. 控股公司 (holding company) 通常指在不同类型企业拥有股份的公司, 自己的业务活动可有可无: *The holding company owns 25% of each of the regional banks.* 这家控股公司拥有每家地区银行25%的股份。 ◇ *Zest Ventures is a holding company for the family's publishing and property interests.* 泽斯特企业是这个家族的出版业和房地产业务的控股公司。

**'holding ,company** *noun* [C]

(*Finance*) a company that is formed to buy shares in other companies which it then controls 股份公司; 控股公司: *Electro Investments is the holding company **of/for** the group.* 电子投资公司是该集团的控股公司。 ◇ *The group consists of a holding company and three subsidiaries.* 集团包括一家控股公司和三家分支机构。 → HOLDING (3), PARENT COMPANY

**'holding cost** = CARRYING CHARGE (1)

**'holding ope,ration** *noun* [C]

a series of actions that are taken so that a particular situation stays the same or does not get any worse 拦截行动; 阻止形势恶化的行动: *They are engaged in a holding operation, designed to keep the company afloat* (= with enough money to survive). 他们正在进行一项旨在维持公司生存的拦截行动。

**holdout** /'həʊldaʊt; *AmE* 'hoʊld-/ *noun* [C]

(*especially AmE*)

a person who resists or delays accepting sth; an act of resisting sth 坚持不合作者; 坚持不合作: *The last holdouts were the engineers, who refused to accept pay cuts.* 最后一批坚持不合作的人是工程师, 他们拒绝接受降薪。 → HOLD OUT FOR STH *at* HOLD *verb*

**'hold ,rating** *noun* [C] (*also* **hold** [U; sing.])

(*Stock Exchange*) a statement by a bank, a dealer, etc. that investors should keep a particular company's shares rather than buy or sell them 持有评级 (不主张购买或出售股票): *Most analysts have a hold rating on the shares.* 大多数分析家主张持有该股票。

● ***to have/put** a hold rating on sth* 主张持有某物

**'hold-up** *noun* [C]

a situation in which sth is prevented from happening for a short time 停顿; 暂停: *The fault caused a hold-up in production.* 该错误导致了生产的停顿。 ◇ *technical hold-ups* 技术停滞 → HOLD SB/STH UP *at* HOLD *verb*

**,hole in the 'wall** *noun* [sing.] (*BrE*)(*informal*)

a CASH MACHINE (= a machine from which you can get money using a bank card) 提款机: *hole-in-the-wall machines* 提款机

**holiday** /'hɒlədeɪ; *AmE* 'hɑ:l-; *BrE also* -di/ *noun*

SEE ALSO: **bank holiday, legal ~, package ~, public ~, tax ~**

**1** [U] *also* **holidays** [pl.] (both *BrE*) (*AmE* **va'cation**) a period of time when you are not at work. Employees are allowed a particular number of days of paid **holiday** 假日; (带薪) 假期: *I'm afraid Mr. Walsh is away **on holiday** this week.* 恐怕瓦尔什先生本周外出度假了。 ◇ *The package includes 20 days' paid holiday a year.* 该薪酬计划包括每年20天带薪假期。 ◇ *holiday pay* 假期工资 ◇ *My holiday entitlement is 25 working days.* 我能够享有的假期为25个工作日。

**2** [C] (*BrE*) (*AmE* **va'cation**) a period of time spent travelling or resting away from home 度假; 假日: *An increasing number of people are booking holidays on the Internet.* 越来越多的人在互联网上预订假日行程。 ◇ *a bad year for holiday companies* 度假公司的欠佳年头

**3** [C] a day when most people do not go to work or school, especially because of a religious or national celebration 法定假日; 宗教或国庆假日: *Financial markets were closed for the New Year's holiday.* 金融市场在新年假期期间休市。 ◇ *The store has had its busiest holiday shopping season for some years.* 该商店已有好几年在假日购物季节里极其繁忙。

**4 holidays** [pl.] (*AmE*) the time in December and early January that includes Christmas, Hanukkah and New Year 年底假期（每年十二月和一月初，包括圣诞节、光明节和新年在内的一段时期）: *the last trading day before the year-end holidays* 年底假期之前的最后一个交易日
**5** [C] (*BrE*) a period of time when you do not need to make a particular payment 无需付款的时期: *As there was a surplus in the pension fund, the employer took a contribution holiday.* 由于退休基金有盈余，雇主一段时期内无需供款。
⊕ *a **contribution/payment/pension** holiday* 免供款 / 免付款 / 免供退休金的时期

**'holiday rep** = REPRESENTATIVE *noun*(3)

**holidays** = HOLIDAY(1,4)

**home** /həʊm; *AmE* hoʊm/ *adjective, adverb*
• ***adjective*** [only before noun]

SEE ALSO: **at-home, in-~, stay-at-~**

**1** connected with the place where sb lives 家的；家庭的: *a person's home address/town* 某个人的家庭住址 / 家乡 ◇ *They offer free **home delivery** on all their products.* 他们对所有产品提供免费送货上门服务。
**2** connected with the place where a business or an organization is established 总部的；本部的: *We established excellent distribution networks in our home state of North Carolina.* 我们在设立本部的北卡罗来纳州建立了优秀的分销网路。
**3** used or made at home 家用的；家庭制作的: *a home computer* 家用电脑
**4** (*especially BrE*) connected with your own country or region rather than foreign countries or regions 国内的: *products for the home market* 来自国内市场的产品 SYN DOMESTIC
• ***adverb***
IDM **bring home the 'bacon** (*informal*) to earn money for your company, your family, etc.; to be successful at sth 谋生；成功: *The quality of your product is what is going to bring home the bacon.* 产品的品质是成功的关键所在。 **take/bring home sth** to earn the amount mentioned 赚取: *The directors took home an additional $5 million in bonuses.* 董事额外赚取了500万美元奖金。
→ TAKE-HOME PAY

**ˌhome 'banking** *noun* [U]
a system for controlling a bank account from your home, for example, giving instructions to the bank by telephone 家庭银行服务

**ˌhome 'country** *noun* [C]
the country where an organization that operates in many countries is based（跨国公司的）母国，本国: *The manufacturer earns more than 50% of its revenue outside its home country.* 该制造商50%以上的收益来自本国以外。 → HOST COUNTRY

**ˌhome enter'tainment** *noun* [U]
all the electronic equipment, movies/films, music recordings, etc. that people use in their homes for entertainment; the business of selling these things 家庭娱乐设备；出售家庭娱乐产品的企业: *a supplier of home entertainment equipment* 家庭娱乐设备供应商 ◇ *the home entertainment sector* 家庭娱乐部门

**'home ˌequity** = EQUITY(3)

**ˌhome 'equity loan** (*also spelled* **home-equity ~**) *noun* [C]
a loan that you can get by using the value of your home after all debts have been paid as COLLATERAL (= sth that you will lose if you do not pay back the loan) 房屋抵押贷款

**ˌhome im'provement** *noun* [U](*also* **home improvements** *plural*)
making changes to your home, for example by adding a new room, better windows, etc.; the business of providing equipment, tools, supplies, etc. for this 家居装饰；家居装饰企业: *a home improvement chain/retailer/store* 家居装饰连锁店 / 零售店 / 商店 ◇ *a home improvement loan* 家居装饰贷款

**ˌhome 'loan** *noun* [C]
a loan that you get from a bank or similar financial organization to buy a house, flat/apartment, etc. 房屋贷款: *A record number of home loans were approved in December.* 十二月份批准的房屋贷款数量创下了纪录。 → MORTGAGE
See note at LOAN

**ˌhome 'office** *noun* [C]
a part of your home that you use regularly for business 家庭办公室: *She works out of her home office in Chicago.* 她不在自己芝加哥的家庭办公室工作。

**homeowner** /'həʊməʊnə(r); *AmE* 'hoʊmoʊ-/ *noun* [C]
a person who owns their house or flat/apartment 自己拥有住房者；私房屋主: *Many homeowners are selling their properties and renting.* 许多房主在出售房产后租用房屋。

★**'home page** *noun* [C]
(*IT*)
**1** the main page created by a company, an organization, etc. on the Internet from which connections to other pages can be made（互联网）主页
**2** a page on the Internet that you choose to appear first on your screen whenever you make a connection to the Internet（连接互联网后屏幕上首先出现的）首页

**'home ˌproduct** *noun* [C, usually pl.]
goods that are used in the home, such as items for the kitchen and bathroom, sheets, furniture, etc. 家居产品: *The new store combines upmarket food retail with home products.* 新商店既有高档零售食品又有家居产品。

**ˌhome re'pair** *noun* [U]
the activity of repairing or decorating things in the home yourself, instead of paying sb to do it（自己动手进行的）家居维修: *Because of the national passion for home repair, DIY sales have risen almost 7%.* 由于全民热爱家居维修，自己动手做的产品的销售量已上升了将近7%。 SYN DIY

**ˌhome 'shopping** *noun* [U]
a way of choosing goods at home and buying them by ordering by telephone, email, or on the Internet and having them delivered to your home 家庭购物（在家里通过电话、电子邮件或互联网选购商品，并有送货服务）: *The supermarket operates a successful home-shopping service.* 这家超市提供成功的家庭购物服务。

**homeshoring** /'həʊmshɔːrɪŋ; *AmE* 'hoʊm-/ *noun* [U]
(*HR, informal*) the act of moving part of your company's operations to smaller towns in your own country or to people working from their homes 家包（将公司的部分业务转移到本国的小城镇或让员工在家工作）→ OFFSHORE *verb*

**homeworker** /'həʊmwɜːkə(r); *AmE* 'hoʊmwɜːrk-/ *noun* [C]
(*HR*) a person who works for a company at home rather than in an office 在家工作的人
▸ **'homeworking** *noun* [U]

**Hon** (*also spelled* **Hon.**, *especially in AmE*) *abbr* (*BrE*) a short way of writing **Honorary** in official titles of jobs（用于官方职位头衔）名誉的，义务的: *Hon Treasurer: K Scott* 名誉司库：K. 斯科特

**honcho** /'hɒntʃəʊ; *AmE* 'hɑːntʃoʊ/ *noun* [C] (*plural* **honchos**) (*especially AmE*) (*informal*)
the person who is in charge 老板；头儿；主管；上司: *the company's* ***head honcho*** 这家公司的老板 → BOSS

**hone** /həʊn; *AmE* hoʊn/ *verb* [+ obj]
to develop and improve sth, especially a skill, over a period of time 磨练，训练（尤指技能）: *She's a finance expert who has honed her skills working for top accounting firms.* 她是一位金融专家，在顶尖的会计师事务所工作时已练就了本领。

**honor** = HONOUR

**honorarium** /ˌɒnə'reərɪəm; *AmE* ˌɑːnə'rer-/ *noun* [C] (*plural* **honoraria** /ˌɒnə'reərɪə; *AmE* ˌɑːnə'rer-/)
(*HR, formal*) a payment made for sb's professional services 酬金；谢礼 HELP Use **an**, not **a** before **honorarium**. * honorarium之前用 an，不用 a。

**honorary** /'ɒnərəri; *AmE* 'ɑːnəreri/ *adjective* (*abbr* **Hon**)
(about a position in an organization) not paid（机构中的职位）无报酬的，义务的: *an honorary chairman* 名誉主席

**honour** (*AmE spelling* **honor**) /'ɒnə(r); *AmE* 'ɑːnər/ *verb, noun*
• ***verb*** [+ obj]
**1** to do what you have agreed or promised to do 信守，执行，履行: *The company was advised that they were not obliged to honour the contract.* 有人建议说该公司不是必须履行合同。◇ *The bank refused to honour the cheque* (= keep an agreement to pay it). 银行拒绝承兑这张支票。◇ *The store has a policy of honouring all cards* (= allowing them to be used). 该店规定接受所有信用卡。
❶ *to honour a* ***commitment/contract/obligation/pledge*** 信守承诺 / 合同 / 义务 / 诺言 • *to honour a* ***card/cheque/ticket*** 承兑信用卡 / 支票；付清票款
**2** to pay money that you owe 还款: *They think the group will be unable to honour its debts.* 他们认为集团无力还债。
❶ *to honour a* ***commitment/debt/payment*** 兑现承诺 / 还清债务 / 款项 → DISHONOUR
• ***noun*** HELP Use **an**, not **a**, before **honour**.
* honour 之前用 an，不用 a。
**1** [U] great respect and admiration for sb 尊敬；尊重；崇敬: ***the guest of honour*** (= the most important one) 贵宾
**2** [C] an award, official title, etc. given to sb as a reward for sth that they have done（为表扬某人的）奖励，荣誉称号: *Two European companies* ***took*** *top honours for best car and truck.* 两家欧洲公司获得了最佳汽车和卡车的最高荣誉。

**hook** /hʊk/ *noun, verb*
• ***noun*** [C] (*informal*)
something interesting, clever, strange, etc. that is used to attract people's attention 诱饵: *The promotion is a hook to attract consumers.* 促销是吸引消费者的诱饵。
IDM **be on the 'hook (for sth/to do sth)** (*informal*) (*AmE*) to be legally responsible for paying sth or for doing sth 对（付款或做某事）负法律责任: *Unless you report the theft of your credit card immediately you may be on the hook for $500.* 除非你立即报告你的信用卡失窃，否则你就要支付500美元。 **get (sb) off the 'hook; let sb off the 'hook** (*informal*) to free yourself or sb else from a difficult situation or a punishment（使）摆脱困境，逃避惩罚 → idiom at RING *verb*
• ***verb*** [+ obj] (*informal*)
to attract and keep sb's attention 吸引（某人）注意: *The show hooked around 2.4 million viewers.* 展览会吸引了大约240万观众。
PHR V **,hook 'in; ,hook 'into sth; ,hook sth 'into sth** (*IT*) to be connected or to connect sth to a computer or telephone system, etc. 连接到（电脑或电话系统等）: *Our customers can still hook in from America.* 我们的客户仍然可以从美国直接接入系统。 **,hook 'up (with sb)** (*informal*) to start working with sb 搭档工作: *She hooked up with a partner to start a children's clothing company.* 她和一位伙伴搭档开了一家童装公司。 **,hook 'up (to sth); ,hook sth 'up (to sth)** to connect sb/sth to a piece of electronic equipment or to a power supply 把…接通电子设备（或电源）: *Check that the modem is hooked up to the phone line.* 检查一下数据机是否与电话线接通。 → HOOK-UP **,hook sb 'up (with sb/sth)** (*informal*) to arrange for sb to meet sb or to do sth 安排（某人）与（某人）见面或做某事: *I can hook you up with their chief buyer.* 我可以安排你和他们的主要买主见面。

**'hook-up** (*also spelled* **'hookup**) *noun* [C]
a connection between two or more pieces of equipment, especially electronic equipment（尤指电子设备的）连接: *Each room has a high-speed Internet hook-up.* 每个房间都可连接高速互联网。

**HOQ** /ˌeɪtʃ əʊ 'kjuː; *AmE* oʊ/ = HOUSE OF QUALITY

**horizontal** /ˌhɒrɪ'zɒntl; *AmE* ˌhɔːrə'zɑːntl; ˌhɑːr-/ *adjective*
**1** (*HR*) having few levels of management or control between the top and the bottom 横向的（高层和底层之间只有少数管理层级或控制）: *changing from a vertical to a horizontal organization* 从纵向到横向组织的转变 ◇ *a horizontal management structure* 横向管理结构 → FLAT
**2** (*HR*) having the same level in a group or an organization; involving people or jobs at the same level（在集团或机构中）平级的，同一级别的；平级的人或职位: *Her transfer to the marketing department was a horizontal move rather than a promotion.* 她调到营销部门属于平级调动，而不是晋升。◇ *Horizontal communication in a company*

*is far more informal and social than vertical communication.* 与纵向交流相比，公司里的横向交流更为随意，大多以交际联谊为主。
SYN LATERAL
**3** (about a line, etc.) flat and level; going across and parallel to the ground rather than going up and down 水平的；与地面平行的；横的：*the horizontal axis of the graph* 图表的横轴 → VERTICAL

**,horizontal 'equity** *noun* [U]
(*Economics*) the principle that people with the same characteristics should be treated in the same way, for example that people with a similar level of income should pay the same rate of tax 横向均等，横向公平（该原则认为具有相同特征的人应受到同等对待，例如，具有相近收入水准的人应当支付相同税率） → VERTICAL EQUITY

**hori,zontal inte'gration** (*also* **hori,zontal ex'pansion, ,lateral inte'gration**) *noun* [U,C]
(*Economics*) a situation where different companies that are involved in the same stage of producing or selling sth join together 横向联合，横向合并，同业合并，同业联合（同一生产或销售阶段的不同公司的联合） → HORIZONTAL MERGER —Picture at INTEGRATION

**,horizontal 'loading** *noun* [U]
(*HR*) the fact of giving sb more tasks to do in their job, but no more responsibility 水平负荷（分派某人做很多的工作，但不需要负更多的责任） → VERTICAL LOADING

**,horizontal 'merger** *noun* [C]
(*Economics*) a situation where a company joins with another company that produces similar goods or provides similar services 横向合并，横向兼并（生产相似产品或提供类似服务的公司之间的兼并） → HORIZONTAL INTEGRATION

**,horizontal segre'gation** *noun* [U]
(*HR*) used to describe the fact that there are more men than women in some kinds of jobs or industry, and more women than men in others 水平隔离（在某些职位或行业中，男性比女性多，其他职位或行业正相反） → VERTICAL SEGREGATION

**'horse-,trading** *noun* [U]
(often used in newspapers) the activity of discussing business with sb using clever or strong methods in order to reach an agreement that suits you（常用于报章）精明或强硬的谈判

**hospitality** /,hɒspɪ'tæləti; *AmE* ,hɑ:s-/ *noun* [U]
SEE ALSO: **corporate hospitality**
**1** food, drink or services that are provided by an organization for guests, customers, etc. 款待：*the hospitality industry* (= hotels, restaurants, etc.) 酒店接待业（如旅馆、餐馆等）
**2** friendly and generous behaviour towards guests 好客；殷勤：*Thank you for your kind hospitality.* 感谢你们的盛情款待。

**host** /həʊst; *AmE* hoʊst/ *noun, verb*
● ***noun*** [C]
**1** a country, a city or an organization that provides the space, services, etc. for a special event and may also arrange it 东道主；主办国（或城市、机构）：*The business school is* ***playing host to*** *the conference this year.* 商学院正主办今年的会议。
**2** a country, a city or an area where an organization operates, especially an organization that is based in another country or city 东道国；所在城市（或地区）：*The country is now host to 96 multinationals.* 该国家现在是96家跨国公司的东道国。 → HOST COUNTRY
**3** (*IT*) a computer that provides information or services to other computers that are connected to it（电脑的）主机：*transferring files from the host to your local computer* 将文档从主机传输到你的本地电脑上 ◇ *a host computer* 电脑主机
● ***verb*** [+ obj]
**1** to act as a **host** for an event, an organization, etc. 作主人（或主持…）：*to host a conference/an event/a meeting* 主持会议 / 活动 / 会议 ◇ *Japan hosts the biggest proportion of the world's major multinationals.* 设在日本的世界主要跨国公司所占比重最大。
**2** (*IT*) to store a website on a computer connected to the Internet, usually in exchange for a fee 主办（网站）：*a company that builds and hosts e-commerce sites* 建立和主办电子商务网站的公司 ◇ *You pay a monthly charge for the hosting service.* 你按月支付托管服务费。 → WEB HOSTING

**,host 'country** *noun* [C]
a country where an organization that is based in another country operates 东道国：*Smaller firms may need to find a partner to work with in the host country.* 较小的公司可能需要在东道国寻找伙伴合作。 ◇ *Many of the senior posts go to host-country nationals.* 许多高级职位给予东道国的国民。
→ HOME COUNTRY

**hostile** /'hɒstaɪl; *AmE* 'hɑ:stl; -taɪl/ (*also* **un'friendly,** *less frequent*) *adjective*
(*Finance*) (about an attempt to buy or gain control of a company) not wanted by the directors of the company that is to be bought 不受（被购公司董事）欢迎的；敌意（收购）的：*a hostile attempt to acquire the company* 敌意收购尝试 ◇ *They are trying to fight off a $1.2 billion hostile bid from a rival travel operator.* 他们正努力击败来自旅行社竞争对手的12亿美元的敌意收购。 ◇ *The falling share price makes the company vulnerable to a hostile takeover.* 股价下跌使该公司容易被敌意收购。 → FRIENDLY
⊕ *a hostile* ***bid/offer/takeover*** 敌意出价 / 报价 / 收购 • *a hostile* ***acquisition/approach/deal*** 敌意收购 / 方式 / 交易 • *a hostile* ***acquirer/bidder*** 敌意收购者 / 出价者
IDM **to go/turn 'hostile** (*Finance*) to try to force the sale of a company against the wishes of its directors, by offering to buy large enough quantities of shares from its shareholders（违背董事意愿，通过从股东处购买足够量的股票）强行出售公司：*The firm has threatened to go hostile if the board refuses the takeover offer.* 如果董事会拒绝收购提议，公司扬言要强行出售公司。

**,hot-'desking** *noun* [U]
(*HR*) the practice in an office of giving workers an available desk when they need one, rather than giving each worker their own desk 办公桌轮用（非固定分配）：*cutting costs by promoting teleworking and hot-desking* 通过促进远端办公和办公桌轮用削减成本 → HOTELLING
▶ **,hot-'desk** *verb* [no obj]: *Some workers such as sales people have traditionally hot-desked.* 某些工作人员如推销人员传统上都是办公桌轮用的。

**hotel** /həʊ'tel; *AmE* hoʊ-/ *noun* [C]
a building where people stay, usually for a short time, paying for their rooms and meals 旅馆；旅店；饭店：*to stay **at/in** a hotel* 住在旅馆里 ◇ *to book a hotel room* 预订旅馆房间 ◇ *a budget/luxury/five-star hotel* 经济实惠的 / 豪华 / 五星级旅馆 ◇ *The group is Europe's largest hotel operator.* 该集团是欧洲最大的酒店经营者。

**hotelier** /həʊ'teliə(r); -liеɪ; *AmE* hoʊ'teljər; ˌoʊtel'jeɪ/ *noun* [C]
a person who owns or manages a hotel 旅馆老板；旅馆经理

**hotelling** (*also spelled* **hoteling**, *especially in AmE*) /həʊ'telɪŋ; *AmE* hoʊ-/ *noun* [U] (*especially AmE*)
(*HR*) a system in which employees who normally work outside the company offices, or employees of another company, can arrange to have office space when they need it 提供员工临时工作空间（平时在公司办公室外工作的员工或其他公司的员工需要时可安排办公空间）：*We used hotelling for our audit staff, who spend most of their time with clients.* 我们为大部分时间与客户打交道的审计人员提供临时工作空间。→ HOT-DESKING ▶ **hotel** /həʊ'tel; *AmE* hoʊ-/ *verb* [+ obj *or* no obj] (**-ll-**, *AmE* **-l-**)

**'hot key** *noun* [C]
(*IT*) one key, or a group of two or three keys, on a computer keyboard that you can press to make a program perform a particular task quickly（电脑键盘上的）快捷键

**hotline** /'hɒtlaɪn; *AmE* 'hɑːt-/ *noun* [C]
a special telephone line that people can use in order to get information or to talk about sth 电话咨询服务专线；热线：*They set up a telephone hotline for customers with questions or complaints.* 他们为有问题或欲投诉的顾客设立电话热线。

**hotlink** /'hɒtlɪŋk; *AmE* 'hɑːt-/ *noun* [C]
(*IT*) a place in an electronic document that you can click on to move from there to another place in the document or to another electronic document 热链接（点击电子文档的某处，就可以从一处移到另一处或移到另一个电子文档）
SYN HYPERLINK ▶ **'hotlink** *verb* [+ obj]

**'hot ˌmoney** *noun* [U]
**1** (*Finance*) money that is moved quickly between countries in order to make profits from changes in interest rates or in the value of currencies 热钱，游资（在国际间迅速流动的资金，利用利率或币值的变化获利）
**2** used to say what people who know a lot think will happen 指人们了解很多并认为会发生的事：*The hot money is on an outsider as the new CEO.* 人们了解并认为会发生的事情是一个外来者担任新任首席执行官。

**the 'hot seat** *noun* [sing.] (*informal*)
being in a difficult or unpleasant position where you have to take responsibility for decisions and actions that people may not like 尴尬境地；困境：*He has resigned as chief executive after four years **in** the hot seat.* 他身处困境四年之后辞去了行政总裁的职务。

**hotshot** /'hɒtʃɒt; *AmE* 'hɑːtʃɑːt/ *noun* [C]
(*informal*)
a person who is extremely successful in their career 很有成就的人：*Wall Street is filled with hardworking young hotshots.* 华尔街到处都是勤劳年轻有为之人。▶ **'hotshot** *adjective* [only before noun]：*a hotshot lawyer* 成绩非凡的律师

**'hot spot** (*also spelled* **hotspot**) *noun* [C]
(*IT*)
**1** an area on a computer screen that you can click on to start an operation such as loading a file（屏幕上点击后即可启动程序的）热点区
**2** a place in a hotel, restaurant, station, etc. that is fitted with a special device that enables you to connect a computer to the Internet without using wires 热点（安装在旅馆、饭店、车站等地方可以无线上网的特殊装置）：*a wireless/wi-fi hot spot* 无线 / 无线保真上网热点

**ˌhourly 'rate** *noun* [C]
the amount paid for each hour worked 按小时付工资：*All store employees are paid an hourly rate.* 所有商店雇员都是按小时付工资的。

**house** /haʊs/ *noun* (*plural* **houses** /'haʊzɪz/)
SEE ALSO: **clearing house, Companies ~, discount ~, finance ~, front of ~, fulfilment ~, in-~,** *etc.*
**1** [C] (*with other nouns* 构成复合词) a company involved in a particular kind of business; an institution of a particular kind（从事某种业务的）公司；机构：*a fashion/banking/publishing house* 时装店；银行；出版社 ◇ *a house magazine/journal* (= for the people who work in that company or business) 企业杂志 / 期刊 See note at BUSINESS
**2 House** [sing.] (*BrE*) (*abbr* **Ho.**) used in the names of office buildings 大厦，大楼（用于办公楼名称）：*Their offices are on the second floor of Chester House.* 他们的办公室在贾斯特大厦三楼。
**3** [C] (*with other nouns* 构成复合词) a restaurant 餐馆；餐厅：*a coffee house* 咖啡馆 → idiom at CLEAN *adj.*

**'house brand** (*also* **'house ˌlabel**) *noun* [C] (*both especially AmE*)
(*Commerce*; *Marketing*) a product that a shop/store sells with its own name on 自有品牌：*Tesco's successful house brands* 特易购公司成功的自有品牌 ◇ *house-brand products* 自有品牌产品 SYN OWN BRAND, PRIVATE BRAND, STORE BRAND

**household** /'haʊshəʊld; *AmE* -hoʊld/ *noun*, *adjective*
• ***noun*** [C] all the people living together in a single house or flat/apartment, considered as a unit 一家人；家庭；同住一所房子的人：*This report is based on a survey of around 5 000 households.* 这份报告的依据是大约5000个家庭的调查。 ◇ *How much does the average household spend on food each week?* 每周平均每个家庭的食物支出是多少？
⊕ ***high-income/low-income/middle-income/single-earner*** *households* 高收入 / 低收入 / 中等收入 / 单职工家庭 • ***rural/urban*** *households* 农村 / 城市家庭
• ***adjective*** [only before noun]
**1** connected with looking after a house or flat/apartment and the people living in it 家庭的；家务的：*There has been a sharp increase in household debt.* 家庭债务急剧上涨。
**2** designed for use in the home 家用的：*Sales of durable household goods, such as televisions and*

*washing machines, were strong.* 如电视机和洗衣机等耐用家用电器的销售量很强劲。→ HOUSEWARES

**householder** /'haʊshəʊldə(r); *AmE* -hoʊld-/ *noun* [C] (*formal*)
a person who owns or rents the home that they live in; the person who is in charge of a **household** 房主；住户；户主

**,household 'name** (*also* **,household 'word,** *less frequent*) *noun* [C]
a name or brand that has become very well known 家喻户晓的名字：*The Electrolux group includes household names such as AEG, Zanussi and Frigidaire.* 伊莱克斯集团旗下的一些著名电器品牌包括AEG、扎努西和北极牌。

**,household 'product** *noun* [C, usually pl.]
a small item that is used in the home, especially for cleaning 家居用品：*household products such as cleaning liquids, glue and paints* 家居用品，如清洁液、胶水和油漆

**,household 'word** = HOUSEHOLD NAME

**housekeeping** /'haʊskiːpɪŋ/ *noun* [U]
**1** jobs that are done to enable an organization or a computer system to work well 内务处理：*A spending review is simply good housekeeping.* 开支审查简直就是一位好管家。
**2** the work involved in taking care of a hotel, an office building, etc. especially cleaning the rooms; the department that is responsible for this 总务处：*Call housekeeping and tell them to bring us some clean towels.* 打电话给总务处，让他们给我们送些干净的毛巾来。

**,House of 'Quality** *noun* [C,U] (*abbr* **HOQ**)
(*Production*) a technique used when new products are being planned, that collects information from customers about what they want and need, information about competing products, and technical information 品质屋（策划新产品时使用的技术，用于收集有关顾客需求资讯、竞争产品资讯、技术资讯等）→ QUALITY FUNCTION DEPLOYMENT

**houseware** /'haʊsweə(r); *AmE* -wer/ *noun* [U] (*also* **'housewares** [pl.] *especially AmE*)
small things that are used in the home, especially kitchen equipment and electrical items 家用器具；（尤指）厨房用具，电器用品 **NOTE** The term **household goods** is also used, especially in British English. 也用household goods，尤其在英式英语中。

**housing** /'haʊzɪŋ/ *noun*
**1** [U] houses, flats/apartments, etc. that people live in, especially when referring to their type, price or condition 住房，住宅，公寓（尤指住房类型、价格、条件时）：*There is a shortage of affordable housing in the city.* 城市里买得起的住房短缺。◇ *a boom/slowdown in the* ***housing market*** (= the activity of buying and selling houses, etc.) 住房市场的繁荣／衰退
**2** [U] the job of providing houses, flats/apartments, etc. for people to live in 住房供给：*a housing committee/department/officer* 住房委员会／部门／部门官员
**3** [C] a hard cover that protects part of a machine or a piece of equipment（机器、设备的）外壳，套：*There was a small crack in the plastic housing.* 塑胶壳上有一条小裂缝。

**'housing start** *noun* [C]
(*Economics*) a new home that has started to be built 新屋开工率 **NOTE** The number of **housing starts** in a particular period is used as an important sign of the state of the economy 某时期新屋开工率的数字用作经济状况的重要指标：*Housing starts rose 2.4% in November as low mortgage rates attracted buyers.* 由于低抵押贷款率吸引买主，十一月新屋开工率上升了2.4%。

**'how-to** *adjective, noun*
• ***adjective*** [only before noun]
used to describe a book, course, etc. that gives you detailed and practical advice 入门的（书、课程等）：*a how-to guide to building a business plan* 撰写商业计划的入门指南
• ***noun*** [C] (*plural* **how-tos**)
a piece of detailed and practical advice; a book, etc. containing this kind of advice 详尽实用的建议；实用指南：*Now we come to the how-tos of web design.* 现在我们来谈谈网页设计中存在的问题及对策。

**h.p.** (*also spelled* **HP**) /ˌeɪtʃ 'piː/ = HIRE PURCHASE

**HQ** /ˌeɪtʃ 'kjuː/ = HEADQUARTERS

**HR** /ˌeɪtʃ 'ɑː(r)/ = HUMAN RESOURCES(2)

**HRD** /ˌeɪtʃ ɑː 'diː; *AmE* ɑːr/ = HUMAN RESOURCE DEVELOPMENT

**HRIS** /ˌeɪtʃ ɑːr aɪ 'es/ = HUMAN RESOURCE INFORMATION SYSTEM

**HRM** /ˌeɪtʃ ɑːr 'em / = HUMAN RESOURCE MANAGEMENT

**HRP** /ˌeɪtʃ ɑː 'piː; *AmE* ɑːr/ = HUMAN RESOURCE PLANNING

**★HTML** /ˌeɪtʃ tiː em 'el / *abbr*
(*IT*) **Hypertext Mark-up Language** a system used to mark text for WORLD WIDE WEB pages in order to obtain colours, style, pictures, etc. 超文本标记语言（为万维网页标记文本所采用的系统，目的是获得颜色、风格、图片等）：*an HTML document/file/version* 超文本标记语言文件／文件／版本

**HTTP** /ˌeɪtʃ tiː tiː 'piː/ *abbr*
(*IT*) **Hypertext Transfer Protocol** the set of rules that control the way data is sent and received over the Internet 超文本传输协定（控制互联网上发送和接受资料方式的一套规则）

**hub** /hʌb/ *noun* [C, usually sing.]
**1** the central and most important part of a particular place or activity（某地或活动的）中心，核心：*the commercial hub of the city* 城市的商业中心 ◇ *Mumbai, India's financial hub* 孟买，印度的金融中心 ◇ *He's a man who likes to feel he's* ***at the hub of things*** (= where things happen and where important decisions are made). 他是那种乐于把自己当成事物中心的人。
**2** (*IT*; *Transport*) in a system of transport or communication, a central place to which passengers, messages, etc. go before going on to another place（通讯）枢纽；（运输）中转：*All international flights are via our hub at Schipol airport.* 所有的国际航班经由我们的阿姆斯特丹史基浦大型中转机场转机。◇ *a distribution/*

*transportation/network hub* 分销 / 运输 / 网络枢纽 ◇ *a hub airport* 大型中转机场

**ˌhub-and-ˈspoke ˌsystem** *noun* [C]
(*Transport*) a system of transport in which passengers or cargo go from local airports, stations, etc. to a central one (a **hub**), from where flights, etc. go to other places; any organization, system of communication, etc. with this structure 枢纽辐射式航线结构系统（乘客或货物从当地机场、车站等运往中转机场的运输系统）

**ˌhuman ˈcapital** *noun* [U]
(*Economics*; *HR*) people, when considering the value of their skills, knowledge and experience to an organization or a country 人力资本：*Financial capital means little to a company without human capital.* 金融资本对一家没有人力资本的公司而言没有什么意义。◇ *to invest in human capital* (= to provide better education, training, etc.) 投资于人力资本（即提供较好的教育、培训等）

**ˌhuman ˈfactors engiˌneering** *noun* [U]
(*abbr* **HFE**)
the use of scientific knowledge in designing systems, equipment, tools, etc. for work so that people can use them in the safest and most effective way 人因工程（利用科学知识为工作设计系统、设备、工具等，使人们能够更安全有效地利用）→ ERGONOMICS

**ˌhuman reˈlations** *noun*
(*HR*)
**1** [pl.] the way in which employees treat and deal with each other in an organization 人际关系
**2** [U] the study of how to improve this in order to make an organization more friendly, efficient, etc. 人际关系学

**ˌhuman reˈsource deˌvelopment** *noun* [U]
(*abbr* **HRD**)
(*HR*) the process of encouraging employees to gain new skills and knowledge through training, courses, etc. 人力资源开发（鼓励员工通过培训、课程等获取新的技能和知识的过程）

**ˈhuman reˈsource inforˈmation ˌsystem** *noun* [C] (*abbr* **HRIS**)
(*HR*) a computer system that is used to collect, store and provide information about employees that will be used in HUMAN RESOURCE MANAGEMENT 人力资源资讯系统（收集、储存、提供将用于人力资源管理的员工资讯的电脑系统）

**ˌhuman reˈsource ˌmanagement** *noun* [U]
(*abbr* **HRM**)
(*HR*) the activities involved in choosing, training, etc. and taking care of employees in an organization, especially in helping them develop their skills and abilities in a way that will help the organization 人力资源管理 → HARD HRM, SOFT HRM

**ˌhuman reˈsource ˌplanning** *noun* [U]
(*abbr* **HRP**)
(*HR*) the activity of deciding what skills, knowledge and abilities an organization needs and how these can be met by existing and new employees 人力资源计划

**★ˌhuman reˈsources** *noun*
(*HR*)
**1** [pl.] the people who work for a particular organization; their skills and abilities, seen as sth the organization can use 人力资源：*investing in human resources* 投资于人力资源 ◇ *the human resources manager* 人力资源经理
**2** [U with sing./pl. verb] (*abbr* **HR**) the department in a company that deals with employing and training people 人力资源部：*the human resources director* 人力资源总监 ◇ *HR executives/managers/professionals* 人力资源主管 / 经理 / 专业人士
SYN PERSONNEL
▸ **ˌhuman reˈsource** *adjective* [only before noun]: *a human resource policy/strategy* 人力资源政策 / 战略 ◇ *human resource managers/professionals/consultants* 人力资源经理 / 专业人士 / 顾问

**hundredweight** /ˈhʌndrədweɪt/ *noun* [C]
(*plural* **hundredweight**) (*abbr* **cwt.**)
a unit for measuring weight equal to 112 pounds in the UK and 100 pounds in the US. There are 20 **hundredweight** in a ton. 英担（英国等于112磅，美国等于100磅，1吨为20担）

**hurdle** /ˈhɜːdl; *AmE* ˈhɜːrdl/ *noun* [C]
a problem or difficulty that must be solved or dealt with before you can achieve sth 障碍；难关：*There are several legal hurdles to **overcome** before the merger can go ahead.* 在合并开始之前，要克服几个法律障碍。

**ˈhush ˌmoney** *noun* [U]
money that is paid to sb so that they do not tell others about sth secret or dishonest 封嘴钱；堵嘴钱

**hybrid** /ˈhaɪbrɪd/ *noun* [C]
something that is the product of mixing two or more different things（不同事物的）混合物，合成物：*The new magazine is a hybrid between a consumer and a customer magazine.* 新杂志是一份兼顾了消费者和顾客需求的杂志。◇ *a hybrid vehicle* (= for example, one that has both a petrol engine and an electric motor) 混合动力汽车（例如，既有一个汽油发动机，又有一个电动马达）

**hygiene** /ˈhaɪdʒiːn/ *noun* [U]
SEE ALSO: **industrial hygiene, occupational hygiene**
the practice of keeping yourself and your working areas clean in order to prevent illness and disease 卫生：*food hygiene* 食品卫生 ◇ *In the interests of hygiene, please wash your hands.* 为了确保卫生，请洗手。◇ *The factory failed to meet hygiene standards.* 工厂未能符合卫生标准。

**hype** /haɪp/ *noun, verb*
• ***noun*** [U] advertisements and discussion on television, radio, etc. telling the public about a product, service, etc. and about how good or important it is（电视、广播中言过其实的）促销广告，促销讨论：*marketing/media hype* 夸张的营销 / 媒体广告 ◇ *Despite all the hype **about/surrounding** electronic books, sales have been slow.* 尽管为电子图书进行天花乱坠的宣传，销售却一直进展缓慢。
• ***verb*** [+ obj] (*informal*) **hype sth (up)** to advertise sth a lot and exaggerate its good qualities, in order to get a lot of attention for it 夸张地宣传（某事物）：*Brokers were accused of hyping certain stocks during the technology boom.* 经纪人被指控在技术繁荣期炒作某些股票。

**hyper-** /'haɪpə(r)/ *prefix* (*used in adjectives and nouns* 构成形容词和名词)
more than normal; too much 过度；过多：*a hypercompetitive industry* 过度竞争的行业 ◇ *a period of hypergrowth* 飞速发展时期

**hypercompetition** /ˌhaɪpəˌkɒmpə'tɪʃn; *AmE* ˌhaɪpərˌkɑːm-/ *noun* [U]
(*Economics*) a situation in which all the companies producing particular goods or services continue to compete with each other in order to try to make the way they produce them as cheap and efficient as possible 超级竞争（生产某种产品或提供某项服务的公司继续相互竞争，从而希望使产品更便宜、生产更有效率）▸ **hypercompetitive** /ˌhaɪpəkəm'petətɪv; *AmE* ˌhaɪpər-/ *adjective*

**hyperinflation** /ˌhaɪpərɪn'fleɪʃn/ *noun* [U]
(*Economics*) a situation in which prices and wages rise very fast, causing damage to a country's economy 恶性通货膨胀，极度通货膨胀（价格和工资增长非常快，从而对一国的经济造成损害）

**hyperlink** /'haɪpəlɪŋk; *AmE* -pərl-/ *noun* [C]
(*IT*) a place in an electronic document, for example an Internet page, that you can click on in order to show another document or a different part of the same document 超链接：*There are hyperlinks to our partners' websites.* 有超链接连接到我们合作伙伴的网站。◇ *an email with embedded hyperlinks* 附有嵌入式超链接的电子邮件 SYN HOTLINK
▸ **'hyperlink** *verb* [+ obj]: *a hyperlinked set of web pages* 超链接的网页

**hypermarket** /'haɪpəmɑːkɪt; *AmE* -pərmɑːrk-/ *noun* [C]
a very large shop/store, usually outside a town, that sells a wide range of goods 特大型超级市场（设于市区之外，销售多种货物）：*The company plans to open 15 hypermarkets in Japan.* 该公司计划在日本开设15家特大型超市。◇ *a chain of hypermarkets* 特大型超市连锁 See note at SHOP

**hypertext** /'haɪpətekst; *AmE* -pərt-/ *noun* [U]
(*IT*) text stored in a computer system that contains links that allow the user to move from one piece of text or document to another 超文本：*a hypertext link on the Internet* 互联网上的超文本链接
→ HTML

# I i

**I-9 form** /aɪ 'naɪm/ *noun* [C]
(*HR*) an official document that an employer must have which shows that an employee has the right to work in the US 就业核查表格（雇主必须具有的以确保雇员获准在美工作的官方文件）

**IAS** /ˌaɪ eɪ 'es/ = INTERNATIONAL ACCOUNTING STANDARDS

**IASB** /ˌaɪ eɪ es 'biː/ = INTERNATIONAL ACCOUNTING STANDARDS BOARD

**IATA** /aɪ'ɑːtə/ *abbr*
**International Air Transport Association** the organization that most of the world's airlines belong to, which helps them to operate efficiently and sets standards for how tickets are sold, the safety of aircraft, etc. 国际航空运输协会：*an IATA approved travel agency* 国际航空运输协会核准的旅行社

**IC** /ˌaɪ 'siː/ = INDEPENDENT CONTRACTOR

**ICAO** /ˌaɪ siː eɪ 'əʊ; *AmE* 'oʊ/ = INTERNATIONAL CIVIL AVIATION ORGANIZATION

**ICC** /ˌaɪ siː 'siː/ = INTERNATIONAL CHAMBER OF COMMERCE

**icon** /'aɪkɒn; *AmE* -kɑːn/ *noun* [C]
**1** (*IT*) a small picture on a computer screen that represents a program or a file 图标；图符：*Click on the printer icon.* 点击打印机图标。
**2** a famous person, organization or thing that people admire and see as a symbol of a particular idea, style, way of doing things, etc. 崇拜物件；偶像：*Fiat became an icon of Italian industry.* 菲亚特成为意大利工业界的偶像。
▶ **iconic** /aɪ'kɒnɪk; *AmE* -'kɑːnɪk/：*The Body Shop achieved iconic status in the 1980s.* 美体小铺在20世纪80年代确立了偶像地位。

**ICT** /ˌaɪ siː 'tiː/ *abbr* (*BrE*)
**information and communication technology/technologies** the use of computers, the Internet, video, and other technology in an organization to collect, store and send information; the computers and other equipment that are used for this 资讯和通信技术

**ID** /ˌaɪ 'diː/ *noun, verb*
• ***noun*** [U,C]
an official way of showing who you are, for example a document with your name, date of birth and often a photograph on it 身份；身份证：*You must carry ID at all times.* 你必须随身携带身份证。◇ *an ID card/badge/number* 身份证；身份标牌；身份证号码 **NOTE** ID is a short form of 'identity' or 'identification'. * ID 是 identity 或 identification 的缩写。
• ***verb*** [+ obj] (**ID's, ID'ing, ID'd, ID'd**) (*informal*)
to ask sb to show an official document that shows who they are, how old they are, etc. 说明身份：*You can't get into the building without being ID'd.* 在身份没有弄清楚之前，任何人不得进入这栋大楼。

**IDD** /ˌaɪ diː 'diː/ *abbr*
**International Direct Dialling** a system that allows you to telephone people in other countries without needing to be connected by the OPERATOR 国际直拨电话

**identification** /aɪˌdentɪfɪ'keɪʃn/ *noun* [U,C]
**1** [U,C] the process of showing, proving or recognizing who or what sb/sth is 鉴定；辨认：*Each part has a number for easy identification.* 每一部分都有号码以便识别。◇ *an identification number* 识别号码
**2** [U] official papers or a document that can prove who you are 身份证明：*Can I see some identification, please?* 请给我看看你的身份证件可以吗？→ ID *noun*

**identifier** /aɪ'dentɪfaɪə(r)/ *noun* [C]
**1** a number, name, etc. that is used to identify a person or thing 标识；识别符；识别码：*Your social security number serves as a personal identifier.* 你的社会保险号码可作为个人的识别码。
**2** (*IT*) a series of characters used to refer to a program or set of data within a program 识别字

**identify** /aɪ'dentɪfaɪ/ *verb* [+ obj] (**identifies, identifying, identified, identified**)
**1** to find or discover sb/sth 找到；发现：*As yet they have not identified a buyer for the company.* 迄今为止他们尚未找到公司的买主。◇ *The group identified €16 million in possible cost savings.* 集团发现可能节约1600万欧元的成本。◇ *We think we have identified a gap in the market.* 我们认为发现了市场的空隙。
**2** to recognize sb/sth and be able to say who or what they are 确认；认出；鉴定：*The machine identifies you by scanning your fingerprint.* 机器通过扫描你的指纹来辨认你。

**i'dentity theft** *noun* [U]
using somebody else's name to obtain credit cards in their name or to take money out of their account 身份盗窃：*victims of identity theft* 身份被盗用的受害者 ▶ **i'dentity thief** *noun* [C]

**ideology** /ˌaɪdi'ɒlədʒi; *AmE* -'ɑːl-/ *noun* [C,U] (*plural* **ideologies**)
a set of beliefs, especially one held by a particular group, that influences the way people behave 意识形态；观念形态：*Key decisions are in line with the core ideology of the organization.* 关键决策与这个机构的核心意识形态一致。
▶ **ideological** /ˌaɪdiə'lɒdʒɪkl; *AmE* -'lɑːdʒ-/ *adjective* **ideologically** /ˌaɪdiə'lɒdʒɪkli; *AmE* -'lɑːdʒ-/ *adverb*

**idle** /'aɪdl/ *adjective, verb*
• ***adjective***
**1** (about machines, factories, etc.) not being used（机器、工厂等）闲置的：*Many of the factories lie idle during the holiday season.* 假期里许多工厂停工。◇ *an increase in idle capacity* (= machines, factories, etc. that are not being used)（机器、

工厂等）闲置能力增加 ◇ *Recent research shows there is a lot of idle money in the banking system.* 最近研究表示银行系统里有大量游资。
➊ ***to lie/remain/sit/stand*** *idle* 闲置着
**2** (about people) not working; without work （指人）闲散的，没有工作的：*Over ten per cent of the workforce is now idle.* 超过10%的劳动力现在闲置着。
→ UNEMPLOYED
• ***verb*** [+ obj] (*AmE*)
to close a factory, etc. or stop providing work for the workers, especially temporarily （尤指暂时地）关闭工厂；使（工人）闲着：*The strikes have idled nearly 4 000 workers.* 罢工使近4000名工人闲着没事干。

**'idle time** *noun* [U]
(*IT*) the time that a machine, especially a computer, is not being used although it is available to use （机器，尤指电脑的）闲置时间：*The service may be automatically disconnected after 10 minutes of idle time.* 这项服务在10分钟的闲置时间之后可能会自然中断。→ DOWNTIME, UPTIME

**i.e.** /ˌaɪ 'iː/ *abbr*
used to explain exactly what the previous thing that you have mentioned means 也就是；即
NOTE **i.e.** is formed from the first letters of a Latin phrase meaning 'that is'. * i.e 由拉丁语短语的第一个字母构成，意思是“即”。

**IFA** /ˌaɪ ef 'eɪ/ = INDEPENDENT FINANCIAL ADVISER

**IFRS** /ˌaɪ ef ɑːr 'es/ = INTERNATIONAL FINANCIAL REPORTING STANDARDS

**IHT** /ˌaɪ eɪtʃ 'tiː/ = INHERITANCE TAX

**★illegal** /ɪ'liːgl/ *adjective*
not allowed by the law 不合法的；违法的；非法的：*They claimed that illegal payments had been made to executives.* 他们声称非法报酬已支付给行政人员。◇ *The legislation will make it illegal to use personal information for marketing purposes.* 这项立法将使用个人信息作营销用途定为非法。
OPP LEGAL
➊ *illegal* ***activities/payments/practices/trading*** 非法活动 / 款项 / 行为 / 交易 • ***to declare/judge/make/rule*** *sth illegal* 宣布 / 判决 / 公布 / 裁决（某事）违法
▸ **illegally** /ɪ'liːgəli/ *adverb*: *The company had acted illegally in fixing the price of its product.* 该公司的产品定价行为是违法的。◇ *illegally copied CDs* 非法复制光碟 See note at COPY

**illegality** /ˌɪli'gæləti/ *noun* (*plural* **illegalities**)
**1** [U] the state of being illegal 违法；不合法：*There was no illegality in their actions.* 他们的行为不违法。
**2** [C] an illegal act 非法行为
→ LEGALITY

**illicit** /ɪ'lɪsɪt/ *adjective*
not allowed by the law 非法的；违法的：*the illicit trade in tobacco products* 烟草产品的非法贸易
SYN ILLEGAL ▸ **il'licitly** *adverb*

**illiquid** /ɪ'lɪkwɪd/ *adjective*
(*Accounting*; *Finance*)
**1** (about assets) that cannot easily be sold and changed into cash （指资产）非流动的，非现金的，不能立即兑现的：*Property is a highly illiquid investment.* 房地产是高度非流动性的投资。
**2** (about a company, an investor, etc.) having little cash or few assets that can easily be changed into cash （指公司、投资者等）缺少流动资金的：*Much of their money is tied up in a small, illiquid company.* 他们大部分的钱投资于小型的、缺乏流动资金的公司。
**3** an **illiquid** market is one where there is little buying and selling （市场）非流动的：*In an illiquid market the only way to sell shares fast is to accept a lower price.* 在非流动性市场中，快速出售股票的唯一途径就是接受较低的价格。
OPP LIQUID —Picture at LIQUIDITY
▸ **illiquidity** /ˌɪlɪ'kwɪdəti/ *noun* [U]

**ILM** /ˌaɪ el 'em/ = INTERNAL LABOUR MARKET

**ILO** /ˌaɪ el 'əʊ; *AmE* 'oʊ/ = INTERNATIONAL LABOUR ORGANIZATION

**IM** /ˌaɪ 'em/ = INFORMATION MANAGEMENT, INSTANT MESSAGING

**image** /'ɪmɪdʒ/ *noun*
SEE ALSO: **brand image, corporate image**
**1** [C,U] the impression that a person, an organization or a product, etc. gives to other people or to the public 形象；印象：*The advertisements are intended to improve the product's image.* 广告的目的是为了提高产品的形象。◇ *We are trying to convey an image of a reliable, safe brand.* 我们正努力传递可靠、安全的品牌形象。◇ *In today's business environment, image sells.* 在当今的商业环境下，形象是可以卖钱的。◇ *The industry suffers from an image problem.* 该行业因形象问题受损。
➊ ***to create/develop/have/present*** *an image* 树立 / 发展 / 拥有 / 呈现一种形象 • ***to change/improve/promote/shed*** *an image* 改变 / 改善 / 提升 / 摆脱一种形象 • *sth* ***damages/tarnishes*** *sb's/sth's image* （某事物）损害 / 玷污（某人或某事物的）形象 • ***a good/positive/strong*** *image* 良好 / 正面 / 强力的形象 • ***a negative/poor*** *image* 负面 / 不良的形象
**2** [C] a picture of sb/sth seen through a camera or on a television or computer 影像；图像：*The camera produces sharp, high-resolution images.* 这种照相机产生出清晰、高解析度的影像。
➊ ***to capture/display/produce/scan/store*** *an image* 捕捉 / 显示 / 产生 / 扫描 / 存储图像 • ***a black-and-white/colour/digital*** *image* 黑白 / 彩色 / 数字图像

**'image ˌadvertising** *noun* [U]
(*Marketing*) advertising that creates an attractive impression of a company or a product, so that people will want to buy the product 形象广告：*Television is the best medium for image advertising.* 电视是最好的形象广告媒介。◇ *a brand/corporate image advertising campaign* 品牌 / 企业形象广告宣传活动 ▸ **'image ad,vertisement** *noun* [C]
→ INSTITUTIONAL ADVERTISING, PRODUCT ADVERTISING

**'image ˌmarketing** *noun* [U]
(*Marketing*) the activity of trying to sell products by creating an attractive image for a company or a product 形象行销：*Selling sports shoes through image marketing is more successful than selling through need or usefulness.* 通过形象行销出售运动鞋比借助需要或效用出售更成功。

**imaging** /'ɪmɪdʒɪŋ/ *noun* [U]
(*IT*) the use of computers and electronic equipment to obtain, store and display images of objects, documents, pictures, etc. 成像: *imaging software/systems/technology* 成像软件 / 系统 / 技术

**imbalance** /ɪm'bæləns/ *noun* [C,U]
a situation in which two or more things are not the same size or are not treated the same, in a way that is unfair or that causes problems 失衡; 不平衡; 不均衡; 不公平: *an imbalance **in/of** supply and demand* 供求不平衡 ◇ *Attempts are being made to redress* (= put right) *the imbalance **between** our export and import figures.* 我们正在努力纠正进出口不平衡的情况。 ◇ *the growing trade imbalance between China and the US* 日益增长的中美贸易的不平衡 → BALANCE
● *to cause/correct/create/redress* (*an*) *imbalance* 引起 / 改正 / 产生 / 纠正不平衡

**imbed** = EMBED

**IMC** /ˌaɪ em 'siː/ = INTEGRATED MARKETING COMMUNICATIONS

**IMF** /ˌaɪ em 'ef/ *abbr*
**International Monetary Fund** an organization within the United Nations which encourages trade and economic development. It lends money to countries that are having economic problems and sometimes tells governments to change their economic policies 国际货币基金组织

**im,mediate pos'session** *noun* [U] (*especially AmE*)
(*Property*) if a house, flat/apartment, etc. is offered for sale with **immediate possession**, you can move into it as soon as the sale is complete 即刻入住; 立即拥有

**impact** *noun, verb*
● ***noun*** /'ɪmpækt/ [C, usually sing., U]
SEE ALSO: **environmental impact**
the powerful effect that sth has on sb/sth 巨大影响; 强大作用: *What impact will a strong currency have **on** the economy?* 强势货币对经济会有什么影响?
● ***verb*** /ɪm'pækt/ [+ obj *or* no obj]
to have an effect on sth, usually a bad one (对某事物, 通常是不好之事) 有影响, 有作用: *The high cost of labour will impact **on/upon** business growth.* 高劳动成本会对经济增长产生影响。

**impairment** /ɪm'peəmənt; *AmE* -'perm-/ *noun* [U]
(*Accounting*) a situation where an asset becomes less valuable and a company must show this by reducing its value in the financial records 减值: *a charge for goodwill impairment* 信誉减值费 ◇ *An impairment charge will have to be taken* (= paid) *to cover the drop in value of their properties.* 他们不得不收取减值费以弥补财产的贬值。

**impeach** /ɪm'piːtʃ/ *verb* [+ obj]
(about a court or other official body, especially in the US) to charge an important person with a serious crime (指法庭或者其他官方团体, 尤指美国的) 控告犯有严重罪行的重要人物; 弹劾
▸ **im'peachment** *noun* [U,C]: *the impeachment process/trial* 弹劾程序 / 审判

**imperfect** /ɪm'pɜːfɪkt; *AmE* -'pɜːrf-/ *adjective*
containing mistakes or faults 有缺点的; 有缺陷的: *All our sale items are slightly imperfect.* 我们所有的廉价商品都略有瑕疵。 ◇ *Flawed or imperfect goods are sold at reduced prices.* 有瑕疵或问题的货物均降价出售。

**imp,erfect compe'tition** *noun* [U]
(*Economics*) a situation where there are a limited number of sellers, each with a lot of control over prices and little information about what the others are doing 不完全竞争 → PERFECT COMPETITION

**imperfection** /ˌɪmpə'fekʃn; *AmE* -pər'f-/ *noun* [C,U]
a fault or weakness in sb/sth 缺点; 瑕疵: *Rapid cooling can cause imperfections **in** the glass.* 快速冷却能导致玻璃出现瑕疵。 ◇ *the imperfections of the international trading system* 国际贸易体系的不完善

**im,perfect 'market** *noun* [C, usually sing.]
(*Economics*) a situation where individual buyers and sellers can influence the price of goods, for example if there are only a few sellers, buyers do not have enough information about products and prices, or there are not enough goods of the same type produced 不完全市场 (个别买方和卖方能影响产品的价格): *Health care is an imperfect market, and does not follow the classic rules of supply and demand.* 保健市场属于不完全市场, 不跟随经典供求规则。

**★implement** /'ɪmplɪment/ *verb* [+ obj]
**1** to make sth that has been officially decided start to happen or be used 使生效; 贯彻; 落实; 执行; 实施: *The banks have agreed to implement measures to improve customer information.* 银行已同意落实改善顾客资料的措施。 ◇ *These changes will be implemented over a five-year period.* 这些变革将以五年的时间来实施。
● *to implement **changes/measures/reforms*** 实行变革; 落实措施; 实施改革 • *to implement a **decision/plan/policy/strategy*** 执行决定 / 计划 / 政策 / 战略 • *to implement sth **extensively/fully/successfully*** 广泛地 / 全面地 / 成功地贯彻某事
**2** (*IT*) to introduce or start to use a new system 实施 (新系统): *We have implemented the software across our distribution network.* 我们已在分销网络内使用这种软件。
▸ **implementation** /ˌɪmplɪmen'teɪʃn/ *noun* [U,C]: *the successful implementation of new technology* 新技术的成功实施 ◇ *software implementations* 软件实施

**im,plicit 'knowledge** = TACIT KNOWLEDGE

**implied** /ɪm'plaɪd/ *adjective* [only before noun]
(*Law*)
**1** an **implied** condition is one that becomes part of an agreement automatically because of the law and does need to be stated 暗指的; 不明言的: *In a contract for sale of goods there is an implied condition that the goods are of satisfactory quality.* 在销售产品的合同中有一项暗含条件, 即货物质量是令人满意的。
**2** (about a legal agreement) that is believed to exist because of people's behaviour rather than agreed in a formal way (法律协定) 默示的: *They argued that they had an implied licence to use*

*the software.* 他们辩称，他们有使用这软件的默示许可。→ EXPRESS

▸ **im'pliedly** *adverb*: *an expressly or impliedly authorized act* 明示或默示的授权行为

**implode** /ɪm'pləʊd; *AmE* ɪm'ploʊd/ *verb* [no obj] (about an organization, a system, etc.) to fail suddenly and completely（指机构、系统等）突然崩溃: *The stock market imploded, losing a quarter of its value in two hours.* 股市崩溃了，股值在两小时之内贬值四分之一。▸ **implosion** /ɪm'pləʊʒn; *AmE* -'ploʊ-/ *noun* [C,U]

**★import** *noun, verb*

● ***noun*** /'ɪmpɔ:t; *AmE* 'ɪmpɔ:rt/

SEE ALSO: **direct import, visible imports**

**1** [C, usually pl.] a product or service that is brought into one country from another 进口产品（或劳务）: *Our largest agricultural import is wheat.* 我们最大的进口农产品是小麦。◇ *food imports from abroad* 国外进口的食物 ◇ *Some domestic producers had been harmed by cheap imports.* 有些国内生产商受到廉价进口货的损害。

**2 imports** [pl.] the amount or value of goods and services that are brought from one country into another over a period of time 进口额: *an $11 billion increase in imports of goods and services in October* 十月份产品和服务的进口额增长110亿美元 ◇ *Exports fell while imports rose.* 出口额下降而进口额上升。

**3** [U] the act of buying a product or service from another country and bringing it into a country（产品、劳务的）进口，输入，引进: *There are strict controls on the import of meat and plants.* 对进口肉类和植物有严格的管制。◇ *products approved for import into the EU* 获准进入欧盟的产品 ◇ *The import market for organic foods has grown rapidly.* 有机食品的进口市场发展迅速。◇ *an import licence* 进口许可证

OPP EXPORT

● ***verb*** /ɪm'pɔ:t; *AmE* ɪm'pɔ:rt/

**1** [+ obj *or* no obj] to bring a product or service into one country from another 进口；输入: *The country has to import most of its raw materials.* 该国不得不进口大部分原材料。◇ *goods imported from Japan into the US* 从日本输入到美国的货物 ◇ *Sales of imported cars have increased.* 进口汽车的销售量增加了。◇ *importing countries/nations* 进口国

**2** [+ obj] to introduce an idea or activity from another country or area 引进: *They are using management ideas imported from the business world.* 他们正在使用从商界引入的管理理念。

**3** (*IT*) [+ obj] to move data into one computer file, program or system from another（向电脑文件、程序或系统）输入（资料）: *Click on the button to import the table into your document.* 点击按钮，将表格输入到你的文档中。

OPP EXPORT

▸ **importable** /ɪm'pɔ:təbl; *AmE* -'pɔ:rt-/ *adjective*: *importable goods* 可进口的货物 ◇ *importable file formats* 可输入的文档格式

**importation** /ˌɪmpɔ:'teɪʃn; *AmE* -pɔ:r't-/ *noun* [U,C]: *The government has banned the importation of these foods.* 政府已下令禁止进口这些食品。

**'import ˌduty** *noun* [C,U]

(*Trade*) a tax that is paid on particular goods or services that are brought into a country 进口税: *The government imposes import duties on tea of up to 30 per cent.* 政府对茶叶征收多达30%的进口税。◇ *Uncut diamonds are no longer subject to import duty.* 未切割的钻石不再缴纳进口税。→ TARIFF

**★importer** /ɪm'pɔ:tə(r); *AmE* -'pɔ:rt-/ *noun* [C]

**1** a business, country or person that buys and brings in goods or services from another country 进口企业；进口国；进口商: *a London-based importer of Italian goods* 设在伦敦的一家意大利商品进口商 ◇ *China* (= its businesses, etc.) *became the second-largest importer of Japanese steel.* 中国成为日本钢铁的第二大进口国。◇ *The country is a net importer of oil* (= it imports more than it exports). 这个国家是石油的净进口国（进口超过其出口）。

**2** a country whose government or businesses borrow money or receive investment from other countries（资本）输入国: *Traditionally, the country was an importer of capital to finance industrial growth.* 这个国家传统上是为工业发展筹措资金的资本输入国。→ EXPORTER

**ˌimport-'export** *adjective* [usually before noun] (*Trade*)

**1** an **import-export** company, business, etc. is one that buys goods from foreign suppliers to sell to local companies, as well as supplying local goods to foreign buyers 进出口（公司、企业等）

**2** connected with goods and services that are brought into or sent out of a country（与货物和劳务有关的）进出口: *import-export statistics* 进出口统计 ◇ *the import-export market* 进出口市场

**'import ˌsurcharge** *noun* [C]

(*Economics*) an extra tax charged on goods being brought into a country in addition to the normal tax (**import duty**) 进口附加税

**impose** /ɪm'pəʊz; *AmE* ɪm'poʊz/ *verb* [+ obj] to introduce a new law, rule, tax, etc.; to order that a rule, punishment, etc. be used 推行，采用（规章制度）；强制实行: *A new tax was imposed on fuel.* 对燃料征收一种新税。◇ *The court can impose fines of up to two million euros.* 法院可处以多达200万欧元的罚金。▸ **imposition** /ˌɪmpə'zɪʃn/ *noun* [U]: *the imposition of tax on domestic fuel* 家用燃料税的征收

**impound** /ɪm'paʊnd/ *verb* [+ obj] to officially take sth away from sb, so that they cannot use it（依法）没收，扣押: *Customs agents impounded the goods at the docks.* 海关人员扣押了码头上的货物。→ CONFISCATE

**impression** /ɪm'preʃn/ (*also* '**ad view**) *noun* [C]

SEE ALSO: **cost per impression, page impression**

(*Marketing*)

**1** the number of times a web page or a BANNER AD is shown（网页或横幅广告的）播放次数，显示次数: *What is the cost per thousand impressions?* 每千次显示费用是多少？

**2** the number of times that one person sees an advertisement 一个人看到某广告的次数

→ PAGE VIEW

**imprest** /ˈɪmprest/ *noun* [C]
(*Accounting*)
**1** a fund that is used by a business for making regular small payments 定额备用金；定额周转金：*Each office holds an imprest for its running expenses.* 每一个办公室都设有供日常开支的定额周转金。◇ *an imprest account/fund* 定额备用金账户；定额备用金 → FLOAT, PETTY CASH
**2** an amount of money that is given in advance to sb for a particular purpose 预付款；垫款

**imprint** /ˈɪmprɪnt/ *noun* [C]
**1** a brand name under which books are published 出版商标识、出版商品牌：*They publish under several imprints.* 他们以几个出版商标识出版。
**2** the name of the PUBLISHER of a book, usually printed below the title on the first page 出版者名称（通常印在书的首页书名下方）

**improper** /ɪmˈprɒpə(r); *AmE* -ˈprɑːp-/ *adjective*
dishonest; against the rules 不诚实的；违反规则的：*improper accounting practices* 不正当的会计手法 ◇ *She was sued for making improper use of company funds.* 她被指控不当使用公司资金。
▸ **imˈproperly** *adverb*

**impropriety** /ˌɪmprəˈpraɪəti/ *noun* [U,C] (*plural* **improprieties**) (*formal*)
behaviour or actions that are dishonest or not appropriate for a person in a position of responsibility 不诚实（或不正当、不合适）的行为举止：*allegations of financial impropriety* 财务违法的指控 ◇ *The bank has denied any impropriety in the way it managed the accounts.* 银行已否认在管理账目中有任何不正当的行为。

**improve** /ɪmˈpruːv/ *verb* [+ obj or no obj]
to become better than before; to make sth/sb better than before 改进；改善；提高：*Market conditions have improved considerably.* 市场情况有很大的改善。◇ *The shares improved 5¢ to 542¢.* 股票上升了5分到542分。◇ *We aim to improve efficiency at all our plants.* 我们旨在改善我们所有工厂的效率。◇ *I need to improve my French.* 我需要改善我的法语水准。◇ *an improved quality of service* 改进服务品质
● *sb/sth* ***begins/continues/fails/starts*** *to improve*（某人或某事）开始／继续／没有／开始改善 • *to* ***aim/attempt/try/work*** *to improve sth* 旨在／试图／设法／努力改进某事 • *to improve (sth)* ***considerably/greatly/dramatically/significantly*** 大幅度／大大／巨大／明显地改进 • *to improve (sth)* ***continuously/slightly/slowly/steadily*** 不断／稍微／慢慢／稳步地改进（某事）
PHR V **imˈprove on/upon sth** to achieve or produce sth that is of a better quality than sth else 改进；做出比…更好的成绩：*We've certainly improved on last year's figures.* 我们的业绩当然超过了去年的数字。

**improvement** /ɪmˈpruːvmənt/ *noun*
SEE ALSO: **continuous improvement, home improvement**
**1** [U] the act of making sth better; the process of sth becoming better 改善；改进：*The economy is showing signs of improvement.* 经济显示出有所改善的迹象。◇ *Although we have made progress with quality standards, there is still* ***room for improvement.*** 尽管我们的品质标准取得了进展，但是尚有改进的余地。◇ *Retailers saw some* ***improvement in*** *sales this year.* 零售商今年的销售量有所提高。
● *to* ***expect/report/see*** *improvement (in sth)* 期望／汇报／看出（在某方面的）改善 • *sth* ***shows*** *improvement* 某事显示有所改善
**2** [C] **improvement (from/on/over sth)** a change in sth that makes it better; sth that is better than it was before 改进处；改善的事物：*These figures are a big improvement from a year ago.* 这些数字比一年前有了很大的改进。◇ *We have made improvements to the design of many of our products.* 我们已改进了我们许多产品的设计。◇ *benefits from cost-cutting and productivity improvements* 得益于削减成本和提高生产率
● *to* ***achieve/expect/make/report/see*** *an improvement* 达到／期望／作出／汇报／看出改善 • *sth* ***shows*** *an improvement* 某事显示改进之处 • *a* ***big/dramatic/major/significant*** *improvement* 大的／巨大的／显著的／明显的改进 • *a* ***modest/slight/steady*** *improvement* 适度的／轻微的／稳定的改进

**imprudent** /ɪmˈpruːdnt/ *adjective* (*formal*)
not wise or sensible 不明智的；不谨慎的；轻率的：*It would be imprudent to invest all your money in one company.* 你把所有的钱都投资在一家公司是不明智的。◇ *imprudent purchases* 轻率购买
OPP PRUDENT ▸ **imprudence** /ɪmˈpruːdns/ *noun* [U] **imˈprudently** *adverb*

**ˈimpulse buy** (*also* **ˈimpulse ˌpurchase**) *noun* [C] (*Marketing*) a product that you see in a shop/store, etc. and suddenly decide to buy without planning to do so 冲动购买；即兴购买：*One out of every two books sold is an impulse buy.* 每两本卖出的书里就有一本是冲动购买的。◇ *The shelves next to the tills are reserved for impulse buys.* 靠近交款处的书架是留给冲动购买者的。▸ **ˈimpulse ˌbuyer** (*also* **ˈimpulse ˌpurchaser**) *noun* [C] **ˈimpulse ˌbuying** (*also* **ˈimpulse ˌpurchasing**) *noun* [U]: *The layout of a supermarket is designed to encourage impulse buying.* 超市的布局目的在于鼓励冲动购买。

**in.** (*plural* **in.** *or* **ins.**) = INCH

**inactive** /ɪnˈæktɪv/ *adjective*
**1** not doing anything; not active 不活跃的；不活动的；无行动的：*inactive customers* 不活跃的顾客 ◇ *The stock market is likely to remain inactive this week.* 股市本周可能仍不活跃。
**2** not in use; not working 未使用的；不运转的：*an inactive bank account* 不常用的银行帐户 ◇ *an inactive oil well* 闲置的油井
▸ **inactivity** /ˌɪnækˈtɪvəti/ *noun* [U]: *The financial markets have suffered a long period of inactivity.* 金融市场遭受了长期不活跃的损失。

**inadmissible** /ˌɪnədˈmɪsəbl/ *adjective*
(*Law*) that cannot be allowed or accepted, especially in court（尤指法庭上）不允许的，不采纳的：*inadmissible evidence* 不被采纳的证据
OPP ADMISSIBLE

**inappropriate** /ˌɪnəˈprəʊpriət; *AmE* -ˈproʊ-/ *adjective*
not suitable or appropriate in a particular situation 不适当的；不合适的：*inappropriate actions/behaviour/language* 不恰当的行动／行为／语言 ◇ *It would be inappropriate* ***for*** *me to comment on the situation.* 要我评论这情况恐怕不妥。

▸ **ˌinap'propriately** *adverb* **ˌinap'propriateness** *noun* [U]

**'in-ˌbasket** = INBOX (2)

**inbound** /'ɪnbaʊnd/ *adjective*
going towards a place rather than leaving it 到达的；入境的：*inbound flights/passengers* 抵港航班 / 乘客 ◇ *The centre handles over 6 000 inbound calls a week from all around the world.* 中心每周要处理来自世界各地6000多个呼入电话。◇ *attempts to attract inbound investment* (= from abroad) 努力吸引外国投资 OPP OUTBOUND → INCOMING (2)

**ˌinbound tele'marketing** *noun* [U]
(*Marketing*) selling goods or services by inviting people to telephone the company selling the product 呼入电话行销 → OUTBOUND TELEMARKETING

**★inbox** /'ɪnbɒks; *AmE* -bɑ:ks/ *noun* [C]
**1** (*IT*) the place in a computer where email messages are shown when they arrive 收件箱：*Keep the number of messages **in** your inbox to a minimum.* 将你收件箱中的资讯数量减少到最低。→ OUTBOUND
**2** (*also spelled*, **in-box** *AmE also* **'in-ˌbasket**) = IN TRAY

**ˌin-'built** = BUILT-IN

**Inc.** (*also spelled* **inc**) /ɪŋk/ *abbr*
used in the names of companies in the US as a short way of writing **Incorporated** (= officially created as a company) 公司（美国用于公司名称，Incorporated 的缩写，意思是“正式创建的公司”）：*Microsoft Inc.* 微软公司 See note at LTD

**inc.** = INCL.

**inca'pacity ˌbenefit** *noun* [U,C]
in the UK, money that the government pays to people who cannot work because they are ill, injured, etc.（英国政府向因生病、受伤而丧失工作能力的人发放的）救济金：*The number of young people **on** incapacity benefit has risen.* 领取救济金的年轻人数量增加了。

**★incentive** /ɪn'sentɪv/ *noun* [C,U]
SEE ALSO: **group incentive, sales ~, tax ~**
something that encourages people to do sth, especially to work harder, spend more money, etc. 激励；鼓励；刺激：*generous incentives **for** small businesses **to** invest in new equipment* 慷慨奖励小型企业投资于新设备 ◇ *They are trying to increase their market share by offering customers big financial incentives.* 他们正通过向顾客提供资助、努力提高其市场占有率。◇ *creating an incentive plan to retain key workers* 制定留住核心员工的激励计划 SYN INDUCEMENT OPP DISINCENTIVE
● ***big/generous/powerful/real/strong** incentives* 大的 / 慷慨的 / 巨大的 / 真正的 / 强力的激励 ◆ *to **create/offer/provide** incentives* 产生 / 给予 / 提供激励 ◆ *an incentive **package/payment/plan/system*** 一整套激励措施；激励金 / 计划 / 制度

**in'centive ˌmarketing** *noun* [U]
a way of selling more goods or services by offering rewards such as low prices, gifts, etc. to customers to persuade them to buy 奖励行销（向顾客提供低价、礼物等奖励以鼓励顾客购买更多产品或服务的方式）

**in'centivize , -ise** /ɪn'sentɪvaɪz/ *verb* [+ obj]
to encourage sb to do sth, especially to work harder or to buy sth, by offering them a reward for doing it 激励；鼓励；奖励：*We set up a system of bonuses to incentivize sales staff.* 我们建立奖金制度以激励销售人员。◇ *incentivizing the purchase of energy-efficient vehicles* 鼓励购买节能车辆

**inch** /ɪntʃ/ *noun, verb*
● ***noun*** [C] (*abbr* **in.**)
SEE ALSO: **column inch**
a unit for measuring length, equal to 2.54 centimetres 英寸（相当于2.54厘米）：*a screen measuring 3.4 inches by 1.8 inches* 屏幕尺寸为3.4英寸乘1.8英寸 ◇ *a 14-inch monitor* * 14英寸显示器
● ***verb*** [no obj] (*used with an adverb or a preposition* 与副词或介词连用)
to move slowly towards a particular level or position 使（朝某水准或位置）缓慢移动：*The euro inched higher to 122.69 against the yen.* 欧元兑日元小幅攀升至122.69。

**incidental** /ˌɪnsɪ'dentl/ *adjective, noun*
● ***adjective***
happening in connection with sth else, but not as important as it 附带发生的；次要的：*We regarded the delivery service as incidental **to** our main business.* 我们把送货服务作为主要业务的附带服务。◇ *You can claim up to €30 for **incidental expenses*** (= small costs related to your main activity). 你能索回最高不超过30欧元的杂费。
● ***noun*** [C, usually pl.]
something that happens in connection with sth else, but is less important 附带事件：*You'll need money for incidentals such as tips and taxis.* 你需要准备好付小费和乘出租车之类的附带杂项开销。

**incl.** (*BrE also* **inc.**) *abbr*
**1** a short way of writing **including** or **included**, especially in advertisements（尤用于广告）包括，连同…在内：*breakfast not incl.* 不包括早餐 ◇ *€170 inc. all taxes* 连税在内170欧元
**2** a short way of writing **inclusive** 包括提到的所有天数（或月、数目等）：*The exhibition runs from 9 to 16 June incl.* 展览从6月9日至16日。

**★include** /ɪn'klu:d/ *verb* [+ obj]
**1** (*not used in the continuous tenses* 不用于进行时) if one thing **includes** another, it has the second thing as one of its parts 包括；包含：*Does the price include tax?* 这个价钱是否含税？◇ *Their clients included Unilever and Coca-Cola.* 他们的客户包括联合利华公司和可口可乐公司。◇ *Your duties include receiving guests and answering the telephone.* 你的职责包括接待客人和接听电话。
**2 include sb/sth (as/in/on sth)** to make sb/sth part of sth 使成为…的一部分：*We haven't included February's sales in these figures.* 我们还没把二月份的销售量加到这些数字里。 OPP EXCLUDE

**including** /ɪn'klu:dɪŋ/ *preposition* (*abbr* **incl.**)
having sth as part of a group or set 包括…在内：*a fare of €79, including taxes* 包括税款在内的费用共79欧元 ◇ *How much time do you spend using the Internet for work, **not including** email?* 除了收发电子邮件外，你利用互联网工作花多少时间？ OPP EXCLUDING

**inclusive** /ɪn'klu:sɪv/ *adjective*

SEE ALSO: **all-inclusive**

**1** having the total cost, or the cost of the thing mentioned, contained in the price 包含全部费用的；包括所提到的费用的：*Prices are inclusive of all packaging and delivery.* 价格包括所有的包装和交付费。◇ *a VAT-inclusive price* 包含增值税的价格 OPP EXCLUSIVE

**2** (*BrE*) (*abbr* **incl.**) including all the days, months, numbers, etc. mentioned 包括提到的所有天数（或月、数目等）在内的：*An extra charge applies for the period (from) 1 to 14 July inclusive.* 附加费适用于7月1日至14日的这段时间内。

**3** including a wide range of people, not only the people with power or authority 范围广泛的（人）：*The company takes an inclusive approach to decision making* (= it includes the workers in the process). 这家公司采用包容的方式制定决策（在决策制定过程中包括工人）。

**WHICH WORD?** 词语辨析

**income/earnings/revenue**

These words all describe money that is earned. 这些词均指挣来的钱。

**Income** is used to describe money earned by a person, an organization or a country, especially on a regular basis. It is usually used in the singular or as an uncountable noun. * income 指个人、机构或国家的收入，且尤指定期收入。通常用作单数名词或不可数名词：*an income of $10 000 a year* 年收入1万元 ◇ *a drop in income* 收入下降 In the plural, it refers only to money earned by individuals. 用作复数形式时仅指个人收入：*The research shows that families on low incomes are struggling with debts.* 研究表明低收入家庭正疲于应对债务问题。

**Earnings** is a plural noun and is used mainly in the context of calculating or reporting amounts that are earned by people or businesses. * earnings 为复数名词，主要用于计算或报告个人或企业的收入额：*Full-year earnings rose by 15%.* 全年收入增加了15%。◇ *You must declare all earnings to the tax office.* 你必须向税务机关申报所有收入。 It is also used to describe money that a country earns from exporting goods. 同时还可指一个国家的出口所得：*export earnings* 出口收益

**Revenue** [U] or **revenues** [plural] are used about money earned by a business. * revenue 或 revenues 用于指企业的收益：*A product generates revenue for the business.* 产品可为企业带来收入。◇ *Over half the company's revenues are in dollars.* 公司一半以上的收入是美元。

**Income** [U] or **revenue** [U or plural], not earnings, are used when describing the way in which money is earned. 说明收入来源时，用 income（不可数名词）或 revenue（不可数名词或复数），而不用 earnings：*fee/investment/sales income* (= money earned from fees/investments/sales) 收费所得；投资收益；销售收入 ◇ *licence/sales/tax revenues* 许可证 / 销售 / 税收收入

**★income** /'ɪnkʌm; -kəm/ *noun* [C,U]

SEE ALSO: **accrued income, adjusted gross ~, deferred ~, discretionary ~, disposable ~, earned ~, expendable ~,** etc.

the money that a person, a region, a country, etc. earns from work, from investing money, from business, etc. 收入；收益；所得：*people on high/low incomes* 高 / 低收入的人 ◇ *a weekly income of €400* 每周收入400欧元 ◇ *They receive a proportion of their income from the sale of goods and services.* 他们一部分的收入来自出售货物和各种服务。◇ *Tourism is a major* ***source of income*** *for the area.* 旅游业是这个地区的主要收入来源。→ EXPENDITURE See note at INCREASE

⊕ ***an annual/a monthly/quarterly/weekly*** *income* 每年 / 每月 / 每季 / 每周收入 • ***family/household/national/personal*** *income* 家庭 / 居民 / 国民 / 个人收入 • ***gross/net*** *income* 毛 / 净收入 • ***after-tax/pre-tax/post-tax/taxable*** *income* 税后 / 税前 / 除税后 / 应课税收入 • ***dividend/investment/rental/retirement*** *income* 股利 / 投资 / 租金 / 退休收入 • *to* ***earn/generate/have/provide/receive*** (*an*) *income* 赚取 / 产生 / 有 / 提供 / 得到收入

**ˌincome and exˈpenditure acˌcount** *noun* [C]

(*Accounting*) a financial account used by NON-PROFIT organizations such as charities, universities, etc. to record income and expenses; a report of the income and expenses for a particular period（非营利机构采用的）收支账目：*Donations are credited to the income and expenditure account.* 所有捐款均贷记收支账目。◇ *The society's income and expenditure account for the year end 31 December shows a surplus of £3.7 million.* 截至今年12月31日，协会的收支账目有370万英镑的盈余。→ PROFIT AND LOSS ACCOUNT

**ˈincome bond** *noun* [C]

(*Finance*)

**1** in the UK, a type of bond that pays the investor an amount of interest regularly, for example every month 收益债券（在英国，指定期付给投资者利息的一种债券）：*Many pensioners buy income bonds with part of their pension fund to boost their income.* 许多养老金领取者用部分养老金购买收益债券以增加收入。

**2** in the US, a bond that pays interest at a rate which is related to the amount of money earned by the company selling it 收益债券（在美国，指一种债券，出售债券的公司根据公司的收益额来制定支付利息的利率）

**ˈincome efˌfect** *noun* [C]

(*Economics*) the way in which a change in the price of a product or service results in a change in the quantity demanded because the consumer is able to buy more or less with their money as a result of the price change 收入效应（产品或服务的价格变化导致需求量的变化，原因是由于价格变化，消费者能够用自己的钱多买或少买）→ SUBSTITUTION EFFECT

**ˈincome elasˈticity of deˈmand** *noun* [C,U]

(*Economics*) the extent to which people buy more or less of a product or service when the amount of

money that they earn changes 需求的收入弹性（当人们收入发生变化时，购买更多或更少的产品或服务的程度）→ ELASTICITY OF DEMAND

**'income fund** *noun* [C]
(*Finance*) a type of fund that invests in shares, bonds, etc. that are safe and pay a regular income 收益基金，所得基金（投资于股票、债券等的基金。这种基金安全而且有定期收益）→ GROWTH FUND

**'income group** *noun* [C]
(*Economics*) a group of people within the population who earn similar wages 收入群体（收入相似的一群人）：*There is a high percentage of part-time workers within Britain's lowest income group.* 英国低收入群体中兼职工人的百分率相当高。
● ***high/low/middle** income groups* 高 / 低 / 中收入群体

**'income in,surance** (*also* **,income pro'tection in,surance**) *noun* [U,C]
a type of insurance in which you receive money if you are unable to work, because you are ill/sick, etc. 收入保险（为因疾病等丧失工作能力的人提供保障的一种保险）

**'income share** *noun* [C, usually pl.] (*also* **'income stock** [U,C])
(*Finance*) a share in a company that is likely to provide investors with high, regular DIVIDENDS (= payments from company profits) 所得股（能为投资者提供定期、高额股利的公司股票）

**'income ,statement** *noun* [C] (*AmE*)
(*Accounting*) an official financial record that gives details of all a company's income and expenses for a particular period and shows if it has made a profit or a loss 损益表（详细记录一定时期内公司收支情况的正式财务记录。该表说明公司是否盈利或亏损）SYN PROFIT AND LOSS ACCOUNT

**'income stock** = INCOME SHARE

**'income stream** *noun* [C]
(*Finance*)
**1** regular payments that sb receives from an investment or a property, especially over a long period of time 收入流（尤指可长期从投资或财产中获得的定期收入）：*The investment will bring a steady income stream.* 这笔投资将带来稳定的收入流。
**2** the money that a business produces 收入流（企业利润）：*Our research services continue to provide a substantial income stream.* 我们的研究服务继续提供可观的收入流。

**'income tax** *noun* [U,C]
the amount of money that you pay to the government according to how much you earn or receive from some other sources. In the US, businesses also pay income tax. 所得税；入息税：*cuts in the rate of income tax* 所得税率的削减 ◇ *the agency collecting federal income tax* 征收联邦所得税的机构
● ***corporate/personal** income tax* 企业 / 个人所得税 • *to **avoid/evade/pay** income tax* 规避 / 逃避 / 缴纳所得税 • *to **collect/levy** income tax* 收 / 征收所得税 • *to **cut/increase/raise/reduce** income tax* 削减 / 增加 / 提高 / 降低所得税

**incoming** /'ɪnkʌmɪŋ/ *adjective* [only before noun]
**1** recently elected or chosen 新当选的；新任的：*the incoming chairman/chief executive/president* 新任主席 / 行政长官 / 总统
**2** arriving somewhere, or being received 正到达某地的；刚收到的：*an incoming flight* 抵港航班 ◇ *incoming mail/messages/orders* 刚收到的邮件 / 资讯 / 订单 → INBOUND
OPP OUTGOING

**incomings** /'ɪnkʌmɪŋz/ *noun* [pl.] (*BrE*)(*informal*) income 收入 OPP OUTGOINGS

**,in-'company** = IN-HOUSE

**incompatible** /,ɪnkəm'pætəbl/ *adjective, noun*
● ***adjective***
(about equipment, especially computers or programs) not able to be used together; not standard（指设备，尤指电脑或程序）不相容的，不标准的：*New software is often incompatible with older computers.* 新软件往往和旧电脑不相容。◇ *These two systems are incompatible.* 这两个系统不兼容。OPP COMPATIBLE
▸ **incompatibility** /,ɪnkəm,pætə'bɪlətɪ/ *noun* [U,C] (*plural* **incompatibilities**)
● ***noun*** [C, usually pl.]
something, such as a piece of equipment, a computer program, a drug, a chemical, etc. that cannot be used with something else（设备、电脑程序、药物、化学品等）不兼容，不相容，互斥性

**incompetence** /ɪn'kɒmpɪtəns; *AmE* -'kɑ:m-/ *noun* [U]
the lack of skill or ability to do a job as it should be done 无能力；不胜任；不称职：*managerial/professional incompetence* 管理方面 / 专业方面的不称职 ◇ *She was fired for incompetence.* 她因不称职而被解雇。

**incompetent** /ɪn'kɒmpɪtənt; *AmE* -'kɑ:m-/ *adjective, noun*
● ***adjective***
not having the skill or ability to do a job as it should be done 无能力的；不胜任的；不称职的：*incompetent managers/workers* 不称职的经理 / 工人 ◇ *his incompetent handling of the company's finances* 他在处理公司财务问题上的无能表现
OPP COMPETENT
▸ **in'competently** *adverb*
● ***noun*** [C]
a person who does not have the skill or ability to do a job as it should be done 无能力者；不胜任者；不称职者

★**incorporate** /ɪn'kɔ:pəreɪt; *AmE* -'kɔ:rp-/ *verb* (*often* **be incorporated**)
**1** [+ obj *or* no obj] to form a legal company or organization, for example by obtaining a certificate from the authorities 使设立的公司注册（登记）；使成为法人组织：*The business was incorporated as a limited liability company.* 该企业注册为有限责任公司。◇ *The firm incorporated in Delaware in 1997.* 该公司1997年在美国特拉华州注册。
**2** [+ obj] **incorporate sth (in/into/within sth)** to include sth as part of sth else 将…包括在内；

包含；吸收；使并入：*Many of your suggestions have been incorporated into the plan.* 你的许多建议已纳入这个计划中。◇ *a phone incorporating a digital camera* 装有数码照相机的电话

**★incorporated** /ɪn'kɔ:pəreɪtɪd; *AmE* -'kɔ:rp-/ *adjective*
formed into an official company or organization with legal status 组成公司的；组成法人组织的：*an incorporated company* 股份有限公司 ◇ *the Incorporated Society of British Advertisers* 英国广告公司联盟 ◇ *Wal-Mart Stores Incorporated* 沃尔玛公司 → INC. See note at CORPORATION

**VOCABULARY BUILDING** 词汇扩充

## Increases and decreases

Newspapers use a wide variety of verbs to describe the way in which figures and prices increase and decrease. 报纸中会用到各种动词来描述数字的增减与价格的涨跌。

| **Increase 增加，上升** | **Decrease 减少，下降** |
|---|---|
| **Neutral Terms 中性词语** | |
| **be up** 上升 | **be down** 下降 |
| *The share price was up 2% by midday.* 中午收盘时股价上扬2%。 | *Orders for new vehicles are down on last year.* 新车订单较去年有所减少。 |
| **go up \| increase \| rise** 上升，增加 | **go down \| decrease \| decline \| drop \| fall** 下降，减少，下滑 |
| *Sales rose (by) 2%, from $20,050 to $20,450.* 销售额从20050元增至20450元，增长了2%。 | *Business confidence has been declining steadily.* 商业信心持续下滑。 |
| **gain sth** 增加 | **lose sth** 下降 |
| *The index gained 7.39 points.* 指数上升了7.39点。 | *The market lost 20% of its value in a single day.* 市值单日下滑20%。 |
| **edge/inch up... \| edge/inch higher** 略为增加，略为提高 | **edge/inch down... \| edge/inch lower \| slip** 略为减少，略为下降 |
| *Earnings edged up 2¢ to 24¢ a share.* 每股收益略增两分至24分。 | *Government bonds are edging lower.* 政府债券价格缓慢下跌。 |
| **Stronger terms 语气强烈的词语** | |
| **jump \| rocket \| shoot up \| skyrocket \| soar** 暴涨，猛涨，急增 | **dive \| plummet \| plunge \| slump** 暴跌，猛跌，锐减 |
| *Revenues have skyrocketed (by) 86%* 收入激增了86%。 | *The FTSE slumped to its lowest level in two years.* 《金融时报》指数暴跌至两年来的最低点。 |

**Note:** when talking about currencies, you say **decrease/increase in value** 谈论货币时，可以说 decrease/increase in value: *The euro has increased in value relative to the dollar.* 欧元对美元升值。

**incorporation** /ɪn,kɔ:pə'reɪʃn; *AmE* -,kɔ:rp-/ *noun* [U,C]
SEE ALSO: **articles of incorporation, certificate of incorporation**
an act of forming a legal company or organization 注册；组建公司（或组织）：*Delaware is the most popular state in the US for incorporation.* 在美国注册公司最受欢迎的是特拉华州。◇ *The rate of new incorporations is a good measure of business activity.* 新注册公司的速度是商业活动的一个很好的衡量尺度。◇ *The company moved its incorporation from the US to Bermuda for tax purposes* (= it changed its legal home to Bermuda). 公司为了少缴税而从美国搬到百慕大注册。

**Incoterm** /'ɪnkəʊtɜ:m; 'ɪŋ-; *AmE* -koʊtɜ:rm/ *noun* [C]
(*Trade*) (used in contracts between exporters, importers, etc.) one of a list of standard words that show who is responsible for the delivery and insurance of goods being sent between countries（用于出口商、进口商等之间的合同）国际贸易术语解释通则 **NOTE** **Incoterm** is formed from the phrase **International Commercial Term**. The **Incoterms** are created by the International Chamber of Commerce and are changed from time to time. They are referred to in contracts by their abbreviations, such as **CIF** (*cost, insurance, freight*) and **FOB** (*free on board*). * Incoterm由短语International Commercial Term合并而成。Incoterms由国际商会制定并经常进行修订。Incoterms在合同中用缩写表示，如CIF（成本加保险费加运费价）和FOB（装运港船上交货价）。
Note on page S6

**★increase** *verb, noun*
● ***verb*** /ɪn'kri:s/ [+ obj *or* no obj]
to become or to make sth greater in amount, number, value, etc.（使）增长，增多，增加，上升，提高：*Revenues increased 4.5 per cent to ¥3 537 billion.* 收入增加了4.5%达到35370亿日元。◇ *The rate of inflation increased by 2%.* 通货膨胀率上升了2%。◇ *Oil has increased in price.* 石油价格上涨了。◇ *concerns over increasing unemployment* 忧虑越来越高的失业率 ◇ *We need to increase productivity.* 我们需要提高生产率。◇ *They've increased the price by 50%.* 他们已将价格提高了50%。 OPP DECREASE
➕ *to increase* ***considerably/dramatically/sharply/significantly*** 大幅度地 / 巨大地 / 急剧地 / 明显地增长 • *to increase* ***gradually/slightly/steadily*** 逐渐地 / 轻微地 / 稳步地提高 • *to increase in* ***number/size/value*** 数字 / 大小 / 价值的增加
▸ **in'creased** *adjective* [only before noun]: *increased demand* 增加了的需求
● ***noun*** /'ɪŋkri:s/ [C,U]
a rise in the amount, number or value of sth 增长；增多；增加；上升；提高：*The company reported a 12 per cent increase in costs.* 公司报告说成本增加了百分之十二。◇ *We expect sales to show a significant increase* ***from/over*** *last year.* 我们预计销售量比去年有了明显增长。◇ *a year-on-year increase* (= between this year and the previous year) 逐年增长 ◇ *They demanded a wage increase of 3 per cent.* 他们要求加薪百分之三。◇ *Industrial activity is* ***on the increase.*** 工业活动越来越多。

◇ *The rate of increase has slowed.* 增长率减缓。
OPP DECREASE
● ***a big/dramatic/large/sharp/significant increase*** 大的 / 大幅的 / 巨大的 / 急剧的 / 明显的增加 • ***a pay/salary/wage increase*** 报酬 / 薪金 / 工资增加 • ***a cost/(an interest) rate/price/tax increase*** 成本 /（利息）率 / 价格 / 税额的上涨

**increment** /'ɪŋkrəmənt/ *noun* [C]
**1** (*HR*) a regular increase in the amount of money that sb is paid for their job 定期的加薪: *The pay system contains automatic annual increments in the early years.* 薪酬制度包含最初几年逐年自动加薪。
**2** an increase in a number or an amount, especially one in a series 增加量; 增加额: *The bids rose in increments of $1 000.* 投标价上升了1000美元。

**incremental** /ˌɪŋkrə'mentl/ *adjective*
**1** used to describe sth that happens gradually, a little at a time 增加的; 递增的: *incremental changes/improvements to existing products* 现有产品不断地革新 / 改进 ◇ *slow incremental growth* 缓慢渐进式增长
**2** used to describe an increase in a number or amount 增量的, 增额的: *The factory then begins production runs in incremental jumps, from 1 000 to 10 000 and on up.* 工厂开始了生产运行, 增量从1000跳到10000, 而且还在继续上升。
**3** (*HR*) used to describe a system in which the amount of money that sb is paid for their job increases regularly 常规增薪: *After three months you will move to the next point on the incremental scale.* 三个月后, 你将移到常规增薪幅度表上的下一级别。
**4** (*Accounting*) used to describe the total change in income, sales, costs, etc. that results from an extra activity, product, service, customer, employee, etc. 增量的（由于活动、产品、服务、顾客、雇员等的增加而引起收入、销售量、成本的总额改变）: *If 12% of possible new customers upgrade their PCs, that could mean tens of millions of dollars in incremental revenue.* 如果12%的潜在新顾客将他们的个人电脑升级, 这可即是说会增加数千万美元的收入。 ◇ *The incremental cost of delivering one more page of data is zero.* 多传送一页数据的增量成本为零。
▸ **incrementally** /ˌɪŋkrə'mentəli/ *adverb*: *The number of employees has grown incrementally over the last decade.* 员工人数在过去的十年里逐步增加。

**incubator** /'ɪŋkjubeɪtə(r)/ *noun* [C]
a company that helps people to start businesses, especially ones connected with modern technology or the Internet 创业孵化器, 创业培育公司（帮助人们创业的公司, 尤指创立现代科技或互联网有关的公司）: *They set up an incubator for biotechnology start-ups.* 他们为新开设的生物技术企业成立创业培育公司。 ◇ *an Internet incubator* (= that helps to start Internet companies) 互联网创业培育公司（帮助互联网公司创业）

**incubator space** *noun* [C,U]
offices, buildings, etc. that are provided free or at low cost to small, new businesses 创业场所（向规模小的新型企业免费或低成本提供办公室、建筑物等）: *The university provides an incubator space for emerging technology companies.* 该大学为新兴的科技公司提供创业场所。

**incumbent** /ɪn'kʌmbənt/ *noun, adjective*
● ***noun*** [C]
**1** a person who has an official position 在职者: *They are looking for a new chief executive, the previous incumbent having left suddenly.* 由于前任突然离职, 他们正在寻找新的行政总裁。
**2** a company that has a large share of a particular market 主导运营商, 市场老大（市场中市场份额大的公司）: *the Swedish telecoms incumbent* 瑞典电信市场的主导运营商
● ***adjective***
**1** [only before noun] having an official position 在职的; 现任的: *the incumbent manager/chief executive* 在职经理 / 行政总裁
**2** [only before noun] having a large market share 有很大市场份额的: *incumbent operators without a real threat of competition* 没有真正竞争威胁的主导运营商
**3** (*formal*) [not before noun] necessary as part of sb's duties 有责任的; 义不容辞的; 必须履行的: *It was incumbent **on/upon** them to attend.* 他们必须出席。

**★incur** /ɪn'kɜ:(r)/ *verb* [+ obj] (**-rr-**)
**1** to do sth that means you lose or have to pay an amount of money 招致, 带来（损失、负债、费用）: *You risk incurring bank charges if you exceed your overdraft limit.* 如果超过了透支限额, 就有被银行加收费用的风险。 ◇ *The group incurred a €3 million loss on the sale of the business.* 该集团出售这笔业务时蒙受了300万欧元的损失。
● *to incur **charges/costs/debts/expenses/losses*** 带来费用 / 成本 / 负债 / 支出 / 损失
**2** to do sth that means you have to deal with sth unpleasant 招致; 遭受; 引起: *At busy times, orders may incur delays.* 在繁忙的时候, 订单可能会延误。 ◇ *They **incurred the wrath of** their customers* (= made them angry) *by putting up their prices again.* 他们再次抬高价格, 使顾客震怒。
● *to incur **delays/risks*** 招致延误 / 风险

**indebted** /ɪn'detɪd/ *adjective* (*formal*)
(about companies, governments, etc.) owing money to other countries or organizations（指公司、政府等）负债的: *The scheme provides relief for **heavily** indebted countries.* 这项计划为严重负债的国家提供减免。 ◇ *Several insurance companies are indebted **to** the bank.* 几家保险公司欠下银行债务。 ▸ **in'debtedness** *noun* [U]: *The board has focused on reducing the level of indebtedness of the group.* 董事会注重降低集团的负债水准。 ◇ *a rise in consumer indebtedness* 消费者负债增加

**indemnify** /ɪn'demnɪfaɪ/ *verb* [+ obj] (**indemnifies, indemnifying, indemnified, indemnified**)
(*Law*) to promise to pay sb an amount of money if they suffer any damage or loss 保证赔偿: *The contract indemnifies them **against** loss of earnings.* 合同保证赔偿他们的收入损失。 ◇ *You are indemnified **for** the legal costs of defending a claim.* 保证赔偿你的辩护法律费用。
▸ **indemnification** /ɪnˌdemnɪfɪ'keɪʃn/ *noun* [U,C]

**indemnity** /ɪn'demnəti/ *noun* [U,C] (*plural* **indemnities**)

SEE ALSO: **double indemnity, letter of indemnity**

(*Law*)

**1** protection against damage or loss, especially in the form of a promise to pay for any that happens; a payment that is made for damage or loss 保障；赔偿；补偿；赔款；补偿金：*an indemnity clause/fund/policy* 赔偿条款 / 基金 / 保险单 ◇ *indemnity insurance/cover* 赔偿保险 / 保险单 ◇ *The parcel service only paid a small indemnity for loss of the two packages.* 这家包裹托运公司对两个包裹的损失只支付一小笔赔款。

**2** an agreement not to make sb legally responsible for sth 免罚；免责：*She has gained indemnity from prosecution.* 她被免予起诉。→ MORTGAGE INDEMNITY INSURANCE

**indenture** /ɪn'dentʃə(r)/ *noun* [C]

(*Finance*) a legal document that states the conditions that apply to a particular bond 债券约定书：*The dates for payment of interest are specified in the* **bond indenture**. 在债券约定书里规定了支付利息的日期。

**★independent** /ˌɪndɪ'pendənt/ *adjective, noun*

● ***adjective***

**1** not part of a larger company or group of companies 独立的：*small independent retailers* 独立的小零售商 ◇ *an independent bookstore* 独立书店

**2** not connected with or controlled by sb/sth; not connected with each other 不相关的；不受控制的；无关联的：*The marketing team is independent of the sales department.* 营销小组与销售部门是各自独立运作的。◇ *Two independent reports reached the same conclusions.* 两份独立的报告得出了同样的结论。◇ *a review by independent auditors* 独立审计师作出的审查

**3** done or given by sb who is not involved in a situation and so is able to judge it fairly 独立人士所做的（或提供的）；公正的；无偏见的：*You should seek independent legal advice.* 你应该寻求独立的法律咨询。◇ *an independent inquiry* 独立的调查

**4** supported by private money rather than government money 私营的：*independent television/schools* 私营电视台；私立学校 ◇ *the independent sector* 私营部门

▸ **ˌinde'pendently** *adverb*：*a small independently owned airline* 小型私营航空公司 ◇ *The two departments work independently of each other.* 这两个部门各自独立运作。

● ***noun*** [C]

a business that is not connected with a larger company or group of companies 独立企业：*The group has been buying up smaller independents and converting them into brands.* 该集团一直在收购小型独立企业并把他们转变为品牌企业。

**inde,pendent con'tractor** *noun* [C] (*abbr* **IC**)

a person or business that has a contract with a company to do particular work 独立承包商

**NOTE** The company controls what is done, but not how it is done. 公司控制做什么，但不控制如何去做：*The company employs 6 full-time employees and 17 independent contractors.* 公司招聘了6位全职员工和17位独立承包商。

**inde,pendent di'rector** = NON-EXECUTIVE DIRECTOR

**inde'pendent fi'nancial ad'viser** *noun* [C] (*abbr* **IFA**) (*BrE*)

a person who gives advice about different companies' insurance policies, investments, etc. and helps people to buy them 独立财务顾问：*Most of their products are sold through independent financial advisers.* 他们的大部分产品通过独立财务顾问出售。→ TIED AGENT

**★index** /'ɪndeks/ *noun, verb*

● ***noun*** [C]

SEE ALSO: **All-Share index, All-Stock ~, average earnings ~, card ~, consumer price ~, cost-of-living ~, FTSE 100 ~**, etc.

**1** (*Economics; Finance*) (*plural* **indices** /'ɪndɪsiːz/ *or* **indexes**, *especially in* **AmE**) a system that shows the level of prices, wages, etc. so that they can be compared with those of a previous day or time（物价和工资的）指数：*the cost-of-living index* 生活费用指数 ◇ *an index measuring consumer confidence* 衡量消费者信心的指数 ◇ *an index of business activity* 商业活动指数 ◇ *In the US, all three major indices—the Dow, the Nasdaq and S&P 500—fell today.* 在美国，三大主要指数均下跌，即道琼斯、纳斯达克和标准普尔500指数。◇ *The manufacturing sector index jumped to 4.9 in December.* 制造业指数12月上升到4.9。→ SHARE INDEX See note at INCREASE

**2** (*plural* **indices** /'ɪndɪsiːz/) a sign or measure that sth else can be judged by 标志；指标；表征：*The number of new houses being built is a good index of a country's prosperity.* 新建房屋的数目是显示国家是否繁荣的有用指标。→ INDICATOR

**3** (*plural* **indexes**) (*especially BrE*) = CARD INDEX

● ***verb*** [+ obj]

(*Economics; Finance*) (*usually* **be indexed**) to link wages, payments, etc. to the level of prices of particular items, so that they both increase at the same rate 将（工资、付款等）与（物价水准等）挂钩；使指数化：*Salaries are indexed to the rate of inflation.* 工资与通货膨胀率挂钩。◇ *Interest on the bond is indexed to the price of oil.* 债券利息与石油价格挂钩。

**indexation** /ˌɪndek'seɪʃn/ *noun* [U]

the practice of linking increases in wages, pensions, etc. to increases in prices（工资、退休金等相对于物价的）指数化

**'index card** *noun* [C]

a small card used for recording information, kept with others in a box (a **card index**) 索引卡

**-indexed** /'ɪndekst/ *combining form*

(*Finance*) (about investments) having a value or payments that are linked to the thing mentioned（指投资）指数的：*inflation-indexed securities* 通货膨胀指数证券

**ˌindexed 'bond** *noun* [C]

(*Finance*) a bond whose value or interest payments vary according to changes in a particular index, especially one that measures the general level of prices (**inflation**) 指数化债券

**'index fund** = TRACKER FUND

**,index-'linked** *adjective* (*especially BrE*) (*Economics; Finance*) if a bond, pension, wage, etc. is **index-linked**, its value or payments vary according to the rate of INFLATION (= a general rise in the price of goods and services) 与指数挂钩的（根据通货膨胀率调整的）: *We offer an index-linked policy where the sum insured is adjusted in line with general rises in costs.* 我们提供指数化保险单，其投保金额是根据成本的总体上升额度而调整的。▸ **,index-'linking** *noun* [U]

**'index ,option** *noun* [C] (*Finance*) a type of investment which involves buying the right to receive or pay an amount of money in the future that is based on the change in value of a particular SHARE INDEX (= a system for showing the average value of a chosen group of shares) 指数期权

**indicative** /ɪn'dɪkətɪv/ *adjective*
**1** (*Finance*) [usually before noun] an **indicative** offer, price, etc. shows the amount you expect to pay, charge, etc., but is not decided definitely 参考的（报价、价格等）: *The bank has received an indicative bid for its car leasing business.* 该银行接到其汽车租赁业务的参考报价。◇ *She said the profit targets were indicative rather than a firm commitment.* 她说利润目标是参考性的，而不是确实的保证。
**2** showing or suggesting sth 表明的；显示的: *These results are not indicative of future sales trends.* 这些结果并不代表未来的销售趋势。

**★indicator** /'ɪndɪkeɪtə(r)/ *noun* [C]
SEE ALSO: **coincident indicator, economic ~, financial ~, key performance ~, lagging ~, leading ~, performance ~, technical ~**
a sign or figure that shows you what sth is like or how a situation is changing 指示信号；标志；迹象: *January sales are closely watched as an early indicator of consumer confidence.* 一月份的销售量作为消费者信心的早期指标受到密切关注。◇ *All the indicators are pointing towards further weakness in the economy.* 所有的指标都表示经济进一步疲软。
● *a* ***good/an important/a key/reliable*** *indicator* 好的 / 重要的 / 关键的 / 可靠的指标 • *sth is* ***considered (as)/seen as/watched as*** *an indicator (of sth)* 某事物被认为 / 被视为 / 被看作（某事物的）指标 • *indicators* ***point towards/show/signal/suggest/tell us*** *sth* 指标指示 / 显示 / 暗示 / 提示 / 告诉我们某事

**indices** = *plural of* INDEX

**indict** /ɪn'daɪt/ *verb* [+ obj] (*especially AmE*) (*Law*) (*usually* **be indicted**) to officially charge sb with a serious crime 控告；起诉: *He was indicted for failing to pay taxes.* 他因不纳税而被起诉。→ CHARGE *verb* (4)

**indictment** /ɪn'daɪtmənt/ *noun* [C,U] (*Law*)
**1** (used in connection with serious crimes) a formal document that accuses sb of committing a crime（与严重犯罪有关的）刑事起诉书，公诉书: *The indictment charges him with 14 counts of fraud.* 公诉书指控他14项欺诈罪。
**2** in the US, a decision by a JURY to accuse sb of committing a crime（在美国，陪审团作出的）裁决: *Prosecutors are seeking an indictment against the firm.* 检察官正在寻求对这家公司不利的裁决。

**indie** /'ɪndi/ *noun* [C] (*informal*) a small independent company, especially one producing films/movies, books, music CDs, etc.（尤指制作电影、书、唱片等的）独立经营的小型公司

**,indirect 'advertising** *noun* [U] (*Marketing*) advertising that a company uses to make people aware of a product often without them realizing it, for example putting a name on clothing, paying for a sports event or a concert, or giving the product to people free 间接广告（旨在使人们了解产品的广告，例如将名字印在衣服上、赞助运动会或音乐会或赠送产品）: *In some countries there is a ban on direct and indirect advertising of alcohol and tobacco.* 有些国家禁止烟酒的直接和间接广告。→ DIRECT ADVERTISING

**,indirect 'cost** *noun* [C, usually pl.] (*Accounting*) costs that are not directly connected with making a particular product or providing a particular service, for example training, heating, rent, etc. 间接成本（与生产产品或提供服务不直接相关的成本，如培训、采暖、租金等）: *The move to a single office reduced indirect costs by 13%.* 搬到单独的办公室减少了13%的间接成本。◇ *The software enables us to measure the exact cost of a customer order, including indirect costs.* 该软件使我们能够计算顾客订单的确切成本，其中包括间接成本。→ OVERHEAD [OPP] DIRECT COST

**,indirect 'export** *noun* [C, usually pl., U] (*Economics; Trade*)
**1** goods or services that are sold to another country through another company, sometimes in a different country, rather than sold directly to customers; this method of selling goods 间接出口（销往另一个国家的产品或服务不直接卖给顾客，而是有时通过国外的另一家公司销售）: *The figure for exports includes indirect exports from third countries via our ports.* 出口数字包括经我们港口转到第三国的间接出口。
**2** parts, materials, etc. that are sent from one producer to another before being made into goods that are exported; this method of exporting goods 间接出口（零部件、原材料等在制成出口产品之前，从一个生产商运往另一个生产商）: *Most of our products are supplied to furniture manufacturers for indirect export to North America.* 我们的大部分产品是供应给家具制造商间接出口到北美。→ DIRECT EXPORT
▸ **,indirect ex'porting** *noun* [U]

**,indirect 'labour** (*AmE spelling* **~ labor**) *noun* [U]
**1** (*Accounting; HR*) the people in a business who are not directly involved in producing goods or providing services, for example senior managers, secretaries, etc.; the money that is spent on these people 间接劳动力（企业里不直接参与生产产品或提供服务的人，如高级经理、秘书等）；间接人工成本: *As technology advanced, labour costs decreased and indirect labour increased.* 随着技术进步，劳动力成本降低，间接劳动力增加。◇ *We aim to reduce indirect labour costs by removing some layers of supervision.* 我们的目标是通过消除一些监督层级，从而减少间接人工成本。

→ INDIRECT COST, INDIRECT MATERIALS, INDIRECT OVERHEAD

**2** (*HR*) people who work for a company or an organization but are employed by an independent business that provides their services under a contract 间接劳动力（指为一家公司或机构工作，但受雇于按合同提供有关服务的一家独立企业）

→ DIRECT LABOUR

**,indirect 'loss** = CONSEQUENTIAL LOSS

**,indirect 'materials** *noun* [pl.]
(*Accounting*) things such as electricity, gas, etc. that are used when making a product but that do not form part of the finished product 间接材料（用于制造产品，但不构成制成品的东西，如电力、天然气等）：*Indirect materials normally represent just 20% of corporate purchasing.* 间接材料在企业采购中通常只占20%。→ DIRECT MATERIALS

**,indirect 'overhead** *noun* [C]
(*Accounting*) a share of the **overheads** (= money that a business spends on equipment, electricity, rent, etc.) that are not connected to a particular project but form part of the general cost of running a business 间接费用（企业花在设备、电力、租金等方面的费用。此费用与某项目无关，但是构成企业总经营费用的一部分）：*Indirect overhead costs are often overlooked when preparing a project budget.* 当我们准备项目预算时，间接费用成本经常被忽略。→ DIRECT OVERHEAD

**,indirect partici'pation** *noun* [U]
(*HR*) the system of workers taking part in making important decisions through a representative 间接参与（工人通过代表参与制定重要决策的制度）

**,indirect 'sale** *noun*
(*Marketing*)
**1** [C, usually pl., U] (*also* **,indirect 'selling** [U]) the practice of using another company's shops/stores, salespeople, etc. in order to sell your product rather than selling it yourself; goods that are sold in this way 间接销售：*the indirect sale of financial assets* 间接出售金融资产 ◇ *An indirect sales channel can be more costly than the direct approach.* 间接销售渠道比直接销售渠道更费钱。
**2** [C] an item sold in this way 间接销售的商品

→ DIRECT SALE

**,indirect 'tax** *noun* [C,U]
(*Economics*) tax which is collected from businesses on the goods and services that people buy from them 间接税（由企业缴纳，通过出售商品和服务转嫁给消费者）：*The government raises most of its revenue from indirect taxes such as VAT and duty on fuel.* 政府的大部分收入源自间接税，如增值税和燃油税。→ DIRECT TAX ▸ **,indirect tax'ation** *noun* [U]

**individual** /ˌɪndɪ'vɪdʒuəl/ *adjective, noun*
• ***adjective*** [only before noun]
**1** connected with one person; designed for one person 一个人的；供一个人用的：*individual income tax* 个人所得税 ◇ *individual investors* 个人投资者 ◇ *We set team and individual goals.* 我们制定团队和个人目标。
**2** considered separately rather than as part of a group 单独的；个别的：*Our products are designed for individual markets.* 我们专为个别市场设计产品。◇ *We can't discuss individual cases.* 我们不讨论个别情况。
• ***noun*** [C]
a person considered separately rather than as part of a group 个人：*The tests are used to assess the individual's strengths and weaknesses.* 这种测试用于评估个人的优势和劣势。

**indorse** [+ obj] = ENDORSE

**indorsement** = ENDORSEMENT

**inducement** /ɪn'dju:smənt; *AmE* ɪn'du:s-/ *noun* [C,U]
**inducement (to sb) (to do sth)**
something that is given to sb to persuade them to do sth 引诱；激励；诱因：*She was offered a large block of shares as an inducement to take the job.* 给她一大堆股票诱使她担任这份工作。◇ *With interest rates so low there is little inducement to save.* 利率太低，储蓄没什么好处。
SYN INCENTIVE

**induction** /ɪn'dʌkʃn/ *noun* [U,C]
(*HR*) the process of introducing sb to a new job, skill, organization, etc. 就职；入门；就职仪式：*induction into an organization's culture* 融入某组织的文化 ◇ *an induction course/programme* 就职培训课程 / 方案 ◇ *Your induction is tomorrow.* 你明天就任。

**★industrial** /ɪn'dʌstriəl/ *adjective, noun*
• ***adjective*** [usually before noun]
**1** connected with industry 工业的；产业的：*an expansion in industrial activity* 扩大工业活动 ◇ *industrial development/production/output* 工业发展 / 生产 / 产量 ◇ *a large industrial business/conglomerate/group* 大型工业企业 / 企业集团 / 集团
**2** used by industries 用于工业的：*chips designed for communications and industrial applications* 为通讯和工业应用设计的芯片 ◇ *industrial chemicals/equipment* 工业用化学制品 / 设备
**3** connected with businesses rather than individuals 工业的（与企业而非个人有关的）：*industrial advertising* (= advertising to businesses) 工业广告 ◇ *industrial consumers* 工业用户
**4** having many industries 有很多产业的；工业发达的：*an industrial area* 工业区 ◇ *the world's leading industrial nations* 世界主要工业国
**5** (*HR*) connected with the work that you do 工作的：*a report on industrial injuries* 工伤报告 ◇ *an industrial accident/disease* 工伤事故 / 疾病
SYN JOB-RELATED, WORK-RELATED
• ***noun*** **industrials** [pl.]
(*Stock Exchange*) manufacturers whose shares are bought and sold on the stock exchange（股票在证券交易所交易的）制造商；上市工业公司：*Industrials showed strong earnings growth in the fourth quarter.* 第四季度上市工业公司利润涨势强劲。◇ *the industrials sector*（股市中）工业制造板块

**in,dustrial 'action** (*BrE*) (*AmE* **'job ,action**) *noun* [U,C]
(*HR*) action that workers take, especially stopping work, to protest to their employers about sth 劳工行动；（尤指）怠工，罢工：*Unions took industrial action over wage demands.* 工会由于要求提高工资，所以采取劳工行动。

✪ *to call (for)/organize/take/threaten industrial action* 号召 / 组织 / 举行 / 威胁要采取劳工行动 • *to avert/avoid/call off industrial action* 避免 / 回避 / 取消劳工行动

**in'dustrial and ˌorgani'zational psy'chology** *noun* [U] (*abbr* **I/O psychology**) (*especially AmE*)
(*HR*) the study of how people behave at work and what influences their attitudes and behaviour, in order to make organizations better places to work in and more successful 企业机构心理学 → OCCUPATIONAL PSYCHOLOGY ▸ **inˌdustrial and organiˌzational psy'chologist** *noun* [C] (*abbr* **I/O psychologist**)

**in'dustrial base** = MANUFACTURING BASE (1)

**inˌdustrial con'trol** *noun* [C]
(*Manufacturing*) an electronic or a mechanical device that is used to control machinery 工业控制（用于控制机器的电子或机械装置）

**inˌdustrial de'sign** *noun* [U]
the job or skill of designing the shape and appearance of manufactured products such as furniture, electronic equipment, etc. 工业设计 ▸ **inˌdustrial de'signer** *noun* [C]

**inˌdustrial dis'pute** *noun* [C] (*BrE*) (*HR*)
**1** a disagreement between workers and employers about pay or conditions 劳资纠纷: *attempts to resolve the industrial dispute* 努力解决劳资纠纷 **2** a strike 罢工: *The ports were closed because of an industrial dispute.* 由于罢工，港口被关闭。 SYN LABOUR DISPUTE, TRADE DISPUTE STRIKE

**inˌdustrial eco'nomics** *noun* [U]
the branch of economics that studies how businesses operate and compete with each other within industries 工业经济学; 产业经济学

**inˌdustrial engi'neering** *noun* [U]
the branch of engineering that studies and designs the most efficient ways that organizations can use people, processes, technology, materials, information, etc. to make or process a product 工业工程学 → ERGONOMICS ▸ **inˌdustrial engi'neer** *noun* [C]

**inˌdustrial es'tate** (*BrE*) (*AmE* **inˌdustrial 'park**) (*BrE also* **'trading esˌtate**) *noun* [C]
an area especially for factories, on the edge of a town（位于市郊的）工业区: *The plant is located on a nearby industrial estate.* 这家工厂坐落在附近的一个工业区。

**in'dustrial goods** (*also* **in'dustrial ˌproducts**) *noun* [pl.]
(*Economics*) machines, tools, parts, etc. that are produced for use in industry rather than by the public 工业品: *They want to eliminate import duties on most consumer and industrial goods.* 他们想取消大部分消费品和工业品的进口税。 → CAPITAL GOODS, CONSUMER GOODS, CONSUMPTION GOODS

**inˌdustrial 'hygiene** (*also* **ˌoccupational 'hygiene**) *noun* [U]
(*HR*) the study and practice of protecting and improving the safety and health of people at work 工业卫生学

**industrialist** /ɪn'dʌstriəlɪst/ *noun* [C]
a person who owns or runs a large factory or industrial company 工业家; 实业家; 工厂主: *Alfred Nobel, the Swedish industrialist* 瑞典实业家阿尔弗雷德·诺贝尔 ◇ *a leading/prominent/wealthy industrialist* 卓越的 / 杰出的 / 富有的实业家

**★industrialize , -ise** /ɪn'dʌstriəlaɪz/ *verb* [+ obj *or* no obj]
if a country or an area is **industrialized** or if it **industrializes**, industries are developed there（使国家或地区）工业化: *The southern part of the country was slow to industrialize.* 该国的南部工业化进展缓慢。 ◇ *a meeting of the world's largest industrialized nations* 世界最大工业化国家会议 ◇ *The country has the highest level of public debt in the industrialized world.* 这个国家在工业化国家中有最高水平的公债。 ▸ **industrialization, -isation** /ɪnˌdʌstriəlaɪ'zeɪʃn; *AmE* -lə'z-/ *noun* [U]

**inˌdustrial 'marketing** *noun* [U]
the activity of selling goods and services to other businesses or organizations rather than the public 工业营销 NOTE This is sometimes called **B2B marketing**. 有时称为“企业对企业营销”。

**inˌdustrial 'park** = INDUSTRIAL ESTATE

**inˌdustrial pro'duction** *noun* [U]
**1** (*Economics*) the total amount that factories, mines, gas and electricity industries, etc. in a country produce during a particular period 工业生产（总量）: *the industrial production index for October* 十月份的工业生产指数 **2** (*Manufacturing*) the process of making sth in large amounts in a factory 工业生产: *the industrial production of iron* 铁的工业生产

**in'dustrial ˌproducts** = INDUSTRIAL GOODS

**inˌdustrial re'lations** *noun* [pl.] (*abbr* **IR**)
(*HR*) relations between employers and employees in an organization or an industry, particularly through trade/labor unions 劳资关系: *laws on labour and industrial relations* 劳资关系法 ◇ *The company is attempting to improve its industrial relations.* 该公司正努力改善其劳资关系。 ◇ *an industrial relations breakdown* 劳资关系破裂 SYN LABOUR RELATIONS

**in'dustrial-strength** *adjective* (*often used in a humorous way* 常用于幽默的方式)
very strong or powerful 强大的; 强有力的: *an industrial-strength cleaner* 功力大的吸尘器 ◇ *industrial-strength coffee* 特浓咖啡

**inˌdustrial tri'bunal** = EMPLOYMENT TRIBUNAL

**industrious** /ɪn'dʌstriəs/ *adjective*
working hard; busy 勤奋的; 勤劳的; 忙碌的: *an industrious labour force* 勤奋的劳动者 SYN HARD-WORKING ▸ **in'dustriously** *adverb*

**★industry** /'ɪndəstri/ *noun* (*plural* **industries**)
SEE ALSO: **agro-industry, basic ~, captain of ~, cottage ~, Department of Trade and ~, heavy ~, heritage ~**, etc.
**1** [U] the production of goods from raw materials, especially in factories 工业; 生产制造: *They raised import duties to protect local industry.* 他们

征收进口税以保护本地工业。◇ *the problems of British industry* 英国工业的问题 ◇ *He left college and went into industry.* 他离开大学，进入工厂。
**➕ *domestic/local/traditional* industry** 国内／本地／传统工业 • ***to be in/go into/enter* industry** 从事／搞工业；进入工业界
**2** [C] the people and activities involved in producing a particular thing, or in providing a particular service 行业：*the banking/car/steel industry* 银行／汽车／钢铁业 ◇ *We're in an industry that's growing at 14% a year.* 我们所在的行业年增长率14%。◇ *We're in a growth industry.* 我们所在的行业处在增长中。◇ *Sales fell across the industry.* 整个行业的销售量下降。 TRADE
**➕ *a global/growing/growth/key/mature* industry** 全球／成长中的／发展中的／关键／成熟行业 • ***domestic/global/local/traditional* industries** 国内／全球／地方／传统行业 • ***communications/manufacturing/service* industries** 通讯／制造／服务行业 • ***to create/dominate/lead* an industry** 创建／支配／领导一个行业 • ***to regulate/restructure* an industry** 规范／重整行业 • ***an industry analyst/expert/observer*** 行业分析员／专家／观察员

**'industry associ,ation** *noun* [C]
an organization for companies in the same industry, that provides advice, information and other services for its members 行业协会：*the Computer & Communications Industry Association* 电脑与通讯行业协会 SYN TRADE ASSOCIATION

**,industry 'leader** *noun* [C]
**1** a company which is the most successful in its area of business 行业领导者：*They built the company up into an industry leader.* 他们将公司发展成行业领导者。
**2** a successful and important business person 行业领袖；业界领袖：*Industry leaders have criticized the proposals.* 业界领袖们对这些建议提出了批评。

**industrywide** /ˌɪndəstri'waɪd/ *adjective*
through all of an area of business 行业范围的：*the industrywide drop in advertising* 广告业整体衰退 ▶ **,industry'wide** *adverb*：*Revenue fell 1.5% industrywide in November.* 整个行业11月份收入下降1.5%。

**★ine'fficiency** /ˌɪnɪ'fɪʃənsi/ *noun* [C,U] (*plural* **inefficiencies**)
SEE ALSO: **technical inefficiency**
failure to use time, money, resources or people in the best way; an example of this（时间、金钱、资源、人力等的）浪费；低效率：*The organization has been criticized for inefficiency and corruption.* 该组织被批评为缺乏效率和贪污腐化。◇ *Reorganization has reduced operating inefficiencies.* 重组减少了运作效率低下的问题。
→ X-INEFFICIENCY

**★inefficient** /ˌɪnɪ'fɪʃnt/ *adjective*
not using time, money, resources or people in the best way 效率低的；浪费的；能力差的：*The industry remains highly inefficient.* 该行业效率极低。◇ *an inefficient way of working* 低效率的工作方法 OPP EFFICIENT

**inelastic** /ˌɪnɪ'læstɪk/ *adjective*
(*Economics*) used to describe the situation when a change in one thing, such as the price of a product or service, or a change in people's incomes, results in only a small change in another thing, such as the amount that people want to buy 无弹性的；无伸缩性的：***Demand* for their product is inelastic.** 对他们的产品的需求无弹性。◇ *Some products such as petrol/gas are* ***price inelastic*** *—even when prices go up demand doesn't fall.* 一些产品，如汽油、天然气，其价格是无弹性的——即使价格上升，需求也不会下降。 OPP ELASTIC —Picture at ELASTICITY OF DEMAND

**ineligible** /ɪn'elɪdʒəbl/ *adjective*
not having the right to do sth or have sth, because you do not have the necessary qualifications, are not the right age, etc. 不合格的；无资格的：*She was ineligible for the grant because her business was too small.* 由于她的业务太小，她无资格获得赠款。 OPP ELIGIBLE ▶ **ineligibility** /ɪnˌelɪdʒə'bɪləti/ *noun* [U]

**inertia** /ɪ'nɜːʃə; *AmE* -ɜːrʃə/ *noun* [U]
lack of action or change; lack of desire to act or to change things 缺乏活力；保守；惰性；惯性：*Banks can no longer rely on customer inertia as people become less loyal.* 由于人们的忠诚度降低，银行不再依赖顾客惯性。◇ *inertia in consumer prices* 消费者价格的惰性

**inexpensive** /ˌɪnɪk'spensɪv/ *adjective*
not costing a lot of money 廉价的；便宜的；花钱不多的：*simple, inexpensive software* 简单、便宜的软件 SYN CHEAP OPP EXPENSIVE

**inflate** /ɪn'fleɪt/ *verb*
**1** [+ obj] to deliberately make a number, an amount, etc. appear higher or be higher, often in a dishonest way 夸大：*He knowingly inflated sales figures.* 他故意夸大销售额。◇ *An employee claimed that earnings had been inflated by accounting tricks.* 一位雇员声称收入通过会计手法而被夸大了。
**2** [+ obj *or* no obj] to increase in price; to increase the price of sth（使）涨价：*Oil prices were inflated by the threat of war.* 石油价格受战争威胁而上涨。◇ *Food prices are no longer inflating at the same rate as last year.* 食品价格的上涨率不再有去年那么高。
→ DEFLATE, REFLATE

**inflated** /ɪn'fleɪtɪd/ *adjective* [usually before noun]
(especially about prices) very high; much higher than normal or reasonable（尤指价格）非常高，过高，高得不合理：*Customers no longer want to pay highly inflated prices for designer clothes.* 顾客不再愿意为名牌服装支付太高的价格。◇ *the chairman's grossly inflated pay packet* 董事长薪水袋里的薪水高得不可思议

**★inflation** /ɪn'fleɪʃn/ *noun* [U]
SEE ALSO: **anti-inflation, asset ~, consumer price ~, core ~, cost ~, cost-push ~, demand ~,** etc.
a rise in the general prices of goods and services in a particular country over a period of time, resulting in a fall in the value of money; the rate at which this happens 通货膨胀；通货膨胀率：*Inflation rose again this year.* 通货膨胀今年再次上升。◇ *the current low rate of inflation* 目前的低

通货膨胀率 ◇ *an annual inflation rate of 3%* * 3% 的年通货膨胀率 ◇ *Wage increases must be* ***in line with*** *inflation.* 工资增长必须与通货膨胀一致。◇ *The price of food, adjusted for inflation, has fallen by around 1% annually.* 经通货膨胀因素调整后的食品价格每年下降了大约1%。◇ *a 3% inflation target* * 3%的通货膨胀目标 ◇ *the November inflation report* 十一月份的通货膨胀报告

● *inflation* ***falls/rises*** 通货膨胀下降 / 上升 • ***falling/rising*** *inflation* 不断下降的 / 上升的通货膨胀 • *a* ***jump/rise/surge*** *in inflation* 通货膨胀的猛涨 / 上涨 / 突涨 • *a* ***decline/drop/fall*** *in inflation* 通货膨胀的下降 / 下跌 / 跌落 • ***high/low/stable/zero*** *inflation* 高的 / 低的 / 稳定的 / 零通货膨胀 • ***galloping/rapid/runaway/spiralling*** *inflation* 恶性 / 急剧的 / 失控的 / 螺旋式通货膨胀 • *to* ***bring down/control/curb/reduce*** *inflation* 降低 / 控制 / 抑制 / 减少通货膨胀

**in'flation ac,counting** *noun* [U]
(*Accounting*) a method of keeping a company's financial records which considers the general increase in prices, and values assets according to how much it would cost to buy them today 通货膨胀会计（在公司的财务记录上考虑通货膨胀的影响）

**in'flation-ad,justed** *adjective* [usually before noun]
(*Economics*) (about prices, income, etc.) that takes into account a general increase in prices and a general decrease in the value of money（价格、收入等）经通货膨胀调整后的: *inflation-adjusted interest rates* 经通货膨胀调整后的利率 ◇ *Spending fell an inflation-adjusted 0.3%.* 经通货膨胀调整后的支出下降0.3%。

**inflationary** /ɪn'fleɪʃənri; *AmE* -neri/ *adjective* [usually before noun]

SEE ALSO: **counter-inflationary**

causing or connected with a general increase in prices and a general decrease in the value of money 通货膨胀的; 引起通货膨胀的: *the inflationary effects of the government's spending* 政府支出引起的通货膨胀 ◇ *Higher economic growth will increase inflationary* ***pressure.*** 较高的经济增长会加大通货膨胀压力。◇ *inflationary pay awards* 通货膨胀引起的工资增长

**in'flection point** *noun* [C]
a time of very noticeable change in a business or an industry; a time when sth important happens 拐点: *Last spring we hit an inflection point.* 去年春天，我们达到拐点。◇ *The software industry is at an inflection point.* 软件产业正处于拐点。

**★inflexible** /ɪn'fleksəbl/ *adjective*
**1** that cannot change or be changed to suit new conditions or situations 缺乏弹性的; 僵化的: *an inflexible attitude/routine/system* 僵硬的态度; 僵化的常规 / 体制 ◇ *an inflexible retirement age* 硬性规定的退休年龄
**2** (about a material) difficult or impossible to bend（材料）不能弯曲的，硬的 OPP FLEXIBLE
▸ **inflexibility** /ɪn,fleksə'bɪləti/ *noun* [U]

**inflow** /'ɪnfləʊ; *AmE* -floʊ/ *noun* [U,C]
the movement of money or assets into a business or a country; the amount of money or assets coming in（资金或资产的）流入; 流入量: *Cash inflow for the half year was $3.5 m.* 半年的现金流入量是350万美元。◇ *inflows of foreign funds into the region* 外国资金流入这一地区 OPP OUTFLOW → INFLUX

**influencer** /'ɪnfluənsə(r)/ *noun* [C]
(*Marketing*) a person or a group that can directly affect the opinions and behaviour of those who make decisions 影响者

**influx** /'ɪnflʌks/ *noun* [C, usually sing.]
a sudden arrival of many things or people at the same time（事物或人的）涌入，流入，汇集: *the influx of jobs brought in by new investment* 新投资带来了大量的工作机会 ◇ *the influx of wealth into the region* 财富在这个地区的汇集 → INFLOW

**info** /'ɪnfəʊ; *AmE* 'ɪnfoʊ/ *noun*
**1** (*informal*) [U] information 信息; 消息; 资料: *I shall send info to all dept heads asap.* 我尽快将资讯发送给所有的部门领导。◇ *For prices and stockists email: info@ouptext.com.* 查询价格和有库存的批发商或零售商，发邮件到以下地址: info@ouptext.com。
**2 info-** (*in nouns* 构成名词) connected with information 信息的; 消息的; 资料的: *an infosheet* 一页资讯资料 ◇ *We send all potential clients an infopack.* 我们给所有的潜在客户发了资讯包。

**infobahn** /'ɪnfəʊbɑ:n; *AmE* 'ɪnfoʊ-/
= INFORMATION SUPERHIGHWAY

**infomediary** /,ɪnfə'mi:diəri/ *noun* [C] (*plural* **infomediaries**)
(*E-commerce*) a website that collects and provides information for businesses and their customers 资讯中介（为企业及其顾客收集和提供资讯的网站）
NOTE **Infomediary** is formed from the words 'information' and 'intermediary'. * infomediary 由 information 和 intermediary 构成。

**infomercial** /,ɪnfəʊ'mɜ:ʃl; *AmE* ,ɪnfoʊ'mɜ:rʃl/ (*also* **,infor'mercial**) *noun* [C]
(*Marketing*) a long advertisement on television or the Internet that tries to give a lot of information about a subject, so that it does not appear to be an advertisement（电视上的或互联网上的）商业广告片: *We* ***produced*** *a 30-minute infomercial* ***for*** *our new range of products.* 我们为新产品系列制作了30分钟的商业广告片。→ ADVERTORIAL
NOTE **Infomercial** is formed from the words 'information' and 'commercial'. * infomercial 由 information 和 commercial 构成。

**★inform** /ɪn'fɔ:m; *AmE* ɪn'fɔ:rm/ *verb* [+ obj]
**1 inform sb (of/about sth)** to tell sb about sth, especially in an official way 通知; 通告: *The employer must inform the employee of its decision.* 雇主必须将其决定通知员工。◇ *I am pleased to inform you* ***that*** *you have been selected for interview.* 我很高兴地通知你，你已获选参加面试。◇ *It's vital to keep staff informed.* 将有关情况随时通知员工是至关重要的。→ NOTIFY
**2** to influence sth; to be the basis for sth 影响…; 作为…的基础: *This belief has always informed the board's decisions.* 这个信念总是影响董事会的决策。

**the in,formal e'conomy** = SHADOW ECONOMY

**informant** /ɪn'fɔːmənt; *AmE* -'fɔːrm-/ *noun* [C] (*Marketing*) a person who answers questions in a survey or gives information about their attitudes, opinions, etc. 提供信息者: *a representative group of informants* 有代表性的一群信息提供者 ◇ *informant interviews* 信息提供者访谈
→ RESPONDENT

**GRAMMER POINT 语法说明**

### Uncountable nouns

Many nouns in English are uncountable, they are not used with **a** or **an**, and do not have plural forms, for example **information**. 英语中的许多名词是不可数名词，不与 a 或 an 搭配使用，也没有复数形式，如information: *I need some information.* 我需要一些资料。

In order to refer to a particular number of an uncountable noun, especially one, you can join the noun to a word that is countable, or use a countable synonym instead. 为了表示不可数名词的数量，尤其数目为一时，可以将这个名词与一个可数名词搭配使用，或改用同义的可数名词。

| **Uncountable noun** 不可数名词 | **A particular number** 特定数量 |
|---|---|
| equipment 设备 | *a **piece of** equipment* 一台设备 |
| machinery 机械 | *a **piece of** machinery* 一部机器<br>*a **machine*** 一部机器 |
| software 软件 | *a **piece of** software* 一套软件<br>*an **application*** 一套应用软件<br>*a **program*** 一套程序 |
| training 培训 | *a training **course*** 一堂培训课程<br>*a training **programme*** 一个培训方案 |

**★information** /ˌɪnfə'meɪʃn; *AmE* ˌɪnfər'm-/ *noun*

SEE ALSO: **credit information, inside ~, insider ~**

**1** [U] facts or details about sth or sb 信息；情报；情况；消息；资料: *information about employees* 员工资料 ◇ *For further information, call …* 欲知详情，请致电… ◇ *This information is confidential.* 这个信息是保密的。 ◇ *The leaflet is produced **for the information of*** (= to inform) *our customers.* 这张传单是为了向我们的顾客提供信息而印制的。 ◇ *a piece of information* 一则消息 ◇ *an information desk/bureau/office* 服务台；新闻局；情报室
→ INFO
● *to **collect/gather/obtain/receive** information* 收集 / 搜集 / 得到 / 接受信息 • *to **give/pass on/provide** information* 给予 / 传递 / 提供信息 • *company/competitor/financial information* 公司 / 竞争对手 / 金融信息
**2** (*AmE*) [U with sing./pl. verb] = DIRECTORY ENQUIRIES

▸ **informational** /ˌɪnfə'meɪʃənl; *AmE* ˌɪnfər'm-/ *adjective* [only before noun]: *informational advertising* 信息广告 ◇ *They launched an informational site last year.* 他们去年开设了一个信息网站。

IDM **for information 'only** written on documents that are sent to sb who needs to know the information in them but does not need to deal with them (文件) 仅供参考 → FYI

**ˌinformation 'architecture** *noun* [U] (*IT*) the process of designing the way websites are organized and used, in order to help users find and manage information more successfully 信息架构

**ˌinfor'mation ex,change** *noun* [C,U] the act of giving and receiving information, especially electronically; a system, an opportunity or a place for doing this 信息交流；信息交换的机制 (机会或场所): *protocols for information exchange between publishers and agencies* 出版商和机构之间的信息交流协定 ◇ *the need for information exchange agreements* 需要信息交流协定

**ˌinfor'mation ˌmanagement** *noun* [U] (*abbr* **IM**) the collection, control and use of data in an organization; a system for organizing and using data 信息管理；信息管理制度: *We increased the use of computers for information management.* 我们在信息管理中加强电脑的使用。 ◇ *the development of information management systems for manufacturers* 为制造商开发信息管理系统

**ˌinformation re'trieval** *noun* [U] (*IT*) the process of finding particular data that is stored in a computer 信息检索

**infor'mation ˌscience** *noun* [U] the study of processes for storing and obtaining data electronically 信息科学

**ˌinformation super'highway** (*also* **ˌsuper 'highway, 'infobahn**) *noun* [C, usually sing.] (*IT*) a large electronic network such as the Internet, used for sending information such as sound, pictures and video quickly 信息高速公路

**ˌinformation tech'nology** = IT (1)

**informercial** /ˌɪnfɔː'mɜːʃl; *AmE* ˌɪnfɔːr'mɜːr-/ = INFOMERCIAL

**infraction** /ɪn'frækʃn/ *noun* [C,U] an act of breaking a rule or law 犯规；违法: *minor infractions of company regulations* 对公司法规的轻微触犯

**★infrastructure** /'ɪnfrəstrʌktʃə(r)/ *noun* [C,U]
**1** (*Economics*) the basic systems and services that are necessary for a country to run smoothly, for example buildings, transport, and water and power supplies (国家的) 基础设施，基础建设: *They need to attract foreign investment to improve the country's infrastructure.* 他们需要吸引外国投资以改善国家的基础设施。
**2** the systems or equipment that an organization needs in order to be able to operate efficiently (机构的) 基础设施: *a leading supplier of IT infrastructure* 信息技术基础设施的领先供应商
▸ **infrastructural** /ˌɪnfrə'strʌktʃərəl/ *adjective*

[usually before noun]: *infrastructural development* 基础建设的发展

**infringe** /ɪn'frɪndʒ/ *verb* [+ obj *or* no obj] to break a law or rule 违背，触犯（法规）: *The material can be copied without infringing copyright.* 这份材料可以复制，不会侵犯版权。 ▸ **infringement** /ɪn'frɪndʒmənt/ *noun* [U,C]: *copyright infringement* 对版权的侵犯 ◇ *an infringement of copyright/patent* 对版权 / 专利的侵犯

**infusion** /ɪn'fju:ʒn/ *noun* [C,U] **infusion (of sth) (into sth)** the act of adding sth to sth else in order to make it stronger or more successful 注入；灌输: *a cash infusion into the business* 企业中现金的注入 ◇ *The company needs an infusion of new blood* (= new employees with new ideas). 公司需要注入新鲜血液（拥有新思想的雇员）。

**ingot** /'ɪŋgət/ *noun* [C] a solid piece of metal, especially gold or silver, usually shaped like a brick（尤指金、银的）铸块，锭

**ingredient** /ɪn'gri:diənt/ *noun* [C] **1** one of the things from which sth is made 成分: *The only active ingredient in this medicine is aspirin.* 此药唯一的活性成分是阿司匹林。 ◇ *A food safety agency has been set up to approve new food ingredients.* 食品安全机构已经成立以批准新的食品成分。 **2** one of the things or qualities that are necessary to make sth successful（成功的）因素，要素: *Customer loyalty is one of the key ingredients in business success.* 顾客忠诚度是企业成功的关键要素之一。

**in,herent 'vice** *noun* [C] (*Insurance*) a natural tendency that particular goods, such as foods, have to become damaged or be destroyed, especially when they are being transported（食品等的）内在缺陷 **NOTE** This is not usually covered by insurance policies. 保险单通常不保这项内容: *The court found the shortage was caused by an inherent vice in the cargo.* 法庭判决短缺是由货物的内在缺陷造成的。

**inherit** /ɪn'herɪt/ *verb* **1** [+ obj *or* no obj] to receive money, property, etc. from sb when they die 继承（金钱、财产等）: *She inherited the company **from** her father.* 她从她父亲那里继承了这家公司。 ◇ *the tax on inherited wealth* 对继承而来的财产征税 **2** [+ obj] if you **inherit** a particular situation from sb, you are now responsible for dealing with it, especially because you have replaced that person in their job 接替（责任等）；继任: *I inherited a number of problems **from** my predecessor.* 我的前任遗留给我很多问题。 ◇ *He's inherited a very motivated and talented team.* 他接手的团队既积极主动又才干超群。 ▸ **in'heritor** *noun* [C]

**inheritance** /ɪn'herɪtəns/ *noun* [C, usually sing., U] the money, property, etc. that you receive from sb when they die; the fact of receiving sth when sb dies 继承物（金钱、财产等）；遗产继承: *She decided to invest her inheritance.* 她决定将她继承来的遗产进行投资。 SYN LEGACY

**in'heritance tax** *noun* [C,U] (*abbr* **IHT**) **1** (*BrE also* **'death ,duty,** *old-fashioned*) in the UK, tax that is paid on the total value of the money and property of sb who has died 遗产税（在英国，指以金钱和财产所有人死亡后遗留的财产为物件课征的税收）→ ESTATE TAX **2** (*AmE also* **'death tax,** *informal*) tax that you must pay on the value of the money or property that you receive from sb when they die 继承税（继承死亡人遗留的金钱或财产所必须缴纳的税）

**,in-'home** *adjective* [only before noun] happening in sb's home 入户的: *in-home selling* 入户销售 ◇ *an in-home demonstration of a product* 产品的入户示范

**,in-'house** (*also* **,in-'company**) *adjective* [only before noun] existing or happening within a company or an organization（公司或机构）内部存在的，内部进行的: *an in-house magazine* 机构内部发行的杂志 ◇ *in-house lawyers/design teams* 内部律师 / 设计团队 ◇ *in-company training* 公司内部培训 ▸ **,in-'house** *adverb*: *The software was developed in-house.* 这种软件是公司内部开发的。 → OUT-OF-HOUSE

**initial** /ɪ'nɪʃl/ *adjective, noun, verb*

• ***adjective*** [only before noun] happening at the beginning; first 最初的；初步的；开始的；第一的: *an initial payment of €75 and ten instalments of €30* * 75欧元的首期付款加10次30欧元的分期付款 ◇ *The initial estimate for the project was ¥12 bn.* 对这项工程的初步估计是120亿日元。

• ***noun*** **1 initials** [pl.] the first letters of all of a person's names（全名的）首字母: *Just write your initials.* 写下你姓名的首字母即可。 **2** [C] the first letter of a person's first name（名字的）首字母

• ***verb*** (**-ll-**, *AmE usually* **-l-**) [+ obj] to mark or sign sth with your initials 以姓名首字母作标记（或签名）: *Please initial each page and sign in the space provided.* 请在每一页提供的空白处签上姓名的首字母。

**initialize , -ise** /ɪ'nɪʃəlaɪz/ *verb* [+ obj] (*IT*) **1** to make a computer program or system ready for use 初始化 → BOOT (1) **2** to prepare a computer disk so that data can be recorded on it 初始化；格式化 SYN FORMAT ▸ **initialization, -isation** /ɪ,nɪʃəlaɪ'zeɪʃn; *AmE* -lə'z-/ *noun* [U]

**i,nitial 'price** *noun* [C] **1** (*Finance*) the price that a new share, bond, etc. is sold for 开价（新股票、债券等的出售价格）SYN ISSUE PRICE **2** the first or original price that sth is sold for 最初价格

**i'nitial 'public 'offering** (*also* **i'nitial 'public 'offer**) = IPO

**i,nitial 'yield** *noun* [C] (*Finance*) **1** the amount of profit that an investment makes

within the first financial period, that compares the income to the original cost 期初利润（在第一个财政期间内的投资利润）
**2** the amount of interest that a bond offers when it is first issued 期初收益率（债券首次发行时的利息收入）: *a 10-year bond with a face value of $1 000 and an initial yield of 6.5%* 期初收益率为6.5%、面值为1000美元的10年期债券

**initiative** /ɪ'nɪʃətɪv/ *noun*
**1** [C] a new plan for dealing with a particular problem or for achieving a particular purpose 倡议；新方案；新计划；新措施: *In a new initiative, the company is targeting local advertisers.* 在一份新方案中，公司针对的是当地的广告商。◇ *The CEO announced a series of cost-cutting initiatives.* 该公司首席执行官宣布了一系列削减成本的新措施。
**2 the initiative** [sing.] the power or opportunity to act and gain an advantage before other people do 掌握有利条件的能力（或机会）；主动权: *Several leading companies **took** the initiative to establish an independent business school.* 几家领先公司主动建立独立的商学院。◇ *to seize/lose the initiative* 掌握／丧失主动权
**3** [U] the ability to decide and act on your own without waiting for sb to tell you what to do 主动性；积极性: *I encourage my employees to use their judgement and initiative right from the start.* 我从一开始就鼓励员工做一个善断之人并且要将自己的积极性发挥出来。

**injunction** /ɪn'dʒʌŋkʃn/ *noun* [C]
SEE ALSO: **interim injunction, preliminary injunction**
(*Law*) an official order given by a court which demands that sth must or must not be done（法院的）强制令，禁制令: *They are seeking an injunction to prevent the sale of the product in the UK.* 他们正在请求阻止在英国出售这种产品的强制令。◇ *The court issued a temporary injunction **against** the takeover.* 法院对合并颁布了一项临时禁制令。
● *to **apply for/obtain/seek** an injunction* 申请／获得／请求强制令 • *to **grant/issue/refuse/uphold** an injunction* 发出／颁布／拒绝／维持禁制令 • *to **lift/withdraw** an injunction* 取消／撤回禁制令 • *a **permanent/temporary** injunction* 永久的／临时的禁制令

**injure** /'ɪndʒə(r)/ *verb* [+ obj]
**1** to harm yourself or sb else physically, especially in an accident（尤指在事故中）伤害，使受伤: *No one was injured in the fire at the factory.* 没有人在工厂发生的火灾中受伤。◇ *Injured workers are entitled to medical care.* 受伤的工人依法享有医疗保健。
**2** to damage sb's reputation, pride, etc. 损害，伤害（名誉、自尊等）: *This could seriously injure the company's reputation.* 这会严重损害该公司的声誉。

**injury** /'ɪndʒəri/ *noun* (*plural* **injuries**)
SEE ALSO: **personal injury, repetitive strain injury**
**1** [C,U] harm done to a person's body, for example in an accident（对躯体的）伤害，损伤: *They cannot afford to insure staff against injuries at work.* 他们没能力给员工投保工伤险。◇ *We need to reduce the number of workdays lost because of injury.* 由于受伤，我们需要扣除未工作的天数。
See note at DAMAGE
**2** [U] harm that is done to a company, an industry, a person's career or reputation, etc.（对公司、行业、事业或声誉等造成的）损害，伤害，侵害: *Unfairly dismissed employees can sue for injury to feelings.* 被不公平解雇的员工可以提起要求感情伤害赔偿的诉讼。◇ *Imported products could cause **serious injury** to the domestic industry.* 进口产品可能对国内工业造成严重伤害。

**ink** /ɪŋk/ *noun, verb*
• ***noun*** [U,C]
SEE ALSO: **red ink**
coloured liquid for writing, drawing and printing 墨水；墨汁；油墨: *Dell sells its own line of ink and toner cartridges.* 戴尔公司销售其自己的墨水和碳粉匣生产线。◇ (*figurative*) *The ink was hardly dry on the deal* (= it had only just been arranged). 这笔交易墨迹未干（刚刚安排妥当）。→ idiom at HAEMORRHAGE *verb*
• ***verb*** [+ obj] (*informal*)
to sign a document, especially a contract 签署，签订（合同等）: *The group has just inked a $10 million deal.* 该集团刚刚签订了一份1000万美元的协定。
PHR V **,ink sth/sb 'in** to decide on a definite date for an appointment, a meeting, etc.（为约会、会议等）确定日期: *The company has inked in June 1st for the launch.* 这家公司已确定6月1日上市。→ PENCIL SB/STH IN at PENCIL

**inland** *adjective, adverb*
• ***adjective*** /'ɪnlænd/ [usually before noun]
**1** used to describe mail, transport, etc. that only goes within one country rather than to another country 国内的: *Your inland mail is delivered within two working days.* 你方的国内邮件在两个工作日内交付。◇ *inland cargo transport* 国内货物运输 → INTERNATIONAL, OVERSEAS
**2** located in or near the middle of a country, not near the edge or on the coast 内陆的；内地的: *Business is booming in both inland and coastal resorts.* 在内陆和沿海风景胜地，生意十分兴隆。
• ***adverb*** /ˌɪn'lænd/ in a direction towards the middle of a country; away from the coast 向（或在）内地；向（或在）内陆: *The airport lies a few kilometres inland.* 这个机场位于内陆几公里处。

**the ,Inland 'Revenue** (*also* **the 'Revenue**) *noun* [sing.] (*abbr* **IR**)
the government department in the UK that is responsible for collecting taxes, now part of HM REVENUE AND CUSTOMS（英国的）国内税务局 → INTERNAL REVENUE SERVICE

**,in-'line** *adjective*
(*Finance; Stock Exchange*) used to describe sth that is making as much profit as expected or the same amount as other similar things 同步的: *Goldman Sachs upgraded the stock to 'in-line' from 'underperform'.* 高盛将该股票从“低于市场表现”上调至“符合市场表现”。◇ *Retail sales were in-line or weaker.* 零售与预期同步或较弱。
→ OUTPERFORM, UNDERPERFORM

**★innovate** /'mǝveɪt/ *verb* [+ obj *or* no obj] to introduce new things, ideas or ways of doing sth 引入（新的事物、思想或方法）；创新；改革：*We must constantly adapt and innovate to ensure success in a growing market.* 我们必须不断适应和创新，以确保在不断发展的市场中取得成功。◇ *to innovate new products* 创造新产品
▸ **innovator** /'mǝveɪtǝ(r)/ *noun* [C]

**★innovation** /ˌmǝ'veɪʃn/ *noun*

SEE ALSO: **product innovation**

**1** [U] the introduction or development of new things, ideas or ways of doing sth（新事物、思想或方法的）创造；创新；改革：*We have a passion for quality, innovation and value for money.* 我们喜爱优质、创新和物有所值的产品。◇ *They have been the leaders in product innovation.* 他们一直是产品创新的领导者。◇ *scientific and technological innovation* 科技创新
**2** [C] a new idea, way of doing sth, etc. 新思想；新方法：*recent innovations in steel-making technology* 最近的炼钢技术革新

**innovative** /'mǝveɪtɪv; *BrE also* 'mǝvǝtɪv/ (*also* **innovatory**, *less frequent* /ˌmǝ'veɪtǝrɪ; *AmE also* 'mǝvǝtɔ:rɪ/) *adjective*
introducing or using new ideas, ways of doing sth, etc. 引进新思想的；采用新方法的；革新的：*The company's dedicated to developing innovative new products.* 该公司致力于开发创新新产品。◇ *an innovative approach to training* 创新的培训方法
▸ **'innovatively** *adverb*

**inoperative** /ɪn'ɒpǝrǝtɪv; *AmE* ɪn'ɑ:p-/ *adjective*
**1** (about a rule, system, etc.) not valid or able to be used（指规则、体系等）无效的，不能使用的：*Your insurance policy will become inoperative if your circumstances change.* 如果你的情况改变，你的保险单将无效。
**2** (about a machine) not working（指机器）不运转的：*The inoperative pump was sent back to the manufacturer.* 这台运转不正常的水泵已退还给厂家。

**inorganic** /ˌɪnɔ:'gænɪk; *AmE* ˌɪnɔ:r'g-/ *adjective* [usually before noun]
used to describe the situation when a company increases in size by buying or joining with other companies 外延的，外部的（公司通过购买或与其他公司合并扩大规模）：*She sees inorganic growth as the way forward for the bank in the coming days.* 她将外延式成长看成是银行未来的前进方向。◇ *inorganic expansion/development* 外延式的扩张 / 发展 → EXTERNAL (2)

**ˌin-'pack** *adjective* [only before noun]
(*Marketing*) inside the container that goods are sold in（出售的货物在）箱内的：*in-pack promotions* 箱内促销

**ˌin-'person** *adjective* [usually before noun]
involving a direct meeting with another person rather than communicating by letter, telephone, etc. 亲自的：*an in-person interview* 亲自面试 ◇ *The training would be both in-person and online.* 既可以搞面授培训，也可以搞网络培训。

**★input** /'mpʊt/ *noun, verb*
● ***noun***
**1** (*Economics*) [U,C, usually pl.] any person or thing that is involved in producing goods or providing services（生产产品或提供服务过程中人力或物力的）投入：*Women provide 25% of the labour input in farming.* 妇女占农业劳动力投入的25%。◇ *Inputs of labour, capital and energy are becoming more costly.* 劳动力、资本和能源的投入越来越昂贵。◇ *The increase in input costs was largely due to the rise in oil prices.* 投入成本的增加主要源于石油价格的上涨。 SYN FACTOR OF PRODUCTION → OUTPUT
**2** [U,C] advice, ideas, knowledge, etc. that you give to a project, meeting, etc. in order to make it succeed; the act of doing this 投入资源（指建议、思想、知识等）；投入；输入：*I'd appreciate your input on this.* 我将非常感激你在这方面的投入。◇ *Do your employees have an input into the decision-making process?* 你的员工参与制定决策吗？◇ *We get customer input early in the development of new products.* 我们让顾客尽早投入到新产品的开发过程中。
**3** (*IT*) [U] the act of putting information into a computer; the information that you put in 输入；输入的信息：*data input* 资料登录 ◇ *This program accepts input from most word processors.* 这个程序可接受大多数文字处理器输入的信息。 → OUTPUT
**4** [C] a place or means for electricity, data, etc. to enter a machine or system（电、资料等的）输入端口：*Is there an audio input on the PC?* 个人电脑上有音频输入端口吗？ → OUTPUT
● ***verb*** (**inputting, input, input**) *or* (**inputting, inputted, inputted**) [+ obj]
(*IT*) to put information into a computer 输入（信息）：*to input text/data/figures* 输入文本 / 资料 / 数字 ◇ *She is responsible for inputting customer information into the database.* 她负责将顾客的资料输入数据库。 → OUTPUT

**ˌinput/'output** *adjective*
**1** (*IT*) (*abbr* **I/O**) relating to information passing into and out of a computer, computer system, etc. or the devices that control this process 输入 / 输出：*the basic input/output system of your computer* 你的电脑的基本输入 / 输出系统
**2** (*Economics*) used to describe a method of analysing the economy of an area that considers the relationships between different parts of the economy and how changes in the amount that one part produces affects what happens in others 投入—产出：*an economic input/output model of the United States* 美国经济的投入—产出模型
▸ **ˌinput/'output** *noun* [U] (*IT*)

**'input tax** *noun* [C,U]
(*Accounting*) the tax (**VAT**) that a company pays on goods and services that it buys 进项税（公司为购买的商品和服务所缴纳的增值税）→ OUTPUT TAX

**inquire, inquirer** → ENQUIRE

**inquiry** = ENQUIRY

**inquisitorial** /ɪnˌkwɪzə'tɔ:rɪəl/ *adjective*
(*Law*) (about a trial or legal system) in which a judge examines the evidence and questions people involved in the case（指审判或法律制度）审问的，询问的

**inroad** /'ɪnrǝʊd; *AmE* -roʊd/ *noun* [C]
something that is achieved, especially by reducing the power or success of sth else（尤指通过消耗或削弱其他事物取得的）进展：*This deal is their first major inroad into the American market.*

这笔交易是他们进军美国市场的首次重大收获。
IDM **make inroads (into/on sth)** if one thing makes inroads into another, it has an important effect on the second thing, especially by reducing it, or influencing it 消耗，削弱，影响（某事物）：*They are likely to make further inroads into the UK market.* 他们很可能进一步进入英国市场。

**insert** *verb, noun*
• ***verb*** [+ obj] /ɪn'sɜːt; *AmE* ɪn'sɜːrt/
**1 insert sth (in/into/between sth)** to put sth into sth else or between two things 插入；嵌入：*I inserted the disk into my computer.* 我把磁盘插入我的电脑。◇ *Our leaflets will be inserted in the next issue of the magazine.* 我们的传单将放进下一期的杂志中。
**2** to add sth to a piece of writing（在文章中）添加：*Position the cursor where you want to insert a word.* 把鼠标移到你想添加字词的地方。
OPP DELETE
▸ **insertion** /ɪn'sɜːʃn; *AmE* ɪn'sɜːrʃn/ *noun* [U,C]: *She suggested the insertion of an extra clause in the contract.* 她建议在合同中插入一个附加条款。◇ *full-page colour insertions* 整页彩色插页广告
• ***noun*** /'ɪnsɜːt; *AmE* 'ɪnsɜːrt/ (*also* **'inset,** *less frequent*) [C]
SEE ALSO: **free-standing insert**
an extra section added to a book, newspaper or magazine, especially to advertise sth（书、报纸或杂志，尤指做广告中）添加的东西；添加；插入：*an 8-page insert on the new car models* 有关新车型的8页插页广告

**in-'service** *adjective* [only before noun] (*HR*)
**1** (about training, courses of study, etc.) done while sb is working in a job, in order to learn new skills（培训、课程等）在职的，不脱产的，在职期间进行的：*in-service training* 在职培训
**2** used to describe sb who is working or sth that is being used for a particular purpose 现职的；正在使用的（东西）：*pre-service and in-service teachers* 前任和现职教师 ◇ *The ship has a scheduled in-service date of 2011.* 这条轮船2011年有一个预定的开始服役日期。

**in-service with'drawal** *noun* [U,C]
when an employee leaves a company pension plan while they are still employed by the company 在职退出退休金计划

**inset** /'ɪnset/ = INSERT

**inside** /ˌɪn'saɪd/ *adjective* [only before noun]
known or done by sb in a group or an organization 从内部了解到的；内线干的：*He has an extensive inside knowledge of the telecoms industry.* 他对电信产业的内幕了解很深。

**inside infor'mation** (*also* **in,sider infor'mation**) *noun* [U]
(*Finance*) secret information which is known by people who work for a company or an organization but which is not known by the public 内幕消息；内部消息 NOTE It is usually illegal to make use of this information when buying or selling shares, bonds, etc. 利用内部消息买卖股票、债券等通常被视为非法：*She is accused of relying on inside information when she sold nearly 4 000 shares.* 她被指控靠内部消息出售了近4000股股票。→ INSIDER TRADING

**insider** /ɪn'saɪdə(r)/ *noun* [C]
**1** a person who knows a lot about a group or an organization, because they are part of it 知情人；知内情者；内部人士：*The situation was described by one insider as 'absolute chaos'.* 据一位内部人士说，情况是“一团糟”。◇ *Industry insiders predict a merger within the next year.* 业内人士预测明年之内要合并。
**2** (*Finance*) the directors, senior officers, lawyers, accountants, etc. of a company and anyone who owns more than ten per cent of the company's voting shares 内部人（公司的董事、高级职员、律师、会计师等以及持有公司10%以上的有表决权股份的任何人）：***company/corporate insiders*** 公司/企业内部人 ◇ *Insider buying of shares is a positive sign of a company's future.* 内部人购买股票是公司未来的积极象征。

**in,sider 'dealing** = INSIDER TRADING

**in,sider infor'mation** = INSIDE INFORMATION

**in,sider 'trade** *noun* [C, usually pl., U] (*Stock Exchange*)
the buying and selling of a company's shares, OPTIONS, etc. by directors or senior managers of the company 内部交易：*Executives must report insider trades within two days.* 行政人员必须报告两天内的内部交易。◇ *an analysis of insider trade behavior* 内部交易行为的分析 SYN INSIDER TRADING

**in,sider 'trading** (*also* **in,sider 'dealing**) *noun* [U] (*Stock Exchange*)
**1** the crime of buying or selling shares, bonds, etc. in a company with the help of secret information about the company that is not available to the public（股票、债券等买卖中的）内幕交易罪：*He was convicted of insider trading and fined $2.2 million.* 他被判内幕交易罪并被罚款220万美元。
**2** the buying and selling of a company's shares, bonds, etc. by directors or senior managers of the company 内部交易 SYN INSIDER TRADE

**inside 'track** *noun* [sing.] (*especially AmE*)
a position in which you have an advantage over sb else or know about sth before other people do 有利位置：*This is a good way to get on the inside track for future career opportunities.* 这是一个对将来事业有利的好方法。

**inside 'worker** *noun* [C]
(*HR*) an employee who works in a company's offices, factory, etc. 内勤 → OUTSIDE WORKER

★**insolvency** /ɪn'sɒlvənsi; *AmE* -'sɑːl-/ *noun* [U,C] (*plural* **insolvencies**)
(*Accounting; Law*) the state of not having enough money to pay what you owe 无力清偿债务；周转不灵；破产：*The company is close to insolvency.* 这家公司即将破产。◇ *The government may support the firm, which said it could file for insolvency at any time.* 政府可能支持这家公司，也就是说这家公司随时可申请破产。◇ *a wave of corporate insolvencies* 企业破产风潮 ◇ *Its European carrier business is expected to start insolvency proceedings soon.* 其欧洲的运输企业预计马上要启动破产程序。OPP SOLVENCY → BANKRUPTCY, INSOLVENT
➲ ***to face/file for/go into*** *insolvency* 面临/申请/陷入破产 • ***to avoid/be rescued from/stave off***

*insolvency* 避免破产；被从破产中拯救过来；避开破产 • *an insolvency **expert/lawyer/specialist*** 破产行家 / 律师 / 专家

**in,solvency prac'titioner** *noun* [C] (*BrE*) in the UK, a person or company that is legally qualified to manage the affairs of a company that is INSOLVENT (= does not have enough money to pay its debts) 破产执行人；破产案件从业人员

**★insolvent** /ɪn'sɒlvənt; *AmE* -'sɑ:l-/ *adjective* (*Accounting; Law*) not having enough money to pay what you owe 无力偿付债务的；破产的：*The company has been declared insolvent.* 这家公司已被宣布破产。◇ *plans to take over insolvent private banks* 接管无力偿债的私人银行的计划 ◇ *The bank's liabilities exceed its assets, making it **technically** insolvent.* 该银行的负债超过其资产，技术上它已破产。OPP SOLVENT → INSOLVENCY See note at BANKRUPT

● *to **become/be declared** insolvent* 破产；经宣布破产 • *to **be/declare yourself** insolvent* 破产；宣布自己破产

**insourcing** /'ɪnsɔ:sɪŋ; *AmE* -sɔ:rs-/ *noun* [U] (*HR*) the process of producing goods or providing services within a company rather than buying them from outside 内包（公司的产品或服务不从外面购买，而依靠自己生产产品或提供服务）：*The cooperative has benefited from the insourcing of products previously purchased from outside suppliers.* 这家合作社的产品过去从外部供应商那儿购买，而今受益于产品的内包。▶ **'insource** *verb* [+ obj *or* no obj]：*We insource our training.* 我们内包培训。◇ *We are providing an insourced telesales solution for the company's call centre in Scotland.* 我们为这家公司的苏格兰呼叫中心提供内包的电话销售业务解决方案。

**inspect** /ɪn'spekt/ *verb* [+ obj]
**1** to look closely at sth/sb, especially to check that everything is as it should be 检查；检验；审查；审视：*Make sure you inspect the goods before signing for them.* 务必在签收货物之前进行检验。◇ *Samples of the products are inspected **for** quality and consistency.* 产品的样品要接受品质和一致性的检验。
**2** to officially visit a factory, restaurant, etc. in order to check that laws are being obeyed and that standards are acceptable 视察：*Public health officials were called in to inspect the premises.* 公共卫生官员奉召来视察了该场所。

**inspection** /ɪn'spekʃn/ *noun* [U,C]
**1** an official visit to a factory, restaurant, etc. in order to check that rules are being obeyed and that standards are acceptable 视察；检查：*Regular inspections are carried out at the factory.* 要定期视察工厂。◇ *Banks were hit by concern over inspections by the Financial Services Agency.* 银行因担心金融服务局的检查而受到影响。
● *to **carry out/conduct/make** an inspection* 进行 / 行使 / 实行检查 • *to **fail/pass** an inspection* 未通过 / 通过检查 • *a **full/regular/routine/surprise** inspection* 全面 / 定期 / 常规 / 突然检查
**2** the act of looking closely at sth/sb, especially to check that everything is as it should be 检查；检验；审查；审视：*The documents are available **for** inspection.* 这些文件可供审查。◇ ***On closer inspection,** the notes proved to be forgeries.* 进一步检查发现，这些钞票都是伪造的。
● *to **carry out/make** an inspection* 进行检查 • *a **close/detailed/thorough** inspection* 仔细 / 详细 / 彻底的检查

**inspector** /ɪn'spektə(r)/ *noun* [C]
**1** a person whose job is to visit factories, restaurants, etc. to check that laws are being obeyed and that standards are acceptable 检查员；视察员；巡视员：*Her role as a factory inspector is to enforce health and safety legislation.* 她作为工厂检查员的任务就是执行卫生和安全方面的法规。
● *a **factory/quality/safety** inspector* 工厂 / 品质 / 安全检查员 • *a **government**/an **independent** inspector* 政府 / 独立检查员
**2** (*AmE*) = SURVEYOR (2)

**inspectorate** /ɪn'spektərət/ *noun* [C with sing./pl. verb] (*especially BrE*) an official group of INSPECTORS who work together on the same subject or at the same kind of institution 视察团；检查团：*A member of the company inspectorate was sent into the firm.* 公司检查团的一名成员被派往这家公司。

**in,spector of 'taxes** (*also* **'tax in,spector**) *noun* [C] in the UK, a person who is responsible for collecting the tax that people must pay on the money they earn（英国）税务员，税务稽查员 SYN TAXMAN

**inst.** *abbr*
**1** (*old-fashioned*) a short way of writing **instant**, used in business letters to mean 'of this month' 本月：*We acknowledge receipt of your letter of 14 inst.* 本月14日来函收悉。
**2** a short way of writing **institute** or **institution** 机构

**★install** /ɪn'stɔ:l/ *verb* [+ obj]
**1** (*IT*) to put a new program into a computer 安装：*I'll need some help installing the software.* 我要找人帮忙安装这个软件。◇ *The new software was installed **on** 850 desktops.* 新软件已安装在850台式机上。
**2** to fix equipment on to sth or into position so that it can be used 安装；设置：*They plan to install motion detectors on many appliances.* 他们计划在许多装备上安装移动感应器。◇ *The hotel has had terminals installed in every room.* 旅馆的每个房间都安装了终端机。
**3** to put sb in a new position of authority 使就职；任命：*He was installed **as** CEO last May.* 他于去年五月份正式就任首席执行官。◇ *The company has installed its own management team in Toulouse.* 该公司在图卢兹任命了自己的管理团队。

**installation** /ˌɪnstə'leɪʃn/ *noun*
**1** [U,C] the act of fixing equipment or furniture in position so that it can be used 安装；设置：*Installation of the security system will take several days.* 安全系统的安装需要几天时间。◇ *We offer free installation and free service.* 我们提供免费安装和免费服务。◇ *installation costs* 安装费
**2** (*IT*) [U] the act of putting a new program into a computer 安装：*the installation of the SAP software* * SAP 软件的安装

**3** [C] a piece of equipment or machinery that has been fixed in position so that it can be used 安装的设备（或机器）：*a heating installation* 供暖装置
**4** [C] a place where specialist equipment is kept and used 设施：*a chemical/nuclear/an oil installation* 化学 / 核 / 石油设施
**5** [U] the act of placing sb in a new position of authority 就职；就职仪式：*the installation of a new chief executive* 新任行政长官的就职

**in'stalled base** *noun* [C, usually sing.] (*IT*; *Marketing*) the total number of a particular product, especially equipment such as computers, that have been sold and are still used by customers（某产品的）总使用量：*The installed base of PCs in India rose to 5 million units last month.* 个人电脑在印度的总使用数量上月上升到500万台。→ CUSTOMER BASE

**in,stalled ca'pacity** *noun* [U; C, usually sing.] (*Technical*) the full amount of energy that a particular power station, machine, etc. could supply 发电量：*China's installed capacity exceeds 400 million kw.* 中国的发电量超过4亿千瓦。

**installer** /ɪn'stɔːlə(r)/ *noun* [C]
**1** (*IT*) a piece of software that helps you to put another larger piece of software onto your computer 安装程序：*I downloaded the software and ran the installer.* 我下载了这个软件并运行安装程序。
**2** a person or company that fixes equipment or furniture in position so that it can be used 安装者：*an installer of security systems* 安全系统的安装者 ◇ *phone installers* 电话安装者

**★instalment** (*AmE spelling usually* **installment**) /ɪn'stɔːlmənt/ *noun* [C]
(*Commerce*) one of a number of payments that are made regularly over a period of time until sth has been paid for or an agreed amount has been paid（分期付款的）一期付款：*We paid for it by/in instalments.* 我们分期付款买的它。◇ *The loan can be repaid in 24 monthly instalments.* 贷款可在24个月内分期偿还。◇ *The final instalment on the loan is due next week.* 贷款的最后一期下月到期。◇ *They were unable to keep up* (= continue to pay) *the instalments.* 他们不能继续支付这笔分期付款。
● *to keep up/pay/repay* (*the*) *instalments* 继续支付 / 支付 / 偿还分期付款

**in'stalment plan** (*AmE spelling usually* **installment ~**) = HIRE PURCHASE

**in'stalment sale** (*AmE spelling usually* **installment ~**) *noun* [U,C] (*Commerce*) an arrangement in which the seller of goods, assets, etc. receives the money in regular payments over a fixed period of time 分期付款销售 → HIRE PURCHASE

**instant** /'mstənt/ *adjective*
happening immediately 立即的；立刻的：*This connection gives you instant access to the Internet.* 这个连接让你随时上网。◇ *Don't expect instant results.* 不要期望有立竿见影的结果。

**,instant 'access ac,count** *noun* [C] (*BrE*) a bank account that allows you to take your money out at any time you like without paying a fee 随时可提款的帐户；活期帐户

**,instant 'messaging** *noun* [U] (*abbr* **IM**) (*IT*) a system on the Internet that allows people to exchange written messages with each other very quickly 即时通讯（相互快速交换书面信息的互联网系统）▸ **,instant 'message** *noun* [C]

**instigate** /'mstɪgeɪt/ *verb* [+ obj]
**1** (*especially BrE*) to make sth start or happen, usually sth official 使（正式）开始；使发生：*The council has instigated an independent inquiry.* 委员会已开展独立的调查。
**2** to cause sth bad to happen 煽动；唆使；鼓动：*The company has been blamed for instigating the price war.* 这家公司因发动价格战而备受指责。

**institute** /'mstɪtjuːt; *AmE* -tuːt/ *noun*, *verb*
● ***noun*** [C]
an organization that has a particular purpose, especially one that is connected with education or a particular profession; the building used by this organization（教育、专业等）机构，机构建筑：*the senior economist at Nomura Research Institute* 日本野村综合研究所的高级经济学家 ◇ *the Institute of Chartered Accountants*（英国皇家）特许会计师协会
● ***verb*** [+ obj]
to introduce a system, policy, etc. or start a process 建立，制定（体系、政策等）；开始；实行：*The new management intends to institute a number of changes.* 新的管理人员打算实行一些改革。◇ *to institute criminal proceedings against sb* 对某人提起刑事诉讼

**★institution** /,mstɪ'tjuːʃn; *AmE* -'tuːʃn/ *noun*
SEE ALSO: **depository institution, financial ~, thrift ~**
**1** [C] a large important organization that has a particular purpose, for example a bank（银行等规模大的）机构：*a banking/an investment/a lending institution* 银行 / 投资 / 贷款机构 ◇ *The sale has already been accepted by the big City institutions* (= the banks and finance companies in London). 这个销售项目已得到伦敦的大银行和金融机构的认可。◇ *the Royal Institution of Chartered Surveyors* 英国皇家特许测量师学会
**2** [C] a custom or system that has existed for a long time among a particular group of people（由来已久的）风俗习惯，制度：*The Web as an institution seems more important than ever.* 万维网作为一种习惯似乎比以往更重要。
**3** [U] the act of starting or introducing sth such as a system or a law 建立；设立；制定：*the institution of new safety procedures* 新安全措施的制定

**institutional** /,mstɪ'tjuːʃənl; *AmE* -'tuː-/ *adjective* [usually before noun]
connected with an institution, especially a large financial organization 机构的（尤指大型金融机构）：*institutional buyers/clients/investors/shareholders* 机构买家 / 客户 / 投资者 / 股东 ◇ *There is a strong institutional demand for government bonds.* 对政府债券的机构需求量很大。▸ **institutionally** /,mstɪ'tjuːʃənəlɪ; *AmE* -'tuː-/ *adverb*

**,institutional 'advertising** *noun* [U] (*Marketing*) advertising that tells the public about

an organization, a company or a product in general (for example, coffee), rather than about particular products. It usually tries to create an attractive image and is used by large well-known companies. 企业形象广告；机构广告：*an institutional advertising campaign for the water industry* 水利行业的企业形象广告宣传 → IMAGE ADVERTISING, PRODUCT ADVERTISING

▸ **ˌinstitutional adˈvertisement** *noun* [C]

**ˌinstitutional ˈfund** *noun* [C]
(*Finance*) an investment fund that is only open to large financial organizations 机构基金：*an institutional fund manager* 机构基金经理

**ˌin-ˈstore** *adjective* [only before noun]
**1** within a large shop/store 店内的：*in-store marketing/promotions* 店内营销 / 促销 ◇ *The Internet will reduce in-store sales.* 互联网将减少店内销售量。◇ *The company uses signs and in-store displays to grab consumer attention.* 这家公司使用标志和店内陈设来吸引消费者的注意。
**2** belonging to a particular shop/store 属于商店的：*special discounts for shoppers who use in-store credit cards* 给使用商店信用卡的购物者特殊折扣 ◇ *the supermarket's in-store magazine* 超市的商店杂志
▸ **ˌin-ˈstore** *adverb*：*His focus has turned to products being sold in-store.* 他的注意力已转向正在商店出售的产品。

**★instruct** /mˈstrʌkt/ *verb* [+ obj]
**1** to tell sb to do sth, especially in a formal or an official way 指示；命令；吩咐：*Some mechanics were instructed to do jobs that they weren't qualified to do.* 一些机械师奉命去做他们不胜任的工作。◇ *My boss instructed me not to spend too much time on the task.* 我的老板指示我在这个工作上不要花太多的时间。
**2** to teach sb sth, especially a practical skill 教授，传授（技能等）：*We instructed managers (on) how to use the online hiring system.* 我们教经理如何使用线上招聘系统。◇ *instructing new employees in the use of the equipment* 教授新员工使用设备
**3** (*Law*) (*especially BrE*) to employ sb to represent you in a legal situation, especially as a lawyer, and give them information or orders 委托（律师）；托办：*He must indicate which of the firms he wishes to instruct.* 他必须说明他想委托哪一家律师事务所。

**★instruction** /mˈstrʌkʃn/ *noun, adjective*
• ***noun***
**1 instructions** [pl.] detailed information on how to do or use sth 用法说明；操作指南：*You should follow the instructions given by the manufacturer.* 你应该按照制造商提供的用法说明操作。◇ *It comes with **step-by-step** instructions* (= that tell you exactly what to do at each stage). 它附有逐步说明的操作指南。
➊ *to **follow/read** (the) instructions* 遵照 / 阅读操作指南 • *clear/detailed/full instructions* 清晰 / 详细 / 全面的用法说明 • *assembly/installation/operating instructions* 装配 / 安装 / 操作指南
**2** [C, usually pl.] something that sb tells you to do 指示；命令；吩咐：*Have you given the payment instructions to the bank?* 你给银行下达付款指令了吗？◇ *Salespeople were given instructions to offer a reduced price.* 给销售人员发出降价的指令。
➊ *to **give sb/issue/receive** instructions* 向某人发出命令；发出 / 接受命令 • *to **carry out/ignore** sb's instructions* 执行 / 忽视某人的命令 • *clear/**firm/strict/written** instructions* 清楚 / 明确 / 严格 / 书面的指示
**3** (*IT*) [C] a piece of information that tells a computer to perform a particular operation（电脑的）指令：*This computer can carry out 400 million instructions per second.* 这台电脑每秒能执行4亿个指令。
➊ *to **carry out/execute** instructions* 执行指令
• ***adjective*** [only before noun]
giving detailed information on how to do or use sth 说明用法的；操作指南的：*an instruction book/manual* 说明书；使用手册

**instructional** /mˈstrʌkʃənl/ *adjective* [usually before noun]
that teaches people sth 教学的；教育的：*instructional materials/videos* 教材；教学录像带

**instrument** /ˈmstrəmənt/ *noun* [C]
SEE ALSO: **derivative instrument, financial ~, trust ~**
**1** (*Finance*) any investment such as shares, bonds, OPTIONS, FUTURES, etc. that is bought and sold in an organized system 票据；证券；信用工具：*We have had to replace our investments with lower-yielding instruments.* 我们必须用低收益率的票据取代我们的投资。◇ *fixed-income instruments* 定息票据 ◇ *equity/liquid/low-risk instruments* 权益性工具；可变现的有价证券；低风险工具 SYN FINANCIAL INSTRUMENT
**2** a tool or device used for a particular task, especially for delicate or scientific work 器械；仪器；器具：*optical/precision/surgical instruments* 光学 / 精密 / 手术器械
**3** a device used for measuring speed, distance, temperature, etc. in a vehicle or on a piece of machinery（车辆、机器的）仪器，仪表：*the flight instruments* 飞行仪表 ◇ *the instrument panel* 仪表盘
**4** (*Law*) a formal legal document 正式的法律文件；文书：*an instrument of transfer* (= that shows that property has been passed to sb else) 转让文书（说明财产已转让给别人）

**insufficient** /ˌmsəˈfɪʃnt/ *adjective*
not large, strong or important enough for a particular purpose 不充分的；不足的；不够重要的：*insufficient time* 时间不够 ◇ *His salary is insufficient to meet his needs.* 他的薪水不够满足他的需要。→ N.S.F. ▸ **insufficiency** /ˌmsəˈfɪʃənsi/ *noun* [U; sing.] **ˌinsufˈficiently** *adverb*

**★insurable** /mˈʃɔːrəbl; -ˈʃʊər-; *AmE* -ˈʃʊr-/ *adjective*
able to be **insured** 可保险的；应保险的；应接受保险的：*$3.5 billion is the maximum payout for a single insurable incident.* 单一可保事件的最大偿付额为35亿美元。◇ *The challenge is to work out what risks are insurable.* 挑战在于要找出哪些风险是可保的。 OPP UNINSURABLE
➊ *insurable **events/incidents/risks*** 可保事件 / 事故 / 风险

**WHICH WORD?** 词语辨析

### insurance/assurance

In *BrE*, insurance that pays out a sum of money when a person dies or reaches a particular age is called **life assurance** or **life insurance**. The term used in *AmE* is **life insurance**. 当被保险人死亡或达到某个年龄时，由保险人支付保险金的保险在英式英语中称为 life assurance 或 life insurance，在美式英语中称为 life insurance。

In both *BrE* and *AmE*, **insurance** is used to describe types of insurance that protect you against uncertain future events, such as injuries, car crashes, thefts or natural disasters. 在英式英语和美式英语中，insurance 指防范未来不确定事件的保险类型，如人身伤害、车祸、盗窃或自然灾害：*car/house/medical insurance* 汽车 / 房屋 / 医疗保险。

**★insurance** /mˈʃɔːrəns; -ˈʃʊər-; *AmE* -ˈʃʊr-/ *noun*

SEE ALSO: **accident insurance, block ~, casualty ~, certificate of ~, consumer credit ~, contract of ~, credit ~,** etc.

**1** [U] an arrangement with a company in which you pay them regular amounts of money or make a single payment and they agree to pay the costs, for example if you die or are ill/sick, or if you lose or damage sth 保险：*car/travel/home/unemployment insurance* 汽车 / 旅游 / 家庭 / 失业保险 ◇ *Make sure you take out adequate insurance to cover your possessions.* 务必购买足够的保险以保障财产安全。◇ *Can you claim for the loss on your insurance?* 你能就这一损失向你的保险公司索赔吗？◇ *Many people have insurance against sickness and unemployment.* 许多人投保疾病和失业险。◇ *It's time to renew your motor insurance.* 该更新你的汽车险了。**NOTE** There are four main classes of insurance: **accident, fire, life** and **marine**. 主要有四种类型的保险：意外、火灾、人寿和海洋。

● *to **arrange/have/renew/take out** insurance* 办理保险；投保；更新 / 购买保险 • *to **buy/sell** insurance* 购买 / 销售保险 • *to **offer/provide/refuse** insurance* 提出 / 提供 / 拒绝保险 • *insurance **covers/pays for** sth* 保险承保 / 赔付（某事）范围 • *insurance **contributions/payments/premiums*** 保险捐税 / 金 / 费

**2** [U] (often used in the names of companies) the business of providing people with insurance（常用于公司名称）保险业：*She works **in** insurance.* 她在保险业工作。◇ *The insurance industry is one of the country's biggest employers.* 保险业是这个国家最大的雇主之一。◇ *Cox Insurance* 考克斯保险控股有限公司

**3** [U] money paid to an insurance company; money paid by an insurance company 保险费；保费：*Some people just cannot afford to pay insurance.* 一些人实在付不起保费。◇ *After the accident he received €15 000 in insurance.* 事故发生后，他得到了一笔1.5万欧元的保险金。

**4** (*Stock Exchange*) [pl.; U] used to refer to shares in insurance companies 保险公司股份：*Insurances did well, recovering some of last week's losses.* 保险股股价上升，弥补了上周的部分亏损。

**in'surance ad,juster** (*also spelled* **~ adjustor,** *especially in AmE*) *noun* [C] (*AmE* only) an independent person or company that decides whether insurance claims are valid and how much should be paid（保险公司的）损失理算人 SYN CLAIMS ADJUSTER, LOSS ADJUSTER (*BrE*)

**in'surance ,agent** *noun* [C] a person or company whose job is to give advice about and sell insurance on behalf of one or more companies 保险代理；保险代理人：*I contacted several life insurance agents.* 我联系了几位寿险代理人。◇ *The San Francisco-based insurance agent was founded in 1994.* 总部位于旧金山市的保险代理公司成立于1994年。

**in'surance ,broker** *noun* [C] an independent person or company that gives people advice about insurance and arranges insurance for them 保险经纪人：*Speak to your insurance broker regularly to make sure you are getting the best deal.* 和保险经纪人定期交谈以确保你的交易最合算。

**in'surance ,carrier** = INSURANCE COMPANY

**in'surance cer,tificate** = CERTIFICATE OF INSURANCE

**in'surance claim** = CLAIM *noun* (1)

**in'surance ,company** (*AmE also* **in'surance ,carrier**) *noun* [C] an organization whose business is providing insurance 保险公司：*Insurance companies have been badly hit by the recent storms and floods.* 保险公司因最近的暴风雨和洪水灾害而备受打击。SYN INSURER

**in'surance ,cover** (*also* **in'surance ,coverage**) *noun* [U] protection that an insurance company provides by promising to pay you money if a particular event happens 保险范围；保险总额；保险保障：*Many mortgage lenders will require you to take out full insurance cover.* 许多抵押贷款机构会要求你投保全险。SYN COVER

● ***adequate/full** insurance cover* 足额 / 全额投保 • *to **take out/get/obtain** insurance cover* 办理 / 得到 / 获得保险 • *to **arrange/provide/withdraw** insurance cover* 安排 / 提供 / 撤销保险

**in'surance ,policy** (*also* **,contract of in'surance**) *noun* [C] a written agreement between a person or company and an insurance company 保险单：*One in fifteen holidaymakers who took out a travel insurance policy last year made a claim.* 去年办理旅游保险单的十五位度假者中，有一位提出了索赔。

● *to **take out/apply for/have** an insurance policy* 办理 / 申请 / 有保险单 • *an **accident/a life/travel** insurance policy* 意外 / 人寿 / 旅游保险单

**in'surance ,premium** *noun* [C] a payment made to an insurance company in return for which the company agrees to pay for loss, damage or expenses, usually up to a particular amount 保险费：*Insurance premiums are expected to continue rising.* 预计保险费将继续上涨。◇ *You can pay your car insurance premiums*

*annually or monthly.* 你可以按年或按月支付汽车保险费。 SYN PREMIUM

**in'surance ˌrating** = RATING (5)

**in'surance risk** *noun* [C]
the possibility of loss or damage that sth is insured against 保险风险: *Airlines were given help to cover insurance risks.* 航空公司得到承包保险风险的帮助。 SYN RISK

**in'surance ˌunderwriter** *noun* [C]
**1** (*Insurance*) a person whose job is to estimate the risks involved in a particular activity or in insuring a particular client and decide how much sb must pay for insurance 保险承保人（估算风险并决定保费的人）
**2** a company or person that agrees to accept all the risks involved in an insurance contract 保险公司；保险商；保险人: *He used to work for Lloyd's, the insurance underwriters.* 他曾经为保险公司劳合社工作。 SYN UNDERWRITER

**★insure** /ɪn'ʃɔː(r); -'ʃʊə(r); *AmE* -'ʃʊr/ *verb*
**1** [+ obj *or* no obj] **insure (sth/sb/yourself) (for/against sth)** to make an arrangement with a company in which you pay them regular amounts of money or make a single payment and they agree to pay you money, for example if you die or are ill/sick, or if you lose or damage sth 投保；为…保险: *The painting is insured for $10 million.* 这幅画买了1000万美元的保险。 ◇ *Companies are required to insure against accidents in the workplace.* 公司必须投保工作场所的意外险。 ◇ *Are you adequately insured?* 你足额投保了吗？
**2** [+ obj] to sell insurance to sb for sth 接受投保；承保: *The company insures high-risk drivers.* 这家公司为高风险的司机提供保险。

**insured** /ɪn'ʃɔːd; -'ʃʊəd; *AmE* -'ʃʊrd/ *adjective*
SEE ALSO: **sum insured**
**1** having insurance 被保险的: *Her life was insured for $250 000.* 她投保了25万美元的寿险。 ◇ *The buildings were insured **against** fire damage.* 给这些建筑物上了火灾损害险。 ◇ *Are you insured **to** drive this car?* 你开的这辆车上保险了吗？
**2 the insured** *noun* [C] (*plural* **the insured**) the person who has made an agreement with an insurance company and who receives money if, for example, they are ill/sick or if they lose or damage sth 被保险人: *The insured had made a claim against the insurers.* 被保险人向保险人提出索赔。 → ASSURED (2)

**★insurer** /ɪn'ʃɔːrə(r); -'ʃʊər-; *AmE* -'ʃʊr-/ *noun* [C] a company that provides insurance 保险公司: *Allianz is the world's number two insurer.* 安联集团是世界上第二大保险公司。 ◇ *The insurers* (= the particular company that has a contract to provide insurance) *are refusing to pay the full claim.* 这些保险公司拒绝支付全部索赔。 SYN INSURANCE COMPANY

**intangible** /ɪn'tændʒəbl/ *adjective, noun*
• ***adjective*** [usually before noun]
**1** that exists but is not physical 无形的: *Everything is changing—some of the change is intangible, some very physical.* 一切都在改变——某些改变是无形的，某些改变却很具体。
✪ *intangible **benefits/changes/ideas/rewards*** 无形的利益／改变；抽象的概念；非物质奖励
**2** that does not exist physically, but represents a cost or a benefit to a company 无形的（成本或收益）: *My work involves developing intangible success factors such as trust, commitment and competitive advantage.* 我的工作包括开发无形的成功因素，如信任、承诺和竞争优势。
✪ *intangible **capital/expenses/liabilities/property/value*** 无形资本／费用／负债／财产／价值
OPP TANGIBLE *adj.*
• ***noun***
**1** [C] a thing that exists but is not physical 无形资产
**2** (*Accounting; Finance*) [C, usually pl.] = INTANGIBLE ASSET
OPP TANGIBLE *noun*

**in,tangible 'asset** (*also* **in'tangible**) *noun* [C, usually pl.]
(*Accounting; Finance*) something that a company has and that benefits it but does not exist physically, for example a brand or the company's reputation 无形资产: *The most important intangible asset is the company's brand.* 最重要的无形资产就是该公司的品牌。 ◇ *the value of goodwill and other intangible assets* 商誉的价值及其他无形资产 OPP TANGIBLE ASSET

**★integrate** /'ɪntɪgreɪt/ *verb* [+ obj *or* no obj] **integrate (A) (into/with B)** | **integrate A and B** to combine two or more things so that they work together; to combine with sth else in this way（使）合并，成为一体: *These programs will integrate **with** your existing software.* 这些程序将和你现有的软件整合起来。 ◇ *These programs can be integrated with your existing software.* 这些程序能和你现有的软件整合起来。 ◇ *the problems involved in integrating the two businesses* 整合两家企业当中涉及的问题

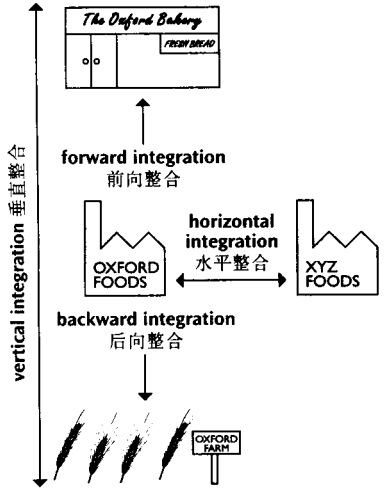
**integrated** /'ɪntɪgreɪtɪd/ *adjective* [usually before noun]
**1** in which several different parts are closely connected and work successfully together 整合的；全面的；各部分密切协调的: *an integrated print and online recruitment strategy* 一体化的书面和在线招聘战略
**2** (about a company or a business) that does everything connected with producing and selling its products（指公司或企业）生产销售一体化的: *an integrated oil company that digs for and refines crude oil and natural gas products* 开采和精炼原油和天然气产品的大型石油（联合）公司
**3** included as part of a product, not supplied separately 内置的: *phones with integrated cameras* 内置相机的手机

**ˌintegrated 'marketing** *noun* [U]
the process of organizing all the different areas of marketing, for example the way things are advertised (**promotion**), the way they are wrapped (**packaging**), the way they are sent to shops/stores to be sold (**distribution**) and the price, so that they all work well together 整合营销（整合促销、包装、分销和价格等不同营销活动的过程）: *developing an integrated marketing strategy* 发展整合营销战略 ◇ *an integrated marketing campaign* 整合营销活动

**ˌintegrated ˌmarketing communi'cations** *noun* [U; pl.] (*abbr* **IMC**)
a way of managing a company's marketing so that all forms of information about products or the company are carefully linked 整合营销传播（管理公司营销的方式，目的是整合有关产品或公司的各种信息）：*She emphasized the importance of integrated marketing communications in achieving customer loyalty.* 她强调整合营销传播在实现客户忠诚度方面的重要性。

**ˌintegrated pro'ducer** *noun* [C]
(*Manufacturing*) a company producing goods that owns more than one stage in the process 综合生产商

**★integration** /ˌɪntɪ'greɪʃn/ *noun* [U]
SEE ALSO: **backward integration, enterprise application ~, forward ~, horizontal ~, lateral ~, vertical ~**
**1** a process of combining two or more companies, organizations or systems so that they work together well 结合；整合；一体化：*The aim is to promote closer economic integration.* 目的是更紧密地促进经济一体化。◇ *The new technology will mean better integration of the company's existing computer systems.* 这项新技术将意味着更好地整合公司现有的电脑系统。
**2** (*Economics*) a situation in which a company gains control of its competitors, customers or suppliers, so that there are fewer companies operating in a particular area（公司）合并，兼并：*The airline has now completed the integration of its rival.* 这家航空公司现已完成对其竞争对手的兼并。◇ *Recent years have seen increasing integration in the car industry.* 最近几年看到汽车行业越来越多的合并现象。




**integrator** /'ɪntɪgreɪtə(r)/ *noun* [C]
**1** (*IT*) (*also* **'systems ˌintegrator, 'system ˌintegrator**) a person or company that puts together computers and programs to make a complete system for a particular customer, especially a business（系统）集成员：*Our aim was to rebuild IBM as the premier integrator of total solutions.* 我们的目标是将IBM重塑为整体解决方案的首要系统集成者。◇ *the systems integrators who worked on our supply chain* 从事供应链的系统集成员
**2** a person who is skilled at making the different parts of a business or different businesses work well together 整合者：*He has little experience as an integrator of businesses.* 他缺乏企业整合的经验。

**ˌintel,lectual 'assets** *noun* [pl.]
(*HR*) the knowledge and skills of a company's employees that can be used to make the business more successful 智力资产（公司员工的知识和技能）：*We need to find more ways to extract value from our intellectual assets.* 我们需要寻找更多能发掘我们智力资产价值的途径。

**ˌintel,lectual 'capital** *noun* [U]
(*HR*) anything that is not physical that can be used to make a business more successful, for example its relationships with its customers, its brands, ideas or designs for new products, the knowledge and skills of employees, etc. 智力资本（能使企业更成功的任何无形的东西，如顾客关系、品牌、新产品的构思或设计、员工的知识和技能等）：*The company is putting emphasis on intellectual capital over bricks and mortar.* 这家公司对智力资本的重视超过了传统的实体企业。

**ˌinte,llectual 'property** *noun* [U]
(*Law*) an idea, a design, a piece of writing, etc. that belongs to a person or an organization and cannot be sold or copied without the owner's permission 知识产权：*Awareness of the need to protect intellectual property rights is growing.* 需要保护知识产权的意识日渐增强。◇ *Theft of intellectual property is threatening many American companies.* 盗窃知识产权的行为正威胁着许多美国公司。

**inter-** /'ɪntə(r)/ *prefix* (*used in verbs, nouns, adjectives and adverbs* 用于动词、名词、形容词和副词)
between; from one to another 在…之间；在…之内；从此到彼；相互：*interaction* 相互作用 ◇ *inter-company loans* 公司内部贷款 ◇ *interfirm collaboration* 公司间的合作

**★interactive** /ˌɪntər'æktɪv/ *adjective*
**interactive** technology allows information to be passed continuously and in both directions between the user and the piece of technology, allowing the user to control what happens 互动式的；互动的：*View our interactive map by clicking here.* 点击这儿观看我们的互动地图。◇ *Grey Interactive TV has developed a series of interactive adverts for the bank.* 格雷互动电视公司已经为这家银行开发出一系列的互动式广告。
● *interactive* ***media/software/television*** 互动媒体 / 软件 / 电视
▸ **ˌinter'actively** *adverb* **interactivity** /ˌɪntərækˈtɪvəti/ *noun* [U]: *Each episode will be broadcast with added interactivity.* 每一集在播出时会增强互动性。

**interactive 'marketing** *noun* [U]
the use of a website and the Internet to sell products in a way that allows the customer and the seller to influence what happens and what information is exchanged 互动营销: *the brand manager in charge of interactive marketing* 负责互动营销的品牌经理

**interactive 'whiteboard** *noun* [C]
a piece of equipment using a computer linked to a large screen like a **whiteboard** that you can write on or use to control the computer by touching it or pointing at it with a pen. It can be used for teaching or for giving talks. 互动式电子白板; 交互白板

**inter alia** /ˌɪntər 'eɪliə/ *adverb* (*formal*)
among other things 除了其他事物之外: *The report is concerned, inter alia, with the reform of the tax system.* 这份报告尤其讨论到税收制度的改革。 **NOTE** This is a Latin phrase. 这是拉丁语短语。

**interbank** /'ɪntəbæŋk; *AmE* -tərb-/ *adjective* [only before noun]
happening between banks 银行之间的: *The three-month interbank interest rate is currently 3%.* 目前三个月的银行同业间利率为3%。 ◇ *the interbank lending trade* 银行间借贷交易

**inter-'company** (*also spelled* **intercompany**) *adjective* [only before noun]
happening between companies, especially linked companies 公司之间的: *inter-company meetings* 公司内部会议 ◇ *The company was owed $1.2 billion of inter-company debt.* 这家公司被拖欠12亿美元的三角债。

**★interest** /'ɪntrəst; -trest/ *noun*

SEE ALSO: **accrued interest, add-on ~, bank ~, beneficial ~, compound ~, controlling ~, expression of ~,** etc.

**1** [U] the extra money that you have to pay when you borrow money 利息: *You'll have to pay interest on the loan.* 你必须付贷款利息。 ◇ *The money was repaid with interest.* 这笔钱已连本带利偿还了。 ◇ *The company is set to default on* (= fail to pay) *its interest payments.* 这家公司有可能拖欠支付利息。 → INTEREST RATE
● *to charge/pay interest* 征收 / 支付利息 • *interest charges/payments* 利息征收 / 支付 • *annual/monthly interest* 年 / 月息

**2** [U] the extra money that you receive when you invest money 投资收益: *Their business account pays 3% interest.* 他们的企业帐户支付3%的投资收益。 ◇ *That cash could be earning interest in a bank account.* 那笔现金在银行账户里可以赚取投资收益。 ◇ *Bond interest is fixed, but earnings per share are growing.* 债券收益是固定的, 但每股盈利正在增长。 → INTEREST RATE See note at PROFIT
● *earn/pay interest* 赚取 / 支付利润 • *interest payments* 利润支付 • *annual/monthly interest* 年 / 月投资收益

**3** (*Finance*) [C, usually pl.] a share in a business or company and a legal right to a share of its profits (企业或公司的) 股份, 股权, 权益: *The group has extensive interests in China.* 该集团在中国有广泛的权益。 ◇ *She has business interests in France.* 她在法国拥有企业股份。 ◇ *American interests in Europe* (= money invested in European countries) 在欧洲的美国权益 → HOLDING
● ***business/commercial/economic interests*** 企业 / 商业 / 经济权益 • ***energy/mining/oil interests*** 能源 / 采矿 / 石油股份

**4** [C,U] a connection with sth which affects your attitude to it, especially because you may benefit from it in some way 利害关系; 利益关系: *Organizations **have an interest in** ensuring that employee motivation is high.* 各组织机构知道获利之道在于确保员工士气高涨。 ◇ *I should, at this point, **declare my interest**.* 此刻, 我应当申明我的利益关系。

**5** [C, usually pl.] a group of people who are in the same business or who share the same aims which they want to protect 同行; 同业; 利益集团: *powerful farming interests* 强大的农民利益集团 ◇ *relationships between local government and business interests* 地方政府与企业团体之间的关系

**6** (*Law*) [C] a legal right to land or property 权益; 产权: *You must give the names and addresses of anyone you know who has an interest in the land.* 你必须提供你知道的土地权益拥有人的名字和地址。

→ idiom at CONFLICT *noun*, DECLARE

**'interest-ˌbearing** *adjective* [usually before noun] (*Finance*) used to describe loans, etc. on which interest is paid 有息的; 计息的; 付息的: *They are cutting their workforce and reducing their interest-bearing debt.* 他们正削减员工数目和减少有息债务。 ◇ *interest-bearing deposits* 计息存款

**'interest ˌcover** (*also* **~ ˌcoverage**) *noun* [U] (*Accounting*) a company's profit in relation to the amount of interest it has to pay on loans 利息偿付倍数; 利息对盈利倍数: *The company has interest cover of seven times its operating profits.* 该公司的利息偿付倍数是其经营利润的七倍。 ◇ *Interest cover remains very comfortable.* 利息偿付倍数非常令人满意。

**ˌinterested 'party** *noun* [C]
a person or an organization that is in a position to gain from a situation or to be affected by it, especially one with a financial interest in a company 利益相关方: *The financier will deliver his rescue plan for the company to interested parties this week.* 这位金融家将在本周向有关各方宣读他对该公司所实行的挽救计划。

**'interest ex,pense** *noun* [U,C, usually pl.] (*Accounting*) the amount that a company has to pay in interest on money it has borrowed 利息费用: *They reported a drop in profits, largely due to a sharp rise in interest expense.* 他们报告说利润下降主要是由于利息费用急剧上升。 ◇ *Interest expenses rose almost 10%.* 利息费用上升将近10%。

**ˌinterest-'free** *adjective*
used to describe loans on which the borrower does not have to pay **interest** 免息的; 无息的; 不收取利息的: *Ford said on Monday it was extending interest-free loans on some models.* 福特公司星期一说正对某些型号的汽车延长免息贷款期。 ◇ *You should always pay the loan off at the end of the interest-free period.* 你应该在免息期结束时付清贷款。

⊕ *interest-free* **credit/financing** 免息信贷 / 融资 • *an interest-free* **loan/period** 免息贷款 / 期限

★**'interest rate** (*also* **,rate of 'interest**) *noun* [C] the cost of borrowing money, usually expressed as a percentage of the amount borrowed 利率: *Interest rates are low and unlikely to be raised soon.* 利率低，而且不可能马上提高。◇ *The Bank of England has cut interest rates by half a percentage point.* 英格兰银行已削减半个百分点的利率。◇ *Interest rates of 2.75% are low by past standards.* 根据以往标准，2.75%的利率可算是低的。◇ *Stocks rose on hopes of an interest-rate cut this week.* 指望本周利率下调，股价能上升。
⊕ ***high/low*** *interest rates* 高 / 低利率 • *to* ***cut/increase/raise/reduce/slash*** *interest rates* 削减 / 增加 / 提高 / 减少 / 降低利率 • *interest rates* ***fall/rise*** 利率下降 / 上升

**'interest-rate risk** *noun* [U] (*Finance*) the risk that the value of an investment or an asset will fall if rates of interest change, for example that the value of a bond will fall as rates of interest rise 利率风险: *The group may have trouble managing its exposure to interest rate risk.* 该集团管理其承受的利率风险时可能会遇到麻烦。

**'interest-rate swap** *noun* [C] (*Finance*) an agreement between two organizations that have borrowed money at different rates of interest, for example one at a fixed rate and the other at a rate that changes. In order to reduce INTEREST-RATE RISK, they agree to exchange regular payments based on the rates of interest at which they have borrowed. 利率掉期（两个机构按不同利率借款达成的协定。例如，一个机构按固定利率借款，另一个机构按浮动利率借款。为了降低利率风险，他们同意根据借款时的利率交换定期付款）

★**interface** /'ɪntəfeɪs; *AmE* -tərf-/ *noun, verb*
• ***noun*** [C]
**1** the point where two systems, subjects, etc. meet and affect each other（两体系、学科等的）结合点，边缘区域: *He is interested in the interface **between** big business and small communities.* 他对大企业和小社区之间的衔接感兴趣。◇ *We work at the interface **with** the public.* 我们的工作就是与公众打交道。
**2** (*IT*) the way a computer program presents information to a user or receives information from a user（人机）界面: *The software has a standard Windows™ interface.* 该软件有一个标准的 Windows 界面。◇ *Customers have suggested improvements to our user interface.* 顾客对我们的用户界面提出了一些改善建议。→ GUI
**3** (*IT*) a connection between one device or system and another 接口: *the interface **between** the computer and the printer* 电脑和打印机之间的接口
• ***verb***
**1** [no obj] to come into contact with a person, product, system, etc. and to affect them or be affected by them in some way（使）联系，相互影响: *How users actually interface **with** the product is very important.* 用户究竟如何与产品联系是非常重要的。◇ *We thought people would interface with call centres only at peak times.* 我们以为人们只会在高峰时间与呼叫中心联系。
**2** (*IT*) [+ obj *or* no obj] **interface (sth) (with sth)** | **interface A and B** to connect sth using an interface; to be connected in this way（使通过接口或界面）结合，连接: *The system interfaces with many different financial software packages.* 该系统与许多不同的金融套装软件相连接。

★**interim** /'ɪntərɪm/ *adjective* [only before noun]
**1** (*Accounting*) **interim** results, figures, etc. are calculated before the final figures are known, often after half a FINANCIAL YEAR 期中的: *Interim figures released yesterday show strong growth.* 昨天公布的期中数字显示出强劲的增长。◇ *a 21% increase in interim pre-tax profits* 期中税前利润增长21%
⊕ *interim* ***accounts/figures/losses/profits/results*** 期中帐户 / 数字 / 损失 / 利润 / 结果
**2** intended to last for only a short time, until sth/sb more permanent is found 暂时的; 过度的: *He will take over the running of the company on an interim basis.* 他将暂时接管公司的管理工作。◇ *The union agreed to an interim 4% pay offer.* 工会同意了暂时4%的付酬条件。

**,interim 'dividend** *noun* [C] (*Finance*) a **dividend** that is paid half way through the FINANCIAL YEAR 期中股利 → FINAL DIVIDEND

**,interim in'junction** (*BrE*) (*AmE* **pre,liminary in'junction**) *noun* [C] (*Law*) an official order from a court that a person or company must not do sth until a dispute has been resolved 临时禁令: *They asked the court to issue an immediate interim injunction against the company.* 他们要求法院对那家公司立即发出临时禁令。

**,interim 'management** *noun* [U] a situation where a company is temporarily controlled by managers who do not normally control it, usually because of serious problems; the managers who are in charge of a company in this way 临时管理: *The company has been **under** interim management since the CEO resigned last month.* 这家公司的首席执行官上月辞职，公司由临时管理人员管理。

**,interim 'payment** *noun* [C]
**1** a payment that is made before full payment, or while the size of the full payment is being decided 期中付款: *Our insurer was prepared to make an interim payment.* 我们的保险公司准备进行期中付款。
**2** (*Finance*) an INTERIM DIVIDEND 期中股利

**interims** /'ɪntərɪmz/ *noun* [pl.] (*Accounting*) results or figures that are calculated before the final figures are known 期中结果; 期中数字: *International Greetings announces its interims tomorrow.* 祝贺国际明天宣布期中业绩。

**intermediary** /,ɪntə'mi:diəri; *AmE* ,ɪntər'mi:dieri/ *noun* [C] (*plural* **intermediaries**)
SEE ALSO: **financial intermediary**
a person or an organization that helps other people or organizations who are unable or unwilling to deal with each other directly to reach an agreement 中间人; 调解人; 中介人: *The company acts as an intermediary **between** buyers and growers.* 这家公司充当买方和种植者的中间人。 SYN MIDDLEMAN ▸ **,inter'mediary**

*adjective*: *a small intermediary company* 一家小型中介公司 ◇ *an intermediary role* 中介角色

**inter'mediate goods** *noun* [pl.]
(*Manufacturing*) partly finished goods that are used in the manufacture of other goods 中间产品（用于制造其他产品的半成品）: *Orders for intermediate goods rose 3.5%.* 中间产品的订单上升了3.5%。

**intermediate tech'nology** *noun* [C,U]
**1** technology that is suitable for use in developing countries, because it is cheap and simple and can use local materials 中间技术（指由于价廉、简便并能使用当地原料而适用于发展中国家的技术）
**2** a technology that comes between early and later versions, and is less successful than either 中间技术（介乎早期技术和后期技术之间，亦不如这两者成功）

**intermediation** /ˌɪntəˌmiːdiˈeɪʃn; *AmE* -tərˈm-/ *noun* [U]
(*Finance*) an arrangement where a bank or similar financial institution helps two people or groups (**parties**) to borrow and lend money, bearing all or part of the risk（金融）中介（银行或类似的金融机构帮助借贷双方借贷，承担全部或部分风险的安排）→ DISINTERMEDIATION (1)

**intern** (*also spelled* **interne**) /ˈɪntɜːn; *AmE* ˈɪntɜːrn/ *noun* [C] (*AmE*)
a student, or a person who has recently finished studying, who is getting practical experience in a job 实习生: *She spent last summer as an intern at a software company.* 她去年暑假在软件公司做实习生。▸ **internship** /ˈɪntɜːnʃɪp; *AmE* -tɜːrn-/ *noun* [C] → WORK EXPERIENCE

**internal** /ɪnˈtɜːnl; *AmE* ɪnˈtɜːrnl/ *adjective*
**1** [usually before noun] involving or concerning only the people who are part of a particular organization rather than people from outside it（机构）内部的: *an internal inquiry* 内部调查 ◇ *internal emails/memos* 内部电子邮件 / 便笺 ◇ *Internal recruitment gives staff opportunities for promotion and new challenges.* 内部招聘给员工提供了晋升和迎接新挑战的机会。
**2** used to describe the situation when a company develops its existing business rather than growing by buying other companies, etc.（公司）内部发展的: *We have tripled our sales through internal growth and acquisitions.* 我们通过内部增长和收购使销售量增加了两倍。→ ORGANIC (1)
**3** [only before noun] connected with a country's own affairs rather than those that involve other countries 内政的；国内的: *internal affairs/trade/markets* 内政；国内贸易 / 市场 ◇ *an internal flight* (= within a country) 国内航班
SYN DOMESTIC OPP EXTERNAL
▸ **internally** /ɪnˈtɜːnəli; *AmE* ɪnˈtɜːrn-/ *adverb*: *It is too early to say whether the positions will be filled internally or externally.* 要说这些职位是从内部招聘还是从外部招聘还为时过早。

**in,ternal 'audit** *noun* [C,U]
(*Accounting*) an examination that an organization does of its own activities, especially to see if its own controls and systems are working properly 内部审计: *The theft was uncovered by an internal audit last year.* 盗窃案是去年在内部审计中发现的。▸ **in,ternal 'auditor** *noun* [C]

**in,ternal con'sistency** = INTERNAL EQUITY

**in,ternal con'sultancy** *noun* [C,U]
(*HR*) a situation where one department with special skills in an organization sells its services to other departments, who can choose to use outside experts instead 内部咨询服务；内部咨询业务: *IT consultants and staff who provide internal consultancy* 提供内部咨询服务的信息技术顾问和职员 ▸ **in,ternal con'sultant** *noun* [C]

**in,ternal 'customer** *noun* [C]
(*HR*) the idea that an employee working on one stage of a process is a customer of employees working on the stage before. This encourages employees to produce work of a good quality at each stage of a process. 内部顾客: *good relationships with external and internal customers* 与外部和内部顾客的良好关系 ◇ *a facilities manager serving and supporting the company's internal customers* 为公司的内部顾客提供服务和支援的设备设施管理经理

**in,ternal 'equity** (*also* **in,ternal con'sistency**) *noun* [U]
(*HR*) a situation in which the pay that employees in an organization receive is related to the type of job they do in the organization 内部均衡性，内部公平（指员工在某机构获得的工资与在这个机构所从事的工种有关）: *Internal equity is achieved if the employee's pay corresponds to their responsibilities.* 如果员工的薪酬与其责任相当，内部公平就实现了。→ EXTERNAL EQUITY

**in,ternal 'labour ,market** (*AmE spelling* ~ **labor ~**) *noun* [C] (*abbr* **ILM**)
(*HR*) in an **internal labour market**, employers find people for senior positions from employees within the organization, rather than looking outside 内部劳动力市场: *The employer is building an internal labour market, with a view to retaining skilled workers.* 雇主正在建立内部劳动市场以求留住熟练工人。→ EXTERNAL LABOUR MARKET

**in,ternal 'market** *noun* [C, usually sing.]
(*Economics*)
**1** = SINGLE MARKET
**2** a situation in which different departments in the same organization buy goods and services from each other 内部市场（同一机构的不同部门相互购买产品和劳务）

**in'ternal 'rate of re'turn** *noun* [C,U] (*abbr* **IRR**)
(*Accounting*) a way of comparing the value of different investments based on the income they will produce and the amount spent on them. A rate of interest is calculated for which the value of the income from each investment equals the amount spent on it. 内部收益率；内部回报率 → PRESENT VALUE

**In,ternal 'Revenue Code** *noun* [sing.]
(*abbr* **IRC**)
the tax laws of the US（美国）国内税收法

**In,ternal 'Revenue ,Service** *noun* [sing.]
(*abbr* **IRS**)
the branch of government in the US that is responsible for collecting most taxes, including INCOME TAX（美国）国家税务局 → INLAND REVENUE

**in,ternal 'search** *noun* [C,U]
(*Marketing*) the process by which consumers use information from their own experiences and memory when they make a decision about buying a product or service 内部搜索（消费者凭借自己的经验和记忆作出购买产品或服务的决策）

**★international** /ˌɪntəˈnæʃnəl; *AmE* -tərˈn-/ *adjective* [usually before noun]
connected with or involving two or more countries 国际的: *The group has seen strong growth in its international business.* 该集团的国际业务出现强劲增长。◇ *a violation of the rules for international trade* 违反国际贸易规则 ◇ *The number of passengers on international flights fell last year by 4.4%.* 国际航班的乘客数量去年下降了4.4%。→ DOMESTIC (1) ▶ **internationally** /ˌɪntəˈnæʃnəli; *AmE* -tərˈn-/ *adverb*: *Holiday Inn is an internationally recognized name.* 假日酒店是一个国际公认的名字。

**Inter,national Ac'counting ,Standards** *noun* [pl.] (*abbr* **IAS**)
a set of rules for accounting, produced by the International Accounting Standards Board. Firms can choose whether or not to follow them. 国际会计标准（国际会计标准委员会制定的一套会计准则，企业可选用）

**Inter,national Ac'counting ,Standards Board** *noun* [sing.] (*abbr* **IASB**)
an independent organization that decides on rules for accounting that can be used all over the world 国际会计标准理事会（制定可在全世界使用的会计准则的一个独立机构）**NOTE** This has replaced the International Accounting Standards Committee (IASC). 国际会计标准理事会已取代国际会计准则委员会（IASC）

**inter,national 'airport** *noun* [C]
a large airport that has flights to and from many different countries 国际机场: *Tokyo International Airport* 东京国际机场

**Inter'national 'Chamber of 'Commerce** *noun* [sing.] (*abbr* **ICC**)
an international association of business people based in Paris that aims to encourage, support and protect world business and trade 国际商会（由工商界人士组成，总部设在巴黎，旨在鼓励、支持和保护世界商业和贸易的国际性组织）→ INCOTERM

**Inter'national 'Civil Avi'ation Organi,zation** *noun* [sing.] (*abbr* **ICAO**)
an international organization that advises airlines and sets safety standards for air travel 国际民用航空组织（向航空公司提出建议并制定航空旅行安全标准的国际组织）

**Inter'national Fi'nancial Re'porting ,Standards** *noun* [pl.] (*abbr* **IFRS**)
a set of rules for accounting, produced by the International Accounting Standards Board 国际财务报告准则（国际会计标准理事会制定的一套会计准则）

**the ,International 'Labour Organi,zation** (*AmE spelling* ~ **Labor** ~) *noun* [sing.] (*abbr* **ILO**)
an organization formed by the United Nations to improve working conditions in all parts of the world 国际劳工组织（由联合国成立的组织，旨在改善全世界工人的工作条件）

**inter,national 'labour ,standards** (*AmE spelling* ~ **labor** ~) *noun* [pl.]
a set of instructions for employment conditions produced by the International Labour Organization. Countries can choose whether or not to follow them. 国际劳工标准（由国际劳工组织制定的有关就业条件的一套指令，各国可选用）

**,international 'law** *noun* [U]
the system of laws that are recognized by most states as controlling their relations with each other and their treatment of each other's citizens 国际法: *The proposed action would be illegal under international law.* 根据国际法，拟采取的这一行动是非法的。◇ *The company said its claim was in line with international law.* 这家公司称其索赔符合国际法。

**,international 'management** *noun*
**1** [U;C with sing./pl. verb] the process of running a business that operates in several different countries (a **multinational**); the people who do this 国际管理（跨国公司的管理）；国际管理者 **2** [U] the process of developing an organization's production or marketing activities across national borders 国际管理（跨越国界发展一个机构的生产或从事营销活动）

**inter,national 'monetary ,system** *noun* [sing.]
the system which controls the sale and exchange of different currencies 国际货币体系（控制不同货币销售和兑换的体系）→ IMF

**,International 'Motor In,surance Cer,tificate** = GREEN CARD (2)

**,International Re'ply ,Coupon** *noun* [C] (*abbr* **IRC**)
a printed form that can be bought from a post office and sent with a letter to another country and is then exchanged for the cost of sending a reply by air from that country 国际回信邮资券（此券可向邮局购买，随信一起寄出，国外收信人回信时可凭此券换取国际航空信所需的邮资）

**,international re'serves** = FOREIGN EXCHANGE RESERVES

**,International Se'curities Ex,change** *noun* [sing.] (*abbr* **ISE**)
in the US, a system that allows people to use a computer to trade OPTIONS (= the right to buy or sell a fixed quantity of shares, bonds, etc. for a particular price within a particular period) 美国国际证券交易所（允许人们使用电脑买卖期权）

**interne** = INTERN

**Internesia** /ˌɪntəˈniːziə; *AmE* ˌɪntərˈn-/ *noun* [U] (*informal*)
an inability to remember on which website you saw a particular piece of information or to find it again 网络遗忘症（指不能记住你看过的某则信息来自哪个网站或不能再次找到这则信息）**NOTE** **Internesia** is formed from **Internet** and **amnesia** (= a medical condition in which sb loses their memory). * Internesia 由 Internet（互联网）和 amnesia（遗忘症）两词构成。

**★Internet** /'ɪntənet; *AmE* -tərn-/ (*usually* **the Internet**) (*also* **the Net**, *informal*) *noun* [sing.]

SEE ALSO: **wireless Internet**

(*IT*) an international computer network that connects other networks and computers all over the world （国际）互联网: *The company is trying to build a strong presence on the Internet.* 该公司正努力在互联网上建立稳固的地位。 ◇ *You can download the software from the Internet.* 你可以从互联网上下载这个软件。 ◇ *We aim to build a truly global Internet company.* 我们旨在建立一家真正全球性的互联网公司。 → EXTRANET, INTRANET

**ˌInternet ˈcafe** *noun* [C]
a place with computers where customers can use the Internet and buy drinks and food 网吧: *The Internet cafe is open from 8 a.m. to midnight.* 这家网吧的营业时间是从上午8点至午夜。

**ˈInternet ˌcommerce** (*also* **ˈNet ˌcommerce**, *less frequent*) = E-COMMERCE

**interoperable** /ˌɪntərˈɒpərəbl; *AmE* -ˈɑːp-/ *adjective*
(*IT*) (about computer systems or programs) able to exchange information or be used together （电脑系统或程序）互通的（能交换信息或一起使用）
▸ **interoperability** /ˌɪntərˌɒpərəˈbɪləti; *AmE* -ˈɑːp-/ *noun* [U]

**interpersonal** /ˌɪntəˈpɜːsənl; *AmE* -tərˈpɜːrs-/ *adjective* [only before noun]
connected with relationships between people 人际关系的; 人际的: *We always look for people with good interpersonal skills.* 我们总在寻找有良好人际交往技巧的人。

**interpreter** /ɪnˈtɜːprɪtə(r); *AmE* -ˈtɜːrp-/ *noun* [C]
**1** a person whose job is to translate what sb is saying while they are speaking 翻译: *The chairman spoke **through** an interpreter.* 主席通过译员发表讲话。
**2** (*IT*) a computer program that changes the instructions of another program into a form that the computer can understand and use 解译器（将另一电脑程序的指令变为本电脑能理解和使用的程序）

**interruption** /ˌɪntəˈrʌpʃn/ *noun* [C,U]

SEE ALSO: **business interruption**

**1** the act of stopping sb from speaking or doing sth 插嘴; 打岔; 打扰: *The constant interruptions make it hard to concentrate.* 由于不断受到干扰，所以很难集中精力。
**2** an event that temporarily stops an activity or a process; a time when an activity is stopped 阻断物; 中断时间: *an interruption **to/in** the power supply* 停电 ◇ *Credits will be given to any customer who experienced an interruption **of** service.* 服务受到中断的任何顾客将可获退款。

**intersect** /ˌɪntəˈsekt; *AmE* -tərˈs-/ *verb* [no obj]
if two areas of activity **intersect**, they come into contact and affect each other 相交; 交叉: *Traditional business practices can cause problems when they intersect **with** the world of the Internet.* 传统的商业做法与网络世界相交可能会出问题。 ◇ *The institute explores ways in which technology and human issues intersect.* 该研究所探讨科技和人类相互影响的方式。 ▸ **intersection** /ˌɪntəˈsekʃn; *AmE* -təˈrs-/ *noun* [C,U]

**interstate** /ˈɪntəsteɪt; *AmE* -tərs-/ *adjective* [only before noun]
between states, especially in the US （尤指美国）州与州之间的，州际的: *interstate commerce* 州际商务

**intervene** /ˌɪntəˈviːn; *AmE* -tərˈv-/ *verb* [no obj]
to become involved in a situation in order to improve it 出面; 介入: *It is not the government's role to intervene **in** companies' problems.* 介入公司的问题不是政府的职责。 ◇ *The Central Bank said it would intervene again to prop up the currency.* 中央银行宣布将再次出面支持这种货币。
▸ **intervention** /ˌɪntəˈvenʃn; *AmE* -tərˈv-/ *noun* [U,C]: *an argument about state intervention **in** industry* 关于国家干预工业的争论 ◇ *Officials threatened intervention to push down the yen.* 官员扬言要进行干预以压低日元。

**interventionism** /ˌɪntəˈvenʃənɪzəm; *AmE* -tərˈv-/ *noun* [U]
(*Economics*) the policy or practice of a government influencing the economy of its own country 政府干预（政策或措施）▸ **interventionist** /ˌɪntəˈvenʃənɪst; *AmE* -tərˈv-/ *adjective*, *noun* [C]

**ˌinterˈvention price** *noun* [C]
(*Economics*) the minimum price for a product, especially an agricultural product, set by a government or an organization such as the European Union. If the market price falls below this price, the government, etc. pays the difference to the producer, or buys the product at the agreed price. 干预价格（由政府或欧盟这样的机构制定的尤指农产品的最低价格。如果市场价格低于这个价格，政府等将差额支付生产者，或者按商定的价格购买产品）: *The goal is to move the EU's intervention prices downwards.* 目标是将欧盟的干预价格下调。

**★interview** /ˈɪntəvjuː; *AmE* -tərv-/ *noun*, *verb*
● ***noun*** [C]

SEE ALSO: **depth interview, exit ~, screening ~, semi-structured ~, situational ~**

**1** a formal meeting at which sb is asked questions to see if they are suitable for a particular job 面试; 面谈: *a job interview* 求职面试 ◇ *He has an interview next week **for** the manager's post.* 他下周要接受经理职位的面试。 ◇ *I've got an interview **with** United Biscuits.* 我已获联合饼干公司邀请面试。 ◇ *We're about to start the second **round of interviews**.* 我们即将开始第二轮面试。 ◇ *to be invited for (an) interview* 获邀请面试 ➊ *to **carry out/conduct/do/hold** an interview* 开展/进行/做/举行面试 ◆ *to **attend/be called for/have** an interview* 参加/获邀/有面试 ◆ *an interview **board/panel*** 面试委员会/小组
**2** a way of finding out sb's opinion about products or services by asking them questions in a private meeting （私下的）面谈，会谈: *Interviews and questionnaires are the most important tools of market research.* 访谈和问卷调查是最重要的市场调研工具。 ◇ *The survey team carried out over 200 interviews **with** retired people.* 调查小组与退休人士进行了200多次面谈。

**⊕** ***a face-to-face/telephone*** *interview* 面对面 / 电话会谈 • ***to carry out/conduct/do*** *an interview* 开展 / 进行 / 做面谈

**3** a meeting (often a public one) at which a journalist asks sb questions in order to find out their opinions （常指公开的）记者采访，访谈：*The interview with the new CEO was published last Friday.* 上星期五刊登了对新任首席执行官的访谈。

**⊕** ***a newspaper/press/radio/television*** *interview* 报纸 / 新闻 / 电台 / 电视台采访 • ***to carry out/conduct/do*** *an interview* 开展 / 进行 / 做访谈 • ***to do/give (sb)/grant (sb)*** *an interview* 做 / 接受（某人）/ 同意（某人）采访

• ***verb***

**1** [+ obj *or* no obj] to talk to sb and ask them questions at a formal meeting to find out if they are suitable for a job, etc. 对（某人）进行面试：*We interviewed ten people **for** the job.* 我们为这个工作面试了十人。 ◇ *Which post are you being interviewed for?* 你参加哪一个职位的面试？

**2** [no obj] (*especially AmE*) to talk to sb and answer questions at a formal meeting to get a job, etc. 对（某人）进行面谈：*If you don't interview well you are unlikely to get the job.* 如果面谈不理想，你不可能得到这份工作。

**3** [+ obj] to ask sb questions at a private meeting, especially to find out what they think about particular products or services （私下）提问，面谈：*We interviewed over 500 teenagers to find out what young people want in a magazine.* 我们采访了500多名青少年以了解年轻人想要一本包含什么题材的杂志。

**4** [+ obj] to ask sb questions about their life, opinions, etc., especially on the radio or television or for a newspaper or magazine （媒体）采访，访问：*The directors declined to be interviewed.* 这些董事婉拒了采访。

▸ **'interviewing** *noun* [U]：*The research involves in-depth interviewing.* 这项调查包括深入的采访。 ◇ *interviewing skills/techniques* 面试技术 / 技巧

**interviewee** /ˌɪntəvjuː'iː; *AmE* -tərv-/ *noun* [C] the person who answers the questions in an interview 接受面试者；接受采访者

**interviewer** /'ɪntəvjuːə(r); *AmE* -tərv-/ *noun* [C] the person who asks the questions in an interview 主持面试者；接见者；访问者

**ˌin-the-'trenches** *adjective* [only before noun] **in-the-trenches** employees and managers are directly involved in the most active part of the business 一线的（员工和经理）：*Many in-the-trenches leaders blame the people above them when they fail to make progress.* 许多一线领导人没取得进展时就责怪其上司。

**intra-** /'ɪntrə/ *prefix* (*used in adjectives and adverbs* 用于形容词和副词) inside; within 在内；内部：*intra-departmental* (= within a department) 部门内的 ◇ *intraday* 当日的；日内的 ◇ *intracompany communication* 公司内部沟通

**intraday** /'ɪntrədeɪ/ *adjective* [only before noun] (*AmE*) (*Finance*) happening within one day 当天的；日内的：*The rand recovered after a five per cent intraday fall against the dollar.* 兰特当日对美元下跌百分之五之后出现回升。 ◇ *The yield on the ten-year Japanese bond fell to a four-year low in intraday trade yesterday.* 在昨天的当日交易中，十年期的日本债券收益率下降到四年来的最低点。

**★intranet** /'ɪntrənet/ *noun* [C, usually sing.] (*IT*) a computer network that is private to a company or an organization but is connected to and uses the same software as the Internet 内部网，内部互联网（使用互联网技术建立的公司、机构等的内部专用网路，但与互联网相接）：*You need a password to access the company intranet.* 进入公司内部网需要输入密码。 ◇ *intranet learning resources* 内部网学习资源 → EXTRANET

**intrapreneur** /ˌɪntrəprə'nɜː(r)/ *noun* [C] an employee in a large company who develops new products or services, starts SUBSIDIARY businesses, etc. for the company rather than leaving to form their own company 企业内部创业者 → ENTREPRENEUR ▸ **intrapreneurial** /ˌɪntrəprə'nɜːriəl/ *adjective* **intrapreneurship** /ˌɪntrəprə'nɜːʃɪp; *AmE* -'nɜːrʃɪp/ *noun* [U]

**'in tray** (*also* **'inbox**) *noun* [C] a container on your desk for letters and other documents that are waiting to be read or answered （办公用的）收件盘：*I've read through everything in my in tray.* 我已看完收件盘里的东西。 → OUT TRAY

**intrinsic** /ɪn'trɪnsɪk; -zɪk/ *adjective* belonging to or part of sth 内在的；固有的；本质的：*Change is intrinsic **to*** (= an essential part of) *business today.* 变革是现今企业经营的重要内容。 ◇ *With intrinsic motivation* (= doing sth because you want to) *the reward is the activity itself.* 因为有内在动力，活动本身就是回报。

**in,trinsic 'value** *noun* [C,U] (*Finance*) the real value that a company, an asset, etc. has, rather than the current value as shown, for example, by share prices or its market value. **Intrinsic value** can be calculated by experts 内在价值，固有价值：*Concentrate on building intrinsic value over time.* 随着时间的流逝，应将精力集中在内在价值的提升上。 ◇ *The company's intrinsic value is well above $25 per share.* 该公司的内在价值远高于每股25元。

**★introduce** /ˌɪntrə'djuːs; *AmE* 'duːs/ *verb* [+ obj]

**1** to make a new product or service available to people for the first time 推出（新产品或服务）：*Earlier this year the manufacturer introduced the product **to** the general market.* 今年早些时候，制造商向普通市场推出这一产品。 ◇ *The new service will be introduced next year.* 这项新服务将在明年推出。 SYN BRING STH IN

**2** to start to use a new system or a new method of doing sth 开始使用，采用（新系统、新方法）：*We've introduced a computerised system to deal with orders.* 我们已采用电脑系统处理订单。 SYN BRING STH IN

**3 introduce A (to B)** | **introduce A and B** | **introduce yourself (to sb)** to tell two or more people who have not met before what one another's names are; to tell sb what your name is 介绍；引见；使相互认识；作（自我）介绍：*Can I introduce my wife?* 我来介绍一下我的妻子。 ◇ *Participants get one minute to introduce themselves.* 参与者有一分钟时间作自我介绍。

**4** (*often* **be introduced (to sth/sb)**) to help sb find out about sth/sb or do sth for the first time 被介绍给…；帮助（某人）了解…：*Jones was introduced to the firm by a business associate.* 一位生意合伙人将琼斯介绍给这家公司。◇ *The course introduces students to drafting business plans.* 这门课程向学生介绍起草商业计划的事宜。
**5** to formally suggest a new law so that it can be discussed 将（法案）提交讨论：*The government has introduced a bill to reform pensions.* 政府已提交一项改革养老金的议案。

**★introduction** /ˌɪntrəˈdʌkʃn/ *noun*
**1** [U] the act of bringing a product, service, system, etc. into use for the first time（产品、服务、系统等的）采用：*the introduction of new manufacturing methods* 新制造方法的采用
**2** [C] a product, service, etc. that is brought into use for the first time（产品、服务等的）推出：*We have begun the biggest wave of new product introductions in our history.* 我们掀起了我们历史上新产品推出的最大浪潮。
**3** [C] the act of making one person formally known to another（正式的）介绍，引见：*Shall I do the introductions* (= tell people one another's names)? 让我来介绍一下。◇ ***a letter of introduction*** (= a letter which tells sb who you are, written by sb who knows both you and the person who will read the letter) 介绍信

**introductory** /ˌɪntrəˈdʌktəri/ *adjective*
**1** offered for a short time only, when a product or service is first on sale or when a new customer buys it（新产品或服务）试销的：*This introductory offer is for three days only.* 本试销优惠价有效期仅三天。◇ *credit cards offering a 0% introductory rate* 先期利率为0%的信用卡
● *an introductory* ***discount/offer/package/price/rate*** 试销折扣 / 优惠价 / 优惠装 / 推广价 / 先期利率
**2** written or said at the beginning of sth as an introduction to what follows 序言的；引导的；介绍的
● *introductory* ***chapters/paragraphs/remarks*** 绪论篇；引言段；开场白
**3** intended as an introduction to a subject or an activity for people who have never done it before 入门的；初步的
● *an introductory* ***book/class/course*** 入门书；初级班；基础课程

**invalid** /ɪnˈvælɪd/ *adjective*
**1** not legally or officially acceptable（法律上或官方）不承认的；无效的：*The contract was invalid because parts were added after it was signed.* 由于合同签署后又添加了内容，因此这一合同无效。
**2** (*IT*) of a type that a computer cannot recognize 不能识别的；无效的：*The URL is invalid.* 该网址无效。
**3** not based on all the facts and therefore not correct 无充分事实的；站不住脚的：*an invalid argument* 站不住脚的论点
OPP VALID
▸ **invalidity** /ˌɪnvəˈlɪdəti/ *noun* [U]

**invalidate** /ɪnˈvælɪdeɪt/ *verb* [+ obj]
to make a document, contract, etc. no longer legally or officially valid 使无效；使作废：*Putting the TV channel up for sale would invalidate this contract.* 出售电视频道会导致合同无效。
SYN NULLIFY OPP VALIDATE ▸ **invalidation** /ɪnˌvælɪˈdeɪʃn/ *noun* [U]

**invaluable** /ɪnˈvæljuəbl/ *adjective*
**invaluable (to/for sb/sth)** | **invaluable (in sth)** extremely useful 极有用的；极宝贵的：*This information is invaluable.* 这一信息非常宝贵。◇ *She has made an invaluable contribution to the company.* 她为公司作出了极大的贡献。◇ *His energy will be invaluable in driving the business forward.* 他干劲十足，这对推动企业向前发展将会非常宝贵。SYN VALUABLE **HELP** **Invaluable** means 'very valuable or useful'. The opposite of **valuable** is **worthless**. * invaluable 意思是 very valuable or useful。valuable 的反义词是 worthless。

**invent** /ɪnˈvent/ *verb* [+ obj]
to design or produce a product or method that has not existed before 发明；创造：*Inventing new products and services is my first love.* 发明新产品和服务是我的最爱。◇ *Who invented the Internet?* 谁发明了互联网？◇ *Companies are inventing new ways of doing business together.* 众公司正在创造一些合作做生意的新方法。

**invention** /ɪnˈvenʃn/ *noun*
**1** [C] a thing or an idea that has been invented 发明物；创意：*What was Henry Ford's greatest invention?* 亨利·福特最伟大的发明是什么？◇ *The best inventions are the simplest and most obvious.* 最简单和最容易理解的发明才是最好的发明。
**2** [U] the act of inventing a product, method, etc. 发明；创造：*the 100th anniversary of the invention of air conditioning* 空调发明100周年纪念日

**inventor** /ɪnˈventə(r)/ *noun* [C]
a person who has invented sth or whose job is inventing things 发明者；发明家；创造者：*Dick Morley is the inventor of the floppy disk.* 迪克·莫利是软盘的发明人。

**★inventory** /ˈɪnvəntri; *AmE* -tɔːri/ *noun, verb*
● *noun*
SEE ALSO: **beginning inventory, continuous inventory**
**1** (*Commerce; Production*) [C,U] (*especially AmE*) the goods that a business has for sale at a particular time 存货：*We will carry a large inventory of candy.* 我们将出售大量的糖果存货。◇ *Crude oil inventories are running low.* 原油存货降至低位。◇ *What do you do when you're stuck with inventory you can't sell?* 当存货砸在手里卖不掉时你该怎么办？SYN STOCK
● ***to buy (in)/order/replenish*** *inventory* 购买 / 订购 / 补充存货 • ***to carry/have/hold*** *inventory* 出售 / 有 / 持有存货 • ***to control/get rid of/reduce/run down/sell off*** *inventory* 控制 / 出清 / 减少 / 缩减 / 出售存货
**2** (*Accounting; Production*) [U,C] (*especially AmE*) all the goods owned by a business, including raw materials, parts, work not yet finished and finished products 库存：*The company has no factories, no inventory, no delivery trucks and no sales force.* 这家公司没有工厂、没有库存、没有送货卡车、没有销售人员。◇ *The software can*

*improve inventory management and cash flow.* 这个软件可以改善库存管理和现金流。◇ *a drive to cut costs and reduce inventory levels in manufacturing* 在制造业中降低成本和减少库存水平的动力 SYN STOCK, STOCK-IN-TRADE

➊ ***to build (up)/maintain/order/replenish/store*** *inventory* 增大 / 维持 / 订购 / 补充 / 储存库存 • ***to control/get rid of/reduce/run down/sell (off)*** *inventory* 控制 / 出清 / 减少 / 削减 / 廉价出售库存

**3** [C] a complete list of something, especially of all the goods and property owned by a person, a company, an organization, etc. （尤指个人、公司、机构等拥有的所有货品和资产的）清单: *She keeps a full inventory of company assets and updates it every six months.* 她编制公司全部资产的清单，每六个月更新一次。◇ *They made/took an inventory of all the goods in the shop.* 他们编制了商店里所有货物的清单。

• ***verb*** [+ obj] **(inventories, inventorying, inventoried, inventoried)**
to make a complete list of sth 列出库存清单; 编制存货目录; 盘点: *The equipment was rarely inventoried.* 很少编制这种设备的目录。

**'inventory con,trol** *(also* **'inventory ,management)** *noun* [U] *(especially AmE)* *(Commerce; Production)* the process of making sure that a suitable quantity of goods, materials or parts are stored and available at any time while keeping the costs of doing this as low as possible; the department in a company that is responsible for this process 库存控制;（公司的）库存管理部: *The industry has become much better at inventory control.* 这一行业在库存控制方面已更加完善。◇ *They have cut costs by adopting stricter inventory control practices.* 他们采用更为严格的库存控制措施降低了成本。 SYN STOCK CONTROL
▸ **'inventory con,troller** *(also* **'inventory ,manager)** *noun* [C]

**'inventory count** *noun* [C]
*(Accounting)* an act of checking how many items a shop/store or business has available for sale 库存盘点 SYN STOCK COUNT

**,inventory on 'hand** *noun* [U] *(especially AmE)* *(Accounting; Commerce)* the materials, parts, finished products, etc. that a company holds ready to be used 库存结存 SYN STOCK IN HAND

**'inventory risk** *noun* [U]
*(Commerce; Production)* the risk that the goods and materials that a business has will fall in value, costing the business money 存货风险; 库存风险: *State-of-the-art IT systems reduce inventory risk.* 尖端的信息技术系统会降低存货风险。

**,inventory-to-'sales ,ratio** *noun* [C]
*(Economics)* a measure of the demand for goods or of how well supplies are being managed, calculated by dividing the value of the supply of goods that a business or an industry has by the sales in a particular period 库存销售比: *The drop in inventory-to-sales ratios are positive for the economy.* 库存销售比下降对经济会产生积极的影响。

**,inventory 'turnover** *(also* **,inventory 'turn)** *noun* [C,U] *(also* **,inventory 'turnover ,ratio** [C]) *(Accounting)* the relationship between the value of goods that a business sells in a particular period, usually 12 months, and the average value of the goods it has available to sell 存货周转率（全年平均存货价值除以销货成本）: *An inventory turnover of 40 to 60 times means that, on average, the entire stock is replaced each week.* * 40~60次的存货周转率意味着全部存货平均每周更新一次。◇ *They wanted to achieve 14 inventory turns a year.* 他们想要达到每年库存周转14次。 SYN STOCK TURNOVER

**'inventory valu,ation** *noun* [U,C]
*(Accounting)* the process of calculating the value of all the goods, finished or not finished, and materials that a company, shop/store, etc. has stored and available for use or sale at the end of a particular period; the value that is calculated 存货估价 SYN STOCK VALUATION

**inverse** /ˌɪnˈvɜːs; *AmE* ˌɪnˈvɜːrs/ *adjective* [only before noun]
opposite in amount or position to another thing（数量、位置）相反的、反向的: *There is an inverse **relationship** between shares and the dollar* (= the value of one goes up as the value of the other goes down). 股票与美元之间存在逆向关联。
▸ **inversely** /ˌɪnˈvɜːsli; *AmE* -ˈvɜːrs-/ *adverb*: *The gold price often moves inversely to the dollar.* 黄金价格与美元经常反向运动。
IDM **in inverse pro'portion to** if one thing is **in inverse proportion to** another, the more of one thing there is, the less there is of the other 成反比: *The attractiveness of a city tends to be in inverse proportion to its economic productivity.* 一座城市的吸引力往往与其经济生产力成反比。

**in,verted 'market** = BACKWARDATION

**★invest** /ɪnˈvest/ *verb*
**1** [+ obj *or* no obj] to buy property, shares, etc. in order to sell them again and make a profit 投资: *Now is a good time to invest **in** the property market.* 现在是投资房地产市场的好时机。◇ *We have invested €100 000 in the business.* 我们在这家企业投资了10万欧元。◇ *More individuals are investing.* 更多的个人在投资。
**2** [+ obj *or* no obj] (about a company, government, etc.) to spend money on sth in order to make it better or more successful（公司、政府等把资金）投入: *The government has invested **heavily** in public transport.* 政府对公共交通投入了巨资。◇ *The company will invest $160 million **on** new plant and equipment this year.* 这家公司今年将拨款1.6亿元建造新工厂和购买新设备。 See note at FINANCE
**3** [+ obj] to save money in a bank account, an insurance policy, etc. in order to receive interest 投资（在银行存钱、购买保险等以获取利息）: *You have to decide how best to invest your savings.* 你必须确定投资你的储蓄的最佳方式。◇ *She invested $10 000 **in** a high interest savings account.* 她将1万元存入了高利息的储蓄帐户。
▸ **investable** *(also spelled* **investible**, *less frequent)* /ɪnˈvestəbl/ *adjective*: *The bank has about 300 000 customers with $1 million or more in investable assets.* 这家银行有大约30万客户拥有100万元或以上可投资资产。

**in,vested 'capital** *noun* [U]
*(Accounting)* the amount of money invested in a

business by its owners or shareholders 投入资本；已投股本

**investible** = INVESTABLE at INVEST

**investigate** /ɪn'vestɪgeɪt/ *verb*

**1** [+ obj *or* no obj] **investigate (sth) | investigate how/what/whether etc.** to carefully examine the facts of a situation, an event, a crime, etc. to find out the truth about it or how it happened 调查，侦查：*Inspectors were asked to investigate possible instances of insider dealing in the City.* 人们要求检查员调查伦敦商业区内幕交易的可能实例。◇ *The Board hired a law firm to investigate.* 董事会聘请了一家律师事务所进行调查。

**2** [+ obj] **investigate sb (for sth)** to try to find out the truth about the activities of a person or company suspected of having done sth wrong or illegal 调查：*He has been investigated for fraud.* 他因诈骗受到调查。

▸ **investigation** /ɪnˌvestɪ'geɪʃn/ *noun* [C,U]: *The company faces an investigation into its accounting practices.* 这家公司面临对其会计事务的调查。◇ *The firm is under investigation by the U.S. Justice Department.* 这家公司正接受美国司法部的调查。

**investigator** /ɪn'vestɪgeɪtə(r)/ *noun* [C]

**★investment** /ɪn'vestmənt/ *noun*

SEE ALSO: **alternative investment, autonomous ~, capital ~, community ~, direct ~, fixed ~, foreign direct ~,** etc.

**1** [U] the action or process of using money in order to make a profit or earn interest, for example by buying shares, bonds, property, etc. 投资（购买股票、债券、房地产等赚取利润或利息）：*We need to attract foreign investment.* 我们需要吸引外国投资。◇ *Investment in these savings plans is expected to grow rapidly.* 对这些储蓄计划的投资预计会快速增长。◇ *Why is the company an attractive investment opportunity?* 为何投资这家公司具有吸引力？◇ *Investment income is liable to tax.* 投资收入要缴税。◇ *the bank's chief investment officer* 这家银行的首席投资官

➊ ***domestic/foreign/private/public*** *investment* 国内／外国／私人／公共投资

**2** [C] the amount of money that a person or business invests 投资额：*There is a minimum investment of $10 000.* 最低投资额为1万元。◇ *I have had a high return on my original investment.* 我原先的投资额获得了高收益。◇ *The company wishes to sell its entire investment.* 这家公司希望出售其全部投资。See note at FINANCE

➊ *an* ***initial/a maximum/minimum/one-off*** *investment* 初次／最大／最小／一次性投资 • *to* ***make*** *an investment* 投资

**3** [C] the thing that a person or business invests in 投资物：*Our investments are not doing well.* 我们的投资状况不佳。◇ *You should think of equities as a medium- to long-term investment.* 你应该考虑将股票作为中长期的投资工具。◇ *The value of an investment can go down as well as up.* 一项投资的价值可升可跌。

➊ *a* ***good/low-risk/profitable/safe*** *investment* 有利／低风险／有利可图／可靠的投资 • *a* ***bad/high-risk/risky/speculative*** *investment* 错误的／高风险的／冒风险的／投机性投资 • ***long-term/medium-term/short-term*** *investments* 长期／中期／短期投资 • *to* ***have/hold*** *investments* 有／持有投资 • *to* ***buy/sell*** *investments* 购买／出售投资

**4** [C,U] the act or process of buying materials, machines, etc. to make goods to sell（购买原材料、机器等进行生产的）投资：*The area must attract new industrial investment.* 这一地区必须吸引新的工业投资。◇ *Investment in manufacturing has fallen dramatically.* 制造业投资急剧下降。◇ *The company has announced a $5 million investment in new technology.* 这家公司已宣布了一项500万元的新技术投资。◇ *higher investment spending* 更高的投资开支

➊ ***business/corporate*** *investment* 企业／公司投资 • ***heavy/major/new*** *investment (in sth)*（某方面的）庞大的／重大的／新投资 • ***industrial/infrastructure/technology*** *investment* 工业／基础设施／技术投资 • *to* ***attract/boost/encourage/stimulate*** *investment (in sth)* 吸引／促进／鼓励／刺激（在某方面的）投资

**in,vestment al'lowance** = CAPITAL ALLOWANCE

**in'vestment bank** *noun* [C] (*especially AmE*) (*Finance*) a bank that provides finance for companies by buying their shares and selling them to the public. It also advises on TAKEOVERS and MERGERS (= when one company buys or joins with another) and on ways of raising money. 投资银行：*The sale was handled by investment bank Merrill Lynch.* 销售是由投资银行美林操作的。→ MERCHANT BANK

▸ **in'vestment ˌbanker** *noun* [C] **in'vestment ˌbanking** *noun* [U]

**in'vestment bouˌtique** (*also* **bou'tique**) *noun* [C] (*Finance*) a small business that offers advice and help about a particular industry or area to people or organizations that want to invest money 小型专业投资咨询公司

**in'vestment ˌcompany** (*also* **in'vestment trust, in,vestment 'trust ˌcompany**) *noun* [C] (*Finance*) a company that invests its money in other companies' shares, bonds, etc. It makes its profits from the money made on these investments. 投资公司：*a Hong Kong-based investment company* 一家香港的投资公司

**in'vestment goods** = CAPITAL GOODS

**in'vestment grade** *adjective* [only before noun] (*Finance*) used to describe companies, bonds, etc. that are fairly safe to invest in because they have a low risk 投资级的（因低风险而使投资安全的公司、债券等）：*The company's credit rating is now investment grade.* 这家公司的信用评级现在已达到投资级。◇ *investment-grade debt* (= that is likely to be paid back) 投资级的债务（即有可能得到偿还）◇ *More than $28 billion of new investment-grade bonds have been sold in the past two weeks.* 在过去的两个星期内，销售了280多亿元的新投资级债券。

**in'vestment ˌmanagement** *noun* [U] (*Finance*) the act of managing an amount of money which is used to buy and sell shares, bonds, etc. on behalf of investors in order to make as much profit as possible 投资管理：*He is chief executive of Rostrum, an investment management group.*

他是罗斯特鲁姆投资管理集团的总裁。◇ *The new company will offer investment management services to Japanese pension funds.* 新公司将向日本养老基金提供投资管理服务。 SYN FUND MANAGEMENT, MONEY MANAGEMENT

▸ **in'vestment ˌmanager** *noun* [C]: *She began her career as investment manager for Mercury Asset Management.* 她以水星资产管理公司的投资经理开始了职业生涯。

**in'vestment mix** (*also* **'asset mix**) *noun* [C, usually sing., U]
(*Finance*) a combination of different investments that are put together in order to get the highest amount of profit from them 投资组合: *A good planner will help come up with a good investment mix for your retirement savings.* 好的规划师将为您的退休储蓄设计出一个良好的投资组合。

**in'vestment reˌsearch** *noun* [U]
(*Finance*) the study of different types of investments, in order to decide which ones are good to invest in 投资研究: *Investment banks produce investment research mainly for the benefit of their investment clients.* 投资银行进行投资研究主要是为了其投资客户。

**in'vestment trust** = INVESTMENT COMPANY

**in'vestment ˌcompany** = INVESTMENT COMPANY

**★investor** /ɪn'vestə(r)/ *noun* [C]
SEE ALSO: **angel investor, small ~, value ~**
a person or an organization that invests money in order to make a profit or receive interest 投资者; 投资机构: *Investors in the fund lost all their money.* 基金投资者损失了所有的钱。◇ *Foreign investors have traditionally been welcome in Germany.* 外国投资者在德国历来受欢迎。◇ *Efforts are being made to restore investor confidence.* 正在努力恢复投资者的信心。 See note at FINANCE
● ***institutional/large/major*** *investors* 机构 / 大 / 主要投资者 • ***individual/private*** *investors* 个体 / 私人投资者 • ***foreign/international/overseas*** *investors* 外国 / 国际 / 海外投资者

**in'vestor group** *noun* [C]
(*Finance*) a group of investors acting together, especially to take over a company 投资集团: *He led an investor group that acquired a $40 million department store chain.* 他领导着一家获得4000万元的连锁百货商店的投资集团。

**inˌvestor pro'tection** *noun* [U]
systems and rules designed to make sure that financial institutions treat investors fairly and do not cheat them 投资者保护: *We have to strike a balance between investor protection and market efficiency.* 我们要在保护投资者和提高市场效率两者之间取得平衡。

**inˌvestor re'lations** *noun* [U] (*abbr* **IR**)
the process by which a company communicates with investors and possible investors, providing them with accurate information about the company and how successful it is likely to be in the future 投资者关系: *the director of investor relations* 投资者关系经理 ◇ *Effective investor relations can help a company build a shareholder base and hold onto them.* 有效的投资者关系有助于公司建立并依靠股东基础。

**invisibles** /ɪn'vɪzəblz/ *noun* [pl.]
(*Economics*) services such as banking, education, TOURISM, etc. that countries sell to and buy from each other 无形商品（国家间相互交易的银行、教育、旅游等服务）→ VISIBLES

**inˌvisible 'trade** *noun* [U]
(*Economics*) services such as education, banking, TOURISM, etc. that countries sell to and buy from each other 无形贸易（国家间教育、银行、旅游等服务的交易）→ VISIBLE TRADE

**★invitation** /ˌɪnvɪ'teɪʃn/ *noun* [C]
**an invitation (to sth/to do sth)** a spoken or written request to sb to do sth or to go somewhere（口头或书面的）邀请: *an invitation to a product demonstration* 产品展示邀请函 ◇ *He accepted the invitation to join the board.* 他接受了加入董事会的邀请。
● *to* ***extend/issue/withdraw*** *an invitation* 提出 / 发出 / 撤回邀请 • *to* ***accept/decline/turn down/reject*** *an invitation* 接受 / 婉拒 / 回绝 / 拒绝邀请

**★invite** /ɪn'vaɪt/ *verb* [+ obj]
**1** (*formal*) **invite sth | invite sb to do sth | invite sb (to/for sth)** to offer sb the opportunity to do sth 邀请: *The company is inviting bids for a stake in the business.* 这家公司正招标参股此项业务。◇ *We invite customers to call for a prospectus.* 我们邀请客户致电索取计划书。◇ *Applications are invited from suitably qualified persons.* 诚邀合乎要求者前来应征。
● *invite* ***bids/offers/tenders*** 招标; 邀请发盘; 招标 • *invite* ***comments/debate/questions/suggestions*** 欢迎提意见; 欢迎辩论; 请发问; 请提建议
**2** (*formal*) **invite sb (to/for sth) | invite sb to do sth** to ask sb formally to go somewhere（正式）请求, 要求: *Successful candidates will be invited for interview.* 获选者将受邀参加面试。◇ *I was invited to their meetings.* 我获邀参加他们的会议。
**3 invite sb (to sth/to do sth)** to ask a person to come to a social event 邀请: *We were invited to lunch.* 我们获邀出席午餐。◇ *He invited me to visit him if I were ever in Huston.* 要是我在休斯顿, 他就邀请我去看他了。

**★invoice** /'ɪnvɔɪs/ *noun, verb*
(*Accounting*)
● ***noun*** [C]
SEE ALSO: **purchase invoice, sales ~, tax ~**
a list of goods that have been sold, work that has been done, etc. showing what you must pay 发票; 发货清单; 费用清单: *If you pay the invoice within 15 days, you get a 5% discount off your next purchase.* 如果你在15日之内付清发票金额, 下次购货即可打九五折。◇ *When you confirm your booking, an invoice will be automatically raised and sent to you.* 预定确认后, 发票将自动打出并寄送给你。
● *to* ***generate/issue/raise/send/submit*** *an invoice* 开具 / 开出 / 打出 / 寄 / 递交发票 • *to* ***pay/settle*** *an invoice* 按发票付款; 结清发票
● ***verb*** [+ obj]
**invoice sb (for sth) | invoice sth (to sb/sth)** to write or send a bill for work you have done or goods you have provided 开发票（或清单）;

寄送发票（或清单）：*You will be invoiced for these items at the end of the month.* 你将于本月底收到这些货物的费用清单。◇ *Invoice the goods to my account.* 请把货物的发票开到我的账上。
▸ **'invoicing** *noun* [U]

**WHICH WORD?** 词语辨析

**invoice/bill/check/receipt/statement of account/voucher**

Before you pay for something you receive a piece of paper telling you how much you owe. This is called by different names. 在付款之前收到的说明应付金额的单据。名称各异：

- **Bill** is often used about goods and services provided to individuals. * bill（账单）通常用于提供给个人的商品和服务：*I can't afford to pay my credit card bills.* 我无力支付我的信用卡账单。
- In *BrE*, **bill** is also used in the context of a restaurant. 在英式英语中，bill 还用于餐馆：*Can we have **the bill**, please?* 我们要买单。
  The *AmE* word is **check**. 美式英语使用 check：*I asked the waiter to bring **the check**.* 我请服务员把账单拿来。
- **Invoice** is the word that an accountant would use. * invoice 是会计用语：*In order to be paid, you must submit an invoice.* 要想收款，必须提供发票。

After you pay for something you receive a **receipt** telling you how much you have paid. 付款之后会收到 receipt（收据），写明你所付的金额：*Keep your receipt in case you want to return the goods.* 保留好收据以防退货。
In accounting, this is often called a **voucher**. 在会计上，通常称为 voucher（凭单）：*Supporting vouchers should be attached to the claim form.* 索款单上应附上佐证凭单。

A **statement of account** is used when several payments are made over a period of time. It tells a customer what money has been paid and what is owing. * statement of account（对账单）用来说明一段时期内若干笔付款的单据，告知顾客已付款与欠款：*We send you a monthly statement of account.* 我们每月给你寄送对帐单。

**'invoice ,discounting** (*also* **'discounting**) *noun* [U]
(*Finance*) a financial arrangement in which a bank or other business buys the right to receive payments that are owed to a company. The bank pays the debts immediately, receiving a percentage of the money owed for doing this, and then gets the money when the company has collected it. 发票贴现 → FACTORING ▸ **'invoice ,discounter** *noun* [C]

**'invoice price** *noun* [C]
the price for goods or services that is shown on an **invoice** 发票价格

**invoke** /ɪn'vəʊk; *AmE* ɪn'voʊk/ *verb* [+ obj]
**1** to mention or use a law, rule, etc. as a reason for doing sth 援引，援用（法律、规则等作为行动理由）：*They delayed their payment, invoking a ten-day grace period* (= extra time) *allowed under the terms of the deal.* 他们援引交易条款中规定的10天宽限期推迟了付款。
**2** (*IT*) to begin to run a program, etc. 调用；启动：*This command will invoke the HELP system.* 这条指令将启用“帮助”系统。

**involuntary** /ɪn'vɒləntri; *AmE* ɪn'vɑːlənteri/ *adjective*
happening without the person concerned wanting it to 非自愿的；非本意的：*involuntary unemployment* 非自愿失业 ◇ *There has been an increase in involuntary part-time work* (= when people are unable to get a job for the normal working hours). 非自愿兼职从业的情况有所增加。
OPP VOLUNTARY

**in,voluntary 'bankruptcy** *noun* [U,C]
(*Law*) a situation in which a person's CREDITORS (= the people or companies who are owed money) ask a court to officially declare that person BANKRUPT 强制性破产 → VOLUNTARY BANKRUPTCY

**in,voluntary liqui'dation** *noun* [U,C]
(*Law*) a situation where a company is forced to stop doing business so that it can pay its debts 非自愿清算 SYN COMPULSORY LIQUIDATION
OPP VOLUNTARY LIQUIDATION

**inward** /'ɪnwəd; *AmE* -wərd/ *adjective*
**1** coming into a particular place rather than going out of it 入内的：*Scotland has little inward immigration.* 苏格兰几乎没有外来移民。◇ *the inward flow of cash and resources* 现金和资源的流入
**2** towards the centre or the inside of sth 向内的；向中心的：*The industry is becoming inward-looking and conservative.* 这个产业正变得内向和保守。
OPP OUTWARD

**,inward in'vestment** *noun* [U,C]
(*Finance*) investment in one country or area that is made by another country or area 对内投资；外来投资：*Inward investment into the UK plunged last year.* 去年英国的外来投资骤减。◇ *inward investment projects* 外来投资项目 ▸ **,inward in'vestor** *noun* [C]：*The plant was opened by inward investors from Japan in the 1980s.* 这家工厂是20世纪80年代由来自日本的投资者创建的。
→ OUTWARD INVESTMENT

**I/O** = INPUT/OUTPUT (1)

**,I/'O psy,chology, ,I/'O psy,chologist**
= INDUSTRIAL AND ORGANIZATIONAL PSYCHOLOGY

**IOU** /ˌaɪ əʊ 'juː; *AmE* oʊ/ *noun* [C] (*informal*)
a written promise that you will pay sb the money that you owe them 欠条；借据：*I wrote him an IOU for $200.* 我给他写了一张200元的借据。◇ *Corporate bonds are IOUs issued by companies.* 公司债券就是公司打的借条。 NOTE 'IOU' is a way of writing 'I owe you'. * IOU 表示 I owe you。

**IPO** /ˌaɪ piː 'əʊ; *AmE* 'oʊ/ *abbr*
(*Stock Exchange*) **initial public offering, initial public offer** the act of selling shares in a company on a stock exchange for the first time 首次公开发行股票；新股首发；新股上市：*The company had its IPO in September 2004.* 这家公司

于2004年9月首次公开发行股票。◇ *There have been 14 IPOs since January.* 自从一月份以来有14支新股首发。◇ *The investment bankers set an IPO price of $17 per share.* 投资银行家制定的新股首发价为每股17元。◇ *IPO shares* 首次公开发行的股票
SYN FLOTATION, PUBLIC ISSUE
● *to announce/launch/make/plan/seek an IPO* 宣布 / 发动 / 组织 / 计划 / 谋求首次公开发行股票 • *to complete/do/have/subscribe (to) an IPO* 完成 / 实施首次公开发行股票；拥有 / 认购首次公开发行的股票 • *to handle/manage an IPO* 处理 / 管理首次公开发行股票 • *to abandon/cancel/withdraw an IPO* 放弃 / 取消 / 撤销首次公开发行股票 • *a big/hot/large/lucrative/successful IPO* 大型的 / 炙手可热的 / 大规模的 / 盈利的 / 成功的首次公开发行股票 • *a partial IPO* 部分上市

**IR** /ˌaɪ 'ɑː(r)/ = INDUSTRIAL RELATIONS, INLAND REVENUE, INVESTOR RELATIONS

**IRC** /ˌaɪ ɑː 'siː; *AmE* ɑːr/ = INTERNAL REVENUE CODE, INTERNATIONAL REPLY COUPON

**iron** /'aɪən; *AmE* 'aɪərn/ *noun* [U]
a hard metal that is used to make steel 铁：*an iron and steel works* 钢铁厂

**IRR** /ˌaɪ ɑːr 'ɑː(r) / = INTERNAL RATE OF RETURN

**irrecoverable** /ˌɪrɪ'kʌvərəbl/ *adjective*
irrecoverable debts, losses, etc. will never be paid back 不能偿还的；无法挽回的债务、损失等：*The bank has to make provision for ¥480 billion in irrecoverable loans.* 银行不得不为无法收回的4800亿日元贷款做好拨备。 OPP RECOVERABLE

**irredeemable** /ˌɪrɪ'diːməbl/ *adjective*
(*Finance*) used to describe bonds or other forms of loans that pay interest but have no date when they must be paid back（债券或其他形式的贷款）不能赎回的 → UNDATED (2)
▸ **ˌirre'deemables** *noun* [pl.]

**irregular** /ɪ'regjələ(r)/ *adjective*
**1** not according to the usual rules or laws 不合常规的；不合法的：*The inquiry found there was no evidence of irregular trading.* 调查中没发现任何违规交易的证据。◇ *An employee claims that the firm's accounting has been irregular.* 一名雇员声称公司的会计做法违规。
**2** not happening regularly 不规则的；无规律的；紊乱的：*Many contract workers have irregular incomes.* 许多合同工人无固定收入。
OPP REGULAR

**irregularity** /ɪˌregjə'lærəti/ *noun* [C, usually pl., U] (*plural* **irregularities**)
an activity or a practice that is not according to the usual rules 不合乎常规的行为；不正常的做法：*The company admitted to significant accounting irregularities.* 这家公司承认有重大的会计违规行为。
● *massive/serious/significant irregularities* 大规模 / 严重 / 重大违规 • *accounting/financial/management irregularities* 会计 / 财务 / 管理违规 • *to allege/deny/find/investigate irregularities* 宣称 / 否认 / 查找 / 调查违规

**irretrievable** /ˌɪrɪ'triːvəbl/ *adjective*
that you can never make right or get back 不可纠正的；无法挽回的：*an irretrievable situation* 无法挽回的局面 ◇ *The money already paid is irretrievable.* 已支付的钱是无法退回的。
→ RETRIEVE
▸ **irretrievably** /ˌɪrɪ'triːvəbli/ *adverb*

**IRS** /ˌaɪ ɑːr 'es/ = INTERNAL REVENUE SERVICE

**ISBN** /ˌaɪ es biː 'en/ *abbr*
**International Standard Book Number** a number that identifies an individual book, that you can use when ordering the book 国际标准图书编号：*Can you give me the ISBN?* 可否将国际标准图书编号告诉我？

**ISDN** /ˌaɪ es diː 'en/ *abbr*
(*IT*) **integrated services digital network** a system that uses telephone connections to send sound, images and data between computers at high speed 综合业务数字网：*an ISDN Internet connection* 综合业务数字网的互联网连接

**ISE** /ˌaɪ es 'iː/ = INTERNATIONAL SECURITIES EXCHANGE

**ˌIshi'kawa ˌdiagram** /ˌɪʃɪ'kɑːwə/ = FISHBONE DIAGRAM

**ISIC** /ˌaɪ es aɪ 'siː/ *abbr* **International Standard Industrial Classification of all economic activities** an international list in which industries and services are given a code of letters and numbers to show which type of economic activity they are involved in, for reference and research purposes 国际标准行业分类 → NACE, NAICS

**'island dis,play** *noun* [C]
(*Marketing*) a type of structure for displaying goods with shelves on all four sides 岛屿式陈列

**'island po,sition** *noun* [C]
(*Marketing*) a place for an advertisement with no other advertisements near it, in a newspaper or magazine, or on television or radio 单独的广告版位（在报纸、杂志、电视、广播电台上周围没有其他广告的版位）

**ISO** /ˌaɪ es 'əʊ; 'aɪsəʊ; *AmE* 'oʊ; 'aɪsoʊ/ *abbr*
**1 International Organization for Standardization** the organization that sets international quality and safety standards for industry and business 国际标准化组织：*All ISO standards are voluntary.* 所有ISO标准都是非强制性的。
**2** (*E-commerce*) **Independent Service Organization** a company that offers to deal with credit-card payments made on the Internet 独立服务组织（在互联网上提供信用卡付款服务的公司）

**ˌISO '14000** /-ˌfɔːtiːn 'θaʊznd; *AmE* ˌfɔːrtiːn/ *noun* [sing.]
(*Production*) a set of standards to ensure that businesses do not use processes that harm the environment * ISO 14000 标准（国际标准化组织制定的环境管理系列标准）：*All facilities must reach the ISO 14001 standard.* 所有设施都必须达到ISO 14001 标准。

**ˌISO '9000** /-naɪn 'θaʊznd/ *noun* [sing.]
(*Production*) a set of standards connected with the processes organizations use to ensure the quality of their products and services * ISO 9000 标准（国际标准化组织制定的质量管理体系标准）：*More than 90 countries have adopted ISO 9000 as their national standard.* * 90多个国家已经将ISO 9000 作为他们的国家标准。

**ISP** /ˌaɪ es 'pi:/ *abbr*
(*IT*) **Internet service provider** a company that provides you with an Internet connection and services such as email, etc. 互联网服务提供商

**issuance** /'ɪʃuəns; *BrE also* 'ɪsju-/ *noun* [C, usually sing., U]
**1** (*Finance*) the act of issuing shares, bonds, etc.; the shares, bonds, etc. that are issued（股票、债券等的）发行：*The company said it would postpone the issuance of new stock.* 这家公司表示将推迟发行新股。◇ *This past year has been a record year for bond issuances.* 过去的一年是债券发行创纪录的一年。
**2** the act of making sth available 颁布；发布：*the preparation and issuance of audit reports* 审计报告的编制和发布
SYN ISSUE

**★issue** /'ɪʃu:; *BrE also* 'ɪsju:/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **bank of issue, bonus ~, capitalization ~, cash ~, free ~, new ~, note ~,** etc.
**1** (*Finance*) the act of offering shares, bonds, etc. for sale（股票、债券等的）发行：*The bank plans to raise $1.37 bn through a new share issue.* 这家银行计划通过新股发行募集13.7亿元。◇ *The company has announced an issue of bonds in the coming weeks.* 这家公司已宣布得在未来几周内发行债券。SYN ISSUANCE
**2** (*Finance*) the number of shares that a company offers for sale at one time（证券）发行额、发行量：*The new issue was heavily oversubscribed* (= more people wanted to buy shares than could have them). 新股票的认购严重超额。◇ *There was strong demand for new corporate bond issues in January.* 一月份新公司债券发行的需求量很大。
**3** the act of producing coins and paper money and making them available to the public; the coins and paper money produced（货币的）发行；发行的货币：*a new issue of banknotes* 新纸币的发行
● ***verb*** [+ obj]
**1** (*Finance*) to offer shares, bonds, etc. for sale 发行（股票、债券等）：*The engineering group issued $105 million of bonds.* 该工程集团发行了1.05亿元的债券。◇ *Several large euro-zone companies have recently issued 30-year securities.* 几家大型的欧元区公司最近已发行了30年期的证券。
**2** to produce coins and paper money and make them available to the public 发行（货币）：*Three institutions in Hong Kong are allowed to issue banknotes.* 香港有三家机构获准发行纸币。
**3 issue sb with sth | issue sth (to sb)** to give or supply sth to sb; to make sth available 签发；供给；发行；开证：*New employees will be issued with a temporary identity card.* 新员工将配发临时身份证。◇ *They found that payroll checks had been issued to dead or non-existent employees.* 他们发现薪金支票签发给了已死亡或不存在的员工。
**4** to announce sth formally or officially（正式）宣布：*Yesterday the group issued a fresh profits warning.* 昨天该集团公布了新的利润预警。◇ *The board will issue a statement on Thursday.* 董事会将于星期四发表一份声明。

**issued 'capital** (*also* **subˌscribed 'capital,** *less frequent*) (*BrE also* **ˌissued 'share ˌcapital**) *noun* [U]
(*Finance*) the amount of money that a company has raised from the sale of its shares 已发行股本：*The company is offering to buy back up to 10% of its issued capital.* 这家公司主动回购不超过10%的已发行股本。→ AUTHORIZED CAPITAL

**'issue price** (*also* **'issued price,** *less frequent*) *noun* [C]
(*Finance*) the price that a new share, bond, etc. is sold for（股票、债券等的）发行价格：*On Monday the shares were well below their issue price of €27.75.* 星期一的股价远低于其27.75欧元的发行价格。SYN INITIAL PRICE

**issuer** /'ɪʃu:ə(r); *BrE also* 'ɪsju:ə(r)/ *noun* [C]
**1** a person or an organization that supplies sth to sb 发行人；发布人；签发人：*Credit-card issuers lose billions each year to fraud.* 信用卡发行机构每年因欺诈损失数十亿。
**2** (*Finance*) a company or government that offers shares, bonds, etc. for sale 发行机构（发行股票、债券等的公司或政府）：*Vehicle manufacturers are among the largest corporate issuers of dollar bonds.* 汽车制造商身居最大的美元债券发行企业之列。

**'issues ˌmanagement** *noun* [U]
the process of considering how a business's plans might cause problems for members of the public, the government, etc. in the future, and then making plans to deal with this if it happens 问题管理（就企业的计划在未来对公众、政府等可能引起的问题作出决策并制定解决的方案）

**'issuing bank** *noun* [C]
(*Finance*)
**1** a bank or other financial institution that supplies sb with a credit card and is responsible for their account（信用卡的）发卡银行
**2** a bank that supplies sth such as a cheque or a LETTER OF CREDIT (= a letter from a bank promising to pay sb on behalf of a customer)（信用证的）开证银行：*It takes about five days for the issuing bank to pay off the letter of credit.* 开证行偿付信用证大约需要五天时间。→ ADVISING BANK

**'issuing house** *noun* [C] (*BrE*)
(*Finance*) a financial institution, especially a MERCHANT BANK (= a bank that deals mainly with businesses) that sells a company's shares to the public 证券承销公司，证券发行公司（向公众出售公司股票的金融机构，尤指商业银行）：*The issuing house buys the shares from the issuing company and places them with investors.* 证券承销公司从发行公司处购买股票并转卖给投资者。

**★IT** /ˌaɪ 'ti:/ *noun* [U]
**1 information technology** the study or use of electronic systems and equipment, especially computers, for storing, sending and receiving information 信息技术：*The company has invested a lot in IT.* 这家公司在信息技术方面投入巨资。◇ *Mary works in IT.* 玛丽在信息技术行业工作。◇ *The job requires good IT skills.* 这份工作要求具备良好的信息技术技能。
**2** a company that deals in computers, software, computer services, the Internet, etc. 资讯技术公司：*IT stocks were the worst performers last year.* 去年IT股表现最差。
**3** the department in a company or an organization that runs the computer systems

信息技术部门: *Marketing, sales and IT are being merged to cut costs.* 营销、销售和信息技术部门三者合一以削减成本。

**item** /'aɪtəm/ *noun* [C]

SEE ALSO: **action item, exceptional ~, extraordinary ~**

**1** a single article or object, especially one that you buy 一件商品（或物品）: *The supermarket chain is reducing the prices of about 1 000 items.* 连锁超市对大约1000件商品在进行降价。 ◇ *The camera-phone quickly became a must-have item.* 拍照手机很快成了必备物品。

**2** (*Accounting*) a single piece of information in a set of accounts（账户的）项目: *Fuel formed one of the biggest items in the accounts.* 燃油构成账户里最大的项目之一。 ◇ *Excluding one-off items, the company reported earnings of $4 billion.* 若不计一次性项目，公司盈利40亿元。

**3** a single thing on a list, especially on a list of things to be discussed at a meeting (an **agenda**)（议事日程的）项，专案: *Shall we move on to the next item on the agenda?* 我们进入下一项议程如何？ ◇ *We queried several items on the bill.* 我们对议案的几个项目进行了提问。 See note at MEETING

**itemize , -ise** /'aɪtəmaɪz/ *verb*

**1** [+ obj] to produce a detailed list of things 列出清单: *The report itemizes 23 different faults.* 报告列出23处不同的错误。 ◇ *an itemized phone bill* (= each call is shown separately) 电话明细账单 ◇ *Bar codes mean customers can have itemized receipts.* 条码意味着顾客可以拿到逐项列出的收据。

**2** [+ obj *or* no obj] (*especially AmE*) to list separately on a tax form all the amounts that you can take away from your income before tax is calculated（税收）逐项扣减: *If you want to itemize instead of taking the standard deduction, you need to use the longer form.* 如果采用逐项扣减而非标准扣减，你需要使用那种长表格。

→ STANDARD DEDUCTION

**itinerant** /aɪ'tɪmərənt/ *adjective* [usually before noun]

travelling from place to place, especially to find work 巡回的；流动的；（尤指为找工作）四处奔波的: *itinerant workers* 流动工人

# Jj

**jackpot** /'dʒækpɒt; *AmE* -pɑːt/ *noun* [C]
a large amount of money that is the most valuable prize in a game of chance 头奖，最高奖：*She won the lottery jackpot.* 她买彩票中了大奖。◇ *(figurative) Investors are unlikely to* ***hit the jackpot*** (= make a large profit) *with these shares.* 投资者凭这些股票不可能发大财。

**janitor** /'dʒænɪtə(r)/ = CARETAKER

**jargon** /'dʒɑːgən; *AmE* 'dʒɑːrgən/ *noun* [U]
words or expressions that are used by a particular profession or group of people, and are difficult for others to understand 行话；术语：*computer/legal/industry jargon* 电脑 / 法律 / 行业术语

**Jasdaq** /'dʒæzdæk/ *noun* [sing.]
a type of stock market in Japan that deals with the shares of young successful companies 嘉斯达克证券交易所（日本的一种股票市场，专门买卖新兴的成功公司的股票）：*The publisher listed on the Jasdaq last year.* 这家出版商去年在嘉斯达克挂牌。

**J-curve** /'dʒeɪ kɜːv; *AmE* - kɜːrv/ *noun* [C]
(*Technical*) any curve in the shape of the letter 'J', which shows sth first decrease slightly then rapidly increase to a much higher level * J 曲线（指 J 字母形状的任何曲线，表示某种事物一开始轻微下降，然后迅速上升到一个更高的水平）
**NOTE** In economics, the **J-curve** is used to show the change in level of a country's imports compared to exports (its **balance of trade**) after a decrease in the value of the national currency. 经济学上，J 曲线用来说明一国货币贬值后，进出口水平相比而发生的改变。

**JE** /ˌdʒeɪ 'iː/ = JOB EVALUATION

**jettison** /'dʒetɪsn/ *verb* [+ obj]
**1** to get rid of sth/sb that you no longer need or want 摆脱；除掉；处理掉：*They jettisoned 217 staff when the recession hit.* 他们因经济衰退的打击辞掉了217位员工。
**2** to reject an idea, a belief, a plan, etc. that you no longer think is useful or likely to be successful 放弃，拒绝接受（想法、信念、计划等）

**Jiffy™** /'dʒɪfi/ *noun* [C] (*plural* **Jiffies**)
used to describe a thick soft envelope for sending things that might break or tear easily 厚层信封（用来邮寄易碎或易受损物品）：*a Jiffy bag/envelope/mailer* 厚层袋 / 信封 / 包装物 → PADDED ENVELOPE

**jingle** /'dʒɪŋgl/ *noun* [C]
(*Marketing*) a short song or tune that is easy to remember and is used as part of an advertisement on radio, television, etc.（收音机、电视广告中易记的）短歌，短曲：*a catchy advertising jingle* 一首容易记住的广告韵调 ◇ *to write a jingle* 写短歌

**JIT** /ˌdʒeɪ aɪ 'tiː/ = JUST-IN-TIME

**jitters** /'dʒɪtəz; *AmE* -tərz/ *noun* [pl.]
(used in newspapers) feelings of being anxious about whether sth bad is about to happen（用于报章）紧张不安，恐慌：*The threat of further strikes has added to investor jitters.* 进一步罢工的威胁导致了投资者的更加恐慌。

**jittery** /'dʒɪtəri/ *adjective*
(used in newspapers) anxious and uncertain（用于报章）紧张不安的，心神不宁的：*Shoppers are already jittery* ***about*** *job security.* 购物者已忧虑工作没有保障。◇ *a jittery market* 极度紧张不安的市场

**WHICH WORD?** 词义辨析

**job/career/position/post/vocation/work**

Your **job** is what you do in order to receive a regular income. The word is often used when describing how your work meets your personal or financial requirements. * job 指为了获得定期收入而从事的工作，指用于满足个人或经济需要之工作：*a boring/an interesting/a well-paid job* 枯燥的 / 有趣的 / 收入颇丰的工作

**Work** is an uncountable noun and is used to describe what you do in your job. * work 是不可数名词，用于指在岗位上所做的事情：*What work do you do?* 你从事什么工作？*full-time/manual/skilled work.* 全职 / 体力 / 技术工作 It is also often used when speaking about the relationship between your personal life and time spent working. 也用于指与个人生活相对的工作：*the difficulties of balancing work and family* 平衡工作和家庭的难处

Both **job** and **work** are used to describe the state of having work. * job 和 work 都可用来指就业状态：*to* ***look for/find*** *work/a job* 寻找 / 找到工作 ◇ *to be out of work/a job* (= not doing any paid work) 失业

A **career** is a series of jobs in a particular area of work, especially one for which you need a qualification or special training. * career 指一系列特定领域的工作，尤其指需要一定资质或专门培训的工作：*a career in business/law* 经商 / 律师职业

A **vocation** describes a career that you believe is particularly suitable for you, even though it may be difficult or badly paid. * vocation 指特别适合自己的职业，尽管可能难度大、报酬低：*He found his vocation in teaching.* 他把教书当作自己的职业。

**Post** and **position** are both fairly formal and are often found in advertisements. **Post** is often used about academic or government jobs. * post 和 position 都很正式，经常会在招聘广告中出现。post 常用于学术或管理职位：*a teaching post* 教职 **Position** often refers to a job in a company with a lot of responsibility. * position 常常指公司里的要职：*a managerial/senior position* 管理 / 高层职位

★**job** /dʒɒb; *AmE* dʒɑːb/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **desk job, off-the-~, on-the-~**
**1** work for which you receive regular payment 工作；职业；职位：*She applied for a job as director of marketing.* 她申请营销总监一职。◇ *Who is likely to get the top job at the bank?* 谁有可能在银行谋到高职？◇ *jobs in the auto industry* 汽车行业的职位 ◇ *He's been out of a job* (= unemployed) *for six months now.* 他现已失业了六个月。◇ *The plan involves about 10 000 job losses.* 这个计划涉及裁减大约1万个职位。
✪ *to apply for/look for a job* 申请 / 寻找工作 • *to find/get/have/keep/take a job* 找 / 得到 / 有 / 保住 / 接受工作 • *to leave/lose/quit a job* 离职；失业；辞职 • *to offer sb/fill a job* 聘请某人工作；找工作 • *a full-time/part-time/permanent/steady/temporary job* 全职 / 兼职 / 固定 / 稳定 / 临时工作 • *to create/cut/shed jobs* 创造就业；裁员；削减职位 • *job cuts/losses* 裁员 • *job offers/openings/opportunities* 工作邀请 / 职位名额 / 工作机会
**2** a particular task or piece of work（一项）任务；（一件）工作，活儿：*Fighting inflation is the bank's main job.* 打击通货膨胀是银行的主要工作。◇ *Two men have been given the job of pushing up the company's sales and profits.* 两个男人所要做的工作就是提高公司的销售额和利润。◇ *They have done a couple of design jobs for us.* 他们为我们干了几件设计的活儿。◇ *Clients pay professional advisers by the hour, not by the job.* 客户支付的专业顾问费用是按小时而不是按每件工作计算的。
**3** a responsibility or duty 职责；责任：*The broker's job is to act in the best interests of their investors.* 经纪人的职责是要为投资者谋求最大利益。◇ *It's not my job to lock up!* 锁好门窗不是我的责任！
**4** (*IT*) an item of work which is processed by a computer as a single unit（作为一个单元由电脑处理的）作业，工作：*The job can be processed overnight.* 这个活儿连夜就可以处理完。
SYN TASK
IDM **do a good, great, bad, etc. 'job (on sth); make a good, bad, etc. job of sth** to do sth well, badly, etc. 干得好（或干得差等）：*They did a very professional job.* 他们干得非常专业。◇ *The authors make an excellent job of summarizing their approach to management.* 这些作者将管理方法总结得好极了。 **don't give up the 'day job** used to tell sb in a humorous way that you do not think they are very good at sth they are doing that is not their real job 不要放弃自己的专长（以幽默的方式告诉某人你对他们目前所做的工作并不满意，不是他们应做的工作） **a job of 'work** (*BrE old-fashioned or formal*) work that you are paid to do or that must be done 分内的事；必须做的工作 **jobs for the 'boys** (*BrE*) (*informal*) people use the expression **jobs for the boys** when they are criticizing the fact that sb in power has given work to friends or relatives 为亲信安排的工作；任人唯亲 **more than your 'job's worth (to do sth)** (*BrE*) (*only used in spoken English* 只用于口语英语) not worth doing because it is against the rules or because it might cause you to lose your job 工作所不允许的事；违反原则的事；有可能丢饭碗的事 **on the 'job** while doing a particular job 在上班时；在干活时；在工作岗位上：*No sleeping on the job!* 上班时不准睡觉！◇ *on-the-job training* 在职培训 → idiom at WALK *verb*
• ***verb*** (**-bb-**) [no obj]
to do work for different people that is not regular or permanent 打零工；干杂活：*He jobbed as a truck driver for some time.* 他有段时间当卡车司机打零工。
PHR V **,job sth 'out** (*especially AmE*) to arrange for work to be done by another company rather than your own 分包：*Some of the work was jobbed out to other printers.* 有些工作分包给了其他的印刷厂。 SYN CONTRACT STH OUT

**'job ,action** = INDUSTRIAL ACTION

**'job a,nalysis** *noun* [C,U]
(*HR*) a detailed study of a job and its relation to other jobs in the organization, especially in order to see what skills are needed for the job 工作分析

**'job bank** *noun* [C] (*AmE*)
(*HR*)
**1** a collection of job advertisements or details of people looking for work 就业资料库（有关求职广告或求职人的资料库）：*Search our online job bank for a position that matches your requirements.* 到我们的在线就业资料库中找符合你要求的职位。
**2** an arrangement by which workers who lose their jobs continue to receive wages and sometimes training while waiting for a new job to become available; the fund of money from which they are paid 职业银行（失业工人继续领取工资，有时在等待就业过程中要接受培训的一种安排）；失业基金：*Workers will be placed in a job bank for future hire by the company.* 工人被安置在职业银行等待将来获公司聘用。

**jobber** /'dʒɒbə(r); *AmE* 'dʒɑːb-/ *noun* [C]
**1** (*Stock Exchange*) in the UK in the past, a person who earned money on the stock exchange by buying shares, bonds, etc. from BROKERS and selling them to other BROKERS 证券交易商；证券批发商
**2** (*Commerce*) (*AmE*) a business that buys large amounts of particular goods and sells them to other businesses 批发商：*We purchase our books from jobbers, usually at a substantial discount.* 我们从批发商购书通常享受很大的折扣。
SYN WHOLESALER

**jobbing** /'dʒɒbɪŋ; *AmE* 'dʒɑːb-/ *adjective* [only before noun]
**1** (*BrE*) used to describe sb who does work for different people that is not regular or permanent 打零工的；做散工的：*a jobbing builder* 打零工的建筑工人
**2** (*Commerce; Stock Exchange*) used to describe a company that buys and sells goods, shares, etc. as an agent 经销的：*a jobbing company with quality products and competitive prices* 产品品质高、价格竞争力强的经销公司

**jobcentre** (*AmE spelling* **jobcenter**) /'dʒɒbsentə(r); *AmE* 'dʒɑːb-/ *noun* [C] (*BrE* only)
a government office where people can get advice on finding work and where jobs are advertised（政府的）就业服务中心，职业介绍所：

*advertising vacancies in local jobcentres* 当地就业服务中心公布的空缺 → EMPLOYMENT AGENCY

**'job ,costing** *noun* [U]
(*Accounting*) the practice of calculating a separate cost for each piece of work, project or order that is done by a business 分批成本计算法（为企业做的每件工作、项目或订单单独计算成本）: *Producers of custom-built goods, such as heavy machinery, generally use job costing.* 如重型机械之类按顾客要求定做的产品的生产商一般采用分批成本计算法。 → BATCH COSTING

**'job cre,ation** *noun* [U]
(*Economics*) the process of providing opportunities for paid work, especially for people who are unemployed 职位创造: *Cutting taxes should encourage investment and job creation.* 减税应鼓励投资和创造就业机会。

**'job des,cription** *noun* [C]
(*HR*) a written description of the exact work and responsibilities of a job, its position in the organization, the conditions of employment and the pay 工作职责说明；岗位职责说明: *to write a formal job description* 写一份正式的工作职责说明 ◇ *Make sure you have an up-to-date job description.* 确保你有一份最新的岗位职责说明。 ◇ *She never said 'That isn't in my job description'* (= about sth she was asked to do that was not part of her normal job). 她从来不说: "这不是我的工作职责。" → JOB SPECIFICATION

**'job de,sign** *noun* [U,C]
(*HR*) the process of putting together the tasks that need to be done in an organization to form jobs that individual people will do 职务设计；工作设计: *Poor job design or conditions can cause stress.* 不合理的工作设计或条件会导致精神压力。

**'job en,richment** *noun* [U]
(*HR*) a way of increasing the variety of tasks that an employee does by giving them more difficult tasks to do or more responsibility 职务充实，工作丰富化（让员工做更艰巨或责任更大的工作从而丰富工作内容）

**'job evalu,ation** *noun* [U,C] (*abbr* **JE**)
(*HR*) a method of studying jobs and their relation to each other in an organization in order to give them a position on a scale and decide on the rate of pay for each level; an occasion when this is done 工作评定方法；职务评价

**'job fair** (*BrE also* **ca'reers fair, re'cruitment fair**) *noun* [C]
(*HR*) an event where people who are looking for a job can meet companies who are looking for new employees 人才招聘会: *Companies attending the job fair will be looking for graduates in all subjects.* 参加人才招聘会的公司将寻找各科的毕业生。

**'job ,family** *noun* [C]
(*HR*) a group of jobs in an organization that have similar activities and need similar skills but have different levels on a scale 工作群（指机构中有相似活动、需要相似技能但不同层次的一组工作）: *Each job family contains different levels of responsibility and has an individual pay structure.* 每一个工作群含有不同层次的责任并有单独的工资结构。

**,job for 'life** *noun* [C] (*plural* **jobs for life**)
the idea that once you had a job with a company, you could keep it until you retired 终身职业: *Employees must now be more flexible and mobile and not expect jobs for life.* 员工现在必须更加灵活机动，不要期望有终身职业。

**'job ,grading** *noun* [U]
(*HR*) a system of arranging similar jobs in an organization in order according to the type of tasks, amount of responsibility, etc. that they have; the rank that a particular job has 工作分等法: *a job grading structure based on skills and abilities* 基于技巧和能力的工作分等法结构

**jobholder** (*also spelled* **job holder**) /'dʒɒbhəʊldə(r); *AmE* 'dʒɑ:bhoʊldər/ *noun* [C]
(*HR*) a person who has a particular job; a person who has a regular job 从业人员；有固定工作者: *How can the jobholder improve his/her performance?* 从业人员如何改善表现？ ◇ *There is a decline in the number of people looking for work, not an increase in the number of jobholders.* 求职人数下降，从业人员的人数没有增加。

**'job ,hopping** *noun* [U]
(*HR*) the practice of changing jobs very often 跳槽
▸ **'job ,hopper** *noun* [C]

**'job-,hunter** *noun* [C]
a person who is trying to find a job 求职者: *The number of job-hunters rose to 3.5 million in January.* 一月份的求职者人数上升到350万。
▸ **'job-hunt** *verb* [no obj]: *A third of the unemployed have been job-hunting for more than a year.* 三分之一的失业者一年多以来一直在谋职。 **'job-hunt** *noun* [C]: *I've got to go on a job-hunt.* 我必须去找工作。 **'job-,hunting** *noun* [U]: *I'd used the Web for job-hunting.* 我已利用网络求职。 ◇ *job-hunting costs* 求职成本

**jobless** /'dʒɒbləs; *AmE* 'dʒɑ:b-/ *adjective* (*HR*)
**1** unemployed; without a job 失业的；无职业的: *The closure left 500 people jobless.* 这次倒闭使500人失业。
**2 the jobless** *noun* [pl.] people who are unemployed 失业者
▸ **'joblessness** *noun* [U]: *Joblessness among young men is on the increase.* 年轻人中的失业者正在增加。

**'job lock** *noun* [U,C]
(*HR, informal*) in the US, the situation where employees cannot leave their jobs because they are afraid they will lose their health benefits 岗位约束（在美国，指员工因担心失去医疗福利而不能辞职的情形）: *One effect of employer-provided health insurance is job lock.* 雇主提供健康保险的一个效果就是岗位约束。

**,job 'lot** *noun* [C] (*BrE*)
(*Commerce*) a collection of different things that are sold together, usually at a low price（通常以低价）搭配成批出售的杂货: *a job lot of car parts* 搭配成批出售的汽车零部件

**'job ,market** = LABOUR MARKET

**'job ,order** *noun* [C]
**1** (*Production*) an order for a particular piece of work, quantity of items, etc. for a particular customer 任务单；通知单；分批工作(制造)通知单

**2** (*HR*) information that an employer provides to an EMPLOYMENT AGENCY when they are looking for sb for a particular job, including details of the job and the qualifications and experience needed 招聘通知（雇主招聘人时提供给职业介绍所的资料，包括职位的详情、对资历、经验的要求）

**'job pro,duction** *noun* [U]
(*Production*) a way of producing things in which products are made one at a time for individual customers 分批生产；成批生产 → BATCH PRODUCTION

**,job-protected 'leave** *noun* [U]
(*HR*) a longer period of time when you are officially allowed to be away from your work for a special reason and will not lose your job 保障工作假期（因特殊原因获准休长假而不会失去工作）: *a law that guarantees up to 12 weeks of unpaid, job-protected leave for certain employees, for example to care for a family member* 对某些员工，例如照顾家庭成员而制定的保证长达12周的无薪、保障工作假期的法律

**'job pro,tection** = EMPLOYMENT PROTECTION

**'job-re,lated** *adjective* [usually before noun] (*especially AmE*)
connected with the work that you do 与工作有关的: *83 out of every 1 000 workers experienced some kind of job-related illness or injury last year.* 去年每1000位工人中有83位患有一些与工作有关的疾病或因工受伤。◇ *job-related skills/activities* 与工作有关的技能 / 活动 → INDUSTRIAL (5)

**'job ro,tation** *noun* [U,C]
(*HR*) the practice of regularly changing the job that a particular person does so that they have a variety of tasks and become experienced in different areas 工作轮换；职务轮换；轮岗: *Job rotation between different tasks was introduced to reduce physical and mental fatigue.* 实施了不同任务之间的岗位轮换以减少身体和精神疲劳。

**'job satis,faction** *noun* [U]
the feeling of achievement and enjoyment that a worker gets from their job 工作满足感: *When employees take full responsibility for their work, this can lead to higher job satisfaction.* 员工对工作完全负责时，可以得到较大工作满足感。◇ *a job satisfaction survey* 工作满足感调查
● ***high/low/poor*** *job satisfaction* 工作满足感大 / 小 / 缺乏 • *a* ***high/an increased/a low*** *level of job satisfaction* 对工作满足的程度大 / 增加 / 小 • *to* ***give/improve/obtain/provide*** *job satisfaction* 产生 / 提高 / 获得 / 提供工作满足感

**'job se,curity** *noun* [U]
a situation where a job is likely to last for a long time and you will keep the job if you do what you are expected to 工作保障（对长期保留某职位的保障）: *Consumers have cut back on their spending because of worries about job security.* 消费者因担心工作保障削减开支。
SYN EMPLOYMENT SECURITY → JOB STABILITY
● *a* ***high/low level of*** *job security* 工作保障程度大 / 小 • *to* ***have/improve/increase/provide*** *job security* 有 / 提高 / 增加 / 提供工作保障

**'job ,seeker** (*also spelled* **jobseeker**) *noun* [C]
often used in official language in the UK to describe a person without a job who is trying to find one 求职者（英国常用的官方用语）: *claiming the job seeker's allowance* 申领求职者补贴 ▸ **'job-,seeking** *noun* [U]

**'job-,sharing** (*also* **'work-,sharing**, *less frequent*) *noun* [U]
(*HR*) an arrangement where two or more people do one job, dividing the hours between them 工作分担制（两人或两人以上分担一份工作）: *Rather than lay off staff, the company introduced a job-sharing scheme.* 该公司引进了工作分担制计划，而不是解雇员工。▸ **'job-share** *verb* [no obj]: *We have been job-sharing for three months.* 我们分担工作已有三个月。**'job-share** *noun* [C]: *We arrange job-shares and part-time working for women with children.* 我们为有孩子的妇女安排分担工作和兼职工作。**'job-sharer** *noun* [C]

**'job shop** *noun* [C]
(*Manufacturing*) a small factory that makes small quantities of goods, often designed for a particular customer 加工车间（通常生产专为某一顾客设计的小批量产品）

**'job specifi,cation** *noun* [C]
(*HR*) a written statement about a job that includes a JOB DESCRIPTION and the skills, experience and personal qualities that sb needs in order to do the job, used when an organization is looking for a new person for a job 工作规范；职务规范

**'job sta,bility** *noun* [U]
(*HR*)
**1** how long workers or groups of workers keep the same job 工作稳定性（工人任职同一份工作的时间）: *Years ago job stability was a reality and people stayed with the same company until retirement.* 多年前工作稳定性是个现实，人们退休前都留在同一家公司工作。→ JOB SECURITY
**2** how long sb has kept the jobs they have had 工作稳定性（某人维持已有的这份工作的时间）: *A loan officer will consider your salary, job stability (two years in the same line of work is preferred) and disposable income.* 信贷员将考虑你的工资、工作稳定性（两年内从事相同的工作是首选）和可支配收入。

**'job stress** *noun* [U,C]
(*HR*) pressure or worry caused by your work 工作压力: *A recent survey showed that job stress is the most common cause of depression.* 最近的一项调查显示，工作压力是抑郁症最常见的原因。◇ *identifying and managing job stress* 识别和管理工作压力

**'job ,tenure** *noun* [U]
(*HR*) how long sb keeps a particular job 任职期: *Average job tenure has remained stable in recent years.* 平均任职期近年来保持稳定。

**★join** /dʒɔɪn/ *verb, noun*
● ***verb***
**1** [+ obj *or* no obj] to become a member of an organization, a company, a club, etc. 成为（机构、公司、俱乐部等的）一员；参加；加入: *She joined the company as a trainee three years ago.* 她三年前作为一名见习员进了这家公司。◇ *It costs €100 to join.* 需交100欧元才可加入。◇ *to join a pension/union scheme* 参加养老金 / 工会计划 ◇ (*figurative*) *to join the ranks of the unemployed* 加入失业大军

**2** [+ obj] to take part in sth that sb else is doing or to go somewhere with them 参与；加入到…之中；与…一起去：*Will you join us for lunch?* 和我们一起吃午饭好吗？◇*Do you mind if I join you?* 我和你一道可以吗？◇*Over 200 members of staff joined the strike.* * 200多名员工加入了罢工行动。◇*Join our online discussion.* 加入我们的网上讨论吧。

**3** [+ obj *or* no obj] **join A to B | join A and B (together/up)** to fix or connect two or more things together 连接；结合：*Join one section of pipe to the next.* 把一段管子和另一段管子连接起来。◇*Join the two sections of pipe together.* 将两段管子连接在一起。◇*How do these two pieces join?* 这两块东西怎样拼在一起呢？

**4** [+ obj *or* no obj] if you **join** a train, plane, etc. you get on it 上（火车、飞机等）：*joining passengers boarding the plane in Brisbane* 乘飞机的旅客在布里斯班登机

→ idioms at BEAT, ENTER, FORCE *noun*

PHR V **,join 'in (sth/doing sth); ,join 'in (with sb/sth)** to take part in an activity with other people 参加；加入（活动）：*Several banks have joined in the bidding.* 好几家银行已参与投标。

**,join 'up (with sb); 'join with sb/sth** to combine with sb else to do sth（与某人）联合，汇合：*The company has joined with two others in its industry to form a new corporation.* 公司与另外两家同业公司联合组建了一家新公司。

• ***noun*** [C]

a place where two things are fixed together 连接处；结合点：*The two pieces were stuck together so well that you could hardly see the join.* 这两块东西粘合得太好了，几乎看不出接缝。

**,joined-'up** *adjective* [usually before noun] (often used in newspapers) intelligent and involving good communication between different parts so that they can work together effectively（常用于报章）协作的：*We need more joined-up thinking in our approach to the environment.* 我们在处理环境问题方面更需要协作性思维。

**joint** /dʒɔɪnt/ *adjective* [only before noun] involving two or more people, organizations, etc. together 联合的；共同的：*The two firms will take joint control of the fund.* 这两家公司将联合控制该基金。◇*They are joint owners of the property* (= they own it together). 他们共同拥有该房产。

→ CO-

➊ *a joint **bid/initiative/offer/project/undertaking*** 共同投标 / 倡议 / 报价 / 项目 / 事业

▸ **'jointly** *adverb*：*a jointly owned company* 共同拥有的公司

**,joint ac'count** *noun* [C]

a bank account that is used by two or more people, for example a husband and wife 联合账户；共同账户

**,joint consul'tation** *noun* [C,U] (*HR*) in the UK, a formal arrangement for managers and union representatives in an organization to meet to discuss matters that affect both sides before decisions are made 共同协商（在英国，指劳资双方在作决策前共同讨论影响双方的事务）

**,joint-stock 'company** *noun* [C]

a business organization that is owned by a group of people (shareholders) who provide its funds, appoint its managers and share its profits and debts 股份有限公司；合股公司

**,joint 'venture** *noun* [C]

a new business that is started by two or more companies, often in the form of an independent company whose shares they own; the product or service that the business sells or provides 合资企业；合营企业：*The French company has a joint venture **with** Dongfeng Motor in China.* 这家法国公司与中国的东风汽车公司在中国建立了一家合资企业。◇*The two firms plan to launch a 50-50 joint venture* (= one which they each own half of). 这两家公司计划创办一家各占一半股份的合资企业。

➊ *to **create/form/have/launch/set up** a joint venture (with sb/sth)*（与某人或某机构）创立 / 建立 / 拥有 / 创办 / 成立合资企业 • *a joint venture **agreement/company/partner*** 合资协议 / 公司 / 伙伴

**jolt** /dʒəʊlt; *AmE* dʒoʊlt/ *noun, verb*

• ***noun*** [C, usually sing.]

a sudden shock or event that causes a change in the price, value, etc. of sth（导致价格、价值变化的）冲击，突发事件：*News of falling sales delivered a nasty jolt to the company's share price.* 销量下降的消息给公司的股价带来严重的冲击。◇*The tax cuts will give the economy a much-needed jolt.* 减税将给经济带来非常必要的刺激。

• ***verb*** [+ obj]

to give sb/sth a sudden shock, especially so that they start to take action or deal with a situation 使…受到震惊（而采取行动）；唤醒；使…觉醒：*The government was jolted into action by the sudden rise in inflation.* 政府由于通货膨胀的突然上涨猛然醒悟而采取行动。

**journal** /'dʒɜːnl; *AmE* 'dʒɜːrnl/ *noun* [C]

SEE ALSO: **trade journal**

**1** a newspaper or magazine that deals with a particular subject or profession（某学科或专业的）报纸，刊物，杂志：*a business/professional journal* 商业 / 专业杂志

**2** used in the title of some newspapers（用于报章名称）…报：*the Wall Street Journal* 《华尔街日报》

**3** (*Accounting*) a written record that is used to move amounts from one financial account to another 日记账；流水账；分类账：*The journal entry consists of three parts: a debit entry, a credit entry and a short explanation.* 日记账分录包括三个部分：借项、贷项和简短的说明。

**judge** /dʒʌdʒ/ *noun, verb*

• ***noun*** [C]

**1** a person who has authority to decide legal cases 法官：*a High Court judge* 高等法院法官 ◇*A federal judge awarded the company $1.2 million in damages.* 联邦法院法官判了这家公司获得120万美元的损害赔偿金。→ MAGISTRATE

**2** a person who decides who has won a competition 裁判员；评判员：*The judges' decision is final.* 裁判的决定是终局的。

• ***verb***
**1** [+ obj *or* no obj] to form an opinion about sb/sth, based on the information you have 判断；评判；断定；认为：*Each project is judged **on** the profits it could generate.* 每个项目都必须根据所带来的利润来判断。◇ *You need to judge our results **against** those of our competitors.* 你必须参照我们的竞争对手来评价我们的成绩。
**2** [+ obj] to decide the result of a competition; to be the **judge** in a competition 裁判；评判；担任裁判：*He was asked to judge the design competition.* 他获邀请担任设计比赛的评判。
**3** [+ obj] to decide whether sb/sth has committed a crime or is legally responsible for sth 审判；审理；判决：*The company was judged guilty of price-fixing.* 该公司被判犯有操纵价格罪。

**judgement** (*also spelled* **judgment**, *especially in AmE*) /'dʒʌdʒmənt/ *noun* HELP **Judgement** is the usual spelling in BrE, but **judgment** is used in legal situations. **Judgment** is also the normal spelling in AmE. * judgement 是英国英语的通常拼法，但 judgment 用于法律场合。judgment 也是美式英语的一般拼法。

SEE ALSO: **default judgement, deficiency ~, value ~**

**1** [U] the ability to make sensible decisions after carefully considering the best thing to do 判断力；识别力：*good/poor/sound judgement* 判断力强／弱；正确的判断力 ◇ *I trust your judgement in these matters.* 我相信你在这些事情上的判断力。
**2** [C,U] an opinion that you form about sth after thinking about it carefully; the act of making this opinion known to others 看法；意见；评价：*We need to **make** a judgement **on/about** this.* 我们需要对这事作出评价。◇ *I would like to **reserve** judgement until I have seen the report.* 我想看到报告后再发表意见。
**3** (*usually* **judgment**) [C,U] a decision of a court or a judge; the reasons given for the decision 判决；裁决；判决（或裁决）理由：*The court will **hand down*** (= give) *its judgment on Friday.* 法院将于星期五宣判。◇ *The court has yet to **pass judgment*** (= make a decision) *in the case.* 法院对此案尚未作出判决。

**judgement by/in de'fault** (*also spelled* **judgment**) (*plural* **judgements by/in default**) = DEFAULT JUDGEMENT

**judgment** = JUDGEMENT HELP You will find words formed with **judgment** at the spelling **judgement**. * judgment 可拼作 judgement。

**judiciary** /dʒu'dɪʃərɪ; *AmE* -ʃieri/ *noun* [C with sing./pl. verbs] (*plural* **judiciaries**) (*usually* **the judiciary**)
(*Law*) the judges of a country or a state, when they are considered as a group（统称）司法人员；司法部；司法系统：*an independent judiciary* 独立的司法系统

**juggernaut** /'dʒʌgənɔ:t; *AmE* -gərn-/ *noun* [C]
**1** a very large lorry/truck 重型卡车
**2** a large and powerful force or institution that cannot be controlled 不可抗拒的强大力量；无法控制的强大机构：*They have created a multimedia juggernaut.* 他们创建了一家庞大的多媒体机构。

**juggle** /'dʒʌgl/ *verb* [+ obj *or* no obj]
**1** to try to deal with two or more important jobs or activities at the same time so that you can fit all of them into the time available 兼顾，尽力同时应付（两个或两个以上的重要工作或活动）：*We have to juggle four or five projects at a time.* 我们在同一时间内要兼顾四个或五个项目。◇ *As a mother of three, she is used to juggling work and home life.* 身为三个孩子的母亲，她习惯了既要工作，又要照顾家庭。
**2** to organize information, figures, the money you spend, etc. in the most useful or effective way 有效组织，有效利用（信息、数字、开支等）：*They were accused of juggling finances to make growth and profits look better than they were.* 他们被指控玩弄财务数字，使增长和利润看起来比实际的要好。

**jumbo** /'dʒʌmbəʊ; *AmE* -boʊ/ *noun, adjective*
• ***noun*** [C] (*plural* **jumbos**) (*also* **jumbo 'jet**)
a large plane that can carry several hundred passengers, especially a Boeing 747 大型客机（尤指波音747）
• ***adjective*** [only before noun] (*informal*)
very large; larger than usual 巨型的；巨大的；特大的：*a jumbo pack of cornflakes* 一盒特大包装的玉米片

**jump** /dʒʌmp/ *verb, noun*
• ***verb*** [no obj] (*usually used with an adverb or a preposition* 通常与副词或介词连用)
(about a price, level, etc.) to rise suddenly by a large amount（指价格、水准等）突升，猛涨，激增：*The yen jumped to its highest level against the dollar for six months.* 日元对美元的汇率六个月跃升到最高水平。◇ *Investment from abroad has jumped **sharply**.* 境外投资已大幅激增。 See note at INCREASE
IDM **jump 'ship** to change the organization that you are loyal to, especially the company you work for 离职；跳槽：*Their finance director announced he was jumping ship to take a position in a rival firm.* 他们的财务总监宣布即将跳槽到竞争对手的公司里任职。→ idiom at BANDWAGON, DEEP *adjective*, SHIP *noun*
PHR V **'jump at sth** to respond to sth quickly and with enthusiasm 抢着或欣然接受：*He jumped at the chance of working for the company.* 他迫不及待地接受为这家公司工作的机会。◇ *Consumers have jumped at these new phones.* 消费者欣然接受这些新手机。 **,jump 'in; ,jump 'into sth** to become involved in sth 参与（某事）：*The company is keen to jump into the profitable US market.* 公司渴望进入有利可图的美国市场。
• ***noun*** [C]
a sudden increase in a price, cost, level, etc.（价格、成本、水准等的）突升，猛涨，激增：*We've seen a 17% jump **in** insurance costs.* 我们看到保险费用大幅增长17%。◇ *unusually large price jumps* 非比寻常的大幅度涨价
➕ *a **big/huge/large/sharp** jump* 大的／庞大的／巨大的／急剧的增长 • *a **surprise/an unexpected** jump* 意外的／意想不到的增长
IDM **get/have a 'jump on sb** (*AmE*)(*informal*) to get or have an advantage over sb, because you have acted quickly（由于行动迅速）超越某人；（比某人）优先一步

**'jump-start** *verb* [+ obj]
to put a lot of energy into starting a process or an activity or into making it start more quickly 全力以赴启动；加大力度以加快启动：*The Fed has cut interest rates to jump-start the economy.* 美联储减息以加快经济活动。▸ **'jump-start** *noun* [C] → KICK-START

**jumpy** /'dʒʌmpi/ *adjective* (**jumpier, jumpiest**) (*informal*)
nervous and anxious 胆战心惊的；提心吊胆的；紧张不安的：*Financial markets are extremely jumpy* (= prices may go up and down quickly). 金融市场令人相当地紧张不安（价格迅速上升或下降）。

**★junior** /'dʒu:niə(r)/ *adjective, noun*
• ***adjective***
**1** [usually before noun] having a lower rank in an organization or profession than others 地位（或职位、级别）低的：*junior lawyers/analysts/bankers* 初级律师 / 分析员 / 银行家 ◇ *He is junior to me.* 他职位比我低。◇ *I am the most junior member of the design team.* 我是设计小组里资历最浅的。◇ (*figurative*) *The bank fears it would be the junior partner in any merger with Lloyds.* 该银行担心与劳埃德合并可能会使它成为次要合伙人。 OPP SENIOR See note at BOSS
➊ *a junior* ***employee/executive/manager*** 低级雇员 / 行政人员 / 经理 • *a junior* ***associate/partner*** 次级合伙人 • *a junior* ***position/post*** 低级职位
**2** (*Finance*) used to describe a debt that will only be paid after all other debts have been paid if the borrower has financial problems 次级的（用于形容债务，指偿还其他所有债务之后才偿还的债务） SYN SUBORDINATED
➊ *junior* ***bonds/debentures/debt*** 低级债券；次级债券 / 债务 • *junior* ***creditors/lenders*** 次级债权人 / 贷款人
• ***noun*** [C]
SEE ALSO: **office junior**
a person with a lower level of job or status than others 职位较低者；低层工作人员：*The firm's senior lawyers are allocated work that could be done by juniors.* 这公司的资深律师被分配做一般律师可以做的工作。 OPP SENIOR

**junk** /dʒʌŋk/ *noun* [U]
**1** (*Finance*) used to show that a company or government has a low CREDIT RATING or that there is a lot of risk involved in buying their bonds 垃圾债券（指公司或政府的信用评级低或购买其债券有很大的风险）：*The company's long-term debt is now rated as junk.* 该公司的长期债务现在被评为垃圾债券。◇ *Moody's dropped its rating on the firm to one grade above 'junk' status.* 穆迪将这公司的信用评级降到“垃圾级”的上一级。◇ *a junk-rated company* 垃圾级公司 → INVESTMENT-GRADE
**2** used to describe sth that is of little value 无价值的东西：*There's so much junk in my office!* 我办公室里有这么多废物！◇ *filtering out* ***junk email*** (= emails advertising sth, sent to people who have not asked for them) 过滤掉垃圾邮件 → JUNK MAIL

**'junk bond** *noun* [C]
(*Finance*) a type of bond that pays a high rate of interest because there is a lot of risk involved, often used if a company wants to raise money quickly in order to buy the shares of another company 垃圾债券，破烂债券，风险债券（利息高、风险大，常用于迅速集资进行收购）：*The company plans to sell $925 million of junk bonds to fund the acquisition.* 公司计划销售9.25亿美元的垃圾债券以便为收购准备资金。◇ *investing in high-yield junk bonds* 投资于高收益的垃圾债券

**'junk mail** *noun* [U]
advertising material that is sent either by post or by email to people who have not asked for it 垃圾邮件（未经索要而寄来的广告材料） → BULK MAIL, JUNK (2), SPAM

**jurisdiction** /ˌdʒʊərɪs'dɪkʃn; *AmE* ˌdʒʊr-/ *noun* (*Law*)
**1** [U,C] the authority that an official organization has to make legal decisions about sb/sth 司法权；审判权；管辖权：*The commission has no jurisdiction over foreign companies.* 委员会没有对外国公司的管辖权。◇ *This sector does not come under the jurisdiction of the World Trade Organization.* 这个部门不隶属世界贸易组织管辖。
➊ *to* ***exercise/have*** *jurisdiction* ***over*** *sth* 对某事行使 / 有管辖权 • *sth comes/falls/is* ***outside/under/within*** *the jurisdiction of sb/sth* 某事属于某人管辖 / 受某事 / 受其他事制约；在某人管辖 / 某事制约之外；在某人管辖 / 某事制约之下；在某人管辖 / 某事制约之内
**2** [C] an area or a country in which a particular system of laws has authority 管辖区域；管辖范围：*The tax rules are different in each jurisdiction.* 每个管辖区域的税则不同。
➊ *a* ***foreign/local/an offshore*** *jurisdiction* 外地 / 当地 / 离岸管辖范围

**jurist** /'dʒʊərɪst; *AmE* 'dʒʊr-/ *noun* [C] (*formal*)
a person who is an expert in law 法学家；法律学专家

**ju,ristic 'person** = LEGAL PERSON

**juror** /'dʒʊərə(r); *AmE* 'dʒʊr-/ *noun* [C]
a member of a JURY 陪审团成员；陪审员：*The jurors decided that company had acted illegally.* 陪审员裁定这家公司的做法是非法的。

**jury** /'dʒʊəri; *AmE* 'dʒʊri/ (*plural* **juries**) (*also* **'panel, 'jury ,panel** *both especially AmE*) *noun* [C with sing./pl. verb]
a group of members of the public who listen to the facts of a case in a court and decide who the winner is or whether sb is guilty of a crime 陪审团：*The jury awarded the plaintiffs $14 billion in damages.* 陪审团裁定原告获得140亿美元的损害赔偿。◇ *The jury has/have returned a verdict of guilty.* 陪审团已作出有罪裁定。
➊ *to* ***be on/serve on/sit on*** *a jury* 担任陪审员 • *a jury* ***acquits/convicts*** *sb* 陪审团宣判某人无罪；陪审团宣判某人有罪
IDM **the jury is (still) 'out on sth** used when you are saying that sth is still not certain（某事）仍未定夺，悬而未决：*The jury is out on whether the ad campaign will lead to greater market share.* 对广告活动是否会带来更大的市场份额这个问题依然悬而未决。

**ˌjust-in-ˈtime** *adjective* [only before noun] (*abbr* **JIT**) (*Production*) used to describe a system, especially one for manufacturing goods, where things are done, supplied, made, etc. only when they are needed 适时的；适时制的：*We prefer suppliers who are able to deliver on a just-in-time basis.* 我们喜欢能够适时交货的供应商。◇*The aim of just-in-time manufacturing is to keep stocks of parts and finished goods to a minimum.* 适时生产的目的是将零部件和制成品的库存量减到最低。◇*JIT delivery of products to customers* 产品适时交付给顾客

● *just-in-time* ***delivery/manufacturing/production*** 适时交货 / 制造 / 生产

▸ **ˌjust-in-ˈtime** *noun* [U] (*abbr* **JIT**)：*Before the industry adopted just-in-time, many electronics firms held large stocks of components.* 在该行业采用适时制之前，许多电子公司库存大批元件。

# Kk

**K** /keɪ/ *abbr*
**1** (*informal*) (*used especially about an amount of money* 尤指钱) a thousand 一千: *He earns nearly 100K* (= 100 thousand pounds/dollars per year). 他一年挣将近10万英镑 / 美元。
**2** (*IT*) kilobyte(s) 千位元组
**3** (*IT*) kilobit(s) 千位: *a 56K modem* * 56K 调制解调器

**kaizen** /ˌkaɪ'zen/ *noun* [U]
the practice of continuously improving the way in which a company operates 务求不断改善: *Companies that adopt kaizen can boost their productivity by as much as 30%.* 务求不断改善的公司可以提高高达30%的劳动生产率。
→ CONTINUOUS IMPROVEMENT **NOTE** **Kaizen** comes from the Japanese words for 'improvement'. * kaizen 一词来自日语，意思是“改善”。

**kai'zen e,vent** *noun* [C]
a series of activities, usually over a number of days, in which a team of managers and workers decide how to improve a particular process within a company and then take the actions needed to do so 改善活动（一支经理和工人队伍通常在数日内采取一系列活动，制定改善公司某个过程的决策，然后采取必要的行动）: *We held a week-long kaizen event to redesign the factory floor.* 为了重新设计工厂车间，我们开展了长达一周的改善活动。

**KAM** /ˌkeɪ eɪ 'em/ = KEY ACCOUNT MANAGEMENT

**kanban** /'kænbæn/ *noun* (*Production*)
**1** (*also* **'kanban ,system**) [U,C] a system of manufacturing in which the production of parts and their movement around the factory is controlled using instructions, usually written on cards, that are sent to the relevant group of workers whenever the parts are needed 看板管理（一种生产系统，即零部件的生产及在工厂内的流转是由写在卡片上的指示控制的，无论何时需要零部件，就将卡片交给有关的工人）
→ JUST-IN-TIME
**2** [C] in this type of manufacturing system, a card with information about the type and number of parts needed 看板（在这种生产系统中，卡片上有所需零部件的类型和数量） **NOTE** **Kanban** comes from a Japanese term meaning 'sign' or 'billboard'. * kanban 来自日语，意思是“信号”或“信号板”。

**Kb** (*also spelled* **KB**) *abbr*
(*IT, only used in written English*) kilobyte(s) 千字节: *The device has a 512 Kb memory.* 这台装置有512千字节内存。

**Kbps** *abbr*
(*IT*) a short way of writing **kilobits per second** (= a unit for measuring the speed at which data is sent or received, for example along a telephone line) 每秒千比特（的简写）: *a 56 Kbps modem* * 56千比特 / 秒的调制解调器

**KD** /ˌkeɪ 'diː/ = KNOCK-DOWN (2)

**keen** /kiːn/ *adjective* (**keener, keenest**)
**1** (*especially BrE*) if prices are **keen**, they are kept low to compete with other prices（价格）低廉的，有竞争力的: *We are aiming to provide better quality at keener prices.* 我们的目标是提供物美价廉的产品。
**2** involving people, businesses, etc. competing very hard with each other 激烈的；紧张的: *They are facing keen competition from larger companies.* 他们面临来自大公司的激烈竞争。
▶ **'keenly** *adverb*: *keenly priced fashions* 价格上很有竞争力的时装 ◇ *Our products are keenly competitive.* 我们的产品极具竞争力。

**keep** /kiːp/ *verb* (**kept, kept** /kept/)
**1** [+ obj *or* no obj] to stay in a particular condition, or at a particular level; to make sb/sth do this（使）保持，处于: *Our job is to keep the customer happy.* 我们的工作就是务求使顾客高兴。 ◇ *Competition is keeping down prices.* 竞争就是压低价格。 ◇ *keeping up-to-date with the changes* 紧贴最新的变化
**2** [+ obj] to continue to have sth and not lose it or give it back 保有；留着；不退还: *There will be some new top people, but the CEO is keeping his job.* 会有一些新上任的高层人物，但是这位首席执行官的职位没变。 ◇ *Here's a ten euro note—please **keep the change**.* 这是一张十欧元的钞票——零钱就不用找了。
**3** [+ obj] to have a supply of sth; to store sth in a particular place 备有（某物）；存放，储存（在某处）: *We keep a large supply of popular items.* 我们备有大量的畅销货。
**4** [+ obj] to write down sth as a record 记下；记录；记载: *We **keep a record of** all telephone conversations.* 我们记录所有的电话谈话。 ◇ *She **keeps the books*** (= the financial records) *for the family business.* 她为家族企业记账。
**5** [+ obj] to do what you should do or what you have agreed to do 遵守；履行: *I agreed to see her but she didn't keep the appointment.* 我答应见她，但她没有赴约。
**6** [no obj] (about food) to remain in good condition（指食物）保持不坏: *Once it's been opened it won't keep more than a few days.* 这个东西一旦被打开，就搁不了几天了。
**7** [+ obj] (*BrE*) to own and manage a shop/store or restaurant 开设，经营，管理（商店或餐馆）: *Her father kept a grocer's shop.* 她的父亲开了一家杂货店。 → SHOPKEEPER **NOTE** Idioms containing **keep** are at the entries for the nouns or adjectives in the idioms, for example **keep your head above water is at head**. 含 keep 的习语，都可在这些习语中的名词及形容词相关词条中找到，如 keep your head above water 在词条 head 下。
**PHR V** **,keep sb 'on** to continue to employ sb 继续雇用某人: *If the company is sold, some of the staff will be kept on.* 如果该公司被出售，部分员工将继续留任。 **'keep to sth** to do what you have promised or agreed to do 遵守（或履行）诺言:

*to keep to an agreement* 遵守协议 ,**keep 'up (with sb/sth)** to move, make progress or increase at the same rate as sb/sth 与（某人／某事）齐步前进，并驾齐驱；跟上：*The company is is not keeping up with demand.* 公司赶不上需求。 ,**keep 'up with sth** to continue to pay or do sth regularly 继续定期支付；继续定期做：*If you do not keep up with the payments you could lose your home.* 如果你不继续定期付款，你的住房有可能保不住。 ,**keep sth 'up** to continue to do sth at the same, usually high, level 使某事物保持（在同一水准，通常指高水准）：*We're having difficulty keeping up our mortgage payments.* 我们难以继续支付分期偿还的按揭贷款。◇ *Good work—keep it up!* 干得好——要保持下去！

**keiretsu** /keɪ'retsu:/ *noun* [C] (*plural* **keiretsu**) in Japan, a group of companies that own large numbers of shares in each other, with the result that it is difficult for companies outside the group to gain control of any of them 企业联盟（在日本，公司集团成员相互交叉持有大量股份，集团外的公司很难控制集团中的任何一个成员）

**'kerb ,market** (*also* **kerb**) (*AmE spelling* **curb ~**) /kɜ:b; *AmE* kɜ:rb/ *noun* [C] (*Finance*) trading of shares that takes place outside the official system of stock markets 场外证券市场（在正式的证券市场以外进行证券交易的场所）：*The American Stock Exchange developed from an informal kerb market.* 美国股票交易所是从非正式的场外证券市场发展起来的。

**★key** /ki:/ *adjective, noun, verb*

• ***adjective*** [usually before noun] most important; essential 最重要的；关键的；主要的：*Japan is a key market for us.* 日本是我们的一个主要市场。◇ *We identified five key areas for investment.* 我们确定了五个重点领域进行投资。◇ *They emerged as a key player in the pharmaceuticals market.* 他们在医药市场上崭露头角成为了主力军。◇ *This project is key to our financial success.* 这个项目是我们财务状况良好的关键。

• ***noun***

SEE ALSO: **Alt key, control ~, escape ~, hot ~, scroll ~, shift ~**

**1** [C, usually sing.] a thing that makes you able to achieve or understand sth 关键；要诀：*In our industry, the key to success is minimizing costs.* 在我们这个行业，成功的关键是减少成本。◇ *This plan **holds** (= is) **the key to** development in the region.* 这个计划是这一地区发展的关键。◇ (*especially AmE*) ***The key is to** work as a team.* 关键是要大家互相合作。

**2** [C] any of the buttons that you press to operate a computer（电脑的）键：***Press** the escape key to quit the program.* 按退出键退出程序。

• ***verb*** **key sth (in)** | **key sth (into sth)** to put information into a computer using a keyboard 用键盘输入；键入：*Key (in) your password.* 键入你的密码。 SYN ENTER

PHR V **'key sth to sth** (*usually* **be keyed to**) to link sth closely to sth else 使协调；使适应：*Pricing is keyed to value.* 定价根据价值作了调整。

**,key ac'count** *noun* [C] one of the most important customers that a company has 关键客户：*She will oversee a number of key accounts.* 她将负责管理若干关键客户。

**,key ac'count ,management** *noun* [U] (*abbr* **KAM**) the work of maintaining and developing a company's relationship with its most important customers 大客户管理；关键客户管理 ▶ **,key ac'count ,manager** *noun* [C]

**keyboard** /'ki:bɔ:d; *AmE* -bɔ:rd/ *noun, verb*

• ***noun*** [C] the set of keys for operating a computer, etc.（电脑等的）键盘 → NUMERIC KEYPAD —Picture at OFFICE

• ***verb*** [+ obj] to type information into a computer（用电脑键盘）输入 ▶ **'keyboarding** *noun* [U]

**keyboarder** /'ki:bɔ:də(r); *AmE* -bɔ:rd-/ *noun* [C] a person whose job is to type data into a computer 操作键盘的人；键盘输入员

**keynote** /'ki:nəʊt; *AmE* -noʊt/ *noun* [C] a **keynote** speech, speaker, etc. is an important one that introduces a meeting or its subject 主题发言；主要发言人：*Steve Dobbs will deliver the keynote address at the conference.* 史蒂夫·多布斯将在会议上作主题演说。▶ **'keynoter** *noun* [C]: *She is known as a dynamic keynoter and business consultant.* 她被公认为精力充沛的主要发言人和商务顾问。

**keypad** /'ki:pæd/ *noun* [C] a small set of buttons with numbers, etc. on used to operate a telephone, television, etc.; the buttons on the right of a computer keyboard（用于操作电话、电视等的）小键盘；（电话的）按键；（电脑的）辅助键盘：*Please press star on your keypad.* 请在键盘上按星号键。

**,key per'formance ,indicator** *noun* [C, usually pl.] (*abbr* **KPI**)

**1** a measure that shows if a company has reached the necessary standard in one of the factors that are essential for its success 关键绩效指标（衡量公司是否达到取得成功的必要标准）：*Traditionally in our industry the key performance indicators were price, quality and delivery.* 我们行业的传统关键绩效指标是价格、品质和交付。◇ *The company's key performance indicators showed slowing growth in subscriber numbers.* 公司的关键绩效指标显示订购者数目增长缓慢。→ METRIC *noun*

**2** (*HR*) a measure that shows if a person, a team or a department has achieved a particular standard and is often connected with rates of pay 关键绩效指标（衡量个人、团队或部门是否达到某标准，经常与工资率挂钩）：*Bonuses are offered for outstanding employees who **meet** key performance indicators and complete 100 hours training.* 给达到关键绩效指标并且能完成了100小时培训的优秀员工发放奖金。

**,key 'prospect** *noun* [C] (*Marketing*) a person, company, etc. that could develop or be developed into a customer 主要的潜在顾客（可能成为顾客的个人、公司等）：*Identify your key prospects and invite them to your stand at the show.* 找出你的主要潜在顾客，邀请他们到展览会你的展位。

**'key rate** *noun* [C]
(*Finance*) the rate of interest at which a central bank lends money to other banks and financial institutions 关键利率（中央银行贷款给其他银行和金融机构的利率）: *The National Bank of Hungary has cut its key rate to 8.5 per cent.* 匈牙利国家银行已将关键利率降到8.5%。→ BASE RATE

**keyword** /'ki:wɜ:d; *AmE* -wɜ:rd/ *noun* [C]
(*IT*) a word or phrase that you type on a computer keyboard to give an instruction or to search for information about sth 关键字: *Type in the keyword 'hotels' and click on Search.* 键入关键字"酒店"，然后点击搜索键。◇ *You can search by keyword, company name or business type.* 你可以采用关键字、公司名称或业务类型搜索。

**,keyword 'advertising** *noun* [U]
(*Marketing*) a system of advertising on the Internet in which a business pays for an advertisement and a link to a website to be displayed when a user searches for particular words 关键字广告（互联网的刊登广告方式。企业付广告费后，互联网用户搜索某些词时便会显示接到某网站的链接）▸ **,keyword 'ad** (*also* **,keyword ad'vertisement,** *less frequent*) *noun* [C]: *You'll pay around $50 CPM (cost per thousand impressions) for your keyword ads on most search engines.* 对于大多数搜索引擎的关键字广告，每千次显示费用大约要付50美元。

**kg** *abbr* (*plural* **kg** *or* **kgs**) (*only used in written English*)
kilogram(s) 公斤；千克: *10kg* * *10公斤*

**kick** /kɪk/ *verb*
IDM **kick the 'tyres** (*AmE spelling* **~ tires**) (*especially AmE*)(*informal*) to test the quality of sth; to see if sth is suitable for you 检验（某物的）品质: *We now spend longer kicking the tyres before investing in start-ups.* 投资新创企业之前，我们现在要花较长的时间进行考察。→ TYREKICKER
PHR V **,kick sth a'bout/a'round** (*informal*) to discuss an idea, a plan, etc. in an informal way 非正式讨论；随便谈谈: *We'll kick some ideas around and make a decision tomorrow.* 我们将会谈谈某些想法，明天作出决定。**,kick 'back; ,kick 'back sth** (*AmE*) (*often* **be kicked back**) to pay money illegally to sb who has helped you do sth or gain an advantage（不合法地）支付回扣，酬金，佣金: *In order to get the contract, they agreed to kick back 5% of their fees to the project manager.* 为了得到这份合同，他们答应将所收费用的5%作为回扣付给项目经理。HELP A noun or phrase must always follow **back**, but a pronoun is placed between the verb and **back**. * back 后接名词或短语，但代词放在动词和 back 之间。→ KICKBACK **,kick 'off (with sth/by doing sth)** (*informal*) to start 开始: *The year kicked off with lower sales than expected.* 今年一开始销售量低于预期。→ KICK-OFF **,kick 'off sth** to start a discussion, a meeting, an event, etc. 开始讨论（会议、事件等）: *The discounts are likely to kick off a price war with other supermarkets.* 折扣可能会引发与其他超市的价格战。→ KICK-OFF **,kick sb/sth 'out (of sth)** (*informal*) to make sb leave a job or position or go away from somewhere; to remove sth 解雇（某人）；逐出: *They kicked out their chief executive.* 他们将他们的总裁赶下台。◇ *The firm has been kicked out of the index of top-performing companies.* 这家公司已从顶级业绩公司的指数中被挤出去了。

**kickback** /'kɪkbæk/ *noun* [C, *often pl.*]
money paid illegally to sb who has helped you do sth or gain an advantage（不合法的）回扣，酬金，佣金: *They accuse her of accepting kickbacks in exchange for helping the firm win state contracts.* 他们指责她接受回扣来帮助该公司赢得国家合同。→ BRIBE

**'kick-off** *noun* [sing.]
the start of an activity（活动的）开始，序幕: *the kick-off of the holiday season* 假期的开始 ◇ *a kick-off meeting* 启动会议 → KICK OFF at KICK, KICK OFF STH at KICK

**'kick-start** *verb* [+ obj]
to do sth to help a process or project start more quickly 促使…过程的开始；使（项目）尽快启动；推动: *These reforms were aimed at kick-starting the failing economy.* 这些改革旨在刺激日益衰落的经济。▸ **'kick-start** *noun* [C, usually sing.]: *The project should give a kick-start to regional tourism.* 该项目应该可以迅速推动区域旅游。

**kidult** /'kɪdʌlt/ *noun, adjective* (*informal*)
• ***noun*** [C]
an adult who enjoys films/movies, books, games, television programmes, etc. that are intended for children and young people 老小孩（保持童心的大人）: *Many of our customers are 25- to 55-year-old kidults with good incomes and they like toys.* 我们的许多顾客是25～55岁的老小孩，他们收入丰厚，喜欢玩具。
• ***adjective*** [only before noun]
intended for adults and children 供成人和儿童的；老少皆宜的: *the market for kidult movies* 老少皆宜的电影市场

**kill** /kɪl/ *verb* [+ obj]
to spoil or destroy sth; to stop or end sth 毁灭；破坏；使停止（或结束）: *Too many features can kill a product.* 太多的功能可能扼杀一个产品。◇ *They didn't like the terms and conditions and killed the deal.* 他们不喜欢那些条款，交易没有达成。
PHR V **,kill sth 'off** to stop or get rid of sth 使某事物停止；除去；排除: *They have killed off several of their brands.* 他们剔除了自己的好几个品牌。

**'killer app** (*also spelled* **~ ap**, *less frequent*) (*also* **'killer appli,cation**) *noun* [C]
**1** (*IT, informal*) a computer program that is so popular that it encourages people to buy or use the computer system, OPERATING SYSTEM, etc. that it runs on 杀手级应用程序，杀手应用程序（很受欢迎的电脑程序）: *Email remains the killer app of the Internet.* 电子邮件仍然是互联网的杀手级应用程序。
**2** (*Marketing*) a special feature of a product that is presented as being essential or much better than competitors' products 杀手级应用，杀手应用（作为基本的或远胜于竞争者产品的产品特色）: *There is no killer application to excite consumers into buying these expensive products and services.* 没有杀手级应用来刺激消费者购买这些昂贵的产品和服务。

**killing** /'kɪlɪŋ/ *noun*
IDM **,make a 'killing** (*informal*) to make a lot of money quickly 发大财；获暴利：*The company made a killing by investing the CD.* 公司投资光碟发了大财。

**kilo** /'kiːləʊ; *AmE* 'kiːloʊ/ *noun* [C] (*plural* **kilos**) a kilogram 公斤；千克

**kilo-** /'kɪləʊ; *AmE* 'kɪloʊ/ *combining form* (*used in nouns; often used in units of measurement* 构成名词；常用于计量单位)
one thousand 一千：*kilogram* 公斤；千克 ◇ *kilometre* 公里

**kilobit** /'kɪləbɪt/ *noun* [C] (*abbr* **K**)
(*IT*) a unit for measuring computer memory or information, equal to 1 024 BITS 千比特（计量电脑存储量的单位，等于1024个比特）

**kilobyte** /'kɪləbaɪt/ *noun* [C] (*abbr* **Kb, K**)
(*IT*) a unit for measuring computer memory or information, equal to 1 024 BYTES 千字节（计量电脑存储量的单位，等于1024个字节）

**kind** /kaɪnd/ *noun*
IDM **in 'kind** (about a payment) consisting of goods or services, not money 以实物或劳务支付：*As well as his salary, he gets benefits in kind.* 除了工资以外，他还以实物方式获得福利。

**king** /kɪŋ/ *noun* [C]
a person, an organization or a thing that is thought to be the best or most successful of a particular type（人、机构、事物中的）首屈一指者，最重要者，大王：*Nokia, king of the mobile phone industry* 诺基亚，移动电话业之王
IDM **sb/sth is 'king** the person or thing mentioned is the most important part of sth and should be considered carefully（人或事物）是…大王：*In this industry, the customer is king.* 在这个行业，顾客就是大王。◇ *The first rule of web development is that content is king.* 网络开发的第一项规则即内容为王。

**kingmaker** /'kɪŋmeɪkə(r)/ *noun* [C]
(used especially in newspapers) a person or an organization with power or influence who is able to make sb/sth powerful or successful（尤用于报章）造王者，有权使人当选者：*He will play the role of kingmaker in any merger between the companies.* 他在公司间的任何合并中扮演造王者的角色。

**'king-size** (*also* **'king-sized**) *adjective* [usually before noun]
very large; larger than normal when compared with a range of sizes 特大的；大于正常尺寸的：*a king-size bed* 特大号床

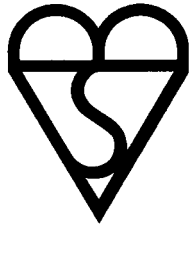
**kiosk** /'kiːɒsk; *AmE* -ɑːsk/ *noun* [C]
**1** a small shop/store, open at the front, where newspapers, drinks, etc. are sold. In some countries **kiosks** also sell food and things used in the home.（出售报纸、饮料、食品、家庭用品等的）售货亭，小亭
**2** a small machine consisting of a computer and screen, that is fixed in a particular place and that members of the public can use, for example to get information about sth 公众信息查询系统（安装在某个地方由电脑和萤幕组成的小机器，公众可用它获取信息）：*Passengers can check in using the self-service kiosks.* 乘客可以使用自助公众信息查询系统查询。◇ *an information kiosk with a touch-sensitive screen* 触摸屏公众信息查询系统

**kit** /kɪt/ *noun*
SEE ALSO: **press kit**
**1** [C,U] a set of tools, equipment, materials, etc. that you use for a particular purpose 成套工具；成套设备：*a tool kit* 一套工具 ◇ *The printer is an expensive piece of kit.* 打印机是一套昂贵的设备。◇ *The computer comes with a **starter** kit of software* (= one to help you start using the computer). 电脑附有一套入门软件。
**2** [C] a set of parts ready to be made into sth 配套元件：*The car is designed to be assembled from a kit.* 这辆汽车是用一套拼件组装起来的。◇ *selling furniture **in kit form*** 出售组合家具

**kite** /kaɪt/ (*AmE*)(*informal*) *verb* [+ obj]
to use an illegal cheque to obtain money or credit dishonestly 开空头支票：*to kite checks* 开空头支票骗钱 → CHECK KITING

**Kitemark™** /'kaɪtmɑːk; *AmE* -mɑːrk/ *noun* [C, usually sing.]
in the UK, an official mark that is put on products to show that they have been approved by the British Standards Institution because they are of good quality and safe to use 风筝标记（在英国这标记表明产品质量安全已获英国标准协会认证）

kitemark™ 风筝标记



**kitty** /'kɪti/ *noun* [C] (*plural* **kitties**) (*informal*)
an amount of money that a person, a group of people, an organization, etc. has available to spend（个人、集体、机构等）凑集的钱：*We don't have enough money **in** the kitty to keep the project going.* 我们凑集起来的钱不够使项目继续营运下去。

**KM** /ˌkeɪ 'em/ = KNOWLEDGE MANAGEMENT

**knock** /nɒk; *AmE* nɑːk/ *verb, noun*
• ***verb*** [+ obj] (*often used with an adverb* 常与副词连用)
to affect sb/sth badly 严重影响（某人／某事）：*Scandals like this are knocking investor confidence.* 像这样的丑闻正严重影响投资者的信心。◇ *A decline in sales knocked profits back 67% to €7.7 million.* 销售量的下降使利润下降67%至770万欧元。
IDM **come 'knocking** (*informal*) if sb **comes knocking** they speak to or visit you because they want sth 主动上门：*You can't rely on existing customers to come knocking when they need*

*something.* 你不能指望现有的顾客需要东西的时候会主动上门。 **knock on/at sb's/the 'door; knock on 'doors** (*informal*) to talk to or visit sb because you want sth from them 敲门（有要求时才去和人说话或拜访人）: *Investment bankers have been knocking on our door once a month* (= wanting to invest). 投资银行家每月一次敲我们的门（想投资）。

PHR V **,knock sb/sth 'back** (*usually* **be knocked back**) **1** to have a bad effect on sb/sth; to prevent sb/sth from achieving sth or making progress 对（某人／某事）有不良影响；阻碍，妨碍（取得成果或进步）: *The economy was knocked back by last year's recession.* 经济受到去年衰退的不良影响。 **2** (*informal*) (*especially BrE*) to reject sb/sth 拒绝（某人／某事）: *They remain optimistic, although their takeover bid has been knocked back.* 尽管他们的收购被拒绝，他们依然保持乐观态度。 **,knock sb 'down (from sth) (to sth)** (*informal*) to persuade sb to reduce the price of sth 说服某人降价；使降价；杀价: *I managed to knock him down to $400.* 我终于使他将价格降到了400美元。→ KNOCK-DOWN **,knock sth 'down (from sth) (to sth)** (*informal*) to reduce the price of sth 降价: *They knocked down the price from €400 to €300.* 他们把价格从400欧元降到300欧元。→ KNOCK-DOWN **'knock sth from sth** to cause the value of sth to fall by the amount mentioned（某物的价值）下跌: *The weakness of the currency knocked $30 million from our profits.* 货币疲软使我们的利润下降了3000万美元。 **,knock 'off; ,knock 'off sth** (*informal*) to stop doing sth, especially work 停止某事；中断某事；（尤指）下班，收工: *Do you want to knock off early today?* 你今天想早点收工吗？ **,knock 'off sth** (*informal*) to produce a product that is a cheap copy of sb else's design, often illegally（常指非法）抄袭 HELP A noun or phrase must follow **off**, but a pronoun is placed between the verb and **off**. * off 后必须接名词或短语，但代词放在动词和 off 中间。→ KNOCK-OFF **,knock sth 'off; ,knock sth 'off sth** to reduce the price, value, length, etc. of sth 降价；贬值；缩短: *They knocked off €50 because there was a scratch.* 因为有擦痕，他们将价格降了50欧元。 ◇ *The news knocked 13% off the company's shares.* 这个消息使公司股价下跌了13%。

• *noun*

IDM **take a (hard, severe, etc.) 'knock** (*informal*) to have an experience that makes sb/sth less confident or successful; to be harmed or damaged 遭受（重大的）挫折；受到（沉重的）打击；受到（严重的）伤害或损害: *Confidence in the industry took a severe knock from the crisis.* 这个行业的信心受到这次危机的沉重打击。

**'knock-down** (*AmE spelling also* **knockdown**) *adjective* [only before noun]

**1** (*informal*) (about prices, etc.) much lower than usual（价格等）低廉的: *They were forced to sell the business at a knock-down price.* 他们被迫以低廉的价格出售该企业。 SYN ROCK-BOTTOM → KNOCK STH DOWN at KNOCK *verb*

**2** (*AmE*) (*abbr* **KD**) used to describe furniture that can easily be put together and taken apart, and is sold in separate pieces 可拆卸的（家具）

**'knocking ,copy** *noun* [U] (*BrE*) (*Marketing, informal*) advertising in which an opponent's product is criticized（对竞争者产品进行的）诋毁性广告 → COMPARATIVE ADVERTISING

**'knock-off** (*AmE spelling also* **knockoff**) *noun* [C] a copy of a product, especially an expensive product（尤指昂贵产品的）复制品: *inexpensive knock-offs of well-known perfumes* 知名香水的廉价复制品 → KNOCK OFF STH See note at COPY

**'knock-on** *adjective* [only before noun] (*especially BrE*) causing other events to happen one after another in a series 导致连锁反应的: *The increase in the oil price will have a knock-on effect on airfares.* 石油价格的上涨将对机票产生连锁反应。 ◇ *knock-on costs/benefits* 引起连锁反应的成本／福利

**'know-how** *noun* [U] knowledge of how to do sth and experience in doing it 技术知识；专门技能；诀窍: *We do not have the technical know-how to design this type of structure.* 我们没有设计这种结构类型的技术诀窍。 ◇ *business/financial/marketing know-how* 商业／金融／营销诀窍

**knowledge** /'nɒlɪdʒ; *AmE* 'nɑ:l-/ *noun* [U,C] SEE ALSO: **explicit knowledge, implicit ~, tacit ~** the information, understanding and skills that people gain through education or experience 知识；学问: *The job allowed me to apply the knowledge I had acquired at college.* 这份工作让我把大学学到的知识应用出来。 ◇ *We have specialist tools and materials and a vast body of knowledge to draw on* (= use). 我们有可供使用的专门工具和材料以及庞大的知识体系。 ◇ *A working* (= basic) *knowledge of French is essential.* 会些基本的法语是必要的。 ◇ *How long does it take to master the skills and knowledge to do the job?* 掌握做这份工作的技能和知识需要多少时间？

PATT • *to acquire/gain/have/lack knowledge* 获得／得到／有／缺乏知识 • *to apply/draw on/use knowledge* 应用／借鉴／使用知识 • *a deep/an extensive/in-depth/intimate knowledge* (*of sth*)（对某事的）深奥的／丰富的／渊博的／精湛的知识 • *a detailed/thorough/working knowledge* (*of sth*)（对某事的）详细的／全面的／实际的知识 • *business/specialist/technical knowledge* 商业／专业／技术知识

**'knowledge ,asset** *noun* [C, usually pl.] (*also* **'knowledge ,capital** [U]) a collection of information, for example in the form of data or documents, or a set of skills that an organization has and that helps it to succeed 知识资产: *Knowledge assets include knowledge of markets, products and technologies.* 知识资产包括市场、产品和技术等方面的知识。 ◇ *The real strength of an organization lies in its knowledge assets.* 一个机构真正的强项在于它的知识资产。 → INTELLECTUAL CAPITAL

**'knowledge base** *noun* [C] a collection of information or rules that can be used to perform tasks or solve problems, especially one that forms part of a computer system 知识库（收集可用于执行任务或解决问题的信息或规则，尤指构成电脑系统的那部分信息）: *We are*

*creating a knowledge base of our products, systems and customers.* 我们正在创建一个由产品、系统和客户资讯组成的知识库。

**'knowledge-based** *adjective* [usually before noun]
**1** making particular use of information, ideas, or modern technology, especially computer systems 以知识为基础的（特指运用信息、思维、现代技术，尤其是电脑系统）：*the change from an industrial to a knowledge-based economy* 从工业到知识经济的转变
**2** (*IT*) (about a computer system) that uses a collection of information or rules (a **knowledge base**) to solve problems（指电脑系统）以知识为基础的：*knowledge-based software/systems* 以知识为基础的软件 / 系统

**'knowledge ,capital** = KNOWLEDGE ASSET

**'knowledge e,conomy** *noun* [C]
(*Economics*) an economy in which information and modern technology produces economic benefits 知识经济（以信息和现代技术产生经济利益的经济）

**'knowledge ,management** *noun* [U] (*abbr* **KM**)
ways of organizing, keeping and sharing important information in a company, for example about work methods, customers, suppliers, etc. in order to make the company more successful 知识管理（是指组织、保存及分享公司关于工作方法、顾客、供应商等重要信息的方法，从而使公司更成功）：*One of the main challenges of knowledge management is keeping track of who knows what.* 知识管理的主要挑战之一就是跟踪谁知道什么。◇ *knowledge management software/systems* 知识管理软件 / 系统

**'knowledge ,officer** *noun* [C]
a person who is responsible for how a company keeps important information and makes it available to staff 知识主管（负责保存公司重要信息并将信息提供给员工的人）：*She was appointed chief knowledge officer.* 她获任命为首席知识主管。

**'knowledge ,worker** *noun* [C]
a person whose job involves working with information rather than producing goods 知识工作者（其工作与信息有关，而非生产产品）：*Nearly all knowledge workers use a computer in their jobs, most of them all the time.* 几乎所有的知识工作者使用电脑工作，他们中的大多数经常都是这样工作。

**Kon'dratieff ,cycle** (*also* **Kon'dratieff wave**) (*also* **Kondratiev**) /kɒn'drɑːtjef; *AmE* kɑːn-/ *noun* [C]
(*Economics*) a pattern in a country's economy that lasts 50–60 years in which a long period of economic success (**growth**) is followed by a long period of difficulty (**recession**) 康得拉捷夫周期（一国的经济规律在持续50～60年的经济增长之后，紧接着长时期的经济衰退）→ BUSINESS CYCLE

**KPI** /ˌkeɪ piː 'aɪ/ = KEY PERFORMANCE INDICATOR

# L l

**L** /el/ *abbr*
(especially for sizes of clothes) large（尤指衣服尺寸的）大号，大码：*S, M and L* (= small, medium and large) 小号、中号、大号

**lab** /læb/ = LABORATORY

**★label** /'leɪbl/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **brand label, designer ~, own ~, private ~, store ~**
**1** a piece of paper, etc. that is attached to sth and gives information about it 标签；标记；签条：*price/address labels* 价格标签；地址签条 ◇ *The washing instructions are on the label.* 标签上有洗涤说明。◇ *Foods containing the substance must carry a warning label.* 含有这种物质的食品必须有警告标记。→ TAG *noun* (1), TICKET
**2** a name that is used to sell a range of goods to the public, especially food, clothes or music; the goods themselves 商标；商品：*She sells the foods **under** the label Zest.* 她出售 Zest 商标的食品。◇ *He only buys famous labels.* 他只买名牌商品。See note at BRAND
**3** a company that produces and sells goods under a particular name（生产和销售某品牌产品的）公司：*One of the country's biggest labels has merged with an Australian drinks giant.* 该国最大的饮料品牌公司之一与澳大利亚饮料巨头合并了。
● ***verb*** [+ obj] (**-ll-**, *AmE* **-l-**) (*often* **be labelled**) to fix a label on sth or write information on sth 贴标签于；用标签标明：*We carefully label each item **with** the contents and date.* 我们小心地用标签标明每件商品的成分和日期。◇ *The document was labelled 'Confidential'.* 这份文件已标明“保密”。
▶ **'labelling** (*AmE spelling* **labeling**) *noun* [U]: *new rules for food labelling* 食品标签的新规则 ◇ *They were forced to change the labelling on their products.* 他们被迫更换产品上的标签。◇ *labelling laws/regulations/requirements* 标签法律 / 法规 / 要求

**labor** = LABOUR HELP You will find most words formed with **labor** at the spelling **labour**. 可于拼作 labour 的词条下找到拼写作 labour 的大部分词语。

**'labor a,greement** = LABOR CONTRACT

**laboratory** /lə'bɒrətri; *AmE* 'læbrətɔ:ri/ *noun* [C] (*plural* **laboratories**) (*also* **lab**, *informal*) (sometimes used in the plural in the names of companies) a room or building used for scientific research, experiments, testing, etc.（用作公司名称有时用复数）实验室，实验大楼：*We are carrying out a number of tests **in** the laboratory.* 我们在实验室里正进行多项测试。◇ *Abbott Laboratories discovers, develops, manufactures and sells health-care products.* 美国雅培公司发明、开发、制造和销售保健产品。

**'labor ,contract** (*also* **'labor a,greement**) (*BrE spelling* **labour ~**) *noun* [C] (*AmE* only) (*HR*) an agreement between a union and a company about the pay, benefits, etc. that workers will receive 劳工合同，劳资合同（工会和公司就工人的工资、福利等达成的协议）：*The new three-year labor contract, agreed on Friday, will raise mechanics' pay by 18 per cent.* 星期五达成的新劳工合同，为期三年，将技师的工资提高18%。→ COLLECTIVE AGREEMENT

**laborer** = LABOURER

**'labor ,union** = TRADE UNION

**★labour** (*AmE spelling* **labor**) /'leɪbə(r)/ *noun, verb*
● ***noun*** [U]
SEE ALSO: **agency labour, child ~, contract ~, direct ~, division of ~, indirect ~, mobility of ~, organized ~**
**1** work, especially physical work 劳动；（尤指）体力劳动：*The price will include labour and materials.* 该价钱将包括人工费和材料费。◇ ***manual labour*** (= work using your hands) 手工劳动 ◇ (*BrE*) *The workers voted to **withdraw their labour*** (= to stop work as a way of protesting). 工人投票决定罢工以示抗议。
**2** the people who work or are available for work in a country or a company 工人；劳工；劳力：*a shortage of skilled labour* 熟练劳动力短缺 ◇ *countries with good supplies of raw materials and cheap labour* 原材料和廉价劳动力供应充足的国家 ◇ *The company wants to keep down labour costs.* 该公司想降低劳动成本。
● ***verb*** [no obj]
to try very hard to do sth difficult or to deal with a difficult problem 努力做（困难的事）；处理（难题）：*He was still labouring **away** over some papers in his office.* 他仍然在办公室里努力处理一些文件。◇ *The group is labouring **under** €5 bn of debt.* 该集团正为50亿欧元的债务艰辛挣扎。

**'labour court** (*AmE spelling* **labor ~**) *noun* [C] a type of court that can deal with disagreements between employees and employers 劳资争议法庭：*The labour court has ruled against the company.* 劳资争议法庭已裁定该公司败诉。→ EMPLOYMENT TRIBUNAL
● *to **bring sth before/go to/refer sth to/take sb/sth to** a labour court* 出庭提供（某物）；上劳资争议法庭；将（某事）提交劳资争议法庭处理；向劳资争议法庭控告（某人或某事）

**'labour dis,pute** (*AmE spelling* **labor ~**) *noun* [C] (*HR*)
**1** a disagreement between workers and employers about pay or conditions 劳资争议；劳资纠纷：*a bitter labour dispute between dock workers and port operators* 码头工人和港口经营者之间激烈的劳资纠纷
**2** a strike 罢工
SYN INDUSTRIAL DISPUTE

**labourer** (*AmE spelling* **laborer**) /'leɪbərə(r)/ *noun* [C]

a person whose job involves hard physical work that is not skilled, especially work that is done outdoors（尤指户外的）体力劳动者，劳工，工人：*finding work as an agricultural labourer* 找一份农业工人的工作 ◇ *immigrant day laborers* 移民日工

**'labour ,federation** (*AmE spelling* **labor ~**) *noun* [C] a union or a group of unions 劳工联盟

**'labour force** (*AmE spelling* **labor ~**) *noun* [C with sing./pl. verb] all the people who work for a company or country 劳动力：*a skilled/an unskilled labour force* 熟练／非熟练工人 ◇ *Only 17% of the labour force in the UK is educated to degree level.* 英国只有17%的劳动力接受过学位课程的教育。SYN WORKFORCE

**,labour-in'tensive** (*AmE spelling* **labor ~**) *adjective* (about a type of work) needing a lot of people to do it; involving a lot of workers（指工作）劳动密集型的：*Tourism is a labour-intensive industry.* 旅游业是劳动密集型的产业。◇ *They are looking for ways to cut costs on labour-intensive production lines.* 他们正在寻找降低劳动密集型生产线成本的方法。→ CAPITAL-INTENSIVE

**'labour law** (*AmE spelling* **labor ~**) *noun* [U] the collection of laws that deal with all aspects of employment and the rights of people who are employed 劳动法 SYN EMPLOYMENT LAW

**'labour ,market** (*AmE spelling* **labor ~**) (*also* **'job ,market**) *noun* [C] the number of people who are available for work in relation to the number of jobs available 劳动力市场：*young people about to enter the labour market* 即将进入劳动力市场的年轻人 ◇ *the external labour market* (= the number of possible employees outside an organization) 外部劳动力市场（机构外可能成为雇员的人数）
● ***a flexible/an inflexible/a strong/tight/weak labour market*** 有弹性的／无弹性的／强大的／紧张的／疲软的劳动力市场 • ***labour market conditions/flexibility*** 劳动力市场状况／灵活性

**,labour mo'bility** (*AmE spelling* **labor ~**) (*also* **mo,bility of 'labour**) *noun* [U] (*Economics*; *HR*) the ability and willingness of workers to move from one place or job to another 劳动力流动性（工人改变岗位或职位的能力和意愿）：*In theory there is full labour mobility within the EU.* 理论上欧盟内劳动力有充分的流动性。◇ *legal and cultural barriers to labour mobility* 劳动力流动的法律和文化障碍

**'labour re,lations** (*AmE spelling* **labor ~**) *noun* [pl.] (*HR*) relations between employers and employees 劳资关系：*The company has a history of poor labour relations.* 这家公司的劳资关系一直欠佳。SYN INDUSTRIAL RELATIONS

**'labour-,saving** (*AmE spelling* **labor ~**) *adjective* [usually before noun] designed to reduce the amount of work or effort needed to do sth 省力的；节省劳动力的：*a labour-saving device/gadget* 省力的设备／小装置 ◇ *Investment in labour-saving technology became the key to economic growth.* 在节省劳动力技术方面进行投资已成为经济增长的关键。

**ladder** /'lædə(r)/ *noun* [C, usually sing.]
SEE ALSO: **career ladder, corporate ladder**
a series of stages by which sb/sth makes progress 阶梯；途径：*She worked her way up the ladder to become CEO.* 她经过努力晋升到首席执行官这个职位。◇ *climbing the technology ladder* 攀登技术阶梯

**laden** /'leɪdn/ *adjective*
**1** heavily loaded with sth 载满的；装满的：*The tanker was laden **with** 520 000 barrels of oil.* 油船载满了52万桶石油。◇ *a **fully/heavily** laden truck* 满载货物的卡车 OPP UNLADEN
**2** having a lot of sth, especially sth unpleasant 充满的（尤指不愉快的事）：*The company is laden **with** debts of $13 billion.* 该公司负债130亿美元。
**3 -laden** used to form adjectives showing that sth has a lot of, or is loaded with, the thing mentioned（用于构成形容词）充满…的，装满…的：*a debt-laden company* 债台高筑的公司

**lading** /'leɪdɪŋ/ *noun* [U,C]
SEE ALSO: **bill of lading**
(*Trade*) the act of loading a ship with goods; the cargo 装载；装船；船货

**lag** /læg/ *verb*, *noun*
● ***verb*** (**-gg-**)
**1** [+ obj or no obj] to grow, increase, develop, etc. more slowly than sb/sth else 发展缓慢；滞后；落后于：*Economic growth in Europe has lagged **behind** the US this year.* 今年欧洲经济增长落后于美国。◇ *Demand for the chips doubled, but production lagged **far/well behind**.* 对芯片的需求增加了一倍，但是生产远远落后了。◇ *The company lags Tesco in terms of market share.* 该公司的市场份额落后于特易购。
**2** [no obj] to grow, increase, etc, more slowly than normal 增速放慢：*Business investment continues to lag.* 商业投资的增长速度继续放缓。◇ *They continued to open new stores despite lagging sales.* 尽管销售量增速放慢，但他们仍继续开新店。
→ LAGGING INDICATOR
● ***noun*** [C] = TIME LAG

**laggard** /'lægəd; *AmE* -gərd/ *noun* [C]
**1** (used especially in newspapers) a company, an economy, etc. that is slow to improve or grow compared to others（尤用于报章）落伍者：*They are the laggards in the technology sector.* 他们在技术部门是落伍者。
**2** (*Marketing*) a person or an organization that is among the last to start using a new product or service 迟钝者（最后使用新产品或服务的个人或机构）

**,lagging 'indicator** (*also* **'lagging eco'nomic 'indicator**, *less frequent*) *noun* [C] (*Economics*) a measure of economic activity that changes after the economy has already begun to follow a particular pattern and shows the result of previous actions 滞后指标：*Many economists claim unemployment is a lagging indicator; first, the economy needs to improve and then employment follows.* 许多经济学家声称失业率是滞后指标。

首先，经济需要改善，然后才是就业。
→ COINCIDENT INDICATOR, LEADING INDICATOR

**ˌlaid-ˈoff** *adjective* [only before noun]
(*HR*) (used about workers) told to stop work for a short period or permanently because there is not enough work in the company（指工人）被解雇的：*payments to laid-off workers* 给被解雇工人的报酬 → LAY SB OFF at LAY, REDUNDANT

**laissez-faire** (*also spelled* **laisser-faire**, *less frequent*) /ˌleseɪ ˈfeə(r); *AmE* ˈfer/ *noun* [U]
(*Economics*) the policy of allowing businesses and the economy to develop without government control（政府对商业和经济的）自由放任政策：*We live in an age of laissez-faire.* 我们生活在自由放任政策的时代。◇ *laissez-faire economics/capitalism* 自由放任经济；自由资本主义
→ DIRIGISME **NOTE** **Laissez-faire** is a French phrase. * laissez-faire 是法语短语。

**ˌlame ˈduck** *noun* [C]
**1** a person or an organization that is not very successful and that needs help 不太成功而需要帮助的（人或机构）；"跛脚鸭"：*The government gives too much support to lame ducks.* 政府给无能之辈太多的支持。◇ *lame-duck industries* 失败的行业
**2** a politician, a government or an official whose period of office will soon end and who will not be elected again or kept in the same position 即将届满卸任的政治家（或政府或官员）：*Her replacement has already been named, making her a lame duck until she steps down.* 已提名了她的继任者，她在下台之前已成为"跛脚鸭"。◇ *a lame-duck chairman* 即将届满卸任的主席

**LAN** /læn/ *abbr*
(*IT*) **local area network** a number of computers and other devices, in the same building or in buildings next to each other, that are connected together so that equipment and information can be shared 局域网（将同一建筑物或相邻建筑物的众多电脑和其他装置连接在一起以共用设备和信息）→ WAN

**land** /lænd/ *verb*
**1** [no obj] to arrive somewhere in a plane or a boat（乘飞机或船）着陆，登陆：*We will shortly be landing at Narita International Airport.* 我们很快就要在成田国际机场着陆。→ TAKE OFF at TAKE *verb*
**2** (*Trade*) [+ obj *or* no obj] to put sth/sb on land from an aircraft, a boat, etc.（使）着陆，降落，登陆，靠岸：*It cost over $25 000 just to land the goods* (= pay for their transport, taxes, etc.). 仅卸货费就花了超过2.5万美元。
**3** [+ obj] to succeed in getting a job, piece of work, etc., especially one that is seen as very valuable 成功得到，赢得，捞到（尤指视为很珍贵的工作）：*She landed a top job at Microsoft.* 她在微软谋到一个高职位。◇ *The company has landed a €350 million contract to construct the rail line.* 该公司已获得一份建造铁路的3.5亿欧元的合同。
**4** [no obj] (*used with an adverb or a preposition* 与副词或介词连用) (about a piece of work, document, etc.) to arrive somewhere and cause difficulties that have to be dealt with（指工作、文件等）降临，使陷于困境，使不得不应付：*Why do complaints always land* ***on my desk****?* 为什么总要让我来处理投诉？

**ˈland bank** *noun*
**1** [U; sing.] an amount of land that a person or a company owns and is waiting to build on 土地储备（个人或公司拥有并等待在上面进行建筑的土地）：*The company will develop its prime land bank when economic conditions are right.* 当经济条件具备，该公司将开发其主要的土地储备。
**2** (*Finance*) (*often* **Land Bank**) [C] (often used in names) a bank that helps farmers or people who live in the countryside, especially by lending money for longer periods than other banks（常用于名称）土地银行，地产银行（尤指面向乡郊的农民贷款，贷款期比其他银行要长）：*Texas Land Bank* 得克萨斯州土地银行

**landed** /ˈlændɪd/ *adjective* [only before noun]
(*Trade*) including all taxes and transport costs connected with bringing goods into a country 卸岸的（将货物运到一国的所有税收和运费等）：*The landed* ***cost/price*** *of oil has risen by 30% in the last year.* 去年石油的卸岸成本/价格上涨了30%。

**landfill** /ˈlændfɪl/ *noun*
**1** [C,U] an area of land where large amounts of waste material are buried under the earth 废物填埋地（或场）：*Old tyres often end up* ***in*** *a landfill.* 旧轮胎经常最终被弃置在废物埋填地。◇ *landfill sites* 废物埋填场地
**2** [U] the process of burying large amounts of waste material 废物埋填：*the choice of landfill or incineration* 废物埋填或焚化的选择 ◇ *landfill taxes* 废物埋填税
**3** [U] waste material that will be buried 埋填的废物

**landing** /ˈlændɪŋ/ *noun* [C]
SEE ALSO: **hard landing, soft landing**
**1** the moment when an aircraft comes down to the ground after a journey 降落；着陆：*a perfect/safe/smooth landing* 准确/安全/顺利着陆
OPP TAKE-OFF
**2** (*Transport*) an act of taking goods off a ship or plane onto land; the amount of goods taken off 卸货；卸货量：*Landings of fish have been good recently.* 最近卸货的鱼一直很新鲜。

**ˈlanding card** *noun* [C]
a card recording personal details that some passengers must complete when they arrive in a country 入境卡；着陆卡

**ˈlanding charge** (*also* **ˈlanding fee**, *less frequent*) *noun* [C, usually pl.]
(*Transport*) a fee charged for using an airport or a harbour 卸货费（使用机场或港口的费用）

**ˈlanding page** *noun* [C]
(*IT*) the first page of a website that sb sees 网站的登陆页面；网站的首页：*How many readers have clicked on the hyperlink in the email and got to your landing page?* 有多少读者点击电子邮件里的超链接并进入你的登陆页面？

**landlady** /ˈlændleɪdi/ *noun* [C] (*plural* **landladies**)
**1** a woman from whom you rent a room, a house, etc. 女房东；女地主
**2** (*BrE*) a woman who owns or manages a small hotel or a pub（小旅馆或酒吧的）女店主，老板娘
→ LANDLORD

**landline** /'lændlaɪn/ = FIXED LINE

**landlord** /'lændlɔ:d; *AmE* -lɔ:rd/ *noun* [C]
**1** a person or company that rents a building or land to sb 业主，地主（出租建筑物或土地给别人的个人或公司）：*The lease requires the landlord to carry out repairs to the premises.* 租约规定业主对建筑物进行维修。◇ *the law of landlord and tenant* (= that controls how people can rent property) 业主与租客法 → LESSOR
**2** a person from whom you rent a room, a house, etc. 房东：*Her landlord threatened to throw her out if she didn't pay the rent.* 她的房东扬言如果她不付房租就要把她赶出去。→ LANDLADY
**3** (*BrE*) a man who owns or manages a small hotel or a pub（小旅馆或酒吧的）店主，老板 → LANDLADY

**landmark** /'lændmɑ:k; *AmE* -mɑ:rk/ *noun* [C]
an event, achievement, etc. that is seen as very important, especially one that is the first of its kind 里程碑：*The introduction of wind power is an important landmark for the industry.* 引入风力发电对工业是一个重要的里程碑。◇ *This is a landmark agreement that will promote freer world trade.* 这是促进世界贸易更自由的具有里程碑意义的协定。◇ *a landmark court case/decision/ruling* 具有里程碑意义的诉讼案件／决策／裁决

**'land ,office** *noun* [C, usually sing.]
in the US, a government office that keeps records of sales of public land（美国）土地管理局
IDM **do (a) 'land-office business** to do a lot of successful business 兴旺的业务；买卖兴隆：*They are doing a land-office business selling music online.* 他们销售网上音乐，生意兴隆。

**the 'Land ,Registry** *noun* [sing.]
a government office that keeps records of who owns land in England and Wales 地政局（在英格兰和威尔士负责土地注册的政府办事处）

**language** /'læŋgwɪdʒ/ *noun*
SEE ALSO: **body language, computer ~, programming ~**
**1** [C] the system of communication in speech and writing that is used by people of a particular country（某国家的）语言，语言文字：*the Japanese language* 日语 ◇ *This manual is available in five different languages.* 这本手册有五种不同语言的版本。◇ *good/poor language skills* 良好的／差的语言能力
❶ *to learn/speak/understand/use a language* 学习／讲／理解／使用一种语言 • *to translate sth into a language* 将（某事）翻译成某种语言
**2** [U] a particular style of speaking or writing 某种类型的语言（或书写文字）：*scientific/technical language* 科学／技术语言 ◇ *the language of business/law* 商业／法律用语
❶ *to understand/use language* 理解／使用语言
**3** (*IT*) [C,U] a system of symbols and rules that is used to operate a computer 电脑语言：*Web pages are written in HTML.* 网页都是用超文本标记语言编写的。→ COBOL, HTML
❶ *to learn/use/write* (*a*) *language* 学习／使用／编写语言 • *to write sth in* (*a*) *language* 用语言编写（某事）
IDM **speak/talk the same 'language** to be able to communicate easily with another person because you share similar experience or knowledge（因经历和知识相似）能容易地沟通，说得来，有共同语言：*Our production and IT people don't speak the same language.* 我们的生产人员和信息技术人员无共同语言。

**languish** /'læŋgwɪʃ/ *verb* [no obj]
(used especially in newspapers) to become weaker or fail to make progress（尤指用于报章）变得衰弱，未能取得进展：*The oil price was languishing below $20 a barrel.* 石油价格停滞在每桶20美元以下。◇ *Our economy continues to languish.* 我们的经济继续衰退。

**lapse** /læps/ *verb, noun*
• ***verb***
**1** [no obj] (about a contract, an offer, an agreement, etc.) to be no longer valid because the period of time that it lasts has come to an end or because payments have not been made（指合同、报价、协议等）失效，期满终止：*The patent on the drug lapses in 2009.* 药品的专利于2009年期满终止。◇ *We must decide whether to renew the lease or allow it to lapse.* 我们必须决定延长租约还是让租约失效。◇ *A life insurance policy lapses when you stop paying the premiums.* 当你停止缴纳保费，寿险保单即失效。▸ **lapsed** *adjective* [only before noun]：*a lapsed offer/subscription* 失效的报盘／订阅
PHR V **'lapse into sth** to gradually pass into a worse or less active state（逐渐）陷入，进入：*The economy has lapsed into a mild recession.* 经济已渐渐陷入轻微的衰退。
• ***noun*** [C]
**1** a small mistake, especially one that is caused by forgetting sth or by being careless 小错；（尤指）记错，过失，疏忽：*The bank admitted there had been a serious lapse in security.* 这家银行承认安全方面存在严重的疏忽。◇ *The mistake was caused by a lapse of judgement.* 错误是由判断失误造成的。
**2** a period of time between two things that happen（两件事发生的）间隔时间：*a time lapse of 30 minutes* * 30分钟的间隔时间

**★laptop** /'læptɒp; *AmE* -tɑ:p/ (*also* **,laptop com'puter**) *noun* [C]
a small computer that can work without wires and be easily carried 膝上型电脑；便携式电脑：*I have a copy of the file on my laptop.* 在我的膝上型电脑中存有这份文档的副本。→ DESKTOP COMPUTER, NOTEBOOK, PALMTOP —Picture at PRESENTATION

**larceny** /'lɑ:səni; *AmE* 'lɑ:rs-/ *noun* [U,C] (*plural* **larcenies**) (*AmE or BrE old-fashioned*)
the crime of stealing property or money from sb; an occasion when this takes place 盗窃罪；盗窃：*He was charged with three counts of grand/petty larceny* (= stealing things that are valuable/not very valuable). 他被指控犯有三项重大／轻微盗窃罪。

**'large cap** *noun* [C]
(*Stock Exchange*) a company that has a high total value of shares (**market capitalization**) on the stock exchange 大盘股（股票交易所股票市值高的公司）：*Their research shows that small caps usually outperform large caps.* 他们的研究显示小盘股通常胜过大盘股。◇ *They invest heavily*

*in large-cap stocks.* 他们大量投资于大盘股。
→ MID CAP, SMALL CAP

**'large-scale** *adjective* [usually before noun]
(about an organization or an activity) involving many people or things, especially over a wide area （指机构或活动）大规模的，大批的，大范围的: *large-scale job cuts/layoffs/redundancies* 大规模的解雇 / 下岗 / 裁员 ◇ *They are planning large-scale trials of the drug.* 他们正在计划对这种药进行大规模的试验。◇ *the most efficient large-scale car manufacturers in the world* 世界上效率最高的大型汽车制造商 OPP SMALL-SCALE

**'large-sized** (*also* **'large-size**) *adjective* [usually before noun]
large; important 大型的；重要的: *large-sized companies* 大型公司 ◇ *PCs with large-size screens* 大屏幕个人电脑 → MEDIUM-SIZED, SMALL-SIZED

**largesse** (*also spelled* **largess**) /lɑːˈdʒes; *AmE* lɑːrˈdʒes/ *noun* [U] (*often formal*)
(used especially in newspapers, in a humorous or disapproving way) the act or quality of being generous with money （尤用于报章，以一种幽默或不赞成的方式）慷慨解囊，施舍: *The industry has attracted criticism for relying on government largesse.* 这个行业因依赖政府慷慨赐予而招致批评。

**laser** /ˈleɪzə(r)/ *noun* [C]
a device that produces a very strong line of controlled light (a **ray**) that can be used as a tool 激光器: *a laser beam* 激光光束 ◇ *The holes in the metal are cut with a laser.* 用激光切割金属孔。◇ *a laser bar-code reader* 激光条码阅读器

**'laser gun** *noun* [C]
a piece of equipment which uses a very strong line of controlled light to read BAR CODES 激光枪

**'laser ˌprinter** *noun* [C]
(*IT*) a printer that produces good quality printed material by means of a **laser** 激光打印机

**ˌlast-'ditch** *adjective* [only before noun]
used especially in newspapers to describe a final attempt to achieve sth, when there is not much hope of succeeding （尤用于报章）作最后努力的，孤注一掷的: *Union leaders met with government officials in a last-ditch **attempt/effort** to avoid a strike.* 工会领导人会见政府官员，这是为避免罢工而作的最后一次努力。

**ˌlast 'in, ˌfirst 'out** *phrase*
**1** (*Commerce; Production*) (*abbr* **LIFO**) a method of STOCK CONTROL in which the last goods or raw materials bought or produced are the first ones used or sold 后进先出法（一种存货控制方法，即最后购进或生产的产品或原材料最先用掉或卖掉）→ FIRST IN, FIRST OUT
**2** (*Accounting*) (*abbr* **LIFO**) a method of valuing supplies of goods or units of raw materials based on the idea that the last goods bought or produced are the first ones used or sold. The value of goods left at the end of the year is based on the earliest price paid. 后进先出法（计算存货的一种方法，即最后购进或生产的产品最先用掉或卖掉。期末存货的计价则以先购商品的价格为基础）: *The production costs were calculated on a last in, first out basis.* 生产成本根据后进先出法计算。◇ *The LIFO cost is lower than the actual cost of goods when there is inflation.* 在通货膨胀时，后进先出法计算的成本低于商品的实际成本。→ FIRST IN, FIRST OUT
**3** (*HR*) used, for example in a situation when people are losing their jobs, to say that the last people to be employed will be the first to go 后进先出（后雇进来的人先解雇）
**4** (*IT*) used to describe a system where data received last is the first to be processed 后进先出（最后收到的资料最先处理的系统）

**ˌlate ma'jority** *noun* [sing.]
**1** (*Marketing*) the group of customers who will only start to use a new product after many other people are using it 晚期大多数（指许多人使用新产品之后才开始使用这种新产品的这类顾客）: *Late majority people are sceptical about new products and eventually adopt them because of economic necessity or social pressure.* 晚期大多数对新产品持怀疑态度，由于经济上必需或社会压力最终才采用新产品。
**2** (*HR*) the people in an organization who will only start to use a new method, process or system after most people in the organization are using it 晚期大多数（指机构里大部分人使用了新方法、程序或系统后才开始使用的人）
→ EARLY MAJORITY

**ˌlate-'night** *adjective* [only before noun]
happening or available late at night 深夜的；午夜的: *late-night meetings/talks* 深夜会议 / 会谈 ◇ *Evening and late-night shopping is becoming more common.* 黄昏和深夜购物正变得越来越普遍。

**latent** /ˈleɪtnt/ *adjective* [usually before noun]
existing, but not yet very noticeable, active or well-developed 潜在的；潜伏的；隐藏的: *a latent market* 潜在的市场 ◇ *Look for latent management skills in your staff.* 在你的工作人员身上寻找潜在的管理技能。◇ *We estimate a huge latent demand for electronic dictionaries.* 我们估计对电子词典有巨大的潜在需求。

**ˌlatent 'defect** *noun* [C,U]
(*Law*) a fault in a product that you notice only after you have bought it （产品的）潜在缺陷: *The seller will not be liable for any latent defects.* 卖方对任何潜在缺陷概不负责。→ PATENT DEFECT

**lateral** /ˈlætərəl/ *adjective* [usually before noun]
having the same level of status or authority; involving people or jobs at the same level 平级的；横向的: *He decided to make a lateral career move from production manager to head of marketing.* 他决定从生产部经理平级转职为营销部主任。
SYN HORIZONTAL
▸ **laterally** /ˈlætərəlɪ/ *adverb*: *sharing information laterally throughout the company* 在整个公司里横向分享信息

**ˌlateral inte'gration** = HORIZONTAL INTEGRATION

**★launch** /lɔːntʃ/ *verb, noun*
• *verb* [+ obj *or* no obj]
**1** to start an activity, especially an organized one 开始从事，发起，发动（尤指有组织的活动）: *an advertising campaign launched by the British Tourist Authority* 由英国旅游局发起的广告宣传活动 ◇ *He has launched a bid for control of the supermarket chain.* 他发起了旨在控制连锁超市的

出价。◇ *The business launched last year with 15 employees.* 这家企业去年创办，有15位员工。
**2** to start selling a product or service for the first time; to make sth available so that it can be bought and sold（首次）上市；推出（产品或服务）：*The company is launching a new telephone service in Japan this year.* 这家公司今年将在日本推出一种新的电话服务。◇ *They are planning to launch a $2 billion bond issue.* 他们正计划推出20亿美元的债券。
**PHR V** **,launch 'out** to do sth new in your career, especially sth more exciting 开始从事、投身于（新的、尤指更令人兴奋的事业）：*It's time I launched out on my own.* 我自己创业的时候到了。
• ***noun*** [C,U]
SEE ALSO: **product launch**
the action of **launching** sth; an event at which sth is **launched**（产品的）投放市场；（事件的）发起：*the successful launch of euro notes and coins* 欧元纸币和硬币的成功发行 ◇ *The official launch date is in June.* 正式推出的日期是在六月。◇ *The channel has attracted an audience of two million since its launch a month ago.* 自从该频道一个月前推出以来已吸引了二百万的观众。◇ *This is the first of a number of new launches from the company.* 这是公司许多新产品的第一次市场投放。◇ *The new drug is scheduled for launch next month.* 新药定于下月投放市场。
➊ *to* ***announce/oversee/plan*** *a launch* 宣布／监督／计划推广活动 • *to* ***bring forward/delay/postpone/put back*** *a launch* 提前／延迟／推后／推迟推广活动 • *a* ***commercial/formal/an official*** *launch* 商业的／正式的／官方的市场投放活动 • *a launch* ***campaign/date/party*** 推广新产品的活动／日期／宴会

**launder** /'lɔ:ndə(r)/ *verb* [+ obj]
to move money that has been obtained illegally into foreign bank accounts or legal businesses so that it is difficult for people to know where the money came from 洗钱；洗赃款：*$8 million had been laundered* ***through*** *the firm.* 已有800万美元通过这家公司洗钱。→ MONEY LAUNDERING
▸ **'launderer** *noun* [C] **'laundering** *noun* [U]：*the laundering of drug money* ***through*** *casinos* 通过赌场清洗贩毒赃款

**'laundry list** *noun* [C]
a long list of people or things 细目清单：*a laundry list of problems* 问题清单 ◇ *There is a laundry list of prohibited investments.* 有一份禁止投资的细目清单。

**★law** /lɔ:/ *noun*
SEE ALSO: **attorney-at-law, blue-sky laws, by-~, civil ~, commercial ~, common ~, competition ~, court of ~, criminal ~, employment ~, international ~, labour ~, maritime ~, mercantile ~, Moore's ~, Parkinson's ~, private ~, public ~**
**1** (*also* **the law**) [U] the whole system of rules that everyone in a country or society must obey 法律（体系）：*You would be breaking the law by not paying health insurance.* 你不缴纳医疗保险费可能会触犯法律。◇ *It is* ***against*** *the law to discriminate against someone because of their race or sex.* 因种族或性别歧视某人是违法的。◇ *Employers are required* ***by*** *law to provide a safe working environment.* 法律规定雇主要提供安全的工作环境。
➊ *to* ***break/enforce/respect/violate*** *the law* 违法；执法；遵守法律；犯法 • *the law* ***allows/forbids/prohibits/requires/says*** *sth* 法律允许／不许／禁止／规定／说某事
**2** [U] *usually* ... **law** a particular branch of the law; the laws of a particular country or area 法规；（特定国家或地区的）法律：*company/intellectual property/contract law* 公司法；知识产权法；合同法 ◇ *international/federal/local law* 国际／联邦／当地法律 ◇ *The company denies any liability* ***under*** *Indian law.* 根据印度法，这家公司不负任何责任。◇ *The merger would be* ***in breach of*** *EU competition law.* 合并将违反欧盟竞争法。◇ *the law* ***governing*** *competition* 规范竞争的法律
➊ *to* ***breach/break/enforce/infringe/violate*** *... law* 违犯／违反／执行／侵犯／触犯…法 • *... law* ***allows/forbids/prohibits/requires/says*** *sth* …法律允许／不许／禁止／规定／说某事
**3** [C] a rule that deals with a particular crime, agreement, etc.（针对某项罪行、协议等的一条）法律，法规：*Existing laws* ***on*** *store opening hours should be relaxed.* 关于商店营业时间的现行法律应予以放宽。◇ *They passed* (= officially introduced) *a law* ***against*** *sending 'spam' emails.* 他们正式出台了一项禁止“垃圾”电子邮件的法规。◇ *a law banning the sale of cigarettes by mail order* 禁止通过邮购出售香烟的法律 ◇ *strict new anti-fraud laws* 新制定的严格反诈骗法
➊ *to* ***enact/introduce/pass*** *a law* 制定／出台／通过法规 • *to* ***amend/change/relax/strengthen*** *a law* 修改／变更／放宽／加强法规 • *a law* ***allows/bans/prohibits/requires/says*** *sth* 法律允许／禁止／不准／规定／说某事 • *to* ***break/enforce/implement/violate*** *a law* 违反／执行／实施／违犯法律 • ***strict/tough*** *laws* 严格／严峻的法律 • ***international/local/national/state*** *laws* 国际／当地／国家／州法律
**4** [U] the study of the law as a subject at university, etc.; the profession of being a lawyer 法学；法律学；律师业：*Chris is studying law.* 克里斯正在攻读法律。◇ *What made you go into law?* 是什么促使你从事律师业的？◇ *Hong Kong is home to some of the world's top international law firms.* 一些世界顶尖的国际律师事务所以香港为基地。
➊ *to* ***go into/practise/study*** *law* 从事法律工作；做律师；攻读法律 • *a law* ***firm/practice/school*** 律师事务所；法律实务；法学院
**5** [C] the fact that sth always happens in the same way in an activity or in nature 规律；法则；原理：*the law of supply and demand* 供求定律
SYN PRINCIPLE → idioms at CONFLICT *noun*, LETTER *noun*

**'law-a,biding** *adjective*
obeying and respecting the law 遵纪守法的；安分守己的：*law-abiding companies/citizens* 遵纪守法的公司／公民

**'law court** = COURT OF LAW

**lawful** /'lɔ:fl/ *adjective*
allowed or recognized by law; legal 合法的；法定的：*It was judged to be lawful for the company to*

*monitor employees' emails.* 公司监视员工的电子邮件获裁定是合法的。 OPP UNLAWFUL
▸ **lawfully** /'lɔ:fəli/ *adverb* **'lawfulness** *noun* [U]

**'law of 'one 'price** *noun* [sing.]
(*Economics*) the rule that without trade restrictions, transport costs, etc. the same goods would cost the same in all countries 单一价格法则（没有贸易限制、运输成本等，相同的货物在所有国家会以相同的价格出售）

**lawsuit** /'lɔ:su:t; *BrE also* -sju:t/ (*also* **suit**) *noun* [C]
a claim or complaint against sb that a person or an organization can make in court 诉讼；起诉：*He filed a lawsuit against the company for breach of contract.* 他对违反合同的这家公司提起了诉讼。◇ *a string of product liability lawsuits* 一连串的产品责任诉讼
⊕ *to* ***bring/file/settle*** *a lawsuit* 起诉；提起诉讼；断案

★**lawyer** /'lɔ:jə(r)/ *noun* [C]
a person who is trained and qualified to advise people about the law, to represent them in court, and to write legal documents 律师：*Seek advice from your lawyer before you finalize the contract.* 在确定合同之前，你应该向你的律师征询意见。◇ *corporate lawyers* 公司律师 ◇ *a bankruptcy lawyer* 破产律师 → BARRISTER, SOLICITOR

**lay** /leɪ/ *verb* [+ obj]
**1** to put something down 铺；铺放；铺设：*to lay a cable/pipe* 铺设电缆；铺管道
**2** to present a proposal, some information, etc. to sb for them to think about and decide on 提出，提交（建议、资讯等）：*Proposals will be laid before the committee at the next meeting.* 建议将在下次会议提交委员会讨论。
IDM **,lay it on the 'line** (*informal*) to tell sb clearly what you think, especially when they will not like what you say 实话实说：*The manager laid it on the line—some people would have to lose their jobs.* 经理实话实说——某些人要失业了。
→ idioms at MARKER, BLOCK *noun*
PHR V **,lay sth 'down** if you **lay down** a rule or a principle, you state officially that people must obey it or use it 规定，制定（条例或原则）：*The Department of Health lays down guidelines for safety at work.* 卫生署制定了安全工作的指引。
**,lay sb 'off** (*HR*) to stop employing sb because there is not enough work for them to do（因工作不多而）解雇：*Although they wanted to cut costs, they promised they would not lay anyone off.* 尽管他们想要降低成本，他们承诺不会解雇任何人。◇ *About 1 000 workers at the factory will be laid off.* 大约1000名工厂工人将被解雇。→ LAID-OFF, LAY-OFF See note at DISMISS
**,lay 'out (for/on sth)**; **,lay 'sth out (for/on sth)** (*informal*) to spend money on sth 花钱：*People do not want to have to lay out for a new computer every year.* 人们不想每年花钱买一台新电脑。

**layaway** /'leɪəweɪ/ *noun* [U] (*AmE*)
(*Commerce*) a system of buying goods in a store, where the customer pays a small amount of the price for an item and the store keeps the goods until the full price has been paid 预付定金购货法（余额结清后取货）：*All our furniture can be bought over 90 days on layaway.* 我们所有的家具都可以按预付定金的办法提前90天购买。◇ *If you want to extend payments over time, you can put your purchase on a layaway plan.* 如果你想延长付款时间，你可以采用预付定金的办法购买。
⊕ *a layaway* ***agreement/order/payment/plan/program*** 预付定金协定／订单／付款／计划／方案

**layer** /'leɪə(r); 'leə(r); *AmE* ler/ *noun, verb*
• ***noun*** [C]
**1** a level or part within a system or set of ideas 层次；阶层：*There were too many layers of management in the company.* 这家公司的管理层有太多层级。
**2** a quantity or thickness of sth that lies over a surface or between surfaces 层；表层：*Finally, three layers of protective coating are sprayed onto the wood.* 最后，在木材上喷上三层防护涂层。
• ***verb*** [+ obj]
to arrange sth in levels or layers 把…分层或分级编排：*a big layered company* 一家大型分层管理的公司 ◇ *Layering new technology on top of existing computer systems can cause problems.* 在现有的电脑系统上再堆砌新技术会造成问题。

**'lay-off** *noun* [C] (*plural* **lay-offs**)
**1** an act of making people unemployed because there is no more work left for them to do; an example of this（因工作不多的）解雇，裁员：*They announced the temporary* ***lay-off*** *of 8 000 car workers.* 他们宣布暂时解雇8000名汽车工人。◇ *There may be more lay-offs at the factory.* 这家工厂可能裁员更多。
**2** a period of time when sb is not working or not doing sth that they normally do regularly 歇工期；停工期：*an eight-week lay-off with a broken leg* 因腿部骨折停工休养八周

**layout** /'leɪaʊt/ *noun* [C, usually sing.]
the way in which the parts of sth such as the page of a book, a building or a town are arranged 布局；设计；布置；安排：*We need a more attractive page layout for our brochure.* 我们的小册子需要一个具有吸引力的版面设计。◇ *The new store layout is very popular with customers.* 新的商店布局非常受顾客欢迎。

**layover** /'leɪəʊvə(r); *AmE* -oʊ-/ = STOPOVER

**lb** (*AmE spelling* **lb.**) (*plural* **lb** *or* **lbs**) = POUND (3)

**LBO** /ˌel bi: 'əʊ; *AmE* 'oʊ/ *abbr*
(*Finance*) **leveraged buyout** when a person or an organization buys a company with a large amount of borrowed money, using the assets of the company they are buying as COLLATERAL in order to obtain the money 杠杆收购；融资并购

**l.c.** (*also spelled* **L/C**) = LETTER OF CREDIT

**LCD** /ˌel si: 'di:/ *abbr* **liquid crystal display**
a way of showing information in electronic equipment such as LAPTOP computers, etc. An electric current is passed through a thin layer of liquid and images can be seen on a small screen. 液晶显示：*an LCD monitor* 液晶显示器 ◇ *a pocket calculator with LCD* 有液晶显示器的袖珍计算器

**LCL** /ˌel si: 'el/ = LESS THAN CONTAINER LOAD

**LDC** /ˌel di: 'si:/ = LESS-DEVELOPED COUNTRY

**★lead** /liːd/ *verb, noun*

• ***verb*** **(led, led** /led/**)**

**1** [+ obj *or* no obj] to be the best at sth; to be in first place 最擅长于；处于领先地位：*They have a reputation for leading the market with creative advertising ideas.* 他们因富有创意的广告构思在市场上处于领先地位而闻名。◇ *We have* ***led the field*** *in magazine publishing for many years.* 我们在杂志出版领域领先了许多年。

**2** [+ obj] to be in control of sth; to be the leader of sth 控制；掌管；领导；率领：*Daniel Snell leads the marketing team.* 丹尼尔·斯奈尔领导营销队伍。

IDM **lead from the 'front** to take an active part in what you are telling or persuading others to do 带头；带动；引导：*Good managers lead from the front.* 优秀经理人带领下属走在最前。

PHR V **'lead to sth** to have sth as a result 导致；造成（后果）：*We are hoping that the contacts we made at the trade show will lead to future business.* 我们希望在交易会上的接触将会带来生意。 **,lead 'up to sth** to be an introduction to or the cause of sth 是…的先导；是导致…的原因：*The weeks leading up to the sales conference are always busy.* 临近销售会议的几个星期总是很忙的。

• ***noun***

**1** [sing.] the position ahead of everyone else in a competition or race; the amount that sb/sth is ahead（竞赛中的）领先地位：*Hyundai is determined to maintain its lead in a competitive industry.* 现代公司决心要保持自己在竞争性行业中的领先地位。◇ *We have the highest market share and we need to look at ways to stay* ***in the lead.*** 我们的市场占有率最高，我们需要研究保持这种优势的方法。◇ *They have now lost their market lead.* 他们现在已失去市场的领先地位。◇ *They have a lead of 12% of market share* ***over*** *their closest competitor.* 他们的市场占有率比最大的竞争对手领先12%。

➊ *to* ***have/increase/lose/maintain/take*** *a lead* 处于／提高／失去／保持／获得领先地位

**2** (*usually used as an adjective* 通常用作形容词) the most important person, product, etc. 最重要的（人、产品等）：*the lead engineer on the project* 这个工程的首席工程师◇ *Two of its lead products failed in clinical trials.* 其中两个主要产品在临床试验中失败了。

**3** [sing.] an example or action for people to copy or follow 实例；范例；榜样：*If one bank raises interest rates, all the others will* ***follow their lead.*** 如果一家银行提高利率，所有其他银行都会效法。◇ *They have* ***taken the lead*** *in attracting younger consumers.* 他们已带头吸引年轻的消费者。

**4** (*Marketing*) [C] a piece of information that may help you find new customers（有助于找到新客户的）线索：*We offer quality information to help you generate business leads.* 我们提供高品质的资讯以帮助你找到商业线索。◇ *I prefer not to source leads from the Web.* 我不愿意从网路中寻找线索。

➊ *to* ***follow up/generate/have/source*** *leads* 追踪／找到／有／寻找线索 • ***business/customer/sales*** *leads* 商业／顾客／销售线索

**5** (*Insurance*) [C] the group (**syndicate**) of Lloyd's UNDERWRITERS that accepts the most responsibility for an insurance policy 保险牵头人（为某保险单承担主要保险责任的劳氏保险财团／辛迪加）

**'lead bank** = AGENT BANK

**★leader** /'liːdə(r)/ *noun* [C]

SEE ALSO: **brand leader, category ~, cost ~, industry ~, loss-~, low-cost ~, market ~,** etc.

**1** a company, a thing, a person, etc. that is the best or in first place in a business, competition, etc 最佳的人（或物）；（在商业、竞争等活动中）处于领先地位的人（公司或物）：*The company is a world leader* ***in*** *electrical goods.* 该公司的电器产品在全世界首屈一指。◇ *Our new product is a leader in its field.* 我们的新产品在其领域内处于领导地位。

**2** a person who leads a group of people, especially the head of a country, an organization, etc 领导者；领袖；首领：*The changes are supported by a growing number of business leaders.* 变革得到越来越多的商界领袖的支持。◇ *The team leader has called a meeting for 3 p.m.* 小组领导人已下令下午3点召开会议。◇ *Most organizations have at least one person who is a natural leader.* 大多数机构里至少有一人是天生的领袖。 See note at BOSS

**★leadership** /'liːdəʃɪp; *AmE* -dərʃ-/ *noun*

SEE ALSO: **transactional leadership, transformational leadership**

**1** [U] the state or position of being a leader 领导；领导地位：*The company had its most successful period under the leadership of Michael C. Potter.* 这家公司在迈克·C·波特的领导下处于最成功的时期。◇ *They claim world leadership in the chip-making sector.* 他们声称在芯片制造部门处于世界领导地位。

**2** [U] the ability to be a leader; the qualities a good leader should have 领导才能；领导应有的品质：*leadership qualities/skills* 领导素质／技巧◇ *The company needs strong leadership to get it through this difficult phase.* 该公司需要强势的领导来帮助公司度过这一困难阶段。◇ *Their problems may be due to a lack of leadership.* 他们的问题可能是因为缺乏领导才能。

**3** [C with sing./pl. verb] a group of leaders of a particular organization, etc. 领导班子；领导层：*The leadership of the union was accused of not listening to ordinary members.* 工会领导层被指控不听取普通会员的意见。

**leading** /'liːdɪŋ/ *adjective* [only before noun] most important or most successful 最重要的；最成功的：*We are Europe's leading provider of business information.* 我们是欧洲商务资讯的主要供应商。◇ *The magazine contains articles by leading analysts.* 该杂志刊登最杰出的分析家所撰写的文章。◇ *a leading player in the European market* 欧洲市场上的主要竞争者

**,leading 'edge** *noun* [sing.]

**the leading edge (of sth)** the most important and advanced position in an area of activity, especially technology（某活动领域的）最重要位置，领先地位；（尤指技术上的）尖端，前沿：*We operate* ***at/on*** *the leading edge of technology.* 我们在技术的前沿运作。◇ *leading-edge technologies* 尖端技术 SYN CUTTING EDGE

**,leading 'indicator** *noun* [C]

(*Economics*) a measure of economic activity that changes before the economy begins to follow a particular pattern and helps to show what the economy is going to do 领先指标；先行指标：

*Jobs figures are closely watched as they are considered a good leading indicator of consumer demand.* 就业资料之所以受到密切关注，是因为它们被看作是消费需求的有效的领先指标。
→ COINCIDENT INDICATOR, LAGGING INDICATOR

**lead 'manager** (*also* **lead 'underwriter, managing 'underwriter**) *noun* [C]
(*Stock Exchange*) the main bank or financial organization that is responsible for organizing an INITIAL PUBLIC OFFERING (= an act of selling shares in a company for the first time), the sale of bonds, etc. 牵头经理行（负责组织首次出售股票、债券等的主要银行或金融机构）：*The company selected Salomon as lead manager for its $5 billion bond offering.* 该公司选择所罗门作为发行50亿美元债券的牵头经理行。▶ **lead-'manage** *verb* [+ obj]: *Three major banks are competing to secure the right to lead-manage the sale of the company.* 三家大银行争取获得该公司出售业务的牵头管理权。

**leads and 'lags** *noun* [pl.]
(*Finance*) the process of making payments to suppliers abroad or sending bills to foreign customers more quickly than usual (**leads**) or later than usual (**lags**) when a change in the EXCHANGE RATE is expected 提前或推迟结汇（预计汇率发生变化，提前或推迟对外国供应商或国外顾客的付款）

**'lead time** *noun* [U,C]
(*Production*) the time between receiving an order and delivering the product or service to the customer 订货交付时间（接受订单到向顾客交货或服务的这段时间）：*The lead time for the motorcycle is two months.* 摩托车的订货交付时间是两个月。◇ *For small orders she's brought the lead time down from ten days to three.* 对于小订单，她将订货交付时间从十天减少到三天。
→ CYCLE TIME

**lead 'underwriter** = LEAD MANAGER

**lead 'user** *noun* [C]
(*Marketing*) a company, person, etc. that is the first to experience a particular need, and therefore adapts an existing product or service to meet this need or is the first to use a new service or product 领先用户（首次体验某种需求并对现有产品或服务进行修改以满足这种需求的公司、个人等；率先使用新服务或产品的人）：*Lead users are a valuable source of new product ideas.* 领先用户是新产品构思的宝贵来源。

**leaflet** /'li:flət/ *noun, verb*
• ***noun*** [C]
a printed sheet of paper or a few printed pages that are given free of charge to advertise or give information about sth 活页印刷品；传单；宣传手册；广告手册：*We have hired a team to hand out promotional leaflets in the street.* 我们聘请了一个小组在大街上散发促销传单。
• ***verb*** [+ obj *or* no obj]
to give out **leaflets** to people 散发传单（或小册子）：*We did a lot of leafleting in the area.* 我们在这个地方散发了许多传单。

**'leaflet drop** *noun* [C]
(*Marketing*) a method of advertising by delivering **leaflets** to a large number of houses 空投宣传单，投递传单（向众多家庭投递传单的广告方式）

**leak** /li:k/ *verb, noun*
• ***verb***
**1** [+ obj *or* no obj] to allow liquid or gas to get in or out through a small hole or crack 漏；渗漏；泄漏：*a leaking pipe* 渗漏的管道
**2** [+ obj] to give secret information to the public, for example by telling a newspaper 透露，泄露（秘密信息）：*The contents of the report were leaked to the press.* 报告的内容被泄露给了新闻界。◇ *a leaked document* 已泄密的文件
• ***noun*** [C]
**1** a small hole or crack that lets liquid or gas flow in or out of sth by accident 漏洞；裂缝；缝隙：*a leak in the gas pipe* 天然气管道的裂缝 ◇ *oil leaks* 漏油
**2** a deliberate act of giving secret information to the newspapers, etc. （秘密信息的）透露：*a leak to the press about the government plans on tax* 有关政府的税收计划对新闻界的透露

**leakage** /'li:kɪdʒ/ *noun*
**1** [C,U] an amount of liquid or gas escaping from a container that has a fault; an occasion when this happens 泄漏量；漏损量；泄漏；渗漏：*a leakage of toxic waste into the sea* 有毒废物的泄漏入海 ◇ *Check bottles for leakage before use.* 使用之前检查瓶子有否渗漏。◇ (*figurative*) *the continuing leakage of deposits from the banking system* 存款从银行体系的不断流失
**2** (*Commerce*) = SHRINKAGE (2)

**lean** /li:n/ *adjective* (**leaner, leanest**)
**1** used to describe a method of production that aims to cut costs while keeping quality high by producing only the quantity of goods that has been ordered and by reducing the amount of time and space that the production process uses 精益生产的（旨在降低成本的一种生产方式，即通过只生产订购的产品并且减少生产过程使用的时间和空间来保持高品质）：*By focusing on the elimination of waste, the plant has become a model of* ***lean manufacturing****.* 着眼于消除浪费，该厂已成为精益生产的典范。◇ *They have cut costs through leaner processes and more efficient logistics.* 他们通过精益生产和更有效的物流降低了成本。
**2** (about costs, quantities, etc.) very low; as low as possible（成本、数量等）极低的，尽可能低的：*Companies are trying to keep their workforces lean, so jobs are hard to find.* 各公司正努力精简劳动力，所以很难找工作。◇ *If sales fall, dealers will cut back their lean inventories of new cars even further.* 如果销售量下降，经销商将进一步削减本来已经很低的新车库存。
**3** (about organizations, etc.) strong and efficient, especially because the number of employees has been reduced（指机构等）精干的，效率高的：*The closure of the factory is difficult but will produce a leaner, fitter business.* 关闭工厂是困难的，但将使业务简而精。
**4** [usually before noun] used to describe a difficult period of time that does not produce much money, etc.（一段时间）难以赚钱的：*The company has recovered well after several lean years.* 经历了几年的萧条之后，该公司的业务才完全恢复正常。◇ *This is the leanest time of year for the tourist industry.* 这是旅游业每年最不景气的时期。

▸ **leanness** /'li:nnəs/ *noun* [U]: *We are aiming to improve the leanness of the production process.* 我们的目标是使生产过程精干高效。

**leap** /li:p/ *verb* (**leapt, leapt** /lept/ *or* **leaped, leaped**) [+ obj *or* no obj]
to increase suddenly and by a large amount 骤增; 剧增; 猛涨: *Shares leapt in value from 476¢ to close at 536¢.* 股价从476美分猛涨到收盘时的536美分。 ▸ **leap** *noun* [C]: *a leap in profits/productivity* 利润 / 生产率的大幅度提高

**leapfrog** /'li:pfrɒg; *AmE* -frɔ:g; -frɑ:g/ *verb* (**-gg-**) [+ obj *or* no obj]
to get to a higher position or rank by going past sb else or by missing out some stages 越级提升: *We're looking at how to leapfrog the competition.* 我们正在寻求如何超越竞争对手。◇ *They have leapfrogged back to the top of the airline industry.* 他们快速提升又夺回了航空工业的桂冠。

**learning** /'lɜ:nɪŋ; *AmE* 'lɜ:rnɪŋ/ *noun* [U]
SEE ALSO: **action learning, distance ~, e-learning, lifelong ~, organizational ~, workplace ~**
the process of learning sth 学习: *computer-assisted learning* 电脑辅助学习

**'learning curve** *noun* [C, usually sing.]
**1** the rate at which you learn a new subject or a new skill; the process of learning from the mistakes you make 学习曲线; 吸取教训过程曲线: *Mastering this new equipment requires a steep learning curve* (= there is a lot to learn in a short time). 掌握这种新设备需要坡度大的学习曲线(短期内大量学习)。
**2** = EXPERIENCE CURVE

**★lease** /li:s/ *noun, verb*
(*Law*; *Property*)
• ***noun*** [C]
SEE ALSO: **dry lease, finance ~, operating ~, wet ~**
a legal agreement that allows you to use a building, a piece of equipment or some land for a period of time, usually in return for rent (房屋、设备或土地的)租约, 契约: *The current lease expires on 31 March.* 目前的租约3月31日到期。◇ *Under the terms of the lease, you are liable for any repairs to the building.* 根据租约条款, 你要对房屋的维修负责。
✪ *to* **take on/take out** *a lease* 出租 • *a lease* **expires/runs out** 租约到期
• ***verb*** [+ obj] **lease sth (from sb)** | **lease sth (out) (to sb)** | **lease sb sth** to use, or to let sb use sth, especially property or equipment, in exchange for rent or a regular payment 租用, 租借, 出租(尤指房地产或设备): *We lease all our photocopy equipment.* 我们所有的复印设备都是租来的。◇ *Parts of the building are leased out to tenants.* 这栋楼房有一部分租出去了。◇ *the dealer that leased them the vehicles* 出租车辆给他们的经销商
→ LESSEE, LESSOR
▸ **'leasing** *noun* [U]: *car leasing* 汽车租赁 ◇ *a leasing company* 租赁公司
PHR V **,lease sth 'back (to sb)** to sell property or a valuable asset and continue to use it by paying rent to the new owner; to buy property or an asset and allow the seller to continue using it in exchange for rent 售后回租(将房地产或贵重资产出售后再租回; 购买房地产或资产后出租给卖方): *At one stage they had to sell and lease back their head office to raise cash.* 在某个阶段, 他们为了筹集现金不得不出售并租回总部。◇ *The trust has agreed to lease the property back to them for 40 years.* 该信托基金已同意将财产售后回租给他们, 期限为40年。

**leaseback** /'li:sbæk/ *noun* [U,C]
SEE ALSO: **sale and leaseback**
(*Property*) the process of selling property or another valuable asset and continuing to use it by paying rent to the new owner; a legal agreement where this happens 售后回租(将房地产或贵重资产出售后再租回); 售后回租契约: *The firm used a leaseback on its factories to raise the cash it needed.* 该公司为筹集所需现金, 将工厂售后回租。

**leasehold** /'li:shəʊld; *AmE* -hoʊld/ *noun, adjective*
(*Law*; *Property*)
• ***noun*** [C,U] (*also* **,leasehold e'state,** [C] *less frequent*) the right to use a building or a piece of land according to the arrangements in a LEASE (按租约使用房屋或土地的)租赁权: *We hope to acquire a long leasehold on the property.* 我们希望获得此房产的长期租赁权。◇ *leasehold possession of property* 房产的租赁所有权 → FREEHOLD
• ***adjective***
(about property or land) that can be used for a limited period of time, according to the arrangements in a LEASE (房产或土地)租赁的, 租用的: *The group owns leasehold properties worth over €50 million.* 该集团租赁的房地产价值超过5000万欧元。 ▸ **'leasehold** *adverb*: *to purchase land leasehold* 购买有租约的土地 → FREEHOLD

**leaseholder** /'li:shəʊldə(r); *AmE* -hoʊld-/ *noun* [C]
(*Law*; *Property*) a company, person, etc. who has the right to use a building or a piece of land according to the arrangements in a LEASE 承租人; 租赁人; 租借人 → FREEHOLDER

**,leasehold e'state** = LEASEHOLD *noun*

**★leave** /li:v/ *noun* [U]
SEE ALSO: **administrative leave, compassionate ~, gardening ~, job-protected ~, maternity ~, parental ~, paternity ~,** etc.
**1** (*HR*) a period of time when you are allowed to be away from work for a holiday/vacation or for a special reason 假期; 休假: *to take a month's paid/unpaid leave* 一个月带薪 / 不带薪休假 ◇ *Mr. Alden is on leave this week.* 奥尔登先生本周休假。◇ *Your basic annual leave entitlement is 20 days.* 你可享有的基本年假是20天。◇ *a period of paid educational leave* (= for formal study or training) 一段时间的带薪教育假(正规学习或培训) HELP In this meaning, **leave** is uncountable in British English but can be uncountable or countable in American English. 这意义的leave, 英式英语为不可数, 但是美式英语既指不可数, 也指可数。
✪ *to be* **entitled to/get/have** *leave* 有权休假; 获得 / 有假期 • *to* **go on/save/take/use** (**up**)

*leave* 继续休假；储存假期；休假；休完假期 • *to* ***apply for/be given/be granted*** *leave* 申请 / 同意 / 准许休假 • ***paid/unpaid*** *leave* 带薪 / 不带薪休假

**2** official permission to do sth 准许；许可：*to be absent* ***without*** *leave* 未经许可擅离职守 ◇ *The court granted him leave* ***to*** *appeal against the sentence.* 法院准许他对判决提出上诉。→ idiom at ASK

➊ *to* ***ask/obtain/request*** *leave (to do sth)* 要求 / 获得 / 请求（做某事的）许可 • *to* ***give/grant/refuse*** *sb leave* 给予 / 准许 / 拒绝给某人许可

**,leave of 'absence** *noun* [U,C] (*plural* **leaves of absence**)

(*HR*) permission to have time away from work for a particular period; the period of time that you are allowed 请假；准假；假期：*I wish to apply for leave of absence on medical grounds.* 由于健康原因，我申请休假。◇ *She had four months' leave of absence.* 她有四个月的假期。

➊ *to* ***apply for/be given/be granted/take*** *leave of absence* 申请准假；同意休假；获得假期；请假

**-led** /led/ *combining form* (*used to form adjectives* 构成形容词)

**1** having the thing mentioned as its main influence 以…主导的：*consumer-led product development* 以消费者主导的产品开发 ◇ *a market-led economy* (= one controlled by markets rather than by the government) 市场主导型经济 ◇ *stimulating demand-led growth in the economy* 刺激经济中以需求带动的增长

**2** organized or controlled by the person or organization mentioned（由个人或机构）组织的，控制的：*manager-led discussions* 经理主持的讨论 ◇ *a government-led financial rescue for the firm* 政府为公司组织的财政救援

**ledger** /'ledʒə(r)/ *noun* [C]

SEE ALSO: **bought ledger, creditors' ~, debtors' ~, general ~, nominal ~, purchase ~, sales ~**

(*Accounting*) a book or computer file in which a bank, a business, etc. records the money it has paid and received 收支总账；分类账簿；分户账簿：*balancing a ledger* 平衡分类账 ◇ *A company director was accused of falsifying entries in the company ledger.* 一位公司董事被指控伪造公司总账项目。

**'ledger clerk** *noun* [C]

a person whose job is to make and check entries in a company **ledger** 记账员；总账员

**,left 'luggage** *noun* [U,C] (*also* **,left-'luggage ,office** [C]) (both *BrE*) (*AmE* **'baggage room** [C])

a place where you can pay to leave bags for a short time, for example at a train station（火车站等的）行李寄存处

**leg** /leg/ *noun*

IDM **have, gain, grow 'legs** (*informal*) if you say that sth **has legs**, you mean that it will continue, or people will be interested in it, for a long time 继续；（长时间）感兴趣：*Some investors think the rally (in share prices) still has legs.* 有些投资者认为股价反弹仍将继续。◇ *It's too early to tell if this idea has legs.* 说这种想法会有人感兴趣还为时过早。

**legacy** /'legəsi/ *noun, adjective*

• ***noun*** [C] (*plural* **legacies**)

**1** a situation that exists now because of events, actions, etc. that took place in the past 遗留问题；后遗症：*The failed project left the company with a legacy of massive debt.* 失败的方案给这家公司留下庞大的债务。

**2** money or property that is given to you by sb when they die 遗产；遗赠财物 SYN INHERITANCE

• ***adjective***

**1** (*IT*) used to describe a system, product, etc. that is no longer generally available, but that is still used（系统、产品等）遗留下来的，旧有的：*legacy software such as Windows 98* 诸如Windows 98这样的旧有软件 ◇ *The cost of replacing a legacy computer system can be huge.* 替换旧有电脑系统的费用可能很庞大。

**2** used to describe something that took place in the past but still affects the present 传统的：*The company's difficulties are the result of poor legacy decisions.* 该公司的困难是由糟糕的传统决策造成的。

**★legal** /'li:gl/ *adjective*

**1** [only before noun] connected with the law 与法律有关的；法律的：*the legal profession/system* 法律专业 / 制度 ◇ *to take/seek legal advice* 听取 / 寻求法律咨询 ◇ *a legal adviser/expert* 法律顾问 / 专家 ◇ *They are currently facing a long legal battle in the US courts.* 他们目前在美国法院面临旷日持久的官司。◇ *the company's legal department* 公司的法律部

**2** allowed or required by law 法律允许的；合法的；法律要求的：*Full-time employees are entitled to four weeks' leave as a legal minimum.* 全职员工有权享有至少四周的法定休假。◇ *the legal rights of shareholders* 股东的合法权利 ◇ *legal currency* 法定货币 ◇ *Their actions were entirely legal.* 他们的行为完全合法。OPP ILLEGAL

▸ **legally** /'li:gəli/ *adverb*: *You are legally entitled to a full refund.* 你依法有权得到全额退款。◇ *The business has been conducted perfectly legally.* 这家企业的经营完全合法。◇ ***a legally binding*** *contract* (= that must be obeyed because it is accepted in law) 具有法律约束力的合同

**,legal 'action** *noun* [U] (*also* **,legal pro'ceedings** [pl.])

the act of using the legal system to settle a disagreement, etc. 法律诉讼：*He threatened to take legal action against the hospital.* 他威胁说要起诉这家医院。→ ACTION *noun* (2)

**,legal 'aid** *noun* [U]

money that is given by the government or another organization to sb who needs help to pay for legal advice or a lawyer 法律援助（政府或某机构向需要帮助的人提供资金，使其能够寻求法律咨询或聘请律师）

**,legal ca'pacity** *noun* [U]

(*Law*) the right or ability to make legal arrangements, to make legal decisions about your property or affairs, to be legally responsible for sb/sth, etc. 法定资格；法律能力：*reaching the age of legal capacity* 到达法定年龄

**'legal costs** (*also* **'legal ex,penses**) *noun* [pl.]

money that sb who is involved in a legal case has to pay 诉讼费用

**,legal 'entity** *noun* [C]
(*Law*) an organization or a person that has the right to make contracts, to use the legal system to settle disputes, and to make other legal arrangements 法人；法律实体：*The company is a separate legal entity that can sue and be sued.* 公司是独立的法律实体，它可以起诉、被诉。

**legalese** /ˌliːgəˈliːz/ *noun* [U] (*informal*)
the sort of language used in legal documents that is difficult to understand（深奥难懂的）法律术语，法律用语：*If insurance policies are written in legalese, people tend not to read them.* 如果保单是用晦涩难懂的法律术语写的，人们往往就不会读了。

**'legal ex,penses** = LEGAL COSTS

**,legal 'holiday** *noun* [C]
in the US, a public holiday that is fixed by law（美国）法定假日 → BANK HOLIDAY

**,legal in'vestment** *noun* [C]
(*Finance*) in the US, a type of investment that is suitable for a person or an organization that is looking after money for sb else 合法投资，法定投资（在美国，指适合受托人的一种投资）

**legality** /liːˈgæləti/ *noun* (*plural* **legalities**)
**1** [U] the fact of being legal 合法（性）：*Shareholders challenged the legality of the merger.* 股东质疑合并的合法性。
**2** [C] the legal aspect of an action or a situation（某行为或情况的）法律方面：*You need a lawyer to explain all the legalities of the contracts.* 你需要律师来解释这些合同在法律上的各种细节问题。
→ ILLEGALITY

**legalize , -ise** /ˈliːgəlaɪz/ *verb* [+ obj]
to make sth legal 使合法化；使得到法律认可：*The government has legalized irradiation for many types of food.* 政府使许多种类的食物照射合法化。
▸ **legalization, -isation** /ˌliːgəlaɪˈzeɪʃn; *AmE* ˌliːgələˈz-/ *noun* [U]：*the legalization of electronic signatures* 电子签名的合法化

**,legal 'list** *noun* [C]
(*Finance*) in the US, a list of LEGAL INVESTMENTS（美国）合法投资清单

**,legal mo'nopoly** *noun* [C]
(*Economics*)
**1** a situation in which only one company has the legal right to provide a particular service or product in a particular area 法定垄断，专卖（只有一家公司在某地区拥有提供某服务或产品的权利）：*The Bank of England has a legal monopoly on the issue of banknotes in England and Wales.* 英国银行在英格兰和威尔士发行钞票享有法定垄断权。
**2** a company that has this right 享有专卖权的公司：*The national postal service has been a legal monopoly until now, but is about to be privatized.* 全国邮政服务到现在一直是享有专营权的企业，但即将被私有化。

**'legal pad** *noun* [C] (*AmE*)
a book of writing paper, which is usually yellow and has lines for writing on 黄色的便笺簿

**,legal 'person** (*also* **,artificial 'person, ju,ristic 'person**) *noun* [C] (*plural* ~ **persons**)
(*Law*) an organization or company that has its own legal status and is treated in law as a person, separate from the people who run and own it 法人：*The benefit of the Act extends to both natural and legal persons.* 这项法案的好处扩大到自然人和法人。

**,legal pro'ceedings** = LEGAL ACTION

**,legal re'serve** *noun* [C]
(*Accounting*) the smallest amount of money that a bank, an insurance company, etc., is legally required to keep in case it is needed in the future 法定准备金（法律规定银行、保险公司等必须保持以备将来之需的最少款额）

**'legal ,system** *noun* [C]
the institutions and laws that exist in a particular country to deal with legal cases 法律制度

**,legal 'tender** *noun* [U]
money that can legally be used to pay for things in a particular country 法定货币：*These coins are no longer legal tender.* 这些硬币已不再是法定货币。

**legible** /ˈledʒəbl/ *adjective*
(about written or printed words) clear enough to read（手写或印刷文字）清晰可读的，清楚的：*a legible signature* 清晰可辨的签名 ◇ *Both handhelds are compact and have legible screens.* 两台掌上型电脑小巧精致，而且有清晰的屏幕。▸ **legibility** /ˌledʒəˈbɪləti/ *noun* [U] **legibly** /ˈledʒəbli/ *adverb*

**★legislation** /ˌledʒɪsˈleɪʃn/ *noun* [U]
**1** a law or a set of laws passed by a parliament 法规；法律：*an important piece of legislation on working hours* 一条有关工时的重要法规 ◇ *The conference will discuss the impact of new legislation on the IT industry.* 这次会议将讨论新法规对信息技术产业的影响。
● *to* ***draft/draw up*** *legislation* 草拟 / 起草法规 • *to* ***amend/approve/introduce/pass*** *legislation* 修改 / 审批 / 出台 / 通过法规 • *to* ***comply with*** *legislation* 遵守法规
**2** the process of making and passing laws 立法；制定法律：*Legislation will be difficult and will take time.* 立法将会既困难又费时。

**legit** /lɪˈdʒɪt/ *adjective* (*informal*)
legal, or acting according to the law or the rules 合法的；守法的；按法律（法规）行事的：*The business seems legit.* 这笔生意看起来是合法的。
**NOTE** **Legit** is a short form of 'legitimate'.
* legit 是 legitimate 的缩写。

**legitimate** *adjective, verb*
• ***adjective*** /lɪˈdʒɪtɪmət/
**1** allowed and acceptable according to the law 合法的；法律认可的：*We are operating a perfectly legitimate business.* 我们经营的业务完全合法。
SYN LEGAL
**2** for which there is a fair and acceptable reason 正当合理的；合情合理的：*It seemed a perfectly legitimate question.* 这似乎是个完全合乎情理的问题。 SYN VALID
▸ **legitimacy** /lɪˈdʒɪtɪməsi/ *noun* [U]：*I intend to challenge the legitimacy of his claim.* 我打算对他要求的合理性提出质疑。 **le'gitimately** *adverb*：*legitimately recorded music* 合法录制的音乐
• ***verb*** /lɪˈdʒɪtɪmeɪt/ [+ obj] (*less frequent*) = LEGITIMIZE

**legitimize , -ise** /lɪˈdʒɪtəmaɪz/ (*also* **le'gitimate**, *less frequent*) *verb* [+ obj]

**1** to make sth legal 使合法: *It is a simple matter to legitimize your home business.* 使你的家庭企业合法化是件轻而易举的事。 SYN LEGALIZE
**2** to make sth that is wrong or unfair seem acceptable 使（坏事或不正当的事）看起来可以接受: *The union said that the tribunal's decision legitimized discrimination.* 工会说法庭的裁决使歧视看起来可以接受。

**leisure** /'leʒə(r); *AmE* 'li:ʒər/ *noun* [U]
time that is spent doing what you enjoy when you are not working or studying 闲暇；空闲；休闲: *These days we have more money and more leisure to enjoy it.* 如今我们有更多的钱和空闲时间来享受生活。 ◇ *The airline relies more on business travellers than the* ***leisure market*** (= people who travel or buy products for pleasure). 该航空公司依赖商务旅客而非休闲市场。

**'leisure ,industry** *noun* [C]
the people and activities involved in providing goods and services for things that people do in their free time 休闲产业: *the hotel and leisure industry* 酒店及休闲产业 ◇ *Sporting events and the leisure industry have been hit by the bad weather.* 坏天气影响了体育比赛及休闲产业。

**lemon** /'lemən/ *noun* [C] (*informal*)
a product, especially a car, that is useless and does not work as it should; a poor investment 次品；蹩脚货；亏本的投资

**WHICH WORD?** 词语辨析

**lend/borrow/loan**

You **borrow** something **from** somebody but **lend** something **to** somebody. * borrow 指从别人那里借来某物，lend 指把某物借给别人: *I borrowed Dave's laptop.* 我借了戴夫的笔记本电脑。 ◇ *Dave lent me his laptop.* 戴夫把他的笔记本电脑借给了我。

In the context of money, the verb **loan** is often used instead of lend or borrow, especially in American English. 指金钱时，动词 loan 常代替 lend 或 borrow，尤其在美式英语中更是如此: *We* ***loaned*** *the money* ***from*** *the bank* 我们从银行贷款。 ◇ *The bank was willing to* ***loan*** *us the money.* 银行愿意贷款给我们。

The person or organization that **borrows** something or **receives a loan** is called the **borrower**, and the person or organization that **lends** something or **gives a loan** is called the **lender**. 借入某物或得到贷款的个人或组织称为borrower（借款人），而借出某物或贷放资金的个人或组织称为lender（贷款人）。

**★lend** /lend/ *verb* (**lent, lent** /lent/)
**1** [+ obj or no obj] **lend (sth) (to sb/sth)** | **lend sb sth** (about a bank or financial institution) to give money to sb on condition that they pay it back over a period of time and pay interest on it（银行或金融机构）贷（款）: *The bank refused to lend the money to us.* 这家银行拒绝向我们贷款。 ◇ *They refused to lend us the money.* 他们拒绝给我们贷款。 ◇ *30 financial institutions lent $2 billion to the project.* * 30家金融机构给这项工程贷款20亿美元。 ◇ *Some banks have stopped lending to small businesses.* 有些银行已经停止给小企业贷款。
**2** [+ obj] to give sth to sb or allow them to use sth that belongs to you, which they have to return to you later 借给；借出: *Can you lend me a pen?* 你能借给我一支钢笔吗？ ◇ *Security cards should not be lent to other employees.* 安全卡不应该借给其他雇员。
SYN LOAN → BORROW

**★lender** /'lendə(r)/ *noun* [C]
SEE ALSO: **mortgage lender**
a person or an organization that lends money 放款人；贷方: *The bank is Europe's biggest lender.* 该银行是欧洲最大的贷款银行。 ◇ *The company is in rescue talks with its lenders.* 该公司正与其放款人进行营救谈判。 OPP BORROWER
→ MONEYLENDER

**'lender of 'last re'sort** *noun* [C]
(*Economics*) the role of a country's central bank when it lends money in a time of great difficulty to a bank that does not have enough to cover what its customers are taking out and cannot borrow money from anywhere else 最后贷款银行，最后贷款人（一国中央银行的职能。当其他银行无足够的钱应付顾客的提款及无处可借时，中央银行会向这些银行提供贷款）

**★lending** /'lendɪŋ/ *noun* [U]
SEE ALSO: **bank lending, predatory lending**
the act of lending money; the amount of money that is lent 放款；贷款；贷款额: *Lending by banks and building societies rose to €4.9 billion last year.* 去年由银行和房屋互助协会发放的贷款上升到49亿欧元。 ◇ *the consumer lending market* 消费贷款市场 OPP BORROWING
**PHRASES** ***commercial/consumer/mortgage/personal lending*** 商业／消费／抵押／个人贷款 • ***an increase/a rise/surge*** *in lending* 贷款的增加／上升／激增 • ***a decrease/downturn*** *in lending* 贷款的减少／下降 • *a lending* ***bank/institution/service*** 贷款银行／机构／服务

**'lending rate** *noun* [C]
SEE ALSO: **prime lending rate**
(*Finance*) the rate of interest that you must pay when you borrow money from a bank or another financial organization 贷款利率；放款利率
→ BASE RATE

**less** /les/ *preposition*
used before a particular amount that must be taken away from the amount just mentioned 减去；扣除: *a monthly salary of €2 500 less tax and insurance* 月薪2500欧元，从中扣除所得税和保险费 ◇ *Send a cheque for the catalogue price, less 10% discount.* 寄一张按目录价格打10%折扣的支票。 SYN MINUS → PLUS

**,less-developed 'country** *noun* [C] (*abbr* **LDC**)
(*Economics*) a country that is poor and trying to make its industry and economic system more advanced 欠发达国家 → DEVELOPING

**lessee** /le'si:/ *noun* [C]
(*Law; Property*) a person who has use of a building, an area of land, etc. on a LEASE 承租人；租户
→ TENANT

**lessor** /le'sɔ:(r)/ *noun* [C]
(*Law; Property*) a person who gives sb the use of a building, an area of land, etc. on a LEASE 出租人 → LANDLORD See note at EMPLOYER

**'Less than Con'tainer 'Load** *noun* [C]
(*abbr* **LCL**)
(*Transport*) an amount of goods being transported for sb that does not fill one whole container so will be transported with other goods 拼箱货（运输的货物不足一整箱，要与其他货物拼装在一箱里运输）: *We offer a less-than-container-load service to and from Europe.* 我们对来回欧洲的货物提供拼箱服务。→ FULL CONTAINER LOAD

**let** /let/ *verb, noun*
• ***verb*** [+ obj] (**letting, let, let**) (*especially BrE*) **let sth (out) (to sb)** to allow sb to use rooms, a building, etc. in return for regular payments 出租（房屋、房间等）: *They decided to let out the smaller offices at low rents.* 他们决定以低廉的租金将那些较小的办公室租出去。
IDM **let sb 'go** (*informal*) to make sb have to leave their job 解雇；开除: *They're having to let 100 employees go because of falling profits.* 由于利润下降，他们不得不解雇100名员工。◇ *I'm going to have to let you go* (=dismiss you). 我要开除你。
• ***noun*** [C] (*BrE*)
an act of renting a home, etc. 出租；租借: *We have three industrial units available on a short-term let.* 我们有三家工业单位可供短期出租。

**letter** /'letə(r)/ *noun, adjective*
• ***noun*** [C]
SEE ALSO: **comfort letter, commitment ~, cover ~, covering ~, form ~**
**1** a message that is written down or printed on paper and usually put in an envelope and sent to sb 信；函: *a letter of complaint* 投诉信 ◇ *Who is the letter addressed to?* 这封信寄给谁？◇ *You will be notified by letter.* 将用信函通知你。◇ *guidelines for writing effective sales letters* (= to possible customers) 撰写有效销售信函指南 ⊕ *to **mail/post/send** a letter* 寄信 • *to **draft/write** a letter* 起草一封信；写信 • *to **get/open/receive** a letter* 收到 / 打开 / 接到信 • *to **acknowledge/answer/reply to** a letter* 来函收悉；回信 • *a **business/personal/formal/informal** letter* 商务 / 个人 / 正式 / 非正式信函
**2** a written or printed sign representing a sound used in speech 字母: *Your business card looks more impressive if you have letters after your name* (= showing your qualifications). 如果你的名字后写上资历，你的名片看起来会更令人印象深刻。
IDM **the ,letter of the 'law** the exact words of a law or rule rather than its general meaning 法律（或法规）的准确字面意义: *Although the company sticks to the letter of the law, its employment practices are clearly unfair.* 尽管这家公司严守法律的字面意义，但实际执行雇用条例时显然是不公平的。 **to the 'letter** exactly what sb/sth says, paying attention to every detail 不折不扣；精确地；丝毫不差: *I followed your instructions to the letter.* 我已严格遵照你的指示办事。
• ***adjective*** (*AmE*) = LETTER-SIZE

**letterhead** /'letəhed; *AmE* 'letər-/ *noun* [C]
the name and address of a business that is printed at the top of the paper it uses for letters 信头（印于信笺上端的企业名称和地址）: *The logo appears in the company letterhead.* 该标志出现在公司的信头上。

**,letter of ad'vice** *noun* [C]
(*Commerce*) a letter that is sent to sb giving them some information or telling them of sth that the sender has done 通知书

**,letter of appli'cation** (*also* **appli'cation ,letter,** *less frequent*) *noun* [C]
(*HR*) a letter written by sb who is asking to be considered for a job, usually one that has been advertised 求职信；求职申请书: *Send your CV, a letter of application and the names and addresses of two referees to the Director of Personnel Services.* 将你的简历、求职信及两名证明人的名字和地址寄给人事部主任。

**,letter of ap'pointment** (*also* **ap'pointment ,letter,** *less frequent*) *noun* [C]
(*HR*) a letter from an employer offering sb a job and giving details of pay and conditions 聘任书；任用通知书: *The salary and salary scale are as stated in individual letters of appointment.* 工资和工资级别列在个人的聘任书里。

**,letter of at'torney** = POWER OF ATTORNEY

**,letter of 'comfort** (*also* **'comfort ,letter**) *noun* [C]
(*Finance*) a letter that a company writes to a bank to support a SUBSIDIARY company (= a company that it owns) that needs to borrow money 告慰函，安慰函（公司写给银行以支持其子公司融资的信件）: *A letter of comfort has been provided by the parent company in order to secure the $100 000 loan.* 为了取得10万美元的贷款，母公司出具了安慰函。

**,letter of 'credit** *noun* [C] (*abbr* **l.c., L/C**)
(*Finance; Trade*) a letter that a bank prepares for a customer in which it agrees to pay sb an amount of money under particular circumstances, used especially as a way of paying for imported goods 信用证: *The importer asks the bank to issue a letter of credit on his behalf.* 进口商要求银行代表他开立信用证。→ DOCUMENTARY CREDIT

**,letter of en'gagement** (*also* **en'gagement ,letter**) *noun* [C]
(*HR*) a letter which states the conditions under which sb is employed to do work for a company 工作关系证明书；工作条件约定书

**,letter of in'demnity** *noun* [C]
(*Law*) a letter from one person, company, etc. to another in which they agree to be responsible for particular damage, loss, etc. if it happens 赔偿保证书；损害补偿保证书

**,letter of in'tent** *noun* [C]
(*Law, formal*) a formal letter in which sb states what they intend to do about sth. It is not a promise or a legal contract but shows that they are serious about doing sth 意向书: *They have signed a letter of intent to buy 10% of the company.* 他们签署了购买该公司10%股权的意向书。

**letter of 'licence** (*AmE spelling* ~ **license**) *noun* [C] (*Law*) a letter in which sb who is owed money agrees to allow the person who owes the money more time in which to pay 延期偿还债款同意书；延期偿债函

**letter of re'gret** (*also* **re'gret ,letter**) *noun* [C] a letter that is sent to a person who has had an interview, a company that has tried to win a contract, etc., to tell them that they have not been successful 道歉信

**lettershop** /'letəʃɒp; *AmE* 'letərʃɑ:p/ *noun* [C] (*Marketing*) a company that organizes and sends letters or advertisements to large numbers of people for other companies 代印邮递；入信服务（为其他公司组织和寄送信件或广告邮件给许多人的公司）

**'letter-size** (*also* **'letter**) *adjective* (*both AmE*) used to describe paper that is 8½ inches (215.9 mm) wide and 11 inches (279.4 mm) long 信纸大小的〔81/2英寸（215.9毫米）宽、11英寸（279.4毫米）长的纸〕

**letting** /'letɪŋ/ *noun* [U,C] (*Property*) the act of allowing sb to use a building or part of a building in return for regular payments; a period of time when this is done or a building that is used in this way 出租；出租期限：*an office letting agency* 办公室出租代理机构 ◇ *evening/weekend lettings* 晚上 / 周末出租

**★level** /'levl/ *noun, adjective, verb*

• ***noun***

SEE ALSO: **entry level, high-~, price ~, top-~**

**1** [C] the amount of sth that exists in a particular situation at a particular time（在某个时间某情况下存在的）数量，程度：*low levels of investment* 低水准的投资 ◇ *a high level of risk* 高风险 ◇ *attempts to raise production levels* 努力提高生产水准 ◇ *Profits were **at** the same level as the year before.* 利润与去年水准相同

➊ *a **high/low** level of sth* 某物的高 / 低水平 • *to **control/improve/increase/lower/raise** the level of sth* 控制 / 改善 / 增加 / 降低 / 提高某物的水准 • *a level **rises/falls/stays the same/varies*** 程度上升 / 下降 / 相同 / 改变

**2** [C,U] a particular standard or quality 标准；水准；品质：*We offer the highest level of customer service.* 我们提供最高水准的顾客服务。◇ *This research will take technology to another level.* 这项研究将可把技术带到另一种水准。

➊ *a **high/low** level (of sth)*（某事的）高 / 低水准 • *an **advanced/a basic/an elementary** level* 先进 / 基本 / 初级水准 • *to **achieve/reach** a level* 达到 / 到达水准

**3** [C,U] a position on a scale of quantity or value（数量或价格的）水准：*The euro has dropped to its lowest level since 2003.* 欧元已降到2003年以来的最低点。

➊ *a **high/low** level* 高 / 低水准 • *to **break above/drop below/drop to/fall below** a level* 向上突破某水准；跌落到某水准之下；下降到某水准；降到某水准之下

**4** [U,C] a position or rank in an organization or a system（机构或系统中的）层次，级别：*a decision taken **at** board level* 由董事会层次作出的决定 ◇ *Employees at every level will be affected by the changes.* 每一级别的员工都将受到变革的影响。

➊ *a **high/low** level* 高 / 低级别 • *a **junior/senior** level* 初 / 高级 • *an **international/a local/national** level* 国际 / 当地 / 全国范围 • *to **reach/rise to** a level* 到达 / 上升到某层次

IDM **on the 'level** (*AmE also* **on the ,up and 'up**) (*informal*) honest; legal 诚实；合法：*Are you sure this deal is on the level?* 你确信这笔交易合法吗？

• ***adjective***

**1** having a flat surface that does not slope 平的；平坦的

**2** having the same value or position as sth 价值相等的；地位相同的：*This latest rise is intended to keep wages level **with** inflation.* 最近这次加薪的目的是使工资增长贴近通货膨胀的水平。

→ idiom at PLAYING FIELD

• ***verb*** [+ obj] (**-ll-**, *AmE* **-l-**) to make sth equal or similar 使相等；使平等；使相似：*New technology has a levelling effect on industries.* 新技术对各个行业具有均化效应。

PHR V **,level 'down; ,level sth 'down** to become the same low or lower level as sth; to make standards, amounts, etc. be of the same low or lower level 变成同等低（或更低）水准；使（标准、数量等）降至同等低（或更低）水准：*The company is aiming to level down the salaries of its executives to cut costs.* 该公司正打算降低行政人员的工资以削减成本。 **,level 'off/'out** to stay at a steady level of development or progress after a period of sharp rises or falls（经过一段时间急剧的涨跌后）保持平稳发展：*Sales have levelled off after a period of rapid growth.* 销售经过一段时间的快速增长后已趋于平稳。 SYN FLATTEN OFF/OUT **,level sth 'up** to make standards, amounts, etc. be of the same high or higher level 使（标准、数量等）达到高（或更高）水平：*We need to level up our after-sales service to the standard of our products.* 我们需要将售后服务提高到与产品标准一致。

**lever** /'li:və(r); *AmE* 'levər/ *noun, verb*

• ***noun*** [C]

**1** a handle used to operate a piece of machinery or a vehicle（机器或车辆的）操纵杆，控制杆：*Pull the lever towards you to start the machine.* 把操纵杆向你身体一侧拉动以启动机器。

**2** an action or thing that is used to persuade sb to do sth 手段：*The company used every possible lever to secure the deal.* 该公司使用一切可能的手段来获得这笔交易。◇ *a powerful lever **for** change* 促成变革的强力手段

• ***verb*** [+ obj] to move sth with a **lever**（用杠杆）撬动：(*figurative*) *The government is hoping to lever money from private investors for the project.* 政府希望撬开私人投资者的钱袋投资于该项目。

**★leverage** /'li:vərɪdʒ; *AmE* 'lev-/ *noun, verb*

• ***noun*** [U]

SEE ALSO: **debt leverage**

**1** the ability to influence sth 影响力：*Large stores use their size as leverage to lower suppliers' prices.* 大商店利用规模的优势来压低供应商的价格。

**2** (*Finance*) (*especially AmE*) the relationship between the amount of money that a company

owes (**debt**) and the value of its shares (**equity**) 资本与负债比率；联动比率 SYN GEARING
**3** (*Finance*) (*especially AmE*) using borrowed money to buy an investment or to add to the amount invested, in order to try to increase possible profits from the investment 举债经营，杠杆效应（借钱投资以提高可能的投资利润）：*The buyout provided a high return on investment and excellent leverage.* 这项收购带来了高额的投资回报以及相当不错的杠杆效应。
• ***verb*** [+ obj]
**1** to get as much advantage or profit as possible from sth that you have 利用…以获得好处；利用…获利：*A consultant can advise you on leveraging the skills of your workforce.* 顾问会建议你善用工人技能的优势。
**2** (*Finance*) to use borrowed money to buy an investment or to add to the amount invested, in order to try to increase possible profits from the investment 举债经营；杠杆式投机：*a leveraged takeover bid* 举债经营式的收购出价
**3** to attract money or other advantages 吸引（资金或其他有利条件）：*The design award we won leveraged large loans from several sources.* 我们赢得的设计奖项吸引了来自几个方面的巨额贷款。
▸ **'leveraging** *noun* [U]
PHR V **,leverage 'up; ,leverage sth 'up 1** (*Finance*) if a company or an investor **leverages up**, they borrow more money in order to try to increase profits 举债经营；杠杆作用：*For years companies have leveraged up to boost shareholder returns.* 多年来许多公司已举债经营来提高股东收益。 **2** to increase or improve sth 提高；改善：*Our software will leverage up your efficiency.* 我们的软件将提高你的效率。

**leveraged** /'li:vərɪdʒd; *AmE* 'lev-/ *adjective*
SEE ALSO: **over-leveraged**
(*Finance*)
**1** (about a company or an organization) having borrowed a large amount of money in relation to the value of the shares it has sold（公司或机构）举债经营的，杠杆作用的：*Businesses such as banks and credit-card companies are highly leveraged.* 诸如银行和信用卡公司这样的企业都是高负债经营的。
**2** (about an investment) involving a large amount of borrowed money（指投资）大量借债的：*a highly-leveraged transaction* 大量借债交易 ◇ *a leveraged buyout/takeover* 杠杆式贷款收购 / 兼并 → GEARED, LBO

**'lever arch file** *noun* [C]
a type of file for holding papers in which metal rings that are opened and closed with a **lever** go through the edges of the pages, holding them in place 形象文件夹；杠杆拱形文件夹 —Picture at FILE

**levy** /'levi/ *noun, verb*
• ***noun*** [C] (*plural* **levies**)
SEE ALSO: **capital levy**
(*Finance*) an extra amount of money that has to be paid, especially as a tax to the government 征收额（尤指税款）：*The government has imposed a levy of 20% on most imports.* 政府对大部分进口货物征收20%的税款。
⊕ *to be exempt from/pay a levy* 免税；交税 • *to impose/introduce/put a levy on sth* 对某物征税 • *to abolish/end a levy* 废除 / 停止征税
• ***verb*** [+ obj] (**levies, levying, levied, levied**)
to demand and collect a payment, tax, etc. 征收；征（税）：*A tax of 15% is levied on the sale of shares.* 对出售股票征收15%的税款。

**LFL** /ˌel ef 'el/ = LIKE-FOR-LIKE

**★liability** /ˌlaɪə'bɪləti/ *noun* (*plural* **liabilities**)
SEE ALSO: **accrued liability, admission of ~, contingency ~, contingent ~, current ~, deferred ~, deposit liabilities,** etc.
**1** (*Accounting; Finance*) [C, usually pl.] the amount of money that a company or a person owes 欠债；负债；债务：*The company is reported to have liabilities of nearly €90 000.* 据说该公司负债近9万欧元。 ◇ *We need to make sure we have enough money set aside to meet future liabilities.* 我们需要确保留存足够的钱以偿还未来的债务。 SYN DEBT → ASSET
⊕ *to **have/take on** liabilities* 负债；承担债务 • *to **cover/match/meet/reduce** liabilities* 偿付 / 匹配 / 偿还 / 减少债务 • ***future/long-term/potential/short-term** liabilities* 未来 / 长期 / 可能的 / 短期债务 • ***insurance/pension/tax** liabilities* 保险 / 养老金 / 税务方面的负债
**2** (*Law*) [U] the state of being legally responsible for sth（法律上对某事的）责任，义务：*The company cannot accept liability **for** any damage caused by natural disasters.* 本公司对由于自然灾害造成的任何损失不承担责任。 → LIABLE
⊕ *to **accept/admit/deny/have** liability (for sth)*（对某事）承担 / 承认 / 否认 / 有责任 • ***full/legal** liability* 全部 / 法律责任

**lia'bility in,surance** (*also* **lia'bility ,cover**) *noun* [U]
insurance that a person or an organization buys to protect them against legal claims made by others, for example by people who suffer an injury while on their property 责任保险：*The company must display a copy of their certificate of employer's liability insurance.* 公司必须出示一份员工责任保险证明。

**★liable** /'laɪəbl/ *adjective* [not before noun] (*Law*)
**1** legally responsible for paying the cost of sth 法律上负有偿付责任的：*Are the manufacturers liable **for** any damage their products do?* 制造商要对其产品造成的任何损失负赔偿责任吗？ ◇ *The partners were **held** personally liable for the debts of the firm.* 合伙人对公司的债务承担个人责任。 See note at RESPONSIBLE
**2** likely to be punished by law for sth 可能受法律惩处的：*Offenders are liable **to** fines of up to $500.* 违者会被处以最高500美元的罚款。
**3** having to do sth by law 必须按法律做（某事）的：*The supply of services is liable **to** VAT.* 提供服务需要缴纳增值税。

**liaise** /li'eɪz/ *verb* [no obj]
**1** (*especially BrE*) to work closely with sb and exchange information with them（与某人密切）联络，联系：*I have been liaising closely with the marketing department.* 我一直和营销部门有密切的联系。

**2** to act as a link between two or more people or groups 做联系人；担当联络员：*His job is to liaise between the staff and management.* 他的工作是做员工和管理层之间的联系人。

**liberalize , -ise** /'lɪbrəlaɪz/ *verb* [+ obj] to make the rules that apply to an activity, an industry, etc. less strict; to make it easier for more people to take part（使）自由化；放宽对…的限制：*plans to liberalize world trade* 使世界贸易自由化的计划 ◇ *The country's energy market has been fully liberalized for some time.* 该国完全开放其能源市场已有一段时间。▸ **liberalization, -isation** /ˌlɪbrəlaɪ'zeɪʃn; *AmE* -lə'z-/ *noun* [U]：*economic/market/trade liberalization* 经济 / 市场 / 贸易自由化

**LIBOR** /'laɪbɔ:(r)/ = LONDON INTER-BANK OFFERED RATE

**★licence** (*AmE spelling* **license**) /'laɪsns/ *noun* [C]

SEE ALSO: **letter of licence, practicing license**

(*Law*) an official document that shows that permission has been given to do, own or use sth 许可证；执照：(*BrE*) *a driving licence* 驾驶执照 ◇ *a licence for the software* 软件许可证 ◇ *The company won a licence to operate a mobile phone network.* 这家公司赢得了经营移动电话网络的许可证 ◇ *a licence holder*（= a person who has been given a licence）许可证持有人

➲ *to* ***have/hold/get/own*** *a licence* 有 / 持有 / 得到 / 拥有许可证 • *to* ***apply for/renew*** *a licence* 申请 / 更换执照 • *to* ***grant/issue/refuse/suspend/take away*** *a licence* 颁发 / 发出 / 拒绝给予 / 暂扣 / 取消执照 • *a licence* ***expires/runs out*** 许可证到期 / 期满

IDM **a licence to print 'money** (*informal*) used to describe a business which makes a lot of money with little effort 不费劲挣大钱；摇钱树 **under 'licence** (about a product) made with the permission of a company or an organization（指产品）获得生产许可：*The vehicles are manufactured under licence from Toyota.* 这些车辆的制造获得了丰田的许可。

**'licence a,greement** (*AmE spelling* **license ~**) *noun* [C] (*Law*) a legal document with a piece of software that states it can be used and how many people can use it 许可证协议

**'licence fee** (*AmE spelling* **license ~**) (*also* **'licensing fee**, *especially in AmE*) *noun* [C] an amount of money paid to a business or an authority in order to obtain a licence 许可证费用；执照费：*They are charging a licence fee of $100 per user of the software.* 他们收取每位客户100美元的软件许可证费。

**★license** /'laɪsns/ *verb, noun*

• ***verb*** [+ obj] (*Commerce; Law*) to give a person or an organization official permission to do, own, or use sth, often in exchange for a fee 批准；许可：*The drug has not yet been licensed in Europe.* 这种药尚未在欧洲获得许可。◇ *We license the technology to other manufacturers.* 我们将这项技术授予其他制造商。◇ *They had licensed the firm to produce the drug.* 他们批准该公司生产这种药物。◇ *They rely heavily on licensing income.* 他们非常依赖许可费收入。

• ***noun*** [C] (*AmE*) (*Law*) = LICENCE HELP You will find words formed with **license** at the spelling **licence**. 以 license 拼法构成的词语，可于 licence 下找到。

**licensed** /'laɪsnst/ *adjective* (*Commerce*)

**1** having official permission to do, make or use sth 得到正式许可的：*licensed dealers* 特许交易商 ◇ *We are licensed to make the toys.* 我们已获准生产玩具。

**2** that you have official permission to make, own or use 获准生产（或拥有或使用）的：*licensed products* 授权产品 ◇ *licensed cabs* 有执照的出租车

**licensee** /ˌlaɪsən'si:/ *noun* [C] (*Law*) a person or company who has been given official permission to do, make, own or use sth 许可证持有者；领有执照者 → LICENSOR

**'licensing fee** = LICENCE FEE

**licensor** (*also spelled* **licenser**) /'laɪsənsə(r)/ *noun* [C] (*Law*) a person or an organization that gives a licence to sb 发许可证者；发执照者：*the licensor of the software* 软件的发证者 → LICENSEE See note at EMPLOYER

**lien** /'li:ən; li:n/ *noun* [C]

SEE ALSO: **tax lien**

(*Law*) a right to keep property belonging to sb else until they pay what they owe 扣押权，留置权（扣押某人财产直至还清债务为止）：*A mechanic may claim a lien over a car he is repairing.* 机修工可以对正在修理的汽车行使留置权。◇ *They hold a lien on the shares as security for the debt.* 他们对股票拥有留置权，以作为债务担保。◇ *The mortgage lender will check for liens against the property.* 按揭贷款人将核查财产的留置权。

➲ *to* ***claim/exercise/have/hold*** *a lien* 要求 / 行使 / 有 / 拥有留置权

▸ **lienee** /ˌli:ə'ni:; ˌli:'ni:/ *noun* [C] **lienor** /'li:ənɔ:(r); 'li:nɔ:(r)/ *noun* [C]

**lieu** /lu:; *BrE also* lju:/ *noun*

IDM **in lieu (of sth)** (*formal*) instead (of sth) 替代：*She received six months' salary in lieu of notice.* 她收到了六个月的工资代替解雇通知。→ TIME OFF IN LIEU

**life** /laɪf/ *noun*

SEE ALSO: **depreciable life, economic ~, expectation of ~, job for ~, non-~, shelf ~, useful ~**, etc.

**1** [C] the period of time when sth exists or works, is good enough to use, etc.（某物的）寿命；使用期；有效期：*You will pay the same interest rate over the life of the loan.* 你在贷款期内将支付相同的利率。◇ *The restaurant* ***began life*** *as a factory canteen.* 这家餐厅开始时是用作工厂食堂的。◇ *methods of prolonging the storage life of fresh fruit*（= the time it can be stored）延长新鲜水果储存时间的方法

**2** [U,C] (*often used with an adjective* 常与形容词连用) the activities and experiences that are typical of a particular way of living or working（某种方式的）生活或工作：*city life* 城市生活 ◇ *Internal*

*competition is a natural part of corporate life.* 内部竞争是公司生活中不可分割的一部分。
**3** [C] (*often used with an adjective* 常与形容词连用) the period of time that sb spends in a particular situation（某种状况下的）一段生活经历: *She was looking for a better balance between her personal life and her business life.* 她正在寻求对个人生活和商业生涯更好地作出平衡。
→ idiom at WALK *noun*

**'life as,surance** = LIFE INSURANCE

**'life-,balance** *adjective* [only before noun]
(*HR*) used to describe the relationship between your work and the rest of your life 生活平衡的（工作和私人生活之间的关系）

**lifeblood** /'laɪfblʌd/ *noun* [U]
the thing that keeps sth strong and healthy and allows it to continue successfully（事物的）命脉; 生命线; 命根子: *Money is the lifeblood of any company.* 金钱是任何公司的生命线。 ◇ *The disaster is threatening the area's economic lifeblood.* 灾害正在威胁着该地区的经济命脉。

**lifeboat** /'laɪfbəʊt; *AmE* -boʊt/ *noun* [C]
(*Finance*) (used in newspapers) financial help given to a company that is in trouble（用于报章，对陷入困境公司的）财政援助: *The troubled company is hoping for a financial lifeboat from the banks.* 陷入困境的公司希望得到银行的财政援助。
**NOTE** A **lifeboat** is a special boat that is sent out to rescue people who are in danger at sea.
* lifeboat 原意是派往海上救助的救生艇。

**'life ,cycle** *noun* [C]
SEE ALSO: **product life cycle**
the period during which a product, a project, or an organization exists; the developments and changes which occur during this period（产品、方案、机构的）生命周期: *the natural life cycle of new businesses* 新企业的自然生命周期 ◇ *The tasks will vary over the life cycle of the project.* 这些任务随项目的生命周期而有所不同。 ◇ *These models are nearing the end of their life cycles.* 这些型号快要被淘汰了。

**'life ex,pectancy** *noun* [U,C]
**1** (*also* **,expectation of 'life**) the number of years that a person is likely to live 预期寿命: *Pension fund managers have to cope with longer life expectancy and new pension regulations.* 退休金基金经理人需要面对更长的预期寿命和新的退休金条例。
**2** the length of time that sth is likely to exist or continue for 预计存在（或持续）的期限: *the short life expectancy of dotcoms* 昙花一现的网络公司
**3** the length of time that an asset is likely to be used for 资产的预期使用期限

**'life fund** *noun* [C]
money that is paid to insurance companies for LIFE INSURANCE and invested by them. Claims are paid from this money 人寿保险基金: *The present value of the life fund is about $18 billion.* 人寿保险基金的现值大约为180亿美元。 ◇ *a with-profits life fund* 可分红的人寿保险基金

**'life in,surance** (*BrE also* **'life as,surance**) *noun* [U]
a type of insurance in which you make a single payment or regular payments so that you receive a sum of money when you are a particular age, or so that your family will receive a sum of money when you die 人寿保险: *Sales of life insurance and annuities have increased.* 寿险和年金的销售额增加了。 ◇ *life insurance companies* 人寿保险公司 ◇ *payouts on life insurance policies* 对人寿保险单的赔付

**lifeline** /'laɪflaɪn/ *noun* [C, usually sing.]
help given to a person or an organization that is in trouble; sth that sb/sth depends on（给陷入困境的个人或机构的）帮助; 命脉; 生命线: *The government **threw** a financial lifeline to the industry.* 政府给予该行业财政援助。 ◇ *The deal will offer a much-needed lifeline to the firm.* 这笔交易将为这家企业提供急需的帮助。

**,lifelong 'learning** *noun* [U]
(*HR*) the idea that employees need to keep developing their knowledge and skills throughout their working lives 终生学习: *Universities are working with businesses and local people to promote lifelong learning.* 大学正与企业和当地人合作推广终生学习。

**lifespan** /'laɪfspæn/ *noun* [C]
the length of time that sth will last, will be useful, or will be wanted 寿命; 预期使用期限: *The product has a 10-year lifespan.* 该产品有10年的寿命。 ◇ *the lifespan of the software* 软件的使用寿命

**lifestyle** /'laɪfstaɪl/ *noun* [C,U]
the way in which a person or a group of people lives and works 生活方式; 工作方式: *They borrowed heavily to support their lavish lifestyle* (= they spent a lot of money). 他们靠大量借货来支持自己奢华的生活方式。 ◇ *The food and health magazine is aimed at people with busy lifestyles.* 针对忙碌生活方式的人们而出版的食品和健康杂志。 ◇ *Are you living a healthy lifestyle?* 你有健康的生活方式吗?
⊕ *a **comfortable/healthy/lavish/outdoor** lifestyle* 舒适的 / 健康的 / 奢侈的 / 户外的生活方式 ◆ *lifestyle **brands/changes/choices/magazines*** 生活方式品牌 / 改变 / 选择; 时尚杂志

**'life ,tables** (*also* **mor'tality ,tables**) *noun* [pl.]
(*Insurance*) lists that show how many years people in particular groups are expected to live, used in calculating insurance risks 生命表（显示某些人群预期寿命，用于计算保险风险）

**,lifetime em'ployment** *noun* [U]
(*HR*) when employees in an organization are promised a job until they retire 终身雇用: *There is no guarantee of full lifetime employment.* 不能保证每个人终身都获得雇用。 ◇ *the concept of lifetime employment in Japan* 日本终身雇用的概念
→ TENURE

**,lifetime 'value** (*abbr* **LTV**) (*also* **'customer 'lifetime 'value** *abbr* **CLV**) *noun* [U]
(*Marketing*) the total amount of profit that a company expects to make from each customer during the period of time that they buy the company's products 生命周期价值（公司预计顾客购买产品的这段时间内可赚取的总利润额）

**,life-work 'balance** (*also spelled* **life/work ~**) = WORK-LIFE BALANCE

**LIFFE** /lɪf/ *abbr* **London International Financial Futures and Options Exchange** a market for buying and selling FUTURES and OPTIONS 伦敦国际金融期货及期权交易所

**LIFO** /'laɪfəʊ; *AmE* -oʊ/ = LAST IN, FIRST OUT → FIFO

**lift** /lɪft/ *verb, noun*

• ***verb***

**1** [+ obj] to make an amount or level of sth greater 提高；增加：*The number of new jobs this year helped lift consumer confidence and incomes.* 今年新增职位数增强了消费者的信心并提升了他们的收入。

**2** [+ obj *or* no obj] to become or to make sth become more valuable or successful 使更有价值；使更成功：*efforts to lift the economy out of recession* 使经济摆脱衰退的努力 ◇ *Some stocks lifted yesterday.* 昨天有些股票升值了。

**3** [+ obj] to remove or end a restriction, policy or threat 解除，撤销，停止（限制、政策或威胁）：*The ban was later lifted.* 禁令后来解除了。◇ *efforts to lift economic sanctions* 解除经济制裁的努力

**4** [+ obj] to raise sth to a higher position or level 提起；举起；吊起；抬高：*There are special ways of lifting large, heavy objects.* 有特殊的方法用来提起大型重物。

▸ **'lifting** *noun* [U]：*a partial lifting of the ban* 局部解禁 ◇ *Who will do the* ***heavy*** *lifting?* 谁来完成“主要”任务？

• ***noun***

**1** [C, usually sing.] an increase in sth; an improvement in sth 提高；增加；改善：*We recorded a 3% lift in sales in April.* 我们四月份的销售额增长了3%。

**2** (*BrE*) (*AmE* **'elevator**) [C] a machine that carries people or goods up and down to different levels in a building or a mine 电梯；升降机：*It's on the sixth floor—let's* ***take*** *the lift.* 在七层——我们乘电梯吧。

**light** /laɪt/ *adjective* (**lighter, lightest**)

**1** not great in amount or degree 少量的；程度低的：*Trading was light as many offices were closed.* 因为许多地方不办公，交易量很少。◇ *The job losses were lighter than at other banks.* 这儿的裁员比其他银行少。

**2** [only before noun] used to describe smaller vehicles, machines, etc. that are not of the most powerful type（小型车辆、机器等）轻型的：*The plant will build light vehicles.* 这家工厂将制造轻型车辆。◇ *Light truck sales were up 6 per cent.* 轻型卡车销量上升了6%。◇ *light manufacturing companies* 轻型制造公司

**3** (*BrE*) **light on sth** not having a large amount or enough of sth 不多；不足；缺乏：*It's a service company, very light on assets.* 这是一家资产非常缺乏的服务公司。

**3** [usually before noun] not involving a lot of work or activity; not very busy 没有太多工作或活动的；轻松的：*My schedule is much lighter this week.* 我本周的日程排得松多了。

**4** not needing a lot of physical strength 轻松的；不需要太多体力的：*After his accident he was moved to lighter work.* 事故后，他改做轻活儿了。→ HEAVY

IDM **make light 'work of sth** to do sth quickly and with little effort 轻而易举地做（某事）：*The big six-cylinder engines made light work of the load.* 大6缸发动机使装货轻而易举。

**,light-'duty** *adjective* [only before noun] designed to carry or operate with normal or small loads 轻载的：*small, light-duty trucks* 轻型小卡车 OPP HEAVY-DUTY → MEDIUM-DUTY

**,light engi'neering** *noun* [U] businesses that design and build machinery or equipment which is small or light; the activities of these businesses 轻型工程：*In the region there are light industries such as clothing, electronics and light engineering.* 这个地区的轻工业有服装、电子和轻型工程。→ HEAVY ENGINEERING

**,light 'industry** *noun* [U,C] businesses that produce small or light goods, such as things used in the house, using small machines and factories 轻工业：*the shift towards light industry and service activities* 转向轻工业和服务活动 → HEAVY INDUSTRY

▸ **,light in'dustrial** *adjective*：*light industrial goods/property* 轻工产品 / 财产

**,lightning 'strike** *noun* [C] (*BrE*) (*HR*) a strike by a group of workers that happens very suddenly 闪电式罢工 → WILDCAT *adj.* (1)

**'light pen** *noun* [C] (*IT*)

**1** a piece of equipment, shaped like a pen, that is sensitive to light and can be used to pass information to a computer when it touches the screen（用于在电脑输入信息的）光笔

**2** a similar piece of equipment that is used for reading BAR CODES 条码识读器；光扫描器

**lightweight** /'laɪtweɪt/ *adjective*

**1** not heavy 轻的：*lightweight materials like aluminium* 如铝这样的轻型材料 ◇ *lightweight laptops* 轻巧型笔记本电脑

**2** not as powerful or successful as other people or things 不重要的，无足轻重的（人或事）→ HEAVYWEIGHT

▸ **'lightweight** *noun* [C]：*He is considered a lightweight.* 他被认为是个无名之辈。

**,like-for-'like** *adjective* [only before noun] (*abbr* **LFL**) (*Accounting*) used to describe figures that are adjusted to allow comparison with a similar period, excluding for example any new stores or businesses or any unusual activities（数据）同比的：*Warm weather helped trading in August, with like-for-like sales up 5.9%.* 温暖的气候有助于八月份的交易，同比销售额增长5.9%。◇ *Full-year like-for-like growth was 4.8%.* 全年同比增长4.8%。◇ *Operating profits fell 11.2 per cent* ***on a like-for-like basis.*** 经营利润同比下降了11.2%。→ SAME-STORE SALES

⊕ *like-for-like* ***figures/growth/revenues/sales*** 同比数字 / 增长 / 收入 / 销售额

▸ **,like-for-'like** *adverb*：*Sales grew by 1.7%, but fell by 1.5% like-for-like.* 销售额增长了1.7%，但同比下降了1.5%。

**,like-for-'likes** *noun* [pl.] (*Accounting, informal*) figures that have been adjusted so that they can be compared with

figures for a similar period, excluding for example any new stores or businesses or any unusual activities（数据）同比：*They have seen like-for-likes slip in the past year due to increased competition and falling sales.* 由于竞争加剧、销售额下降，他们在过去一年里出现同比下滑的情况。◇*Hotels had reported an 8% increase in like-for-likes for the beginning of the year.* 酒店报告称今年初同比增长了8%。

**limit** /'lɪmɪt/ *noun, verb*

• *noun* [C]

SEE ALSO: **credit limit, floor ~, time ~**

the greatest or smallest amount of sth that is possible or allowed 极限；限额；限量：*Some banks set a daily limit on cash withdrawals.* 有几家银行规定了每日提取现金的限额。◇*to keep government spending within acceptable limits* 将政府开支保持在可接受的限度内

• *verb* [+ obj]

**1** to stop sth from increasing beyond a particular amount or level 限制；限定：*The agreement with the union limits the number of layoffs to 400.* 与工会达成的协定是将裁员人数限制在400人。

**2 limit yourself/sb (to sth)** to restrict or reduce the amount of sth that you or sb can have or use 限量；减量：*Employees are limited to two short breaks a day.* 员工一天最多有两次短暂的休息时间。

PHR V **'limit sth to sb/sth** (*usually* **be limited to**) to make sth exist or happen only in a particular place or within a particular group 使（某事只在某地或某群体内）存在（或发生）：*The service will be limited to the US market.* 这项服务将只限于向美国市场提供。

**limitation** /ˌlɪmɪ'teɪʃn/ *noun* [C]

SEE ALSO: **damage limitation**

a rule, fact or condition that limits sth 起限制作用的规则（或事实、条件）：*to impose limitations on imports* 对进口加以限制◇*Make clear the budget available and any budgetary limitations.* 清楚说明可用的预算以及任何预算限制。

SYN CURB, RESTRAINT

**limi,tation of lia'bility** *noun* [U,C]

(*Law*) the fact that sb's responsibility for sth such as damage, loss, etc., especially their financial responsibility, is limited 责任范围

**Limited** /'lɪmɪtɪd/ *adjective*

used in the UK after the name of a LIMITED COMPANY 有限的（用于有限公司名称之后）：*LW Investments Limited* 龙运投资有限公司 → LTD

**limited** /'lɪmɪtɪd/ *adjective*

**1** restricted; only for a particular time, particular numbers, etc. 受到限制的；受（时间、数目等）限制的：*This offer is for a limited period only.* 这项报价只在限定时间内有效。

**2** not great in amount or extent; small 有限的：*a limited product range* 有限的产品范围◇*He has limited experience in this area.* 他在这方面经验有限。◇*We are doing our best with the limited resources available.* 我们正竭尽全力利用可获得的有限资源。

**,limited 'company** *noun* [C]

SEE ALSO: **public limited company**

in the UK, a company whose owners have responsibility for paying only a limited amount of the company's debt（英国的）有限责任公司，股份有限公司 → PRIVATE COMPANY

**,limited lia'bility** *noun* [U]

(*Law*) the legal position in which shareholders of a company are only responsible for the money they have given if the company cannot pay its debts 有限责任：*The firm is a limited liability partnership.* 这家公司是有限责任合伙。

**,limited 'partnership** *noun* [C] (*abbr* **LP**)

a business owned by two or more people who are responsible only for the amount that they have invested in the business if it is unable to pay its debts 有限合伙企业（两个或两个以上的人拥有，若不能偿还债务，则只需承担所投资的金额）：*He set up a limited partnership.* 他成立了有限合伙企业。▶ **,limited 'partner** *noun* [C]

**'limit ,order** *noun* [C]

SEE ALSO: **buy limit order, sell limit order**

(*Stock Exchange*) an order not to sell shares below a particular price, or not to buy shares above a particular price 限价指示，限价委托（投资者要求股票经纪人低于某价格不卖或高于某价格不买的指示）

**linchpin** (*also spelled* **lynchpin**) /'lɪntʃpɪn/ *noun* [C, usually sing.]

the person or thing that an organization or a project depends on; the most important person or thing 关键；关键人物；关键事物：*Consumers are the linchpin of the economy.* 消费者是经济的关键。

**★line** /laɪn/ *noun, verb*

• ***noun***

SEE ALSO: **above-the-line, assembly ~, below-the-~, bottom ~, credit ~, dotted ~, firing ~,** etc.

**1** [C] a type of product made or sold by the same company（同一家公司生产或销售的产品）种类，类型，系列：*We sell an exclusive line of children's clothing.* 我们独家销售系列儿童服装。◇*Dell has recently moved to expand its line of products.* 戴尔最近提出扩大其产品种类。

SYN RANGE

**2** [C] a system of making sth in a factory, in which the product moves from one worker to the next until it is finished 生产线；流水线：*A new car rolled off the line every 49 seconds.* 生产线每49秒生产出一辆新车。◇*teams of line workers* 成组的流水线工人

**3** [C] a telephone connection; a particular telephone number 电话线路；电话号码：*If you hold the line* (= stay on the telephone and wait), *I'll see if she is available.* 如果你不挂断电话，我可以去看看她在不在。◇*Your bill includes line rental.* 你的账单包括电话线路的租用费。

→ HELPLINE, HOTLINE

**4** [C, usually sing.] a series of people in order of importance 一系列按重要性排列的人：*a line of command* 一系列根据职务层级排列的指挥人员◇*He is second in line to the chairman.* 他的地位仅次于主席。◇*Orders came down the line from the*

*very top.* 命令从最高领导人逐级传达下来。
→ LINE MANAGER
**5** [sing.] a type or area of business, activity or interest 行业；活动范围；兴趣类型：*My line of work pays pretty well.* 我的工作报酬颇丰厚。
→ SIDELINE
**6** [C] a supply of sth such as credit 额度：*The company has already put in place new lines of credit to cover about $100 m.* 该公司已落实到位的新的信贷额度大约为1亿美元。
**7** [C] (*AmE*) = QUEUE (1,2)
**8** [C] (often used in names) a company that provides transport for people or goods（常用于名称）运输公司，航运公司：*The two cruise lines said they remained confident of success.* 两家游轮公司表示他们仍然有信心取得成功。
→ AIRLINE
**9** (*Finance*) [C] a number or group of a particular share, bond, etc. 若干，一批（股票、债券等）：*a line of 1.9 m shares* 一批190万股的股票
IDM **be, come, etc. on 'line 1** to start to operate; to become available 开始运作；可用的：*The new working methods will come on line in June.* 新的操作方法将于六月份开始采用。 **2** using or connected to a computer or the Internet; communicating with other people by computer 使用电脑的；用电脑交流的；线上的；上网的：*All our offices are now on line.* 我们所有的办公室现在都上网。→ ONLINE **be in the line of 'fire** to be in a position where people can criticize or blame you 遭到非难 **bring sb/sth, come, get, fall, etc. into 'line (with sb/sth)** to behave or make sb/sth behave in the same way as other people or how they should behave 使一致；使规范；使符合；和…一致：*We need to bring capacity into line with demand.* 我们需要使产能和需求保持一致。 **in 'line** under control or at an appropriate or expected level 控制或协调至合适的或预期的水平：*It takes some time for a big company to get expenses in line.* 大公司控制开支需要时间。 **in 'line (for sth)** likely to get sth 有可能获得某物：*She is in line for promotion.* 她有可能得到晋升。 **in 'line with sth** similar to sth or so that one thing is closely connected with another 与…相似（或紧密相连）：*Annual pay increases will be in line with inflation.* 每年的工资增长幅度将与通胀挂钩。 **(put sth) on the 'line** (*informal*) at risk 冒风险：*The proposed cutbacks have put 5 000 jobs on the line.* 建议中的削减计划使5000人面临着失业的风险。 **toe the 'line** (*AmE also* **toe the 'mark**) to do what sb in authority tells or orders you to do, even if you do not think it is right 严守规则；服从命令；履行职责 → idioms at CROSS, FIRING LINE, LAY, OUT, SIGN *verb*

• *verb*
IDM **,line your (own)/sb's 'pockets** to get richer or make sb richer, especially by taking unfair advantage of a situation or by being dishonest（尤指通过占便宜或欺诈而）中饱私囊；使发财：*Why should I work 16 hours a day to line someone else's pockets?* 我为什么应该每天工作16小时来让别人捞钱？
PHR V **,line 'up** to stand in a line or row; to form a QUEUE 排成一行；排队：*We've had people lining up outside the store since 4 a.m.* 凌晨4点开始就有人在我们店外排队。 **,line 'up (behind sb/sth)** to support sb/sth on a particular issue（在某一问题上）支持（某人或某事）：*Other Board members appear to have lined up behind the CEO.* 其他董事会成员似乎都支持这位首席执行官。 **,line sb/sth 'up** to arrange for an event or activity to happen, or arrange for sb to be available to do sth 组织，安排（活动）；安排（人做某事）：*They had lined up a manufacturer to fill the order.* 他们物色了一位制造商来供应订货。

**lineage** /'lɪnɪɪdʒ/ *noun* [U]
(*Marketing*) the total amount of space used by an advertisement 广告专用版

**'line au,thority** *noun* [U]
(*HR*) the power that managers have to control and give orders to the people that they are responsible for, in order to achieve the things that their own managers expect 直线职权（是一种为了实现上级期望的目标而向下属发布指令的权力）

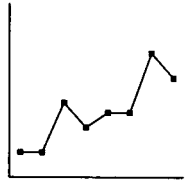
**'line chart** = LINE GRAPH

**'line ex,tension** *noun* [C,U]
(*Marketing*) a new product that is closely related to existing products and is sold using an existing brand name; the practice of marketing products in this way 产品线扩展（与现有产品密切相关并且使用现有品牌名称销售的新产品）：*We are developing two new apple flavours as a line extension of our best-selling classic apple juice.* 我们正在开发两种新的苹果口味，以扩展我们最畅销的经典浓缩苹果汁的产品线。

**'line ,filling** *noun* [U]
(*Marketing*) the activity of adding new products to an existing range in order to make the range more complete 产品线填充（在一条产品线中，增加一个新的产品，使产品线更加完整）：*Line filling closes gaps in the market and keeps competitors out.* 产品线填充弥补了市场的缺口，并阻止竞争者打入市场。

**'line graph** (*also* **'line chart**) *noun* [C]
a type of graph which displays data by means of a series of points connected by a line 线状图表：*This line graph shows sales trends over the five-year period.* 这个线状图表显示了五年期间的销售趋势。

**line graph** 线形图



**'line ,management** *noun* (*BrE*)
(*HR*)
**1** [U] a system of organizing a company in which information and instructions are passed from each employee or manager to the person one rank above or below them 垂直管理；线性管理；各级负责管理：*Newly-qualified staff start out at the*

*bottom of a system of line management.* 刚刚取得任职资格的员工从线性管理制度的底层开始工作。
**2** [U with sing./pl. verb] the managers in a company who are responsible for the main activities of the company, such as manufacturing, sales, etc. 部门经理（负责公司生产、销售等主要业务的经理）：*Line management is/are responsible for ensuring that production targets are met.* 部门经理负责确保达到生产目标。

**'line ,manager** *noun* [C] *(HR)*
**1** a person who has a number of employees working under them and who is responsible for giving them work and checking how they develop 部门经理：*I have regular one-to-one meetings with my line manager.* 我和我的部门经理定期召开一对一的会议。→ DIRECT REPORT See note at BOSS
**2** a manager who is involved in running the main business activities of a company 直线经理（参与管理公司主要业务的经理）

**,line of 'credit** = CREDIT LINE

**'line ,stretching** *(also* **'product line ,stretching)** *noun* [U] *(Marketing)* the activity of adding new products to an existing range that are higher or lower in price, in order to attract a different group of customers 产品线延伸（为吸引不同的顾客群，在现有产品线上增加较高价格或较低价格的新产品）：*For the luxury car manufacturer, line stretching means producing a car for the middle range of the market.* 对豪华汽车制造商而言，产品线延伸意味着为中档市场开发一种汽车。

**★link** /lɪŋk/ *noun, verb*
● ***noun*** [C]
**1** a relationship between two or more people, countries or organizations 关系；纽带：*to establish/maintain trade links with Asia* 与亚洲建立 / 保持贸易关系 ◇ *The project will strengthen links between the two companies.* 该方案将加强这两家公司之间的联系。
**2** a means of travelling or communicating between two places 交通路线；通讯手段：*a high-speed rail link* 高速的铁路交通 ◇ *a link road* 连接公路 ◇ *a telephone/video link* 电话 / 视频线路
**3** *(IT)* a place in an electronic document which connects one part of the document to another part or connects the document to a different one and moves you there if you click on it（电子档的）链接：*Click here for related links.* 点击这里进入相关链接。◇ *The site has links to a list of search engines.* 该网站已链接到搜索引擎清单。
● ***verb*** [+ obj] *(often* **be linked)**
**1 link A to/with B** | **link A and B (together)** to make a connection between people, places, or things 把（人、地方、物）连接起来：*The Channel Tunnel links Britain with the rest of Europe.* 英吉利海峡隧道将英国和欧洲其他国家连接起来。◇ *The computers are linked together in a network.* 这些电脑通过网络连接起来。
**2 link A to/with B** to say that there is a connection or relationship between two or more things or people 表示（两件或两件以上的东西、两人或两人以上）有联系（或关系）：*The company is being linked with a bid to take over a rival supermarket chain.* 这家公司与收购竞争对手连锁超市的出价有关。◇ *He had been linked to the vacant post of chief executive.* 人们把他与总裁的空缺联系在一起。
**3** *(Finance)* if the value of an investment, a currency, or a payment **is linked** to something else, it changes in the same way that the other thing does 联系；（投资、货币、支付与其他事物）相关联：*All our investments were linked to the stock market.* 我们所有的投资都与股票市场息息相关。◇ *The country's currency is linked to the US dollar.* 该国货币与美元挂钩。→ INDEX-LINKED
**4** *(IT)* **link A to/with B** to connect websites or parts of a web page so that a user can move to another website or part of a document by clicking 链接（网站或部分网页，用户点击即可进入其他网站）：*Link your site to ours.* 将你的网站和我们的网站连接在一起。
**PHR V ,link 'up (with sb/sth)** to work with another company or organization to achieve something（为实现某种目的，与另外的公司或机构）合作：*The designers have linked up with Britain's largest furniture maker.* 设计者已和英国最大的家具制造商合作。→ LINK-UP

**linkage** /'lɪŋkɪdʒ/ *noun*
**1** [U] the act of linking things; the state of being linked 连接；联系：*We examine proposals to ensure linkage with company policy.* 我们审查了建议书以确保能符合公司政策。
**2** [C] a connection between things（事物间的）联系：*The study identified important linkages between economic and political change.* 这项研究指出了经济与政治变革之间的重要联系。
**3** [C] an agreement to work with another company or organization to achieve something（为实现目标，与另一家公司或机构的）合作协定：*We have established a linkage with a local college to provide training for new recruits.* 我们就新聘人员培训一事已与当地一所大学订立了合作协议。
**4** [U] the act of making one part of an agreement depend on another 挂钩：*the linkage of pay to productivity* 工资与生产率的挂钩

**'link-up** *noun* [C]
a connection formed between two things, for example two companies or two broadcasting systems（指两个事物如两家公司或两个广播系统的）连接，联系：*There are rumours of a link-up between the two big carmakers.* 有谣传说两家大汽车制造商要联合。◇ *a video link-up with the conference* 视频与会议的连接 → LINK UP (WITH SB/STH) at LINK *verb*

**the 'lion's share** *noun* [sing.] *(BrE)*
the largest or best part of something when it is divided 最大或最好的一份：*Software sales account for the lion's share of the company's profits.* 软件销售额占了公司利润的最大部分。

**liquid** /'lɪkwɪd/ *adjective*
*(Accounting; Finance)*
**1** (about assets) that can easily be sold and changed into cash（指资产）容易变现的，流动性高的：*The company has $2.8 billion in cash and other liquid assets.* 公司拥有28亿美元的现金和其他流动资产。◇ *highly liquid shares* 具有高度流动性的股票
**2** (about a company, an investor, etc.) having cash or assets that can easily be changed into cash

（指公司、投资者等）拥有高流动性资产的，拥有现金的：*They have a strong position and are among the most liquid companies in the industry.* 他们处于强势地位，在该行业中属于资产流动性最高的公司之一。

**3** a **liquid** market is one in which there is a lot of buying and selling 流动性（市场）：*In this highly liquid market, prices are relatively stable.* 在这个高度流动性市场里，价格相对稳定。

OPP ILLIQUID —Picture at LIQUIDITY

**★liquidate** /'lɪkwɪdeɪt/ *verb*

**1** (*Law*) [+ obj *or* no obj] to sell a company's assets and pay its debts in order to close it 清算，清理（出售公司资产、偿还债务）：*The bankruptcy court has ordered the company to liquidate.* 破产法庭已命令该公司进行清算。◇ *If the deal falls through, the tour operator is likely to be liquidated.* 如果交易告吹，旅游公司很可能会被清算。

SYN WIND UP See note at BANKRUPT

**2** (*Accounting*; *Finance*) [+ obj] to sell sth in order to get money or to avoid losing money 变卖；变现：*The group announced plans to liquidate its assets.* 该集团宣布变卖其资产的计划。

SYN REALIZE

**3** (*Accounting*) [+ obj] to pay a debt 偿还，清偿（债务）：*This land was sold for the purpose of liquidating debts.* 为了偿还债务，这块土地被出售了。

**ˌliquidated ˈdamages** *noun* [pl.]

(*Law*) in a contract, a fixed amount of money that sb agrees to pay if they do not do what they have promised 违约赔偿金，预定违约金（合同中事先规定违约时应偿付的损失赔偿金）：*If the building is not completed in time, the contractors must pay liquidated damages.* 如果建筑物未按时建成，承包商必须支付违约赔偿金。

**★liquidation** /ˌlɪkwɪ'deɪʃn/ *noun* [U]

SEE ALSO: **compulsory liquidation, forced ~, involuntary ~, voluntary ~**

**1** (*Law*) the process of closing a company, selling its assets and paying its debts 清算；清盘：*The firm has **gone into** liquidation.* 这家公司已清盘。◇ *Shareholders are worried that the group will be **put into** liquidation.* 股东担心该集团将会停业清理。SYN WINDING UP See note at BANKRUPT

**2** (*Accounting*; *Finance*) the action of selling sth to get money or to avoid losing money 变卖；变现：*Falling prices may lead to further liquidation of stocks.* 价格下跌可能导致进一步变卖存货。

→ BANKRUPTCY, RECEIVERSHIP

**liquidator** /'lɪkwɪdeɪtə(r)/ *noun* [C]

(*Law*) a person responsible for selling a company's assets and paying its debts, so that it can be closed 清算人；清盘人：*The board has appointed liquidators to wind up the company.* 董事会已委任清算人将公司清盘。→ ADMINISTRATOR (2), RECEIVER (1)

**PHR** ***to appoint/call in*** *liquidators* 委任 / 邀请清算人

**liquidity** /lɪ'kwɪdəti/ *noun* [U]

(*Finance*)

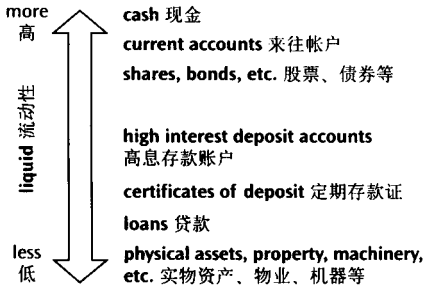
**1** the state of owning cash or things of value that can easily be exchanged for cash in order to pay debts, etc. 资产流动性；资产变现能力：*Asset sales are intended to improve the company's liquidity.* 出售资产是为了提高公司的资产流动性。◇ *The commercial banks' liquidity is recovering.* 这些商业银行资产的流动性正在改善。◇ *The airline is facing a liquidity crisis.* 这家航空公司正面临流动性不足的危机。

**2** the quality of being easy to exchange for cash 折现力：*Shareholders will benefit from an increase in liquidity of their investment.* 股东将受益于投资折现力的提高。

**3** the amount of trading that takes place in a market 流通性（市场上的交易额）：*Investors are concerned about market liquidity.* 投资者关心市场的流通性。

→ ILLIQUID

**liquidity** 资产流动性




**liˈquidity ˌpreference** *noun* [U]

(*Economics*) the way that people, especially investors, prefer to have money or assets that can easily be exchanged for cash 流动性偏好（尤指投资者宁愿持有现金或易变现资产）

**liˈquidity ˌratio** *noun* [C]

(*Accounting*) a way of measuring a company's ability to pay its debts by comparing the amount of money that it holds in cash or assets that can easily be changed into cash and its LIABILITIES (= the amount of money it owes) 流动性比率（通过比较公司持有现金或易变现资产的金额与负债来衡量公司的偿债能力）：*The bank is required to have a liquidity ratio of 25%.* 要求银行有25%的流动性比率。SYN CASH RATIO

**liˈquidity risk** *noun* [C,U]

(*Finance*) the possibility that a person or company will not be able to pay the money they owe because they do not have enough cash or assets that can easily be exchanged for cash 流动性风险，清算风险（个人或公司由于没有足够的现金或易变现资产而不能偿债的可能性）

**ˈliquid ˌratio** = ACID-TEST RATIO

**list** /lɪst/ *noun*, *verb*

● ***noun*** [C]

SEE ALSO: **A-list, Daily Official ~, focus ~, hit ~, laundry ~, legal ~, Lloyd's ~,** etc.

a series of names, items, figures, etc., especially when they are written or printed 一览表；名单；清单；目录：*We'll send you a list of current prices.* 我们将给你寄一份现时的价目表。◇ *His name is*

*on the list of candidates for the post.* 他的名字在应聘这一职位的候选人名单上。→ SHORTLIST
● *to* ***compile/draw up/make*** *a list* 编制 / 列成清单

• ***verb***
**1** [+ obj] to provide a list of things in a particular order（按某次序）把…列表；造表；列清单：*The directory lists more than 900 000 lawyers and law firms.* 目录中列出的律师和律师事务所超过90万。
**2** (*Stock Exchange*) [+ obj *or* no obj] to make shares in a company available for trading on a stock exchange（股票在股票交易所）挂牌，上市：*The company has applied to list its shares on the New York Stock Exchange.* 该公司已申请将其股票在纽约证券交易所上市。
**3** [+ obj *or* no obj] (*AmE*) to advertise sth for sale at a particular price; to be advertised for sale at a particular price 定价为：*There has been an increase in the number of homes listed at $750 000 or higher.* 定价为75万美元或以上价格的房屋数量已有所增加。◇ *The new model lists for $28 105.* 新型号定价为28 105美元。

**'list box** *noun* [C]
(*IT*) a list of choices in a box on a computer screen 列表框

**listed** /'lɪstɪd/ *adjective*
(*Stock Exchange*)
**1** a **listed** company is one whose shares may be bought and sold on a stock exchange 上市的，挂牌的（公司）：*the government's holdings in listed companies* 政府在上市公司中持有的股份 ◇ *The target of the takeover bid is a firm which is not listed.* 收购出价的目标是一家没有上市的公司。◇ *a London-listed bank* 伦敦的一家上市银行
● *a listed* ***business/company/firm/subsidiary*** 一家上市企业 / 公司 / 商行 / 子公司
**2** that may be bought and sold on a stock exchange 上市的；挂牌的：*The value of listed stocks has fallen sharply.* 上市股票的价格已急剧下跌。
● *listed* ***equity/securities/shares/stocks*** 上市股本 / 证券 / 股票 / 股票
SYN QUOTED OPP UNLISTED

**listener** /'lɪsənə(r)/ *noun* [C]
someone who listens to a particular radio programme or station 听众 → VIEWER

**listing** /'lɪstɪŋ/ *noun* [C]
SEE ALSO: **application for listing, dual listing**
**1** (*Stock Exchange*) a place on the official list of companies whose shares can be bought and sold on a stock exchange 上市；挂牌：*The company is seeking a stock exchange listing.* 该公司正在争取上市。◇ *They face losing their listings on the New York Stock Exchange and NASDAQ.* 他们面临着失去在纽约证券交易所和纳斯达克的上市地位的状况。
**2** a list, especially an official or published list of people or things, often arranged in alphabetical order（尤指按字母顺序排列的）表册，列表，目录：*a comprehensive listing of all airlines* 所有航线的详细目录

**listless** /'lɪstləs/ *adjective*
developing or happening more slowly than usual 疲软的；萎靡不振的：*Retail sales were listless during the summer months.* 暑假期间的零售业疲软。

**'list price** (*AmE also* **'sticker price**) *noun* [C]
(*Commerce*) the advertised or published price for sth, especially a car 目录价格；价目单定价：*The store offers savings of as much as 70% off the manufacturer's list price.* 商店的价格比制造商价目表上的价格低至70%。◇ *These cars carry a sticker price of under $13 000.* 这些汽车的标签价格均在13 000美元以下。

**'list ,rental** *noun* [U]
(*Marketing*) an arrangement in which the owner of a list of the names and addresses of possible customers allows it to be used on a temporary basis by another organization in exchange for a fee 目录出租；名单租赁（拥有潜在顾客名字和地址清单的人容许其他机构暂时使用有关清单以收取费用）：*Email list rental can be an excellent way to reach new customers.* 电子邮件名单租赁可能是争取新顾客的尚佳方法。▶ **'list ,renting** *noun* [U]

**lite** /laɪt/ *adjective*
(often used in the names of food or drink) light; containing less fat or sugar than other similar food or drink and therefore less likely to make you fat（常用于食品或饮料名称）清淡的，低热量的：*lite ice cream* 低热量冰淇淋

**literature** /'lɪtrətʃə(r); *AmE also* -tʃʊr/ *noun* [U]
pieces of writing or printed information on a particular subject, such as a product or a company（产品或公司等的）资料：*promotional/sales literature* 促销 / 推销商品的宣传资料

**litigant** /'lɪtɪgənt/ *noun* [C]
(*Law*) a person who is making or defending a claim in court 诉讼当事人：*Unsuccessful litigants have the right to appeal.* 不成功的诉讼当事人有权上诉。

**★litigate** /'lɪtɪgeɪt/ *verb* [+ obj *or* no obj]
(*Law*) to take a claim or disagreement to court 提起诉讼；打官司：*The workers obtained reasonable compensation without having to litigate.* 工人没有打官司就获得了合理的赔偿。◇ *The lawyer can tell you how long it will take to litigate the case.* 律师可以告诉你打官司需要多长时间。
● *to litigate a* ***case/claim/issue*** 就某案件 / 要求 / 问题提起诉讼

**litigation** /,lɪtɪ'geɪʃn/ *noun* [U]
(*Law*) the process of making or defending a claim in court 诉讼；打官司：*The company is in litigation over copyright issues.* 这公司就版权问题打官司。

**litigator** /'lɪtɪgeɪtə(r)/ *noun* [C] (*AmE*)
(*Law*) a lawyer who presents or defends a claim in a court of law 诉讼律师：*an international trade litigator* 国际贸易诉讼律师

**litigious** /lɪ'tɪdʒəs/ *adjective* (*formal*)
too ready to take disputes to a court of law 好诉讼的；爱打官司的：*Dissatisfied consumers are becoming increasingly litigious.* 不满意的消费者越来越爱打官司。▶ **li'tigiousness** *noun* [U]

**livelihood** /'laɪvlihʊd/ *noun* [U; C, usually sing.]
a means of earning money in order to live 生计；谋生之道；赚钱谋生的手段：*Many people depend*

*on agriculture for their livelihood.* 很多人靠农业为生。◇ *Hundreds of workers may* **lose** *their livelihoods.* 数百名工人可能失去生计。

**livery** /'lɪvəri/ *noun* [C,U] (*plural* **liveries**) (*BrE*) (*Marketing*) the colours used by a particular company for its vehicles or products（车辆或产品上涂的）公司专用色彩: *aircraft painted in the new British Airways livery* 已漆上新英航专用色彩的飞机 ◇ *their distinctive gold and green livery* 他们独特的金色和绿色专用色彩

**livestock** /'laɪvstɒk; *AmE* -stɑːk/ *noun* [U; pl.] the animals kept by farmers as a source of income, for example cows or sheep 牲畜; 家畜: *The severe weather poses a threat to both crops and livestock.* 恶劣的天气对农作物和牲畜构成了威胁。

**living** /'lɪvɪŋ/ *noun*

SEE ALSO: **cost of living, standard of living**

**1** [C, usually sing.] money to buy the things that you need in life 生计; 谋生; 生活: *She earns her living as a freelance journalist.* 她靠做自由撰稿记者维持生计。◇ *What do you* **do for a living?** 你靠什么谋生?

➊ *to* **earn/make** *a living* 谋生 • *a* **good/decent/modest** *living* 优裕的 / 体面的 / 朴素的生活

**2** [U] a way or style of life 生活方式: *People are moving away because of the high costs of urban living.* 人们因为城市的生活费用很高而离开了。◇ *a period of economic growth and rising living standards* 经济增长和生活水准日渐提高的时期

➊ ***daily/day-to-day/everyday*** *living* 日常生活 • ***rural/urban*** *living* 农村 / 城市生活 • *living* ***conditions/standards*** 生活条件 / 水准

**living 'trust** *noun* [C] (*Law*) an arrangement which allows sb to transfer their assets to sb else while they are alive but keep control of them, used in order to avoid the legal process of dealing with a WILL when they die 生前信托（活着时将财产转移给他人的安排）

**living 'wage** *noun* [sing.] a wage that is high enough for sb to buy the things they need in order to live 基本生活工资（仅能维持生活）: *The people who grow the coffee now get something like a living wage.* 当今种植咖啡的人仅够勉强度日。◇ *unions fighting for a living wage* 工会为争取基本生活工资而奋斗

➊ *to* **be paid/earn/receive** *a living wage* 得到 / 赚取 / 领取基本生活工资 • *to* **offer/pay** *a living wage* 给予 / 支付基本生活工资

**LLC** /ˌel el 'siː/ *abbr* (*AmE*) (*usually used in written English* 通常用于书面英语) limited liability company (used after the name of a company or business) 有限责任公司（用于公司或企业名称后）See note at LTD

**Lloyd's** /lɔɪdz/ (*also* **Lloyd's of 'London**) *noun* [sing.] (*Insurance*) an organization consisting of groups of insurance UNDERWRITERS (= people who provide insurance, agreeing to pay if there is any loss or damage), providing insurance especially for ships and large risks 劳埃德保险社, 老合社, 劳氏（由承保人组成的组织, 提供保险服务尤其为轮船和大型风险提供保险）: *a Lloyd's insurance syndicate* 劳合社保险辛迪加 ◇ *Lloyd's underwriters* 劳合社的承保人 → NAME (2)

**Lloyd's 'List** *noun* [sing.] (*Transport*) a daily newspaper providing information about ships and businesses associated with ships《劳合社日报》;《劳氏日报》

**Lloyd's of 'London** = LLOYD'S

**Lloyd's 'Register** (*also* **Lloyd's 'Register of 'Shipping**) *noun* [sing.] (*abbr* **LR**) (*Transport*) a list of ships arranged in groups according to their size, with detailed information about them, published once a year; the organization that produces the list and sets the standards for the groups 劳埃德船舶年鉴; 劳埃德船级社; 劳氏船级社

**LME** /ˌel em 'iː/ *abbr* **London Metal Exchange** a market for trading metals that are bought at agreed prices but delivered and paid for at a later time 伦敦金属交易所: *Copper prices on the LME fell sharply.* 伦敦金属交易所的铜价大幅下跌。

**load** /ləʊd; *AmE* loʊd/ *noun, verb*

• ***noun*** [C]

SEE ALSO: **back-end load, dead ~, front-end ~, Full Container ~, Less than Container ~**

**1** something that is being carried, especially in large amounts 负载; 负荷: *The trucks waited at the warehouse to pick up their loads.* 这些卡车在仓库等着装载货物。◇ *These planes are designed to carry heavy loads.* 这些飞机是为携带重物而设计的。→ CARGO

➊ *to* **carry/deliver/pick up/transport** *a load* 携带 / 交付 / 装载 / 运输货物 • *a* **heavy/large** *load* 重型 / 大型货物

**2** (*often used to form a noun with another noun* 常与另一名词构成名词) the total amount of sth that sth can carry or contain 装载量; 容纳量: *a busload of tourists* 满载一辆公共汽车的游客 ◇ *They ordered three truckloads of sand.* 他们订购了三卡车的沙子。◇ *The plane took off with a* **full** *load.* 飞机满载起飞。

**3** an amount of work that a person or machine has to do 工作量; 负荷: *He hired more employees to lighten his load.* 他雇用更多的员工以减轻他的工作量。◇ *Sharing the load makes work less stressful.* 分担工作量使工作压力减轻。→ WORKLOAD

➊ *to* **lighten/reduce** *a load* 减轻 / 减少工作量 • *to* **share/spread** *the load* 分担 / 分散工作量

**4** the fact of having to pay an amount of money, especially a large amount; the amount of money that you owe（尤指支付大笔钱的）负担; 负债: *Many companies were already struggling with high debt loads.* 许多公司为高额负债苦苦挣扎。SYN BURDEN

➊ ***a debt/tax*** *load* 债务 / 税务负担

**5** (*Finance*) a fee that is charged when an investor buys or sells shares in an investment fund, an insurance policy, etc.（投资者买卖投资基金股票、保险单等收取的）手续费: *The fund carries a 5.75% load.* 该基金收取5.75%的手续费。

• ***verb***

**1** [+ obj *or* no obj] **load sth (into/onto sth)** to put goods into or onto sth（将货）装上, 装入: *The dockers had begun loading the ship.* 码头工人已开

始装船。◇ *He finished loading and drove off.* 他装完货就把车开走了。◇ *a fully loaded tanker* 一艘满载的油轮 OPP UNLOAD → LOAD UP, LOAD STH UP

**2** [no obj] to receive a load 承载；装载：*The tankers were still loading.* 这些油轮仍在装货。 OPP UNLOAD

**3** [+ obj *or* no obj] **load** (**sth**) (**up**) to put data or a program into the memory of a computer 输入，装入，存储（资料或程序）：*Have you loaded the software?* 你装上这种软件了吗？◇ *Wait for the program to load.* 等着程序载入。→ DOWNLOAD

PHR V **,load 'up (with sth); ,load sth 'up (with sth)** to put a large amount of goods onto a vehicle（把大量货物）装上，装入：*Men were loading up a truck with timber.* 工人正把木料装上卡车。→ LOAD *verb* (1,3) **,load 'up on sth** to get or buy a large amount of sth 得到或购买大量的东西：*Consumers have loaded up on credit-card debt.* 消费者欠了大量的信用卡债。

**loader** /'ləʊdə(r); *AmE* 'loʊdər/ *noun* [C]

**1** a person who puts goods into or onto sth 装卸工：*weekly bonuses for dock loaders* 码头装卸工每周的奖金

**2** a lorry/truck of the type mentioned 货车；卡车：*He operates a seven tonne loader.* 他开七公吨的卡车。

**'load ,factor** *noun* [C]

**1** (*Transport*) the number of seats on an aircraft, etc. that have been sold, expressed as a percentage of the total number of seats 乘客运载率；满座率：*The airline reported a load factor of 80% last month.* 这家航空公司报告上月的满座率是80%。

**2** (*Technical*) the relationship between the actual amount of sth and the total possible amount 装载系数：*the cargo load factor* 载货率

**'load fund** *noun* [C]

(*Finance*) a type of fund, especially a UNIT TRUST, that charges a fee when investors buy or sell 收取佣金基金；收费基金 → NO-LOAD FUND

**loading** /'ləʊdɪŋ; *AmE* 'loʊd-/ *noun* [C,U]

SEE ALSO: **back-end loading, front-end ~, vertical ~**

**1** an extra amount added to the basic cost of sth such as insurance 额外费用，附加费用：*If you are a young or inexperienced driver, a loading will be added to your insurance premium.* 如果你是一位年轻的或无经验的司机，你的保险费要外加附加费。◇ *The 2% loading for using the card abroad has been removed.* 在国外使用信用卡收取2%额外费用的规定已被取消了。

**2** (*HR*) especially in Australia and New Zealand, extra money that sb is paid for their job because they have special skills or qualifications 额外收入（尤指在澳大利亚和新西兰，向有特殊技能或资格的人支付的额外款额）

**'load line** (*also* **'Plimsoll line, 'Plimsoll mark**) *noun* [C]

(*Transport*) a line on the side of a ship showing the highest point that the water can safely reach when the ship is loaded（船的）载重（水）线

**WHICH WORD? 词语辨析**

**loan/facility/home loan/mortgage/overdraft**

All these words are used to describe money that banks lend to customers. 这些词汇都指银行贷放给客户的资金。

**Loan** is the most general word and is used about money lent both to individuals and businesses. Loans can be paid back over short or long periods of time and can be small or large. * loan（贷款）是一个通用词汇。贷款对象可以是个人或企业，偿还期限可长可短，金额可大可小。

**Mortgages** or **home loans** are used by individuals to buy homes. The amount borrowed is large and paid back over a number of years. * mortgage（按揭）和 home loans（房贷）用于个人购买住房。所借金额较大，分若干年还清。

**Overdrafts** are used by individuals and businesses. An overdraft differs from a loan in that there is not a particular amount of money that is lent at a particular time. It is an arrangement to borrow up to an agreed amount whenever you need it. You obtain the money through your bank account. * overdrafts（透支）可用于个人或企业。透支与贷款的不同点在于：没有确定的贷款期限和金额。它指客户在需要时可通过银行账户借入不超出协议额度的资金。

**Facility** is used to describe any arrangement in which a person or company can borrow money during a particular period of time up to an agreed amount. This can be an overdraft, or it may have special conditions and be established for a particular purpose. * facility（贷款）指个人或公司在特定时期内可以借入不超出最大融资额的资金的安排。它可以是透支，也可以是带有特定的条件，用于特定的用途：*The company has secured a short-term facility to fund the purchase.* 这家公司得到了一笔短期融资贷款用于采购。

**★loan** /ləʊn; *AmE* loʊn/ *noun, verb*

• ***noun*** [C]

SEE ALSO: **amortizing loan, back-to-back ~, bad ~, bridge ~, call ~, commercial ~, consumer ~,** etc.

money that an organization such as a bank lends and sb borrows 贷款；借款：*The government offers low-interest loans to small companies.* 政府向小公司提供低息贷款。◇ *Many people take out a loan to buy a new car.* 许多人借款购买新车。◇ *The loans should be repaid within ten years.* 贷款必须在十年内偿还。◇ *The company had breached the terms of its loan agreement.* 该公司已违反了贷款协议的条款。◇ *The banks have refused to extend* (= give) *more loans to the company.* 这些银行已拒绝向这家公司提供更多的贷款。◇ *Lower interest rates have made it easier for companies to service* (= pay interest on) *their loans.* 低利率使

公司支付贷款利息变得较容易。→ LOAN SERVICING
See note at LEND
➕ *a high-interest/an interest-free/a low-interest/no-interest loan* 高息 / 免息 / 低息 / 无息贷款 • *a long-term/short-term loan* 长期 / 短期贷款 • *consumer/corporate/personal loans* 消费者 / 企业 / 个人贷款 • *to apply for/arrange/take out a loan* 申请 / 安排 / 取得贷款 • *to get/give sb/make sb a loan* 给 / 给某人贷款；贷款给某人 • *to pay back/pay off/repay a loan* 归还 / 偿还 / 付还贷款 • *a loan agreement/facility/repayment* 贷款协议 / 融通 / 偿还
• *verb* [+ obj] (*especially AmE*) **loan sth (to sb)** | **loan (sb) sth** to lend sth to sb, especially money 向（某人）借出；把…借给（某人）：*The bank loaned the business more than $200 000.* 银行给这家企业的贷款超过二十万美元。◇ *Lenders are reluctant to loan money to those they consider to be a financial risk.* 贷款人都不愿贷款给那些他们认为有财务风险的人。SYN LEND

**'loan ,capital** *noun* [U]
(*Finance*) money used to start and run a business that comes from borrowing rather than selling shares 借入资本；借贷资本 SYN DEBT CAPITAL → SHARE CAPITAL

**'loan loss** *noun* [C,U]
(*Accounting*) money that is lost by a bank because a borrower does not pay back a loan 贷款损失（银行由于借款人不偿还贷款而损失的款项）：*The bank has set aside $800 million to cover loan losses.* 该银行预留了8亿美元来弥补贷款损失。◇ *loan loss provisions* 贷款损失准备金 → BAD LOAN

**'loan note** *noun* [C]
(*Finance*) a written agreement to pay a sum of money that you owe 借款凭证 NOTE **Loan notes** are sometimes preferred to cash because tax is not paid until the money is received. * loan notes 有时优于现金，因为直到收到钱之前不用纳税：*The acquisition was funded by a mixture of shares, loan notes and cash.* 这项收购的资金来自股票、借款凭证和现金。

**'loan ,servicing** *noun* [U]
(*Finance*) the process of collecting and managing the regular payments made to pay back a loan 贷款服务 → SERVICE *verb* (1,2)

**'loan shark** *noun* [C] (*informal*)
a person who lends money at very high rates of interest 高利贷者：*Loan sharks were charging 30% a month.* 高利贷者每月收取30%的利息。→ SHARK

**'loan stock** *noun* [C,U]
(*Finance*) investments in the form of loans to a company for a fixed period of time that receive a fixed rate of interest 债券股，借贷股票（在固定的时间以贷款的方式向公司投资，收取固定利率的利息）：*Methods of financing include borrowing from banks and issuing loan stock.* 筹资方式包括从银行借款和发行借贷股票。→ DEBENTURE

**local** /'ləʊkl; *AmE* 'loʊkl/ *adjective, noun*
• ***adjective*** [usually before noun]
belonging to or connected with the particular place or area that you are talking about or with the place where you live 地方的；当地的；本地的：*Foreign oil companies began to compete in the local market.* 外国石油公司开始加入本地市场竞争。◇ *Decisions are made at local rather than national level.* 所作出的决策是地方性而非全国性的。◇ *Some cable companies offer free local calls* (= phone calls to a place that is near). 一些有线电视公司提供免费的本地电话。◇ *We reach Delhi at 8.30 a.m. local time.* 我们于本地时间上午8.30到达新德里。→ DOMESTIC
▸ **locally** /'ləʊkəli; *AmE* 'loʊkəli/ *adverb*: *to advertise/work/shop locally* 在本地刊登广告 / 工作 / 购物 ◇ *locally grown fruit* 在当地种植水果
• ***noun*** [C]
**1** (*AmE*) a local branch of an organization, especially a trade union（尤指工会的）地方分会
**2** (*AmE*) a bus or train that stops at all the places on the route（沿线每站都停的）公共汽车，火车
**3** (*Stock Exchange, informal*) a trader at a stock exchange who buys and sells shares, etc. for themselves rather than for other investors 交易商（在证券交易所为自己而非其他投资者买卖股票）

**,local area 'network** = LAN

**,local 'content** *noun* [U]
(*Manufacturing*) the part of a manufactured product that is made or supplied within a particular country or area 本地部分；国产部分：*The target for local content in the Nigerian oil industry was 45%.* 尼日利亚石油工业的目标是希望国产部分占45%。

**localize** (*BrE spelling also* **-ise**) /'ləʊkəlaɪz; *AmE* 'loʊ-/ *verb* [+ obj]
**1** (*Marketing*) to adapt a product or service to make it more suitable for a particular region or country 本土化；本地化：*This is a US product and no attempt has been made to localize it for European markets.* 这是一款美国产品，并没有打算将欧洲市场本地化。
**2** if a company **localizes** its activities, they happen in particular areas rather than in a central area 局部化：*Localized control at our five plants had cost us money.* 对我们的五家工厂实行局部控制使我们花了不少金钱。

**locate** /ləʊ'keɪt; *AmE* 'loʊkeɪt/ *verb*
**1** [+ obj] to put or build sth in a particular place 把…设置在（或建造于）：*They located their headquarters in Brussels.* 他们把总部设在布鲁塞尔。→ RELOCATE
**2** [no obj] (*especially AmE*) (*used with an adverb or a preposition* 与副词或介词连用) to start a business in a particular place 创办于（某地）：*There are tax breaks for businesses that locate in rural areas.* 在乡郊地区创办企业享有税收减免。

**located** /ləʊ'keɪtɪd; *AmE* 'loʊkeɪ-/ *adjective*
[not before noun]
if sth is **located** in a particular place, it exists there or is based there 位于；坐落于：*Most of the fastest-growing companies are located near the largest cities.* 大部分增长最快的公司均位于大城市附近。

**location** /ləʊ'keɪʃn; *AmE* loʊ-/ *noun*
**1** [C] a place where sth happens or exists; the position of sth 地方；地点；位置；场所：*Ratings are based on the quality and location of hotels.* 评级是基于酒店的品质和位置基础上的。◇ *Coffee shops need to be in high street locations.* 咖啡馆必须设在繁华大街上。

**2** [U] the act of finding a place for sth or of placing sth somewhere 选定位置: *Location of a suitable site may take some time.* 选定合适的地点是颇费时日的。

**lock** /lɒk; *AmE* lɑːk/ *verb, noun*

• ***verb*** [+ obj] **be locked in/into sth** to be involved in a discussion or an argument that continues for a long time 陷入，卷入（长时间的讨论或争论）: *The company is still locked in talks with its bankers.* 该公司和银行家的会谈仍然处于胶着状态。◇ *The two sides are locked in a bitter legal dispute.* 双方陷入了激烈的法律纠纷。

➕ *be locked in* ***discussions/negotiations/talks*** 陷入讨论／谈判／会谈 • *be locked in an* ***argument/a battle/conflict/dispute*** 陷入辩论／战斗／冲突／争论

IDM **lock 'horns (with sb)** (**over sth**) to get involved in an argument or a dispute with sb（就某事）卷入（与某人的）争论（或争端）

PHR V **,lock sth a'way** (*also* **,lock sth 'up**) to put money into an investment that you cannot easily turn into cash 搁死或封锁资金（把资金作不易兑现的投资）: *Investors should think carefully before locking up their money in a long-term annuity.* 投资者将自己的钱搁死在长期年金之前应该认真考虑。 **,lock 'into sth** (*Finance*) to agree to pay or receive a fixed rate of interest for a fixed period of time（固定期限内）同意支付或接受（固定利率）: *We were able to lock into a very good interest rate.* 我们能够收到很高利率的利息。 **,lock sb/sth/yourself 'into sth** to involve sb, sth or yourself in a situation that cannot easily be changed 使某人／某事物／自己陷入（不易改变的）环境中: *It is not advisable to lock yourself into a lease agreement that is longer than necessary.* 使你自己签订不必要这么长的租赁协议是不明智的。 **,lock sb 'out (of sth)** **1** (*HR*) (about an employer) to refuse to allow workers into their place of work until they agree to particular conditions（雇主在工人答应某些条件前）不准工人进入工作地点: *Employers have locked striking workers out of the factory.* 雇主不准罢工工人进入工厂。→ LOCKOUT **2** to stop sb from doing a particular activity or becoming involved in sth 阻止某人从事某活动（或卷入某事）: *those now locked out of the job market* 现被挡在就业市场外的那些人 **,lock sth 'up** = LOCK STH AWAY

• ***noun***

IDM **get/have a 'lock on sth** (*especially AmE*) to get or have complete control, possession or use of sth（对某物的）完全控制，拥有，使用: *These dealers had a lock on a small section of the market.* 这些商人已垄断了一小部分市场。

**lockbox** /'lɒkbɒks; *AmE* 'lɑːkbɑːks/ *noun* [C] (*AmE*)

**1** a strong box with a lock that is used for keeping mail or valuable items safe（保存邮件或贵重物品的）有锁箱子

**2** (*also* **'lockbox ,service**) a bank or another business that receives a fee for dealing with payments sent to a company by mail 锁箱服务（银行或机构因为公司处理邮汇款项而收取费用）

**lockout** /'lɒkaʊt; *AmE* 'lɑːk-/ *noun* [C]

(*HR*) a situation when an employer refuses to allow workers into their place of work until they agree to various conditions: *The 10-day lockout of dockworkers shut down 29 major ports.* 码头工人被停工10天，导致关闭了29个主要港口。◇ *a lockout by employers* 雇主关厂 → LOCK SB OUT at LOCK See note at STRIKE

**'lock-up** *noun* [C]

**1** (*Finance*) an agreement not to sell or exchange shares for a particular period of time 禁售（在特定时期内不可出售或交换股票的协议）: *The shares will be subject to a lock-up for 180 days.* 这些股票须禁售180天。

**2** (*BrE*) a small shop/store that the owner does not live in; a small building for cars (a **garage**) that is usually separate from other buildings and is rented to sb（店主不住在内的）夜间上锁商店；（独立于其他建筑物并供出租的）车库

▸ **'lock-up** *adjective* [only before noun]: *A lock-up agreement prevented the shares from being sold for six months.* 禁售协议阻止股票在六个月之内被出售。◇ *a lock-up garage/shop/warehouse* 夜间上锁车库／商店／仓库

**lodge** /lɒdʒ; *AmE* lɑːdʒ/ *verb* [+ obj]

**1 lodge sth** (**with sb**) (**against sb/sth**) to make a formal statement about sth to a public organization or authority（向公共机构或当局）提出（正式声明）: *It is expected that the company will lodge an appeal* ***against*** *the decision.* 据预计，该公司将不服判决，进而提出上诉。 SYN FILE

➕ *to lodge an* ***appeal/a claim/complaint*** 提出上诉／索赔／投诉

**2** (*Law*) (*BrE*) to present sth so that it can be officially recorded and dealt with 呈送某物（以便能正式记录和处理）: *Copies of the audited results were lodged with the stock exchange last week.* 审计结果的副本上周呈送给了证券交易所。 SYN FILE

**3 lodge sth with sb/in sth** to leave money or sth valuable in a safe place 存放，寄存（钱或贵重物品）: *Your will should be lodged with your lawyer.* 你的遗嘱应交给你的律师保管。

▸ **'lodgement** *noun* [U]

**log** /lɒg; *AmE* lɔːg; lɑːg/ *verb, noun*

• ***verb*** [+ obj] (**-gg-**)

**1** to put information in an official record or write a record of events 把…载入正式记录；记录: *The system is designed to help trainees log their progress.* 该系统旨在帮助学员记录进度。◇ *All incoming support calls are logged.* 所有打进来的服务支援电话都做了记录。 SYN RECORD

**2** to do or get a large amount of sth 做，得到（大量的…）: *They logged about $60 million in sales last year.* 他们去年获得大约6000万美元的销售额。

PHR V **,log 'in/'on; ,log 'into/'onto sth** to perform the actions that allow you to begin using a computer system 登录，登入，进入，注册（电脑系统）: *You need a password to log on.* 登录需要密码。 **,log 'off/'out; ,log 'off/'out of sth** to perform the actions that allow you to finish using a computer system 登出，退出（电脑系统）: *Log out before switching the computer off.* 关电脑前要登出。

• ***noun*** [C]

**1** (*also* **'logbook**) a record of events during a

particular period of time（某时期事件的）记录，日志：*At the end of the month, the accountant receives copies of the weekly logs.* 本月底前，会计师收到了每周日志的副本。
**2** (*HR*) in Australia, a set of demands for better pay or conditions, especially claims made by a trade union to an INDUSTRIAL TRIBUNAL (= a type of court that deals with disagreements between employers and employees)（在澳大利亚，尤指工会向劳资仲裁庭提出的）提高工资改善工作条件的要求

**logbook** /'lɒgbʊk; *AmE* 'lɔ:g-; 'lɑ:g-/ *noun* [C]
**1** = LOG *noun* (1)
**2** (*Transport*) (*BrE*) a document that records official details about a vehicle, especially a car, and its owner（尤指小汽车的）行驶日志 → REGISTRATION

**'log file** *noun* [C]
(*IT*) a computer file that keeps a record of tasks performed by a computer. It can be used for dealing with problems in the system or for collecting information about users of a website. 日志档（记录电脑执行任务的档案，可用于处理系统中的问题或收集有关网站用户的信息）：*The log file tells you which search terms someone used to find your website.* 日志档告诉你某人寻找你的网站时所使用的搜索词。

**logic** /'lɒdʒɪk; *AmE* 'lɑ:dʒɪk/ *noun*
**1** [U; sing.] sensible reasons for doing sth（做某事的）道理，合乎情理的原因：*a strategy based on sound commercial logic* 基于合理商业考虑的战略
**2** (*IT*) [U] a system or set of principles used in preparing a computer to perform a particular task 逻辑系统；操作规则

**logistics** /lə'dʒɪstɪks/ *noun* [U with sing./pl. verb]
SEE ALSO: **reverse logistics**
**1** (*Production*) the work of planning and organizing the supply of materials, goods and staff 物流：*The company provides an excellent service in the areas of logistics and distribution.* 该公司在物流配送领域提供优良的服务。◇*A logistics firm was hired to organize deliveries.* 聘请物流公司组织交货。
**2 the logistics of sth** the practical organization that is needed to make a complicated plan successful 后勤；组织工作：*We had to think carefully about the logistics of opening a new branch.* 我们不得不认真考虑开设新分支机构的组织工作。See note at DISTRIBUTION
▸ **lo'gistic** (*also* **logistical** /lə'dʒɪstɪkl/) *adjective*: *a postal and logistic group* 邮政和物流集团 ◇*There are serious logistical problems involved in introducing the new computer system.* 在引进新的电脑系统的过程中存在着严重的后勤问题。

**logjam** /'lɒgdʒæm; *AmE* 'lɔ:g-; 'lɑ:g-/ *noun*
**1** [C, usually sing.] a complete failure to make progress, reach agreement or settle sth 僵局：*The agreement on working hours is seen as a way of breaking the logjam.* 就工作时数达成协议被看作是打破僵局的一种方法。→ DEADLOCK
**2** [C] a large amount of work that has not been done because there are too many things to do（因事情太多造成的）大量未做的工作：*logjams of paperwork* 文书工作的大量积压 → BACKLOG, BOTTLENECK

**★logo** /'ləʊgəʊ; *AmE* 'loʊgoʊ/ *noun* [C] (*plural* **logos**)
a printed design or symbol that a company or an organization uses as its special sign（某公司或机构的）标识，标志：*All over the world there are red and white paper cups bearing the company logo.* 全世界都有印有该公司标识的红色和白色纸杯。◇*Putting logos on clothes is another form of indirect advertising.* 在衣服上贴上标识是另一种形式的间接广告。

**'London 'Inter-Bank 'Offered Rate** *noun* [sing.] (*abbr* **LIBOR**)
the rate of interest at which London banks lend money to each other 伦敦同业拆放利率；伦敦同业拆息：*The interest rate is 1% above the London Inter-Bank Offered Rate.* 利息率比伦敦同业拆放利率高1%。

**long** /lɒŋ; *AmE* lɔ:ŋ/ *adjective*
SEE ALSO: **year-long**
(*Finance; Stock Exchange*) if somebody is **long** on/in shares, currencies, etc., they have bought them, intending to sell them later at a profit when their value rises 买空的；（行情）看涨的，做多头的
HELP The forms **longer** and **longest** are not usually used in this meaning. * longer 和 longest 通常不用于这个意义：*Traders feel it is unwise to be long on stocks.* 交易商觉得在股票交易中做多头不明智。◇*Investors did not want to be long in dollars due to political uncertainties.* 由于政治的不确定性，投资者不想做美元多头。OPP SHORT
▸ **long** *adverb*: *We believe that technology stocks have reached their lowest point, so now is a good time to go long on these shares.* 我们认为科技股已经达到最低点，因此目前是做股票多头的好时机。
IDM **work/have long 'hours/'days** to work more hours in the day than usual（一天中比平时）工作时间长：*Managers often expect staff to work very long hours.* 经理们常常希望员工长时间工作。→ idiom at LONG RUN

**'long bond** *noun* [C]
(*Finance*)
**1** an investment in the form of an agreement to lend a sum of money for ten years or more to a company or government who will pay it back with interest（十年以上还本付息的）长期债券，长期公债：*Long bonds are affected more by interest rate changes than short-term bonds.* 长期债券比短期债券更易受利率变动的影响。
**2** a thirty-year bond issued by the US Treasury 美国财政部发行的三十年期的国库券

**,long-'dated** *adjective* [usually before noun]
(*Finance*) used to describe investments that will be paid back after a long period of time 长期的；远期的：*Long-dated government bonds were badly hit by inflation.* 长期的政府债券受到通货膨胀的严重打击。→ LONGS

**'long-haul** *adjective* [only before noun]
that involves transporting people or goods over long distances（运送人或货物）长途的，远距离的：*The company cut its loss-making long-haul route to Australia.* 该公司减少了至澳大利亚的亏

损的长途运输路线。◇ *long-haul passengers* 长途乘客 → SHORT-HAUL

**'long po,sition** *noun* [C] (*Finance*; *Stock Exchange*) a situation in which a dealer or an investor has bought shares, currencies, etc. and holds them intending to sell them later at a profit as they expect their value to rise 多头；多头部位；市价看涨：*Speculative traders held long positions in the currency.* 投机性交易商对该货币做多头。SYN BULL POSITION → SHORT POSITION

**,long-'range** *adjective* [only before noun] made for a period of time that will last a long way into the future 长远的；长期的：*long-range planning/goals* 长远的规划 / 目标

**'long-run** = LONG-TERM (1)

**,long 'run** (*also* **,long 'term**) *noun* [sing.] (*Economics*) a period of time long enough for a business or an industry to change everything that can be changed 长期：*In the long run, the industry can build new factories and produce new products.* 就长期而言，该行业可以建立新的工厂和生产新的产品。◇ *The long run trend is one of modest growth.* 从长远趋势来看，经济增长是适度的。→ SHORT RUN

IDM **in/over the 'long run; in the 'long term** over a long period in the future 从长远观点来看：*Shares are a good investment in the long run.* 长远来看，股票是有利可图的投资。◇ *The business should make a profit in the long term.* 从长远来看，企业应该有盈利。

**longs** /lɒŋz; *AmE* lɔ:ŋz/ *noun* [pl.] (*Finance*)
**1** investments such as government bonds that will be paid back after a long period of time, for example 15 years 长期债券（指偿还期15年以上的投资，如政府公债）：*A balance of longs and shorts offers less risk than a traditional portfolio.* 要是能平衡长期债券和短期债券，它们可比传统组合风险小。
**2** shares, bonds, currency, etc. that a dealer or an investor holds and is intending to sell later at a profit when the value rises 因看涨而持有的股票、债券、货币等 → LONG POSITION, SHORTS

**,long-'serving** *adjective* [only before noun] having had the same job or position or worked for the same employer for a long time 长期供职的：*Three long-serving members of staff are retiring.* 三位资深员工即将退休。

**longshoreman** /'lɒŋʃɔ:mən; *AmE* 'lɔ:ŋʃɔ:rmən/ (*plural* **longshoremen** /-mən/) = STEVEDORE

**,long 'term** = LONG RUN

**'long-term** *adjective* [usually before noun]
**1** (*also* **'long-run**) that will continue or have an effect for a long period of time 长远的；长期的；长期有效的：*Bevan negotiated a long-term contract with one of his clients.* 贝文和他的一位客户商订了一份长期合同。◇ *a new strategy for dealing with long-term unemployment* 对付长期失业的新战略
**2** (*Accounting*) relating to a period of one year or longer 长期的（一年以上的）：*Rates on long-term financing, which companies use to fund capital expenditure, are rising.* 公司为资本开支提供资金的长期融资的比率正在上升。
**3** (*Finance*) (about money) that is borrowed, lent or invested for a long period of time, usually more than five years（指金钱）长期的（通常指五年以上借、贷或投资的金钱）：*expensive short-term debt and cheaper long-term loans* 昂贵的短期债务和较便宜的长期贷款 ◇ *The stock is expected to be a good long-term investment.* 预计股票是有利可图的长期投资。
→ SHORT-TERM

**,long-term lia'bilities** *noun* [pl.] (*Accounting*) debts that do not need to be paid until after a particular period of time, usually 12 months 长期负债 SYN NON-CURRENT LIABILITIES → CURRENT LIABILITY

**,long 'ton** *noun* [C] (*especially BrE*) (*abbr* **lt.**) a unit for measuring weight, equal to 2 240 pounds or 1016.05 kilograms 长吨（英国的重量单位，等于2240磅或1016.05公斤）→ SHORT TON, TON

**look** /lʊk/ *verb*
IDM **be just 'looking** (*BrE*) used in a shop/store to say that you are not ready to buy sth（在商店中表示不打算购买某物）只是看一看：*'Can I help you?' 'I'm just looking, thank you.'* "请问您要买什么？""谢谢，我只是看看。" **be looking to do sth** (often used in newspapers) to be trying to find ways of doing sth; to be planning to do sth（常用于报章）试图找到做某事的方法；计划做某事：*The firm is looking to sell its car and home insurance unit.* 该公司正努力出售其汽车和家庭保险部门。 **look 'good** to show success or that sth good might happen 看好（表示成功或好事可能发生）：*This year's sales figures are looking good.* 今年的销售数字情况看好。
PHR V **,look 'after sth/sb** to be responsible for sth/sb 对（某事或某人）负责：*She looks after export sales.* 她负责出口销售。 **,look 'into sth** to examine sth 调查；审查：*The committee is looking into whether the company gave out secret information.* 委员会正在调查该公司是否泄密。 **,look 'up** (*informal*) to improve 改善；好转：*The economy is starting to look up.* 经济开始好转。◇ ***Things are looking up*** *for the IT industry.* 信息技术产业的情况正在好转。

**loom** /lu:m/ *verb* [no obj] to appear important or threatening and likely to happen soon 显得突出；逼近：*There was a staffing crisis looming.* 人员危机迫在眉睫。

**loop** /lu:p/ *noun* [C]
(*IT*) a set of instructions that is repeated again and again until a particular set of conditions is satisfied 循环；（程序中）一套重复的指令
IDM **in the 'loop** (*informal*) part of a group of people who know what is happening and are dealing with important matters 属（处理要务的）圈内人士：*Do you feel you're in the loop at work?* 你觉得自己是圈内人士吗？ **out of the 'loop** (*informal*) not informed about important matters and so unable to help make decisions about them 圈外人士

**loophole** /'lu:phəʊl; *AmE* -hoʊl/ *noun* [C] a small mistake in the way a law or contract has been written that allows people to legally avoid

sth that the law or contract intended them to do（法律、合同等的）漏洞，空子：*The authorities will pursue companies that abuse tax loopholes* (= ways of paying less tax). 当局将追究钻税收空子（少交税）的公司。
● *a legal/tax loophole* 法律的 / 税收的漏洞
• *to close/plug a loophole* 封闭 / 堵塞漏洞

**loose** /luːs/ *adjective*
not tied together; not held in position by anything or contained in anything 未系（或捆）在一起的；未固定的；零散的 HELP The forms **looser** and **loosest** are not used in this meaning. * looser 和 loosest 不用于这个意义：*The potatoes are sold loose, not in bags.* 土豆是散装而非袋装出售。◇ *loose tea* 散装茶 ◇ *The promotional leaflet will be a loose insert in a weekly magazine.* 促销传单将会以某周刊内的插页形式出现。

**ˌlo-ˈres** = LOW-RESOLUTION

**lorry** /ˈlɒri; *AmE* ˈlɔːri/ *noun* [C] (*plural* **lorries**) (*BrE*)
a large motor vehicle for carrying heavy loads by road 卡车；货车：*Goods are delivered to shops by a fleet of lorries.* 货物由货车车队送往商店。◇ *a lorry driver* 卡车司机 ◇ *Sixty-five per cent of Brazil's freight is carried by lorry.* * 65%的巴西货物是用卡车运送的。 SYN TRUCK —Picture at TRANSPORT

**lose** /luːz/ *verb* (**lost, lost** /lɒst; *AmE* lɑːst; lɔːst/)
**1** [+ obj *or* no obj] **lose (sth) (on sth)** | **lose sb sth** to fail to keep money; to cause sb to fail to keep money 亏损；赔钱：*The business is losing money.* 这家企业正在亏损。◇ *The firm has lost $176 million in the past six quarters.* 这家公司在过去的六个季度里亏了1.76亿元。◇ *We lost on that deal.* 我们那笔交易做亏了。
**2** [+ obj] **lose sth (to sb)** | **lose sb sth** to have sth taken away by sb; to fail to keep sth 被（某人）夺去；失去：*Singapore has lost business to ports in Malaysia.* 新加坡的港口生意被马来西亚港口夺去了。◇ *You will lose your deposit if you cancel the order.* 如果你取消订单，将会损失保证金。◇ *He lost his job as a result of the incident.* 由于这一事件，他丢了工作。
**3** [+ obj] (about a currency, share price, etc.) to fall to a lower level or price（指货币、股价等）减少，下跌：*The FTSE 100 lost a quarter of its value last year.* 《金融时报》100企业的价值去年下跌了四分之一。◇ *Royal Dutch Petroleum lost 0.3 per cent.* 荷兰皇家石油公司的股价下跌了0.3%。 OPP GAIN See note at INCREASE
IDM **lose 'face** to be less respected or look stupid because of sth you have done 丢脸 → LOSS OF FACE at LOSS, SAVE (SB'S) FACE at SAVE **lose 'ground** to fall in value 价值下跌：*Tokyo shares lost ground on Wednesday.* 东京股价周三下跌了。 **lose your 'shirt** (*informal*) to lose everything you have 失去一切；损失惨重：*If you just put your money in the bank, at least you can't lose your shirt.* 如果你只把钱存入银行，至少你不会失去一切。
PHR V **ˌlose 'out (on sth)** to not get sth that you expected or wanted 失败；输掉；得不到（希望或想要的东西）：*Thousands of investors lost out on the plans.* 成千上万的投资者在这些计划中亏了本。◇ *The firm has lost out on yet another important contract.* 这家公司又失去了另一个重要的合同。 **ˌlose 'out to sb/sth** to not get sth that you expected to get or used to get, because someone else has taken it 被（某人）取代而失去：*They lost out to a rival group in the bidding war.* 在投标大战中，他们输给了竞争对手集团。

**loser** /ˈluːzə(r)/ *noun* [C]
SEE ALSO: **money loser**
**1** (*Stock Exchange*) (used especially in newspapers) a company whose shares lose value in trading on a stock exchange（尤用于报章）输家（指股票交易所股价下跌的公司）：*The day's biggest loser was Sage Group.* 当天最大的输家是商捷集团。 OPP GAINER
**2** a person or company that loses or suffers in a particular situation 受损害者：*The real losers here are the taxpayers.* 真正的受损害者是纳税人。 OPP WINNER

**★loss** /lɒs; *AmE* lɔːs/ *noun*
SEE ALSO: **all-loss, capital ~, credit ~, gross ~, loan ~, operating ~, paper ~,** etc.
**1** [C] money that has been lost by a business or an organization 亏损；亏蚀：*The company has announced losses of $324 million.* 该公司已宣布亏损3.24亿元。◇ *The group made a loss of €29 million.* 该集团亏损了2900万欧元。◇ *The airline is reeling from two years of heavy losses.* 该航空公司由于两年的重大亏损而步履艰难。◇ *We are now operating at a loss.* 我们目前是亏本经营。 OPP PROFIT → GAIN —Picture at BREAK-EVEN
● *to announce/make/post/record/report a loss* 宣布 / 有 / 公布 / 记录 / 报告亏损 • *to face/stem/suffer a loss* 面对 / 阻止 / 遭受亏损 • *heavy/huge/pre-tax/significant/substantial losses* 惨重的 / 庞大的 / 税前的 / 重大的 / 巨大的亏损
**2** [C,U] the state of no longer having sth or as much of sth; the process that leads to this 丧失；损失；丢失：*The closure of the factory will lead to the loss of 2 000 jobs.* 工厂倒闭将导致2000人失业。◇ *The loss of one of its biggest customers is a damaging blow to the company.* 失去了一位最大的客户对公司是个破坏性的打击。
**3** [U] property that has been damaged or stolen and that an insurance company will pay you money to replace 损失：*This type of policy does not cover loss of or damage to your own vehicle.* 这种保险单不包括你自己车辆的损失或损坏。
IDM **loss of 'face** a situation when sb is less respected or looks stupid because of sth they have done 丢脸 → LOSE FACE at LOSE

**'loss ˌadjuster** (*also* **a'djuster**) *noun* [C]
(*Insurance*) an independent person or company that decides whether insurance claims are valid and how much should be paid（保险公司的）损失理算人 SYN INSURANCE ADJUSTER (*AmE*), CLAIMS ADJUSTER (*AmE*)

**'loss ˌassessor** (*also* **'claims ˌassessor**) *noun* [C] (*both BrE*)
(*Insurance*) a person who helps sb who has an insurance policy to make a claim 损失评估人 SYN ASSESSOR

**'loss-ˌleader** *noun* [C]
(*Marketing*) a product or service that is sold at a very low price in order to attract customers, who

will then buy goods or services that produce more profit 低价促销商品（或服务）：*Supermarkets use bread and milk as their most important loss-leaders.* 超市用面包和牛奶作为最重要的低价促销商品来招徕生意。◇ *In promotional pricing, the company must decide on loss-leader pricing.* 在促销定价中，公司必须决定为招徕顾客而低价促销商品的定价。

**ˈloss-ˌmaking** (*also spelled* **lossmaking**) *adjective*
**1** a **loss-making** company, business, or part of a business does not make a profit 不赢利的，亏损的（公司、企业或部分生意）：*The group is to sell its loss-making computer assembly business.* 集团将出售其亏损的电脑组装业务。◇ *Research departments are generally loss-making.* 研究部门普遍亏损。
**2** a **loss-making** period of time is a period in which a company does not make a profit 不赢利的，亏损的（时期）：*The aim is to break even next year after several loss-making years.* 目标是经过多年亏损之后明年要做到收支相抵。
▸ **ˈloss-ˌmaker** *noun* [C]: *The division has been a heavy loss-maker.* 这个部门一直严重亏损。

**ˌloss of ˈearnings** *noun* [U]
a situation in which a person or company does not earn money that they expected to earn, as a result of illness, an accident, sb's actions, etc. 收入损失: *I want to buy an accident policy that includes loss of earnings cover.* 我想购买一份包括收入损失险的意外险保单。

**ˌlost ˈtime** *noun* [U]
working time that is lost, for example because workers are injured or because machines are broken（因工人受伤或机器破损等）浪费的时间: *The average lost time per employee due to on-the-job accidents has fallen by about 20 per cent.* 每位员工由于工作意外事故平均浪费的时间下降了大约20%。

**lot** /lɒt; *AmE* lɑːt/ *noun* [C]
SEE ALSO: **job lot, round lot**
**1** (*Commerce*) an item or a group of items that is sold at an AUCTION (= a sale where items are sold to the person who offers the most money) 拍卖品: *Lot 183 is a document shredder.* 拍卖品183号是一台文件碎纸机。
**2** (*Production*) a quantity of goods that are produced or sold together（生产或一起出售的）一批（货物）：*The trend in some industries is towards making smaller lots in greater varieties.* 一些行业的趋势是向着小批量、多品种的方向发展。◇ *The products bear the lot number L32891.* 这些产品的批号是L32891。
**3** an area of land used for a particular purpose（作某种用途的）一块地，场地：*a parking lot* 停车场 ◇ *a vacant lot* (= one available to be built on or used for sth) 一块空地

**low** /ləʊ; *AmE* loʊ/ *adjective, adverb, noun*
• ***adjective*** **(lower, lowest)**
**1** below the usual or average amount, level or value 低于通常（或平均）数量（或水准、价值）的：*The brand offers high value at low prices.* 该品牌价廉物美。◇ *a low level of unemployment* 低失业水准 ◇ *Inflation is at its lowest level for ten years.* 通货膨胀正处于十年来的最低水准。◇ *Annual profits were lower than expected.* 年度利润低于预期。OPP HIGH
**2** having a reduced amount or not enough of sth（数量等）减少的，不足的：*Our money is running low* (= we do not have much left). 我们的钱快用完了。◇ *Many supermarkets are now low on staples such as bread and bottled water.* 许多超市的面包和瓶装水等主要食品现在快卖完了。
**3** below the usual or expected standard 低于通常（或期望）标准的：*Customers complained that the quality of the goods was low.* 顾客抱怨货物的品质低。OPP HIGH
**4** below other people or things in importance or status 低下的；低等的；次要的：*jobs with low status* 地位低下的职业 ◇ *Training was given a very low priority.* 培训被放在了非常次要的地位。OPP HIGH
• ***adverb*** **(lower, lowest)**
at a level below what is usual or expected 低于通常（或期望）的水准：*a low-powered PC* 低功率的个人电脑
• ***noun*** [C]
SEE ALSO: **historic low**
a low level, point or figure 低水准；低点；低数目：*The pound fell to a new low against the euro.* 英镑兑欧元已跌至新的低点。◇ *The company's shares are at an all-time low.* 公司的股价处于空前的低点。OPP HIGH
❶ *an* ***all-time/a record*** *low* 空前的 / 有记录以来的低点 • *to* ***fall to/hit*** *a low* 降到 / 到达低点

**lowball** /ˈləʊbɔːl; *AmE* ˈloʊ-/ *verb* [+ obj] (*AmE*) (*informal*)
to deliberately make an estimate of the cost, value, etc. of sth that is too low 向（顾客）虚报低价；虚报（成本、价值等）：*He lowballed the cost of the project in order to obtain federal funding.* 他为了获得联邦资金而虚报压低方案的成本。
▸ **ˈlowball** *noun* [C] (*usually used as an adjective* 通常用作形容词): *a lowball bid/price* 压低虚报的出价 / 价格

**ˌlow-ˈcost** (*also* **ˌlower-ˈcost**) *adjective* [usually before noun]
costing or charging less than others 低成本的：*Which is Europe's largest low-cost airline?* 欧洲最大的低成本航空公司是哪一家？◇ *Sony has switched assembly to lower-cost countries.* 索尼已将组装业务转移到较低成本的国家。OPP HIGH-COST

**ˌlow-cost ˈleader** = COST LEADER

**ˈlow-end** *adjective* [usually before noun]
**low-end** goods are among the cheapest available 低端的、低档的（产品）：*The low-end model will be priced at around $300.* 低端型号将定价在300美元左右。◇ *low-end phones* 低端手机 ▸ **ˈlow-end** *noun* [sing.]: *Many of our competitors are not present in the low-end.* 我们的许多竞争对手都没有参与低端市场。OPP HIGH-END

**lower** /ˈləʊə(r); *AmE* ˈloʊ-/ *verb* [+ obj or no obj]
to reduce sth, or to become less in value, quality, etc. 减少；缩小；降低：*The Fed lowered interest rates again yesterday.* 美联储昨天再次调低利率。◇ *Shipping merchandise directly to the customer lowers costs.* 将商品直接运送给顾客会降低成本。SYN CUT OPP RAISE

**,lower-'cost** = LOW-COST

**,lower-'income** = LOW-INCOME (1)

**,lower-than-ex'pected** *adjective* [usually before noun]
lower-than-expected sales, profits, results etc. are smaller than had been predicted previously（销售额、利润、结果等）低于预期的：*The company reported lower-than-expected sales in the first quarter.* 这公司汇报了第一季度的销售额低于预期。→ BETTER-THAN-EXPECTED

**,low-'fare** (*also* **,low-'fares,** *less frequent*) *adjective* [only before noun]
(about an airline) that sells very cheap tickets（航空公司）低票价的：*British Airways is facing increasing competition from low-fare airlines.* 英国航空公司正面临着来自低票价航空公司日益激烈的竞争。

**,low-'grade** *adjective* [usually before noun]
**1** of poor quality or status 品质差的；劣质的；低级的：*Millions of bags of low-grade coffee need to be destroyed.* 需要销毁数百万袋劣质咖啡。◇ *people in low-grade jobs* 低职位的人
**2** (*Finance*) **low-grade** investments carry a high risk of failing 低级的，高风险的（投资）：*low-grade debt* 高风险债务
OPP HIGH-GRADE

**,low-hanging 'fruit** *noun* [U]
a term used by some managers to refer to easy ways of increasing profits, cutting costs, etc. 最容易摘的果实（指最容易提高利润、削减成本等的方法）；可轻易实现的目标：*A lot of the low-hanging fruit has already been picked.* 许多最容易摘的果实已经被摘了。

**,low-'impact** *adjective* [usually before noun]
not having a strong influence or making many changes 低冲击的；影响小的：*The team worked hard but remained a low-impact team.* 这个团队工作努力，但仍然是个影响力不大的团队。
OPP HIGH-IMPACT

**,low-'income** *adjective* [usually before noun]
**1** (*also* **,lower-'income**) not having or earning much money 低收入的：*new businesses in low-income areas* 在低收入地区的新企业 ◇ *financial services for lower-income customers* 为收入较低的顾客提供的金融服务
**2** earning a low level of interest 低收益的：*Many pensioners prefer to put their savings into no income or low-income investments.* 许多养老金领取者宁愿把自己的积蓄投入到无收入或低收益的投资中。
OPP HIGH-INCOME

**,low-in'volvement ,product** *noun* [C]
(*Marketing*) a product that customers buy often and do not spend a lot of time and effort looking for and buying 低度介入产品（顾客经常购买而且不用花费许多时间和精力寻找和购买的产品）
OPP HIGH-INVOLVEMENT PRODUCT

**,low-'level** *adjective* [usually before noun]
**1** involving people at a junior level 低级别的；初级的：*a low-level job* 低级职位
**2** (*IT*) (about a computer language) similar to MACHINE CODE（指电脑语言）类似机器码的；低级的
OPP HIGH-LEVEL

**,low-'margin** *adjective* [usually before noun]
(*Accounting; Marketing*) **low-margin** products cost almost as much to produce as they can be sold for, so they do not provide big profits 低收益的：*When you fill capacity with low-margin sales, you leave no room for high-margin sales.* 当你把精力集中于低收益的销售工作时，就没有能力处理高收益的销售工作。OPP HIGH-MARGIN

**,low-'paid** *adjective* [usually before noun]
**1** earning very little money; providing very little money 挣钱少的；报酬低的：*low-paid local government workers* 报酬低的当地政府工作人员 ◇ *It suits some people to take part-time or lower-paid jobs.* 它适合某些兼职或谋取更低薪水职位的人。
**2 the low-paid** *noun* [pl.] people who are low-paid 低工资者：*A scheme to help the low-paid.* 帮助低工资者的计划
OPP HIGH-PAID

**'low-,pressure** *adjective* [only before noun]
**1** (*Marketing*) that involves encouraging people to do or to buy sth rather than using aggressive methods to persuade them 平和劝导式（采取鼓励而不迫使人们做事或购买）：*We are proud of our reputation for low-pressure selling and excellent service.* 我们为自己拥有平和劝导式推销和优质服务而感到自豪。
**2** that involves little worry and anxiety 轻松的：*We have friendly staff and a low-pressure work environment.* 我们的员工很友好，工作环境很轻松。
OPP HIGH-PRESSURE

**,low-'priced** (*also* **,low-'price**) *adjective* [usually before noun]
not expensive; cheap 不贵的；价廉的；便宜的：*low-priced goods/fashion* 便宜的产品 / 时装 ◇ *the low-price end of the market* 廉价市场
OPP HIGH-PRICED

**,low-'profile** *adjective* [usually before noun]
receiving or involving very little attention in the media; not very well-known 不显眼的；不引人注目的；低调的；低姿态的：*a low-profile company* 不显眼的公司 OPP HIGH-PROFILE

**,low-'ranking** *adjective* [usually before noun]
junior; not very important 低级的；不重要的

**,low-reso'lution** (*also* **lo-res, low-res** /ˌləʊ 'rez; *AmE* ˌloʊ/) *adjective* [usually before noun]
not showing a lot of clear detail 低清晰度：*a low-resolution scan* 低清晰度扫描
OPP HIGH-RESOLUTION

**'low road** *noun* [sing.]
(*HR*) a method of trying to gain an advantage in business which involves paying workers low wages, giving them poor working conditions and producing goods of low value 下层道路；低成本型方式（通过给予工人低工资、较差的工作条件和生产低值产品从而获得经营优势）：*He has built a high road tyre company in an industry known for taking the low road.* 他在以低成本闻名的行业里建立起了高成本型的轮胎公司。◇ *a low-road company* 低成本型公司
→ HIGH ROAD

**,low 'season** *noun* [U; sing.] (*especially BrE*)
the time of year when a hotel or tourist area receives fewest visitors（旅馆和旅游地区的）

淡季: *A deluxe room costs $193 in (the) low season.* 淡季时豪华房间收费为193美元。
SYN OFF SEASON OPP HIGH SEASON
▸ **ˌlow-ˈseason** *adjective* [only before noun]: *low-season prices* 淡季价格

**ˌlow-ˈtech** *adjective*
not involving the most modern technology or methods 科技含量低的: *Initially production was low-tech.* 最初是科技含量低的生产。◇ *low-tech toys for kids* 科技含量低的儿童玩具
OPP HIGH-TECH

**ˌlow ˈvolume** *noun* [C,U]
a small quantity of sth 少量: *The questionnaire brought only a low volume of responses.* 该调查问卷仅收到了少量的答复。◇ *low-volume trading* 小批量交易 OPP HIGH VOLUME

**ˌlow-ˈyield** (*also* **ˌlow-ˈyielding**) *adjective* [only before noun]
(*Finance*) used to describe investments that do not produce a high income but also have a low level of risk 低风险的，低收益的（投资）: *low-yield government bonds* 低收益的政府公债 ◇ *They have borrowed funds in a low-yielding currency.* 他们借入低收益货币的资金。→ HIGH-YIELD

**loyal** /ˈlɔɪəl/ *adjective*
**1** a **loyal** customer tends to buy the same products all the time, rather than trying different ones 忠诚的，忠实的（顾客）: *The company has 34 million loyal customers.* 公司拥有3400万忠实的顾客。◇ *Many shareholders remained loyal to us in difficult times.* 许多股东在困难的时期仍忠于我们。
**2** a **loyal** employee works for the same company for a long time 忠诚的，忠实的（雇员）: *The secret of our success is our high-quality, loyal workforce.* 我们成功的秘密就是素质高并忠诚的员工。

**loyalty** /ˈlɔɪəlti/ *noun* [U]
SEE ALSO: **brand loyalty, customer loyalty**
the quality of being faithful to a particular product, company, etc. 忠诚；忠实

**ˈloyalty card** *noun* [C]
(*Marketing*) a card given to customers by a shop/store to encourage them to shop there regularly. Each time they buy sth they collect points which will allow them to have an amount of money taken off goods they buy in the future. （商店给顾客的）会员卡: *The store has a loyalty-card scheme.* 该商店有会员卡计划。

**LP** /ˌel ˈpiː/ = LIMITED PARTNERSHIP

**LR** /ˌel ˈɑː(r)/ = LLOYD'S REGISTER

**LSE** /ˌel es ˈiː/ *noun* [sing.] **London Stock Exchange plc** a market for buying and selling company shares, bonds, etc. 伦敦证券交易所: *The company is listed on the London Stock Exchange.* 公司在伦敦证券交易所上市。

**lt.** = LONG TON

**Ltd** (*AmE spelling* **Ltd.**) *abbr* (*only used in written English* 只用于书面英语)
**limited**, used after the names of particular types of companies in some countries 有限责任公司，股份有限公司（用于一些国家的某类公司名称之后）: *Oxford Cameras Ltd* 牛津照相机有限公司

**MORE ABOUT 补充说明**

## Company abbreviations

Abbreviations like **Ltd** or **Corp.** often appear after the names of businesses. They are usually required by law and tell you something about the type of company that has been established. * Ltd 或 Corp. 等缩写形式常常出现在企业名称之后。它们通常是标出依法成立的公司的类型。

IN THE UK 在英国

**Ltd** (= limited) a company that is owned by a small number of people, often members of a family, and can be run by a single person * Ltd（有限公司）由少数几人拥有，通常为家庭成员，可由一人经营

**plc** (= public limited company) a large company that can sell its shares to the public and has a board of directors * plc（公共有限公司）是向公众出售股票且拥有董事会的大型公司

IN THE US 在美国

**Corp.** (= corporation); **Co.** (= company); **Inc.** (= incorporated). These abbreviations indicate that a business is a company but give no information about its size, number of shareholders or management. * Corp., Co. 和 Inc. 表示公司，但不能显示出公司的规模、股东和管理层人数等信息。

**LLC** (= limited liability company) a company owned by a group of people who usually also run the business * LLC（有限责任公司）是由多人拥有并经营的公司

OTHER COUNTRIES 其他国家

**AG** in Germany, a large company that can sell shares to the public and is run by a group of managers 在德国，AG（股份公司）指向公众出售股票并且由多位经理共同经营的大型公司

**GmbH** in Germany, a company with one or a number of shareholders. It cannot sell shares to the public. 在德国，GmbH（有限责任公司）是指拥有一个或多个股东的公司。它不能向公众出售股票。

**Pty** (= proprietary) used in Australia and South Africa for companies that are owned by a small number of people 在澳大利亚和南非，Pty（私人公司）是指由少数几人拥有的公司。

**SA** in France and Spain, a large company that can sell shares to the public and is run by a board of directors 在法国和西班牙，SA（股份公司）是指向公众出售股票并由董事会经营的大型公司

**SARL** in France, a company with a small number of shareholders 在法国，SARL（有限责任公司）是指由少数股东出资经营的公司

**SpA** in Italy, a company with one or a number of shareholders. It can sell shares to the public and is run by a board of directors or group of managers 在意大利，SpA（股份公司）由一个或多个股东出资建立。它可以向公众出售股票并且由董事会或多位经理经营

See note at CORPORATION

**LTV** /ˌel tiː ˈviː/ = LIFETIME VALUE

**lucrative** /ˈluːkrətɪv/ *adjective*
producing a large amount of money; making a large profit 赚大钱的；获利多的：*The US has proved to be our most lucrative market.* 已证明美国是我们利润最丰厚的市场。◇ *The deal proved highly lucrative for the company.* 这笔交易给公司带来了非常丰厚的利润。
● *a lucrative* ***business/contract/deal/market*** 利润丰厚的生意 / 合同 / 交易 / 市场 • ***extremely/highly/hugely/potentially*** *lucrative* 极其 / 相当 / 非常 / 可能赚钱的
▸ **ˈlucratively** *adverb*

**Luddite** /ˈlʌdaɪt/ *noun* [C] (*BrE*)
a word used in a disapproving way to describe sb who is opposed to new technology or working methods 反对新技术（或新工作方法）的人
NOTE Named after Ned **Lud**, one of the workers who destroyed machinery in the cotton and wool factories in the early 19th century, because they believed it would take away their jobs. 源自卢德（Ned Lud）——19世纪初因认为机器会夺走工作而捣毁棉毛纺织厂机器的工人之一。

**luggage** /ˈlʌgɪdʒ/ *noun* [U]
SEE ALSO: **hand luggage, left luggage**
bags, cases, etc. that you carry your clothes and things in when you are travelling 行李：*Passengers are allowed to have up to three pieces of luggage.* 旅客只允许携带三件行李。 SYN BAGGAGE

**lull** /lʌl/ *noun* [C, usually sing.]
a quiet period between times of activity（活动间的）间歇，平静时期：*There was an increase in trading this week after the usual summer lull.* 在经历了通常夏季交易的淡静时期后，本周交易有所增加。◇ *a lull* ***in*** *consumer spending* 消费支出的暂时停滞

**lumber** /ˈlʌmbə(r)/ = TIMBER (2)

**lump** /lʌmp/ *noun* [C] (*informal*) = LUMP SUM
IDM **take your ˈlumps** (*AmE*)(*informal*) to accept bad things that happen to you without complaining 毫无怨言地忍受：*If you can't solve the problem, take your lumps and figure out how to avoid it next time.* 如果你解决不了这个问题，你得毫无怨言地忍受并想出怎样避免这种问题的再次发生。

**ˌlump ˈsum** (*also* **ˌlump sum ˈpayment**) (*also* **lump**, *informal*) *noun* [C]
a single payment of money 总计；一次总付的金额；一笔过的款项：*Workers can receive their vacation pay* ***in*** *a lump sum.* 工人可得到一次总付的休假工资。◇ *You can take up to 25% of your pension as a tax-free lump sum.* 你可以拿出25%的退休金作为一次性免税总付额。

**lunch** /lʌntʃ/ *noun, verb*
● ***noun*** [U,C]
SEE ALSO: **business lunch, power lunch**
a meal eaten in the middle of the day 午餐；午饭：*I had lunch with their marketing director.* 我和他们的营销总监共进午餐。◇ *She isn't back from lunch yet.* 她吃午饭还没回来呢。◇ *Let's discuss the contract* ***over*** *lunch.* 让我们边用午餐边讨论合同吧。◇ *a 30-minute* ***lunch break*** * 30分钟的午餐时间 → idiom at FREE *adj.*
● *to* ***be at/go out for/go to/have*** *lunch* 吃 / 出去吃 / 去吃 / 吃午饭 • *to* ***buy sb/meet sb for/take sb to*** *lunch* 请某人吃午餐；午餐时会见某人；带某人吃午饭 • *a* ***working*** *lunch* 工作午餐
● ***verb*** [+ obj or no obj]
to have lunch, especially at a restaurant（尤指在餐馆）用午餐：*He often lunches with leading figures in the industry.* 他经常与业界的领导人物共进午餐。

**ˈlunch hour** *noun* [C]
the time around the middle of the day when you stop work to eat lunch 午餐时间；午休：*I often work through my lunch hour.* 我经常在午餐时间工作。

**lure** /lʊə(r); ljʊə(r); *AmE* lʊr/ *verb, noun*
● ***verb*** [+ obj] (*usually used with an adverb or a preposition* 通常与副词或介词连用) to persuade sb to go somewhere or do sth by promising them a reward or making it seem exciting 劝诱；诱惑；引诱：*Many retailers are lowering their prices to lure customers into the shops.* 许多零售商正降低价格以吸引顾客进入商店。◇ *Young people are lured to the city by the prospect of a job and money.* 年轻人憧憬打工挣钱，从而被吸引到城市。
● ***noun*** [C, usually sing.]
the attractive qualities of sth 吸引力；诱惑力：*The lure of cheap credit has proved too strong for consumers.* 便宜的信贷利息对消费者的诱惑实在太强了。

**luxury** /ˈlʌkʃəri/ *noun, adjective*
● ***noun*** (*plural* **luxuries**)
**1** [C] a thing that is expensive and enjoyable but not essential 奢侈品：*An in-house IT consultant is a luxury few small businesses can afford.* 企业内部信息技术顾问是小企业无法付得起的奢侈品。◇ *Consumers are cutting down on luxuries like eating out.* 消费者正在减少像外出用餐这样的奢侈做法。◇ *a well-known luxury store* (= that sells expensive items) 一家知名的奢侈品商店
**2** [U] the enjoyment of special and expensive things, particularly food and drink, clothes and surroundings 奢侈的享受；奢华：*My wages don't allow us to live* ***in luxury.*** 我的工资不容许我们过奢华的生活。
**3** [U; sing.] a pleasure or an advantage that you do not usually have 不常有的乐趣（或享受、优势）：*We had the luxury of being able to choose from four good candidates for the job.* 我们的选择余地大，有四位出色的职位候选人可供挑选。
● ***adjective*** [only before noun]
expensive and of high quality; not essential 奢华的；奢侈的；不是必需的：*There has been a decline in the demand for luxury goods.* 对奢侈品的需求出现下降。◇ *There are plans to build two new luxury hotels in the city.* 计划在该市兴建两家豪华饭店。 SYN PRESTIGE
● *luxury* ***brands/goods/items/products*** 奢侈品牌 / 商品 / 方案 / 产品 • *a luxury* ***apartment/car/hotel*** 豪华公寓 / 汽车 / 酒店

**lynchpin** = LINCHPIN

# M m

**M** /em/ *abbr*
(especially for sizes of clothes) medium（尤指服装尺码）中号: *S, M and L* (= small, medium and large) 小号、中号和大号

**m** (*also spelled* **m.**) *abbr*
**1** million(s) 百万: *a profit of €16 m* * 1600万欧元的利润
**2** male 男性: *Please tick m or f.* 请在“男”或“女”旁打勾。
**3** married 已婚

**M0, M1, etc.** /ˌem ˈzɪərəʊ, ˌem ˈwʌn; *AmE* ˈzɪroʊ; ˈziː-/ *noun* [U]
(*Economics*) different ways of measuring the amount of money being used or that is available in an economy (the **money supply**) 衡量货币供应量的不同方式: *In the UK, M0 includes all notes and coins in circulation plus banks' balances with the central bank.* 在英国，M0 包括流通中所有的纸币和硬币外加各银行在中央银行的存款余额。
→ MONEY SUPPLY

**M & A** /ˌem ənd ˈeɪ/ *abbr*
a short way of writing **mergers and acquisitions** (= the activity of buying and selling companies) 并购（兼并与收购的缩写）: *an investment bank specializing in M & A* 专门从事并购的投资银行 ◇ *Why do most M & As fail?* 为什么大多数并购都失败了呢?

**★machine** /məˈʃiːn/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **answering machine, cash ~, dictation ~, tape ~, ticker-tape ~, vending ~**
**1** (*often used in compounds* 常用于复合词) a piece of equipment with moving parts that is designed to do a particular job and uses electricity, gas, wind power, etc. in order to operate 机器; 机械: *a drilling/copying machine* 钻孔机; 复印机 ◇ *How does this machine work?* 这台机器如何运转? ◇ *The machine runs on solar power.* 这台机器靠太阳能工作。 ◇ *The stone is cut by machine.* 石头由机器进行切割。 ◇ *a machine operator* 机器操作工 → FAX *noun*(1)
➊ *a heavy/large/powerful machine* 重型 / 大型 / 强力机械 • *to install/service a machine* 安装 / 维护机器 • *to operate/run/start/stop/use a machine* 操作 / 开动 / 开启 / 停止 / 使用机器 • *a machine breaks down/runs/works* 机器发生故障 / 运行 / 运行
**2** a particular machine, when you do not refer to it by its full name, especially a computer（诸如电脑等特定的）机器: *The software will run on most desktop machines.* 这个软件可以在大多数台式机上运行。
**3** [usually sing.] a group of people that control an organization or part of an organization（组织的）核心机构: *the company's marketing machine* 这家公司的营销机构
● ***verb*** [+ obj]
(*Manufacturing*) to make or shape sth with a machine（用机器）制造，加工成型: *This material can be cut and machined easily.* 这种材料易于切割和机器加工。
▸ **ma'chining** *noun* [U]: *the precision machining of aircraft parts* 飞机部件的精密机械加工

**ma'chine code** (*also* **ma'chine ˌlanguage**) *noun* [U]
(*IT*) the basic language that is used to write instructions that can be read directly by a computer, consisting only of numbers 机器代码

**ma,chine-'made** *adjective*
made by a machine 机器制造的: *machine-made carpets* 机织地毯 → HANDMADE

**ma,chine-'readable** *adjective*
(*IT*) (about data) in a form that a computer can understand 可机读的: *machine-readable passports* 可机读的护照

**★machinery** /məˈʃiːnəri/ *noun* [U]
SEE ALSO: **office machinery**
machines as a group, especially large ones 机械; 机械装置: *investing in new machinery and equipment* 投资于新机械设备 ◇ *a piece of machinery* 一台机器 ◇ *The machinery is housed in a special building.* 这套机械放置于一栋专门的建筑物里。 See note at INFORMATION
➊ ***agricultural/electrical/heavy/industrial machinery*** 农业 / 电力 / 重型 / 工业机械 • ***to install/maintain/service/set up*** *machinery* 安装 / 保养 / 维护 / 装配机械 • ***to control/operate/use*** *machinery* 控制 / 操作 / 使用机器 • ***to drive/run*** *machinery* 开动 / 运行机器 • *machinery* ***breaks down/operates/works*** 机器发生故障 / 运行 / 运转 • *a machinery* ***maker/manufacturer*** 机械制造商

**ma'chine shop** *noun* [C]
(*Manufacturing*) a room or building in which there are machines for making things, especially out of metal 机修车间: *They created a prototype of the bike in their machine shop.* 他们在机修车间生产了一辆自行车样车。

**ma'chine tool** *noun* [C]
(*Manufacturing*) a tool for cutting or shaping metal, wood, etc., driven by a machine 机床

**machinist** /məˈʃiːnɪst/ *noun* [C]
(*Manufacturing*)
**1** a person whose job is operating a machine, especially machines used in industry for cutting and shaping things, or a sewing machine 机械师; 机械工
**2** a person whose job is to make or repair machines 机械修理工

**macro** /ˈmækrəʊ; *AmE* ˈmækroʊ/ *noun* [C] (*plural* **macros**)
(*IT*) a single instruction in a computer program that automatically causes a complete series of instructions to be put into effect, in order to perform a particular task 宏（用于自动执行一系

列计算机指令的单一指令）：*You can set up a macro to type the ending of a letter in one keystroke.* 创建一个宏就可以用它一键输入信的结尾。

**macro-** /'mækrəʊ; *AmE* 'mækroʊ/ *combining form* (*used to form nouns, adjectives and adverbs* 用于构成名词、形容词和副词)
large; on a large scale 大的；宏观的；大规模的：*macroeconomics* 宏观经济学 ◇ *At a macro-level, the economy has performed well.* 在宏观层面上，经济运行良好。 OPP MICRO-

**macroeconomics** /ˌmækrəʊˌiːkəˈnɒmɪks; *AmE* -kroʊˌekəˈnɑːm-/ *noun* (*Economics*)
**1** [U] the study of large economic systems, such as those of whole countries or areas of the world 宏观经济学
**2** [pl.; U] the features or state of such a system 宏观经济：*The city is affected by the macroeconomics of the region.* 城市会受到地区宏观经济状况的影响。 → MICROECONOMICS
▸ **ˌmacroˌeconˈomic** *adjective*: *macroeconomic policies* 宏观经济政策 **macroeconomist** /ˌmækrəʊɪˈkɒnəmɪst; *AmE* -kroʊrˈkɑːn-/ *noun* [C]

**macromarketing** /ˌmækrəʊˈmɑːkɪtɪŋ; *AmE* ˌmækroʊˈmɑːrk-/ *noun* [U]
(*Marketing*) the study of the system of producing and selling goods and services in a country or an economy, including the effects of cultural, political, social and economic conditions 宏观营销学；总体销售

**madam** /'mædəm/ *noun* [sing.] (*formal*)
used when speaking or writing to a woman in a formal or business situation 夫人；太太；女士：*Can I help you, madam?* 你有什么要我帮忙的吗，夫人？ ◇ *Dear Madam* (= in a letter) 亲爱的女士（信函用语）

**made** /meɪd/ *adjective, combining form*
• ***adjective***
past tense, past participle of MAKE * make 的过去式、过去分词：*made in China* 中国制造
• ***combining form* -made** (*used in adjectives* 用于形容词)
SEE ALSO: **custom-made, machine-~, ready-~, self-~, tailor-~**
made in the way, place, etc. mentioned …（方式、地点等）制造的：*well-made* 做工精良的 ◇ *British-made steel* 英国产的钢

**ˌmade to ˈmeasure** *adjective* [usually before noun]
**1** (especially about clothes) made specially to fit a particular person, place, etc.（尤指服装）定做的：*made-to-measure suits* 定做的西服
**2** made to solve a particular problem 量身打造的：*We will design a made-to-measure solution for your IT needs.* 我们将根据你们的信息技术需求专门设计一套解决方案。

**ˌmade to ˈorder** *adjective* [usually before noun]
made or produced specially for a particular customer, in the way that they require 定制的：*a producer of made-to-order computer chips* 计算机芯片定制生产商

**ˌMadison ˈAvenue** /'mædɪsən/ *noun* [U]
used to refer to the US advertising industry 麦迪逊大街（位于纽约曼哈顿，为美国广告业中心，常用来指代美国广告业）：*She's a former Madison Avenue executive.* 她曾经是一家美国广告公司的主管。 NOTE **Madison Avenue** is the street in New York City where many large advertising companies established their offices in the 1940s and 50s. 麦迪逊大街是纽约市的一条大街，许多大型广告公司在20世纪40、50年代在那里设立了办事处。

**mag** /mæg/ *noun* [C] (*informal*)
a magazine 杂志：*a new mag for travellers* 面向旅行者的新杂志 ◇ *teen mags* 青少年杂志

**magalog** /'mægəlɒg; *AmE* -lɔːg; -lɑːg/ *noun* [C]
(*Marketing*) a CATALOGUE (= a book that contains photographs and details of products that you can buy) that looks like a magazine and has articles to read in it 购物目录杂志：*Their magalog features products and editorial material of interest to young women.* 他们的购物目录杂志以向年轻女性提供感兴趣的产品和稿件为特色。 NOTE **Magalog** is formed from the words **magazine** and **catalogue**. * magalog 由 magazine 和 catalogue 构成。

**magazine** /ˌmægəˈziːn; *AmE* 'mægəziːn/ *noun* [C]
SEE ALSO: **consumer magazine, trade magazine**
a type of large thin book with a paper cover that you can buy every week or month, containing articles, photographs, etc., often on a particular topic 杂志：*a women's/men's magazine* 妇女／男人杂志 ◇ *a magazine aimed at/for elderly people* 面向老年人的杂志 ◇ *a glossy fashion magazine* 印刷精美的时装杂志
➊ ***a monthly/quarterly/weekly*** *magazine* 月刊／季刊／周刊 • ***a colour/glossy*** *magazine* 彩色杂志／印刷精美的杂志 • ***a business/fashion/lifestyle/music/specialist*** *magazine* 商业／时装／时尚生活／音乐／专业杂志 • ***a copy/an edition/issue of a magazine*** 一本／一版／一期杂志 • ***to launch/produce/publish/run*** *a magazine* 创办／制作／出版／经营杂志 • ***to buy/get/subscribe to*** *a magazine* 购买／获得／订阅杂志

**ˌmagic ˈbullet** *noun* [C, usually sing.]
(used especially in newspapers) a fast and effective solution to a serious problem（尤用于报章）妙招：*There is no magic bullet to solve all our software problems.* 没有能解决我们所有软件问题的灵丹妙药。

**ˌmagic ˈcircle** *noun* [C, usually sing.] (*BrE*)
a small group of people or organizations that have a lot of influence and work together to help each other, but are not willing for other people to join them 魔圈（具有影响力的小团体或组织，他们相互帮助，但拒绝接受外人加入）：*London's magic circle law firms* (= the small group of top firms) 伦敦的顶级律师行圈子

**magistrate** /'mædʒɪstreɪt/ *noun* [C]
an official who acts as a judge, usually in the lowest courts of law 地方法官：*to come up before the magistrates* 出庭受审 ◇ *The magistrate ordered him to pay a fine.* 法官要求他支付罚金。

**magnate** /'mægneɪt/ *noun* [C]
a person who is rich, powerful and successful in business 大资本家；巨头；富豪；要人 See note at BARON

**magˌnetic ˈcard** *noun* [C]
a plastic card with a line of black material containing information on it 磁卡

**mag,netic 'disk** = DISK (2)

**mag,netic 'media** *noun* [pl.; U]
(*IT*) the different methods that are used to store information for computers, for example plastic tape (**magnetic tape**), disks, etc. （用于存储计算机信息的）磁性媒体；磁性介质

**mag,netic 'strip** (*also* **mag,netic 'stripe**) *noun* [C]
a line of black material on a plastic card, containing information 磁条（塑料卡片背面存储信息的黑色条带）：*Your account details are stored on the magnetic strip.* 你的账户信息储存在磁条上。

**maid** /meɪd/ *noun* [C]
a female servant in a house or hotel 女仆；女服务员：*Should I tip the maid?* 我要不要给女服务员小费？◇ *The villas have a daily maid service.* 这些别墅有每日客房服务。

**★mail** /meɪl/ *noun, verb*
• ***noun*** [U]
SEE ALSO: **certified mail, direct ~, electronic ~, flame ~, junk ~, registered ~, snail ~, surface ~**
**1** (*BrE also* **post**) the official system used for sending and delivering letters, packages, etc. 邮政：*The cheque is in the mail.* 支票已邮寄。◇ *Please return our copy of the contract by mail.* 请将我方合同副本寄回。◇ *a mail distribution centre* 邮件分拣中心 → AIRMAIL, VOICEMAIL
⊕ ***express/first-class/second-class mail*** 快递；一类／二类邮件 • ***internal/international mail*** 国内／国际邮件
**2** (*BrE also* **post**) letters, packages, etc. that are sent and delivered 邮件；信件：*Has the mail arrived?* 邮件寄到了吗？◇ *We received a cheque from them in the mail today.* 我们今天收到他们邮寄来的支票。◇ *mail deliveries* 邮递 ◇ *an item/a piece of mail* 一份邮件 ◇ *The company has a licence to deliver bulk mail* (= letters, etc. sent in large numbers by businesses). 这家公司获许经营大宗邮件业务。
⊕ ***to deliver/handle mail*** 投递／处理邮件 • ***to get/receive/send (out) mail*** 得到／收到／发出邮件 • ***to answer/deal with/open/read your mail*** 回复／处理／打开／阅读你的邮件 • ***incoming/outgoing mail*** 接收／发送的邮件 • ***bulk/business/private mail*** 大宗／商业／私人邮件
**3** messages that are sent or received on a computer 电子邮件：*Check regularly for new mail.* 定期查看新电子邮件。◇ *incoming/outgoing mail* 接收／发送的电子邮件 → EMAIL
• ***verb*** [+ obj]
**1 mail sth (to sb/sth)** | **mail (sb) sth** to send sth to sb using the POSTAL system 邮寄：*We mail a new catalogue to our customers every year.* 我们每年向客户邮寄新的产品目录。◇ *We mail our customers a new catalogue every year.* ◇ *The company intends to mail 50 000 households in the area.* 公司打算向这一地区的5万个家庭发送邮件。
**2 mail sb** | **mail sth (to sb/sth)** | **mail (sb) sth** to send a message to sb by email 向某人发送电子邮件：*Please mail us at the following email address.* 请用以下电子邮件地址给我们发邮件。◇ *Mail your order to the following email address.* 将你们的订单发往以下电子邮件地址。
PHR V **,mail sth 'out** to send out a large number of letters, etc. at the same time 把某物（大批量同时）寄出：*The brochures were mailed out last week.* 宣传手册上周已寄出。SYN SEND OUT → MAIL-OUT

**'mail bomb** *noun* [C]
an extremely large number of email messages that are sent to sb 邮件炸弹（发给某人的超大量电子邮件）▸ **'mail-bomb** *verb* [+ obj]

**mailbox** /'meɪlbɒks; *AmE* -bɑ:ks/ *noun* [C]
an area of a computer's memory where email messages for a particular user are stored 电子邮箱：*They limit the size of your mailbox to 20MB.* 你的电子邮箱的容量被限制在20兆。

**mailer** /'meɪlə(r)/ *noun* [C] (*AmE*)
SEE ALSO: **self-mailer**
**1** (*AmE*) = MAILING (2)
**2** an envelope, a box, etc. for sending small things by mail（邮件封套或盒子等）信封：*makers of protective mailers* 保护性邮件包装用品制造商
**3** a person or company that sends a letter, package, etc. 邮寄者：*Costs are rising fast for bulk mailers.* 大宗邮递的成本在迅速上升。
**4** a program that sends email messages 电子邮件程序

**mailing** /'meɪlɪŋ/ *noun*
**1** [U] the act of sending items by mail 邮寄；投递：*the mailing of invoices to customers* 客户发票的寄送 ◇ *Mailing costs have risen dramatically.* 邮寄成本大幅度上升。◇ *a mailing address* 邮寄地址
**2** (*AmE also* **'mailer**) [C] an item that is sent by mail, especially an advertisement that is sent to a large number of people 邮件；邮寄品（尤指一次寄发的大量广告邮件）：*The service will be marketed through mailings to selected clients.* 此项服务将通过向精选客户发送邮件的方式推销。◇ *a mass mailing* 邮件群发

**'mailing list** *noun* [C]
**1** a list of the names and addresses of people who are regularly sent information, advertising material, etc. by an organization 邮寄名单：*The company has 264 000 customers on its mailing list.* 这家公司的邮寄名单上有26.4万名顾客。
**2** a list of names and email addresses kept on your computer so that you can send a message to a number of people at the same time 邮件列表：*The software makes it easy to build a mailing list.* 这个软件使建立邮件列表易如反掌。

**'mail merge** *noun* [U,C]
the process by which names and addresses are automatically added to a document on a computer, so that the same letter can be sent to many people 邮件合并 ▸ **'mail-merge** *verb* [+ obj]: *a mail-merged document* 邮件合并文件

**'mail ,order** *noun* [U] (*abbr* **MO**)
a system of buying and selling goods through the mail 邮购：*We sell clothing by mail order.* 我们以邮购方式出售服装。◇ *a mail-order business/company/retailer* 邮购企业／公司／零售商 ◇ *a mail-order catalogue* 邮购目录 ▸ **'mail-order** *verb* [+ obj] *These items can only be mail-ordered.* 这些商品只能邮购。

**mail-out** *noun* [C]
(*Marketing*) an act of sending an item of mail to a large number of people, especially by email 向很多人发送邮件（尤指电子邮件）→ MAIL STH OUT at MAIL *verb*

**mail room** = POST ROOM

**mailshot** /'meɪlʃɒt; *AmE* -ʃɑːt/ *noun* [C] (*BrE*) (*Marketing*) an act of sending advertising or information to a large number of people at the same time by mail; an item sent in this way 群发邮件广告或信息（同时向许多人发送广告邮件或信息）；邮件群发的项目：*To be effective, a mailshot must be well targeted.* 为了取得良好效果，群发邮件广告必须定位准确。

**mainframe** /'meɪnfreɪm/ (*also* **mainframe com'puter**) *noun* [C]
(*IT*) a large powerful computer, usually the centre of a network and shared by many users 主机；大型机：*There has been a shift in IT from mainframes to servers.* 信息技术行业出现了从大型机向服务器的转变。→ MICROCOMPUTER, MINICOMPUTER

**main 'market** *noun* [sing.]
the part of the London Stock Exchange that deals with the shares of large valuable companies 主板市场：*The company intends to move to the main market next month.* 这家公司打算下个月转移到主板市场。

**main 'office** = HEAD OFFICE

**mainstream** /'meɪnstriːm/ *noun, adjective*
• ***noun*** **the mainstream** [sing.]
the main part of sth; the usual or normal way of doing or thinking about sth 主流：*Sales has now come into the mainstream of business.* 现在销售已成为主流业务。
• ***adjective*** [usually before noun]
normal or ordinary; used to describe organizations that provide goods and services for most people rather than for only a few 主流的：*Mainstream consumers still prefer the shopping mall to the Internet.* 多数消费者依然偏好大型购物中心而不是互联网。◇ *mainstream companies/banks* 主流公司 / 银行 → NICHE

**mainstreaming** /'meɪnstriːmɪŋ/ *noun* [U]
(*HR*) the practice of considering the effect of all aspects of government and company policy on women as well as men, and on the equal rights of workers 主流化

**main street** *noun* (*often* **Main Street**)
**1** [C] the most important street in a small town in the US, where the shops/stores, banks, etc. are（美国小城镇的）主要街道 → HIGH STREET
**2** [U] used to refer to small businesses in the US as a group（泛指美国的）小企业：*Main Street companies that start small and stay small* 创业起一直保持小规模的小企业 → WALL STREET

**★maintain** /meɪn'teɪn/ *verb* [+ obj]
**1** to make sth continue at the same level, standard, etc. 维持；保持：*We will maintain prices at their current level for another six months.* 我们将把目前的价格水平再维持六个月。
**2** to keep a building, a machine, etc. in good condition by checking or repairing it regularly 维修；保养：*The equipment has been poorly maintained.* 设备没有得到妥善保养。
**3** to keep records and add new information when necessary 记载：*The company maintains a record of all enquiries made.* 这家公司对所有的查询都有记录。→ UPDATE

**★maintenance** /'meɪntənəns/ *noun* [U]
SEE ALSO: **total productive maintenance**
**1** the act of keeping sth in good condition by checking or repairing it regularly 维修；保养：*We are responsible for the cleaning and maintenance of the building.* 我们负责大楼的清洁和维修。◇ *building/car/road maintenance* 建筑物 / 汽车 / 道路维修 ◇ *The maintenance work is done by an outside contractor.* 维修工作由一家外部承包商完成。◇ *The plant is undergoing essential maintenance.* 工厂正在进行基础保养。
SYN UPKEEP
PHR ***to carry out/do maintenance*** 实施 / 进行维修 • ***day-to-day/essential/planned/preventive/routine maintenance*** 日常 / 基础 / 计划中的 / 预防性 / 常规保养 • ***sth needs/requires/undergoes maintenance*** 某物需要 / 要求 / 接受保养 • ***a maintenance agreement/contract/contractor*** 维修协议 / 合同 / 承包商 • ***maintenance staff/work/workers*** 维修人员 / 工作 / 工人
**2** the act of making a state or situation continue 维持；保持：*the maintenance of a high dividend* 高红利的维持 ◇ *price maintenance* 价格维持
→ idiom at CARE *noun*

**major** /'meɪdʒə(r)/ *adjective, noun*
• ***adjective*** [usually before noun]
very large or important 大的；重要的；主要的：*major international companies* 国际性大公司 ◇ *the company's major shareholders* 这家公司的大股东 ◇ *They have encountered major problems.* 他们遇到了大问题。◇ *We see no need for a major change in strategy.* 我们认为没有必要对战略进行重大改变。OPP MINOR
• ***noun*** [C, usually pl.]
a very large company in a particular industry 巨头；大企业：*The share prices of oil majors BP and Shell both rose.* 石油巨头英国石油公司和壳牌石油公司的股价双双上扬。

**★majority** /mə'dʒɒrəti; *AmE* -'dʒɔːr-; -'dʒɑːr-/ *noun* (*plural* **majorities**)
SEE ALSO: **early majority, late majority**
**1** [sing. with sing./pl. verb] the largest part of a group of people or things 大多数：*The vast majority of people interviewed said they were happy in their jobs.* 被采访的绝大多数人声称他们在工作中感到愉快。◇ *The majority was/were in favour of the proposal.* 大多数人赞成这个建议。◇ *Export orders now account for the majority of our sales.* 目前出口订单占我们销售额的大部分。◇ *Women are* ***in a/the majority*** *in the Kenyan coffee and tea industries.* 在肯尼亚咖啡和茶叶行业中妇女占多数。OPP MINORITY
**2** [C] the number of votes by which one side in an election, a discussion, etc. wins 多数票：*The court decided by a majority of five to two to reject the claim.* 法庭以五比二的多数决定驳回该诉求。◇ *The resolution was carried by a huge majority.* 该决议以压倒性多数票获通过。◇ *a majority vote/decision* 多数票 / 人作出的决议

**3** [sing.] (*usually used as an adjective* 通常用作形容词) used to describe a group of shares that is more than half of the total number of shares in a company, or sb who owns this amount 多数股权；控股股东：*They are seeking buyers for a majority stake in their Australian operation.* 他们正在寻找购买他们澳大利亚公司多数股权的买主。◇ *a majority shareholder* 控股股东 ◇ *The group is* ***majority-owned*** *by Anglo American.* 这个集团由英裔美国人控股。→ MINORITY (2)

**⊕** *a majority* ***control/holding/investment/share/stake*** 控股权；多数股权；多数股投资；多数股份；多数股权 • *a majority* ***investor/owner/shareholder*** 控股投资人 / 所有者 / 股东

**ma,jority 'interest** *noun* [C, usually sing., U] (*Finance*) a number of shares owned by a particular person or organization that is greater than half of a company's total shares 多数股权：*They will retain majority interest, keeping 82% of the shares.* 他们将持有多数股权，占股份82%。

→ CONTROLLING INTEREST, MINORITY INTEREST

**★make** /meɪk/ *verb, noun*

• ***verb*** [+ obj] (**made, made** /meɪd/)

**1** to create or prepare sth by combining materials or putting parts together 制造；生产：*to make a chip/device/model* 制造芯片 / 装置 / 模型 ◇ *to make cement/glass/paper* 生产水泥 / 玻璃 / 纸张 ◇ *It's the smallest computer the company has ever made.* 这是公司有史以来生产的最小的电脑。◇ *bags made from recycled plastic* 用再生塑料制作的包 ◇ *What is the shirt made of?* 这件衬衫是什么材料做的？

**2** to earn or gain money 赚到；挣钱：*She makes around €80 000 a year in salary and bonuses.* 她每年的薪水加奖金大约8万欧元。◇ *to make a profit/loss* 获利；亏损 ◇ *Some Internet retailers are struggling to make money.* 某些网络零售商正奋力赚钱。

**3** to elect or choose sb as sth 选举；任命；挑选：*She made him her assistant.* 她选他做自己的助手。◇ *He has been made chairman of the group.* 他被任命为集团的董事长。

IDM **NOTE** Other idioms containing **make** are at the entries for the nouns, verbs or adjectives in the idioms, for example **make a killing** is at **killing**. 其他包含make的习语列在习语中的名词、动词或形容词的词条下，如 make a killing 在 killing 词条下。 **make 'good** to become rich and successful 变得富有；成功 **make sth 'good** to pay for, replace or repair sth that has been lost or damaged 赔偿；替代；修理；作出补救：*The tenant must make good any damage to the building.* 房客必须对建筑物的任何损坏进行赔偿。 **make sth 'good ; make 'good on sth** to do sth that you have promised to do, pay back money that you owe, etc. 履行诺言；偿还欠款：*The company failed to make good on its promise to create more jobs.* 这家公司未能兑现其创造更多工作岗位的承诺。 **'make it ; make it 'big** to be successful in your career or business 大获成功：*companies wanting to make it big on the Internet* 希望在互联网上大获成功的公司

PHR V **,make sth 'out** to write out or complete a form or document 填写；开具：*He made out a cheque for €100.* 他开出了一张100欧元的支票。◇ *Invoices must be made out in triplicate.* 发票必须一式三联。 **,make 'up sth** HELP A noun comes after **up**, but a pronoun comes between the verb and **up**. 名词置于 up 之后，而代词置于动词和 up 之间。 **1** to form sth 形成；构成：*Older workers make up 18% of our staff.* 老工人占员工的18%。→ COMPRISE (2), MAKE-UP **2** to put sth together from several different things 组成；拼装 → MAKE-UP **3** to complete a number or an amount required 拼凑；凑齐：*We need one more person to make up the team.* 我们还需要一个人才能凑齐一个队。 **4** to replace sth that has been lost 补上；弥补：*Can I leave early this afternoon and make up the time tomorrow?* 我下午早点离开，明天再把时间补上可以吗？ **5** to prepare sth 准备：*Can you make up my bill please?* 请把账单拿给我。

• ***noun*** [C]

the name or type of a machine, piece of equipment, etc. that is made by a particular company 品牌；牌子：*What make of car does she drive?* 她开的是什么牌子的汽车？◇ *There are so many different makes to choose from.* 可供选择的牌子很多。 See note at BRAND

IDM **on the 'make** (*informal*) trying to get money or an advantage for yourself 追名逐利的

**makegood** /'meɪkgʊd/ *noun* [C] (*Marketing*) a free advertisement that a publishing company, TV station, etc. gives a company if they have made a mistake in the advertisement that the company paid for or if not as many people have seen it as they promised（因出版公司、电视台等在刊登或播出付费广告时失误或没有达到预先承诺的收看人数而进行的）补偿广告：*The advertiser must notify the account manager of any error or omission to be eligible for a makegood.* 当出现任何失误或遗漏而必须进行广告补偿时，广告商必须通知客户经理。

**,make-or-'buy** *adjective* (*Production*) used to describe a decision a company must make about whether to make sth itself or pay another company to make it for them 自制或外购；加工或外包：*You face a classic make-or-buy decision concerning software.* 自编软件还是采购，你得作出这一传统决策。◇ *the make-or-buy strategy for production components* 生产部件的自制或外购战略

**makeover** /'meɪkəʊvə(r); *AmE* -oʊ-/ *noun* [C, U] the process of changing the impression sth gives to others 改进；修饰：*Some of the stores will be relocated, the rest will be given a makeover.* 一些商店将搬迁，其余的将翻新。◇ *The corporate makeover is costing the company £20 m.* 公司改造耗资2000万英镑。

**★maker** /'meɪkə(r)/ *noun* [C]

SEE ALSO: **decision-maker, market-~, moneymaker, order-~**

a company that makes or produces sth; a person or a piece of equipment that makes sth 生产者，制造商：*an aircraft/a computer/soft drinks/steel maker* 飞机 / 计算机 / 软饮料 / 钢材制造商 ◇ *the largest maker of computer disk-drives* 最大的计算机磁盘驱动器制造商 ◇ *The competition between car makers is getting more intense.* 汽车制造商之间的竞争愈演愈烈。◇ *If it doesn't work, send it back to the maker.* 如果不能正常使用，就将其退回原厂。◇ *an electric coffee-maker* 电动咖啡机

**,make-to-'order** *noun* [U] (*abbr* **MTO**)
(*Production*) a system of manufacturing in which a product is only made when an order is received 订单式生产: *The manufacturing plant operates on a make-to-order basis.* 这家制造厂实行订单式生产制度。

**,make-to-'stock** *noun* [U] (*abbr* **MTS**)
(*Production*) a system of manufacturing in which products are made and stored before orders are received 备货式生产

**'make-up** *noun* [sing.]
the different things, people, etc. that combine to form sth; the way in which they combine 组成, 构成: *The make-up of their board of directors needs to change.* 他们的董事会构成必须改变。◇ *the page make-up of a text* (= the way in which the words and pictures are arranged on a page) 文本的页面排版

**'make-work** *noun* [U] (*AmE*)
work that has little value but is given to people to keep them busy (为提供就业机会而安排或为使人不闲散而分派的)无谓工作: *In some departments there is too much make-work.* 某些部门存在太多的无谓工作。◇ *These are simply make-work schemes for accountants.* 这些对于会计来说简直就是无谓的计划。

**maladministration** /ˌmælədˌmɪnɪ'streɪʃn/ *noun* [U]
the fact of managing a business, an organization, an official process, etc. in a bad or dishonest way 管理不善; 弊政: *There were instances of maladministration during the course of the enquiry.* 调查中存在舞弊行为。

**malfunction** /ˌmæl'fʌŋkʃn/ *noun, verb*
• ***noun*** [C,U]
(about a machine) a failure to work correctly (指机器)失灵; 故障: *A fire caused by an electrical malfunction* 因电路故障造成的火灾 ◇ *a computer malfunction* 计算机故障
• ***verb*** [no obj]
(about a machine) to fail to work correctly (指机器)出现故障; 失灵: *The bank's ATMs malfunctioned nationwide.* 这家银行在全国范围内的自动柜员机出现了故障。◇ *malfunctioning computers* 出现故障的计算机

**mall** /mɔːl; *BrE also* mæl/ = SHOPPING MALL

**malpractice** /ˌmæl'præktɪs/ *noun* [U,C]
careless, wrong or illegal behaviour while in a professional job 渎职; 玩忽职守; 不法行为; 技术事故: *The law firm is being sued for malpractice by the hotel group.* 律师事务所因不法行为而被酒店集团起诉。◇ *investigations into financial malpractices* 对金融不法行为进行的调查

**man** /mæn/ *verb* [+ obj] (**-nn-**)
(*HR*) to work at a place or be in charge of a place or a machine; to supply people to work somewhere 工作; 在岗位上; 操纵; 配备人员; 提供人员: *The telephones are manned 24 hours a day.* 电话24小时有人接听。◇ *She mans the information desk at the store.* 她值守商店的问讯处。▶ **'manning** *noun* [U]: *adjusting manning levels to shorter working hours* 按照缩短后的工作时间调整配员

**★manage** /'mænɪdʒ/ *verb*
**1** [+ obj *or* no obj] to control or be in charge of a business, an organization, a team of people, a project, etc. 管理; 经营: *I have been managing 3 companies in the UK with around 200 employees.* 我经营着3家英国公司, 员工约有200人。◇ *How many people do you manage?* 你管理着多少人? ◇ *The firm manages $3 billion in investments.* 这家公司经营着30亿元的投资。◇ *We need people who are good at managing.* 我们需要擅长管理的人员。
**2** [+ obj] to use time, money, etc. in a sensible way 合理使用; 合理支配: *She gave a presentation on managing time more effectively.* 她作了一个关于如何更加有效地支配时间的讲座。◇ *a computer program that helps you manage data efficiently* 有助于高效使用数据的电脑程序 ◇ *The service helps people to manage their finances.* 此项服务能够帮助人们合理管理资金。

**manageable** /'mænɪdʒəbl/ *adjective*
possible to deal with or control 可管理的; 可处理的: *The debt has been reduced to a more manageable level.* 债务已降至更为可控的水平。
OPP UNMANAGEABLE

**,managed e'conomy** *noun* [C]
(*Economics*) a system in which the government owns large parts of industry and sets prices for goods and services 管制经济 → COMMAND ECONOMY, MARKET ECONOMY

**,managed 'fund** *noun* [C]
(*Finance*) an amount of money that is given by an organization or many different investors to a company to invest for them, usually in shares and bonds 管理基金: *Investors favoured managed funds over direct stock investing.* 相对于直接股票投资来说, 投资者更钟情于管理基金。

**,managed 'hosting** *noun* [U]
(*IT*) a system in which the company that you pay to store your website and put it on the Internet (a **host**) also provides technical help with the HARDWARE and software 主机托管

**★management** /'mænɪdʒmənt/ *noun*
SEE ALSO: **administrative management, asset ~, assets under ~, brand ~, cash ~, category ~, change ~,** etc.
**1** [U] the act of running and controlling a business or similar organization 管理; 经营: *a career in management* 管理生涯 ◇ *a management training course* 管理培训课程 ◇ *The report blames bad management.* 这份报告谴责了管理不善。◇ *He is responsible for the day-to-day management of the firm.* 他负责这家企业的日常管理。◇ *hotel management* 酒店管理
✪ ***effective/good/solid/strong*** *management* 有效的 / 良好的 / 可靠的 / 强有力的管理 • ***bad/poor*** *management* 经营不善 • ***day-to-day/general/overall/routine*** *management* 日常 / 综合 / 全面 / 常规管理 • *a management* ***company/consultancy*** 管理公司 / 咨询 • *management* ***methods/practices/skills/styles/techniques*** 管理方法 / 实践 / 技能 / 风格 / 技巧
**2** [C with sing./pl. verb; U] the people who run and control a business or similar organization 管理人员; 管理部门; 管理层; 资方: *The management is/are considering closing the factory.* 管理层正考

虑关闭工厂。◇ *The store is now* ***under new management.*** 目前这家商店的管理层已经更换。◇ *My role is to act as a mediator between employees and management.* 我的角色是充当员工和资方的调解人。◇ *Most managements are keen to avoid strikes.* 大多数管理方都一心想避免罢工。◇ *We have hired a new management team.* 我们聘用了一支新的管理团队。

➊ ***junior/senior/top*** *management* 初级 / 高级 / 高层管理人员 • *a management* ***committee/decision/meeting/team*** 管理委员会 / 决策 / 会议 / 团队 • *a* ***layer/level/tier*** *of management* 管理层次 / 水平 / 等级

**3** [U; C with sing./pl. verb] the act of running a particular part of a company's activities; the people who do this（公司特定部门或业务的）经营管理；管理人员：*The critical skills in sales management are recruiting, selecting and hiring the best sales reps.* 销售管理的关键技能是招聘、选择和聘用最佳的销售代表。◇ *a meeting between senior human resources management and employees' representatives* 高级人力资源管理人员和员工代表之间的会谈

➊ ***data/inventory/sales/staff*** *management* 数据 / 库存 / 销售 / 员工管理

**4** [U] the process or skill of dealing with or controlling things or people（应付事情或人的）手段；技巧：*poor management of people* 人员管理不善 ◇ *the management of the crisis in the company* 公司危机管理 ◇ *the waste management business* 废弃物管理业务

**'management ac,counting** (*also* **mana'gerial ac,counting**) *noun* [U]
(*Accounting*) the process of collecting, analysing and presenting financial information about a company for managers to use in order to make decisions about company organization, future strategy, etc. 管理会计：*The management accounting team is involved in the annual budgetary and forecasting processes.* 管理会计团队正忙于年度预算和预估工作。▶ **'management ac,countant** (*also* **mana'gerial ac,countant**) *noun* [C]：*The Institute of Management Accountants (IMA)* 美国管理会计师协会 **'management ac,counts** *noun* [pl.] → FINANCIAL ACCOUNTING

**'management ,audit** *noun* [C]
an examination of the way in which a company is organized and managed in order to identify areas that could be improved and to find any potential problems 管理内审；内部审计：*a management audit of the company's customer services* 对公司客户服务的管理审计 → AUDIT ▶ **'management ,auditing** *noun* [U]

**'management board** *noun* [C with sing./pl. verb]
a group of senior executives that are responsible for deciding on the way a company or an organization is managed 管理董事会：*She is a member of the management board.* 她是管理董事会成员。◇ *The management board meets/meet every month to review performance and to consider strategy.* 这个管理董事会每月召开会议评估业绩并研究策略。

**,management 'buy-in** *noun* [C] (*abbr* **MBI**)
(*Finance*) a situation where a group of directors from outside a company buy more than 50% of its shares because they want to take over the management of the company 管理层换购；管理团队从外部收购控股并运营一家公司：*A three-man management buy-in team took control of the company last year.* 一个三人外部管理股权收购团队去年控股该公司。

**,management 'buyout** *noun* [C] (*abbr* **MBO**)
(*Finance*) a situation in which the senior managers gain control of a company or a particular part of it by buying all or most of its shares 管理层收购（公司高管通过购买公司全部或大部分股份以控制公司或公司部分业务）

**,management by ex'ception** *noun* [U] (*abbr* **MBE**)
(*HR*) a style of management in which the senior managers give those below them as much authority to control a project as possible and only become involved if there is a problem or an unusual situation (an **exception**) 例外管理

**,management by ob'jectives** *noun* [U] (*abbr* **MBO**)
(*HR*) a style of management in which aims and goals are set for the staff in order to direct their work and measure how well they do it 目标管理：*MBO is most applicable to those jobs which can be measured in numerical outputs.* 目标管理最适用于产出可量化的工种。

**'management by 'walking a'round** (*BrE also* **'management by 'walking a'bout**) *noun* [U] (*abbr* **MBWA**)
(*HR, informal*) a style of management in which the manager regularly makes informal visits to different departments to talk to staff and check on progress 走动式管理（经理时常走访各部门以与员工交流或检查工作进度的管理方式）

**'management com,mittee** *noun* [C with sing./pl. verb]
**1** a group of people who are elected to be responsible for deciding on the way a VOLUNTARY organization (= one that does not make a profit), a club, etc. is managed（志愿性机构的）管理委员会

**2** a group of people who are responsible for deciding on the way a particular part of an organization or a particular activity or problem is managed, with less power than the MANAGEMENT BOARD（决定机构某一领域或特定活动管理委员会的）机构

**'management ,company** *noun* [C]
a company that manages sth, such as property or investments, for different people or businesses 管理公司：*an asset/a property management company* 资产 / 房地产管理公司

**'management con,sultant** *noun* [C]
a person that a company pays to advise them on how to improve the management and control of their company and its activities, how to deal with a particular problem, introduce changes, etc. 管理顾问：*The management consultants are carrying out a review of the company's corporate strategy.* 管理顾问们正在对公司的经营战略进行评估。See note at PROFESSION ▶ **'management con,sulting** *noun* [U]：*Businesses often use management consulting to improve strategy and tactics.*

企业常常采用管理咨询以改进战略和方法。◇ *a management consulting firm* 管理咨询公司

**ˌmanagement deˈvelopment** *noun* [U] (*HR*) the process of improving the skills of managers through training activities 管理发展: *management development training for solicitors* 面向律师的管理发展培训 ◇ *the International Institute for Management Development* 国际管理发展学院

**ˈmanagement game** = BUSINESS GAME

**ˌmanagement inforˈmation ˌsystem** *noun* [C] (*abbr* **MIS**) a computer system that is designed for business use in order to supply information to managers from different departments of a company 管理信息系统: *a Personnel Management Information System to promote the efficient use of personnel resources* 用以促进人力资源有效利用的人事管理信息系统 ◇ *Several people were trained to handle MIS.* 有好几个人接受了管理信息系统使用方法培训。→ DECISION SUPPORT SYSTEM

**ˈmanagement ˌscience** *noun* [U] (*abbr* **MS**) the study of the efficient and effective management of organizations, using ideas and techniques from mathematics, computing, science, etc. to understand how they work, to analyse problems and make decisions 管理学 → OPERATIONS RESEARCH

**ˌmanagement sucˈcession** *noun* [U] (*HR*) the act of sb taking over an important management position 管理继承; 管理承继; 管理人继任: ***Management succession planning** is an ongoing process of identifying and developing talent.* 管理继承计划是一个不间断的识别和开发人才的过程。

**ˌmanagement ˈsummary** = EXECUTIVE SUMMARY

**ˈmanagement team** *noun* [C] a group of people who work together to manage a company, a department, a project, etc. 管理团队: *We have built a strong management team for the company.* 我们为公司建立了阵容强大的管理团队。

**★manager** /ˈmænɪdʒə(r)/ *noun* [C] SEE ALSO: **account manager, brand ~, category ~, co-~, commercial ~, file ~, first-line ~,** etc. a person who is in charge of running a business, a shop/store, a department of an organization, a project, etc. 经理: *Good managers know how to use the skills of the people who work under them.* 优秀的经理知道如何运用下属的技能。◇ *She's the manager of the accounts department.* 她是会计部经理。◇ *The assistant manager has been promoted to run the store.* 助理经理获提拔起来经营这家商店。◇ *a meeting of senior managers* 高级经理会议 ◇ *regional sales managers* 地区销售经理 See note at BOSS ▶ **ˈmanagership** *noun* [U,C]: *She was offered the managership of the hotel.* 她获得了这家酒店的经理职位。

**manageress** /ˌmænɪdʒəˈres/ *noun* [C] (*BrE old-fashioned*) a woman who is in charge of a small business, for example, a shop/store, restaurant or hotel 女经理

**managerial** /ˌmænəˈdʒɪərɪəl; *AmE* -ˈdʒɪr-/ *adjective* [usually before noun] connected with the work of a manager 经理的; 管理的: *She was appointed for her managerial skills.* 她因拥有管理能力而获任命。◇ *He has a unique managerial style.* 他拥有独特的管理风格。◇ *decisions taken at managerial level* 管理层作出的决定

**manaˈgerial acˌcounting, manaˈgerial acˌcountant** → MANAGEMENT ACCOUNTING

**ˌmanaging ˈagent** *noun* [C] a person or company that is paid to manage a property, an investment, etc. for the owner 经理人: *You will have to contact the owner's managing agent concerning changes to the property.* 资产变动事宜须与业主的经纪人联系。

**ˌmanaging diˈrector** *noun* [C] (*especially BrE*) (*abbr* **MD**) the member of a company's BOARD OF DIRECTORS who is responsible for running the business on a daily basis 常务董事; 董事总经理; 总裁: *He joined the board as managing director in 2005.* * 2005年他以总经理的身份加入董事会。◇ *She has been appointed as a managing director of their European operations.* 她被任命为主管欧洲业务的总经理。◇ *the former chairman and managing director of the energy company in the UK* 这家英国能源公司的前任董事长兼总经理 → CHIEF EXECUTIVE OFFICER

**ˌmanaging ˈunderwriter** (*also* **ˈbook ˌrunner**) = LEAD MANAGER

**mandate** *noun, verb*

• ***noun*** /ˈmændeɪt/ [C] SEE ALSO: **bank mandate**

**1** (*formal*) an official order and instruction given to sb to perform a particular task 命令; 训令: *Her mandate is **to** help the company perform at its peak.* 她的命令旨在帮助该公司高效运转。◇ *The bank had no mandate **to** honour the cheque.* 这家银行没有接到任何兑付这张支票的支付命令。

**2** a document that gives a bank or sb else the power to deal with your account 授权文件: *Your new bank will ask you to sign a mandate enabling them to act on your behalf.* 你的新银行将要求你签署授权书以使他们能够代表你行事。

• ***verb*** /ˈmændeɪt; ˌmænˈdeɪt/ [+ obj] (*formal*) (*often* **be mandated**)

**1** to order sb to do sth, to behave or vote in a particular way; to order that sth should happen in a particular way 强制执行; 委托办理: *The number of days' vacation is not mandated by law.* 假期的天数不是法定的。

**2** to give sb, especially a government or a committee, the authority to do sth 授权: *The committee was mandated **to** draft a constitution.* 这个委员会被授权起草一部宪法。

**mandatory** /ˈmændətərɪ; *AmE* -tɔːrɪ; *BrE also* mænˈdeɪtərɪ/ *adjective* if a particular action is **mandatory** then you must do it, usually because it is required by law 强制的; 法定的: *Retirement is mandatory for pilots at 60.* 飞行员的法定退休年龄为60岁。◇ *It is mandatory **for** companies **to** change their auditors regularly.* 公司必须定期更换审计师。◇ *mandatory*

*price cuts* 强制性降价 ◇ *The meeting is mandatory.* 这个会议必须参加。

**'mandatory con'vertible 'bond** *noun* [C] (*Finance*) a type of bond that a company issues that must be changed into shares in the company by a particular date 强制性可转换债券

**'man-hour** *noun* [C, usually pl.] the amount of work done by one person in one hour 工时；人时：*The team of 200 spent four years, a million man-hours and €35 million developing the new washing machine.* 一支200人组成的团队花了四年时间、100万个工时和3500万欧元开发这种新型洗衣机。◇ *Back injury caused by lifting or bending was the main cause of lost man-hours at the factory.* 因抬举重物或弯腰导致的背部损伤是工厂工时损失的主要原因。

**manifest** /'mænɪfest/ *noun* [C]
**1** (*Transport*) a list of goods or passengers on a ship or an aircraft 载货单；旅客名单：*aircraft passenger manifests* 飞机乘客名单 ◇ *A cargo manifest must be submitted 24 hours before loading.* 载货清单必须在装货前24小时提交。

**★manipulate** /mə'nɪpjuleɪt/ *verb* [+ obj]
**1** to control or influence sb/sth, often in a dishonest way so that they do not realize it（用不正当的手段）摆布；操纵：*Advertisers seem to be concerned with manipulating our attitudes.* 广告商好像操纵了人们的态度。◇ *The managers manipulate borrowers into paying higher interest rates.* 经理们操控借款人使他们支付更高的利息。
**2** to control or use sth in a skilful way 巧妙地使用；操作：*to manipulate the gears and levers of a machine* 操纵机器的排挡和变速杆 ◇ *Computers are very efficient at manipulating information.* 计算机处理信息效率很高。
**3** to change or present information in a way that will deceive people 篡改；捏造：*The company committed fraud by manipulating its financial records.* 这家公司因篡改财务记录而犯有欺诈罪。
▸ **manipulation** /mə,nɪpju'leɪʃn/ *noun* [U,C]: *Advertising like this is a manipulation of the elderly.* 这类广告就是耍弄老年人的。◇ *data manipulation* 数据操作；数据处理 **manipulator** /mə'nɪpjuleɪtə(r)/ *noun* [C]

**manoeuvre** (*AmE spelling* **maneuver**) /mə'nu:və(r)/ *noun, verb*
• ***noun*** [C]
a clever plan, action or movement that is used to give sb an advantage 策略；巧计：*He managed to block the takeover with various legal manoeuvres.* 他设法通过各种合法的手段阻止了这一收购。
IDM **freedom of/room for ma'noeuvre; room to ma'noeuvre** the chance to change the way that sth happens and influence decisions that are made 回旋余地；改变事态的机会：*The company is heavily indebted and has little room for manoeuvre.* 这家公司负债累累，已经没什么回旋余地了。
• ***verb*** [+ obj *or* no obj]
to control or influence a situation in a skilful but sometimes dishonest way 操纵；耍花招：*She manoeuvred her way to the top of the company.* 她施展手腕跻身于公司的最高层。◇ *The deal follows months of manoeuvring by the company to gain control of the market.* 在公司经过数月操作控制市场之后，这笔交易达成了。

**manpower** /'mænpaʊə(r)/ *noun* [U]
the number of workers needed or available to do a particular job 人力；劳动力：*a need for trained/skilled manpower* 对经过培训的/熟练劳动力的需求 ◇ *a manpower shortage* 劳动力短缺 ◇ *We don't have the manpower to stock the shelves, price and handle returns.* 我们没有人力来进货、定价以及处理退货。

**,manpower 'planning** *noun* [U]
(*HR*) the process of calculating the number of workers needed for a job, considering costs, skills, training needs, etc. 劳动力规划：*A manpower planning report recommended the reduction of the workforce.* 一份劳动力规划报告建议裁员。◇ *manpower planning software* 劳动力规划软件

**mantra** /'mæntrə/ *noun* [C]
a word, phrase or sentence that is often repeated and that expresses an idea or a belief 曼特罗；咒语；颂歌：*The company's mantra is 'No Excuses'.* 该公司的铭言是"不找借口"。

**manual** /'mænjuəl/ *adjective, noun*
• ***adjective***
**1** (used about work) involving using the hands or physical strength（指工作）体力的；手工的：*manual and non-manual workers* 体力和非体力工人
⊕ *manual* ***jobs/labour/occupations/skills/work*** 体力活儿/劳动/劳动职业/技能/工作
◆ *manual* ***labourers/workers*** 体力劳动者
**2** operated or controlled by hand rather than automatically or using electricity, etc. 手动的；人工操作的：*a manual gearbox* 手动变速箱 ◇ *The camera has manual and automatic functions.* 这种照相机有手动和自动两种功能。◇ *The company has now transferred all its manual records onto computer.* 这家公司目前已将其所有手写档案输入电脑。
⊕ *manual* ***controls/processes/systems*** 人工操作控制/过程/系统
▸ **manually** /'mænjuəli/ *adverb*: *Final product packing is currently done manually.* 目前最终产品的包装由人工完成。◇ *a manually operated machine* 手动机器
• ***noun*** [C]
SEE ALSO: **training manual, operations ~, service ~**
a book that tells you how to do a task or how to operate sth, especially one that comes with a machine, etc. 手册；便览：*Read the manual before you install the software.* 在安装软件之前先阅读手册。→ HANDBOOK
⊕ *an* ***instruction/a software/technical*** *manual* 说明/软件/技术手册 ◆ *the* ***owner's/user/user's*** *manual* 用户说明书
IDM **on 'manual** not being operated automatically 处于手动状态：*Leave the controls on manual.* 将控制钮置于手动状态。

**,manual 'handling** *noun* [U]
any activity in which a person must use force to lift, carry, hold or move an object 人工装卸；人工处理：*new legislation governing the manual handling of goods and materials* 关于人工装卸货物的新立法 ◇ *manual handling injuries* 人工装卸伤

**manufactory** /ˌmænjuˈfæktri; -təri/ *noun* [C] (*plural* **manufactories**)
used in the names of some companies that manufacture goods 制造厂；工厂 → FACTORY

**★manufacture** /ˌmænjuˈfæktʃə(r)/ *verb, noun*
• ***verb*** [+ obj or no obj] to make goods in large quantities from raw materials or parts, using machinery 制造；生产：*The plant manufactures 500 000 cars annually.* 这家工厂每年制造50万辆轿车。◇*They have a contract to manufacture one million TV sets.* 他们签有一份生产100万台电视机的合同。See note at PRODUCE
• ***noun***
**1** [U] the process of producing goods in large quantities 批量生产：*the manufacture of microchips* 批量生产微型芯片
**2 manufactures** [pl.] goods that are manufactured 产品：*a major importer of cotton manufactures* 棉制品的主要进口商（国）

**★manufacturer** /ˌmænjuˈfæktʃərə(r)/ *noun* [C]
SEE ALSO: **original equipment manufacturer**
a person or company that produces goods in large quantities from raw materials or parts 制造商；制造厂：*an auto/computer/drugs/steel manufacturer* 汽车 / 计算机 / 药品 / 钢铁制造商 ◇*Always follow the manufacturer's instructions.* 始终遵循厂家的说明。◇*Faulty goods should be returned to the manufacturers.* 不合格商品应退回原厂。→ MAKER, SUPPLIER, VENDOR

**ˌmanuˈfacturer's brand** *noun* [C]
(*Marketing*) a brand that is owned by a manufacturer and has their name 厂牌

**★manufacturing** /ˌmænjuˈfæktʃərɪŋ/ *noun* [U]
SEE ALSO: **computer-integrated manufacturing, value-added manufacturing**
the business or industry of producing goods in large quantities in factories, using parts or raw materials 制造业：*Many jobs in manufacturing were lost during the recession.* 在经济衰退时期，制造业失去大量的工作岗位。◇*a new manufacturing plant* 一家新制造厂 ◇*a low-cost manufacturing strategy* 低成本制造战略 ◇*The manufacturing sector is starting to recover.* 制造业开始复苏。

**ˌmanuˈfacturing base** *noun* [C]
**1** (*Economics*) (*also* **inˈdustrial base**) the part of the economy of a country or an area that is related to producing goods in large quantities in factories（一国或地区的）制造业基地：*Finland's manufacturing base consists of the wood and paper industry, electronics, and other engineering.* 芬兰的制造业基地囊括了木材与造纸业、电子业及其他机械工业。◇*a strong/weak manufacturing base* 强大 / 薄弱的制造业基地
**2** a place where a company has one or more factories that produce goods in large quantities（某公司的）制造基地：*The company has established its first manufacturing base in Europe.* 这家公司在欧洲设立了第一个制造基地。

**ˌmanufacturing inforˈmation ˌsystem** *noun* [C] (*abbr* **MIS**)
(*Production*) a computer system that is designed to supply information to managers to help them organize production in an efficient way 制造信息系统

**ˌmanufacturing reˈsource ˌplanning** *noun* [U] (*abbr* **MRP**)
(*Production*) a type of software system that links together most aspects of a manufacturer's activities, such as engineering, ordering materials, controlling production, etc., designed to help the business manage and control its work most efficiently 生产资源计划；制造资源规划 → FINITE CAPACITY SCHEDULING

**map** /mæp/ *verb, noun*
• ***verb*** [+ obj] (**-pp-**)
**1** to discover or give information about sth, especially the way it is arranged or organized 了解：*We used this software to map and manipulate the data.* 我们利用这一软件分析处理数据。◇*The team's job is mapping, analysing and improving our core systems.* 团队的工作是说明、分析并改进我们的核心系统。
**2** to match or link one or more items or qualities with those in a different group or area 映射；对应：*It isn't easy to understand your objectives and map them against possible jobs.* 理解你的目标并与可从事的工作相联系并不容易。◇***Skills mapping** is used to assign employees to specific tasks.* 技能图常用于向员工分配特定任务。
PHR V **'map sth on/onto sth** to link data, a group of qualities, items, etc. with their source, cause, position on a scale, etc. 把…与…联系起来；把…绘制到…：*I took the information and mapped it onto a graph.* 我获取数据并把它标注在图形上。**ˌmap sth 'out** to plan or arrange sth in a careful or detailed way 细致规划；安排：*He has his career path clearly mapped out.* 他对自己的职业发展进行了清晰的规划。
• ***noun***
SEE ALSO: **market map**
a drawing or plan of the earth's surface or part of it, showing countries, towns, rivers, etc. 地图：*a map of New Zealand* 新西兰地图 ◇*an airline route map* 航空线图
IDM **put sb/sth on the 'map** to make sb/sth famous or important 使（某人/某事）被认为重要，为人所知：*The campaign has helped put the company on the map as a major fashion brand.* 此项活动已帮助这家公司成为时装大品牌。

**★margin** /ˈmɑːdʒɪn; *AmE* ˈmɑːrdʒən/ *noun, verb*
• ***noun***
SEE ALSO: **gross profit margin, high-~, low-~, net ~, net profit ~, operating ~, operating profit ~, solvency ~**
**1** (*Accounting*) [C,U] the difference between the cost of buying or producing sth and the price that it is sold for, calculated as a percentage of the selling price 利润：*They make an 18% margin on the sale of each phone.* 他们每销售一部电话赢利18%。◇*Higher insurance and security costs had lowered the margin.* 越来越高的保险与保障成本降低了利润。◇*There is so little margin right now that we cannot afford added expenses.* 目前利润太低以至于我们负担不起额外的费用。◇*high-margin products* 高利润产品 SYN PROFIT MARGIN → GROSS MARGIN

⊕ *a high/low/tight margin* 高 / 低 / 微小利润
• *to increase/make a margin* 增加 / 赚取利润

**2** [C] an extra amount of sth such as time, space, money, etc. that you include in order to make sure that sth is successful（时间、空间、金钱等的）余地，余裕：*The calculation includes a safety margin to allow for price rises.* 这一计算给价格上涨留有安全余地。◇ *The plan leaves us a slim margin for error.* 这一计划几乎不允许我们失误。→ MARGIN OF ERROR

**3** [C; usually sing.] the amount by which one quantity is greater or smaller than another 差额：*The committee voted against the change by a margin of just five to four.* 委员会以五比四的差额投票反对这一变革。◇ *Sales of children's clothing has outperformed other clothing by a considerable margin.* 儿童服装的销售业绩大大超过了其他服装。

⊕ *a comfortable/considerable/narrow/wide margin* 相当大的 / 可观的 / 微小的 / 较大的差额

**4** (*Stock Exchange*) [C,U] money, shares, bonds, etc. that an investor must leave with a BROKER to cover any possible losses 保证金；押金：*Brokers ask investors to cover daily price moves by depositing margin.* 经纪人要求投资者通过缴存保证金的方式为每日价格波动作担保。→ MARGIN ACCOUNT

**5** [C] the empty space at the side of a written or printed page or web page 边缘部分；页边距：*The software allows you to set the margins of the document.* 这一软件允许用户设定文件的页边距。◇ *When the ads are at the margin they can be larger than top-of-page banners.* 当广告处于边缘时，它们会比页面顶部的通栏标题大一些。

**6** [C] the part that is not included in the main part of a group, an organization or a situation 外围；边缘：*Usually companies make changes at the margins rather than in their core business.* 公司通常在其外围而不是在核心业务上进行整改。◇ *Oil producers* ***at the margin*** *were driven out of business.* 处于外围的石油生产商被逐出该行业。

**7** (*HR*) [C; usually pl.] in Australia and New Zealand, an amount that is added to a basic wage, paid for special skill or responsibility（澳大利亚、新西兰等国除基本工资之外因特殊技能或职责而支付的）附加工资

IDM **on 'margin** (*Stock Exchange*) if an investor buys shares, FUTURES, etc. **on margin**, they borrow money from their BROKER to pay for them, using their account as a guarantee 凭保证金（购买股票、期货等）：*You must have a minimum amount of cash or equity in your account to be allowed to trade on margin.* 你的账户里必须有最低金额的现金或证券以便获准凭保证金交易。

• ***verb*** [+ obj]
(*Stock Exchange*) to buy, or allow sb to buy, shares, bonds, etc. with money borrowed using their account with the BROKER as a guarantee 以保证金方式进行交易：*Some brokerages may decide not to margin certain stocks.* 有些经纪行会决定对某些股票不提供保证金交易。

▸ **marginable** /'mɑ:dʒməbl; *AmE* 'mɑ:rdʒən-/ *adjective*

**WHICH WORD? 词语辨析**

**margin/markup**

Both words are used to describe the amount of money that a business makes from selling a product, but they are calculated in different ways 这两个词都用于指企业通过出售产品所获得的金额，但计算方法不同：

- The **markup** is a percentage of how much it costs the business to produce the product. It is the amount by which this amount is increased to decide the price. * markup 指产品生产企业在成本基础上的加价（利润）
- The **margin** is a percentage of the amount that the product is sold for. It is the amount of the price which is profit for the seller. * margin 指产品销售商的利润

If a store buys a product for $1 and sells it for $1.50, the markup is 50%, the margin is 33%. 如果商店以1元的价格购买产品，再以1.5元的价格出售，则加价为50%，利润为33%。

**'margin ac,count** *noun* [C]
(*Stock Exchange*) an arrangement that an investor has with a BROKER in which the investor can borrow money for investments but must leave a particular amount of money, shares, etc. in their account (a **margin**) 保证金账户：*Interest is charged on all margin accounts.* 所有保证金账户都收取利息。

**★marginal** /'mɑ:dʒɪnl; *AmE* 'mɑ:rdʒ-/ *adjective*
**1** small and not having an important effect 微小的；少量的；不重要的：*There has been a marginal improvement in retail sales.* 零售出现小幅度增长。◇ *The difference between the two estimates is marginal.* 两个估价之间的差距非常微小。

**2** (*Economics*) [only before noun] connected with a single change in the level of an activity 边际的：*The company should increase the salary to the point where the marginal benefits equal the marginal cost.* 公司的加薪幅度应该以边际收益等于边际成本为界限。→ MARGINAL COST, MARGINAL PRODUCTIVITY, MARGINAL REVENUE

**3** (*Economics*) that can hardly make enough money to cover the costs of production 收入仅敷支出的；微不足道的：*The bigger oil companies can spend money on marginal oil development.* 大型石油公司可以在利润微薄的石油开采项目上投入资金。◇ *Marginal companies have been forced to leave the industry.* 收入仅敷支出的公司被迫退出该行业。

**4** not part of a main or an important group or system 不重要的；次要的：*They have decided to expand their marginal brands.* 他们决定拓展其非主流品牌。◇ *The business has been left with only marginal workers* (= for example, people who do not work regularly or all the time). 这项业务只留给边缘劳工做。

**,marginal 'cost** *noun* [C,U]
(*Economics*) the amount of extra money that a business must spend in order to increase its level of production or supply by one unit 边际成本：*A business with extra capacity can produce extra units at low marginal cost.* 拥有剩余生产能力的企

业能够以较低的边际成本增加产量。→ MARGINAL REVENUE

**,marginal 'costing** (*also* **,marginal 'pricing**) *noun* [U]
(*Accounting*) a method of calculating the cost of a unit of a product that includes only the amount spent on producing it, such as the cost of materials or labour 边际成本计算；边际成本法
SYN VARIABLE COSTING

**marginally** /'mɑ:dʒɪnəli; *AmE* 'mɑ:rdʒ-/ *adverb* very slightly; not very much 轻微地；微不足道的：*Profits rose marginally, from 3.9 to 4 million dollars.* 利润从390万元小幅度上升至400万元。◇ *This figure is marginally above what we predicted.* 这一数字比我们的预测略微高一点。

**,marginal produc'tivity** *noun* [U]
(*Economics*) the extra amount that can be produced as a result of adding one unit of sth used in production 边际生产力

**'marginal pro'pensity to con'sume** *noun* [sing.] (*abbr* **MPC**)
(*Economics*) the relationship between a change in the money people have to spend and the change in the amount that they spend 边际消费倾向

**'marginal pro'pensity to im'port** *noun* [sing.] (*abbr* **MPM**)
(*Economics*) the relationship between a change in the total income of a country and the change in the amount that is spent on imported goods 边际进口倾向

**'marginal pro'pensity to 'save** *noun* [sing.] (*abbr* **MPS**)
(*Economics*) the relationship between a change in the money people have to spend and the change in the amount that they save 边际储蓄倾向

**,marginal 'rate** (*also* **'marginal 'rate of 'tax, ,marginal 'tax rate**) *noun* [C]
(*Accounting*) a rate of tax that is paid on your next unit of income; the highest rate of tax that sb pays 边际税率：*The government has promised to lower marginal rates.* 政府承诺下调边际税率。◇ *I've stopped doing freelance work as my marginal tax rate on it was more than 50%.* 我已经不再从事自由职业，因为我在这项工作上的边际税率超过50%以上。

**,marginal 'revenue** *noun* [U,C]
(*Economics*) the amount of extra money that a business can earn by increasing its level of production or supply by one unit 边际收益：*A firm will stop increasing its output when marginal revenue and marginal cost are equal.* 当边际收益等于边际成本时，企业就会停止增加产量。

**,marginal 'tax rate** = MARGINAL RATE

**'margin call** *noun* [C]
(*Stock Exchange*) a demand by a BROKER for an investor to add money, shares, etc. to their account because it has fallen below the amount that is allowed 补充保证金通知：*He was forced to sell some shares to cover a margin call.* 为了抵补增收保证金，他被迫抛售部分股票。

**'margin ex,pansion** *noun* [U]
(*Accounting*) an increase in the amount of profit that a business makes from selling a product

利润扩张；利润增长：*Sales growth and margin expansion remain strong.* 销售增长和利润扩张依然强劲。

**,margin of 'error** *noun* [C, usually sing.]
an amount that you allow when you calculate sth for the possibility that a number is not completely accurate 误差幅度：*The survey has a margin of error of 2.5%.* 此项调查的误差幅度为2.5%。

**,margin of 'safety** *noun* [C]
(*Accounting*) the difference between the quantity of goods or services that a business must sell in order to BREAK EVEN and the total quantity it expects to sell 保险幅度；安全边际

**marine** /mə'ri:n/ *adjective* [only before noun]
(often used in the names of companies) connected with ships or transporting goods by sea（常用于公司名称）船舶的；海运的：*the marine industry* 海运业；水运业 ◇ *The company produces both aeroplane and marine engines.* 这家公司同时生产飞机和船舶发动机。◇ *Hyundai Merchant Marine, the Korean shipping company* 韩国海运公司——现代商船株式会社

**ma'rine in,surance** *noun* [U]
insurance that pays for damage to ships or goods transported by ship 海运保险：*It is important to take out adequate marine insurance when transporting goods by sea.* 通过海洋运输货物时投保足够的海运保险十分重要。

**,marital 'status** *noun* [U]
(used especially on official forms) the fact of whether you are single, married, etc.（尤用于正式表格）婚姻状况：*questions about age, sex and marital status* 关于年龄、性别和婚姻状况的问题

**maritime** /'mærɪtaɪm/ *adjective*
connected with the sea or ships, especially in relation to trade 海事的；海运的；海洋的：*maritime trade between continents* 各大洲之间的海洋贸易 ◇ *the maritime industry/sector* 海运业/部门

**,maritime 'law** *noun* [U,C]
the official rules that apply to ships and transporting goods or people by sea 海商法

**mark** /mɑ:k; *AmE* mɑ:rk/ *verb, noun*
• ***verb*** [+ obj]
**1 mark A (with B) | mark B on A** to write or draw words, a symbol, line, etc. on sth in order to give information about it 做记号；做标记：*We mark each packet with a sell-by date.* 我们在每一个包上标上保质期。◇ *Prices are marked on the goods.* 价格标在商品上。◇ *The envelope was marked 'Confidential'.* 信封上标有“机密”字样。
**2** (*Stock Exchange*) **mark sth higher/lower** (*usually be marked*) if shares are **marked higher/lower**, investors think they are worth more/less and so their value on the stock exchange increases/decreases 股市行情看涨/看跌：*Some investors marked the shares higher because the results showed an improvement.* 一些投资者因公司业绩好转而对股票看涨。◇ *The airline was marked 4.7% lower.* 航空股下跌4.7%。→ MARK STH DOWN (2), MARK STH UP (2)
IDM **,mark 'time** 1 to pass the time while you wait for sth more interesting 等待时机：*I'm just marking time in this job—I'm hoping to get into*

*journalism.* 我做这份工作只是等待时机——我希望进入新闻业。 **2** if sth such as prices **mark time**, they stay at the same level although they may change soon（价格等）维持不变: *The shares are marking time, as investors wait for next week's results.* 股价横盘整理，投资者正等待下周的业绩报告。

PHR V **,mark sth 'down 1** (*Commerce*) to lower the price of sth 减价: *We've marked the price down from €49 to €29.* 我们已经将价格从49欧元降至29欧元。 ◇ *marked-down items* 降价商品 OPP MARK STH UP → MARKDOWN **2** (*Stock Exchange*) (*usually* **be marked down**) if shares **are marked down**, their value on the stock exchange decreases（股价）下跌: *The company saw its shares marked down 0.5 per cent* (= by investors on a stock exchange). 这家公司股价下跌了百分之零点五。 OPP MARK STH UP → MARKDOWN **,mark sb 'out as/for sth** to choose sb or to make people recognize sb as special in some way 挑选；选定: *She was marked out for early promotion.* 她被选定提前晋升。 **,mark sth 'up 1** (*Commerce*) to raise the price of sth 涨价；提价: *We've marked the price up from €49 to €55.* 我们已经把价格从49欧元提高到55欧元。 OPP MARK STH DOWN → MARKUP **2** (*Stock Exchange*) (*usually* **be marked up**) if shares **are marked up**, their value on the stock exchange increases（股价）上扬，上升: *Share prices were marked up as soon as trading started.* 交易一开始股价就上升了。 OPP MARK STH DOWN **3** to mark or correct a text, etc., for example for printing 审校 → MARKUP

• ***noun***

SEE ALSO: **check mark**

**1** [C, usually sing.] a level or point that sth reaches that is thought to be important 重要水平；关键点位: *The price of oil has passed the $40-a-barrel mark.* 石油价格突破了每桶40元的关口。 ◇ *Unemployment remains below the four million mark.* 失业人数依然维持在400万的水平之下。 **2 Mark** [sing.] (followed by a number) a particular type or model of a machine or vehicle（后接数字）（机器或车辆的）型号，款式: *the Mark II engine* 二型发动机

IDM **,make your/a 'mark (on sth)** to become famous and successful in a particular area 出名；获得成功: *The company made its mark with its online payment service.* 这家公司在在线支付服务方面取得了成功。 → idiom at LINE *noun*

**markdown** /'mɑ:kdaʊn; *AmE* 'mɑ:rk-/ *noun* [C]

**1** (*Commerce*) a reduction in the price of goods to encourage sales; an act of reducing prices 降价: *a 20% markdown on many items* 许多商品降价20% ◇ *Department stores have taken big markdowns to clear stock.* 百货商店大幅度降价清仓。

➊ ***big/heavy/steep*** *markdowns (on sth)* 大幅/巨幅/急剧降价 • ***to introduce/make/offer*** *a markdown* 采用/进行/提出降价

**2** (*Finance*) an amount of money earned by a dealer when buying shares, bonds, etc. from a customer, equal to the difference between the amount the dealer pays for the shares, bonds, etc. and the price at which they can sell them 回扣

**3** (*Stock Exchange*) a reduction in the price of shares on the stock exchange 股价下跌: *The markdown in the price is unlikely to be regained quickly.* 价格降低后不可能很快回升。 OPP MARKUP

**marked** /mɑ:kt; *AmE* mɑ:rkt/ *adjective*

easy to see 明显的: *a marked increase in profits* 利润的明显增长 ◇ *The company's results were* ***in marked contrast to*** *predictions.* 这家公司的经营结果和预测形成鲜明对比。

➊ ***a marked decline/decrease/fall*** *(in sth)*（某物的）显著下降/减少/下跌 • ***a marked improvement/increase/recovery/rise*** *(in sth)*（某物的）明显改进/增加/恢复/上升 • ***a marked deterioration/slowdown*** *(in sth)*（某物的）明显恶化/放缓 • ***a marked contrast/difference*** 鲜明对比/差异

▸ **markedly** /'mɑ:kɪdli; *AmE* 'mɑ:rk-/ *adverb*: *This year's sales have risen markedly.* 今年的销售额明显上升。

**marker** /'mɑ:kə(r); *AmE* 'mɑ:rk-/ *noun*

**1** [C, usually sing.] a sign that sth exists or that shows what it is like 标识；标志: *Price is not always an accurate marker of quality.* 价格并非总是质量的真实标志。

**2** [C, usually sing.] a standard for judging or deciding things 标准: *The rate of inflation is widely used as a marker for pay deals.* 通货膨胀率被广泛用作工资待遇的指标。

**3** (*also* **'marker pen**) [C] a pen with a soft thick tip 记号笔

IDM **put/lay/set down a/your 'marker (for sth)** to show your position or opinion about sth; to show that you are committed to sth 表明立场（或观点、决心）: *Peter has put down a marker for next year as the best time to launch the new product.* 彼得认为明年是投放新产品的最佳时机。

**★market** /'mɑ:kɪt; *AmE* 'mɑ:rk-/ *noun, verb*

• ***noun***

SEE ALSO: **bear market, black ~, bull ~, buyer's ~, capital ~, cash ~, closed ~,** etc.

**1** [sing.] business or trade; the amount of trade in a particular type of goods, services, investments, etc. 市场: *the world market in coffee* 世界咖啡市场 ◇ *the advertising/insurance/telecoms market* 广告/保险/电信市场 ◇ *the shares market* 股票市场 ◇ *The hardware market is severely depressed.* 硬件市场极度萧条。◇ *The company performed well despite difficult market conditions.* 尽管市场形势严峻，这家公司业绩仍然很好。 → MARKET SHARE

➊ ***to break into/enter/come into/go into*** *the market* 打入/进入市场 • ***to capture/dominate*** *the market (in sth)* 占有/控制（某）市场 • ***the domestic/global/international/local/world*** *market (in sth)* 国内/全球/国际/当地/世界（某）市场 • ***an active/a booming/rising/steady/strong*** *market* 活跃的/繁荣的/上升的/稳定的/强劲的市场 • ***a competitive/tough*** *market* 竞争性/严峻的市场 • ***a depressed/dull/falling/weak*** *market* 萧条的/呆滞的/下滑的/疲软的市场 • *market* ***conditions/prices/rates*** 市场条件/价格/利率

**2** [C] a particular area, country or section of the population that might buy goods or services 市场（可能购买产品或服务的特定地区、国家或人群）: *We produce this version for the Japanese market.* 我们生产这一款式专供日本市场。 ◇ *They hope to break into the teenage market.* 他们希望打

入青少年市场。◇ *Our product is aimed at the corporate market.* 我们的产品面向企业市场。◇ *The Internet is opening up new markets for companies.* 互联网为企业开辟了新市场。◇ *The EU has become Chile's largest export market.* 欧盟已经成为智利最大的出口市场。
● ***to enter/find/open up/operate in/penetrate a market*** 进入 / 寻找 / 开辟 / 经营 / 打入某市场 • ***to break into/go into/move into a market*** 打入 / 进入某市场 • ***the domestic/home/international/local market*** 国内 / 国际 / 本地市场 • ***a developed/developing/growing/growth/mature market*** 发达 / 发展中 / 增长中的 / 成长型 / 成熟市场 • ***an important/a key/large/main market*** 重要 / 关键 / 大 / 主要市场

**3** [C] a demand for a product; the number of people, businesses, etc. who buy it or want to buy it 市场需求: *There is no longer a market for tin.* 锡已经不再有市场需求。◇ *Retailers have created a market for organic food.* 零售商开辟了有机食品市场。◇ *a slump in the global market for PCs* 全球个人电脑市场的萎缩
● ***to build/create a market*** 建立 / 开辟市场 • ***a big/good/large/poor/small market*** *(for sth)* (对某物的) 大规模的 / 充足的 / 贫乏的 / 小规模的市场 • ***an expanding/a growing/shrinking market*** 正在扩张的 / 日益增长的 / 日益缩小的市场 • ***the annual/domestic/global/world/worldwide market for sth*** (对某物的) 年度 / 国内 / 全球 / 世界 / 世界范围的需求

**4** *(Economics)* [C] *(usually* **the market***)* [sing.] an economic system in which the price of goods and services is affected by supply and demand rather than controlled by government 市场 (由供求决定价格而非政府控制的经济制度): *Power supply cannot be left to the market.* 能源供应不能任由市场决定。◇ *The market will decide if the TV station has any future.* 电视台是否有前景将由市场决定。◇ *a crowded market* (= a situation where there are lots of competing products) 产品众多的市场
● ***market-based/market-driven/market-led*** 以市场为基础的; 市场驱动的; 市场引导的

**5** *(Finance)* [C] = FINANCIAL MARKET

**6** *(Stock Exchange)* [C] = STOCK MARKET

**7** [C] an occasion when people buy and sell goods; the open area or the building where they meet to do this 集市: *a cattle/fish/fruit and vegetable/meat market* 牲口集市 / 鱼市 / 果蔬市场 / 肉市 ◇ *We buy our vegetables at/in the market.* 我们在集市上购买蔬菜。◇ *The traders take their flowers to market early in the morning.* 商贩一早就把鲜花运往集市。◇ *Wednesday is market day.* 星期三是集市日。
● ***a covered/an indoor market*** 带篷的 / 室内集市 • ***an open-air/outdoor/a street market*** 露天 / 室外 / 街道集市 • ***market stalls/traders*** 集市摊位 / 商贩

**8** [C] *(especially AmE)* a shop/store, especially one that sells food or one kind of goods 小商店; 食品店: *There is a local mini-market only a short distance away.* 不远处有一家当地小食品店。

IDM **be first, quick, etc. to 'market** to be the first, be quick, etc. to get a product ready to sell 首先打入市场; 迅速打入市场: *Being first to market does not guarantee success.* 首先打入市场并不一定就会成功。 **come to (the) 'market** **1** *(Stock Exchange)* (about a company) to offer shares for sale on a stock exchange (公司) 挂牌上市: *The retailer is planning to come to market next month.* 这家零售商计划下个月上市。 **2** to be ready to start selling a new product (新产品) 上市: *Japanese carmakers are coming to the market with more efficient engines.* 日本汽车制造商将更高效能的发动机带入市场。 **corner the 'market (in/on sth)** to get control of the trade in a particular type of goods or services; to control the whole supply of sth 囤积居奇; 垄断市场: *They've cornered the market in silver.* 他们垄断了金属银市场。◇ *cornering the market on female engineering talent* 垄断女性工程人才市场 **get, bring, etc. sth to 'market** to make a product ready to be sold (产品) 投放市场: *They are too slow in getting their products to market.* 他们将产品投放市场的速度太慢。◇ *the high cost of bringing new drugs to market* 将新药品投放市场的高额成本 **in the 'market for sth** interested in buying sth 有意购买: *We're in the market for a new computer system.* 我们打算购买一套新的计算机系统。 **make a 'market** *(Stock Exchange)* (about a dealer) to be ready, willing and able to buy and sell particular shares 做市: *The broker will make a market in the shares.* 经纪人准备炒作这支股票。→ MARKET-MAKER **on/onto the 'market** available for people to buy 供购买; 出售: *to put your house on the market* 出售你的房子 ◇ *It's one of the best laptops on the market.* 这是市面上最好的笔记本电脑之一。◇ *They are preparing to launch a mobile phone onto the UK market.* 他们正准备向英国市场投放一款移动电话。→ idiom at PLAY *verb*, PRICE *verb*, SKIM

• ***verb*** [+ obj]
to advertise and offer a product for sale; to present sth in a particular way and make people want to buy it 推销; 促销: *The company markets a range of clothing, mainly through independent stores.* 这家公司主要通过独立商店推销一系列服装。◇ *a drink marketed to 18 to 24 year-olds* 面向18~24岁人士出售的饮料 ◇ *Many of these funds were marketed as low-risk.* 许多这样的基金都是作为低风险基金推销的。→ PROMOTE

**marketable** /'mɑːkɪtəbl; *AmE* 'mɑːrk-/ *adjective*
**1** easy to sell; attractive to customers or employers 有销路的; 受市场欢迎的: *We knew we had discovered a marketable technology.* 我们知道我们发现了一种很有市场前景的技术。◇ *What can you do to make yourself more marketable to an employer?* 如何才能使你更受老板青睐呢? ◇ *marketable goods/products* 有销路的商品 / 产品 ◇ *marketable qualifications/skills* 受欢迎的资历 / 技能
**2** *(Finance)* (about shares, bonds, etc.) that can be bought and sold by investors (股票、债券等) 可转让的 OPP NON-MARKETABLE
▸ **marketability** /ˌmɑːkɪtə'bɪləti; *AmE* ˌmɑːrk-/ *noun* [U]: *enhancing the marketability of your products* 提高产品的适销性

**ˌmarketable se'curity** *noun* [C]
*(Finance)* a **security** (= a financial asset such as a share or bond) that can be bought and sold 有价证券: *At the end of the quarter, the group had cash and marketable securities of $776 m.* 在季度末, 这个集团已持有7.76亿元的现金和有价证券。

**,market 'analyst** *noun* [C]
(*Finance*) a person who collects and analyses information about a market, especially a stock market 市场分析员；市场分析师

**'market ,basket** *noun* [C]
(*Economics*) a collection of different products that consumers buy regularly; the price paid for them. This is used to measure the COST OF LIVING 市场购物篮（消费者经常购买的产品及其价格，用于衡量生活费用）：*A market basket of goods and services increased by only 1.8% last year.* 商品和服务的市场购物篮去年仅上升了1.8%。

**,market capitali'zation** (*also* **,market 'cap, ,capitali'zation**) *noun* [U,C]
(*Stock Exchange*) the total value of all a company's shares, calculated by multiplying the number of shares by their price on the stock exchange 市值

**,market 'clearing price** *noun* [C]
(*Economics*) the price at which the level of demand equals the level of supply 市场出清价格；保证市场供求平衡的价格

**,market concen'tration** *noun* [U]
(*Economics*) the situation when a small number of companies control a large part of a market 市场集中度；市场集中化：*There is a high level of market concentration in the information sector.* 信息部门的市场集中度非常高。→ MARKET FRAGMENTATION

**,market con'trol** *noun* [U]
(*Economics*) the ability of buyers or sellers to affect the price or quantity of goods or services 市场控制（买方或卖方影响商品或服务价格或销量的能力）

**,market e'conomy** (*also* **,free-market e'conomy**) *noun* [C]
(*Economics*) a system in which businesses manage their own affairs and compete with each other and people can choose what they buy 市场经济：*the move from a centrally planned to a market economy* 从中央计划经济向市场经济的转变 ◇ *Price regulation is not consistent with a market economy.* 价格调节有违市场经济。→ COMMAND ECONOMY

**marketeer** /ˌmɑːkɪ'tɪə(r); *AmE* ˌmɑːrkə'tɪr/ *noun* [C]
SEE ALSO: **free marketeer**
**1** a person whose job involves getting people to buy things 销售员：*He is a skilled retailer and marketeer.* 他是一个熟练的销售员。→ MARKETER
**2** a person who is in favour of a particular system of buying and selling 市场经营者

**,market equi'librium** = EQUILIBRIUM

**marketer** /'mɑːkɪtə(r); *AmE* 'mɑːrk-/ *noun* [C]
**1** a specialist in marketing 营销商：*the company's chief marketer* 公司的首席销售经理 ◇ *The marketer builds a relationship between the brand and the customer.* 营销商在品牌和用户之间建立联系。
**2** a business that sells goods or services to the public or that sells in a particular way 销售企业：*Forest Deli is a distributor and marketer of tropical foods.* 德里森林是热带食品的批发和销售企业。◇ *a business-to-business marketer* 企业对企业销售商

**'market-,facing** *adjective* [usually before noun]
used to describe a business that gives special attention to its customers and their needs 面向市场的：*a market-facing enterprise* 面向市场的企业

**,market 'forces** *noun* [pl.]
(*Economics*) things that affect the price of a product or service or the quantity in which it is produced or sold, for example the amount of raw materials available or the number of customers 市场力量：*Market forces have driven down the price of salmon.* 市场力量压低了鲑鱼的价格。◇ *We believe that foreign exchange rates should be left to market forces* (= rather than influenced by governments). 我们认为外汇汇率应当由市场决定（而不应受政府影响）。

**,market ,fragmen'tation** *noun* [U]
(*Economics*) an increase in the number of different groups of customers for a product or service or different companies providing it 市场分化
→ MARKET CONCENTRATION

**WHICH WORD? 词语辨析**

**marketing/advertising/promotion/publicity/public relations**

These words all describe ways in which companies communicate with the public. 这些词语均用于描述公司与公众进行沟通的方式。

**Marketing** covers all the activities used to encourage demand for products. The part of a company responsible for these activities is usually called the *Marketing Department* and a series of activities planned for a product is a *marketing campaign*. 营销涵盖所有刺激消费者对产品需求的活动。公司里负责这部分活动的部门通常被称为营销部，为某产品所规划的一系列活动称为营销活动。

**Advertising** and **promotion** are aspects of marketing. **Advertising** involves paying for advertisements, for example in newspapers or on television. **Promotion** can include advertising as well as other things, such as giving discounts or free items in order to encourage sales. 广告和促销是营销的两个方面。广告涉及在报纸或电视等媒介上付费做广告。促销则包含广告及广告以外的其他事项，如通过打折或派发赠品的方式以促进销售。

A company receives **publicity** when it is mentioned in news reports, magazine articles, etc. Companies give out information so that the press and public will take notice of their activities and products. 当公司出现在新闻报导、杂志文章里时便起到了宣传效果。公司提供材料以便吸引媒体和公众关注其活动和产品。

**Public relations** is the activity of giving information to the public that will create a good impression of a company. The job of keeping *good public relations* (= a good relationship with the public) is often given to an independent *public relations firm* that has experience in dealing with journalists. 公共关系是向公众发布资讯以便为公司创造良好形象的活动。维护良好的公共关系的任务经常交由独立的公关公司完成，因为它们熟悉如何与记者打交道。

★**marketing** /'mɑːkɪtɪŋ; *AmE* 'mɑːrk-/ *noun* [U]

SEE ALSO: **affiliate marketing, buzz ~, cooperative ~, corporate ~, direct ~, drip ~, environmental ~,** etc.

the activity of presenting, advertising and selling a company's products in the best possible way 行销；营销：*She works in* ***sales and marketing.*** 她在市场营销部门工作。◇ *Low-cost airlines are known for their aggressive marketing.* 廉价航空公司强势的营销方式众所周知。◇ *The company invests heavily in the marketing of its brands.* 该公司在品牌营销方面投入巨资。◇ *a marketing campaign that targets customers aged 20 to 30* 针对20～30岁年龄消费人群的营销活动 ◇ *to develop a marketing plan for a new product* 制定新产品营销计划

**O** ***aggressive/clever/effective/successful*** *marketing* 强势的 / 精明的 / 有效的 / 成功的营销 • ***email/online/traditional*** *marketing* 电子邮件 / 在线 / 传统营销 • *a marketing* ***campaign/plan/push/strategy*** 营销活动 / 计划 / 攻势 / 战略 • *the marketing* ***budget/spend*** 营销预算 / 开支 • *a marketing* ***director/manager/officer*** 营销主任 / 经理 / 官员

**'marketing board** *noun* [C with sing./pl: verb] an organization, usually created by the government, that promotes and controls the sale of an agricultural product such as grain, milk, etc. 营销管理局；销售局：*the Pennsylvania Milk Marketing Board* 宾夕法尼亚州牛奶营销管理局

**,marketing communi'cations** *noun* [U]

SEE ALSO: **integrated marketing communications**

(*Marketing*) all the ways in which a company gives information about its products or services to customers or possible customers, such as advertising, events, SPONSORSHIP, etc. 营销传播：*Direct mail is an important part of the marketing communications mix.* 直接邮寄广告是营销传播组合的重要组成部分。◇ *He is director of worldwide marketing communications for the airline.* 他是这家航空公司的全球营销传播主任。

**'marketing ,concept** *noun*

**1** (*Marketing*) [C] an idea for a product and the way it should be sold and presented to the public 营销观念：*to build/develop a marketing concept* 建立 / 完善营销观念 ◇ *We need a strong marketing concept.* 我们需要强有力的营销观念。→ SELLING CONCEPT

**2** (*Economics*) **the marketing concept** [sing.] the theory that a company should concentrate on finding out what kinds of product customers want and then produce them rather than produce sth and then try to persuade the customer to buy it 市场营销观念→ PRODUCTION CONCEPT, SELLING CONCEPT

**'marketing en,vironment** *noun* [C] all the things that a company must consider when developing its marketing plans, such as people's incomes, the products of competitors, new technology, etc. 营销环境：*the impact of the Internet on today's marketing environment* 互联网对当今营销环境的影响

**'marketing mix** *noun* [C; usually sing.] (*Marketing*) the main factors that influence a customer's decision to buy a particular product or service, which a business must consider when it is deciding how to advertise and sell its products 营销组合：*You must develop the right marketing mix for your product.* 必须为产品制定出合适的营销组合。→ 4 Ps

**,marketing my'opia** /mɑɪ'əʊpɪə; *AmE* -'oʊpɪə/ *noun* [U] (*Marketing*) the situation when a business focuses on its products rather than on the needs of the customers and so may miss changes in the market 营销短视症

**'marketing orien,tation** = MARKET ORIENTATION

**,marketing re'search** = MARKET RESEARCH

**,marketing re'source ,management** *noun* [U] (*abbr* **MRM**) (*Marketing*) the use of computer software to organize, plan and improve a company's marketing（使用电脑软件进行的）营销资源管理

**'marketing ,services** *noun* [pl.; U] (*Marketing*) activities connected with market research, advertising products and services, etc.; the department of a company that deals with this 营销服务

**,market in'telligence** *noun* [U] (*Marketing*) the process of collecting and analysing information about a market, such as information about industries, competitors, products and customers, that can help a company decide how to sell their goods 市场情报

**,market 'leader** *noun* [C] (*Marketing*)

**1** the company that sells the largest quantity of a particular kind of product 市场领袖；市场领先企业：*We are the market leader in car insurance.* 我们是汽车保险市场的龙头企业。◇ *We believe we are ready to challenge the market leaders.* 我们认为已有能力挑战市场领袖的位置。◇ *They are in second place behind market leader, Tesco plc.* 他们排在市场领袖特乐购公司之后，位居第二。

**2** a product that is the most successful of its kind 市场领先产品：*Our range of products includes 20 market leaders.* 我们的产品系列包括20种市场领先产品。

▶ **,market 'leadership** *noun* [U]：*The company has strengthened its market leadership in two key countries.* 这家公司巩固了其在两个重要国家的市场领袖地位。◇ *to achieve/establish/win market leadership* 取得 / 建立 / 赢得市场领袖地位

**'market-,maker** (*also spelled* **market maker,** *especially in AmE*) *noun* [C] (*abbr* **MM**) (*Stock Exchange*) a company or person that deals in shares, bonds, etc. and agrees to buy and sell particular shares at specific prices 做市商；庄家：*The investor buys through a broker who completes the transaction through a market-maker.* 投资者通过经纪人购买，而经纪人则通过庄家完成交易。◇ *A couple of market-makers were caught short of stock.* 两个庄家被发现卖空股票。

**'market map** *noun* [C] (*Marketing*) a diagram that shows the positions

of brands in terms of the most important brand characteristics 销售地图

**'market ,mechanism** = PRICE MECHANISM

**,market 'niche** *noun* [C]
(*Marketing*) a group of customers that a company's products are especially suitable for and which the company is seen as belonging to; a product, service or company that is different from or better than others in the same area 市场缝隙；市场缺口；市场利基：*The company has grown beyond its original market niche.* 这家公司在原有的市场之外又有突破。◇ *The bank has created a market niche for itself in the commercial sector by focusing on project finance.* 这家银行通过集中搞项目融资在商业部门创造了市场缺口。→ MARKET SEGMENT, NICHE MARKET
● *to carve out/create/establish/spot a market niche* 开拓 / 创建 / 建立 / 发现市场缺口

**'market ,order** *noun* [C]
(*Stock Exchange*) an order to a dealer to buy or sell shares, bonds, etc. immediately at the current market price（股市）市场定购单；市价指令；市价委托

**'market orien,tation** (*also* **'marketing orien,tation**) *noun* [C, usually sing., U]
(*Marketing*) the situation when a company focuses on what products customers need or want rather than on what they want to make 市场导向：*The industry has been dominated by product orientation rather than market orientation.* 这一行业受产品导向而非市场导向支配。◇ *market orientation research* 市场导向研究

**,market par'ticipant** *noun* [C]
(*Finance*) a person or company that buys or sells shares, bonds, etc. 市场参与者：*Most market participants are either individuals or very small firms.* 大多数市场参与者是个人或很小的企业。

**,market pene'tration** *noun* [U]
(*Marketing*)
**1** the number of buyers who have bought a particular type of product, or a particular company's product, compared with the total number of possible buyers 市场渗透率：*The market penetration of mobile phones in Western Europe now stands at 78%.* 西欧移动电话的市场渗透率目前达到了78%。◇ *The company expects to end the year at 50% market penetration.* 这家公司期望到年底其市场渗透率达到50%。
● *to enhance/gain/increase market penetration* 增强 / 获得 / 增加市场渗透率
**2** the policy of trying to gain a larger share of an existing market, for example by changing the price of a product or advertising more, rather than changing the product itself 市场渗透：*Do we price for market penetration or cash generation?* 我们定价的目的是市场渗透还是现金增值？◇ *a market penetration strategy* 市场渗透战略

**,market-pene'tration ,pricing** *noun* [U]
(*Marketing*) the policy of trying to get a share of a market for a new brand or product by first offering it at a low price 市场渗透定价

★**marketplace** /'mɑːkɪtpleɪs; *AmE* 'mɑːrk-/ *noun*
**1 the marketplace** [sing.] the activity of competing with other companies to buy and sell goods, services, etc. 市场竞争：*Companies must be able to survive in the marketplace.* 公司必须能够经受市场竞争的考验。◇ *It's an online marketplace for small business products and services.* 这是小企业产品和服务的在线市场竞争。◇ *How can we compete successfully in the global marketplace?* 我们如何在全球市场竞争中获得成功？◇ *the electronic/financial/media marketplace* 电子 / 金融 / 媒体市场竞争
**2** (*also* **,market 'square**) [C] an open area in a town where a market is or was held 露天市场

**,market 'price** (*also* **,market 'value**) *noun* [C]
the price that a product or service will currently sell for 市场价格：*The market price for gold has risen dramatically.* 黄金的市场价格大幅度上升。◇ *Without a shift in demand and/or supply there will be no change in market price.* 如果需求或供给没有变动，市场价格就不会变化。◇ *Some customers are willing to pay above market prices for a top quality product.* 有些顾客愿意为高品质的产品支付高于市场价的价格。→ EQUILIBRIUM PRICE

**,market 'rate** *noun* [sing.]
the usual price or rate for sth at a particular time（特定时期的）市场价格，市场利率，市场汇率：*We charge interest below the market rate on loans.* 我们收取的利率低于市场贷款利率。◇ *Many small businesses cannot afford to pay market rates for legal services.* 许多小企业承受不起法律服务的市场价格。SYN GOING RATE

★**,market re'search** (*also* **,marketing re'search**) *noun* [U] (*abbr* **MR**)
the process of collecting and analysing information about markets, competitors, customers' opinions and problems connected with advertising and selling goods and services 市场调研：*They are doing market research on Brazil and other promising markets.* 他们正在对巴西和其他有前景的市场进行调研。◇ *She'd like a career in market research.* 她想从事市场调研工作。◇ *a leading market research firm* 首屈一指的市场调研企业
● *to carry out/do market research* 开展市场调研
• *a market research interview/questionnaire/survey* 市场调研 / 研究访问 / 调查问卷 / 调查
• *a market research company/firm/group* 市场调研公司 / 企业 / 集团
▶ **,market re'searcher** *noun* [C]: *He used to work as a market researcher.* 他过去从事市场调研工作。◇ *the world's fourth largest market researcher* 世界第四大市场调研机构

**,market 'risk** = SYSTEMATIC RISK

**,market 'sector** *noun* [C]
a part of a market such as a particular industry or group of customers 市场板块：*The table presents a revenue breakdown by market sector.* 表格显示了各市场板块的收益划分。◇ *Key market sectors include IT, telecommunications, finance and insurance.* 主要的市场板块包括信息技术、电信、金融和保险。◇ *You need to position yourself in your target market sector.* 你必须在你的目标市场板块进行定位。→ SECTOR

**,market 'segment** *noun* [C]
(*Marketing*)
**1** a group of possible customers who are similar

in income, age, habits, etc. 细分市场: *Schools are a growing market segment.* 学校是一个正在成长的细分市场。

**2** products produced for one particular group of customers 细分市场（为特定顾客群生产的产品）: *Their strongest market segment is in small notebook computers.* 他们最强大的细分市场在于小型笔记本电脑。→ SEGMENT

**,market ,segmen'tation** *noun* [U,C]
(*Marketing*) the act of dividing possible customers into groups according to their age, income, sex, class, etc.; one of these parts 市场细分: *Market segmentation permits firms to tailor products for specific markets.* 市场细分使企业能够量身打造其产品使其适应特定市场。→ SEGMENTATION

★**,market 'share** *noun* [C,U]
(*Marketing*) the amount of sales of a particular type of product that a company has, compared with the total sales 市场份额: *The company's US market share fell from 23.4% to 21.2%.* 这家公司在美国的市场份额从23.4%下降到21.2%。 ◇ *Our market share increased in all segments.* 我们在所有细分市场的市场份额都上升了。 ◇ *They hope to win market share from their competitors.* 他们希望从竞争对手那里赢得市场份额。 ◇ *They are using price-cutting to try to buy market share.* 他们正采用降价的办法试图获取市场份额。→ VALUE SHARE
● *to* ***boost/build/grow/increase*** *market share* 增加市场份额 • *to* ***gain/grab/take/win*** *market share* 获得 / 夺取 / 占领 / 赢得市场份额 • *to* ***lose/maintain*** *market share* 失去 / 维持市场份额

**,market-skimming 'pricing** = SKIMMING (1)

**,market 'square** = MARKETPLACE (2)

**,market 'test** *noun* [C]
(*Marketing*) an experiment in which a product is made available in one or more areas to see if consumers like it and will buy it 市场测试; 试销: *Products which do not meet consumer desires will fail the market test.* 那些不能满足消费者需求的产品将会试销失败。▶ **'market-test** *verb* [+ obj]: *market-tested products* 经过市场测试的产品

**,market 'testing** *noun* [U]

**,market 'value** *noun* [C,U]
**1** = MARKET PRICE
**2** (*Accounting*) the value of an asset if it was sold at the current MARKET PRICE 市场价值; 市价: *estimates of the market value of land for tax purposes* 为征税而做的土地估值
**3** (*Stock Exchange*) the total value of the shares of a particular company 市值（某个公司股票的总价值）: *The company's market value has increased from $5 billion to $6 billion.* 这家公司的市值从50亿元增加至60亿元。

**'market weight** (*also spelled* **marketweight**) *adjective*
(*Stock Exchange*) if a collection of shares, bonds, etc. is **market weight** in a particular industry then you have the same proportion of these shares in your collection as the index that you are following 与市场指标一致; 与大盘持平; 比重保持与股价指数相同; 观望: *The analysts rate the Telecommunication Services sector as 'market weight'* (= they think they will not do especially well or badly and so investors should not buy more or less than the index). 分析家们认为电信服务板块将保持与大盘持平（他们认为这些股票的表现不好不坏，因此投资者买入数量应与大盘一致）。→ OVERWEIGHT, UNDERWEIGHT

**,mark-to-'market** *noun* [U]
(*Finance*) (*usually used as an adjective* 通常用作形容词) the practice of valuing shares, bonds and other investments at their current price rather than an earlier price or the price that was paid for them 调至市价; 按市值计价; 逐日盯市; 盯市法则: *mark-to-market accounting* 按市场计价会计

**markup** /'mɑ:kʌp; *AmE* 'mɑ:rk-/ *noun*
**1** (*Commerce*) [C; usually sing.] an increase in the price of sth, usually one that is the difference between the cost of producing or buying sth and the price it is sold at, calculated as a percentage of the cost 加价; 毛利; 商品成本与售价之间的差额: *an average markup of 10%* 平均加价10% ◇ *The selling price includes a 28% markup put on the goods by the retailer.* 销售价格包含了商品28%的零售商加价。 See note at MARGIN
**2** (*IT*) [U] the symbols on a computer document that tell the computer how to organize the text on the computer screen or on the page when printed; the process of adding these symbols 置标; 标记: *HTML (hypertext markup language) is the primary code used for web pages.* 超文本标记语言是用于页面的基本代码。→ MARK STH UP at MARK *verb*

**marque** /mɑ:k; *AmE* mɑ:rk/ *noun* [C]
a well-known make of a product, especially a car, that is expensive and fashionable（昂贵又时尚的）产品或商品型号（尤指汽车的）: *the Porsche marque* 保时捷的品牌

## Maslow's hierarchy of needs
马斯洛需要层次论




1. the need to achieve things for yourself
想达成某事的需要
2. the need to be respected by others
受他人尊重的需要
3. the need to be loved and belong to a group
受到爱护和希望成为群体中一员的需要
4. the need to feel safe
感到安全的需要
5. the need to eat, sleep, etc.
吃喝、睡觉等的需要

**mart** /mɑːt; *AmE* mɑːrt/ *noun* [C] (*especially AmE*) a place where things are bought and sold 市场；卖场：*a discount mart* 特卖场 ◇ *the world's No. 1 futures mart* 世界第一期货市场 → MARKET

**'Maslow's 'hierarchy of 'needs** (*also* **'hierarchy of 'needs**) *noun* [sing.] (*HR*) the theory, developed by Abraham Maslow, that people will feel satisfied and work best when they have everything that they require. These needs fall into several groups, which must be met in a particular order, starting with physical needs. 马斯洛需求层次论

**mass** /mæs/ *adjective* [only before noun]

SEE ALSO: **critical mass**

affecting or involving a large number of people or things 群众的；大规模的；集中的：*mass unemployment leading to mass bankruptcies* 导致大规模破产的大规模失业

**'mass 'advertising** *noun* [U] (*Marketing*) advertising that tries to reach large numbers of people, especially by using newspapers, magazines, radio or television (the **mass media**) 大众广告：*We have redirected our marketing away from mass advertising towards our individual customers.* 我们已经将营销目标从大众广告转向单个客户。 → PRODUCT ADVERTISING

**'mass customi'zation , -isation** *noun* [U] the ability to produce a product in large quantities but also include small changes to meet the demands of different customers 大规模定制；大量定制：*Flexible manufacturing systems allow for mass customization.* 柔性制造系统使大规模定制成为可能。 ◇ *the mass customization of computers* 计算机的大规模定制 ▸ **'mass-'customize**, *verb* [+ obj]

**'mass 'marketing** *noun* [U] the activity of selling a product to as many people as possible, for example by advertising through newspapers, magazines, radio or television (**mass media**) 大规模销售；大众营销：*mass marketing strategies/techniques* 大众营销战略 / 技巧 ◇ *the mass marketing of health and welfare services* 保健与福利服务的大规模销售 → NICHE MARKETING at NICHE MARKETER, TARGET MARKETING at TARGET MARKET ▸ **'mass-'market** *verb* [+ obj] **'mass-'market** *adjective* [only before noun]: *mass-market vehicles/toiletries* 供给大众化市场的汽车 / 化妆品 ◇ *mass-market brands* 大众化品牌 **'mass 'marketer** *noun* [C]: *a leading publisher and mass marketer of software* 软件的主要的出版商和大规模销售商

**'mass 'media** *noun* [pl.] (*usually* **the mass media**) [U with sing./pl. verb] all the sources of information that are able to reach large numbers of the public, such as TV, radio, newspapers, etc. 大众传媒：*We live in an era of mass media.* 我们生活在大众传媒时代。 ◇ *The mass media have/has created new social networks.* 大众传媒创建了新的社会网络。 ◇ *the impact of mass media campaigns on sales* 大众传媒活动对销售的影响 → MEDIA

**'mass 'merchant** (*also* **'mass 'merchandiser**) *noun* [C] (*especially AmE*) (*Commerce*) a business or shop/store that buys and sells a wide variety of products in very large amounts 大型零售商：*mass merchants like Kmart and Target* 像凯马特和塔吉特那样的大型零售商 ◇ *discount mass-merchant retailers* 大型优惠零售商

**'mass-pro'duce** *verb* [+ obj] to produce goods in large quantities, using machinery 大规模生产；批量生产：*CDs are cheap and easy to mass-produce.* 光盘很便宜而且容易大规模生产。 ◇ *The toys were mass-produced in India.* 这些玩具是在印度大批生产出来的。 ▸ **'mass-pro'duced** *adjective*: *mass-produced goods* 批量生产的商品 ◇ *the first mass-produced computer for business use* 第一台批量生产的商用电脑 **'mass-pro'ducer** *noun* [C]: *It is difficult to compete with the mass-producers.* 很难与批量生产商进行竞争。 **'mass pro'duction** *noun* [U]: *the mass production of consumer goods* 消费品的批量生产

**'master 'franchise** (*also* **'area 'franchise**) *noun* [C] (*Commerce*) a contract that gives one particular person or company the right to develop a business in a specific area or country for another company 特许经营；特约总经销：*We have signed a master franchise agreement with an international corporation to develop stores in 8 African countries.* 我们与一家国际公司签订了特许总经销协议，在八个非洲国家开设分店。 ▸ **'master franchi'see** (*also* **'area franchi'see**) *noun* [C]: *We are looking for a master franchisee to establish our transport company in Denmark.* 我们正在寻找一家主加盟商在丹麦设立我们的运输公司。

**masthead** /'mɑːsthed; *AmE* 'mæst-/ *noun* [C] **1** the name of a newspaper at the top of the front page 报头 **2** (*IT*) a box or an area at the top of a web page that tells users what page they are on and may give the name of the company and other information or links 网页版头

**matching** /'mætʃɪŋ/ *noun* [U] (*Accounting*) the process of relating amounts of money paid and received to the accounting period in which they occur 收支配对；收支匹配

**material** /mə'tɪəriəl; *AmE* -'tɪr-/ *noun*, *adjective*

• ***noun*** [C,U]

SEE ALSO: **bill of materials, collateral ~, direct ~, raw ~**

**1** a substance that things can be made from 原材料：*building materials* (= bricks, sand, glass, etc.) 建筑材料 ◇ *recycled materials* 再生材料 ◇ *They produce insulating materials for the electrical industry.* 他们生产电力工业用绝缘材料。 **2** things that are needed in order to do a particular activity 材料：*cleaning/packaging materials* 清洁 / 包装材料 **3** written information, ideas, etc. used for a particular purpose 资料；素材：*The company produces its own training material.* 这家公司自编培训资料。 ◇ *marketing/promotional materials* 营销 / 促销资料

• ***adjective***

**1** connected with physical objects, money, etc.

物质的；非精神的：*He must adapt to changes in his material circumstances.* 他必须适应自身物质环境的变化。 OPP NON-MATERIAL

**2** important 重要的；决定性的：*The deal will have a material impact on our results.* 这笔交易将会对我们的绩效产生重大影响。 ◇ *There are unlikely to be any material changes in our strategy.* 我们的战略不可能发生任何重大改变。

▸ **materially** /məˈtɪərɪəli; *AmE* -ˈtɪr-/ *adverb*

**materiality** /məˌtɪərɪˈæləti; *AmE* -ˌtɪr-/ *noun* [U] (*Law*) the quality of being important or needing to be considered 重要性；实质性：*The court will consider the materiality of the evidence.* 法庭将会考虑这一证据的重要性。

**maˌterial reˈquirements ˌplanning** *noun* [U] (*abbr* **MRP**) (*Production*) a process that uses computer programs to organize the correct amounts of materials or parts needed for particular levels of production and the correct time for ordering them 物料需求计划 NOTE This is also called 'materials requirements planning' or 'materials requirement planning'. 亦称 materials requirements planning 或 materials requirement planning。

**maˈterials ˌbuyer** *noun* [C] (*Production*) a person whose job is to choose suppliers and buy the equipment or materials that a company needs to produce sth 采购员 SYN PURCHASING OFFICER

**maˈterials ˌhandling** *noun* [U] (*Production*) the process of loading, unloading and moving raw materials and goods in a factory, using machines 物料搬运：*The company plans to outsource materials handling.* 公司计划外包物料搬运业务。 ◇ *materials handling equipment* 物料输送设备

**maˈternity leave** *noun* [U] (*HR*) a period of time when a woman is allowed to leave her job temporarily to have a baby 产假：*She is on maternity leave.* 她在休产假。 ◇ *You are entitled to 26 weeks' paid maternity leave.* 你可以享受26周的带薪产假。 → PATERNITY LEAVE

**maˈternity pay** *noun* [U]

SEE ALSO: **Statutory Maternity Pay**

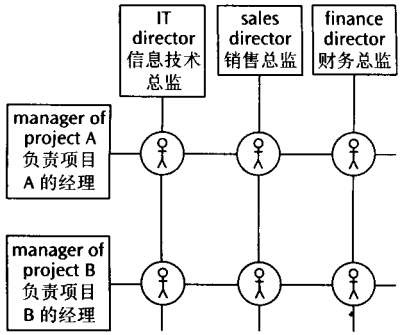
(*HR*) money paid to a woman employee while she is not working before and after the birth of a baby 产假工资：*a new agreement on maternity pay* 关于产假工资的新协议

**matrix** /ˈmeɪtrɪks/ *noun* [C] (*plural* **matrices** /ˈmeɪtrɪsiːz/)

SEE ALSO: **Ansoff matrix, Boston ~, growth-share ~, salary ~**

a way of organizing a company or a project in which people from different departments work together and so each employee has two or more managers in different departments 矩阵：*Matrix **management** relies on people reporting to both their project and line managers.* 矩阵管理依赖于员工同时向项目经理和直线经理报告。 ◇ *We are a matrix **organization** —everybody knows what everyone else is doing.* 我们是一个矩阵式组织——每个人都知道别人在做什么。

**matrix structure** 矩阵结构




**ˌmatters aˈrising** *noun* [pl.] used in a meeting to refer to sth connected with the last meeting that must be considered or dealt with 续议事项；前议事项：*Are there any matters arising?* 有什么续议事项吗？

**★mature** /məˈtʃʊə(r); -ˈtjʊ(r); *AmE* -ˈtʃʊr; -ˈtʊr/ *adjective, verb*

● ***adjective***

**1** (about an industry, a market or an economy) no longer growing very quickly and difficult for new companies to enter（产业、市场或经济）成熟的：*Software today is a mature, multi-billion-dollar industry.* 当今软件业是一个成熟的、数以十亿元计的产业。 ◇ *There are few opportunities for growth in a mature market.* 在成熟市场上很少有增长的机会。

**2** well developed and well established 成形的；成熟的：*The technology is not yet mature enough for commercial use.* 这项技术尚未成熟，不能用于商业用途。 ◇ *a mature company* 一家成熟的公司

**3** (about a product, etc.) that has been produced, used, etc. for a long time and is now more difficult to sell or develop（产品等）生产、使用很长时间的，成熟的：*mature products near the end of their life cycles* 生命周期即将结束的成熟产品 ◇ *mature oil fields/wells* 成熟的油田 / 油井 → PRODUCT LIFE CYCLE

● ***verb*** [no obj]

**1** (*Finance*; *Insurance*) (about a bond, an insurance policy, etc.) to reach the date when it must be paid or paid back（债券、保单等）到期：*When the bonds mature, the principal invested will be repaid.* 债券到期时，将偿还所投资的本金。 ◇ *She has a number of investments maturing at the end of the year.* 她拥有数个年底到期的投资产品。

**2** (about an industry, a market, etc.) to stop growing as fast as before and become difficult for a new company to enter（产业、市场等）成熟；饱和：*Sales growth fell as our company and the market matured.* 随着我们公司的成熟和市场的饱和，销售额趋于下降。 ◇ *Health club operators are finding themselves in a crowded and rapidly maturing sector of the market.* 健身俱乐部经营者发现这是一个竞争激烈且快速饱和的市场板块。

**3** to become more developed 成熟: *As companies mature and grow, they hire people for specific roles.* 随着公司的逐步成长，他们开始雇用人员从事特定的工作。 ◇ *The problems will be solved as the software matures.* 随着软件的逐步成熟，这些问题将会得到解决。
**4** (about a product, etc.) to become more difficult to sell or develop as it has been produced or used for a long time（产品等）老化: *maturing oil fields* 老化的油田

**★maturity** /məˈtʃʊərəti; -ˈtjʊə-; *AmE* -ˈtʃʊr-; -ˈtʊr-/ *noun* (*plural* **maturities**)
**1** (*Finance*; *Insurance*) [C,U] (*also* **re'demption date** [C]) the time when bonds, loans, insurance agreements, etc. must be repaid or paid; a bond, loan or insurance agreement that has reached this time（债券、贷款、保险等）到期（应付）；到期债券（或贷款、保险等）: *You will receive a payout of $15 000 on maturity.* 到期时你将得到15 000元的付款。 ◇ *Many investors want to keep securities until they reach maturity.* 许多投资者希望持有证券至到期日。 ◇ *bonds with maturities of 20 years* * 20年期的债券 ◇ *The company has paid off more than $1.5 billion of maturities this year.* 公司今年偿付了超过15亿的到期债券。 ◇ *They plan to extend the maturity dates of the notes by as much as three years.* 他们计划把票据的到期日延后长达三年。
**2** [U] when an industry, an economy, a market, etc. is fully developed and no longer growing very quickly（产业、经济、市场等）成熟，饱和: *The market for music, videos and books is reaching maturity.* 音像和图书市场正趋于饱和。
**3** [U] the time when a product has been sold for a long time and is well known, but its sales are not increasing（产品）成熟期: *Income from the game has fallen as it has reached maturity in the market.* 随着游戏产品市场进入成熟期，其收入已开始下降。 —Picture at PRODUCT LIFE CYCLE

**maven** /ˈmeɪvn/ *noun* [C] (*AmE*)(*informal*)
an expert in a particular subject 专家；内行: *Wall Street money mavens* 华尔街金融专家 ◇ *a business/design/marketing/software maven* 商业／设计／营销／软件专家

**maverick** /ˈmævərɪk/ *noun* [C]
a person who does not behave or think like everyone else, but who has independent, unusual opinions 持不同意见者；特立独行者: *the ad industry's most famous mavericks* 广告业最出名的特立独行者 ▸ **'maverick** *adjective* [only before noun]: *a maverick entrepreneur* 言行与众不同的企业家

**max** /mæks/ *abbr*, *verb* (*informal*)
• ***abbr***
**1** (*also spelled* **max.**, *especially in AmE*) maximum 最大的；最高的: *max temperature 18 °C* 最高温度18°C
**2** at the most 至多，最多: *It'll cost $50 max.* 它至多值50元。 OPP MIN.
• ***verb***
PHR V **,max 'out**; **,max sth 'out** (*AmE*)(*informal*) to reach the limit at which nothing more is possible 使用到最大限度；达到最大限度: *I've maxed out my credit card.* 我把信用卡的额度用光了。

**★maximize , -ise** /ˈmæksɪmaɪz/ *verb* [+ obj]
**1** to increase sth as much as possible 使最大化: *to maximize efficiency/profits/productivity/revenue* 使效率／利润／生产力／收入达到最大化 ◇ *The company has introduced new strategies to maximize performance.* 公司采用了新战略以使业绩最大化。
**2** to make the best use of sth 充分利用: *to maximize opportunities/resources* 充分利用机会／资源 ◇ *You have to maximize your time.* 你必须充分利用时间。
**3** (*IT*) to make a window (= an area within a frame on a computer screen) larger 使计算机窗口最大化: *Maximize the window to full screen.* 将计算机窗口放大至全屏。 OPP MINIMIZE
▸ **maximization, -isation** /ˌmæksɪmaɪˈzeɪʃn; *AmE* -məˈz-/ *noun* [U]

**★maximum** /ˈmæksɪməm/ *adjective*, *noun* (*abbr* **max**)
• ***adjective*** [only before noun] as large, fast, etc. as is possible; the most that is possible or allowed 最大的；最快的；最高的: *the maximum price/quantity/speed/temperature* 最高价格；最大数量；最快速度；最高温度 ◇ *The maximum amount that we can pay is €250 000.* 我们可以支付的最大金额为25万欧元。 OPP MINIMUM
• ***noun*** [C, usually sing.] (*plural* **maximums** *or* **maxima** /ˈmæksɪmə/) the greatest amount, size, speed, etc. that is possible, recorded or allowed 最大量（或最大尺寸、最高速度等）: *They can charge a maximum of 12% interest.* 他们会收取最高12%的利息。 ◇ *What is the absolute maximum you can afford to pay?* 你能够支付的最大金额是多少？ OPP MINIMUM

**MB** (*also spelled* **Mb**) = MEGABYTE

**MBA** /ˌem bi: ˈeɪ/ *abbr* **Master of Business Administration**
a university degree in subjects connected with managing businesses 工商管理硕士: *to do/have an MBA* 攻读／取得工商管理硕士

**MBE** /ˌem bi: ˈi:/ = MANAGEMENT BY EXCEPTION

**MBI** /ˌem bi: ˈaɪ/ = MANAGEMENT BUY-IN

**MBO** /ˌem bi: ˈəʊ; *AmE* ˈoʊ/ (*also spelled* **MbO**) = MANAGEMENT BY OBJECTIVES, MANAGEMENT BUYOUT

**MBS** /ˌem bi: ˈes/ = MORTGAGE-BACKED SECURITY

**MBTI™** /ˌem bi: ti: ˈaɪ/ = MYERS-BRIGGS TYPE INDICATOR

**MBWA** /ˌem bi: dʌbljuː ˈeɪ/ = MANAGEMENT BY WALKING AROUND

**Mbyte** /ˈembaɪt/ = MEGABYTE

**McJob** /məkˈdʒɒb; *AmE* -ˈdʒɑːb/ *noun* [C] (*informal*)
a job in a restaurant, supermarket, etc. with low wages and few benefits or chances of promotion 麦工作；（在餐馆、超市等）福利少且无升迁指望的低薪工作

**'m-,commerce** *noun* [U] **mobile commerce**
the buying and selling of products on the Internet by using mobile phones/cellphones and other WIRELESS (= without wires) technology 移动电子商务: *Revenue from m-commerce is still low.* 来自移动电子商务的收入依然很低。 → E-COMMERCE

**MD** /ˌem ˈdi:/ = MANAGING DIRECTOR

**meagre** (*AmE spelling* **meager**) /ˈmiːgə(r)/ *adjective*
small in quantity and poor in quality 量少质劣的: *Sales rose by a meagre 0.1%.* 销售额微增0.1%。

**mean** /miːn/ *adjective, noun* (*Technical*)
• ***adjective*** [only before noun]
average 平均的: *The products had a mean price of €3.44.* 这些产品的平均价格是3.44欧元。 ◇ *The earnings were well above the analysts' mean estimate of $3.08 per share.* 收益远远超过分析师们每股3.08元的平均估值。 ◇ *mean earnings/forecast/value* 平均收入 / 预测量 / 值
• ***noun*** [C, usually sing.]
(*also* **,arithmetic 'mean**) the average calculated by adding together all the numbers in a group, and dividing the total by the number of numbers 平均数; 平均值: *Wall Street analysts expect a mean of 93 cents per share.* 华尔街分析师们预期平均收益为每股93分。 → MEDIAN See note at AVERAGE

**means** /miːnz/ *noun* [pl.]
the money that a person has 资产; 财富: *They currently do not have the means to pay their bills.* 他们目前没钱付账单。 ◇ *Many consumers are living **beyond their means*** (= spending more than they can afford). 许多消费者入不敷出。

**'means test** *noun* [C]
an official check of sb's wealth or income in order to decide if they are poor enough to receive money from the government, etc. for a particular purpose (对申请补助者的) 经济情况调查: *In order to qualify for legal aid you must pass a means test.* 你必须通过经济情况调查才能获得法律援助。
▸ **'means-test** *verb* [+ obj] **'means-ˌtesting** *noun* [U]

**'means-ˌtested** *adjective*
paid to sb according to the results of a means test 根据经济情况调查结果发给的: *means-tested benefits* 根据经济情况调查结果发给的福利

**measurable** /ˈmeʒərəbl/ *adjective*
**1** that can be measured 可衡量的; 可测量的: *Each employee has measurable goals.* 每位员工都有可衡量的目标。
**2** large enough to be noticed or to have a clear and noticeable effect 重要的; 重大的: *measurable improvements* 重大改进
▸ **measurably** /ˈmeʒərəbli/ *adverb*: *Working conditions have changed measurably in the last ten years.* 在过去十年中, 工作条件发生了重大变化。

**★measure** /ˈmeʒə(r)/ *noun, verb*
• ***noun***
**1** [C] a way of judging or measuring sth 衡量标准: *a measure of US consumer confidence* 美国消费者信心的衡量标准 ◇ *The consumer price index is a key measure of inflation at the retail level.* 消费品物价指数是零售层面上通货膨胀的重要度量标准。 ◇ *the standard industry measure* (= the one used by most companies) 标准的行业尺度 SYN METRIC
⊕ ***a broad/common/good/key/reliable** measure of sth* 某事物广泛的 / 通常的 / 合适的 / 关键的 / 可靠的衡量标准 • ***a measure of demand/growth/inflation/performance/sales*** 需求 / 增长 / 通胀 / 业绩 / 销售额的衡量标准
**2** [C,U] a unit used for stating the size, quantity or degree of sth; a system or scale of these units 计量单位; 度量法: *weights and measures* 度量衡 ◇ *dry/liquid measure* 干量, 液量
**3** [C] **measure(s) (to do sth)** an official action that is done in order to achieve a particular aim 手段; 措施; 策略; 办法: *Banks are introducing measures to make it easier for customers to change accounts.* 银行正准备采取措施使顾客变更账号更为容易。 ◇ *The factory in Wales was closed down as an economy measure* (= to save money). 为节约开支, 威尔士的这家工厂被关闭。
⊕ ***austerity/cost-cutting/economy** measures* 节约 / 成本削减 / 节约措施 • ***emergency/precautionary/preventive/safety/security** measures* 紧急 / 预防 / 安全措施 • ***drastic/effective/necessary/tough** measures* 极端的 / 有效的 / 必要的 / 强硬的措施 • ***to adopt/introduce/take** measures* (*to do sth*) 采取措施 (做某事)
• ***verb***
**1** [+ obj] to judge the importance, value or effect of sth 估量; 衡量: *The data is used to measure economic growth.* 这些数据用于衡量经济增长。 ◇ *Assessments are an effective way of measuring staff performance.* 评估是衡量员工业绩的有效方法。 ◇ *It's difficult to measure the impact of our ads.* 我们广告的效果很难衡量。
**2** [+ obj] to find the size, quantity, etc. of sth in standard units 度量; 测量: *a device for measuring temperature* 测温装置 ◇ *Any type of data that could not be directly measured was rejected.* 任何无法直接进行度量的数据都被弃用了。 ◇ *measuring equipment/instruments* 测量设备 / 仪器
**3** [no obj] (*not used in the continuous tenses* 不用于进行时) to be a particular size, length, amount, etc. (尺寸、长度、数量等) 量度为: *The room measures 4 metres by 6 metres.* 这个房间宽4米长6米。
PHR V **'measure sb/sth against sb/sth** to compare sb/sth with sb/sth 将某人 (某事) 与某人 (某事) 进行对比: *The figures are not very good when measured against those of our competitors.* 与我们的竞争对手相比, 这些数字并不乐观。 **,measure 'up (to sth/sb)** (*usually used in negative sentences and questions* 通常用于否定句和疑问句) to be as good, successful, etc. as expected or needed 符合标准; 达到预期或要求: *Unfortunately, he just didn't measure up to the task.* 遗憾的是, 他无力承担这项任务。 ◇ *The job failed to measure up to her expectations.* 这项工作未能达到她的预期。

**measurement** /ˈmeʒəmənt; *AmE* ˈmeʒərm-/ *noun*
SEE ALSO: **work measurement**
**1** [C] the size, length or amount of sth 尺寸; 长度; 数量: *an inflation measurement* 通货膨胀程度 ◇ *The exact measurements of the room are 3 metres 20 by 2 metres 84.* 这个房间的精确尺寸是3.20米长2.84米宽。
**2** [U] the act or process of finding the size, quantity or degree of sth 测量; 度量: *Accurate measurement is very important in science.* 准确度量在科学研究中十分重要。 ◇ *measurement equipment/instruments/tools* 度量设备 / 仪器 / 工具

**mechanical** /məˈkænɪkl/ *adjective*
**1** connected with machines 机械的: *mechanical problems/defects* 机械问题 / 缺陷 ◇ *mechanical work/workers* 机械工作 / 工人 ◇ *The breakdown was due to a mechanical failure.* 故障是由于机械故障造成的。 ◇ *We employed an engineer to do the mechanical design.* 我们雇用了一名工程师做机械设计。
**2** operated with power from an engine, a wheel, etc. 自动的; 机械的: *a mechanical clock/device/system* 机械闹钟 / 装置 / 系统 ◇ *mechanical parts* 机械零件
▸ **mechanically** /məˈkænɪklɪ/ *adverb*: *a mechanically powered vehicle* 机械动力车

**me,chanical engi'neering** *noun* [U]
the study of how machines are designed, built and repaired 机械工程(学): *She has a degree in mechanical engineering.* 她拥有机械工程学学位。
▸ **me,chanical engi'neer** *noun* [C]

**★mechanism** /ˈmekənɪzəm/ *noun* [C]
SEE ALSO: **exchange rate mechanism, market ~, price ~**
**1** a method or system for achieving sth 办法; 途径; 手法; 机制: *What mechanisms are in place for dealing with complaints?* 处理投诉有什么现成的方法? ◇ *There is no legal mechanism to recover the fees.* 没有能收回这些费用的法律途径。 ◇ *Several factors can trigger the pricing mechanism.* 有好几个因素可以触发价格机制。
● *a control/feedback/financial/funding mechanism* 控制 / 反馈 / 金融 / 投资机制 • *to be/have/put a mechanism in place* 是 / 拥有 / 设置机制 • *to create/set up/use a mechanism* 创建 / 建立 / 采用一个机制
**2** a set of moving parts in a machine that performs a task 机械装置: *a safety mechanism* 安全机械装置 ◇ *The door-locking mechanism doesn't work.* 门锁装置坏了。 → WORK *noun* (11)
● *a mechanism operates/works* 某机制运转 / 发挥作用

**★mechanize , -ise** /ˈmekənaɪz/ *verb* [+ obj] (*usually* **be mechanized**)
to change a process, so that the work is done by machines rather than people 使机械化: *Modern farming has become highly mechanized.* 现代农业已经变得高度机械化了。 ◇ *The production process is fully mechanized.* 生产过程已经完全机械化了。
SYN AUTOMATE ▸ **mechanization, -isation** /ˌmekənaɪˈzeɪʃn; *AmE* -nəˈz-/ *noun* [U]: *The mechanization of production gave businesses control over work rates.* 生产机械化使企业可以控制工作效率。

**med.** *abbr* (*only used in written English* 只用于书面英语)
(especially for sizes of clothes) medium (尤指服装尺码) 中号

**media** /ˈmiːdiə/ *noun* **the media** [U with sing./pl. verb]
SEE ALSO: **cross-media, magnetic ~, mass ~, mixed ~, new ~, retail ~**
the main ways that large numbers of people receive information and entertainment, that is television, radio, newspapers and the Internet 大众传媒; 媒体: *advertising in the media* 大众媒体广告 ◇ *The media was/were accused of influencing the final decision.* 媒体因影响最终决策而遭到谴责。 ◇ *Details of the merger will be announced at a media conference later today.* 兼并的细节将在今天晚些时候的媒体见面会上公布。 ◇ *The story generated widespread media coverage.* 这个故事引起了媒体的广泛报道。
● *the international/local/national media* 国际 / 本地 / 国内媒体 • *the broadcast(ing)/digital/electronic/print/traditional media* 广播 / 数字 / 电子 / 印刷 / 传统媒体 • *a media business/company/giant/group/empire* 媒体企业 / 公司 / 巨头 / 集团 / 帝国

**'media ,agency** *noun* [C]
a business that plans and buys space or time for advertisements in newspapers, on TV, etc. on behalf of other businesses 广告媒体代理公司

**'media ,buying** *noun* [U]
(*Marketing*) the activity of buying space in newspapers, time during broadcasts, etc. for advertisements 媒体购买: *The company has appointed an agent to handle its media buying.* 这家公司指定一家代理商负责处理其媒体购买业务。 ◇ *The group has won an $8 million media buying account for an airline* (= the job of buying space, etc. for its advertisements). 这个集团赢得了一家航空公司价值800万元的广告媒体购买合约。
→ MEDIA PLANNING ▸ **'media ,buyer** *noun* [C]

**median** /ˈmiːdiən/ *adjective, noun* (*Technical*)
● ***adjective*** [only before noun]
having a value in the middle of a series of values 中(位)数的; 中值的: *The median age of the magazine's readership is 24.* 这本杂志的读者的中间年龄是24岁。 ◇ *The median price is where half sell for more and half sell for less.* 中间价格是指半数售价高于某价格, 半数售价低于该价格。
● ***noun*** [C]
the middle value of a series of numbers arranged in order of size 中线; 中值 See note at AVERAGE

**'media ,planning** *noun* [U]
(*Marketing*) the activity of deciding how, where and how much to advertise sth and how much money to spend 媒体策划: *Our media planning is handled by our own marketing department.* 我们的媒体策划工作由我们自己的营销部门负责。
→ MEDIA BUYING ▸ **'media plan** *noun* [C]: *The media plan included the placement of ten TV commercials and five print ads.* 媒体计划安排投放10个电视商业广告和5个平面广告。 **'media ,planner** *noun* [C]

**mediate** /ˈmiːdɪeɪt/ *verb*
**1** [+ obj *or* no obj] to try to end a disagreement between two or more people or groups by talking to them and trying to find things that everyone can agree on 调停; 斡旋: *An independent body was brought in to mediate between staff and management.* 请来一家独立的机构在员工和资方之间进行斡旋。 ◇ *He has been mediating in the dispute.* 他一直在对这一争端进行调解。 ◇ *the mediating role of middle management* 中层管理者的调解作用
● *to mediate (in) differences/disputes/negotiations/talks* 调解分歧 / 争端 / 谈判 / 会谈

**2** [+ obj] to succeed in finding a solution to a disagreement between people or groups 促成: *They mediated a settlement which ended the strike.* 他们促成了处理方案，结束了罢工。
● *to mediate a* ***settlement/solution*** 促成处理方案 / 解决办法 → ARBITRATE

**mediation** /ˌmiːdiˈeɪʃn/ *noun* [U]
(*Law*) the process of trying to end a disagreement between two or more people or groups by sb who is not involved 调停；调解: *The pay dispute was settled through mediation.* 工资纠纷通过调解得到解决。→ ARBITRATION

**mediator** /ˈmiːdieɪtə(r)/ *noun* [C]
a person or an organization that tries to get agreement between people or groups who disagree with each other 调解人；斡旋者；调停团: *Two independent mediators drew up a draft settlement.* 两个独立调解人起草了初步处理方案。◇ *to act as (a) mediator in the negotiations* 在谈判中充当调解人 → ARBITRATOR

**Medicaid** /ˈmedɪkeɪd/ *noun* [U]
in the US, the insurance system that provides medical care for poorer people [美] 公共医疗补助制

**ˈmedical cerˌtificate** (*also* **ˈdoctor's cerˌtificate**, *informal*) *noun* [C] (both *BrE*)
**1** a statement by a doctor that sb has been ill and unable to work（关于疾病或残疾的）医学证明书: *If you are absent for longer than five days, we may require you to produce a medical certificate.* 如果你缺席五天以上，我们可以要求你出示医学证明书。
**2** a statement by a doctor that sb is in good health and can do a particular job 健康证明书: *Pilots must hold a valid medical certificate.* 飞行员必须持有有效的健康证明书。

**ˈmedical inˌsurance** (*also* **ˈmedical ˌcover**) *noun* [U]
a type of insurance in which a person receives money to pay for medical treatment if they are ill/sick or injured, often provided by employers 医疗保险 SYN HEALTH INSURANCE

**Medicare** /ˈmedɪkeə(r); *AmE* -ker/ *noun* [U]
**1** in the US, the national insurance system that provides medical care for people over 65（美）老人国家医疗保障制
**2** in Australia and Canada, the national medical care system for everyone that is paid for by taxes（澳大利亚、加拿大）全民医疗保险制度

**mediocre** /ˌmiːdiˈəʊkə(r); *AmE* -ˈoʊkər/ *adjective*
not very good; of only average standard 中等的；平庸的；平凡的: *Their results last year were mediocre.* 他们去年业绩平平。◇ *The company is suffering from mediocre performance in many of its markets.* 这家公司在许多市场的业绩都非常平庸。◇ *mediocre managers* 业绩平平的经理

**medium** /ˈmiːdiəm/ *noun* [C] (*plural* **media** /ˈmiːdiə/ *or* **mediums**)
SEE ALSO: **display medium**
**1** a way of communicating information, etc. to people 媒介；媒体: *the medium of radio/television* 广播 / 电视媒体 ◇ *The Internet can be an effective advertising medium.* 互联网可以成为有效的广告媒介。◇ *Email is our preferred medium* ***for*** *communicating with clients.* 电子邮件是我们与客户交流的首选媒介。◇ *The ad campaign will run across all media.* 广告活动将在所有媒体展开。
HELP The plural in this meaning is usually **media**. 这一含义的复数形式通常是media。→ MASS MEDIA
● *an* ***effective/a good/powerful*** *medium* 有效的 / 良好的 / 强大的媒体 ◆ *an* ***electronic/interactive/online*** *medium* 电子 / 交互式 / 在线媒体 ◆ *an* ***outdoor/a print/traditional*** *medium* 户外 / 印刷 / 传统媒体
**2** something that is used for a particular purpose 媒介: *Euros have been used as a medium of exchange since 1999.* 欧元自1999年以来一直被用作外汇兑换媒介。

**ˌmedium-ˈduty** *adjective* [only before noun]
suitable for use in average, normal or slightly difficult conditions 中型的: *medium-duty trucks* 中型卡车 ◇ *a medium-duty software program* 中型软件程序 → HEAVY-DUTY, LIGHT-DUTY

**ˈmedium-sized** (*also* **ˈmedium-size**) *adjective* [usually before noun]
of average size; between small and large 中等大小的；中型的: *medium-sized companies* 中等大小的公司 → LARGE-SIZED, SMALL-SIZED

**ˈmedium-term** *adjective* [only before noun]
**1** used to describe a period of time that is a few weeks, months or years into the future 中期的: *The medium-term outlook is for lower oil prices.* 石油价格中期看跌。*We expect an increase in profits* ***over/in*** *the medium term.* 我们预计从中期来说利润会增加。
**2** (*Finance*) used to describe sth such as a bond, contract, loan, etc. that lasts for a period of time in the middle between the shortest and the longest possible（债券、合同、贷款等）中期的: *medium-term bonds such as the 5-year Japanese Government Bond* 中期债券，如五年期的日本政府债券

**★meet** /miːt/ *verb, noun*
● ***verb*** **(met, met** /met/**)**
**1** [+ obj *or* no obj] to come together formally in order to discuss sth 开会；会晤: *The committee meets twice a month.* 委员会每个月会晤两次。◇ *We have agreed to meet their lawyers.* 我们同意会见他们的律师。◇ *The board met today to consider the offer.* 委员会今天开会研究这一提议。
**2** [+ obj] to do or satisfy what is needed or what sb asks for 满足: *We expect to meet our target of opening 50 new stores by December.* 我们期望到十二月份实现开50家新店的目标。◇ *the importance of meeting customers' needs* 满足顾客需求的重要性 ◇ *The design meets all applicable safety standards.* 这种设计满足所有适用的安全标准。◇ *Unless these conditions are met, we cannot proceed with the sale.* 除非这些条件得到满足，否则我们不能继续销售。◇ *I can't possibly meet that deadline.* 我不可能赶在那个最后期限前完成。
**3** [+ obj] to pay sth 支付: *The extra costs were met from our research budget.* 额外的费用从我们的研究预算中支付。
IDM **meet sb halfˈway** to reach an agreement with sb by giving them part of what they want 和某人妥协；对某人作出让步: *Could you at least meet us halfway and do the work at a discount?*

你们作些让步，折价承揽这项工作好吗？ → idiom at END *noun*

PHR V **'meet with sb** to have a meeting with sb 和某人会晤：*Management will meet with labor unions later this week.* 本周晚些时候资方将与工会会晤。

• ***noun*** [C] (*BrE*)(*informal*) a meeting 会议

**★meeting** /'mi:tɪŋ/ *noun*

SEE ALSO: **annual general meeting, annual ~, annual stockholders' ~, company ~, general ~, sneaker ~, stop-work ~**

**1** [C] an occasion when people come together to discuss or decide sth 会议；集会：*They held a meeting to discuss the future of the firm.* 他们召开会议以讨论企业的未来。◇ *What time is the meeting?* 会议在什么时候召开？◇ *I have a meeting with my manager in an hour.* 一小时以后我要见经理。◇ *a meeting between workers and management* 劳资会议 ◇ *a meeting of shareholders* 股东会议 ◇ *a shareholder meeting* 股东会议 ◇ *Ms Keane is in a meeting at the moment—can I take a message?* 基恩女士正在开会，要我传话吗？◇ (*informal*) *I'm stuck in meetings all week.* 我整周都陷在会海中。◇ *You will need to book a meeting room.* 你得预定一间会议室。See note at POSTPONE

● ***to arrange/call/have/hold/set up/organize*** *a meeting* 安排 / 召开 / 参加 / 举行 / 安排 / 组织会议 • ***to cancel/delay/put off/postpone*** *a meeting* 取消 / 推迟会议 • ***to reschedule/schedule*** *a meeting* 重新安排 / 安排会议 • ***to take part in/attend*** *a meeting* 参加 / 出席会议 • ***to chair/conduct/run*** *a meeting* 主持会议 • *an* ***emergency/a private/public/special/team*** *meeting* 紧急 / 私人 / 公开 / 特殊 / 团队会议

**2 the meeting** [sing.] (*formal*) the people at a meeting 与会者：*The meeting voted to accept the pay offer.* 与会者投票同意这一薪酬数额。

VOCABULARY BUILDING

**Formal meetings**

- the **chairperson** opens the meeting and gives the **apologies** of the people who are unable to attend 主席宣布会议开始并宣布缺席人员名单
- the **minutes** of the previous meeting are approved 通过上次会议的会议记录
- the **agenda** for the meeting is agreed on 通过本次会议议程
- **items** are added or taken off the agenda 增减议程项目
- **motions** and **resolutions** are discussed and put to a **vote** 讨论提案和决议并进行表决
- a secretary **keeps/takes** minutes 由秘书做会议记录
- the chairperson asks if there is **any other business** 主席询问是否还有其他事宜
- the chairperson closes the meeting, or **adjourns** it to a later time 主席宣布会议结束或休会

See note at ARRANGE

**meg** /meg/ = MEGABYTE

**mega** /'megə/ *adjective* [usually before noun] (*informal*)
very large or impressive 巨大的：*The company has focused on winning mega deals.* 这家公司集中精力争取大宗交易。▸ **mega** *adverb*：*They're mega rich.* 他们极其富有。

**mega-** /'megə-/ *combining form* (*in nouns*)
**1** very large or great 巨大的：*a megastore* 巨型商店 ◇ *Japan's four megabanks* 日本银行业四巨头 **2** (*Technical*) (in units of measurement) one million（度量单位）一百万：*a 500-megawatt electricity plant* * 500万千瓦发电厂 ◇ *The chip runs at 510 megahertz.* 这个芯片运行速度为510兆赫兹。**3** (*IT*) 1 048 576 (= $2^{20}$) * 1 048 576 (= $2^{20}$): *a memory of 16 megabytes* * 16兆字节的内存

**megabucks** /'megəbʌks/ *noun* [pl.] (*informal*)
a very large amount of money 一大笔钱：*She earns megabucks.* 她收入极高。

**megabyte** /'megəbaɪt/ (*also* **meg**, *informal*) *noun* [C] (*abbr* **MB**, **Mbyte**)
(*IT*) a unit of computer memory, equal to $2^{20}$ (or 1 048 576) BYTES（计算机内存单位）兆字节，等于1 048 576字节 (= 2[sup20]): *a 64-megabyte memory card* * 64兆字节内存条 ◇ *510MB of memory* * 510兆字节内存

**meltdown** /'meltdaʊn/ *noun* [U,C]
a situation where sth fails or becomes weaker in a sudden and dramatic way 融化(过程)；突然垮掉：*The country is in economic meltdown.* 这个国家经济崩溃了。◇ *fears of a meltdown in consumer spending* 对消费者支出骤减的担忧 ◇ *a meltdown on Wall Street* (= when the prices of US shares fall suddenly) 华尔街股市崩盘

**★member** /'membə(r)/ *noun* [C]

SEE ALSO: **charter member, founder ~, register of ~**

**1** a person, a country or an organization that has joined a particular group or team 成员：*The country is due to become a full member of the EU.* 这个国家如期成为欧盟的正式成员。◇ *a meeting of member countries* 成员国会议 ◇ *We're recruiting eight new members of staff.* 我们将招聘八名新员工。◇ *The smaller the team, the faster the team members work.* 团队越小，成员的工作速度越快。

OPP NON-MEMBER

● ***board/committee/staff/team*** *members* 董事；委员；职员；队员 • ***a leading/new*** *member* 主要 / 新成员 • *an* ***active/a full/permanent/voting*** *member* 活跃的 / 正式的 / 永久的 / 有投票权的成员

**2** a person or company that owns part of a business organization, for example by buying some of its shares 股东：*The company auditors are appointed by the members* (= shareholders). 这家公司的审计师由股东任命。◇ *The stock exchange is owned by its member companies.* 证券交易所为其会员公司所有。

**membership** /'membəʃɪp; *AmE* -bərʃ-/ *noun*
**1** [U,C] (*BrE*) **membership (of sth)** (*AmE*) **membership (in sth)** the state of being a member of a group, an organization, etc. 会员资格；会籍：*Who is eligible to apply for membership of the association?* 什么人可以申请协会的会员资格？◇ *China was granted full membership of the WTO in*

*2001.* 中国在2001年取得世界贸易组织正式会员的资格。 ◇ *The company offers free gym memberships to all employees.* 公司向所有员工免费提供健身会员资格。

● *to apply for/qualify for/seek membership (of/in sth)* 申请 / 符合 / 争取会员资格 • *to grant/offer/refuse (sb) membership* 同意 / 邀请 / 拒绝某人加入 • *a membership card/fee* 会员卡 / 费

**2** [C with sing./pl. verb] the members of a group, an organization, etc. 会员: *The membership votes/vote on the proposal this week.* 会员们本周将就这个建议进行投票。

**3** [C,U] the number of members in a group, an organization, etc. 全体会员; 会员数: *Our society has a membership of two hundred.* 我们协会拥有200名会员。 ◇ *Union membership has fallen.* 工会会员人数在下降。

**★memo** /'meməʊ; *AmE* -moʊ/ *noun* [C] (*plural* **memos**) (*also* **,memo'randum,** *formal*)
an official note from one person to another or others in the same organization 备忘录: *In a memo to employees, she explained the need to cut costs.* 在给员工的备忘录中，她解释了降低成本的必要性。

● *a company/an internal/a staff memo* 公司 / 内部 / 员工备忘录 • *to circulate/send/write a memo* 传阅 / 发送 / 撰写备忘录

**memorandum** /,memə'rændəm/ *noun* [C] (*plural* **memoranda** /,memə'rændə/ *or* **memorandums**)
**1** (*formal*) = MEMO
**2** (*Law*) a record of a legal agreement which has not yet been formally prepared and signed 协议备忘录: *The companies signed a memorandum to develop the product jointly, but the deal was never finalized.* 这些公司签订了协议备忘录以共同开发产品，但是交易最终没有完成。 → MEMORANDUM OF UNDERSTANDING
**3** a proposal or report on a particular subject for a person, an organization, a committee, etc. 意向书: *The group has issued an information memorandum on its publishing arm for potential buyers.* 这个集团向准买家发布了其出版部门的信息报告。

**memo,randum of associ'ation** *noun* [C] (*BrE*)
(*Law*) one of the legal documents that is created when a company is formed, that gives basic details about the company such as its name, address and the number and value of its shares 公司章程 SYN ARTICLES OF INCORPORATION → ARTICLES OF ASSOCIATION

**memo,randum of under'standing** *noun* [C] (*abbr* **MOU**)
(*Law*) a temporary written agreement between two companies, etc. that explains how they intend to do business with each other and what their relationship will be 谅解备忘录: *The two companies have signed a memorandum of understanding to share the costs of building a microchip plant.* 两家公司签订了谅解备忘录，分担建设一家芯片厂的费用。 → LETTER OF INTENT

**memory** /'meməri/ *noun* (*plural* **memories**)
SEE ALSO: **virtual memory**
(*IT*)
**1** [C,U] the part of a computer where information is stored; the amount of space in a computer for storing information (计算机) 内存: *Have you got enough memory available to run the program?* 你有足够的内存运行这一程序吗？ → RAM, ROM
**2** [U] (*used with other nouns* 与其他名词连用) a way in which information can be stored in a temporary or permanent form, for example on a disk or an electronic device 存储器: *Most digital cameras use flash memory.* 大多数数码相机采用闪存。

**mend** /mend/ *verb, noun*
● ***verb*** [+ obj]
**1** (*BrE*) to repair sth that has been damaged or broken so that it can be used again 修补; 修理: *Most of their business involves mending mobile phones.* 他们的大部分业务涉及移动电话修理。 ◇ (*figurative*) *They sought government funding to mend their broken balance sheet.* 他们寻求政府注资以修复其崩溃的资产负债表。
**2** to find a solution to a problem or disagreement 解决; 改善: *She needs to mend relations with her staff.* 她必须改善与员工的关系。
● ***noun***
IDM **on the 'mend** (*informal*) improving after a period of difficulty 在痊愈中; 在恢复中: *We believe the US economy is on the mend.* 我们相信美国经济正在好转。

**menial** /'mi:niəl/ *adjective*
used to describe work that is not skilled or important and is often boring or badly paid (工作、职业) 不体面的, 乏味的: *menial tasks/jobs* 乏味的任务 / 工作

**menswear** /'menzweə(r)/ *noun* [U]
(used especially in shops/stores) clothes for men (尤用于商店) 男装 → CHILDRENSWEAR, WOMENSWEAR

**mentality** /men'tæləti/ *noun* [C; usually sing.] (*plural* **mentalities**)
the particular attitude or way of thinking of a person or group 精神; 思想; 意识; 心态: *Retailers must develop a service mentality* (= the attitude that serving customers is very important). 零售商必须树立服务意识。 SYN MINDSET

**mentee** /men'ti:/ *noun* [C]
(*HR*) a person who receives advice and help from sb with more experience (a **mentor**) over a period of time 徒弟; 门生: *In their first meeting with mentors, mentees talk about their career goals.* 在与师傅第一次见面时，徒弟谈论他们的职业目标。

**mentor** /'mentɔ:(r)/ *noun, verb*
(*HR*)
● ***noun*** [C]
an experienced person who advises and helps sb with less experience over a period of time 导师; 师傅; 良师益友: *She is following advice from her mentor.* 她依照导师的建议行事。 → MENTEE
● ***verb*** [+ obj]
to advise and help sb with less experience than yourself 辅导; 指导; 帮助: *He brought Brown into the company, mentored him and chose him as his successor.* 他把布朗带进了公司，加以教导，

并选他做了接班人。▸ **'mentoring** *noun* [U]: *a mentoring programme* 辅导计划

**menu** /'menju:/ *noun* [C]

SEE ALSO: **help menu**

(*IT*) a list of possible choices that are shown on a computer screen 电脑菜单: *Use 'Save as' in/under the 'File' menu.* 用"文件"菜单中的"另存为"按钮。→ DROP-DOWN

**'menu bar** *noun* [C]

(*IT*) a horizontal bar at the top of a computer screen that contains PULL-DOWN MENUS such as 'File', 'Find' and 'Help' (电脑的)菜单栏: *Click on 'tools' in the menu bar.* 点击菜单栏中的"工具"按钮。

**the Merc** /mɜ:k; *AmE* mɜ:rk/ *noun* [sing.]

an informal way of referring to the **Chicago Mercantile Exchange**, a market for trading FUTURES (= contracts to buy or sell a particular amount of sth in the future) that deals with financial and agricultural products 芝加哥商品交易所

**mercantile** /'mɜ:kəntaɪl; *AmE* 'mɜ:rk-; -ti:l/ *adjective* (*formal*)

connected with trade and commercial affairs 商业的: *the development of Osaka as a mercantile city* 大阪发展成为商业城市

**,mercantile 'law** *noun* [U]

(*Law*) the collection of laws that deal with all aspects of business and trade, including contracts, buying, selling, storing and transporting goods, etc. 商法 SYN COMMERCIAL LAW

**★merchandise** *noun*, *verb*

● ***noun*** /'mɜ:tʃəndaɪs; -daɪz; *AmE* 'mɜ:rtʃ-/ [U]

**1** (*formal*) goods that are bought or sold; goods that are for sale in a shop/store 商品: *The supermarket has expanded its range of non-food merchandise.* 超市增加了非食品货物的种类。◇ *attracting shoppers with discounted merchandise* 用打折商品吸引买家 ◇ *Wal-Mart, the general merchandise retailer* 日用百货零售商——沃尔玛

**2** things you can buy that are connected with or that advertise a particular event, organization, film/movie, etc. 特许商品; 指定商品: *official Olympic merchandise* 奥运会官方指定商品 ◇ *They have launched a new range of Star Wars merchandise, including toys.* 他们推出了包括玩具在内的《星球大战》新商品系列。

● ***verb*** (*also spelled* **merchandize**) /'mɜ:tʃəndaɪz; *AmE* 'mɜ:rtʃ-/ [+ obj] (*especially AmE*)

**1** to buy and sell products for profit 交易: *a plan to merchandise Mexican food products in grocery stores* 在杂货店销售墨西哥食品的计划

**2** to encourage the sale of goods, especially by the way they are packaged and displayed in shops/stores 促销: *We try to show our customers (the nation's retailers) the best ways to merchandise our products.* 我们设法向客户(国内零售商)展示推销我们产品的最佳方法。

▸ **'merchandiser** *noun* [C] (*especially AmE*): *The mass merchandisers have taken customers away from smaller clothes stores.* 超大型商场从小服装店抢走了顾客。◇ *Our merchandisers have big, bold ideas about how items should be displayed on our website.* 对如何在网站上展示商品，我们的经销商有大胆的创意。 SYN RETAILER

**'merchandise mix** *noun* [C; usually sing.] (*especially AmE*)

(*Marketing*) the types and quantities of goods that a shop/store chooses to sell in order to encourage the greatest number of sales 商品组合: *Our stores feature a merchandise mix of clothing, shoes and accessories for women.* 我们的商店主卖的商品组合包括服装、鞋类和妇女饰品。◇ *finding the right merchandise mix* 找到正确的商品组合

**★merchandising** /'mɜ:tʃəndaɪzɪŋ; *AmE* 'mɜ:rtʃ-/ *noun* [U]

SEE ALSO: **cross-merchandising**

**1** (*especially AmE*) the activity of selling goods, or of trying to sell them, by advertising or displaying them 商品销售; 商品促销; 销售规划: *The ad campaign will be supported by better merchandising and store design.* 这项广告活动将辅之以销售规划和商店设计的改进。◇ *She is their vice-president of merchandising.* 她是销售副总裁。

**2** products connected with a popular film/movie, person or event; the process of selling these goods 周边产品: *millions of pounds' worth of Batman merchandising* 价值百万英镑的《蝙蝠侠》周边商品 ◇ *They bought the merchandising rights to Winnie the Pooh.* 他们购买了小熊维尼的商品开发权。◇ *a drop in merchandising sales* 商品销售下滑

**merchant** /'mɜ:tʃənt; *AmE* 'mɜ:rtʃ-/ *noun*, *adjective*

● ***noun*** [C]

SEE ALSO: **futures commission merchant, mass merchant**

(*Commerce*)

**1** a person or business that buys and sells goods in large quantities, especially one who imports and exports goods 商人(尤指进出口商): *His father was a tea merchant.* 他的父亲是茶商。◇ *builders' merchants* (= businesses that sell supplies to the building trade) 建筑材料商

**2** (*especially AmE*) a business or person that sells goods directly to the public 商店; 零售商: *Online merchants also have to attract shoppers with bargains.* 在线商店也必须用特价商品吸引买家。 SYN RETAILER

**3** a shop/store, etc. that has an arrangement with a bank so that it can accept payments by credit card (信用卡)签约商户: *Card issuers have been working with merchants to reduce the theft of credit-card numbers.* 信用卡发行商正与签约商户共同努力减少信用卡号码失窃案件发生。→ MERCHANT ACCOUNT

● ***adjective*** [only before noun]

connected with the transport of goods by sea 海运的: *merchant ships/vessels* 商船 ◇ *The strike by dock workers brought merchant shipping to a halt.* 码头工人罢工导致商船停运。

**merchantable** /'mɜ:tʃəntəbl; *AmE* 'mɜ:rtʃ-/ *adjective*

(*Law*) in a good enough condition to be sold 可买卖的; 可销售的: *Goods must be of merchantable quality.* 商品必须达到可销售品质。

**'merchant ac,count** *noun* [C]

(*Commerce*) a type of bank account that allows a shop/store, etc. to accept payments made by credit card (允许商店等采用信用卡结算的)商家账户

**,merchant 'bank** *noun* [C] (*BrE*)
a bank that deals with large businesses, for example providing finance for trade with foreign companies, helping with the sales of shares or bonds, or giving advice on investments 商业银行；投资银行： *They appointed merchant bank Lazard to advise them on the takeover.* 他们指定拉扎德投资银行担任收购顾问。 → INVESTMENT BANK
▸ **,merchant 'banker** *noun* [C] **,merchant 'banking** *noun* [U]

**,merchant 'navy** (*BrE*) (*AmE* **,merchant ma'rine**) *noun* [C with sing./pl. verb]
a country's commercial ships and the people who work on them（一个国家的）全部商船，商船队；全部商船船员

**★merge** /mɜːdʒ; *AmE* mɜːrdʒ/ *verb* [+ obj *or* no obj] **merge (sth) (with/into) sth | merge A with B | merge A and B (together)**
(used especially about business organizations) to combine, or make two or more organizations combine, to form a single organization（尤指企业组织）兼并；合并： *The companies are set to merge next year.* 这些公司定于明年合并。 ◇ *The bank merged with Swiss Bank Corp. in 1999 to form UBS.* 这家银行于1999年与瑞士银行公司合并组建瑞士联合银行集团。 ◇ *The sales and marketing departments are being merged (together).* 销售部和营销部被合并了。 ◇ *The newly merged company has its headquarters in Oslo.* 这家新合并的公司总部设在奥斯陆。 → MAIL MERGE

**'merge/purge** (*also spelled* **merge-purge**) *noun* [U,C]
the process of combining lists of names, addresses, etc. (**merge**) and removing items from the combined list that appear more than once (**purge**) 名单的合并与筛选（归并名单、地址列表等，删除重复项）： *Merge/purge is vital to avoid sending multiple mailings to the same address or individual.* 名单的合并与筛选对避免向同一个地址或个人寄送多份邮件十分关键。 ◇ *merge/purge software* 名单的合并与筛选软件 ▸ **'merge/purge** *verb* [+ obj *or* no obj]: *Your lists can be merge/purged at no extra cost.* 你们的清单无需花费额外费用即可进行合并与筛选。

**★merger** /'mɜːdʒə(r); *AmE* 'mɜːrdʒ-/ *noun* [C]
SEE ALSO: **horizontal merger, reverse ~, vertical ~**
(*Finance*) the act of joining two or more businesses or organizations into one (企业等的)吞并，合并： *There is talk of a merger between the two banks.* 据传这两家银行要合并。 ◇ *Analysts expect the retailer to seek a merger with a rival company.* 分析家们预计这家零售企业将寻求与其对手公司合并。 ◇ *She works in the mergers and acquisitions department of a well-known investment bank.* 她在一家知名投资银行的并购部工作。 → DEMERGER
See note at TAKEOVER
● *to **plan/propose/seek** a merger* 计划 / 建议 / 寻求合并 • *to **agree (to)/approve/block/oppose** a merger* 同意 / 批准 / 阻止 / 反对合并 • *a merger **agreement/deal/plan/proposal*** 合并契约 / 协议 / 计划 / 建议 • *merger **negotiations/talks*** 合并磋商 / 谈判

**'merger ,partner** *noun* [C]
(*Finance*) a businesses or an organization that joins with one or more other organizations in a **merger** 合并伙伴；兼并伙伴： *The company is committed to finding a North American merger partner.* 这家公司致力于寻找一家北美的合并伙伴。

**merit** /'merɪt/ *noun* [U]
**1** (*formal*) the quality of being good, true, deserving reward, etc. 长处；优点： *I want to get the job on merit.* 我想凭才能得到这个工作。 ◇ *The case against us is entirely without merit.* 针对我们的这个案子完全没有真凭实据。
**2** (*HR*) used to describe increases in pay that relate to how well, hard, etc. people work 业绩奖励；绩效工资： *The company successfully used merit pay to increase performance.* 这家公司成功地运用绩效工资来提高业绩。 ◇ *Employees receive a merit rating every six months.* 员工每六个月接受一次业绩评定。
● *a merit **award/bonus/increase/raise/rise*** 业绩 / 奖励 / 奖金 / 增资 / 提薪 / 提升 • *merit **pay*** 业绩工资

**meritocracy** /ˌmerɪ'tɒkrəsi; *AmE* -'tɑːk-/ *noun* [C] (*plural* **meritocracies**)
an organization, an industry or a system where people get power or money on the basis of their ability 英才管理制度（量才取职或取酬的机构、行业或制度）： *The company is considered to be the ultimate meritocracy, supporting talented people from all walks of life.* 这家公司被认为是终极的英才管理型机构，为来自各行各业的人才提供帮助。
▸ **meritocratic** /ˌmerɪtə'krætɪk/ *adjective*: *a meritocratic organization* 英才管理型组织

**message** /'mesɪdʒ/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **error message, text message**
**1** a written or spoken piece of information, etc. that you send to sb or leave for sb when you cannot speak to them yourself（书面或口头的）信息，消息： *There were no messages for me at the hotel.* 旅馆里没有给我的留言。 ◇ *I left a message on your answering machine.* 我在你的电话答录机上留言了。 ◇ *Mr Lee isn't here at the moment. Can I take a message?* 李先生此刻不在。要留个口信吗？ ◇ *an email message* 电子邮件信息 ◇ *a recorded message* 录音信息
● *to **leave/record/send** a message* 留言；录制留言；发送信息
**2** (*Marketing*) an important idea about a product, brand, etc. that a company tries to communicate in its advertising（广告中所传递的有关产品、品牌等的）理念，重要信息： *What is your marketing message?* 你的营销理念是什么？ ◇ *We are sending a strong message of quality to our customers.* 我们要向顾客灌输高品质这个理念。
● *to **send (out)/deliver** a message* 发出 / 传递信息
**3** (*IT*) a piece of information produced automatically by a computer program and shown on a computer screen（电脑屏幕上的）提示信息
**4** (*AmE*) a television advertisement 电视广告： *We'll be back after the messages.* 我们广告后回来。

• ***verb*** [+ obj]
to send a piece of information, an idea, a question, etc. to sb, especially an email or a TEXT MESSAGE 发送信息（尤指电子邮件或文本信息）: *She spent the morning messaging her friends instead of working.* 她整个上午都在给朋友发信息而不是工作。◇ *I messaged the results to my boss.* 我给老板发信息告诉了他结果。

**'message board** *noun* [C]
(*IT*) a place on a website where you can leave messages, information, advertisements, etc. for other people to see（网站上的）留言板: *I posted a question on the message board.* 我在留言板上贴了个问题。

**messaging** /'mesɪdʒɪŋ/ *noun* [U]
SEE ALSO: **instant messaging**
the activity of sending a message or information to sb, especially by email or TEXT MESSAGE（尤指电子邮件或文本信息的）信息发送: *an electronic messaging system* 电子信息发送系统

**messenger** /'mesɪndʒə(r)/ *noun* [C]
**1** a person who gives a message to sb or who delivers messages, letters, etc. to people as a job 送信人；信使；邮递员: *We sent the documents by messenger.* 我们通过邮递员发送了那些文件。◇ *a bike messenger* 骑自行车的邮递员
**2** (*IT*) a computer program that allows two or more people to communicate over the Internet using short written messages（利用互联网进行信息交流的）即时通软件: *an instant messenger program/service* 即时通程序 / 服务

**Messrs** (*AmE spelling* **Messrs.**) /'mesəz; *AmE* -sərz/ *abbr* (*especially BrE*)
used as the plural of **Mr** before a list of names and before names of businesses * Mr 的复数，用于一组姓名以及公司名称前: *Messrs Clark, Brown and Lee* 克拉克、布朗和李先生 ◇ *Messrs Jones and Co* 琼斯公司的诸位先生

**meteoric** /ˌmiːtiˈɒrɪk; *AmE* -ˈɔːr-; -ˈɑːr-/ *adjective*
achieving success very quickly 迅速成功的: *a meteoric career* 迅速成功的事业 ◇ *the meteoric rise of the low-cost airline* 廉价航空公司的迅速增加 ◇ *The company enjoyed meteoric growth in the 1990s.* 这家公司在20世纪90年代迅速发展。

**meter** /'miːtə(r)/ *noun*, *verb*
• ***noun*** [C]
SEE ALSO: **people meter**
**1** a device that measures and records the amount of electricity, gas, water, time, etc. that you have used, or the money you must pay（测量水、电、煤气、时间等的）计量表: *The cab driver left the meter running while he waited for us.* 出租车司机在等我们的时候，计价器一直开着。◇ *a coin-operated/pre-payment meter* 投币式 / 预付计量表
**2 -meter** (*used to form nouns* 用于构成名词) a device for measuring the thing mentioned 计；仪；表: *speedometer* 速度计
• ***verb*** [+ obj]
to measure sth (for example how much gas, electricity, etc. has been used) using a **meter** 度量；测量

**★method** /'meθəd/ *noun* [C]
SEE ALSO: **accrual method, critical incident ~, critical path ~, declining balance ~, depreciation ~, diminishing balance ~, double-declining balance ~,** etc.
a particular way of doing sth 方法；办法；措施: *We devised a new method for measuring unemployment.* 我们设计了一种统计失业率的新方法。◇ *Please indicate your preferred method of payment.* 请指出你的首选支付方式。◇ *the traditional methods of motivating employees* 激励员工的传统方法 ◇ *The industry has adopted faster and cheaper production methods.*
➊ *to* ***change/develop/devise/use*** *a method* 改变 / 开发 / 设计 / 采用某种方法 • ***conventional/traditional/unconventional*** *methods* 常规 / 传统 / 非常规方法 • ***effective/good/preferred/reliable*** *methods* 有效的 / 良好的 / 首选的 / 可靠的方法

**ˌme-'too** *adjective* [only before noun]
(*Marketing*) (*informal*) produced by a company in response to the success of a similar product sold by another company 跟风的；仿效的: *'Hello!' gave rise to a number of me-too publications.* 《你好！》带动了许多效仿它的刊物问世。◇ *me-too products/marketing* 仿效的产品 / 营销 See note at COPY

**metric** /'metrɪk/ *noun*, *adjective*
• ***noun*** [C]
a system for measuring sth, especially how well a business is performing（尤指企业业绩的）衡量标准: *Earnings per customer is a key metric for our business.* 每位顾客的盈利额是我们企业的关键衡量指标。◇ *We establish metrics to track our progress on a project.* 我们建立了跟踪工程进度的衡量标准。◇ *Brand loyalty will not always be the defining metric of success.* 品牌忠诚度并非总是衡量成功的标准。
➊ ***business/financial/performance/quality*** *metrics* 企业 / 财务 / 业绩 / 质量标准 • *to* ***create/establish/track/use*** *metrics* 创建 / 建立 / 跟踪 / 采用某种标准
• ***adjective***
based on the system of measurements that uses the metre, kilogram, etc. as basic units 米制的；公制的: *metric measurements/sizes/units* 公制度量衡 / 尺寸 / 单位

**ˌmetric 'ton** (*also* **tonne**) *noun* [C]
a unit for measuring weight, equal to 1 000 kilograms 公吨

**ˌmezzanine 'debt** /'mezəniːn; 'metsə-/ *noun* [U]
(*Finance*) money that a business obtains from investors through MEZZANINE FINANCE 夹层债务，次级债务，夹层贷款（企业通过夹层融资的方式从投资者处所筹得的资金）

**ˌmezzanine 'finance** (*also* **ˌmezzanine 'financing**) /'mezəniːn; 'metsə-/ *noun* [U]
(*Finance*) a way of providing funds for a business that involves lending money with a high rate of interest and often with the right to obtain shares in the business in the future 夹层融资（一种融资方式，利率水平较高，常附带有权益认购权）: *Mezzanine finance carries more risk for the lender*

*and is more expensive to the borrower than ordinary loans.* 夹层融资对于货方来说风险较大，而对于借方来说要支付比普通贷款更高的利率。◇ *a mezzanine finance provider* 夹层融资放贷者

**mfg.** *abbr* (*especially AmE*)
a short way of writing **manufacturing**, especially in the names of companies * manufacturing 的简写，尤用于公司名称：*Honda of America Mfg. Inc.* 本田美国制造公司

**mgmt.** *abbr* (*only used in written English* 只用于书面英语)
management 管理

**MICR** /ˌem aɪ siː ˈɑː(r); ˈmaɪkə(r)/ *abbr* **magnetic ink character recognition**
a system in which words and numbers are printed on official documents such as cheques in special ink that can be read by an electronic device 磁性墨水字符识别（可通过电子设备来识别用特殊墨水打印在正式文本上的字符和数字，如支票）：*Banks use MICR technology to process cheques at high speed.* 银行采用磁性墨水字符识别技术高速处理支票。

**micro** /ˈmaɪkrəʊ; *AmE* -kroʊ/ (*plural* **micros**)
= MICROCOMPUTER

**micro-** /ˈmaɪkrəʊ; *AmE* -kroʊ/ *combining form*
**1** (*in nouns, adjectives and adverbs* 用于构成名词、形容词和副词) small; on a small scale 小的；小规模的：*a microchip* 微型芯片 ◇ *micro-lending* 小额放贷 OPP MACRO-
**2** (*in nouns* 用于构成名词) used in units of measurement to mean one millionth 百万分之一：*a microlitre* 微升

**microcap** /ˈmaɪkrəʊkæp; *AmE* -kroʊ-/ *noun* [C] (*especially AmE*)
(*Stock Exchange*) one of the smallest companies on the stock exchange, that have a very low total value of shares (**market capitalization**) 股市中市值极小的小公司；微盘股：*microcap stocks* 微盘股 ◇ *a microcap fund* (= one that invests in microcaps) 微盘股基金 → SMALL CAP

**microchip** /ˈmaɪkrəʊtʃɪp; *AmE* -kroʊ-/ (*also* **chip**) *noun* [C]
(*IT*) a very small piece of a material that is used inside a computer, etc. in order to carry a complicated electronic CIRCUIT 微型芯片：*A small microchip is embedded in the card.* 这张卡片中植入了微型芯片。◇ *a microchip designer/maker/plant* 微型芯片设计者 / 制造商 / 工厂 ◇ *Intel, the world's biggest chip company* 全球最大的芯片公司——因特尔

**microcomputer** /ˈmaɪkrəʊkəmpjuːtə(r); *AmE* -kroʊ-/ (*also* **micro**) *noun* [C]
(*IT*) a small computer that contains a MICROPROCESSOR 微型计算机；微电脑 → MAINFRAME, MINICOMPUTER

**microeconomics** /ˌmaɪkrəʊˌiːkəˈnɒmɪks; -ˌekə-; *AmE* ˌmaɪkroʊˌekəˈnɑːm-/ *noun* [U]
(*Economics*) the branch of **economics** that studies individual markets or the decisions and choices made by individual businesses, families, etc. about spending or earning money, for example the choice to charge a particular price for goods 微观经济学 ▸ **ˌmicro,eco'nomic** *adjective*

**microelectronics** /ˌmaɪkrəʊɪlekˈtrɒnɪks; *AmE* -kroʊɪˌlekˈtrɑːn-/ *noun* [U]
the design, production and use of very small electronic CIRCUITS 微电子：*the introduction of microelectronics in the twentieth century* 二十世纪微电子技术的问世 ◇ *the microelectronics industry* 微电子产业 ◇ *Sharp Microelectronics* 夏普微电子公司 ▸ **ˌmicroe,lec'tronic** *adjective* [only before noun]

**microengineering** /ˌmaɪkrəʊˌendʒɪˈnɪərɪŋ; *AmE* ˌmaɪkroʊˌendʒɪˈnɪrɪŋ/ *noun* [U]
engineering on a very small scale, often involving MICROELECTRONICS 微工程学

**micromanage** /ˈmaɪkrəʊmænɪdʒ; *AmE* -kroʊ-/ *verb* [+ obj *or* no obj] (*especially AmE*)
to control every aspect and detail of a business, project, etc. 微观管理；事无巨细的管理：*The board does not micromanage: it makes general recommendations.* 董事会只作一般性的建议，不会事事插手。◇ *Entrepreneurs often micromanage their businesses.* 企业家对企业的管理常常事无巨细。▸ **'micromanagement** *noun* [U] **'micromanager** *noun* [C]

**microprocessor** /ˌmaɪkrəʊˈprəʊsesə(r); *AmE* -kroʊˈproʊ-/ *noun* [C]
(*IT*) a small unit of a computer that contains all the functions of the CENTRAL PROCESSING UNIT 微处理器；微处理机

**microsite** /ˈmaɪkrəʊsaɪt; *AmE* -kroʊ-/ *noun* [C]
(*Marketing*) a small website that a business creates for a particular purpose, especially to advertise or sell a new product. The **microsite** has a different address from the business's main website, although the two may have links between them 微型网站：*They are creating a microsite to promote their new game.* 他们正在创建一个微型网站来推销新游戏软件。

**mid-** /mɪd/ *combining form* (*used in nouns and adjectives* 用于构成名词和形容词)
in the middle of 在…中间：*She is in her mid-thirties.* 她35岁左右。◇ *The shop is holding a mid-season sale on Saturday.* 这家商店将于星期六进行季中大甩卖。

**'mid cap** *noun* [C]
(*Stock Exchange*) a company that has a medium total value of shares (**market capitalization**) on the stock exchange（股市中的）中等市值的公司：*Among the mid caps, Selfridges* (= its share price) *was up 3.5%.* 在中盘股中，赛弗里奇的股价上扬了3.5%。◇ *an index of mid-cap stocks* 中盘股指数 → LARGE CAP, SMALL CAP

**ˌmiddle-'income** *adjective* [only before noun]
earning an average amount of money; neither rich nor poor 中等收入的：*The tax cuts will not really help middle-income families.* 减税不会给中等收入家庭带来实质性帮助。
✪ *middle-income* ***countries/earners/families/households/workers*** 中等收入国家 / 工作者 / 家庭 / 工人

**middleman** /ˈmɪdlmæn/ *noun* [C] (*plural* **middlemen** /-men/)
**1** a person or company that buys goods or services from a supplier and sells them to sb else 中间商：*Buy direct from the manufacturer and cut out the middleman.* 跳过中间商，直接从制造商处购买。

**2** a person or an organization who helps to arrange things between people who are unable or unwilling to deal with each other directly 中间人；中介人：*The broker **acts as** the middleman between buyers and sellers.* 经纪人扮演着买卖双方之间的中间人的角色。◇ *The payments were made **through** a middleman.* 这笔款项支付通过中间人进行。 SYN INTERMEDIARY

**,middle 'management** *noun* [U with sing./pl. verb]
the people who are in charge of small groups of people and departments within a business organization but who are not involved in making important decisions that will affect the whole organization 中层管理人员；中级管理层：*They have removed a layer of middle management.* 他们撤掉了中级管理层。◇ *Middle management is/are often focussed on the daily demands of their job.* 中层管理人员常常着眼于日常工作需要。
▸ **,middle 'manager** *noun* [C]: *moves to give middle managers more authority* 授予中层管理者更大权力的措施 See note at BOSS

**,middle 'market** *noun* [sing.] (*usually* **the middle market**)
the group of customers that are prepared to buy a product with an average price rather than the most or least expensive kind; trade in products with an average price 中级市场（以平均价格购买产品的顾客群）：*We shifted our focus from luxury clothing to the middle market.* 我们将重点从高档服装市场转移到中级市场上。◇ *They're a leader in the middle market.* 他们是中级市场的老大。◇ *a service aimed at middle-market companies* 针对中级市场公司的服务 → MIDMARKET

**,middle-'ranking** *adjective* [only before noun]
having a responsible job or position, but not one of the most important（职位）中等的：*middle-ranking executives* 中层管理人员

**midmarket** (*also spelled* **mid-market**) /ˌmɪd'mɑːkɪt; *AmE* -'mɑːrk-/ *adjective* [usually before noun]
(*Marketing*)
**1** designed for or used by the group of customers that are prepared to buy a product with an average price rather than the most or least expensive kind 面向中级市场的：*They specialize in software for midmarket customers.* 他们专门开发面向中级市场客户的软件。
✪ *a midmarket **brand/hotel/product/retailer*** 面向中级市场的品牌／酒店／产品／零售商
**2** used to describe people who are prepared to buy products or services with average prices 中级市场顾客群的：*midmarket customers* 中级市场顾客 → DOWNMARKET, UPMARKET

**,mid-'price** (*also* **,mid-'priced**) *adjective* [only before noun]
(about a product for sale) not very expensive and not very cheap（待出售的产品）价格适中的：*Spending was strong in the group's mid-price product range.* 这家集团中等价格的系列产品有强劲的购买力。◇ *a chain of mid-priced department stores* (= that sell products in the middle price range) 中等价格的百货连锁商店 ▸ **,mid-'price** *noun* [U; sing.]

**,mid-'range** (*also spelled* **midrange**) *adjective* [only before noun]
**1** (about a product for sale) not the cheapest or most expensive, not the best or worst, not the largest or smallest, etc.（待出售的产品）中等的，中档的：*mid-range computers* 中档电脑◇ *to increase sales in the mid-range market* 提高在中档市场的销售额
**2** (about a number, a value, etc.) not the highest or lowest; in the middle（数字、价值等）中间的，不高不低的：*Low to mid-range scores should be cause for concern.* 低分到中等得分应该引起关注。
▸ **'mid-range** (*also spelled* **midrange**) *noun* [U; sing.]

**midsession** (*also spelled* **mid-session**) /ˌmɪd'seʃn/ *noun* [U; sing.]
(*Stock Exchange*) the middle of a period of trading on the stock exchange, usually around midday（股市等交易的）中场：*The euro was trading at $1.08 by midsession in New York.* 在纽约汇市中场，欧元兑美元的汇率是1.08。◇ *midsession trading* 中场交易

**,mid-'sized** (*also* **,mid-'size**) (*both especially AmE*) *adjective*
of average size, neither large nor small 中等大小的：*a mid-sized company* 中型公司

**midstream** /ˌmɪd'striːm/ *adjective*
(*Economics*; *Production*) used to describe the middle stages in an industrial or commercial process（工业或商业流程中）中游的：*Their midstream services division gathers and processes natural gas for marketing.* 他们的中游服务部门搜集并处理天然气以供销售。◇ *a midstream energy company* 中游能源公司 → DOWNSTREAM, UPSTREAM

**midtown** /'mɪdtaʊn/ *noun* [C, usually sing.] (*AmE*)
the part of a city that is between the central business area and the outer parts 市区(城市中心商业区和外围部分的中间地带)：*a house in midtown* 一栋位于市区的房屋◇ *midtown Manhattan* 曼哈顿城区 → DOWNTOWN

**migrate** /maɪ'greɪt; *AmE* 'maɪgreɪt/ *verb*
**1** [no obj] (about a lot of people) to move from one town, country, etc. in order to go and live and work in another（许多人）迁移，移居：*Farmers migrated to the cities.* 农民移居到城市。
**2** [no obj] to move from one place to another 移动：*Jobs and investment have continued to migrate abroad.* 就业机会和投资持续向国外转移。
**3** (*Commerce*; *IT*) [+ obj *or* no obj] to change, or cause sb/sth to change, from one service or technology to another 迁移；转向：*Newspaper readers are migrating to the Internet.* 报纸读者正流向互联网。◇ *We are migrating customers to our new high-speed service.* 我们将顾客转向我们新的高速服务。
**4** (*IT*) [+ obj] to move programs or HARDWARE from one computer system to another（将电脑程序或硬件）转移，迁移
▸ **migration** /maɪ'greɪʃn/ *noun* [U, C]: *labour migration **from** low **to** high-income countries* 从低收入国家向高收入国家的劳动力转移◇ *a migration of customers to rival businesses* 顾客流向对手企业 **migratory** /'maɪgrətri; maɪ'greɪtəri; *AmE* 'maɪgrətɔːri/

**mile** /maɪl/ *noun* [C]

SEE ALSO: **Air Miles™**, **Square Mile**

a unit for measuring distance equal to 1 609 metres or 1 760 yards 英里（= 1 609米或1 760码）

**mileage** (*also spelled* **milage**) /ˈmaɪlɪdʒ/ *noun*
**1** [U; C, usually sing.] the distance that a vehicle has travelled, measured in miles 英里数；里程：*My annual mileage is about 20 000.* 我每年行驶约20 000英里。◇ *The price of the car includes unlimited mileage, but not fuel.* 租车价格不限里程，但不含油费。◇ *Where no public transport is available a* ***mileage allowance*** (= a payment based on the number of miles driven) *is paid.* 在没有公共交通的地方下，则支付里程津贴。
**2** [C,U] the number of miles that a vehicle can travel using a particular amount of fuel（车辆单位油耗可行驶的）英里数：*The new model gets better mileage than a typical small car.* 同样油耗情况下这款新车里程数比普通小型车高。
**3** [U] (*informal*) the amount of advantage or use that you can get from a particular event or situation 好处；益处：*There's still plenty of mileage left in our older products.* 我们的老产品还是有不少优点的。

**milestone** /ˈmaɪlstəʊn; *AmE* -stoʊn/ *noun* [C]
**1** (*also* **milepost** /ˈmaɪlpəʊst; *AmE* -poʊst/ *especially in AmE*) a very important stage or event in the development of sth 里程碑；重大事件：*The company passed an important milestone yesterday, announcing its first profits.* 这家公司昨天经历了一个重大事件，即宣布其首次盈利。◇ *The appointment represents a milestone* ***in*** *her career.* 这一任命是她职业生涯中的一个里程碑。
● *to* ***pass/reach*** *a milestone* 经过/到达一个里程碑 • *sth* ***marks/represents/signals*** *a milestone* 某物表明/代表/标志着一个里程碑
**2** a time in a project by which particular tasks should be completed（项目的）阶段性目标：*Ideally, planning meetings should be linked to milestone dates.* 会议日期的安排最好与取得阶段性目标的日期相关联。◇ *Milestones and deliverables are defined in the project plan.* 阶段性目标和可交付产品在项目计划中已经确定。→ DELIVERABLE —Picture at PERT
● *to* ***agree/define/set*** *milestones* 同意/规定/确定阶段性目标

**ˈmilestone ˌpayment** *noun* [C]
a payment for completing a particular stage of a business project 阶段性付款：*They earn milestone payments during the development phase plus a share of sales.* 他们的所得包括开发时期的阶段性报酬外加产品销售的提成。

**milk** /mɪlk/ *verb* [+ obj]
to obtain as much money, advantage, etc. for yourself as you can from a particular situation, especially in a dishonest way 榨取（钱财等）：*They haven't invested in the business but have milked it for all they can get.* 他们没有在企业投资，却榨取他们所能榨取的一切。

**ˈmilk round** *noun* [C, usually sing.] (*also* **the milk round**)
in the UK, a series of visits that large companies make each year to colleges and universities, to talk to students who are interested in working for them（英国大公司每年对高校进行的）巡回招聘

**mill** /mɪl/ *noun, verb*
(*Manufacturing*)
• ***noun*** [C] (*often used with other nouns* 通常与其他名词连用)
SEE ALSO: **run-of-the-mill**
a factory that produces a particular type of material 工厂；制造厂：*The company has decided to close its paper mills.* 这家公司决定关闭其造纸厂。See note at FACTORY
● ***a cotton/paper/steel/textile*** *mill* 棉纺/造纸/钢铁/纺织厂
• ***verb*** [+ obj]
to cut or shape metal in a special machine 切割；铸造：*machine-milled steel* 机器切割的钢材 ◇ *a milling machine* 切割机

**milli-** /ˈmɪli/ *combining form* (*in nouns; used in units of measurement* 构成名词，用于度量单位)
one thousandth 千分之一：*milligram* 毫克 ◇ *millilitre* 毫升 ◇ *millimetre* 毫米

**million** /ˈmɪljən/ *number* (*abbr* **m**) HELP **Million** and **millions** are always used with a plural verb, except when an amount of money is mentioned. * Million 和 millions 通常与复数动词连用，提及具体金额时除外。
**1** 1 000 000 * 100万：*an income of half a million* * 50万元的收入 ◇ *tens of millions of euros* 数千万欧元 ◇ *The project will create millions of new jobs.* 这个项目将新创造上百万个就业机会。◇ *a million-dollar contract* 上百万元的合同 HELP You say **a, one, two, several, etc. million** without a final 's' on 'million'. **Millions** (**of** ...) can be used if there is no number or quantity before it 说 a、one、two、several … million 时，million 后不加 s。如果前面没有数目或数量，则可以用 millions (of...)：*Five million cars were sold last year.* 去年销售了500万辆汽车。◇ *Two million (euros) was withdrawn from the account.* 从那个账户提取了200万欧元。
**2** (*informal*) a very large amount 大量：*I still have a million things to do.* 我还有许多事情要做。◇ *She* ***made her millions*** (= all her money) *on property deals.* 她的巨额财富是从房产交易中取得的。

**millionaire** /ˌmɪljəˈneə(r); *AmE* -ˈner/ *noun* [C]
a person who has a million euros, dollars, etc. or more; a very rich person 百万富翁：*a property millionaire* 房地产百万富翁 ◇ *a millionaire businessman* 百万富翁 ◇ *They became millionaires from the deal.* 他们通过这笔交易成了百万富翁。

**min.** *abbr* (*only used in written English* 只用于书面英语)
minimum 最下的；最低的：*min. charge €2.50* 最低收费2.5欧元 ◇ *min. 8MB RAM required* 最低要求8兆内存 OPP MAX.

**mindset** /ˈmaɪndset/ *noun* [C; usually sing.]
a set of attitudes or fixed ideas that sb has and that are often difficult to change 思维模式；观念：*the corporate mindset* 公司的理念 ◇ *the mindset of the computer generation* 计算机一代的思维模式 SYN MENTALITY

**mindshare** /ˈmaɪndʃeə(r); *AmE* -ʃer/ *noun* [U] (*Marketing*) how aware consumers are of a

particular product or brand, compared with other brands or products of the same type 心理占有率；心灵市场占有率；消费者注意力份额；意识占有率：*If you want to gain market share you have to capture mindshare.* 如果你想增加市场份额，就必须抓住消费者注意力份额。→ MARKET SHARE → SHARE OF MIND at SHARE *noun*

**mine** /maɪn/ *noun, verb*

• ***noun*** [C]

SEE ALSO: **gold mine**

a deep hole or holes under the ground where minerals such as coal, gold, etc. are dug 矿；矿藏 → MINING

➊ ***a coal/gold/copper/diamond mine*** 煤 / 金 / 铜 / 钻石矿

• ***verb*** [+ obj *or* no obj] to dig holes in the ground in order to find and obtain coal, diamonds, etc. 挖掘；开采：*Most uranium is mined in Canada, South Africa or Australia.* 大多数铀是在加拿大、南非或澳大利亚开采出来的。◇ *The area has been mined for lead and silver.* 这个地区一直开采铅和银。

**miner** /'maɪnə(r)/ *noun* [C]
a person who works in a mine taking out coal, gold, diamonds, etc. 矿工

**mini-** /'mɪnɪ/ *combining form* (*used in nouns* 用于构成名词)
small 小的；微小的：*minivan* 小货车 ◇ *fears of a mini-recession* 对出现轻微衰退的担忧 ◇ *a mini-recovery in the housing market* 住房市场的微弱复苏

**minicomputer** /'mɪnɪkəmpju:tə(r)/ *noun* [C] (*IT*) a computer of medium size that is larger and faster than a personal computer 小型计算机（比个人计算机大且运行速度更快）

**minimal** /'mɪnɪməl/ *adjective*
very small in size or amount; as small as possible 最小的；极小的：*The work was carried out at minimal cost.* 这项工作以最低的成本完成。◇ *The purchase had a minimal effect on our earnings.* 这项采购对我们的收益影响极小。◇ *The risks involved are minimal.* 所含风险极小。
▸ **'minimally**：*They were only minimally responsible for the delays.* 他们对延误只承担很小的责任。

**minimarket** /'mɪnɪˌmɑ:kɪt; *AmE* -ˌmɑ:rk-/ *noun* [C]
a small supermarket or food shop/store 小型超市；食品店

**★minimize , -ise** /'mɪnɪmaɪz/ *verb* [+ obj]
**1** to reduce sth, especially sth bad, to the lowest possible level 将…减到最少；将…降到最低：*ways of minimizing costs/losses/risk* 降低成本 / 损失 / 风险的措施
**2** to make sth small, especially on a computer screen（将电脑屏幕上的显示）最小化：*Minimize any windows you have open.* 将你打开的所有窗口都最小化。OPP MAXIMIZE

**★minimum** /'mɪnɪməm/ *adjective, noun*

• ***adjective*** [usually before noun] (*abbr* **min.**)
the smallest possible or allowed; extremely small 最小的；最低的：*There's a minimum charge of 50¢.* 最低收费50分。◇ *What's the minimum age for retirement?* 最低的退休年龄是多少？◇ *The body sets minimum standards for lawyers.* 律师的最低标准由这家机构确定。▸ **'minimum** *adverb*: *You'll need $300 minimum for travel expenses.* 你至少需要300元用于旅行开支。

• ***noun*** [C, usually sing.] (*plural* **minima** /'mɪnɪmə/) (*abbr* **min.**)
the smallest amount or level that is possible, allowed or required 最小值：*Job losses were **kept to a minimum.*** 失业人数保持在最低水平。◇ *Our salespeople receive a minimum of 16 weeks' training.* 我们的销售人员至少要接受16周的培训。OPP MAXIMUM

**minimum 'wage** *noun* [sing.]
the lowest wage that an employer is allowed to pay by law 最低工资：*to introduce a national minimum wage* 引入全国最低工资标准 ◇ *a minimum wage policy* 最低工资政策

**mining** /'maɪnɪŋ/ *noun* [U]

SEE ALSO: **data mining**

the process of getting coal and other minerals from under the ground; the industry involved in this 采矿；采矿业：*Mining is prohibited in protected areas.* 保护区内禁止采矿。◇ *WMC is one of Australia's oldest mining houses* (= companies). * WMC 是澳大利亚最老牌的采矿企业之一。→ MINE

➊ ***coal/diamond/gold/tin mining*** 采煤 / 钻石 / 金 / 锡 • ***a mining company/engineer/group/house*** 采矿公司 / 工程师 / 集团 / 企业

**minor** /'maɪnə(r)/ *adjective, noun*

• ***adjective*** [usually before noun]
not very large, important or serious 较小的；不重要的；不严重的：*We've had a few minor problems.* 我们遇到了一些小问题。◇ *There may be some minor changes to the plan.* 计划可能会有一些微小的改动。◇ *The company is a minor player in the car industry.* 这家公司在汽车产业是个不起眼的角色。OPP MAJOR

• ***noun*** [C]
a person who is under the age at which you legally become an adult and are responsible for your actions 未成年人：*Minors require the consent of their parents.* 未成年人需要征得其父母的同意。

**★minority** /maɪ'nɒrətɪ; *AmE* -'nɔ:r-; -'nɑ:r-/ *noun* (*plural* **minorities**)

SEE ALSO: **blocking minority**

**1** [sing.with sing./pl. verb] the smaller part of a group; less than half of the people or things in a large group 少数人；少数：*Only a small minority of these businesses makes/make decent profits.* 这些企业中只有极少数盈利。◇ *There is a minority view that interest rates will fall.* 少数人认为利率将会降低。◇ *Those in favour of the scheme were **in a/the minority.*** 支持这个计划的人占少数。OPP MAJORITY

**2** [sing.] (*usually used as an adjective* 通常用作形容词) used to describe a person or an organization that owns a smaller share of a business than the main owner, or the share of the business that they own 少数股的：*They hold a minority stake in the business.* 他们持有这家企业的少数股权。◇ *She paid €2 billion to buy out the minority investors and take full control of the company.* 她花费20亿欧元买断少数股股东的股权并完全控股这家公司。→ MAJORITY (3)

➲ *a minority* ***investor/owner/partner/shareholder*** 少数股投资者 / 业主 / 合伙人 / 股东 • *a minority* ***holding/investment/share/stake*** 少数股持有 / 投资 / 股份 / 股权

**mi,nority 'interest** *noun*
**1** (*Finance*) [C] a number of shares owned by a particular person or organization that is less than the number owned by the CONTROLLING SHAREHOLDER 少数股股权: *She sold her controlling shares but retained a minority interest in the company.* 她出售了在这家公司的控股股权但保留了少数股股权。
**2** (*Accounting*) [C,U] in the financial records of a HOLDING COMPANY (= a company that controls other companies), an amount of profit, income, etc. that belongs to a person or an organization that owns a part of a company that it controls 少数（股东）权益: *Net profit before minority interests rose to €550 million.* 支付少数股权益之前的净利润上升至5.5亿欧元。→ MAJORITY INTEREST

**mint** /mɪnt/ *noun, verb*
• ***noun***
**1** [C] a place where money is made 造币厂: *the Royal Mint* (= the one where British money is made)（英国）皇家造币厂
**2 a mint** [sing.] (*informal*) a large amount of money 一大笔钱: *He made a mint selling used cars.* 他销售二手汽车发了大财。
IDM **in mint con'dition** new or as good as new; in perfect condition 崭新; 完好
• ***verb*** [+ obj]
to make a coin from metal 铸币; 铸造（硬币）

**minted** /'mɪntɪd/ *adjective*
**1** recently produced, invented, created, etc. 新生产的; 新发明的; 新创造的: *a* ***newly*** *minted dot-com* 新成立的网络公司 ◇ *They've just recruited a group of newly minted* (= recently qualified) *MBAs.* 他们刚刚招聘了一批刚毕业的工商管理硕士。
**2** (*informal*) very rich 十分富有的

**minus** /'maɪnəs/ *preposition, adjective, noun*
• ***preposition***
**1** used when one number or amount is being taken away from another 减; 减去: *$100 minus $92.50 gives you a gain of $7.50.* * 100元减去92.5元等于7.5元收益。◇ *The core rate of inflation is the consumer price index minus food and energy.* 核心通货膨胀率是消费物价指数减去食品和能源的价格波动。SYN LESS
**2** (*informal*) without sth that was there before 缺少（以前有过的东西）: *We're going to be minus a car for a while.* 我们打算过一段没有汽车的日子。OPP PLUS → idiom at PLUS *prep.*
• ***adjective***
**1** used before a number to show that it is lower than zero 负的; 小于零的: *a minus number* 负数 ◇ *Sales rose last month to $60 million from minus $24 June.* 上个月销售额从六月份的负2 400万元上升至6 000万元。
**2** making sth seem negative and less attractive or good 负面的; 使显得有欠缺的: *What are the car's minus* ***points?*** 这款汽车的缺点是什么？◇ ***On the minus side,*** *the job involves very long hours of work.* 这份工作的不利因素是工作时间很长。
• ***noun*** [C]
**1** (*informal*) a negative quality; a disadvantage 缺点; 缺陷: *Let's consider the pluses and minuses of changing the system.* 我们研究一下改变这一系统的利弊。
**2** (*also* **'minus sign**) the symbol (–), used in mathematics 减号; 负号 OPP PLUS

**'minus tick** = DOWNTICK

**★minute** /'mɪnɪt/ *noun, verb*
• ***noun*** **the minutes** [pl.] a summary or record of what is said or decided at a formal meeting 会议记录; 会议纪要: *We have a secretary to take* (= write) *the minutes.* 我们有一个秘书作记录。◇ *The minutes of the meeting show that the issue had been discussed.* 会议记录显示已经讨论过这个问题。See note at MEETING
➲ *to* ***keep/take*** *minutes* 做笔记 • *to* ***agree/approve/read/sign*** *the minutes* 同意 / 批准 / 阅读 / 签订备忘录 • *to* ***circulate/draw up/write up*** *the minutes* 发布 / 撰写 / 起草备忘录
• ***verb*** [+ obj] to write down something that is said at a meeting in the official record (**the minutes**) 将（某事）写进会议记录: *I'd like that last remark to be minuted.* 我希望把最后那句话记录在案。

**'mirror site** (*also* **mirror** /'mɪrə(r)/) *noun* [C] (*IT*) a website which is a copy of another website but has a different address on the Internet. An organization may create a **mirror site** so that more people are able to visit and use a popular website 镜像网站: *If this site is slow, try our mirror site.* 如果这个网站速度很慢，试一下我们的镜像网站。◇ *This is the mirror site of the IMO homepage.* 这是国际海事组织主页的镜像网站。

**MIS** /ˌem aɪ 'es/ = MANAGEMENT INFORMATION SYSTEM, MANUFACTURING INFORMATION SYSTEM

**misappropriate** /ˌmɪsə'prəʊprɪeɪt; *AmE* -'proʊ-/ *verb* [+ obj] (*formal*)
to take sb else's money or property for yourself, especially when they have trusted you to take care of it 侵占; 霸占; 盗用; 挪用: *She is accused of misappropriating money from the company's pension fund.* 她被指控挪用了公司的退休基金。◇ *The court found that the company had misappropriated trade secrets.* 法庭查明这家公司盗用了贸易机密。→ APPROPRIATE
▸ **misappropriation** /ˌmɪsəˌprəʊpri'eɪʃn; *AmE* -ˌproʊ-/ *noun* [U]: *the misappropriation of company funds* 挪用公司资金

**misc.** *abbr*
a short way of writing **miscellaneous**
* miscellaneous 的缩写

**miscalculate** /ˌmɪs'kælkjuleɪt/ *verb* [+ obj *or* no obj]
to make a mistake in calculating or judging an amount, a situation, etc. 误算: *We miscalculated our financial targets for the year.* 我们错误估计了今年的财务目标。▸ **miscalculation** /ˌmɪskælkju'leɪʃn/ *noun* [C,U]: *to make a miscalculation* 计算错误

**miscellaneous** /ˌmɪsə'leɪniəs/ *adjective* [usually before noun]
consisting of many different kinds of things that are not connected and do not easily form a group 各种各样的; 混杂的: *She gave me some money*

*to cover any miscellaneous expenses.* 她给了我一些零花钱。

**misconduct** /ˌmɪsˈkɒndʌkt; *AmE* -ˈkɑːn-/ *noun* [U] (*formal*)
**1** behaviour that is unacceptable, especially because it breaks the rules of a particular profession or job 行为不端；失职：*The committee charged her with professional misconduct.* 委员会指控她玩忽职守。
**2** bad management of a company, etc. 管理不善：*misconduct of the company's financial affairs* 公司财务管理不善 ◇ *corporate misconduct* 公司管理不善

**misdirect** /ˌmɪsdəˈrekt; -daɪˈrekt/ *verb* [+ obj] to send sb/sth in the wrong direction or to the wrong place 误导；为…指错路：*Investors have been misdirected.* 投资者被误导了。◇ *misdirected mail* 被误投的邮件 ▸ **misdirection** /ˌmɪsdəˈrekʃn; -daɪˈrek-/ *noun* [U]

**ˈmisery ˌindex** *noun* [C] (*Economics*) a measure of the performance of an economy that considers the rate of unemployment and INFLATION (= the general rise in the price of goods and services over a period of time) 痛苦指数（为通货膨胀率与失业率之和）：*They found that the misery index for middle-income families had worsened by 13 points.* 他们发现中等收入家庭的痛苦指数恶化了13个点。

**mismanage** /ˌmɪsˈmænɪdʒ/ *verb* [+ obj] to deal with or manage sth badly 处理不当；管理不善：*The department's budget was badly mismanaged.* 这个部门的预算管理极其不善。◇ *mismanaged companies* 管理不善的公司 ▸ **ˌmisˈmanagement** *noun* [U]：*The agency is being accused of financial mismanagement.* 这个机构被指责财务管理不善。

**misrepresent** /ˌmɪsˌreprɪˈzent/ *verb* [+ obj] to give information about sb/sth that is not true or complete so that other people have the wrong impression about them/it 误传；不如实的叙述（或说明）；曲解；虚报；谎报：*They were accused of misrepresenting the company's financial state.* 他们被指控谎报公司的财务状况。▸ **misrepresentation** /ˌmɪsˌreprɪzenˈteɪʃn/ *noun* [C,U]

**ˌmis-ˈsell** *verb* [+ obj] to sell sth to sb that is not suitable for their needs, for example by not giving them all the information they need 通过误导方式推销；不实推销：*If the policy was mis-sold, the insurance company must be responsible.* 如果这一保单被误导推销，保险公司必须负责。▸ **ˌmis-ˈsale** *noun* [C,U]：*the mis-sale of mortgage endowment and pension policies* 人寿保险抵押和养老金保单的误导推销 **ˌmis-ˈselling** *noun* [U]：*the mis-selling of investment products* 对投资产品的不实推销

**mission** /ˈmɪʃn/ *noun* [C]
SEE ALSO: **trade mission**
**1** a particular purpose or aim that a company or an organization has 目标：*Our mission is to become the country's leading supplier of business software.* 我们的目标是成为国内商用软件的主要供应商。◇ *We need to stay focused on our core mission and values.* 我们必须坚持我们的核心目标和价值观。→ MISSION STATEMENT
**2** an important official job that a group of people is given to do, especially when they are sent to another country; the group of people who do this job 使命；代表团：*a fact-finding mission* 真相调查任务 ◇ *The bank has sent a mission to Mexico.* 这家银行派出了一个代表团前往墨西哥。
**3** an important job that sb is given to do 重要任务：*She has the tough mission of trying to save thousands of jobs.* 她肩负着挽救数千个工作岗位的艰巨使命。

**ˈmission creep** *noun* [U] the gradual addition of new work and duties to a project, or to the responsibilities of a group or department 任务蠕升

**ˌmission-ˈcritical** *adjective* essential for an organization to function successfully（对于机构的成功运转起）关键（作用）的：*No one believes their mission-critical systems are going to fail.* 谁也不相信他们的关键系统会失败。◇ *mission-critical employees/projects* 关键员工 / 项目

**ˈmission ˌstatement** (*also* **ˌstatement of ˈpurpose**) *noun* [C] an official statement of the aims of a company or an organization 公司宗旨；公司使命：*The newly formed company does not yet have a mission statement.* 这家新组建的公司还没有公司宗旨。◇ *Our mission statement includes a strong commitment to the health and safety of our employees.* 我们的公司宗旨承诺对员工的健康和安全负责。→ VISION STATEMENT
**PHRASES** ***to create/draft/write a mission statement*** 创立 / 起草 / 撰写公司宗旨

**misstate** /ˌmɪsˈsteɪt/ *verb* [+ obj] to write or say sth that is wrong or not accurate, especially in order to deceive sb 错说；虚称；谎报：*They have misled investors by misstating or hiding expenses.* 他们通过发布不实信息或隐瞒开支误导投资者。▸ **ˌmisˈstatement** *noun* [C,U]：*accounting misstatements* 会计假账

**misuse** *noun, verb*
● ***noun*** /ˌmɪsˈjuːs/ [U; C, usually sing.] the act of using sth in a dishonest way or for the wrong purpose 误用；错用；滥用：*an investigation into the alleged misuse of company funds* 对所指控的滥用公司资金问题进行调查
● ***verb*** /ˌmɪsˈjuːz/ [+ obj] to use sth in the wrong way or for the wrong purpose 误用；滥用：*It is clear that executives have been misusing company funds.* 很明显，经理们一直在滥用公司资金。◇ *People are worried about transmitting credit-card numbers on the Internet in case these are copied and misused.* 人们担心在互联网上传送信用卡号码会被复制并被滥用。

**mitigate** /ˈmɪtɪgeɪt/ *verb* [+ obj] to make sth less harmful, serious, dangerous, etc. 减轻严重性；缓和；减低（坏处、伤害等）：*The bank uses several methods to mitigate risk.* 这家银行采取了好几种方法降低风险。◇ *The company is trying to mitigate the effects of falling orders.* 这家公司正设法减轻订单下滑的影响。◇ *He would have faced a prison sentence except for* ***mitigating circumstances*** (= that made his crime seem less

serious). 他将面临终身监禁，除非存在减轻罪状的情节。

**mitigation** /ˌmɪtɪ'geɪʃn/ *noun* [U]
a reduction in how unpleasant, serious or dangerous sth is 缓解；减轻：*Risk mitigation is all about taking actions that control risks.* 风险缓释就是采取控制风险的措施。◇ *His lawyers are making a mitigation plea* (= to make his crime seem less serious). 他的律师正在作减轻罪状的辩解。
IDM **in mitiˈgation** (*Law*) with the aim of making a crime seem less serious or easier to forgive 为了减轻罪名：*In mitigation, I did discover and correct the mistake before there were any serious results.* 一个可以减轻处罚的事实是，在造成严重后果之前，我已经发现并改正了错误。

**mix** /mɪks/ *noun* [C; usually sing.]
SEE ALSO: **advertising mix, asset ~, business ~, investment ~, marketing ~, merchandise ~, product ~, sales ~**
**1** a combination of different things or people 组合：*The store sells a mix of frozen food and groceries.* 这家商店出售冷冻食品和杂货。◇ *The company offered a $12 billion mix of cash and shares.* 这家公司提供了120亿元的现金和股票。◇ *We need to ensure we have the right skill mix.* 我们必须保证我们拥有合乎要求的各类熟练工人。
**2** a situation, especially a difficult one, that has different things or people in it 混乱：*Business failure is tough enough without adding family trouble into the mix.* 不算家庭纠纷卷入其中，企业破产本身就已经够棘手的了。

**mixed** /mɪkst/ *adjective*
having both good and bad qualities or feelings 喜忧参半的：*The latest economic data is mixed.* 最新的经济数据喜忧参半。◇ *The plans met with a mixed reaction from the staff.* 员工对这些计划的反应褒贬不一。

**ˌmixed eˈconomy** *noun* [C]
(*Economics*) an economic system in a country in which some companies are owned by the state and some are private 混合经济

**ˌmixed ˈmedia** *noun* [U]
(*Marketing*) the use of different kinds of media for advertising, such as TV, radio, newspapers, etc. 混合媒体：*More advertisers are using mixed media to get better results.* 更多的广告客户采用混合媒体以取得更佳效果。◇ *a mixed-media campaign* 混合媒体广告活动

**ml** /ˌmɪl/ *abbr* (*usually used in written English* 通常用于书面英语)
millilitre 毫升：*25ml water* * 25毫升水

**MLM** /ˌem el 'em/ = MULTILEVEL MARKETING

**MM** /ˌem 'em/ = MARKET-MAKER

**mm** *abbr* (*only used in written English* 只用于书面英语)
millimetre 毫米：*300mm chip manufacturing* * 300毫米芯片的生产 ◇ *a 35mm camera* * 35毫米照相机

**MMS** /ˌem em 'es/ *noun* **Multimedia Messaging Service**
**1** [U] a system for sending pictures, sounds and short written messages from one mobile phone/cellphone to another 多媒体短信业务；彩信：*You will need to subscribe to MMS.* 多媒体短信业务需申请才能开通。
**2** [C] a message sent by MMS 通过多媒体短信业务发送的信息：*He sent me an MMS.* 他给我发来了一条多媒体短信。→ EMS, SMS

**mngmt** (*also spelled* **mngmt.**) *abbr* (*only used in written English* 只用于书面英语)
management 管理

**mngr** (*also spelled* **mngr.**) *abbr* (*only used in written English* 只用于书面英语)
manager 经理

**MO 1** = MAIL ORDER, MONEY ORDER

**mobile** /'məʊbaɪl; *AmE* 'moʊbl/ *adjective, noun*
• ***adjective***
SEE ALSO: **upwardly mobile**
**1** [usually before noun] that is not fixed in one place and can be moved easily and quickly 活动的；可移动的：*mobile equipment* 移动设备 ◇ *Capital, investment and talent are more mobile today than ever before.* 如今资本、投资和人才比以往更具流动性。
**2** able to change your social class, your job or the place where you live easily 游离的；易变的：*a highly mobile workforce* (= people who can move easily from place to place) 流动性很强的劳动力
• ***noun*** [C] (*BrE*) (*often used in the names of companies* 常用于公司名)
a mobile phone 移动电话：*What's your mobile number?* 你的移动电话号码是多少？◇ *Call me on my mobile.* 给我打手机。◇ *Virgin Mobile* 维珍移动公司
⊕ *a mobile* ***business/company/maker/operator/user*** 移动业务 / 公司 / 制造商 / 运营商 / 用户
• *mobile* ***charges/handsets/networks/sales*** 移动收费 / 话机 / 网络 / 销售

★**ˌmobile ˈphone** (*also* **ˈmobile**) *noun* [C] (both *BrE*)
a telephone that does not have wires and works by radio, that you can carry with you and use anywhere 移动电话：*Please make sure all mobile phones are switched off.* 请确保所有移动电话处于关机状态。◇ *Europe's second largest mobile phone company* 欧洲第二大移动电话公司
SYN CELLPHONE

**ˌmobile ˈworker** *noun* [C]
(*HR*) an employee who does not have one fixed place of work but moves from place to place 流动工作者：*Some companies provide handheld computers for their mobile workers.* 有些公司为他们的流动工作人员提供手提电脑。▶ **ˌmobile ˈworking** *noun* [U]

**mobility** /məʊˈbɪlətɪ; *AmE* moʊ-/ *noun* [U]
SEE ALSO: **labour mobility**
**1** the ability to move easily from one place, social class or job to another 可动性；流动性；能动性：*French and Spanish companies particularly value mobility for senior managers.* 法国和西班牙的公司尤其重视高层管理人员的流动性。◇ *Limited* ***upward mobility*** (= moving towards a higher social position and becoming richer) *can lead to discontent among young people.* 有限的上行社会流动会引发年轻人的不满。

**2** the ability to move or travel around easily; the ability to be moved easily 活动性；可移动性: *Someone with limited mobility may not be able to use a mouse.* 活动受限的人可能无法使用鼠标。◇ *the mobility of capital* 资本流动

**mo,bility of 'labour** (*AmE spelling* **~ labor**) = LABOUR MOBILITY

**'mock-up** *noun* [C]
a model or copy of sth, often the same size as the original object, that is used for testing, or for showing people what the real thing will look like 模型；实体模型: *Get back to me when you have a mock-up of your product.* 有产品实体模型的时候再联系我。

**mode** /məʊd; *AmE* moʊd/ *noun*
**1** [C] a particular way of doing sth; a particular type of sth 方式；方法: *a mode of transport* 运输方式 ◇ *Please confirm the order and select mode of payment.* 请确认订单并选择付款方式。
**2** [C,U] the way in which a piece of equipment is set to perform a particular task 模式: *Switch the camera into the automatic mode.* 将照相机切换到自动模式。
**3** (*Technical*) [sing.] the value that appears most frequently in a series of numbers 最频值；出现频率最高的值；众数 → MEAN, MEDIAN See note at AVERAGE

**★model** /'mɒdl; *AmE* 'mɑ:dl/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **demo model, demonstration ~, pricing ~**
**1** a particular design or type of product 型号；款式: *The latest models will be on display at the motor show.* 最新型号将在车展上展出。◇ *Prices are down on basic models.* 普通型的价格下调了。
✪ ***basic/cheaper/popular/standard*** *models* 基本 / 廉价 / 大众 / 标准型号 • ***luxury/more expensive*** *models* 奢侈 / 豪华型 • ***current/the latest/new/old/previous*** *models* 当前 / 最新 / 新 / 老 / 旧型号 • *to* ***design/develop/make/produce*** *a model* 设计 / 开发 / 制造 / 生产某种型号
**2** a simple description of a system, used for explaining how sth works or calculating what might happen, etc. (计算) 模型: *business plans built on a variety of financial models* 基于多种财务模型建立起来的商业计划 ◇ *The Bank has been working on a new forecasting model.* 这家银行正在建立新的预测模型。
✪ *an* ***economic/a financial/mathematical/statistical*** *model* 经济 / 金融 / 数学 / 统计模型 • *a* ***business/management/marketing/strategic*** *model* 商业 / 管理 / 营销 / 战略模型
**3** a copy of sth, usually smaller than the original object (某物品的) 模型: *$3 million was spent on developing a* ***working*** *model of the device.* 花费了300万元开发这种装置的工作模型。◇ *The architect had produced a* ***scale*** *model of the proposed shopping complex.* 建筑师为将要建设的大型购物中心制作了一个比例模型。
**4** a particular system or way of doing sth that can be copied by other people 范例；典范: *Their independent gas and electricity market has provided a model for many other countries.* 他们独立的天然气和电力市场成了别国仿效的范例。
● ***verb*** [+ obj] (**-ll-**, *AmE* **-l-**) to create a copy of an activity, a situation, etc. so that you can study it before dealing with the real thing 将…做成模型: *The program can model a typical home page for you.* 这个程序可以为你制作典型主页的模板。

**modem** /'məʊdem; *AmE* 'moʊ-/ *noun* [C]
(*IT*) a device that connects one computer system to another using a telephone line so that data can be sent 调制解调器

**moderate** *adjective, verb*
● ***adjective*** /'mɒdərət; *AmE* 'mɑ:d-/
neither very good, large, etc. nor very bad, small, etc.; reasonable 中等的；适度的；合理的: *The retail sector expects moderate growth.* 零售部门期望温和增长。◇ *Shares fell slightly on Tuesday in moderate trading.* 周二股市交易不温不火，股价微幅下跌。◇ *moderate wage demands* 合理的工资要求 ▸ **moderately** /'mɒdərətli; *AmE* 'mɑ:d-/ *adverb*: *a moderately successful career* 小有成就的事业 ◇ *Prices have risen only moderately so far this year.* 今年以来价格只是小幅上升。
● ***verb*** /'mɒdəreɪt; *AmE* 'mɑ:d-/ [+ obj *or* no obj] to become or make sth become less extreme, severe, etc. 减轻；缓和: *We agreed to moderate our original demands.* 我们同意降低原先的要求。

**moderator** /'mɒdəreɪtə(r); *AmE* 'mɑ:d-/ *noun* [C]
a person whose job is to help the two sides in a disagreement to reach an agreement 仲裁者；调停者 → MEDIATOR

**modernize , -ise** /'mɒdənaɪz; *AmE* 'mɑ:dərn-/ *verb* [+ obj *or* no obj]
to make sth more modern by starting to use new equipment, ideas, etc. 使现代化；现代化: *The company is investing $9 million to modernize its factories.* 这家公司将投资900万美元使其工厂现代化。◇ *Unfortunately we lack the resources to modernize.* 不幸的是我们缺乏现代化所需的资源。▸ **modernization, -isation** /,mɒdənaɪ'zeɪʃn; *AmE* ,mɑ:dərnə'z-/ *noun* [U]: *The company is focusing on the modernization of its existing systems.* 这家公司正集中精力将其现有系统现代化。

**modest** /'mɒdɪst; *AmE* 'mɑ:d-/ *adjective*
not very large, expensive, important, etc. 适度的: *Tools are available at modest prices.* 工具有售，价格适中。◇ *He charges a relatively modest fee.* 他收费比较合理。◇ *We're only expecting a modest improvement in sales.* 我们只希望销售额能适度提高。▸ **'modestly** *adverb*

**★modify** /'mɒdɪfaɪ; *AmE* 'mɑ:d-/ *verb* [+ obj] (**modifies, modifying, modified, modified**)
to change sth slightly, especially in order to make it more suitable for a particular purpose 变更；修改: *The software is modified for specific customers.* 这种软件已作修改以适合特定顾客。◇ *We found it cheaper to modify existing equipment rather than buy new.* 我们发现改进现有设备比购买新设备要便宜些。◇ *They're planning to sell a modified version of their popular small car.* 他们计划上市销售其畅销小型汽车的改进款。SYN ADAPT
▸ **modification** /,mɒdɪfɪ'keɪʃn; *AmE* ,mɑ:d-/ *noun* [C,U]: *Considerable modification of the existing system is needed.* 现有系统需要进行大幅度改进。◇ *It might be necessary to make a few slight modifications to the design.* 可能需要对这款设计进行一些微小的改进。

**modular** /ˈmɒdjələ(r); *AmE* ˈmɑːdʒə-/ *adjective*
**1** consisting of separate parts or units that can be joined together 模块的；组件的：*modular software components* 模块式软件组件 ◇ *modular shelving/furniture* 组合式架子 / 家具
**2** (*Manufacturing*) used to describe a system in which the parts or units of a car, machine, etc. are made separately by suppliers and then joined together by the manufacturer 制成标准组件的：*the auto industry's use of modular assemblies* 汽车业所采用的标准件装备 ◇ *Modular production allows for mass customization.* 标准件生产使大批量定制成为可能。

**module** /ˈmɒdjuːl; *AmE* ˈmɑːdʒʊl/ *noun* [C]
**1** (*IT*) a unit of a computer system or program that has a particular function 程序块；模块：*electronic control modules* 电子控制模块 ◇ *Companies can pick and choose the software modules that they need.* 公司可以挑选所需的软件模块。
**2** one of a set of separate parts or units that go together to make a machine, a piece of furniture, etc. 模件；组件

**mogul** /ˈməʊgl; *AmE* ˈmoʊgl/ *noun* [C]
a very rich, important and powerful person 富有的人；显要人物；有权势的人：*a media mogul* 传媒大亨 See note at BARON

**ˌmom-and-ˈpop** *adjective* (*AmE*)
used to describe a small local shop/store or business that is often owned by a family 夫妻店的：*The big chain stores can afford to sell goods for less than smaller mom-and-pop stores.* 大型连锁店能够以比小商店更便宜的价格销售商品。◇ *mom-and-pop operations* 小本经营

**momentum** /məˈmentəm; *AmE* moʊˈm-/ *noun* [U]
an energy or a force, particularly one that helps to increase or improve sth 动力；势头；契机：*The economic recovery is gaining momentum.* 经济复苏的势头越来越强劲。◇ *I'm afraid our sales team is beginning to lose momentum.* 恐怕我们的销售团队正开始失去动力。
● *to* ***pick up/gain/gather/lose/maintain*** *momentum* 增加 / 获得 / 聚集 / 失去 / 保持势头

**monetarism** /ˈmʌnɪtərɪzəm/ *noun* [U]
(*Economics*) the theory and policy that considers the best way to manage an economy and keep INFLATION low is by controlling the amount of money and credit that is available 货币主义
▸ **ˈmonetarist** *noun* [C] **ˈmonetarist** *adjective*: *a monetarist economic policy* 货币主义经济政策

**★monetary** /ˈmʌnɪtri; *AmE* -teri/ *adjective* [only before noun]
**1** connected with money or currencies 货币的：*Our society places a monetary value on labour.* 我们的社会赋予劳动以货币价值。◇ *There are considerable monetary rewards in running a large company.* 开办大型公司可以带来相当可观的货币回报。
**2** (*Economics*) connected with the amount of money and credit that is available within a particular country or economy and the way this is controlled 货币数量的：*Pressure is also growing for further monetary easing by the central bank.* 中央银行进一步放松银根的压力还在增加。◇ *The German economy required a bit of monetary stimulus* (= an increase in the supply of money). 德国经济需要一点货币刺激（增加货币供应量）。
● *monetary* ***easing/expansion/growth/stability/tightening*** 放松银根；货币扩张 / 增长 / 稳定 / 收紧

**ˈmonetary base** *noun* [C; usually sing.]
(*Economics*) all the cash that is available within a particular economy including all the bills/notes and coins that are held by individuals and by banks 货币基础 NOTE In the UK, the **monetary base** is sometimes referred to as **M0**. 在英国，monetary base 有时被称为 M0。

**ˌmonetary ˈpolicy** *noun* [C]
(*Economics*) the way in which a government or central bank controls the supply of money and credit in an economy 货币政策：*Demand can be stimulated by the proper mix of fiscal and monetary policy.* 可以通过财政政策和货币政策的有效配合来刺激需求。◇ *The European Central Bank is easing monetary policy.* 欧洲中央银行正放松货币政策。
→ FISCAL POLICY
● ***loose/tight*** *monetary policy* 宽松的 / 从紧的货币政策 • *to* ***ease/loosen/tighten*** *monetary policy* 放松 / 收紧货币政策

**ˈmonetary ˌsystem** *noun* [C]
(*Economics*) the system that controls the supply and exchange of money within a country or between different countries 货币制度；货币体系：*There have been massive changes in the world's monetary system.* 世界货币制度发生了巨大变化。◇ *the European/international monetary system* 欧洲 / 国际货币体系

**ˈmonetary ˌunit** *noun* [C]
(*Economics*) the standard form of currency in a country 货币单位：*Has the euro become the monetary unit of the UK?* 欧元成为英国的货币单位了吗？ SYN UNIT OF CURRENCY

**★money** /ˈmʌni/ *noun*
SEE ALSO: **application money, broad ~, call ~, cheap ~, danger ~, dear ~, digital ~,** etc.
**1** [U] what you can use to buy and sell things and earn through your work, investments, sales, etc. 货币；钱：*How much money is there in my account?* 我的账户还有多少钱？◇ *I make more money in this job than in the last one.* 我现在这份工作的收入比上一份多。◇ *If the item is not satisfactory, you will get your money back.* 如果对商品不满意，你可以退货。◇ *Factory automation systems can save you time and money.* 工厂的自动化系统可以节省时间和资金。◇ *Smaller companies have found it difficult to borrow money to invest in assets.* 小公司发现很难借到钱用于资产投资。◇ *Foreign investors have poured money into US real estate.* 外国投资者在美国房地产业投入了大量资金。
● *to* ***earn/make/save/spend*** *money* 挣 / 节约 / 花钱 • *to* ***borrow/lend/owe/raise*** *money* 借 / 贷出 / 欠 / 筹钱 • *to* ***pour/pump/put*** *money* ***into*** *sth* 大量投入 / 注入 / 投入资金于某物
**2** [U] coins or paper notes 硬币或纸币：*I counted the money carefully.* 我仔细地点了这笔钱。◇ *Where can I change my money into dollars?* 我在哪里可以把钱换成美元？

**3** [U] a person's wealth including their property 财富: *He lost all his money.* 他失去了所有财富。 **4** (*Law*) **moneys** *or* **monies** [pl.] sums of money 资金总额: *a statement of all monies paid into your account* 拨到你账户上所有钱的清单

IDM **be, pour, throw, etc. money down the 'drain** to waste money 浪费钱财: *It's a terrible idea—you'll just be pouring money down the drain.* 这个主意太糟糕了——你就是花钱打水漂啊。 **make 'money** to earn a lot of money; to make a profit 赚钱: *I started my business because I wanted to make money.* 我开办了自己的企业，因为我想赚钱。 ◇ *There's money to be made from tourism.* 旅游业有钱可赚。 **make/lose money ,hand over 'fist** to make/lose money very fast and in large quantities 赚大钱; 破大财 **money 'talks** people who have a lot of money have more power and influence than others 有钱能使鬼推磨; 财大气就粗 → idioms at COIN *verb*, GROW, LICENCE, THROW, TIME *noun*

**,money at 'call** *noun* [U]
(*Finance*) money which must be paid as soon as the lender demands it 短期通知放款（一旦贷款人提出要求须立即偿还）: *extremely liquid assets such as money at call* 流动性极高的资产，如短期通知放款

**'money at 'call and short 'notice** *noun* [U]
(*Finance*) money which must be paid either as soon as the lender demands it, or within 14 days 短期通知放款（一旦贷款人提出要求立即偿还或14天以内偿还）: *When banks are short of cash they will recall some of their money at call and short notice.* 当银行出现现金短缺时，他们会收回部分短期通知放款。

**,money-back guaran'tee** *noun* [C]
(*Commerce*) a promise to return customers' money if they are not satisfied with a product or service 退款保证（如果顾客对产品或服务不满意可以退款的承诺）: *Everything in our catalogue comes with a money-back guarantee.* 我们目录中的所有商品都带有退款保证。

**'money ,broker** *noun* [C]
(*Finance*) a person or an organization that arranges loans between banks or other financial organizations for short periods of time 货币经纪人

**'money ,centre bank** (*AmE spelling* **~ center ~**) *noun* [C]
(*Finance*) in the US, a large bank that lends money to governments, large companies and other banks rather than to individual customers 货币中心银行

**'money fund** = MONEY MARKET FUND

**'money-,grubbing** (*also* **'money-,grabbing**) *adjective* [only before noun] (*informal*)
trying to get a lot of money 唯利是图的 ▸ **'money-,grubber** (*also* **'money-,grabber**) *noun* [C]

**'money ,laundering** *noun* [U]
the act of moving money that has been obtained illegally into foreign bank accounts or legal businesses so that it is difficult for people to know where the money came from 洗钱: *efforts to curb money laundering* 为遏制洗钱所作的努力 ◇ *anti-money-laundering controls* 反洗钱措施 → LAUNDER ▸ **'money ,launderer** *noun* [C]

**moneylender** /'mʌnilendə(r)/ *noun* [C]
(*Finance*) a person or an organization whose business is lending money, to be paid back with interest. **Moneylenders** are not part of the official banking system（非官方银行系统的）放款人: *General Motors is a major moneylender, earning millions of dollars from making loans.* 通用汽车公司是大型的信贷机构，通过发放贷款赚取了数以百万美元。

**'money ,loser** *noun* [C]
a product, service, company, etc. that makes a loss rather than a profit 赔钱的产品、服务或公司: *Is electronic commerce a money-loser or a revenue generator for government?* 电子商务对政府来说是赔钱买卖还是赚钱机器？ ▸ **'money-,losing** *adjective*: *How do you turn a money-losing enterprise into a profitable business?* 你如何将赔钱的企业变成盈利企业？

**moneymaker** /'mʌnimeɪkə(r)/ *noun* [C]
**1** a product, service, company, etc. that makes a large profit 赚钱的产品、服务或公司: *Tourism is still the big moneymaker here.* 旅游业仍然是这里的赚钱大户。 → MONEY-SPINNER
**2** a person who is good at finding or creating opportunities to make money 生财有道的人: *The paper is read by the City moneymakers and top investors.* 这份报纸的读者是伦敦商业区的掘金者和顶级投资者。
▸ **'moneymaking** *adjective*: *a moneymaking service* 可赚钱的服务 ◇ *moneymaking opportunities* 赚钱的机会 **'moneymaking** *noun* [U]

**'money ,management** *noun* [U]
(*Finance*)
**1** the activity of organizing the investments of a person, an organization or a financial institution so that they make as much profit as possible 货币管理 SYN INVESTMENT MANAGEMENT
**2** the activity of organizing income, savings, payments, etc. for yourself or on behalf of another person or company（为自己或代别人进行）资金管理: *We can help you with debt problems and money management.* 我们在债务问题和资金管理方面可以给你帮助。

**'money ,manager** *noun* [C]
a person who manages investments on behalf of a company or an individual 货币经理人: *If you like analyzing stock market trends, you could think about becoming a money manager.* 如果热衷于分析股票市场的走势，可以考虑成为货币经理人。 SYN INVESTMENT MANAGER

**'money ,market** *noun* [C]
(*Finance*)
**1** the activity of buying and selling short loans between banks and other financial institutions, for example in the form of CERTIFICATES OF DEPOSIT (= money borrowed by banks over short periods) or TREASURY BILLS (= money borrowed by governments over short periods); the banks and other institutions that are involved in this 货币市场: *Cash was flowing out of the money market into the stock market.* 资金正从货币市场流向股票市场。
**2** the buying and selling of foreign money 外汇市场: *The pound rose again on the money markets.* 外汇市场上英镑再度升值。

**'money ,market fund** (*also* **'money fund**) *noun* [C]

(*Finance*) a type of fund that buys investments with a low risk, such as CERTIFICATES OF DEPOSIT (= money borrowed by banks over short periods) or TREASURY BILLS (= money borrowed by a government over a short period), rather than shares 货币市场基金

**'money ,order** (*abbr* **MO**) (*also* **,postal 'money ,order**) (*BrE also* **'postal ,order**) *noun* [C] an official document that you can buy at a bank or a post office and send to sb so that they can exchange it for money 汇票；汇款单

**'money-,spinner** *noun* [C] (*BrE*)(*informal*) a product, an idea, etc. that earns a lot of money 摇钱树：*A franchise can be a real money-spinner.* 特许经营可以赚大钱。▸ **'money-,spinning** *adjective*：*money-spinning Internet services* 盈利丰厚的互联网服务

**'money su,pply** (*also* **'money stock**) *noun* [sing.; U] (*Economics*) the total amount of money that exists in the economy of a country at a particular time 货币供应（量）：*The government has taken measures to control the money supply.* 政府已采取措施控制货币供应量。◇ *An increase in money supply will not necessarily affect spending.* 货币供应量的增加未必会影响消费。◇ *The central bank cut inflation from 12.5% to 10.3% by tightening the money supply.* 中央银行通过紧缩货币供应量把通货膨胀率从12.5%降到了10.3%。→ MO, M1, ETC.
● *to* ***control/increase/reduce/restrict*** *(the) money supply* 控制 / 增加 / 减少 / 限制货币供应量 • *a* ***growth/an increase*** *in (the) money supply* 货币供应量的增长 / 增加

**'money trans,mission** *noun* [U] (*Finance*) the process of moving money and making payments from one individual or organization to another, that is done by banks or other financial organizations 资金转移；现金传递：*Banks provide facilities such as money transmission and the provision of credit.* 银行提供转账和信贷等服务。

**'money ,wages** *noun* [pl.] (*Economics*) the amount of money sb is paid for the work they do, expressed only as a figure without considering what it can buy 货币工资：*The increase in money wages still falls below the rate of inflation, so it represents a decrease in real wages.* 货币工资的增加仍然低于通货膨胀率，因此这表明实际工资是下降了。→ REAL WAGES

**★monitor** /'mɒnɪtə(r); *AmE* 'mɑ:n-/ *noun, verb*
• ***noun*** [C]
**1** a screen that shows information from a computer 电脑显示器：*a 17-inch, flat-screen monitor* * 17英寸平板显示器 ◇ *Flight boarding times are displayed on the overhead monitors.* 登机时间显示在头顶上方的显示器上。→ VDT, VDU —Picture at OFFICE
**2** a person whose job is to check that sth is done fairly and honestly 监督员：*A court-appointed monitor had to approve the new CEO's pay package.* 新任首席执行官的薪酬计划须由法院指定的核查员批准。
• ***verb*** [+ obj] to watch and check a process over a period of time in order to see how it develops and make any necessary changes 监测；监视：*This is a simpler system that requires fewer engineers to monitor it.* 这是一个更为简单的系统，不需要像以前那么多的工程师来对它进行监测。◇ *The situation is being closely monitored.* 局势得到严密监视。◇ *The software enables companies to monitor employees' Internet use.* 这款软件使公司能够监测员工使用互联网的情况。

**monopolist** /mə'nɒpəlɪst; *AmE* mə'nɑ:p-/ *noun* [C] (*Economics*) a person or company that has a **monopoly** 垄断者；垄断企业：*an alliance of media monopolists* 传媒业垄断企业联盟

**monopolistic** /mə,nɒpə'lɪstɪk; *AmE* mə,nɑ:pə-/ *adjective* (*Economics*) having or trying to get complete control over an industry, a market, etc. 垄断的：*monopolistic corporations* 垄断企业 ◇ *The merger would give them a monopolistic position in the drugs market.* 合并使他们在药品市场取得垄断地位。

**★monopolize , -ise** /mə'nɒpəlaɪz; *AmE* mə'nɑ:p-/ *verb* [+ obj] (*Economics*) to have or take control of all or almost all of sth such as a market or an industry so that others are prevented from sharing it 独占；垄断：*The companies were accused of attempting to monopolize the debit-card market.* 这些公司被指控试图垄断借记卡市场。◇ *a salary structure in which a few top executives monopolize most of the benefits* 少数高管占有大部分津贴的薪酬结构 ▸ **monopolization, -isation** /mə,nɒpəlaɪ'zeɪʃn; *AmE* mə,nɑ:pələ'z-/ *noun* [U]

**★monopoly** /mə'nɒpəli; *AmE* mə'nɑ:p-/ *noun* [C] (*plural* **monopolies**)
SEE ALSO: **bilateral monopoly, commercial ~, legal ~**
**1** (*Economics*) the complete control of trade in particular goods or the supply of a particular service; the type of goods or service that is controlled in this way 垄断；专卖：*They have a virtual monopoly* ***in*** *PC operating systems.* 他们几乎垄断了个人电脑操作系统。◇ *Electricity, gas and water were considered to be natural monopolies.* 电力、燃气和供水过去被认为是自然垄断行业。◇ *Health care has long been a public/state monopoly* (= owned and controlled by the government). 医疗保健长期以来完全由政府管理。◇ *Ending the monopoly* ***on*** *letter deliveries would cost the company millions.* 终止对邮件投递业务的垄断将给这家公司造成数百万元的损失。
● *to* ***create/extend/have*** *a monopoly* 建立 / 扩大 / 拥有垄断 • *to* ***break (up)/end/lose*** *a monopoly* 打破 / 结束 / 丧失垄断
**2** sth that is completely controlled or owned by one person or group, so that other people do not or cannot share it 独有；独占：*Managers do not have a monopoly* ***on*** *stress.* 并非只有经理才有压力。◇ *The fight against corruption is not* ***the monopoly of*** *industrialized countries.* 并非只有工业化国家才需要惩治腐败。
● *to* ***have/hold*** *a monopoly* 拥有 / 持有垄断权

**monopsony** /mə'nɒpsəni; *AmE* mə'nɑ:p-/ *noun* (*plural* **monopsonies**) (*Economics*)
**1** [U] a situation where there is only one buyer in

a particular market or where one buyer controls most of a market 买方独家垄断的市场结构: *Monopsony is the equivalent on the buying side of a monopoly on the selling side.* 垄断性购买对于卖方来说相当于买方垄断。

**2** [C] a person or an organization that is the only buyer or the main buyer in a particular market （特定市场的）单一买主: *The large wine makers were accused of being a monopsony, exercising huge buying power over grape growers.* 大型酿酒商被指控为单一买主，对葡萄种植者施加了巨大的买方垄断力。

▸ **mo'nopsonist** *noun* [C]: *a monopsonist who is the sole buyer of labour in a local geographical market* 劳动力市场的唯一买主

**,month-on-'month** *adjective, adverb* compared with the same date one month earlier 月度环比: *Consumer spending showed a 6% month-on-month drop in January.* 消费者支出一月份环比下降6%。 ◇ *US retail sales numbers for October were unchanged month-on-month.* 美国十月份零售数字与上月相比维持不变。 → idiom at YEAR

**moonlight** /'mu:nlaɪt/ *verb* [no obj] (**moonlighted, moonlighted**) to have a second job that you do secretly, usually without paying tax on the extra money that you earn （暗中）兼职: *He spent years moonlighting as a cab driver.* 他多年来都在私下里兼职开出租车。 ▸ **'moonlighter** *noun* [C]: *Web design freelancers and moonlighters* 兼职网页设计人员 **'moonlighting** *noun* [U]: *doing a bit of moonlighting* 做点兼职工作

**'Moore's law** *noun* [sing.] (*IT*) the theory that the possible power of computing doubles every 18 months 摩尔定律（计算机的计算能力每18个月翻一番）

**morale** /mə'rɑ:l; *AmE* -'ræl/ *noun* [U] the amount of confidence and enthusiasm, etc. that a person or a group has at a particular time 士气; 精神面貌: *ways of keeping employee morale high* 保持员工士气高昂的方法

● ***high/low/poor*** *morale* 士气高昂 / 低沉 / 消沉 • *to* ***boost/improve/raise*** *morale* 鼓舞 / 振作 / 提高士气 • *to* ***damage/lower/undermine*** *morale* 损伤 / 降低 / 削弱士气

**,moral 'hazard** *noun* [U] the situation where people or organizations are more likely to take risks because they are protected against the results, for example by insurance 道德风险; 道德危机: *Government support for failing private-sector businesses has created moral hazard for private companies.* 政府对濒临破产的私有企业的支持引发了私有公司的道德风险。

**,moral 'rights** *noun* [pl.] (*Law*) the rights of an author in relation to their work, for example the right for the work not to be changed in a way that damages the author's reputation 道德权利

**moratorium** /,mɒrə'tɔ:rɪəm; *AmE* ,mɔ:r-/ *noun* [C] (*plural* **moratoriums** *or* **moratoria**)

**1** a temporary stopping of an activity, especially by an official agreement （尤指经官方同意的）暂停，中止: *Money-saving plans include a six-month moratorium* ***on*** *all new projects.* 节约资金计划包括暂停所有新项目六个月。

● *to* ***end/impose/lift*** *a moratorium* 结束 / 实施 / 取消暂禁

**2** (*Law*) a period of time during which an organization does not have to pay a debt or tax 延期偿付期: *A judge granted a six-month debt moratorium to the collapsed group.* 法官给予这家倒闭的集团六个月的偿付宽限。 ◇ *a three-year moratorium* ***on*** *new e-commerce taxes* 延期三年支付新电子商务税

● *a* ***debt/tax*** *moratorium* 债务 / 税收延期

**moribund** /'mɒrɪbʌnd; *AmE* 'mɔ:r-; 'mɑ:r-/ *adjective* (*formal*) no longer effective or active, and likely to fail or end soon 垂死的; 濒临死亡的; 即将消灭的: *moribund state industries* 凋敝的国有工业 ◇ *a year when capital spending has remained moribund* 资本开支陷入停滞的一年

**morph** /mɔ:f; *AmE* mɔ:rf/ *verb* [+ obj *or* no obj] (*informal*)

**1** to change into sth different 改变; 变型: *Our small company is morphing* ***into*** *a global business.* 我们的小公司正变成一个全球性企业。 ◇ *rapidly morphing technology* 快速变化的技术

**2** (*IT*) to gradually change from one computer image into another 计算机图像的切换; 变换: *At different points in the game the cars morph* ***into*** *super-vehicles.* 在游戏的不同时点上，小汽车会变换成超级战车。

▸ **'morphing** *noun* [U]: *The graphics give you highly complex morphing effects.* 这些图像会让你感受到复杂多变的效果。

**mor'tality ,tables** = LIFE TABLES

**★mortgage** /'mɔ:gɪdʒ; *AmE* 'mɔ:rg-/ *noun, verb*

● ***noun*** [C] (*also* **'property loan**)

SEE ALSO: endavment mortage

a legal agreement by which a bank or similar organization lends you money to buy a house, flat/apartment, etc. or land, and you pay the money back over a number of years; the sum of money that you borrow 按揭; 抵押贷款: *Taking out a mortgage is a big financial commitment.* 举借抵押贷款是一项重大的财务事件。 ◇ *You can save thousands in interest by paying off your mortgage early.* 提前还贷可以免付数千元的利息。 ◇ *Interest rates, and therefore mortgage repayments, are expected to rise next year.* 预计明年利率将会上调，按揭还款金额也会随之上涨。 → HOME LOAN See note at LOAN

● *to* ***apply for/get/have/take out*** *a mortgage* 申请 / 取得 / 拥有 / 举借抵押贷款 • *to* ***pay/pay off/repay*** *a mortgage* 支付 / 还清 / 偿还抵押贷款 • *mortgage* ***payments/repayments*** 按揭贷款的还款 • *mortgage* ***arrears*** 抵押贷款逾期欠款

● ***verb*** [+ obj] to borrow money from a bank or similar organization, giving the bank the legal right to own your house or land if you do not pay back the money that you have borrowed 抵押: *They financed the company by mortgaging their property.* 他们通过抵押房地产为公司筹集资金。

**,mortgage-backed se'curity** *noun* [C] (*abbr* **MBS**)
(*Finance*) a type of investment that represents a share in a group of **mortgages** (= loans to individuals or businesses to buy property) and that receives income from the payments made by the borrowers 有抵押证券；按揭担保证券

**'mortgage bond** *noun* [C]
(*Finance*) a safe type of investment which is protected by property or physical equipment that can be sold to pay the investor 抵押债券

**mortgagee** /ˌmɔːgɪ'dʒiː; *AmE* ˌmɔːrg-/ *noun* [C] a person or an organization that lends money to people to buy property 受抵押人；抵押权人 See note at EMPLOYER

**'mortgage ,finance** *noun* [U] money lent to people or organizations to buy property 抵押融资；抵押信贷：*the demand for mortgage finance* 对抵押融资的需求 ◇ *the mortgage finance giant, Freddie Mac* 抵押贷款融资巨头——房地美公司

**'mortgage ,lender** *noun* [C] an organization such as a bank that lends money to people and businesses to buy property 抵押放贷者：*Many mortgage lenders have cut their interest rates.* 许多抵押放贷者降低了利率。

**'mortgage ,market** *noun* [C] (*Finance*)
**1** (*also* **,primary 'mortgage ,market**) the activity of lending money to people and organizations to buy property; the banks and financial institutions that do this 抵押市场：*Abbey has strengthened its share of the UK mortgage market.* 阿比国民银行扩大了其在英国抵押市场的份额。
**2** (*also* **,secondary 'mortgage ,market**) the activity of buying and selling existing **mortgages** 抵押贷款交易 → MORTGAGE-BACKED SECURITY

**'mortgage rate** *noun* [C] the rate of interest that banks and other lenders charge on loans that they give people to buy property 抵押贷款利率：*We can help you find the best mortgage rate.* 我们可以帮你取得最优的抵押贷款利率。

**mortgagor** /'mɔːgɪdʒɔː(r); *AmE* 'mɔːrg-/ *noun* [C] a person or company that borrows money to buy property 抵押人：*The term ends when the mortgagor has repaid the loan.* 在抵押人偿还贷款以后，该条款将终止。 See note at EMPLOYER

**mothball** /'mɒθbɔːl; *AmE* 'mɔːθ-/ *verb* [+ obj] to stop using or developing a business or part of a business for a period of time 封存；搁置：*A slowdown forced the company to close or mothball several plants.* 增长放慢迫使公司关闭或封存了几家工厂。 ▸ **'mothballing** *noun* [U]：*The plan will include the mothballing of research programs.* 计划中包括中止研究项目。

**motherboard** /'mʌðəbɔːd; *AmE* 'mʌðərbɔːrd/ *noun* [C] (*IT*) the main board of a computer, containing all the sets of electrical connections that make up the computer's memory and power （计算机）主板；母板

**motion** /'məʊʃn; *AmE* 'moʊʃn/ *noun* [C]
**1** a formal proposal that is discussed and voted on at a meeting (会议上的) 提议，动议：*Shareholders tabled a motion to adjourn the meeting* (= to stop it for a period of time). 股东们提议休会。 ◇ *The motion was approved by a large majority.* 这项动议得到大多数人的认可。 See note at MEETING
**PHRASES** ***to propose/put forward/table a motion*** 提出建议 • ***to adopt/approve/carry/pass a motion*** 采纳／批准／以多数通过／通过建议 • ***to defeat/reject a motion*** 否决建议

**★motivate** /'məʊtɪveɪt; *AmE* 'moʊ-/ *verb* [+ obj] to make sb want to do sth, especially to work hard or try hard 促动；激发；激励：*She's very good at motivating her staff.* 她很善于激励员工。 ◇ *These systems can motivate employees to become more productive.* 这些制度可以激励员工提高效率。 OPP DEMOTIVATE ▸ **'motivated** *adjective*：*She is intelligent and highly motivated.* 她很聪明而且积极主动。 **motivation** /ˌməʊtɪ'veɪʃn; *AmE* ˌmoʊ-/ *noun* [C,U]：*Size was the main motivation for the merger.* 扩大规模是本次合并的主要动机。 **motivational** /ˌməʊtɪ'veɪʃənl; *AmE* ˌmoʊ-/ *adjective*：*motivational programs for employees* 员工激励计划

**,motivational re'search** *noun* [U] (*Marketing*) research that tries to discover the reasons behind consumers' decisions about which brands or products to buy 动机研究；市场行为研究

**motivator** /'məʊtɪveɪtə(r); *AmE* 'moʊ-/ *noun* [C]
**1** something such as money that encourages people to work or try hard 促进因素；激发因素：*His confidence in my abilities was a huge motivator.* 他对我的能力有信心，这对我是莫大的激励。
**2** a person who is good at encouraging others to work or try hard 激励者：*A team leader has to be a teacher and a motivator.* 队长必须善于指导和激励他人。

**'motor pool** = CAR POOL

**MOU** /ˌem əʊ 'juː; *AmE* oʊ/ = MEMORANDUM OF UNDERSTANDING

**mount** /maʊnt/ *verb* [no obj]
to increase, often in a way that causes worry 上升；增加：*Pressure is mounting for tax allowances on childcare.* 对儿童医疗实行税收优惠的呼声越来越高。 ◇ *Mounting debts are adding to the company's problems.* 日益增加的债务给公司处境雪上加霜。
PHR V **,mount 'up** to increase gradually in size and quantity 缓慢增加：*Meanwhile, my debts were mounting up.* 同时，我的债务还在不断增加。

**mouse** /maʊs/ *noun* [C] (*plural* **mouses** *or* **mice** /maɪs/)
**1** a small device that you move and press with your hand in order to perform actions on a computer screen （计算机的）鼠标：*You can sign up just by a click of the mouse.* 点击鼠标即可注册。 —Picture at OFFICE
**2** a way of referring to a very small company that can create no new jobs （无法创造新就业机会的）小公司 → ELEPHANT, GAZELLE

**'mouse mat** (*BrE*) (*AmE* **'mouse pad**) *noun* [C] a small square, usually made of plastic, that is

used as a surface for moving a computer **mouse** over 鼠标垫 —Picture at OFFICE

**move** /mu:v/ *verb, noun*

• ***verb***

**1** [no obj] to change the place where you live or work or where sth is situated 搬迁；搬家：*The company is moving to Madrid.* 公司将迁往马德里。→ RELOCATE

**2** [+ obj] to make sb change from one job, department, etc. to another 调动：*I'm being moved to the New York office.* 我即将调往纽约办事处。◇ *They moved her sideways* (= gave her a different job that was not at a higher level). 他们把她平调到其他岗位上去了。

**3** [no obj] (*used with an adverb or a preposition* 与副词或介词连用) to make progress in the way or direction mentioned 变化；转变：*Share prices moved ahead today.* 今日股价有所上扬。◇ *The project is moving on steadily.* 这个项目正稳步推进。

**4** [+ obj] to suggest sth formally so that it can be discussed and decided 提议：*I move **that** a vote be taken.* 我提议举行投票。 SYN PUT STH FORWARD

**5** [+ obj *or* no obj] to be sold very quickly; to make sth be sold very quickly（使）热销：*High street fashion is moving fast.* 大众时尚时装很畅销。◇ *Even heavier advertising failed to move the goods.* 虽然增加了广告宣传，也没能推销掉这些商品。

▸ **'movement** *noun* [C,U]：*laws to allow free movement of goods and services* 允许货物和服务自由流动的法律 ◇ *There has been no movement in oil prices.* 石油价格尚无变动趋势。→ idiom at TIME *noun*

PHR V **,move 'on (to sth)** **1** to progress or start sth new, especially when this means forgetting the past 继续前进：*It's time for me to move on and allow the company's new management team to do its job.* 我该让公司的新管理团队来做这份工作，自己做其他事情了。 **2** to start discussing sth else 换个别的话题：*Can we move on to the next item on the agenda?* 我们可以讨论议程上的下一项了吗？ **,move 'over to sth** to change to doing or using sth different 转而做

• ***noun*** [C]

SEE ALSO: **career move**

**1** an action that you do or need to do to achieve sth 步骤；措施：*The management have **made** no move to settle the strike.* 管理层没有采取任何措施解决罢工问题。◇ *Selling the smaller stores was seen as a good move.* 出售小商铺被视为正确之举。

**2** a change in ideas, attitudes, or behaviour 观念、态度或行为的改变：*There was a move away from rail freight to transportation by road.* 货物运输由铁路转向了公路。

**3** an act of changing the place where you live or work, or where sth is situated 搬家：*What's the date of your move?* 你几号搬家？◇ *The move **from** London **to** Manchester was a success for the business.* 把企业从伦敦迁至曼彻斯特可谓成功之举。

**mover** /'mu:və(r)/ *noun* [C]

SEE ALSO: **first mover**

**1** sth that changes its position, for example a company or currency that changes its position in a market 发生变动的事物：*The biggest upward mover in the index was Marks & Spencer.* 指数升幅最大的是玛莎百货公司。

**2** (*especially AmE*) = REMOVER

IDM **,movers and 'shakers** people with power in an important organization 重要机构中的有影响力的人：*The movers and shakers of the media world were all present at the meeting.* 媒体界的重量级人物都出席了会议。

**,moving 'average** *noun* [C]

(*Technical*) the average price or value of sth such as shares over a particular period up to the present, for example the past 30 days 移动平均线：*Typically, when a stock price moves below its 50–100 day moving average, it's a bad thing.* 一般而言，当股价跌破50-100日移动平均线时，情况就不妙了。

**MPC** /,em pi: 'si:/ = MARGINAL PROPENSITY TO CONSUME

**MPM** /,em pi: 'em/ = MARGINAL PROPENSITY TO IMPORT

**MPS** /,em pi: 'es/ = MARGINAL PROPENSITY TO SAVE

**MR** /,em 'ɑ:(r)/ = MARKET RESEARCH

**MRM** /,em ɑ:r 'em/ = MARKETING RESOURCE MANAGEMENT

**MRP** /,em ɑ: 'pi:; *AmE* ɑ:r/ = MATERIAL REQUIREMENTS PLANNING , MANUFACTURING RESOURCE PLANNING

**MRPII** (*also* **MRP2**) /,em ɑ: pi: 'tu:; *AmE* ɑ:r/ = MANUFACTURING RESOURCE PLANNING

**MS** /,em 'es/ = MANAGEMENT SCIENCE

**MSC** /,em es 'si:/ *abbr* **Multimedia Super Corridor**
a small area in Malaysia where businesses connected with technology, computers, the Internet, television, etc. are offered special services and benefits（马来西亚）多媒体超级走廊

**MSRP** /,em es ɑ: 'pi:; *AmE* ɑ:r/ *abbr* (*Commerce*) **manufacturer's suggested retail price** the price at which the maker of a product suggests that it should be sold to customers in shops/stores 厂商建议零售价：*The camera will be available in 2006 at an MSRP of $500.* 这款照相机将在2006年以500元的厂商建议零售价销售。 SYN RRP, SRP

**MTO** /,em ti: 'əʊ; *AmE* 'oʊ/ = MAKE-TO-ORDER

**MTS** /,em ti: 'es/ = MAKE-TO-STOCK

**multi-** /'mʌlti/ *combining form* (*used in nouns and adjectives* 用于名词及形容词) more than one; many 许多：*a multimillionaire* 千万富翁；大富翁 ◇ *multicoloured packaging* 五颜六色的包装 ◇ *the multibillion-dollar software industry* 价值数十亿元的软件产业

**multidisciplinary** /,mʌlti'dɪsəplɪnəri; ,mʌlti,dɪsə'plɪnəri; *AmE* -'dɪsəpləneri/ *adjective* involving several different subjects of study or areas of activity 多学科的：*a multidisciplinary team* 多学科团队 ◇ *Our entry-level jobs are multidisciplinary.* 我们最初级的工作都是多学科的。

**multilateral** /ˌmʌlti'lætərəl/ *adjective*
in which three or more nations, companies, groups, etc. take part 多边的: *multilateral agreements on information technology* 信息技术多边协议 ◇ *a multilateral trading system* 多边贸易体系 ▸ **multilaterally** /ˌmʌlti'lætrəli/ *adverb*

**multi'level ˌmarketing** (*abbr* **MLM**) (*also* **'network ˌmarketing**) *noun* [U]
a system of selling a company's products directly to consumers, in which you sell to people you know and persuade them to help you sell as well. They then persuade others. You usually get paid both for what you sell and for what the others sell. 多级营销; 多层次直销 → PYRAMID SELLING

**multimedia** /ˌmʌlti'mi:diə/ *adjective* [only before noun]
**1** (*IT*) using sound, pictures and film in addition to text on a screen 多媒体的: *Potter gave a powerful multimedia presentation.* 波特做了一场有震撼力的多媒体演示。
**2** producing or selling several different types of media such as films/movies, books, or television programmes 生产或出售多种传媒产品的（如电影、书籍或电视节目）: *Stewart heads a multimedia company which produces magazines, TV shows, and merchandise.* 斯图尔特领导着一家集出版杂志、制作电视节目和广告商品于一体的传媒公司。◇ *a multimedia empire* 多媒体巨头

**multinational** /ˌmʌlti'næʃnəl/ *adjective, noun*
• *adjective*
operating in or involving many countries 多国的: *multinational corporations/companies* 跨国公司 ◇ *a national branch of a multinational organization* 一家跨国组织在国内的分支机构 ◇ *They sent in a multinational team of auditors.* 他们派出了一支由多国人员组成的审计师队伍。
• *noun* [C]
a company that operates in several different countries, especially a large and powerful company 跨国公司: *The country's industry is largely controlled by the multinationals.* 该国的工业在很大程度上被众多跨国公司控制着。

**multipack** /'mʌltipæk/ *noun* [C]
(*Marketing*) a set of several items of the same type, sold together in one pack（内装多件小包装商品的）合装包: *A multipack of six fruit-flavoured yogurts costs $2.59.* 六瓶果味酸奶的合装包售价2.59元。

**multiple** /'mʌltɪpl/ *noun* [C]
**1** (*Stock Exchange*) a number expressing the current market price of a particular share divided by the EARNINGS PER SHARE of the company 市盈率; 赢利乘数; 市盈倍数: *Technology shares are still trading at high multiples.* 科技股的市盈率仍然很高。→ PRICE-EARNINGS RATIO
**2** (*Commerce*) (*also* **ˌmultiple 'store**) (*both BrE*) a shop/store that is one of a series of shops/stores owned by the same company 连锁店: *It's hard for us to compete against the big multiples.* 我们很难与大型连锁店竞争。SYN CHAIN STORE

**ˌmultiple appli'cations** *noun* [pl.]
(*IT*) several different pieces of software running on a computer at the same time（计算机）同时运行多个应用程序: *a way to reliably run multiple applications on a single Windows server* 在单台视窗服务器上稳定运行多个应用程序的途径

**ˌmultiple-'choice** *adjective*
used to describe questions that show several possible answers from which you must choose one 有多项选择的; 多种选择题的: *a web-based multiple-choice test* 基于网络的多项选择测试

**ˌmultiple 'pricing** *noun* [U]
(*Commerce*)
**1** the practice of giving the same product a different price in different markets, in order to make the best profit 多重定价（为了得到最佳利润而给在不同市场的同一种产品制定不同的价格的方法）
**2** the practice of charging less for two or more units of an item bought together than the price of the units separately, in order to encourage people to buy more 多重定价（同时购买多件商品比分别购买单件商品便宜的定价法）→ BOGOF

**ˌmultiple 'store** = MULTIPLE (2)

**ˌmultiple tax'ation** *noun* [U]
(*Accounting*) a situation in which an amount of money is taxed more than once, for example by two different countries or authorities 复税制; 多重征税: *The President said that taxing stockholders on corporate dividends represented multiple taxation and was wrong.* 董事长称对股东的公司分红进行征税意味着多重征税，这种做法是不恰当的。

**multiply** /'mʌltɪplaɪ/ *verb* (**multiplies, multiplying, multiplied, multiplied**)
**1** [+ obj] to add a number to itself a particular number of times 乘; 乘以: *This figure was calculated by multiplying the company's recent cash flow by 2.24.* 这一数字是通过把公司最新的现金流量乘以2.24得出的。
**2** [+ obj *or* no obj] to increase or make sth increase very much in number or amount 快速增加: *Over the past fifteen years, the number of private shareholders has multiplied.* 在过去的十五年里，私人股东数量大幅度增加。◇ *The company multiplied its outlets from 20 to 120.* 这家公司将其分销店的数量从20家增至120家。

**multiskilling** /ˌmʌlti'skɪlɪŋ/ *noun* [U]
(*HR*) the fact that a person is trained in several different jobs which require different skills 多技能化: *In the future there will be more flexible working and multiskilling.* 弹性工作和多技能工作将会越来越普遍。→ DIVISION OF LABOUR (1)

**multitask** /ˌmʌlti'tɑ:sk; *AmE* 'mʌltitæsk/ *verb* [no obj]
**1** (*IT*) to operate several programs at the same time 处理多重任务: *It could run multiple large programs at once, and multitask even when I was online.* 它可以同时运行多个大型程序，并且即使在我上网时也可以处理多重任务。
**2** to do several things at the same time 同时做多件事: *Women seem to be able to multitask better than men.* 女性似乎比男性更擅长同时做多件事情。

**multitasking** /ˌmʌlti'tɑ:skɪŋ; *AmE* 'mʌltitæsk-/ *noun* [U]
**1** (*IT*) the ability that a computer has to operate several programs at the same time（计算机）多任务处理能力: *It won't handle multitasking as well*

*as some other hand-held computers, but it's much cheaper.* 虽然不能像其他手提电脑那样进行多任务处理，但是它便宜很多。

**2** the ability a person has to do several things at the same time 一个人同时做多件事情的能力: *We need a highly skilled workforce, able to take on multitasking.* 我们需要技术非常熟练能够同时处理多项任务的员工。

**ˌmulti-ˈunit** *adjective* [only before noun] (*Commerce*) consisting of or involving more than one shop/store or business unit 多店经营的: *the modern multi-unit business enterprise* 现代多网点商业企业 ◇ *We are looking to hire a multi-unit manager for our successful franchise operation.* 我们正在为顺利开展特许经营业务物色一位总经理。

**ˌmulti-ˈuser** *adjective* [only before noun]
**1** (*IT*) able to be used by more than one person at the same time 多用户的: *multi-user bulletin board software* 多用户电子公告栏软件 ◇ *All mainframes are multi-user systems, but most PCs are not.* 所有大型计算机都是多用户系统，但是大多数个人电脑则不是。
**2** (*Commerce*) used by many different customers or organizations 多用户的: *We want the airport to be a multi-user facility rather than one used by a single airline.* 我们希望机场可作为多方使用的设施，而不是只由一家航空公司使用。

**ˌmulti-ˈyear** *adjective* [only before noun] taking place over or including a period of several years 多年的: *Major US stock indexes tumbled to new multi-year lows.* 美国各大股票指数跌至多年来的新低。 ◇ *a multi-year restructuring plan* 历经多年的重组计划

**muni** /ˈmjuːni/ (*plural* **munis**) (*also* **ˈmuni bond**) = MUNICIPAL BOND

**municipal** /mjuːˈnɪsɪpl/ *adjective, noun*
• ***adjective*** [only before noun]
**1** connected with the local government of a town, city, or district 市的；市政的: *municipal ownership of utilities* 公用事业的市政所有 ◇ *municipal employees* 市政雇员 ◇ *municipal debt* 市政债务
**2** (*Finance*) connected with MUNICIPAL BONDS 市政债券的
▸ **municipally** /mjuːˈnɪsɪpli/ *adverb*
• ***noun*** [C]
(*Finance*) = MUNICIPAL BOND: *trading in municipals* 市政债券交易

**muˌnicipal ˈbond** (*also* **muˈnicipal**) (*also* **ˈmuni,** *informal*) *noun* [C]
(*Finance*) a bond issued by a state or local government 市政债券: *She was advised to invest in tax-friendly municipal bonds.* 有人建议她投资有税收优惠的市政债券。

**municipality** /mjuːˌnɪsɪˈpæləti/ *noun* [C] (*plural* **municipalities**)
a town, city or district with its own local government; the group of officials who form the government 市政当局；直辖市；市政官员: *Chongqing is a municipality in western China with 15m people.* 重庆是中国西部一个拥有1 500万人口的直辖市。 ◇ *a spokesman for the building department of the municipality* 直辖市建筑部门的发言人

**ˌMurphy's ˈLaw** /ˌmɜːfiz ˈlɔː; *AmE* ˌmɜːrfiz/ *noun* [sing.]
the humorous idea that if anything can possibly go wrong, it will go wrong 墨菲定律（任何可能出错的事必将出错）: *With any business, there are times when Murphy's Law takes over.* 墨菲定律在任何事情中都有起作用的时候。

**mushroom** /ˈmʌʃrʊm; -ruːm/ *verb* [no obj]
to rapidly grow or increase in number, especially when this is a bad thing 迅速增长；快速增加: *We expect the market to mushroom in the next two years.* 我们预期在今后两年内市场将会迅速繁荣。 ◇ *Pre-tax losses for the six months to 31 October mushroomed to $264 000 from $69 000.* 截至10月31日，六个月以来的税前亏损额从6.9万元迅速增加至26.4万元。 ◇ *mushrooming costs* 迅速增加的成本

**ˈmust-have** *adjective* [only before noun]
used to say that sth is so good, interesting, useful, fashionable, etc. that people will want to own it 必不可少的: *Web access will soon become a standard, must-have feature for mobile phones.* 能够上网将很快成为移动电话的一项必备功能。
➊ *a must-have* ***accessory/feature/item/product*** 必备的附件 / 特色 / 项目 / 产品
▸ **ˈmust-have** *noun* [C]: *These shoes are a definite must-have this summer.* 这种鞋子是今年夏天的必备品。 ◇ *the latest trendy must-haves* 最新流行的必备品有哪些？

**mutual** /ˈmjuːtʃuəl/ *adjective*
(*Finance*) relating to a financial organization such as an insurance company that is a MUTUAL COMPANY 互助的: *a mutual life insurer* 互助人寿保险公司 ◇ *mutual banks* 互助银行 ◇ *Many building societies are considering changing their mutual status to that of a plc.* 许多建筑协会正在考虑由互助性质转变为公共股份有限公司。
▸ **ˈmutual** *noun* [C] **mutuality** /ˌmjuːtʃuˈæləti/ *noun* [U]: *He emphasized the society's commitment to mutuality.* 他强调协会将坚持其互助性。

**ˈmutual ˌcompany** *noun* [C]
(*Finance*) a type of financial organization such as an insurance company which has no shareholders but is owned by its members, with profits shared among them 互助公司

**ˈmutual fund** = UNIT TRUST

**ˌMyers-Briggs ˈType ˌIndicator™** /ˌmaɪəz ˈbrɪgz; *AmE* ˌmaɪərz/ *noun* [C; usually sing.] (*abbr* **MBTI™**)
(*HR*) a set of questions that people answer about themselves to find out their strengths and the type of person that they are 迈尔斯-布里格斯力量和性格测试

**ˌmystery ˈshopper** *noun* [C]
(*Marketing*) a person whose job is to visit or telephone a shop/store or other business pretending to be a customer, in order to get information on the quality of the service, the buildings, special features, etc. 神秘顾客（受雇假扮成顾客去了解服务质量等的人）: *A restaurant chain employs mystery shoppers to secretly check on the quality of customer service.* 一家餐馆连锁店雇用神秘顾客秘密检查客户服务质量。 ▸ **ˌmystery ˈshopping** *noun* [U]

# N n

**n/a** *abbr* (*only used in written English* 只用于书面英语)
**1 not applicable** written on a form to show that you cannot answer a particular question because it does not affect you 不适用，不相关（填写表格时表明某一问题与你的情况不符）
**2** (*Commerce*) **not available** written next to an item on a list, to show that the item is not available to buy 无现货；无供应

**NACE** /neɪs/ *abbr* **Nomenclature générale des Activités économiques dans les Communautés européennes**
in the European Union, a system in which industries and services are given a code to show which type of economic activity they are involved in, for reference and research purposes 欧盟经济活动统计分类体系 NOTE This is a French phrase. 这是一个法语短语。→ ISIC, NAICS

**nagware** /'nægweə(r); *AmE* -wer/ *noun* [U] (*IT*) software that repeatedly shows messages asking the user to do sth, such as pay to continue to use the product 烦人软件（不断跳出提示信息要求用户做某事，如提示用户付费才能继续使用产品）

**NAICS** /neɪks/ *abbr* **North American Industry Classification System**
in the US, Canada and Mexico, a system in which industries and services are given a code to show which type of economic activity they are involved in, for reference and research purposes 北美产业分类体系：*The NAICS code for 'Satellite Telecommunications' is 517410.* "卫星通信"在北美产业分类体系中的代码为517410。→ ISIC, NACE

**nail** /neɪl/ *verb*, *noun*
• ***verb*** [+ obj] (*AmE*)(*informal*)
to achieve sth or do sth successfully 实现；达到；做成某事：*The team had six weeks to nail that goal.* 这个小组有六周的时间去实现那个目标。◇ *They've just nailed the deal.* 他们刚达成这笔交易。
PHR V **,nail sth 'down** to reach a definite agreement or decision, usually after a lot of discussion 达成一致；作出决定：*They met last month to nail down how much the company must pay.* 他们上个月见面敲定了这家公司必须支付的金额。
• ***noun***
IDM **on the 'nail** (*BrE*)(*informal*) without delay 立即；马上：*They're good customers who always pay on the nail.* 他们一向是按时付款的好顾客。

**,naked de'benture** *noun* [C]
(*Finance*) money that a company borrows that is not supported by particular assets that the company will lose if the loan is not repaid 无担保债券 → UNSECURED

**name** /neɪm/ *noun*, *verb*
• ***noun*** [C]
SEE ALSO: **big name, brand ~, household ~, trade ~**
**1** (*often used with another noun or an adjective to form an adjective* 常与另一名词或形容词连用构成形容词) a very well-known person, company, product, etc. 名人；著名公司（或产品等）：*Vittorio Missoni, whose family is one of the biggest names in the Italian fashion industry* 意大利时装业最著名的公司之一：维托里奥·米索尼家族 ◇ *big-name booksellers* 大名鼎鼎的书商 ◇ *Sony became a household name around the world.* 索尼成了全世界家喻户晓的品牌。◇ *brand-name goods* 名牌产品
**2** (*Insurance*) one of the investors in the insurance company Lloyd's who promise their own money to pay claims and share in the profits or losses 劳合社的承保人：*He was a name at Lloyd's.* 他是劳合社的一名承保人。
• ***verb***
IDM **,name and 'shame** (*BrE*) to publish the names of people or organizations who have done sth wrong or illegal 点名羞辱；上羞耻簿

**'name-brand** *adjective* [only before noun] (*Commerce*; *Marketing*) used to describe goods that are marked with the name of a well-known product or manufacturer 名牌的：*We sell name-brand clothing at great prices.* 我们低价出售名牌服装。→ OWN BRAND

**nanosecond** /'nænəʊsekənd; *AmE* 'nænoʊ-/ *noun* [C]
one billionth of a second 纳秒；毫微秒；十亿分之一秒：*an exchange of data that takes a few nanoseconds* 仅需几毫微秒时间进行数据交换 ◇ *It only took me a nanosecond* (= a very short time) *to decide about the job.* 我很快就决定了是否做这份工作。

**narrow** /'nærəʊ; *AmE* -roʊ/ *adjective*, *verb*
• ***adjective***
**1** small 微小的：*a narrow majority* 微弱多数 ◇ *a narrow sales rise of 0.5 per cent* 销售额微增0.5%
**2** limited in variety or numbers（种类或数目）有限的，范围狭小的：*The store sells only a narrow range of goods.* 这家商店出售的商品种类有限。
• ***verb*** [+ obj or no obj]
to become less or smaller; to make sth become less or smaller 使窄小；变窄；缩小；缩减：*The gap between short- and long-term interest rates is likely to narrow.* 短期利率和长期利率的差距可能会缩小。◇ *The company saw its losses narrow in the third quarter.* 这家公司发现其第三季度的亏损减少了。◇ *Exports to the US helped narrow Britain's trade gap.* 对美出口有助于缩小英国的贸易逆差。
PHR V **,narrow sth 'down (to sth)** to reduce the number of possibilities or choices 把（可能性或选择）缩小；缩小范围：*We have narrowed down*

*the list to four candidates.* 我们把范围缩小到四位候选人身上。

**,narrow 'market** = THIN MARKET

**'narrow ,money** *noun* [U]
(*Economics*) a term used to refer to the part of a country's MONEY SUPPLY that is money in its more limited sense, meaning only cash and things that can be easily turned into cash 狭义货币（仅指现金以及易于套现的东西） NOTE This is known as M1. 狭义货币称作 M1。→ BROAD MONEY

**NASDAQ™** /'næzdæk/ *noun* [sing.; U]
an electronic system for buying and selling shares, especially shares in particular companies that are not on an official stock exchange list, and giving price information about them（美国）全国证券交易商协会自动报价系统：*Trading was light on NASDAQ.* 纳斯达克的交易清淡。◇ *The NASDAQ gained over 4.4 per cent.* 纳斯达克指数上涨超过4.4%。◇ *Nasdaq-listed companies* 在纳斯达克上市的公司 NOTE NASDAQ was formed from the name 'National Association of Securities Dealers Automated Quotations'. * NASDAQ 是 National Association of Securities Dealers Automated Quotations 的缩写。

**NASDAQ-100™** /,næzdæk wʌn 'hʌndrəd/ *noun* [sing.]
a list of 100 shares traded on the NASDAQ, chosen to give a guide to share prices in general 纳斯达克-100指数

**,national ac'count** *noun*
**1** (*Marketing*) [C] an important customer, usually a company, that does business with another company in many different parts of a country 全国性客户；大客户：*As a national account, your company will receive many benefits and cost savings.* 作为大客户，贵公司将会得到许多好处并节省费用。
**2** (*Economics*) [C, usually pl.] the financial records of a country 国民账户；国民核算；国民核算账户：*It will be classed as a private sector company for the purposes of the national accounts.* 出于国民核算的目的它被列为私营公司。◇ *China's national accounts* 中国的国民账户

**,national 'bank** *noun* [C]
**1** = CENTRAL BANK
**2** in the US, a COMMERCIAL BANK that is officially approved by the government and is a member of the FEDERAL RESERVE SYSTEM 国民银行（在美国，指获得政府正式批准的，并且是美国联邦储备系统成员的商业银行）

**'national brand** *noun* [C]
(*Marketing*) a **brand** of product that is available in shops/stores in all areas of a country rather than one produced for a particular shop/store or area 全国性品牌；国家名牌

**,national 'debt** *noun* [C, usually sing.]
(*Economics*) the total amount of money that the government of a country has borrowed and still owes 国债：*a high/low level of national debt* 高／低水平的国债

**,National In'surance** *noun* [U] (*abbr* **NI**)
in the UK, a system of payments that have to be made by employers and employees to provide help for people who are ill/sick, old or unemployed（英国的）国民保险制度：*to pay National Insurance contributions* 缴纳国民保险金

**★nationalize , -ise** /'næʃnəlaɪz/ *verb* [+ obj]
(*Economics*) to put an industry or a company under the control of the government, which becomes its owner 将（产业或公司）国有化：*The Kofuku Bank was nationalized in 1998.* 幸福银行于1998年被收归国有。◇ *the country's nationalized electricity sector* 这个国家业已国有化的电力部门
OPP PRIVATIZE ▸ **nationalization, -isation** /,næʃnəlaɪ'zeɪʃn; *AmE* -lə'z-/ *noun* [U,C]: *the nationalization of the oil industry* 石油工业的国有化

**,National 'Market ,System** *noun* [sing.] (*abbr* **NMS**)
a computer trading system for some shares, bonds, etc. in the US 全国市场系统（在美国，用于买卖某些股票、债券等的计算机交易系统）

**,national 'product** = GROSS NATIONAL PRODUCT

**nationwide** /,neɪʃn'waɪd/ *adjective*
happening or existing in all parts of a particular country 全国性的；全国范围的；遍及全国的：*a nationwide campaign* 全国性运动 ◇ *the average nationwide price of petrol* 汽油的全国平均价格 ▸ **,nation'wide** *adverb*: *The company has over 500 stores nationwide.* 这家公司在全国各地拥有500多家商店。

**natural** /'nætʃrəl/ *adjective*
**1** not made, caused or controlled by humans 自然的；天然的：*The country is rich in natural resources, particularly oil and iron ore.* 这个国家拥有丰富的自然资源，尤其是石油和铁矿石。◇ *The company cut jobs by a natural process, rather than by redundancies.* 这家公司通过自然过程进行裁员，而不是出现冗员时再精简。
**2** normal; as you would expect 正常的；自然的；意料之中的：*She was the natural choice for the job.* 她是这份工作的当然人选。

**,natural 'business year** = ACCOUNTING YEAR

**,natural 'gas** *noun* [U]
gas that is found under the ground or the sea and that is used as a fuel 天然气：*power stations running on natural gas* 靠天然气发电的发电站

**,natural re'source** *noun* [C]
a supply of sth that exists naturally in a country and can be used, especially to create wealth 自然资源：*Russia has abundant natural resources.* 俄罗斯拥有丰富的自然资源。◇ *Iron ore is the country's principal natural resource.* 铁矿石是这个国家的主要自然资源。
⊕ ***abundant/limited/plentiful/scarce*** *natural resources* 丰富的／有限的／大量的／稀缺的自然资源 • ***to deplete/exploit/use/waste*** *natural resources* 耗尽／开发／使用／浪费自然资源 • ***to protect/safeguard*** *natural resources* 保护自然资源

**,natural 'wastage** (*also* **'wastage**) *noun* [U] (*both BrE*)
(*HR*) the process of reducing the number of people who are employed by an organization by, for example, not replacing people who leave their jobs（职工退休、退职等引起的）自然减员：*There will be no job losses. Savings will be made through natural wastage.* 不会再裁员了。将通过

自然减员来节省成本。 SYN ATTRITION
→ REDUNDANCY

**NAV** /ˌen eɪ 'viː/ = NET ASSET VALUE

**navigate** /'nævɪgeɪt/ *verb* [+ obj *or* no obj]
**1** to find your position and the direction you need to go in, for example by using a map 导航；确定位置和方向
**2** (*IT*) to find your way around on the Internet or on a particular website 浏览（互联网或某网站）：*Their website is very easy to navigate.* 他们的网站易于浏览。
▸ **navigation** /ˌnævɪ'geɪʃn/ *noun* [U]: *an in-car navigation system* 车载导航系统

**ˌnavi'gation bar** *noun* [C]
(*IT*) an area along the top or one side of a web page where you can click on items from a list (a **menu**) to go to other parts of the website 导航栏

**NAVPS** /ˌen eɪ viː piː 'es/ = NET ASSET VALUE PER SHARE

**NB** /ˌen 'biː/ *abbr*
used in writing to say that the point that follows is very important 注意；留心：*NB Disconnect the power supply before removing the cover.* 注意：揭开盖子之前要切断电源。 NOTE **NB** is the first letters of the Latin phrase 'nota bene', which means 'note well'. * NB 是拉丁短语 nota bene 的首字母，意思是“注意”。

**NBV** /ˌen biː 'viː/ = NET BOOK VALUE

**NDPB** /ˌen diː piː 'biː/ *noun* [C]
in the UK, an organization dealing with public matters, started and financed by the government, but working independently and with its own legal powers 非部委公共机构，非政府公共体（在英国，指政府发起和资助的处理公共事务的机构，但独立工作并拥有自己的法定权力） SYN QUANGO NOTE NDPB is formed from the first letters of the phrase 'non-departmental public body'. * NDPB 由 non-departmental public body 的首字母构成。

**'nearby de,livery** = SPOT DELIVERY

**'near-term** *adjective* [usually before noun]
lasting a short time; lasting only for a short period of time in the future 近期的；短期的：*The near-term economic outlook is good.* 短期的经济前景很乐观。◇ *There is no indication of near-term improvement.* 短期内没有改善的迹象。◇ *near-term financial targets* 短期财务目标 SYN SHORT-TERM OPP LONG-TERM

**necktie** /'nektaɪ/ = TIE *noun* (2)

**need** /niːd/ *noun* [C; usually pl.]
the things that sb requires in order to live in a comfortable way or achieve what they want 需要；需求；欲望：*Tailor your services to fit your customers' needs.* 提供量身订制的服务以满足顾客需求。◇ *We need to balance the needs of investors with those of the company.* 我们必须平衡投资者和公司的需求。◇ *The aim of the project is to analyse our operational needs.* 这个项目的目的是分析我们的经营需求。→ WANT
● *to analyse/assess/determine/identify/understand sb's needs* 分析/评估/决定/确定/理解某人的需求 • *to address/fit/meet/serve/suit sb's needs* 满足/适合/符合/满足/适应某人的需要

**★negative** /'negətɪv/ *adjective, noun*
● ***adjective***
**1** less than zero 负的；小于零的：*a negative trade balance* 贸易逆差
**2** bad or harmful 反面的；负面的；有害的：*The crisis had a negative effect on trade.* 这场危机对贸易产生了负面影响。
**3** without enthusiasm or support 消极的：*The response to our plans has been very negative.* 对我们计划的反应相当消极。 OPP POSITIVE
▸ **'negatively** *adverb*: *Some of the staff will be negatively affected by the change.* 部分员工将受到这项变革的不利影响。
● ***noun*** [C]
**1** (*Technical*) the result of a test or an experiment that shows that a substance or condition is not present（检查或实验）阴性：*These tests sometimes produce false negatives.* 这些检查有时呈现假阴性。 OPP POSITIVE

**'negative cer'tificate of 'origin** *noun* [C]
(*Trade*) a certificate that states that a product was not produced in a particular country that the buyer refuses to accept goods from 产地否定证明书（证明某一产品并非由买方拒绝进口的那个国家制造）

**ˌnegative 'inventory** *noun* [U,C]
(*Production*) a situation when the number of items in the stock of a business appears to be less than zero, often as a result of a mistake in recording the movement of items 负库存

**ˌnegative 'territory** *noun* [U]
often used in newspapers to describe a level that is below zero, or below the previous or expected level（常用于报章）负值区域；低于原先或预期的水平：*Share prices ended the day in negative territory.* 当日股价以低于前一个交易日的水平收盘。

**negligence** /'neglɪdʒəns/ *noun* [U]
(*Law*) the failure to give enough care or attention to sb/sth that you are responsible for 疏忽；失误；失职；过失：*The injured workers are suing the company for negligence.* 受伤的工人正以疏忽罪向这家公司提起诉讼。 ▸ **'negligent** *adjective*: *The firm was found to be negligent in not ensuring that equipment was safe.* 公司被发现失职，未能确保设备的安全。 **'negligently** *adverb*

**negligible** /'neglɪdʒəbl/ *adjective*
of very little importance or size and not worth considering 微不足道的；不值一提的：*Growth in the industry last year was negligible.* 这个行业去年的增长微不足道。◇ *The drink was found to contain a negligible amount of fruit juice.* 这种饮料被查出含有少量的果汁。

**negotiable** /nɪ'gəʊʃiəbl; *AmE* -'goʊ-/ *adjective*
**1** that you can discuss or change before you make an agreement or a decision 可协商的；可讨论的：*The terms of employment are negotiable.* 雇用条款是可以协商的。◇ *The price was not negotiable.* 价格没有商量的余地。
**2** (*Finance*) that you can exchange for money or give to another person in exchange for money 流通的；可兑现的；可转让的：*€690 million in*

*cash and negotiable securities* * 6. 9亿欧元的现金和可转让的有价证券 OPP NON-NEGOTIABLE

**★negotiate** /nɪ'gəʊʃieɪt; *AmE* -'goʊ-/ *verb*
**1** [no obj] to try to reach an agreement by formal discussion 谈判；协商；磋商：*We negotiated for more pay.* 我们为增加工资进行了谈判。◇ *The company is negotiating with its creditors.* 这家公司正与其债权人进行谈判。◇ *a strong negotiating position* 强硬的谈判立场 ◇ *negotiating skills* 谈判技巧
**2** [+ obj] to arrange sth or agree to sth by formal discussion 商定；达成（协议）：*Bigger stores can negotiate better prices from suppliers.* 较大的商店可以从供应商那里拿到更优惠的价格。◇ *There's more to buying a business than negotiating a good deal.* 购买一家企业比达成一笔划算的交易要复杂得多。
**3** (*Finance*) [+ obj] to transfer sth such as a cheque or a bill to sb else in exchange for money 转让；议付；兑付；承兑：*The bill of exchange was negotiated several times.* 这张汇票被转让了好几次。◇ *We are able to negotiate cheques payable in most currencies.* 我们能用多种货币兑付支票。

**negotiated** /nɪ'gəʊʃieɪtɪd; *AmE* -'goʊ-/ *adjective* [usually before noun]
that is the result of discussions 通过协商的；议定的：*The union is hoping for a negotiated solution to the problem before the strike is due to begin.* 在罢工开始前，工会希望有个议定的解决办法。
● *a negotiated* ***deal/fee/settlement/solution*** 通过协商的交易 / 费用 / 解决方案

**the ne'gotiating ,table** *noun* [sing.]
used in newspapers to describe formal discussions to try to reach an agreement（用于报章）谈判桌：*The two sides are not ready to sit down at the negotiating table to settle the dispute.* 双方尚未做好在谈判桌上解决这一争端的准备。

**★negotiation** /nɪ,gəʊʃi'eɪʃn; *AmE* -,goʊʃi-/ *noun*
**1** [C, usually pl., U] formal discussions between people who are trying to reach an agreement 谈判；协商；磋商：*They are beginning the next* ***round of*** *wage negotiations today.* 他们今天开始下一轮的工资谈判。◇ *A contract is prepared* ***in negotiation with*** *our clients.* 我们与客户协商起草了一份合同。◇ *The deal is still* ***under*** *negotiation.* 这笔交易尚在商讨之中。◇ *The price is not* ***open to*** *negotiation.* 价格没有协商的余地。
● *to* ***begin/enter (into)/open/resume/start*** *negotiations* 着手 / 进行 / 展开 / 恢复 / 开始谈判 • *to* ***break off/complete*** *negotiations* 中断 / 完成谈判
**2** (*Finance*) [U] the process of transferring sth such as a cheque or a bill to sb else, who then becomes the legal owner 转让
**3** (*Finance*) [U] the process of changing a cheque into money（支票的）兑付：*There may be a €20 negotiation fee for each cheque.* 每张支票可能要支付20欧元的兑付费用。

**negotiator** /nɪ'gəʊʃieɪtə(r); *AmE* -'goʊʃi-/ *noun* [C]
a person who is involved in formal discussions that aim to reach an agreement, especially because it is their job 谈判代表；谈判人；协商者：*the union's chief negotiator* 工会的首席谈判代表 ◇ *a skilled negotiator* 老练的谈判者 ◇ *Europe's top trade negotiator* 欧洲最高贸易谈判官员

**neighbourhood** (*AmE spelling* **neighborhood**) /'neɪbəhʊd; *AmE* -bər-/ *noun* [C]
**1** a district or an area of a town; the people who live there. 街区；地段；城区；（统称）某街区（或城区）的居民：*Our store is in the commercial heart of the neighbourhood.* 我们的商店坐落在这一带的商业中心。◇ *Last year they opened 25 smaller neighborhood markets.* 去年他们开了25家小型社区店。
**2** the area that you are in or the area near a particular place 所在地；邻近的地方：*The headquarters are located* ***in the neighbourhood of*** *Rome.* 总部设在罗马附近。◇ (*figurative*) *Our profit margins are in the neighbourhood of 7%.* 我们的利润率大约是7%。

**nepotism** /'nepətɪzəm/ *noun* [U]
giving advantages to your own family if you are in a position of power, especially by giving them jobs 裙带关系；任人唯亲

**'nest egg** *noun* [C, usually sing.] (*informal*)
an amount of money that sb has saved for the future 储备金；备用的存款：*After 20 years, the account had built into a nest egg of over $20 000.* * 经过20年后，这个账户的存款已累积到2万多元。

**★net** /net/ *noun, adjective, verb*
● ***noun***
SEE ALSO: **safety net**
**1 the Net** [sing.] = INTERNET
**2** [C, U] (*AmE*) a **net** amount or weight 净利；净值；净重：*The third quarter net was up 6%.* 第三季度的净利提高了6%。
● ***adjective*** (*BrE spelling also* **nett**)
**1** (*Accounting*) [usually before noun] a **net** amount of money is the amount that remains when nothing more is to be taken away 净得的；纯的：*record net profits of £360 m* 创纪录的3.6亿英镑净利润 ◇ *The salary is €40 000 net of tax.* 薪水税后为4万欧元。→ GROSS
● *a net* ***loss/profit/operating loss/operating profit*** 净亏损 / 利润 / 营运亏损 / 营运利润 • *net* ***earnings/income/proceeds/sales*** 纯收入 / 收益 / 销售额
**2** [only before noun] final, after all the important facts have been included 最后的；最终的：*The* ***net result*** *is that small shopkeepers are being forced out of business.* 最终的结果是小店主们被迫停业。
▶ **net** *adverb*: *a salary of €50 000 net* * 5万欧元的净工资 ◇ *Interest on the investment will be paid net* (= tax will already have been taken away). 投资的利息将按扣税后的金额支付。→ GROSS
● ***verb*** [+ obj] (**-tt-**)
**1** to earn an amount of money as a profit after you have taken away some of it for tax, etc. 净赚；净得：*After paying all his debts, he netted $50 000.* 偿清全部债务后，他净赚了5万元。→ GROSS
**2** to manage to obtain sth 获得；得到：*The deal netted over €200 000.* 这笔交易净赚20多万欧元。
PHR V **,net sth 'down (to sth); ,net 'down (to sth)** (*Finance*) to take sth away from an amount until only the **net** amount is left 净得；净赚：*The*

*$3 extra income per customer from the promotion nets down to $2.50 because it cost $.50 per customer.* 这次促销从每位顾客中获得3元的额外收入，扣除在每位顾客身上花费的0.50元，净得2.50元。 **,net 'out at/to sth** (*Accounting*) to produce an amount of money after some has been taken away for tax and other expenses （扣除税和其他开支后）净值：*They are offering $100 cash back, so the phone nets out at only $50.* 他们提供100元的现金返还，因此这部电话净值只有50元。

**net 10 eom, net 30 eom** (*also* **net 10 prox, net 10th prox, net 30 prox, net 30th prox**) *adverb* (*Accounting, only used in written English* 只用于书面英语) used on an INVOICE to show that it must be paid on or before the 10th (or 30th) day of the next month （用于发票）下月10日（或30日）或之前必须支付 **NOTE** **eom** is a short way of writing 'end of month'. **Prox** is a short form of a Latin phrase that means 'next month' * eom 是 end of month 的缩写。prox 是一个拉丁语短语的缩写，意思是“下个月”：*Men's clothes are sold at net 30 eom.* 所出售的男装下月30日或之前必须付款。

**net 10, net 30** *adverb* (*Accounting, only used in written English* 只用于书面英语) used on an INVOICE to show that it must be paid within 10 (or 30) days （用于发票）10天（或30天）之内付款

**,net 'assets** *noun* [pl.] (*Accounting*) the value of a company's or person's total assets, minus their total LIABILITIES (= the money that they owe) 净资产：*Capital Southwest reports net assets of $240.1 million.* 西南资本公司报告净资产为2.401亿元。

**,net 'asset ,value** *noun* [U; sing.] (*abbr* **NAV**) (*Accounting*)
**1** the value of a company's assets calculated by taking its total LIABILITIES away from its total assets 资产净值，净资产值（资产总值扣除债务总额后的公司资产价值）：*The fund now has a net asset value of $175 m.* 这个基金目前的资产净值为1.75亿元。
**2** = NET ASSET VALUE PER SHARE

**'net 'asset ,value per 'share** *noun* [U; sing.] (*abbr* **NAVPS**) (*Accounting*) the value of a share in a company, calculated by taking its total LIABILITIES away from its total assets and dividing by the total number of shares 每股资产净值（公司的资产总值减去其债务总额后，再除以总股数）：*The bank's net asset value per share fell by 4% to €3.64.* 这家银行的每股资产净值下跌了4%，达到3.64欧元。

**,net 'book ,value** *noun* [U; sing.] (*abbr* **NBV**) (*Accounting*)
**1** the current value of an asset or a set of assets in a company's financial records, calculated by taking the DEPRECIATION (= the decrease in value over a period of time) away from its original cost 账面净值，净账面值（从原始成本中扣除折旧后的公司账面上的资产现值）：*equipment with a net book value of $30 million* 账面净值为3000万元的设备
**2** the current value of a company shown in its financial records, which is the difference between its total assets after DEPRECIATION (= the decrease in value over a period of time) and its total LIABILITIES 账面净值，净账面值（公司账面上的现值，即扣除折旧后的总资产与债务总额的差额）：*The company has a net book value of €100 000.* 这家公司的账面净值为10万欧元。
→ SHAREHOLDER EQUITY

**,net 'borrowings** *noun* [pl.] (*Accounting*) the total amount that a company has borrowed, minus the amount of assets it has that are in the form of money or that can easily be changed into money 借贷净额，借款净额（公司借款总额减去其资产）：*We have been able to cut our net borrowings by $125 million.* 我们已经能够削减1.25亿元的借款净额。

**Net-centric** /ˌnet-'sentrɪk/ *adjective* depending on or suited to the Internet 以网络为中心的：*Net-centric companies* 以网络为中心的公司

**'Net ,commerce** = INTERNET COMMERCE

**'net 'current 'assets** *noun* [pl.] (*Accounting*) a company's CURRENT ASSETS minus its CURRENT LIABILITIES 净流动资产（公司的流动资产减去其流动负债）→ WORKING CAPITAL

**,net ex'porter** *noun* [C] (*Economics*) used to describe a country that exports more than it imports 净出口国（出口多于进口的国家）：*The US is a net exporter of cotton.* 美国是棉花的净出口国。

**,net im'porter** *noun* [C] (*Economics*) used to describe a country that imports more than it exports 净进口国（进口多于出口的国家）：*Britain will soon be a net importer of oil and gas.* 英国不久将成为石油和天然气的净进口国。

**netiquette** /'netɪket/ *noun* [U] informal rules of behaviour for communicating with people over the Internet 网络礼仪（在互联网上与人交流所遵循的非正式的行为规范）：*An important rule of netiquette is not to send an email when you are angry.* 一条重要的网络礼仪规范就是：不要在生气时发送电子邮件。

**,net 'lending** *noun* [U] (*Accounting*) the total amount of money that a bank lends in a particular period, minus amounts that have been paid back 净贷款额，贷款净额（银行某时期的贷款总额减去已还清的贷款额）：*Total net lending to individuals increased by $8.7bn last month.* 针对个人的总贷款净额上月增加了87亿元。

**,net 'margin** = OPERATING MARGIN

**'net 'present 'value** *noun* [U,C] (*abbr* **NPV**) (*Accounting*) the value of income from an investment calculated by taking the **present value** of money which will be received (**cash inflow**) minus the **present value** of money which will be paid out (**cash outflow**) 净现值 **NOTE** If the **NPV** of an investment is positive it should be accepted; if it is negative it should be rejected. 如果一项投资的净现值为正数，则投资可行；如果为负数，则投资不可行。→ DISCOUNTED CASH FLOW

**,net 'price** *noun* [C] the price that sb pays for goods or services after any reductions in price have been taken off and any tax has been added 净价：*If the marked price*

*is €100 and the discount is 5%, the net price is €95.* 如果标价为100欧元，折扣5%，则净价等于95欧元。

**,net 'profit** *noun* [C,U]
(*Accounting*) the money that you make in business or by selling things, after all costs, tax, interest, etc. have been taken off 净利；净利润：*Subtracting the tax bill of $52 500, we are left with a net profit of $97 500.* 扣除52 500元的税款，我们还有97 500元的净利。

**,net 'profit ,margin** = OPERATING MARGIN

**'net 'realizable 'value** *noun* [C,U] (*abbr* **NRV**)
(*Accounting*) the amount of money that will be received for an asset when it is sold, minus the costs involved in selling it 可变现净值：*Capital assets with a current net realizable value of less than $5 000 are considered minor items.* 流动可变现净值低于5 000元的资本资产是小额项目。

**,net 'revenue** *noun* [C,U]
(*Accounting*) the total amount of money received from sales of goods or services, minus the amount for goods returned by customers, etc. 净收入；净利润：*On Thursday the coffee retailer reported a net revenue of $300 million for the last four weeks.* 星期四咖啡零售商报告称最近四周的净收入为3亿元。→ NET SALES

**,net 'sales** *noun* [pl.]
(*Accounting*) the total value of goods and services sold, after an amount has been taken away for expenses such as transport, returned goods, reductions in price, etc. 净销售额，销货净额：*Net sales were €12 million, an increase of 6% on the same period last year.* 净销售额为1 200万欧元，比去年同期增长6%。◇ *The company recorded net sales of €166 million for the fourth quarter.* 这家公司报告第四季度的净销售额1.66亿欧元。→ GROSS SALES, NET REVENUE

**'Net ,surfer** *noun* [C]
a person who spends a lot of time using the Internet 网上冲浪者，网络漫游者（在互联网上花费很多时间的人）→ SILVER SURFER

**nett** = NET *adj.*

**'net 'tangible 'assets** *noun* [pl.] (*abbr* **NTA**)
(*Accounting*) the value of the physical assets that a company owns minus its CURRENT LIABILITIES (= debts that must be paid within a year) 有形资产净额（公司拥有的有形资产价值减流动负债）

**,net 'ton** = SHORT TON

**★network** /'netwɜ:k; *AmE* -wɜ:rk/ *noun, verb*
● ***noun*** [C]

SEE ALSO: **fixed network, local area ~, run of ~, wide area ~**

**1** a group of people, companies, etc. that exchange information or work together for a particular purpose 关系网；人际网：*a communications/distribution network* 通信／分销网络
**2** (*IT*) a number of computers and other devices that are connected together so that equipment and information can be shared 计算机网络：*The office network allows users to share files and software, and to use a central printer.* 办公网络允许用户共享文件和软件，并使用中央打印机。→ LAN, WAN

● ***verb***
**1** (*IT*) [+ obj] to connect a number of computers and other devices together so that equipment and information can be shared 将…连接成网络：*networked computer systems* 联网的计算机系统
**2** [no obj] to try to meet and talk to people who may be useful to you in your work 建立工作关系：*Conferences are a good place to network.* 各种会议是建立工作关系的好地方。

**'network a,nalysis** *noun* [C,U]
**1** (*Economics*; *Production*) = CRITICAL PATH ANALYSIS
**2** (*IT*) the process of recording the movements of information to and from a computer network 网络分析：*Network analysis showed that staff were spending too much time browsing the Internet.* 网络分析显示员工花费太多时间浏览互联网。

**networked** /'netwɜ:kt; *AmE* -wɜ:rkt/ *adjective*
**1** used to describe a system in which different companies use technology to form a single system, in which they can work together to supply goods or services 网络化的：*Networked companies manage a network of contract suppliers, manufacturers and distributors in order to deliver their products.* 网络化的公司管理着一个由合同供应商、制造商和分销商组成的网络，以便交付其产品。◇ *the networked economy* 网络经济
**2** connected into a network 联网的：*We have 700 networked computer stations in this department.* 我们在这个部门有700个联网的计算机工作站。

**networker** /'netwɜ:kə(r); *AmE* -wɜ:rk-/ *noun* [C]
**1** a person who works for a company from home or from another office using a computer network 通过网络为某公司工作的人员；网络雇员：*The company holds an annual conference for its networkers.* 这家公司为其网络雇员举办年会。
**2** a person who tries to meet and talk to people in order to make business contacts 爱交际的人：*Being a natural networker helped her to build up her business.* 她天生的交际能力帮她拓展了业务。

**networking** /'netwɜ:kɪŋ; *AmE* -wɜ:rk-/ *noun* [U]
**1** a system of meeting and talking to other people who may be useful or helpful to you in your work 社交；人际关系网：*The key to good networking is the exchange of favours.* 建立良好人际关系网的关键是利益的相互照顾。◇ *networking events and meetings* 社交活动和会议 ◇ *business networking groups* 商务社交团体
**2** (*IT*) a system of connecting a number of computers and other devices so that equipment and information can be shared（计算机）联网：*computer/data networking* 计算机／数据联网 ◇ *the convenience of wireless networking* 无线联网的便利 ◇ *networking equipment* 联网设备

**'network ,marketing** = MULTILEVEL MARKETING

**,net 'worth** *noun* [U,C] (*also* **,owners' 'equity** [U])
(*Accounting*) a measure of the current financial value of a company, person, etc., calculated by taking CURRENT LIABILITIES (= debts that must be paid back within a short time) away from the total assets 净值（总资产减去流动负债）：*The average net worth of a household is €22 000.* 家庭的平均净值为22 000欧元。◇ *The company has a negative*

*net worth and is still losing money.* 这家公司出现负净值，现仍在亏损。 SYN SHAREHOLDER FUNDS

**net wt.** *abbr*
a short way of writing **net weight** * net weight 的缩写

**,net 'yield** *noun* [C,U]
(*Accounting*) the amount of profit an investment makes after taking off costs and taxes, expressed as a percentage of its price 净收益率

**newbie** /'nju:bi; *AmE* 'nu:bi/ *noun* [C] (*informal*)
a person who has just begun to use a computer, a particular program or the Internet 网络新手（刚开始使用计算机、某程序或互联网的人）: *This website offers technical advice to newbies.* 这个网站向网络新手提供技术咨询。

**,new 'deal** (*also spelled* **New Deal**) *noun* [sing.]
**1** policies introduced by a government or an organization to help a region, group of people, etc. return to normal after a difficult period 新政，新政策（政府或机构为帮助一个地区、群体等在困难时期之后恢复正常而推出的政策）: *Under the New Deal, unemployed people will be offered six months' training with a company.* 根据新政，失业人员将参加一家公司组织的为期6个月的培训。
**2 New Deal** the policies introduced in the US in the 1930s by President Roosevelt with the aim of helping the economy return to normal 新政（20世纪30年代美国总统罗斯福为复苏经济而采取的一系列政策）

**the ,New E'conomy** (*also spelled* **the new economy**) *noun* [sing.]
used to describe the economy that developed in the late 20th century, with industries based on very new technology and the use of the Internet to do business 新经济（用于形容20世纪末期的经济，即各行业都应用新技术和互联网来开展业务）: *Ebay and Amazon are among the successes of the new economy.* 易趣和亚马逊是新经济的成功范例。 ◇ *E-commerce is a major feature of many new-economy businesses.* 电子商务是许多新经济企业的主要特征。 → OLD ECONOMY

**,new 'issue** *noun* [C]
(*Stock Exchange*) a number of shares that are made available for investors to buy for the first time 新发行（的股票）；新股发行: *a new issue of 1.2 million ordinary shares* 新发行的120万股普通股 ◇ *The shares will be listed on the new issue market.* 该股票将在新股发行市场上上市。

**'newly in'dustrialized 'country** (*also* **'newly in'dustrializing 'country**) *noun* [C] (*abbr* **NIC**)
(*Economics*) a country that did not have much industry previously, but where industries are now developing very fast 新兴工业化国家: *Vietnam's economy has had one of the highest rates of growth among newly industrialized countries.* 越南是新兴工业化国家中经济增长率最高的国家之一。

**,newly issued 'share** = NEW SHARE

**,newly issued 'stock** = NEW STOCK

**,new 'media** *noun* [U]
(*IT*) ways in which large numbers of people can receive information and entertainment through computers 新媒体（借助计算机获得信息和娱乐）: *new media industries who create content for the Internet* 为互联网创建内容的新媒体行业

**,new 'money** *noun* [U]
**1** money that becomes available for use for the first time 新资金: *To prevent inflation, the government controls the flow of new money into the economy.* 为防止通货膨胀，政府控制新资金流入到经济中。
**2** wealth that has been gained recently; the people who have it 新财富；新富阶层: *It's new money that is buying property in this area these days.* 这些天在本地区购买房产的都是新富阶层。

**,new-'product** *adjective* [only before noun]
used to describe activities related to developing and selling a new product 新产品的: *new-product launches/sales/teams* 新产品的发布 / 销售 / 团队

**,new-'product de,velopment** *noun* [U] (*abbr* **NPD**)
(*Marketing*) the process by which a company changes ideas into new or improved products or services 新产品开发: *The extra investment will be used for marketing and new-product development.* 额外的投资将用于营销和新产品开发。 ◇ *a new-product development project/manager* 新产品开发项目 / 经理

**'news ,conference** = PRESS CONFERENCE

**newsgroup** /'nju:zgru:p; *AmE* 'nu:z-/ *noun* [C]
an area of the Internet, with its own address, where people discuss a particular topic; the people who belong to this group 新闻组（互联网的讨论区）: *An employee posted the complaint on an internal newsgroup.* 一位雇员在内部新闻组发布了投诉。

**,new 'share** (*also* **,newly issued 'share**) *noun* [C, usually pl.]
(*Stock Exchange*) a share that a company makes available for investors to buy for the first time 新股: *There are several methods for determining the price of new shares for a stock market flotation.* 为在股票市场上市的新股定价的方法有好几种。

**'news re,lease** = PRESS RELEASE

**,new 'stock** (*also* **,newly issued 'stock**) *noun* [U,C]
(*Stock Exchange*) shares that a company makes available for investors to buy for the first time 新股: *The company is issuing new stock to raise finance.* 公司正在为筹集资金发行新股。 ◇ *The website recommends hot new stocks to investors.* 这家网站给投资者推荐新的热门股票。

**,next-'day** *adjective* [only before noun]
used to refer to a service that is provided on the day after you order it 隔日的: *guaranteed next-day delivery* 保证隔日交货 → SAME-DAY

**,next-gene'ration** *adjective* [usually before noun]
used to describe a product that has been developed and improved using the latest technology, and that is much more advanced than the versions available until now 新一代的: *next-generation mobile phones* 新一代手机

**NGO** /,en dʒi: 'əʊ; *AmE* 'oʊ/ *abbr*
**non-governmental organization, non-government organization**
an organization, such as a charity, that does not make a profit, is independent of government and

business, and is formed for a particular purpose for the good of the public 非政府组织

**NI** /ˌen 'ai/ = NATIONAL INSURANCE

**NIC** /ˌen aɪ 'si:/ = NEWLY INDUSTRIALIZED COUNTRY

**★niche** /ni:ʃ/ *noun* [C]

SEE ALSO: **market niche**

(*Marketing*) an opportunity to sell a particular type of product or service for which there is limited demand, but little or no competition 利基，补缺，缝隙（在需求有限、竞争很小或无竞争的市场上出售某种产品或服务的机会）: *They spotted a niche in the ice cream market for a high-quality, luxury product.* 他们在冰淇淋市场上找到了出售高质、奢侈产品的市场缝隙。 ◇ *To grow, the company needs to expand beyond its niche products.* 要想发展，公司必须在利基产品之外开拓新市场。 ◇ *a small niche company* 一家小型利基公司

→ MAINSTREAM

● *to carve (out)/create/look for/find/exploit/expand a niche* 打造出 / 创造 / 寻找 / 发现 / 开发 / 扩大利基

**'niche ˌmarket** *noun* [C]

(*Marketing*) a market in which there is little or no competition for a particular type of product or service, for which there is limited demand 利基市场，补缺市场，缝隙市场（某种产品或服务的需求有限、几乎没有或根本没有竞争的市场）: *The company has carved out a strong niche market for its software.* 这家公司已为其软件开拓出强大的利基市场。 ▸ **'niche ˌmarketer** *noun* [C]: *Niche marketers rely on customer loyalty.* 利基营销者依赖顾客的忠诚度。 **'niche ˌmarketing** *noun* [U]: *a niche marketing campaign* 利基营销活动

**nicher** /'ni:ʃə(r)/ *noun* [C]

(*Marketing*) a **niche** company or product 利基者；补缺者: *Nichers use different competitive strategies to mainstream companies.* 利基者对主流公司使用不同的竞争战略。 ◇ *Most of their computer games are nichers.* 他们的大部分电脑游戏都是补缺产品。

**Nielsen™** /'ni:lsən/ = NIELSEN RATING

**ˌNielsen/'NetRatings™** /ˌni:lsən 'netreɪtɪŋz/ *noun* [sing.]

a company that measures and analyses Internet use and provides information and advice to companies so that they can develop strategies for using the Internet 尼尔森公司（互联网流量监测机构）

**'Nielsen™ ˌrating** /'ni:lsən/ (*also* **'Nielsen™**) *noun* [C]

(*Marketing*) in the US, a measure of how many people, and often what type of people, watch a particular programme on television. The information is used by companies who want to advertise their products to a suitable audience, and by television companies who set the price for advertising in and around particular programmes. 尼尔森收视率（在美国，指统计有多少人、哪一种类型的人观看某一电视节目的方式。公司可利用这个信息向适合的观众投放产品广告，电视公司可用它来确定在某个节目里投放广告的价格）: *The show scored a Nielsen rating of 2.9.* 这个节目的尼尔森收视率得分为2.9。 ◇ *The programme was cancelled following low Nielsen ratings.* 因尼尔森收视率低，这个节目被取消了。

**'night de,pository** = NIGHT SAFE

**ˌnight 'porter** *noun* [C]

a person who looks after a hotel or an apartment building at night 夜间守门人

**'night safe** (*BrE*) (*AmE* **'night de,pository**) *noun* [C]

a box in the wall of a bank where companies, etc. can deposit money when the bank is closed 夜间保险箱，夜间保险柜（装于银行外墙，银行关闭时供顾客存钱用）

**NIH syndrome** /ˌen aɪ 'eɪtʃ/ = NOT-INVENTED-HERE SYNDROME

**Nikkei™** /nɪ'keɪ/ *noun* (*usually* **the Nikkei** [sing.]

**1** used to refer to the **Nikkei Stock Average** or a **Nikkei Index** 日经股票平均指数；日经指数: *On Tuesday, the Nikkei rose 19.25 points, or 0.23%, to close at 8 365.26 points.* 周二，日经指数上涨19.25点或0.23%，收于8 365 .26点。

**2** a financial and business newspaper in Japan that publishes measures (**indexes**) of the share prices of important companies 《日本经济新闻》

**Nik,kei 'Index** /nɪ'keɪ/ *noun* [sing.]

one of the measures of the share prices of the companies that are traded on the Tokyo Stock Exchange 日经指数

**Nik,kei 'Stock ˌAverage** /nɪ'keɪ/ (*also* **Nikkei 225** /nɪˌkeɪ tu: tu: 'faɪv/) *noun* [sing.]

a measure of the share prices of the 225 most important companies that are traded on the Tokyo Stock Exchange 日经股票平均指数（在东京证券交易所交易的225家最重要公司的股价指数）

**nil** /nɪl/ *noun* [U]

nothing; zero 无；零: *Competition has reduced profit margins to nil.* 竞争已使利润率减少到零。 ◇ *The company reported nil growth in like-for-like sales on last year.* 这家公司报告称与去年销量同比增长为零。

**Nimby** /'nɪmbi/ *noun* [C] (*plural* **Nimbys**)

a person who claims to be in favour of a new development or project, but objects if it is too near their home 邻避；不要建在我家后院（声称支持某个项目，但却反对建在自家附近）: *The Nimby lobby is slowing the development of wind farms.* 此番邻避游说延缓了风力发电站的开发。

**NOTE** 'Nimby' is formed from the first letters of the words 'not in my back yard'. * Nimby 由 not in my back yard 的首字母构成。

**NMS** /ˌen em 'es/ = NATIONAL MARKET SYSTEM

**NMW** /ˌen em 'dʌblju:/ *abbr* **national minimum wage**

in the UK, used to refer to the lowest wage that an employer is allowed to pay by law 全国最低工资（在英国，指法律允许雇主支付的最低工资）

**No.** (*also spelled* **no.**) *abbr* (*plural* **Nos, nos**) (*only used in written English* 只用于书面英语)

number 号码；编号: *invoice No. 5370* 发票编号: 5370 → NUMBER *noun* (1)

**ˌno-'brainer** *noun* [C] (*informal*)

a question or problem that is so easy to answer or solve that it needs no thought 不假思索便能回答的提问；毫不费神便能解决的问题: *Setting up an email marketing campaign is a real no-brainer.* 策划电子邮件营销活动是一个毫不费神便能解决的问题。 ▸ **ˌno-'brainer** *adjective* [only before noun]:

*This software is the no-brainer choice for anyone running a network.* 这款软件是任何经营网络的人最容易作出的不二之选。

**node** /nəʊd; *AmE* noʊd/ *noun* [C]
(*Technical*) a point at which two lines or systems meet or cross 节点；结点：*a node in/of a network* 在网络上的节点；网络节点

**no-'frills** *adjective* [only before noun]
including only the basic features, without anything that is unnecessary, especially things added to make sth more attractive or comfortable 无装饰的：*a no-frills airline* 只提供必需服务的航空公司 ◇ *The travelling public seems to prefer cheap, no-frills air travel.* 旅游的人似乎更喜欢便宜的只提供必需服务的空中旅行。

**noise** /nɔɪz/ *noun* [U]
**1** extra information, activity, etc. that is not what is needed 不适用信息；垃圾信息：*In all the noise of the Internet, I eventually found something relevant.* 在互联网上所有的垃圾信息里，我最终找到了一点有关的东西。
**2** (*Technical*) extra electrical or electronic signals that are not part of the signal that is being broadcast or sent 干扰；电子干扰信号

**,no-'load fund** *noun* [C]
(*Finance*) a fund that does not charge investors a fee when they put their money into it or take it out 免佣基金（投资者将钱投进或取出时均不收费用的基金）→ BACK-END LOAD, FRONT-END LOAD

**no,madic 'worker** *noun* [C]
a person who moves from place to place in order to get work 流动工人

**nominal** /'nɒmɪnl; *AmE* 'nɑ:m-/ *adjective*
**1** being sth in name only, and not in reality 名义上的；有名无实的；不真实的：*He remained in nominal control of the business for another ten years.* 他名义上又掌管了这家公司十年。
**2** (about a sum of money) very small and much less than the normal cost or change（款额）很小的，象征性的：*We only pay a nominal rent for the office space.* 对办公场地，我们只支付象征性的一点租金。◇ *They bought the company for a nominal €20.* 他们只付了区区20欧元就买下了这家公司。
**3** used to describe a size or quantity that is stated on a product but may not be the exact size or quantity 标示的（产品上标示的尺码或数量，可能不精确）
**4** (*Economics*) used to describe a rate or other figure that refers to current prices or numbers, but has not been changed to consider the effects of INFLATION 名义的；（价格或数量）未剔除通货膨胀因素的：*5% nominal GDP growth* * 5%的名义GDP增长 ◇ *Nominal wages remain the same, while real wages* (= the amount you can buy with this money) *are falling.* 名义工资不变，而实际工资正在下降。→ REAL
▸ **'nominally** /'nɒmɪnəli; *AmE* 'nɑ:m-/ *adverb*: *He was nominally in charge of the company.* 名义上他管理着这家公司。

**,nominal 'capital** (*also* **,nominal 'share ,capital**) *noun* [U]
(*Accounting*) the value of all the shares issued by a company which is equal to the total number of shares multiplied by the price they were originally sold for (the **par value**) 名义资本，额定资本，票面股本 SYN AUTHORIZED CAPITAL

**,nominal 'damages** *noun* [pl.]
(*Law*) a very small amount of money that is paid to sb by the person, company, etc. that has done sth wrong to them but has not caused them harm or financial loss 名义赔偿，名义损失：*The court awarded the union nominal damages of one euro.* 法院判给工会一欧元的名义赔偿金。

**,nominal 'ledger** = GENERAL LEDGER

**,nominal 'price** *noun* [C]
**1** (*Accounting*) the money value of a product, raw material, etc. without considering the effect of INFLATION on this value 名义价格，虚价（没有考虑通货膨胀影响的产品、原材料等的货币价值）：*Inflation reduced the real price of our products by 15% before we were forced to raise the nominal price.* 在我们被迫提高名义价格之前，通货膨胀将我们产品的实际价格压低了15%。
**2** (*Finance*) = PAR
**3** a very small amount of money that is paid for sth, which is much less than the market price would be 名义价格（以远远低于市场价格的少量钱购买某物）：*They bought the company for the nominal price of 1 cent a share.* 他们以每股1分的名义价格购买了这家公司。
**4** (*Finance*) (*also* **,nominal 'quotation**) the price estimated for a share, COMMODITY, etc. that has not yet been traded, and therefore has no market price 名义价格（对未交易的股票、商品等的估价）

**,nominal 'share ,capital** = NOMINAL CAPITAL

**,nominal 'value** = PAR

**,nominal 'yield** *noun* [C,U]
(*Finance*) the rate of interest that is paid on the original value of a bond (**par**), without considering the effect of INFLATION 名义收益（率）（没有考虑通货膨胀的影响，按债券的初始票面价值支付的利率）

**nominate** /'nɒmɪneɪt; *AmE* 'nɑ:m-/ *verb* [+ obj]
**1** to formally suggest that sb/sth should be chosen for an important role, position, prize, etc. 提名；推荐：*Two of their products have been nominated for the 'Innovation of the Year' award.* 他们有两件产品已获得“年度创新”奖的提名。
**2** to choose sb to do a particular job 任命；指派：*The state nominates the top two company posts.* 公司的两位最高管理者由国家任命。◇ *Franco Moretti has been nominated as the new Chief Executive.* 佛朗哥·莫雷蒂已获任命为新的行政长官。
▸ **nomination** /,nɒmɪ'neɪʃn; *AmE* ,nɑ:m-/ *noun* [C,U]: *The closing date for nominations is 21 March.* 提名截止日期为3月21日。◇ *They opposed her nomination to the post of Deputy Director.* 他们反对任命她为副主任。

**nominator** /'nɒmɪneɪtə(r); *AmE* 'nɑ:m-/ *noun* [C]
a person who suggests sb for a position, prize, etc. 提名者；任命者

**nominee** /,nɒmɪ'ni:; *AmE* ,nɑ:m-/ *noun* [C]
**1** a person who is suggested for a position, prize, etc. 被提名人；被任命者
**2** a person, company, bank, etc. in whose name money is invested in a company or property, but

who is not the real owner（投资等的）名义持有人
**3** (*Insurance*) a person who is named as the one to receive money if the insured person dies 受益人（在被保险人死亡时领取保险金的人）

**ˌnon-acˈceptance** *noun* [U]
the fact of not accepting sth 不承兑；不接受；拒绝接受 OPP ACCEPTANCE

**ˌnon-ˈaudit** *adjective* [only before noun]
used to describe services other than AUDITING that a company pays an accountant to provide 非审计的（公司付费给会计师提供审计以外的服务）：*More than 50% of our income now comes from non-audit services.* 目前我们50%以上的收入来自非审计服务。

**ˌnon-ˈcallable** *adjective*
(*Finance*) used to describe a bond or other form of loan that the borrower may not pay back within the fixed time limit 不可赎回的（指借款人在规定时限内不可以赎回债券或其他形式的贷款）
OPP CALLABLE

**ˌnon-ˈcash** *adjective* [only before noun]
not consisting of or involving money 非现金的：*The school accepts non-cash gifts such as securities, personal property or real estate.* 这所学校接受非现金礼物，例如证券、动产或不动产。

**ˌnon-comˈpliance** *noun* [U] (*usually used in written English* 通常用于书面英语)
the fact of failing or refusing to obey a rule 不服从；不顺从；违犯：*There are penalties for non-compliance **with** the fire regulations.* 不遵守消防规定的行为要受到处罚。

**ˌnon-conˈtributory** *adjective*
that you do not have to pay part of（雇员）无须缴纳的：*a non-contributory pension plan* (= that employees do not have to pay part of their salary into) 无须由雇员缴纳的养老金计划
OPP CONTRIBUTORY

**ˌnon-ˈcore** *adjective*
not the most important part of sth 非核心的：*We cut overheads by outsourcing non-core activities.* 我们通过将非核心业务外包出去来削减一般的管理费用。 OPP CORE
● *non-core **activities/assets/business/operations*** 非核心活动 / 资产 / 商务 / 业务

**ˌnon-current liaˈbilities** *noun* [pl.]
(*Accounting*) debts that do not need to be paid until after a particular period of time, usually 12 months 非流动负债（通常为12个月以后才需偿还的债务）：*Our non-current liabilities of discontinued operations were €838 000.* 我们已终止经营的业务的非流动负债为83.8万欧元。
SYN LONG-TERM LIABILITIES → CURRENT LIABILITY

**ˌnon-deˈlivery** *noun* [U]
the fact of sth not being delivered 未能送达；未交付：*We sued our suppliers for non-delivery of goods.* 我们控告供应商未交付货物。◇ *I got an email non-delivery message.* 我收到一条电子邮件未送达的信息。

**ˌnon-disˈclosure** *noun* [U]
(*Law*) the fact of keeping information secret 不揭露；守秘密：*The two companies signed a non-disclosure **agreement** in order to protect their confidential information.* 两家公司签署了一项保密协议以保护他们的机密资料。◇ *The company was fined for non-disclosure of earnings.* 这家公司因不披露收入而被罚款。 OPP DISCLOSURE

**ˌnon-disˌtributable reˈserve** = CAPITAL RESERVE (1)

**ˌnon-ˈdurable** *adjective*
that will not last for a long time 不耐用的；非永久的：*non-durable timber/clothing* 不耐用的木材 / 服装 ◇ *Non-durable data is not saved when the Internet user disconnects.* 互联网用户断网时，非永久数据是不会被保存的。 OPP DURABLE

**ˌnon-ˈdurable goods** = CONSUMER NON-DURABLES

**ˌnon-ˈdurables** = CONSUMER NON-DURABLES

**ˌnon-economic ˈdamages** *noun* [pl.]
(*Law*) an amount of money that is paid to sb by the company, person, etc. who caused them harm or injury, even though they did not suffer financial loss 非经济损害赔偿金（向未遭受经济损失的受害者支付的赔款）：*The former employee was awarded €50 000 non-economic damages for pain suffered as a result of the accident.* 那位前雇员因意外事故遭受伤害而获得5万欧元的非经济损害赔偿金。

**ˌnon-eˈxecutive** *adjective*
used to describe sb who is not employed by a company but takes part in meetings of the BOARD OF DIRECTORS and gives independent advice 非执行的（并非受雇于某公司，但参加董事会会议并提出独立建议的人）：*She works for a television company in a non-executive role.* 她在一家电视公司担任非执行职务。→ EXECUTIVE *adj.* (2)
● *a non-executive **board member/chairperson/officer*** 非执行董事会成员 / 主席 / 官员 • *a non-executive **committee/panel*** 非执行委员会 / 小组

**ˈnon-eˈxecutive diˈrector** (*also* **indˌpendent diˈrector, ˌoutside diˈrector**) *noun* [C]
a member of a company's BOARD OF DIRECTORS who is not employed by the company but takes part in meetings of the board and provides independent advice 非执行董事（并非受雇于公司的公司董事会成员，但参加董事会会议并提出独立建议）：*He was appointed as non-executive director in 2003.* 他于2003年被任命为非执行董事。◇ *She claims that the role of the independent non-executive director is to challenge management.* 她声称独立非执行董事的职责就是向管理层挑战。→ EXECUTIVE DIRECTOR ▸ **ˈnon-eˈxecutive diˈrectorship** *noun* [C]

**ˌnon-ˈfarm** *adjective* [usually before noun]
not connected with or including farming 非农业的：*The government is developing policies to promote non-farm rural employment.* 政府正在制定政策以促进农村的非农岗位就业。◇ *the non-farm economy/sector* 非农业经济 / 部门

**nonfeasance** /ˌnɒnˈfiːzəns; *AmE* ˌnɑːn-/ *noun* [U]
(*Law*) not doing sth that you must do according to an agreement or a law 未履行义务：*The construction company was penalized for nonfeasance after it failed to perform safety checks.* 这家建筑公司未执行安全检查从而因不履行义务而受罚。

**non-'food** *adjective* [only before noun]
not being, or not connected with, food 非食物的；与食物无关的：*non-food crops/products* 非食用作物 / 产品

**non-in'surable** = UNINSURABLE (2)

**non-'life** *adjective*
(*Insurance*) used to describe insurance other than LIFE INSURANCE 非寿险的：*non-life insurance companies* 非寿险公司

**non-'marketable** *adjective*
(*Finance*) (about shares, bonds, etc.) that cannot be bought and sold by investors（股票、债券等）非上市的：*Only the government can redeem non-marketable government securities, which do not trade on secondary markets.* 只有政府才能赎回不在二级市场上交易的非上市政府证券。
OPP MARKETABLE

**non-ma'terial** *adjective*
not consisting of physical objects or money 非物质的：*Your non-material capital includes your knowledge and skills.* 非物质资本包括知识和技能。 OPP MATERIAL *adj* (1)

**non-'member** *noun* [C]
a person, a country or an organization that has not joined a particular group 非会员；非成员：*The society's conference is open to non-members.* 非会员可以参加这个协会的会议。◇ *Trading with EU members is harder for non-member countries.* 对非成员国来说，与欧盟成员国做贸易难度比较大。 OPP MEMBER (1)

**non-ne'gotiable** *adjective*
**1** fixed; that you cannot discuss or change before you make an agreement or a decision 不可谈判的；不可更改的：*Some details of the contract are non-negotiable.* 合同的某些细节没有商量的余地。◇ *a non-negotiable price* 不可更改的价格
**2** (*Finance*) that you cannot exchange for money or give to another person in exchange for money 不可转让的：*non-negotiable securities* 不可转让证券 OPP NEGOTIABLE

**no-'nonsense** *adjective* [only before noun]
simple and direct; only paying attention to important and necessary things 简单直接的；言简意赅的；不说废话的：*a no-nonsense approach* 直截了当的方法 ◇ *She is a tough, no-nonsense manager.* 她是一位强硬的、做事直截了当的经理。

**non-'payment** *noun* [U]
failure to pay a debt, tax, rent, etc. 不支付，未支付（欠债、税款、租金等）：*There has been a rise in the non-payment of loans.* 拒绝偿还贷款的情况有所增加。

**non-per'forming** *adjective*
(*Finance*) (about a loan) on which the borrower has not made a payment for a particular period of time（贷款）不良的：*The bank ran into trouble with non-performing loans.* 这家银行遇到了不良贷款的麻烦。

**non-pro'fessional** *adjective*
**1** doing sth out of interest rather than as a paid job 业余的；非专业的：*computer applications aimed at non-professional programmers* 面向非专业程序员的计算机应用程序
**2** (*HR*) having a job that does not need a high level of education or special training 非专业的；未经专门训练的：*non-professional staff* 非专业员工
→ PROFESSIONAL, UNPROFESSIONAL

**non-'profit** (*AmE spelling* **nonprofit**) (*AmE also* **not-for-'profit**) (*BrE also* **non-'profit-making**) *adjective*
(about an organization) that does not have the aim of making a profit（机构）非营利的，不以盈利为目的的：*an independent non-profit organization* 独立的非盈利机构 ◇ *The centre is run on a non-profit basis.* 这个中心的运作不以盈利为目的。
→ FOR-PROFIT

**non-re'course** *adjective* [only before noun]
(*Finance*) used to describe a loan or debt where the lender only has the right to take back the asset that was bought with the loan if the money is not paid back, and cannot take any of the borrower's other assets 无追索权的（贷款得不到偿还时，出借人有权收回用这笔贷款购得的财产，而无权取得借款人的其他资产）

**non-re'curring** *adjective*
(*Accounting*) happening only once in a particular period rather than repeatedly 临时的；偶然发生的；不经常发生的：*The loss included non-recurring items such as redundancy costs.* 这项亏损包括遣散费等非经常性项目。→ RECURRING
✪ *non-recurring* ***charges/costs/items*** 非经常性费用 / 成本 / 项目

**non-re'fundable** *adjective*
(*Commerce*) used to describe an amount of money that cannot be returned when you have paid it to sb 不能偿还的；不能退款的：*a non-refundable deposit* 不能退还的定金

**non-re'newable** *adjective*
**1** that cannot be replaced after use 非再生的；不可更新的：*non-renewable energy resources* 非再生能源
**2** (*Law*) that cannot be continued or repeated for a further period after it has finished 不可延续的；不可重复有效的：*The contract is non-renewable.* 合同不可延续。 OPP RENEWABLE

**non-'resident** *adjective, noun*
• ***adjective***
(about a person or company) not living or situated permanently in a particular country, especially when this relates to tax（人或公司）暂居的，非居民的，非常设的，非常驻的：*non-resident holders of savings accounts* 非居民储蓄账户持有者 ◇ *You will be treated as non-resident for tax purposes.* 你将以非居民身分纳税。
• ***noun*** [C]
**1** a person who does not live permanently in a particular country or place 非居民：*sales of securities to non-residents* 向非居民出售证券
**2** a person not staying at a particular hotel（酒店的）非房客；未入住某酒店的人：*The restaurant is open to non-residents.* 这家餐厅向非房客开放。 OPP RESIDENT

**non-resi'dential** *adjective*
that is not used for people to live in 不用于居住的；非住宅的：*The buildings in the area are mainly non-residential.* 这个地区的楼房主要不是用于居住的。 OPP RESIDENTIAL

**,non-'smoking** (*also* **,no-'smoking**) *adjective* [usually before noun]
(about a place) where you cannot smoke（地方）禁烟的，不允许吸烟的：*This is a non-smoking office.* 这是无烟办公室。▸ **,non-'smoking** (*also* **,no-'smoking**) *noun* [U]：*Non-smoking will soon be the norm for employees at work.* 员工不能在上班时吸烟将很快成为惯例。

**,non-'standard** *adjective*
**1** not the usual size, type, etc.（尺寸、型号等）不标准的，非常用的：*paper of a non-standard size* 非标准尺寸的纸
**2** (*HR*) connected with work that is not FULL-TIME and permanent（工作）非全职的：*There has been a huge increase in non-standard types of work such as part-time jobs and self-employment.* 非全职类工作大量增加，如兼职和自主创业。◇ *a non-standard contract* 非全职合同
OPP STANDARD

**,non-tariff 'barrier** *noun* [C] (*abbr* **NTB**)
(*Economics*) an official rule or policy, but not a tax, that a government uses to make it difficult for imports of particular goods to come into the country 非关税壁垒

**,non-'taxable** *adjective*
(*Accounting*) that you do not need to pay tax on 免税的：*non-taxable income* 免税收入
OPP TAXABLE

**nontraditional** (*also spelled* **non-traditional**) /ˌnɒntrə'dɪʃənl; *AmE* ˌnɑːn-/ *adjective*
(*HR*) different from the jobs or working arrangements that have usually been expected in the past（职位或工作安排）非传统的：*women in nontraditional occupations such as construction* 从事建筑等非传统职业的妇女 ◇ *Up to 40% of our employees work in nontraditional ways.* 我们的员工中高达40%的人以非传统的方式工作。

**,non-'transferable** *adjective*
that cannot be given to or used by anyone else 不可转让的：*non-transferable tickets* 不可转让的票 ◇ *The option itself is non-transferable.* 期权本身是不可转让的。OPP TRANSFERABLE

**,non-'union** (*also* **,non-'unionized, -ised,** *less frequent*) *adjective* [usually before noun]
(*HR*)
**1** not belonging to a trade/labor union 不属于工会的：*non-union labour/workers* 未加入工会的劳工 / 工人
**2** (about a business, company, etc.) not accepting trade/labor unions or employing union members（企业、公司等）不接受工会的，不雇用工会会员的，不属于工会的：*Many newly established firms are non-union.* 许多新成立的公司不接受工会。◇ *a non-union workplace* 不雇用工会会员的工作场所

**,non-verbal communi'cation** *noun* [U]
ways of making your thoughts and feelings known to other people that do not involve words or speech, for example by the position of your body 非言语交流

**,non-'voting** *adjective* [usually before noun]
(*Finance*) used to describe shares that do not give their owners the right to vote at shareholders' meetings 无表决权的；无投票权的：*non-voting shares/stock* 无投票权的股票

**norm** /nɔːm; *AmE* nɔːrm/ *noun*
**1** (*often* **the norm**) [C, usually sing.] the usual or expected amount, number, situation, etc. 定额；标准：*Spending on IT was about four per cent below the norm this quarter.* 本季度信息技术方面的支出大约比标准低百分之四。◇ *profits far above industry norms* 远高于行业标准的利润
**⊕ *above/below the norm*** 高于 / 低于标准
• ***twice/double/ten times the norm*** 比标准多一倍 / 九倍 • ***to be/become the norm*** 成为标准
**2** (*Technical*) [C] a required or agreed standard, amount, maximum, etc. 标准；定额；定量：*bringing the system in line with international norms* 使这个系统达到国际标准

**nose** /nəʊz; *AmE* noʊz/ *verb* [no obj] (*used with an adverb or a preposition* 与副词或介词连用)
(about prices, values, etc.) to move gradually into a better position（价格、价值等）逐渐提高：*March futures nosed up 1.70 points.* 三月期货提高了1.70点。→ idiom at PAY *verb*

**nosedive** /'nəʊzdaɪv; *AmE* 'noʊz-/ *noun, verb*
• ***noun***
a sudden steep fall or drop 急剧下降；急转直下；暴跌：*Sales continued their nosedive, sinking by 14 per cent.* 销量持续暴跌，下降了14%。◇ *The markets could* ***take*** *a nosedive, destroying consumer confidence.* 市场可能暴跌，从而摧毁消费者的信心。
• ***verb*** [no obj]
(about prices, costs, values, etc.) to fall suddenly and by a large amount（价格、成本、价值等）骤降，急剧下跌，暴跌：*The stock has nosedived from $20 a year ago to $2.* 股票已从一年前的20元狂跌到2元。

**,no-'show** *noun* [C]
**1** a customer who has reserved sth such as a restaurant table or plane seat but does not arrive to use it 放弃（餐桌或机座等的）预订的人：*No-shows are a problem for hotel managers.* 预定了房间而不来入住的客人对酒店经理而言是个难题。
**2** an event that is expected to happen or arrive but does not 预计要发生的事件没有发生：*With the inflation rise a no-show, the bank left interest rates unchanged.* 通货膨胀率没有如期上升，银行维持利率不变。

**,no-'smoking** = NON-SMOKING

**,no-'strike** *adjective* [only before noun]
(*HR*) in which workers promise not to have a strike 不罢工的：*The union refused to accept a no-strike deal.* 工会拒绝接受不罢工的协议。

**notary** /'nəʊtərɪ; *AmE* 'noʊ-/ *noun* [C] (*plural* **notaries**) (*also* **,notary 'public,** *plural* **notaries public**)
(*Law*) a person, especially a lawyer, with official authority to watch a document being signed and make this document valid in law 公证人
▸ **notarial** /ˌnəʊ'teərɪəl; *AmE* ˌnoʊ'ter-/ *adjective*：*notarial fees* 公证费

**notch** /nɒtʃ; *AmE* nɑːtʃ/ *noun, verb*
• ***noun*** [C]
a level on a scale, often marking quality or

achievement 等级；档次：*The bonds have been downgraded by one notch to AA.* 债券评级已被下调一级，降到 AA 级。◇ *The quality of the food here has dropped a notch recently.* 这儿的饭菜质量最近降了一个档次。

• ***verb*** [+ obj] **notch sth (up)**
(used in newspapers) to achieve sth（用于报章）赢得，获得：*The managing directors have notched up 50 years with the company between them.* 这些常务董事在公司相继干了50年。◇ *Stocks have notched slight gains today.* 股价今天略有上涨。

**note** /nəʊt; *AmE* noʊt/ *noun, verb*
• ***noun*** [C]

SEE ALSO: **advice note, bond ~, consignment ~, contract ~, convertible ~, cover ~, credit ~,** etc.

**1** (*especially BrE*) (*AmE usually* **bill**) a piece of paper money 纸币：*a €50 note* 一张面额为50欧元的纸币 ◇ *He counted out a pile of notes.* 他数了一堆纸币出来。◇ *We can only exchange notes and travellers' cheques.* 我们只能兑换纸币和旅行支票。 SYN BANKNOTE
**2** (*Finance*) a bond of a particular kind 债券：*a 10-year note* (= that will be repaid after 10 years) * 10年期债券 ◇ *Treasury notes* (= notes issued by the US government)（美国政府发行的）中期国债券
**3** a short piece of writing to tell sb sth or help them remember sth 笔记；记录；便条：*He wrote a note to his client.* 他写了一张便条给客户。◇ *The notes in this column relate to unpaid invoices.* 本栏目里记载的内容涉及未付款的发票。→ NOTE TO THE ACCOUNTS
**4** an official document that shows or proves sth 正式文件；票据；证明书：*If you are absent for more than 5 days you need a note from your doctor.* 如果缺勤超过5天，必须提供一份医生出具的病假证明。◇ *a delivery note* 送货单
**5** (*Finance*) = PROMISSORY NOTE → idiom at STRIKE *verb*

• ***verb*** [+ obj] (*formal*)
**1** to notice or pay careful attention to sth 注意；留意：*Investors should note that income can fall as well as rise.* 投资者应该注意收益可降可升。◇ *When a company declares its sales, note the timing.* 公司宣布销量时要注意时机。

**notebook** /'nəʊtbʊk; *AmE* 'noʊt-/ (*also* **,notebook com'puter, ,notebook P'C**) *noun* [C]
a very small computer that is easy to carry and use anywhere 笔记本计算机；笔记本电脑 → LAPTOP

**noteholder** /'nəʊthəʊldə(r); *AmE* 'noʊthoʊldər/ *noun* [C] (*AmE*)
(*Finance*) a person or an organization that owns bonds (**notes**) in a company 持票人；票据持有人；债券持有人：*The management really wants the noteholders to agree to the deal.* 管理层非常希望债券持有人能同意这项交易。

**'note ,issue** *noun* [C]
(*Economics*) a number of BANKNOTES (= pieces of paper money) that are made available at the same time; the value of these 纸币发行；纸币发行额

**,note 'payable** *noun* [C]
(*Accounting*) a note relating to an amount of money that a company must pay 应付票据

**,note re'ceivable** *noun* [C]
(*Accounting*) a note relating to an amount of money that a company is owed 应收票据

**,note to the ac'counts** *noun* [C] (*plural* **notes to the accounts**)
(*Accounting*) extra information given in a company's financial records to explain particular items 财务记录的注解；账目附注

**,not-for-'profit** = NON-PROFIT

**notice** /'nəʊtɪs; *AmE* 'noʊ-/ *noun*

SEE ALSO: **bankruptcy notice, deficiency ~, money at call and short ~, renewal ~**

**1** [C] written or printed news or information, usually put in a public place 通告；布告；通知：*posting notices on the firm's internal website* 在公司内部网站上发布通知 ◇ *legal notices* 法律公告；法律声明
**2** [U] information or a warning given in advance of sth that is going to happen 预告；警告：*Prices may be altered without notice.* 价格变动不再另行通知。◇ *The canteen will remain closed **until further notice*** (= until you are told that it is open again). 小卖部停止营业，开业时间另行通知。
**3** (*HR*) [U,C] a formal letter or statement saying that you will or must leave your job at the end of a particular period of time 辞职信：*She has **handed in** her notice.* 她已递交辞呈。◇ *They **gave** him two weeks' notice.* 他们通知他两周后离职。◇ *500 workers have been issued with **redundancy notices.*** 已向500名工人发出了裁员通知。
**4** (*Property*) [U,C] a formal letter or statement saying that you will or must leave your home at the end of a particular period of time（迁出）通知书：*The agreement allows the tenant to give **notice to quit** before the end of the contract.* 这项协议允许房客在合同期满前发出迁出通知书。◇ *Three families have received **notices of eviction.*** 有三个家庭收到了收回房舍通知书。
IDM **put sb on 'notice** to give sb a formal warning about sth that is going to happen or is likely to happen 预先通知；事先声明：*Two retailers have been put on notice that they may face fines if they have been fixing the price of popular toys.*,两位零售商接到通知称，如果他们继续操纵流行玩具的价格，将面临罚款。→ idiom at SHORT *adj.*, SERVE

**'notice ac,count** = DEPOSIT ACCOUNT

**noticeboard** /'nəʊtɪsbɔːd; *AmE* 'noʊtɪsbɔːrd/ (*BrE*) (*also* **'bulletin board, board,** *AmE, BrE*) *noun* [C]
a board for putting notices on 告示牌；布告板：*The details of the meeting will be put up on the noticeboard on Friday.* 会议的详细情况将于星期五贴在布告牌上。— Picture at OFFICE

**,notice of de'ficiency** (*also* **de'ficiency ,notice**) *noun* [C] (*often* **Notice of Deficiency** (*all AmE*)
(*Accounting*) an official document that shows that sb owes more tax than they have shown on their tax forms 补税通知单

**'notice ,period** *noun* [C]
(*HR*) the period of time that there must be between sending or receiving a formal letter or statement saying that you will or must leave your job and when this happens 离职通知期（提出辞职与正式

离职之间的一段时间）：*He is on a six-month notice period and will stay until April.* 他正处在六个月的离职通知期内，将工作至四月。◇ *to work out a notice period* 计算出离职通知期

**★notify** /'nəʊtɪfaɪ; *AmE* 'noʊ-/ *verb* [+ obj] (**notifies, notifying, notified, notified**)
to formally or officially tell sb about sth, that sth is happening, etc.（正式）通报，通知：*You will be notified of any changes in the interest rate.* 将随时通知你利率的变化。◇ *If you are travelling with kids, notify the airline in advance.* 如果你和孩子一起乘机，应提前通知航空公司。 SYN INFORM
▸ **notification** /ˌnəʊtɪfɪ'keɪʃn; *AmE* ˌnoʊ-/ [C,U]: *advance/formal notification* 提前 / 正式通知

**ˌNot-Invented-'Here ˌsyndrome** *noun* [sing.] (*abbr* **NIH syndrome**)
the way that companies or departments tend to reject or be suspicious of ideas, methods, systems, etc. that they have not developed themselves 非我发明症（公司或部门往往拒绝或质疑他人的思路、方法、系统等）：*NIH syndrome causes programmers to waste a lot of time developing programs that could easily be bought.* 非我发明症使程序员浪费很多的时间开发可轻易买到的程序。

**notional** /'nəʊʃənl; *AmE* 'noʊ-/ *adjective*
used to describe a number or an amount that is estimated or guessed rather than real 估计的，猜测的（数字或金额）：*The company's shares are valued at a notional €7.50.* 这家公司的股价估计为7.50欧元。

**nought** /nɔːt/ *noun* [C,U] (*BrE*)
the number 0（数字）零：*nought point one* (= written 0.1) 零点一 SYN ZERO

**novelty** /'nɒvlti; *AmE* 'nɑːv-/ *noun* (*plural* **novelties**)
**1** [C, usually pl.] a small cheap object that amuses or interests people, and is usually produced and sold for only a short time 小巧廉价的商品；小玩意儿；小饰物：*They sell toys, books and novelties.* 他们出售玩具、书籍和小玩意儿。
**2** [C] a thing or person that is interesting because it is new or unusual 新奇的事物（或人）：*At the time, television was a novelty.* 那时候电视是个新鲜玩意儿。

**'NOW ˌaccˌount** /'naʊ/ *noun* [C] **Negotiable Order of Withdrawal account**
in the US, a type of bank account that pays interest 可转让提款指令账户（指美国的一种支付利息的银行账户）

**ˌno-'win** *adjective* [only before noun]
a **no-win** situation, plan, etc. will end badly whatever you do（情形、计划等）终将失败的，无望取胜的：*Both sides were well aware that this was a no-win situation.* 双方都很清楚这是一种取胜无望的情形。

**no-ˌwin no-'fee** *phrase*
(*Law*) if a lawyer or a company works on a **no-win no-fee** basis, they agree to be paid only if the case is won 不成功，不收费（案件没打赢，就不收费）

**NPD** /ˌen piː 'diː/ = NEW PRODUCT DEVELOPMENT

**NPV** /ˌen piː 'viː/ = NET PRESENT VALUE

**NRV** /ˌen ɑː 'viː; *AmE* ɑːr/ = NET REALIZABLE VALUE

**n.s.f.** (*also spelled* **NSF**) /ˌen es 'ef/ *abbr* (*especially AmE*)
(*Finance, usually used in written English* 通常用于书面英语) **non-sufficient funds, not sufficient funds** used when there is not enough money in a bank account to pay a cheque that has been written 存款不足支票 NOTE **Insufficient funds** is also sometimes used to describe this. 有时也用 insufficient funds。

**NTA** /ˌen tiː 'eɪ/ = NET TANGIBLE ASSETS

**NTB** /ˌen tiː 'biː/ = NON-TARIFF BARRIER

**ˌnuclear 'option** *noun* [sing.]
an extreme solution to a problem, often one that many people would object to if it was used 激进选择（一种极端的解决问题的方式。如果采用这种方式，许多人会反对）：*the nuclear option of declaring yourself bankrupt* 宣布自己破产的一种激进选择

**nudge** /nʌdʒ/ *verb, noun*
● ***verb*** (*usually used with an adverb or a preposition* 通常与副词或介词连用)
**1** [+ obj *or* no obj] to reach a particular value or level; to make sth do this 达到；接近：*Profits are nudging $1 billion.* 利润即将达到10亿元。◇ *The news has nudged shares down a few cents.* 这个消息使股价降了几分。
**2** [no obj] to move slightly up or down 轻微波动：*Japanese government bonds nudged higher yesterday.* 日本的政府债券价格昨日轻微上扬。
● ***noun*** [C, usually sing.]
**1** a small action that encourages sth to happen 轻推：*The consensus is that the markets need a nudge.* 人们一致认为需要刺激市场需求。
**2** a small amount higher or lower 微调：*The shares closed a nudge up at $1.27.* 股价微涨，收于1.27元。 SYN FRACTION

**ˌnull and 'void** *adjective* [not before noun]
(*Law*) having no legal force; not valid 无法律效力；无效：*The contract was declared null and void.* 合同被宣布无效。

**nullify** /'nʌlɪfaɪ/ *verb* [+ obj] (**nullifies, nullifying, nullified, nullified**)
**1** (*Law*) to make sth such as an agreement or order lose its legal force 使失去法律效力；废止：*A court has nullified the ban on the proposed merger.* 法庭已废止了对这项合并计划的禁令。◇ *The firm is taking legal action to nullify the $5 million compensation payment.* 这家公司正采取法律诉讼以废止赔偿500万元的的判决。 SYN INVALIDATE, VOID
**2** (*formal*) to make sth lose its effect or power 使无效；抵消：*This tax will nullify efforts to revive the regional economy.* 这项税收将使复苏地区经济的努力成为泡影。
▸ **nullification** /ˌnʌlɪfɪ'keɪʃn/ *noun* [U]

**number** /'nʌmbə(r)/ *noun, verb*
● ***noun***
SEE ALSO: **bank identification number, box ~, DUNS™ ~, opposite ~, PIN ~, routing ~, serial ~**
**1** [C] (*abbr* **No.**) (*often used with another noun* 常与另一名词连用) a number used to identify sth or to communicate by telephone, etc.（电话等的）号码：*Give me your number and I'll call you back.*

把电话号码给我，我会给你回电话。◇ *Please enter the number of the credit card you wish to use.* 请输入你想使用的信用卡卡号。◇ *My account number is 002345.* 我的账号是002345。

➕ ***a credit-card/fax/registration/telephone number*** 信用卡 / 传真 / 注册 / 电话号码 • ***an account/invoice/order number*** 账号；发票 / 订单号码

**2** [C] a quantity of people or things 数量；数额：*A large number of people have applied for the job.* 许多人已申请了这份工作。◇ *The number of companies working in this industry has increased dramatically.* 干这一行的公司数量急剧增加了。◇ *Passenger numbers have been falling.* 乘客人数一直在下降。◇ *There are **a number of** (= some) questions I'd like to raise.* 我想提一些问题。◇ *People are buying environmentally friendly cars **in** increasing **numbers**.* 购买环保车的人数日益增多。 HELP A plural verb is needed after **a/an (large, small, etc.) number of** … . 在a / an（large、small 等）number of …之后用复数动词。

➕ ***a large/limited/record/small number*** 大量；少量；创纪录的数量；小量 • ***the total number*** 总数 • ***a declining/dwindling/growing/an increasing number*** 递减的 / 日益缩减的 / 日益上升的 / 日益增加的数量

**3** [C, usually pl.] an amount, used especially when talking about how a company or the economy is working（公司、经济运行等的）数字：*October's numbers were hit by poor sales earlier in the year.* 十月份的数字受到了今年早些时候惨淡业绩的打击。◇ *The company posted worse-than-expected numbers.* 公司公布了低于预期的数字。

SYN FIGURES

IDM **make the/your 'numbers** to achieve the figures that have been predicted 达到预计目标：*Our salespeople are sure they will make their numbers.* 我们的推销人员相信他们能达到预计目标。

• ***verb***

**1** (*linking verb* 系动词) to make a particular number when added together 总计；共计：*Our sales force numbers 8 000.* 我们的推销人员共计8 000人。

**2** [+ obj] to give a number to sth as part of a series or list 标号；把…编号：*numbered receipts* 已编号的收据 ◇ *a numbering system* 编号系统

**'number ˌcruncher** (*also spelled* **number-cruncher**) *noun* [C] (*informal*)

**1** used to describe a person whose job involves dealing with numbers and doing large calculations; an accountant 工作包含大量数学运算的人：会计

**2** a computer or a computer program that can do calculations with large amounts of data in a short time 能迅速进行大量复杂运算的电脑或电脑程序

▸ **'number ˌcrunching** (*also spelled* **number-crunching**) *noun* [U]

**ˌnumbered ac'count** *noun* [C] a bank account that is identified by a number only, so that the name of the person who holds the account remains secret（不列户名的）仅以数字编号的账户；已编号的帐户

**ˌnumber 'one** *noun* [U] (*informal*) the most important or best person or thing 最重要的（或最好的）人或东西：*We're number one in childrenswear.* 我们在儿童服装方面首屈一指。◇ *Saab is part of world number-one carmaker GM.* 萨博是世界头号汽车制造商通用汽车公司的一部分。◇ *My number-one priority is the future of this company.* 我把这家公司的前途当成头等大事。

**numerical** /nju:'merɪkl; *AmE* nu:-/ (*also* **numeric**, /nju:'merɪk; *AmE* nu:-/*less frequent*) *adjective* relating to numbers; expressed in numbers 数字的；用数字表示的：*numerical data* 数字资料 ◇ *Each employee receives a numerical ranking within their department.* 每一位员工都收到一份部门内部的数字排名。

**nuˌmeric 'keypad** *noun* [C] a set of buttons on a computer keyboard that contain the numbers 0–9 and some symbols（计算机的）数字键盘

**NVQ** /ˌen vi: 'kju:/ *abbr* **National Vocational Qualification** a British qualification that shows you have reached a particular level in the work that you do 英国国家职业资格：*an NVQ level 3 in catering* 英国国家职业资格饮食服务业三级

**NYMEX** /'nameks/ *abbr* **1 New York Mercantile Exchange** a very important market where FUTURES and OPTIONS for physical goods such as oil, related products and metals are bought and sold 纽约商品交易所（买卖石油、相关产品和金属等实物的期货和期权的非常重要的市场）：*NYMEX crude oil futures fell more than one dollar yesterday.* 纽约商品交易所的原油期货价格昨天下跌超过1元。

**2** (*also* **'NYMEX diˌvision**) the part of the New York Mercantile Exchange that deals with oil, related products and some rare metals (**precious metals**) 纽约商品交易所（纽约商品交易所涉及石油、相关产品和一些稀有金属买卖的部分）→ COMEX

**NYSE** /ˌen waɪ es 'i:/ *abbr* **New York Stock Exchange** one of the world's biggest stock markets, based in New York 纽约证券交易所：*The stock was the most actively traded on the NYSE.* 这只股票在纽约证券交易所交易中最为活跃。◇ *The company did not meet the strict NYSE listing standards.* 这家公司不符合纽约证券交易所严格的上市标准。

# Oo

**O&M** /ˌəʊ ənd 'em; *AmE* ˌoʊ/ = ORGANIZATION AND METHODS

**oath** /əʊθ; *AmE* oʊθ/ *noun* [C] (*plural* **oaths** /əʊðz; *AmE* oʊðz/)
a formal promise to do sth; a formal statement that sth is true 宣誓；誓言：*Chief executives have to swear an oath certifying that accounts are accurate.* 总裁必须宣誓证明账目准确。
IDM **on/under 'oath** (*Law*) having promised to tell the truth in a court of law 在法庭上宣誓说实话；经宣誓

**OB** /ˌəʊ 'biː; *AmE* ˌoʊ/ = ORGANIZATIONAL BEHAVIOUR

**o/b** *abbr* (*only used in written English* 只用于书面英语) **on or before**
used before a date to show that it is the last possible date when sth can be done 在某日或某日以前：*Payment o/b 15 April 2006.* 在2006年4月15日当日或之前付款。

**★object** *noun, verb*
• ***noun*** /'ɒbdʒɪkt; *AmE* 'ɑːbdʒekt; -dʒɪkt/ [C]
**1** a thing that can be seen and touched 物体；物品：*The factory produces vases and small decorative objects.* 这家工厂生产花瓶和小装饰物。◇ *everyday objects such as cups and saucers* 杯碟之类的日用品
**2** an aim or a purpose 宗旨；目标；目的：*Our object is to restore profitability.* 我们的目标是恢复赢利能力。◇ ***The object of the exercise*** *is to ensure the efficient use of natural resources.* 这项活动的目的是要确保有效利用自然资源。
• ***verb*** /əb'dʒekt/ [no obj]
to say that you disagree with, disapprove of or oppose sth 不同意；不赞成；反对：*Many local people objected to the building of the new factory.* 许多当地人反对新建工厂。◇ *If nobody objects, we'll postpone the meeting till next week.* 如果没人反对，我们就将会议推迟到下周。
▶ **objection** /əb'dʒekʃn/ *noun* [C]: *The main objection to the plan was that it would cost too much.* 反对这一计划的主要理由是费用太高。◇ *No objections were raised at the time.* 当时没人提出异议。 **ob'jector** *noun* [C]: *There were no objectors to the plan.* 没人反对这项计划。

**★objective** /əb'dʒektɪv/ *noun, adjective*
• ***noun*** [C]
SEE ALSO: **management by objectives**
details of what you are trying to achieve and when 目标；目的；宗旨：*The main objective of this meeting is to give more information on our plans.* 此次会议的主要目的是进一步介绍我们的计划。◇ *You must set realistic* ***aims and objectives*** *for yourself.* 你必须为自己确定切实可行的目标。◇ *The company is likely to achieve its long-term strategic objective.* 该公司有可能实现其长远的战略目标。◇ *My objective is to serve our clients better.* 我的目标是更好地为客户服务。 SYN GOAL
⊕ ***the key/main/primary/principal*** *objective* 关键 / 主要 / 首要 / 重要目标 • ***business/learning/performance/strategic*** *objectives* 商业 / 学习 / 绩效 / 战略目标 • ***to agree/establish/set*** *objectives* 达成一致 / 树立 / 确定目标 • ***to achieve/meet/reach*** *objectives* 实现 / 达到目标 • ***to fail to meet/fall short of*** *(your) objectives* 未达到目标
• ***adjective***
not influenced by personal feelings or opinions; considering only facts 客观的；就事论事的：不带个人感情的：*an objective analysis/assessment/report* 客观的分析 / 评价 / 报告 ◇ *The important thing is to be objective when making decisions.* 重要的是作决策时要客观。
▶ **ob'jectively** *adverb*: *It is difficult to examine your own performance objectively.* 客观地考评自己的业绩是不容易的。 **objectivity** /ˌɒbdʒek'tɪvəti; *AmE* ˌɑːb-/ *noun* [U]: *There were concerns about the audit's objectivity.* 对这次审计的客观性存在担忧。

**ob,jective justifi'cation** *noun* [U,C]
(*HR*) in Europe, a legal reason that a company can use to show why it has to treat an employee in a different way from others 正当理由（欧洲企业差别对待员工的合法理由）

**'objects clause** *noun* [C]
the part of a company's MEMORANDUM OF ASSOCIATION that states the aims and activities of the company 目的条款（公司章程里说明公司目标及经营范围的条款）：*Objects clauses can prevent companies from innovating and growing.* 目的条款可能会阻碍公司的创新和成长。

**obligate** /'ɒblɪgeɪt; *AmE* 'ɑːb-/ *verb* [+ obj] (*especially AmE*)
**1** to make a person, company, etc. do sth, especially for moral or legal reasons 使负（法律上或道义上的）义务；（以道义或法律）强制…做某事；使（在道义上或法律上）负有责任：*Customers signed long-term contracts, obligating them to purchase a certain quantity of goods.* 顾客签订了长期合同，也就承担了购买一定数量货物的义务。→ OBLIGE
**2** to state officially that a particular amount of money will be given for sth, for example to support a loan 规定(某款)作还贷专用；指定（资金用途）：*Before obligating corporate funds, check the background of the applicants thoroughly.* 在指定公司资金用途之前，仔细核实申请人的背景。

**obligated** /'ɒblɪgeɪtɪd; *AmE* 'ɑːb-/ *adjective* (*especially AmE*)
having a moral or legal duty to do sth（道义上或法律上）有义务的，有责任的：*I was not contractually obligated to stay the full five years in the post.* 按照约定，我没有义务在这一职位上干满五年。→ OBLIGE

**★obligation** /ˌɒblɪ'geɪʃn; *AmE* ˌɑːb-/ *noun*
SEE ALSO: **tax obligation**
**1** [C,U] a legal or moral duty to do sth（法律上或道义上的）义务，责任：*The industry has an*

*obligation to establish a pension scheme.* 这行业有责任制定养老金计划。◇ *He is under no obligation to reveal sales figures.* 他没有义务透露销售数字。◇ *We will send you an estimate for the work without obligation* (= you do not have to accept it). 我们会给你寄去一份工程估算单，仅供参考。

**2 obligations** [pl.] something that a person or an organization has to do, because of a promise, a law or rule, etc. (已承诺的或法律规定等的) 义务，责任：*The bank is unable to meet its financial obligations.* 这家银行无力偿还其金融债务。◇ *We are committed to fulfilling our obligations to our creditors.* 我们承诺履行我们对债权人的义务。

**PHRASES** ✪ *to fulfil/meet your obligations* 履行义务 ◆ *contractual/financial/legal/professional obligations* 合同规定的 / 金融 / 法律 / 职业责任

**obligatory** /əˈblɪgətri; *AmE* -tɔːri/ *adjective* (*formal*)
that sb must do or have because of a law or rule (按法律或规定) 必须的，强制的：*It is obligatory for employees to wear protective clothing.* 员工必须穿防护服。◇ *obligatory health insurance* 强制性健康保险 SYN COMPULSORY

**★oblige** /əˈblaɪdʒ/ *verb*
**1** [+ obj] (*usually* **be obliged**) to make a person, company, etc. do sth, because it is the law or their duty (以法律、义务等) 强迫，迫使：*The distributor is not obliged to pay for the goods if they don't sell them.* 分销商不必为未出售的货物支付货款。◇ *Current EU law only obliges companies to publish results every six months.* 欧盟现行法律仅规定公司每六个月公布一次经营业绩。

**2** [+ obj *or* no obj] to help sb by doing what they ask or what they want (根据要求或需要) 帮忙，效劳：*Business travellers demand the best treatment and we are happy to oblige.* 商务旅客要求最好的待遇，我们很乐意效劳。

**OBM** /ˌəʊ biː ˈem; *AmE* ˌoʊ/ = OPEN-BOOK MANAGEMENT

**o.b.o.** *abbr* (*especially AmE*)(*only used in written English* 只用于书面英语)
**or best offer** used in small advertisements to say that the person selling sth will accept a price that is slightly lower than the one they are asking 或最优出价：*For Sale: digital camera, $150 obo.* 出售：数码相机，150元，价格可议。→ O.N.O.

**observer** /əbˈzɜːvə(r); *AmE* -ˈzɜːrv-/ *noun* [C]
a person who watches and studies particular events, situations, etc. and is therefore considered to be an expert on them 观察家；观察者；评论员：*Many industry observers expect more job losses.* 许多行业观察家预期将会有更多人失业。

**obsolescence** /ˌɒbsəˈlesns; *AmE* ˌɑːb-/ *noun* [U] (*formal*)
the state of becoming old-fashioned and no longer useful 过时；陈旧；淘汰：*Mobile phones are an example not of planned obsolescence* (= designed not to last very long) *but instant obsolescence.* 手机不属于计划报废产品（设计成不耐用）而是瞬间报废产品的例子。◇ *products with built-in obsolescence* (= designed not to last long so that people will have to buy new ones) 内置性报废产品（故意设计成不耐用而迫使人们购买新的产品）
▸ **ˌobsoˈlescent** *adjective*

**obsolete** /ˈɒbsəliːt; *AmE* ˌɑːbsəˈliːt/ *adjective*
no longer useful because sth new and better has been invented 淘汰的；废弃的；过时的：*obsolete technology* 过时的技术 ◇ *Job skills can quickly become obsolete.* 职业技能可能很快就会过时。

**occupancy** /ˈɒkjəpənsi; *AmE* ˈɑːk-/ *noun* [U]
**1** (*Commerce*) the **occupancy** of a hotel, plane, etc. is the number of rooms, seats, etc. that are being used at any one time (酒店、飞机等的) 占用率：*Our room occupancy rate is high.* 我们的客房入住率很高。◇ *Occupancy levels on short-haul flights have increased.* 短途航班的上座率提高了。

**2** (*formal*) the fact of a building, room, piece of land, etc. being lived in or used (房屋、土地等的) 居住，占用，使用：*The offices will be ready for occupancy next month.* 办公室将于下月交付使用。→ CERTIFICATE OF OCCUPANCY

**occupant** /ˈɒkjəpənt; *AmE* ˈɑːk-/ *noun* [C]
a person or an organization that lives in, works in or uses a particular house, building or room (房屋、建筑等的) 居住者，使用者：*The building's occupant is a major financial institution.* 入驻这栋楼的使用者是一家大型金融机构。 SYN OCCUPIER

**occupation** /ˌɒkjuˈpeɪʃn; *AmE* ˌɑːk-/ *noun*
**1** [C] a job or profession 工作；职业：*Please state your name, age and occupation below.* 请在下面写明姓名、年龄和职业。◇ *What is your current occupation?* 你目前的职业是什么？◇ *high-risk/low-risk occupations* 高风险 / 低风险职业

**PHRASES** ✪ *to choose/follow/take up an occupation* 选择 / 从事 / 开始从事某职业

**2** (*formal*) [U] the act of living in or using a building, room, piece of land, etc. (建筑、房屋、土地等的) 居住，使用，占用：*The offices will be ready for occupation in June.* 这些办公室将在六月交付使用。

**occupational** /ˌɒkjuˈpeɪʃənl; *AmE* ˌɑːk-/ *adjective* [only before noun]
connected with a person's job or profession 职业的：*occupational health/injury/disease* 职业健康 / 伤害 / 病 ◇ *occupational medicine* 职业病医学 ◇ *an occupational pension scheme* 职业退休金计划
▸ **occuˈpationally** *adverb*：*occupationally induced disease* 职业病

**ˌoccupational ˈhazard** (*also* **ˌoccupational ˈrisk**) *noun* [C]
a risk or danger connected with a particular job 职业性危险，职业性危害：*Back injuries are an occupational hazard for nurses.* 背部损伤是护士的一种职业性危害。

**ˌoccupational ˈhygiene** = INDUSTRIAL HYGIENE

**ˌoccupational overˈuse ˌsyndrome** = OOS

**ˌoccupational psyˈchology** *noun* [U] (*especially BrE*)
(*HR*) the study of how people behave at work and what influences their attitudes and behaviour 职业心理学 → INDUSTRIAL AND ORGANIZATIONAL PSYCHOLOGY ▸ **ˌoccupational psyˈchologist** *noun* [C]

**ˌoccupational ˈrisk** = OCCUPATIONAL HAZARD

**occupier** /'ɒkjupaɪə(r)/; *AmE* 'ɑːk-/ *noun* [C]
a person who lives in, works in or uses a building, room, piece of land, etc. 居住者；（建筑物、房屋、土地等的）占有人，占用人：*a letter addressed to 'The Occupiers'* 写给“住户”的一封信 SYN OCCUPANT

**★occupy** /'ɒkjupaɪ; *AmE* 'ɑːk-/ *verb* [+ obj] (**occupies, occupying, occupied, occupied**)
**1** (*formal*) to live or work in a room, house or building 居住；使用（房屋或建筑）：*He occupies an office on the 12th floor.* 他在13层楼上有一间办公室。
**2** to have an official job or position 任职；执政：*Women now occupy 25 per cent of the senior posts in the company.* 目前，这家公司中女性占据了25%的高层职位。 SYN HOLD

**OCR** /ˌəʊ siː 'ɑː(r); *AmE* ˌoʊ/ = OPTICAL CHARACTER RECOGNITION

**o/d** *abbr*
(*Finance*) a short way of writing **overdraft** or **overdrawn** 透支 → DR

**OECD** /ˌəʊ iː ˌsiː 'diː; *AmE* ˌoʊ/ *abbr* **Organization for Economic Cooperation and Development**
an organization of thirty countries that produces economic information, helps governments decide the best economic policy and encourages trade 经济合作与发展组织

**OEIC** /ɔɪk/ *abbr*
(*Finance*) **open-ended investment company** **open-end investment company** a company whose business is managing the money of its members by investing in a wide range of shares, bonds, etc. It sells or buys shares to meet the demand 开放型投资公司 → UNIT TRUST

**OEM** /ˌəʊ iː 'em; *AmE* ˌoʊ/ *abbr* **original equipment manufacturer**
a company that buys equipment such as computers from a manufacturer in large quantities and then sells them under their own name. They may change the equipment first to make it suitable for a particular purpose or put different parts together to make a complete item. 初始设备生产商（从制造商处大量购买设备，然后以贴牌方式出售的公司） NOTE OEM is sometimes used to refer to a company that sells pieces of equipment to another company, which then uses them in other products that it sells under its own name. * OEM 有时指出售设备给另一家公司，让其将这些设备用于其贴牌商品上的公司。

**ˌoff-ˈbalance-sheet** *adjective* [only before noun]
(*Accounting*) used to refer to items that a company does not show on its BALANCE SHEET (= the document that shows a company's financial state) 不列入资产负债表的；资产负债表外的：*The company has revealed $2.3 bn in off-balance sheet debts.* 这家公司透露其未列入资产负债表的债务有23亿元。 ◇ *He was asked what he knew of the company's off-balance sheet activities.* 有人向他了解这家公司的表外业务。
NOTE **Off-balance-sheet** accounting is sometimes used as a way of hiding a company's problems or dishonest actions. 资产负债表外的账目有时用来掩盖公司存在的问题或其不诚实行为。

**★offence** (*AmE spelling* **offense**) /ə'fens/ *noun* [C]
an act that is illegal or against the rules 违法行为；违规行为：*Sending insulting emails is a disciplinary offence.* 发送侮辱性的电子邮件是一种违规行为。 ◇ *It was not clear that he had committed an offence.* 他违规与否尚不清楚。
● ***a criminal/disciplinary/minor/serious offence*** 刑事罪；违规；轻／重罪 • ***to commit an offence*** 违规

**offender** /ə'fendə(r)/ *noun* [C]
**1** a person who commits a crime 犯罪者；违法者；罪犯：*The measures have allowed Customs to concentrate on **persistent** offenders* (= people who commit many crimes). 这些措施使海关将注意力集中在惯犯身上。
**2** a person or thing that does sth wrong 做错事的人（或事物）：*Businesses are losing billions through energy inefficiency, with London offices the worst offenders.* 企业因能源效率低损失数十亿，伦敦办公楼是祸首。

**offending** /ə'fendɪŋ/ *adjective* [only before noun]
**1** (*Law*) guilty of a crime 有罪的；违法的：*The regulator may order offending companies to compensate thousands of investors.* 监管机构可能会责令违法公司补偿成千上万的投资者。
**2** causing people to feel upset or angry 烦恼的；令人不安的；生气的：*The offending ads have been removed from the website.* 令人厌恶的广告已从网站上删除了。

**offense** = OFFENCE

**offensive** /ə'fensɪv/ *adjective*
rude in a way that makes people feel upset or angry 冒犯的；无礼的：*They were accused of sending emails with offensive content to other employees.* 他们被指控给其他员工发送带有冒犯性内容的电子邮件。 ◇ *Most of the complaints they receive are about offensive ads.* 他们接到的大部分的投诉都是关于骚扰广告的。

**★offer** /'ɒfə(r); *AmE* 'ɔːf-; 'ɑːf-/ *verb, noun*
• ***verb*** [+ obj]
**1 offer sth (to sb) (for sth)** | **offer sb sth** to say that you are willing to do sth for sb or give sth to sb 主动提出；自愿给予：*They decided to offer Ms Keen the job.* 他们决定让基恩女士做这份工作。 ◇ *They decided to offer the job to Ms Keen.* 他们决定把这份工作给基恩女士。 ◇ *He offered $4 000 for the car.* 他出价4 000元买这辆汽车。 ◇ *Taylor offered him 500 dollars to do the work.* 泰勒愿意出500元聘他做这件工作。 ◇ *The CEO has offered to resign.* 首席执行官已提出辞职。
**2** to make sth available or to provide the opportunity for sth 提供（东西或机会）；供应：*The hotel offered excellent facilities for business people.* 这家旅馆为商务人士提供优良的服务设施。 ◇ *The new shares will be offered at 66 cents each.* 新股以每股66分发行。 ◇ *The job didn't offer any prospects for promotion.* 这份工作没有任何晋升的希望。
• ***noun*** [C]
SEE ALSO: **counter-offer, general ~, open ~, share ~, special ~, stock ~, tender ~, trial ~**
**1** an act of saying that you are willing to do sth for sb or give sth to sb 主动提议；建议：*She has received a firm job offer.* 她得到了一份正式的工作

邀请。◇ *You can't just turn down offers of work like that.* 你不能就那样谢绝别人给你的一份份工作。◇ *the offer of a 3% pay rise* 加薪3%的提议 ◇ *an offer to raise salaries* 增加工资的提议
● *to make/receive/renew/withdraw an offer* 提出 / 采纳 / 重新 / 撤销建议 • *to accept/decline/refuse/reject/turn down an offer* 接受 / 谢绝 / 拒绝好意 • *a job/pay offer* 给予工作 / 报酬
**2** an amount of money that sb is willing to pay for sth 出价；报价：*I've had an offer of $2 500 for the car.* 有人向我出价2 500元买这辆汽车。◇ *The offer has been withdrawn.* 那个报价已被撤销。◇ *Shareholders have voted to reject the $45-a-share offer.* 股东投票反对每股45元的报价。◇ *The original price was $3 000, but we're open to offers* (= willing to consider offers less than that). 原价为3 000元，但价钱还可以商量。→ O.N.O.
● *to make/receive/renew/withdraw an offer* 作出 / 接受 / 重新 / 撤销报价 • *to accept/decline/refuse/reject/turn down an offer* 接受 / 谢绝 / 拒绝报价 • *to improve/increase/raise an offer* 提高报价 • *a cash/hostile/takeover offer* 现金 / 恶意收购；收购要约
**3** a reduction in the normal price of sth, usually for a short period of time（通常为短期的）减价，削价；特价：*This offer is valid until the end of the month.* 此优惠有效期至本月月底。◇ *They have an offer on sugar at the moment.* 他们目前正在打折卖糖。◇ *bargain offers on home entertainment* 家庭娱乐产品大减价
● *a bargain/free/an introductory offer* 降价优惠；免费赠品；试销优惠
**4** an act of saying that sth is available for sale 报盘：*The offer closes on March 12th.* 此报盘截止日期为3月12日。
IDM **on 'offer** **1** that can be bought, used, etc. 提供的；可买到的；可使用的：*The range of games on offer will appeal to all age groups.* 现有的各种游戏将吸引各个年龄层次的人。 **2** (*especially BrE*) on sale at a lower price than normal for a short period of time（短期内）打折销售；削价出售：*This software package is on offer this week.* 这个软件包本周特价销售。 **under 'offer** (*BrE*) if a house or other building is **under offer**, sb has agreed to buy it at a particular price（房屋或其他建筑物）已有买主出价，正在洽售中

**,offer by pros'pectus** *noun* [C, usually sing.] (*plural* **offers by prospectus**)
(*Stock Exchange*) an occasion when new shares are offered to the public with a written description of the aims, history and financial structure of the company 招股要约（向公众发行新股票，招股章程内载明公司的宗旨、历史和财务结构）：*The new share issue was made through an offer by prospectus.* 新股发行是通过招股要约进行的。

**'offer ,document** *noun* [C]
(*Finance*) a document that a company sends to the shareholders of a business that it wants to buy, giving details of the offer and why the shareholders should accept 要约文件（发送给拟收购企业股东的文件，说明收购详情及股东应接受收购的理由）：*Shell is expected to post its offer document next week.* 壳牌公司预计于下周公布要约文件。

**offering** /'ɒfərɪŋ; *AmE* 'ɔːf-; 'ɑːf-/ *noun* [C]
SEE ALSO: **initial public offering, public ~, secondary ~, shelf ~**
**1** (*Commerce*) a product or service that a company offers for sale 待售品；提供的产品或服务：*The store's non-food offerings have proved popular.* 这家商店的非食品类商品成了热销品。◇ *The company has unveiled its latest offering.* 这家公司推出了最新的产品。
**2** (*Stock Exchange*) an occasion when shares, bonds, etc. are offered for sale 股票（或债券等）发行：*high-yield bond offerings* 高收益债券的发行 ◇ *The company is planning to raise capital through a share offering.* 这家公司正计划通过股票上市来筹集资金。

**'offering price** = OFFER PRICE(2)

**'offer price** *noun* [C]
**1** (*Finance*) the price that a buyer offers for shareholders' shares when taking over a company; the total price of all these shares 收购价；被兼并公司股份总价格：*Shareholders rejected the deal because they thought the offer price was too low.* 股东认为收购价太低，所以拒绝这笔交易。
**2** (*Stock Exchange*) (*also* **'offering price 'asking price**, *less frequent*) the price at which a dealer offers shares, bonds, etc. for sale 出售价（交易商出售股票、债券等的价格）→ BID PRICE

**,offer to 'purchase** = TAKEOVER BID

**★office** /'ɒfɪs; *AmE* 'ɔːf-; 'ɑːf-/ *noun*
SEE ALSO: **back office, front ~, head ~, home ~, land ~, main ~, pantent ~,** etc.
**1** [C] a room, set of rooms or building where people work, usually sitting at desks 办公室；办公楼：*The company is moving to new offices on the other side of town.* 公司要搬到市区另一边的新办公楼。◇ *We have offices in 19 countries.* 我们在19个国家设有办事处。◇ *The bank expects to open a Hong Kong office next year.* 这家银行预计明年设立香港办事处。◇ *Are you going to the office today?* 你今天去办公室吗？◇ *an office manager* 办公室主任
● *a branch/local/an overseas/a regional office* 分公司；当地 / 海外 / 区域办事处 • *to close (down)/open/set up an office* 关闭 / 开设 / 成立办事处 • *office jobs/work* 办公室工作 • *office staff/workers* 办公室员工 / 职员
**2** [C] a room in which a particular person works, usually at a desk（某人的）办公室：*Is Ms Kent in her office?* 肯特女士在她的办公室吗？◇ *Some people have to share an office.* 有些人只好共用一间办公室。◇ *office furniture* 办公家具
→ OPEN-PLAN
● *office equipment/furniture/supplies* 办公设备 / 家具 / 用品
**3** [C] (*often used in compounds* 常用于复合词) a room or building used for a particular purpose, especially to provide information or a service 办事处；（尤指）问讯处，服务处：*the local tourist office* 当地旅游办事处 ◇ *a tax office* 税务所 ◇ *an employment office* 职业介绍所 ◇ *the company's sales office* 公司的销售处
**4** [U, C] an important position of authority, especially in government; the work and duties connected with this 要职；重要官职；重要职务：

*She has been disqualified from holding corporate office.* 她已被取消在公司任职资格。 ◇ *The present government took office in 2005.* 本届政府于2005年开始执政。

**✪ *to hold/leave/take office*** 任职 / 离职 / 就职 ◆ ***to be in/out of office*** 任职 / 离职 ◆ ***corporate/executive/public office*** 公司 / 行政职务；公职

**'office block** (*BrE*) *noun* [C]
a large building that contains offices, usually belonging to more than one company 办公大楼（通常为几家公司合用）：*high-rise office blocks* 高层办公大楼

**'office boy, 'office girl** *noun* [C] (*old-fashioned*)
a young person employed to do simple tasks in an office 办公室勤杂员

**'office hours** *noun* [pl.]
the time when people in offices are normally working 办公时间：*Our telephone lines are open during normal office hours.* 我们的电话在正常办公时间是开通的。

**,office 'junior** *noun* [C] (*old-fashioned*)
a person who has a low rank or status in an office（办公室里的）低级职员

**'office lady** *noun* [C] (*abbr* **OL**)
in Japan, a woman employed to work in an office（日本）办公室女职员

**,office ma'chinery** *noun* [U]
equipment that is used in offices, such as telephones, computers, etc.（电话、计算机等）办公设备

**'Office of 'Fair 'Trading** *noun* [sing.] (*abbr* **OFT**)
the government organization in the UK that makes sure that businesses trade honestly and do not cheat people 公平贸易局（英国确保企业诚实交易、不欺诈消费者的政府机构）：*The merger plan was referred to the Office of Fair Trading.* 合并计划已提交公平贸易局。

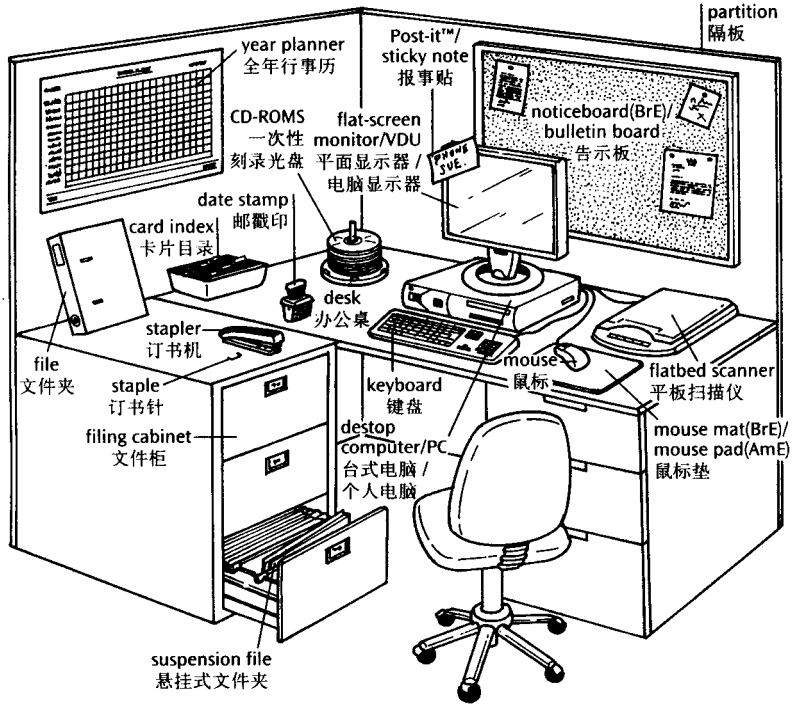
**'office park** *noun* [C] (*AmE*)
an area of land designed and developed for a number of office buildings, often with attractive grounds and other buildings such as restaurants, health clubs, etc. 商务园区（内有多个办公楼，诱人的庭院和餐馆、健身房等）：*There are plans to build a high-tech office park.* 已有建设高科技商务园区的计划。

**★officer** /'ɒfɪsə(r); *AmE* 'ɔːfɪsər; 'ɑːf-/ *noun* [C]

SEE ALSO: **careers officer, chief executive ~, chief financial ~, chief information ~, chief operating ~, company ~, compliance ~,** etc.

**1** (often used in the titles of jobs) a person who has an important job in a company or an organization（常用于职位名称）高级职员：*The*

**office workstation** 办公室工作站



*officers of the company must act in the company's best interests.* 公司高级职员的行为必须以公司的最高利益为重。◇ *He was barred from serving as an officer or director of a public company.* 他被禁止担任上市公司的高管或董事。
**2** a person who is in a position of authority 官员: *customs officers* 海关官员 ◇ *a public information officer* 公共信息官

**WHICH WORD?** 词语辨析

**officer/official**

An **officer** is a person with an important position in a company, often with particular legal responsibilities. * officer 指公司高层人员，通常负有一定法律责任: *He signed the contract as an officer of the company rather than an individual.* 他以公司高管的名义而不是个人名义签署了这份合同。 The word is often used as part of job titles. 该词经常用于职位名称: *the chief financial officer* 首席财务官

The word **official** is often used in newspapers to describe a person who is acting as an official representative of their organization. * official 通常用在报章上指机构代表: *Company officials would not comment on the size of the contract.* 公司官员不愿意对合同金额置评。

**Official** is also used to describe people who have positions of authority in government departments. * official 还指在政府部门担任职务的人: *The goods were seized by customs officials.* 货物被海关官员扣押。

**'office space** *noun* [U]
one or more empty offices; a place that can be used for offices 办公空间；办公场所: *Instead of working at home I'm going to rent office space.* 我不想在家工作，打算租用办公场地。◇ *The building provides more than 500 000 square feet of office space.* 这栋楼提供了50多万平方英尺的办公空间。

**★official** /ə'fɪʃl/ *adjective, noun*
• ***adjective***
**1** [usually before noun] agreed to, set, said, done, etc. by sb in authority, especially a government 正式的；官方的；官方授权的: *Official figures show that business investment fell by 12% in the third quarter.* 官方数字显示第三季度企业投资下降了12%。◇ *There is to be an official enquiry into the bank's collapse.* 当局将对银行倒闭事件展开调查。◇ *The country's official language is Spanish.* 这个国家的官方语言是西班牙语。
**2** [only before noun] connected with a person's job, especially an important one 公务的；公职的: *official responsibilities* 公务 ◇ *His official title is director of research.* 他的职位是研究部主任。◇ *She made the trip to New York in her official capacity.* 她以官方身份到纽约旅行。
**3** [only before noun] formal and attended by people in authority 正式的；公务的；官方场合的: *The plant's official opening is next week.* 工厂将于下周举行正式开工仪式。◇ *an official reception* 官方招待会 OPP UNOFFICIAL
• ***noun*** [C]
a person who is in a position of authority in an organization or a government 要员；官员；高级职员: *A senior official said the company had been considering a bid.* 一位高层说公司一直在考虑投标事宜。◇ *Union officials have rejected the pay offer.* 工会官员否决了工资提议。

**of,ficial re'ceiver** = RECEIVER (1)

**of,ficial 'strike** *noun* [C]
(*HR*) a strike that an accepted union organizes and approves of 正式罢工，经批准的罢工（经工会组织和同意的罢工）: *The dispute did not result in an official strike.* 这一争端并未导致正式罢工。
OPP UNOFFICIAL STRIKE

**offline** (*also spelled* **off-line**) /ˌɒf'laɪn; *AmE* ˌɑːf-ˌɔːf-/ *adjective, adverb*
(*IT*) not directly controlled by or connected to a computer or the Internet 脱机的；未联网的；离线的: *We use online and offline media for recruiting.* 我们使用在线和离线媒体招聘。◇ *You can compose and read messages offline.* 你可以离线编写和阅读信息。→ ONLINE

**offload** /ˌɒf'ləʊd; *AmE* ˌɔːf'loʊd; ˌɑːf-/ *verb*
[+ obj]
to get rid of sth that you do not need by giving or selling it to sb else 减轻（负担）；卸（包袱）；转售: *There were rumours that someone was trying to offload 2 m shares.* 有传言说有人试图将200万股份转售他人。◇ *The firm may offload much of its debt **onto** the newly-formed company.* 这家公司可能将大部分债务转给新成立的公司。

**,off-'market** *adjective* [only before noun]
involving the buying and selling of shares not through a stock market 场外的（股票买卖不在交易所进行）: *The shares have been acquired in an off-market transaction.* 这些股票是在场外交易中购得的。▶ **,off-'market** *adverb*

**,off-'peak** *adjective* [only before noun]
used to describe a time that is less popular or busy, and things that happen or are used during that time which are therefore cheaper 非高峰期的；淡季的: *travelling at off-peak times* 淡季旅游 ◇ *off-peak flights/electricity* 淡季航班；非高峰时间用电 ◇ *The best deals are offered to off-peak users.* 向低谷时段用户提供最优惠的价格。▶ **,off-'peak** *adverb*

**,off-'price** *adjective* [only before noun] (*AmE*)
**off-price** shops/stores sell goods more cheaply than others 削价的: *an off-price store/retailer* 折扣店 / 零售商 SYN CUT-PRICE ▶ **,off-'price** *adverb*: *selling goods off-price* 削价出售商品

**'off ,season** *noun* [sing.]
the time of year that is less busy in business and travel 淡季 SYN LOW SEASON → HIGH SEASON ▶ **,off-'season** *adjective* [only before noun]: *off-season prices* 淡季价格 **,off-'season** *adverb*

**offset** /'ɒfset; *AmE* 'ɔːf-; 'ɑːf-/ *verb, noun*
• ***verb*** [+ obj] (**offsetting, offset, offset**)
to use one cost or payment in order to reduce or cancel the effect of another 抵消；弥补；补偿: *The sale had been offset **against** costs.* 这笔销售所得已抵消了成本。◇ *The job cuts will be partly offset by 2 000 new posts.* * 2 000个新职位会弥补裁员后的部分岗位。

• ***noun*** [C]
**1** (*Accounting*) a cost or payment that is used to reduce or cancel the effect of another 抵消；弥补；补偿：*corporation tax offsets* 公司税收抵扣 **2** (*Law*) the right that enables sb to reduce a debt that they owe to sb else because the other person also owes them money（债务）抵消权

**offshoot** /'ɒfʃu:t; *AmE* 'ɔ:f-; 'ɑ:f-/ *noun* [C]
a small organization, business, etc. that develops from a larger one（机构、企业等的）分支：*The company is an offshoot of mass mobile phone marketer Nokia.* 这家公司是大型手机营销商诺基亚的分支机构。

**offshore** /ˌɒfˈʃɔ:(r); *AmE* ˌɔ:f-; ˌɑ:f-/ *adjective, verb*
• ***adjective*** [usually before noun]
**1** (*Finance*) **offshore** accounts, investments, etc. are kept in countries that have less strict laws and lower taxes than most other countries 境外的，国外的，离岸的（指将账户、投资等设在法律较宽松、税收较低的国家）：*Secret payments were made into offshore accounts.* 秘密款项打入境外账户。
➲ *offshore* ***banks/banking/companies/funds/investments*** 离岸银行／银行业务／公司／基金／投资
**2** happening or based in a different country 海外的：*India has become the largest offshore supplier of software to US organizations.* 印度已成为美国国内机构的最大海外软件供应者。 SYN FOREIGN, OVERSEAS
**3** connected with oil and gas production that takes place in and under the sea 海上的；海底的：*Diamond Offshore is a Texas-based offshore drilling company.* 戴蒙德海底钻探公司是一家位于得克萨斯州的海底钻探公司。
▸ **ˌoff'shore** *adverb*
• ***verb*** [+ obj *or* no obj]
(*HR*) to move part of your company's operations to a foreign country, for example to reduce the cost of labour（为降低劳动力成本，将公司业务）移到国外：*As many as 3.3 million jobs may be offshored in the next 15 years.* 在未来15年里，可能会有多达330万岗位转移到海外。 → HOMESHORING
▸ **ˌoff'shoring** *noun* [U]：*Offshoring provides IT services at a low cost.* 离岸外包能够以较低成本提供信息技术服务。

**ˌoff-'site** *adjective, noun*
• ***adjective*** [usually before noun]
working or happening away from the main offices of a business 厂区外的；工地外的；离开工作环境的：*an off-site meeting* 外出开会 ◇ *off-site data storage* 异地数据存储 ▸ **ˌoff-'site** *adverb*：*At any one time, 90% of employees are working off-site with clients.* 在任何时间点，都有90%的员工在外出与客户开展工作。
• ***noun*** [C] **'off-site**
an occasion when a company takes its employees away from the office, for example to discuss future strategy（公司将员工带离工作地点而进行的）外出活动：*He highlighted the improvements that resulted from the company's off-site.* 他强调了因公司外出活动而取得的改进。 → ON-SITE

**ˌoff-the-'books** *adjective* [only before noun]
(*Accounting*) not officially recorded, in order to avoid tax or deceive the authorities（为避税或瞒过审查而）未入账的：*The company had massive off-the-books debts.* 公司有大量账外债务。

**ˌoff-the-'job** *adjective, adverb*
(*HR*) that happens away from the employee's place of work 脱产的；离职进行的；工余的：*off-the-job training* 脱产培训 ◇ *Where do injuries occur off-the-job?* 非因公负伤都发生在哪些地方？ → ON-THE-JOB

**ˌoff-the-'peg** (*BrE*) (*AmE* **ˌoff-the-'rack**) *adjective* [only before noun]
of a standard type, design or size, rather than being made for a particular person or situation 非定做的；现成的：*The off-the-peg office supplier announced a series of new deals.* 标准办公用品供应商公布了一系列新交易。 → TAILOR-MADE
▸ **ˌoff the 'peg** (*BrE*) (*AmE* **ˌoff the 'rack**) *adverb*

**ˌoff-the-'shelf** *adjective*
made to a standard design and available to buy and use immediately 非专门设计或定制的；现成的：*off-the-shelf applications/components/software* 现成的应用软件／组件／软件 ▸ **ˌoff the 'shelf** *adverb*

**ˌoff-the-'shelf ˌcompany** = SHELF COMPANY

**OFT** /ˌəʊ ef 'ti:; *AmE* ˌoʊ/ = OFFICE OF FAIR TRADING

**OHP** /ˌəʊ eɪtʃ 'pi:; *AmE* ˌoʊ/ = OVERHEAD PROJECTOR

**OHT** /ˌəʊ eɪtʃ 'ti:; *AmE* ˌoʊ/ = TRANSPARENCY(3)

**oil** /ɔɪl/ *noun, verb*
• ***noun*** [U]
a thick liquid that is found in rock underground and is used as fuel and to make parts of machines move smoothly 石油；原油；燃油；润滑油：*drilling for oil* 钻探石油 ◇ *oil-exporting/oil-importing countries* 石油输出／石油输入国 ◇ *engine oil* 机油 → idiom at SQUEAKY
• ***verb*** [+ obj]
to put oil onto or into sth, for example a machine, in order to protect it or make it work smoothly 给…加润滑油
IDM **oil the 'wheels** (*BrE*) (*AmE* **grease the 'wheels**) to help sth to happen easily and without problems 起促进作用：*oiling the wheels of international finance* 促进国际金融业的发展

**'oilfield** /'ɔɪlfi:ld/ *noun* [C]
an area where oil is found in the ground or under the sea 油田

**'oilman** /'ɔɪlmæn/ *noun* [C] (*plural* **'oilmen** /-men/)
**1** a man who owns an oil company 石油商；石油大亨 **2** a man who works in the oil business 石油工人

**'oil ˌplatform** (*also* **pro'duction ˌplatform**) *noun* [C] (*both especially BrE*)
a large structure with equipment for getting oil from under the sea 采油平台

**'oil rig** *noun* [C]
a large structure with equipment for looking for oil under the sea or under the ground 石油钻机

**'oil well** (*also* **well**) *noun* [C]
a hole made in the ground or under the sea to obtain oil 油井

**OJT** /ˌəʊ dʒeɪ 'ti:; *AmE* ˌoʊ/ = ON-THE-JOB TRAINING(2)

**OL** /ˌəʊ 'el; *AmE* ˌoʊ/ = ORGANIZATIONAL LEARNING, ORGANIZATION LEARNGING, OFGGIEC LADY)

**the ˌOld E'conomy** (*also spelled* **the old economy**) *noun* [sing.]
an economy based on traditional industries and businesses that lasted for a long time 旧经济；传统经济：*In many ways the new economy is the old economy transformed by information and communication technologies.* 在许多方面，新经济是由旧经济通过信息和通讯技术转化而来的。→ NEW ECONOMY

**'old-line** *adjective* [only before noun] (*AmE*)
**old-line** businesses have been established for a long time, have a good reputation and do things in a traditional way 老牌的；老字号的：*an old-line Massachusetts shoe manufacturer* 老字号的马萨诸塞州鞋业制造商

**oligarchy** /'ɒlɪgɑːki; *AmE* 'ɑːləgɑːrki/ *noun* [C] (*plural* **oligarchies**)
a small group of people who control a business, an organization, a country, etc. for a long time and are unwilling to let other people share power; the business, organization or country that they control 寡头政治；寡头统治集团；少数人垄断的组织：*They demanded that the 'self-perpetuating oligarchy' of many boardrooms be opened up to a wider range of people.* 他们要求众多实行"垄断决策"的董事会向更多人开放 ▸ **'oligarch** *noun* [C]

**oligopoly** /ˌɒlɪ'gɒpəli; *AmE* ˌɑːlə'gɑːp-/ *noun* [C] (*plural* **oligopolies**)
(*Economics*) the control of trade in particular goods or the supply of a particular service by a small group of companies; the type of goods or service that is controlled in this way; the companies that control the trade 寡头卖主垄断；寡头垄断企业（产品）：*The North American market will ultimately turn into an oligopoly of five or six companies.* 北美市场最终会形成由五、六家公司组成的寡头垄断。 **NOTE** **Oligopoly** is formed from the words **oligarchy** and **monopoly**.
* oligopoly 一词由 oligarchy 和 monopoly 构成。

**OM** /ˌəʊ 'em; *AmE* ˌoʊ/ = ORGANIZATION AND METHODS

**ombudsman** /'ɒmbʊdzmən; -mæn; *AmE* 'ɑːm-/ *noun* [C] (*plural* **ombudsmen** /-mən/)
a government official whose job is to examine and report on complaints made by members of the public about the government, companies, etc. 政府巡查员，申诉专员（处理民众投诉的政府官员）：*The financial ombudsman is considering the complaints of about 280 investors.* 金融申诉专员正考虑大约280个投资者的投诉。

**ˌone-of-a-'kind** *adjective* [usually before noun]
a **one-of-a-kind** product, service, company, etc. is the only one of its type that exists 独一无二的（产品、服务、公司等）：*one-of-a-kind personal computers with powerful components* 配有强大功能元件的独一无二的个人电脑

**ˌone-'off** *adjective, noun*
● ***adjective*** [only before noun] (*BrE*) (*AmE* **'one-shot**)
made or happening only once 一次性的：*a one-off charge/cost/payment/profit* 一次性收费 / 成本 / 付款 / 利润 ◇ *one-off gains/losses* 一次性收益 / 损失
● ***noun*** [C, usually sing.]
a thing that is made or that happens only once and not regularly 绝无仅有的事物；一次性的事物：*Their improving performance is not just a one-off.* 他们业绩的提升不只是一次性的。

**ˌone-on-'one** = ONE-TO-ONE

**'one-shot** = ONE-OFF *adj*

**ˌone-size-fits-'all** *adjective* [only before noun]
suitable for a wide range of situations, people or circumstances 千篇一律的（适合所有情况、人或环境的）：*A one-size-fits-all approach to rewarding employees will not work.* 用平均分配的方法奖励员工是行不通的。

**'one-stop** *adjective* [only before noun] (*BrE*)
a **one-stop** shop/store or service offers a wide range of goods or services so that you only have to go to one place to buy or do everything you want 综合性商店的；全方位服务的；一站式的：*Our agency is a one-stop **shop** for all your travel needs.* 我们旅行社为您的旅游提供"一站式"服务。

**'one-time** (*AmE spelling* **onetime**) *adjective* [only before noun]
**1** happening only once 一次性的：*The package includes a one-time $300 tax cut.* 这套方案包括300元的一次性减税。 ◇ *a one-time charge/cost/gain/loss* 一次性收费 / 成本 / 收益 / 损失
SYN ONE-OFF → EXCEPTIONAL
**2** former 原先的；从前的；一度的：*Companies such as BP have been buying up one-time competitors.* 诸如英国石油公司这样的公司一直在收购原先的竞争对手。

**ˌone-to-'one** (*especially BrE*) (*AmE usually* **ˌone-on-'one**) *adjective* [usually before noun]
between two people only 一对一的；仅限于两人之间的：*a one-to-one meeting* 一对一的会见 ◇ *one-on-one coaching* 一对一的教练

**ˌone-'way** *adjective* [only before noun]
**1** (*especially AmE*) = SINGLE *adj*(2)
**2** operating in only one direction 单方面的；单向进行的：*An ad should not be just one-way communication with customers.* 广告不应该仅仅是对顾客的单向传播。

**on-lend** /ɒn'lend; *AmE* ɑːn-; ɔːn-/ *verb* [+ obj] (**on-lent, on-lent** /-lent/)
to lend money that you have borrowed from sb to sb else 转贷（把借来的钱贷给别人）：*A company may need money for an investment or to on-lend to someone else.* 公司可能会需要钱进行投资或转贷给别人。 ▸ **'on-ˌlending** *noun* [U]

**★online** (*also spelled* **on-line**) /ˌɒn'laɪn; *AmE* ˌɑːn-; ˌɔːn-/ *adjective, adverb*
(*IT*)
● ***adjective***
(about a product or service) available on or done using the Internet or another computer network（产品或服务）在线的，联机的，联网的：*an online bank/retailer/database/bookstore* 网上银行 / 零售商 / 数据库 / 书店 ◇ *Free delivery has increased online sales.* 免费送货提高了网上销售量。 ◇ *a new online recruitment service for employers and job seekers* 为雇主和求职者提供的新的网上招聘服务 ◇ *The course combines classroom training with online learning.* 这个课程

将课堂练习与在线学习结合起来。→ OFFLINE
→ idiom at LINE *noun*
• ***adverb***
(*also spelled* **on line**, *especially in AmE*) using the Internet or a computer network 联机地；联网地：*The majority of small businesses now do their banking online.* 现在大多数小企业都在线处理银行业务。◇ *More and more people are going online to look for jobs.* 越来越多的人上网找工作。
➊ *to* ***buy/come/go/sell/work*** *online* 网上购物；上网；网上销售 / 工作

**o.n.o.** *abbr* (*especially BrE*)(*only used in written English* 只用于书面英语) **or nearest offer**
used in small advertisements to show that sth may be sold at a lower price than the price that has been asked（用于小广告中，表示某物可依买方接近售价的出价）可还价：*PC for sale: €700 o.n.o.* 计算机待售：700欧元，可还价。→ O.B.O.

**ˌon-ˈscreen** (*AmE spelling also* **onscreen**) *adjective* [only before noun]
**1** appearing on the screen of a computer, television or cinema 屏幕上的；荧屏的；影视的：*an on-screen logo/menu* 屏幕上的标志 / 菜单
**2** using a computer screen 使用屏幕的：*on-screen editing facilities* 屏幕编辑设备
▸ **ˌon-ˈscreen** *adverb*

**onshore** /ˌɒnˈʃɔː(r); *AmE* ˌɑːn-; ˌɔːn-/ *adjective* [usually before noun]
**1** (*Finance*) **onshore** accounts, investments, etc. are kept in countries that have strict laws and normal levels of taxes 在岸的（在法制严格、税收合理的国家所开立的账户、进行的投资等）：*The bank has 350 000 onshore and 25 000 offshore customers.* 这家银行有35万在岸客户以及2.5万离岸客户。
**2** happening or based within a particular country 国内的：*He is head of UK onshore business at the bank.* 他是这家银行负责英国国内业务的主任。
**3** relating to oil and gas production that takes place on land（石油和天然气生产）在陆上的：*onshore oil and gas production* 陆上石油和天然气生产
▸ **ˌonˈshore** *adverb* → OFFSHORE

**onside** /ˌɒnˈsaɪd; *AmE* ˌɑːn-; ˌɔːn-/ *adverb*
IDM **bring/get/keep sb onˈside** to get/keep sb's support 获得某人支持：*Get your staff onside by asking for their suggestions for cutting costs.* 通过征求员工对削减成本的建议取得他们的支持。

**ˌon-ˈsite** *adjective*
**1** working, based, or happening at the main offices of a business 现场的；主营业地的：*Only 1% of companies offer on-site daycare.* 只有1%的公司提供现场日托。◇ *on-site training/visits* 现场培训 / 访问
**2** (*IT*) on a website 网站上的：*To upload the program, just follow the on-site instructions.* 要上传程序，只需按网站上的提示操作即可。
▸ **ˌon-ˈsite** *adverb*：*Most components are manufactured on-site.* 大多数部件在主营业地生产。→ OFF-SITE

**ˌon-the-ˈjob** *adjective, adverb*
(*HR*) that takes place within an employee's place of work 在职的：*The management programme included six weeks of classroom work and 14 months' on-the-job experience.* 这一管理课程包括六周的课堂教学和14个月的上岗实践。◇ *Training is best carried out on-the-job.* 培训最好是在岗位上进行。→ OFF-THE-JOB
➊ *on-the-job* ***experience/learning*** 工作经验；上岗学习 • *on-the-job* ***injuries/stress*** 工伤；工作压力

**ˌon-the-job ˈtraining** *noun* [U]
(*HR*)
**1** training that an employee receives while continuing to do their job, rather than by attending a course 在岗培训：*IT staff will be given on-the-job training in using the new software.* 对信息技术人员进行使用新软件的在岗培训。
**2** (*abbr* **OJT**) training received while working for an employer for a fixed period of time in order to learn the particular skills needed in their job 岗位培训：*During your on-the-job training you will receive 50% of the full salary.* 岗位培训期间，你将享受全额工资的50%。→ APPRENTICESHIP

**OOS** /ˌəʊ əʊ ˈes; *AmE* ˌoʊ oʊ/ *abbr* **occupational overuse syndrome**
pain and swelling, especially in the arms and hands, caused by performing the same movement many times in a job or an activity 职业过度使用综合征 SYN RSI

**OPEC** /ˈəʊpek; *AmE* ˈoʊ-/ *noun* [sing.] **Organization for Petroleum Exporting Countries**
an organization of countries that produce and sell oil, which controls the amount of oil produced in order to make sure that there is enough to meet needs, and to keep the price at a suitable level 石油输出国组织

**★open** /ˈəʊpn; *AmE* ˈoʊpn/ *adjective, verb, noun*
• ***adjective***
**1** [not usually before noun] if a shop/store, bank, business, etc. is **open**, it is ready for business and will admit customers or visitors 开放的；营业的：*We are open between 9 and 6.* 我们的营业时间是上午9点至下午6点。 OPP CLOSED
**2** [not before noun] **open to sb** if a competition, building, etc. is **open** to particular people, those people can enter it（比赛、建筑物等）对特定群体开放的：*The tender is open to both UK and international publishers.* 这次招标英国和国际出版商均可参加。
**3** [not before noun] **open** (**to sb**) to be available and ready to use 可得到的；可使用的：*What options are open to us?* 我们有什么选择？◇ *We'll keep the job open for you until you can come back to work.* 在你回来工作之前，我们将为你保留这个职位。
**4 open to sth** (about a person) willing to listen to and think about new ideas（人）思想开明的，不固执己见的：*They are open to offers for the high street business.* 对于繁华商业大街的经营，他们很欢迎人们前来洽谈。
**5** (about a question) requiring sb to answer with an opinion rather than with 'yes' or 'no'（问题）开放的，需要阐明观点的 SYN OPEN-ENDED
IDM **have/keep an ˌopen ˈmind** (**about/on sth**) to be willing to listen to or accept new ideas or suggestions 愿意聆听（或接受）意见；思想开明
• ***verb***
**1** [+ obj *or* no obj] (about a shop/store, business, etc.) to start business for the day; to start business for the first time（商店、企业等）开始营业，

开业: *What time do the banks open?* 银行什么时候开门? ◇ *The company **opened its doors** for business a month ago.* 这家公司一个月前开业。 → CLOSE DOWN, CLOSE STH DOWN at CLOSE

**2** [+ obj] to start an activity or event 开始; 着手: *to open a bank account* 开设银行账户

**3** [+ obj *or* no obj] to start a computer program or file so that you can use it on the screen 打开, 启动 (计算机程序或文件)

**4** [no obj] if shares, currencies, etc. **open** at a particular price, they are worth that amount when people start trading them at the beginning of the day 开盘; 开盘价 (为): *The group's shares opened down 6%.* 这个集团的股票开盘下跌6%。

**5** [+ obj *or* no obj] if a meeting **opens** or sb **opens** it, it starts 宣布 (会议) 开幕: *Who is going to open the conference?* 谁来宣布会议开幕?

**6** [+ obj] to make it possible for goods, people, etc. to come through 让 (货物、人等) 通行; 开放: *When did the country open its borders to Western business?* 这个国家是什么时候向西方企业开放边界的? OPP CLOSE

IDM **open 'doors for sb** to provide opportunities for sb to do sth and be successful 为…敞开大门; 提供良机: *A good CV/résumé will open doors for you.* 一份好的简历会为你带来机会。 **open the 'floodgates (to/for sth)** ; **the floodgates 'open (to/for sth)** to start a process that is very difficult to stop 打开匣门: *If their case is successful it could open the floodgates to more damages claims against the industry.* 他们的案件一旦胜诉, 就可能打开针对该行业的损害赔偿索赔的大门。

PHR V **,open sth 'up; ,open 'up 1** to become or make sth possible, available or able to be reached (使某事物) 成为可能, 可得到, 可达到: *The new catalogue will open up the market for our products.* 这一新的商品目录将会为我们的产品打开市场。 ◇ *Exciting possibilities were opening up for her in the new job.* 新工作给她带来了令人兴奋的发展前景。 **2** to begin business for the day 开门; 营业: *I open up the store for the day at around 8.30.* 我每天早晨8:30左右开店门营业。 **3** to start a new business 开张; 开业: *New banks are opening up all over town.* 城镇里到处都有新的银行开业。 OPP CLOSE DOWN, CLOSE STH DOWN

• ***noun*** [sing.]
the beginning of the day of trading, especially on a stock exchange; the price of a share, currency, etc. at this time (尤指证券交易所) 开始交易; 开盘价: *Stocks are set to rise at Friday's open.* 股票周五开盘时很可能会上涨。 OPP CLOSE
● ***a flat/low/weak** open* 平价 / 低价开盘; 开盘疲软 • ***a firm/high/strong** open* 开实盘; 高价开盘; 开盘坚挺

**,open ac'count** *noun* [C,U]
(*Commerce*) an arrangement with a shop/store or business to pay for goods or services at a later time 赊账: *To have an open account with us, you must first have your credit approved.* 要想在我们这儿赊账, 你的信用首先要获得核准。

**,open 'bid** *noun* [C]
(*Commerce*)
**1** a situation where companies compete to be chosen to supply work or goods by offering a particular price. The price offered is not secret and the best offer is chosen 公开招标: *The company won an open bid for the contract.* 这家公司在公开招标中赢得了这份合同。 ◇ *an open-bid auction* 公开招标拍卖
**2** a **bid** that is not kept secret 公开招标: *We purchased the building with an open bid of €200 000.* 我们以20万欧元的公开招标价购买了这栋楼房。 → CLOSED BID

**,open-book 'management** *noun* [U] (*abbr* **OBM**)
(*HR*) a method of managing a company where all employees are given financial and other information about the company in order to encourage them to work as efficiently as possible 财务信息共享管理 (为了激励员工有效工作, 向员工公开公司财务和其他信息的管理方法)

**,open 'border** *noun* [C, usually pl.]
(*Trade*) the fact of goods and people being able to pass freely between countries 边境开放 (货物和人能在国家间自由流动): *an open border and free trade between the US and Mexico* 美国和墨西哥之间的边境开放和自由贸易 ◇ *Local producers complain that the open borders policy has pushed down prices.* 当地生产商抱怨说开放边境政策压低了价格。

**,open 'cheque** (*AmE spelling* ~ **check**) *noun* [C] (*BrE* only)
**1** (*also* **,uncrossed 'cheque**) a cheque which can be exchanged for cash at the bank of the person who wrote it 空白支票 (持票人可在出票银行兑现): *As anyone can cash an open cheque, it is not a secure means of payment.* 因为任何人都可以凭空白支票兑换现金, 所以这种支付手段不安全。
**2** a cheque that has been signed but on which the amount of money has not yet been filled in 非限额支票 (支票已签署, 但没填写金额): (*figurative*) *The research department were given an open cheque* (= unlimited money) *to develop the product.* 研究部门得到一张非限额支票用于开发产品。 SYN BLANK CHEQUE

**,open communi'cation** *noun* [U]
a situation where employees and managers can freely exchange information and ideas 开放式交流 (员工和经理自由交流信息和想法)

**,open 'credit** = REVOLVING CREDIT

**,open-'door ,policy** *noun* [C]
**1** (*HR*) used to describe a style of management in which employees are encouraged to bring any problems directly to their managers 开门政策 (鼓励员工有任何问题都可以直接向其经理提出的一种管理模式) NOTE **Open-door** refers to the idea that the manager's door is always open, not closed, so people can go in at any time. * open-door 是一种理念, 指的是经理的门永远是开着的, 所以员工任何时候都可以跨进去。
**2** (*Trade*) used to describe a situation in which imports or people can come into a country freely 门户开放政策, 对外开放政策

**,open-'ended** *adjective*
**1** (*especially BrE*) (*AmE usually* **,open-'end**) without any limits, aims or dates fixed in advance 无限制的; 无明确目标的; 无期限的: *an open-ended discussion* 无限制的自由讨论 ◇ *The contract is open-ended.* 这份合同是无期限的。

**2** (*Finance*) (*also* **ˌopen-'end**, *especially in AmE*) (about a loan) allowing extra amounts to be borrowed at a later time, under the same conditions as the original loan（贷款）无限额的：*The open-ended loan allows us to borrow money when we need it.* 无限额贷款使我们需要钱时都能贷到。◇ *an open-end credit account* 无限额信用账户 → REVOLVING CREDIT
**3** (*Finance*) (*usually* **ˌopen-'end**) used to describe a type of investment company that can issue and buy back shares at any time according to how many members it has, rather than having a fixed number of shares 开放式的（指投资公司可以根据成员数量随时发行和购回股票）：*an open-ended fund/investment company* 开放式基金；开放型投资公司 OPP CLOSED-END → UNIT TRUST
**4** (*also* **ˌopen-'end**, *less frequent*) (*both especially AmE*) (about a question) requiring sb to answer with an opinion rather than with 'yes' or 'no'（问题）讨论性的，开放性的 SYN OPEN

**★opening** /'əʊpnɪŋ; *AmE* 'oʊ-/ *noun, adjective*
• ***noun***
**1** [U,C] the act of starting business for the first time 开业：*the opening of our branch in Hong Kong* 我们的香港分支机构的开业 ◇ *They are cutting back on new store openings.* 他们正在削减新开商店的数量。 OPP CLOSING
● *a formal/grand/an official opening* 正式的 / 隆重的 / 正式的开业
**2** [U,C] the act of starting business for the day, especially on a stock market; the price of shares at this time（尤指证券市场）开始营业；开盘价：*The FTSE 100 index is expected to rise sharply at Friday's opening.* 预计《金融时报》100指数在周五开盘时将急剧上涨。◇ *Wall Street's opening bell* 华尔街的开盘钟声 ◇ *expectations of a weak opening on Wall Street* (= with low or falling prices) 预计华尔街开盘疲软 OPP CLOSING
● *a flat/higher/lower/strong/weak opening* 平开 / 高开 / 低开；强势开盘；弱势开盘 • *the opening high/level/low/price* 高开 / 平开 / 低开 / 开盘价
**3** [U] the state of being open 开；开放：*Late opening of stores is common in Britain now.* 现在商店不按时开门在英国司空见惯。 OPP CLOSING
**4** [sing.] = OPENING UP (1)
**5** [C] a job that is available 空缺的职位：*There are several openings in the sales department.* 销售部有好几个空缺。◇ *a website listing job openings* 列有职位空缺的网站
**6** [C] a good opportunity for sb 良机：*Winning the competition was the opening she needed for her career.* 赢得这场比赛为她未来事业发展创造了良机。
• ***adjective*** [only before noun]
first; beginning 开始的；第一的：*the chairman's opening remarks* 主席的开场白 ◇ *the opening session of the conference* 会议的开幕式
OPP CLOSING

**ˌopening 'balance** *noun* [C, usually sing.]
**1** (*Accounting*) the **balance** that is shown in an account at the start of an accounting period 期初结余，期初余额（会计期开始时账目上显示的余额）：*The opening balance for April was minus $1 300.* 四月份的期初结余为负1 300元。
→ CLOSING BALANCE
**2** the amount of money that must be placed in a bank account when it is opened 开户金额（开立帐户时必须放在银行账户中的钱）：*The minimum opening balance is €2 000.* 最低开户金额为2 000欧元。

**'opening hours** *noun* [pl.]
the time during which a shop/store, bank, etc. is open for business（商店、银行等的）营业时间：*The store has extended its opening hours.* 商店延长了营业时间。◇ *longer opening hours* 延长了的营业时间

**'opening stock** (*BrE*) (*AmE* **be'ginning ˌinventory**) *noun* [U]
(*Accounting*) the amount of goods that a business holds at the start of a particular period of time; the value of these goods 期初存货；期初存货价值

**ˌopening 'up** *noun* [sing.]
**1** (*also* **'opening**) the process of removing restrictions and making sth such as a market, jobs, land, etc. available to more people 解禁；开放：*the opening up of the postal services market to competition* 向竞争者开放邮政服务市场 ◇ *the opening up of new opportunities for women in business* 为在职女性提供新的机会
**2** the process of making sth ready for use 启用；落成：*the opening up of a new stretch of highway* 一段新高速公路的开通启用

**ˌopen 'learning** = DISTANCE LEARNING

**ˌopen 'market** *noun* [C]
(*Economics*)
**1** a market where anyone can buy and sell 自由市场：*When the contract expired, the plant was forced to sell its electricity on the open market.* 合同到期，这家工厂被迫在自由市场上售电。
**2** used to refer to the situation when a country's central bank buys and sells government bonds, etc. in financial markets in order to control interest rates and the MONEY SUPPLY (= the total amount of money that exists in the economy of a country at a particular time) 公开市场（指一国中央银行为了控制利率和货币供应量而在金融市场买卖政府债券等）

**ˌopen 'offer** *noun* [C]
(*Finance*) an offer that a company makes to its shareholders to buy new shares at a fixed price, usually lower than the current market price 公开售股（公司以固定价格向其股东出售新股，此价通常低于当前市场价格）：*Salliss Cement has made an open offer to shareholders at €35 a share.* 萨利斯水泥公司以每股35欧元的价格向股东公开售股。

**ˌopen-'plan** *adjective*
used to describe an office where people sit at desks in an open area rather than in individual rooms 开放式的，敞开式的（办公室）

**'open poˌsition** *noun* [sing.]
(*Stock Exchange*) a situation in which a dealer in shares, currencies, COMMODITIES (= products or raw materials such as grain, coffee or metals), etc. is at risk if prices rise or fall 未结头寸（如果价格上涨或下跌，股票、货币、商品等的交易商将承担风险）：*An open position is vulnerable until it can be hedged or closed.* 未结头寸在对冲或结清之前容易遭受风险。

**open shop** *noun* [C]
(*HR*) a factory, business, etc. in which employees do not have to be members of a particular union 开放工厂，自由雇佣企业（工厂、企业等的雇员不必是工会会员）：*In an open shop, a business can employ anybody it likes.* 在自由雇佣企业里，企业可以聘请任何它喜欢的人。◇*Following the strike, the industry adopted an open-shop policy.* 罢工之后，这个行业采取了自由雇佣的政策。
→ CLOSED SHOP

**open-source** *adjective* [usually before noun]
(*IT*) used to describe computer programs that anybody can adapt for their own uses as the original SOURCE CODE is freely available 开放源代码的：*open-source software* 开放源代码软件

**open standard** *noun* [C,U]
(*IT*) (about computer equipment or software) a design that is available for everyone to use rather than one that belongs to a particular company（计算机设备或软件）开放标准：*Open standards are at the heart of e-business.* 开放标准是电子商务的核心。

★**operate** /'ɒpəreɪt; *AmE* 'ɑːp-/ *verb*
**1** [+ obj] to use or control a machine or make it work 操作；控制；使运行：*You will be trained in how to operate this machinery.* 将会培训你学会操作这台机器。◇*This software is needed to operate the computer.* 操作计算机需要这个软件。
**2** [no obj] (about machines, factories, etc.) to work in a particular way（机器、工厂等）运转，工作：*Most domestic freezers operate at below -18 °C.* 大多数家用电冰箱工作温度在零下18摄氏度以下。◇*The refinery is only operating at 50% capacity.* 这家炼油厂只有50%的开工率。
SYN FUNCTION
**3** [no obj] (about a business, service, etc.) to be used or working; to work in a particular way or from a particular place（企业、服务等）（被）使用，（使）运转；（以某种方式或从某地方）经营，营业：*A new late-night service is now operating.* 现在推出一项新的深夜服务项目。◇*It has been operating as a commercial bank since 1993.* 自1993年以来它一直作为一家商业银行来运作。◇*The regulation operates in favour of small businesses.* 这一规定的实施有利于小企业。
**4** [+ obj] to manage or organize a system, service or business 管理，组织（系统、服务或企业）：*The airline operates flights to 25 countries.* 这家航空公司经营飞往25个国家的航班。◇*We operate 300 branches worldwide.* 我们管理全世界的300家分支机构。

**operating assets** *noun* [pl.]
(*Accounting*) assets that a company uses to produce goods or services and run its business 营业资产；经营性资产 → WORKING CAPITAL

**operating cost** *noun* [C, usually pl., U]
(*Accounting*)
**1** the costs involved in the activities of a business or part of a business, such as supplies, small equipment, training, etc. 运营成本（企业从事各项活动所支付的成本，如供应品、小型设备、培训等）→ OVERHEADS
**2** the costs involved in using a machine, a building, a vehicle, etc., such as the cost of electricity and repairs 运行费用（指机器、楼房、车辆等使用过程中产生的费用，如电费、维修费等）

**operating expenditure** (*also* **operating expense**) *noun* [U]
(*Accounting*) the total costs involved in running a business, such as staff pay, electricity, materials, etc. 经营开支；营运开支；营业支出：*The airline reported operating expenditure of €106 million.* 这家航空公司报告的营运开支为1.06亿欧元。

**operating expense** *noun*
(*Accounting*)
**1** [C, usually pl.] one of the costs involved in running a business, such as staff pay, electricity, materials, etc. 运营费用（经营企业的费用，如员工工资、电费、原材料费等）：*A lease payment on a building is deductible as an operating expense.* 建筑物的租赁款可以作为运营费用扣除。
**2** [U] = OPERATING EXPENDITURE

**operating income** *noun* [U]
(*Accounting*) the amount of money that a company makes from its normal business activities, calculated by taking OPERATING EXPENSES away from GROSS PROFIT 营业利润；营业纯收入：*Neogen reported a 30% increase in operating income.* * Neogen 公司报告营业纯收入增长了30%。

**operating lease** *noun* [C]
(*Finance*) an arrangement by which a business pays to use a piece of equipment, a building, etc. for a period of time 经营租赁（企业一定时期支付使用设备、建筑物等费用的约定）：*We offer a 24-month operating lease on all our computer systems.* 我们对所有的计算机系统提供24个月的经营租赁。

**operating loss** *noun* [C]
(*Accounting*) the amount by which the cost of running a business during a particular period is greater than the money it makes 营业损失；经营性亏损：*An operating loss is expected for the fourth quarter.* 预计第四季度有经营亏损。

**operating margin** (*also* **operating profit margin, net profit margin, net margin**) *noun* [C,U]
(*Accounting*) a measure of how efficiently a business is run and how successful its price levels are, calculated by dividing its OPERATING INCOME by its NET SALES 营业毛利：*Our operating margin is up 1% on last year.* 我们的营业毛利比去年增长了1%。→ GROSS MARGIN

**operating profit** *noun* [C,U]
(*Accounting*) the amount by which the money a business makes from its normal activities during a particular period is greater than the cost of running the business 营业利润：*Nokia's operating profits rose by 8%.* 诺基亚的营业利润上升了8%。
→ OPERATING INCOME

**operating profit margin** = OPERATING MARGIN

**operating strategy** *noun* [C]
the plan that a business follows in order to achieve its aims 经营战略

**operating system** *noun* [C] (*abbr* **OS**)
(*IT*) the main program on a computer, that controls how the computer works and allows other

programs to run 操作系统: *All our computers use Windows XP as their operating system.* 我们所有的计算机都使用 Windows XP 作为操作系统。

**★operation** /ˌɒpəˈreɪʃn; *AmE* ˌɑːp-/ *noun*

SEE ALSO: **holding operation**

**1** [C] a business involving many parts (包括许多部分的) 企业: *a huge multinational operation* 庞大的跨国公司 ◇ *Some smaller operations are having trouble getting funding.* 有些小企业筹资遇到困难。

**2** [C] the activity or work done in an area of business or industry (工商业) 活动, 业务: *the firm's banking operations overseas* 公司的海外银行业务 ◇ *insurance/manufacturing/retail operations* 保险 / 制造 / 零售业务

**3 operations** [pl.; U] the main activities that a business does to make money, for example buying and selling goods or services, or manufacturing products 经营; 业务: *The company is seeking more funds to finance its operations.* 这家公司正在寻求更多的资金来发展业务。◇ *I've always worked in operations.* 我一直干业务工作。

**4** [U,C] the process of working as a business (企业) 运作, 营运: *We hope to break even in our fourth year of operation.* 我们希望在第四个营运年度收支持平。◇ *The steelmaker suspended operations in 2001.* 这家钢铁制造厂于2001年停产。

**5** [C,U] an act performed by a machine, especially a computer 运算; 运作: *The whole operation is performed in less than three seconds.* 全部运算在三秒内完成。

**6** [U] the way that parts of a machine or a system work; the process of making sth work 运转; 运行; 操作: *Regular servicing guarantees the smooth operation of the engine.* 定期维护保证了发动机的顺利运转。

**7** [C] an organized activity that involves several people doing different things (有组织的) 活动, 行动: *a security operation* 安全行动

IDM **come into ope'ration** to start working; to start having an effect 开始工作; 开始生效: *The new rules come into operation next week.* 新规则从下周开始实施。 **in ope'ration** working, being used or having an effect 工作中; 使用中; 有效: *The system has been in operation for six months.* 这个系统已运行了六个月。 **put sth into ope'ration** to make sth start working; to start using sth 实施; 施行; 启用: *It's time to put our plan into operation.* 该是执行我们计划的时候了。

**operational** /ˌɒpəˈreɪʃənl; *AmE* ˌɑːp-/ *adjective*

**1** [usually before noun] connected with the way in which a business, machine, system, etc. works 操作的; 运转的; 运营的: *We have simplified many of our operational procedures.* 我们已经简化了许多操作程序。◇ *The catalogue describes the main operational features of each model.* 这份目录描述了每一种型号的主要运行特点。

**2** [not usually before noun] being used or ready to be used 使用的; 可使用的: *Our customer support centre is now fully operational.* 我们的客户支持中心目前全面起用。

▸ **ˌope'rationally** /ˌɒpəˈreɪʃənəli; *AmE* ˌɑːp-/ *adverb*: *The proposed system is not operationally viable* (= would not work). 所建议的系统不可行。

**ˌoperational re'search** = OPERATIONS RESEARCH

**ˌoperation 'process chart** *noun* [C] (*Production*) a diagram that shows the stages of a manufacturing process, and gives information about the time, people and parts needed at each stage 作业流程图 (显示生产过程各阶段的图表, 提供每一阶段所需时间、人员和零件的信息)

**ˌope'rations ˌmanagement** *noun* [U] the process of managing the main activities that a business does to make money, for example buying and selling goods or services, or manufacturing products 运营管理, 运作管理 (管理企业主要营利活动的过程, 如商品或服务的交易及产品生产)

▸ **ˌope'rations ˌmanager** *noun* [C]

**ˌope'rations ˌmanual** *noun* [C] (*HR*) a document that describes the systems and processes that a company or an organization uses to perform its activities 操作手册: *Safety procedures are outlined in the operations manual.* 安全规程在操作手册里有简要介绍。

**ˌoperations re'search** (*also* **ˌoperational re'search**) *noun* [U] (*abbr* **OR**) the use of scientific methods and technology to improve the way a business performs its main activities 作业研究, 操作研究, 运作研究 (使用科学方法和技术改善企业经营活动的方法): *Companies undertake operations research to optimize their use of resources.* 公司开展作业研究以优化资源的使用。

**operative** /ˈɒpərətɪv; *AmE* ˈɑːp-/ *noun, adjective*

● ***noun*** [C] a worker who performs a practical task for a company 工作人员: *customer service/machine operatives* 客服人员; 机器操作员

● ***adjective*** ready to be used; in use 可使用的; 在使用中的: *The new law will become operative on 5 July.* 新法将于7月5日生效。◇ *Our online store is now fully operative.* 我们的网店现在全面运营。

**★operator** /ˈɒpəreɪtə(r); *AmE* ˈɑːp-/ *noun* [C]

SEE ALSO: **owner-operator, tour operator**

**1** (*often used with another noun* 常与另一名词连用) a person or company that runs a particular business (某企业的) 经营者, 专业公司: *a bus/ferry/train operator* 巴士 / 轮渡 / 铁路公司 ◇ *a telecoms operator* 电信公司 ◇ *the UK's second-largest port operator* 英国第二大港务公司

**2** (*often used with another noun* 常与另一名词连用) a person who operates equipment or machinery 操作工; 技工: *a computer/machine operator* 计算机 / 机器操作员

**3** (*BrE also* **te'lephonist**) a person who works on the telephone SWITCHBOARD of a large company or organization 电话员; 接线员: *Dial 100 for the operator.* 找接线员请拨100。

**o'pinion ˌleader** *noun* [C] (*Marketing*) a person whose tastes and opinions are respected within a social group, and who therefore influences what people in that group buy 意见领袖 (指某人的品味和见解受到某一社会群体尊重, 因此他会对这个群体的购买行为产生影响): *Many marketing campaigns aim to identify and target*

*opinion leaders.* 许多营销活动的目的在于找到和锁定意见领袖。

**o'pinion poll** = POLL

**OPM** /ˌəʊ piː 'em; *AmE* ˌoʊ/ *abbr*
(*Accounting, informal*) **other people's money**
used to describe money that a business uses or invests which it has borrowed or which it owes
别人的金钱

**opportunism** /ˌɒpə'tjuːnɪzəm; *AmE* ˌɑːpər'tuː-/ *noun* [U]
the practice of taking any opportunities that appear, without thinking about the future result of doing so 机会主义: *Business opportunism has resulted in poor quality products from companies who are only motivated by short-term profits.* 商业机会主义导致一些只受短期利益驱使的公司生产出劣质产品。

**opportunist** /ˌɒpə'tjuːnɪst; *AmE* ˌɑːpər'tuː-/ (*also* **opportunistic** /ˌɒpətjuː'nɪstɪk; *AmE* ˌɑːpərtuː'n-/) *adjective* [usually before noun]
making use of an opportunity, especially to get an advantage for yourself; not done in a planned way 机会主义的; 投机的: *The group acquired the struggling company last year in an opportunist move.* 这个集团在去年的一次投机活动中并购了这家举步维艰的公司。 ▶ **ˌopportunist** *noun* [C]: *This new market is very attractive to business opportunists.* 这个新市场对商业机会主义者而言是非常有吸引力的。 **opportunistically** /ˌɒpətjuː'nɪstɪkli; *AmE* ˌɑːpərtuː'n-/ *adverb*

★**opportunity** /ˌɒpə'tjuːnəti; *AmE* ˌɑːpər'tuː-/ *noun* [C,U] (*plural* **opportunities**)
SEE ALSO: **equal employment opportunity, equal opportunity**
a time when a particular situation makes it possible for you to do sth or achieve sth 机会; 时机: *Which markets offer the greatest opportunity for growth?* 哪些市场提供最佳的增长机会? ◇ *We aim to create opportunities for our employees to have contact with customers.* 我们的目的是为员工与顾客创造联系机会。 ◇ *The central bank may take the opportunity to raise interest rates.* 中央银行可能会借此机会提高利率。 ◇ *The offer was too good an opportunity to miss.* 此报盘机会很好, 不容错过。 ◇ *exploring new business/market opportunities* 发掘新的商业 / 市场机会 ◇ *The Internet has created a* ***window of opportunity*** (= a period of time when the circumstances are right for doing sth) *for the online travel industry to grow.* 互联网为网上旅游业的发展创造了机会。
➕ *to* ***create/offer/open up/present/provide*** *opportunities* 创造 / 提供 / 带来 / 出现 / 提供机会 • *to* ***exploit/have/look for/see/seize/take*** *an opportunity* 利用 / 有 / 寻找 / 看到 / 抓住 / 利用机会 • *an opportunity* ***arises/exists*** 机会出现 / 存在 • ***business/investment/market*** *opportunities* 商业 / 投资 / 市场机会 • ***career/employment/job*** *opportunities* 职业发展 / 就业 / 工作机会 • *a* ***lost/missed*** *opportunity* 失去的 / 错过的机会

**ˌoppor'tunity cost** *noun* [C,U]
(*Economics*) the value of sth that could be done, made, chosen, etc., that will be lost when a decision is made to do a particular thing 机会成本（因选择做某事而放弃做另一事所付出的代价）: *The opportunity cost of expanding the Marketing Department is that Human Resources will have to be made smaller.* 扩大营销部门的机会成本是不得不缩减人力资源部的规模。 NOTE **opportunity cost** is an important part of the process of making decisions. * opportunity cost 是决策过程的重要组成部分。

**ˌoppor'tunity to 'see** *noun* [C, usually pl.] (*abbr* **OTS**)
(*Marketing*) a measure of the number of times that possible customers might be expected to see a particular advertisement in a newspaper, on television, on a website, etc. during a particular period 广告可见度（衡量潜在顾客某特定时期在报纸、电视、网站等地方可能看到某广告的次数）: *In our campaigns, average OTS reaches 10 or more per week.* 在我们的活动期间, 平均广告可见度每周达到10次或10次以上。

**oppose** /ə'pəʊz; *AmE* ə'poʊz/ *verb* [+ obj]
to disagree strongly with sb's plan, policy, etc. and try to change it or prevent it from succeeding 反对; 抵制; 阻挠: *Business leaders strongly oppose an increase in the minimum wage.* 企业领导人强烈反对提高最低工资。 ◇ *The majority of shareholders have opposed the deal.* 大多数股东反对这笔交易。

**ˌopposite 'number** *noun* [C]
a person who does the same job as you in another organization（另一个机构内）与自己职位相当的人: *The CEO received an angry letter from his opposite number at a rival company.* 这位首席执行官收到了来自竞争对手公司首席执行官的一封愤怒的来信。 See note at COLLEAGUE

**ˌoptical 'character recog,nition** *noun* [U] (*abbr* **OCR**)
(*IT*) the process of using light to record printed information onto disks for use in a computer system 光学字符识别（使用光将印刷资料记录在计算机系统的磁盘上的过程）: *an OCR scanner* 光学字符识别扫描仪

**optimal** /'ɒptɪməl; *AmE* 'ɑːp-/ *adjective*
SEE ALSO: **Pareto-optimal**
the best; the most likely to be successful 最佳的; 最有可能成功的: *We are improving the manufacturing system to achieve an optimal level of performance.* 我们正改进制造系统以达到最佳运行水平。 → OPTIMUM
➕ *an optimal* ***level/performance/strategy/way*** 最佳水平 / 性能 / 战略 / 方式 • *optimal* ***conditions/effectiveness*** 最佳条件 / 效果

**optimism** /'ɒptɪmɪzəm; *AmE* 'ɑːp-/ *noun* [U]
**optimism (about/for/over sth)**
a feeling that good things will happen and that sth will be successful; the tendency to have this feeling 乐观; 乐观主义: *There are very real grounds for optimism.* 乐观的理由的确存在。 ◇ *The CEO expressed cautious optimism about the company's financial future.* 这位首席执行官对公司的财务前景表示谨慎乐观。 ◇ *Both orders and business optimism rose last month.* 对订单和业务的乐观情绪上月都上升了。 OPP PESSIMISM
➕ ***business/consumer/investor/market*** *optimism* 企业 / 消费者 / 投资者 / 市场的乐观情绪 • *to be*

***brimming with/express/show*** *optimism* 充满 / 表达 / 表露乐观情绪 • ***to boost/fuel/increase*** *optimism* 增强 / 增添 / 增加乐观情绪

▸ **'optimist** *noun* [C] **optimistic** /ˌɒptɪ'mɪstɪk; *AmE* ˌɑːp-/ *adjective* **ˌopti'mistically** /ˌɒptɪ'mɪstɪkli; *AmE* ˌɑːp-/ *adverb*

**optimize , -ise** /'ɒptɪmaɪz; *AmE* 'ɑːp-/ *verb* [+ obj]
to make sth as good as it can be; to use sth in the best possible way 使最优化；充分利用：*to optimize the use of resources* 充分利用资源 ◇ *We need to optimize the plant to improve efficiency.* 我们需要优化设备以提高效率。▸ **optimization, -isation** /ˌɒptɪmaɪ'zeɪʃn; *AmE* ˌɑːptɪmə'z-/ *noun* [U]: *The strategy focuses on the optimization of the supply chain.* 这个战略的重点是供应链的优化。

**optimum** /'ɒptɪməm; *AmE* 'ɑːp-/ *adjective, noun*
• ***adjective*** [only before noun]
the best; the number, size, etc. that will produce the best possible results 最佳的；最适宜的：*The optimum temperature setting for the machine is 70°C.* 机器的最佳温度设定为摄氏70度。◇ *What is the optimum team size?* 最佳的团队规模是多大？ → OPTIMAL
➊ *the optimum* ***level/price/range/size/temperature*** 最佳水平 / 价格 / 范围 / 规模 / 温度
• ***noun*** [sing.] **the optimum**
the best possible result, set of conditions, etc. 最佳结果；最好的条件：*The fruit is grown in plastic tunnels where conditions are close to the optimum.* 这种水果生长在条件接近最佳的塑料大棚里。

**'opt-in** *noun* [C] (*often used as an adjective* 常用作形容词)
**1** the act of choosing to be part of a system or an agreement 决定加入；选择参与
**2** (*Marketing*) when the user of a company's website gives their email address so that they can be sent information about particular subjects, products or services 选择性加入（公司网站的用户输入电子邮件地址即可得到有关主题、产品或服务方面的信息）

**★option** /'ɒpʃn; *AmE* 'ɑːp-/ *noun*
SEE ALSO: **call option, currency ~, employee stock ~, index ~, nuclear ~, put ~, share ~, stock ~**
**1** [C,U] **option (of doing sth/to do sth)** something that you can choose to have or do; the freedom to choose what you do 可选择的事物；选择；选择权；选择的自由：*There are various options open to us.* 我们有多种选择。◇ *Employees were given the option of working four days a week.* 雇员可以选择每周工作四天。◇ *Closing the factory is* ***not an option.*** 绝不会选择关闭工厂。◇ *This particular model comes with a wide range of options* (= extra things that you can choose to have). 这一种型号有多种配件供选择。
➊ ***to have/give sb/offer sb*** *an option* 有选择权；给予 / 提供给（某人）选择权 • ***to choose/take*** *an option* 选择一个选项；取得选择权
**2** (*Finance*) [C] the right to buy or sell a fixed quantity of shares, currencies or COMMODITIES (= for example, grain, coffee, cotton or metals) for a particular price within a particular period or on a particular date 期权：*The five directors earned more than $3 million through the sale of shares and options.* 这五名董事通过出售股票和期权赚取了300多万元。◇ *She has an option to buy 100 000 shares.* 她拥有购买10万股股票的期权。◇ *When does the option expire?* 期权什么时候到期？
➊ ***to buy/exercise/sell/trade/write*** *an option* 购买 / 行使 / 出售 / 买卖 / 卖出期权 • *an options* ***contract*** 期权合约 • *the options* ***exchange/market*** 期权交易所 / 市场
**3** (*Finance*) [C] the right to buy sth or more of sth in the future（未来的）购买选择权：*We have an option* ***on*** *the land and will purchase it soon.* 我们有权购买这块土地并且马上就要购买。◇ *The airline has bought 100 planes with an option* ***for*** *another 50.* 这家航空公司已购买了100架飞机，且有权再购50架。
➊ ***to have/exercise/take*** ***(up)*** *an option* 有 / 行使 / 取得购买选择权

**optional** /'ɒpʃənl; *AmE* 'ɑːp-/ *adjective*
that you can choose to do or have if you want to 可选择的；选修的：*You must wear a shirt and tie, but jackets are optional.* 你们必须穿衬衫、系领带，但是否穿夹克衫自便。◇ *This model comes with a number of* ***optional extras*** (= things you can choose to have but which you will have to pay extra for). 这种型号有多种配件可供选购。

**'opt-out** *noun* [C] (*often used as an adjective* 常用作形容词)
the act of choosing not to be involved in an agreement 不参与协议的决定：*The contract contains an opt-out clause.* 这份合同包含退出条款。◇ *to seek an opt-out from an agreement* 力求退出协议

**OR** /ˌəʊ 'ɑː(r); *AmE* ˌoʊ/ = OPERATIONS RESEARCH

**orchestrate** /'ɔːkɪstreɪt; *AmE* 'ɔːrk-/ *verb* [+ obj]
to organize a complicated plan or event very carefully and sometimes secretly 精心安排；策划；密谋：*a carefully orchestrated publicity campaign* 精心策划的一场宣传活动

**★order** /'ɔːdə(r); *AmE* 'ɔːrd-/ *noun, verb*
• ***noun***
SEE ALSO: **administration order, advance ~, back ~, banker's ~, bankruptcy ~, build-to-~, buying ~**, etc.
**1** [C,U] a request to make, supply or send goods 订货；订购；订单：*I would like to place an order* ***for*** *ten copies of this book.* 这本书我想订购十册。◇ *The company has just won an order to supply engines to a French business airline.* 这家公司刚刚赢得一份向一家法国商务航空公司提供发动机的订单。◇ *We have firm orders worth $9 million.* 我们接到价值900万元的有效订单。◇ *Domestic and export orders are growing.* 国内和出口订单正在不断增加。◇ *The machine parts are still* ***on order*** (= they have been ordered but have not yet been received). 机器零件已订购，但尚未到货。◇ *These items can be made* ***to order*** (= produced especially for a particular customer). 这些商品可以订做。
➊ ***to place/put in*** *an order* 下单；寄出订单 • ***to have/fill/fulfil/meet/process*** *an order* 接到 / 供应 / 履行 / 满足 / 办理订货 • ***to cancel/get/lose/receive/win*** *an order* 取消 / 得到 / 失去 / 收到 / 赢得订单 • ***a bulk/cash/firm/large/***

*small order* 大宗 / 现金 / 有效 / 大批 / 小批订货 • *a repeat order* 续订订单

**2** [C] goods that are made, supplied or sent in response to a particular order 所订的货物；交付的订货：*The stationery order has arrived.* 订购的文具到货了。◇ *Your order will be dispatched immediately.* 你的订货将立即发出。

**3** [C] an official instruction that is given by a court or similar authority（由法院等机构发出的）指示；指令；命令：*The order required them to return to work within 80 days or face redundancy.* 这一指令要求他们80天内复工，否则就要面临被裁。◇ *The order was issued by the court last May.* 这个指令是去年五月由法院发出的。

➊ *to grant/issue/make/obtain/seek an order* 颁布 / 发布 / 发出 / 得到 / 寻求命令 • *to lift/remove an order* 撤销 / 解除命令 • *to appeal/comply with/execute/obey an order* 发出 / 遵守 / 执行 / 服从命令

**4** [C] a formal written instruction for sb to be paid money or to do sth 付款指令；书面指令；汇票：*You can cash the order at any post office.* 你可以在任何一家邮局兑现这张汇票。

IDM **in 'order** (about an official document) that can be used because it is all correct and legal（正式文件）有效的：*Check that your work permit is in order.* 查看一下你的工作许可证是否有效。SYN VALID **in running/working 'order** (especially about machines) working well（尤指机器）运转正常，运转良好：*The engine is now in perfect working order.* 发动机现在运转状况极佳。**of/in the order of ...** (*BrE*) (*AmE* **on the order of ...**) (*formal*) about sth; approximately sth 大约；差不多：*She earns something in the order of €50 000 a year.* 她的年收入大约5万欧元。**,order of 'business** the arrangement of subjects for discussion at a meeting 会议议程 SYN AGENDA **,out of 'order 1** (about a machine etc.) not working correctly（机器等）有毛病，出故障，失灵：*The phone is out of order.* 电话坏了。**2** not arranged correctly or neatly 安排不当；不整洁：*I checked the files and some of the papers were out of order.* 我检查过档案，其中一些文件未按顺序编排。**3** (*formal*) not allowed by the rules of a formal meeting or debate 违反规则：*His objection was ruled out of order.* 他提出的异议被裁定为违反会议规则。→ idiom at BULK *noun*, CALL *verb*

• ***verb*** [+ obj]

**1 order (sb) sth | order sth (for sb)** to ask for goods to be made, supplied or sent; to ask for a service to be provided 订购；订货；要求提供服务：*These boots can be ordered direct from the manufacturer.* 这种靴子可从厂家直接订货。◇ *You can order our product on the Internet.* 你可以在互联网上订购我们的产品。◇ *Shall I order you a cab?* 要我给你叫辆出租车吗？◇ *Shall I order a cab for you?* 要我给你叫辆出租车吗？

**2** to use your position of authority to tell sb to do sth or say that sth must happen 命令；指挥；要求：*The government has ordered an investigation into the accident.* 政府下令对事故进行调查。◇ *The company was ordered to pay compensation to its former employees.* 公司被勒令补偿其以前的员工。

**3** to organize or arrange sth 组织；安排；整理：*The program orders the files according to their size.* 这个程序按大小顺序排列文件。

PHR V **,order sb a'bout/a'round** to keep telling sb what to do in a way that is annoying or unpleasant（不断地）支使，命令，使唤

**'order book** *noun* [C]

(*Commerce*; *Manufacturing*) a record kept by a business of the products it has agreed to supply to its customers, often used to show how well the business is doing（常用于显示公司业绩的）订货簿：*We have an order book of over €2 million.* 我们订货簿上的金额已超过200万欧元。◇ *a full/strong order book* 记满订货项目的订货簿 ◇ *The forward order book stood at $5 million as of the end of December.* 截至十二月底，远期订货簿的金额达到500万元。

**'order form** *noun* [C]

a document completed by customers when ordering goods 订货单：*For an instant quote, simply fill out the online order form.* 只需填写在线订货单即可获得即时报价。

**'order ,getter** (*also* **'order-,maker**) *noun* [C]

(*Marketing*) a person whose job is to persuade new customers to place orders with a company and existing customers to buy more 订单开发者（劝说新客户下单，促使现有客户续订的人）→ ORDER TAKER

**'order ,picking** *noun* [U]

(*Production*) the process of taking the goods that a customer has ordered out of the place where they are stored 订单拣货（指将顾客订购的商品从仓库取走）：*highly automated order-picking systems* 高度自动化的订单拣货系统

**'order point** (*also* **re'order point**) *noun* [C]

(*Commerce*; *Production*) the time when an order is automatically made for more supplies of an item because the number has fallen below a particular level, considering future demand and the time it takes to deliver it 订货点；订购点：*If the order point is set at 10, an order is placed when the inventory level falls below 10.* 如果订货点是10，那么库存水平降到10以下就要订货。

**'order ,processing** *noun* [U]

(*Commerce*; *Production*)

**1** all the activities involved in dealing with customers' orders from receiving them to delivering the goods 订单处理：*The turnaround time for order processing is usually under 24 hours.* 订单处理的周期通常在24小时内。

**2** the activity of checking and recording every stage of a customer's order as it is dealt with 订单处理（检查和记录顾客订单处理的每一个步骤）：*Our order processing software is designed to help you control the flow of customer orders throughout your organization.* 我们的订单处理软件旨在帮助你控制你们机构中客户订单的流量。

**'order ,taker** *noun* [C]

(*Marketing*) the role that a salesperson performs when they take orders from customers who already use or wish to use the company but do not persuade people to buy 接单员 → ORDER GETTER

**ordinary** /'ɔ:dnri; *AmE* 'ɔ:rdneri/ (*plural* **ordinaries**) = ORDINARY SHARE

**,ordinary 'capital** *noun* [U]

(*Finance*) the amount of a company's CAPITAL that is held in ORDINARY SHARES 普通股本

**ordinary 'creditor** *noun* [C]
(*Finance*) a company or person who will be paid money they are owed by a company that is BANKRUPT (= does not have enough money to pay its debts) only after everybody else except people who hold ORDINARY SHARES 普通债权人（索偿权次于除普通股股东之外的所有人）

**ordinary 'interest** *noun* [U]
(*Finance*) interest that is calculated based on a year of 360 days instead of 365 普通利息（按360天而非365天为一年期计算的利息）

**ordinary reso'lution** *noun* [C]
a formal statement that is accepted by a simple majority of shareholders present at a general meeting of a company 普通决议（在公司全体大会上有超过半数的股东同意的决议）

**ordinary 'share** (*also* **'ordinary**) (*both BrE*) (**'common share**, especially in *BrE*) *noun* [C]
(*Finance*) a share in a company that gives the owner the right to a DIVIDEND (= money paid to shareholders) according to how much profit the company has made, and usually the right to vote at meetings of shareholders 普通股（普通股持有人享有股息的分配权和股东大会的表决权）: *The company plans to sell 6.2 million new ordinary shares.* 公司计划新发售620万普通股。→ COMMON STOCK, EQUITY (2), PREFERENCE SHARE See note at SHARE

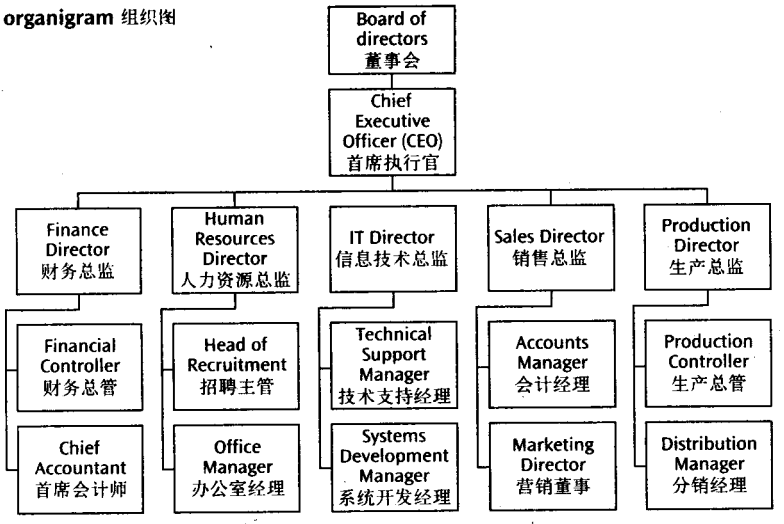
**ordinary 'stock** = COMMON STOCK

**organic** /ɔː'gænɪk; *AmE* ɔːr'g-/ *adjective* [usually before noun]
**1** used to describe the situation when a company develops its existing business rather than growing by buying other companies, etc. 有机的（公司通过发展现有业务，而非并购等方式实现增长）: *The group announced plans for organic expansion and said it would open 830 new stores in 2007.* 集团宣布有机扩张计划，并表示2007年将开设830家新商店。◇ *Sales are up 6.3 per cent, driven by strong organic growth.* 在强劲的有机增长的推动下，销量上升了6.3%。→ INTERNAL (2)
● *organic* ***development/expansion/growth*** 有机发展 / 扩张 / 增长
**2** (about food, farming methods, etc.) produced or practised without using artificial chemicals （食品、耕作方式等）有机的，不使用化肥和农药的: *organic cheese/milk/vegetables* 有机奶酪 / 牛奶 / 蔬菜 ◇ *The share of agricultural land under organic farming has increased considerably in the last ten years.* 实行有机耕作的农业用地面积在过去十年里有大幅增长。
▸ **organically** /ɔː'gænɪkli; *AmE* ɔːr'g-/ *adverb*

**organigram** (*also spelled* **organogram**) /ɔː'gænəgræm; *AmE* ɔːr'gæn-/ *noun* [C]
a diagram that shows the structure of a company or an organization and the relationship between different jobs 组织结构图（展示公司或组织的结构以及不同职位关系的图）SYN ORGANIZATION CHART 380

**★organization , -isation** /ˌɔːgənaɪ'zeɪʃn; *AmE* ˌɔːrgənə'z-/ *noun*
SEE ALSO: **functional organization, International Labour ~, virtual ~**
**1** [C] a group of people who form a business or other group together in order to achieve a particular aim 组织；团体；机构: *He's the president of a large international organization.* 他是一个大型国际组织的总裁。◇ *the World Trade Organization* 世界贸易组织 ◇ *The proposals were discussed at all levels of the organization.* 这些提案在机构的各层都进行了讨论。
● *a* ***business/commercial/profit-making*** *organization* 商业 / 商务 / 赢利性机构 • *a* ***charitable/non-profit*** *organization* 慈善 / 非赢利组织 • *a* ***high-performance/large/small*** *organization* 高效率的 / 大 / 小机构

**organigram** 组织图



• *to build/create/form/head/manage/run an organization* 建立 / 创立 / 成立 / 领导 / 管理 / 经营一个机构 • *to join/leave an organization* 参加 / 离开组织

**2** [U] the act of making arrangements or preparations for sth 组织工作；筹备工作：*I leave most of the organization of these conferences to my assistant.* 我将这些会议的大部分筹备工作留给了我的助手。 SYN PLANNING

**O** *careful/efficient/poor/smooth organization* 细致 / 高效 / 差 / 顺利的组织工作 • *to lack/need/take organization* 缺乏组织；需要 / 做组织工作

**3** [U] the way in which the different parts of sth are arranged 安排；配置；分配：*The report studies the organization of labour within the company.* 这份报告研究了公司内部的人力分配问题。 SYN STRUCTURE

▸ **organizational, -isational** /ˌɔːgənaɪˈzeɪʃənl; *AmE* ˌɔːrgənəˈz-/ *adjective* [only before noun]: *organizational change/structure* 组织上的变化；组织结构 ◇ *organizational skills/ability* 组织技巧 / 能力

**ˌorganizational beˈhaviour** (*AmE spelling* **~ behavior**) *noun* [U] (*abbr* **OB**) (*HR*) the study of the behaviour and attitudes of people within an organization and how they affect the way the organization works 组织行为学（研究组织中人的行为和态度以及对其组织运行方式的影响）

**ˌorganizational communiˈcation** = CORPORATE COMMUNICATION

**ˌorganizational ˈculture** = CORPORATE CULTURE

**ˌorganizational ˈlearning** *noun* [U] (*abbr* **OL**) (*HR*) the process in which people and groups within an organization continuously gain knowledge and develop skills, with the result that the organization can change and improve 组织学习（组织中的人和团体不断获得知识和发展技能使组织得以改进和提高）

**ˌorganization and ˈmethods** *noun* [U with sing./pl. verb] (*abbr* **OM, O&M**)
**1** an analysis of the way an organization works and is arranged, and how it could be made more efficient 组织与方法：*organization and methods projects/studies* 有关组织与方法的课题 / 研究
**2** the department in a company that does this 研究组织与方法的部门

**ˌorganiˈzation chart** *noun* [C]
a diagram that shows the structure of a company or an organization and the relationship between different jobs 组织结构图（展示公司或机构的结构以及不同职位之间关系的图）—Picture at ORGANIGRAM

**ˌorganiˈzation ˌtheory** *noun* [U]
techniques for studying the structure, aims and strategies of organizations 组织理论（研究组织的结构、目标和战略）

**★organize , -ise** /ˈɔːgənaɪz; *AmE* ˈɔːrg-/ *verb*
**1** [+ obj] to arrange for sth to happen or to be provided 组织；筹备：*He organizes workshops on starting a business.* 他举办创业研讨会。 ◇ *The meetings were organized by different departments.* 这些会议是由不同部门组织的。 → RUN *verb* (2) See note at ARRANGE
**2** [+ obj] to put or arrange things into a logical order or system 安排；分配；处理：*Modern computers can organize large amounts of data very quickly.* 现代计算机能够迅速处理大量数据。 ◇ *You should try and organize your time better.* 你应该尽量更有效地分配时间。 ◇ *Sales information is organized by area.* 按区域编排销售信息。
**3** [+ obj *or* no obj] to form a union or a group of people with a shared aim 成立；组建；建立：*the right of workers to organize themselves into unions* 工人自行组织工会的权利

**organized , -ised** /ˈɔːgənaɪzd; *AmE* ˈɔːrg-/ *adjective*
**1** arranged or planned in a particular way 有条理的；有安排的：*a well-organized office* 井然有序的办公室 ◇ *a badly organized event* 组织混乱的活动
**2** working well and in an efficient way 有条理的；有效率的：*This is one of the most organized companies I have ever worked with.* 这是我曾经工作过的最有效率的公司之一。 ◇ *She used to be such an organized person.* 她曾经是个很有条理的人。
**3** [only before noun] involving large numbers of people who work together to do sth in a way that has been carefully planned 有组织的；系统的：*an organized body of workers* 一个有组织的工人团体

**ˌorganized ˈlabour** (*AmE spelling* **~ labor**) *noun* [U]
employees who are members of a union 参加工会的工人

**organizer , -iser** /ˈɔːgənaɪzə(r); *AmE* ˈɔːrg-/ *noun* [C]
**1** a person who arranges for sth to happen or to be provided 组织者：*conference organizers* 会议组织者 ◇ *She offered to be one of the organizers of the event.* 她自愿成为这次活动的组织者之一。
**2** (*IT*) a very small computer that keeps information about people, what you have arranged to do, etc. 电脑记事本：*an electronic/a handheld organizer* 电子 / 手持式记事本 → PERSONAL ORGANIZER See note at CALENDAR

**ˈorganizing ˌbusiness** *noun* [C]
a company that offers products and services to help people arrange their offices, their homes or their work in a tidy and efficient way; all the companies involved in this 组织公司（提供装饰整理办公室、住宅或协助安排公务活动的公司）

**organogram** = ORGANIGRAM

**-orientated** /ˈɔːriəntertɪd/ = -ORIENTED

**orientation** /ˌɔːriənˈteɪʃn/ *noun*

SEE ALSO: **marketing orientation, market ~, product ~, sales ~**

**1** [U,C] the type of aims or interests that an organization or a person has; the act of directing your aims towards a particular thing 方向；目标；定向：*The business school is international in orientation.* 这所商学院的定位是面向国际的。 ◇ *We want to hire people with a service orientation.*

我们想聘请有服务意识的人。◇ *Companies have been forced into a greater orientation to the market.* 各公司不得不作出改变，更加面向市场。
**2** (*HR*) [U] training or information that you are given before starting a new job, course, etc. （任职、课程等前的）培训，训练；迎新会：*New employees undergo a two-day orientation programme.* 新员工要接受为期两天的岗前培训。

**-oriented** /ˈɔːrientɪd/ (*BrE also* **-orientated**) *combining form* (*used to form adjectives* 用于构成形容词)
having the aim mentioned 以…为导向的：*market-oriented* 以市场为导向的 ◇ *profit-oriented* 以利润为导向的 ◇ *relationship-oriented managers* 关系导向经理

**origin** /ˈɒrɪdʒɪn; *AmE* ˈɔːr-; ˈɑːr-/ *noun* [C,U]
SEE ALSO: **certificate of origin**
**1** (*also* **origins** [pl.]) the point from which sth starts; the cause of sth 起源；起因：*What is the origin of the name 'Coca-Cola'?* "可口可乐"这一名称缘何而来？◇ *The origins of the Internet go back to the 1950s.* 互联网的起源可追溯到二十世纪五十年代。
**2** the place from which goods come （货物的）产地：*We need to know the supplier, price and country of origin.* 我们需要了解供应商、价格和原产国。◇ *Can you prove the origin of the goods?* 你能证明货物的原产地吗？
● ***the country/place/point of origin*** 原产国；原产地；发货地

**original** /əˈrɪdʒənl/ *noun* [C]
a document from which copies are later made 原件；正本：*Send out the photocopies and keep the original.* 寄复印件，保留原件。

**o,riginal e'quipment manu,facturer** = OEM

**originate** /əˈrɪdʒɪneɪt/ *verb*
**1** [no obj] to start in a particular way or place, or at a particular time 起源；发源：*The business originated as a shoe shop, but now offers a full range of clothing.* 这家企业原本是一家鞋店，但现在经营各式服装。◇ *The program tells you where your emails originated.* 这个程序会告诉你电子邮件从何处发过来。
**2** [+ obj] to create sth new 创立；创建；发明：*They hired a consultant to help them originate new business.* 他们聘请了一位顾问帮助他们创办新企业。
**3** (*Finance*) [+ obj] to arrange a loan for sb, especially a loan for buying a home (**mortgage**) （尤指为置业人士）发放贷款：*The tiny six-employee operation originates mortgage loans for home buyers.* 这家只有六位员工的小公司帮购房者办理抵押贷款。
▸ **o'riginator** *noun* [C]：*The originator of the virus was a student in the US.* 病毒的制造者是一名美国学生。◇ *a loan/mortgage originator* 贷款／抵押发放者

**origination** /əˌrɪdʒɪˈneɪʃn/ *noun* [U]
**1** (*Marketing*) the process of finding or developing a new product or service to sell （新产品或服务的）开发：*The first step in the origination of a product is to have an idea or a design.* 构思或设计是产品开发的第一步。
**2** (*Finance*) the process of arranging a loan for a new customer （为新客户）发放贷款：*mortgage origination* 抵押发放 ◇ *origination fees/costs* 创始费／成本
**3** the process of preparing images or text so that they can be printed （图片或文字的）印前操作：*The origination process involves transferring the digital designs onto plastic film.* 印前工艺包括将数码设计转移到塑料薄膜上。

**OS** /ˌəʊ ˈes; *AmE* ˌoʊ/ *abbr*
**1** (*IT*) = OPERATING SYSTEM
**2** (*Commerce*) (*only used in written English* 只用于书面英语) (*also spelled* **O/S**) out of stock 无现货的；缺货的 → STOCK *noun* (1)
**3** (*Accounting*) (*also spelled* **O/S**) a short way to write **outstanding** in financial records 未清偿的；未收回的
**4** (*Commerce, usually used in written English* 通常用于书面英语) (about clothes) outsize （衣服）特大号的

**oscillate** /ˈɒsɪleɪt; *AmE* ˈɑːs-/ *verb* [no obj]
**1** to keep moving from one position to another and back again 摆动；振动：*The cylinder oscillates to mix the liquids.* 气缸振动以混合液体。
**2** to keep changing from one level or value to another and back again 波动；变化：*The dollar has been oscillating between 107 and 110 yen.* 美元一直在107至110日元之间波动。 SYN **SWING**
▸ **oscillation** /ˌɒsɪˈleɪʃn; *AmE* ˌɑːs-/ *noun* [C]：*the economy's oscillation between growth and recession* 经济在增长和衰退之间的波动

**OTC** /ˌəʊ tiː ˈsiː; *AmE* ˌoʊ/ = OVER-THE-COUNTER

**OTE** *abbr* (*only used in written English* 只用于书面英语)
(*HR*)
**1** (*BrE*) **on-target earnings** used in advertisements to describe the pay that sb, especially a SALESPERSON, should be able to earn, including any extra pay for the amount of goods they sell 预期收入（用于招聘广告中，员工尤指销售人员应可望赚取的收入，包括提成）
**2 ordinary time earnings** used especially in Australia and New Zealand to describe the total pay that employees receive in a particular period of time, not including pay for working after the normal hours 常规薪资（尤指在澳大利亚和新西兰，员工一定时期获得的总收入，不包括正常工作时间以外赚取的收入）

**other** /ˈʌðə(r)/ *adjective*
(*Accounting*) used in financial records to describe amounts of money that are small enough not to be listed separately in specific named groups 其他的（财务记录中因金额太小而不被单独列出的项目）：*other current assets* 其他流动资产 ◇ *other long-term liabilities* 其他长期负债

**OTS** /ˌəʊ tiː ˈes; *AmE* ˌoʊ/ = OPPORTUNITY TO SEE

**ounce** /aʊns/ *noun* [C] (*abbr* **oz**)
a unit for measuring weight, equal to 28.35 grams 盎司（等于28.35克）

**oust** /aʊst/ *verb* [+ obj]
(used especially in newspapers) to force sb out of a job or a position of power, especially in order to take their place （尤用于报章）剥夺，罢免，革职：*He was ousted as chairman.* 他被免去主席

的职位。◇ *The boss of the group was ousted from his job by fellow directors.* 这家集团的老板被董事们赶下了台。◇ (*figurative*) *The new product may oust the market leader from its position.* 这款新产品可能取代市场龙头的位置。▸ **'ousting** *noun* [U]: *the ousting of the chief executive* 行政长官的罢免

**ouster** /'aʊstə(r)/ *noun* [C, usually sing.] (*AmE*) (often used in newspapers) the act of removing sb from a position of authority in order to put sb else in their place; the fact of being removed in this way（常用于报章）罢免，罢黜，革职：*the ouster of the board of directors* 董事会的罢免 ◇ *shareholders seeking the CEO's ouster* 股东们要求首席执行官下台

**out** /aʊt/ *adjective, adverb*

SEE ALSO: **clean-out, earn-~, face ~, first in, first ~, fold-~, last in, first ~, mail-~,** etc.

**1 out** (**of sth**) away from or not at work or home 不在工作地点；外出；不在家：*Mrs Kanu is out of the office this week.* 卡努夫人本周不在办公室。◇ *He isn't answering the phone—he must have gone out.* 他不接电话——他一定出去了。
**2** available to buy for the first time 面市：*The latest version will be out next month.* 最新的版本将于下月面市。
**3** (*especially BrE*)(*informal*) on strike 罢工：*The dockers stayed out for several months.* 码头工人罢工了数月。
**4** not correct or exact; wrong 错误；不准确：*The estimate was out by more than $2 million.* 这个估计差了200多万元。
**5** (*AmE*) if a machine is **out**, it is not working（机器）不运转
**6** (*informal*) no longer fashionable 过时：*This style of jacket is out now.* 这种上衣的款式现在已过时。
**7 out** (**of sth**) used to show that sth/sb is removed from a place, job, etc 除掉；清除：*Shareholders want the board out.* 股东们希望董事会下台。
IDM **out of 'line** (**with sb/sth**) different from sth 不一致；不符：*Assets can get out of line with incomes.* 资产可能与收入不符。◇ *The fees are not out of line with the market.* 这些费用符合市场情况。 **out of sth 1** used to show that sb does not have sth 没有；缺少：*I was out of work for six months.* 我失业六个月了。◇ *We're out of printer paper—I'll order some more.* 我们没有打印纸了——我要再订一些。**2** from a particular number or set 从（某个群体）中：*Nine out of ten people we asked said they would buy this product.* 我们询问的十个人当中有九人表示他们会买这种产品。 **,out of the 'box** (about a system or device) not requiring much effort to prepare it for use（系统或设备）开箱即用：*The mouse can be used straight out of the box.* 鼠标可以直接使用。◇ *The software is a complete out-of-the-box solution for document management.* 这套软件是用于文档管理的开箱即用完整解决方案。→ idiom at JURY

**out-** /aʊt/ *prefix* (*in verbs* 用作动词) greater, better, further, longer, etc. 超越；超过：*outnumber* 数目超过… ◇ *outbid* 出价高于…

**outage** /'aʊtɪdʒ/ *noun* [C] (*AmE*) a period of time when the supply of electricity, etc. is not working 停电（等）期间：*a power outage* 停电期间

**'out-,basket** = OUT-TRAY

**outbid** /,aʊt'bɪd/ *verb* [+ obj] (**outbidding, outbid, outbid**) (*Commerce*; *Finance*) to offer more money than sb else in order to buy sth, for example at an AUCTION（在拍卖等中）出价较高，出价高于…：*The German group outbid several others for a controlling share in the publisher.* 德国集团以高于其他几家的报价取得这家出版社的控股权。◇ *We were outbid on the contract.* 这份合同别人出价比我们高。

**outbound** /'aʊtbaʊnd/ *adjective*
travelling away from a place rather than arriving in it 向外的；出港的：*The strike will affect outbound flights only.* 这次罢工只会影响出港航班。◇ *The service department makes outbound calls from 9 a.m. and receives incoming calls 24 hours a day.* 服务部上午9点开始往外打电话，每天24小时接听电话。◇ *outbound shipments* 出境货物 OPP INBOUND → INCOMING(2)

**,outbound 'telemarketing** *noun* [U] (*Marketing*) selling goods or services by telephoning possible customers 呼出电话营销 → INBOUND TELEMARKETING

**outbox** /'aʊtbɒks; *AmE* -bɑ:ks/ *noun* [C]
**1** (*IT*) the place on a computer where new email messages that you write are stored before you send them 发件箱
**2** (*also spelled* **out-box**) (*also* **'out-,basket**) (all *especially AmE*) = OUT-TRAY

**★outcome** /'aʊtkʌm/ *noun* [C]
the result or effect of an action or event 结果；效果：*We are waiting to hear the final outcome of the negotiations.* 我们正在等待谈判的最终结果。◇ *We are confident of a successful outcome.* 我们相信会有一个圆满的结果。◇ *helping teams to achieve their desired business outcomes* 帮助团队达到理想的业绩

**outdated** /,aʊt'deɪtɪd/ *adjective*
no longer useful because of being old-fashioned 过时的；陈旧的：*It is an outdated and inefficient system.* 这是一个过时、低效的系统。→ OUT OF DATE
● *outdated* ***equipment/laws/methods/practices/products*** 过时的设备 / 法规 / 方法 / 做法 / 产品

**,outdoor 'advertising** (*also* **,out-of-home 'advertising**) *noun* [U] (*Marketing*) methods of advertising that are used in the open air, for example BILLBOARDS, signs, advertisements on the outside of buildings, on vehicles, etc. 户外广告

**outer** /'aʊtə(r)/ *noun* [C] (*Commerce*; *Transport*) a container in which goods already in boxes, bags, etc. are packed to be transported or displayed 外（包装）

**outfit** /'aʊtfɪt/ *noun, verb*
● ***noun***
**1** (*informal*) [C with sing./pl. verb] a group of people working together as an organization, a business, a team, etc. 团队；小组：*a market research outfit* 市场调查小组 ◇ *a 12-person outfit producing music software* 一支由12人组成的制作音乐软件的团队
**2** [C] a set of clothes that you wear together, especially for a particular occasion or purpose（尤指为某场合或目的而穿的）全套服装，装束：

*The sales team wear dark blue outfits.* 销售团队穿深蓝色套装。

• ***verb*** [+ obj] (**-tt-**) (*especially AmE*) (*often* **be outfitted**)
to provide sb/sth with equipment or clothes for a special purpose 装备；配置设备；供给服装：*workstations outfitted **with** the latest technology* 配备了最新技术的工作站 SYN EQUIP

▸ **'outfitting** *noun* [U]

**outflow** /'aʊtfləʊ; *AmE* -floʊ/ *noun* [C]
**1** the movement of a large amount of money, people, etc. out of a country, an area, a company or an organization 外流；流出量：*an outflow of cash from the group* 从这个集团流出的现金 ◇ *an outflow of skilled and professional people from the area* 从这个地区流出的技术工人和专业人士
**2** (*HR*) the way in which employees leave their jobs in an organization, for example, if they are dismissed, retire or stop work because there is no more work for them （员工）外流 OPP INFLOW

**outgoing** /ˌaʊt'gəʊɪŋ; *AmE* -'goʊ-/ *adjective* [only before noun]
**1** leaving the position of responsibility mentioned 离职的；将卸任的：*the outgoing chairman/board* 即将离任的董事长 / 董事会
**2** going away from a particular place rather than arriving in it 向外的；离开的：*This telephone should not be used for outgoing calls.* 这部电话不应用来打外线。 ◇ *outgoing flights* 离境航班 OPP INCOMING

**outgoings** /'aʊtgəʊɪŋz; *AmE* -goʊ-/ *noun* [pl.] (*BrE*)
the amount of money that a business or a person has to spend regularly, for example every month 开支；经常性费用：*Many small businesses are struggling to meet their outgoings.* 许多小企业为支付他们的开销苦苦挣扎。 ◇ *Their mortgage was 75% of their total outgoings.* 他们的按揭还款占总支出的75%。 OPP INCOMINGS

**outlay** /'aʊtleɪ/ *noun* [C,U]
(*Finance*) the money that you have to spend in order to start a new project or to save yourself money or time later （必要的）开支，费用：*The increase in sales quickly repaid the outlay **on** advertising.* 销售量的增加很快弥补了广告费支出。 ◇ *The new machines represent a total outlay of $1.5 million.* 这台新机器的总支出为150万元。
→ CAPITAL OUTLAY
❶ ***business/cash/financial*** *outlays* 商业 / 现金 / 财务支出 • ***a high/massive/small*** *outlay* 庞大的 / 大量的 / 少量的开支 • ***an initial/a total*** *outlay* 初期 / 总支出

**outlet** /'aʊtlet/ *noun* [C]
SEE ALSO: **factory outlet**
**1** a shop/store or an organization that sells goods made by a particular company or of a particular type 专营店；经销店：*The business has 34 retail outlets in this state alone.* 这家企业仅在本州就有34家零售专卖店。
❶ ***a convenience/fast food/gambling/retail/sales*** *outlet* 便利店；快餐店；赌博网点；零售店；销售网点
**2** (*especially AmE*) a shop/store that sells goods of a particular make at reduced prices 廉价专卖店：*Nike outlets are supplied direct from the factory.* 耐克专卖店由厂家直接供货。
**3** a way of making information or goods available to the public 门户：*a media/an Internet outlet* 媒体 / 互联网门户

**outline** /'aʊtlaɪn/ *verb, noun*
• ***verb*** [+ obj]
to give a description of the main facts or points involved in sth 概述；略述：*We outlined our proposals to the committee.* 我们向委员会简要讲述了我们的提案。
• ***noun*** [C]
**1** a description of the main facts or points involved in sth 概述；梗概：*First I would like to give you a brief outline of our company's history.* 首先，我想向你们简要介绍一下我们公司的历史。 ◇ *The report describes **in outline** the main findings of the research.* 这份报告扼要叙述了主要的研究结果。 SYN OVERVIEW
❶ ***to do/give/make/publish/write*** *an outline (of sth)* 列出 / 给出 / 拟出 / 发布 / 写出（某事的）提纲 • ***a brief/broad/rough/simple*** *outline* 简略的 / 大概的 / 粗略的 / 简明的概述 • *an outline* ***agreement/plan/proposal*** 协议 / 计划 / 提议草案
**2** the line that goes around the edge of sth, showing its main shape but not the details 轮廓线；略图：*an outline map/sketch* 略图；草图

**★outlook** /'aʊtlʊk/ *noun* [C]
**1** the probable future for sb/sth; what is likely to happen 前景；可能性：*The outlook **for** the financial industry is good.* 金融业前景乐观。 ◇ *The study confirms a bleak outlook for the tech industry.* 研究证实技术产业前景暗淡。 ◇ *the country's economic outlook* 国家的经济前景
❶ ***a bright/an improving/upbeat*** *outlook* 光明的 / 渐好的 / 乐观的前景 • ***a bleak/cautious/downbeat/gloomy/an uncertain*** *outlook* 暗淡的 / 谨慎的 / 悲观的 / 灰暗的 / 不明朗的前景 • *a* ***corporate/an earnings/economic/a financial*** *outlook* 公司 / 收入 / 经济 / 金融前景
**2** the way in which sb sees or judges sth 观点；看法：*The credit rating agency revised its outlook **on the bank** from 'stable' to 'negative'.* 信用评级机构对这家银行的评级由“稳定”修改为“负面”。

**ˌout-of-'court** *adjective* [only before noun]
(*Law*) agreed or decided without going to a court of law 法庭外的：*an out-of-court settlement* 庭外和解

**ˌout of 'date** *adjective*
**1** old-fashioned or without the most recent information and therefore no longer useful 过时的；缺乏新信息的：*These figures are very out of date.* 这些数字早已过时。 ◇ *out-of-date technology* 落伍的技术 → OUTDATED
**2** no longer valid 过期的；失效的：*This licence is out of date.* 这本执照已过期。 → UP TO DATE

**ˌout-of-'favour** (*AmE spelling* ~ **favor**) *adjective*
not popular 不受欢迎的；受冷落的；失宠的：*out-of-favour businesses/stocks* 不受欢迎的企业 / 冷门股票

**ˌout-of-home 'advertising** = OUTDOOR ADVERTISING

**'out-of-'house** *adjective* [only before noun] working or happening outside a company or an organization 外聘的；公司或机构外发生的：*an out-of-house designer* (= who works at home, for example) 外聘设计师 ▸ **,out-of-'house** *adverb*: *Less than 4% of our products are now made out-of-house.* 目前我们的产品中非本公司生产的不到4%。 OPP IN-HOUSE

**,out-of-'pocket** *adjective* [only before noun]
**1** used to describe costs that you pay directly yourself 自费的；自掏腰包的：*Travelling and out-of-pocket expenses will be met by the firm.* 旅费和自付费用将由公司支付。
**2** (*Insurance*) (*AmE*) used to describe money that you pay for health care that is not covered by insurance 自费的（保险范围之外自付的医疗保健费用）→ POCKET

**,out-of-'town** *adjective*
**1** situated away from the centre of a town or city 城外的；市外的：*out-of-town superstores/sites* 市郊的超级商场 / 地点
**2** coming from or happening in a different place 外地的；外来的：*an out-of-town client/trip* 外来客户；出城之旅

**,out of 'work** *adjective, adverb*
unemployed 失业的；下岗的：*How long have you been out of work?* 你失业多久了？◇ *an out-of-work security guard* 待业的保安 ◇ *The factory closed, putting 600 people out of work.* 这家工厂关闭，导致600人失业。 SYN UNEMPLOYED

**outpace** /,aʊt'peɪs/ *verb* [+ obj]
to go, improve, do sth, etc. faster than sb/sth（在速度上）超过；比…快：*Demand is outpacing production.* 需求正超过生产。 SYN OUTSTRIP

**outperform** /,aʊtpə'fɔ:m; *AmE* -pər'fɔ:rm/ *verb*
**1** [+ obj] to achieve better results than sb/sth（效益上）超过，胜过：*We have consistently outperformed our larger rivals.* 我们的经营业绩一直好于比我们规模大的竞争对手。
**2** [+ obj *or* no obj] (about shares, bonds, etc.) to provide more profit than the average shares, bonds, etc. of a similar type（股票、债券等）表现优于，跑赢：*These shares have been outperforming most of the market.* 这些股票的表现优于市场上的大部份股票。◇ *The stock has been upgraded to 'outperform'.* 这支股票已被升级为“强于大盘”。→ UNDERPERFORM
▸ **outperformance** /-pə'fɔ:məns; *AmE* -pər'fɔ:rməns/ *noun* [U]：*Most investors are looking for consistent outperformance.* 大多数投资者一直在寻求不停的超越。 **,outper'former** *noun* [C]：*The stock is rated as a market outperformer.* 这支股票被评为“优于大盘”。

**outplacement** /'aʊtpleɪsmənt/ *noun* (*HR*)
**1** [U,C] a service that a company offers to help people to find new jobs when the company can no longer employ them（对失业人员的）安置；新工作安排：*Employees who have been made redundant will be offered outplacement services.* 被裁员工将得到就业安置服务。
**2** [C, usually pl.] a person that a company can no longer employ 失业者；被解雇的人

**outpost** /'aʊtpəʊst; *AmE* -poʊst/ *noun* [C]
a small town or group of buildings in a lonely part of the country 偏僻村镇；偏远的住宅区：*a remote outpost* 偏远的村镇 ◇ (*figurative*) *He managed the New Zealand outpost of a large American bank.* 他管理新西兰偏僻村镇上的一家美国大银行。

**★output** /'aʊtpʊt/ *noun, verb*
● ***noun*** [U,C]
**1** the amount of sth that a person, a machine, an organization or an industry produces（人、机器、机构的）产量，输出量：*Manufacturing output has risen by 8%.* 工业产量增长了8%。◇ *The larger workforce will increase the plant's annual output from 1.1 to 1.8 million tonnes.* 劳动力队伍壮大后，工厂的年产量将从110万吨提高到180万吨。◇ *Greater efficiency leads to higher outputs.* 效率越高，产量越大。◇ *Output per worker hour has more than doubled in the third quarter of the year.* 今年第三季度每名工人每小时的产量增加了一倍多。→ INPUT See note at PRODUCE
**PHRASES** ***agricultural/economic/engineering/factory/industrial/manufacturing output*** 农业 / 经济 / 工程 / 工厂 / 工业 / 制造业产量 • ***domestic/global/national/regional/world output*** 国内 / 全球 / 国家 / 区域 / 世界产量 • ***average/overall/total output*** 平均 / 全部 / 总产量 • ***high/low/strong/weak output*** 高 / 低 / 强劲的 / 疲弱的产量 • ***to boost/increase/lift/raise output*** 提高 / 增加 / 提升 / 提高产量 • ***to cut/decrease/reduce output*** 削减 / 减少 / 降低产量 • ***growing/improved/rising output*** 不断增加的 / 提高的 / 不断上升的产量 • ***dwindling/falling output*** 不断减少的 / 下降的产量
**2** (*IT*) the information, results, etc. produced by a computer 输出：*data output* 数据输出 ◇ *an output device* 输出装置 → INPUT
**3** (*Technical*) the power, energy, etc. produced by a piece of equipment 输出功率：*an output of 100 watts* * 100瓦的输出功率
**4** a place where energy, power, information, etc. leaves a system 输出端：*Connect the cable to the output.* 将电缆接到输出端上
● ***verb*** [+ obj] (**outputting, output, output**) *or* (**outputting, outputted, outputted**)
**1** (*IT*) to supply or produce information, etc. 输出：*Computers can now output data much more quickly.* 现在计算机能更快地输出数据。
**2** (*Manufacturing*) to produce a quantity of goods 生产：*We are capable of outputting goods in huge runs.* 我们能够大批量地生产产品。→ INPUT

**'output tax** *noun* [C,U] (*BrE*)
(*Accounting*) the amount of tax (**VAT**) that a company adds to the price of its goods or services 销项税（公司加到产品或服务价格上的增值税额）→ INPUT TAX

**outsell** /,aʊt'sel/ *verb* [+ obj] (**outsold, outsold** /-'səʊld; *AmE* -'soʊld/)
**1** (about a product) to be sold in larger quantities than sth else（产品）比…卖得多：*Laptop computers may in the future outsell desktops.* 笔记本电脑的销售量在未来可能超过台式电脑。
**2** (about a company) to sell more products than another company（公司）比…卖得多：*Microsoft*

*continues to outsell its competitors.* 微软的销售量继续超过其竞争者。

**,outside di'rector** = NON-EXECUTIVE DIRECTOR

**outsider** /aʊt'saɪdə(r)/ *noun* [C]
**1** a person who is not part of a particular organization or profession（组织、行业）外部的人；外来者：*The company brought in an outsider to assess its efficiency.* 公司请外面的人来评估其工作效率。◇ *They have decided to hire outsiders for some of the key positions.* 他们决定在某些关键职位上聘任外来人员。
**2** a person who is not accepted as a member of a society, group, etc. 外人；局外人：*The workforce still consider the new CEO an outsider.* 员工仍然把新的首席执行官当成局外人。

**,outside 'shareholder** *noun* [C]
any shareholder in a company who is not the shareholder that owns more than half of the company's shares 外部股东（不拥有公司半数以上股票的股东）：*Mr Malone is the largest outside shareholder in News Corp.* 马隆先生是新闻集团最大的外部股东。

**,outside 'worker** *noun* [C]
(*HR*) a person who works for a company but does not work in the offices, factory, etc. 外包工人（为公司工作，但不在办公室、工厂等地方工作的人）→ INSIDE WORKER

**outsize** /'aʊtsaɪz/ (*also* **outsized** /'aʊtsaɪzd/) *adjective* [only before noun]
**1** larger than the usual size 较大的；超过一般型号的：*These huge trucks deal with outsize cargo.* 这些大卡车运送特大件货物。◇ *People bought the investments hoping to make outsized returns on them.* 人们购买投资品是希望有巨额的回报。
**2** designed for larger people 特体的；特大号的：*outsize clothing* 特大号服装

★**outsourcing** /'aʊtsɔ:sɪŋ; *AmE* -sɔ:rs-/ *noun* [U]
(*HR*) the process of arranging for sb outside a company to produce goods or provide services for that company 外部采办；交外办理；外购：*the outsourcing of catering* 饮食外包 ◇ *cost savings from IT outsourcing* 信息技术外包节省的成本 ◇ *outsourcing contracts/deals* 外包合同／交易
▸ **'outsource** *verb* [+ obj *or* no obj]: *We outsource all our computing work.* 我们把所有的计算机技术工作包给外边去做。→ INSOURCING, SUBCONTRACT

**outstanding** /aʊt'stændɪŋ/ *adjective*
SEE ALSO: **shares outstanding**
**1** (about payment, work, problems, etc.) not yet paid, done, solved, etc.（款项、工作、问题等）未支付的，未完成的，未解决的：*The money we received enabled us to pay off outstanding debts.* 我们收到的钱使我们能够还清欠款。◇ *The payment was still outstanding after 28 days.* * 28天之后的款项仍未结清。◇ *There are a number of outstanding questions about the timing of the changes.* 关于变革的时间安排还有许多问题未解决。→ OVERDUE
**2** extremely good; excellent 优秀的；杰出的；出色的：*This year's results have been outstanding.* 今年的业绩很突出。◇ *We plan to reward employees for outstanding performance.* 我们计划奖励工作出色的员工。

**,outstanding 'shares** (*also* **,shares out'standing**) *noun* [pl.] (*also* **,outstanding 'stock** [U])
(*Finance*) the number of a company's shares that are currently owned by investors 发行在外的股票（目前由投资者持有的股数）→ FLOAT *noun*(4), ISSUED CAPITAL

**outstrip** /ˌaʊt'strɪp/ *verb* [+ obj] (**-pp-**)
**1** to become larger, more important, etc. than sb/sth 比…大（或重要等）；胜过；超过：*Demand is outstripping supply.* 需求即将超过供给。◇ *Industrial production has risen 2.5%, outstripping forecasts of a 0.6% rise.* 工业生产上升了2.5%，超过预期的0.6%。 SYN OVERTAKE
**2** to be faster, better or more successful than a competitor 超过，超越（竞争者）：*Their latest computer outstrips its rivals.* 他们最新型的计算机优于竞争对手。

**'out tray** (*also* **'out-,basket, 'outbox,** *especially in AmE*) *noun* [C]
an open container in an office for letters or documents that are waiting to be sent out or passed to sb else（办公室的）待发信件盘：*I'll sign the reports and leave them in my out tray.* 我将签署这些报告并将其放到我的待发信件盘里。→ IN TRAY

**'out-turn** (*also spelled* **outturn,** *especially in AmE*) *noun* [U; C, usually sing.]
(*Finance*)
**1** the amount of goods or money produced in a particular period of time 产量：*The out-turn for steel production for 2004 was 1.2% higher than the previous year.* * 2004年的钢铁产量比前一年高1.2%。 SYN OUTPUT
**2** (*BrE*) the amount of money spent by an organization in a particular period（机构在一定时期内的）支出 → ACTUALS

**outvote** /ˌaʊt'vəʊt; *AmE* -'voʊt/ *verb* [+ obj] (*usually* **be outvoted**)
to defeat sb/sth by winning a larger number of votes 得票超过：*His proposal was outvoted by 10 votes to 8.* 他的提案以10票对8票被否决。

**outward** /'aʊtwəd; *AmE* -wərd/ *adjective* [only before noun]
**1** going away from a particular place, especially one that you are going to return to 外出的；向外的：*the outward journey* 外出旅行
**2** away from the centre or a particular point 朝外面的；向外的：*The regional government organizes outward trade missions for local exporters.* 地方政府为当地出口商组织对外贸易代表团。◇ *Managers need to become more outward-looking.* 管理人员需要有更广阔的视野。 OPP INWARD

**,outward in'vestment** *noun* [U,C]
(*Finance*) investment made by one country or area in another 对外投资：*Outward investment by home-based manufacturing firms has been mainly in Europe.* 以家庭为基础的制造商的对外投资主要在欧洲。→ INWARD INVESTMENT ▸ **,outward in'vestor** *noun* [C]

**outwork** /'aʊtwɜ:k; *AmE* -wɜ:rk/ *noun, verb* (*HR*)
● ***noun*** [U] (*BrE*)
work that is done by people working outside the factory or office, for example at home 外包活；家庭承揽的活
▸ **'outworker** *noun* [C] (*BrE*)

• ***verb***
**1** [no obj] (*BrE*) to do **outwork** for a business （为企业）做外包活
**2** **,out'work** [+ obj] to work harder or faster than other people 工作比…勤快；在工作上胜过
▸ **'outworking** *noun* [U]

**overachieve** /,əʊvərə'tʃi:v; *AmE* ,oʊ-/ *verb* [+ obj *or* no obj]
to do better than expected 完成得比预期要好；超过预期目标：*We overachieved our targets.* 我们超过了预期的目标。◇ *overachieving companies/leaders* 完成得比预期要好的公司／领导人
▸ **,overa'chievement** *noun* [U] **,overa'chiever** *noun* [C]: *He has recruited a team of young, talented overachievers.* 他组建了一个年轻有为的团队。

**overage** /'əʊvərɪdʒ; *AmE* 'oʊ-/ *noun* [U,C] (*AmE*)
an amount of goods, money, etc. that is more than is needed or expected （货物、钱等）过剩，过多：*Any cash shortage or overage of funds must be reported.* 任何现金短缺或资金过剩必须要报告。 SYN OVERSUPPLY → SURPLUS

**overall** *adjective, adverb, noun*
• ***adjective*** /,əʊvər'ɔ:l; *AmE* ,oʊ-/ [only before noun] including all the things or people that are involved in a particular situation; general 全面的；总体的；综合的：*the person with overall responsibility for the project* 项目的总负责人 ◇ *Despite some problems, there has been an overall improvement.* 尽管存在着一些问题，情况还是有全面的改善。
• ***adverb*** /,əʊvər'ɔ:l; *AmE* ,oʊ-/
including everything or everyone; in total 全部；总计：*The company will invest $1.6 million overall in new equipment.* 公司将一共投资160万元购买新设备。
• ***noun*** /'əʊvərɔ:l; *AmE* 'oʊ-/ [C]
**1** (*BrE*) a loose coat worn over other clothes to protect them from dirt, etc 外套；罩衣：*All laboratory staff must wear a white overall at all times.* 所有实验室工作人员所有时间都必须穿白罩衣。
**2 overalls** (*BrE*) (*AmE* **coveralls**) [pl.] a loose piece of clothing like a shirt and trousers/pants in one piece, made of heavy fabric and usually worn over other clothing by workers doing dirty work 工作套装：*The mechanic was wearing a pair of blue overalls.* 机修工穿了一身蓝色工作套装。

**overallotment** /,əʊvərə'lɒtmənt; *AmE* ,oʊvərə'lɑ:t-/ *noun* [U,C]
(*Finance*) a situation where people are allowed to order more shares, bonds, etc. than are available, as it is likely that some people will cancel their order 超额配股权：*The debt sale has an overallotment of $75 million.* 债务出售有7500万元的超额配股权。 ▸ **,overal'lot** *verb* [+ obj] (**-tt-**)

**overbanked** /,əʊvə'bænkd; *AmE* ,oʊvər'b-/ *adjective*
used to describe a financial system in which there are too many banks, which then cannot make much money 银行过多的

**overbook** /,əʊvə'bʊk; *AmE* ,oʊvər'bʊk/ *verb* [+ obj]
to sell more tickets on a plane or reserve more rooms in a hotel than there are places or rooms available 超额预订（飞机座位或旅馆客房）：*These flights are usually overbooked by 10-15 passengers.* 这些班机通常超额售票给10到15位旅客。 ▸ **,over'booking** *noun* [U,C]: *New regulations will limit the practice of overbooking.* 新条例将限制超额预订的做法。

**overborrow** /,əʊvə'bɒrəʊ; *AmE* ,oʊvər'bɑ:roʊ/ *verb* [no obj]
to borrow more money than you are able to pay back or pay interest on 过度借贷：*Business start-ups tend to overborrow when interest rates are low.* 初创企业往往在利率低时过度借贷。
▸ **,over'borrowed** *adjective*: *Overborrowed countries must slow their economies to reduce imports.* 过度借贷的国家必须放慢其经济增长的步伐以减少进口。 **,over'borrowing** *noun* [U,C]

**overbought** /,əʊvə'bɔ:t; *AmE* ,oʊvər'b-/ *adjective*
(*Stock Exchange*) used to describe a situation when the value of shares, a currency, etc. has risen too high as too many people have been buying 超买的（指股票、货币等因过度购买而价格暴涨）：*The stock market is currently overbought.* 目前股市呈现超买状态。◇ *overbought shares* 超买的股票 → OVERBUY, OVERSOLD

**overbuy** /,əʊvə'baɪ; *AmE* ,oʊvər'baɪ/ *verb* [+ obj *or* no obj] (**overbought, overbought** /,əʊvə'bɔ:t; *AmE* ,oʊvər'bɔ:t/)
(*Commerce*)
to buy too much of sth 过多地买；买得过多；过度购买：*Our new stock control system makes overbuying less likely.* 我们的新存货控制系统使得过度购买的可能性降低。 → OVERBOUGHT

**overcapacity** /,əʊvəkə'pæsəti; *AmE* ,oʊvərkə-/ *noun* [U; sing.]
(*Economics*) a situation in which an industry or a factory cannot sell as much as it is designed to produce 生产能力过剩：*Mounting overcapacity in the steel industry is driving prices down.* 钢铁行业生产能力日益过剩正促使价格下降。
→ OVERSUPPLY

**overcapitalized , -ised** /,əʊvə'kæpɪtəlaɪzd; *AmE* ,oʊvər'k-/ *adjective*
(*Finance*) (about a business) having more money (**capital**) than is reasonable for its business needs or the amount of profit it is able to earn （企业）投资过多的；将（企业）资本估价过高的
OPP UNDERCAPITALIZED → CAPITALIZED

**★overcharge** /,əʊvə'tʃɑ:dʒ; *AmE* ,oʊvər'tʃɑ:rdʒ/ *verb* [+ obj *or* no obj]
to make sb pay too much for sth, often by mistake （常因差错）多收（某人的）钱：*They have overcharged us for these parts.* 他们因差错多收了我们这些零件的钱。◇ *The bank was accused of overcharging customers by billions of dollars each year.* 这家银行被指控每年多收顾客数十亿元。
▸ **'overcharge** *noun* [C]: *Many of the bills included overcharges or other errors.* 许多账单中存在多收钱或其他错误。 OPP UNDERCHARGE

**★overdraft** /'əʊvədrɑ:ft; *AmE* 'oʊvərdræft/ (*also* **,bank 'overdraft**) *noun* [C]
(*Finance*) the amount of money that you owe to a bank when you have spent more money than is in your bank account; an arrangement that allows you to do this 透支额；透支安排：*We have a €20 million overdraft with the National Bank.* 我们在国

民银行的透支额达2000万欧元。◇ *There is a €50 fee for an unauthorized overdraft.* 有一笔未经授权透支的50欧元的费用。◇ *We need to renegotiate our overdraft facility.* 我们需要重新商定透支额度。 See note at LOAN

➕ *to* ***apply for/arrange/extend/have*** *an overdraft* 申请 / 安排 / 延长 / 有透支 • *to* ***pay off/run up*** *an overdraft* 还清透支；透支严重 • *an overdraft* ***facility*** 透支额度 • *an* ***agreed/authorized/unauthorized*** *overdraft* 商定 / 授权 / 未经授权的透支

**★overdraw** /ˌəʊvəˈdrɔː; *AmE* ˌoʊvərˈdrɔː/ *verb* [+ obj] (**overdrew** /-ˈdruː/**overdrawn** /-ˈdrɔːn/) (*especially BrE*)
(*Finance*) to take more money out of your bank account than is in it 透支：*We have overdrawn our account by €100 000.* 我们的账户上透支了10万欧元。

**overdrawn** /ˌəʊvəˈdrɔːn; *AmE* ˌoʊvərˈd-/ *adjective* [not usually before noun] (*abbr* **o/d, DR**) (*Finance*) (about a company or person) having taken more money out of a bank account than was in it（公司或人）已透支的，有透支的：*The firm is €5 million overdrawn.* 这家公司透支了500万欧元。◇ *The firm is overdrawn by €5 million.* 这家公司透支了500万欧元。◇ *We are about to go overdrawn.* 我们快要透支了。◇ *Your balance is €305 DR.* 您的余额有305欧元的透支。
→ CREDIT

**overdue** /ˌəʊvəˈdjuː; *AmE* ˌoʊvərˈduː/ *adjective* not paid, done, returned, etc. by the required or expected time 未付的；未还的；过期的：*Some of the payments are 90 days overdue.* 有些付款已经拖欠90天了。◇ *overdue payments* 逾期的付款 ◇ *These computers are overdue for updating.* 这些计算机早就该更新了。→ OUTSTANDING

**overestimate** *verb, noun*
• ***verb*** /ˌəʊvərˈestɪmeɪt; *AmE* ˌoʊ-/ [+ obj]
**1** to think or guess that the amount, cost or size of sth is larger than it really is 估计过高；高估：*The firm failed because it overestimated sales and underestimated costs.* 这家企业破产的原因是高估了销售额而低估了成本。
**2** to think that sb is better, stronger, etc. than they really are 评价过高：*Have we overestimated the competition?* 我们对这一竞争是不是评价过高了？◇ *They overestimated his ability when they promoted him.* 在提拔他时，他们过高估计了他的能力。 OPP UNDERESTIMATE
• ***noun*** /ˌəʊvərˈestɪmət; *AmE* ˌoʊ-/ [C, usually sing.] an estimate about the size, cost, etc. of sth that is too high 高估：*Our projection of 200 000 sales turned out to be a massive overestimate.* 我们20万的预期销售量证明被大幅高估了。
OPP UNDERESTIMATE
▸ **overestimation** /ˌəʊvərestɪˈmeɪʃn; *AmE* ˌoʊ-/ *noun* [C,U]

**overextended** /ˌəʊvərɪkˈstendɪd; *AmE* ˌoʊ-/ *adjective* [not usually before noun]
**1** (*Finance*) spending or borrowing more money than you can manage without risking problems 开支过大的；承担过大经济责任的：*Consumers are seriously overextended.* 消费者的借贷严重超过他们的偿还能力。◇ *overextended borrowers* 超过自己偿还能力的借款人
**2** involved in more work or activities than you can manage 承担过多工作的：*Many company managers are severely overextended.* 许多公司经理的工作严重超负荷。◇ *The firm found itself overextended and unable to supply all its orders.* 这家企业发现自己负荷过重，无法供应其所有订货。
▸ **ˌoverexˈtend** *verb* [+ obj]：*The group overextended itself by purchasing a publishing company.* 这个集团过度扩张，购买了一家出版公司。

**overfunded** /ˌəʊvəˈfʌndɪd; *AmE* ˌoʊvərˈf-/ *adjective*
(*Finance*) (about an organization, a project, etc.) having received more money than is necessary or than is allowed（机构、项目等）过度融资的：*an overfunded company/plan* 过度融资的公司 / 计划 OPP UNDERFUNDED ▸ **ˌoverˈfund** *verb* [+ obj] **ˌoverˈfunding** *noun* [U]：*the overfunding of new companies* 新公司的过度融资

**overgeared** /ˌəʊvəˈgɪəd; *AmE* ˌoʊvərˈgɪrd/ = OVER-LEVERAGED

**overhang** *noun, verb*
• ***noun*** /ˈəʊvəhæŋ; *AmE* ˈoʊvər-/ [C, usually sing.]
SEE ALSO: **debt overhang**
**1** (*Commerce*) (*especially AmE*) the state of being extra to what is required; the things that are extra 过剩（物）；积压（物）：*attempts to reduce the overhang of unsold goods* 减少滞销商品积压的尝试 ◇ *We have a massive stock overhang in children's wear.* 我们的儿童服装有大量的库存积压。
**2** (*Stock Exchange*) a large number of shares that have not been sold or which are held by an important shareholder, and which, if they were offered for sale all at the same time, would make prices fall 积压待发股票，悬货（未售出或由大股东持有的大量股票。如果这些股票同时出售，将使价格下降）：*The share overhang remains a worry for investors.* 积压待发股票仍是投资者的心病。
• ***verb*** /ˌəʊvəˈhæŋ; *AmE* ˌoʊvərˈh-/ [+ obj] (**overhung, overhung** /-ˈhʌŋ/)
to have an influence and a negative effect on sth 对（某事）产生不利影响：*Soaring oil prices continue to overhang the stock market.* 油价飚升继续对股票市场产生不利影响。

**overhaul** *noun, verb*
• ***noun*** /ˈəʊvəhɔːl; *AmE* ˈoʊvər-/ [C]
an examination of a system, machine, etc., including making changes to it or doing repairs 检修；改造；大修：*Our distribution system is in need of a major overhaul.* 我们的分销系统需要重大改革。◇ *The group has undertaken a strategic overhaul.* 集团进行了战略性的改革。
➕ *a* ***complete/major/radical/sweeping*** *overhaul* 全面 / 重大 / 彻底 / 全面检修 • *to* ***need/undergo*** *an overhaul* 需要 / 进行检修 • *to* ***carry out/plan*** *an overhaul* 实行 / 计划检修
• ***verb*** /ˌəʊvəˈhɔːl; *AmE* ˌoʊvərˈh-/ [+ obj]
to examine every part of a system, machine, etc. and make any necessary changes or repairs 彻底检修：*We are working on a project to overhaul the IT system.* 我们正对信息技术系统做彻底检修。

**overhead** /ˈəʊvəhed; *AmE* ˈoʊvərhed/ *noun, adjective*

• *noun*

SEE ALSO: **direct overhead, indirect overhead**

**1** (*Accounting*) (*especially AmE*) [U] = OVERHEADS
**2** [C] a piece of transparent film with text, diagrams, etc. on, that is shown using an OVERHEAD PROJECTOR 幻灯片：*Good overheads can really improve a presentation.* 好的幻灯片能很好地提升演示效果。

• ***adjective*** [only before noun]
(*Accounting*) connected with the general costs of running a business or an organization, for example paying for rent or electricity 经费的；管理费用的：*overhead costs/expenses* 营运成本 / 费用 → OVERHEADS

**,overhead pro'jector** (*abbr* **OHP**) (*also* **pro'jector**) *noun* [C]
a piece of equipment that sends (**projects**) an image onto a wall or screen so that many people can see it 投影机：*She used an overhead projector to show the statistics.* 她使用投影机展示统计数据。—Picture at PRESENTATION

**★overheads** /'əʊvəhedz; *AmE* 'oʊvər-/ *noun* [pl.] (*especially BrE*) (*AmE usually* **'overhead** [U])
(*Accounting*) regular costs that you have when you are running a business or an organization, such as rent, electricity, wages, etc. 经常性费用；间接费用；营业开支：*We may need to close branches to reduce our overheads.* 我们可能需要关闭分支机构以减少日常开支。◇ *The company cut its overheads by €2.4 million by making 500 staff redundant.* 公司通过裁减500员工削减了240万欧元的营业开支。→ DIRECT OVERHEAD, INDIRECT OVERHEAD
● ***high/low overheads*** 高 / 低营业开支 • ***to cut/reduce overheads*** 削减 / 降低营业开支

**overheat** /ˌəʊvə'hi:t; *AmE* ˌoʊvər'h-/ *verb* [+ obj *or* no obj]
(about an economy or a market) to be too active, with high demand causing prices to rise; to make an economy or a market too active（经济或市场）发展过快，过于活跃：*The growth in consumption caused the economy to overheat.* 消费增长导致经济过热。◇ *Higher interest rates would slow overheated consumer spending.* 提高利率会压缩过热的消费支出。▸ **,over'heating** *noun* [U]: *the danger of overheating in the property market* 房地产市场过热的危险

**overhype** /ˌəʊvə'haɪp; *AmE* ˌoʊvər'h-/ *verb* [+ obj] (*informal*)
to exaggerate the quality or the importance of sth 过分炒作：*Shareholders made, then lost, a fortune in overhyped Internet companies.* 股民在互联网公司的过度炒作中赚了钱，又赔了进去。→ HYPE

**,over-in'vestment** *noun* [U]
(*Finance*) the fact of more money being invested in sth than is needed 过度投资：*Over-investment in steel production led to a fall in price.* 对炼钢业的过度投资导致价格下跌。OPP UNDER-INVESTMENT ▸ **,over-in'vest** *verb* [no obj]: *I think we are over-investing in promotion.* 我认为我们在广告宣传方面投资过大。**,over-in'vested** *adjective*: *Employees were over-invested in company stock, and lost money when it failed.* 员工过度投资于公司股票，当公司倒闭，员工就会赔钱。

**overissue** /ˌəʊvər'ɪʃu:; *BrE also* ˌəʊvər'ɪsju:; *AmE* ˌoʊvər'ɪʃu:/ *noun* [C,U]
**1** (*Finance*) a situation where a company offers more new shares than it is allowed to offer（股票）过度发行，超额发行
**2** (*Economics*) a situation where too many new BANKNOTES are produced（钞票）滥发
▸ **,over'issue** *verb* [+ obj]

**overlay** /'əʊvəleɪ; *AmE* 'oʊvərleɪ/ *noun* [C]
**1** a transparent sheet with drawings, figures, etc. on it that can be placed on top of another sheet in order to change it 套图透明膜；上衬
**2** (*Marketing*) extra data from another organization that is added to a company's MAILING LIST (= a list of the names and addresses of people who are regularly sent information or advertising material) 附加数据：*overlay data such as age, income or job* 如年龄、收入或工作之类的附加数据

**overlend** /ˌəʊvə'lend; *AmE* ˌoʊvər'l-/ *verb* [no obj] (**overlent, overlent** /-lent/)
(about a bank or financial organization) to lend too much money（银行或金融机构）过量贷款，超贷 ▸ **,over'lending** *noun* [U]

**,over-'leveraged** (*especially AmE*) (*BrE* usually **,over'geared**) *adjective*
(*Finance*) if a company, etc. is **over-leveraged**, it has borrowed too much money compared to the number of shares it has issued and may not be able to pay the interest on the loans 杠杆使用过度的（与所发行的股票数量相比，公司借款太多，可能无法支付贷款利息）：*A high debt-to-equity ratio indicates that a company is over-leveraged.* 负债与权益比率高表明公司过度杠杆化。
▸ **,over-'leverage** *verb* [+ obj]: *The firm had over-leveraged itself and was unable to service the debt.* 这家公司本身杠杆使用过度，不能支付债务利息。

**overload** *verb, noun*
• ***verb*** /ˌəʊvə'ləʊd; *AmE* ˌoʊvər'loʊd/ [+ obj]
**1** to put too great a load on sth 使超载；使负荷超重：*an overloaded truck* 超载的卡车
**2** to give sb/sth too much of sth 给…增加负担：*He's overloaded with responsibilities.* 他承担的责任过重。◇ *My voicemail's overloaded.* 我的语音邮件超载。
**3** to put too great a demand on an electrical system, a computer, etc., causing it to fail 使（电路）超负荷；使（计算机）过载：*The lights went out because the system was overloaded.* 由于线路过载，电灯灭了。
• ***noun*** /'əʊvələʊd; *AmE* 'oʊvərloʊd/ [U; sing.]
too much of sth 过多；过量；超负荷：*An Internet search can often result in information overload.* 互联网搜索常常导致信息超载。◇ *An electrical overload caused the fuse to blow.* 用电超负荷导致保险丝熔断。→ WORK OVERLOAD

**overmanned** /ˌəʊvə'mænd; *AmE* ˌoʊvər'm-/ *adjective*
(*HR*) having more workers than are needed 人浮于事的；人员过多的：*The industry is so overmanned that job cuts are inevitable.* 这个行业人浮于事，裁员是不可避免的。SYN OVERSTAFFED OPP UNDERMANNED ▸ **,over'manning** *noun* [U]

**overnight** *adverb, adjective, verb*

• ***adverb*** /ˌəʊvəˈnaɪt; *AmE* ˌoʊvərˈn-/

**1** suddenly or quickly 突然；一夜（间）；一下子：*The company didn't become successful overnight.* 这家公司并非一夜成名。

**2** during or for the night 在夜间；在晚上：*I stayed overnight in Stockholm.* 我在斯德哥尔摩住了一晚。

**3** (*Stock Exchange*) since trading ended the day before 隔夜交易：*The US Nasdaq fell 2.4% overnight.* 美国的纳斯达克指数隔夜交易下跌2.4%。

• ***adjective*** /ˌəʊvəˈnaɪt; *AmE* ˌoʊvərˈn-/ [only before noun]

**1** happening suddenly or quickly 突然的；很快的；一夜之间的：*The new range was **an overnight success**.* 这个系列的新产品一夜成名。

**2** happening during the night; for a night 夜间的；晚上的；只供一夜的：*an overnight flight* 夜间飞行 ◇ *an overnight stay* 一夜停留

**3** an **overnight** delivery of goods arrives the day after you order them 次日交货的：*Most of our products are available by overnight delivery.* 我们大部分的产品都是次日交货。

**4** (*Stock Exchange*) happening since trading closed the day before（收盘后）隔夜的：*an overnight fall on Wall Street* 华尔街隔夜下跌

**5** (*Finance*) used to describe a loan that one bank makes to another for a very short period, for example one night 隔夜贷款（一家银行拆借给另一家银行的超短期贷款，如期限只有一夜）：*Overnight loans are repayable within 24 hours.* 隔夜贷款须在24小时之内偿还。◇ *The central bank kept the overnight rate at 2.75%.* 中央银行将隔夜利率保持在2.75%。

• ***verb*** /ˈəʊvənaɪt; *AmE* ˈoʊvərn-/

**1** [no obj] (*especially AmE*) (*used with an adverb or a preposition* 与副词或介词连用) to stay for the night in a particular place（在某地）过夜：*We overnighted at the Grace Hotel.* 我们在雪梨酒店住了一晚。

**2** [+ obj] (*AmE*) to send or transport sth during the night so that it arrives the next day 连夜运送（某物）：*We overnight fresh fish to restaurants in New York.* 我们夜间运送鲜鱼到纽约的餐馆。

**ˌover-opti'mistic** *adjective*

**1** too confident that sth will be successful 过分乐观的：*I'm not over-optimistic about my chances of getting the job.* 我对得到这份工作的可能性并未盲目乐观。

**2** too high 太高的：*The sales forecasts turned out to be over-optimistic.* 结果证明预估的销售额过高。

**★overpay** /ˌəʊvəˈpeɪ; *AmE* ˌoʊvərˈp-/ *verb* (**overpaid, overpaid** /-ˈpeɪd/)

**1** [+ obj] (*often* **be overpaid**) to pay sb too much; to pay sb more than their work is worth 多付款给（某人）；多付报酬给（某人）：*Many workers feel their bosses are overpaid for what they do.* 许多工人觉得就他们的老板所干的事而言，薪酬实在太高了。

**2** [+ obj *or* no obj] to pay too much for sth; to pay more than sth is worth（对所做的事）付过多的报酬：*Investors feared that the company had overpaid for recent acquisitions.* 投资者担心公司对最近的收购付款过高。◇ *I think I have been overpaying tax.* 我认为我交的税过高了。

OPP UNDERPAY → UNDERPAID

▸ **ˌover'payment** *noun* [C,U]

**overpriced** /ˌəʊvəˈpraɪst; *AmE* ˌoʊvərˈp-/ *adjective*

too expensive; costing more than it is worth 价格太高的；过于昂贵的：*Their goods are high quality but overpriced.* 他们的货物质量好，但价格太高。◇ *overpriced shares* 价格过高的股票

OPP UNDERPRICED ▸ **ˌover'price** *verb* [+ obj]

**overprint** /ˌəʊvəˈprɪnt; *AmE* ˌoʊvərˈp-/ *verb* [+ obj] **overprint A (on B)** | **overprint B with A** to print sth on a document, etc. that already has printing on it（在印刷品上）套印，加印

**overproduction** /ˌəʊvəprəˈdʌkʃən; *AmE* ˌoʊvərp-/ *noun* [U]

the fact that more goods, services, etc. are produced than was planned or than can be sold to make a profit 生产过剩：*Overproduction of oil has pushed the price down.* 石油生产过量导致油价下跌。OPP UNDERPRODUCTION ▸ **overproduce** /ˌəʊvəprəˈdjuːs ; *AmE* ˌoʊvər-/ *verb* [+ obj *or* no obj]：*Coffee growers have always had a tendency to overproduce.* 咖啡种植者总有过量生产的倾向。**ˌoverpro'ducer** *noun* [C]：*These countries are the biggest overproducers of oil.* 这些国家是最大的石油过量生产者。

**ˌover-re'port** (*AmE spelling* **overreport**) *verb* [+ obj]

(*Accounting*) to say that you have earned, sold, etc. more than you actually have 高报：*The company admitted over-reporting its sales for the first half of last year.* 这家公司承认高报去年上半年的销售额。

OPP UNDER-REPORT

**override** /ˌəʊvəˈraɪd; *AmE* ˌoʊvərˈr-/ *verb* (**overrode** /-ˈrəʊd; *AmE* -ˈroʊd/**overridden** /-ˈrɪdn/)

**1** to use your authority to reject sb's decision, order, etc.（以权力）否决，推翻：*The chairman overrode the committee's recommendation.* 主席推翻了委员会的提议。SYN OVERRULE

**2** to be more important than sth 比…更重要；凌驾于：*Considerations of safety override all other concerns.* 安全问题高过一切。◇ *Customer satisfaction is our overriding priority.* 提高顾客满意度是我们的第一要务。

**3** to stop a process that happens automatically and control it yourself 超控（使自动控制暂时失效，改用人工控制）：*A special code is needed to override the time lock.* 这个定时锁要用特殊的密码才能打开。

**ˌoverriding com'mission** (*also* **overrider** /ˌəʊvəˈraɪdə(r); *AmE* ˌoʊvərˈr-/) *noun* [C]

(*Marketing*) a payment earned by a manager of a company's office in another area or country, based on the business created by the agents in that office 追加佣金（公司设在别的地区或国家办事处的经理根据业务发展情况所赚取的收入）

**overrule** /ˌəʊvəˈruːl; *AmE* ˌoʊvərˈr-/ *verb* [+ obj] to change a decision or reject an idea from a position of greater power（以权力）更改决定，否定，拒绝：*The government overruled the decision to block the merger.* 政府推翻了阻止合并的决定。◇ *One interviewer didn't want to give me the job,*

*but the others overruled him.* 一位面试考官不想录用我，但其他人否决了他的意见。 SYN OVERRIDE

**overrun** *verb, noun*

• ***verb*** /ˌəʊvəˈrʌn; *AmE* ˌoʊvərˈr-/ [+ obj *or* no obj] (**overran** /-ˈræn/**overrun**)
to take more time or money than was intended 多用（时间、钱财等）；超时；超时：*The project overran by a month.* 这个项目超期一个月。 ◇ *We overran the budget by 50%.* 我们比预算超支了50%。

• ***noun*** /ˈəʊvərʌn; *AmE* ˈoʊ-/ [C]

SEE ALSO: **cost overrun**

**1** a situation when sth takes more time or money than planned 超时；超支：*The contractor is responsible for the cost of overruns in time or costs.* 承包商要承担超时或超支费用。

**2** (*AmE*) a quantity of sth produced that is extra or more than you need 超量：*We will buy first-quality overruns.* 我们将购买超量生产的一流产品。

**★overseas** /ˌəʊvəˈsiːz; *AmE* ˌoʊvərˈs-/ *adjective, adverb*

• ***adjective***
connected with foreign countries, especially those that you have to cross the sea or ocean to get to 海外的；外国的：*overseas development/trade* 海外发展 / 贸易 ◇ *Japan is our biggest overseas market.* 日本是我们最大的海外市场。 ◇ *Our overseas competitors have raised their prices.* 我们的海外竞争对手提高了价格。 → OFFSHORE

• ***adverb***
to or in a foreign country, especially those that you have to cross the sea or ocean to get to 在海外；在国外：*to live/work/go overseas* 在国外生活 / 工作；出国 ◇ *The product is sold both at home and overseas.* 这种产品行销国内外。

**oversee** /ˌəʊvəˈsiː; *AmE* ˌoʊvərˈsiː/ *verb* [+ obj] (**oversaw** /-ˈsɔː/**overseen** /-ˈsiːn/)
**1** to watch sb/sth and make sure that a job or an activity is done correctly 监督；监视：*My job involves overseeing 120 employees and 600 contractors.* 我的工作需要监管120名员工和600名承建商。 ◇ *A lawyer was appointed to oversee the break-up of the company.* 一名律师被指定监督公司的破产清算。 SYN SUPERVISE

**2** (*Finance*) to be responsible for the way an amount of money is invested 监管（投资资金）：*an asset management fund that oversees $100 million* 监管1亿元的资产管理基金

**overseer** /ˈəʊvəsɪə(r); *AmE* ˈoʊvərsɪr/ *noun* [C]
**1** a person or an organization that is responsible for making sure that a system is working as it should（某体系的）监督者，监督机构：*Webster served as an accounting overseer at a company facing fraud accusations.* 韦伯斯特在一家面临欺诈指控的公司担任财务监督员。

**2** (*old-fashioned*) a person whose job is to make sure that other workers do their work 监工；工头

**oversell** /ˌəʊvəˈsel; *AmE* ˌoʊvərˈsel/ *verb* (**oversold, oversold** /ˌəʊvəˈsəʊld; *AmE* ˌoʊvərˈsoʊld/)
**1** (*Commerce*) [+ obj] to sell too much or more of sth than is available 过多销售；空头销售：*The seats on the plane were oversold.* 飞机上的座位超售了。

**2** (*Marketing*) [+ obj *or* no obj] to try to make sb buy more of sth than they need（竭力使人）过多购买：*The group was accused of overselling insurance policies.* 这个集团被指控超卖保险单。

**3** [+ obj] to exaggerate the quality or importance of sth 吹嘘：*He has a tendency to oversell himself.* 他喜欢自我吹嘘。 OPP UNDERSELL

▸ **ˌover'selling** *noun* [U] → OVERSOLD

**overshoot** /ˌəʊvəˈʃuːt; *AmE* ˌoʊvərˈʃ-/ *verb* [+ obj *or* no obj] (**overshot, overshot** /-ˈʃɒt; *AmE* -ˈʃɑːt/)
to spend more money or to do more than you originally planned 突破（预计费用）；超过（原计划）：*The department may overshoot its cash limit this year.* 这个部门今年可能要突破现金限额。 ◇ *We overshot our sales target by 20%.* 我们的销量超出预期目标20%。 OPP UNDERSHOOT

▸ **overshoot** /ˈəʊvəʃuːt; *AmE* ˈoʊvərʃ-/ *noun* [C]: *We need to avoid another big budget overshoot.* 我们需要避免再一次严重预算超支。

**oversight** /ˈəʊvəsaɪt; *AmE* ˈoʊvərs-/ *noun*
**1** [U] the state of being in charge of sb/sth 负责；照管：*The committee has oversight of finance and general policy.* 委员会负责财务和总体方针。 ◇ (*AmE*) *Who was chosen to head the accounting oversight board?* 谁被选中主管会计监管委员会？

**2** [C,U] the fact of making a mistake because you forget to do sth or you do not notice sth 疏忽；忽略：*Due to an oversight, the company failed to register its shares in time.* 由于疏忽，这家公司没有及时登记股份。

**oversized** /ˈəʊvəsaɪzd; *AmE* ˈoʊvərs-/ (*also* **ˈoversize,** *less frequent*) *adjective*
bigger than the normal size; too big 过大的；超大型的；超尺寸的：*You have to pay extra to send oversized packages.* 邮寄超大型的包裹需要额外付费。

**oversold** /ˌəʊvəˈsəʊld; *AmE* ˌoʊvərˈsoʊld/ *adjective*
(*Stock Exchange*) used to describe a situation when the value of shares, a currency, etc. has fallen too far as too many people have been selling（股票、货币等）出售过多的，卖空的：*A day of heavy losses left the market oversold.* 一天的巨额亏损使市场处于超卖状态。 → OVERBOUGHT → OVERSELL

**overspend** /ˌəʊvəˈspend; *AmE* ˌoʊvərˈs-/ *verb* [+ obj *or* no obj] (**overspent, overspent** /-spent/)
to spend too much money or more than you planned 花钱过多；超支：*The company has overspent on marketing.* 这家公司在营销方面开支过多。 OPP UNDERSPEND ▸ **overspend** /ˈəʊvəspend; *AmE* ˈoʊvərs-/ *noun* [C, usually sing., U] (*especially BrE*): *We are still dealing with a €1 million overspend from last year.* 我们仍然在处理去年100万欧元的超支额。 **ˌover'spending** /ˌəʊvəˈspendɪŋ; *AmE* ˌoʊvərˈs-/ *noun* [U]: *The new president promised to end years of government overspending.* 新总统承诺要结束多年的政府超支。

**overstaffed** /ˌəʊvəˈstɑːft; *AmE* ˌoʊvərˈstæft/ *adjective*
(*HR*) (about a company, an office, etc.) having more workers than are needed（公司、办公室等）人员配备过多的，人浮于事的：*The airline was heavily overstaffed.* 这家航空公司严重超编。

SYN OVERMANNED OPP UNDERSTAFFED
▸ **,over'staffing** *noun* [U]

**overstate** /ˌəʊvə'steɪt; *AmE* ˌoʊvər's-/ *verb* [+ obj]
to say that sth is larger than it really is, especially an amount of money 夸大（尤指金额）：*The company admitted it had overstated its revenues by $20 million.* 这家公司承认虚增了2000万元收益。
OPP UNDERSTATE ▸ **overstatement** /'əʊvəsteɪtmənt; *AmE* 'oʊvərs-/ *noun* [C,U]: *overstatement of profits* 多报利润

**overstock** /ˌəʊvə'stɒk; *AmE* ˌoʊvər'stɑːk/ *verb* [+ obj *or* no obj]
(*Commerce*) to buy or make more of sth than you need or can sell 进货过多；存货过多：*to overstock inventory* 积压库存 ◇ *The shop was overstocked with unsold goods.* 这家商店积压着未卖出的存货。◇ *Since the new system was introduced, we no longer overstock on parts.* 自从采用新的制度，我们的零部件不再积压。▸ **overstock** /'əʊvəstɒk; *AmE* 'oʊvərstɑːk/ *noun* [C,U]: *We have an overstock of summer clothing.* 我们的夏装存货过多。◇ (*AmE*) *huge overstocks in clothing inventories* 大量积压的服装库存 **,over'stocking** *noun* [U]: *Our low prices are due to overstocking.* 我们的低价是由于存货过多造成的。

**overstretch** /ˌəʊvə'stretʃ; *AmE* ˌoʊvər's-/ *verb* [+ obj]
to make sb/sth do more than they are capable of; to do more than you are capable of（使）超负荷运转，勉强维持，硬撑着：*The firm's mistake was to overstretch itself by expanding into Asia.* 这家公司错误在于扩展到亚洲，使自己不堪重负。◇ *Taking on another business may overstretch our management.* 接手另一家企业可能使我们的管理超负荷运转。▸ **,over'stretched** *adjective*: *an overstretched budget* 捉襟见肘的预算 ◇ *overstretched services* 不堪重负的服务

**oversubscribed** /ˌəʊvəsəb'skraɪbd; *AmE* ˌoʊvərs-/ *adjective*
**1** (*Finance*) if new shares, bonds, etc. are **oversubscribed**, too many people want to buy them（股票、债券等）超额认购的：*The share issue was five times oversubscribed.* 新发行的股票获五倍超额认购。
**2** (*Commerce*) if a service is **oversubscribed**, more people have the right to use it than is possible at the same time 超额开通：*The ISP allows its dial-up Internet service to be oversubscribed by 20%.* 互联网服务供应商允许其拨号上网服务超额开通20%。▸ **oversubscription** /ˌəʊvəsəb'skrɪpʃn; *AmE* ˌoʊvərs-/ *noun* [U]: *The investment company announced a €4 million bond issue, with an oversubscription option of* (= with the right to issue) *a further €3 million.* 投资公司宣布发行400万欧元的债券，以及300万欧元的超额认购股权。◇ *oversubscription of services* 服务的超额征订

**oversupply** /ˌəʊvəsə'plaɪ; *AmE* ˌoʊvərs-/ *noun, verb*
● ***noun*** [U; C, usually sing.] (*plural* **oversupplies**) more of sth than can be sold 过多的供应；过度的供应：*The steel industry is struggling due to oversupply.* 钢铁业由于供过于求而举步维艰。◇ *An oversupply of paper has led to a fall in price.* 纸张供过于求导致价格下降。
● ***verb*** [+ obj *or* no obj] (**oversupplies, oversupplying, oversupplied, oversupplied**) to provide sb/sth with more than they can use or sell 过多供应；过度供应：*Coffee is a heavily oversupplied market.* 咖啡市场是一个严重供过于求的市场。◇ *Fruit growers have a tendency to oversupply.* 果农有过度供应的倾向。

**overtake** /ˌəʊvə'teɪk; *AmE* ˌoʊvər't-/ *verb* [+ obj] (**overtook** /-'tʊk/**overtaken** /-'teɪkən/)
to become greater in number, amount or importance than sth else（在数量或重要性方面）大于，超过：*In the next century, nuclear energy could overtake oil as the main fuel.* 下个世纪，核能可能超过石油成为主要燃料。◇ *We mustn't let ourselves be overtaken by our competitors.* 我们决不能让竞争对手超过我们。SYN OUTSTRIP

**,over-the-'counter** *adjective* [only before noun] (*abbr* **OTC**)
**1** (*Finance*) used to describe investments, currencies, etc. that are traded between independent dealers rather than in an organized system such as a stock exchange 场外的；买卖双方直接交易的：*over-the-counter shares/stock* 场外交易股票 ◇ *the over-the-counter derivatives market* 金融衍生工具场外交易市场 ◇ *OTC markets* 场外交易市场 ◇ *In over-the-counter trading last Friday, the shares fell 25%.* 在上周五的场外交易中，股价下跌了25%。
**2** (about medicines) that can be bought without written permission from a doctor (a **prescription**)（药品）非处方的：*Sales of over-the-counter medicines have increased 2%.* 非处方药的销售量已增长2%。
▸ **,over the 'counter** *adverb* (*abbr* **OTC**)：*Are these tablets available over the counter?* 这些药片无需处方可直接购买吗？◇ *The company's shares are traded over the counter on the NASDAQ system.* 这家公司的股票在纳斯达克系统的场外交易市场进行交易。

**★overtime** /'əʊvətaɪm; *AmE* 'oʊvərt-/ *noun* [U]
**1** time that you spend working at your job after you have worked the normal hours 加班；加班的时间：*Some employees were willing to work overtime at weekends.* 有些员工愿意周末加班工作。◇ *The union announced a ban on overtime.* 工会宣布禁止加班。
● *to* ***do/work*** *overtime* 加班 • *to* ***ban/cut*** *overtime* 禁止 / 减少加班 • *an overtime* ***ban*** 加班禁令
**2** the money that sb earns for doing **overtime** 加班费：*They pay $150 a day plus overtime.* 他们给的报酬为每天150元，外加加班费。
● *to* ***earn*** *overtime* 挣加班费 • *to* ***pay*** *(sb) overtime* 付（某人）加班费 • *overtime* ***earnings/pay/payments*** 加班收入 / 工资 / 开支
**3** extra time that a factory operates, especially to meet orders 超过规定时间；额外工作时间：*Several plants will work overtime next week.* 好几家工厂下周将加班加点。

**overtrade** /ˌəʊvə'treɪd; *AmE* ˌoʊvər't-/ *verb* [+ obj *or* no obj]
to do more business than you can afford; to produce or buy more of sth than you will be able to sell 贸易过度：*The market for women's*

*magazines is badly overtraded.* 妇女杂志市场严重过剩。

**overtrading** /ˌəʊvəˈtreɪdɪŋ; *AmE* ˌoʊvərˈt-/ *noun* [U] (*Finance*)
**1** a situation when a company has increased its business too quickly and does not have enough cash available to pay debts, wages and other expenses 过度扩张，过度经营（公司业务增长过快，没有足够的现金支付债务、工资和其他支出）：*The company grew too fast, and cash-flow problems led to insolvency through overtrading.* 这家公司发展过快，由于超资力经营出现现金流问题而导致破产。

**overturn** /ˌəʊvəˈtɜːn; *AmE* ˌoʊvərˈtɜːrn/ *verb* [+ obj] (*Law*) to officially decide that a legal decision is not correct, and to make it no longer valid 推翻，撤销（判决等）：*A court of appeal overturned the decision to ban the drug.* 上诉法院撤销了禁止这种药物的决定。
● *to overturn a* **ban/decision/patent/ruling/verdict** 撤销禁令 / 决定 / 专利 / 裁决 / 判决

**overvalue** /ˌəʊvəˈvæljuː; *AmE* ˌoʊvərˈv-/ *verb* [+ obj] (*often* **be overvalued**) to fix the value of sth at a level that is too high 估价过高；定价过高：*The euro is estimated to be overvalued against the dollar by 10%.* 据估计，欧元对美元的汇率被高估了10%。◇ *The shares are 25% overvalued.* 股价被高估了25%。◇ *an overvalued exchange rate/stock* 高估的汇率 / 股票
OPP UNDERVALUE

**overview** /ˈəʊvəvjuː; *AmE* ˈoʊvərv-/ *noun* [C] a general description of sth 概述；概观；概览：*In this presentation I want to give you an overview of our schedule for the next year.* 在这次发言中，我想简要介绍一下我们明年的计划。
SYN OUTLINE → SURVEY
● *to* **give/offer/present/provide** *an overview* (*of sth*) 对（某事）给予 / 给出 / 进行 / 提供综述
◆ *a* **broad/detailed/quick** *overview* 广泛的 / 详细的 / 快速的概述

**overweight** /ˌəʊvəˈweɪt; *AmE* ˌoʊvərˈw-/ *adjective* (*Stock Exchange*) having more of a particular type of investment or asset in a collection than the index that you are following or than your usual position 增持的（某类投资或资产）：*In our survey, 40% of investment fund managers said they are overweight in cash* (= are keeping more cash than usual because it is not a good time to invest in shares, bonds, etc.). 根据我们的调查，40%的投资基金经理说他们增持了现金。◇ *J.P. Morgan upgraded the company's investment rating to 'overweight' from 'neutral'.* * JP 摩根将这家公司的投资评级由“中性”提升为“增持”。
OPP UNDERWEIGHT → MARKET WEIGHT
▶ **ˌover'weight** *verb* [+ obj *or* no obj]

**overwork** /ˌəʊvəˈwɜːk; *AmE* ˌoʊvərˈwɜːrk/ *verb, noun*
● ***verb*** [+ obj *or* no obj] to work too hard; to make sb work too hard （使）过度劳累，过分努力；（使）工作过度：*You look tired. Have you been overworking?* 你看上去很疲倦，是不是近来劳累过度了？◇ *The staff are grossly overworked.* 员工累得疲惫不堪。◇ *overworked executives* 劳累过度的管理人员
● ***noun*** [U] the fact of working too hard 劳累过度；过分辛苦：*His illness was brought on by money worries and overwork.* 他的病是因为操心钱和劳累过度造成的。

**ovno** *abbr* (*only used in written English* 只用于书面英语) **or very near offer** used in private sales to say that the seller will accept a slightly lower price 可议价：*Desk for sale, €75 ovno.* 办公桌出售，75欧元（可议价）。

★**owe** /əʊ; *AmE* oʊ/ *verb* [+ obj] **owe sth (to sb) (for sth)** | **owe (sb) sth (for sth)** to have to pay sb for sth that you have already received or return money that you have borrowed 欠（债）；欠（账）：*We still owe €5 000 to the bank.* 我们还欠银行5000欧元。◇ *We still owe the bank €5 000.* 我们还欠银行5000欧元。◇ *How much do I owe you for the tickets?* 买这些票我该付你多少钱？◇ *Nearly $1 billion is owed to foreign creditors.* 欠外国债权人将近10亿元。◇ (*figurative*) *I'm still owed three days' leave.* 还欠我三天假呢。

**owing** /ˈəʊɪŋ; *AmE* ˈoʊɪŋ/ *adjective* [not before noun] (*BrE*) money that is **owing** has not been paid yet 拖欠的；未付的；未偿还的：*€500 is still owing on the loan.* 还有500欧元的贷款未还。

★**own** /əʊn; *AmE* oʊn/ *adjective, verb*
● ***adjective*** done or produced by and for yourself 自己做的；为自己的：*The store has launched its own product line of organic foods.* 该商店推出了自己的有机食品产品线。→ idiom at BEAT
● ***verb*** [+ obj] (*not used in the continuous tenses* 不用于进行时) to have sth that belongs to you, especially because you have bought it 拥有，有（尤指买来的东西）：*80% of our customers own a personal computer.* 我们80%的顾客拥有个人计算机。◇ *Pfizer owns the exclusive right to market the drug within the US.* 辉瑞拥有这种药品在美国的独家经销权。

**ˌown 'brand** (*also* **ˌown 'label**) *noun* [C] (*both BrE*) (*Commerce; Marketing*) a product or group of products that a shop/store sells with its own name on rather than the name of the company that produced them 自有品牌：*Own brands account for less than 30 per cent of total packaged grocery sales.* 自有品牌在包装食品杂货销售总量中所占比例不到30%。◇ *The company makes own-brand ice cream for the major supermarkets.* 这家公司为许多大型超市生产自有品牌的冰淇淋。SYN HOUSE BRAND, STORE BRAND (*AmE*) → PRIVATE LABEL

**-owned** /əʊnd; *AmE* oʊnd/ *adjective* (*used to form adjectives* 用于构成形容词) having the owner or type of owner mentioned 拥有的：*state-owned/privately-owned/foreign-owned* 国有的 / 私有的 / 外国所有的 ◇ *Japanese-owned companies in the US* 在美国的日资公司 ◇ *family-owned businesses* 家族企业 ◇ *The firm is majority-owned by France Telecom.* 这家公司由法国电信控股。

**★owner** /ˈəʊnə(r); *AmE* ˈoʊ-/ *noun* [C]

SEE ALSO: **beneficial owner, part-~, process ~**

a person or an organization that owns sth 物主；业主；所有权人；主人：*the firm's owner* 公司的所有者 ◇ *The group is the owner of the largest shopping mall in the country.* 这个集团拥有国内最大的购物中心。◇ *The current owners have spent $100 000 on modernizing the hotel.* 现业主花费10万元给旅馆配上了现代设备。◇ *75% of business owners questioned were optimistic about the economy.* 接受调查的75%的企业主对经济持乐观态度。

IDM **at (the) owner's ˈrisk** used in formal notices to say that the owner of sth and not anyone else is responsible for any loss or damage 业主自担风险：*Cars are parked at the owner's risk.* 停放车辆者风险自担。◇ *Goods are carried at owner's risk* (= the owner must insure them). 运输的货物由货主承担风险（货主必须对货物投保）。

**ˌowner of ˈrecord** = SHAREHOLDER OF RECORD

**ˌowner-ˈoperator** *noun* [C] (*AmE*)

a person who owns a lorry/truck and runs it as a business 业主运营商（拥有卡车并经营运输业务的人）：*We are looking for owner-operators to join our fleet of trucks.* 我们正寻找业主运营商加入我们的车队。

**ˌowners' ˈequity** = NET WORTH

**★ownership** /ˈəʊnəʃɪp; *AmE* ˈoʊnərʃɪp/ *noun* [U]

SEE ALSO: **common ownership, cross-media ~, cross-~, employee ~, fractional ~, part ~, partial ~, total cost of ~**

the fact of owning sth; the legal right to own sth 所有权；产权；占有；物主身份：*The restaurant is **under** new ownership.* 这家餐厅已换了新的主人。◇ *a growth in home ownership* 拥有住宅人数的增长 ◇ *They have put in proposals to take **full** ownership of the company.* 他们提议要拥有公司的全部所有权。◇ *Ownership of the land is currently being disputed.* 这块土地的所有权目前存在争议。

**ˌownership in ˈcommon** = COMMON OWNERSHIP

**ˌown-price elasˈticity** = ELASTICITY OF DEMAND

**oz** *abbr* (*only used in written English* 只用于书面英语)

ounce(s) 盎司：*a 16 oz container* * 16盎司的容器

# P p

**p** (*also spelled* **p.**) *abbr*
/piː/ penny; pence 便士: *The shares closed 1p up at 25p.* 这支股票以25便士收盘，上涨1便士。

**P2P** (*also spelled* **p2p, P-to-P**) /ˌpiː tə ˈpiː/ *adjective* [only before noun]
(*IT*) **peer-to-peer** used to describe the situation when one computer can communicate with another directly, without using a central SERVER 对等联网的（一台计算机不通过服务器直接与另一台计算机连接）

**P3** /ˌpiː ˈθriː/ = PUBLIC-PRIVATE PARTNERSHIP

**P45** /ˌpiː ˌfɔːti ˈfaɪv; *AmE* ˌfɔːrti/ *noun* [C]
in the UK, a form that you receive from your employer when you stop working for them and that shows how much you earned in the job and how much tax you paid * P45表格（雇主给离职员工的表格，记载员工在职期间的薪酬与税金）: *Within a few months, he was* ***picking up his P45*** (= he had lost his job). 几个月以后，他就领取了他的P45表格（失去工作了）。

**PA** /ˌpiː ˈeɪ/ = PERSONAL ASSISTANT, PUBLIC ADDRESS (SYSTEM)

**p.a.** /ˌpiː ˈeɪ/ *abbr* **per annum**
per year; for each year 每年: *Dividends are expected to be between 1.75% and 3.25% per annum.* 预计红利为每年1.75%到3.25%之间。
NOTE **Per annum** is a Latin phrase. * per annum 为拉丁语短语。

**PABX** /ˌpiː eɪ biː ˈeks/ *abbr* **private automatic branch exchange**
an automatic system for transferring telephone calls to the correct part of an organization 程控交换机；用户自动交换机；电话交换机

**pace** /peɪs/ *noun, verb*
● ***noun*** [C,U]
the speed at which sth happens or is done 速度；步速: *the slow pace of change* 缓慢的变化 ◇ *Retail sales rose in January at their fastest pace in two years.* 一月份零售额以两年来最快的速度上升。◇ *How long will our workers keep up this pace?* 这个速度我们的工人能维持多久？◇ *The pace of job losses is slowing now.* 失业的情况现在正在缓和。◇ *The economy grew at a respectable 3.1 per cent pace.* 经济增长了3.1%，速度相当可观。→ RATE
➲ *a* ***brisk/fast/rapid/record*** *pace* 轻快的步伐／快速的步伐／飞快的速度／创纪录的速度 • *a* ***moderate/slow/sluggish/steady*** *pace* 不紧不慢的／缓慢的／迟缓的／稳定的速度 • *to* ***increase/step up*** *the pace (of sth)* 加快（某物的）速度 • *to* ***change/slow*** *the pace (of sth)* 改变／降低（某物的）速度
IDM **keep ˈpace (with sth)** to happen, develop, or act at the same speed as sth else 并驾齐驱: *The company has not kept pace with its rivals.* 这家公司无法与其对手匹敌。 **put sb/sth through their/its ˈpaces** to give sb/sth a number of tasks to perform so that you can judge what they/it can do 考查某人的本领；考查某物的性能；考验某人（某物）是否合用: *The new system has been put through its paces.* 新系统已经过测试。 **set the ˈpace** to do sth at a particular speed or to a particular standard so that other people are then forced to copy it if they want to be successful 领先；起领头作用: *His company has continued to set the pace with new technology and designs.* 他的公司在新技术和设计方面一直领先。◇ *They became the Footsie's best performer and set the pace for the rest of the sector.* 它们成为《金融时报》100指数中表现最佳的企业并在本行业中领先。
● ***verb*** [+ obj] **pace yourself**
to work at the speed or level of activity that suits you best, so that you can continue without getting too tired 调整自己的工作节奏: *She'll have to learn to pace herself in this job.* 她必须学会适应这项工作的节奏。

**the Paˌcific ˈRim** *noun* [sing.]
the countries around the Pacific Ocean, especially countries in East Asia, considered as an economic group 环太平洋区域: *Pacific Rim countries/regions/markets* 环太平洋国家／地区／市场

**★pack** /pæk/ *verb, noun*
● ***verb*** [+ obj]
**pack sth (up) (in/into sth)** to put goods into containers for delivery or sale 包装；装箱: *The pottery was carefully packed into boxes.* 陶器被小心地装入盒子。◇ *This is the least expensive way to pack and ship each order.* 这是打包发运每张订单的最节省的方式。 SYN PACKAGE
PHR V **ˌpack sth ˈin** (*informal*) to stop doing sth 停止做某事: *She decided to pack in her job.* 她决定辞职。 **ˌpack ˈup; ˌpack sth ˈup** (*BrE*)(*informal*) to stop doing sth 停止做某事: *If things don't improve, we may as well* ***pack up and go home.*** 如果情况不好转，我们很可能卷铺盖回家。◇ *He packed up his job.* 他辞职了。
● ***noun***
SEE ALSO: **blister pack, bubble ~, display ~, four-~, gift ~, in-~, multipack, six-~**
**1** [C] a container, usually a small one; a container and its contents 小盒；小包；包裹: *a pack of cigarettes/gum* 一包香烟／口香糖 ◇ *You can buy the disks in packs of ten.* 磁盘十片一盒，整盒起售。→ PACKAGE, PACKET
**2** [C] a set of documents or objects inside the same cover 一套文件资料: *We've put together a pack which contains all the necessary information.* 我们整理出一套包括所有必要信息的资料。◇ *an information pack* 资料袋；信息包 ◇ *a book and CD-ROM pack* 书和只读光盘套装
**3** [C with sing./pl. verb] the people or things in a particular field or industry; the people or things that are not the leaders 某领域或行业的人或事；落后者: *We pride ourselves on moving fast, staying ahead of the pack.* 我们为自己进展快捷、居于领先地位而自豪。◇ *Two of the supermarket chains are pulling away from the pack.* 两家连锁超市正准备撤出该行业。

**★package** /'pækɪdʒ/ *noun, verb*

• ***noun*** [C]

SEE ALSO: **compensation package, pay ~, remuneration ~, salary ~**

**1** (*especially AmE*) = PARCEL

**2** (*AmE*) a box, bag, etc. in which things are wrapped or packed; the contents of a box, bag, etc. 包裹：*Our system allows us to track each package.* 我们的系统可追踪每个包裹。◇ *They cost $100 for a package of five.* 五件一包的价格为100元。→ PACKET

**3** (*IT*) a set of programs for a particular type of task which are supplied together 软件包：*an integrated software package* 集成软件包 ◇ *an updated accounting package* 最新版会计软件包

**4** a set of products or services that are supplied together 系列产品 / 服务；（服务）套餐：*We put together the right package of services for each client.* 我们为每位客户量身打造整套服务。◇ *mobile phone packages for small- and medium-sized businesses* 面向中小企业的移动电话套餐服务

**5** a set of conditions, proposals, etc. that are offered and must be accepted together; the money involved in them 一揽子条件；一整套建议：*They took a pay cut as part of a package of measures to save the company.* 他们把降薪纳入一揽子公司拯救措施。◇ *His total benefits package exceeded $6 million.* 他的全部福利超过600万元。

**6** (*informal*) = PACKAGE HOLIDAY

• ***verb*** [+ obj]

**1 package sth (up)** to put goods into containers for delivery or sale 包装：*We produce and package the drink here.* 我们在这里生产并包装饮料。◇ *The orders were already packaged up, ready to be sent.* 订货已经打包，可随时发运。◇ *packaged teas/salads* 小包袋装茶 / 色拉 ◇ *The camera comes attractively packaged as a gift set.* 这款照相机用引人注目的礼品盒包装。SYN PACK

**2** to combine goods, services, etc. and provide them as a set 捆绑：*The book is packaged with a workbook, CD and study guide.* 这本书与习题册、光盘和学习指南配套销售。

**3** to present services, products, people, etc. in a particular way, especially in an attractive way 对（服务、产品、人物等）进行包装：*an attempt to package news as entertainment* 将新闻包装成为娱乐表演的尝试

**'package deal** *noun* [C]

an agreement to offer a number of things that must all be accepted together 一揽子交易；套餐服务：*Customers can sign up to a package deal that includes unlimited local and national calls.* 客户可以申请注册包含本地和国内不限时通话的套餐。

**'packaged goods** *noun* [pl.]

goods, especially food and other things sold in supermarkets, which are already in boxes, bags or packages when customers choose them 包装商品：*We've introduced more self-serve packaged goods.* 我们推出了更多的自助包装商品。◇ *one of the UK's leading consumer packaged goods manufacturers* 英国主要的消费者包装商品制造商之一

**'packaged ,holiday** = PACKAGE HOLIDAY

**,packaged 'software** *noun* [U]

(*IT*) a computer program that is developed for sale to consumers or businesses, generally designed to appeal to more than a single customer 软件包：*There was no packaged software that we could buy that would do exactly what we wanted.* 买不到和我们所需要的完全一致的软件包。

**'package ,holiday** (*also* **'packaged ,holiday**) (*both BrE*) (**'package tour,** *AmE, BrE*) (*also* **'package,** *AmE, BrE*) (*informal*) *noun* [C]

a holiday/vacation that is organized by a company at a price that includes the cost of travel, hotels, etc. 包价旅游：*They went on a package holiday to Greece.* 他们参加了包价旅游去希腊度假。◇ *a package holiday operator* 包价旅游经营者

**packager** /'pækɪdʒə(r)/ *noun* [C]

a person, machine or company that packs or wraps products ready to be stored, transported or sold 包装工；打包机；包装公司 → PACKER

**'package tour** = PACKAGE HOLIDAY

**★packaging** /'pækɪdʒɪŋ/ *noun* [U]

SEE ALSO: **blister packaging, bubble packaging**

**1** the materials used to wrap or protect goods that are sold in shops/stores; the design of these materials 包装材料：*a new type of packaging* 新型包装材料 ◇ *packaging materials* 包装材料 ◇ *Attractive packaging can help to sell products.* 引人注目的包装有助于产品的销售。

➊ ***attractive/bright/fancy/glossy*** *packaging* 引人注目的 / 亮丽的 / 别致的 / 光滑的包装 • ***paper/plastic/recyclable*** *packaging* 纸质 / 塑料 / 可循环使用的包装材料

**2** the process of packing goods in containers or covers 包装；打包：*We outsource the packaging and distribution of our products.* 我们将产品的包装和经销外包。

➊ *a packaging* ***company/group/plant*** 包装公司 / 集团 / 厂 • *packaging* ***equipment/machinery*** 包装设备 / 机械

**3** the way that services, people or activities are presented; the way that makes them seem most attractive（服务、人或活动等呈现于人前的）包装：*It's all about packaging.* 重要的是包装。→ PACKING

**packer** /'pækə(r)/ *noun* [C]

a person, machine or company that puts food, goods, etc. into containers to be sold or sent to sb 包装者；打包机；包装公司：*The firm is a medium-sized fruit and vegetable packer.* 该企业是一家中型水果蔬菜包装公司。◇ *The pickers deliver the completed orders to the packers, who wrap them ready for delivery.* 拣货员将完成的订货交付包装工，然后打包待运。→ PACKAGER

**packet** /'pækɪt/ *noun* [C]

SEE ALSO: **pay packet, wage packet**

**1** (*BrE*) a small container or covering for goods; the container or covering and its contents 小包；盒：*a packet of biscuits/cornflakes/cigarettes* 一盒饼干 / 玉米片 / 香烟 ◇ *'Is there any paper?' 'I've just opened a new packet.'* "有纸吗？""我刚新打开了一包。" → PACK *noun*, PACKAGE *noun*

**2** a small object wrapped in paper or put into a thick envelope so that it can be sent by mail,

carried easily or given as a present 小件包裹: *Orders under 2 kg are sent as a small packet.* 两千克以下的订货用小号包裹发货。
**3** (*AmE*) a set of documents or objects inside the same cover 一套文件: *a packet of legal papers* 一套法律文件 SYN PACK
**4** (*AmE*) = SACHET
**5** (*IT*) a small amount of data that is separated from other data before being sent. The data is joined together again after it arrives 数据包: *packets of Internet data* 互联网数据包 ◇ *data packets* 数据包
IDM **cost, lose, make, etc. a 'packet** (*informal*) a very large amount of money 花费 / 亏损 / 赚大笔钱: *They expect to make a packet over the next few years.* 他们期望在今后几年内赚大钱。

**packing** /'pækɪŋ/ *noun* [U]
SEE ALSO: **postage and packing**
**1** the act of packing goods for delivery or sale 包装; 打包; 装箱: *The system prints out labels for use in packing and shipping.* 这套系统可以打印用于包装及运输的标签。 ◇ *meat received from the packing plant* 从肉品加工厂收到的肉类 ◇ *Returned items must be accompanied by the original packing slip.* 退货必须附上原包装单。
● *a packing* ***factory/plant/station*** 肉品加工厂
◆ *a packing* ***company/group*** 包装公司 / 集团
**2** material used for wrapping around delicate objects in order to protect them, especially before sending them somewhere 包装材料; 包装用品 (*BrE*): *The price includes* ***postage and packing.*** 这一价格包含了邮费和包装材料费。 ◇ *Shredded paper is used as packing material.* 碎纸被用作包装材料。 → PACKAGING

**pact** /pækt/ *noun* [C]
an agreement or a promise to do sth 协定; 合同; 条约: *the Kyoto Pact on cutting greenhouse gas emissions* 关于减少温室气体排放的《京都议定书》 ◇ *Chile has signed a free-trade pact* ***with*** *the EU.* 智利已经与欧盟签订了一项自由贸易协定。

**pad** /pæd/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **legal pad**
a number of sheets of paper fastened together along one edge 便笺簿; 拍纸簿: *a pad of paper* 一摞纸 ◇ *a memo/writing/sketch pad* 记事 / 书写 / 速写本
● ***verb*** [+ obj] (**-dd-**) (*AmE*)
to make an amount bigger, especially dishonestly 使虚增; 使膨胀: *Fashion accessories help to pad profit margins.* 时尚饰品有助于提高利润率。
PHR V **,pad sth 'out** to make sth such as an article, seem longer or more impressive by adding things that are unnecessary (用废话等) 拉长 (句子、文章); 拼凑篇幅: *The report was padded out with extracts from previous documents.* 这份报告是用以往文件拼凑出来的。

**,padded 'envelope** *noun* [C]
an envelope with a layer of soft material in it, used for sending things that might break or tear easily 衬膜信封 → JIFFY

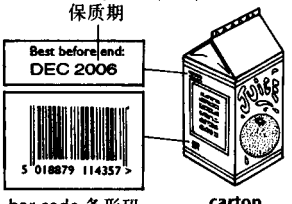
**page** /peɪdʒ/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **full-page, half-~, home ~, landing ~, web ~**
**1** (*abbr* **p**) one side or both sides of a sheet of paper in a book, magazine or newspaper (书籍、

**packaging** 包装


**blister pack/ bubble pack**
泡罩包装 / 气泡包装

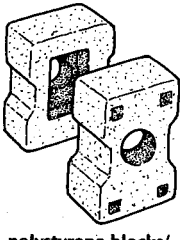

**bubble wrap**
气泡衬垫包装

best-before date (*BrE*)/ best-if-used-by date (*AmE*)
保质期

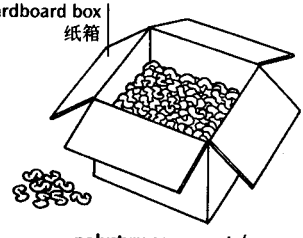


bar code 条形码
**carton**
硬纸盒


**shrink-wrap**
收缩性薄膜包装


**polystyrene blocks/ Styrofoam blocks** (*AmE*)
聚苯乙烯块 / 舒泰龙泡沫塑料块

cardboard box
纸箱


**polystyrene peanuts/ Styrofoam peanuts** (*AmE*)
聚苯乙烯小粒 / 舒泰龙泡沫塑料小粒

杂志或报纸的）页；一页版面：*It's on page 5.* 在第5页上。◇ *The report runs to* (= is) *250 pages.* 该报告有250页。◇ *The story was on the front page of The Wall Street Journal.* 这个故事登载于《华尔街日报》头版。

**2** a section of a newspaper or magazine that is used for a particular topic（报纸或杂志的）专栏；版面：*the business/financial pages of the newspaper* 报纸的商业/金融专栏 ◇ *We have doubled the number of ad pages in the magazine.* 我们把杂志的广告版面扩大到两倍。

**3** a section of a website that can be shown on a computer screen at any one time（网站的）页面：*the FT.com financial services page* * FT.com网站上的金融服务页面 ◇ *The page got a huge number of hits.* 这一网页访问量很大。

**4** the text on one side of a sheet of paper or on one section of an electronic document（纸张或电子文档）一页的内容：*He had to scroll through page after page of sales data.* 他不得不一页一页地滚动查看销售数据。

**5** a message that sb receives on a PAGER（寻呼机收到的）信息

IDM **be on the same 'page** (*especially AmE*) if two or more people or groups are **on the same page**, they work together and have the same goal 志同道合的；目标一致的：*Are the team members all on the same page about the project's goals?* 所有队员对项目目标的看法都一致吗？

• ***verb*** [+ obj]

to call sb using a PAGER or by announcing their name in a public place such as an airport（用传呼机或在公共场所）呼叫：*I had him paged.* 我呼叫了他。◇ *An engineer was paged immediately.* 立即呼叫了一名工程师。

PHR V **,page 'through sth** to go from one page to another in a document or book, or on a computer screen 翻阅（文件或书籍）；浏览（计算机屏幕）：*After paging through hundreds of sites, we chose six.* 浏览了几百个网站之后，我们选择了六个。

**'page break** *noun* [C]

a symbol on a computer screen that shows where a printer will start a new page in a typed document（计算机屏幕上的）分页符

**'page im,pression** = PAGE VIEW

**pager** /'peɪdʒə(r)/ *noun* [C]

a small electronic device that you carry around with you and that lets you know when sb is trying to contact you, by showing a message, making a sound, etc. 传呼机；寻呼机

**'page ,traffic** *noun* [U]

the number of times that a web page is visited; the number of people who read a particular page in a magazine, newspaper, etc.（网页的）页面访问量；（印刷品的）每页读者数：*FT.com achieved record page traffic.* * FT.com取得了创纪录的页面访问量。→ HIT *noun* (1)

**'page view** (*also* **'page im,pression**) *noun* [C]

(*Marketing*) one visit to a single web page 网站页面浏览：*The site has more than 7 million page views per day.* 这个网站每天有700多万次的页面浏览量。→ HIT *noun* (1)

**★paid** /peɪd/ *adjective*

SEE ALSO: **delivered duty paid, duty-~, low-~, post-~, reply ~**

**1** [usually before noun] (about work, etc.) for which people receive money（工作等）支付薪金的：*Neither of them is currently in paid employment.* 他们两人目前都没有从事有薪工作。◇ *You are entitled to 20 days' paid leave/vacation a year.* 你每年可以享受20天带薪休假。◇ ***a well-paid*** *job* 工资高的工作 ◇ *poorly/badly paid jobs* 收入低/差的工作

**2** [usually before noun] (about a person) receiving money for doing work 从事有薪工作的：*Men still outnumber women in the paid workforce.* 在雇用劳动者中男性的数量仍然超过女性。◇ ***well-paid*** *bankers and accountants* 收入可观的银行职员和会计师

**3** (*often used following a noun*) that has been paid 已付的：*postage paid* 邮资已付 ◇ *a refund of taxes paid* 退还已纳税款 OPP UNPAID

**,paid-up 'capital** (*also* **,paid-up 'share ,capital**) *noun* [U]

(*Finance*) the amount of money that has been received for shares that have been bought and paid for, rather than the money owed to a company from shares that have been bought but not paid for yet 实收资本

**,paid-up 'policy** *noun* [C]

(*Insurance*) a LIFE INSURANCE agreement in which regular payments have stopped before the end of the agreement 已付清保险费的人寿保险单

**,paid-up 'share** *noun* [C]

(*Finance*) a share whose full value was paid at the time of issue 已缴足款的股份

**,paid-up 'share ,capital** = PAID-UP CAPITAL

**'paint shop** *noun* [C]

the part of a factory in which goods are painted, especially in a car factory（尤指汽车厂的）油漆车间；喷漆车间 → BODY SHOP

**pairing** /'peərɪŋ; *AmE* 'per-/ *noun* [U,C]

two people or things that work together or are put together; the act of putting them together 配对；搭配：*the pairing of espresso bars and booksellers* 意式咖啡吧和书店搭配经营 ◇ *The pairing of our two companies would be a great partnership and a great business.* 我们两家公司合作将会建立起重要的伙伴关系，成为一家巨大的企业。

**P & L** /,pi: ənd 'el/ = PROFIT AND LOSS ACCOUNT

**pallet** /'pælət/ *noun* [C]

a flat wooden frame used for storing and moving goods; the frame and its contents 托盘；货板：*Each shelf contains two pallets and each pallet contains 60 bags.* 每个货架包含两个货板，每个货板包含60袋货物。→ SKID —Picture at TRANSPORT

**palm** /pɑ:m/ *verb* (*informal*)

PHR V **,palm sth 'off (on/onto sb); ,palm sb 'off (with sth)** to persuade sb to accept sth that has little value or that you do not want, especially by tricking them. 以某物（假货或劣货）蒙混某人；骗某人买东西：*She's always palming the worst jobs off on her assistant.* 她总是哄骗她的助手接手最差的工作。◇ *Make sure he doesn't try to palm*

*you off with faulty goods.* 当心别让他用残次品蒙骗你。

**'palm-size** (*also* **'palm-sized**) *adjective*
small enough to hold in your hand 掌上的；手掌大小的：*palm-size PCs* 掌上电脑 ◇ *a palm-sized pager* 掌上传呼机

**palmtop** /'pɑːmtɒp; *AmE* -tɑːp/ *noun* [C]
a small computer that you can hold in one hand 掌上电脑：*a palmtop organizer* 掌上电脑记事本

**p. and h.** (*also spelled* **p. & h.**) /ˌpiː ənd 'eɪtʃ/ *abbr* (*AmE*) **postage and handling**
the cost of dealing with an order and sending the package by post 邮资和手续费

**p. and p.** (*also spelled* **p. & p.**) /ˌpiː ən 'piː/ *abbr* (*BrE*) **post(age) and packing**
the cost of packing and sending goods 邮资和包装费：*Add £2 for p. and p.* 外加2英镑邮资和包装费。→ S AND H

**panel** /'pænl/ *noun*

SEE ALSO: **consumer panel, customer ~, flat-~, takeover ~**

**1** [C with sing./pl. verb] a group of specialists brought together to give their advice or opinion about sth, discuss sth, decide on sth, investigate sth, etc. 专家顾问组；专题调查（讨论）组：*He was appointed to an advisory panel on the issue of taxing Internet sales.* 他被任命为互联网销售征税委员会成员。◇ *The panel recommended a new business park near the airport.* 专家组建议在机场附近建造一个新的商业园。◇ *She didn't get the job after a panel interview.* 在专家组审查以后，她没有得到这份工作。
● *an **advisory/interview/a selection** panel* 顾问／面试／选拔小组 • *a panel of **economists/experts/judges*** 经济学家小组／专家组／法官委员会 • *to **appoint sb to/assemble/set up** a panel* 任命某人为专家组成员；召集专家组；设立专家组 • *the panel **recommended/ruled/said** (that) …* 专家组建议／裁决／声称…
**2** [C with sing./pl. verb] a group of people used to research or test sth 一组调查（或试验）对象：*Members of the audience panel were asked to keep a diary of everything they watched on TV.* 观众调查对象被要求记录他们在电视上所看到的所有节目。◇ *Our panel said they found the website easy to use and appealing.* 我们的调查对象说他们觉得这个网站浏览方便，有吸引力。
**3** (*Law*) (*also* **'jury ˌpanel**) [C] (*both especially AmE*) = JURY
**4** [C] a flat board in a vehicle or on a piece of machinery where the controls and instruments are fixed 仪表盘；控制板；操纵盘：*an instrument panel* 仪表盘 ◇ *a control/display panel* 控制／显示面板

**panellist** (*AmE spelling* **panelist**) /'pænəlɪst/ *noun* [C] (*BrE* only)
one of the group of people in a PANEL 专家组成员

**'panel truck** *noun* [C] (*AmE*)
(*Transport*) a small van/truck with a space for storing goods that can be reached from the driver's seat, used for delivering goods, etc. 小型货车

**'panel van** *noun* [C]
(*Transport*) (*used mainly in Australian English* 主要用于澳大利亚英语) a small van/truck with doors at the back, used for carrying goods, tools, etc. 小型厢式货车

**ˌpan-Euro'pean** *adjective*
relating to, or affecting, the whole of Europe; across the whole of Europe 泛欧的：*pan-European trading* 泛欧贸易 ◇ *Telecoms were stronger on the pan-European indices.* 在泛欧股指中电信板块更为强劲。

**panic** /'pænɪk/ *noun, verb*
● ***noun*** [U]
a state of great anxiety, in which decisions are taken quickly, without careful thought 恐慌；惊慌：*There is no sense of panic in the industry.* 这个行业没有恐慌感。◇ *The reports caused renewed investor panic.* 这些报告引发了投资者又一轮恐慌。◇ *There has been panic buying at grocery stores* (= buying quickly without careful thought in case the situation gets worse). 食杂店出现了抢购。
● *an **air/a sense/sign** of panic* 恐慌的气氛／恐慌感／恐慌的迹象 • *a **state/wave** of panic* 恐慌的状态／一阵恐慌 • *to **cause/trigger** panic* 导致／引发恐慌 • *panic **buying/selling*** 抢购／抛售 • *a panic **measure/move/reaction*** 恐慌措施／行动／反应
● ***verb*** [+ obj or no obj] (**-ck-**)
to be in a state of **panic**; to make sb be in this state 使恐慌；使惊慌：*The market was panicking.* 市场令人恐慌。◇ *The group's move has panicked its competitors.* 这个集团的举措引起竞争者的恐慌。◇ *Panicked investors are withdrawing their money.* 惊恐万状的投资者正撤走资金。

**paper** /'peɪpə(r)/ *noun*

SEE ALSO: **carbon paper, commercial ~, run of ~, walking ~, working ~**

**1** (*Finance*) [U] assets in the form of shares, BILLS OF EXCHANGE, etc. rather than cash 股票；汇票；证券；票证：*a bid made up equally of cash and paper* 以一半现金一半证券作出的投标出价 ◇ *The yield on five-year paper was up 8.1 basis points at 3.188 per cent.* 五年期票据收益率上升了8.1个基点，达到了3.188%。
**2 papers** [pl.] documents 文件：*a stack of work papers* 一摞工作文件 ◇ *Her desk was covered with books and papers.* 她的办公桌布满了书籍和文件。
**3 papers** [pl.] official documents that prove your identity, give you permission to do sth, etc. 证明文件：*identification papers* 身份证件
**4** [C] an article on a particular subject 论文；报告：*a government consultation paper* 一篇政府咨询报告
**5** [C] a newspaper 报纸：*the New York papers* 纽约报纸 ◇ *the Sunday papers* 周日版报纸 ◇ *It's the best business paper we have.* 这是我们最好的商报。
IDM **on 'paper 1** printed or written on paper, rather than in electronic form 在纸上；以书面形式 **2** based on recorded information, rather than on reality 名义上；理论上：*Centralization saves money and increases efficiency— at least on paper.* 集中管理可以节约资金、提高效率——至少在理论上是如此。→ idiom at WORTH *adj.*

**'paper-based** *adjective*
**1** using paper rather than electronic means 纸基的；纸质的：*a paper-based billing system* 纸质计费系统
**2** (*Finance*) involving payment in shares, rather than in cash 用股票（而非现金）支付的：*a paper-based deal* 用股票支付的交易

**,paper 'bid** *noun* [C]
(*Finance*) an offer to buy a company, in which payment would be in shares rather than in cash 股票投标：*Their 182¢-a-share offer was 23% higher than the value of the rival paper bid.* 他们每股出价182分，比竞争对手每股出价高出23%。

**paperchase** /'peɪpətʃeɪs; *AmE* -pərtʃ-/ *noun* [C] (*AmE*)
**1** the fact of producing too much work on paper 文牍堆积
**2** a thorough search through books and documents 书面探查；文档追索：*He spent a year on the paperchase that uncovered the bank fraud.* 他花了一年时间进行书面调查，终于揭穿了这起银行诈骗案。

**,paper 'currency** = PAPER MONEY

**,paper 'gain** = PAPER PROFIT

**paperless** /'peɪpələs; *AmE* -pərləs/ *adjective* [usually before noun]
using computers, telephones, etc. rather than paper, to store and send information 无纸存储或传输信息的：*the paperless office* 无纸化办公室 ◇ *a paperless data system* 无纸化数据系统

**,paper 'loss** *noun* [C,U]
(*Accounting*) a loss in value which appears in your accounts, but which may not exist in reality, for example because an asset has become less valuable 账面亏损：*They sold their stocks, turning paper losses into real losses.* 他们抛售了股票，使账面亏损转变为实际亏损。 OPP PAPER PROFIT

**,paper 'money** (*also* **,paper 'currency**) *noun* [U]
money in the form of paper, not coins or cards 纸币

**,paper 'profit** (*also* **,paper 'gain**) *noun* [C,U]
(*Accounting*) a profit that has been made but not taken as real money yet, for example shares that have risen in value but have not yet been sold 账面利润；账面盈余；虚盈 SYN BOOK PROFIT OPP PAPER LOSS

**'paper-,pusher** *noun* [C] (*informal*)
a person whose job involves boring or unimportant office work such as keeping records or writing a great deal 文书；办事员；职员 → PEN-PUSHER

**'paper trail** *noun* [C, usually sing.] (*especially AmE*) (*informal*)
a series of documents that show what you have done or what has happened 个人档案：*He established a paper trail to show that they had links with the company.* 他建立的文件档案表明他们与这家公司有关联。

**paperwork** /'peɪpəwɜːk; *AmE* 'peɪpərwɜːrk/ *noun* [U]
**1** the documents needed or produced for sth 文书；文件：*How quickly can you prepare the paperwork?* 你能够以多快的速度起草文件？
● *to complete/handle/prepare* (*the*) *paperwork* 完成／处理／起草文件
**2** the written work that is part of a job, such as filling in forms or writing letters and reports 文书工作：*I spent the afternoon doing routine paperwork.* 下午的时间我都花在处理日常文书工作上了。
● *to deal with/do/get through* (*the*) *paperwork* 处理／做／完成文书工作

**par** /pɑː(r)/ *noun* [U] (*also* **,par 'value, ,nominal 'value** [C,U]) (*also* **,nominal 'price** [C])
SEE ALSO: **above par, below ~**
(*Finance*) the value given to a share when it is first made available for sale, which may be greater or smaller than the price paid for it（股票等的）票面价值：*The scheme offers a range of securities priced to be purchased at par.* 这项计划允许以票面价值购买一系列证券。◇ *The bonds trade at less than 8% of par value.* 这些债券以低于面值8%的价格交易。 → FACE VALUE
IDM **below/under/sub 'par** less well, good, etc. than is usual or expected 欠佳；在标准以下：*Some key employees are performing below par.* 某些关键员工表现欠佳。◇ *Performance is sub par.* 业绩欠佳。 **on a par with sb/sth** (*also* **on par with sb/sth,** *especially in AmE*) as good as usual or as good as it should be 与某人／某事物同等：*Prices in Germany are on a par with the UK.* 德国的价格水平与英国持平。

**parachute** /'pærəʃuːt/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **golden parachute**
(*HR*) money or other benefits that you will receive if you lose your job; an agreement to receive this money or these benefits 失业风险金；失业保险：*a parachute payment* 失业保险赔付
● ***verb***
PHR V **,parachute sb 'in; ,parachute sb 'into sth** (*usually* **be parachuted**) to put sb from outside a company into a senior position in the company 空降（指从外部调入公司任要职）：*She was parachuted in last year to resolve the pensions crisis.* 去年她空降到公司来解决养老金危机。

**'paradigm shift** *noun* [C]
a very important and noticeable change in the way sth is done or thought about 范式转换（做法或思维观念上的重大转变）：*the need for a paradigm shift* 进行观念上重大改变的必要性 ◇ *This is a fundamental paradigm shift in management.* 这是管理观念上一个根本性的变革。

**paralegal** /,pærə'liːgl/ *noun* [C] (*AmE*)
an employee in a law firm who is trained to deal with some types of legal work, but who is not qualified as a lawyer 律师的专职助手；律师帮办

**parallel** /'pærəlel/ *adjective* [usually before noun]
**1** (*Economics*) used to describe a system of buying and selling goods that happens outside the official system of the company that produces them. Goods are bought in one country and imported into another where they are sold at a lower price than the official price for that country 与官方市场并行的；平行的：*parallel imports* 平行进口 ◇ *Parallel trade will lead to a reduction in price.* 平行贸易将导致价格下降。 → GREY (1), GREY MARKET (2)

**2** (*IT*) involving several computer operations at the same time（多台计算机）并行的: *parallel processing* 并行处理 OPP SERIAL

**the ˌparallel eˈconomy** = SHADOW ECONOMY

**ˌparallel ˈloan** = BACK-TO-BACK LOAN

**ˌparallel ˈmarket** *noun* [C]
(*Economics*) a separate market for goods and currencies that is different from a country's official money market, especially in countries where the official market is strictly controlled by government 平行市场

**paralyse** (*AmE spelling* **paralyze**) /ˈpærəlaɪz/ *verb* [+ obj]
to prevent sth from working normally 使麻痹; 使瘫痪; 使终止: *The port is still paralysed by the lorry drivers' strike.* 这个港口因卡车司机罢工而瘫痪至今。

**parameter** /pəˈræmɪtə(r)/ *noun* [C, usually pl.]
a target or limit which measures or controls an activity 参数; 参量; 指标: *key performance parameters* 关键的业绩指标 ◇ *We had to work within the parameters that had already been established.* 我们必须在事先确定的范围之内行事。
● ***performance/price/risk parameters*** 业绩 / 价格 / 风险指标 • ***financial/investment parameters*** 财务 / 投资指标 • ***to define/establish/set parameters*** 界定 / 确定 / 设定指标

**parastatal** /ˌpærəˈsteɪtl/ *adjective*
used to describe an organization, especially in some African countries, that has some political power and serves the state 半国营的
▸ **ˌparaˈstatal** *noun* [C]

**ˈpar bond** *noun* [C]
(*Finance*) a share, bond, etc. which is sold at the value it is given when it is first issued, rather than at a higher or lower price 平价债券

**parcel** /ˈpɑːsl; *AmE* ˈpɑːrsl/ *noun, verb*
• ***noun*** [C]
**1** (*especially BrE*) (*AmE usually* **ˈpackage**) something that is wrapped in paper or put into a thick envelope so that it can be sent by mail or carried easily 包裹; 小包: *There's a parcel and some letters for you.* 有你的一个包裹和几封信。 ◇ *the parcel delivery business* 包裹投递业务 ◇ *a parcel carrier* 包裹投递员
**2** a set of things, for example, a set of investments which are offered, bought or sold together 一批; 一组: *parcels of shares* 一组股票 ◇ *the group's parcel of hotels* 集团的系列酒店 → BUNDLE
**3** (*Property*) a piece of land 一块（工地）: *The property was divided into 19 parcels.* 这一地产被分割为19块。
• ***verb*** [+ obj] (**-ll-**, *AmE* **-l-**) **parcel sth (up)**
to wrap sth and make it into a **parcel** 把某物包起来: *She parcelled up the books to send.* 她把书包起来以便邮寄。
PHR V **ˌparcel sth ˈoff** to transfer or get rid of a set of things 转让; 摆脱: *They'll parcel off some of the stores to the other companies.* 他们将向其他公司转让其中几个商店。 **ˌparcel sth ˈout** to divide things or arrange things in sets, and then offer or transfer them to other people or companies 分配: *They will break up the company and parcel out bits to the other players in the sector.* 他们会将公司分拆后转让给本行业的其他企业。

**pare** /peə(r); *AmE* per/ *verb* [+ obj] **pare sth (back/down)**
to gradually reduce the size or amount of sth 逐渐削减; 缩减: *The training budget has been pared to a minimum.* 培训预算已经削减到最低水平。 ◇ *a decision to pare down the workforce* 裁员决定

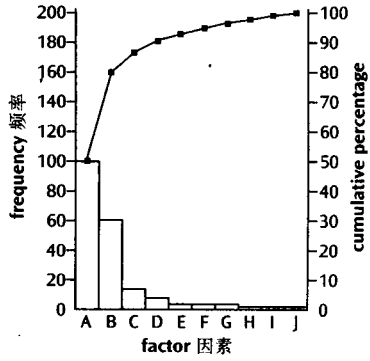
★ **parent** /ˈpeərənt; *AmE* ˈper-/ = PARENT COMPANY

**paˌrental ˈleave** *noun* [U]
(*HR*)
**1** time that the parent of a new baby is allowed to have away from work 育婴假: *Men are entitled to four weeks' unpaid parental leave.* 男性有权享受四周的不带薪育婴假。
**2** in Europe and some other countries, time that a parent is allowed to have away from work to look after a child who is below a particular age（欧洲和某些其他国家的）育儿假

**ˈparent ˌcompany** (*also* **ˈparent**) *noun* [C]
(*Finance*) an organization that owns and controls another company 母公司: *a merger announcement between CRA and its parent company RTZ* * CRA 及其母公司RTZ之间的合并公告 ◇ *The share price of Reed International, parent of Reed Elsevier, rose 2¢.* 里德·爱思唯尔的母公司——里德国际的股价涨了2分。 See note at HOLDING COMPANY

**Paˈreto aˌnalysis** /pəˈreɪtəʊ; -ˈrɪːt-; *AmE* -toʊ/ *noun* [C,U]
a method that allows you to identify the main causes of an effect, so that you know where you should aim most of your efforts, for example when dealing with a problem 帕累托分析法
→ 80/20 RULE

**Pareto analysis** 帕累托分析法




**Paˌreto-ˈoptimal** /pəˈreɪtəʊ; -ˈrɪːt-; *AmE* -toʊ/ *adjective*
(*Economics*) used to describe a situation, solution or result that is the best and most efficient possible, because any other situation would make things worse for at least one group 帕累托最优的

**Pa'reto's ˌprinciple** (*also* **Pa'reto's law/rule**) /pəˈreɪtəʊz; -ˈriːt-; *AmE* -toʊz/ *noun* [sing.]
the theory that a small number or amount of sth always creates a large part of the results, problems, value, etc. associated with it 帕累托原则: *Pareto's principle tells you that 80 per cent of your sales will come from 20 per cent of your sales staff.* 帕累托原则告诉我们，百分之八十的销售额将来自百分之二十的销售员工。◇ *applying Pareto's principle in management* 在管理中应用帕累托原则 SYN 80/20 RULE —Picture at PARETO ANALYSIS
NOTE Pareto's original theory was that 20% of people in a society own 80% of the wealth. 帕累托的最初理论为社会中20%的人口拥有80%的财富。

**the 'Paris Club** *noun* [sing.]
the G10 group of countries, whose central banks meet and work together to support the international finance and currency system and who lend money to the IMF 巴黎俱乐部

**parity** /ˈpærəti/ *noun* (*plural* **parities**)
SEE ALSO: **fixed parity, purchasing power parity**
**1** [U] the state of being equal, especially the state of having equal pay or status 同等；平等；相等: *Part-time workers are demanding pay parity with full-time staff.* 兼职工人正要求与全职员工同工同酬。◇ *The country is coming closer to economic parity with its neighbours.* 这个国家在经济上越来越接近其邻国。
**2** (*Economics*) [U,C] the situation when units of money of two different countries, or units of two different products, have equal value（两国货币或两种产品的）等值: *The dollar remained near parity with the euro.* 美元与欧元几乎维持等价。◇ *Gas was priced at parity with oil.* 汽油与石油价格相等。
**3** (*Economics*) [C,U] the amount of a foreign currency that is the same as a particular amount of a country's own currency at an established rate of exchange 平价: *a parity of 1.40 pesos to the dollar on the official market* 官方市场上1.4比索兑1美元的平价

**park** /pɑːk; *AmE* pɑːrk/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **business park, industrial ~, office ~, retail ~**
an area of land used for a particular purpose, especially for small businesses, office buildings, small factories, etc. 园区
● ***verb***
**1** [+ obj *or* no obj] to leave a vehicle in a particular place for a period of time 停放（车辆）；停车: *He had to pay one euro to park at the main train station.* 在火车总站他不得不停车支付一欧元的停车费。◇ *There is nowhere for customers to park their cars.* 顾客没有地方停车。
**2** (*Finance*) [+ obj] to leave money, shares, etc. with an organization for a period of time（把资金或股票等）短期存放在某机构 NOTE This may be illegal if it is a way for sb to hide the fact that they own sth 以此种方法隐藏财产可能违法: *investors looking for a safe haven to park their cash* 寻求安全地点短期存放资金的投资者
**3** (*informal*) [+ obj] to decide to leave an idea or issue to be dealt with at a later meeting 搁置: *Let's park that until our next meeting.* 我们把那个问题留到下次会议讨论吧。

**parking** /ˈpɑːkɪŋ; *AmE* ˈpɑːrk-/ *noun* [U]
**1** the act of leaving a vehicle somewhere for a period of time 停车: *Parking is not allowed here between 9 a.m. and 6 p.m.* 上午9点到下午6点之间不得在此停车。
**2** a space or an area for leaving vehicles 停车场: *There is free parking for customers.* 为顾客提供免费停车。

**'Parkinson's law** /ˈpɑːkɪnsənz; *AmE* ˈpɑːrk-/ *noun* [U]
the humorous idea that work will always take as long as the time available for it 帕金森定律

**parlay** /ˈpɑːleɪ; *AmE* ˈpɑːrleɪ/ *verb*
PHR V **'parlay sth into sth** (*AmE*) to use or develop sth you have, such as money, a skill, an idea, etc. in order to get sth or make it more successful or valuable 成功地利用；使更有价值: *He was able to parlay his idea into a 70-employee company.* 他有能力实现他的想法，成立一家拥有70名员工的公司。

**part** /pɑːt; *AmE* pɑːrt/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **spare part**
**1** a piece of a machine or structure 零件；部件: *They have difficulty getting parts for their ageing machinery.* 他们很难为那部老机器找到零部件。◇ *a manufacturer of aircraft parts* 飞机零部件制造商
IDM **take 'part (in sth)** to be involved in sth 参加 SYN PARTICIPATE → idiom at PLAY *verb*, SUM *noun*
● ***verb***
IDM **part 'company (with/from sb/sth)** to leave sb/sth; to end a relationship with sb 断绝关系: *The firm has parted company with its chairman* (= they asked him to leave). 这家企业把董事长解聘了。

**ˌpart de'livery** (*also* **ˌpart 'shipment**) *noun* [C,U] (*Commerce*) an order that has been only partly completed and delivered 分批交货 → PART ORDER

**ˌpart ex'change** *noun* [U,C] (*BrE*)
a way of buying sth, such as a car, in which you give your old one as part of the payment for a more expensive one; the used item itself（以旧换新的）部分抵价交易: *We'll take your old car in part exchange.* 我们将部分抵价以旧换新的方式收回你的旧汽车。 SYN TRADE-IN ▶ **ˌpart-ex'change** *verb* [+ obj]

**partial** /ˈpɑːʃl; *AmE* ˈpɑːrʃl/ *adjective*
not complete or whole 部分的；局部的: *a partial shutdown of the plant* 工厂的部分停工 ◇ *a partial sale/merger/payment* 部分出售 / 兼并 / 支付 ◇ *They have introduced a partial retirement option.* 他们推出了一项部分退休计划。

**ˌpartial ac'ceptance** *noun* [U]
(*Finance*) the act of agreeing to pay part of the value of a BILL OF EXCHANGE (= a written order for sb to pay a particular amount of money at a particular time) 部分承兑

**ˌpartial equi'librium** *noun* [U; sing.]
(*Economics*) a balance between supply and demand in one part of the economy 局部均衡

**,partial 'loss** (*also* **'average**) *noun* [C,U] (*Insurance*) a situation in which only part of a ship or its cargo is damaged and an insurance claim can be made for this 部分损失

**,partial 'ownership** = PART OWNERSHIP

**,partial 'payment** = PART PAYMENT

**participant** /pɑː'tɪsɪpənt; *AmE* pɑːr'tɪ-/ *noun* [C] a person who is taking part in an activity or event 参加者；出席者：*The course has attracted over 500 participants from different organizations.* 课程吸引了来自不同机构的500多名学员参加。 → MARKET PARTICIPANT

**★participate** /pɑː'tɪsɪpeɪt; *AmE* pɑːr'tɪ-/ *verb* [no obj]
**1** to take part in sth 参加；参与：*Employees are encouraged to participate in the running of the company.* 鼓励员工参与公司的运营。◇ *We as a country want to participate in global markets.* 我们国家希望加入全球市场。◇ *You can redeem the tokens with any participating airline.* 你可以在参与活动的任何一家航空公司兑现礼券。
**2** (*Finance*) to receive part of an amount of money, for example part of the profits of a company you work for 分享；分享利润：*Workers had a right to participate in the profits of the company.* 工人有权参与公司利润的分配。
▸ **participation** /pɑː,tɪsɪ'peɪʃn; *AmE* pɑːr,tɪ-/ *noun* [U]: *employee participation in decision-making* 员工参与决策

**par,ticipating 'preference share** (*also* **par,ticipating pre'ferred share**) *noun* [C, usually pl.] (*both BrE*) (*AmE* **par,ticipating pre'ferred stock, par,ticipating 'preference stock** [U,C]) (*Finance*) a type of PREFERENCE SHARE (= share whose owner receives payments even when ordinary shareholders do not) which also allows the shareholder to receive DIVIDENDS and extra payments 参与优先股

**participative** /pɑː'tɪsɪpətɪv; *AmE* pɑːr'tɪ-/ *adjective* involving several people who all take part in sth 参与的：*a participative approach to decision-making* 参与式决策

**par,ticipative 'management** *noun* [U] (*HR*) a way of running a company in which employees who are not managers are involved in making important decisions 员工参与式管理法：*We believe in participative management and employee involvement at all levels.* 我们主张员工参与式管理以及所有层面上的员工参与。◇ *Her participative management style has helped to build a strong team.* 她的参与式管理作风帮助她建立了强大的团队。

**particulars** /pə'tɪkjələz; *AmE* pər'tɪkjələrz/ *noun* [pl.]
SEE ALSO: **listing particulars**
written information and details about a business, job, person, property, etc. 细节；详情：*Application forms and further particulars are available from Human Resources.* 申请表及详情由人力资源部提供。◇ *Full particulars of all the directors must be supplied.* 必须提供所有董事的详细资料。

**partition** /pɑː'tɪʃn; *AmE* pɑːr'tɪ-/ *noun, verb*
• ***noun*** [C]
**1** a thin wall or screen that separates one part of a large room from another 分隔物；隔板；间壁：*an open-plan office with desks separated by low partitions* 办公桌用低板隔开的敞开式办公室 —Picture at OFFICE
**2** (*IT*) one of a number of sections that a computer's memory or the place where information is stored can be divided into（电脑存储器的）分区
• ***verb*** [+ obj] (*often* **be partitioned**) to divide sth into two or more parts 分割；把…分成部分：*The room is partitioned into three sections.* 这个房间被分割成三小间。
PHR V **par,tition sth 'off** to separate one area, one part of a room, etc. from another with a wall or screen（把区域、房间等）分隔，隔开

**,partly-'owned** *adjective* used to describe a company that is owned partly by another larger company, and also has other owners 非全资的：*The company sold 30 of its wholly- and partly-owned subsidiaries.* 这家公司出售了其30家全资、非全资子公司。

**,partly paid 'shares** (*also* **,partly paid-up 'shares, con,tributing 'shares**) *noun* [pl.] (*all especially BrE*) (*AmE usually* **,partly paid 'stock** [U,C]) (*Finance*) shares for which the investor has paid only part of the price 部分缴款股份；部分付讫股票：*The second instalment is due on the partly paid shares.* 这批部分缴款股份的第二笔分期付款已经到期。

**★partner** /'pɑːtnə(r); *AmE* 'pɑːrt-/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **active partner, general ~, merger ~, silent ~, sleeping ~, strategic ~, trading ~, working ~**
**1** one of the people who starts a business by investing in it, and who shares the profits and the risks 合股人：*She founded the business in 2001, with Chris Smith, her friend and business partner.* * 2001年她和朋友兼商业合股人克丽丝·史密斯创办了这家企业。
**2** a member of a group of professional people who work together, own their business and share the profits of the business 合伙人：*He is a partner at law firm Dewey Ballantine.* 他是杜威律师事务所的合伙人。◇ *a partner in an investment firm* 投资公司的合伙人 ◇ *a junior/senior partner* 次要/主要合伙人
**3** a company that works with another company in a particular area of business 合作者：*Nissan, the Japanese partner of French carmaker Renault* 尼桑——法国汽车制造商雷诺的日本合伙人 ◇ *Vivendi Universal is seeking investment partners.* 威望迪环球公司正在寻找投资合伙人。
**4** a country that has a political or economic agreement with another country 伙伴国：*The US is South Korea's biggest trading partner.* 美国是韩国最大的贸易伙伴国。
• ***verb*** [+ obj *or* no obj]
**partner sb | partner (up) with sb** to be sb's **partner** in an investment or business project 在投资或商业项目中与某人合伙：*They considered partnering up with another company to buy the*

*supermarket chain.* 他们考虑与另外一家公司合伙收购那家连锁超市。◇ *He had partnered Mr Hobbs in many business deals.* 他在很多生意中与霍布斯先生合作过。◇ *partnering strategies/skills* 合作战略 / 技巧

**★partnership** /'pɑːtnəʃɪp; *AmE* 'pɑːrtnərʃɪp/ *noun*

SEE ALSO: **deed of partnership, general ~, limited ~, public-private ~**

**1** [C,U] a relationship between people who own a business together and share the profits and risks; the state of having this relationship 合伙；伙伴关系：*The brothers formed a successful partnership that ran several restaurants in the area.* 这些兄弟成功地合伙在该地区开设了好几家餐馆。◇ *The office has been set up* ***in partnership with FM Recruitment.*** 这一办事处是与FM招聘公司合伙设立的。 See note at COMPANY

➊ *to* ***create/enter into/establish/form*** *a partnership* 合伙 • *to* ***go into/work in*** *partnership with sb* 与某人合伙；与某人共事 • *to* ***dissolve*** *a partnership* 解除合伙关系

**2** [C] a business that is owned by a group of professional people who work together and share the profits; the state of being a member of this group 合资公司；合伙地位：*a junior member of the partnership* 合资公司的次要合伙人 ◇ *She was offered a partnership in the law firm.* 她获得了在这间律师行的合伙人地位。

➊ *to* ***establish/join/set up*** *a partnership* 建立 / 加入 / 创立合伙公司

**3** [C] a relationship between companies or organizations that work together 合作关系；伙伴关系：*The company has formed a partnership* ***with*** *a US airline to provide new routes.* 该公司与一家美国航空公司就开辟新的航线建立了伙伴关系。◇ *a partnership* ***between*** *unions and employers* 工会和雇主之间的合作关系

➊ *to* ***create/enter into/establish/form*** *a partnership* 合作

**4** [C] a relationship between countries that have a political or an economic agreement 伙伴关系：*Canada, Japan and Brazil also joined the partnership.* 加拿大、日本和巴西也加入了伙伴关系。

**,part 'order** *noun* [C]
(*Commerce*) an order that has been only partly completed or delivered; an order for a smaller quantity than usual 部分订货；小额订单 → PART DELIVERY

**,part-'owner** *noun* [C]
(*Law*) one of two or more people or companies who own part of a business or a piece of property 共有人：*Anaconda, part-owner of one of Australia's biggest nickel mines* 澳大利亚最大镍矿之一的共有者——阿纳康达公司 ▶ **,part-'own** *verb* [+ obj]

**,part 'ownership** (*also* **,partial 'ownership**) *noun* [U]
(*Law*) the fact of owning part of a business or piece of property with one or more other people or companies 部分所有权：*An investor buys part ownership of a company in the form of shares.* 投资者用股份形式收购公司的部分所有权。◇ *Both companies have part ownership* ***in*** *an electricity business.* 这两家公司在一家电力企业中都拥有部分所有权。

**,part 'payment** (*also* **,partial 'payment**) *noun* [U,C]
the act of paying part of the total price of sth; the amount paid 部分付款；预付部分：*France Telecom issued 113 million shares* ***in part payment*** *for the company.* 法国电信公司以部分付款方式为公司发行了1.13亿股票。◇ *The company's creditors have allowed it to make a part payment.* 公司的债权人同意其支付部分款项。

**,part 'shipment** = PART DELIVERY

**,part-'time** *adjective, adverb* (*abbr* **PT**)
for only part of the day or week during which people normally work 兼职的；部分时间的：*She's looking for a part-time job.* 她正在找一份兼职工作。◇ *to study* ***on a part-time basis*** 利用业余时间学习 ◇ *part-time workers* 兼职工人；打零工者 ◇ *I'm only part-time at the moment.* 我目前只是兼职。◇ *Liz works part-time from 10 till 2.* 利兹从10点到2点做兼职。→ FULL-TIME

**,part-'timer** *noun* [C]
a person who works **part-time** 兼职者：*Nearly a third of part-timers are in unskilled jobs.* 近三分之一的兼职者从事非技术性工作。

**party** /'pɑːti; *AmE* 'pɑːrti/ *noun* [C] (*plural* **parties**)

SEE ALSO: **charter party, interested ~, related ~, third ~, working ~**

**1** (*Law*) one of the people or groups of people involved in a legal agreement or dispute（协议或争议的）一方，当事人：*The contract can be terminated by either party.* 双方均可终止合同。
**2** one of the people or organizations who are involved in doing sth together 同伙；参加某项活动的一伙人：*It is a complicated operation, with many parties involved.* 这项经营活动十分复杂，涉及多方人员。

**'party plan** *noun* [C]
(*Marketing*) a method of selling goods for the home or for personal use, in which people are invited to a party where they are shown examples of the goods 聚会销售法；茶会方式：*Tupperware is one of the most well-known party-plan companies.* 特百惠是最著名的聚会销售公司之一。

**,par 'value** = PAR

**Pascal** (*also spelled* **PASCAL**) /'pæskl; ˌpæs'kɑːl; *AmE* ˌpæs'kæl/ *noun* [U]
(*IT*) a language that is used for writing programs for computer systems, and is often used to teach people to write programs * PASCAL 语言

**pass** /pɑːs; *AmE* pæs/ *verb, noun*
• ***verb*** [+ obj]
**1** to accept a proposal, law, etc. by voting 通过，批准（议案、法律等）：*The tax reform was passed by 360 votes to 280.* 这项税收改革以360票赞成280票反对获得通过。
**2** to become greater than a particular total 超过；超越；胜过：*Unemployment has now passed* ***the three million mark.*** 目前失业人数已经突破了300万。
**3** to examine sb/sth and decide that they are/it is good enough or acceptable 允许；接受；通过：*The committee has now passed the final bonus*

*figures.* 委员会目前已经批准了最终的奖金数额。 OPP FAIL

IDM **pass a 'dividend** (*Finance*) to pay no DIVIDEND (= a payment to shareholders) in a particular period of time 不分红: *The company announced it will have to pass its dividend as profits have been lower than expected.* 由于利润低于预期，公司宣布将不分红。

PHR V **,pass sth a'long (to sb)** (*especially AmE*) = PASS STH ON (TO SB) → PASS-ALONG **,pass sth 'off as sth** (*Law*) to dishonestly pretend that something is something different 冒充; 充作: *Cheaply made goods were passed off as designer clothes.* 廉价商品被充作名牌服装。→ PASSING OFF **,pass sth 'on (to sb)** (*also* **,pass sth a'long (to sb)**, **,pass sth 'through (to sb)**, *both especially in AmE*) to transfer sth, such as a higher or lower cost, to sb else 传递; 转嫁: *Will the higher wage costs be absorbed or passed on?* 高额工资成本将会被消化还是被转嫁？ ◇ *He believes the company can make savings and it can pass along to its customers in lower prices.* 他相信公司可以节约费用并通过降价的途径把利益转让给顾客。 SYN HAND STH ON **,pass 'over sb** to not give sb a promotion in a job, especially when they deserve it or think that they deserve it (考虑升迁时) 忽略某人，不考虑某人: *He was passed over in favour of a younger man.* 他未获提升，起用的是一个比他年轻的人。 HELP A noun must always follow **over**, but a pronoun comes between the verb and **over**. 名词要在over之后，而代词则在动词和over之间。 **,pass sth 'through (to sb)** (*especially AmE*) = PASS STH ON (TO SB) → PASS-THROUGH

• ***noun*** [C]
an official document or ticket that shows you have the right to enter or leave a place, to travel, etc. 护照; 通行证; 入场券: *Please show your visitor's pass at Reception.* 请在接待处出示来宾通行证。
✪ *a press/security/visitor's pass* 记者 / 安全 / 来宾通行证 • *a boarding/parking pass* 登机牌; 停车证 • *a one-day/temporary pass* 一日票; 临时通行证 • *to issue/produce/show your pass* 签发 / 出示你的通行证

**'pass-a,long** *noun, adjective* (*AmE*)
• ***noun*** [C,U]
(*Economics*) = PASS-THROUGH
• ***adjective*** [only before noun]
(*Marketing*)
**1** (*BrE* **,pass-'on**) used to describe people who read a newspaper or magazine after the person who has bought it (报纸、杂志) 传阅的: *Advertisers like this magazine because of the pass-along factor* (= the number of extra people who read each copy). 广告商喜欢这本杂志的原因在于其被广为传阅。 ◇ *pass-on readership* 传阅读者
**2** used to describe people who pass on an email message or a computer file (电子邮件或计算机文件) 转发的: *The pass-along rate for an e-zine is much greater than for a web page.* 电子杂志的转发率要远远高于网页的转发率。→ PASS STH ALONG at PASS *verb*, PASS STH ON at PASS *verb*

**'pass-along ,readers** = SECONDARY AUDIENCE (2)

**passenger** /'pæsɪndʒə(r)/ *noun* [C]
**1** a person who is travelling in a car, bus, train, plane or ship and who is not working on it 乘客; 旅客: *airline passengers* 航空旅客 ◇ *The airline's last quarterly report showed that passenger numbers were down.* 航空公司上季度的报告显示旅客人数下降了。→ TRANSIT PASSENGER
**2** (*informal, especially BrE*) a member of a group or team who does not do as much work as the others 不中用的成员; 不生产者; 闲人: *The firm cannot afford to carry passengers.* 企业养不起闲人。

**,passing 'off** *noun* [U]
(*Law*) the act of dishonestly leading customers to think that a product or service is associated with a particular company when it is not 仿冒 → PASS STH OFF AS STH at PASS *verb*

**,passing 'trade** *noun* [U]
(*Commerce*) customers who come into a shop/store or business because they are going past it and see it, rather than those who are regular customers 过路买卖: *The restaurant is out of town, and doesn't get much passing trade.* 这家餐馆位于郊外，过路买卖不多。

**passive** /'pæsɪv/ *adjective*
(*Finance*)
**1** used to describe shareholders who do not take part in any management decisions about the company they invest in (股东) 被动的，不参与企业管理的: *He agreed to be a passive investor and gave the company the cash that it needed to buy its first printing presses.* 他同意作为被动投资者向公司提供购买第一批印刷机所需的资金。
**2** used to describe a way of investing in which the investor buys a range of shares, bonds, etc. and allows their value to gradually increase as the market rises, rather than buying and selling shares often as the value changes (投资) 消极的，处于守势的: *Passive investing requires good initial research and patience.* 消极投资要求认真的初期调研和耐心。 ◇ *passive fund management* 消极资金管理 → ACTIVE

**,passive 'loss** *noun* [C]
(*Accounting*) a loss made through an activity in which you are not involved in an active way, for example renting property 被动损失

**,pass-'on** = PASS-ALONG *adj.* (1)

**'passport con,trol** *noun* [U]
the place at an airport or port where an official checks your **passport** (= a document that identifies you and shows the country you belong to) before you enter or leave a country 出入境护照检查处: *long queues at passport control* 出入境护照检查处前排起的长队

**'pass-through** *noun* (*AmE*)
**1** (*Economics*) [U,C] (*AmE also* **'pass-a,long**) the fact that sth such as a tax or a higher or lower price is transferred to customers 转嫁; 转移: *There is a low degree of pass-through from exchange rates to import prices.* 汇率向进口价格的转嫁率很低。 ◇ *price pass-through to end-users* 向最终用户的价格转嫁
**2** (*Finance*) [U,C] (*also* **,pass-through se'curity** [C]) a type of investment in which investors lend money to home buyers or businesses through a bank or government agency, and the money paid back passes from the bank or agency back to investors

转付贷款；过手型贷款：*Mortgage-backed certificates are the most common type of pass-through.* 按揭支持证券是最常见的转付型贷款。→ PASS STH THROUGH (TO SB) at PASS *verb*

**password** /'pɑːswɜːd; *AmE* 'pæswɜːrd/ *noun* [C] (*IT*) a series of letters and/or numbers that you need in order to be able to use a computer or computer system 密码；口令：*Enter your username and password.* 输入你的用户名及密码。 ❶ *to* ***enter/key (in)/type (in)/set/use*** *a password* 输入密码；设定 / 使用密码 • *to* ***change/forget/know*** *your password* 更换 / 忘记 / 知道你的密码

**,past 'due** *adjective, adverb* (*AmE*) after the date when a payment should have been made 逾期的；过期未付的：*a message to remind the customer that a payment is past due* 提醒顾客付款期限已过的通知 ◇ *They routinely pay invoices 90 days past due.* 他们通常在逾期90天后付款。

**paste** /peɪst/ *verb* [+ obj *or* no obj] to copy or move text into a document from another place or another document 粘贴（文本）：*The editor lets you* ***cut and paste*** *text, photos and graphics into pages.* 编辑允许你剪切和向页面粘贴文本、相片和图形。→ idiom at CUT *verb*

**★patent** /'pætnt; *BrE also* 'peɪtnt/ *noun, verb*

• ***noun*** [C,U] a legal right to be the only person to make, use or sell a product or an invention; a document that proves this 专利权；专利证：*Edison took out a patent* ***on*** *the light bulb.* 爱迪生取得了灯泡的专利。◇ *Patents on some of their drugs will expire next year.* 他们有几种药品的专利将于明年过期。◇ *The device was protected* ***by*** *patent.* 此装置享有专利保护。◇ *to file a patent application with the Patent Office* 向专利局提交专利申请 See note at COPYRIGHT ❶ *to* ***apply for/file/obtain/take out*** *a patent* 申请专利；取得专利 • *to* ***grant/issue/refuse*** *a patent* 授予 / 发布 / 驳回专利 • *a patent* ***expires/lapses*** 专利过期 / 失效

• ***verb*** [+ obj] to obtain a **patent** for an invention or a process 取得专利权：*The technology was first patented in 2001.* 这项技术于2001年首次取得专利。 ▸ **'patented** *adjective*: *patented technology* 专利技术

**patentable** /'pætəntəbl; *BrE also* 'peɪtənt-/ *adjective* that it is possible to obtain a **patent** for 可给予专利权的；可取得专利的：*For an invention to be patentable it must be new and useful.* 一项发明要想取得专利，必须新颖实用。

**'patent ,agent** *noun* [C] a person who helps people or companies arrange **patents** for their product, invention, etc. 专利代理人

**,patent ap'plied for** = PATENT PENDING

**,patent 'defect** *noun* [C,U] (*Law*) a fault in a product that is obvious enough to be noticed when you buy it 明显的瑕疵：*The seller was not obliged to draw attention to the patent defects.* 卖方没有义务指出明显的瑕疵。→ LATENT DEFECT

**patentee** /,pætən'tiː; *BrE also* ,peɪt-/ *noun* [C] a person or company that owns the **patent** for a product, an invention, etc. 专利权所有人

**'patent ,office** *noun* [C] (*Law*) a government office that deals with and gives **patents** 专利局：*the UK Patent Office* 英国专利局

**,patent 'pending** (*also* **,patent ap'plied for**) *phrase* words used on a product to show that the maker or seller has applied for a **patent** 专利申请中

**'patent pro,tection** *noun* [U] laws that protect a person or company that has developed a new product, method, etc. from having it copied or used by others 专利保护：*The drug's patent protection expires in 2009.* 这种药品的专利保护将于2009年期满。

**'patent right** *noun* [C, usually pl.] the right to make or sell sth that is given to one particular person or company by a **patent** 专利权：*The company has lost patent rights for some of its top-selling drugs.* 该公司失去了几种最畅销药品的专利权。

**paternalistic** /pə,tɜːnə'lɪstɪk; *AmE* -,tɜːrn-/ *adjective* a **paternalistic** company is one in which people lower down in the organization are looked after very well but are not given much responsibility to make decisions（公司管理中的）家长式作风的：*paternalistic employers* 家长式作风的雇主

**pa'ternity leave** *noun* [U] (*HR*) a period of time when the father of a new baby is allowed to be away from work 陪产假；男性育婴假：*to take paid paternity leave* 休带薪陪产假 → MATERNITY LEAVE

**pa'ternity pay** *noun* [U] (*HR*) money paid to the father of a new baby while he is not working 陪产假工资：*Paternity pay has recently been introduced.* 最近推出了陪产假工资。→ STATUTORY PATERNITY PAY

**pathfinder** /'pɑːθfaɪndə(r); *AmE* 'pæθ-/ *noun* [C] a person, company, product, etc. that finds or shows a new way of doing sth 拓荒者；探路者；先驱；开创者：*The company is a pathfinder in computer technology.* 这家公司是计算机技术领域的领路者。

**'pathfinder pros,pectus** (*AmE also* **,red 'herring,** *informal*) *noun* [C] (*Stock Exchange*) a document issued by a company that is going to sell shares for the first time, giving details of the company but no details of the price of the shares, etc. It is sent to people who might be interested in buying the shares. 初募招股书

**patron** /'peɪtrən/ *noun* [C] **1** (*Commerce, formal*) a customer of a particular shop/store, restaurant, theatre, etc（商店的）顾客，主顾：*The car park is for hotel patrons only.* 停车场仅供旅馆客人使用。 **2** a person or company who gives money or support to an organization such as a charity（对慈善机构等提供资金或支持的）赞助人，资助者：*a millionaire property developer and patron of the arts* 一位房地产开发大佬及艺术赞助商

**patronage** /'pætrənɪdʒ; 'peɪt-/ *noun* [U]
**1** (*Commerce*) the support that customers give to a business by spending money there 光顾；惠顾：*a discount system that rewards customers for their continued patronage* 常客折扣制度 ◇ *The restaurant's patronage declined by more than 70%.* 餐馆的上座率下降了70%以上。
**2** support, especially financial support, given to an organization such as a charity by an individual or a company 赞助；支援：*her generous patronage of the arts* 她对艺术的慷慨赞助
**3** a system by which an important person gives help or a job to sb in return for their support 保护；庇护：*He is only still in his job because of the patronage of the company's controlling shareholder.* 他至今未被免职不过是因为公司控股股东的庇护。

**patronize , -ise** /'pætrənaɪz; *AmE also* 'peɪt-/ *verb* [+ obj]
**1** (*Commerce*) to be a customer of a shop/store, restaurant, hotel etc 光顾；惠顾：*The hotel is largely patronized by business travellers.* 这家旅馆的客人主要是商务旅行者。
**2** to treat sb in a way that seems friendly but shows you do not think they are very intelligent, experienced, etc. 心高气傲地对待某人：*If you respect your customers, you don't patronize them by telling them what they want.* 如果你尊重顾客，就不应该自以为是地告诉他们需要什么。
**3** to help a particular person, organization or activity by giving them money 赞助；支援

**pattern** /'pætn; *AmE* -tərn/ *noun, adjective*
• ***noun*** [C]
SEE ALSO: **career pattern**
**1** the way in which sth usually or repeatedly happens 模式；方式：*There is no set pattern **for** these meetings.* 这些会议没有固定的模式。◇ *Consumer spending follows a regular seasonal pattern.* 消费开支具有季节性规律。◇ *An up-and-down economic growth pattern is emerging.* 上下波动的经济增长模式正在显现。
⊕ *a **changing/familiar/predictable/set** pattern* 日益变化的 / 熟悉的 / 可预测的 / 既定的模式 • *to **establish/follow** a pattern* 确立 / 遵循一种模式 • *a pattern **develops/emerges*** 形成了 / 出现了一种模式
**2** an excellent example to copy 榜样；典范：*The store has **set** the pattern **for** others in customer service.* 在客户服务方面这家商店为其他商店树立了榜样。→ idiom at HOLD *verb*
• ***adjective*** [only before noun] (*especially AmE*) (*HR*) a **pattern** agreement, contract, etc. is based on other agreements or contracts with similar companies 格式的：*The local union has rejected the pattern agreement and are demanding their own contract.* 当地工会拒绝接受格式协议，要求采用他们自己的合同。

**pave** /peɪv/ *verb*
IDM **,pave the 'way for sth** to create a situation in which sb will be able to do sth or sth can happen 为…铺平道路；使…容易发生：*The changes helped pave the way for 12 new members to join the EU in 2004.* 这些改革为12个新成员国于2004年加入欧盟铺平了道路。

**pawn** /pɔ:n/ *verb, noun*
• ***verb*** [+ obj]
to leave an item with a person who lends money in exchange for it (**a pawnbroker**). If the money is paid back within an agreed period of time, the item is returned to the owner, but if not, the item can be sold. 典当；抵押：*Nobody would lend him money, so he pawned his gold watch.* 没有人愿意借钱给他，所以他把金表当了。
• ***noun***
IDM **in pawn** if sth is **in pawn**, it has been **pawned** 被典当；被抵押：*All her jewellery was in pawn.* 她所有的首饰都被当了。 **out of pawn** if you get or take sth **out of pawn**, you pay back the money you owe and get back the item that has been **pawned** 赎回典当品

**pawnbroker** /'pɔ:nbrəʊkə(r); *AmE* -broʊ-/ *noun* [C]
a person who lends money in exchange for items left with them. If the money is not paid back within an agreed period, the **pawnbroker** can sell the item. 典当商

**pawnshop** /'pɔ:nʃɒp; *AmE* -ʃɑ:p/ *noun* [C]
a **pawnbroker** 's shop 当铺

**★pay** /peɪ/ *verb, noun*
• ***verb*** (**paid, paid** /peɪd/)
**1** [+ obj *or* no obj] to give sb money for work, goods, services, etc. 付（款）；支付：*How much are people willing to pay **for** your product?* 人们愿意出多少钱买你的产品？◇ *Are you paying **in cash or by credit card?*** 你付现金还是刷卡？◇ *My company pays well* (= pays high salaries). 我的公司支付的薪水很高。◇ *Last year they paid $16m in cash bonuses to staff.* 去年他们向员工发放了1600万元的奖金。◇ *I'm paid $100 a day.* 我日薪100元。◇ *She is paid by the hour.* 她按小时收费。◇ *I don't pay you to sit around all day doing nothing!* 我花钱雇你来不是让你整天坐着不干事！◇ *The service now has about 2.2 million **paying customers**.* 这项服务现有大约220万付费客户。
→ LOW-PAID, PREPAY
**2** [+ obj] to give sb money that you owe them 偿还；偿付：*We don't have enough money to pay our bills.* 我们没有足够的钱付账。◇ *Have you paid her what you owe her?* 欠她的钱你还了吗？◇ *No dividend has been paid for several years.* 已经有好几年没有分红了。
**3** [no obj] (about a business, etc.) to produce a profit（企业等）盈利：*Training is a growth area—with the right skills you could **make** it **pay**.* 培训是一个增长领域——拥有适当的技能就能赚钱。◇ *They have turned their website into a **paying proposition**.* 他们把网站变成了赚钱的生意。
**4** [+ obj *or* no obj] to result in some advantage or profit for sb 受益；划得来：*It would probably pay you to hire an accountant.* 或许雇用一名会计更划算。◇ ***It pays to** keep up to date with your work.* 跟上工作节奏是值得的。
IDM **pay 'dividends** to produce great advantages or profits 产生收益；有大收获：*He insisted that the money invested in e-commerce would pay dividends.* 他坚持认为投资于电子商务的资金会赚大钱。 **pay for it'self** (about a new system, sth you have bought, etc.) to save as much money as it cost（新系统、所买的东西等）够本；损益

相当：*The software paid for itself within 90 days.* 这个软件90天之内即可收回成本。 **pay its 'way** (about a business, etc.) to make enough money to pay what it costs to keep it going（企业等）收支平衡；盈利运作：*Our website is now paying its way.* 我们的网站目前收支相抵。 **pay/spend over the 'odds** (*BrE*)(*informal*) to pay more than you would normally expect 买贵了：*The bank paid over the odds to get into the American market.* 这家银行进入美国市场的代价高昂。 **pay through the 'nose (for sth)** (*informal*) to pay much too much money for sth 被敲诈；付出太多的钱：*We paid through the nose for the repairs.* 我们修东西被敲了一笔。 **pay your 'way** to pay for everything yourself without having to rely on anyone else's money 自食其力：*She had to pay her way through college.* 她上大学期间不得不自食其力。

**PHR V** **,pay sb 'back (sth); ,pay sth 'back (to sb)** to return money that you borrowed from sb 偿还：*I'll pay you back next week.* 我下周把钱还给你。◇ *You can pay back the loan over a period of three years.* 你可以在三年内还清贷款。
→ PAYBACK **,pay 'down sth** (*AmE*) (*Finance*) to reduce the amount of a debt by paying some of the money 部分偿还；偿还部分债务：*The money will be used to pay down their $2.4 bn debt.* 这笔资金将用于偿还他们24亿元债务的一部分。
→ PAYDOWN **HELP** A noun follows **down** but a pronoun must come between the verb and **down**. 名词放在 down 之后，但代词须在动词和 down 之间。 **,pay sth 'down** (*Commerce*) to give an amount of money as the first payment for sth 支付定金：*You can pay $200 down and the rest in 12 monthly instalments.* 你可以先付200元定金，其余款项12个月分期付清。→ DOWN PAYMENT **,pay sth 'in; ,pay sth 'into sth** to put money into a bank account 存入银行账户；存款：*I paid in a cheque this morning.* 今天上午我存入了一张支票。◇ *I'd like to pay some money into my account.* 我想往我的账户里存点钱。 **,pay 'off** (*informal*) (about a plan or an action) to be successful and bring good results（计划或行动）成功：*Our efforts to improve quality and speed up delivery have paid off and profits have doubled.* 我们提高质量和加快交货速度的努力取得了成功，同时利润翻了一番。
→ PAY-OFF **,pay sb 'off** to pay sb what they have earned and tell them to leave their job 遣散某人；付清工资后解雇某人：*The crew were paid off as soon as the ship docked.* 轮船靠岸后，船员结清工钱后被立即遣散。→ PAY-OFF **,pay sth 'off** to finish paying money owed for sth 还清；偿清：*We paid off our mortgage after fifteen years.* 我们在15年之后还清了抵押贷款。 **,pay 'out; ,pay sth 'out** to pay a large amount of money for sth 支付巨款：*The company has paid out $1.5 bn in bonuses for the year.* 公司支付了15亿元的巨额年度奖金。
→ PAYOUT **,pay 'up** to pay all the money that you owe to sb, especially when you do not want to or when the payment is late（不情愿地）付清；还清（债务）：*I had a hard time getting the insurers to pay up.* 我费尽周折让保险人付清赔偿金。

• ***noun*** [U]

SEE ALSO: **at-risk pay, base ~, basic ~, call-in ~, callback ~, equal ~, hazard ~,** etc.

the money that sb gets for doing regular work 工资；薪金；津贴：*Her job is hard work, but the pay is good.* 她的工作很辛苦，但薪水很高。◇ *workers on low pay* 收入微薄的工人 ◇ *a pay increase* 加薪 ◇ (*BrE*) *a pay rise* 提薪 ◇ (*AmE*) *a pay raise* 提薪 ◇ *a 3% pay offer* * 3%的加薪 ◇ *holiday/vacation pay* 假日 / 假期工资 ◇ *Union leaders are campaigning for better pay and conditions.* 工会领导人正在游说争取提高工资及改善条件。◇ *Some executives have agreed to 17% pay cuts.* 有些管理者已经同意减薪17%。

● ***to get/give (sb)/receive pay*** 获取 / 给予（某人）/ 收到薪水 • ***good/high/low/poor pay*** 高 / 低薪 • ***monthly/weekly pay*** 月 / 周薪 • ***full/half pay*** 全 / 半薪

**★payable** /'peɪəbl/ *adjective* [not before noun]

SEE ALSO: **accounts payable, bills ~, note ~**

**1** that must be paid or can be paid at a particular time or in a particular way（到期）应支付的；可支付的：*The full fee is payable in advance.* 全部费用可提前支付。◇ *The dividend is payable on 7 March to shareholders as at 21 February.* 如2月21日一样，应于3月7日向股东分红。◇ *The price is payable in monthly instalments.* 这笔费用可按月分期支付。

**2** when a cheque, etc. is made **payable to** sb, their name is written on it and they can pay it into their bank account（支票）写有领款人姓名的，付给指定收款者的：*Make your cheque payable to Next plc.* 将你的支票收款人写成内科斯股份有限公司。

**payables** /'peɪəblz/ *noun* [pl.]
(*Accounting*) money that a company owes, for example loans to be paid back, services to be paid for, etc. 应付账款：*software to handle inventory, invoicing, and payables* 管理库存、开发票和处理应付账款的软件 ◇ *Managers need to keep control of payables.* 经理们必须控制应付账款。
→ RECEIVABLES —Picture at WORKING CAPITAL

**,payable to 'bearer** *adjective*
(*Finance*) used to describe a cheque, a BILL OF EXCHANGE, etc. that can be signed by the person who holds it and paid to them 付持票人；凭票取款

**,payable to 'order** *adjective*
(*Finance*) used to describe a cheque, a BILL OF EXCHANGE, etc. that must be paid to the person named on it 应付款给指定人

**,Pay and 'File** *noun* [U]
a way of paying tax in which a company or a person calculates the tax that they owe and pays it at the same time as they send their TAX RETURN (= a form with the details of what has been earned and spent) 缴纳与申报

**,pay-as-you-'go** *adjective* [only before noun]
connected with a system of paying for a service as you use it or paying costs as they happen, rather than paying one amount before or after, or fixed regular amounts 现买现付的；费用发生拨款制的：*pay-as-you-go phones* 现用现付电话 ◇ *a pay-as-you-go information service* 现用现付信息服务 ▸ **,pay as you 'go** *noun* [U]: *Pay as you go was introduced by the phone company this year.* 今年电话公司推出了现用现付制度。
→ PREPAY

**payback** /'peɪbæk/ *noun* [C,U]
**1** (*Finance*) the profit that you receive on money that you have invested (especially when this is equal to the amount that you invested); the time that it takes to get your money back 回报；回报期：*When you lend or invest money, you're hoping to get a payback.* 放贷者或投资者会指望获得回报。◇*a 10-year payback* * 10年的回报期
**2** the advantage or reward that sb receives for sth they have done; the act of paying sth back 报偿；回报：*He feels his success is the payback for five years of hard work.* 他感到他的成功是对他五年来辛勤工作的回报。◇(*informal*) ***It's payback time!*** (= a person will have to suffer for what they have done) 现在是遭报应的时候了！ → PAY SB BACK (STH), PAY STH BACK (TO SB) at PAY *verb*

**'payback ,period** *noun* [C]
(*Accounting*)
**1** the time it will take for the profit from a business project, an asset, etc. to be equal to the amount invested in it 投资回收期：*We estimate that the payback period for the new machinery will be two years.* 我们估计这批新机械的投资回收期为两年。 SYN RECOVERY PERIOD
**2** the amount of time over which a loan can be paid back 贷款偿还期：*The payback period expires on 20 May.* 贷款偿还期截止到5月20日。

**'pay ,cable** *noun* [U,C] (*AmE*)
a cable television service for which customers pay an amount of money each month 付费有线电视：*to subscribe to pay cable* 申请安装付费有线电视

**'pay ,channel** *noun* [C]
a television channel that you must pay for separately in order to watch it 付费电视频道：*advertisers who target pay-channel viewers* 以付费频道电视观众为目标群的广告商

**'pay cheque** (*AmE spelling* **paycheck**) *noun* [C]
**1** the cheque that you are given when your wages are paid to you 薪金支票：*They were given an IOU instead of a pay cheque.* 他们收到了欠条而不是工资支票。
**2** (*especially AmE*) a way of referring to the amount of money that you earn 薪水；薪水额：*She earns a huge paycheck.* 她薪水很高。

**'pay claim** *noun* [C]
a demand by a group of workers for more pay 提薪要求：*Mineworkers were prepared to strike in support of their pay claim.* 矿工准备罢工支持其提薪要求。

**,pay compara'bility** *noun* [U]
(*HR*) similar systems of pay in different companies 薪酬比较

**payday** /'peɪdeɪ/ *noun* [U,C]
**1** the day on which you get your wages or salary 发工资日：*Friday is payday.* 星期五是发工资日。
**2** (*informal*) (*especially AmE*) a way of referring to an amount of money, especially money that can be won in a contest 一笔钱（尤指比赛奖金）：*The way to get the biggest payday is to sell the business by auction.* 获得一次性最大收益的办法就是拍卖公司。

**'pay determi,nation** *noun* [U]
(*HR*) the process of setting rates of pay, including increases in pay 薪酬厘订

**paydown** /'peɪdaʊn/ *noun* [C] (*AmE*)
(*Finance*) a payment of part of an amount of money that has been borrowed 部分还款
→ PAY STH DOWN at PAY *verb*

**PAYE** /,pi: eɪ waɪ 'i:/ *abbr* **pay as you earn**
a British system of paying income tax in which money is taken from your wages by your employer and paid to the government（在发放薪金时的）所得税扣缴

**payee** /,peɪ'i:/ *noun* [C]
(*Finance*) a person that money or a cheque is paid to 收款人；受款人；取款人：*The cheques were undated and had no payee's name.* 这张支票没有日期也没有受款人姓名。→ ACCOUNT PAYEE, PAYER

**'pay ,envelope** = PAY PACKET

**payer** /'peɪə(r)/ *noun* [C]
(*Finance*) a person or an organization that pays or has to pay for sth 付款人：*mortgage payers* 抵押贷款还款人 ◇*Part of her job is chasing up slow payers.* 她的一项工作是催促拖延付款者。
**O** ***a bad/late/slow payer*** 拖延付款者 • ***a fast/good payer*** 及时付款者 • ***dividend/fee/income tax/licence/mortgage payers*** 红利付款人；费用支付者；所得税纳税人；许可证费付款人；抵押贷款还款者

**,pay for per'formance** = PERFORMANCE-RELATED PAY

**'paying ,agent** *noun* [C]
(*Finance*) a bank or other organization that makes payments to the holders of shares or bonds on behalf of the company that issues (= sells) the shares or bonds 代付人；代付银行；收付代理人

**'paying bank** (*also* **'paying ,banker**) *noun* [C]
(*Finance*) the bank that is responsible for paying a cheque written by sb who has an account there 付款银行

**,paying-'in book** *noun* [C] (*BrE*)
a set of PAYING-IN SLIPS fastened together inside a cover 存款单存根

**,paying-'in slip** *noun* [C] (*BrE*)
a printed form on which you record the amount of money, the date, etc. when you put money into your bank account 存款凭条 SYN DEPOSIT SLIP

**payload** /'peɪləʊd; *AmE* -loʊd/ *noun* [C,U]
(*Transport*)
**1** the passengers or goods on a ship or an aircraft for which payment is received（轮船或飞机的）酬载；收费的货物重量；有效载荷；净载重量：*The new ferries can carry 70% more payload* (= passengers and cars). 这批新渡船可以多装70%的有效载荷。
**2** goods that a vehicle, such as a ship, a lorry/truck, or an aircraft, is carrying（船舶、货车/卡车或飞机）装载的货物：*The ship was not carrying its usual payload of gravel or iron ore.* 这艘轮船没有装载通常的碎石或铁矿石。

**paymaster** /'peɪmɑ:stə(r); *AmE* -mæs-/ *noun* [C]
**1** a person or an organization that provides money for another person or organization and therefore controls them 主子；后台老板
**2** an official who pays wages in the army or in a factory（负责发薪饷的）军需官，出纳员

**★payment** /'peɪmənt/ *noun*

SEE ALSO: **accelerated payment, balance of ~, debt ~, documents against ~, down ~, goodwill ~, interim ~,** etc.

**1** [U] the act of paying a person, paying a bill or debt, or of being paid 支付；缴纳；付款：*We accept payment* ***by*** *cash, cheque, or credit/debit card.* 我们接受现金、支票或信用卡 / 借记卡付款。◇ *She demanded payment in advance* ***for*** *the work.* 对这项工作她要求预先付款。◇ *There will be a penalty for late payment of invoices.* 对发票拖延付款将会处以罚款。◇ *an electronic payment system* 电子支付系统 ◇ *Orders under €40 require* ***payment with order.*** * 40欧元以下的订单要求随订单付款。OPP NON-PAYMENT

● *to* ***accept/receive/take*** *payment* 接受 / 收到 / 接收付款 • *to* ***demand/refuse*** *payment* 要求 / 拒绝付款 • *to* ***defer/delay*** *payment* 拖延付款 • ***immediate/late/prompt*** *payment* 即期 / 拖延 / 立即付款 • ***full/part/partial*** *payment* 全额付款；部分付款

**2** [C] a sum of money paid or expected to be paid 付款额：*a cash payment* 现金付款额 ◇ *He made a lump-sum payment of $12 000.* 他一次性支付了1.2万元。◇ *We can calculate your monthly mortgage payments.* 我们可以计算出你每月的抵押贷款还款额。

● *to* ***accept/make/receive*** *a payment* 接受付款；支付款项；收到付款 • *to* ***keep up/meet/miss*** *payments* 持续付款；付款；未能付款 • ***cash/credit-card/electronic*** *payments* 现金 / 信用卡 / 电子支付 • *a* ***bonus/lump-sum/one-off/single*** *payment* 奖金支出；一次性付款；整笔支付 • ***annual/monthly/regular*** *payments* 年度 / 月度 / 定期支出 • ***dividend/interest/loan*** *payments* 红利发放 / 利息支付 / 贷款支出

**ˌpayment by reˈsults** *noun* [U,C] (*abbr* **PBR**) (*HR*) a system of paying people in which the amount of money they receive depends on the amount of work they do or the profits made 按成果付酬；按效果付费

**ˈpay-off** (*AmE spelling* **payoff**) *noun* [C] (*informal*)
**1** a payment of money to sb to persuade them to leave their job 遣散费；辞退金：*The fund manager left the company with a $1 million pay-off.* 基金经理离开公司时得到了100万元的遣散费。
**2** the money you receive from an investment, etc. 投资回报：*The pay-off could be huge if the company succeeds in remaking itself.* 如果公司能够成功转型，获得的回报将是巨大的。→ PAY OFF at PAY *verb*, PAY SB OFF at PAY *verb*
**3** an advantage or a good result from sth 回报；好处：*The pay-off of the new system shows up in all stages of a project.* 新系统的好处在项目的所有阶段都有所体现。

**payout** /'peɪaʊt/ *noun* [C]
a large amount of money that is given to sb 付出的巨款：*huge payouts to managers* 支付给经理们的巨款 ◇ *an insurance/a dividend payout* 巨额保险赔付 / 红利支出 ◇ *The group's final dividend was 50¢, taking last year's payout to 85¢.* 这个集团的最后一期红利是50分，把去年的分红提高到85分。→ PAY OUT, PAY STH OUT at PAY *verb*

**ˈpayout ˌratio** *noun* [C]
(*Finance*) the proportion of a company's profits that it pays to its shareholders as DIVIDENDS 派息率：*Investors are seeking out companies with stable earnings and a high payout ratio.* 投资者正在寻求收益稳定且派息率高的公司。

**ˈpay ˌpackage** (*also* **ˈsalary ˌpackage**) (*also* **reˌmuneˈration ˌpackage,** *formal*) *noun* [C]
(*HR*) the money that sb gets for doing their job, with other benefits that the company offers 综合工资；一揽子工资：*Your pay package will consist of cash and performance bonuses.* 你的工资待遇包括现金和业绩奖金。See note at SALARY

**ˈpay ˌpacket** (*also* **ˈwage ˌpacket**) (*both BrE*) (*AmE* **ˈpay ˌenvelope**) *noun* [C]
an envelope containing your wages; the amount sb earns 工资袋；工资：*Employees know what their bonus will be before they open their pay packets.* 员工在发薪前就知道自己的奖金额。◇ *The workforce is demanding larger pay packets.* 职工要求提高工资。

**ˈpay-per-** *combining form*
(*Marketing*) used to form adjectives describing a system in which people pay for a service as they use it 用于构成形容词，表示某项服务随使用随付款的制度：*pay-per-click advertising* 按点击次数付款的广告 ◇ *pay-per-use software* 按使用次数付款的软件 ◇ *television pay-per-play games* 按次付费的电视游戏

**ˈpay ˌperiod** *noun* [C] (*especially AmE*)
(*HR*) the amount of time for which a worker receives a regular payment 工资支付期；工资结算期：*Employees are required to submit timesheets for each pay period.* 员工必须提交每个工资结算期的工时表。

**ˌpay-per-ˈview** *noun* [U]
a system of television broadcasting in which you pay an extra amount of money to watch a particular programme 付费电视节目服务

**payphone** /'peɪfəʊn; *AmE* -foʊn/ *noun* [C]
a telephone, usually in a public place, that is operated using coins or a card 公用电话；付费电话

**ˈpay reˌstraint** = WAGE RESTRAINT

**payroll** /'peɪrəʊl; *AmE* -roʊl/ *noun*
(*Accounting*; *HR*)
**1** [C] a list of people employed by a company showing the amount of money to be paid to each of them 职工工资名册；工资单：*We have 500 on the payroll.* 我们的在编员工有500人。◇ *a payroll assistant* 薪资专员助理
**2** [C, usually sing.] the total amount paid in wages by a company（公司应付）工资总额：*The firm is growing fast with a monthly payroll of $1 million.* 这家企业快速成长，月度工资总额达到了100万元。
**3** [U] the activity of managing a company's **payroll** 薪资管理：*We are trying to improve our support services, including legal, human resources and payroll.* 我们正在努力改进法律、人力资源和薪资管理等支持服务。◇ *the cost of payroll training* 薪资管理培训的成本

**payrolled** /'peɪrəʊld; *AmE* -roʊld/ *adjective*
[usually before noun]

(*HR*) on the **payroll** of a company 在册的；在编的：*payrolled employees* 在编员工 ◇ *Do contractors make less money if they are payrolled?* 在编的承包商是不是会少赚钱？

**payrolling** /'peɪrəʊlɪŋ; *AmE* -roʊl-/ *noun* [U] (*HR*) the situation when a company chooses staff, especially temporary staff, but asks an agency to employ them and organize their wages or salary 薪酬福利外包

**'payroll tax** *noun* [U,C] (*Economics*) a tax that is based on the wages paid to employees and is paid either by employers or partly by employers and partly by employees 工资税：*a payroll tax to pay for an expanded health service* 用于扩大医疗服务的工资税

**'pay scale** *noun* [C] (*HR*)
**1** the range of levels of pay that a person can receive in a particular job 薪工标准：*His promotion to the next degree of the pay scale gave him an extra €400 a month.* 他晋升到下一档薪工标准后每个月多赚400欧元。
**2** the range of levels of pay that people receive in different jobs 薪级表：*Within the industry, printers are at the top end of the pay scale.* 在本行业内，排版工人的工资最高。→ SALARY SCALE, WAGE SCALE

**payslip** /'peɪslɪp/ (*BrE*) (*AmE* **'pay stub**) *noun* [C] a piece of paper given to an employee that shows how much money they have been paid and how much has been taken away for tax, etc. 工资明细表；工资条

**'pay spine** *noun* [C] (*BrE*) (*HR*) a series of fixed points between a lower and an upper limit that form the basis of a system of pay for groups of workers in some government organizations 脊柱式薪酬架构；浮动工资标准：*Progress on this six-point pay spine generally takes five years.* 沿着这个六级脊柱式薪酬架构晋升通常需要花五年时间。

**'pay stub** = PAYSLIP

**'pay T,V** (*also* **'pay ,television**) *noun* [U] a system of television broadcasting in which you pay extra money to watch particular television programmes or channels 付费电视：*pay TV services/operators* 付费电视服务 / 运营商 → FREE TV

**PBR** /,pi: bi: 'ɑ:(r)/ = PAYMENT BY RESULTS

**PBT** /,pi: bi: 'ti:/ *abbr* (*especially BrE*) (*Accounting*) **profit(s) before tax** the amount of profit that a company makes during a particular period, without taking away the tax that it owes 税前利润：*PBT fell 28% to €4.5 million.* 税前利润下降28%至450万欧元。

**PBX** /,pi: bi: 'eks/ *abbr* **private branch exchange** a private telephone network used within offices or a company, in which there are a limited number of lines for making calls outside the company, which are shared 专用支线交换机；用户交换机

**★PC** /,pi: 'si:/ *abbr* **personal computer** a small computer that is designed for one person to use at work or at home 个人电脑；个人计算机 → DESKTOP COMPUTER, MICROCOMPUTER, MINICOMPUTER —Picture at OFFICE

**P'C card** *noun* [C] (*IT*) a device like a credit card in size that fits inside a small computer or a PC and is used for example to add memory or to make an Internet connection * PC 卡：*The PC card fits into a slot on the side of the notebook.* * PC 卡可插入笔记本电脑侧面的插槽中。

**pcm** *abbr* (*BrE*)(*only used in written English* 只用于书面英语) **per calendar month** used to show how much sb must pay each month, especially for rent 每个月：*Room available for single person, €600 pcm.* 有单人间，月租600欧元。

**pct.** *abbr* (*AmE*) a short way of writing **per cent** * per cent 的缩写

**PDA** /,pi: di: 'eɪ/ *abbr* **personal digital assistant** a very small computer that is used for storing personal information and creating documents, and that may include other functions such as telephone, FAX, connection to the Internet, etc. 个人数字助理；掌上电脑 See note at CALENDAR

**PDF** /,pi: di:'ef/ (*also* **,PDF 'file**) *abbr* (*IT*) **Portable Document Format** (*used as a countable noun* 用作可数名词) a type of computer file that can contain words or pictures. It can be read using any system, can be sent from one computer to another, and will look the same on any computer 可移植文档格式：*I'll send it to you as a PDF.* 我将以可移植文档格式把它发给你。

**PDR** /,pi: di: 'ɑ:(r)/ = PRICE-DIVIDEND RATIO

**,P/'D ,ratio** /,pi: 'di:/ = PRICE-DIVIDEND RATIO

**★peak** /pi:k/ *noun*, *verb*, *adjective*
• ***noun*** [C, usually sing.]
a period of time when the level, value or rate of sth is at its highest; the best or most successful point 顶点；顶峰：*Inflation is believed to have reached its peak.* 人们认为通货膨胀已经达到最高点。◇ *She's **at the peak of** her career.* 她正处于事业的巅峰。◇ *Economic growth moves through a cycle of **peaks and troughs**.* 经济增长在高峰期和低谷期的循环中运行。OPP TROUGH —Picture at BUSINESS CYCLE
➲ *an **all-time/a record** peak* 空前的 / 创纪录的高峰 • *above/below the peak* 峰值以上 / 以下 • *to be at/hit/reach/rise to a peak* 处于顶峰；达到顶峰
• ***verb*** [no obj]
to reach the highest level or value 到达最高点或最高值：*Oil production peaked in the early 1980s.* 石油产量在二十世纪八十年代初期达到顶峰。◇ *The price peaked **at** $22 per share.* 价格达到每股22美元的最高点。
• ***adjective*** [only before noun]
**1** used to describe the highest level of sth 最高的：*Property prices have reached peak levels.* 房地产价格已经达到最高水平。◇ *The machinery needs regular maintenance to operate at peak efficiency.* 这些机械需要定期维护才能以最高效率运转。◇ *She believed that a good night's sleep was the secret of peak performance.* 她相信取得最好成绩的秘诀在于一夜好觉。

● *a peak* ***level/rate/value*** 最高水平 / 速度 / 价值 • *peak* ***efficiency/performance*** 最高效率 / 业绩

**2** of a time when the greatest number of people are doing sth or using sth, and prices are often higher 旺季的；高峰的：*July and August are the peak season for travel in Europe.* 七月和八月是欧洲的旅游旺季。◇ *Phone calls are more expensive during peak times.* 高峰时段电话费要贵些。

→ OFF-PEAK

● *a peak* ***period/season/time*** 高峰时段；旺季；高峰期

**'peak time** (*also* **,peak 'viewing time**) = PRIME TIME

**peanuts** /'pi:nʌts/ *noun* [pl.] (*informal*) a very small amount of money 很少的钱：*They employ a handful of people who work for peanuts.* 他们雇用了一批收入微薄的人。◇ *$80 000 is peanuts compared to what he used to earn.* 与他过去的收入相比，8万元简直就是九牛一毛。

**'pecking ,order** *noun* [C, usually sing.] the order of importance among the members of a group（人类社会中长幼尊卑的）次序：*Junior officials are too far down the pecking order to influence decisions.* 下级军官地位低下，无法影响决策。

**peculation** /,pekjə'leɪʃn/ *noun* [U] the act of taking sb else's money for yourself, especially when they have trusted you to take care of it 侵吞公款（或他人托管之款）：*He was charged with peculation of public funds.* 他被指控侵吞公款。

**pecuniary** /pɪ'kju:niəri; *AmE* -ieri/ *adjective* (*Law*) relating to or connected with money 金钱（上）的：*Damages were awarded for future pecuniary loss.* 对未来的钱财损失而进行损害赔偿。

**peddle** /'pedl/ *verb* [+ obj *or* no obj] (*informal*) to try to sell goods, often by going from place to place 贩卖；叫卖；零卖：*He used to design software and then peddle it to small businesses.* 他过去常常设计软件然后卖给小企业。▸ **'peddler** (*BrE spelling also* **pedlar**) *noun* [C]

**peer** /pɪə(r); *AmE* pɪr/ *noun* [C, usually pl.]

SEE ALSO: **peer-to-peer**

**1** a company or product that is similar to others 同行企业；同类产品：*The grocery chain has suffered as bigger peers have cut their prices.* 这家食杂连锁店因规模更大的店家降价而受损。◇ *We are outperforming peer companies.* 我们的业绩超过了同行公司。

**2** a person who is similar to you in age, social status, etc. 同等的人；同辈：*She enjoys the respect of her peers.* 她受到同辈的尊重。◇ ***Peer pressure*** *is strong among young people* (= they want to be like other people of the same age). 同辈压力在年轻人当中十分强烈。

**,peer ap'praisal** = PEER REVIEW

**'peer group** *noun* [C]

**1** a group of similar companies or products 同类公司；同类公司产品：*a peer group of 13 global pharmaceutical companies* * 13家同类全球制药公司

**2** a group of people of the same age, social status, etc. 同年龄组；同年龄群体；同等群体：*The workforce was divided into peer groups based on their jobs.* 员工按工种被分成不同的同等群体。

**,peer re'view** (*also* **,peer ap'praisal**) *noun* [C,U] (*HR*) a system of asking people who work with sb to give an opinion about them and their work 同业互查；同行评审；同行评议：*Everyone in the company undergoes peer review.* 公司里的每个人都要经过同行评议。

**,peer-to-'peer** *adjective* [only before noun] (*IT*) (about a computer system) in which each computer can act as a SERVER for the others, allowing data to be shared without the need for a central server（计算机系统）对等的；点对点的：*Peer-to-peer technology is used to exchange information between companies.* 对等联网技术被用于公司之间交换信息。→ CLIENT-SERVER

**peg** /peg/ *verb, noun*

• ***verb*** [+ obj] (**-gg-**)

**1** (*Economics*) to fix or keep prices, currencies, etc. at a particular level（将价格、币值等）固定在特定水平，钉住：*Interest rates will be pegged at 4%.* 利率将被固定在4%。◇ *A decision had been taken to peg their currency to the dollar.* 已经作出决定，将他们的货币钉住美元。→ FREEZE *verb* (1) See note at CURRENCY

**2** (*informal*)(*AmE*) to measure, consider or estimate sth at a particular amount 衡量；估计：*Unemployment was above the 400 000 level that economists peg as a weak labour market.* 失业人数超过了经济学家确定的低迷劳动力市场的40万人的水平。

▸ **'pegging** *noun* [U]

• ***noun*** [C]

SEE ALSO: **adjustable peg, crawling ~, currency ~, off-the-~, sliding ~**

an arrangement to fix or keep prices, currencies, etc. at a particular level 固定价格；外汇钉住：*The country has now abandoned its exchange rate peg to the dollar.* 这个国家目前已经放弃了其钉住美元的汇率制度。

**penalty** /'penəlti/ *noun* [C,U] (*plural* **penalties**) a sum of money to be paid by sb who breaks a rule or contract 罚金；罚款：*The penalty for late payment of tax due is $100.* 延迟纳税的罚金为100元。◇ *You can withdraw money from the account at any time* ***without penalty.*** 你可以随时从账户中取款而无需支付罚金。◇ *The regulatory authorities have the power to impose financial penalties.* 管理当局有权罚款。

● *to* ***impose/introduce*** *a penalty* 罚款 • *to* ***face/incur*** *a penalty* 面临 / 招致罚款

**'penalty clause** *noun* [C] (*Law*) part of a contract that states the amount of money to be paid by a person who breaks the contract 罚款条款；罚则：*The purpose of the penalty clause is to ensure the building is completed on time.* 订立罚则的目的是确保大楼按期竣工。

**pence** /pens/ plural of PENNY (1)

**pencil** /'pensl/ *verb* (**-ll-**, *AmE* **-l-**)

PHR V **,pencil sb/sth 'in** to write down sb's name or details of an arrangement with them that you know might have to be changed later 临时记

下（某人姓名）；草拟（安排的细节）：*We've pencilled in a meeting for Tuesday afternoon.* 我们暂定周二下午开会。◇ *The share sale has been pencilled in for April.* 股票发售初步确定在四月份。See note at ARRANGE

**'pencil-,pusher** = PEN-PUSHER

**pending** /'pendɪŋ/ *adjective, preposition (formal)*
• ***adjective***

SEE ALSO: **patent pending**

**1** [not before noun] waiting to be decided or settled 审理中的；悬而未决的；待解决的：*Nine cases are still pending.* 有九宗案件仍然在审理中。
**2** going to happen soon 即将发生的：*A crisis is pending in the industry.* 这个行业正面临危机。◇ *Employees have been informed of the pending sale of the company.* 员工们已被告知公司即将转卖掉。
• ***preposition***
while waiting for sth to happen; until sth happens 直到…时；在…以前：*He has been suspended pending the outcome of an internal enquiry.* 在内部讯问结果出来之前，他被停职了。

**penetrate** /'penɪtreɪt/ *verb* [+ obj]
(*Marketing*) to start selling products or services in a new area or to a new group of customers（产品或服务）进入，打入（某新地区或新顾客群）：*The research helps companies to identify and penetrate new markets.* 该项研究帮助公司确定并打入新市场。◇ *The chain has not yet penetrated our major cities.* 该连锁集团尚未打入我们的主要城市。

**penetration** /ˌpenɪ'treɪʃn/ *noun* [U]
(*Marketing*)
**1** the extent to which a product or service is bought in a particular area or by a particular group of people（产品或服务在特定地区或特定人群的）认知度：*In South Korea, broadband penetration had reached 55%.* 在韩国，宽带的普及率达到了55%。◇ *We are developing a new strategy for achieving greater **market** penetration.* 我们正在制定新的战略以便取得更广泛的市场认知度。
**2** the sale of products or services in a new area or to a new group of customers 向新地区或顾客群销售产品或服务：*The campaign focuses on London, which is the target area for penetration.* 这一行动着眼于产品销售的目标地区——伦敦。

**ˌpene'tration ˌpricing** *noun* [U]
(*Marketing*) the activity of selling a new product at a low price for a short period in order to attract customers（市场）推广定价：*Penetration pricing is used to build market share quickly.* 推广定价被用来快速培育市场份额。

**penny** /'penɪ/ *noun* [C] (*plural* **pennies** *or* **pence**)
HELP In sense 1 **pennies** is used to refer to the coins, and **pence** to refer to an amount of money. In sense 2, the plural is **pennies**. 在义项一中，pennies 用于指硬币，pence用于指货币金额。在义项二中，复数形式为pennies。
**1** (*abbr* **p**) a small British coin and unit of money. There are 100 PENCE in one pound (£1) 便士（英国辅币单位，= 1/100英镑）：*That will be 45 pence, please.* 总共45便士。◇ *They cost 20p each.* 每件20便士。◇ *He had a few pennies in his pocket.* 他口袋里有几便士硬币。
**2** (*AmE*) a cent coin [美，加] (pl. -nies)(=cent) 分：*Her change purse is full of pennies and nickels.* 她的零钱包里装满了分币。
IDM **,every 'penny** all of the money 所有的钱；每一分钱：*She's on a high salary but I'm sure she's worth every penny.* 她的薪水很高，但我确信她值那笔薪水。 **not a 'penny** no money at all 一文不名；分文没有：*It didn't cost a penny.* 那东西没花一分钱。

**'penny-,pinching** *adjective*
unwilling to spend money on things 吝啬的；小气的：*Thompson was well known for his penny-pinching approach to business.* 汤普森做生意分文必争的作风广为人知。▶ **'penny-,pincher** *noun* [C] **'penny-,pinching** *noun* [U]：*The firm's penny-pinching is putting workers' lives at risk.* 公司的吝啬使工人们的生命面临风险。

**,penny 'share** (*BrE*) (*also* **,penny 'stock**, *AmE, BrE*) *noun* [C]
(*Stock Exchange*) a share, usually in a small company, that has a very low price 低价股票；蚊型股：*Their business involves selling penny shares in struggling companies to amateur investors.* 他们的业务涉及向业余投资者推销岌岌可危的公司的低价股票。

**'pen-,pusher** (*especially BrE*) (*AmE usually* **'pencil-,pusher**) *noun* [C] (*informal*)
a person with a boring job, especially in an office, that involves a lot of writing 文书；抄书匠：*We are trying to convert some of our clerical staff from pen-pushers to hands-on managers.* 我们在努力将一些办公室工作人员从文牍公转变成亲自参与管理的经理。

**★pension** /'penʃn/ *noun, verb*
• ***noun*** [C]

SEE ALSO: **personal pension, stakeholder pension**

an amount of money paid regularly by a government or company to sb who is considered to be too old or too ill/sick to work 退休金；养老金：*Our company offers good retirement pensions.* 我们公司提供优厚的退休金。◇ *She finds it difficult to live on her state pension.* 她发现光靠国家养老金很难维持生计。◇ *If you can afford it, it may be a good idea to take out a private pension.* 如果你负担得起，购买私人退休金可能是个好主意。◇ *a disability/widow's pension* 残疾／遗孀抚恤金 → RETIREMENT PLAN
➲ ***to draw/pay/receive** a pension* 提取／支付／接受抚恤金 • ***an old-age/a retirement** pension* 老年抚恤金；退休金 • ***a company/private/state** pension* 公司／私人／国家养老金 • ***a basic/comfortable/generous/good/small** pension* 基本退休金；优厚的／微薄的抚恤金
• ***verb***
PHR V **,pension sb 'off** (*especially BrE*) (*usually* **be pensioned off**) to allow or force sb to retire and to pay them a **pension** 准予退休；强迫退休：*He was pensioned off and his job given to a younger man.* 他被迫退休，职位交给了一个比他年轻的人。◇ (*figurative, informal*) *That PC of yours should have been pensioned off years ago.* 你那台个人电脑几年前就该报废了。

**pensionable** /ˈpenʃənəbl/ *adjective*
**1** giving sb the right to receive a pension 有权享受养老金（抚恤金、退休金）的：*an employee of pensionable age* 达到领取养老金年龄的员工 ◇ *It was made clear that the employment was not pensionable.* 已经明确这份工作是无权享受养老金的。◇ *The amount of pension you receive is based on your total pensionable service.* 你收到的退休金金额取决于你的应计退休服务年限。
**2** **pensionable** pay is the part of an employee's pay used for calculating how much pension they will receive 可供计算退休金的：*Overtime payments are not pensionable.* 加班费不属于可供计算退休金的薪酬。

**ˈpension fund** *noun* [C]
an amount of money that is invested and then used to pay **pensions** 退休基金：*There will be an investigation into the way the bank managed its pension fund.* 银行管理退休基金的方式将受到调查。

**ˈpension plan** (*BrE also* **ˈpension scheme**) (*AmE also* **reˈtirement plan**) *noun* [C]
a system in which you, and usually your employer, pay money regularly into a PENSION FUND while you are employed. You are then paid a **pension** when you retire 养老金计划；退休金计划：*She has a good job, some savings and a pension plan.* 她拥有一份很好的工作、一些储蓄和一份养老金计划。◇ *The union wants all workers to pay into company pension plans.* 工会要求所有工人向公司养老金计划缴款。See note at SALARY

**ˌpent-ˈup** *adjective* [only before noun]
not satisfied; not expressed 未得到满足的；被压抑的：*Supply is restricted, creating constant pent-up demand.* 供给受到限制，形成持续不断的被抑制的需求。

**people** /ˈpi:pl/ *noun* [pl.]
the men and women who work for a particular person or organization（为某人或某机构工作的）人员：*Our people are all highly trained.* 我们的人都训练有素。

**ˌpeople-inˈtensive** *adjective*
needing or employing a lot of people 人员密集的：*Producing cars is no longer as people-intensive as it was.* 汽车生产已经不像过去那样人员密集了。◇ *Services is a people-intensive business.* 服务业是人员密集型行业。→ LABOUR-INTENSIVE

**ˈpeople ˌmeter** *noun* [C]
(*Marketing*) an electronic device used especially in the US that is attached to a television and used for recording who is watching and what they are watching 个人收视记录仪

**ˈpeople skills** *noun* [pl.]
the ability to deal with people well 社交能力；人际交往技巧：*Many candidates had good technology skills but poor people skills.* 许多应聘者拥有很好的技术能力，而人际交往能力却很差。

**ˌpeppercorn ˈrent** *noun* [C] (*BrE*)
(*Law*; *Property*) a very low rent 胡椒粒租金；极低的租金；象征性租金

**★per** /pə(r)/ *or, in the strong form,* /pɜ:(r)/ *preposition*
used to express the cost or amount of sth for each person, number used, distance travelled, etc. 每；每一：*Rooms cost £50 per person, per night.* 房价每人每晚50英镑。
IDM **ˈas per sth** following sth that has been decided; according to sth 按照；根据：*The goods were delivered as per contract.* 货物已按合同交付。◇ *We have carried out your instructions as per your letter.* 我们已经执行了你的来信中的指令。

**ˌP/ˈE ˌratio** = PRICE-EARNINGS RATIO

**per capita** /ˌpə ˈkæpɪtə; *AmE* ˌpər/ *adjective*
for each person 人均的；每人的：*Per capita income rose sharply last year.* 去年人均收入大幅度提高。▸ **ˌper ˈcapita** *adverb*：*It publishes more books per capita than any other country.* 这个国家人均出版图书比任何其他国家都要多。NOTE **Per capita** is a Latin phrase. * per capita 系拉丁语短语。

**perˌceived ˈvalue** *noun* [U]
(*Marketing*) how much a customer believes sth is worth compared with its price 感知价值；认知价值：*Consumers make decisions on the basis of price and perceived value.* 消费者根据价格和认知价值作决定。◇ *Items made of fine wood have a high perceived value.* 精细木制品拥有很高的感知价值。

**★per cent** (*AmE spelling usually* **percent**)
/ˌpə ˈsent; *AmE* ˌpər/ *noun, adjective, adverb*
• ***noun*** (*plural* **per cent, percent**)
one part in every hundred 百分之…：*Last year sales increased by 8 per cent.* 去年销售额增长了百分之八。◇ *Fewer than 12 per cent of workers are union members.* 不到12%的工人是工会会员。
• ***adjective, adverb***
in or for every hundred 每一百中：*a 7 per cent rise in price* 百分之七的价格上涨 ◇ *They own a 16 per cent stake in the business.* 他们拥有企业百分之十六的股权。◇ *The company's shares fell 3 per cent yesterday.* 昨天公司的股票下跌百分之三。

GRAMMER POINT 语法说明

**Expressing percentages**

Percentages (= numbers of per cent) are written in words as twenty-five per cent and in figures as 25%. 百分比可以用文字表述，如百分之二十五，也可以用数字表述，如25%。

If a percentage is used with an uncountable noun or a singular noun the verb is generally singular. 百分比与不可数名词或单数名词搭配使用时通常采用单数动词：*20% of their electricity is generated by wind power.* 他们20%的电力是风力发电。

If the noun is singular but represents a group of people, the verb is singular in *AmE* but in *BrE* it may be singular or plural. 如果是集体名词，在美式英语中使用单数动词，在英式英语中既可以使用单数动词也可以使用复数动词：*Eighty per cent of the work force* ***is/are*** *against the strike.* 百分之八十的劳动者反对罢工。

If the noun is plural, the verb is plural. 如果名词是复数，动词用复数：*90% of our customers are under the age of 25.* 我们90%的顾客年龄在25岁以下。

★**percentage** /pə'sentɪdʒ; *AmE* pər's-/ *noun*
**1** [C with sing./pl. verb; usually sing.] the number, amount or rate of sth, expressed as part of a total which is 100; a part or share of a whole 百分比；百分率：*The percentage of sales to Greece has risen.* 对希腊的销售百分比提高了。◇*A high percentage of the female staff are part-time workers.* 大部分女员工是兼职工作人员。◇*The figure is* ***expressed as*** *a percentage.* 这个数值以百分比表示。◇*the percentage rise in the average salary* 平均工资的增长百分比 ◇*Interest rates are expected to rise by one* ***percentage point*** (= 1%). 预计利率将上升一个百分点。
● ***a high/large/low/small*** *percentage* 高 / 低百分比 • *to* ***calculate/estimate*** *a percentage* 计算 / 估计百分比 • *a percentage* ***gain/growth/increase/loss/rise*** 百分比涨幅 / 增长 / 增加 / 下降 / 上升
**2** [C, usually sing.] a share of the profits of sth 利润的分成；提成：*He gets a percentage for every car sold.* 每售出一辆汽车他就可以得到一定比例的提成。

**percentile** /pə'sentaɪl; *AmE* pər's-/ *noun* [C] (*Technical*) one of the 100 equal groups that a larger group of people can be divided into, according to their place on a scale measuring a particular value 百分位数：*The 75th percentile represents the pay level higher than 75% of the wages reported.* 第七十五百分位代表着工资水平高于上报工资中的75%。

**perception** /pə'sepʃn; *AmE* pər's-/ *noun* [C,U] an idea, a belief or an image you have as a result of how you see or understand sth 看法；见解：*This negative publicity will inevitably damage public perception of the company.* 这一负面宣传将不可避免地损害公司的公众形象。◇*testing the impact of packaging on product perceptions* 测试包装对产品认知的影响

**per diem** /ˌpə 'di:em; *AmE* ˌpər/ *noun, adjective* (*especially AmE*)
• ***noun*** [U,C]
money paid, for example to employees, for things they need to buy every day 日补贴；日津贴：*How do I find out how much per diem is allowable for my travel?* 我怎样才能知道自己出差的日津贴为多少？
• ***adjective***
for each day 每天的：*The total for all meals in one day must not exceed the maximum per diem allowance.* 一日用餐的总开支不得超过日津贴的上限。 **NOTE** **Per diem** is a Latin phrase meaning 'for each day'. * per diem 系拉丁语短语，意为“每天”。

**ˌperfect compe'tition** *noun* [U] (*Economics*) a situation in which there are enough buyers and sellers of a product, all with full information, to prevent prices being controlled by one person or organization 完全竞争：*Perfect competition provides a theoretical model for market efficiency.* 完全竞争为市场有效性提供了一个理论模型。→ IMPERFECT COMPETITION, MONOPOLY

★**perform** /pə'fɔ:m; *AmE* pər'fɔ:rm/ *verb*
**1** [+ obj] to do sth, such as a piece of work, task or duty 执行；履行；做：*She performs an important role in our organization.* 她在我们的机构中发挥着重要作用。◇*A computer can perform many tasks at once.* 计算机可以同时执行多项任务。
**2** [no obj] **perform well/badly/poorly** to produce a profit or loss 出现盈利 / 亏损：*The company has been performing badly in recent years.* 该公司近年来业绩欠佳。◇*Britain's best-performing fund is to get a new manager.* 英国业绩最好的基金公司将新招聘一位经理人。
**3** [no obj] **perform (well/badly/poorly)** to do sth, work or function well, badly or as expected 做（或工作、运转）好 / 不好：*The Chinese economy has been performing well.* 中国经济一直运行良好。◇*Poorly performing management teams will be replaced.* 业绩低下的管理团队将会被替换。◇*It is supposed to be a high-growth business, but so far it has failed to perform.* 那应该是一项高增长业务，但到目前为止，业绩很差。

★**performance** /pə'fɔ:məns; *AmE* pər'fɔ:rm-/ *noun*
SEE ALSO: **high-performance, pay for performance**
**1** [C,U] how far a company or an investment makes a profit 业绩；表现：*The group reported a strong performance* (= a good profit) *in its pharmaceuticals division.* 集团报告称其药品部盈利丰厚。◇*He criticized the recent poor performance of the company.* 他批评公司最近业绩很差。
● ***a good/solid/strong*** *performance* 良好的 / 坚实的 / 强劲的业绩 • *a* ***bad/disappointing/flat/poor/weak*** *performance* 糟糕的 / 令人失望的 / 平平的 / 差劲的 / 不佳的业绩 • ***business/financial/operating/sales/trading*** *performance* 经营 / 金融 / 经营 / 销售 / 贸易业绩 • *to* ***boost/improve/measure*** *performance* 提高 / 改进 / 衡量业绩
**2** [C,U] how well or badly you do sth; how well or badly sth works 表现；业绩；运转情况：*an assessment of your performance* 对你的业绩评估 ◇*The new management techniques aim to improve performance.* 新管理技巧旨在提高业绩。◇*There is widespread dissatisfaction with the government's economic performance.* 对政府的经济成效存在普遍不满。
● ***bad/good/impressive/satisfactory*** *performance* 糟糕的 / 良好的 / 印象深刻的 / 令人满意的表现 • *to* ***evaluate/improve/measure*** *performance* 评估 / 改进 / 衡量业绩
**3** (*formal*) [U; sing.] the act or process of performing a task, an action, etc. 做；执行；履行：*She has shown enthusiasm in the performance of her duties.* 她满腔热忱地履行职责。

**per'formance ap,praisal** = APPRAISAL (1)
**per'formance as,sessment** = APPRAISAL (1)
**per'formance bond** = CONTRACT BOND
**per'formance evalu,ation** = APPRAISAL (1)
**per'formance fund** = AGGRESSIVE GROWTH FUND

**per'formance ˌindicator** *noun* [C] a measure that shows how well or badly sth is working 性能指标；业绩指标：*A new performance indicator is being introduced to measure the level of customer satisfaction.* 正在推出一种新的业绩指标用来衡量顾客满意度。◇*We can't compete with the bigger stores in sales, but we can beat them in growth rates, customer service and other*

*performance indicators.* 我们无法在销售方面与大商店竞争，但是我们可以在增长率、顾客服务和其他业绩指标方面胜过他们。 → METRIC *noun*, KEY PERFORMANCE INDICATOR

**per'formance ˌmanagement** *noun* [U]
the process of controlling the performance of employees, for example by setting goals for them, providing training and encouraging them to work as well as they can 业绩管理；绩效管理

**perˌformance-related 'pay** (*abbr* **PRP**) (*BrE*) (*also* **ˌpay for per'formance, ˌvariable 'pay,** *AmE, BrE*) *noun* [U]
(*HR*) an arrangement where the amount sb is paid depends on how well they do their job 绩效工资

**per'formance reˌview** = APPRAISAL (1)

**performer** /pə'fɔːmə(r); *AmE* pər'fɔːrm-/ *noun* [C]
**1** an investment or a business, considered from the point of view of how much profit it makes compared with the average shares, businesses, etc. 表现得…者；业绩…者：*Toyota was the star performer with record annual profits.* 丰田公司创下年度盈利纪录成为业绩明星。◇ *IT stocks are the worst performers this year.* 信息技术股是今年表现最差的股票。◇ *The shares have been downgraded to 'buy' from 'market performer'.* 这只股票已经从“表现与大盘持平”降格为“买进”。
● *an **average/a good/solid/star/strong/top** performer* 业绩平平 / 良好 / 稳固者；业绩明星；业绩强劲 / 最佳者 • *a **bad/weak** performer* 业绩很差 / 不佳者
**2** a person who works in the way mentioned 执行者；表现者：*Good performers can be rewarded with pay and promotion.* 业绩良好者会获得提薪和升职。
● ***good/high/outstanding/star/top** performers* 业绩良好者；高业绩者；业绩出众者；业绩明星；业绩最佳者 • ***bad/low/poor** performers* 业绩差劲者

**peril** /'perəl/ *noun* [C]
(*Insurance*) an event that can cause a financial loss, for example a fire or a storm 危险；风险：*The document lists the perils covered by your policy.* 这份文件列明了保险单承保的险种。 → RISK

**★period** /'pɪəriəd; *AmE* 'pɪr-/ *noun* [C]
SEE ALSO: **accounting period, cooling-off ~, pay ~, payback ~, recovery ~, reporting ~**
a particular length of time 时期；一段时间：*You can repay the loan over a period of two years.* 你可以在两年内偿还贷款。◇ *Revenues were down 8% on the same period last year.* 收入比去年同期下降8%。◇ *The offer is available for a limited period only.* 这一出价仅在有限的一段时间内有效。◇ *This week is one of the busiest periods of the year.* 本周是一年中最繁忙的时期之一。

**'period bill** (*also* **'term bill**) *noun* [C]
(*Finance*) a BILL OF EXCHANGE which will be paid at a particular time in the future 定期汇票

**peripheral** /pə'rɪfərəl/ *adjective, noun*
● ***adjective***
**1** not as important as the main aim, part, etc. of sth 次要的；附带的：*They are selling off their peripheral businesses.* 他们准备出售其外围产业。
**2** (*IT*) used to describe equipment that is connected to a computer 与计算机连接的；外围的：*a peripheral device* 外围设备
● ***noun*** [C]
(*IT*) a piece of equipment that is connected to a computer（计算机）外围设备：*USB ports are used for scanners and other peripherals.* * USB 接口用于连接扫描仪及其他外围设备。

**perishables** /'perɪʃəblz/ (*also* **ˌperishable 'goods**) *noun* [pl.]
types of food that decay or go bad quickly 易腐食品：*Perishables are transported in refrigerated vehicles.* 易腐食品用冷冻车辆运输。

**perk** /pɜːk; *AmE* pɜːrk/ *noun, verb*
● ***noun*** (*also* **'perquisite,** *formal*) [C, usually pl.]
(*HR*) something you receive as well as your wages for doing a particular job（工资以外的）津贴，补贴：*Perks offered by the firm include a car and free health insurance.* 公司给予的福利待遇包括一辆汽车和免费健康保险。◇ *There was a long-running dispute over executive perks.* 长期以来对公司高管的额外待遇一直存在争议。 See note at SALARY
● ***verb***
PHR V **ˌperk 'up; ˌperk sth 'up** to increase, or to make sth increase, in value, etc. 增加；使增加；上扬：*Share prices had perked up slightly by close of trading.* 尾盘时股价略有上扬。◇ *Our next task is to perk up sales in Europe.* 我们的下一项任务就是增加在欧洲的销售额。

**permanent** /'pɜːmənənt; *AmE* 'pɜːrm-/ *adjective*
lasting or staying for a long time 永久的；永恒的；长久的：*a permanent job* 固定工作 ◇ *permanent staff* 正式员工 ◇ *She will take over the job until a permanent replacement is found.* 她将接手这项工作直到找到一个固定人员来接替她。◇ *You must register if you want to use the software **on a permanent basis**.* 如果想长期使用该软件，必须注册。 OPP TEMPORARY → REGULAR *adj.* (6)

**permatemp** /'pɜːmətemp; *AmE* 'pɜːrm-/ *noun* [C]
(*HR*)
**1** a temporary worker who is employed many times by an organization as this is cheaper than having a permanent employee 长期临时员工；永久性临时雇员：*Some permatemp employees had worked for the company for 14 years.* 某些长期临时员工已经为公司工作了14年。
**2** an agency that supplies temporary employees to an employer 向雇主提供临时员工的机构

**★permission** /pə'mɪʃn; *AmE* pər'm-/ *noun*
**1** [U] the act of allowing sb to do sth, especially when this is done by sb in a position of authority 准许；允许；批准：*You must ask permission **for** all major expenditure.* 所有重大开支须经批准。◇ *The trademark can't be used **without** permission.* 这个商标未经许可不得使用。
● ***to ask for/request/seek** permission* 请求批准；征求同意 • ***to get/obtain/receive** permission* 获准 • ***to give/grant** permission* 准许 • ***to deny/refuse** permission* 拒绝批准
**2** (*Law*) [C, usually pl.] an official written statement allowing sb to do sth 许可证；书面许可：*The publisher is responsible for obtaining the necessary*

*permissions to reproduce illustrations.* 出版商负责取得复制插图所需的书面许可。

**per'mission ,marketing** *noun* [U]
a method of advertising products and services to customers through the Internet in which they must first give their permission to receive advertising information 许可式广告营销（事先须征得客户同意接收广告信息）

**★permit** *noun, verb*
• ***noun*** /'pɜːmɪt; *AmE* 'pɜːrmɪt/ [C]
SEE ALSO: **building permit, construction ~, work ~**
an official document that gives sb the right to do sth, especially for a limited period of time（尤指限期的）许可证，特许证：*They have been granted a permit to provide mobile phone services in the area.* 他们获得了在该地区提供移动电话服务的许可证。
➲ *to* ***apply for/grant*** *(**sb**)**/issue** a permit* 申请／授予／颁发许可证
• ***verb*** /pə'mɪt; *AmE* pər'm-/ (**-tt-**)
**1** [+ obj] to allow sb to do sth or to allow sth to happen 允许；准许：*The government is unlikely to permit the merger of the two companies.* 政府不大可能允许这两家公司合并。◇ *Charities are not permitted to spend funds on political activities.* 慈善机构不得在政治活动上花费资金。
**2** [+ obj *or* no obj] to make sth possible 使有可能；允许：*The password permits access to all files on the network.* 使用这个密码可访问网络上的所有文件。◇ *Cash machines permit you to withdraw money at any time.* 有了取款机人们可以随时取款。

**per,petual 'inventory** = CONTINUOUS INVENTORY

**perquisite** /'pɜːkwɪzɪt; *AmE* 'pɜːrk-/ = PERK

**,per-'share** *adjective* [only before noun]
(*Accounting*) used to describe the amount of income, profit, etc. that a company receives for each one of its shares 每股的：*On a per-share basis, earnings were down 3% at €1.73.* 每股收益下跌3%至1.73欧元。
➲ *per-share* ***earnings/loss/profit/value*** 每股收益／亏损／利润／价值

**personal** /'pɜːsənl; *AmE* 'pɜːrs-/ *adjective*
**1** belonging to or connected with an individual, not a company or an organization 个人的；私人的：*We want consumers to carry on spending but keep personal debt under control.* 我们希望顾客继续消费，但要控制好个人债务。
**2** intended for individuals, not companies or organizations 针对个人的：*Internet banks offered cheap personal loans to attract new customers.* 网上银行提供低息个人贷款以吸引新客户。
**3** acting as an individual, not as a company or an organization 以个人身分的：*The demand for credit from both corporate and personal customers remains high.* 公司和个人客户对信贷的需求持续高涨。
**4** connected with a particular person and not with their job or official position 私人的：*We will not disclose your personal information to other organizations.* 我们不会向其他机构透露您的私人信息。◇ *The letter was marked 'Personal'.* 信上标着“私人信件”。→ PRIVATE

**,personal 'action** *noun* [C]
(*Law*) a type of court case in which sb tries to get money from sb who has caused them to suffer injury, damage, etc. 对人诉讼；个人诉讼：*to bring a personal action against sb* 对某人提起个人诉讼

**,personal al'lowance** (*BrE*) (*AmE* **,personal ex'emption**) *noun* [C]
the amount of money you are allowed to earn each year before you have to pay tax（计算所得税时的）个人免税额

**,personal as'sistant** *noun* [C] (*abbr* **PA**)
a person who works as a secretary or an assistant for one person 私人秘书；个人助理：*the personal assistant to the Director* 局长的私人秘书
→ EXECUTIVE SECRETARY

**,personal 'care** *noun* [U]
the activity of keeping your hair, skin and teeth clean and in good condition 个人护理：*The new range of personal care products includes cosmetics, shampoos and foam baths.* 新的个人护理产品系列包括化妆品、香波和泡沫浴液。

**,personal 'cheque** (*AmE spelling* **~ check**) *noun* [C]
a cheque written by an individual using the money that they have in the bank 个人支票

**,personal 'contract** *noun* [C]
(*HR*) a type of contract of employment that is designed for an individual employee rather than for groups of workers 属人合同；个人合同

**,personal 'credit** = CONSUMER CREDIT

**'personal day** *noun* [C]
(*HR*) in the US and other countries, a day that you are allowed to be away from work with pay for personal reasons 事假：*My employer places no limit on sick or personal days.* 我的老板不限制病假和事假。◇ *I took a personal day to attend my daughter's graduation.* 我请了一天的事假去参加女儿的毕业典礼。→ COMPASSIONATE LEAVE

**,personal de'velopment** *noun* [U]
(*HR*) the process of gaining the knowledge, skills and abilities you need 个人成长；个人发展：*The course will help you identify your development needs in your business context and produce a personal development **plan** in line with your goals.* 这门课程将帮助你明确自己在企业环境下的发展需求，并根据你的目标制定个人发展计划。
SYN SELF-DEVELOPMENT

**,personal ex'emption** = PERSONAL ALLOWANCE

**,personal 'finance** *noun* [U]
the activity of managing the money belonging to an individual 个人理财：*The website covers all areas of personal finance including investments, mortgages and taxes.* 这个网站涵盖了包括投资、抵押贷款和税收在内的个人理财的所有领域。

**,personal infor'mation ,manager** *noun* [C] (*abbr* **PIM**)
a computer program in which you write names, addresses, things you have to do, etc. 个人信息管理系统

**,personal 'injury** *noun* [U]
(*Law*) physical injury to a person, rather than damage to property or to sb's reputation 人身伤害；人身事故：*Industries such as construction and transport have been the worst hit by the increase in personal injury claims.* 建筑和运输等一直是因人身伤害索赔事件增多而遭受打击最严重的行业。

**personality** /,pɜːsə'nælətɪ; *AmE* ,pɜːrs-/ *noun* (*plural* **personalities**)
SEE ALSO: **brand personality**
**1** [C,U] the various aspects of a person's character that combine to make them different from other people 个性；性格；人格：*She has a strong personality.* 她个性很强。◇ *There are likely to be **personality clashes** in any group of colleagues.* 任何共事群体都有可能出现性格冲突。
**2** [C] a famous person, especially one who works in entertainment or sport（尤指娱乐界或体育界的）名人，名流：*They decided to use a sports personality to help sell their products.* 他们决定起用体育明星来帮助推销产品。
**3** (*Marketing*) [C,U] the qualities of a product or an organization that make it interesting and different 特色；特征：*Packaging should reflect and enhance the product's personality.* 包装应当反映并强化产品的特色。◇ *What is the organization's corporate personality?* 这家机构的企业特征是什么？
**4** (*Law*) [C,U] an organization which is considered in law to exist separately from the people who own it or run it and to have legal rights and duties 法人

**personalize, -ise** /'pɜːsənəlaɪz; *AmE* 'pɜːrs-/ *verb* [+ obj]
**1** (*usually* **be personalized**) to design or change sth so that it is suitable for the needs of a particular person 为个人特制：*The machines are personalized to meet our customers' needs.* 这些机器是为满足顾客个性化需求而特制的。◇ *a highly personalized service* 高度个性化的服务
**2** to mark or change sth in some way to show that it belongs to a particular person 使成为个人专有：*By choosing your own ringtone, you can personalize your phone.* 选择自己的铃音可以使你的电话个性化。
▸ **personalization, -isation** /,pɜːsənəlaɪ'zeɪʃn; *AmE* ,pɜːrsənələ'z-/ *noun* [U]：*Website personalization means that the site caters to different users in different ways.* 网站个性化意味着此站点以不同的方式满足不同的用户需求。

**,personal 'leave** *noun* [U]
(*HR*) time that you are allowed away from work, with or without pay, for personal reasons 事假：*You may **take** personal leave for education, an extended vacation or to deal with family problems.* 你可以请事假去学习、延长假期或处理家事。

**,personal lia'bility** *noun* [U]
(*Law*) the legal responsibility that an individual has for injury or damage to sb/sth, or for the debts of a company they own 个人责任；个人负责：*There are several ways to protect yourself from personal liability for business debts.* 有多种方法保护你免于承担公司债务中的个人责任。

**,personal 'organizer** *noun* [C]
a small file with loose sheets of paper in which you write down information, addresses, what you have arranged to do, etc.; a very small computer for the same purpose 个人备忘记事本；个人电子记事簿 → FILOFAX™ See note at CALENDAR

**,personal 'pension** *noun* [C]
an arrangement in which you pay money regularly to an insurance company or a bank, etc. which invests the money and pays you a pension when you retire 个人养老金：*He puts $200 a month into a personal pension plan.* 他每个月向个人养老金计划缴存200元。

**,personal 'property** (*also* **'personalty**, *less frequent*) *noun* [U]
(*Law*) the assets that sb has, such as money, shares, etc. except for land and buildings（不包括不动产的）个人财产：*Personal property includes movable items such as vehicles and merchandise.* 个人财产包括汽车和商品等动产。

**,personal repre'sentative** *noun* [C]
(*Law*) a person who is responsible for the assets of sb who has died 遗产代理人

**,personal 'selling** *noun* [U]
(*Marketing*) the use of people who are trained to sell a company's goods or services to talk to and persuade a customer to buy sth 个人销售；人员推销：*Potential customers are reached through advertising and personal selling.* 通过广告和人员推销影响潜在顾客。

**,personal 'statement** *noun* [C]
a written description of yourself, your education and working life, your abilities and your goals 个人陈述：*The personal statement is an important part of the application form for the job.* 个人陈述是求职表格的重要组成部分。

**personalty** /'pɜːsənəltɪ/ = PERSONAL PROPERTY

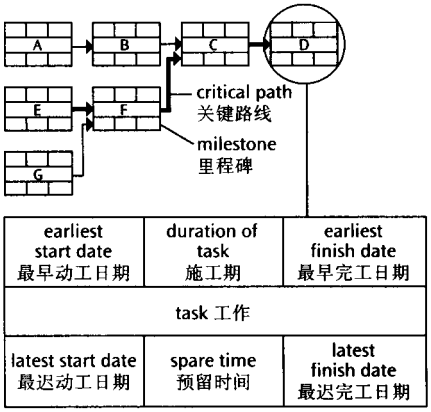
**★personnel** /,pɜːsə'nel; *AmE* ,pɜːrs-/ *noun* (*HR*)
**1** [pl.] the people who work for an organization 全体人员；职员：*Key personnel will be appointed by March.* 骨干人员将在三月以前任命。◇ *The group is trying to cut personnel costs for low-margin products.* 集团正试图削减低利润产品的人员费用。
⊕ ***key/qualified/skilled/trained** personnel* 骨干；人才；技术熟练员工；专门人才
• ***marketing/sales/security/technical** personnel* 营销／销售／安全／技术人员
**2** [U with sing./pl. verb] the department in a company that deals with employing and training people（公司的）人事部门，人力资源部门：*She works in personnel.* 她在人力资源部工作。◇ *Personnel is/are currently reviewing pay scales.* 人力资源部目前正在审查薪资级别。 SYN HUMAN RESOURCES
⊕ *the personnel **chief/department/division/manager/officer*** 人力资源主管／部／处／经理／官员

**,person-to-'person** *adjective* [usually before noun]
**1** happening between two or more people who deal directly with each other rather than through another person 私人间的；个人的；一对一的：*Technical support is offered on a person-to-person basis.* 技术支持是一对一专人提供的。

**2** (*AmE*) (about a telephone call) made by calling the OPERATOR and asking to speak to a particular person. If that person is not available, the call does not have to be paid for（电话通话）定人呼叫的，叫人的：*Person-to-person calls are charged at a higher rate.* 定人呼叫电话收费比较高。

**PERT** /pɜːt; *AmE* pɜːrt/ *abbr*
(*Production*) **Project/Program/Performance Evaluation and Review Technique** a way of managing the tasks involved in a project and showing the order in which they should be completed and how much time is needed for each 项目评审技术；计划评价与审查技术；性能评审技术 → CRITICAL PATH ANALYSIS

**PERT chart PERT 图**




**pessimism** /ˈpesɪmɪzəm/ *noun* [U] **pessimism (about/for/over sth)**
a feeling that bad things will happen and that sth will not be successful; the tendency to have this feeling 悲观；悲观主义：*There is a mood of pessimism in the company about future job prospects.* 公司里对未来岗位前景存在悲观情绪。
OPP OPTIMISM
● ***business/economic/investor/market*** *pessimism* 商业 / 经济 / 投资者 / 市场悲观情绪 • ***growing/increasing/widespread*** *pessimism* 日益增长的悲观情绪；普遍的悲观情绪 • *a* ***mood/sense*** *of pessimism* 悲观情绪 / 感
▸ **ˈpessimist** *noun* [C] **pessimistic** /ˌpesɪˈmɪstɪk/ *adjective* **ˈpessimistically** *adverb* /ˌpesɪˈmɪstɪkli/

**ˈPEST aˌnalysis** /pest/ (*also* **ˈSTEP aˌnalysis**) *noun* [C,U]
an examination of the political, economic, social and TECHNOLOGICAL aspects of the situation in which a company is operating to see how they will affect its products and markets * PEST 分析（帮助企业分析政治、经济、社会、技术等外部宏观环境如何影响公司产品及市场的一种方法）：*Conduct a PEST analysis on the company and evaluate the strategies that it might pursue.* 对公司进行 PEST 分析并评估其可能采取的战略。

**ˈpester ˌpower** *noun* [U] (*informal*)
the ability that children have to make their parents buy things, by repeatedly asking them until they agree 儿童消费力（即儿童向父母吵着要购买东西的能力）

**the ˈPeter ˌPrinciple** /ˈpiːtə(r)/ *noun* [sing.]
the theory that employees continue to be given a higher rank in an organization until finally they reach a position where they do not have the ability to do their jobs properly 彼得原理（员工被持续提升到更高一级职位，直至到达他所不能胜任的职位）：*His promotion to the post of Marketing Director was a classic example of the Peter Principle.* 他被提升至营销主管的职位是彼得原理的一个典型范例。

**petition** /pəˈtɪʃn/ *noun* [C]
(*Law*) an official document asking a court of law to take a particular course of action 诉状：*One creditor has **filed** a petition for the company to be wound up.* 一位债权人已经提交诉状要求公司倒闭。 → BANKRUPTCY PETITION

**petrochemical** /ˌpetrəʊˈkemɪkl; *AmE* ˌpetroʊ-/ *noun* [C]
any chemical substance obtained from PETROLEUM oil or natural gas. 石化产品；石油化工产品：*The country's main exports are steel and petrochemicals.* 这个国家主要出口钢材和石化产品。 ◇ *the petrochemical industry* 石油化学工业

**petrodollar** /ˈpetrəʊdɒlə(r); *AmE* ˈpetroʊdɑːlər/ *noun* [C]
(*Finance*) a unit of money that is used for calculating the money earned by countries that produce and sell oil 石油美元：*An increase in oil prices raises the global supply of petrodollars.* 石油价格上涨会提高全球石油美元的供给。

**petroleum** /pəˈtrəʊliəm; *AmE* -ˈtroʊ-/ *noun* [U]
(often used in the names of companies) mineral oil that is found under the ground or the sea and is used to produce petrol/gas, etc.（常用于公司名）石油：*the petroleum industry* 石油工业 ◇ *BP (British Petroleum)* 英国石油公司

**ˌpetty ˈcash** *noun* [U]
a small amount of money kept in an office to pay small expenses 小额现金；零用钱：*Newspapers are paid for out of petty cash.* 报纸是用零用钱买的。

**pharma** /ˈfɑːmə; *AmE* ˈfɑːrmə/ *adjective, noun* (*informal*)
● ***adjective*** [only before noun]
pharmaceutical 制药的；调药的：*pharma companies* 制药公司
● ***noun*** [U]
pharmaceutics 药剂；药品

**pharmaceutical** /ˌfɑːməˈsuːtɪkl; -ˈsjuː-; *AmE* ˌfɑːrməˈsuː-/ *adjective, noun*
● ***adjective*** [only before noun]
connected with making and selling drugs and medicines 制药的；调药的：*She studied chemistry and then worked in the pharmaceutical industry.* 她读的是化学，之后在制药行业工作。
● ***noun*** [C, usually pl.]
drugs or medicines 药物：*Sales of pharmaceuticals used in the treatment of HIV have increased rapidly.* 用于治疗艾滋病的药物的销售量快速增长。

◇ *a pharmaceuticals company* 制药公司
→ BIOPHARMACEUTICAL

**pharmaceutics** /ˌfɑːməˈsuːtɪks; -ˈsjuː-; *AmE* ˌfɑːrməˈsuː-/ *noun* [U]
the study and development of the production of drugs and medicine 药剂学；制药学

**★phase** /feɪz/ *noun, verb*
• ***noun*** [C]
a stage in a process of change or development 阶段；时期：*Our company went through a phase of rapid expansion.* 我们公司经历了一个快速扩张的阶段。◇ *Producing a quality product really starts in the design phase.* 高品质产品的生产事实上开始于设计阶段。◇ *companies still in the start-up phase* 仍然处于创办阶段的公司
● ***the design/development/manufacturing*** *phase* 设计 / 开发 / 制造阶段 ◆ ***the growth/start-up*** *phase* 增长 / 创办阶段 ◆ ***the early/final/initial/a late/new*** *phase* 早期；最后阶段；初期；晚期；新的阶段
• ***verb*** [+ obj] (*usually* **be phased**)
to arrange to do sth gradually in stages over a period of time 分阶段进行；逐步做：*The closure of regional offices was phased over a two-year period.* 地区办事处在两年的时间内分阶段关闭。
PHR V **,phase sth 'down** to reduce sth gradually in stages over a period of time 逐步减少；分阶段减少；分期分批减少：*We are phasing down production of less profitable lines.* 我们正逐步减少利润较低的生产线的产量。 **,phase sth 'in** to introduce or start using sth gradually in stages over a period of time 分阶段引入；逐渐采用：*The new tax will be phased in over two years.* 这项新税种将在两年内逐步实施。 **,phase sth 'out** to stop using sth gradually in stages over a period of time 逐渐淘汰；逐渐废除：*Some companies agreed to phase out the testing of cosmetics on animals.* 有一些公司同意逐步停止在动物身上进行化妆品试验。

**phishing** /ˈfɪʃɪŋ/ *noun* [U]
(*IT*) the activity of tricking people by getting them to give their identity, bank account numbers, etc. over the Internet or by email, and then using these to steal money from them 网络钓鱼（通过互联网或电子邮件骗取他人身份、银行账号等以窃取钱财）：*The most common form of phishing is by email.* 最常见的网络钓鱼形式是通过电子邮件。◇ *The growth rate of phishing scams jumped 52% in June.* 六月份网络钓鱼诈骗个案激增了52%。

**★phone** /fəʊn; *AmE* foʊn/ *noun, verb*
• ***noun*** [C,U]
SEE ALSO: **cellular phone, fixed ~, mobile ~**
a system for talking to sb else over long distances using wires or radio; a machine used for this 电话；电话机：*You can get technical support **over the phone.*** 你可以通过电话获得技术支持。◇ *They like to do business **by phone.*** 他们喜欢通过电话做生意。◇ *He's been **on the phone** to his office for more than an hour.* 他已经给他办公室打了一个多小时电话。◇ *Her phone must be switched off.* 她的电话肯定关机了。
• ***verb*** (*especially BrE*) (*BrE also* **,phone 'up**) [+ obj *or* no obj]
to make a telephone call to sb 打电话；给…打电话：*You'll have to phone her office to make an appointment.* 你必须给她办公室打电话安排约见。◇ *She phoned up for a chat.* 她打电话聊天。◇ *Can I phone you back later?* 我晚些时候给你回电话好吗？◇ *I'm phoning about your ad in the paper.* 我打电话想问一下你们在报纸上刊登的广告。
SYN CALL
PHR V **,phone 'in** to make a telephone call to the place where you work 往工作单位打电话：*Sarah phoned in to say she'd be late.* 萨拉往办公室打电话说她会迟到。◇ *Three people have **phoned in sick** already this morning.* 今天上午已经有三个人打电话来请病假。 **,phone sth 'in** to make a telephone call to the place where you work in order to give sb some information 往工作单位打电话通报某事

**'phone book** = TELEPHONE DIRECTORY

**'phone call** = CALL *noun* (1)

**phonecard** /ˈfəʊnkɑːd; *AmE* ˈfoʊnkɑːrd/ *noun* [C]
**1** (*AmE*) a plastic card with an individual number on it that allows you to use a telephone service, for example to make international calls. The cost of the call is charged to your account and you pay it later. 电话卡：*Using a phonecard can be a very cost-effective way of making calls abroad.* 用电话卡打国际电话非常省钱。
**2** (*especially BrE*) a plastic card that you can use in some public telephones instead of money 电话磁卡（用于在公用电话上打电话，代替现金支付）：*The first phone was broken and the second took only phonecards.* 第一部电话坏了，第二部电话只能用磁卡。→ CALLING CARD

**photocopier** /ˈfəʊtəʊkɒpiə(r); *AmE* ˈfoʊtoʊkɑːp-/ (*also* **'copier**, *especially in AmE*) *noun* [C]
a machine that makes copies of documents, etc. by photographing them 复印机：*The photocopier has run out of paper.* 复印机缺纸了。

**photocopy** /ˈfəʊtəʊkɒpi; *AmE* ˈfoʊtoʊkɑːpi/ *noun, verb*
• ***noun*** [C] (*plural* **photocopies**)
a copy of a document, etc. made by the action of light on a specially treated surface 影印件；复印件：*Make as many photocopies as you need.* 需要多少份就复印多少。→ COPY *noun* (2)
• ***verb*** (**photocopies, photocopying, photocopied, photocopied**)
**1** [+ obj *or* no obj] to make a **photocopy** of sth 影印；复印：*Can you get these photocopied for me by 5 o'clock?* 五点钟以前帮我把这些复印好可以吗？◇ *photocopied documents* 影印文件 ◇ *photocopying equipment/facilities* 复印设备 / 设施
**2** [no obj] **photocopy well/badly** (about printed material) to produce a good/bad **photocopy**（印刷品）影印得好 / 不好：*The comments in pencil haven't photocopied very well.* 用铅笔写的评语没有复印清楚。→ COPY *verb* (1)

**physical** /ˈfɪzɪkl/ *adjective* [only before noun]
**1** (*IT*) existing in a form that can be seen or touched, as opposed to electronic 实体的；有形的（而非电子的）：*The website has features that physical stores can't offer.* 网站拥有实体商店不具备的特色。 OPP VIRTUAL
**2** (*Finance*) used to describe a product or a raw material that can be bought and sold, or used, as

opposed to cash, shares or FUTURES 实物（而非现金、股票或期货）的：*Investors are putting their money into physical assets such as gold and property.* 投资者正将资金投入黄金和房地产等实物资产。→ TANGIBLE

**⊕ *physical assets/commodities/goods*** 实物资产 / 实物商品 / 实物

**,physical 'capital** *noun* [U]
(*Economics*) items such as land, factories, machinery and materials that are used to produce goods and provide services 实物资本；有形资本：*Our economy is no longer based on the use of physical capital to produce material goods.* 我们的经济已经不再基于使用实物资本来生产有形商品了。→ HUMAN CAPITAL, SOCIAL CAPITAL

**,physical distri'bution** *noun* [U]
(*Production*) the tasks involved in moving finished goods from producers to consumers in the most efficient way and in planning and controlling this 物流；实物分销：*The physical distribution of products has two primary aspects: transportation and storage.* 产品分销包含两个基本方面：运输和仓储。

**pick** /pɪk/ *verb* [+ obj]
SEE ALSO: **cherry-pick**
(*Production*) to collect items that a customer has ordered from the place where they are stored so that the order can be packed and sent 拣货：*They claim to be able to pick, pack and ship a large order in only 30 minutes.* 他们声称仅用30分钟就可以完成大额订单的拣货、包装和发运。▸ **'picking** *noun* [U]：*You will be in charge of ten **picking and packing** staff.* 你将负责十个拣货和包装工作人员。◇ *a wireless warehouse picking system* 无线仓库拣货系统

IDM **pick up the 'bill/'tab (for sth)** (*informal*) to pay for sth 付账；支付：*The company picked up the tab for his hotel room.* 公司为他支付了旅馆房费。→ idiom at SLACK *noun*

PHR V **,pick sth 'off** to take the best people or things from a group and leave the rest 挑选最好的人或物（放弃其余的）：*Rival firms are interested in picking off parts of the group.* 对手企业有意吞并集团的一部分。**,pick sb/sth 'out** to choose sb/sth carefully from a group of people or things 精心挑选：*She was picked out from dozens of applicants for the job.* 从诸多申请者中她被选出来担任此职位。**,pick 'up** to get better, stronger, etc.; to improve 改善；好转；增强：*In the last few weeks sales have started to pick up.* 最近几周销售额已经开始上升。→ PICKUP **,pick sth 'up** (*informal*) to buy sth, especially cheaply or by chance（廉价或碰巧）买到：*Investors have a chance to pick up some bargains.* 投资者有机会买到廉价货。

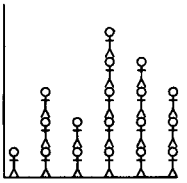
**picket** /'pɪkɪt/ *noun, verb*
● ***noun*** [C]
a person or group of people who stand outside the entrance to a building in order to protest about sth, especially in order to stop people from entering a factory, etc. during a strike; an occasion when this happens（罢工期间）纠察员，纠察队：*Five pickets were arrested by police.* 五名纠察员被警方逮捕。◇ *I was on picket duty at the time.* 当时我担任罢工纠察。◇ *a mass picket of the factory* 工厂的群众纠察队
● ***verb*** [+ obj *or* no obj]
to stand outside somewhere such as your place of work to protest about sth or to try and persuade people to join a strike 罢工纠察：*200 workers were picketing the factory.* 有200名工人在做工厂罢工纠察。◇ *Striking workers picketed outside the gates.* 罢工工人在大门外纠察警戒。▸ **'picketer** *noun* [C] (*AmE*)

**'picket line** *noun* [C]
a line or group of **pickets** 罢工纠察线（或队）：*Fire crews refused to cross the picket line.* 消防人员拒绝冲破罢工纠察线。

**pickup** /'pɪkʌp/ *noun*
**1** [C] an improvement 改进；改善：*Retailers are hoping for a pickup in consumer spending.* 零售商指望消费者开支能有所增长。→ PICK UP AT PICK
**2** (*Transport*) [C,U] an occasion when sth is collected 收取；提货：*Goods are delivered not later than noon on the day after pickup.* 货物必须在提货当天的中午之前递送。
**3** (*also* **'pickup truck**) [C] a vehicle with low sides and no roof at the back used, for example, by farmers 轻型小货车；皮卡

**pictogram** /'pɪktəgræm/ *noun* [C]
a diagram that uses pictures to represent amounts or numbers of a particular thing 象形图：*This pictogram shows sales for the last three months.* 这个象形图显示了过去三个月的销售情况。

**pictogram** 象形图



**picture** /'pɪktʃə(r)/ *noun*
**1** [C, usually sing.] a description that gives you an idea of what sth is like 描绘；描述：*The writer paints a gloomy picture of the economy.* 作者把经济形势描绘得一片惨淡。
**2** [sing.] **the picture** the general situation concerning sb/sth 形势；状况；情形：*The overall picture for industry is encouraging.* 工业的总体形势令人鼓舞。

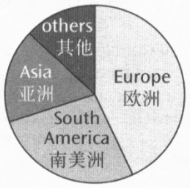
IDM **in/out of the 'picture** (*informal*) involved/not involved in a situation 在局内 / 局外；相干 / 不相干：*With our main competitors out of the picture, we have a good chance of winning the contract.* 随着我们的主要竞争对手的出局，我们赢得这一合同的机会就很大了。**put/keep sb in the 'picture** (*informal*) to give sb the information they need in order to understand a situation 介绍情况；使了解情况：*Just to put you in the picture—there have been a number of changes here recently.* 只是让你了解一下情况，这里最近发生了一些变化。→ idiom at BIG

**'piece rate** *noun* [C]
(*HR*) an amount of money paid for each thing or amount of sth that a worker produces 计件工资: *Slow workers on piece rates simply took home less pay.* 计件工资制度下，速度慢的工人肯定赚钱少。

**piecework** /'pi:swɜ:k; *AmE* -wɜ:rk/ *noun* [U]
(*HR*) work that is paid for by the amount done and not by the hours worked 计件工作；按件付酬的工作: *Piecework payment systems can help boost productivity but may lower quality.* 计件工资制度有助于提高生产率但可能会降低质量。
▸ **'pieceworker** *noun* [C]

**'pie chart** (*also* **'pie graph**) *noun* [C]
a diagram consisting of a circle that is divided into parts to show the size of particular parts in relation to the whole 圆形分格统计图表；饼形图: *Pie charts are often the simplest way to show statistics.* 饼形图通常是显示统计数据的最简单的途径。

**pie chart** 饼形图




**pigeonhole** /'pɪdʒɪnhəʊl; *AmE* -hoʊl/ *verb*, *noun*
• ***verb*** [+ obj] to decide that sb/sth belongs to a particular group or type, often without thinking deeply enough about it 大致划分；分类: *She never tried to pigeonhole her customers.* 她从未试着对顾客分类。 SYN CATEGORIZE
• ***noun*** [C]
**1** one of a set of small boxes that are fixed on a wall and open at the front, used for putting letters, messages, etc. in 文件格；信件架: *The letter had been put in the wrong pigeonhole.* 那封信放错信件架了。
**2** a group or type of people or things that sb/sth is put into, that is often too general, unfair or not correct（被置于过于宽泛、不公平的或错误的）群体；类型: *Many clients want their advisers to fit into neat pigeonholes.* 许多客户想把他们的顾问简单地分类。 SYN CATEGORY

**piggyback** /'pɪgibæk/ *verb*
PHR V **'piggyback on/onto sth; 'piggyback sth on/onto sth 1** to use a system that already exists as a basis for sth else 利用；借助: *Other search engines piggyback on one another to provide more complete results.* 其他搜索引擎相互补充，可以提供更为完备的搜索结果。 **2** to use a larger organization, etc. for your own advantage 攀附

**pile** /paɪl/ *noun* [C]
a large amount of money or debt 大量（钱财或债务）: *The company is selling off assets in order to reduce its debt pile.* 公司正出售资产以降低其巨额债务。 → CASH PILE

**pilfer** /'pɪlfə(r)/ *verb* [+ obj *or* no obj]
to steal things of little value or in small quantities, especially from the place where you work 偷窃；小偷小摸: *She regularly pilfered stamps and stationery from work.* 她经常从办公室偷窃邮票和文具。 ◇ *He was caught pilfering.* 他偷窃时被抓获。 ▸ **pilferage** /'pɪlfərɪdʒ/ *noun* [U]: (*formal*) *reducing the costs of theft and pilferage by employees* 减少员工偷窃损失 **'pilferer** *noun* [C] **'pilfering** *noun* [U]

**pilot** /'paɪlət/ *noun*, *verb*, *adjective*
• ***noun*** [C]
SEE ALSO: **automatic pilot**
**1** a person who operates the controls of an aircraft, especially as a job 飞行员；飞机驾驶员: *a commercial/an airline pilot* 民航飞行员
**2** a person with special knowledge of a difficult area of water who guides ships through it 领港员；领航员；引水员；舵手
**3** a single television programme that is made in order to find out if people will like it and want to watch further programmes 电视试播节目
• ***verb*** [+ obj]
**1** to fly an aircraft or guide a ship; to act as a **pilot** 驾驶(飞机等)；领航；引水: *The plane was piloted by the instructor.* 那架飞机由教练员驾驶。
**2 pilot sth (through sth)** to guide sb/sth somewhere, especially through a complicated place or system 引导；使通过（尤指复杂的地方或系统）: *She has piloted the company through a period of successful growth.* 她带领公司成功地实现了增长。
**3** (*Marketing*) to test a new product, idea, etc. with a few people or in a small area before it is introduced everywhere 试点；试行: *We are considering piloting the software with small businesses in the London area.* 我们正在考虑在伦敦地区的小企业试用这个软件。
• ***adjective*** [only before noun]
done on a small scale in order to see if sth is successful enough to do on a large scale 试验性的；试点的: *a pilot project/study/survey/test* 试点项目 / 研究 / 调查 / 测试 ◇ *a pilot episode* (= of a radio or television series)（广播或电视系列节目）试播的一集

**PIM** /ˌpi: aɪ 'em/ = PERSONAL INFORMATION MANAGER

**PIN** /pɪn/ (*also* **'PIN ˌnumber**) *noun* [C] **personal identification number**
a number given to you, for example by a bank, so that you can use a plastic card to take out money from a cash machine 个人识别号: *I've forgotten my PIN.* 我忘记了自己的个人识别号。 ◇ *Criminals are finding many ways to uncover clients' PINs.* 犯罪分子想方设法取得客户的个人识别号。

**ping** /pɪŋ/ *verb* [+ obj]
(*IT*)
**1** to use an Internet program to test whether a computer you are trying to connect with is working properly 网络封包探索器检测
**2** (*informal*) to send sb a type of electronic message similar to an email that appears on their

screen as soon as it is sent (an **instant message**) 发送即时电子信息: *Employees can ping each other questions and requests.* 员工可以发送即时电子信息相互提出问题和请求。
▸ **ping** *noun* [C]: *(informal) An 'away message' tells other users that you're around, but not taking pings.* 一条"离开信息"让其他用户知道你在附近，但不能接收即时信息。

**ˌpink-ˈcollar** *adjective* [only before noun] *(especially AmE)*
connected with jobs with low pay that are done mainly by women, for example in offices 粉领的; 传统女性职业的: *pink-collar workers* 粉领工人
→ BLUE-COLLAR, WHITE-COLLAR

**ˈPink Sheets™** *(also spelled* **pink sheets***)* *noun* [pl.]
*(Finance)* in the US, a list of the latest prices of OVER-THE-COUNTER shares (= shares that do not appear in an official stock exchange list), that is published every day 粉单（美国全国性的场外交易市场股票每日报价): *The company's shares closed at 86 cents on the Pink Sheets.* 这家公司的股票在粉单上以86分收盘。→ YELLOW SHEETS

**ˌpink ˈslip** *noun* [C] *(AmE)*
*(HR, informal)* a letter given to sb to say that they must leave their job 解雇通知书: *About 20% of the workforce will soon receive pink slips.* 大约20%的工人不久将被解雇。▸ **ˈpink-slip** *verb* [+ obj] (**-pp-**): *He was afraid he was going to be pink-slipped.* 他担心自己将被解雇。

**ˈPIN ˌnumber** = PIN

**pioneer** /ˌpaɪəˈnɪə(r); *AmE* -ˈnɪr/ *noun, verb*
● ***noun*** [C]
a person or an organization that is the first to develop a particular area of knowledge, type of product, etc. that other people or organizations then continue to develop 先锋; 先驱; 带头人: *He was one of the pioneers of wireless communications.* 他是无线通信的开创者之一。◇ *Our company is a pioneer* ***in the*** *pharmaceutical field.* 我们公司是制药领域的领头企业。
● ***verb*** [+ obj]
when a person or an organization **pioneers** sth, they are one of the first to do, discover or use sth new 当开拓者; 做先锋

**pioneering** /ˌpaɪəˈnɪərɪŋ; *AmE* -ˈnɪr-/ *adjective* [usually before noun]
introducing ideas and methods that have never been used before 探索性的; 开拓性的; 先驱性的: *They have played a pioneering role in the development of digital radio.* 他们在数字无线电开发方面起了先锋作用。◇ *pioneering research* 探索性研究

**pipeline** /ˈpaɪplaɪn/ *noun* [C]
a series of pipes that are usually underground and are used for carrying oil, gas, etc. over long distances 管道; 管线
IDM **in the ˈpipeline** something that is **in the pipeline** is being discussed, planned or prepared and will happen or exist soon 在进行中; 在酝酿中: *The company has a range of new products in the pipeline.* 这家公司正在开发一系列新产品。

**piracy** /ˈpaɪrəsi/ *noun* [U]
the act of making illegal copies of video tapes, computer programs, books, etc., in order to sell them 盗版; 非法翻印; 非法复制: *a new way to deal with software piracy* 对付软件盗版的新方法

**pirate** /ˈpaɪrət/ *noun, verb*
● ***noun*** [C] *(often used as an adjective* 常用作形容词*)*
a person who makes illegal copies of video tapes, computer programs, books, etc., in order to sell them（录影带、计算机程序、著作等的）剽窃者; 盗印者; 盗制者: *pirate copies of CDs* 盗版 CD ◇ *software pirates* 软件盗版者
● ***verb*** [+ obj]
to copy and use or sell a product without permission and without having the right to do so 盗印; 盗版; 翻印: *pirated computer games* 盗版电脑游戏 See note at COPY

**pit** /pɪt/ *noun* [C]
**1** *(Stock Exchange) (AmE)* the area of a stock exchange or other EXCHANGE where a particular product is traded 交易所中的交易场地; 交易圈; 交易场: *The futures contracts will be traded on-screen as well as in traditional pits.* 除在传统交易场进行交易外，期货合同还将在屏幕上交易。→ FLOOR
**2** a coal mine 煤矿: *planned pit closures* 有计划的关停煤矿

**pitch** /pɪtʃ/ *noun, verb*
*(Commerce; Marketing)*
● ***noun*** [C, usually sing.]
SEE ALSO: **elevator pitch, sales pitch**
talk or arguments used by a person trying to sell things or persuade people to do sth 推销的话; 劝说的言词: *an aggressive pitch* 强人所难的推销行话 ◇ *Each company was given ten minutes to* ***make its pitch*** *for the contract.* 每家公司都有十分钟时间为赢得这项合同进行推销宣传。
● ***verb***
**1** [+ obj] to set sth at a particular level 定位于: *They have pitched their prices too high.* 他们定价过高。◇ *The takeover would be pitched* ***at*** *$4.6 billion.* 这项接管价值被定在46亿元。
**2** [+ obj] to aim or direct a product or service at a particular group of people（针对特定人群）推销: *The new software is being pitched* ***at*** *banks.* 这一新软件是面向银行销售的。◇ *The car is being pitched* ***as*** *a high-quality, low-cost alternative to local models.* 这款汽车是作为本地型号汽车的高品质、低成本的替代品而推销的。
**3** [+ obj *or* no obj] to try to persuade sb to buy sth, to give you sth or to make a business deal with you 努力推销; 劝说: *Improving your presentation skills will help you when pitching* ***for*** *business.* 改进表达技巧将有助于赢得生意。

**pitfall** /ˈpɪtfɔːl/ *noun* [C, usually pl.]
a danger or difficulty, especially one that is hidden or not obvious at first 陷阱; 圈套; 诱惑: *The article tells you how to avoid some of the pitfalls of online banking.* 这篇文章告诉人们如何避免网上银行业务的某些陷阱。◇ *Investors need to be aware of the potential pitfalls.* 投资者应当注意潜在的风险。

**pittance** /'pɪtns/ *noun* [C, usually sing.]
a very small amount of money, especially paid to sb as wages 微薄的薪俸: *They paid us a pittance and the working conditions were appalling.* 他们支付给我们微薄的报酬，而且工作条件非常恶劣。

**pivotal** /'pɪvətl/ *adjective*
of great importance because other things depend on it 中枢的；关键性的: *The company plays a pivotal role in the local economy.* 这家公司在当地经济中扮演着重要角色。

**pixel** /'pɪksl/ *noun* [C]
(*IT*) any of the small individual areas on a computer screen, which together form the whole display 像素

**place** /pleɪs/ *verb, noun*
• ***verb*** [+ obj]
**1** to give instructions about sth or make a request for sth to happen 安排: *Placing an ad in the local newspaper costs $250.* 在当地报纸刊登广告的费用为250元。 ◇ *As soon as customers place an order, they receive confirmation by email.* 顾客下了订单后会立即通过电子邮件收到确认函。
**2** to find a suitable job for sb（为某人）找到合适的工作；安置: *The agency placed about 2 000 office workers last year.* 这家介绍所去年安置了约2000名职员。
**3** (*Finance*) to make new shares in a company available for sale to particular people or institutions 配售（股票）: *The company will raise money by placing 20 million shares.* 这家公司将配售2000万股以募集资金。 → PLACING
→ idiom at RECORD *noun*
• ***noun*** [C]
a building or an area used for a particular purpose 地点；地方: *The site acts as an online meeting place.* 这个网站充当在线会场。 ◇ *He can usually be contacted at his place of work.* 通常总能在他的工作地点找到他。
IDM **be 'going places** to be getting more and more successful in your life or career 事业顺利；春风得意: *a young architect who's really going places* 春风得意的年轻建筑师 **in 'place** working or ready to work 在工作；准备就绪: *A deal on funding will be in place by June.* 一笔融资交易将于六月份以前完成。

**placement** /'pleɪsmənt/ *noun* [U,C]
SEE ALSO: **private placement, product placement**
**1** the act of finding sb a suitable job or place to live 安置；安排: *a job placement service* 职业介绍所 ◇ *The recruiting agency handles mainly permanent placements.* 这个招聘机构主要安排固定工作。
**2** (*BrE*) (*AmE* **'practicum**) a job, often as part of a course of study, where you get some experience of a particular kind of work 实习工作；实习；见习: *The third year is spent on placement in selected companies.* 第三年在有关公司实习。 ◇ *The program combines practicums with business and general studies courses.* 这门课程将企业实习课和普通学习课程结合起来。 ◇ *business students returning from work placements* 从实习工作岗位上回来的商科学生
**3** (*Finance*) (*AmE*) = PLACING

**placing** /'pleɪsɪŋ/ (*AmE also* **'placement**) *noun* [C,U]
(*Finance*) an occasion when new shares in a company are made available for sale to particular individuals or institutions 配售: *The deal will be partly funded through a share placing.* 这个交易的部分资金将通过配股上市筹集。 → PRIVATE PLACING

**plaintiff** /'pleɪntɪf/ *noun* [C]
(*Law*) a person who makes a formal complaint against sb in court 原告 → CLAIMANT (3), COMPLAINANT, DEFENDANT

**★plan** /plæn/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **action plan, business ~, cafeteria ~, contingency ~, dividend reinvestment ~, employee share ownership ~, floor ~,** etc.
**1** a set of things to do in order to achieve sth 规划；方案: *They drew up a comprehensive plan **for** reducing costs.* 他们制定了详尽的降低成本的方案 ◇ *We've come up with a plan **to** save the business from collapse.* 我们已提出了拯救企业免遭倒闭的方案。
**2** an idea for doing or achieving sth in the future 计划: *They are expected to announce plans **for** further factory closures.* 人们期望他们公布未来关闭工厂的计划。 ◇ *We have no plans **to** sell the business.* 我们没有打算出售企业。
**3** (*Finance*) (*especially with other nouns* 尤其与其他名词连用) a way of investing money or making payments 投资方式: *The company offers a retirement **savings** plan for employees.* 公司向员工提供退休储蓄计划。 ◇ *The **payment** plan enables customers to pay for goods over a period of time.* 付款计划使顾客能够延期付款。
**4** a detailed drawing of a machine, building, etc. that shows its size, shape and measurements 设计图；详图: *The architect is **drawing up** plans for the new offices.* 建筑师正为新办公室画图纸。
**5** a diagram that shows how sth will be arranged 示意图；分布图: *a floor plan* (= showing how furniture is arranged) 楼层平面图 ◇ *a seating plan* 座位安排示意图
• ***verb*** [+ obj *or* no obj] (**-nn-**)
**1** to make detailed arrangements for sth you want to do in the future 计划；谋划；精心安排: *For a comfortable future, you need to plan ahead.* 为了将来生活舒适，人们需要事先进行安排。 ◇ *A meeting has been planned for early next year.* 计划在明年初召开一个会议。
**2 plan (on sth/on doing sth)** to intend or expect to do sth 打算；期望: *The new owners are not planning any major changes in the near future.* 新业主在近期不打算作重大改变。 ◇ *news of planned job cuts* 计划裁员的传闻
PHR V **,plan sth 'out** to plan carefully and in detail sth that you are going to do in the future 策划；规划: *She has her career all planned out.* 她把自己的职业生涯完全规划好了。

**Plan 'A** *noun* [sing.]
the thing or things sb intends to do if everything happens as they expect 首选方案

**Plan 'B** *noun* [sing.]
the thing or things sb intends to do if their first plan is not successful 第二选择；备选方案:

*If Plan A fails, we'll go to Plan B.* 如果首选方案失败，我们就采用备选方案。

**ˌplanned e'conomy** *noun* [C]
(*Economics*) an economic system that is controlled by the government rather than by the amount of goods available and the level of demand from customers 计划经济: *This was the final stage in the transition from a planned economy to a market economy.* 这是由计划经济转变为市场经济的最后阶段。 → COMMAND ECONOMY, MARKET ECONOMY

**planner** /'plænə(r)/ *noun* [C]
**1** a person whose job is to plan the growth and development of a town（城市）规划师: *a city/town/an urban planner* 城市规划师
**2** a person who makes plans for a particular area of activity 设计者；规划者: *the country's top economic planner* 国家的最高经济规划者 ◇ *You should consult a tax planner before you sell any assets.* 你出售任何资产之前应首先咨询税务规划师。
**3** a book, computer program, etc. that contains dates and is used for recording information, arranging meetings, etc 记事簿；规划簿: *Use a wall planner to organize activities in your personal and professional life.* 在生活和工作中，使用壁挂进度表组织安排各种活动。 ◇ *a day/year planner* 日程备忘录 / 全年行事历 —Picture at OFFICE

**★planning** /'plænɪŋ/ *noun* [U]
SEE ALSO: **aggregate planning, enterprise resource ~, human resource ~, manpower ~, manufacturing resource ~, material requirement ~, media ~,** etc.
**1** the process of making plans for sth 计划制定；规划: *Organizing a conference requires a lot of careful planning.* 组织会议需要精心筹划。 ◇ *Consultants may be able to help with business planning.* 顾问可以帮助制定商业计划。
● ***careful/detailed*** *planning* 仔细 / 详尽的规划
• ***advance/forward*** *planning* 先期计划
• ***business/financial*** *planning* 商业 / 财务计划
• *to* ***need/require*** *planning* 需要 / 要求制定计划
**2** the control of the growth and development of towns and their buildings, roads, etc. so that they can be pleasant and convenient places for people to live in 城市发展规划: *Urban planning deals with the design of the built environment.* 城市规划涉及建筑环境的设计。
● ***city/town/urban*** *planning* 城市规划 • *planning approval/consent/permission* 城市规划许可

**★plant** /plɑ:nt; *AmE* plænt/ *noun*
SEE ALSO: **fabrication plant**
**1** [C] a factory or place where power is produced or an industrial process takes place 工厂: *Toyota has car assembly plants in the United States and Canada.* 丰田公司在美国和加拿大拥有汽车装配厂。 ◇ *It is Europe's most productive car plant.* 它是欧洲产量最大的汽车制造厂。 See note at FACTORY
● ***an assembly/a bottling/manufacturing/packing/processing*** *plant* 装配 / 装瓶 / 制造 / 包装 / 加工厂 • ***a car/chemical*** *plant* 汽车 / 化工厂
**2** [U] large machinery that is used in industrial processes（工业用的）大型机器，设备: *The company has been investing in new plant and equipment.* 这家公司一直在投资购置新机械设备。 ◇ *specialists in plant hire* 工业设备租赁专家

**plastic** /'plæstɪk/ (*also* **ˌplastic 'money**) *noun* [U] (*informal*)
credit cards or other bank cards 银行卡: *Do they take plastic?* 他们接受银行卡付账吗？

**plateau** /'plætəʊ; *AmE* plæ'təʊ/ *noun, verb*
● ***noun*** [C] (*plural* **plateaux** *or* **plateaus** /-təʊz; *AmE* -'toʊz/)
a time of little or no change after a period of growth or progress（发展或增长后的）稳定期，停滞期: *Inflation has reached a plateau.* 通货膨胀停下来了。
● ***verb*** [no obj] **plateau (out)**
to stay at a steady level after a period of growth or progress（发展或增长后）稳定下来，停滞: *Unemployment has at last plateaued out.* 失业率最终不再上升了。 ◇ *Prices have pretty much plateaued for now.* 价格现在已相当稳定。

**platform** /'plætfɔ:m; *AmE* -fɔ:rm/ *noun* [C]
SEE ALSO: **cross-platform**
**1** a basis on which sth can develop 平台；基础: *The deal will provide the company with a platform for long-term growth.* 这笔交易将为公司的长远发展提供平台。
**2** (*IT*) the technical basis of a system, especially a computer or broadcasting system（尤指计算机或广播系统的）平台: *Versions of the software are available for Windows and Macintosh platforms.* 这种软件有适用于 Windows 和 Macintosh 平台的版本。
**3** a raised structure standing in the sea, built by a company that is taking oil or gas from under the sea（石油或天然气钻井的）平台: *They deliver supplies to the offshore platforms of major oil companies.* 他们向大石油公司的海上作业平台运送物资。

**ˌplatform-'neutral** *adjective*
(*IT*) able to work on different technical systems 平台无关的（能用于不同的技术系统的）: *The developers have a policy of producing platform-neutral applications.* 开发人员有开发平台无关的应用程序的政策要求。

**platinum** /'plætɪnəm/ *noun* [U]
a very valuable silver-grey metal used in making expensive jewellery and in industry 铂；白金

**play** /pleɪ/ *verb, noun*
● ***verb*** [no obj] (*especially AmE*)
to have a particular effect on sb 产生影响: *Providing good service plays well with customers.* 提供良好的服务会让顾客感到舒心。
IDM **have money, time, etc. to 'play with** (*informal*) to have a particular amount of money, time, etc. for doing sth 有的是（金钱或时间等）: *We don't have a lot of money to play with.* 我们没有多少钱。 **play by sb's (own) 'rules** if sb **plays by their own rules** or makes other people **play by their rules** they set the conditions for doing business 制定游戏规则；以自己的方式行事 **play by the 'rules** to deal fairly and honestly with people 照章办事；按规矩行事: *They were a well-run company and played by all the rules, but still failed.* 他们的公司经营有方，遵规守纪，但还

是倒闭了。 **play 'catch-up** (*especially AmE*) to try to be as good or successful as a competitor 努力追赶: *They are one of the biggest companies in the industry and we're always playing catch-up with them.* 他们是本行业最大的公司之一，我们一直在努力追赶他们。 **play for high 'stakes** to be involved in an activity where you can lose a lot if it fails, but gain a lot if it is successful 冒大风险; 下大赌注 **play the ('stock) 'market** to buy and sell shares in order to make a quick profit 炒股票; 证券投机: *Not all investors wish to take a risk by playing the market.* 并非所有投资者都愿意冒险炒股票。 **play a (key, major, vital, etc.) 'part/ 'role (in sth); have a (key, major, vital, etc.) 'part/'role to play (in sth)** to be involved in sth and have an important effect on it 发挥重要作用: *She had played a key role in the growth of the business.* 她在企业的发展中起了关键作用。 ◇ *Financial rewards play an important part in motivating staff.* 奖金在激励员工方面发挥着重要作用。 **play the 'system** to use a set of rules that control sth in a way that gives you an advantage 钻制度的漏洞: *The developers are experts at playing the planning system.* 开发商们都精于钻计划体制的空子。 **play to your 'strengths** to give your attention and effort to things that you do well; to give sb the opportunity to do this 发挥长处; 发挥优势: *Each member of the team should have a task that plays to their strengths.* 小组的每一位成员应该承担一项能够发挥自己长处的任务。

**PHR V** **,play sth 'back** to play telephone messages that have been recorded 回放（电话）录音; 播放 **,play sth 'down** to try to make sth seem less important than it is 减低…的重要性; 淡化; 贬低: *They had made serious losses and were trying to play them down.* 他们出现了严重亏损，正在努力淡化此事。 OPP PLAY STH UP **'play for sth** to try to gain sth; to compete with sb for sth 努力争取某事物; 为某事物而竞争: *There is still 96% of the company to play for.* 这家公司仍有96%的股份需要努力争取。 **,play 'out; ,play itself/themselves 'out** to develop or end in a particular way 进展; 进行到底: *Let's make a decision on this and see how it plays out.* 让我们就此事作个决定，再看其如何进展。 **,play sth 'up** to try to make sth seem more important than it is 夸大…的重要性; 渲染; 强调: *I played up my previous experience in the industry.* 我夸大了自己以往在本行业的经验。 OPP PLAY STH DOWN

• *noun*

SEE ALSO: **Plug and Play, pure ~, role ~**

**1** [U] the activity or operation of sth; the influence of sth on sth else 活动; 作用; 影响: *the free play of market forces* 市场力量的自由调节作用 ◇ *Unemployment figures have fallen but there may be seasonal factors at play.* 失业数字业已下降，但有可能是季节性因素在起作用。

**2** (*Stock Exchange, informal*) [C] an act of investing money in particular shares, bonds, etc. 证券投资: *Although the shares are not cheap, they are a defensive play that won't let you down.* 尽管这只股票不便宜，但这是防御性投资，不会让你亏本。

**IDM** **bring/call sth into 'play** to begin to use sth 开始使用: *More funding will be brought into play.* 将动用更多的资金。 **come into 'play** to begin to be used or to have an effect 开始活动; 开始起作用: *A number of factors come into play when you ask people to work together in groups.* 当你让人们分担集体工作时，会有多个因素发挥作用。 **in play** if a company is **in play**, it can be bought by another company（公司）供出售: *The company has been put in play as a takeover target.* 这家公司已被列为收购目标。 **make a 'play for sb/sth** to try to obtain sth; to do things that are intended to produce a particular result 企图得到某事物; 处心积虑做事: *She was making a play for the sales manager's job.* 她挖空心思想要取得销售部经理的职位。

**playbook** /'pleɪbʊk/ *noun* [C] (*AmE*) a set of plans for achieving an aim 计划; 攻略; 行动指南: *The business plan serves as a playbook for everyone involved in the company.* 这份商业计划可作为公司内所有相关人员的行动指南。

**player** /'pleɪə(r)/ *noun* [C]

SEE ALSO: **team player**

an important company or person involved in a particular area of business（商业方面的）参与者，竞争者: *The company is a major player in the London property market.* 这家公司是伦敦房地产市场上的龙头企业。 ◇ *The new employee should be introduced to key players in the department.* 应该将新雇员介绍给部门内的主要人员。

⊕ ***a big/dominant/global/key/leading/major player*** 大的 / 最权威的 / 全球 / 关键 / 重要 / 主要参与者 • ***a niche/small player*** 利基 / 小企业参与者

**'playing field** *noun* [C, usually sing.] (*Marketing*) used to describe a situation where people are competing with each other 相互竞争的情形: *Do you have the skills necessary to perform on today's corporate playing field?* 在当今日企业相互竞争的情况下，你有可供施展的必要技能吗? ◇ *The strength of the pound had tilted the playing field away from UK operations* (= made it more difficult for them to compete). 英镑的坚挺使英国企业失去了竞争优势。

**IDM** **a ,level 'playing field** a situation where everyone has a fair and equal chance of succeeding 公平竞争: *The tariffs mean that Europe and the US are not competing on a level playing field.* 这些关税意味着欧美之间并非公平竞争。 ◇ *The aim of the changes is to create a level playing field for life assurance companies.* 改革的目的就是为寿险公司创造一个公平竞争的环境。

**NOTE** Variations of this idiom are also used. 此成语有几种变体: *Many people believe that technology can level the playing field. The government wants to ensure the playing field remains level.* 许多人相信技术能够创造平等竞争的局面。政府希望确保公平竞争。 **an ,uneven 'playing field** a situation in which some competitors have an unfair advantage 不公平的竞争环境: *The proposed measure will create an uneven playing field among competing financial services.* 所提出的措施将在金融服务领域制造不公平竞争。

**plc** /ˌpi: el 'si:/ *abbr* (*BrE*) **1** (*usually used in written English* 通常用于书面英语) (*also spelled* **PLC**) public limited company (used after the name of a company or business) 公共股

份有限公司（用于公司或企业名称之后）：*Lloyd's Bank plc* 劳埃德银行 See note at LTD
**2** (*Marketing*) **PLC** = PRODUCT LIFE CYCLE

**pledge** /pledʒ/ *verb, noun*
• ***verb*** [+ obj]
**1** to formally promise to give or do sth 保证；正式承诺；立誓：*Japan has pledged $100 million in aid.* 日本已承诺提供1亿美元援助。◇ *The CEO pledged* ***that*** *there would be no more job cuts.* 首席执行官保证不会再裁员。
**2** (*Law*) to leave sth valuable with sb to prove that you will pay back money that you owe 抵押；担保：*The shares were pledged to the bank as security for loans.* 这些股票作为贷款的担保抵押给了银行。
• ***noun*** [C]
**1** a serious promise 保证；诺言；承诺：*Management has* ***given*** *a pledge that there will be no job losses this year.* 资方保证今年不裁员。◇ *Will the government* ***honour*** *its election pledge not to raise taxes?* 政府会兑现不增加税收的竞选承诺吗？
**2** (*Law*) something valuable that you leave with sb to prove that you will pay back money that you owe 抵押；抵押品：*The property is given as a pledge until the debt is paid.* 债务偿清之前，这处房产将充作抵押品。◇ *How can I* ***redeem*** *my pledge* (= pay back the loan and get the valuable item back)? 我怎样才能赎回抵押品？

**plenary** /'pliːnəri/ *adjective, noun*
• ***adjective*** [only before noun]
(about meetings, etc.) to be attended by everyone who has the right to attend（会议等）全体参加的：*The new committee holds its first plenary session this week.* 新委员会本周举行第一次全体大会。
• ***noun*** [C] (*plural* **plenaries**)
a **plenary** meeting 全体会议；全会：*The resolution will be put to a vote at the final plenary.* 决议将在最后一次全体会议上付诸表决。

**'Plimsoll line** (*also* **'Plimsoll mark**) /'plɪmsəl/ = LOAD LINE

**PLM** /ˌpiː el 'em/ = PRODUCT LIFE CYCLE MANAGEMENT

**plot** /plɒt; *AmE* plɑːt/ *noun, verb*
• ***noun*** [C]
a piece of land that is used or intended for a special purpose 土地；地皮：*The company invested $300 m, buying new plots of land for development.* 这家公司投资了3亿元，购买了数块新土地用于开发。◇ *Building plots range in price from $246 500 to $440 000.* 建筑用地的价格从24.65万元至44万元不等。
• ***verb*** [+ obj] (**-tt-**)
**1** to make a diagram or chart from some information 绘制（图表）：*The results of the survey are analysed and plotted on a chart.* 调查结果经过分析并绘成了图表。
**2** to mark points on a graph and draw a line or curve connecting them 绘制（曲线）：*First, analyse the responses and plot them* ***onto*** *a graph.* 首先，对反馈进行分析并将其标示在图表上。

**plough** (*AmE spelling* **plow**) /plaʊ/ *verb*
PHR V **,plough sth 'back** (**into sth**); **,plough sth back 'in** to put money made as profit back into a business in order to improve it 把（利润）再投资：*Surpluses will be ploughed back into the company to fund new projects.* 盈余将再投资回公司为新项目融资。**,plough sth 'into sth** to invest a large amount of money in a company or project 将（大批资金）投入；大量投资于：*The company has ploughed an estimated $85 million into the online operation.* 这家公司估计已投入8500万元用于发展在线业务。

**plug** /plʌg/ *verb, noun*
• ***verb*** [+ obj] (**-gg-**)
**1** to provide sth that has been missing from a particular situation and is needed in order to improve it 填补：*A cheaper range of products was introduced to* ***plug the gap*** *at the lower end of the market.* 推出了较廉价的产品系列以填补低端市场的缺口。
**2** (*Marketing*) to give praise or attention to a new product, book, CD, etc. in order to encourage people to buy it 推广；宣传：*She came on the show to plug her latest album.* 她出现在节目中推广她最新的唱片专辑。SYN PROMOTE
PHR V **,plug sth 'into sth** (*IT*) to connect a computer to a computer system 把（计算机）联网：*All our computers are plugged into the main network.* 我们所有的计算机都已联入主干网络。**,plug 'into sth 1** (about a piece of electrical equipment) to be able to be connected to the main supply of electricity or to another piece of electrical equipment（电器）能连接：*The modem plugs into the USB port on your laptop.* 调制解调器可插到笔记本电脑的USB接口。
**2** to become involved with a particular activity or group of people 参与；加入：*The company has doubled its profits since plugging into lucrative overseas markets.* 这家公司自从进入利润丰厚的海外市场以后，利润翻了一番。
• ***noun*** [C]
**1** praise or attention given to a new product, book, CD, etc. in order to encourage people to buy it 推销；宣传：*He managed to get in a plug for his new book.* 他设法为自己的新书作了宣传。
→ idiom at PULL *verb*

**,Plug and 'Play™** *noun* [U]
(*IT*) a system which makes it possible for a user to connect a device such as a printer to a computer and use it immediately 即插即用：*Newer machines feature plug-and-play capabilities.* 较新的机器具有即插即用的性能。

**'plug-in** *adjective*
**1** able to be connected using a plug 插入式的：*a plug-in kettle* 电热水壶
**2** (*IT*) that can be added to a computer system so that it can do more things 插件的：*a plug-in graphics card* 图像插件卡
▸ **'plug-in** *noun* [C] (*IT*)：*a handheld with a dictionary plug-in* 带有字典插件的掌上电脑◇ *downloading and installing plug-ins* 下载并安装插件

**plummet** /'plʌmɪt/ *verb* [no obj]
to fall suddenly and quickly from a high level or position 暴跌；骤降：*Share prices plummeted to an all-time low.* 股价暴跌至历史最低点。SYN PLUNGE See note at INCREASE ▸ **'plummet** *noun* [C, usually sing.]：*a plummet in pre-tax profits* 税前利润的骤减

**plunge** /plʌnʤ/ *verb, noun*

• ***verb*** [no obj]
to decrease suddenly and quickly 暴跌；骤降：*Share prices have plunged in recent months.* 最近几个月股价暴跌。◇ *The dollar plunged to its lowest level in six years.* 美元骤跌至六年来的最低水平。
SYN PLUMMET See note at INCREASE
**PHR V** **,plunge 'into sth; ,plunge sb/sth 'into sth** to experience sth unpleasant; to make sb/sth do this 经历，陷入；使经历，使陷入：*The country plunged deeper into recession.* 这个国家陷入了更深的经济衰退之中。◇ *After losing the contract, the company was plunged into crisis.* 失去这份合同之后，这家公司陷入了危机。

• ***noun*** [C, usually sing.]
a sudden decrease in an amount or the value of sth（价格、数量的）暴跌，骤减：*The group has announced a plunge in annual profits.* 这个集团已宣布年度利润锐减。◇ *This increase reversed an earlier price plunge.* 这一增长扭转了早些时候的价格暴跌。SYN DROP
IDM **take the 'plunge** (*informal*) to decide to do sth important or difficult, especially after thinking about it for a long time（尤指深思熟虑后）果断行事，采取决定性步骤：*Even when you're ready to take the plunge, setting up a business is not easy.* 即使你准备放手一搏，创业也并非易事。

**plus** /plʌs/ *preposition, adjective, noun*

• ***preposition***
**1** used when the two numbers or amounts mentioned are being added together 加：*The book is available at $19.49 plus shipping.* 这本书含运费价格为19.49元。◇ *You pay back the original loan amount plus interest.* 你须偿还贷款本金外加利息。
**2** as well as sth/sb; and also 和；也；外加：*Give a description of your service or product plus information about who uses or buys it.* 描述一下你们提供的服务或产品以及使用者或购买者的情况。OPP MINUS
IDM **plus or 'minus** used when the number mentioned may be more or less by a particular amount 或多或少；左右；大约：*They expect to report earnings of $174 million, plus or minus $1 million.* 他们预计报告1.74亿元的收入，上下浮动100万元左右。◇ *The margin of error was plus or minus three percentage points.* 误差在三个百分点左右。

• ***adjective***
SEE ALSO: **cost-plus**
**1** [only before noun] used to describe an aspect of sth that you consider to be a good thing 有利的；受欢迎的；好的：*The airline's safety record is a major plus point.* 这家航空公司的安全纪录是其主要优势。◇ ***On the plus side,*** *all the staff are enthusiastic.* 从有利的方面来看，所有员工都热情高涨。OPP MINUS
**2** used after a number to show that the real number or amount is more than the one mentioned（用于数字后表示实际数量较大）多，余：*The profit from the sale of the factory is expected to be $22 million plus.* 预计出售工厂的利润为2200多万元。

• ***noun*** [C]
**1** (*informal*) an advantage; a good thing 优势；长处；好处：*If the software works with any type of computer, that's a big plus.* 如果这个软件可用于任何型号的计算机，那将是一大优势。◇ *One of the pluses of the job is being able to work from home.* 这份工作的好处之一就是能在家里工作。
**2** (*also* **'plus sign**) the symbol ( + ), used in mathematics 加号：*He put a plus instead of a minus.* 他填了一个加号而不是减号。OPP MINUS

**'plus tick** = UPTICK

**ply** /plaɪ/ *verb* [+ obj *or* no obj] (**plies, plying, plied, plied**)
to travel regularly along a particular route or between two particular places（车、船）定期地来回，经常往返于：*airlines plying transatlantic routes* 定期往返于跨大西洋航线的航空公司
IDM **ply your 'trade** to do your work or business 从事；经营：*This is the restaurant where he plied his trade as a cook.* 这是他做厨师的那家餐厅。

**PMI** /ˌpiː em 'aɪ/ *abbr*
(*Economics*) (*used as a singular noun* 用作单数名词) a measure of economic activity in the section of the economy that is concerned with the manufacture of goods, published every month 采购经理人指数：*A PMI over 50% means that manufacturing is expanding.* 采购经理人指数超过50%意味着制造业正在扩张。NOTE PMI is formed from the first letters of the words 'Purchasing Managers' Index'. * PMI 由 Purchasing Managers' Index 的首字母构成。

**'P-note** = PROMISSORY NOTE

**PO** /ˌpiː 'əʊ; *AmE* 'oʊ/ = POST OFFICE (2), POSTAL ORDER

**POA** /ˌpiː əʊ 'eɪ; *AmE* oʊ/ = POINT OF ACTION

**poach** /pəʊʧ; *AmE* poʊʧ/ *verb* [+ obj]
to take and use staff, customers, etc. from another company in a dishonest or unfair way 盗用；挖走：*Several of our employees have been poached by a rival firm.* 我们公司的几名雇员被对手公司挖走了。◇ *The company poached the contract* ***from*** *their main rivals.* 这家公司将其主要竞争对手的合同抢走了。▸ **'poaching** *noun* [U]: *the poaching of key personnel* 挖走关键人物

**,P'O box** (*also* **'post ,office box**) *noun* [C]
used as a kind of address, so that mail can be sent to a post office where it is kept until it is collected 邮政信箱：*Mail your $100 deposit to PO Box 155, Irvington.* 将100元定金寄到欧文顿155号邮政信箱。

**pocket** /'pɒkɪt; *AmE* 'pɑːk-/ *noun, verb, adjective*

• ***noun*** [C, usually sing.]
the amount of money that a person, an organization or a government has available to spend 钱财；财力；资金：*London has hotels to suit every pocket.* 伦敦有适合各种消费层次的旅馆。◇ *Employees pay for small items from their own pockets and then claim the money back.* 小件物品由雇员自己掏钱支付，然后再报销。
SYN PURSE
IDM **,out of 'pocket** (*especially BrE*) having lost money as a result of sth 损失钱财；赔钱：*The collapse of the company has left thousands of investors out of pocket.* 这家公司的倒闭使数千名投资者受损。→ idioms at DEEP *adj.*, DIP *verb*, FILL, LINE *verb*, HAND *noun*

• ***verb*** [+ obj]
**1** to earn or win an amount of money 挣钱；赚钱：*He pocketed a profit of $6 million from the deal.* 他从这笔交易中赚了600万元的利润。
**2** to take or keep sth, especially an amount of money, in an illegal or a dishonest way; to steal sth 中饱私囊；揩油；窃取：*He regularly charges passengers more than the normal fare and pockets the difference.* 他经常多收乘客的票钱，将差额部分塞进自己的腰包。
• ***adjective*** [only before noun]

SEE ALSO: **out-of-pocket**

used to describe sth that is very small or small enough to be put and carried in a pocket 袖珍的：*a pocket pager/organizer/dictionary* 袖珍传呼机 / 电子记事簿 / 字典 ◇ *You can use a pocket PC to send and receive email.* 你可以使用掌上电脑收发电子邮件。→ POCKET-SIZED

**'pocket change** *noun* [U]
**1** coins 硬币
**2** a small amount of money 零钱：*Seven thousand dollars is not pocket change.* 七千元不是一笔小钱。

**'pocket-sized** (*also* **'pocket-size**) *adjective*
small enough to fit into your pocket or to be carried easily 袖珍的；便携的：*a small pocket-sized recorder* 袖珍录音机

**point** /pɔɪnt/ *noun, verb*
• ***noun***

SEE ALSO: **action point, assembly ~, basis ~, break-even ~, breaking ~, bullet ~, gross rating ~,** etc.

**1** [C] a thing that sb says or writes giving their opinion or stating a fact 论点；观点；见解：*She made several interesting points at the meeting.* 她在会上提出了几个有趣的观点。◇ ***I take your point*** (= understand and accept what you are saying). 我接受你的观点。
⊕ *to* ***make/raise*** *a point* 表明 / 提出观点 • *to* ***discuss/get across/prove*** *a point* 讨论 / 清楚地表达 / 证明观点
**2** (*usually* **the point**) [sing.] the main or most important idea in sth that is said or done 重点；要点；核心问题：*The point is that unless we reduce costs we'll go bankrupt.* 关键是除非我们降低成本，否则就会破产。◇ *I'll come straight to the point: we need more money.* 我就开门见山吧：我们需要更多的钱。
⊕ *to* ***come to/get to*** *the point* 说正题 • *to* ***get/miss*** *the point* 听懂；没听懂
**3** [U; sing.] the purpose or aim of sth 意图；目的；理由：*What's the point of this memo?* 备忘录的用途是什么？◇ *There's* ***no point*** *in throwing good money after bad.* 没有理由赔了夫人又折兵。
**4** [C] a particular detail or fact 具体细节（或事实）：*The main points of the meeting were summarized in the minutes.* 会议的要点已在会议记录中作了概括。◇ *a six-point survival guide for new managers* 给新任经理的六点生存指南
⊕ *the* ***main/finer*** *points* (*of sth*) （某事的）要点 / 细节
**5** [C] a particular quality or feature that sb/sth has 特点；特性；特征：*He has some good points.* 他有一些长处。◇ *One of the project's plus points is that it is very cheap.* 这个项目的另一大好处就是它非常便宜。
⊕ ***good/plus/strong*** *points* 长处；好处；优点
**6** [C] a particular time, stage or level 时刻；关头；阶段：***At one point,*** *the dollar fell to 128¢ to the euro.* 美元曾一度跌至1欧元兑128美分。◇ *The negotiations have reached a critical point.* 谈判已到了紧急关头。
⊕ *a* ***high/low*** *point* 最佳 / 最糟时刻 • *to* ***get to/reach*** *a point* 到某一时期
**7** (*Finance*) [C] a mark or unit on a scale of measurement, especially a financial index（尤指金融指数的）点，度量单位：*Blue-chip stocks were up 87 points.* 蓝筹股上涨了87点。◇ *The FTSE index closed down 144.51 points.* 《金融时报》指数收盘时下跌144.51点。◇ *Denmark's central bank cut its rates by half a point.* 丹麦的中央银行削减利率0.5个点。
⊕ *to* ***drop/fall/increase/jump/rise*** (*by*) *... points* 下跌 / 下降 / 增长 / 突涨 / 上涨…个点
**8** [C] a unit used to measure the quality of sb/sth（衡量某人 / 某事的品质或质量的单位）点，分：*Lending decisions are made on a points system.* 贷款决策实行点数制。
**9** [C] a particular place or area 某地方；地点：*I'll wait for you at the meeting point in the arrivals hall.* 我会在进港大厅的迎候点等你。◇ *Hamburg remains the* ***focal point*** (= the centre) *of our work.* 汉堡仍然是我们工作的中心。
**10** [C] a small dot that separates a whole number from the part that comes after it 小数点；点：*a decimal point* 小数点 ◇ *2.6* (said: 'two point six') * 2.6（读作“二点六”）
IDM ***,point of 'contact*** a place where you go or a person that you speak to when you are dealing with an organization 联络点；联络人：*The receptionist is the first point of contact most people have with the company.* 多数人与公司接触的第一个人是前台接待。 **a ,point of de'parture** **1** a place where a journey starts 出发点 **2** an idea, a theory or an event that is used to start a discussion, an activity, etc. 起点；抛砖引玉的事物
• ***verb*** [+ obj *or* no obj]
to lead to or suggest a particular development or a logical way to continue an argument 暗示；引导；指引：*The evidence seems to point in that direction.* 证据似乎指向那个方向。

**pointer** /'pɔɪntə(r)/ *noun* [C]
**1** a sign that sth exists; a sign that shows how sth may develop in the future 标志；迹象；兆头：*The index is seen as a pointer to the future performance of the economy.* 该指数被视为未来经济运行的标志。◇ *Results from the retail sector are key pointers to progress.* 零售业的效益是增长的关键标志。
**2** (*informal*) a piece of advice 建议；提示：*Ask more experienced colleagues to give you a few pointers.* 请经验丰富的同事给你指点一二。
SYN TIP
**3** a stick used to point to things on a map or picture on a wall, etc.（指东西的）棍子
**4** a small symbol, for example an arrow, that marks a point on a computer screen 光标
→ CURSOR

**,point of 'action** *noun* [C] (*abbr* **POA**)
(*Marketing*) the place or time in a presentation, on

a website, etc. when a possible customer has the opportunity and is encouraged to react and to do sth（网站等）行动点：*Too many choices at a point of action can stop possible customers going any further.* 行动点上的过多选项可能阻止潜在的顾客继续向前浏览。

**,point of 'purchase** *noun* [C] (*abbr* **POP**)
(*Commerce*; *Marketing*) the place where a product is bought 购买点：*The key to good marketing is not to bring the customer to the point of sale, but to put the point of purchase where it suits the customer.* 良好营销的关键并不是把顾客带到销售点，而是要将购买点放在适合顾客的地方。◇ *point-of-purchase displays/promotion* 购买点展示 / 促销 → EPOS, POINT OF SALE

**,point-of-purchase 'advertising** *noun* [U] (*abbr* **POPA**)
(*Marketing*) advertising at the place where a product is bought 购物点广告 → POINT OF SALE

**,point of 'sale** *noun* [C] (*abbr* **POS**)
(*Commerce*; *Marketing*) the place where a product is sold 销售点；售货点：*More information on healthy foods should be provided at the point of sale.* 销售点应该提供有关健康食品的详尽资料。◇ *Reading product tags and checking credit are performed at the point of sale.* 阅读产品标签和核查信用的工作在销售点进行。◇ *point-of-sale advertising/displays* 销售点广告 / 展示 → POINT OF PURCHASE —Picture at STORE

**,point of 'use** *noun* [sing.]
the place where or the time when a product or a service is actually used（产品的）使用点；（服务的）提供点：*Medical care is still free at the point of use.* 在现场提供的医疗保健仍然是免费的。◇ *For the motor car, tax is levied at the point of use, rather than at the point of sale.* 汽车在使用地而非销售地征税。

**poised** /pɔɪzd/ *adjective* [not before noun]
completely ready for sth or to do sth 有充分准备的；随时准备着的：*The economy is poised for recovery.* 经济呈复苏之势。◇ *They are poised to make a takeover bid for their smaller rival.* 他们随时准备着出价收购作为竞争对手的小公司。 SYN SET

**,poisoned 'chalice** *noun* [sing.] (*formal*)
a job or position that seems attractive at first but soon becomes very unpleasant 金杯毒酒（乍看起来很有吸引力但很快变得十分令人不快的工作或职位）：*The post of managing the company's aircraft division was seen by many as a poisoned chalice.* 公司飞机部门的管理职位在许多人看来是金杯毒酒。

**,poison 'pill** *noun* [C]
(*Finance*, *informal*) a form of defence used by a company when another company is trying to take control of it, in order to make itself less attractive, for example by selling some of its main assets 毒丸计划（公司为了防止被兼并而采取的防卫措施，如出售某些主要资产）：*The proposals would restrict companies' rights to use poison pills against hostile bids.* 这些建议将限制公司针对恶意收购而使用毒丸计划的权利。

**★policy** /'pɒləsi; *AmE* 'pɑːl-/ *noun* (*plural* **policies**)
SEE ALSO: **closed-door policy, credit ~, dear money ~, easy monetary ~, fiscal ~, insurance ~, monetary ~,** etc.

**1** [C,U] a plan of action agreed or chosen by a business, an organization or a political party 政策；方针：*The company has adopted a firm policy on shoplifting.* 公司对商店行窃采取了严厉的措施。◇ *We have to wear jeans on Fridays—it's company policy.* 我们周五必须穿牛仔裤——这是公司的规定。◇ *the group's accounting policies* 集团的会计政策 ◇ *Only senior management can take policy decisions.* 只有高级管理人员能够制定政策。
● ***to adopt/implement/introduce/pursue*** *a policy* 采取 / 执行 / 推行 / 奉行政策 • ***to abandon/change/develop/discuss*** (*a*) *policy* 放弃 / 改变 / 制定 / 讨论政策 • ***economic/tax*** *policy* 经济 / 税收政策

**2** (*Insurance*) [C] a written statement of a contract of insurance 保险单：*Check the terms of the policy before you sign.* 检查保险单的条款后再签字。

**policyholder** /'pɒləsihəʊldə(r); *AmE* 'pɑːləsihoʊl-/ *noun* [C]
(*Insurance*) a person or group that holds a contract of insurance 保险单持有者；投保人：*A travel insurance policyholder made a claim for thousands of dollars when his luggage was lost.* 旅行保险投保人就行李丢失提出数千元的索赔。

**'policy-,setting** *adjective* [only before noun]
that decides on plans of action 制定政策的：*It is likely that the Bank will cut interest rates at its policy-setting meeting next week.* 央行在下周的政策制定会议上有可能会减息。◇ *a policy-setting board/committee* 政策制定理事会 / 委员会

**politics** /'pɒlətɪks; *AmE* 'pɑːl-/ *noun* [U with sing./pl. verb]
matters concerned with getting or using power within a particular group or organization 权术；勾心斗角：*I don't want to get involved in office politics.* 我不想卷入办公室的勾心斗角。

**poll** /pəʊl; *AmE* poʊl/ *noun*, *verb*
● ***noun*** [C] (*also* **o'pinion poll**)
the process of questioning people who represent a larger group in order to get information about the general opinion 民意测验；民意调查：*A recent poll shows that 98% of dentists would recommend the product.* 最近一项民意调查显示98%的牙医会推荐这种产品。 SYN SURVEY
● ***to carry out/conduct/take*** *a poll* 进行 / 作 / 采取民意调查 • *a poll* ***indicates/reveals/shows/suggests*** *sth* 民意调查显示某事
● ***verb*** [+ obj]
to ask a large number of members of the public what they think about sth 开展民意调查：*Sixty per cent of those polled said they used the Internet to book flights.* 百分之六十的受访者表示他们在网上订购机票。◇ *The survey polled 7 500 shoppers on Thursday.* 这项调查在周四采访了7500名购物者。

**pollutant** /pə'luːtənt/ *noun* [C]
a dirty or harmful substance that makes land, air, water, etc. no longer pleasant or safe to use 污染物：*Chemical pollutants were found on the site.* 在现场发现了化学污染物。

**pollution** /pəˈluːʃn/ *noun* [U]
**1** the process of making air, water, soil, etc. dirty; the state of being dirty 污染；玷污；弄脏：*We need stricter measures to reduce environmental pollution.* 我们需要有更严格的措施来减少环境污染。◇ *The company denied responsibility for the pollution of local lakes and rivers.* 这家公司拒绝对当地湖泊和河流的污染负责。
**2** substances that make air, water, soil, etc. dirty 污染物：*A cloud of pollution hangs over the city.* 城市上空笼罩着一片污染云。

**pol'lution ,credit** = EMISSION CREDIT

**polybag** /ˌpɒliˈbæg; *AmE* ˌpɑːl-/ *noun* [C] *(informal)*
a bag made of strong thin clear plastic material (**polythene/polyethylene**), used for wrapping things 聚乙烯袋

**polystyrene** /ˌpɒliˈstaɪriːn; *AmE* ˌpɑːl-/ *(also* **'Styrofoam™**, *especially in AmE)* *noun* [U]
very light soft plastic that is usually white, used for packing goods or for making containers that prevent heat loss 聚苯乙烯：*They have stopped using polystyrene 'peanuts' for packing shipments.* 他们已停止使用聚苯乙烯来包运。◇ *polystyrene cups* 聚苯乙烯杯 —Picture at PACKAGING

**'Ponzi scheme** /ˈpɒnzi skiːm ; *AmE* ˈpɑːnzi/ *noun* [C] *(AmE)*
a plan for making money that involves encouraging people to invest by offering them a high rate of interest and using their money to pay earlier investors. When there are not enough new investors, people who have recently invested lose their money. 庞氏骗局（通过高回报率吸引投资，用后期投资者的投资偿付前期投资者的骗局）NOTE Charles Ponzi organized the first scheme of this kind in the US in 1919. 查尔斯·庞齐于1919年在美国首次组织了此类投资欺诈活动。

**pool** /puːl/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **car pool, motor pool**
**1** a supply of things or money that is shared by a group of people and can be used when needed 共享的资源（或资金）：*Corporate clients gained access to huge pools of capital.* 公司客户获得了使用巨额资金的权利。◇ *a pool of cars used by the firm's sales force* 公司销售人员共享的车辆 ◇ *a pool car* 共享车
**2** a group of people available for work 备用人员：*The country has a large pool of cheap labour.* 这个国家有一大批廉价后备劳动力。◇ *There is a limited pool of people who have the right qualifications for the job.* 完全有资格做这项工作的后备人员十分有限。
• ***verb*** [+ obj]
to collect money, information, etc. from different people so that it can be used by all of them 集中共享（钱、资料等）：*As costs rise, departments are beginning to pool resources.* 由于成本上升，各部门都开始共享资源。◇ *Managers from the different divisions pooled ideas.* 不同部门的经理集思广益。

**POP** /ˌpiː əʊ ˈpiː; *AmE* oʊ/ = POINT OF PURCHASE

**POPA** /ˌpiː əʊ piː ˈeɪ; *AmE* oʊ/ = POINT-OF-PURCHASE ADVERTISING

**ˌpopular 'price** *noun* [C]
a price that is liked because it is low 廉价：*We emphasize quality at popular prices.* 我们强调物美价廉。▶ **ˌpopular 'pricing** *noun* [U]

**population** /ˌpɒpjuˈleɪʃn; *AmE* ˌpɑːp-/ *noun*
SEE ALSO: **floating population**
**1** [C with sing./pl. verb; U] all the people who live in a particular area, city or country; the total number of people who live there（地区、国家等的）人口，人口数量：*One third of the world's population consumes two thirds of the world's resources.* 世界上三分之一的人口消耗着世界上三分之二的资源。◇ *The city of Guangzhou has a population of over six million.* 广州市的人口超过六百万。◇ *An estimated twenty per cent of the population are unemployed.* 估计有百分之二十的人口失业。
**2** [C with sing./pl. verb] a particular group of people living in a particular area 族群；人口：*The textile industry employs a third of the working population.* 纺织业雇用了劳动人口的三分之一。◇ *About six per cent of the adult population do not have a bank account.* 大约百分之六的成年人没有银行账户。

**'pop-,under** *adjective, noun*
*(IT; Marketing)*
• ***adjective*** [only before noun] appearing on a computer screen quickly to display an advertisement, etc. behind sth that you are looking at on the Internet（网站广告）隐性弹出的：*pop-under ads* 隐性弹出式广告
• ***noun*** [C] an advertisement that appears in a small window on your computer screen behind sth else that you are looking at 隐性弹出式广告：*Pop-unders can be used as part of your main Internet marketing mix.* 隐性弹出式广告可用作主要互联网营销组合的一部分。→ POP-UP

**'pop-up** *adjective, noun*
*(IT; Marketing)*
• ***adjective*** [only before noun]
appearing on a computer screen quickly to display a list of choices, an advertisement, etc. while you are working on another document 弹出式的：*Select the appropriate item from the pop-up menu.* 从弹出式菜单中选择合适的项。◇ *an effective way of blocking pop-up ads* 阻止弹出式广告的有效方法 → DROP-DOWN
• ***noun*** [C]
an advertisement that appears in a small window on your computer screen while you are looking at sth else 弹出式广告：*The software automatically blocks annoying pop-ups.* 这个软件自动阻止烦人的弹出式广告。→ POP-UNDER

**★port** /pɔːt; *AmE* pɔːrt/ *noun, verb*
• ***noun***
SEE ALSO: **free port**
**1** [C] a town or city with a harbour, especially one where ships load and unload goods 港口城市；港口；口岸：*Rotterdam is a major port.* 鹿特丹是重要的港口城市。◇ *fishing ports* 渔港
**2** [C,U] a place where ships load and unload goods or shelter from storms 港口；避风港：*the largest deep-sea container port* 最大的深水集装箱港 ◇

*The ship spent four days **in port**.* 这艘轮船在港口停泊了四天。

**3** (*IT*) [C] a device on a computer where you can connect pieces of equipment such as a keyboard or a printer（计算机）端口：*Your printer needs a port to connect to your PC.* 打印机需要有一个端口连接到个人电脑上。

• ***verb*** [+ obj]

(*IT*) to move software from one computer to another one of a different type 移植（软件到另一台不同型号的电脑上）：*The software can be ported to an IBM RS/6000.* 这个软件可被移植到IBM RS/6000型电脑上。

**portable** /'pɔ:təbl; *AmE* 'pɔ:rt-/ *adjective, noun*

• ***adjective***

**1** that is easy to carry or to move 便携的；手提的；轻便的：*Cellphones are easy to use, personal and portable.* 手机易于使用，私密性强又轻便。

**2** (about computer software) that can be used with different kinds of computers（计算机软件）可移植的，兼容的：*The software is highly portable over different computer platforms.* 这种软件高度兼容于不同的计算机平台。

**3** a **portable** pension or loan is one that you can move to another company if you change jobs, banks, etc.（变动工作、银行等时养老金或贷款）可移动继续的，可转移的：*A portable pension gives you the flexibility you need to make career changes.* 可转移的养老金使得改行时更便利。

▸ **portability** /ˌpɔ:tə'bɪləti; *AmE* ˌpɔ:rt-/ *noun* [U]

• ***noun*** [C]

a small type of machine that is easy to carry, especially a computer or a television 便携机；（尤指）手提电脑，便携式电视机：*Apple has reduced the weight of its portables.* 苹果公司已减轻其手提电脑的重量。

**portal** /'pɔ:tl; *AmE* 'pɔ:rtl/ *noun* [C]

(*IT*) a website that is used as a link to the Internet, where information has been collected that will be useful to a person interested in particular kinds of things 门户网站：*a business/news/shopping portal* 商业／新闻／购物门户网站

**porter** /'pɔ:tə(r); *AmE* 'pɔ:rt-/ *noun* [C]

SEE ALSO: **night porter**

**1** a person whose job is carrying people's bags and other loads, especially at a railway station, an airport or in a hotel 行李员；搬运工：*hotel porters* 酒店行李员

**2** (*BrE*) a person whose job is to be in charge of the entrance to a hotel, large building, etc. 门卫；门房：*The head porter will have staff ready to handle any luggage.* 搬运工领班会让手下做好搬运行李的准备。→ CONCIERGE

**Porter's ge'neric 'strategies** /'pɔ:təz; *AmE* 'pɔ:rtərz/ *noun* [pl.]

(*Marketing*) the possible ways in which a business can achieve a strong position in a particular industry. These are: producing goods at a lower cost than competitors (**cost leadership strategy**), developing products that are different from other similar products and that customers value (**differentiation strategy**) or focusing on a small group of customers (**focus strategy**). 波特的一般竞争战略（企业在某一行业保持强有力的地位的途径，即成本领先战略、差异化战略、集中战略）

**★portfolio** /pɔ:t'fəʊliəʊ; *AmE* pɔ:rt'foʊlioʊ/ *noun* [C] (*plural* **portfolios**)

**1** (*Finance*) a set of investments owned by a particular person or organization（个人或机构的）投资组合：*The group has a property portfolio worth $2.4 billion.* 这个集团有价值24亿元的房地产投资组合。◇ *He gradually built up a portfolio of more than 1 000 stocks.* 他逐渐累积起1000多种股票的投资组合。

➊ *to* ***build (up)/broaden/expand/have/hold*** *a portfolio* 建立／拓宽／扩大／有／持有投资组合 • *a* ***balanced/diversified/an international/a large/strong*** *portfolio* 均衡的／多样化的／国际的／大的／强大的投资组合 • *a* ***bond/an equity/investment/a share/stock*** *portfolio* 债券／股本／投资／股份／股票投资组合 • *a* ***loan/property*** *portfolio* 贷款／房地产投资组合

**2** (*Commerce*) the range of products or services offered by a particular company（公司提供的）系列产品，系列服务：*The company has a strong portfolio of retail brands.* 这家公司有强大的系列零售品牌。◇ *We needed to expand our product portfolio.* 我们必须扩大我们的产品组合。

➊ *to* ***build up/expand/have/offer*** *a portfolio* 建立／扩大／拥有／提供系列产品 • *a* ***brand/business/product*** *portfolio* 品牌／业务／产品组合 • *a* ***broad/strong/wide*** *portfolio* 广泛的／强大的／丰富的产品系列

**port,folio ca'reer** *noun* [C]

(*HR*) a career that is based on building skills and knowledge in a series of different jobs rather than one based on increasingly senior jobs in one profession 多元化职业；多专长的职业；多专长的自由职业

**port'folio ˌmanager** *noun* [C]

(*Stock Exchange*) someone whose job is to control a group of investments with the aim of making the most profit with the least risk 组合证券经理人：*Many portfolio managers are showing an interest in technology stocks.* 许多组合证券经理人对科技股表现出兴趣。◇ *a senior portfolio manager in the currency team* 货币团队中的高级有价证券经理人

▸ **port'folio ˌmanagement** *noun* [U]

**portion** /'pɔ:ʃn; *AmE* 'pɔ:rʃn/ *noun* [C]

**1** one part of sth larger 一部分：*He invested a substantial portion of his savings in the business.* 他将一大部分储蓄投资于这家企业。◇ *The division accounts for only a small portion of total sales.* 这个部门的销售额只占总销售额的一小部分。

**2** an amount of food that is large enough for one person（食物的）一份：*The restaurant serves generous portions.* 这家餐馆的饭菜份量很大。◇ *They were specialists in individual* ***portion control*** *for the food-service industry.* 他们是饮食服务行业中个人份量控制方面的专家。

**ˌport of 'entry** *noun* [C]

a place where people or goods can enter a country officially 进口港；入境港

**POS** /ˌpi: əʊ 'es; *AmE* oʊ/ = POINT OF SALE

**★position** /pə'zɪʃn/ *noun, verb*

• ***noun***

SEE ALSO: **bear position, cash ~, island ~, long ~, open ~, short ~, special ~**

**1** [C] a job 职务；职位：*He held a senior position*

*in a large company.* 他在一家大公司担任高级职务。 ◇ *I should like to apply for the position of Sales Director.* 我想申请销售总监一职。 See note at JOB

➊ *to* ***advertise/fill/have/hold/take up*** *a position* 登招聘广告；任职

**2** [C,U] a person or an organization's level of importance or success when compared with others 地位；等级： *the company's dominant position in the world market* 这家公司在世界市场的主导地位 ◇ *They used their strong bargaining position to get a better deal.* 他们利用强有力的谈判地位得到了更多的利益。

➊ *to* ***establish/gain/hold/strengthen/use*** *a position* 建立／得到／拥有／巩固／利用某地位 ◆ *to be in a position of* ***authority/power/strength*** 处于有权威／权力／实力的地位

**3** [C, usually sing.] the situation that sb is in, especially when it affects what they can and cannot do 处境；立场；状况： *The company's financial position is not certain.* 这家公司的财务状况不明朗。 ◇ *I'm afraid I'm not* ***in a position to*** *help you.* 我恐怕帮不了你。 ◇ *The chairman's resignation has put the board in a difficult position.* 董事长的辞职使董事会陷入了困境。

➊ *to* ***achieve/reach/strengthen/weaken*** *a position* 实现／达到／巩固／削弱某种地位

**4** (*Finance*) [C] the total amount of a particular share, bond, currency, etc. that a dealer or an investor owns, or has sold but needs to buy back in the future （特定股票、债券、货币等的）交易头寸： *They plan to keep the fund's 275 000 share position steady for now.* 他们计划眼下要保持这一基金的27.5万份头寸的稳定。

• ***verb*** [+ obj]

**1** to put sth/sb in a particular position 安装；安置；放置；使处于： *The company is uniquely positioned to compete in foreign markets.* 公司在国外市场上有得天独厚的竞争优势。

**2** (*Marketing*) to advertise a product, service or company in a particular way in a particular part of the market so that it appears different from other products, services or companies 定位： *The magazine has been positioned as an educational product.* 这份杂志已被定位为教育产品。

**po'sition ˌaudit** (*also* **po'sition re,view**) *noun* [C]

**1** a thorough analysis of the current situation of an organization that is done in order to plan for the future 状况审计（为了规划未来而对机构的目前状况进行深入的分析）

**2** (*HR*) an analysis of exactly what is involved in a particular job with a company 职位审计

**positioning** /pə'zɪʃnɪŋ/ *noun* [U]

(*Marketing*) the way a product, service or company is advertised in a particular part of the market so that it appears different from others; the way that people think about a product, service or company 定位： *The market positioning of the two stores is very different.* 两家商店的市场定位是完全不同的。 ◇ *She suggested some changes in product positioning in order to attract the kind of customers we were looking for.* 她建议对产品定位作些修改；以吸引我们所期望的顾客。

**po'sition re,view** = POSITION AUDIT

**★positive** /'pɒzətɪv; *AmE* 'pɑːz-/ *adjective, noun*

• ***adjective***

**1** greater than zero 正数的；大于零的： *A positive amount indicates that there is money in the account.* 正数金额表明账户中有钱。

**2** good or useful 良好的；积极的；有帮助的；正面的： *The news has had a positive effect on our finances.* 这条新闻对我们的财务状况有积极的影响。

**3** expressing agreement or support 赞同的；支持的： *We've had a very positive response to the new product.* 我们收到了对新产品良好的反馈。

OPP NEGATIVE

▸ **'positively** *adverb*

• ***noun***

**1** [C] the result of a test or an experiment that shows that a substance or condition is present 阳性 OPP NEGATIVE

**2** [C,U] a good or useful quality or aspect 优点；优势： *We can take several positives from this experience.* 我们能够从这一经历中获益不少。

**ˌpositive 'action** *noun* [U] (*BrE*)

anything that is done to give everyone the same chances of education or employment, especially by helping groups that are often treated unfairly because of their race, sex, etc. 积极行动（帮助因种族、性别等原因遭受歧视的群体以使其在教育或就业方面获得平等的机会） → AFFIRMATIVE ACTION, POSITIVE DISCRIMINATION

**ˌpositive discrimi'nation** (*also* **re,verse discrimi'nation**) *noun* [U] (*BrE*)

the practice or policy of giving an advantage to people from groups that are often treated unfairly because of their race, sex, etc., for example by making sure that a particular number of jobs are given to people from these groups 积极差别待遇，积极区别对待政策（对因种族、性别等原因遭受歧视的群体在就业等方面给予特别照顾）

NOTE **Positive discrimination** is illegal in some countries. 积极差别待遇在某些国家属非法。

SYN AFFIRMATIVE ACTION (*AmE*) → POSITIVE ACTION

**ˌpositive-'sum game** *noun* [C]

a situation in which both sides involved in a relationship or a piece of business gain an advantage 正和博弈（双方合作实现双赢）： *a positive-sum game relationship between people and technology* 人和技术之间的正和博弈关系 → ZERO-SUM GAME → WIN-WIN

**ˌpositive 'territory** *noun* [U]

often used in newspapers to describe a level that is above zero, or above the previous or expected level （常用于报章）红盘；上扬： *Only five stocks ended the day in positive territory.* 当天收盘时只有五支股票上涨。

**possession** /pə'zeʃn/ *noun*

SEE ALSO: **immediate possession, vacant possession**

**1** [U] the state of having or owning sth 具有；拥有： *If the loan is not repaid, the bank may take possession of the company's assets.* 如果不偿还贷款，银行可以没收公司的资产。

**2** [C, usually pl.] something that you own or have with you at a particular time 个人财产；私人

物品：*Please remember to take your possessions with you.* 请记住带上你的个人物品。

**possessor** /pəˈzesə(r)/ *noun* [C] (*formal*)
a person who owns or has sth 持有人；所有者
SYN OWNER

**★post** /pəʊst; *AmE* poʊst/ *noun, verb*

• ***noun***

SEE ALSO: **trading post**

**1** (*BrE*) (*also* **mail**, *AmE, BrE*) [U] the official system used for sending and delivering letters, packages, etc. 邮政；邮递；邮寄：*I'll send the original to you* ***by post***. 我会把原件邮寄给你。◇ *I'll put the information* ***in the post*** *to you tomorrow.* 我明天把资料邮寄给你。◇ *My application got lost in the post.* 我的申请书在邮寄过程中丢失了。
➊ ***first-class/second-class*** *post* 一等／二等邮件 • ***internal/international*** *post* 国内／国际邮政

**2** (*BrE*) (*also* **mail**, *AmE, BrE*) [U] letters, packages, etc. that are sent and delivered 邮寄的信函（或包裹等）；邮件：*There was a lot of post this morning.* 今天上午有很多邮件。◇ *Have you opened your post yet?* 你打开你的邮件了吗？
➊ *to* ***deliver/handle*** *post* 递送／处理邮件 • *to* ***get/receive/send*** **(*out*)** *post* 收到／接到／寄邮件 • *to* ***answer/deal with/open/read*** *your post* 回复／处理／拆开／阅读邮件

**3** [U; sing.] (*BrE*) an occasion during the day when letters, etc. are collected or delivered 收集（或投递）邮件的时间；邮班：*The package came in this morning's post.* 包裹是今天上午到的。
➊ *the* ***first/last*** *post* 头趟／最后一趟邮班 • *to* ***catch/miss*** *the post* 赶上／错过邮班

**4** [C] a job, especially an important one in a large organization 职位；（尤指）要职：*He will leave his $300 000-a-year post this week.* 本周他将辞去年薪30万元的职位。◇ *She has held the post for three years.* 她担任这个职务已经三年了。◇ *We will be creating 15 new posts next year.* 明年我们将增设15个新职位。◇ *The company has been unable to fill the post.* 公司的这个职位空缺还没能填补上。→ idiom at RETURN *noun* See note at JOB
➊ *a* ***junior/senior/key/managerial*** *post* 初级／高级／关键／管理职位 • *a* ***full-time/part-time/permanent/temporary/vacant*** *post* 全职；兼职；永久／临时职位；职位空缺 • *to* ***apply for/hold/leave/resign from/take up*** *a post* 申请／担任职位；辞职；就职 • *to* ***appoint sb to/fill*** *a post* 任命某人担任某个职位；担任某个职位

• ***verb*** [+ obj]

**1** (*BrE*) (*also* **mail**, *AmE, BrE*) **post sth (off) (to sb)** | **post sb sth** to send a letter, etc. to sb by post/mail 寄；邮寄：*Have you posted off your order yet?* 你把订单寄出去了吗？◇ *Is it OK if I post the cheque to you next week?* 我下周把支票寄给你行吗？◇ *Is it OK if I post you the cheque next week?* 我下周把支票寄给你可以吗？

**2** (*BrE*) (*AmE* **mail**) to put a letter, etc. into a public box (a **postbox**) to be sent 把（信件等）投入邮筒；邮寄：*Could you post this letter for me?* 请帮我寄这封信好吗？

**3** (*usually* **be posted**) to send sb to a particular place for a period of time as part of their job 派驻：*She's been posted to Washington for two years.* 她被派去华盛顿工作两年。

**4** (*often* **be posted**) to put a notice, etc. in a public place so that people can see it 张贴；公布：*A copy of the letter was posted on the noticeboard.* 这封信的副本贴在布告栏。

**5** (*IT*) to put information or a message on the Internet（在互联网上）公布，发布：*The results will be posted on the Internet tomorrow.* 结果将于明天发布在网上。

**6** (*especially AmE*) to announce sth publicly or officially, especially financial information or a warning 发布，公布，宣布（尤指财务信息或警告）：*The company posted a $1.1 billion loss.* 这家公司公布了11亿元的亏损。
➊ *to post a* ***loss/gain*** 公布亏损／利润 • *to post* ***earnings*** **(*of ...*)** 公布（…的）收益

IDM **keep sb 'posted (about/on sth)** to regularly give sb the most recent information about sth and how it is developing 定期通报；及时报告：*I'll keep you posted on his progress.* 我会随时向你通报他的进展。

**post-** /pəʊst; *AmE* poʊst/ *prefix* (*in adjectives, verbs, adverbs and nouns* 用于形容词、动词、副词和名词)
after; later than 后；以后：*post-tax income* 税后收入 ◇ *a post-conference meeting* 会后会 ◇ *post-date* 推迟；填写比实际推后的日期

**postage** /ˈpəʊstɪdʒ; *AmE* ˈpoʊ-/ *noun* [U]
the cost of sending a letter, etc. by post 邮资；邮费：*an increase in postage rates* 邮费上涨

**ˌpostage and ˈpacking** (*also* **ˌpostage and ˈpackaging**) (both *BrE*) (*AmE* **ˌpostage and ˈhandling**) *noun* [U]
the cost of wrapping an item and sending it by post 邮资和包装费：*price £30 + £5.50 postage and packing* * 30英镑的价格+5.50英镑的邮资和包装费

**ˌpostage ˈpaid** *adjective* [usually before noun]
used to describe sth such as an envelope on which the company has already paid the cost of sending it by post 邮资已付的：*Please use the postage-paid envelope enclosed to return the form to us.* 请用随函附上的已付邮资的信封将表格寄回给我们。◇ *a postage-paid questionnaire/label* 已付邮资的问卷／签条 → BUSINESS REPLY SERVICE, REPLY PAID

**ˈpostage stamp** = STAMP *noun* (1)

**postal** /ˈpəʊstl; *AmE* ˈpoʊstl/ *adjective* [only before noun]
connected with the official system for sending and delivering letters, etc. 邮政的；邮递的：*your full postal address* 你完整的邮政地址 ◇ *the postal service/system* 邮政服务／系统

**ˈpostal code** = POSTCODE

**ˌpostal ˈmoney ˌorder** = MONEY ORDER

**ˈpostal ˌorder** (*abbr* **PO**) = MONEY ORDER

**postcode** /ˈpəʊstkəʊd; *AmE* ˈpoʊstkoʊd/ (*also* **ˈpostal code**) (both *BrE*) (*AmE* **ˈzip code**) *noun* [C]
a group of letters and/or numbers that are used as part of an address so that post/mail can be separated into groups and delivered more quickly 邮政编码：*postcode: CB11 3AD* 邮政编码：CB11 3AD

**ˌpost-ˈdate** (*AmE spelling usually* **postdate**) *verb* [+ obj]

**1** to put a later date on a cheque or other document than the date at the time of writing, usually to delay payment 把（支票日期）填迟；填迟日期：*I sent all the instalments together, as three post-dated cheques.* 我用三张填迟了日期的支票将所有分期付款款项一起寄出。
**2** (*BrE*) (*usually* **be post-dated**) to make sth, especially a payment, take effect from a later date（尤指款项）迟付：*Postal workers are getting a 5% post-dated pay rise.* 邮政工人即将得到迟付的5%的加薪。 OPP BACKDATE

**poster** /'pəʊstə(r)/; *AmE* 'poʊ-/ *noun* [C]
a large notice, often with a picture on it, that is put in a public place to advertise sth 招贴画；海报：*The company put up posters to advertise its new product.* 这家公司张贴海报以宣传其新产品。
—Picture at STORE
● *to* ***display/put up/take down*** *a poster* 展示／张贴／取下海报 • *to* ***design/print*** *a poster* 设计／印刷海报 • *a poster* ***advertisement/campaign*** 海报广告／宣传活动
IDM **'poster child/boy/girl** (*AmE*) a person or thing that is seen as representing a particular quality or activity 代言人；模范；典范：*The company has become the poster child* ***for*** *electronic commerce.* 这家公司已成为电子商务的典范。◇ *He's the IT industry's poster boy for success.* 他是信息技术产业成功者的典范。

**ˌpost-'Fordism** *noun* [U]
(*HR*) a term used to describe a method of management that aims to give workers a large amount of responsibility and freedom 后福特主义（旨在让工人承担重任，同时又给予他们极大自由的管理方式）▶ **ˌpost-'Fordist** *adjective* **ˌpost-'Fordist** *noun* [C]

**ˌpost-'free** *adjective* [only before noun] (*BrE*)
used to describe sth that you can send by post without having to pay anything 免邮资的；邮资已付的▶ **ˌpost-'free** *adverb*：*Information will be sent post-free to any interested readers.* 资料将免费邮递给任何感兴趣的读者。→ POST-PAID

**posting** /'pəʊstɪŋ; *AmE* 'poʊ-/ *noun*
SEE ALSO: **certificate of posting, cross-posting**
**1** (*HR*) [C] an act of sending sb to a particular place for a period of time as part of their job 派驻：*an overseas posting* 派驻海外 ◇ *a two-year posting in/to Athens* 派驻雅典工作两年
**2** (*IT*) [C] a message or information put on the Internet（互联网上的）帖子：*The newsgroup gathers postings on a particular topic and distributes them to the newsgroup's subscribers.* 新闻组将有关某专题的帖子收集起来并发送给新闻组的订户。
**3** (*Accounting*) [U,C] the activity of writing figures in a book where money paid and received is recorded (a **ledger**); the figures written 过账；誊入总账；过账记录：*transaction and payment posting* 交易和付款过账 ◇ *identifying and correcting routine posting errors* 找出并纠正日常的过账错误 ◇ *Interest is charged on credit from the* ***date of posting.*** 信贷利息从过账之日起计算。

**'Post-it™** (*also* **'Post-it™ note**) *noun* [C]
a small piece of coloured, sticky paper that you use for writing a note on, and that can be easily removed from where you put it 报事贴；便条纸
—Picture at OFFICE

**'post ˌoffice** *noun*
**1** [C] a place where you can buy stamps, send letters, etc. 邮局：*Where's the main post office?* 邮政总局在哪儿？ ◇ *post office branches* 邮政分局 ◇ *a post office counter* 邮局柜台
**2 the Post Office** [sing.] (*abbr* **PO**) the national organization in many countries that is responsible for collecting and delivering letters, etc. 邮政部门；邮政系统：*He works for the Post Office.* 他在邮政部门工作。

**'post ˌoffice box** = PO BOX

**ˌpost-'paid** (*AmE spelling* **postpaid**) *adjective* [only before noun]
that you can send free because the charge has already been paid 邮资已付的：*a post-paid envelope* 邮资已付的信封▶ **ˌpost-'paid** (*AmE spelling* **postpaid**) *adverb* → POST-FREE

**★postpone** /pə'spəʊn; *AmE* poʊ'spoʊn/ *verb* [+ obj]
to arrange for an event, etc. to take place at a later time or date 延迟；延期：*We'll have to postpone the meeting until next week.* 我们不得不将会议推迟到下周举行。 ◇ *They have agreed to postpone repayment of the loan to a future date.* 他们同意推迟还贷日期。 ◇ *We have decided to postpone building a new store.* 我们已决定延迟兴建新商店。 OPP ADVANCE ▶ **post'ponement** *noun* [U,C]

**VOCABULARY BUILDING** 词汇扩充

**Changing a meeting**

**Changing to a later time 推迟**
- *The talks have been* ***postponed*** *until 30 May.* 会谈被推迟到5月30日。
- *Can we* ***put off*** *the presentation for a week or two?* 我们可否将演讲推迟一两周？
- *The next board meeting has been* ***put back*** *by two weeks.* 下一次董事会会议推迟两周举行。

**Changing to an earlier time 提前**
- *We can* ***bring forward*** *the interview to tomorrow, if that suits you.* 如果你方便的话，我们可以把面试提前到明天进行。

**Deciding not to have the meeting 取消约见**
- *I am sorry I had to* ***cancel*** *our appointment.* 很抱歉我必须取消我们的约见。
- *The meeting with shareholders was* ***called off*** *at the last minute.* 与股东们的会面在最后一刻被取消。

See note at ARRANGE

**'post room** (*BrE*) (*AmE* **'mail room**) *noun* [C]
the department of a company that deals with sending and receiving mail 收发室

**postscript** /'pəʊskrɪpt; *AmE* 'poʊst-/ *noun* [C]
**1** an extra message that you add at the end of a letter after your signature（信末署名后的）附言，又及 → PS
**2** something extra that is added to sth after it has finished 补充；后记；跋：*HR plans are unfortunately treated as a postscript to the business planning process.* 遗憾的是，人力资源计划被当成商业计划进程的一个附带文件。

**potential** /pə'tenʃl/ *adjective, noun*
• ***adjective*** [only before noun]
that can develop into sth or be developed in the future 潜在的；可能的：*potential customers* 潜在顾客 ◇ *potential bidders/buyers/investors* 潜在投标人 / 买主 / 投资者 ◇ *the potential benefits of European integration* 欧洲一体化的潜在利益
▸ **potentially** /pə'tenʃəli/ *adverb*: *a potentially huge market* 潜在的巨大的市场
• ***noun*** [U]
**1** the possibility of sth happening or being developed or used 可能性；潜在性：*The European marketplace offers excellent potential for increasing sales.* 欧洲市场蕴藏着销售量增长的巨大潜力。◇ *The new service has huge market potential.* 这项新服务有巨大的市场潜力。
**2** qualities that exist and can be developed 潜力；潜质：*We try to help all our employees **realize their full potential**.* 我们要努力帮助所有员工充分发挥他们的潜能。◇ *This start-up has the potential to be a very successful company.* 这家初创企业有望成为非常成功的公司。

**POTS** /pɒts; *AmE* pɑ:ts/ *abbr*
(*IT*) **plain old telephone service** used to describe a standard telephone service rather than a very fast one 固定电话业务；普通老式电话业务：*the POTS telephone network* 固定电话网络

**pound** /paʊnd/ *noun* [C]
**1** the unit of money in the UK and several other countries; £ 英镑：*a ten-pound note* 一张十英镑的钞票 ◇ *Total losses were estimated at over three million pounds.* 全部损失估计超过三百万英镑。
**2** the value of the British pound compared with the value of the money of other countries 英镑与外币的比值：*The euro fell 1% against the pound.* 欧元对英镑下跌1%。◇ *the strength/weakness of the pound* 英镑坚挺 / 疲软
**3** (*abbr* **lb**) a unit for measuring weight, equal to 0.454 of a kilogram 磅（重量单位，合0.454千克）：*This laptop weighs under 4 pounds.* 这台便携式电脑重量不到4磅。

**power** /'paʊə(r)/ *noun, verb, adjective*
• ***noun***
SEE ALSO: **bargaining power, buyer ~, buying ~, earning ~, pester ~, purchasing ~, spending ~, staying ~**
**1** [U] the ability to control or influence people, things, events, etc. 控制力；影响力；操纵力：*The report said the banks had too much power **over** small businesses.* 报告称银行对小企业的控制力非常大。◇ *She has the power to hire and fire.* 她掌握着聘用和解雇的大权。◇ *There is currently a **power struggle** over who will head up the company after the merger.* 目前就合并之后公司由谁来领导展开了权力斗争。
**2** [U] (*used to form compound nouns* 用于构成复合名词) strength or influence in a particular area of activity 某方面的力量（或影响）；实力：*the growing economic power of women consumers* 女性消费者日益增长的经济实力
**3** [C] a powerful country, organization or person that has a lot of influence 有影响力的国家（或机构或人）：*world powers* 世界列强 ◇ *It has become one of the major powers in the world of IT.* 它已成为信息技术领域的巨头之一。
**4** [U] energy that can be used to operate a machine, to make electricity, etc. 能；能量；功率：*renewable energy sources such as hydro, wind and solar power* 诸如水力、风能和太阳能之类的可再生能源
**5** [U] the public supply of electricity 电力供应：*They've switched off the power.* 他们关掉了电源。◇ *There was a power cut.* 停电了。
**6** [U] the ability of a machine, an engine, etc. to do work 功率：*The new server breaks the record for computing power.* 新的服务器打破了计算能力的纪录。
• ***verb*** [+ obj]
to supply a machine or vehicle with the energy that makes it work 驱动，推动（机器或车辆）：*The aircraft is powered by a jet engine.* 这种飞机由喷气发动机驱动。◇ (*figurative*) *Sales growth has been powered by new stores and a new image.* 销售增长的动力来源于新商店和新形象。
PHR V **,power sth 'up** to prepare a machine to start working by supplying it with electricity, etc. 给…供电（等）；使（机器）启动：*I need to power up my laptop.* 我得给便携式电脑充电。
• ***adjective***
**1** operated by a motor, electricity, etc. 电动的：*power tools* 电动工具
**2** used to describe sth that shows you have an important position in a company 有权势的

**'power brand** *noun* [C]
(*Marketing*) a very important and well-known brand, for example, one that has a large share of the market or that has been made and sold for a long time 实力品牌：*We have decided to focus on 15 power brands.* 我们已决定将重点放在15个实力品牌上。

**-powered** /'paʊəd; *AmE* 'paʊərd/ *adjective*
(*used in compounds* 用于构成复合词)
using the type of energy mentioned 由…驱动的：*battery-powered toys* 以电池为动力的玩具 ◇ *hydrogen-powered cars* 氢动力汽车

**powerhouse** /'paʊəhaʊs; *AmE* 'paʊərh-/ *noun* [C]
**1** a group or an organization that has a lot of power 强大的集团（或组织）：*China has been described as an 'emerging economic powerhouse'.* 中国被誉为“正在崛起的经济强国”。◇ *chief executive of a media powerhouse* 一家媒体巨头的总裁
**2** a person who is very strong and full of energy 精力充沛的人；身强力壮的人：*She's a powerhouse in the courtroom.* 她在法庭上精力极其充沛。

**'power lunch** *noun* [C]
an occasion when business is discussed or deals made during lunch 公务餐；权力午餐；巨头工作午餐会：*The restaurant was full of executives having power lunches.* 餐厅挤满了吃公务餐的行政官员。

**'power nap** *noun* [C]
a short sleep sb has while they are working in order to get back their energy 打盹：*I took a quick power nap after lunch.* 午饭后，我美美地打了个盹。▸ **'power-nap** *verb* [no obj] (**-pp-**)

**,power of at'torney** (*also* **,letter of at'torney**) *noun* [U,C] (*plural* **powers of attorney, letters of attorney**)

(*Law*) the right to act as the representative of sb in business or financial matters; a document that gives sb this right（商业或金融事务的）代表权；代理权；授权书；委托书：*The son had power of attorney over their father's business affairs.* 这个儿子有权代表父亲处理公务。

**PowerPoint™** /'paʊəpɔɪnt; *AmE* 'paʊər-/ *noun* [U]
a computer program produced by Microsoft™ for creating presentations for an audience 演示文稿（微软的计算机程序）：*Are you doing your talk on PowerPoint?* 你用 PowerPoint 作演讲吗？◇ *a PowerPoint **presentation*** 用 PowerPoint 作的演讲 ▸ '**powerpoint** *verb* [+ obj]: *All the other presentations were powerpointed, but I used a whiteboard.* 所有其他的演讲都使用了 PowerPoint，但我用的是白板。

**'power ,station** (*also* **'power plant**) *noun* [C]
a building or group of buildings where electricity is produced 发电厂；发电站

**pp** *abbr* (*only used in written English* 只用于书面英语)
**1** (*BrE spelling also* **pp.**) pages 页；页码：*see pp 100-117* 参阅第100-117页
**2** (*BrE spelling also* **p.p.**) used in front of a person's name when sb signs a business letter on his/her behalf（信未署名时置于另一人的名字前，表示代其发函）代表：*pp Tim Walker* (= from Tim Walker, but signed by sb else because Tim Walker is away) 代表蒂姆·沃克 **NOTE** **pp** is now considered to mean 'on behalf of' and is usually written before the name of the person who has not signed the letter. It used to be written before the name of the person signing the letter and this is still done in some offices. * pp现在的意思是"代表"，通常置于未在信上签字的人的名字之前。过去，它通常置于签字人的名字前，现在某些机构仍在使用。

**ppd** *abbr* (*only used in written English* 只用于书面英语)
**1 prepaid** used to describe a service that you pay for before you receive or use it 预付的：*ppd mobile phone/cellphone customers* 预付费移动电话 / 手机用户
**2 post-paid, postpaid** marked on goods to show that POSTAGE is included in the price or has been paid by the sender 邮资已付的：*All CDs cost $12 ppd (US).* 所有 CD 唱片12元，含邮资。

**PPI** /ˌpiː piː 'aɪ/ = PRODUCER PRICE INDEX

**ppm** /ˌpiː piː 'em/ *abbr* **part(s) per million**
**1** (*Technical*) a measurement of how much of a substance a liquid or other substance contains 百万分之几，百万分率（浓度检测单位）：*air with 50 ppm nitrogen dioxide* 含50ppm二氧化氮的气体
**2** (*Production*) a measurement of how efficient a manufacturing process is, which records the number of DEFECTS (= faults in the way sth has been made) found in each million parts produced 每百万件产品的次品率：*We aim for a quality level of 3ppm in our production line.* 我们的目标是把生产线上的次品率控制在百万分之三。

**PPP** /ˌpiː piː 'piː/ = PURCHASING POWER PARITY, PUBLIC-PRIVATE PARTNERSHIP

**★PR** /ˌpiː 'ɑː(r)/ *abbr* (*Marketing*)
**1 public relations** the business of giving the public information about a particular organization or person in order to create a good impression 公关；公共关系：*She's in PR.* 她从事公关工作。◇ *The radio interview was a PR coup* (= success) *for the company.* 这次电台采访是这家公司一次成功的公关运作。◇ *Your website is a vital PR tool.* 网站是重要的公关工具。
⊕ *a PR **agency/company/department/firm*** 公关机构 / 公司 / 部门 / 公司 • *a PR **consultant/executive/manager*** 公关顾问 / 主管 / 经理 • ***good/bad** PR* 良好 / 糟糕的公关
**2** = PRESS RELATIONS

**★practice** /'præktɪs/ *noun, verb*
• ***noun***
SEE ALSO: **best practice, fire ~, general ~, restrictive ~**
**1** [U] action rather than ideas 实践；实施；实行：*She's determined to **put** her new ideas **into** practice.* 她决心把自己的新想法付诸实践。◇ *The idea sounds fine in theory, but will it work **in** practice?* 这个想法听起来不错，但在实践中行得通吗？
**2** [U,C] a way of doing sth that is the usual or expected way in a particular organization or situation 通常的做法；惯例；常规：*guidelines for good practice* 优良行为的准则 ◇ *a review of pay and working practices* 对工资和工作制度的检讨 ◇ *employment/labour practices* 就业 / 劳动惯例
⊕ ***bad/good** practice* 坏 / 好的做法 • ***common/current/standard/usual** practice* 一般 / 现行 / 常规 / 通常做法 • ***accounting/business/management** practices* 会计 / 商业 / 管理惯例 • ***employment/labour/working** practices* 就业 / 劳动 / 工作惯例 • *to **adopt/follow/introduce/use** practices* 采用 / 遵循 / 引进 / 使用惯例
**3** [C] a thing that is done regularly; a habit or a custom 习惯做法；习惯；习俗：*the German practice of giving workers a say in how their company is run* 德国在公司经营方面给工人发言权的做法
**4** [U,C] the work or the business of some professional people such as doctors, dentists and lawyers; the place where they work（医生、律师等的）工作，业务活动，工作地点：*My solicitor is no longer in practice.* 我的律师不再执业了。◇ *a successful law practice* 成功的律师事务所
⊕ *a **dental/law/legal/medical** practice* 牙医诊所；律师事务所；法律事务所；诊所 • *a **group/private** practice* 联合 / 私人诊所 • *to **go into/set up in** practice* 开业；执业 • *to **run/start** a practice* 经营 / 创建事务所 • *to **join/leave** a practice* 加入 / 离开事务所
• ***verb*** (*AmE*) = PRACTISE

**practiced** = PRACTISED

**practicing** = PRACTISING

**'practicing ,license** = PRACTISING CERTIFICATE

**practicum** /'præktɪkəm/ = PLACEMENT (2)

**★practise** (*AmE spelling* **practice**) /'præktɪs/ *verb*
**1** [+ obj *or* no obj] to do an activity or train regularly so that you can improve your skill 练习；实习；训练：*I need to practise my French before my trip.* 我旅行前需要练习一下法语。

**2** [+ obj] to do sth regularly as part of your normal behaviour 经常做；养成…的习惯：*The company practises Total Quality Management.* 公司实行全面质量管理。
**3** [+ obj *or* no obj] to work as a doctor, lawyer, etc. 从事（医务工作、法律专业等）；执业：*There are over a thousand lawyers practising in the city.* 这个城市共有一千多名律师执业。◇ *She practised **as** a barrister for many years.* 她当了许多年的出庭律师。

**practised** (*AmE spelling* **practiced**) /'præktɪst/ *adjective*
good at doing sth because you have been doing it regularly 熟练的；老练的；内行的：*She is a practised negotiator.* 她是一位老练的谈判者。◇ *He has good ideas but he isn't practised **in** the art of marketing.* 他有好的想法，但营销技巧却嫌生嫩。

**practising** (*AmE spelling* **practicing**) /'præktɪsɪŋ/ *adjective* [only before noun]
taking an active part in a particular profession, etc. 积极履行（专业上等）义务的：*a practising lawyer* 执业律师

**'practising cer,tificate** (*BrE*) (*AmE* **'practicing ,license**) *noun* [C]
an official document that proves that a professional person is qualified and has the right to work in their profession 执业证书

**practitioner** /,præk'tɪʃənə(r)/ *noun* [C]
SEE ALSO: **insolvency practitioner**
**1** a person who is qualified to work in a profession, especially medicine or law（尤指医学或法律界的）从业人员：*a medical/legal practitioner* 开业医生／律师 ◇ *the Institute of Practitioners in Advertising* 广告从业者协会
**2** a person who regularly does a particular activity or follows a particular theory 专门人才：*enthusiastic practitioners of lean manufacturing* 热衷于精益制造的专家

**pre-** /priː/ *prefix* (*used in verbs, nouns and adjectives* 构成动词、名词和形容词) before 先于；在…前：*pretest* 预先测试 ◇ *precaution* 预防 ◇ *pre-tax* 税前

**,pre-addressed 'envelope** (*also spelled* **preaddressed,** *especially in AmE*) *noun* [C]
an envelope with the address already printed on it that is sent with sth to make it easy to reply 预先印好地址的信封

**,pre-ap'proach** (*spelled* **preapproach,** *especially in AmE*) *noun* [C,U]
(*Marketing*) the activities that a SALESPERSON does before they meet a possible customer 售前准备：*What is the objective of your pre-approach?* 你售前准备的目标是什么？◇ *pre-approach planning* 售前准备计划

**pre,carious em'ployment** *noun* [U]
(*HR*) the situation when sb is working on a temporary contract or has no guarantee that they will keep their job 不安定的聘雇关系：*The gap between stable employees and those in precarious employment has been widening.* 稳定的雇员与不稳定的就业人员之间的差距一直在扩大。

**precaution** /prɪ'kɔːʃn/ *noun* [C, usually pl.]
something that is done in advance in order to prevent problems or to avoid danger 预防措施；预防；防备：*safety precautions* 安全防范措施 ◇ *E-commerce companies have to **take precautions against** computer fraud.* 电子商务公司不得不采取预防措施，防止计算机欺诈。◇ *Run a virus check on a file before opening it **as a** precaution.* 在打开文件之前，运行杀毒软件查杀病毒，以防万一。
▸ **precautionary** /prɪ'kɔːʃənrɪ; *AmE* -neri/ *adjective*: *The bank has suspended its online banking service **as a precautionary measure**.* 为谨慎起见，这家银行已暂停其网上银行服务。

**precedence** /'presɪdəns/ *noun* [U]
the condition of being more important than sb/sth else and therefore coming or being dealt with first 优先；优先权：*In the fashion industry, quality **takes precedence over** price.* 在时装界，质量重于价格。◇ *I **give precedence to** tasks that are important and urgent.* 我首先考虑重要而且紧迫的任务。SYN PRIORITY

**precedent** /'presɪdənt/ *noun* [C,U]
an official action or decision that has happened in the past and that is seen as an example or a rule to be followed in a similar situation later 可援用参考的具体例子；先例；范例；实例：*The judgement set a precedent for similar legal cases.* 这项判决为类似的法律案件提供了判例。
● *to **create/establish/provide/serve as/set** a precedent* 开创／确立／提供／作为／树立先例 • *to **base sth on/follow** a precedent* 根据／参照某判例
▸ **precedential** /,presə'denʃl/ *adjective*: *a precedential judgement* 先例判决

**precinct** /'priːsɪŋkt/ *noun* [C] (*BrE*)
a commercial area in a town where cars cannot go 步行商业区：*a shopping precinct* 购物区 ◇ *a pedestrian precinct* 步行区

**precipitous** /prɪ'sɪpɪtəs/ *adjective*
**1** sudden and great 突然的；急剧的：*a precipitous fall in share price* 股票价格的急剧下跌
● *a precipitous **decline/drop/fall/slide** (in sth)*（某物的）急剧下降／下跌／掉落／下滑
**2** done very quickly, without enough thought or care 草率的；仓促的；贸然的：*a precipitous decision* 仓促的决定
▸ **pre'cipitously** *adverb*: *The dollar plunged precipitously.* 美元直线下跌。

**precis** /'preɪsiː/ *noun* [C,U] (*plural* **precis** /-siːz/)
a short version of a speech or a piece of writing that gives the main points or ideas 摘要；概要；大纲：*The talk was a brief precis of the annual report.* 这一演讲是年度报告的简明摘要。
SYN SUMMARY
● *to **give/make/write** a precis* 提供／作／写一份报告摘要
▸ **'precis** *verb* (**precises** /'preɪsɪz/ **precising** /-siːɪŋ/ **precised, precised** /-siːd/) [+ obj]: *to precis a report* 写报告摘要

**precision** /prɪ'sɪʒn/ *noun* [U]
the quality of being exact and accurate 精确；准确：*The saw must cut with great precision.* 锯子必须能够精确切割。◇ *precision instruments/tools* 精密仪器／工具

**pre,cision engi'neering** *noun* [U]
the activity of designing and making machines, etc. containing parts that need to be made very accurately 精密工程: *This camera is an excellent example of precision engineering.* 这架照相机就是精密工程的绝好的例子。

**precondition** /ˌpriːkənˈdɪʃn/ *noun* [C]
something that must happen or exist before sth else can exist or be done 先决条件; 前提: *Structural reform is the precondition for strong recovery.* 体制改革是强劲复苏的前提。

**predator** /ˈpredətə(r)/ *noun* [C]
(used in newspapers) a company that uses weaker companies to its own advantage, for example by trying to buy them (用于报章) 剥削者, 掠夺者: *to protect domestic industry from foreign predators* 保护本国工业免受外来剥削 → PREY *noun* (2)
▸ **predatory** /ˈpredətri; *AmE* -tɔːri/ *adjective*

**,predatory 'lending** *noun* [U]
(*Finance*) a situation where a financial organization lends money in an unfair or illegal way, for example to people who they know will probably not be able to pay back the debt 掠夺性贷款 (金融机构以不正当或违法的手段将钱贷给他们知道可能无力偿还的人) ▸ **,predatory 'lender** *noun* [C]

**,predatory 'pricing** (*also* **,predatory 'price-cutting**) *noun* [U]
(*Economics*) a situation where a company makes its prices very low, even though this will lose money, so that other companies cannot compete and have to stop selling similar goods or services 掠夺性定价 (公司不惜赔本, 以极低的价格逼迫对手停止销售, 退出竞争): *The airline was accused of predatory pricing.* 这家航空公司被指控实施掠夺性定价。◇ *They have used predatory pricing to gain market share in the area.* 他们通过掠夺性定价赢得这个地区的市场份额。▸ **,predatory 'price** *noun* [C]

**predecessor** /ˈpriːdəsesə(r); *AmE* ˈpre-/ *noun* [C]
**1** a person who did a job before sb else 前任: *He blamed the company's problems on his predecessor.* 他把公司的问题归咎于他的前任。
**2** a thing, such as a machine, that has been followed or replaced by sth else 原先的东西; 被替代的事物: *This model is much faster than its predecessor.* 这种型号比原型号快得多。

**★predict** /prɪˈdɪkt/ *verb* [+ obj]
to say that sth will happen in the future 预言; 预报; 预告: *Many analysts are predicting a rise in interest rates.* 许多分析家预测利率会上调。◇ *It is impossible to predict what will happen.* 预知未来发生的事是不可能的。◇ *This new business is predicted to start producing revenue within a year.* 预计这家新企业一年内开始盈利。 SYN FORECAST

**predictable** /prɪˈdɪktəbl/ *adjective*
if sth is **predictable**, you know in advance that it will happen or what it will be like 可预见的; 可预料的: *Sales of the new model followed a predictable pattern.* 新型产品的销售按预定模式进行。◇ *Revenues have become less predictable.* 收入变得较难预测。 OPP UNPREDICTABLE ▸ **predictability** /prɪˌdɪktəˈbɪləti/ *noun* [U]: *New forecasting methods have improved the predictability of our financial planning.* 新的预测方法提高了我们对财务规划的可预见性。 **predictably** /prɪˈdɪktəbli/ *adverb*: *Prices were predictably high.* 价格很高, 不出所料。

**prediction** /prɪˈdɪkʃn/ *noun* [C,U]
a statement that says what you think will happen; the act of making such a statement 预言; 预告; 预测: *The sales figures confirmed our predictions.* 销售数据证实了我们的预测。◇ *Not many people agree with the government's prediction that the economy will improve.* 没有多少人同意政府认为经济将会有所改善的预测。

**pre-empt** (*also spelled* **preempt**, *especially in AmE*) /priˈempt/ *verb* [+ obj]
**1** to prevent sth from happening by taking action to stop it 预先制止; 防止; 避免: *A good training course will pre-empt many problems.* 良好的培训课程会避免许多问题。◇ *The CEO pre-empted criticism by resigning.* 首席执行官辞职, 得以免遭指责。
**2** to do or say sth before sb else does 抢在…之前做 (或说); 先发制人: *I do not want to pre-empt anything that the other speakers are going to say.* 我不想抢先把别人要说的话说出来。
▸ **pre-emptive** (*also spelled* **preemptive**, *especially in AmE*) /priˈemptɪv/ *adjective*: *Pre-emptive action is necessary to prevent inflation going out of control.* 有必要采取预防措施来防止通货膨胀失控。

**pre-emption** (*also spelled* **preemption**, *especially in AmE*) /priˈempʃn/ *noun* [U]
(*Law*) the opportunity given to one person or group to buy goods, shares, etc. before other people 优先采购; 优先购买: *Existing shareholders will have pre-emption rights.* 现有股东将有优先购买权。

**pre-,emptive 'right** (*also spelled* **preemptive ~**, *especially in AmE*) *noun* [C]
(*Law*) the right that a shareholder has to buy shares that a company or another shareholder offers before they are offered to sb else 优先认购权, 优先购买权, 优先权, 先买权 (股东享有先于他人购买股票的权利)

**,pre-ex'ceptional** *adjective* [only before noun]
(*Accounting*) used to describe a company's profits that have been calculated without including unusual items of income or expenses 扣除特殊项目前的 (计算利润时不扣除收入或支出中的特殊项目): *pre-exceptional profits/earnings* 扣除特殊项目前的利润 / 收入

**pref.** *abbr*
(*Finance*) (*only used in written English* 只用于书面英语) (used about a share) preference; preferred (股票) 优先股; 优先的

**★preference** /ˈprefrəns/ *noun*
SEE ALSO: **consumer preference, liquidity preference**
**1** [U; sing.] a greater interest in or desire for sth/sb than sth/sb else 偏爱; 爱好; 喜爱: *It's a matter of **personal** preference.* 这是个人的爱好问题。◇ *Investors are showing a strong preference **for** bonds rather than shares.* 投资者对债券而非股票表现出强烈偏好。
**2** [C] a thing that is liked better or best 偏爱的事物; 最喜欢的东西: *a study of consumer preferences* 对消费者偏好的调查

IDM **give (a) preference to sb/sth** to treat sb/sth in a way that gives them an advantage over other people or things 给…优惠；优待：*Preference will be given to candidates with some knowledge of Spanish.* 略懂西班牙语的候选人会获得优先考虑。

**'preference ,capital** (*also* **,preference 'share ,capital**) (*both especially BrE*) (*AmE usually* **pre,ferred 'capital**) *noun* [U]
(*Finance*) money that is raised by a company selling PREFERENCE SHARES 优先资本（公司通过出售优先股筹集的资金）

**'preference ,dividend** (*especially BrE*) (*AmE usually* **pre,ferred 'dividend**) *noun* [C]
(*Finance*) the fixed DIVIDEND (= money paid to shareholders) that is paid to holders of PREFERENCE SHARES 优先股利（支付给优先股股东的固定红利）→ ORDINARY DIVIDEND

**'preference share** *noun* [C] (*especially BrE*) (*AmE usually* **pre,ferred 'stock** [U,C]) (*also* **pre,ferred 'share** [C] *BrE, AmE*)
SEE ALSO: **participating preference share**
(*Finance*) a type of share in a company that gives the owner the right to receive regular fixed payments (**dividends**) but does not usually give them the right to vote at meetings of shareholders. People who hold them must be paid before owners of all other shares. 优先股（持股人有权定期获得股息，但在股东大会上通常无投票权。持股人必须先于其他股票的持有人获得清偿）：*They plan to issue 500 million shares of common stock and 20 million shares of preferred stock.* 他们计划发行5亿股普通股和2000万股优先股。See note at SHARE

**,preference 'share ,capital** = PREFERENCE CAPITAL

**preferential** /,prefə'renʃl/ *adjective* [only before noun]
giving an advantage to a particular person or group 优先的；优待的；优惠的：*Small sugar exporters are set to lose their preferential access to the EU.* 食糖小出口商注定不能优先入市欧盟。◇ *It was claimed that male employees were given preferential **treatment**.* 据称男性雇员受到优待。

**,preferential 'creditor** *noun* [C]
(*Finance*) a person or company whose debt must be paid before others if a business fails 优先债权人（企业倒闭时，先于其他债权人获得偿付）→ PREFERRED (1)

**preferred** /prɪ'fɜ:d; *AmE* -'fɜ:rd/ *adjective* [only before noun]
(*Finance*)
**1** a company's **preferred** investors are those who are paid first if the company has financial difficulties or fails 优先的：*The company intends to distribute new common stock to its old preferred shareholders.* 公司打算向老的优先股股东发行新的普通股。
❶ *a preferred **creditor/investor/shareholder***
优先债权人／投资者；优先股股东
**2** used to describe investments held by these investors or the money they receive from them（债券）优先的：*Japan's largest banks want to raise capital by issuing preferred securities.* 日本最大的银行想通过发行优先股筹集资金。

**pre,ferred 'capital** = PREFERENCE CAPITAL

**pre,ferred 'dividend** = PREFERENCE DIVIDEND

**pre,ferred 'share** = PREFERENCE SHARE

**pre,ferred 'stock** = PREFERENCE SHARE

**pre,ferred 'vendor** (*also* **pre,ferred sup'plier, ap,proved 'vendor**) *noun* [C]
(*Production*) a business that has an agreement to supply another business with goods or services, or has met any necessary requirements 首选供应商；优选服务商：*a preferred vendor agreement* 优选服务商协议

**prejudice** /'predʒudɪs/ *noun, verb*
● ***noun*** [U,C]
an unreasonable dislike of a person or group of people, especially when it is based on their race, religion, sex, etc. 偏见；成见：*There is little prejudice **against** workers from other EU states.* 对来自其他欧盟国家的工人没什么偏见。◇ *a victim of **racial** prejudice* 种族偏见的受害者 → WITHOUT PREJUDICE
● ***verb*** [+ obj]
**1** to influence sb so that they have an unfair or unreasonable opinion about sb/sth 使存有偏见：*Poor spelling or grammar in an email may prejudice the reader **against** you.* 电子邮件中糟糕的拼写或语法可能使阅读邮件的人对你形成偏见。
**2** to have a harmful effect on sth 损害；有损于：*The threat of a long strike is prejudicing the future of the company.* 长期罢工的威胁正损害公司的未来。
▸ **'prejudiced** *adjective*：*prejudiced opinions* 偏见

**preliminary** /prɪ'lɪmmərɪ; *AmE* -nerɪ/ *adjective*
happening before a more important action or event 初步的；预备的；开始的：*The figures are preliminary results and will be confirmed by the company on 17 March.* 这些数据只是初步结果，将在3月17日由公司确认。

**pre,liminary in'junction** = INTERIM INJUNCTION

**,pre-'market** (*also* **,pre-'open**) *adjective* [only before noun]
(*Finance*) **pre-market** trading takes place before the stock markets open officially 开市前的（股票市场正式开市交易之前）：*The stock fell to $18.10 in pre-market trading.* 在开市前的交易中，股价跌至18.10元。▸ **,pre-'market** *adverb*

**premier** /'premiə(r); *AmE* prɪ'mɪr; -'mjɪr/ *adjective* [only before noun]
most important or successful 首要的；最成功的：*Singapore is a premier business community.* 新加坡是最成功的商业社会。◇ *plans to develop and improve our premier product* 开发并改进我们的主打产品的计划 ◇ *We want the site to be the premier customer service provider on the Web.* 我们希望这个网站成为网络上一流的客户服务供应商。

**premises** /'premɪsɪz/ *noun* [pl.]
the buildings and land that a business owns or uses（企业的）房屋建筑及附属场地：*We will soon need larger premises.* 我们不久就需要扩大营业场所。◇ *business/commercial premises* 事务所；商业地产 ◇ *All the food is made **on the premises**.* 所有食品都是在厂内生产的。

**★premium** /'pri:miəm/ *noun, adjective*
• ***noun*** [C]

SEE ALSO: **insurance premium, share premium**

**1** (*Insurance*) an amount of money that you pay once or regularly for insurance 保险费: *We pay a monthly premium of $20.* 我们每月支付20元的保险费。 ◇ *Health insurance premiums are rising rapidly.* 健康保险保费迅速增加。
**2** (*Commerce*) an extra payment added to the basic rate 额外费用; 附加费: *Customers are prepared to pay a premium for superior service.* 顾客愿意为优质服务支付额外费用。 ◇ *A premium of 10% is paid out after 20 years.* * 20年之后要付清10%的额外费用。
**3** (*HR*) (*also* **'premium pay** [U]) extra money that is added to employees' basic pay for particular reasons, for example if they work at weekends or away from home 加班工资; 假日工资; 奖金
IDM **at a 'premium 1** if sth is **at a premium**, there is little of it available and it is difficult to get 稀少; 难得: *In big cities, parking is at a premium.* 大城市的车位很紧缺。 **2 at a premium (to sth)** (*Finance*) at a higher than normal price 超出平常价; 溢价: *Their shares trade at a premium to most of their rivals.* 他们的股票以高于面值的价格出售给大部分的竞争对手。 **put/place/set a premium on sb/sth** to think that sb/sth is particularly important or valuable 重视; 珍视: *The company places a high premium on creativity.* 这家公司非常重视创新。
• ***adjective*** [only before noun]
**1** very high and higher than usual 高价的: *They are able to charge premium prices for their products.* 他们的产品能够卖出高价。
**2** of high quality 优质的: *We are positioning the coffee as a premium product.* 我们准备将这种咖啡定位为优质产品。 ◇ *premium brands* 优质品牌

**'premium ,income** *noun* [U]
(*Insurance*) the total amount of money that an insurance company gets from its customers 保险费收入

**'premium pay** = PREMIUM *noun* (3)

**,pre-'open** = PRE-MARKET

**,pre-'owned** *adjective* [usually before noun] (*AmE*) that has belonged to or been used by sb else before 转手的; 二手的: *pre-owned homes/cars* 二手房 / 车 SYN SECOND-HAND

**,pre-'packaged** (*AmE spelling* **prepackaged**) *adjective* [only before noun]
**1** (*Commerce*) (*BrE also* **,pre-'packed**) **pre-packaged** goods, especially food, are wrapped before being sent to shops/stores to be sold (商品, 尤指食品) 包装好的, 已包装的: *pre-packaged bread* 带包装的面包
**2** (*Commerce*) **pre-packaged** services are sold as a whole rather than in separate parts (服务) 整套的: *Pre-packaged e-learning lessons for any part of the training programme are also available.* 针对培训课程任一部分的整套电子课程都有出售。
**3** (*Finance*) **pre-packaged** financial arrangements for a business that is in difficulty are agreed before the business is made officially BANKRUPT (财务安排) 预先商定的: *a pre-packaged bankruptcy plan* 预先商定的破产计划

**prepaid** /,pri:'peɪd/ *adjective* [usually before noun] (*abbr* **ppd**)
**1** (*Commerce*) paid for in advance 预付的; 资费已付的: *The prepaid cash card allows customers to order over the Web without a credit card.* 预付提款卡允许没有信用卡的顾客通过网络订货。
**2** a **prepaid** envelope has already had the cost of posting paid 已付邮资的 (信封): *Use a prepaid registered envelope.* 使用已付邮资的挂号信封。
→ PREPAY

**prepay** /,pri:'peɪ/ *verb, adjective*
• ***verb*** (**prepaid, prepaid** /,pri:'peɪd/)
**1** (*Commerce*) [+ obj *or* no obj] to pay for something before you get it or use it 预先支付; 预先付给: *About 3.7 million customers prepay for their electricity.* 大约370万顾客预付电费。 ◇ *to prepay a bill* 预付账单
**2** (*Finance*) [+ obj] if you **prepay** a loan, you pay it back before you have to 提前支付 (贷款): *The company prepaid the remaining balance of its six-year term loan on Wednesday.* 这家公司周三提前偿还了六年期贷款的余款。
▸ **prepayable** /,pri:'peɪəbl/ *adjective*
• ***adjective*** (*BrE*)
(*Commerce*) **prepay** goods and services are paid for before you get them or use them 预付的; 预先支付的: *prepay phones* 预付费电话 → PAY-AS-YOU-GO, PREPAID
▸ **'prepay** *noun* [U]: *Camera phones are still rather expensive on prepay.* 预付费视频手机依然很贵。

**prepayment** /,pri:'peɪmənt/ *noun* [C,U]
**1** (*Commerce*) the act of paying for goods and services before you get them or use them; the amounts that you pay 预先支付; 预付款: *the prepayment of rent* 租金的预付 ◇ *Customers can make prepayments electronically.* 顾客可以采用电子方式预付款。
**2** (*Finance*) the act of paying the final amount of a loan before the date agreed (贷款) 提前支付: *a prepayment penalty* 提前支付的罚金

**★present** /prɪ'zent/ *verb* [+ obj]
**1** to show or offer sth for other people to consider 提出; 提交: *The business plan will be presented to the board on Thursday.* 商业计划书将于周四提交给董事会。 ◇ *You must excite people in the way you present your ideas.* 表达观点的方式必须能激励人。
**2** to give sb a cheque or bill that they should pay 交付 (支票); 提交 (账单): *A cheque presented by Mr Jones was returned by the bank.* 银行退回了琼斯先生提交的支票。 ◇ *We were presented with a huge bill for repairs.* 我们收到了一份大额修理费账单。

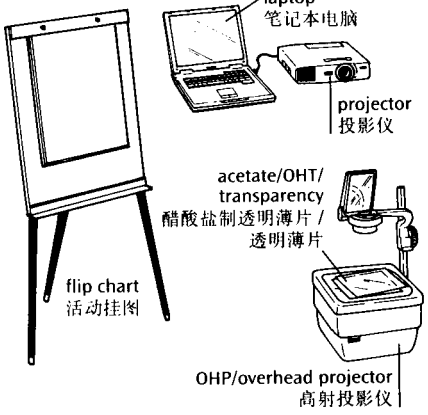
**★presentation** /,prezn'teɪʃn; *AmE* ,pri:zen-/ *noun*
**1** [C] a talk or speech in which sth, especially a new product or idea, is shown or explained to a group of people; a meeting when this happens 展示; 介绍; 发布; 展示会; 介绍会; 发布会: *The sales manager will give a presentation on the new products.* 销售经理将举办一次新产品推介会。 ◇ *software for preparing slide presentations* 制作幻灯演示的软件 ◇ *the company's annual results presentation* 公司的年度业绩发布会

➕ *to* ***deliver/give/make/prepare*** *a presentation* 作演示；展示 • ***a results/sales/strategy*** *presentation* 业绩 / 销售 / 战略发布会

**2** [U] the way in which sth is offered, shown, explained, etc. to others 提出（或展示、解释等）的方式：*Improving the product's presentation* (= the way it is wrapped, advertised, etc.) *should increase sales.* 改进产品的包装会提高销售量。◇ *They are very careful about both the content and the presentation of their accounts.* 他们对账目的内容和形式都十分认真。

**3** (*formal*) [U] the act of presenting or giving sth to sb 提交；颁发；出示：*The money will be paid on* ***presentation of*** *a money order.* 见汇票即付款。

**presentation** 演示




**ˌpresent disˈcounted ˌvalue** = PRESENT VALUE

**presenteeism** /ˌprezənˈtiːɪzəm/ *noun* [U] (*HR*) staying longer at work than you need to, especially so that people will think you work very hard 出勤主义：*Most workers claim to suffer from a culture of presenteeism.* 大多数工人声称遭受出勤主义之苦。→ ABSENTEEISM

**ˌpresent ˈvalue** (*also* **ˌpresent disˈcounted ˌvalue**) *noun* [U,C] (*abbr* **PV**) (*Accounting*) the value now of a particular amount of money that you expect to receive in the future, calculated by taking away the amount of interest likely to be earned on that amount between now and the future date 现值（未来某笔款项的现在值，计算时要扣除从现在到将来某日这笔钱有可能赚取的利息额）**NOTE** **Present value** can be used to calculate how much money to invest now in order to receive a particular amount at a particular time in the future. 为了在将来特定的时间获得特定的数额，可用现值计算目前投资的金额。

**preset** *verb, noun* (*Technical*)

• ***verb*** /ˌpriːˈset/ [+ obj] (**presetting, preset, preset**) to set or adjust the controls of a piece of electronic equipment before it is used, so that it will work in a particular way 预调；预置；给…预定时间：*The clock is preset in the factory to Greenwich Mean Time.* 工厂的时钟被设置为格林威治标准时间。

• ***noun*** /ˈpriːset/ [C] a control on a piece of electronic equipment that has been set or adjusted in a particular way before the equipment is used 预调；预置：*You cannot override the factory presets.* 你不能改变出厂预设值。

★**president** /ˈprezɪdənt/ (*also* **President**) *noun* [C]

SEE ALSO: **executive vice-president, vice-president**

**1** (*also* **ˌcompany ˈpresident**) (*both especially AmE*) the person who leads a company and is responsible for deciding on policy, especially one who leads a group of people (**vice-presidents**) that manage different parts of it, usually under the authority of a CHIEF EXECUTIVE OFFICER（公司的）董事长，总裁：*She was named president and CEO of the company last week.* 上周她被任命为公司的总裁兼首席执行官。→ CHAIRMAN (1)

➕ *to* ***appoint sb (as)/make sb/name sb (as)/promote sb to*** *president* 任命 / 指定 / 提名 / 提拔某人当总裁 • *to* ***be/become/retire as/serve as*** *president* 当 / 当选总裁；从总裁位子上退休；担任总裁

**NOTE** In some companies the **president** is the same person as the **chief executive officer**. 在某些公司，总裁和首席执行官是同一个人。

**2** (*especially AmE*) in some large companies, a person who is responsible for a part of the business（负责大公司某部分业务的）总经理：*AOL's president* ***of/for*** *technology* 美国在线服务公司技术部总经理 ◇ *Her new title will be President, Eastern Europe.* 她的新头衔将是东欧区的总经理。

**3** the person in charge of some organizations, clubs, colleges, etc.（机构、俱乐部、学院等的）负责人，会长，院长，主席：*He was made President of the European Central Bank in 2003.* 他于2003年被任命为欧洲中央银行的行长。

**press** /pres/ *noun, verb*

• ***noun***

**1** *often* **the Press** [sing. with sing./pl. verb] newspapers and magazines, and the people who work on them 报刊杂志；报业；新闻界；记者：*The story was widely reported* ***in the press.*** 这件事已在报刊上广为报道。◇ *The press were invited to the launch of the new car.* 媒体应邀参加了这款新型小汽车的发布。◇ *the financial press* 金融报刊

**2** [U; sing.] the type or amount of reports that newspapers write about sb/sth 报道；评论：*The industry has received a lot of* ***bad press.*** 这个行业受到新闻界的诸多责难。

**3** (*Manufacturing*) [C] a business that prints and publishes books 出版社；印刷所：*Oxford University Press* 牛津大学出版社

**4** (*Manufacturing*) [C] a machine for printing books, newspapers, etc.; the process of printing them 印刷机；印刷：*These prices are correct at the time of* ***going to press*** (= being printed). 这些价格在印刷时是准确无误的。

• ***verb***

**1** [+ obj *or* no obj] to make strong efforts to persuade sb to do sth 催促；逼迫；敦促：*The*

*unions are pressing **for** a 6% pay increase.* 工会再三要求加薪6%。◇ *The government is pressing airports **to** introduce new security systems.* 政府正在催促机场引进新的安全系统。 SYN PUSH FOR STH

**2** [+ obj] to express or repeat sth with force 坚持；反复强调：*She is still pressing her **claim** for compensation.* 她仍在坚持索赔。

PHR V **,press a'head/'on (with sth)** to continue doing sth even though it is difficult（不顾困难地）继续进行：*Management is determined to press on with efforts to return to profitability.* 管理层决心继续努力，以便恢复盈利。

**'press ,agent** *noun* [C]
a person whose job is to supply information and advertising material about a particular company, actor, etc. to newspapers, radio or television 新闻联络员

**'press communi,cations** *noun* [pl.]
(*Marketing*) information or activities that are intended to make the media more aware of a product, service or company 新闻传播

**'press ,conference** (*especially BrE*) (*AmE usually* **'news ,conference**) *noun* [C]
a meeting at which sb talks to a group of journalists in order to answer their questions or to make an official statement 新闻发布会；记者招待会：*The company held a press conference to announce its shutdown.* 这家公司举行了记者招待会宣布停工。→ BRIEFING (1)
● *to **give/hold** a press conference* 召开／举行记者招待会 ◆ *to **tell** a press conference sth* 通过记者招待会宣布某事

**'press kit** *noun* [C]
(*Marketing*) a set of documents, photographs, etc. that advertise or give information about a particular product and are given to the media 宣传资料袋；新闻资料袋

**'press ,office** *noun* [C]
the office of a large organization that answers questions from journalists and provides them with information（大型机构的）新闻办公室，新闻处

**'press ,officer** *noun* [C]
a person who works for an organization answering questions from journalists about the organization and providing them with information 新闻发言人；新闻发布官

**'press re,lations** *noun* [U] (*abbr* **PR**)
(*Marketing*) the process of developing relationships with journalists and other people who work in the media in order to make a company or its products known to the public 媒体关系：*a press relations adviser to the company* 公司的媒体关系顾问 ◇ *Public relations people may specialize in press relations, consumer PR or financial PR.* 公关人员可能专门从事媒体关系、消费者公关或金融公关。→ PUBLIC RELATIONS

**'press re,lease** (*also* **'news re,lease**) (*also* **re'lease,** *less frequent*) *noun* [C]
an official statement made to journalists, etc. by a large organization（向媒体发布的）新闻稿：*The company issued a press release to end speculation about its future.* 这家公司发布了新闻稿以结束外界对其前途的猜测。
● *to **issue/publish/put out/write** a press release* 发布／发表／出版／撰写新闻稿

**'press ,secretary** *noun* [C]
a person who works for an organization, especially a political organization, and gives information about them to the media 新闻秘书（尤指为政治组织工作、向媒体提供信息的人）

**'pressure group** *noun* [C]
a group of people who try to influence the government, people with power in organizations, and the opinions of ordinary people in order to achieve the action they want, for example a change in a law 压力集团（为了达到修改法律等目的而谋求对政府、机构的当权派、舆论施加压力的群体）：*the environmental pressure group Greenpeace* “绿色和平”这个环保压力集团

**prestige** /pre'sti:ʒ/ *noun, adjective*
● ***noun*** [U]
the respect and admiration that sb/sth has because of their success, good quality, or social importance 威信；威望；声望：*the prestige of British industry* 英国工业的声望 ◇ *jobs with **low** prestige* 卑贱的工作 ◇ *There is a lot of prestige attached to owning a car like this.* 拥有这样一部汽车显得很气派。
● ***occupational/social** prestige* 职业／社会声望 ◆ ***low/high** prestige* 威信低／高 ◆ *to **enjoy/gain/have/lack** prestige* 享有／赢得／有／缺乏声望
● ***adjective*** [only before noun]
**1** admired and respected because of looking important and expensive 名贵的；贵重的；讲究派头的：*growing sales of prestige products* 名贵产品销售量的不断增长 ◇ *a prestige waterfront office block* 豪华的水岸办公大楼 SYN LUXURY
**2** that brings respect and admiration; important 受尊重的；令人敬仰的；重要的：*a prestige job/project* 体面的工作／项目

**prestigious** /pre'stɪdʒəs/ *adjective* [usually before noun]
respected and admired as very important or of very high quality 有威信的；有威望的；声誉高的：*It's a major coup for us to get such a prestigious contract.* 能够得到如此重要的合同是我们的一大成功。◇ *meetings with prestigious clients* 与优质客户的会面

**presumption** /prɪ'zʌmpʃn/ *noun* [U,C]
(*Law*) the act of supposing that sth is true, although it has not yet been proved or is not certain 推定；假设；假定：*Everyone is entitled to the presumption of innocence until they are proved to be guilty.* 在被证明有罪之前，每个人都应该被假定无辜。

**,pre-'tax** (*also spelled* **pretax,** *especially in AmE*) *adjective* [only before noun]
(*Accounting*) before tax has been taken away（纳）税前的：*The company reported pre-tax profits of €182 million last year.* 这家公司报告说去年的税前利润为1.82亿欧元。◇ *At the pre-tax level, the group suffered losses of $450 million.* 这个集团蒙受了4.5亿元的税前亏损。
● *pre-tax **earnings/income/losses/profits*** 税前盈利／收入／损失／利润

**pretest** /ˌpriːˈtest/ *noun, verb*
• ***noun*** [C]
a test done on a product or an advertisement before it is made available or used, in order to make sure it is safe or effective（产品等的）预先测试
• ***verb*** [+ obj]
to test a product or an advertisement before making it available or using it, in order to make sure it is safe or effective 预先测试（产品等）: *The software had already been pretested.* 这个软件已经预先测试过了。▸ **ˌpre'testing** *noun* [U]

**prevailing** /prɪˈveɪlɪŋ/ *adjective* [only before noun]
existing or most common at a particular time 普遍的；流行的；盛行的: *the prevailing economic conditions* 普遍的经济状况 ◇ *Introductory rates on credit cards are likely to be lower than the 6% prevailing last year.* 信用卡的引入率有可能低于去年的6%。

**prevalent** /ˈprevələnt/ *adjective*
that exists or is very common at a particular time or in a particular place 流行的；盛行的；普遍存在的: *This trend is most prevalent among larger companies.* 这种趋势在较大的公司中最普遍。◇ *Price-cutting was especially prevalent in labour-intensive industries.* 降价在劳动密集型产业中尤为常见。▸ **prevalence** /ˈprevələns/ *noun* [U]: *the increasing prevalence of bankruptcy in the country* 国内破产的日益流行

**ˌpre-'vet** *verb* [+ obj *or* no obj] (**-tt-**) (*often* **be pre-vetted**)
the process of finding out information about sb/sth to see if they are suitable before using them/it（信息）预先审核: *a pre-vetted, or 'approved', contractor* 预先审核过或经过批准的承包人 ◇ *Our agency can supply your business with pre-vetted graduates.* 我们机构可以向贵企业提供经过预先审核的毕业生。▸ **ˌpre-'vetting** *noun* [U]: *the pre-vetting of staff/advertising material* 对员工／广告材料的预先审核

**preview** /ˈpriːvjuː/ = PRINT PREVIEW

**prey** /preɪ/ *noun, verb*
• ***noun*** [U; sing.]
**1** a person who is harmed or deceived by sb, especially for dishonest purposes 受害者；受骗者: *Elderly people are **easy prey** for dishonest salesmen.* 老年人容易上奸商的当。
**2** (used especially in newspapers) a company that another company wants to buy, especially when the first company is weak or does not want to be bought（尤用于报章）猎物: *The financial crisis may make the group prey to a bigger rival.* 金融危机可能使这个集团成为更强劲的竞争对手的猎物。◇ *The company was more used to being predator than prey.* 这家公司更习惯于当掠夺者，而不是猎物。SYN TARGET COMPANY → PREDATOR
IDM **be/fall 'prey to sth** (*formal*) **1** to be harmed or affected by sth bad 受害；受坏影响: *The rebuilding programme fell prey to cutbacks.* 重建方案受到紧缩的不利影响。 **2** (about a company) to be bought by another company（公司）被收购: *Analysts believe that the business could fall prey to a US bidder.* 分析人士认为这家企业可能会落入一个美国投标人之手。
• ***verb***
PHR V **'prey on/upon sb** to harm sb who is weaker than you, or make use of them in a dishonest way to get what you want 欺骗，坑害，敲诈（弱者）: *lenders who prey on people with serious debt problems* 坑害严重负债者的放款人

**WHICH WORD?** 词语辨析

**price/charge/commission/cost/fee/rate**

These words are used to talk about the money that you pay for something. 这些词都用来指为某物所支付的资金。

**Price** is used about goods and other things that are traded in large numbers or amounts. * price 用于大宗货物: *car/electricity/food/share prices* 汽车／电力／食品／股票价格 ◇ *the average selling price of a home* 房屋的平均售价

**Fee** [C] and **charge** [C] are usually used about money that you pay for a service. * fee 和 charge 指服务费: *A service charge of 10% is added to the bill.* 另收10%的服务费。◇ *legal/accounting fees* 律师／会计费

**Charge** [U] can also be used about a product or service that is free. * charge 还可用于免费的产品或服务: *The manual is available **free of charge**.* 本手册免费提供。◇ *There is **no charge** for delivery.* 免费送货。

Unlike a price, fee or charge, the **cost** of something is not advertised but needs to be calculated. It is the amount of money that you need to spend in order to buy, make, build or produce it. 与 price、fee 或 charge 不同，cost 是不公开的，但需要计算在内。它指购买、制造、建造或生产某物必须花费的金额: *The total cost of the building was several million euros more than budgeted.* 这建筑的总成本比预算高出数百万欧元。

**Rate** is used when the price of the product or service is fixed according to its size, weight, length, etc. * rate 用于指按照尺寸、重量、长度等计算后得出的产品或服务的固定价格: *Our standard rate is $89 per night for a single room.* 我们单人间的标准价格是每晚89元。

**Commission** is money that is paid to an agent for selling something on behalf of somebody else. Although the commission comes from the money paid by the buyer, its size is decided between the seller and agent and is not always advertised. * commission 是委托他人代卖产品而付给代理人的报酬。尽管佣金来自购买者支付的钱款，其数额由销售者和代理人协商决定，且通常不公开。

**★price** /praɪs/ *noun, verb*
• ***noun*** [C,U]
SEE ALSO: **after-hours price, asked ~, asking ~, ask ~, base ~, basic ~, best ~,** etc.
**1** the amount of money that you must pay for sth 价格；价钱: *house/retail/oil/share prices* 房屋／

零售 / 石油 / 股票价格 ◇ *He managed to get a good price for the car.* 他设法将汽车卖了个好价钱。 ◇ *Coffee prices have fallen by 15% this year.* 今年咖啡价格下跌了15%。 ◇ *The store has put up the prices of many basic items.* 这家商店已提高了许多基本商品的价格。 ◇ *We plan to sell 10 000 units at a price of €15 each.* 我们计划出售1万件，每件15欧元。 ◇ *The price charged to customers may be changed.* 向顾客收取的价格可能会变动。 ◇ *Can you **give me a price** for the work* (= tell me how much you will charge)? 请问做这份活儿要多少钱？ ◇ *Shoppers are unwilling to pay **full** price for electrical goods.* 购物者不愿全价购买电器产品。 ◇ *It's amazing how much computers have come down **in price** over the past few years.* 过去这几年，计算机的价格降幅之大，简直令人惊讶。 → PRICE CUT See note at INCREASE

● ***a competitive/high/low/reasonable** price* 具有竞争力的价格；高 / 低价；合理的价格 ◆ ***falling/rising** prices* 下跌 / 上升的价格 ◆ *to **increase/put up/raise** prices* 上调 / 提高 / 抬高价格 ◆ *to **cut/lower/slash** prices* 削减 / 压低 / 降低价格 ◆ *price **increases/reductions/rises*** 价格提高 / 减少 / 上升

**IDM** **at a 'price** 1 costing a lot of money 以高价；花大钱： *You can buy strawberries in England all year round, but at a price.* 在英格兰草莓一年到头都能买到，但很贵。 **put a 'price on sth** to say how much money sth valuable is worth （为贵重物品）定价，作价： *They haven't yet put a price on the business.* 他们还没有给这笔业务作价。 → idiom at BALLPARK

● ***verb*** [+ obj]

**1** (*Marketing*) (*usually* **be priced**) to fix the price of sth at a particular level 给…定价；给…标价；为…作价： *The new model will be priced **at** $10 000–$15 000.* 新型号的价格将定在10 000至15 000元之间。 ◇ *These goods were priced too high.* 这些货品定价太高。 ◇ *competitively priced PCs* 具有价格优势的个人电脑 ◇ *Imagine that bananas are priced **off*** (= in relation to) *apples.* 试想一下根据苹果的价格对香蕉进行定价。

● ***attractively/competitively/keenly** priced* 价格定得具有吸引力 / 竞争力 / 竞争性 ◆ ***moderately/reasonably** priced* 价格定得适中 / 合理

**2** (*Commerce*) **price sth (up)** to write or stick tickets on goods to show how much they cost （在商品上）标价，贴价格标签： *I spent all day pricing tins of fruit.* 我花了一整天的时间给水果罐头标价。 ◇ *The clothes were sorted and priced up for sale.* 将衣服整理归类并标价出售。

**3** **price sth (up)** to compare the prices of different types of the same thing 比较…的价格： *We priced various models before buying this one.* 我们比较了多种型号的价格之后买了这一款。

**IDM** **price yourself/sth out of the 'market** to charge such a high price for your goods, services, etc. that nobody wants to buy them 因索价过高而无人问津： *Some restaurants in the city have priced themselves out of the market.* 本市的某些餐厅因要价太高而无人问津。

**PHR V** **,price sth ,in; ,price sth 'into sth** (*Finance*) to include sth when you are fixing the price of an item, especially shares, bonds, etc. 定价时将…包括进去： *Investors have fully priced in a small cut in interest rates.* 投资者定价时已经将利率的小幅下调考虑在内了。 ◇ *The bad news is already priced into the shares.* 给股票定价时已考虑到这一坏消息的影响。

**'price ,ceiling** *noun* [C]
(*Economics*) a limit set by a government on the price of goods or services 最高限价，价格上限（政府对商品或服务规定的最高价格）： *The government has lifted the price ceiling on petrol.* 政府已将汽油的最高限价提高了。 → CEILING

**'price compe,tition** *noun* [U]
(*Economics*; *Marketing*) a situation in which companies compete with each other to sell products by trying to keep their prices lower than the prices of similar goods and services produced by other companies 价格竞争： *There is intense price competition from the low-cost economies of the Far East.* 受到来自远东低成本经济体激烈的价格竞争。

**'price con,trol** *noun* [C, usually pl., U]
(*Economics*) limits that a government or an official organization puts on the amount companies can charge for goods and services （政府或官方机构实行的）价格管制，物价控制： *If drug prices don't drop, the state could impose price controls.* 如果药物不降价，国家可能会实行价格管制。 ◇ *Any industry hit by price control will complain bitterly about it.* 受到价格管制打击的任何行业都会极力抱怨。

**'price cut** *noun* [C]
a reduction in the price of something 降价： *Despite continuing price cuts, consumers are less willing to spend.* 尽管价格持续下降，消费者仍然不太情愿花钱。 ▶ **'price-,cutting** *noun* [U]: *The newspaper has lost sales following price-cutting by rivals.* 竞争对手降价之后，这份报纸的销量随之下降。 ◇ *a price-cutting war* 削价战；降价战

**'price discrimi,nation** *noun* [U]
(*Economics*; *Marketing*) the practice of selling the same product to different types of customers at different prices 价格歧视，价格差别（将同一产品以不同的价格销售给不同类型的顾客）

**,price-'dividend ,ratio** *noun* [C] (*abbr* **PDR, P/D ratio**)
(*Accounting*) the relationship between the present market price of the shares of a particular company and the DIVIDEND (= the money paid to shareholders) for the previous year, used to compare different companies 价格股息比率（某公司目前的股票市价与上年度股息之间的比值，用以对不同的公司作比较）

**,price-'earnings ,ratio** (*also* **,price-to-'earnings ,ratio**) (*abbr* **P/E ratio**) (*also* **,price-'earnings ,multiple** (*abbr* **P/E multiple**)) *noun* [C]
(*Accounting*) the relationship between the present market price of shares in a particular company and the EARNINGS PER SHARE (= the amount of profit that the company earned in the previous year divided by the number of shares), used to analyse the company's performance over a period of time or compare it with others 价格收益比率，市盈率（某公司目前股票市价与每股收益之间的比值，用以分析公司一段时间内的业绩或与其他公司进行比较）： *A high price-earnings ratio can*

*mean that a company is growing fast.* 价格收益比率高意味着公司成长迅速。◇ *Its price-earnings ratio of about 27 is well below some of its competitors.* 其大约27的价格收益比率远远低于它的某些竞争对手。→ MULTIPLE

**'price ef,fect** *noun* [C]
(*Economics*)
**1** the way in which something that happens affects the prices of goods 价格效应（某事的发生对商品价格产生的影响）: *It is difficult to estimate the price effect of the merger.* 难以估计合并的价格效应。
**2** the way in which a change in the price of a product changes demand for that product 价格效应（产品价格的变动对产品需求的影响）

**'price elas'ticity of de'mand** (*also* **,price elas'ticity, ,own-price elas'ticity**) = ELASTICITY OF DEMAND

**'price-,fixing** (*also* **,common 'pricing**) *noun* [U]
(*Economics*) the practice of companies agreeing to sell the same goods for the same price, which is illegal in many countries 价格设定（多家公司商定以相同的价格销售相同的货物，这在许多国家属于违法行为）→ FIX *verb* (4)

**'price ,index** *noun* [C, usually sing.]
SEE ALSO: **consumer price index, Producer Price Index, retail price index**
(*Economics*) a figure that shows the change in the price of something over a period of time 物价指数（显示某产品在某段时间内价格的变化）: *The government is to start publishing a new monthly house price index.* 政府计划开始公布新的月度房价指数。

**,price-in'sensitive** *adjective*
**1** (*Economics*) if sales of goods and services are **price-insensitive**, the quantity sold does not change when prices go down or up（货物和服务）对价格不敏感的
**2** (*Marketing*) **price-insensitive** customers are not influenced by price when buying things（顾客）对价格不敏感的 OPP PRICE-SENSITIVE

**,price 'leader** *noun* [C]
(*Marketing*) a business that is usually the first to reduce or increase prices, compared to other similar businesses 领头定价者；价格领头人: *As price leaders, whatever prices they charge for toys and games in their catalogue will be followed by the rest of the market.* 作为领头定价者，无论对商品目录中的玩具和游戏如何定价，市场上其他参与者都会跟随。→ PRICE TAKER ▸ **,price 'leadership** *noun* [U]

**priceless** /'praɪsləs/ *adjective*
extremely valuable or important 无价的；极重要的；极珍贵的: *Customer loyalty is a priceless asset.* 顾客忠诚度是无价资产。

**'price ,level** *noun* [C]
(*Economics*) the average prices of goods and services in a country or an area at a particular time 价格水平: *The overall price level has been stable or falling for the past few years.* 在过去几年价格总水平一直保持稳定或下降。

**'price list** *noun* [C]
(*Commerce*) a list of prices for goods or services that a business provides for its customers 价格表；价目: *Web customers can see up-to-date price lists.* 网上用户可以看到最新的价格表。

**'price ,mechanism** (*also* **'market ,mechanism**) *noun* [sing.]
(*Economics*) the way in which changes in prices influence the production of goods and services and those who receive them 价格机制: *The market relies on the price mechanism to balance supply and demand.* 市场依靠价格机制平衡供求。

**'price point** *noun* [C]
(*Marketing*) the price that a product is sold for, chosen from a range of possible prices 价格点（产品出售的价格或价位）: *The product sells at an attractive price point.* 产品的售价非常有吸引力。◇ *The snack has a price point similar to that of its chief competitor.* 这种快餐与其主要竞争对手处于同等价位。
● ***a high/low price point*** 较高 / 较低的价格点

**'price range** *noun* [C, usually sing.]
**1** a group of prices that are close together, often within fixed limits 价格幅度（最高价和最低价之间比较接近的一组价格）: *There are a lot of choices for PCs in this price range.* 在这一价格范围内的个人电脑有许多种选择。◇ *the higher/lower/middle price range* 较高 / 较低 / 中等价格幅度
**2** (*Stock Exchange*) the price at which a share is offered for sale 价格范围（供出售的股票的价格）: *The group set a price range of $1.25 to $1.52 a share.* 集团将价格范围定在每股1.25至1.52元。
**3** the amount that a person can afford to pay for something 价格区间（某人能承担得起的金额）: *The apartment was way **out of my price range.*** 这套公寓远远超出了我的支付能力。

**'price ring** = CARTEL

**,price-'sensitive** *adjective*
**1** (*Economics*) if sales of goods and services are **price-sensitive**, the quantity sold increases or decreases when prices go down or up（货物和服务）对价格敏感的: *The computer industry is very price-sensitive.* 计算机行业对价格非常敏感。 OPP PRICE-INSENSITIVE
**2** (*Marketing*) **price-sensitive** customers are influenced mainly by price when buying things（顾客）对价格敏感的: *Tight budgets are making customers more price-sensitive.* 预算紧缩使顾客对价格更加敏感。 OPP PRICE-INSENSITIVE
**3** (*Finance*) **price-sensitive** information could affect prices, especially share prices（信息）影响价格的: *Companies have a legal duty to inform the market of price-sensitive information without delay.* 公司在法律上有义务立即将价格敏感的信息告知市场。
▸ **,price sensi'tivity** *noun* [U]

**'price sup,port** *noun* [U]
(*Economics*) a system in which a government helps producers, especially farmers, by acting to stop the price of goods falling below a particular level（政府对农产品的）价格支持，价格补贴

**'price tag** *noun* [C, usually sing.]
**1** a label showing the price of an item that is for sale in a shop/store 价格标签: *The price tag said $49.95.* 价格标签上的标价为49.95元。→ LABEL *noun* (1)

**2** the cost of something, especially when this is high 价值；价格：*It's difficult to put a price tag on experience.* 很难对经验进行标价。◇ *The business is for sale with a price tag of more than $50 million.* 这家企业以5000万元的标价出售。

**,price 'taker** *noun* [C]
(*Economics*) a company or person that has little power or influence over the price at which sth sells 价格接受者 → PRICE LEADER

**,price-to-'earnings ,ratio** = PRICE-EARNINGS RATIO

**pricey** (*also spelled* **pricy**) /'praɪsi/ *adjective* (**pricier, priciest**) (*informal*)
expensive 昂贵的：*Consumers have cut purchases of pricier perfumes and make-up.* 消费者已减少高档香水和化妆品的购买。◇ *At $1 000, the product is too pricey.* 这个产品定价1000元是太贵了。
SYN DEAR

**★pricing** /'praɪsɪŋ/ *noun* [U]
SEE ALSO: **common pricing, dual ~, market-penetration ~, multiple ~, penetration ~, predatory ~, value ~, value-based ~**
(*Commerce*; *Economics*) the prices that a company charges for its products or services; the act of deciding what they should be 定价；作价；计价：*They are trying to win back customers with competitive pricing.* 他们正试图以具有竞争力的定价赢回顾客。◇ *The newspaper group is scaling back (= reducing) its aggressive pricing strategy.* 这家报业集团正在弱化其进攻性定价战略。◇ *strong competition and pricing pressure in the personal computer market* 个人电脑市场上的激烈竞争和定价压力
● ***aggressive/competitive/fair/unfair pricing*** 进攻性的／有竞争力的／公道的／不公道的定价 ◆ ***pricing policies/practices/strategies*** 定价政策／惯例／战略 ◆ ***a pricing structure/system*** 定价结构／制度

**'pricing ,model** *noun* [C]
(*Commerce*) a system that a company uses to decide what to charge for its products or services 定价模式：*We are going to revise our pricing model.* 我们准备修改自己的定价模式。

**'pricing ,power** *noun* [U]
(*Economics*) the effect that a change in the price of a company's products has on the quantity demanded 定价权（指产品价格变动对产品需求量的影响）：*a time of low inflation and weak pricing power* 低通货膨胀和软弱的定价权时期

**pricy** = PRICEY

**primary** /'praɪmərɪ; *AmE* -merɪ/ *adjective* [usually before noun]
**1** main; most important 主要的；最重要的：*Their primary business is life insurance.* 他们的主要业务是人寿保险。◇ *Our primary target is 20- to 35-year-olds.* 我们的主要目标是20岁～35岁的人。
SYN PRIME
**2** used to describe sth that is not caused by or based on sth else 最初的；原始的：*the use of primary source materials* 第一手材料的使用
**3** (*Finance*) relating to shares, bonds, etc. that are being sold for the first time 初级的，一级的（有关初次出售的股票、债券等）：*The primary bond market came back to life on Tuesday after a very quiet month.* 初级债券市场在沉寂了一个月之后于星期二又恢复了生气。→ SECONDARY

**,primary 'action** *noun* [U]
(*HR*) action such as stopping work that is taken by workers in a factory, company, etc. who are involved in a dispute with their employers 基本行动（卷入劳资纠纷中的职工采取的诸如罢工之类的行动）→ SECONDARY ACTION

**,primary 'data** *noun* [U]
(*Marketing*) information that a company collects itself, rather than getting it from other sources 原始资料；原始数据：*For primary data, a marketing research organization is likely to be used.* 很可能要找市场调研机构来获取原始数据。
→ SECONDARY DATA

**,primary 'dealer** *noun* [C]
(*Economics*) a financial institution that is allowed to deal directly with a country's central bank 一级交易商，顶级交易商（允许直接与一国央行打交道的金融机构）

**,primary de'mand** *noun* [U,C]
(*Marketing*) the desire of consumers for a type of product rather than for a particular brand 基本需求（消费者对某产品而非对某品牌的需求）
→ SELECTIVE DEMAND

**'primary ,industry** *noun* [U,C]
(*Economics*) industry that produces and collects things like crops, metals, raw materials, etc. 第一产业 → SECONDARY INDUSTRY, TERTIARY INDUSTRY

**'primary ,market** *noun* [C]
(*Stock Exchange*) the section of the money market where shares, bonds, etc. are sold for the first time 一级市场，发行市场（股票、债券等的发行市场）：*In the primary market, borrowing was once again concentrated in euros.* 在一级市场上，借贷再次集中于欧元。→ SECONDARY MARKET

**,primary 'mortgage ,market** = MORTGAGE MARKET (1)

**,primary pro'duction** *noun* [U]
(*Economics*) the production and collection of crops and raw materials, rather than making goods from them 初级生产（农作物和原材料的生产和采集，而不是利用它们进行加工）→ SECONDARY PRODUCTION

**the 'primary ,sector** *noun* [sing.]
(*Economics*) the part of a country's economy that collects or produces crops, raw materials, etc. 初级产品部门（一国经济中采集或生产农作物、原材料的部门）→ SECONDARY SECTOR

**prime** /praɪm/ *adjective, noun, verb*
● ***adjective***
**1** main; most important 主要的；最重要的；首要的：*The care of the environment is of prime importance.* 保护环境十分重要。SYN PRIMARY
**2** of the best quality 优质的；优异的；上乘的：*prime office space* 理想的办公场所 ◇ *The store has a prime position in the mall.* 这家商店位于购物中心一个绝佳的位置。
**3** typical 典型的；有代表性的：*Qantas is a **prime example** of a company that exceeded expectations.* 澳洲航空公司是典型的好于预期的公司。
● ***noun***
IDM **above/below 'prime** (*AmE*) (*Finance*) an interest rate that is **above** or **below prime** is

higher or lower than the PRIME RATE (= the lowest rate at which business customers can borrow from a bank) 高于 / 低于最优惠贷款利率

• ***verb*** [+ obj]

IDM **prime the 'pump** to encourage the growth of sth such as a new business or a weak economy 刺激增长: *The government needs to prime the economy's pump quickly.* 政府需要快速刺激经济发展。→ PUMP-PRIMING

**,prime con'tractor** *noun* [C]
the **contractor** who has direct contact with the company that needs work done 主订约人; 主承包商 → SUBCONTRACTOR

**,prime 'cost** (*also* **,first 'cost**) *noun* [C,U] (*Accounting*) the cost of sth calculated by adding the cost of materials used to make it and the cost of paying sb to make it, but not including costs that are connected with running a business, such as rent and electricity (**overheads**) 主要成本, 进货成本, 直接成本 (含材料费和人工费, 但不含营运成本, 如租金和电力) SYN DIRECT COST

**'prime rate** (*also* **,prime 'interest rate, ,prime 'lending rate**) *noun* [C] (*all especially AmE*) (*Finance*) the lowest interest rate at which businesses can borrow money from a bank 最优惠贷款利率: *Some commercial banks have lowered their prime rate to 4.25%.* 某些商业银行已将其最优惠贷款利率降到4.25%。 SYN BASE RATE (*BrE*)

**'prime time** (*BrE also* **'peak time, ,peak 'viewing time**) *noun* [U]
the time when the largest number of people are watching television or listening to the radio, usually the middle part of the evening 黄金时间 (观看电视或收听广播人数最多的时间): *showing ads during prime-time broadcasts* 在黄金时间播出广告

**principal** /'prɪmsəpl/ *noun, adjective*

• ***noun***

**1** (*Finance*) [sing; U] an amount of money that is lent or invested to earn interest 资本; 本金: *You must make the required interest and principal payments.* 你必须支付规定的利息和本金。

**2** (*Law*) [C] a person who is actually making a business deal or taking part in a legal case, rather than a person who is acting on their behalf 本人; 当事人

**3** [C] an important manager or other person in an organization, who usually has legal responsibility for what the organization does 主管: *The company's three principals are women.* 公司的三位主管均为女士。

• ***adjective***

**1** most important; main 最重要的; 主要的: *Tourist revenue is now our principal source of wealth.* 旅游收入目前是我们的主要财源。◇ *the principal markets for our products* 我们产品的主要市场

**2** (*Finance*) relating to an original amount of money that is lent or invested, rather than any interest 本金的; 资本的: *The total interest is now more than the principal amount.* 利息总额现已超过本金。

**,principal 'trading** = PROPRIETARY TRADING

**principle** /'prɪmsəpl/ *noun* [C]

SEE ALSO: **ability-to-pay principle, accounting ~, benefit ~, Pareto's ~, statement of ~**

**1** a law, rule or theory that sth is based on 法则; 原则; 原理: *The principles of banking have not changed much over the centuries.* 几个世纪以来, 银行业的原则没有多大改变。

**2** a general or scientific law that explains how sth works or why sth happens 定律; 工作原理: *the principle that heat rises* 热气上升的定律 SYN LAW (5)

IDM **in 'principle 1** if sth can be done **in principle**, there is no reason why it should not be done although it has not been done yet 理论上; 原则上: *In principle, such loans have always been available.* 原则上, 这样的贷款一直可以提供。 **2** in general but not in detail 基本上; 大体上: *The companies reached an agreement in principle last week.* 上周, 这些公司基本上达成了协议。

**print** /prɪnt/ *verb, noun*

• ***verb***

**1** [+ obj *or* no obj] to produce letters, pictures, etc. on paper using a machine that puts ink on the surface 在纸上印; 打印: *Do you want your address printed at the top of the letter?* 你要不要将地址印在信的上方? ◇ *I'm printing a copy of the document for you.* 我正给你印一份这个文件。◇ *Click on the icon when you want to print.* 你想打印时就点击这个图标。

**2** [+ obj] to produce books, newspapers, etc. by printing them in large quantities 印刷: *They printed 30 000 copies of the book.* 这本书印了3万册。◇ *We design and print brochures and business cards.* 我们设计并印刷宣传册和名片。

**3** [+ obj] to publish sth in printed form 刊登; 登载; 发表: *Parts of the report were printed in several newspapers.* 报告的部分内容被刊登在几家报纸上。

**4** [+ obj] to write without joining the letters together 用印刷体写: *Print your name and address in the space provided.* 请在空白处用印刷体填写姓名和住址。→ idioms at LICENCE, WORTH *adj.*

PHR V **,print sth 'off/'out** to produce a document or information from a computer in printed form (从计算机中) 打印出: *I'll print off a copy of the letter for you.* 我把这封信打印出来给你。→ PRINTOUT **,print sth 'up** to produce sth in printed form, especially quickly or in large quantities 印制: *He printed up 200 000 catalogues for the new season.* 他为新销售季节印制了20万份目录。

• ***noun*** [U]

SEE ALSO: **fine print, small print**

**1** letters, words, numbers, etc. that have been printed onto paper 印刷字体: *The print quality of the new printer is superb.* 新打印机的打印质量好极了。

**2** used to refer to the business of producing newspapers, magazines and books 印刷业: *print and online media* 印刷和网络媒体

IDM **in 'print/,out of 'print** (about a book) still available/not available from the company that published it (书籍) 继续印行, 仍可买到 /

绝版，已售完：*'Accounting for Growth' is still in print.* 《利用会计实现增长》一书仍可买到。

**'print ,advertising** *noun* [U]
(*Marketing*) the act of using newspapers, magazines, etc. to advertise a company and its products; the advertisements that are used 平面广告（利用报纸、杂志等宣传公司及其产品）：*a 10% drop in print advertising* 平面广告下降10%
▸ **'print ad** (*also* **'print ad,vertisement,** *formal*) *noun* [C]: *Print ads are expensive, so think carefully before using them.* 平面广告很贵，用之前先考虑清楚。

**printer** /'prɪntə(r)/ *noun* [C]
SEE ALSO: **dot matrix printer, laser printer**
**1** a machine for printing on paper, especially one that is connected to a computer（尤指与计算机相连的）打印机：*a colour printer* 彩色打印机
**2** a person or company whose job is printing books, etc. 印刷商；印刷工人；印刷公司

**printing** /'prɪntɪŋ/ *noun*
**1** [U] the activity of producing newspapers, books, etc. using machines that put words and pictures onto paper 印刷：*the printing trade/industry* 印刷业 / 工业 ◇ *colour printing* 彩色印刷
**2** [C] the act of printing a number of copies of a book at one time（书籍的）一次印刷：*None of his books has made it into a second printing.* 他的书没有一本是印刷过两次的。

**printout** /'prɪntaʊt/ *noun* [C]
a page or set of pages with printing on it produced by a computer（计算机）打印件，打印资料：*There is a printout of her daily schedule on her desk.* 她的书桌上有一份日程表打印件。→ READ-OUT, PRINT STH OFF/OUT at PRINT *verb*

**'print ,preview** (*also* **'preview**) *noun* [C,U]
(*IT*) a feature of some computer programs that allows you to see how a document or drawing will look when you print it 打印预览

**prior** /'praɪə(r)/ *adjective* [only before noun]
**1** happening or existing before sth else or before a particular time 在先的；在前的；较早的：*Sales grew 8% over the prior year to $20.3 bn.* 销量比前一年增长了8%，达到203亿元。◇ *IBM said it had no prior knowledge of the matter.* * IBM 称事先对此事一无所知。
➊ *prior* ***approval/knowledge/notice*** 事先批准 / 知晓 / 通知 • *the prior* ***month/quarter/week/year*** 上月；上个季度；上周；去年 • *a prior* ***arrangement/engagement*** 事先安排；有约在先
**2 prior to** (*formal*) before sth 在前面的：*during the week prior to the meeting* 在开会前的一周之内 ◇ *Prior to joining Kmart, East worked for the family firm.* 在加入凯马特之前，伊斯特曾为家族企业工作。

**★prioritize , -ise** /praɪ'ɒrətaɪz; *AmE* -'ɔːr-; -'ɑːr-/ *verb* [+ obj *or* no obj]
to put tasks, problems, etc. in order of importance, so that you can deal with the most important first 按重要性排列；划分优先顺序：*Successful managers know how to prioritize.* 成功的经理人知道如何按轻重缓急行事。◇ *Use folders to prioritize your work.* 使用文件夹将你的工作按轻重缓急进行排序。

**★priority** /praɪ'ɒrəti; *AmE* -'ɔːr-; -'ɑːr-/ (*plural* **priorities**) *noun*
**1** [C] something that you think is more important than other things and should be dealt with first 优先事项；首要事情；最重要的事：*Reducing costs is our top priority.* 降低成本是我们的首要任务。◇ *The company made maintaining market share a priority.* 这家公司将保持市场份额作为优先考虑的工作。◇ *Financial security was high on his* ***list of priorities.*** 在他的心目中，财务安全是头等大事。◇ *The deal has gone down the priority list of the company.* 这笔交易不再是公司的当务之急。
➊ *your* ***first/main/number one/top*** *priority* 头等大事；最重要的事；优先考虑的事；当务之急 • ***a high/key/low*** *priority* 重点 / 关键 / 非重点项目
**2** [U] the most important place among various things that have to be done or among a group of people 优先；优先权：*Preferred stock holders will be given priority.* 优先股持有人享有优先权。◇ *We give priority* ***to*** *training and customer service.* 我们优先考虑培训和客户服务。◇ *The new project will take priority* ***over*** *other issues.* 新项目将排在其他事项之前。SYN PRECEDENCE
➊ *to* ***be given/have/take*** *priority* (*over sth/sb*) 排在（某事 / 某人）之前

**pri'ority claim** *noun* [C]
(*Law*) a right that a company or person has to be paid money owed to them by a BANKRUPT company before others 优先索偿（公司或个人优先向破产公司索取欠款的权利）

**privacy** /'prɪvəsi; *AmE* 'praɪv-/ *noun* [U]
the right to keep some information private 隐私权：*Searching employees' desks is a gross invasion of privacy.* 搜查雇员的书桌是严重侵犯隐私权的行为。◇ *We must protect the privacy of individuals from companies that want to share sensitive information.* 我们必须保护好个人隐私，以免被企图获取敏感资料的公司窃取。◇ *Nearly all commercial websites now have a privacy policy.* 几乎所有的商业网站目前均有保护隐私权的政策。
➊ *to* ***preserve/protect/respect*** *sb's privacy* 维护 / 保护 / 尊重某人的隐私权 • *to* ***invade/violate*** *sb's privacy* 侵犯 / 侵害某人的隐私权 • *an* ***invasion*** *of privacy* 对隐私权的侵犯 • *privacy* ***law/legislation/rules/policy*** 隐私权法 / 立法 / 规章 / 政策

**★private** /'praɪvət/ *adjective*
**1** [usually before noun] owned, managed or provided by an individual person or an independent company, rather than by the state 私立的；私营的；民营的：*a private law firm* 私人律师事务所 ◇ *private medical insurance* 私人医疗保险 ◇ *There is no shortage of private funding for biotechnology.* 不缺乏支持生物技术的私人资金。OPP PUBLIC → PRIVATE COMPANY
**2** [usually before noun] working or acting for yourself rather than for the state or for an organization or a company 个体的；私人的；独立的：*A group of private investors got together to buy the company.* 一群私人投资者一起买下了这家公司。◇ *As a private IT consultant he could earn ten times what he made as an employee.* 作为一名私人信息技术顾问，他赚的钱是当雇员时的十倍。

**3** belonging to or for the use of a particular person or group; not for public use 私有的；私用的；自用的：*This car park is private.* 这个停车场是私人的。◇*A number of their clients have their own private jets.* 他们的多位客户拥有自己的私人飞机。◇*The share documents were found among her private papers.* 在她的私人文件中找到了共享文件。OPP PUBLIC
**4** (*Commerce*; *Finance*) [only before noun] sold only to particular people or organizations; not offered to the public in general to buy 私人的；非公开的：*a private sale of $1.25 billion of shares* 非公开出售12.5亿元的股票 OPP PUBLIC
**5** intended for or involving a particular person or group of people; not for people in general to attend or know about 私人的；秘密的：*The council held a private meeting this morning.* 理事会今天上午举行了一个秘密会议。◇*The letter was marked 'Private'.* 这封信标有“秘密”字样。
OPP PUBLIC
**6** [usually before noun] not connected with your work or official position 与工作（或官职）无关的；私人的；个人的：*You should not make private calls from the office.* 你不应该从办公室打私人电话。◇*She had some private business to attend to.* 她有些私事要处理。SYN PERSONAL
▸ **'privately** *adverb*: *One in three rented properties is privately owned.* 出租房产中有三分之一是私有的。◇*a privately funded organization* 私人出资的机构 ◇*Can we speak privately?* 我们可以私下谈谈吗？

IDM **go 'private; take a company 'private** (*Finance*) if a company whose shares are sold on the stock market **goes private**, it becomes independent by buying back shares from shareholders; to make a company independent in this way 公司下市（上市公司的下市意味着这家公司通过从股东手中购回股票开始独立经营）：*a plan for the public utility companies to go private* 公共事业公司下市的计划

**,private 'bank** *noun* [C]
**1** a bank that offers personal services in managing investments and assets to individuals and families with a lot of money 私人银行，私营银行（为富豪提供资产管理服务的银行）
**2** a bank that is not a member of a CLEARING HOUSE (= a central office through which banks pay each other money and exchange cheques) 私人银行，私营银行（非票据交易所成员的银行）
**3** a bank that is not owned by the state 私人银行，私营银行（非国家拥有的银行）
▸ **,private 'banking** *noun* [U]

**,private 'brand** *noun* [C]
(*Commerce*; *Marketing*) a product sold by a particular supplier or shop/store with its own name on 自有品牌：*Most private brands of scotch, vodka, and gin are produced by well-known name-brand companies.* 大多数自有品牌的苏格兰威士忌、伏特加、琴酒是由著名品牌公司生产的。
SYN HOUSE BRAND

**,private 'company** (*also* **'private 'limited 'company**) *noun* [C] (*especially BrE*)
a business that may not offer its shares for sale to the public 私营公司；股份不对公众出售的公司
→ PRIVATELY-HELD, PUBLIC COMPANY

**,private corpo'ration** *noun* [C] (*AmE*)
a business that may not offer its shares for sale to the public 私营公司；股份不公开出售的公司

**,private 'enterprise** *noun*
**1** [U] the economic system in which industry or business is owned by individuals and independent companies and is not controlled by the government 私营企业，民营企业（工业或商业由个人和独立公司拥有，而非政府控制的经济制度）→ FREE ENTERPRISE
**2** [C] a business that is owned by individuals or other companies, not by the government 私营企业，民营企业（由个人或其他公司，而非政府拥有的企业）→ PUBLIC ENTERPRISE

**,private 'equity** *noun* [U]
(*Finance*) shares that are held by companies or investors in new or small companies whose shares are not available for the public to buy and sell on the stock market 私募股本；非上市股本；非上市股票；直接投资

**,private 'income** *noun* [U,C]
money that you receive from property or other sources, and do not earn by working 私人收入：*He has a private income of several hundred thousand dollars a year.* 他每年有几十万元的私人收入。

**,private 'label** *noun* [C] (*especially BrE*)
(*Commerce*; *Marketing*) a product or group of products that a shop/store or company sells with its own name on 自有商标（商店或公司将自己的名称用在所出售的产品上）：*Private labels are usually slightly cheaper than brands.* 自有商标产品通常比品牌产品稍微便宜些。◇*We provide private-label products for you to sell under your own name.* 我们提供自有商标产品供你方作为自己的品牌出售。

**,private 'law** *noun* [U]
(*Law*) the part of the law that deals with the relationship between individuals and organizations, and not their relationship with the state 私法（不处理个人、组织与国家间的关系，而处理个人和组织之间关系的法律）

**'private 'limited 'company** = PRIVATE COMPANY

**,privately-'held** *adjective* [usually before noun]
(*Law*) used to describe a company whose shares may not be bought and sold by the public 私人持有的（指公司的股票未上市）

**,private 'placing** (*BrE*) (*also* **,private 'placement**, *AmE*, *BrE*) *noun* [C]
(*Finance*) when shares are sold directly to investors rather than to the public on the stock market 私人配售（股票直接出售给投资者，而不是在股票市场上出售给公众）

**'private-'public 'partnership**
= PUBLIC-PRIVATE PARTNERSHIP

**,private 'sale** *noun* [C,U]
(*Commerce*; *Finance*) when sth such as property is sold by the owner directly to the buyer; when shares, etc. are offered for sale to only a few people and not to the public 私人出售（房产等由业主直接卖给买主）；私募，非公开出售（股票出售给少数人而非公众）：*We bought the house by private sale.* 我们购买了由私人出售的房子。

◇ *raising capital through the private sale of equity* 通过私募筹集资金

**,private 'sector** *noun* [sing.]
(*Economics*) the part of a country's economy that is not under the direct control of the government, but is owned by individuals and independent companies（国家经济的）私营部分；私营部门: *salary increases in the private sector* 私营部门工资的增加 ◇ *government medical laboratories working in collaboration with the private sector* 政府医疗实验室与私营部门相互合作 ◇ *private-sector banks/organizations* 私营银行 / 机构 → PUBLIC SECTOR

**,private 'treaty** *noun* [U,C]
(*Law*) an agreement to sell property or a valuable item between its owner and a buyer 私人协议，财产转让契约，财产出让契约

**privatize , -ise** /'praɪvətaɪz/ *verb* [+ obj]
(*Economics*) to sell a business or an industry so that it is no longer owned and controlled by the government 使…私有化；将…私有化: *Air traffic control has been privatized.* 空中交通管制已被私有化。 ◇ *the decision to privatize the railways* 将铁路私有化的决定 ◇ *newly privatized companies* 新近私有化的公司 SYN DENATIONALIZE OPP NATIONALIZE ▸ **privatization, -isation** /,praɪvətaɪ'zeɪʃn; *AmE* -tə'z-/ *noun* [U,C]: *the privatization of the water industry* 水工业的私有化 ◇ *rail privatization* 铁路私有化

**privilege** /'prɪvəlɪdʒ/ *noun*
**1** [C,U] a special right or advantage that a particular person or group of people has 特权；优惠待遇: *countries which enjoy trade privileges with the United States* 享受美国贸易优惠的国家 ◇ *Members of senior management have certain privileges.* 高层管理人员享有一定的特权。 ◇ *There is no executive privilege.* 没有任何行政特权。
**2** (*Law*) [U] a special right that protects sb from being punished if they do or say a particular thing, or refuse to do or say a particular thing, because of their position 免责特权: *He wants to force lawyers who find corporate wrongdoing to breach* (= break) *the attorney-client privilege* (= the right of a lawyer to say nothing about matters affecting their client). 他想迫使发现公司有不法行为的律师违反律师与当事人之间的保密特权。

**privileged** /'prɪvəlɪdʒd/ *adjective*
(*Law*) **privileged** information is known only to a few people and is legally protected so it does not have to be made public 特许保密的: *They had illegally profited from their access to privileged information.* 他们从自己获得的特许保密的信息中非法获利。 SYN CONFIDENTIAL

**privity** /'prɪvəti/ *noun* [U,C] (*plural* **privities**)
(*Law*) a relationship between two people or groups that is accepted by law, for example the relationship between people who have signed a contract 当事人相互关系（由法律规定的两人或两个团体之间的关系，如合同签订双方之间的关系）

**prize** /praɪz/ *noun, adjective*
● ***noun*** [C]
**1** an award or amount of money that is given to a person who wins a competition, etc. or who does very good work 奖；奖励；奖品；奖金: *The best slogan wins a prize.* 最佳标语会得到一笔奖金。
**2** something very valuable or important that is difficult to obtain 难能可贵的事物；难以获得的重要事物
● ***adjective*** [only before noun]
being a very good or valuable example of its kind 优秀的；模范的；出类拔萃的: *This is a prize opportunity.* 这是一个千载难逢的机会。 ◇ *If she leaves, the team will lose its prize asset.* 如果她离开，这个团队将失去其宝贵的资产。

**PRO** /,pi: ɑ:r 'əʊ; *AmE* 'oʊ/ *noun* [C] **public relations officer**
a person whose job is to give the public information about an organization or a person in order to create a good impression 公共关系官员

**pro** /prəʊ; *AmE* proʊ/ = PROFESSIONAL *noun*

**pro-** /prəʊ; *AmE* proʊ/ *prefix* (*in adjectives* 构成形容词)
in favour of; supporting 拥护；支持；亲: *pro-European* 亲欧洲的 → ANTI-

**proactive** /,prəʊ'æktɪv; *AmE* ,proʊ-/ *adjective*
controlling a situation by making things happen, rather than waiting for things to happen and then reacting to them 积极主动的；主动出击的: *The company has a proactive approach to recruiting.* 这家公司以积极主动的方式招聘。 ◇ *The agency, which currently acts in response to complaints, needs to become more proactive.* 这家现在只是被动应对投诉的机构需要变得更积极点。 → REACTIVE
✪ *a proactive* ***approach/policy/measure/role***
积极主动的方式 / 政策 / 措施 / 角色
▸ **,pro'actively** *adverb*

**,proactive 'marketing** *noun* [U]
methods of selling a company's products or services in which the company tries to find new ways of finding and attracting customers 主动型营销（一种销售产品或服务的方法，即公司努力寻找各种发现和吸引顾客的新方式）→ REACTIVE MARKETING

**probation** /prə'beɪʃn; *AmE* proʊ-/ *noun* [U]
**1** (*HR*) a time of training and testing when you start a new job to see if you are suitable for the work 试用期；见习期: *a period of probation* 试用期
**2** a period of time during which a person or a company that has not been doing well must improve（为表现不佳的个人或公司而设的）留用期，考察期: *He said that management was on probation and some people may be dismissed.* 他说正在对管理层留职察看，某些人可能会被解雇。
▸ **probationary** /prə'beɪʃnri; *AmE* proʊ'beɪʃəneri/ *adjective*: *a probationary period* 试用期 **pro'bationer** *noun* [C]

**probe** /prəʊb; *AmE* proʊb/ *noun, verb*
● ***noun*** [C]
(used especially in newspapers) an investigation（尤用于报章）调查: *Investigators have launched a probe into the company's sales and marketing practices.* 调查人员已经开始对公司的销售和营销做法进行调查。
● ***verb*** [+ obj *or* no obj]
to ask questions in order to find out secret or hidden information about sb/sth 盘问；追问；探究: *They have been probing more deeply into*

*the way that teams work.* 他们一直在更深入地探究团队工作的方法。

**probity** /'prəʊbəti; *AmE* 'proʊ-/ *noun* [U] *(formal)* the quality of being completely honest 诚实；正直：*financial probity* 钱财方面的诚实

**'problem child** *noun* [C]
**1** something such as a product, business, or part of a business that is not very successful or causes particular difficulties for its makers or owners 问题孩子（指不太成功或给制造者或所有者带来某些困难的产品或业务）：*The UK subsidiary is turning out to be a problem child for its parent company.* 英国子公司即将成为其母公司的问题孩子。
**2** *(Marketing)* a product that only has a small share of the market in a market that is growing quickly 问题孩子（在快速增长的市场上，市场份额很小的产品）：*Large investments will be needed for a problem child.* 问题孩子需要大量投资。
—Picture at BOSTON MATRIX

**'problem-ˌsolving** *noun* [U]
the act of finding ways of dealing with problems 解决问题：*developing problem-solving skills and strategies* 培养解决问题的技巧和战略 ▸ **'problem-ˌsolver** *noun* [C]

**pro bono** /ˌprəʊ 'bəʊnəʊ; *AmE* ˌproʊ 'boʊnoʊ/ *adjective* [only before noun]
used to describe work that is done without charging a fee 无偿的：*She agreed to take the case on a pro bono basis.* 她同意免费接下这个案子。
▸ **ˌpro 'bono** *adverb*：*a lawyer who often works pro bono* 经常提供公益性服务的律师 **NOTE** **Pro bono** is a Latin phrase that means 'for the public good'. * pro bono 是拉丁语短语，意思是“为公共利益的”。

**procedural** /prə'si:dʒərəl/ *adjective*
connected with the way of doing sth, especially the correct or official way 程序上的；程序性的：*Many companies said they paid suppliers late because of procedural problems.* 许多公司表示，他们迟付供应商货款，是由于程序上的问题。◇ *The employer must comply with the procedural rules for a dismissal.* 雇主必须遵循解雇的程序规则。

**★procedure** /prə'si:dʒə(r)/ *noun* [C,U]
SEE ALSO: **disciplinary procedure, disputes ~, safety ~, standard operating ~**
a way of doing sth, especially the usual or correct way 程序；手续；步骤：*Making a complaint is quite a simple procedure.* 申诉的手续非常简单。◇ *You must follow the correct procedure for hiring staff.* 你必须遵循雇用员工的正确程序。◇ *Policies and procedures are written down so that new workers can learn their jobs quickly.* 规则和程序被付诸文字以便新工人能迅速上手。◇ *court/legal procedure* 法院／法定程序
● *to* ***adopt/follow/review/use*** *procedure(s)* 采用／遵循／复核／采用程序 • ***accepted/established/normal/proper/standard*** *procedure(s)* 惯用的／既定的／正常的／适当的／标准的步骤 • ***appeals/complaints/emergency*** *procedures* 上诉／投诉／紧急状况处理程序

**proceed** /prə'si:d; *AmE* proʊ-/ *verb* [no obj]
to continue doing sth that has already been started; to continue being done 继续做（或从事、进行）：*Work is proceeding slowly.* 工作进展缓慢。◇ *We are under pressure to proceed with this merger.* 我们面临继续进行合并的压力。◇ *The bank did not allow the transaction to proceed.* 银行不允许继续此项交易。◇ *The industry will have to proceed carefully to avoid overexpansion.* 这个行业不得不慎重行事以避免过度扩张。
→ GO AHEAD at GO
**PHR V** **pro'ceed against sb** *(Law)* to start a court case against sb 向某人提起法律诉讼

**proceeding** /prə'si:dɪŋ/ *noun* [C, usually pl.] *(formal)*
a legal process which aims to settle a dispute or deal with a complaint 诉讼；诉讼程序：*We do not want to get involved in costly legal proceedings.* 我们不想卷入到昂贵的法律诉讼中。◇ *a bankruptcy proceeding that lasted 45 days and cost the company about $750 000 in legal fees* 历时45天、花费公司约75万元诉讼费的破产诉讼
● ***bankruptcy/divorce/extradition*** *proceedings* 破产／离婚／引渡诉讼 • ***legal*** *proceedings* 法律诉讼

**proceeds** /'prəʊsi:dz; *AmE* 'proʊ-/ *noun* [pl.]
money that sb receives, for example when they sell sth; profits（售物等的）收入，收益，利润：*The sale proceeds will go directly to the company's creditors.* 销售收入将直接支付给公司的债权人。◇ *She sold the patent and started a new business with the proceeds.* 她卖掉了专利，然后用这笔收入创业。◇ *proceeds* ***from*** *the sale of assets* 出售资产获得的收益 See note at PROFIT

**★process** /'prəʊses; *AmE* 'prɑ:ses; 'proʊ-/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **business process, four-colour process**
**1** a series of things that are done in order to achieve a particular result（为达到某一目标的）过程，进程：*The whole purpose of the selection process is to pick the best person for the job.* 这一选拔的目的在于挑选出适合这份工作的最佳人选。◇ *New workers are encouraged to observe interview sessions as part of the process of training.* 作为培训过程的一部分，我们鼓励新工人观看面试过程。◇ *I'm afraid getting things changed will be a slow process.* 变革恐怕会是个缓慢的过程。
● *an* ***approval/evaluation/inspection*** *process* 批准／评估／审查过程 • *a* ***consultation/decision-making/planning*** *process* 咨询／决策／规划过程 • *the* ***hiring/selection*** *process* 招聘／甄选过程 • *to* ***complete/finish/go through/start*** *a process* 完成／结束／经过／开始一个过程 • *to* ***improve/speed up/streamline*** *a process* 改进／加速／简化过程
**2** a method used in industry for doing or making sth 做事方法；工艺流程；工序：*The manufacturing process involves the use of advanced technology.* 制造方法包括使用先进技术。◇ *The company had developed a process for converting coal into petrol.* 这家公司已开发出将煤炭转换成汽油的工艺流程。
● *an* ***industrial/a manufacturing/production*** *process* 工业／制造／生产工序 • *to* ***improve/speed up/streamline/use*** *a process* 改进／加速／简化／采用工艺流程

**IDM be in the process of doing sth** to be continuing sth that you have started 继续做某事: *We sold one business and are in the process of selling another.* 我们已卖掉了一家公司，现正在继续出售另一家公司。 **in the 'process** while doing sth 正在进行中: *We improved the system and made substantial savings in the process.* 我们在改进该系统的过程中大大节约了成本。

• ***verb*** [+ obj]

**1** to treat raw material, food, etc. in order to change it, preserve it, etc. 加工；处理: *They have signed a four billion euro contract to process nuclear waste.* 他们已签署价值40亿欧元的处理核废料合同。 ◇ *Bacteria were found in meat processed at the plant.* 在这家工厂加工的肉类中发现了细菌。 ◇ *The industry is working to reduce the levels of salt in processed food.* 业界正致力于减少加工食品中盐的含量。

**2** to deal officially with a document, request, etc. 审阅，审核，处理（文件、请求等）: *It will take a week for your application to be processed.* 审核你的申请需要一周的时间。 ◇ *The firm has cut the time it takes to process orders by 50%.* 这家企业将处理订单的时间缩短了50%。

**3** (*IT*) to perform a series of operations on data in a computer 数据处理: *The statisticians use computers to process large amounts of data.* 统计人员利用计算机处理大量的数据。 ◇ *Database systems process and store information.* 数据库系统加工和存储信息。 → DATA PROCESSING, WORD PROCESSING

▸ **'processing** *noun* [U]: *The food processing industry accounts for about a quarter of manufacturing jobs in Australia.* 食品加工业提供了澳大利亚制造业大约四分之一的工作岗位。 ◇ *a processing plant/facility* 加工厂 / 设施 ◇ *computer processing power* 计算机处理能力

**processor** /'prəʊsesə(r); *AmE* 'praː-; 'proʊ-/ *noun* [C]

SEE ALSO: **word processor**

**1** a machine or business that processes things 加工机；制造商: *The company is the world's largest processor of freshwater fish.* 这家公司是世界上最大的淡水鱼加工企业。 ◇ *food/meat processors* 食品 / 肉食加工机 ◇ *a chemicals/plastics processor* 化学品 / 塑料加工机

**2** (*IT*) the part of a computer that controls all the other parts of the system 处理器；处理机: *The industry focused on producing faster processors for PCs.* 业界着力于生产速度更快的个人电脑处理器。 SYN CENTRAL PROCESSING UNIT → MICROPROCESSOR

**'process ˌowner** *noun* [C]
the person who is responsible for a process in a business, for how well it works and for improving it 流程负责人；过程主管 → BUSINESS PROCESS RE-ENGINEERING

**procurement** /prə'kjʊəmənt; *AmE* -'kjʊrm-/ *noun* [U,C]

SEE ALSO: **e-procurement**

(*Production*) the process of obtaining supplies of equipment or raw materials for an organization（为机构）采购，购买: *She has responsibility for the procurement of equipment in the company.* 她负责公司设备的采购。 SYN PURCHASING

**pro'curement ˌofficer** = PURCHASING OFFICER

**★produce** *verb, noun*

• ***verb*** /prə'djuːs; *AmE* -'duːs/ [+ obj]

SEE ALSO: **mass-produce**

**1** to make or grow things to be sold, especially in large quantities（尤指大批量）生产；制造: *a factory that produces microchips* 生产微芯片的工厂 ◇ *The firm produces 25 million tons of steel a year.* 这家企业每年生产2500万吨钢。 ◇ *The sports shoes are produced in Indonesia, China and Vietnam.* 运动鞋产于印度尼西亚、中国和越南。 ◇ *Florida growers produced 42 million boxes of grapefruit last year.* 佛罗里达州的种植者去年出产了4200万箱葡萄柚。 → MANUFACTURE

**2** to cause a particular result or effect 引起；导致；使产生: *Price increases have produced extra revenues for oil exporters.* 价格上涨给石油输出国带来了额外的收入。 ◇ *The drug can produce serious side effects.* 这种药物可产生严重的副作用。

• ***noun*** /'prɒdjuːs; *AmE* 'prɑːduːs; 'proʊ-/ [U] things that have been made or grown, especially things connected with farming 产品；（尤指）农产品: *The supermarket buys produce from local farmers.* 超市从当地农民处购买农产品。

**★producer** /prə'djuːsə(r); *AmE* -'duː-/ *noun* [C]

SEE ALSO: **integrated producer**

a person, a company or a country that grows or makes food, goods or materials 生产商；制造商；产地: *The company is a producer of industrial and electronic materials.* 这家公司是工业及电子材料的制造商。 ◇ *It is the world's largest packaging producer.* 它是世界上最大的包装生产商。 ◇ *They have been losing business to lower-cost producers.* 他们的生意败给了低成本生产商。 → CONSUMER
See note at SUPPLY CHAIN

**pro,ducer 'price ˌindex** (*also spelled* **Producer Price Index**) *noun* [C] (*abbr* **PPI**) (*Economics*) a set of figures showing the average change in prices paid to producers and manufacturers for goods over a period of time 生产者物价指数；生产者价格指数: *The producer price index is considered to be a reliable indicator of inflation.* 生产者价格指数被认为是通货膨胀的可靠指标。 → CONSUMER PRICE INDEX, RETAIL PRICE INDEX

**★product** /'prɒdʌkt; *AmE* 'prɑːd-/ *noun*

SEE ALSO: **augmented product, by-~, commodity ~, consumer ~s, derivative ~, differentiated ~, end ~,** etc.

**1** [C,U] a thing that is manufactured, developed, produced or grown, usually for sale 产品；制品: *dairy/electrical/pharmaceutical/software products* 乳制品；电气产品；药品；软件产品 ◇ *investment in product development* 在产品开发方面的投资 ◇ *to* ***launch*** *a new product onto the market* 向市场投放新产品 ◇ *We need new product to sell* (= a new range of products). 我们需要新产品供销售。

**2** [C] a service that people can buy, especially a way of investing or saving money（服务）产品: *The bank is now offering two new financial products.* 银行现在推出两种新的金融产品。 ◇ *investment/savings products* 投资 / 储蓄产品

**3** [C] (*used with another noun* 与另一名词连用) something that is made from the thing mentioned 制品: *growing demand for oil products* 对石油制品日益增长的需求 ◇ *paper/steel/wood products* 纸; 钢铁 / 木制品
**4** [C] a thing produced during a natural, chemical or industrial process (自然、化学或工业过程的) 产物, 生成物, 产品: *waste products* 废物
→ PRODUCE *verb*

**'product ,advertising** *noun* [U]
(*Marketing*) advertising that aims to make people notice and want to buy a particular product 产品广告: *In countries where the company has used product advertising rather than brand advertising its market share has fallen.* 在使用产品广告而非品牌广告的那些国家, 公司的市场份额下降了。
→ BRAND ADVERTISING, IMAGE ADVERTISING, INSTITUTIONAL ADVERTISING

**,product a'wareness** *noun* [U]
(*Marketing*) to what extent people know about and are interested in a company's products and their main features 产品知晓度; 产品知名度: *The survey shows that Internet ads significantly increase product awareness.* 调查表明互联网广告会显著提高产品的知名度。→ BRAND AWARENESS

**'product base** *noun* [C]
(*Marketing*) the range of goods produced or services provided by a company 生产基地: *The company has a product base of over sixty thousand software items.* 这家公司拥有一个可以生产六万多个软件项的生产基地。
⊕ *to* **broaden/deepen/expand** *the product base* 扩展 / 深化 / 扩大生产基地

**'product ,category** *noun* [C]
(*Marketing*) a general type of product 产品类别: *Every year or so we add a new product category.* 我们每隔一年左右增添一个新的产品类别。◇ *Product categories such as gifts, food and electronics have been performing well.* 诸如礼品、食品和电子产品等的产品类别销售情况良好。

**,product de'velopment** *noun* [U]
the process of designing, producing, and marketing a new product 产品开发: *Investment in product development is essential for the company's future growth.* 产品开发投资对公司的未来发展至关重要。

**,product di'version** = DIVERSION (2)

**,product engi'neer** *noun* [C]
a person whose job is to develop new products for a business and be responsible for the design, manufacture and technical aspects of the products 产品工程师 (为企业开发新产品并负责产品的设计、制造和技术方面工作的人)

**'product ,family** *noun* [C]
(*Marketing*; *Production*) a group of products made by one manufacturer that are very similar in some way 产品家族, 产品系列: *This printer is the latest addition to our product family.* 这款打印机是我们的系列产品中最新增加的品种。◇ *The company now breaks down each order by product family.* 这家公司现在按产品系列划分每一份订单。

**,product inno'vation** *noun*
(*Marketing*)
**1** [U] the process of improving an existing product or creating a new and better product 产品创新: *Competition between firms results in an increased emphasis on product innovation.* 公司间竞争的结果是日益注重产品创新。
**2** [C] a product that is new or has been improved in some way 创新产品: *Product innovations are introduced to respond to changes in market demand.* 引入创新产品来应对市场需求的变化。

**★production** /prə'dʌkʃn/ *noun* [U]
SEE ALSO: **batch production, continuous ~, factor of ~, flow ~, industrial ~, job ~, primary ~, secondary ~**
**1** the process of making goods or materials or growing food, especially large quantities; the department in a company that is responsible for this 生产; 制造; 制作; 生产部门: *Production of the new aircraft will start next month.* 新飞机的生产将于下月开始。◇ *The new computer will be* ***in*** *production by the end of the year.* 新计算机将于年底投产。◇ *We hope to* ***go into*** *production* (= start making our product) *next year.* 我们希望明年投产。◇ *That model* ***went out of*** *production in 2004.* 那种型号已于2004年停产。◇ *The new car has high production costs.* 新车型的生产成本高。
**2** the quantity of goods, materials or food that is produced 产量: *Production of saloon cars was up by 8%.* 轿车的产量增长了8%。◇ *a rise in car production* 汽车产量的上升 ◇ *It is important to monitor production levels.* 监测生产水平十分重要。
⊕ *a* ***decline/fall/increase/rise*** *in production* 产量的下降 / 跌落 / 增加 / 上升
IDM **on production of sth** (*formal*) when you show sth 经出示 (某物): *Discounts only on production of your student ID card.* 须出示学生证才可以打折。

**VOCABULARY BUILDING 词汇扩充**

**Production**

- *The plant* ***produces*** *120 trucks a day.* 这家工厂每天生产120辆卡车。
- *They* ***manufacture*** *chemicals.* 他们生产化学品。
- *They* ***turn out*** *about 14 million televisions annually.* 他们年产大约1400万台电视机。
- *The agency is still* ***churning out*** *new ads.* 这家代理商仍在粗制滥造新广告。
- *The new cars began* ***rolling off*** *the production line in July.* 新型汽车于7月份下线。

**pro'duction ,concept** *noun* [sing.]
(*Economics*) the theory that consumers prefer products that are easy to obtain and not expensive and therefore companies should produce and deliver goods as efficiently as possible 产品概念 (这种理论认为消费者喜爱那些可以随处买得到而且价格低廉的产品, 因此公司应尽可能提高货物的生产和分销效率) → MARKETING CONCEPT, SELLING CONCEPT

**pro'duction con,trol** *noun* [U]
(*Production*) the activity of checking the process of production to make sure that it is efficient 生产控制; 生产管理: *the application of computers to production control* 把计算机应用到生产控制上
▸ **pro'duction con,troller** *noun* [C]

**pro'duction line** = ASSEMBLY LINE

**pro'duction ˌmanager** *noun* [C]
(*Production*) the person who is in charge of the process of making goods or materials 生产经理

**pro'duction ˌplatform** = OIL PLATFORM

**★productive** /prə'dʌktɪv/ *adjective*
**1** making goods or growing crops, especially in large quantities 生产的；（尤指）多产的：*highly productive workers* 生产效率高的工人 ◇ *productive farming land* 高产农田 ◇ *The new methods used in factories are more productive but provide fewer jobs.* 工厂采用的新方法提高了生产效率，但减少了就业机会。
**2** doing or achieving a lot; producing a good result 有效益的；富有成效的：*We had a very productive meeting.* 我们开了个富有成效的会议。◇ *productive investments* 有效益的投资
OPP UNPRODUCTIVE
▸ **pro'ductively** *adverb*: *We have a responsibility to ensure that the funds are used productively.* 我们有责任确保资金有效地使用。

**★productivity** /ˌprɒdʌk'tɪvətɪ; *AmE* ˌproːd-; ˌproʊd-/ *noun* [U]
SEE ALSO: **marginal productivity, resource productivity**
the rate at which a worker, a company or a country produces goods, and the amount produced, compared with how much time, work and money is needed to produce them 生产率；生产效率：*Wage rates depend on levels of productivity.* 工资水平取决于生产率水平。◇ *Better training for workers leads to greater productivity.* 更好地培训工人会提高生产率。◇ *Employees were offered a monthly productivity bonus* (= extra money for producing more goods). 员工享有月度超产奖金。
**⊕ *high/low/lost* productivity** 高 / 低 / 降低生产率 • *to* ***boost/improve/increase/raise/reduce*** *productivity* 增加 / 改善 / 增长 / 提高 / 降低生产率 • *a productivity* ***agreement/bonus*** 增产协议；超产奖金 • *productivity* ***gains/growth/improvement(s)*** 生产率的提高 / 增长 / 增进

**productize , -ise** /'prɒdʌktaɪz; *AmE* 'proːd-/ *verb* [+ obj]
(*Marketing*) to present sth such as a process or a service to customers by selling it like a product 产品化：*Trainers want to figure out how to productize their expertise and sell it.* 培训师想要解决如何使专业知识产品化并且能销售出去。

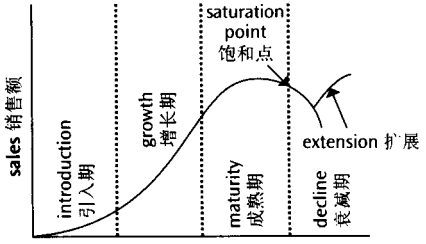
**'product launch** *noun* [C]
(*Marketing*)
**1** the action of making a product available to consumers for the first time 产品推出，产品上市：*Successful product launches depend on creative promotional campaigns.* 推出产品的成功取决于有创意的促销活动。
**2** an event at which a company presents a new product 新产品发布会

**ˌproduct lia'bility** *noun* [U]
(*Law*) the fact that a manufacturer or trader is legally responsible for damage, injury or illness caused by a product that is not working or not made correctly 产品责任（制造商或贸易商对产品因存在缺陷而给他人造成的财产损失、人身伤害或疾病要承担法律责任）

**ˌproduct 'life ˌcycle** *noun* [C]
(*Marketing*) the theory that sales of a product pass through four stages: introduction, when there is a gradual increase in sales; growth, when sales increase rapidly; MATURITY, when sales increase slowly; decline, when sales fall 产品生命周期（产品销售要经历四个阶段：销量逐步增长的导入期；销量迅速增长的成长期；销量缓慢增长的成熟期；销量下降的衰退期）：*With personal computers and software, the trend is toward shorter and shorter product life cycles.* 个人计算机和软件的产品生命周期的趋势越来越短。

**'product 'life cycle 'management** *noun* [U]
(*abbr* **PLM**)
(*Marketing*) the job of organizing and directing the work that is needed to get the most profit from a product during the different stages of its life 产品生命周期管理

**product life cycle** 产品生命周期




**'product line** = PRODUCT RANGE

**ˌproduct line 'manager** = CATEGORY MANAGER

**'product line ˌstretching** = LINE STRETCHING

**'product ˌmanagement** *noun* [U]
(*Marketing*) the process of planning and directing the products that a company produces and the way that they are sold 产品管理

**'product ˌmanager** *noun* [C]
(*Marketing*) a person who is in charge of planning and organizing the marketing of a particular brand or product 产品经理：*the product manager for Uncle Ben's Rice* 本大叔稻米公司的产品经理

**'product mix** *noun* [C]
(*Marketing*) all the products and items that a particular company offers for sale 产品组合（某公司出售的所有产品和项目）：*The management plans to improve the stores and broaden the product mix.* 管理层计划提升商店规格并扩展产品组合。

**'product orienˌtation** *noun* [C, usually sing., U]
(*Marketing*) the situation when a company focuses on the quality of the products that it makes, rather than on what customers want to buy 产品导向（指公司重视产品质量而非顾客的需求）：*There has been a major change from product orientation to customer orientation.* 实现了从产品导向到顾客

导向的重大转变。→ MARKET ORIENTATION, SALES ORIENTATION ▸ **'product-,oriented** *adjective*: *The product-oriented approach seeks or creates markets for specific products.* 产品导向法为特定产品寻找或创建市场。

**'product ,placement** *noun* [C,U]
(*Marketing*) a type of advertising in which a company pays to have one of its products appear in a film/movie or television programme 植入式广告（为了广告目的，公司付费使某种产品出现在电影或电视节目中）: *the practice of product placement of cigarettes in the movies* 在电影中安插香烟广告的做法

**'product range** (*also* **'product line**) *noun* [C]
a set of products of a particular type that are made or sold by a company 产品系列；产品范围: *The company is trying to widen its product range.* 这家公司正试图扩大其产品系列。◇ *The new car is seen as filling a gap in the company's product range.* 这款新汽车被视为填补了这家公司产品系列的一个空白。
● *to* ***broaden/expand/increase/widen*** *the product range* 拓宽 / 扩展 / 增大 / 扩大产品范围

**,product re'turn** = RETURN *noun* (4)

**,product substi'tution** *noun* [U]
(*Marketing*)
**1** when a company that has a contract to use or provide particular products, uses different products instead, especially ones that do not meet the required standards 产品替代（指公司用不同产品代替合同中规定使用或提供的产品，尤指代替不符合规定标准的产品）
**2** when consumers start to buy and use a related but different product from the one they normally buy and use; when producers start to offer a different product 产品替代（指消费者开始购买和使用与惯用产品相关但有区别的产品；生产商开始提供不同的产品）

**★profession** /prə'feʃn/ *noun*
**1** [C] a type of job that needs special training or skill, especially one that needs a high level of education（需要专门技能，尤指需要较高教育水平的）行业，职业: *She was at the very top of her profession.* 她是她所在行业的佼佼者。◇ *Public relations is one of the fastest-growing professions.* 公共关系是成长最快的行业之一。◇ *He was an electrician* ***by profession.*** 他的职业是电工。◇ *What advice would you give to people entering the accounting profession?* 你会给从事会计工作的人什么建议？
● *to* ***enter/go into/join*** *a profession* 进入 / 从事 / 加入某行业 ◆ *the* ***accountancy/accounting/ legal/medical/teaching*** *profession* 会计 / 法律 / 医务 / 教学行业
**2 the profession** [sing. with sing./pl. verb] all the people who work in a particular type of **profession**（某）职业界；业内人士；同业；同行: *The legal profession has/have always resisted change.* 法律界总是抵制变革。
**3 the professions** [pl.] the traditional jobs that need a high level of education and training, such as being a doctor or a lawyer（统称，指需要较高教育水平的）职业: *employment in industry and the professions* 实业界和专业界的工作

**VOCABULARY BUILDING** 词汇扩充

**Members of professions**

ENGINEERING AND CONSTRUCTION 工程与建筑
- **architect** – designs buildings 建筑师
- **engineer** 工程师
  - — **electrical engineer** – designs electrical equipment 电气工程师
  - — **civil engineer** – designs structures, roads, bridges, etc. 土木工程师
  - — **mechanical engineer** – designs machines 机械工程师
- **quantity surveyor** (*BrE*) – calculates the time and materials needed to build sth 造价师（英式英语）——计算建设项目所需时间与材料

FINANCE 财务
- **accountant** – keeps financial records 会计师
- **actuary** – calculates risks and payments for insurance companies 精算师——为保险公司评估风险与计算赔付款项
- **auditor** – checks that organizations keep proper financial records 审计师——核查组织机构所编财务报表，并为其提供可信性保障

LAW 法律
- **attorney** – a US lawyer 律师——指美国律师
- **solicitor** – a UK lawyer 律师——指英国律师
- **barrister** – in the UK, represents people in the higher courts 出庭律师——指在英国高等法院代表当事人出庭的律师

MANAGEMENT 管理
- **consultant** – an independent person who is paid to give advice 顾问——有偿给他人提供咨询服务者
- **management consultant** – gives advice on how to improve companies 管理咨询顾问——就如何改进公司运营情况提供咨询服务

**★professional** /prə'feʃənl/ *adjective, noun*
● ***adjective***
**1** [only before noun] connected with a job that needs special training or skill, especially one that needs a high level of education 职业的；专业的: *an opportunity for professional development* 专业进修的机会 ◇ *trade and professional associations* 贸易和专业协会 ◇ *He began his professional life as a lawyer.* 他的职业生涯始于当律师。◇ *If it's a legal matter, you need to* ***seek*** *professional advice.* 如果这是法律问题，你就需要找寻专业咨询了。
● *professional* ***qualifications/skills/standards*** 专业资格 / 技能 / 标准 ◆ *professional* ***advice/fees/help/services*** 专业咨询 / 费用；专家帮助；专业服务
**2** (about people) having a job which needs special training and a high level of education（人）有职业的，专业的: *busy professional couples with two incomes* 繁忙的有双份收入的职业夫妇 ◇ *Most of the people on the course were professional women.* 参加这个课程的大多数人是职业妇女。
**3** showing that sb is well trained and extremely skilled 训练有素的；精通业务的: *He dealt with the problem in a highly professional way.* 他对这个问题的处理非常专业。

**4** suitable or appropriate for sb working in a particular profession 职业上的；专业上的：*professional conduct/misconduct* 职业操守；失职 OPP UNPROFESSIONAL

**5** doing sth as a paid job rather than as a hobby 职业性的；专业的；非业余的：*Losses on the stock market have been common, both for individual and professional investors.* 个人投资者和职业投资者都常常在股市中亏钱。→ NON-PROFESSIONAL

• ***noun*** [C] (*also* **pro**, *informal*)

**1** a person who does a job that needs special training and a high level of education 专业人员；专家：*You need a professional to sort out your finances.* 你需要专业人员替你理财。◇ *The cafe is a favourite with young professionals.* 咖啡馆受到年轻专业人员的喜爱。◇ *a staff of over 500 IT professionals* 由500多名信息技术专业人员组成的员工队伍

⊕ *a **competent/dedicated/an experienced/independent** professional* 有能力的 / 有献身精神的 / 有经验的 / 独立的专业人员

**2** a person who has a lot of skill and experience 专门人才；内行；技术精湛者；老练的人：*This was clearly a job for a real professional.* 这份工作显然需要一个真正的内行才能担当。

⊕ *a **real/true** professional* 真正的行家

**pro,fessional lia'bility** *noun* [U]

(*Law*) the fact that sb such as a doctor, a lawyer, an accountant, etc. is legally responsible for any damage or harm that they cause by the way that they do their job 职业责任（指医生、律师、会计师等在执行过程中对他人造成的损害所要承担的法律责任）

**proficiency** /prə'fɪʃnsi/ *noun* [U]

the ability to do or use sth well because you have had training and practice 熟练；精通：*developing technical proficiency* 提高技术熟练程度 ◇ *You need to demonstrate a high level of proficiency **in** English.* 你要展现高超的英语水平。▸ **proficient** /prə'fɪʃnt/ *adjective*: *He's proficient **at** his job.* 他的工作效率很高。◇ *She's proficient **in** several languages.* 她精通几种语言。

**★profile** /'prəʊfaɪl; *AmE* 'proʊ-/ *noun, verb*

• ***noun*** [C]

SEE ALSO: **age profile, consumer ~, customer ~, demographic ~, high-~, risk ~**

**1** a description of sb/sth that gives useful information 概述；简介；传略：*We built up a detailed profile of our customers and their requirements.* 我们积累了顾客及其需求的详细资料。

⊕ ***company/financial/personal** profiles* 公司 / 财务 / 个人简介 • ***to build up/develop** a profile* 积累资料；撰写传略

**2** the general impression that sb/sth gives to the public and the amount of attention they receive 印象；形象：*They launched a campaign to raise the company's profile in Europe.* 他们发起了一场提高公司在欧洲的形象的运动。◇ *His main value to the firm was his high public profile.* 他对公司的主要价值是他良好的公众形象。◇ *She has **kept a low profile*** (= tried not to attract attention) *since details of the deal appeared in the press.* 自从这笔交易的详情在报刊上曝光后，她一直保持低调。

⊕ *a **high/low** profile* 高 / 低姿态 • *a **corporate/public** profile* 公司 / 公众形象 • ***to improve/raise** your profile* 改善 / 提高你的形象

• ***verb*** [+ obj]

to give or write a description of sb/sth that gives the most important information 概述；扼要介绍；写简介：*His career is profiled in this month's journal.* 这一期的月刊发表了他的简短履历。

**VOCABULARY BUILDING** 词汇扩充

**Profits**

- **profit** – 利润：*The company made a profit of €130 000.* 该公司盈利13万欧元。
- **proceeds** (= the profits from a particular deal) – 收益：*The proceeds of the sale will be used to reduce debt.* 这笔销售的收入将用于还债。
- **interest** – 利息：*Our savings account pays interest at 6.5% p.a.* 我们储蓄帐户的年利率为6.5%。
- **return, yield** (= used about investments) – 回报，收益（用于投资）：*We estimate a net return of $41bn to shareholders.* 我们估计股东净收益达410亿元。◇ *The bonds pay a high yield of 12%.* 这些债券的收益率高达12%。
- **surplus** (= more than what is needed or expected) – 盈余：*The pension fund has a surplus of €48.8m.* 该养老基金盈余4880万欧元。◇ *The government reported a surplus of ¥3.1bn for January.* 政府报告显示一月份财政盈余达31亿日元。

**★profit** /'prɒfɪt; *AmE* 'prɑːfɪt/ *noun, verb*

• ***noun*** [C,U]

SEE ALSO: **accumulated profit, attributable ~, book ~, distributable ~, distributed ~, economic ~, for-~**, etc.

the money that you make in business or by selling things, especially after paying the costs involved 利润；盈利；收益：*They reported a profit of $512 million.* 他们报告说有5.12亿元的利润。◇ *Profit **on** sales of the group's luxury brand have risen by 12%.* 这个集团奢侈品牌的销售利润上升了12%。◇ *The company made a profit last year.* 这家公司去年获利了。◇ *The transport operation has failed to turn(=make) a profit.* 运输方面的运营没有带来盈利。◇ *The sale generated **record** profits.* 这笔生意带来了创纪录的利润。◇ *Profit from exports rose 7.3%.* 出口利润上升了7.3%。◇ *They should be able to sell **at a profit**.* 他们应该能够获利出售。◇ *The agency is voluntary and not run **for profit**.* 这家机构是义务性的，不以盈利为目的。◇ *The company said it would meet its profit forecast for the year.* 这家公司表示今年的利润预测能够实现。OPP LOSS —Picture at BREAK-EVEN→ idom at TURN *verb*

⊕ *a **big/healthy/high/record/substantial** profit* 巨额 / 丰厚的 / 高额 / 创纪录的 / 可观的利润 • *a **low/modest/small** profit* 低利润；适中的利润；薄利 • *an **annual/a first-quarter/full-year/half-year** profit* 年 / 一季度 / 全年 / 半年利润 • *an **after-tax/a pre-tax/taxable** profit* 税后 / 税前 / 应税利润 • *a **drop/fall/an increase/a jump/rise** in profits* 利润的下降 / 下跌 / 增长 /

猛涨 / 上升 • *to* ***bring (in)/generate/make/report/show*** *a profit* 带来 / 产生 / 赚取 / 报告 / 显示利润

• ***verb*** [+ obj *or* no obj] (*formal*)
to get money or sth useful from a situation; to be useful to sb or give them an advantage 获益; 得到好处; 对…有用（或有益）: *Banks profit from the interest they charge on loans.* 银行收取贷款利息获利。 ◇ *Small businesses are profiting from the new legislation.* 小企业将从新法规中受益。 ◇ *Many investors believe the development will profit them.* 许多投资者相信，这项开发将对他们有利。

★**profitable** /ˈprɒfɪtəbl; *AmE* ˈprɑːf-/ *adjective*
**1** that makes or is likely to make money 有利润的; 盈利的: *a highly profitable business* 一家盈利颇丰的企业 ◇ *a profitable investment* 有利可图的投资 ◇ *It is currently Japan's most profitable carmaker.* 这是目前日本盈利最多的汽车制造商。
**2** that gives sb an advantage or a useful result 有益的; 有好处的: *The discussions were profitable and a possible solution was found.* 这次讨论收获颇丰，找到了一个可能的解决办法。 ◇ *We had a very profitable meeting.* 我们开了一个非常有益的会议。 OPP UNPROFITABLE
▸ **profitability** /ˌprɒfɪtəˈbɪlətɪ; *AmE* ˌprɑːf-/ *noun* [U]: *We aim to increase profitability.* 我们旨在提高盈利能力。 ◇ *The forecast showed lower levels of profitability.* 这项预测显示盈利能力较低。
**profitably** /ˈprɒfɪtəblɪ; *AmE* ˈprɑːf-/ *adverb*: *to run a business profitably* 将公司经营得有盈余 ◇ *The time was spent profitably.* 时间花得值。

**ˌprofit and ˈloss acˌcount** (*also* **ˌprofit and ˈloss ˌstatement**) *noun* [C] (*abbr* **P & L**) (all *BrE*) (*Accounting*) an official financial record that gives details of all a company's income and expenses for a particular period and shows if it has made a profit or a loss 损益帐，损益表（一种正式的财务记录，详细记录公司某个时期的收入和支出并显示是盈利还是亏损） SYN EARNINGS REPORT

**ˈprofit ˌcentre** (*AmE spelling* ~ **center**) *noun* [C] (*Accounting*) a part of a business that is responsible for its own income and for planning and controlling its expenses 盈利中心，利润中心（公司里独立负责其收入并计划和控制其支出的一个部门） → COST CENTRE

**profiteer** /ˌprɒfɪˈtɪə(r); *AmE* ˌprɑːfəˈtɪr/ *noun* [C] a person or an organization that makes a lot of money in an unfair way, for example by asking very high prices for things that are hard to get 牟取暴利的人; 投机商; 奸商: *wartime profiteers* 发战争财者 ▸ **ˌprofiˈteer** *verb* [no obj]: *Businesses who tried to profiteer from the new sales tax were fined.* 那些试图从新的营业税中牟取暴利的企业被罚了款。 **ˌprofiˈteering** *noun* [U]

**ˈprofit-ˌmaking** *adjective* [only before noun] (about a product, an activity, or an organization) that does or is intended to make a profit（产品、活动或组织）盈利的，能赚钱的: *a profit-making website* 盈利的网站 ◇ *The company's only profit-making operations are in the US and Canada.* 公司仅有的盈利业务在美国和加拿大。 OPP NON-PROFIT-MAKING ▸ **ˈprofit-ˌmaker** *noun* [C]: *a list of the top 50 profit-makers last year* 去年盈利50强名单 ◇ *Not every car they sell is a profit-maker.* 他们出售的汽车不是每辆都赚钱。

**ˈprofit ˌmargin** *noun* [C] (*Accounting*)
**1** a percentage showing the relationship between the profit a company makes and the money that it obtains from sales (**revenue**) 利润率 NOTE This is often seen as a sign of the general efficiency of the company 这经常被视为公司总体盈利能力的标志: *The company showed a very disappointing profit margin of 0.4% of revenue.* 这家公司的利润率仅占收入的0.4%，令人非常失望。 ◇ *The most profitable department store had a pre-tax profit margin of 14.2% on sales of $9.3 billion.* 最赚钱的百货商店销售额为93亿元，税前利润率为14.2%。
**2** the difference between the cost of buying or producing sth and the price that it is sold for, calculated as a percentage of the selling price 边际利润（购买或生产成本与销售价之间的差额） SYN MARGIN

**ˈprofit ˌmotive** *noun* [sing.] (*Economics*) the desire to make money, which is the reason that most businesses exist 利润动机: *This is a business that trades for community benefit rather than from the profit motive.* 这家企业经营的目的是为社区造福而非为了获取利润。

**ˈprofit-ˌsharing** (*also spelled* **profit sharing**) *noun* [U] (*HR*) a system in which employees receive part of the profit the company has made, for example in one year, either in cash or as shares 分红，利润分成，利润分配（公司将部分利润以现金或股份的形式分配给雇员）: *The company has set aside 5% of its pre-tax profits each year for employee profit-sharing.* 公司每年留出5%的税前利润给雇员分红。 ◇ *profit-sharing plans/schemes* 利润分成计划 / 方案 ▸ **ˈprofit-share** *adjective* [only before noun]: *a profit-share scheme* 利润分成方案

**ˈprofit squeeze** (*also* **ˈprofits squeeze**, *less frequent*) *noun* [C] a situation in which profit becomes less over a period of time, because prices fall or costs increase 利润压缩（由于价格下降或成本增加导致利润减少）

**ˈprofits ˌwarning** = PROFIT WARNING

**ˈprofit-ˌtaking** *noun* [U] (*Finance*) the act of selling shares, bonds, etc. that have increased in value, in order to make a profit 获利抛售，获利回吐（当股票、债券等升值时出售以获利）: *Profit-taking pushed coffee stocks lower.* 获利抛售促使咖啡股价格下跌。 ▸ **ˈprofit-ˌtaker** *noun* [C]

**ˈprofit ˌwarning** (*also* **ˈprofits ˌwarning**, especially in *BrE*) *noun* [C] (*Finance*) a statement by a company that its profits will be lower than expected 盈利警告，利润预警（公司表明其利润将低于预期的声明）: *Shares fell after the company* ***issued*** *a profit warning.* 公司发布盈利警报后，股票价格下跌了。
✪ ***a shock/surprise*** *profit warning* 令人震惊的 / 令人吃惊的盈利警报

**pro forma** /ˌprəʊ ˈfɔːmə; *AmE* ˌproʊ ˈfɔːrmə/ *adjective* [only before noun]
**1** (about a document) prepared in order to show the usual way of doing sth or to provide a standard method（文件）按惯例的，惯常的，

例行的：*a pro forma letter* 例行的信函 ◇ *pro forma instructions* 常规指示
**2** (*Accounting*) used to describe a financial statement that is based on estimated or expected costs, income, etc. before the real figures are known 预计的；形式上的：*a pro forma balance sheet* 预计资产负债表
▸ **ˌpro ˈforma** *noun* [C]：*I enclose a pro forma for you to complete, sign and return.* 随附估价单一份，请填好并签字后寄回。**NOTE** **Pro forma** is a Latin phrase. * pro forma 是拉丁语短语。

**ˌpro forma ˈinvoice** *noun* [C]
(*Accounting*) a document that is sent before goods are supplied, for example to ask for payment from a new customer or to show prices that will be paid 形式发票（供货前发出的文件，例如要求新顾客付款或显示所要支付的价格）

**★program** /ˈprəʊgræm; *AmE* ˈproʊ-/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **application program, wellness program**
**1** (*IT*) (*also* **comˈputer ˌprogram**) a set of instructions in code that control the operations or functions of a computer 程序；编码指令：*Load the program into the computer.* 把这个程序安装到计算机上。
✪ *to* ***load/download/install/uninstall*** *a program* 装上 / 下载 / 安装 / 卸载程序 • *to* ***run/design/develop/execute/use/write*** *a program* 运行 / 设计 / 开发 / 执行 / 使用 / 编写程序
**2** (*AmE*) = PROGRAMME
● ***verb*** (**-mm-**, *AmE also* **-m-**)
**1** (*IT*) [+ obj *or* no obj] to give a computer, etc. a set of instructions to make it perform a particular task 编写程序：*The company trained her to program.* 公司培训她编程。◇ *The printer can be programmed to handle any font.* 将打印机编程成能处理任何字体。
**2** (*AmE*) = PROGRAMME

**programmable** /ˈprəʊgræməbl; prəʊˈgræm-; *AmE* ˈproʊ-; proʊˈg-/ *adjective*
(*IT*) (about a computer or other machine) able to accept instructions that control how it operates or functions（计算机或其他机器）程控的，可编程序的：*programmable machine tools* 可编程机床

**★programme** (*AmE spelling* **program**) /ˈprəʊgræm; *AmE* ˈproʊ-/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **employee assistance programme, employee referral programme**
**1** a plan of things that will be done or included in the development of sth 计划；方案；活动安排：*a training programme for new staff* 新员工培训方案 ◇ *a programme of economic reform* 经济改革方案 ◇ *The government's privatization programme has run into trouble.* 政府的私有化计划遇到了麻烦。◇ *We have recently launched a programme of English classes for all junior managers.* 我们最近为所有初级管理人员推出了英语课程。
✪ *a* ***building/development/research/training*** *programme* 建设 / 开发 / 科研 / 培训方案 • *to* ***develop/finance/organize/plan/set up*** *a programme* 开发 / 资助 / 组织 / 拟订 / 设立一项方案 • *to* ***carry out/initiate/launch*** *a programme* 执行 / 启动 / 推出一项计划
**2** something that people watch on television or listen to on the radio 节目：*news programmes* 新闻节目 → PROGRAM
✪ *to* ***broadcast/do/make/show*** *a programme* (*about/on sth*) 播放 / 做 / 制作 / 表演（关于某事的）节目 • *to* ***listen to/see/watch*** *a programme* 听 / 看 / 观看节目
● ***verb*** [+ obj] (*usually* **be programmed**)
**1** to plan for sth to happen, especially as part of a series of planned events 计划；规划；安排：*The project is programmed for completion next month.* 这个项目计划下月完成。
**2** to give a machine instructions to do a particular task 预调；预设：*Robots can be programmed to do a variety of jobs.* 机器人可以被预先设定做多种工作。

**programmer** /ˈprəʊgræmə(r); *AmE* ˈproʊ-/ (*also* **comˌputer ˈprogrammer**) *noun* [C]
SEE ALSO: **systems programmer**
(*IT*) a person whose job is to write computer programs（计算机）程序设计员，编程人员

**ˈprogramme ˌtrading** (*AmE spelling* **program ~**) *noun* [U]
(*Finance*) the automatic buying and selling of large numbers of shares by computer when prices reach a particular level 程序交易（当价格达到一定水平时，通过计算机自动买卖大量股票）

**programming** /ˈprəʊgræmɪŋ; *AmE* ˈproʊ-/ *noun* [U]
**1** (*IT*) (*also* **comˌputer ˈprogramming**) the process of writing and testing programs for computers（计算机）程序设计，程序编制：*a high level programming language* 高级编程语言 ◇ *a career in computer programming* 计算机编程职业
**2** the planning of which television or radio programmes to broadcast（广播、电视节目的）编排，选编：*Market forces do not encourage quality programming.* 市场不鼓励播放优质节目。

**ˈprogramming ˌlanguage** = COMPUTER LANGUAGE

**ˈprogram ˌtrading** = PROGRAMME TRADING

**progression** /prəˈgreʃn/ *noun* [C,U]
SEE ALSO: **salary progression**
the process of developing gradually from one stage or state to another（进入另一阶段的）发展，前进，进程：*a steady progression from family firm to multinational global corporation* 从家族企业到全球性跨国公司的稳定发展 ◇ *opportunities for* ***career progression*** 事业发展的机遇

**progressive** /prəˈgresɪv/ *adjective*
**1** happening or developing steadily 稳步的；逐步的；稳定发展的：*a progressive reduction in the size of the workforce* 劳动力数量的逐步减少
**2** in favour of new ideas, modern methods and change 进步的；先进的；开明的：*progressive employers* 开明的雇主
**3** (*Accounting*; *Economics*) used to describe a tax , usually on income, in which people who earn more money pay a higher rate or percentage of tax than people who earn less money 累进的（通

常指所得税，即收入高的比收入低的所适用的税率要高）

**'progress ˌpayment** *noun* [C]
a part of a larger payment, paid to a company when they have completed a particular stage in a job 交货前分期付款；分段付款制；工程进度款；按进度分期付款：*A progress payment clause is included in the contract.* 合同中包括按进度分期付款的条款。

**prohibit** /prə'hɪbɪt; *AmE also* proʊ'h-/ *verb* [+ obj] **prohibit sth | prohibit sb from doing sth**
**1** (*often* **be prohibited**) to stop sth from being done or used, especially by law（尤指通过法律）禁止：*rules prohibiting the use of certain additives in foods* 禁止在食品中使用某些添加剂的规定 ◇ *Retailers are no longer prohibited from opening their stores on Sundays.* 零售商不再被禁止在星期日开店营业。
**2** to make sth impossible 阻止；使不可能：*High set-up costs prohibit many businesses from entering the industry.* 高昂的创办成本阻止许多企业进入这个行业。

**prohibition** /ˌprəʊɪ'bɪʃn; *AmE* ˌproʊə'b-/ *noun*
**1** [U] the act of stopping sth being done or used, especially by law（尤指通过法律的）禁止，阻止：*the prohibition of imports of some types of meat* 禁止某些肉类进口
**2** [C] a law or rule that stops sth being done or used 禁令；禁律：*Some companies have a prohibition **against/on** personal Internet and email use.* 某些公司禁止私用互联网和电子邮件。

**prohibitive** /prə'hɪbətɪv; *AmE also* proʊ'h-/ *adjective*
**1** (about a price or a cost) so high that it prevents people from buying sth or doing sth（价格或费用）贵得令人难以承受的，贵得买不起的：*the prohibitive costs of entry into media ownership* 贵得让人难以承受的媒体所有权价格 ◇ *Three estimates were received but the prices were prohibitive.* 收到了三份估价，但价格高得令人无法接受。◇ *a prohibitive tax on imported cars* 对进口汽车的寓禁于征的税收
**2** preventing people from doing sth by law（通过法律）禁止的：*prohibitive legislation* 禁律
▸ **pro'hibitively** *adverb*：*Car insurance can be prohibitively expensive for young drivers.* 车险高得让年轻的驾车人承受不起。

**★project** *noun, verb*
• ***noun*** /'prɒdʒekt; *AmE* 'prɑːdʒ-/ [C]
SEE ALSO: **capital project**
a planned piece of work, often involving many people, that is designed to produce sth new, to improve sth or to find information about sth 规划；方案；项目；工程：*to set up a project to develop a new engine* 设立研制新发动机的项目 ◇ *The company has invested a lot in the water project.* 公司对这项水利工程投资巨大。◇ *Our project leader usually reviews our progress daily.* 我们的项目负责人通常每天都会检查我们的工作进度。
⊕ *an **ambitious/a large/joint/major** project* 一个宏伟的 / 大型 / 合办的 / 主要的项目 • *a **building/construction/development/research** project* 建筑工程；建设 / 开发 / 研究项目 • *to **fund/launch/manage/run/set up** a project* 资助 / 推出 / 管理 / 经营 / 设立一个项目
• ***verb*** [+ obj] /prə'dʒekt/
**1** (*usually* **be projected**) to estimate what the size, cost or amount of sth will be in the future based on what is happening now 预测；预计；推断：*A growth rate of 4% is projected for next year.* 预计明年的增长率为4%。◇ *The sales profits have been projected to fall.* 据预测销售利润将下降。◇ *The results have fallen 12% short of this year's projected earnings.* 结果比今年的预计收入减少了12%。SYN FORECAST
**2** (*usually* **be projected**) to plan an activity, a project, etc. for a time in the future 计划；规划；拟定方案：*The projected merger will go ahead next year.* 计划中的合并将于明年进行。
**3** to present sb/sth/yourself to other people in a particular way, especially one that gives a good impression 展现；表现；确立（好印象）：*They sought advice on how to project a more positive image of their company.* 他们就如何树立更加良好的公司形象征询意见。◇ *We need to project ourselves better.* 我们必须更好地展现自己。

**ˌproject engi'neer** *noun* [C]
a person with technical knowledge and qualifications whose job is to arrange, organize and control a project 项目工程师

**ˌproject 'finance** *noun* [U]
(*Finance*) the process of providing money for a large project where the payment of the debt will come from the project's own CASH FLOW 项目融资
▸ **ˌproject 'financing** *noun* [U]

**projection** /prə'dʒekʃn/ *noun* [C, usually pl.]
an estimate or a statement of what figures, amounts or events will be in the future, or what they were in the past, based on what is happening now 预测；推测；设想：*Sales have exceeded our projections.* 销量超过了我们的预测。◇ *Calculations are based on a projection of existing trends.* 计算结果是根据对现行趋势的预测作出的。◇ *We have been making forward projections as to the future profitability of the firm.* 我们一直在推算公司未来的利润率。
⊕ ***budget/earnings/financial/growth/sales** projections* 预算 / 收入 / 财务 / 增长 / 销售预测 • ***gloomy/optimistic/rosy** projections* 悲观的 / 乐观的预测；迷人的设想 • *to **make/revise** projections* 作 / 修改预测

**'project ˌmanagement** *noun* [U]
the process of planning, organizing and controlling the tasks, costs, staff and resources of a project so that it is completed successfully in the most efficient way 项目管理：*Financial planning and project management are key areas of the business.* 财务规划和项目管理是公司的重要方面。
▸ **'project ˌmanager** *noun* [C]

**projector** /prə'dʒektə(r)/ = OVERHEAD PROJECTOR

**PROLOG™** /'prəʊlɒg; *AmE* 'proʊlɔːg; -lɑːg/ *noun* [U]
(*IT*) a language for writing computer programs that is similar to a human language and used mainly in ARTIFICIAL INTELLIGENCE * PROLOG 语言（一种编程语言，主要应用在人工智能领域）

**PROM** /ˌpiː ɑːr əʊ 'em; *AmE* oʊ/ *noun* [U]
(*IT*) **programmable read-only memory** a type of computer memory that can have information and instructions recorded on it once, after which the data cannot be removed 可编程只读存储器（一种计算机存储器，它上面的信息和指令只能记录一次，之后数据不能删除）

**'promissory note** (*also* **note**) *noun* [C] (*abbr* **P-note**)
(*Finance*) a signed document containing a promise to pay a stated amount of money on or before a particular date 本票（一种已签署的单据，承诺在规定日期或之前支付指定金额）

**promo** /'prəʊməʊ; *AmE* 'proʊmoʊ/ *noun* [C] (*plural* **promos**)
(*Marketing, informal*) a video, film/movie, etc. intended to advertise a particular product 商品广告；广告片：*a trade promo* 贸易推广片 ◇ *a promo video* 促销录像 **NOTE** **Promo** is a short form of 'promotion'. * promo 是 promotion 的缩写。

**★promote** /prə'məʊt; *AmE* -'moʊt/ *verb*
**1** [+ obj] to help sth to happen or develop 促进；推动：*policies to promote competition in the industry* 促进行业内部竞争的政策
**2** (*Marketing*) [+ obj *or* no obj] to help sell a product, service, etc. or make it more popular by advertising it or offering it at a special price 促销；推销：*Promoting new products and getting them accepted in the marketplace is expensive.* 推销新产品并且让市场接受新产品费用高昂。◇ *The area is being promoted as a tourist destination.* 这个地区正被推广为旅游点。◇ *The supermarket chain has been promoting aggressively.* 超市连锁店一直在进行声势浩大的促销活动。
**3** (*HR*) [+ obj] (*often* **be promoted**) to move sb to a more senior job in an organization 提升；晋升：*She worked hard and was soon promoted.* 她努力工作，不久就得到晋升了。◇ *He has been promoted to assistant manager of the department.* 他已晋升为这个部门的经理助理。 SYN UPGRADE OPP DEMOTE
**4** (*Finance*) [+ obj] to move a company to a higher position within a particular system, such as a stock exchange index（在股票交易所等系统中，公司位置的）晋升：*The company's shares have been promoted to the FTSE All-Share index.* 这家公司的股票已晋升到《金融时报》全股指数之列。 SYN UPGRADE OPP DEMOTE

**promoter** /prə'məʊtə(r); *AmE* -'moʊ-/ *noun* [C]
(*Marketing*)
**1** a person or company that tries to persuade others about the value or importance of a product or service 倡导者；支持者；推广者：*a leading promoter of goods made in Spain* 西班牙产品的主要推广者
**2** a person or company that organizes or provides money for an artistic performance or a sporting event（艺术演出或体育比赛的）发起人，筹办人，赞助者：*concert/race promoters* 音乐会／比赛活动筹办人

**★promotion** /prə'məʊʃn; *AmE* -'moʊʃn/ *noun*
SEE ALSO: **cross-promotion, consumer ~, sales ~**
**1** (*HR*) [U,C] a move to a more important job in a company or an organization 提升；晋升；提拔：*Her promotion to Sales Manager took everyone by surprise.* 她升任销售经理让每个人都感到意外。◇ *The new job is a promotion for him.* 这一新职务对他来说是晋升。◇ *a job with excellent promotion prospects* 有绝好晋升机会的工作 OPP DEMOTION
**2** (*Marketing*) [U,C] activities done in order to increase the sales of a product or service; a set of advertisements for a particular product or service 促销活动；广告宣传：*Her job is mainly concerned with sales and promotion.* 她的工作内容主要是销售和广告宣传。◇ *We are doing a special promotion of French food.* 我们正在对法国食品进行特别促销活动。 See note at MARKETING
**3 promotions** [U with sing./pl. verb] the part of a company that is responsible for advertising products or services and increasing sales（公司的）促销部门

**promotional** /prə'məʊʃənl; *AmE* -'moʊ-/ *adjective*
(*Marketing*) connected with advertising 广告宣传的；推销的：*promotional material/activities/campaigns* 广告宣传材料／活动／运动 ◇ *Promotional advertising informs the public of an item or a range of items in stock.* 促销广告将现有的一种产品或一系列产品的信息告知公众。

**prompt** /prɒmpt; *AmE* prɑːmpt/ *adjective, noun, verb*
• ***adjective***
**1** done without delay 立即的；迅速的；及时的：*Prompt payment would be appreciated.* 如蒙立即付款，将不胜感激。◇ *prompt action to stop falling sales* 为阻止销量下降而迅速采取的行动
**2** (about a person) acting without delay; arriving at the right time（人）敏捷的，迅速的，准时的：*Please be prompt when attending these meetings.* 请准时出席上述会议。 SYN PUNCTUAL
▸ **'promptly** *adverb*: *What happens if a buyer fails to pay an instalment promptly?* 如果买方未能及时分期付款会怎样？ **'promptness** *noun* [U]: *the promptness of payments* 立即付款
• ***noun*** [C]
(*IT*) a sign on a computer screen that shows that the computer has finished doing sth and is ready for, more instructions 提示符
• ***verb*** [+ obj]
(*IT*) (about a computer) to ask the user for more instructions（计算机）提示：*The program will prompt you to enter data where required.* 这个程序在必要时会提示你输入数据。

**'prompt note** *noun* [C]
(*Finance*) a letter sent to someone to remind them that their payment is due 付款通知单；期货金额及交割日期通知单

**'proof ˌcopy** *noun* [C] (*also* **proof** [usually pl.])
(*Production*) a copy of the pages of a book, magazine or other printed material that a printer produces so that they can be checked and corrected before all the copies are printed 清样

**ˌproof of 'purchase** *noun* [C,U]
(*Commerce*) a document that shows that you have bought and paid for sth 购买凭证；购物凭证：*We may refuse a refund if you do not have a receipt or other proof of purchase.* 如果你没有收据或其他的购买凭证，我们可以拒绝退款。 → RECEIPT

**prop** /prɒp; *AmE* prɑːp/ *verb*
**PHR V** **,prop sth 'up** to help or support sth that is having difficulties 帮助；扶持；救济：*The government was accused of propping up declining industries.* 人们指责政府贴补不景气的产业。

**prop.** = PROPRIETOR

**propensity** /prə'pensəti/ *noun* [C] (*plural* **propensities**) (*formal*)
a tendency to behave in a particular way or do particular things（行为方面的）倾向：*people's propensity to try to save tax* 人们设法避税的倾向 ◇ *a company's propensity for innovation* 公司创新的倾向

**★property** /'prɒpəti; *AmE* 'prɑːpərti/ *noun* (*plural* **properties**)
SEE ALSO: **intellectual property, personal property**
**1** [U] a thing or things that are owned by sb; a possession or possessions 所有物；财产；财务：*You should take more care of your property.* 你应该多用心料理你的财产。◇ *All information contained in this report is confidential and remains the property of the company.* 本报告中的所有信息都是保密的，并且属于公司的财产。
**2** [U] land and buildings 不动产；房地产：*the property market* 房地产市场 ◇ *She made a fortune from investing in property.* 她投资房地产赚了一大笔钱。◇ *The price of property has risen enormously.* 房地产的价格已大幅上升。
➊ ***business/investment/residential property*** 商业 / 投资性 / 住宅房地产 • ***to buy/invest in/own/sell property*** 购买 / 投资于 / 拥有 / 出售房地产
**3** [C] a building or buildings 房屋；庄园；房地产：*If you are trying to rent or buy an office property in London, click here.* 如果你要租用或购买伦敦的写字楼，点击这儿。◇ *There are a lot of empty properties in the area.* 这个地区有大量的闲置房产。◇ *More people are looking for investment properties abroad.* 更多的人正在寻求国外的投资型房产。
➊ ***to buy/own/rent/sell a property*** 购买 / 拥有 / 出租 / 出售一处房地产 • ***a business/an investment/a residential property*** 一处商业 / 投资性 / 住宅房地产 • ***a hotel/an office/a retail property*** 酒店；写字楼；零售房地产

**'property bond** *noun* [C] (*BrE*) (*Finance*) a bond sold by insurance companies, who invest the money in property 房地产债券（保险公司发行的债券，所筹之钱用于房地产投资）

**'property ,company** (*BrE*) (*AmE* **'real estate ,company**) *noun* [C]
a company that buys, sells and rents buildings 房地产公司：*a property company specializing in industrial, warehouse and business space* 专营工业、仓储和商业场所的房地产公司

**'property de,velopment** *noun*
**1** [U] the business of building new property or changing existing property 房地产开发：*property development projects* 房地产开发项目 ◇ *The report looks at environmental issues in property development.* 这份报告探讨房地产开发中的环境问题。
**2** [C] a place where new property has been built or is being built 房地产开发项目：*The business park is a new property development close to the airport.* 这个商业园是靠近机场的一个新的房地产开发项目。
▸ **'property de,veloper** *noun* [C]：*He made his first fortune as a property developer.* 他从房地产开发中赚了第一桶金。

**'property loan** (*AmE also* **'real e,state loan**) = MORTGAGE

**'property ,management** (*AmE also* **'real estate ,management**) *noun* [U]
the business of making sure that sb's property remains in good condition, trying to get a good profit from land or buildings, helping people to rent a property to others, etc. 物业管理
▸ **'property ,manager** (*AmE also* **'real estate ,manager**) *noun* [C]

**the 'property ,market** (*AmE also* **'real estate ,market**) *noun* [C, usually sing.]
the activity of buying and selling buildings and land 房地产市场：*trends in the property market* 房地产市场的趋势 ◇ *to invest in the property market* 投资于房地产市场 ◇ *Cheap credit has fuelled the property market.* 低息信贷推动了房地产市场的发展。

**'property ,register** (*also spelled* **Property Register**) *noun* [C] (*BrE*)
**1** a list where people can advertise their property for sale, or search for property to rent or buy 财产登记簿（供人们宣传待售房产或寻找拟租赁或购买的房产的清单）
**2** in the UK, an official list containing details about who owns buildings or land 财产登记簿（在英国，指登记了拥有房屋或土地的人的详细信息的正式清单）

**'property tax** *noun* [U,C]
tax that is paid on buildings or other things that you own, based on a percentage of their value 财产税

**★proportion** /prə'pɔːʃn; *AmE* -'pɔːrʃn/ *noun*
**1** [C, usually sing.] a part or share of a whole 部分；份额：*A significant proportion of the shares have been bought by overseas investors.* 海外投资者购买的股票占了很大的比例。◇ *The extra allowance is expressed as a proportion of your basic pay.* 额外津贴是以基本工资的百分比表示的。◇ *The company employs men and women in roughly equal proportions.* 公司雇用的男女员工比例大致相同。
➊ ***a high/large/low/significant/small proportion*** 高 / 大 / 低 / 巨大 / 小比例 • ***a proportion decreases/falls/grows/increases*** 份额减少 / 下降 / 增长 / 增加
**2** [U] the relationship of one thing to another in size, amount, etc. 比例；倍数关系：*The proportion of men to women in the workplace has changed dramatically over the years.* 近年来，工作场所的男女比例出现了剧变。◇ *Shareholders can buy new stock in proportion to the shares they own.* 股东可以按他们拥有的股份比例购买新股。◇ *The crime rate is in direct proportion to the unemployment rate* (= they are connected, so if one is high the other is also high). 犯罪率与失业率成正比。→ RATIO
**3 proportions** [pl.] the measurements of sth; the size or shape of sth 面积；体积；规模；程度：

*This method divides the task into more manageable proportions.* 这种方法将任务分解，使之更易操作。 ◇ *The fall in share values is reaching* ***crisis*** *proportions.* 股票价值下跌即将达到危机的程度。 → idiom at INVERSE

**proportional** /prə'pɔ:ʃənl; *AmE* -'pɔ:rʃ-/ *adjective*
of an appropriate size, amount or degree in comparison with sth 成比例的；均衡的；相称的: *Salary is proportional* ***to*** *years of experience.* 工资的高低与资历相当。 ◇ *to be* ***directly/inversely*** *proportional to sth* 与某事物成正比 / 反比
▸ **proportionally** /prə'pɔ:ʃənəli; *AmE* -'pɔ:rʃ-/ *adverb*: *Families with children spend proportionally less per person than families without children.* 有孩子的家庭比没有孩子的家庭的人均开支相对要少。

**pro,portional 'tax** = FIXED TAX

**proportionate** /prə'pɔ:ʃənət; *AmE* -'pɔ:rʃ-/ *adjective*
increasing or decreasing in size, amount or degree according to changes in sth else 成比例的；相应的；相称的: *Increasing costs resulted in proportionate increases in prices.* 成本增加导致价格相应提高。 SYN PROPORTIONAL
▸ **pro'portionately** *adverb*: *Prices have risen but wages have not risen proportionately.* 价格上涨了，但工资并没有相应增加。

★**proposal** /prə'pəʊzl; *AmE* -'poʊzl/ *noun*
**1** [C,U] a formal suggestion or plan; the act of making a suggestion 提议；计划；建议: *Several companies submitted proposals* ***for*** *the project.* 好几家公司提交了项目建议书。 ◇ *Her sales proposal was extremely convincing.* 她的销售企划书非常有说服力。 ◇ *There have been protests against the government's proposal* ***to*** *raise the retirement age.* 针对政府提高退休年龄的建议发生了多次抗议活动。 ◇ *They judged that the time was right for the proposal of new terms for the trade agreement.* 他们断定提出贸易协定新条款的时机已成熟。 See note at REPORT
● *to* ***draw up/make/put forward/submit*** *a proposal* 起草 / 制定 / 提出 / 提交一项建议 • *to* ***accept/consider/discuss/reject*** *a proposal* 接受 / 考虑 / 讨论 / 拒绝一项建议
**2** (*Insurance*) [C] a written request for an insurance policy that involves giving information about yourself or your property on a printed form 投保单: *Insurance cover begins as soon as the proposal is accepted.* 一旦接受了投保单，保险就开始生效。 ◇ *a completed proposal form* 一份填妥的投保单表格

★**propose** /prə'pəʊz; *AmE* -'poʊz/ *verb* [+ obj]
**1** to suggest a plan, an idea, etc. for people to think about and decide on 提议；建议: *The union proposed changes to the regulations.* 工会建议修改条例。 ◇ *She proposed* ***that*** *the product be withdrawn.* 她提议撤回产品。 (*BrE also*) ◇ *She proposed that the product should be withdrawn.* 她建议撤回产品。 ◇ *He proposed changing the name of the company.* 他建议更改公司的名称。 ◇ ***It was proposed to*** *pay the money from public funds.* 有人提议用公款付这笔钱。 ◇ *The proposed changes will mean higher taxes for small businesses.* 拟议中的改革对小企业而言将意味着要增加税收。
**2** to suggest sth at a formal meeting and ask people to vote on it 提名；提出…供表决: *I propose Tom Ellis for chairman.* 我提名汤姆·埃利斯当主席。 → SECOND *verb* See note at MEETING
▸ **pro'poser** *noun* [C]

**proposition** /ˌprɒpə'zɪʃn; *AmE* ˌprɑ:p-/ *noun* [C]
SEE ALSO: **unique selling proposition**
a business idea or plan of action that is suggested 提议；建议: *I'd like to put a business proposition to you.* 我想给你提个业务上的建议。 ◇ *He was trying to make it look like an* ***attractive*** *proposition.* 他正设法使他的建议显得吸引人。 ◇ *As an investment proposition the stock is a disaster.* 作为一项投资提议，股票是一场灾难。
● *a* ***business/commercial/financial*** *proposition* 业务上 / 商业上 / 财务方面的提议 • *an* ***attractive/a risky/viable*** *proposition* 具有吸引力 / 冒险 / 可行的提议

**proprietary** /prə'praɪətri; *AmE* -teri/ *adjective* [usually before noun]
**1** (about goods) made and sold by a particular company and protected by a REGISTERED TRADEMARK 专卖的；专营的；注册商标的: *a proprietary brand/product* 专营品牌 / 产品 ◇ *Doctors often know drugs by their most common proprietary name.* 医生常常只知道药物最常见的专用商标名。 ◇ *proprietary medicines* 专卖药品 → GENERIC
**2** used or owned by one particular company 专用的；专有的: *How much of the software's design is proprietary?* 软件设计中有多少是专有的？ ◇ *Making proprietary information public would be damaging to the company.* 将专有信息公开会损害公司利益。
**3** relating to an owner or to the fact of owning sth 所有的；所有权的: *The company claims* ***proprietary rights*** *over the unique design.* 这家公司声称对这款独特设计拥有所有权。

**pro,prietary 'trading** (*also* **,principal 'trading**) *noun* [U]
(*Stock Exchange*) trading in shares, bonds, etc. by a financial institution on its own behalf rather than on behalf of its customers 自营盘（金融机构为自己的账户而非顾客买卖股票、债券等）

**proprietor** /prə'praɪətə(r)/ *noun* [C] (*abbr* **prop.**)
**1** the owner of a business, a hotel, land or buildings, etc. 所有人；业主: *Enquiries must be made to the proprietor.* 有问题须向业主询问。 ◇ *a national newspaper proprietor* 全国性报纸的老板 ◇ *She is now the proprietor of her own electrical business.* 她目前拥有一家自己的电气公司。 → SOLE PROPRIETOR at SOLE PROPRIETORSHIP
**2** (*Law*) the owner of a PATENT 专利所有人
▸ **proprietorship** /prə'praɪətəʃɪp; *AmE* -tərʃ-/ *noun* [U]

**pro rata** /ˌprəʊ 'rɑ:tə; *AmE* ˌproʊ/ *adjective*
(about a payment or share of sth) calculated according to how much of sth has been used, the amount of work done, etc. （付款、份额）按比例的，成比例的、相应的: *If costs go up, there will be a pro rata increase in prices.* 若成本增加，价格就会相应上涨。 ◇ *Leave entitlement is calculated on a pro rata basis, according to length of service.*

可享有的假期是根据服务年限按比例计算的。
▸ **,pro 'rata** *adverb*: *Pay is €400 per week pro rata, according to hours worked.* 根据工作时数，工资每周400欧元，按比例支付。 **NOTE** **Pro rata** is a Latin phrase. * pro rata 是拉丁语短语。

**prorate** /,prəʊ'reɪt; *AmE* ,proʊ-/ *verb* [+ obj] *(especially AmE)*
*(Accounting)* (*usually* **be prorated**) to divide a payment or share of sth according to how much of sth has been used, the amount of work done, etc. （付款或份额）按比例分配，按比例分摊: *Bills for less than a complete month's service will be prorated.* 不足一个月服务的账单将按比例支付。 ◇ *Some people have agreed to work four days instead of five, on a prorated salary.* 有些人已经同意工作四天而非五天，工资按比例计算。
▸ **proration** /,prəʊ'reɪʃn; *AmE* ,proʊ-/ *noun* [U]

**pros and cons** /,prəʊz ən 'kɒnz; *AmE* ,proʊz ən 'kɑ:nz/ *noun* [pl.]
the advantages and disadvantages of sth 利弊: *We need to weigh up the pros and cons before deciding.* 我们需要权衡利弊后再作决定。

**prosecute** /'prɒsɪkju:t; *AmE* 'prɑ:s-/ *verb* [+ obj or no obj]
to officially accuse sb of a crime and try to prove it in court 起诉；控告；检举: *The company was prosecuted for breaching the Health and Safety Act.* 这家公司被控违反《健康与安全法案》。 ◇ *They said that strikers would be prosecuted.* 他们说罢工者可能会被起诉。 ▸ **'prosecutor** *noun* [C]: *federal/state prosecutors* 联邦／州检察官

**prosecution** /,prɒsɪ'kju:ʃn; *AmE* ,prɑ:s-/ *noun*
**1** [C,U] the process of trying to prove in court that sb is guilty of a crime; the process of being officially accused of a crime in court（被）起诉，检举；诉讼: *The company paid the tax it owed in order to avoid prosecution.* 这家公司支付了所欠税款以避免被起诉。
**2 the prosecution** [sing. with sing./pl. verb] a person or an organization that **prosecutes** sb in a court, together with the lawyers, etc. 原告，控方（包括原告和原告律师等）: *She was a witness for the prosecution.* 她是控方证人。

**prospect** *noun, verb*
• ***noun*** /'prɒspekt; *AmE* 'prɑ:s-/
SEE ALSO: **key prospect**
**1** [U; sing.] the possibility that sth will happen 可能性；希望: *They had no business plan and no immediate prospect of generating any revenue.* 他们没有制定营业计划，短期内也不可能产生任何收益。 ◇ *The figures suggest that an economic slowdown is* ***in prospect*** (= likely to happen). 这些数字表明经济放缓是有可能的。
**2** [sing.] an idea of what might or will happen in the future 前景；展望；设想: *Starting your own business is a daunting* (= frightening) *prospect.* 想像着自己开始创业颇令人心悸。 ◇ *Faced with the prospect of being made redundant, staff agreed to a cut in pay.* 面临被裁员的境况，员工同意了减薪。
**3 prospects** [pl.] the chances of being successful in the future 成功的机会；前景；前途: *There were concerns about the company's financial prospects.* 有人担心公司的财务前景。 ◇ *Job prospects* (= the chances of getting a job) *are gloomy.* 就业前景十分黯淡。
**4** [C] a person, company, etc. who is a possible customer 未来的顾客；潜在顾客: *We follow up the most likely prospects first.* 我们首先要追踪最有可能的潜在客户。
• ***verb*** /prə'spekt; *AmE* 'prɑ:spekt/ [no obj] to search an area for oil, minerals, gold, etc. 探矿；勘探: *to prospect* ***for*** *oil* 勘探石油 ◇ *(figurative) We'll go to the trade exhibition to prospect for business.* 我们将去参观贸易展览会以便寻找业务机会。
▸ **prospector** /prə'spektə(r); *AmE* 'prɑ:spektər/ *noun* [C]

**prospective** /prə'spektɪv/ *adjective* [usually before noun]
**1** expected to do sth or to become sth 有望的；可能的；预期的；潜在的: *a prospective buyer/client* 潜在的买主／客户 ◇ *On your résumé, give prospective employers examples of what you can do for them.* 在简历中要举例说明能为准雇主做什么。 SYN POTENTIAL
**2** expected or likely to happen 即将发生的: *to forecast the prospective yield of an asset/investment* 预测资产／投资的预期收益 ◇ *They are worried about prospective changes in the law.* 他们担心法律会修改。

**prospectus** /prəs'pektəs/ *noun* [C]
SEE ALSO: **offer by prospectus, pathfinder prospectus**
**1** a document that gives information about a company's shares before they are offered for sale（公司的）招股章程，募股章程: *40 000 people downloaded our prospectus, and 32 000 applied for shares.* * 4万人下载了我们的招股章程，3.2万人申请购买股票。
**2** a small book that gives information about a new company or project, a college, etc.（新公司、项目、大学等的）创办计划，简介: *The company has outlined its plans for expansion in its prospectus.* 这家公司在其简介中已概述其扩张计划。

**prosper** /'prɒspə(r); *AmE* 'prɑ:s-/ *verb* [no obj]
to develop in a successful way; to be successful, especially financially 兴旺；成功；繁荣；发达: *The business has overcome its early problems and is now prospering.* 这家企业克服了早期的难题，现在蒸蒸日上。 SYN THRIVE

**prosperity** /prɒ'sperətɪ; *AmE* prɑ:'s-/ *noun* [U]
the state of being successful, especially financially 兴旺；成功；繁荣；昌盛: *Our future prosperity depends on economic growth.* 我们未来的繁荣昌盛依赖经济的增长。

**prosperous** /'prɒspərəs; *AmE* 'prɑ:s-/ *adjective*
rich and successful 兴旺的；成功的；繁荣的: *Farmers are more prosperous in the south of the country.* 这个国家南部的农民较富裕。
SYN AFFLUENT

**prosumer** /,prəʊ'sju:mə(r); *AmE* ,proʊ'su:mər/ *noun* [C]
*(Marketing)*
**1** a customer who wants very good quality technical products but cannot afford to buy professional equipment 领潮者；专业消费者
**NOTE** This is formed from the words

'professional' and 'consumer'. * prosumer 由 professional 和 consumer 构成。
**2** a customer who becomes involved in the design and manufacture of products 生产消费者，产消合一者（参与产品设计和生产的顾客）
**NOTE** This is formed from the words 'producer' and 'consumer'. * prosumer 由 producer 和 consumer 构成。

**★protect** /prə'tekt/ *verb*

SEE ALSO: **write-protect**

**1** [+ obj *or* no obj] **protect (sb/sth) (against/from sth)** to make sure that sb/sth is not harmed, injured, damaged, etc. 保护；防护：*You should install software to protect your computer from viruses.* 你应该安装软件以保护你的计算机不受病毒侵害。◇ *The role of the board of directors is to protect the interests of shareholders.* 董事会的作用是保护股东的利益。◇ *a password-protected website* (= one you can only visit if you know the right code) 受密码保护的网站
**2** (*Insurance*) [+ obj *or* no obj] **protect (sb/sth) (against sth)** to provide sb/sth with insurance against fire, injury, damage, etc. 投保；为…买保险：*Different types of policies protect against different risks.* 不同种类的保单规避不同的风险。
**3** (*Economics*) [+ obj] to help an industry in your own country by taxing goods from other countries so that there is less competition（通过征关税）保护（国内企业）；实行贸易保护：*Import restrictions were imposed to protect domestic industries.* 为了保护国内产业而实行进口限制。◇ *a protected industry* 受保护的产业

**★protection** /prə'tekʃn/ *noun* [U]

SEE ALSO: **bankruptcy-law protection, bankruptcy ~, consumer ~, data ~, design ~, employment ~, investor ~,** etc.

**1 protection (for/of sb/sth) (against/from sth)** the act of protecting sb/sth; the state of being protected 保护；防卫：*The legislation gives workers legal protection against unfair dismissal.* 法律保护工人免遭不公正解雇的侵害。◇ *Computer users should ensure that their virus protection is up-to-date.* 计算机用户应该确保其病毒防护软件及时更新。
**2** (*Economics*) the system of helping an industry in your own country by taxing foreign goods 贸易保护；关税保护制度：*The clothing and footwear industries benefit from trade protection.* 制衣和造鞋行业从贸易保护中受益。
**3** (*Insurance*) insurance against fire, injury, damage, etc. 保险：*Our policy offers complete protection **against** fire and theft.* 我们的保单全面承保火灾和盗窃险。

**protectionism** /prə'tekʃənɪzəm/ *noun* [U] (*Economics*) the principle or practice of protecting a country's own industry by taxing foreign goods 贸易保护主义：*The system of protectionism aims to preserve jobs.* 贸易保护主义制度旨在保住就业岗位。▸ **protectionist** /prə'tekʃənɪst/ *adjective*: *The trade agreement will bring an end to protectionist measures in both countries.* 这项贸易协定将结束两国的贸易保护措施。

**protective** /prə'tektɪv/ *adjective*

**1** [only before noun] providing or intended to provide protection 保护的；防护的：*protective gloves/goggles/headgear* 防护手套；护目镜；保护头盔 ◇ *Workers should wear full protective clothing.* 工人应该穿着全套防护服。
**2** (*Economics*) [usually before noun] intended to give an advantage to your own country's industry 有贸易保护倾向的；实行关税保护的

**protective 'tariff** *noun* [C] (*Economics*) a tax on imported products that is intended to protect local businesses from foreign competition 保护关税 → REVENUE TARIFF

**pro tem** /ˌprəʊ 'tem; *AmE* ˌproʊ/ *adverb* for now, but not permanently 暂时；临时：*A new manager will be appointed pro tem.* 将临时任命一位新经理。▸ **ˌpro 'tem** *adjective*: *A pro tem committee was formed.* 组成了一个临时委员会。 SYN TEMPORARY **NOTE Pro tem** is a short form of a Latin phrase, which means 'for now'. * pro tem 是拉丁语短语的缩写，意思是"暂时"。

**protest** *noun, verb*

• ***noun*** /'prəʊtest; *AmE* 'proʊ-/ [C,U] the expression of strong disagreement with or opposition to sth; a statement or an action that shows this 抗议；抗议书（或行动）；反对：*Workers organized a protest **against** proposed changes to their contracts.* 工人们组织了抗议活动，反对拟议中的对他们的合同的修改。◇ *The director resigned **in protest** at the decision.* 主任辞职以示对这项决定的抗议。◇ *The closure of the factory caused a **storm of protest**.* 工厂的关闭引起了一场抗议风暴。◇ *The building work will go ahead, despite protests from local residents.* 尽管当地居民反对，建筑施工将继续进行。
⊕ ***a huge/mass/nationwide/public** protest* 强烈的 / 大规模的 / 全国性的 / 公开的抗议 • ***a peaceful/violent** protest* 和平 / 暴力抗议 • ***a flood of/wave of** protests* 潮水般的抗议；抗议浪潮 • ***to spark/trigger** a protest* 触发 / 激起抗议 • ***to organize/stage/threaten** a protest* 组织 / 举行 / 扬言要抗议

• ***verb*** /prə'test; *AmE also* 'proʊ-/ [+ obj *or* no obj] **protest (about/against/at sth)** to say or do sth to show that you disagree with or disapprove of sth, especially publicly（公开）反对，抗议：*Car workers went on strike to protest against job cuts.* 汽车工人以罢工抗议裁员。◇ *Small business groups have protested about the tax increases.* 小企业集团对增税提出了抗议。◇ (*AmE*) *They fully intend to protest the decision.* 他们决意反对这项决定。

**protocol** /'prəʊtəkɒl; *AmE* 'proʊtəkɔːl; -kɑːl/ *noun*

**1** (*IT*) [C] a set of rules that control the way data is sent between computers（数据传递的）协议
**2** [U,C] the rules for the correct way of behaving or of doing sth in a particular situation or organization 礼仪：*What's the protocol for asking questions at these meetings?* 在这些会议上提问的礼仪是什么？

**prototype** /'prəʊtətaɪp; *AmE* 'proʊ-/ *noun* [C] the first design of sth from which other forms are developed 原型；雏形：*They designed and built a working prototype and then ran a series of tests.* 他们设计并制作了一个工作原型，然后进行了一

系列测试。◇ *the prototype of a new online service* 新的在线服务的原型

➊ *to build/design/develop/test a prototype* 制作 / 设计 / 开发 / 测试一个原型 • *a physical/virtual/working prototype* 实物 / 虚拟 / 工作原型

**★provide** /prəˈvaɪd/ *verb* [+ obj]

**1 provide sb (with sth) | provide sth (for sb)** to give sth to sb or make it available for them to use 提供；供应；给予：*Your website should provide the information that customers need.* 你们的网站应提供顾客所需资料。◇ *The bank has provided the company with a three-year loan.* 银行向这家公司提供了一笔三年期的贷款。SYN SUPPLY

**2** (*Law*) **provide that** (about a law or rule) to state that sth will or must happen（法律或规则）规定：*The final section provides that any work produced for the company is thereafter owned by the company.* 最后一节规定此后为公司创作的一切作品都归本公司所有。SYN STIPULATE → PROVISION

PHR V **proˈvide against sth** (*formal*) to make preparations to deal with sth bad or unpleasant that might happen in the future 预防；防备：*You can take out insurance to provide against loss of income through sickness or accident.* 你可以购买保险预防因疾病或事故导致的收入损失。**proˈvide for sth 1** to prepare to deal with sth that is going to happen or that might happen in the future, especially sth bad or unpleasant 为…做好准备（尤指糟糕的或不愉快的事）：*You should start saving now to provide for your retirement.* 你应该现在开始储蓄以便为退休做好准备。◇ *This was a contingency* (= an event) *we had not provided for.* 这是一起我们毫无准备的意外事件。**2** (*Law*) (about a law, rule, etc.) to make it possible for sth to be done（法律、规定等）作出规定；使…有据可依；使…可以做：*The agreement will provide for a possible extension of at least two years.* 协议规定有可能延长至少两年。

**provident** /ˈprɒvɪdənt; *AmE* ˈproːv-/ *adjective* often used in the names of organizations that help people plan for the future by saving money 节俭的，有远见的（常用在帮助人们省钱规划未来的机构的名称中）：*Friends Provident* 友诚保险

**ˈprovident fund** *noun* [C]
a system in which you and your employer pay money regularly into an investment fund while you are employed. You are then paid a large sum of money when you retire or when you leave the company. 公积金；退休储蓄基金；准备基金 → PENSION PLAN

**★provider** /prəˈvaɪdə(r)/ *noun* [C]
SEE ALSO: **service provider**
an organization that supplies sb with sth they need or want 供应者；提供者：*The company is Britain's biggest electricity provider.* 这家公司是英国最大的电力供应者。

**★provision** /prəˈvɪʒn/ *noun, verb*
• ***noun***
SEE ALSO: **call provision, sunset ~, tax ~**
**1** (*Accounting*) [C,U] an amount of money that a company keeps for a particular purpose or to deal with possible problems or expenses in the future 准备金：*The bank has set aside extra provisions for bad loans.* 银行为呆账留出了额外的准备金。◇ *an increase in bad debt provision* 呆账准备金的增加 SYN RESERVE
**2** [U] the act of supplying sb with sth that they need or want 提供；供给；给养：*The government is responsible for the provision of health care.* 政府负责提供医疗服务。◇ *the provision of broadband services for businesses* 为企业提供宽带服务
**3** (*Law*) [C] a condition or an arrangement in a legal document（法律文件的）规定，条款：*The contract is subject to the provisions of the Supply of Goods and Services Act.* 本合同受《货物和劳务供应法》的条款管辖。
• ***verb*** [+ obj *or* no obj]
(*Accounting*) to keep an amount of money for a particular purpose, for example paying taxes 预备，准备（钱）：*The company had to provision $450m to fight a series of lawsuits.* 这家公司不得不准备4.50亿元来打一连串官司。◇ *It is essential to provision **against** the possibility of non-payment.* 有必要准备钱以防拒付的可能性。→ PROVIDE
▸ **proˈvisioning** *noun* [U]: *The bank has just increased its provisioning against bad loans.* 这家银行刚提高了准备金以防止贷款呆账。

**proviso** /prəˈvaɪzəʊ; *AmE* -zoʊ/ *noun* [C] (*plural* **provisos**)
a condition that must be accepted before an agreement can be made 限制性条款；附文；（附带）条件：*The committee has decided to approve the contract **with the proviso that** these amendments are made.* 委员会决定在进行多处修改的条件下批准这一合同。SYN PROVISION

**proxy** /ˈprɒksi; *AmE* ˈproːksi/ *noun* (*plural* **proxies**)
**1** [U] the authority that a shareholder gives to sb to vote on their behalf 代理权；代表权：*More than 53% of shareholders voted **by** proxy.* 超过53%的股东由别人代为投票。◇ *All proxy votes must be received by 11 a.m. on Tuesday.* 所有代投的票必须在星期二上午11点前收到。
**2** [C,U] a person who has been given the authority to vote on behalf of a shareholder 代理人；代表：*You may appoint a person to **act as** your proxy at the meeting by completing the attached form.* 你可以通过填写所附表格指定一个代理人替你出席会议。
**3** (*formal*) [C] **proxy for sth** something that you use to represent sth else that you are trying to measure or calculate（测算用的）代替物，代名词：*The company is seen by analysts as a proxy for the radio industry.* 这家公司被分析家看作是无线电行业的代名词。

**ˈproxy fight** (*also* **ˈproxy ˌbattle**) *noun* [C]
(*Finance*) a situation in which a company or a group that is planning to take control of a particular company tries to persuade the shareholders of that company to give them their authority to vote for new directors who will support their plans 代理权之争（计划控制某公司的一家公司或集团劝说这家公司的股东授予他们投票权来选举新董事以支持他们的计划）：*Mergers are even more difficult if they come as a result of a proxy fight.* 如果是由于代理权之争引发的合并，那就更是困难重重了。

**ˈproxy ˌstatement** *noun* [C]
information that must be sent to shareholders before they give their authority to sb to vote on the company's plans（提交给股东的）委托书报告，授权说明

**PRP** /ˌpiː ɑː ˈpiːz; *AmE* ɑːr/
= PERFORMANCE-RELATED PAY

**prudence** /ˈpruːdns/ *noun* [U]
**1** (*Accounting*) (*especially BrE*) (*AmE usually* **conˈservatism**) the principle that a company's financial records must not make the company seem more valuable than it might be（财务）谨慎性原则，稳健性原则
**2** care in making judgements and decisions; the practice of avoiding unnecessary risks 谨慎；慎重：*We should have exercised more financial prudence.* 我们在财务方面本应该更加审慎。

**prudent** /ˈpruːdnt/ *adjective*
**1** sensible and careful when you make judgements and decisions; avoiding unnecessary risks 谨慎的；精明的：*a prudent businessman* 精明的商人 ◇ *a prudent decision/investment* 谨慎的决定 / 投资 ◇ *It might be more prudent to get a second opinion before going ahead.* 行动之前再次征求意见也许更为慎重。 OPP IMPRUDENT
**2** (*Accounting*) taking care not to make a company seem more valuable in its financial records than it might be 谨慎的
▸ **ˈprudently** *adverb*

**PS** /ˌpiː ˈes/ *abbr* (*often used as a countable noun* 常用作可数名词)
an extra message that you add at the end of a letter or email, after your signature 附言，又及（用于信件或电子邮件的末尾）：*PS Could you send me your fax number again?* 又及：请再把您的传真号码发给我行吗？ ◇ *She added a PS.* 她加了一句附言。 **NOTE** PS is a short form of the word 'postscript'. You can use **PPS** if there is a second PS. * PS 是 postscript 的缩写。如果有第二个 PS，可以用 PPS。

**PSBR** /ˌpiː es biː ˈɑː(r)/ = PUBLIC SECTOR BORROWING REQUIREMENT

**PSV** /ˌpiː es ˈviː/ = PUBLIC SERVICE VEHICLE

**ˌpsychic ˈincome** *noun* [U]
(*HR*) satisfaction that you get from doing your job 心理收入（从工作中获得的满足感）：*Although pay levels are low, I find the work interesting and feel valued by the company, so the psychic income is high.* 尽管工资不高，但我觉得这项工作蛮有意思，而且受到公司重视，所以心理收入很高。

**psychographics** /ˌsaɪkəˈgræfɪks/ *noun* [U]
(*Marketing*) techniques for analysing the values, opinions and attitudes to life of a group of people, in order to understand the best way to advertise to them 消费心理学（为了了解做广告的最佳方式而分析顾客群体的价值观、意见和对生活的态度）
▸ **ˌpsychoˈgraphic** *adjective* [only before noun]

**psychological** /ˌsaɪkəˈlɒdʒɪkl; *AmE* -ˈlɑːdʒ-/ *adjective* [usually before noun]
connected with a person's mind and the way in which it works 心灵的；心理的；精神上的：*Supermarkets use a range of psychological tricks to make customers buy more.* 为了使顾客增加购物量，超级市场使用了许多心理技巧。 ◇ *$19.99 is an example of psychological pricing—people will be more willing to pay that than $20.* * 19.99元是心理定价的一个例子。与20元相比，人们更愿意支付19.99元。

**ˌpsychological ˈtest** *noun* [C]
a type of test used to see if sb has the right skills, interests and personality for a particular job 心理测试（测试某人是否具备某项工作的技能、兴趣和个性的测试类型）▸ **ˌpsychological ˈtesting** *noun* [U]

**psychometrics** /ˌsaɪkəˈmetrɪks/ *noun* [U]
techniques used for measuring mental abilities and processes 心理测量；心理测验（学）
▸ **ˌpsychoˈmetric** *adjective* [only before noun]

**ˌpsychometric ˈtest** *noun* [C]
(*HR*) any test that measures sb's mental abilities, personality, attitudes, etc., often used when choosing sb for a job 心理测试（测验某人心理能力、个性、态度的测试，常在招聘时使用）：*Psychometric tests can help you decide what type of career you are suited to.* 心理测试能有助于你弄清楚自己适合的职业类型。 ▸ **ˌpsychometric ˈtesting** *noun* [U]: *The HR department uses psychometric testing as part of its selection process.* 人力资源部门将心理测试作为其选拔的一个环节。

**PT** /ˌpiː ˈtiː/ = PART-TIME

**P-to-P** = P2P

**Pty** /ˌpiː tiː ˈwaɪ/ *abbr*
used in the names of some companies in Australia and South Africa 私人有限公司（proprietary 的缩写，用于澳大利亚和南非某些公司的名称中）
See note at LTD

**★public** /ˈpʌblɪk/ *adjective, noun*
• ***adjective***
**1** [only before noun] connected with ordinary people in society in general 平民的；公众的；大众的；百姓的：*Levels of waste from the factory may be a danger to public health.* 工厂废弃物可能危及公众的健康。 ◇ *Smoking in public places is already banned in some cities.* 有些城市已禁止在公共场所吸烟。
**2** [only before noun] provided, especially by the government, for the use of people in general 公共的；公立的：*a public education system* 公共教育体系 ◇ *public transport* 公共交通 ◇ *a public car park/telephone* 公共停车场；公用电话 OPP PRIVATE → STATE
**3** [only before noun] connected with the government and the services it provides 政府的；有关政府所提供服务的：*The rail industry is no longer in public ownership.* 铁路行业已不再归国有了。 ◇ *The government will put more public funds into the banking system.* 政府将向银行系统注入更多的政府资金。 SYN STATE OPP PRIVATE
**4** (*Commerce*; *Finance*) sold or offered to people in general to buy 公开买卖：*investments and public offerings* 投资和公开发行股票 OPP PRIVATE
**5** known to people in general 公开的；人人皆知的：*Details of the report have not yet been* ***made public.*** 报告的细节尚未公开。 ◇ *This latest scandal has not done the company's public image any good.* 这一最新的丑闻对公司的公众形象没有任何好处。
**6** intended to be seen or heard by people in general 公开的：*a public apology/enquiry*

公开的道歉 / 询问 ◇ *A public meeting will be held tomorrow evening.* 公开会议将于明晚举行。
OPP PRIVATE
**7** where there are a lot of people who can see and hear you 公共场合的；大庭广众之下的：*Can we talk somewhere a little less public?* 我们找个私密些的地方谈话好吗？ OPP PRIVATE
▸ **publicly** /'pʌblɪkli/ *adverb*: *a publicly owned company* 公开招股公司 ◇ *This information is not publicly available.* 这个消息未对外公开。
IDM **go 'public** (*Stock Exchange*) (about a company) to start selling shares on the stock exchange（公司）上市，公开出售股份 → idiom at COMPANY
• ***noun*** [sing. with sing./pl. verb]
SEE ALSO: **general public**
**1 the public** ordinary people in society in general 平民；百姓；民众：*The survey sample comprised 300 members of the public.* 调查样本由300名平民组成。◇ *The public has/have a right to know what is in the report.* 民众有权了解报告的内容。
**2** a group of people who share a particular interest or who are involved in the same activity 志趣相投（或从事同一类活动）的群体：*the music listening public* 音乐爱好者群体

**,public ac'count** *noun* [C]
a bank account in which a national or local government holds money 公共账户（国家或地方政府保管钱的银行账户）

**,public ad'dress (,system)** *noun* [C] (*abbr* **PA**)
an electronic system that is used to make music, voices, etc. louder so that they can be heard by everyone in a particular place or building 有线广播扩音系统；扩音系统

**publication** /,pʌblɪ'keɪʃn/ *noun*
**1** [U,C] the act of printing a book, a magazine, etc. and making it available to the public; a book, a magazine, etc. that has been published（书刊等的）出版，发行；出版物：*The publication date of the catalogue is April 1st.* 目录的出版日期是4月1日。◇ *specialist publications for engineers* 面向工程师的专业出版物
**2** [U] the act of printing sth in a newspaper, report, etc. so that the public knows about it 发表；刊登；公布：*the publication of the company's annual results* 公司年度业绩的公布

**,public 'carrier** = COMMON CARRIER

**,public 'company** (*also* **,publicly-owned 'company**) *noun* [C] (*BrE*)
a company whose shares can be bought and sold on the stock market, etc. 公开发行股份的公司；股票上市公司；公开公司 → PRIVATE COMPANY, PUBLICLY-HELD

**,public corpo'ration** *noun* [C]
**1** (*AmE*) a company whose shares can be bought and sold on the stock market, etc. 公开发行股票的公司；上市公司：*A private company will require approval of the majority of its shareholders for a merger with a public corporation.* 私营公司与上市公司合并需要得到大多数股东的批准。
**2** a company that is owned and managed by the government 公营公司，国有公司（由政府拥有并管理的公司）

**,public 'debt** *noun* [U,C]
(*Economics*) the total amount of money owed by a national or local government 公债；公共债务；政府债务：*The country has high private assets but higher public debts.* 这个国家的私人资产很高，但是公共债务更高。

**,public de'posits** *noun* [pl.]
(*Economics*) money held by national and local governments in bank accounts 政府存款：*Atlanta's five largest banks receive more than a billion dollars in public deposits from local, state and federal governments.* 亚特兰大最大的五家银行收到来自地方、州和联邦政府10多亿元的政府存款。

**the ,public do'main** *noun* [sing.]
if sth is in the **public domain**, it is available for everyone to look at, to know, etc. 无专利权状态；不受版权限制：*They have made the results of their research available in the public domain.* 他们把自己的研究成果公布于众，放弃了版权保护。◇ *public domain software* 不受专利权限制的软件

**,public em'ployee** *noun* [C]
a person who works for the government 公职人员

**,public 'enterprise** *noun*
**1** [U] the development of businesses by the government of a country rather than by the people 国营企业，公营企业（由一国政府而非民众来发展企业）：*the role of public enterprise in the economy* 国营企业在经济中的作用
**2** [C] a business that is owned by the government rather than by individuals or other companies 国营企业，公营企业（由政府而非由个人或公司拥有的企业）→ PRIVATE ENTERPRISE

**,public 'holiday** *noun* [C]
a day on which most of the shops/stores, businesses and schools in a country are closed, often to celebrate a particular event 公共假日 → BANK HOLIDAY, LEGAL HOLIDAY

**,public 'issue** *noun* [C,U]
(*Stock Exchange*) an occasion when a company makes shares available for the public to buy for the first time（股票等的）公开发行：*The shares were offered through public issue.* 股票通过公开发行的方式销售。 SYN IPO

**publicist** /'pʌblɪsɪst/ *noun* [C]
(*Marketing*) a person whose job is to make sth, such as a new product, a book or an event, known to the public 推介人员；广告人员；宣传员：*They have hired a publicist to promote the brand in Europe.* 他们聘请了一位推介人员在欧洲推销这个品牌。

**publicity** /pʌb'lɪsəti/ *noun* [U]
**1** the attention that is given to sth/sb by newspapers, television, etc.（媒体的）关注，宣传，报道：*The sackings have attracted a lot of negative publicity to the company.* 这次解雇招致了许多对公司的负面报道。◇ *The release of the report was timed to generate maximum publicity.* 这份报告选择的发布时间能够引起最大关注。
● ***adverse/bad/good/negative/unfavourable publicity*** 反面的 / 有害的 / 有利的 / 负面的 / 不利的报道 • ***to attract/avoid/generate/get/receive/seek publicity*** 吸引 / 避免 / 招致 / 引起 / 受到 / 寻求关注

**2** (*Marketing*) the business of attracting the attention of the public to sth/sb; the things that are done to attract attention 宣传业；广告宣传工作：*She works in publicity.* 她从事宣传工作。◇ *There has been a lot of advance publicity for the launch of this game.* 这款游戏为推出作了大量宣传。◇ *publicity material* 宣传材料 See note at MARKETING

● *a publicity* ***agent/budget/campaign/department/manager*** 宣传代理人 / 预算 / 运动 / 部门 / 经理 • *publicity* ***material/photos*** 宣传材料 / 照片 • ***to give*** *sth publicity* 宣传某事

**pub'licity stunt** *noun* [C] (*Marketing*) something that is done to attract people's attention 宣传噱头：*Fifty employees dressed as tomatoes in a publicity stunt to advertise the new sauce.* 五十名员工扮作西红柿作为宣传噱头来推广新的调味汁。

**publicize , -ise** /'pʌblɪsaɪz/ *verb* [+ obj] to make sth known to the public; to advertise sth 宣传；推广；传播：*We use a range of promotional products to publicize the brand.* 我们通过一系列的促销产品来宣传这个品牌。◇ ***a highly/much/widely*** *publicized event* 一项受到高度 / 大力 / 广泛宣传的活动

**,public 'law** *noun* [U] (*Law*) the part of law that deals with the relationship between the government of a country and its people 公法（处理一国政府与其人民之间关系的法律）

**,public lia'bility** *noun* [U] (*Insurance*) when a company is responsible if a member of the public or their property is harmed by one of its products, while in one of its shops/stores, etc. 公众责任（公司承担因其产品造成公众财产损失或人身伤害的责任）：*public liability insurance* 公众责任保险 ◇ *a public liability policy* 公众责任保险单

**'public 'limited 'company** *noun* [C] (*abbr* **plc**) in the UK and some other countries, a LIMITED COMPANY whose shares are offered to the public and are bought and sold on a stock exchange 公共股份有限公司（英国等国家股票公开上市交易的有限公司）：*The firm was floated as a public limited company.* 这家公司是作为公共股份有限公司上市的。See note at LTD

**,publicly-'held** *adjective* [usually before noun] (*Law*) used to describe a company whose shares can be bought and sold by the public（股票）公众持有的

**,publicly-owned 'company** = PUBLIC COMPANY

**,publicly 'traded** *adjective*
**1** if a company is **publicly traded**, its shares are sold to the public（公司）公开上市的：*Most small businesses are privately owned and not publicly traded.* 大部分小企业属私有，不是上市公司。
**2** if shares are **publicly traded**, they are sold to the public（股票）公开交易的：*Smaller companies that do not issue publicly traded shares are a vital part of the economy.* 不能发行公开交易股票的较小的公司是经济的重要组成部分。

**,public 'offering** *noun* [C,U] (*Stock Exchange*) a number of shares, bonds, etc. that are offered for sale to the public for the first time（股票、债券等）公开上市，公开买卖：*The board of directors decided to conduct a public offering of newly issued shares.* 董事会决定对新发行的股票进行公开上市。◇ *a public offering of 3 million shares* * 300万股股票的公开上市 ◇ *The company was privatized by public offering.* 这家公司通过公开上市被私有化了。

**,public-'private** *adjective* [only before noun] used to describe a project or an arrangement in which a government organization and a private company both invest 公私合营的：*a public-private deal to build new hospitals* 建设新医院的公私合营协议

**'public-'private 'partnership** (*also* **'private-'public 'partnership**) *noun* [C] (*abbr* **PPP, P3**) an arrangement in which a government organization and a private company invest in a project and work together 公私合营

**★,public re'lations** *noun*
**1** [U] (*abbr* **PR**) the business of giving the public information about a particular organization or person in order to create a good impression 公关工作；公关活动：*She works in public relations.* 她从事公关工作。◇ *The company organized a public relations campaign to improve its image.* 这家公司组织了一次公关活动以改善其形象。
● *a public relations* ***consultant/manager/officer/professional/specialist*** 公关顾问 / 经理 / 官员 / 专业人士 / 专家 • *a public relations* ***agency/firm*** 公关代理机构 / 公司 • *a public relations* ***campaign/exercise/operation/plan/strategy*** 公关活动 / 实践 / 运作 / 计划 / 战略
**2** [pl.] the state of the relationship between an organization and the public 公共关系：*Sponsoring the local team is good for public relations.* 赞助当地球队有利于搞好公共关系。◇ *We had to deal with a public relations crisis.* 我们不得不处理公共关系危机。See note at MARKETING
● ***bad/good*** *public relations* 不良的 / 良好的公共关系

**,public 'sale** *noun* [C] (*Commerce*) an AUCTION of goods or property to the public 拍卖；公卖

**the ,public 'sector** *noun* [sing.] (*Economics*) the part of the economy of a country that is owned or controlled by the government 公共部门；公营部门：*careers in the public sector* 在公共部门任职 → PRIVATE SECTOR
● *public sector* ***employees/jobs/managers/organizations*** 公共部门的雇员 / 职位 / 经理 / 组织

**'public 'sector 'borrowing re,quirement** *noun* [sing.] (*abbr* **PSBR**) (*Economics*) the difference between the amount a government spends and the income it receives from taxes in a particular period, which it has to borrow 公共部门借贷需求

**,public 'servant** *noun* [C] a person who works in or for the government 公务员；公仆 → CIVIL SERVANT

**,public 'service** *noun*
**1** [C] a service such as transport or health care that a government or an official organization provides for people in general in a particular society 公共服务：*to improve public services in the area* 改善这个地区的公共服务
**2** [U] the government and government departments 政府；政府部门：*to work in public service* 在政府机关工作 ◇ *public service workers* 公务人员
**3** [C,U] something that is done to help people rather than to make a profit 公益事业（或服务）：*to perform a public service* 从事一项公益服务

**,public 'service ,vehicle** *noun* [C] (*abbr* **PSV**) a bus or large taxi that is used to carry members of the public, usually for money 公共服务车辆

**,public 'spending** *noun* [U] the amount of money that is spent by a government or a government organization 公共开支：*to increase/reduce public spending* 增加／减少公共开支

**,public 'transport** (*BrE*) (*AmE* **,public transpor 'tation**) *noun* [U] a system for carrying passengers from one place to another by road or rail 公共交通：*to travel on/by public transport* 乘公共交通工具旅行 ◇ *Most of us use public transport to get to work.* 我们中的大部分人乘公交车上班。

**,public 'warehouse** *noun* [C] a building where companies can pay to store goods and materials, usually for a short period of time 公共仓库（提供货物和材料存储服务，通常是短期的，并收取费用的仓库）▶ **,public 'warehousing** *noun* [U]

**,public 'works** *noun* [pl.] building work, such as that of hospitals, schools and roads, that is paid for by the government 公共工程（或建设）：*an ambitious programme of public works* 目标远大的公共工程计划 ◇ *the city's public works director* 这个城市的公共工程局长

**★publish** /'pʌblɪʃ/ *verb* [+ obj]
**1** to produce a book, magazine, CD-ROM, etc. and sell it to the public 出版；发行：*Our catalogue is published in six languages.* 我们的目录用六种语言出版。
**2** to print a letter, an article, etc. in a newspaper or magazine（在报刊上）发表，刊登：*Volkswagen published a full-page ad in today's China Daily.* 大众汽车公司在今天的《中国日报》上刊登了整版广告。
**3** to make sth available to the public on the Internet（在互联网上）发表，公布：*My business picked up after I published my own website.* 我的个人网站开通之后，我的生意兴旺起来了。
**4** to make official information known to the public 公布；发布：*The report will be published on the Internet.* 报告将在互联网上公布。
▶ **'publishing** *noun* [U]：*He works in publishing.* 他在出版业工作。◇ *electronic publishing* 电子出版 → DESKTOP PUBLISHING

**publisher** /'pʌblɪʃə(r)/ *noun* [C] a person or company that prepares and prints books, magazines, newspapers or electronic products and makes them available to the public 出版人（或机构）；发行人（或机构）：*Several publishers are competing in the same market.* 几家出版公司正在同一市场上竞争。◇ *a leading publisher of college textbooks* 大学教材的主要出版商

**puff** /pʌf/ *noun* [C,U] (*AmE also* **'puff piece** [C]) (*Marketing*) a short piece of writing that exaggerates the quality of a book, product, etc. and is used to advertise it 吹捧性述评：*His friend wrote a puff for the back cover of his book.* 他的朋友为他那本书的封底写了几句吹捧性书评。

**pull** /pʊl/ *verb, noun*
• ***verb*** [+ obj]
**1** to cancel an event; to stop showing an advertisement, etc. 取消，撤销（活动、广告等）：*The company decided to pull the ad following complaints.* 这家公司接到投诉之后决定取消广告播出。
**2** to attract the interest or support of sb/sth 吸引；博取：*The show pulled 6.3 million viewers.* 这个演出吸引了630万名观众。◇ *The special offers were pulling in shoppers.* 特别优惠吸引了购物者。
IDM **pull the 'plug on sth/sb** (*informal*) to put an end to sb's project, a plan, etc. 阻止；制止；终止：*The company decided to pull the plug on its online store.* 这家公司决定终止其网络商店的运营。 **pull sth/a ,rabbit out of the 'hat** (*informal*) to suddenly produce sth as a solution to a problem 突然提出解决方法 **pull 'strings (for sb)** (*AmE* **pull 'wires**) (*informal*) to use your influence in order to get an advantage for sb 凭影响（为某人）谋利益；（为某人）活动，走后门：*They say his father pulled strings for him.* 他们说他父亲为他走后门。 **pull the 'strings** to control events or the actions of other people 幕后操纵；暗中控制：*Although the founder of the company has retired, he is still pulling the strings.* 尽管这家公司的创始人已退休，但他仍在幕后操纵。 **pull your 'weight** to work as hard as everyone else in a job, an activity, etc. 尽职责；尽本分：*Some members of the team have not been pulling their weight.* 有些队员一直没有尽力。 **pull 'wires** (*AmE*) (*informal*) = PULL STRINGS (FOR SB)
PHR V **,pull a'head (of sb/sth)** to start to progress faster than sb/sth 抢先；领先：*In terms of market share, Japanese firms are pulling ahead.* 就市场份额而言，日本企业领先。 **,pull 'back (from sth)** to decide not to do sth that you were intending to do, because of possible problems 退出；退却 **,pull sth 'in/'down** to earn the large amount of money mentioned 赚（大钱）：*EMC's core software business pulled in $351 million last year.* 美国易安信公司的核心软件业务去年赚了3.51亿美元。 **,pull sth 'off** (*informal*) to succeed in doing sth difficult 做成，完成（困难的事情）：*We managed to pull off the deal.* 我们做成了这笔交易。 **,pull 'out (of sth)** to move away from sth or stop being involved in it 脱离；退出：*The project became so expensive that we had to pull out.* 这个项目变得耗资巨大，我们不得不退出。
SYN WITHDRAW **,pull to'gether** to act, work, etc. together with other people in an organized way 齐心协力；通力合作：*If we pull together, we can meet this deadline.* 如果齐心协力，我们能赶上最后期限。

• *noun*

**1** [C, usually sing.] the fact of sth attracting you or having a strong effect on you 吸引力；诱惑；影响：*The show is not the pull it once was.* 这个节目已经没有过去的魅力了。

**2** [U] power and influence over other people（对他人的）影响力，影响：*people who have a lot of pull with the media* 能左右媒体的人物

**pullback** /'pʊlbæk/ *noun* [C,U]
a situation where the price of sth suddenly changes after rising or falling steadily for a period of time（价格）回落：*Despite a recent pullback, oil shares are still performing well.* 尽管目前价格回落，石油股仍然表现良好。

**'pull date** = SELL-BY DATE

**'pull-down** = DROP-DOWN

**'pull ,strategy** *noun* [C]
(*Marketing*) a method of marketing that depends on spending a large amount of money on advertising, etc. in order to persuade consumers that they want to buy the product 拉动战略（为了劝说顾客购买产品而花巨资在广告等上面的营销方法）：*A good example of pull strategy is the television advertising of children's toys.* 拉动战略的典型范例是儿童玩具的电视广告。→ PUSH STRATEGY

**'pull ,system** *noun* [C]
(*Production*) a system of production in which only the quantity of items needed are made, based on a signal of what has just been used or sold. This cuts costs by reducing the need for goods and materials to be stored, and reduces the time in which orders can be delivered 拉动系统（接到商品用尽或售罄的信号才按需求量生产的系统。这个系统通过降低对商品和原材料的存储需求从而削减了成本，并且缩短了交货时间）：*We are cutting stock as we move towards a pull system defined by customer orders.* 当我们转向使用由顾客订单决定的拉动系统时，库存量降低了。→ KANBAN, PUSH SYSTEM

**pulsing** /'pʌlsɪŋ/ *noun* [U]
(*Marketing*) a pattern of advertising a product in which periods when there is little or no advertising and periods when there is a lot of advertising follow each other in a regular way 脉动式（即时多时少，有规律地投放广告）→ FLIGHTING

**pump** /pʌmp/ *verb*

**1** [+ obj] to make water, air, gas, etc. flow in a particular direction by using a pump or sth that works like a pump 用泵（或泵样的东西等）输送：*The engine is used for pumping water out of the mine.* 这台发动机是用来从矿井中排水的。

**2** [no obj] (about a liquid) to flow in a particular direction as if it is being forced by a pump（液体）涌出，喷出

PHR V **,pump sth 'into sth; ,pump sth 'in** to put a lot of money into sth 向…大量投资；注入大量资金：*The company has pumped millions into the advertising campaign.* 这家公司把数百万的资金投入到广告活动中。**,pump sth 'out** to produce sth in large amounts 大量生产（或制造）：*The company pumps out hundreds of products every year.* 这家公司每年生产几百种产品。**,pump sth 'up** to increase the amount, value or volume of sth 增加…的量（或价值、体积等）；提高：*The government is expected to pump up interest rates to slow down the economy.* 预计政府要提高利率以减缓经济增长。

**'pump price** *noun* [C, usually sing.]
the price at which petrol/gas is sold to the public 油品零售价格：*Tax accounts for about 6% of the pump price of a litre of petrol.* 税收大约占每公升汽油零售价的6%。

**'pump-,priming** *noun* [U]
(*Economics*) a situation where the government invests money that it has borrowed in order to encourage economic activity 政府注资刺激经济，刺激经济的政府投资（政府用借来的钱进行投资以刺激经济活动）：*The government has launched a major road-building scheme as part of its pump-priming exercise.* 作为注资刺激经济的措施之一，政府推出了主要道路建设计划。▶ **'pump-prime** *verb* [+ obj or no obj] **'pump-,primer** *noun* [C]

**punch** /pʌntʃ/ *verb* [+ obj]
to make a hole in sth with a special tool or some other sharp object 给…打孔；（用打孔器等）打孔：*to punch a time card* 在记时卡上打孔 ◇ *The machine punches a row of holes in the metal sheet.* 机器在金属板上冲出一排孔。

PHR V **,punch 'in** (*AmE*) = CLOCK IN/ON at CLOCK **,punch 'out** (*AmE*) = CLOCK OUT/OFF at CLOCK

**punctual** /'pʌŋktʃuəl/ *adjective*
happening or doing sth at the arranged or correct time; not late 按时的；准时的；守时的：*She has been reliable and punctual.* 她一向可靠守时。◇ *I want to make a punctual start at 9 o'clock.* 我想要9点整准时开始。SYN PROMPT ▶ **punctuality** /,pʌŋktʃu'ælətɪ/ *noun* [U]：*She insists on punctuality.* 她强调要守时。**punctually** /'pʌŋktʃuəlɪ/ *adverb*：*They always pay punctually.* 他们总是准时付款。

**pundit** /'pʌndɪt/ *noun* [C] (*informal*)
a person who knows a lot about a particular subject and who often talks about it in public; an expert 行家；权威；专家：*Few market pundits are prepared to predict the next move in share prices.* 愿意去预测下一步股票价格走势的市场专家寥寥无几。

**punitive** /'pju:nɪtɪv/ *adjective*

**1** intended as punishment 惩罚性的；处罚的：*During the dispute, the EU imposed punitive tariffs on US imports.* 在纠纷发生期间，欧盟对美国进口商品实施惩罚性关税。→ RETALIATORY

**2** very severe and that people find very difficult to pay（租税等）苛刻的：*punitive taxes* 惩罚性征税

**,punitive 'damages** (*also* **e,xemplary 'damages**) *noun* [pl.]
(*Law*) an amount of money that a court orders a person, company, etc. to pay as a punishment, rather than to pay for the harm or damage they have caused 惩罚性的损害赔偿 → COMPENSATORY DAMAGES

**punter** /'pʌntə(r)/ *noun* [C] (*informal*)
a person who buys or uses a particular product or service; a customer 客户；主顾；顾客：*That*

*restaurant's hoping its new menu will bring the punters in.* 这家餐馆希望新菜单能招徕顾客。

**★purchase** /'pɜːtʃəs; *AmE* 'pɜːr-/ *noun, verb*

• ***noun***

SEE ALSO: **compulsory purchase, contract of ~, hire ~, offer to ~, point of ~**

**1** [U,C] the act or process of buying sth 购买；采购：*How many visitors to the store actually made a purchase?* 到商店里来的游客实际采购了东西的有多少人？◇ *The company has just announced its €50 million purchase of the hotel.* 这家公司刚刚宣布以5000万欧元买下这家酒店。◇ *Keep your receipt as proof of purchase.* 将作为购货凭证的收据保存好。◇ *I did not notice the defects at the time of purchase.* 购买时我没注意到这些缺陷。◇ *We saved money by making a bulk purchase of 50 PCs.* 我们通过批量采购50台个人电脑而节省了资金。◇ *an employee share purchase plan* 雇员股票购买计划

➊ *a cash/credit/online purchase* 现金／信用卡／网上购买 • *big/big-ticket/major/significant/small purchases* 大量／高价／重点／重要的／小量购买 • *equipment/house/share/stock purchase* 设备／房屋／股份／股票购买

**2** [C] something that you have bought 购买的东西；购买项目：*There are several possible ways to pay for your purchases.* 购物的付款方式有几种。◇ *If you are not satisfied with your purchase we will give you a full refund.* 若对所购之物不满意，我们将全额退款。

• ***verb*** [+ obj] (*formal*)
to buy sth 买；购买；采购：*The equipment can be purchased from your local supplier.* 这种设备可向你们当地的供应商购买。◇ *The group purchased the company for €6 million.* 这个集团以600万欧元购买了这家公司。

**'purchase a,greement** (*also* **'sales a,greement, a,greement of 'sale**) = CONTRACT OF PURCHASE

**'purchase ,invoice** *noun* [C]
a list of goods that have been bought, that a business receives from a supplier 购货发票
SYN BILL → SALES INVOICE

**'purchase ,ledger** (*also* **'bought ,ledger,** *less frequent*) *noun* [C] (both *BrE*)
(*Accounting*) in a company's financial records, the group of accounts in which amounts owed to suppliers are recorded 购货分类账：*When you pay a supplier's bill, the payment is noted in the purchase ledger.* 付账给供货商时，款项记录在购货分类账中。 SYN CREDITORS' LEDGER → ACCOUNTS PAYABLE, SALES LEDGER

**'purchase ,order** *noun* [C]
(*Commerce*) a formal document requesting the supply of goods or services, giving details of the goods, price, conditions of delivery and payment, etc. 订货单：*Customers fax us their purchase orders and we send them the goods and an invoice.* 顾客传真给我们订货单，我们给他们发货并随付发票。

**'purchase price** *noun* [C]
(*Commerce*) the amount of money that sb actually pays for sth 买价：*The purchase price was higher than early estimates of the value of the business.* 收购价高于对这家企业的先期预估值。
SYN BUYING PRICE → RRP

**★purchaser** /'pɜːtʃəsə(r); *AmE* 'pɜːrtʃ-/ *noun* [C] (*formal*)
a person who buys sth 购买者；采购员；买主：*The agent's job is to find a purchaser for your property.* 经纪人的工作就是要找到愿意购买你房子的买主。◇ *They have been in negotiations with potential purchasers of the company.* 他们与这家公司的潜在购买者进行了磋商。 SYN BUYER

**'purchase requi,sition** *noun* [C,U]
(*Commerce*) a formal document from one department in a company to the department that buys materials, equipment, etc., giving details of the goods and services they require 采购申请书；请购单：*The manager will check all purchase requisition forms and ensure they are countersigned.* 经理将检查所有的请购单表格并确保它们经过了会签。

**purchasing** /'pɜːtʃəsɪŋ; *AmE* 'pɜːrtʃ-/ *noun* [U]
the activity of buying things that a company needs, such as materials, parts, equipment, services, etc.; the department that deals with this 购买；采购：*She has taken over responsibility for purchasing worldwide.* 她接管了全球采购业务。◇ *All orders are sent to the purchasing manager for authorization.* 所有订单都要发给采购经理批准。
SYN PROCUREMENT → PURCHASE, MATERIALS BUYER

**'purchasing ,officer** (*also* **pro'curement ,officer**) *noun* [C]
a person whose job is to choose suppliers and agree contracts with them to provide the equipment, materials or services that are used by a company 采购主管；采购主任 SYN MATERIALS BUYER

**'purchasing ,power** (*also* **'spending ,power**) *noun* [U]
**1** the amount of money that a person or business has available to spend on goods and services（个人或企业的）购买力：*Access to cheap imports raises the purchasing power of consumers in Japan and other countries.* 廉价进口商品的供应提高了日本和其他国家消费者的购买力。
**2** (*Economics*) the amount of goods and services that a currency can buy at a particular time（货币在某时期的）购买力：*The purchasing power of the dollar has dropped 10% since June.* 自六月以来，美元的购买力已下降10%。 SYN BUYING POWER

**'purchasing power ,parity** *noun* [U,C]
(*abbr* **PPP**)
(*Economics*)
**1** [U] the theory that the rate of exchange between two currencies adjusts so that eventually the cost of a range of goods and services will be the same in both countries 购买力平价（认为两种货币汇率调整的结果是最终两国的各种产品和服务的成本趋于一致）：*According to the theory of purchasing power parity, market forces will equalize prices between countries.* 根据购买力平价理论，市场将使两国间的价格趋于一致。
**2** [U,C] a rate of exchange that is calculated for two currencies so that the amount paid for a range of goods and services in both countries is the same 购买力平价（使两国支付各种产品和服务的金额相等的汇率）：*Purchasing power parity is useful for comparing living standards between*

*countries.* 购买力平价可用于比较两国间的生活水平。

**'pure play** *noun* [C]
a company that is involved in only one type of business 单一业务公司: *Some companies remained newspaper pure plays, while others went ahead and bought TV stations.* 某些公司仍然从事单一的报纸业务，而另外一些公司则寻求发展，购买了电视台。 ◇ *They are the largest pure-play provider of financial services in Europe.* 他们是欧洲最大的专门提供金融服务的机构。

**'pure ,profit** = ECONOMIC PROFIT

**purse** /pɜːs; *AmE* pɜːrs/ *noun* [sing.]
SEE ALSO: **electronic purse**
the amount of money that is available to a person, an organization or a government to spend 资金; 财源; 备用款: *We pride ourselves on producing a car for every purse.* 我们因生产满足不同消费层次的需求的车型而自豪。 → POCKET
IDM **,tighten/,loosen the 'purse strings** to spend less/more money 紧缩/增加开支: *There is increasing pressure on the government to loosen the purse strings.* 要求政府增加开支的压力越来越大。 → idiom at HOLD *verb*

**pursuant** /pə'sjuːənt; *AmE* pər'suː-/ *adjective* (*Law*) **pursuant to sth** according to or following sth, especially a rule or law 根据，按照（尤指规则或法律）: *A complaint was made pursuant to section 13 of the Act of 1987.* 依据1987年法案的第13款提出了申诉。

**pursue** /pə'sjuː; *AmE* pər'suː/ *verb* [+ obj] (*formal*)
**1** to do sth or try to achieve sth over a period of time 追求; 致力于; 贯彻; 执行: *She decided to pursue a career in law.* 她决定从事法律工作。 ◇ *He is leaving the company to pursue other interests.* 他即将离开公司去从事其他自己感兴趣的事。
**2** to continue to discuss or be involved in sth 继续探讨（或从事）: *He told the seller he was no longer interested in pursuing the deal.* 他告诉卖方他对做这笔业务不再感兴趣。

**purveyor** /pə'veɪə(r); *AmE* pər'v-/ *noun* [C] (*formal*)
a person or company that supplies sth to people, especially food, services or information（尤指食品、服务或信息的）提供者，供应商，供应公司: *Brown and Son, purveyors of fine foods* 优质食品供应商，布朗父子公司 ◇ *the leading purveyor of investment banking services* 一流的投资银行服务机构 ▸ **pur'vey** *verb* [+ obj]

**push** /pʊʃ/ *verb, noun*
● ***verb*** [+ obj]
**1** (*used with an adverb or a preposition* 与副词或介词连用) to affect sth so that it reaches a particular level or state 推动，促使（达到某程度或状态）: *The rise in interest rates will push prices up.* 利率的提高将推动价格上涨。 ◇ *Higher oil prices have pushed the economy into recession.* 油价的上涨使经济陷入衰退。
**2** (*informal*) to try hard to persuade people to buy sth 推销: *It's up to the sales team to go out and push the product.* 销售团队有责任出去推销产品。
**3** to try hard to persuade people to accept an idea or argument 力劝…接受: *No one pushed you to take the job, did they?* 没人逼着你接受这份工作，对不对?
**4** to make sb or yourself work hard 鞭策; 督促: *Jack should push himself a little harder.* 杰克应该鞭策自己更努力些。 ◇ *He had a reputation for pushing his teams to the limit.* 他总要将其团队逼到极限，因此颇有些名声。
IDM **be pushed for 'time** (*informal*) to have too little time to do sth 感到时间紧迫 **push the 'envelope** (*especially AmE*)(*informal*) to do more than is usually considered possible 打破极限; 突破极限: *The company has a reputation for pushing the envelope of computer technology.* 这家公司以突破计算机技术的极限而著称。
PHR V **,push a'head/'forward with sth** to continue with a plan in a determined way 毅然推行（计划）: *The government is pushing ahead with the sale of state-owned enterprises.* 政府正坚定地推进国有企业出售。 **,push sth 'back** to make the time or date of a meeting, etc. later than originally planned 推迟; 延迟: *The launch of the campaign has been pushed back until next spring.* 这项活动已推迟到明年春天启动。 SYN POSTPONE **'push for sth; 'push sb for sth** to repeatedly ask for sth or try to make sth happen because you think it is very important 不断要求; 争取; 催促: *The pressure group is pushing for a ban on GM foods.* 压力集团正强烈要求禁止转基因食品。 SYN PRESS **,push sb 'out** to make sb leave an organization 开除: *Richards was pushed out as president after about a year.* 大约一年之后，理查德兹被赶下了总裁的宝座。 **,push sth 'out** to produce sth in large quantities 大量生产: *The factory pushes out up to 20 000 PCs each day.* 这家工厂日产个人电脑达2万台。
● ***noun*** [C]
a determined effort to achieve sth 矢志的追求; 坚定的努力: *We are planning a major marketing push to promote our existing brands.* 我们正在策划一项大型营销推介活动以促进现有品牌的销售。
IDM **give sb/get the 'push** (*BrE*) (*informal*) to dismiss sb; to be dismissed from your job（被）解雇，炒鱿鱼: *They gave him the push after only six weeks.* 他只干了六周就被解雇了。

**'push ,strategy** *noun* [C]
(*Marketing*) a method of marketing that depends on persuading shop/store owners to make a product available and sell it to their customers 推动战略，推式战略（依靠店主将商品推销给顾客的营销方法）: *Push strategies involve directing your communications to wholesalers and retailers.* 推动战略涉及到将信息直接传达给批发商和零售商。 → PULL STRATEGY

**'push ,system** *noun* [C]
(*Production*) a system of production in which more goods are made than are needed in order to have a BUFFER STOCK in case there is a sudden increase in demand 推动系统（为了缓冲库存的需要，生产的产品多于需求以便应对需求激增的生产系统） → KANBAN, PULL SYSTEM

**★put** /pʊt/ *verb, noun*
● ***verb*** (**putting, put, put**)
IDM **put sb 'through it** (*especially BrE*) (*informal*) to force sb to experience sth difficult or unpleasant 折磨; 让…难堪: *They really put me*

*through it* (= asked me difficult questions) *at the interview.* 面试时，他们确实难为我了。 **put sth/itself up for 'sale/'auction** to make sth available to be bought 将某物交付拍卖: *No one wanted to buy the company when it put itself up for sale last year.* 去年这家公司被拍卖时，没人想买。 → idiom at ACTION *noun*, BLOCK *noun*, MARKER, RECORD *noun*

PHR V **,put yourself/sth a'cross/'over (to sb)** to communicate your ideas, feelings, etc. successfully to sb 交流，沟通（思想、感情等）: *She puts her ideas across very well.* 她能将自己的想法表达得很清楚。 **,put sth a'side** (*also* **,put sth 'by,** especially in *BrE*) to save money 攒钱；积蓄: *People are not putting enough money aside for when they retire.* 人们没有存下足够的钱供退休后使用。 **'put sth at sth** to calculate sb/sth to be a particular age, weight, amount, etc. 计算；估计: *The damage to the building is put at over $1 million.* 对这栋楼房的损坏估计超过100万元。 **,put sth a'way** to save money to spend later 积蓄；攒钱 **,put sth 'back 1** to move sth to a later time or date 推迟；延迟: *The meeting has been put back to next week.* 会议推迟到下周了。 See note at POSTPONE **2** to cause sth to be delayed 拖延；延缓: *Poor trading figures put back our plans for expansion.* 贸易额不佳延缓了我们的扩展计划。 **,put sth 'by** = PUT STH ASIDE **,put sth 'down 1** to pay part of the cost of sth 付部分费用；下订金: *House buyers need to put down a deposit of around 5%.* 购房者需要支付大约5%的订金。 **2** to lower or reduce sth 降低；减少: *If demand is poor, you put your prices down, not up.* 如果需求不旺，就要降价而非提价。 **3** to write sth; to make a note of sth 写下；（用笔等）记下: *The meeting's on the 22nd. Put it down in your diary.* 会议日期是22号。将它记在你的记事本里。 **,put yourself/sb/sth 'forward** to suggest yourself/sb as a candidate for a job or position 推荐: *Her name was put forward by the committee.* 委员会推荐她为候选人。 **,put sth 'forward** to suggest sth for discussion 提出；建议；提议: *None of the proposals put forward by the union has been accepted.* 工会提出的建议无一被采纳。 **,put sth 'in 1** to officially make a claim, request, etc 正式提出（要求等）: *The company has put in a claim for damages.* 这家公司已提出赔偿损失的要求。 ◇ *They are reported to have put in an offer of $40 million.* 据报道他们已提出了4000万元的报价。 SYN SUBMIT **2** (*also* **,put sth 'into sth**) to spend a lot of time or work very hard at doing sth 花费；耗费；致力于…: *She often puts in twelve hours' work a day.* 她经常每天工作12个小时。 ◇ *Companies have to put considerable effort into protecting their computer systems.* 公司不得不花大气力来保护其计算机系统。 **3** (*also* **,put sth 'into sth**) to use or give money 投入，投放（资金）: *They put $80 000 of their own money into the business.* 他们将自己的8万元资金投入到这项业务中。 **,put 'in for sth** (*especially BrE*) to officially ask for sth 申请: *Perhaps I should put in for a rise.* 或许我应该提出加薪的要求。 **,put sth 'into sth** = PUT STH IN(2,3) **,put sb 'off** to cancel a meeting or an arrangement that you have made with sb 取消，撤销（与某人的会晤或安排）: *It's too late to put them off now.* 现在取消与他们的安排已来不及了。 See note at POSTPONE **,put sth 'off** to change sth to a later time or date 推迟；延迟: *The announcement was put off until the end of the week.* 这项公告被推迟到本周末。 **,put sth 'on sth** to add an amount of money or a tax to the cost of sth 在（价格等）上加某金额（或税额）: *The tax would put an extra €70 on the price of a single ticket.* 每一张单程票要加征70欧元的税款。 **,put sth 'out 1** to produce sth, especially for sale 生产；制造: *The plant puts out 500 new cars a week.* 该厂每周生产500辆新车。 See note at PRODUCE **2** to give a job or task to a worker who is not your employee or to a company that is not part of your own group or organization 把（工作）外包: *A lot of the work is put out to freelancers.* 许多工作都请自由职业者做了。 **,put yourself/sb/sth 'over (to sb)** = PUT YOURSELF/STH ACROSS (TO SB) **,put sth 'through** to continue with and complete a plan or activity 完成；达成；使成功: *We managed to put the deal through.* 我们设法做成了这笔交易。 **,put sb 'through (to sb/sth)** to connect sb by telephone 给…接通（电话）: *Could you put me through to the accounts department, please?* 请帮我把电话接到财务部好吗？ **'put sth to sb** to offer a suggestion to sb so that they can accept or reject it 给…提出（建议）: *Your proposal will be put to the board of directors.* 你的建议将提交董事会。 **,put sth to 'gether** to create or prepare sth 撰写；整理；准备: *They put the report together in just two weeks.* 他们只用了两个星期就将报告写好了。 ◇ *It takes a team of people to put together a campaign.* 策划一项活动需要一队人马。 **'put sth towards sth** to give money to pay part of the cost of sth 为…凑钱: *Twenty per cent of the tax is put towards local environmental schemes.* 百分之二十的税收用于资助当地的环境计划。 **,put sth 'up 1** to raise or increase sth 提高；增加: *When they put up the rent, we had to find new premises.* 当他们提高租金时，我们不得不找新的经营场所。 **2** to provide or lend money 提供，借出（资金）: *The six investors each put up $105 000 to start the business.* 六位投资者每人拿出10.5万元用于创业。 ◇ *A syndicate of banks put the money up.* 一个银行财团联合组织出资。 See note at FINANCE **3** to promise a particular asset to sb who is lending you money if you do not pay back the loan 抵押: *You may have to put up your home as collateral.* 你们可能不得不把住宅当抵押品。 **4** to fix sth in a place where it will be seen 张贴；置…于明显处: *to put up a poster/an ad* 贴出海报 / 广告 SYN DISPLAY

• ***noun*** [C]
(*Finance*) = PUT OPTION

**'put ,option** (*also* **put**) *noun* [C]
(*Finance*) a right to sell sth, such as a number of shares in a company or a quantity of raw materials, at a particular price within a fixed period or on a particular date 卖出期权，看跌期权（在规定的期限内或某一特定日期按特定的价格出售一定量的股票或原材料等的权利）: *Put options are bought by investors who expect market prices to fall.* 看跌期权的购买者是预计行市会下跌的投资者。 ◇ *They announced they would exercise their put option to sell their 11.5% stake in the German company.* 他们宣布将行使看跌期权，出售他们在这家德国公司11.5%的股份。 → CALL OPTION

➕ *to* ***buy/exercise/hold/purchase/use*** *a put option* 购买 / 行使 / 持有 / 购买 / 使用看跌期权

**PV** /ˌpiː ˈviː/ = PRESENT VALUE

**p.w.** *abbr* (*usually used in written English* 通常用于书面英语) **per week** for each week 每周

**pyramid** /ˈpɪrəmɪd/ *noun* [C]
an organization or a system in which there are fewer people at each level as you get near the top 金字塔式的组织（或系统）: *There are not enough women at the top of the corporate pyramid.* 位于公司金字塔顶端的妇女人数不多。▸ **pyramidal** /pɪˈræmɪdl/ *adjective*

**ˈpyramid ˌselling** *noun* [U]
(*Commerce*) a way of selling things by encouraging people to buy the right to sell a company's goods and a particular amount of stock. They then sell the right to sell the goods and a smaller amount of stock to other people, who in turn sell to others and so on. 传销，金字塔式销售，宝塔式销售（一种销售方式，即鼓励人们购买公司产品和一定量股票的经营权。然后这种经营权又被推销给其他人，如此循环下去）: *With a pyramid selling scheme, recruiting people is more important than selling goods.* 在金字塔式销售计划中，招徕人比推销产品更重要。 NOTE This system is illegal in some countries. 这种制度在某些国家是非法的。

# Q q

**QA** /ˌkjuː ˈeɪ/ = QUALITY ASSURANCE

**QC** /ˌkjuː ˈsiː/ = QUALITY CONTROL

**QFD** /ˌkjuː ef ˈdiː/ = QUALITY FUNCTION DEPLOYMENT

**qtr** *abbr*
a short way of writing **quarter** (a period of three months) * quarter 的缩写

**★qualification** /ˌkwɒlɪfɪˈkeɪʃn; *AmE* ˌkwɑːl-/ *noun*

SEE ALSO: **bona fide occupational qualification**

**1** [C, usually pl.] (*BrE*) an exam that you have passed or a course of study that you have successfully completed（通过考试或学习课程取得的）资格；学历：*What qualifications do you have?* 你有什么样的资格条件？◇ *In this job, experience counts for more than **paper** qualifications.* 担任这份工作，经验比文凭更重要。
➊ ***academic/educational/professional/technical/vocational** qualifications* 学术 / 教育 / 专业 / 技术 / 职业资格 • ***to acquire/gain/get/obtain** qualifications* 获得资格 • ***to have/hold** qualifications* 有 / 持有资格（证明）
**2** [C] a skill or type of experience that you need for a particular job or activity（通过技能或经验而取得的）资格；资历：*Previous managerial experience is a necessary qualification for this job.* 以往的管理经验是担任这项工作的必备条件。
**3** [U] the fact of passing an exam, completing a course of training or reaching the standard necessary to do a job 获得资格；合格；达到标准：*Students who do well on work experience may be offered employment following qualification.* 工作经验丰富的学生取得资格后可以获得工作机会。

**★qualified** /ˈkwɒlɪfaɪd; *AmE* ˈkwɑːl-/ *adjective*
**1** having passed the exams or completed the training necessary to do a particular job; having the experience to do a particular job 具备…的学历（或资历）的：*a list of qualified candidates* 合格候选人的名单 ◇ *She's extremely **well** qualified **for** the job.* 她完全符合这项工作的条件。
➊ *a qualified **accountant/electrician/lawyer**, etc.* 合格的会计师 / 电工 / 律师等 • *qualified **candidates/employees/staff/workers*** 合格的应征者 / 雇员 / 职员 / 工人 • ***to be fully/highly/suitably/well** qualified* 完全 / 非常 / 正好 / 十分合格
**2** [not before noun] having the practical knowledge or skills to do sth 具备…的知识（或技能）的；符合资格的：*I don't know much about careers in accounting, so I don't feel qualified to advise you.* 我对会计行业了解不多，所以觉得没资格给你提建议。

**ˌqualified oˈpinion** (*also* **ˌqualified reˈport**, *less frequent*) *noun* [C]
(*Accounting*) used to show that an AUDIT (= an official examination of the financial records of a company) is limited in some way, for example because the information provided was not complete or there is a problem 保留意见（由于所提供的资料不完整或存在问题等原因，审计在某些方面是有限的）NOTE The words **qualified opinion** may be written on the front of the report * qualified opinion 可写在报告的前面：*A qualified opinion may be issued when the scope of the auditor's examination was restricted.* 当审计师的审查范围受到限制时，可能发布保留意见报告。

**★qualify** /ˈkwɒlɪfaɪ; *AmE* ˈkwɑːl-/ *verb* (**qualifies, qualifying, qualified, qualified**)
**1** [no obj] to reach the standard of ability or knowledge needed to do a particular job, for example by completing a course of study or passing exams 取得资格（或学历）；合格：*How long does it take to qualify?* 需要多久才能取得资格？◇ *She qualified **as** an accountant last year.* 她去年获得了会计师的资格。
**2** [+ obj] to give sb the skills and knowledge they need to do sth 使合格；使具备资格：*This training course will qualify you **for** a better job.* 本培训课程将使你能胜任更好的工作。◇ *The test qualifies you **to** drive heavy vehicles.* 通过这一考试就有资格驾驶重型车辆。
**3** [+ obj *or* no obj] to have or give sb the right to do sth（使）有权：*My credit card qualifies me **for** a discount at some stores.* 我的信用卡使我能在某些商店享有折扣。◇ *Qualifying firms can reclaim 100% tax relief on IT purchases.* 符合资格的企业在信息技术采购方面可以享受100%的税收减免。

**ˈqualifying ˌperiod** *noun* [C]
(*HR*) the length of time you must have been doing sth in order to be entitled to a particular benefit 试用期；资格审定期：*The qualifying period for parental leave is one year's continuous employment.* 连续受雇满一年后才有资格休育儿假。

**qualitative** /ˈkwɒlɪtətɪv; *AmE* ˈkwɑːlətetɪv/ *adjective* [usually before noun]
**1** considering sth by examining aspects that cannot easily be measured or expressed as numbers, such as opinions or attitudes 质量的；性质的；定性的：*qualitative analysis/research* 定性分析 / 研究
**2** involving a comparison based on quality 质的：*There is no qualitative difference between well-made local computers and imported models.* 质量好的本地产计算机和进口计算机之间不存在质的差别。
→ QUANTITATIVE

**★quality** /ˈkwɒlətɪ; *AmE* ˈkwɑːl-/ *noun, adjective* • ***noun*** (*plural* **qualities**)

SEE ALSO: **credit quality, fair average quality**

**1** [U,C] the standard of sth when it is compared to other things like it; how good or bad sth is 质量；品质：*There has been a decline in quality.* 质量已下降。◇ *We only sell goods **of** a high quality* 我们只销售优质商品。◇ *When costs are cut, product quality sometimes suffers.* 成本被削减时，产品质量有时会受到影响。◇ *His job is to monitor quality and ensure it is up to our high standards.*

他的工作就是监督质量并保证达到我们的高标准。→ QUALITY CONTROL

● *be of (a)* ***good/high/top*** *quality* 质量好 / 高 / 上乘 • ***low/poor/varying*** *quality* 低 / 劣 / 不同的质量 • *quality* ***declines/improves/suffers*** 质量下降 / 提高 / 受影响

**2** [U] a high standard 优质；上乘；高标准：*We aim to provide quality at reasonable prices.* 我们的目标是质量上乘、价格合理。◇ *The company has a reputation for quality and value.* 这家公司以质量和价值享有盛誉。

**3** [C] a thing that is part of a person's character, especially sth good（尤指好的）人品，品德，素质：*He has leadership qualities.* 他有领导素质。◇ *It's hard to find people with the right qualities for the job.* 难以找到胜任这份工作的人。

**4** [C] a feature or aspect of sth, often one that makes it different from sth else 特征；特色；特质：*The quality that distinguishes our product from the competition is its lightness.* 轻巧是我们的产品有别于竞争者产品的特征。

• ***adjective*** [only before noun] (used especially by people trying to sell goods or services) of a high standard 优质的；高质量的：*We specialize in quality cars.* 我们专营高档汽车。◇ *We deliver a quality product with zero defects.* 我们交付零缺陷的优质产品。

**'quality as,surance** *noun* [U] (*abbr* **QA**) (*Production*) the practice of managing every stage of the process of producing goods or providing services to make sure they are kept at the standard that the customer expects 质量保证：*A national organization is needed to oversee quality assurance in training.* 需要一家全国性的机构负责监督培训中的质量保证。

**'quality ,circle** *noun* [C] (*Production*) a small group of workers who meet regularly to propose solutions to problems related to work 质量圈（定期召开会议解决与工作有关的问题的工作小组）：*Quality circles have played an important role in the success of Japanese manufacturing companies.* 质量圈对日本制造公司的成功发挥了重要的作用。

★**'quality con,trol** *noun* [U] (*abbr* **QC**) (*Production*) a system of keeping high standards in manufactured products by planning carefully, checking and making necessary improvements 质量控制；质量管理：*All our products are subject to strict quality control.* 我们所有的产品都受到严格的质量控制。▶ **'quality con,troller** *noun* [C]

**'Quality 'Function De'ployment** *noun* [U] (*abbr* **QFD**) (*Marketing; Production*) a method of creating products and services that involves basing design, development and delivery on what customers say they need 质量功能展开（设计、开发和交付符合顾客所需的订制产品和服务的方法）：*Quality Function Deployment has helped to transform the way businesses plan new products.* 质量功能开发已帮助改变了企业设计新产品的方法。

**'quality ,management** = TOTAL QUALITY MANAGEMENT

**'Quality of 'Working 'Life** (*especially BrE*) (*AmE usually* **'Quality of 'Work Life**) *phrase* (*abbr* **QWL**) (*HR*) how happy and satisfied employees feel at work; techniques and methods designed to improve this 工作生活质量（员工在工作中的幸福感和满足感）

**quango** /'kwæŋgəʊ; *AmE* -goʊ/ *noun* [C] (*plural* **quangos**) in the UK, an organization dealing with public matters, started and financed by the government, but working independently and with its own legal powers（英国）半独立非政府组织，半自治政府机构 SYN NDPB → CHARITY NOTE The name **quango** is formed from the first letters of the phrase 'quasi-autonomous non-governmental organization'. * quango 由 quasi-autonomous non-governmental organization 的首字母构成。

★**quantify** /'kwɒntɪfaɪ; *AmE* 'kwɑ:n-/ *verb* [+ obj] (**quantifies, quantifying, quantified, quantified**) to describe or express sth as an amount or a number 以数量表述；量化：*The risks associated with this venture are difficult to quantify.* 与这一企业有关的风险难以量化。▶ **'quantifiable** *adjective*：*It is important to develop quantifiable goals that help you assess your progress.* 制定有助于评估进度的可量化目标是很重要的。**quantification** /,kwɒntɪfɪ'keɪʃn; *AmE* ,kwɑ:n-/ *noun* [U]

**quantitative** /'kwɒntɪtətɪv; *AmE* 'kwɑ:ntəteɪt-/ *adjective* **1** considering sth by examining aspects that can be measured or expressed as numbers 定量的；量化的：*quantitative analysis/research* 定量分析 / 研究 ◇ *a quantitative market research questionnaire* 定量市场研究调查问卷 **2** involving a comparison based on quantity 量的；数量的：*a quantitative change/difference* 量变；数量差别 → QUALITATIVE

★**quantity** /'kwɒntəti; *AmE* 'kwɑ:n-/ *noun* (*plural* **quantities**)

SEE ALSO: **bill of quantities, economic order ~, equilibrium ~**

**1** [C,U] an amount or a number of sth 数量；数额；数目：*The factory initially produced a small quantity of lamps and these sold quickly.* 这家工厂一开始生产了少量的灯，这些灯卖得很快。◇ *Vast quantities of oil were found in northern Alaska.* 阿拉斯加北部发现了大量石油。◇ *Materials are cheaper when bought* ***in large quantities.*** 材料大量购买时就比较便宜。◇ *Can the goods be supplied in sufficient quantity?* 货物能不能足量供应？

● ***huge/massive/vast*** *quantities* 巨量 • ***a large/small*** *quantity* 大 / 少量

**2** [U] the measurement of sth by saying how much of it there is 量；数量：*The data is limited in terms of both quality and quantity.* 这份资料在质量和数量方面都很有限。

**3** [C,U] a large amount or number of sth 大量；大批；大宗：*We have a quantity of signed prints for sale.* 我们有大量供出售的签名版画。◇ *It was the first PC to be manufactured* ***in quantity.*** 这是第一台大量生产的个人电脑。

**'quantity sur,veyor** *noun* [C] (*BrE*) a person whose job is to calculate the quantity of materials needed for building sth, how much it will cost and how long it will take（建筑）估算师，

估算员 See note at PROFESSION ▸ **'quantity ,survey** *noun* [C]

**quarantine** /'kwɒrənti:n; *AmE* 'kwɔ:r-; 'kwɑ:r-/ *noun* [U]
a period of time when an animal, a food product, etc. entering a country is kept away from others in order to prevent disease from spreading （为防传染的）隔离期；检疫期：*agricultural quarantine laws* 农业检疫法律 ◇ (*figurative*) *Email messages from non-approved addresses will be placed* ***in quarantine.*** 来自非核准地址的电子邮件信息将被隔离。 ▸ **'quarantine** *verb* [+ obj]

**★quarter** /'kwɔ:tə(r); *AmE* 'kwɔ:rt-/ *noun* [C]
(*Accounting*) a period of three months, used especially as a period for which bills are paid or a company's income is calculated 三个月期；季度；季：*Sales increased 20% in the third quarter.* 第三季度的销售额增长了20%。 ◇ *The rent is due at the end of each quarter.* 租金于每季度末缴纳。 IDM **,quarter on 'quarter** (*Accounting*) compared with the last quarter 与上一季度相比：*Sales rose 20% quarter on quarter.* 与上一季度相比，销售额上升了20%。 → YEAR ON YEAR at YEAR

**'quarter day** *noun* [C] (*BrE*)
(*Finance*) the fixed day of each **quarter** (= a period of three months) on which payments must be made, for example at the stock exchange 季度结算日（每季度固定的结算日）

**quarterly** /'kwɔ:təli; *AmE* 'kwɔ:rtərli/ *adjective, adverb, noun*
• ***adjective*** [only before noun]
**1** relating to a period of three months 季度的；按季度的：*quarterly earnings/income/profits* 季度盈余 / 收入 / 利润 ◇ *This is an 80% reduction on the previous quarterly dividend.* 这比上个季度的股利减少了80%。
**2** produced or happening every three months 每季度的：*Managers attend quarterly planning meetings.* 经理们参加季度计划会议。
• ***adverb***
every three months 按季度；一季一季地；每季：*We meet quarterly with our accountants.* 我们与我们的会计师每季度会面。
• ***noun***
**1** [C] a magazine, etc. published four times a year 季刊（一年出版四次）：*The magazine is a quarterly aimed at people working in advertising.* 这份杂志是针对广告从业人员的季刊。
**2** (*Accounting*) **quarterlies** [pl.] in the US, the financial results that large companies publish every three months 季报（在美国，指大公司每三个月公布的财务业绩）

**'quarter point** *noun* [C]
(*Finance*) one of four equal divisions of one per cent * 25个基点（0.25%）：*The bank has increased interest rates by a quarter point to 4 per cent.* 银行升息25个基点至4%。 ◇ *a quarter-point cut in interest rates* 降息25个基点

**quasi-** /'kweɪzaɪ; -saɪ; 'kwɑ:zi/ *combining form* (*used in adjectives and nouns* 用于构成形容词和名词)
**1** partly; almost 半；准：*The car manufacturer had a quasi-monopoly position in the Italian market.* 这家汽车制造商在意大利市场上具有准垄断地位。
**2** that appears to be sth but is not really so 类似：*The company chose a name with quasi-official overtones.* 这家公司选择了一个类似官方色彩的名称。

**quay** /ki:/ *noun* [C]
(*Transport*) a platform in a harbour where boats come in to load, etc. 码头；埠头：*During the dockers' strike, thousands of containers piled up on the quays.* 码头工人罢工期间，码头上堆了成千上万的集装箱。 → DELIVERED EX QUAY

**★query** /'kwɪəri; *AmE* 'kwɪri/ *noun, verb*
• ***noun*** [C] (*plural* **queries**)
a question, especially one asking for information or expressing a doubt about sth 疑问；询问：*Our staff will be happy to answer your queries.* 我们的工作人员很乐意回答你们的问题。 ◇ *If you have a query about your insurance policy, contact our helpline.* 如果对保险单有疑问，请拨打我们的客服热线。
• ***verb*** [+ obj] (**queries, querying, queried, queried**)
to express doubts about sth 怀疑；表示疑虑：*Analysts queried whether the group would reach its financial targets.* 分析家对这个集团是否能达到其财务目标表示怀疑。 ◇ *We queried the bill as it seemed far too high.* 账单上的费用好像太高了，我们对此表示怀疑。 SYN QUESTION

**question** /'kwestʃən/ *noun, verb*
• ***noun***
SEE ALSO: **scaled question**
**1** [C] a sentence, phrase or word that asks for information 问题；疑问：*If something doesn't make sense, it's important to ask questions.* 如果有什么无法理解，提问就很重要。 ◇ *Advisors are available to answer clients' questions.* 有顾问可以回答客户的问题。
➊ *to* ***answer/ask*** *a question* 回答 / 提问
**2** [C] a matter that needs to be discussed or dealt with （待讨论或处理的）事情，课题：*The report raises difficult questions about the company's environmental policies.* 报告提出了关于这家公司环境政策的难题。 ◇ *The government will have to address the question of tax reform.* 政府将不得不处理税制改革的问题。 SYN ISSUE
➊ *to* ***address/deal with/face/tackle*** *a question* 提出 / 处理 / 面对 / 解决问题 • *to* ***bring up/pose/raise*** *a question* 提出问题 • *a* ***difficult/an important/a key*** *question* 困难 / 重要 / 关键问题
**3** [U] doubt about sth 怀疑：*His suitability for the job is* ***open to question.*** 他是否适合担任这项工作值得商榷。
IDM **bring/call/throw sth into 'question** to cause sth to become a matter for doubt and discussion 引起有关…的怀疑（或议论）：*Although he's very creative, his management skills have been called into question.* 尽管他很有创意，但他的管理技能一直令人生疑。 **in 'question**
**1** that is being discussed 讨论中的：*The amount in question is understood to be between $30m and $35m.* 所说的金额应在3000万至3500万元之间。
**2** in doubt; uncertain 有疑问；不确定：*The stability of the economy remains in question.* 经济的稳定性仍然不确定。 **out of the 'question** impossible or not allowed and therefore not worth discussing 不可能；不允许；不值得讨论：

*Another strike is not out of the question.* 再次罢工并非全无可能。 **there is/was no 'question of (sth happening/sb doing sth)** there is/was no possibility of sth（某事）是不可能的：*There is no question of the chief executive resigning.* 总裁辞职是不可能的。

• ***verb*** [+ obj]

**1 question sb (about/on sth)** to ask sb questions about sth, especially officially 正式提问；质询；问：*Investigators have questioned the company's accountants.* 调查人员已经讯问了公司的会计师。 **2** to have or express doubts or suspicions about sth 表示疑问；怀疑：*Analysts questioned whether shareholders would benefit from the deal.* 分析员怀疑股东是否能从这笔交易中获益。

SYN QUERY

**questionable** /'kwestʃənəbl/ *adjective*

**1** that you have doubts about because you think it is not accurate or correct 可疑的；成问题的；未必准确（或正确）的：*The government's assumptions about economic growth are highly questionable.* 政府关于经济增长的假设大有问题。 **2** likely to be dishonest or morally wrong 可能不诚实（或不道德）的；别有用心的：*He has denied all allegations of questionable accounting.* 他否认了所有有关可疑账目的指责。

**questionnaire** /ˌkwestʃə'neə(r); *AmE* -'ner/ *noun* [C]

a written list of questions that are answered by a number of people so that information can be collected from the answers 调查表；问卷：*We had to fill in a questionnaire about our spending habits.* 我们不得不填写一份关于消费习惯的调查表。◇ *The market research company analysed the completed questionnaires.* 市场研究公司分析了填好的问卷。

❶ *to* ***complete/fill in/fill out/reply to/respond to*** *a questionnaire* 填好问卷；填问卷；回答调查表 • *to* ***analyse*** *a questionnaire* 分析问卷

**queue** /kju:/ *noun, verb*

• ***noun*** [C]

SEE ALSO: **dole queue**

**1** (*BrE*) (*AmE* **line**) a line of people, cars, etc. waiting to do sth（人、汽车等的）队，行列：*There were queues at all the check-outs.* 所有的收款台都排起了长队。 **2** (*BrE*) (*AmE* **line**) a large number of people who want to do or have sth 长队；很多人：*There will be a queue of buyers for the company.* 会有很多人希望收购这家公司。 **3** (*IT*) a list of jobs that a computer has to do in a particular order（计算机执行任务的）队列：*Your work is not printed immediately but is sent to the print queue.* 你的工作任务没有立即打印，而是被发往打印队列。 **4** if your call is being held in a **queue**, a number of other calls will be dealt with before your call is answered（电话等待呼叫的）队列：*Thank you for holding—your call is in a queue.* 谢谢你不挂断电话——你的电话在等待队列中。

IDM **at the front/back of the 'queue** among the first or the last people to do sth or have sth 排在最前面／后面：*If a business goes bust, equity investors are at the back of the queue.* 如果企业倒闭，股票投资者将最后得到清偿。

• ***verb*** (**queuing** *or* **queueing**)

**1** [no obj] (*BrE*) **queue (up) (for sth)** to wait in a line to do sth, buy sth, go somewhere, etc.; to be one of a large number of people who want to do sth 排长队等候：*Hundreds of shoppers queued from 2 a.m.* 数百名购物者从凌晨2点起排长队等候。 **2** (*IT*) [+ obj *or* no obj] to arrange jobs in a **queue** 按顺序安排工作

**'quick ˌratio** (*also* **ˌquick-'assets ˌratio**) = ACID-TEST RATIO

**quiet** /'kwaɪət/ *adjective* (**quieter, quietest**)

if business, trading, etc. is **quiet**, there is not much activity（业务、交易等）清淡的，不活跃的：*January and February tend to be quiet months.* 一月和二月常常交易清淡。◇ *In the markets things were quiet.* 市场上交易清淡。

**quit** /kwɪt/ *verb* (**quitting, quit, quit,** *BrE also* **quitting, quitted, quitted**)

**1** (*informal*) [+ obj *or* no obj] to leave your job, especially because you are angry or unhappy about sth 辞职；离任：*What was the main reason you quit your previous job?* 你辞去上一个工作的主要原因是什么？◇ *He will quit as chief executive in May.* 他五月份将辞去总裁的职务。◇ *Her decision to quit was completely unexpected.* 她辞职的决定完全出乎意料。 See note at RESIGN **2** [+ obj] to leave a place or an activity 离开；搬出；退出；放弃：*The company has said it will quit a number of markets.* 这家公司表示将从几个市场中撤出。 **3** (*IT*) [+ obj] to close a computer program 退出（计算机程序）

**quorum** /'kwɔ:rəm/ *noun* [sing.]

the smallest number of people who must be at a meeting before it can begin or decisions can be made（会议的）法定人数 ▸ **quorate** /'kwɔ:rət/ *adjective*

**quota** /'kwəʊtə; *AmE* 'kwoʊtə/ *noun* [C]

**1** (*Economics*) the limited number or amount of people or things that is officially allowed 定额；限额；配额：*to introduce a strict import quota on grain* 对谷物实行严格的进口配额 ◇ *export quotas* 出口配额 ◇ *a quota system for greenhouse gases* 温室气体的限额制度

❶ *to* ***impose/introduce/lift/set*** *quotas* 实行／执行／解除／设定配额 • *to* ***increase/raise/reduce*** *a quota* 增加／提高／减少配额 • *to* ***comply with/exceed*** *quotas* 遵守／超过配额

**2** a fixed amount of sth that sb can receive or must do; a fixed number of people that are expected or needed 定量；定额；指标：*He never takes his full quota of holidays.* 他从来没有休足假期。◇ *Our sales quotas were not met last year.* 去年我们未达到销售指标。

❶ *to* ***impose/introduce*** *quotas* 实行／执行定额 • *to* ***increase/raise/reduce*** *a quota* 增加／提高／减少定额 • *to* ***achieve/fill/make/meet/reach*** *a quota* 达到定额

**quotation** /kwəʊ'teɪʃn; *AmE* kwoʊ-/ *noun* [C]

SEE ALSO: **application for quotation**

**1** (*Commerce*) a statement of how much a

particular piece of work will cost 报价（单）；估价（单）： *Price quotations may take weeks to receive.* 报价单可能几周后才能收到。 See note at QUOTE

➊ ***to give(sb)/prepare/provide (sb with)/submit a quotation*** 给（某人）/准备/提供（给某人）/提交报价 • ***to accept/ask for/get a quotation*** 接受/要求/获得报价单

**2** (*Stock Exchange*) the price of a share on the stock market 股价；牌价

**3** (*Stock Exchange*) when a company's shares are accepted (**listed**) on a stock exchange and can be bought and sold 上市： *The company does not have a full stock market quotation.* 这家公司未能完全在股票市场上市。

**★quote** /kwəʊt; *AmE* kwoʊt/ *verb, noun*

• ***verb*** [+ obj]

**1** (*Commerce*) **quote sb sth** to tell a customer how much you will charge them for a job, service or product 报价；开价；出价： *We were quoted a price of $9 a metre for 50 000 metres of material.* 给我们5万米材料的报价是每米9元。

**2** (*Stock Exchange*) to record the name of a company on a stock exchange so that its shares can be bought and sold 上市；挂牌： *The company is quoted on the New York stock exchange.* 这家公司在纽约股票交易所上市。

**3** (*Finance*) to give the price of a share on a stock exchange or a currency（在证券交易所）报价： *Traders quoted the securities at about 70 cents on the dollar.* 交易商对这些证券的报价为70美分左右。

• ***noun*** [C]

(*Commerce*) a statement of how much money a particular piece of work will cost 报价（单）；估价（单）： *The first quote you get is rarely the most competitive.* 你得到的第一份报价单通常都不是最划算的。

**WHICH WORD? 词语辨析**

**quote/estimate/quotation**

Before asking someone to do a piece of work, for example to repair a vehicle, it is usual to ask them to tell you how much they expect it to cost. They do this by giving you a written **estimate** or a **quotation/quote**. 在请人做事，如修车时，通常会请对方先估算一下所需的费用。对方会提供一份报价单。

A person giving a **quotation/ quote** often agrees to limit their fee to the amount stated in it. 报价者通常会同意将费用控制在报价单所示金额以内。

A person giving an **estimate** usually keeps the right to change their price if circumstances change, for example if the price of parts rises or the work takes longer than expected. 报价人通常保留在情况发生变化时改变价格的权利，例如，如果零部件价格上涨，或者工期比预期更长等。

**quoted** /ˈkwəʊtɪd/ *adjective*

(*Stock Exchange*) **quoted** shares are bought and sold on a stock exchange 上市的： *Trading in the Nasdaq-quoted stock was halted temporarily.* 在纳斯达克上市的股票的交易暂停了。

SYN LISTED OPP UNQUOTED

**,quoted ˈcompany** *noun* [C]

(*Stock Exchange*) a company whose shares are bought and sold on a stock exchange 上市公司；交易所挂牌公司： *He is a director of a major publicly quoted company.* 他是一家大型公开上市公司的董事。

**QWL** /ˌkjuː dʌbljuː ˈel/ = QUALITY OF WORKING LIFE

# Rr

**,race to the 'bottom** *noun* [sing.]
the idea that economic competition will lead to lower standards, worse conditions for workers, and workers in some countries losing their jobs to lower-paid workers in other countries 竞次（竞争会导致工人生活水平降低，工作条件恶化，工作岗位流失到低薪国家）

**rack** /ræk/ *verb*
PHR V **,rack 'up sth** (*especially AmE*) to collect sth such as profits or losses, especially quickly or in large amounts 累积；聚集（某物）：*The business racked up $205 m in sales in its first year.* 公司第一年的销售额累计达2.05亿元。◇*It is not the only store that has racked up huge losses this year.* 今年遭受巨大亏损的不仅仅是这家商店。
NOTE A pronoun comes between the verb and **up**. 代词置于动词和 up 之间。
● *to rack up* ***debt/gains/losses/sales*** 累积债务 / 收益 / 损失 / 销售额

**racket** /'rækɪt/ *noun* [C]
a dishonest or an illegal way of getting money 诈骗；勒索；非法买卖

**racketeer** /,rækə'tɪə(r); *AmE* -'tɪr/ *noun* [C]
a person who makes money through dishonest or illegal activities 诈骗者；非法买卖者；非法经营者
▶ **,racke'teering** *noun* [U]

**'rack rate** *noun* [C] (*especially AmE*)
the standard price of a hotel room（宾馆客房的）门市价，标准价

**★R&D** (*also spelled* **R and D**) /,ɑːr ən 'diː/ *abbr* **research and development** (*used as an uncountable noun* 用作不可数名词)
**1** work that examines new ideas and tries to develop new products and processes 研究与开发：*The company spends $5 billion a year on R&D.* 公司每年花费50亿元搞研发。◇*Our research and development budget has been cut.* 我们的研发预算已被削减。
**2** the department in a company that tries to develop new products and ideas and improve existing ones 研究与开发部门：*the chairman of research and development* 研发部主任 ◇*I work in the R&D division.* 我在研发部门工作。

**radar** /'reɪdɑː(r)/ *noun*
IDM **below/under the 'radar (screen)** if something is **below/under the radar**, people are not aware of it 不为人知的；在视线以外 **on/off the 'radar (screen)** used to say that people are aware or not aware of sth, or are thinking or not thinking about it 受 / 不受人关注；在 / 不在考虑中：*This sale was not even on our radar.* 我们对这次销售压根一无所知。◇*Gold is coming back onto investors' radar screens.* 黄金重新进入了投资者的视线。

**raft** /rɑːft; *AmE* ræft/ *noun* [C, usually sing.] **raft of sth**
a large number or amount of sth 大量；许多：*A raft of economic measures has been announced.* 已经公布了许多经济措施。

**rage** /reɪdʒ/ *noun* [U] (*used with other nouns* 与其他名词连用)
SEE ALSO: **desk rage, work rage**
anger and violent behaviour caused by a particular situation（某情况引起的）愤怒，暴力行为：*a case of trolley rage in the supermarket* 超市里的一起手推车泄愤事件
● ***air/computer/phone/road*** *rage* 空中愤怒（飞机乘客的无礼举止）；电脑狂暴症；电话泄愤；路怒
IDM **be all the 'rage** (*informal*) to be extremely fashionable and popular 成为时尚；十分流行

**raid** /reɪd/ *noun* [C]
SEE ALSO: **bear raid, dawn raid**
(*Stock Exchange*) an occasion when a person or company unexpectedly tries to take control of another company by buying a large number of its shares 突袭收购：*In 1999 he made a successful raid on Telecom Italia.* * 1999年，他成功突袭收购了意大利电信。▶ **'raider** *noun* [C]

**rail** /reɪl/ *noun* [U]
railways/railroads as a means of transport 铁路；铁道：*The government wants to increase the amount of freight carried by rail.* 政府想要提高铁路运载量。◇*rail services/fares* 铁路服务 / 费用 ◇*a rail link/network* 铁路连接；铁路网 ◇*rail companies* 铁路公司

**,rail con'signment note** *noun* [C] (*abbr* **CIM**)
(*Transport*) a document that goes with goods that are sent by rail, stating that the company transporting them has received them in good condition 铁路托运单

**railway** /'reɪlweɪ/ (*BrE*) (*AmE* **railroad** /'reɪlrəʊd; *AmE* -roʊd/) *noun* [C]
(*Transport*) a system of tracks, the trains that run on them, and the people and organization needed to operate them 铁路系统；铁路公司；铁道部门：*This is one of Europe's busiest railways.* 这是欧洲最繁忙的铁路线之一。◇*a railway network/operator/system* 铁路网 / 运营商 / 系统

**rainmaker** /'reɪnmeɪkə(r)/ *noun* [C] (*especially AmE*)
a person who gets a lot of business and income for a company and makes it successful 拉生意的人；超级说客：*A good rainmaker can be invaluable to the bottom line of a business.* 优秀的生意介绍人对公司的赢利与否至关重要。

**★raise** /reɪz/ *verb, noun*
● ***verb*** [+ obj]
**1** to increase the amount or level of sth 增加，提高（数量、水平等）：*to raise salaries/prices/taxes* 提高工资 / 价格 / 税金 ◇*They raised their offer to $500.* 他们将报价提高到500元。◇*a campaign to raise awareness of the brand* 提高品牌认知度的活动

**2** to bring or collect money together; to manage to get money for sth 筹募；筹款：*to raise a loan* 筹集贷款 ◇ *The bank has raised $2 billion to fund its expansion.* 银行筹集了20亿元资金用于扩张。◇ *They give new companies help in raising capital.* 他们在筹资方面给新公司提供帮助。
**3** to mention sth for people to discuss or for sb to deal with 提及；提起（课题）：*Analysts have raised concerns over the company's ability to survive.* 分析家对这家公司的生存能力表示了担忧。◇ *I'm glad you raised* ***the subject of*** *money.* 我很高兴你提到了钱的问题。 SYN BRING UP
**4** (*Accounting*) if you **raise** an INVOICE (= a bill for work or goods) you write out or print one or ask sb to do this 开（发票）：*Invoices are not raised where immediate payment is required.* 在需要立即付款的情况下不开发票。
**5** if you **raise** a call, you contact sb by telephone, email, etc. to ask for some help with a technical problem（通过电话、电子邮件等）与…取得联系，和…通话
→ idiom at ANTE
• ***noun*** [C] (*AmE*) = RISE *noun* (2)

**rake** /reɪk/ *verb*
IDM **rake sb over the 'coals** (*AmE*) = HAUL SB OVER THE COALS at HAUL *verb*
PHR V ,**rake 'in sth** (*informal*) to earn a lot of money, especially when it is done easily（尤指轻易地）赚大钱：*Between them, they were raking in $120 000 a year.* 他们两人齐心协力，一年就轻松入账12万元。◇ *The store's been* ***raking it in*** *in the last few weeks.* 最近几个星期，这家商店赚了大钱。

**★rally** /'ræli/ *verb, noun*
• ***verb*** [no obj] (**rallies, rallying, rallied, rallied**) (*Finance*) to rise in price after a period of falling prices or little activity 价格回升；跌后回升：*The dollar rallied sharply on Tuesday.* 美元周二快速反弹。◇ *The company's shares had rallied slightly by the close of trading.* 这家公司的股价收盘略有回升。
• ***noun*** [C] (*plural* **rallies**)
a rise in prices after a period of falling prices or little activity 价格回升；止跌回升：*They are confident that a market rally is around the corner.* 他们相信市场即将反弹。◇ *The market staged a late rally on Wednesday.* 市场在周三收市前有所回升。
⊕ *a* ***market/price/stock*** *rally* 市场／价格／股票的跌后回升 • *a* ***powerful/sharp/strong*** *rally* 有力／急剧／强劲回升 • *an* ***early/a late*** *rally* 开市后／收市前跌后回升 • *to* ***spark/stage/trigger*** *a rally* 引起／出现／引发价格回升

**RAM** /ræm/ *abbr*
(*IT*) **random-access memory** computer memory in which data can be changed or removed and can be looked at in any order 内存；随机存储器：*32 megabytes of RAM* * 32兆的内存

**ramp** /ræmp/ *verb*
PHR V ,**ramp 'up**; ,**ramp sth 'up** to increase; to make sth increase in amount 增加；使…的数量增加：*The manufacturer has ramped up production of this popular new model.* 制造商已经增加了这款热销新品的生产。◇ *Internet sales have been ramping up over the past year.* 互联网销售额在过去的一年中一直在增加。

**rampant** /'ræmpənt/ *adjective*
(about sth bad) existing or spreading everywhere in a way that cannot be controlled（坏事）泛滥的，猖獗的：*Unemployment was rampant in Europe at that period.* 那个时期，失业问题在欧洲难以控制。◇ *The government's policies were the cause of rampant inflation.* 政府的政策是导致恶性通货膨胀的原因。

**RAN** /ˌɑːr eɪ 'en/ = REVENUE ANTICIPATION NOTE

**random** /'rændəm/ *adjective, noun*
• ***adjective*** [usually before noun]
done, chosen, etc. without sb thinking or deciding in advance what is going to happen, or without any regular pattern 随意的；任意的；未经事先考虑的：*Create passwords using a random assortment of letters, numbers and symbols.* 使用随机组合的字母、数字和符号创建密码。◇ *The information is processed in a random order.* 信息是按照随机顺序处理的。▸ **'randomly** *adverb*：*a survey of 2 000 randomly selected customers* 对2 000名顾客的随机调查
• ***noun***
IDM **at 'random** without thinking or deciding in advance what is going to happen 随意地；任意地；胡乱地：*Select a customer at random each month to receive a special gift.* 每月随机选择一位顾客领取一份特别的礼物。
,**random 'sample** *noun* [C]
(*Technical*) a number of people or things taken from a larger group using a process in which each person or thing has an equal chance of being chosen 随机样本：*Questionnaires were sent to a random sample of 5 000 households.* 问卷寄给了随机抽取的5 000个家庭。▸ ,**random 'sampling** *noun* [U,C]

**★range** /reɪndʒ/ *noun, verb*
• ***noun***
SEE ALSO: **mid-range, price ~, product ~, top of the ~**
**1** [C, usually sing.] a variety of things of a particular type 一系列：*The hotel offers a* ***wide*** *range of facilities and services.* 这家酒店提供各种各样的设施和服务。◇ *The drugs are not approved until they have passed the* ***full*** *range of tests.* 药物只有通过全程测试后才能获得批准。
**2** [C] a set of products of a particular type 类；种：*The new range of hair products will be launched in July.* 新的美发产品系列将于七月推出。◇ *The company has announced price cuts on its clothing ranges.* 这家公司已宣布降低其服装类产品的价格。 SYN LINE
**3** [C, usually sing.] the limits between which sth varies（变动或浮动的）范围，区域，界限：*Most of our customers are in the 18–30 age range.* 我们大多数的顾客都处在18至30岁的年龄范围内。◇ *The budget increase will be* ***in the range of*** *3 to 5%.* 预算增幅将在3%至5%之间。
• ***verb*** [no obj]
**1 range from A to B | range between A and B** to vary between two particular amounts, sizes, etc., including others between them（在一定的范围内）变化，变动：*Prices range from $20 to $50.*

价钱在20元到50元之间。◇ *The rate of tax ranges between 15% and 40%.* 税率在15%到40%之间。
**2 range from A to B** to include a variety of different things in addition to those mentioned （包括）从…到…（之间的各类事物）: *There are hundreds of job advertisements, ranging from trainee to senior management positions.* 招聘广告数以百计，从见习生到高层管理职位都有。◇ *The company's products range from coffee to shampoo.* 这家公司的产品从咖啡到洗发水都有涉及。

**rank** /ræŋk/ *noun, verb*
• ***noun***
**1** [U,C] the position, especially a high position, that sb has in an organization （尤指较高的）地位，级别: *He holds the rank of chief executive.* 他担任总裁的职务。◇ *Promotion will mean that I'm immediately above him in rank.* 升职后我会比他高一级。◇ *Most of their management ranks were filled by business school graduates.* 他们大部分的管理职位由商学院毕业的人担任。→ RANKING
✪ *a* ***low/high/middle/top*** *rank* 低 / 高 / 中等 / 最高级别 • ***executive/junior/management/senior*** *ranks* 行政 / 初级 / 管理 / 高级职位
**2** [sing.] the position that sb/sth has in a list arranged according to quality or importance 等级；级别: *a business park of the first rank* 一流的商业园 ◇ *The new company will be in the top rank of financial institutions.* 这家新公司将跻身于一流金融机构的行列。
✪ *the* ***first/second*** *rank* 一 / 二流 • *the* ***bottom/top*** *rank* 最差；一流
**3 the ranks** [pl.] the members of a particular group or organization （团体或组织的）成员: *joining the growing ranks of the unemployed* 加入到日益壮大的失业人员队伍里 ◇ *Most of the candidates came from within the company's ranks.* 大部分的候选人来自公司内部。
IDM **break 'ranks** if members of a group or an organization **break ranks**, they refuse to support the group 不支持所属团体（或组织）
• ***verb*** [+ obj *or* no obj] (*not used in the continuous tenses* 不用于进行时)
to give sb/sth a particular position on a scale according to quality, importance, success, etc.; to have a position of this kind 把…分等级；属于某等级: *The tasks have been ranked in order of difficulty.* 已按困难程度对工作进行了分类。◇ *They rank* ***among*** *the top ten PC makers.* 他们跻身十大个人电脑制造商之列。◇ *a* ***top-ranked*** *business school* 一流的商学院 SYN RATE

**the ,rank and 'file** *noun* [sing. with sing./pl. verb] the ordinary members of an organization, especially a trade union （尤指工会的）普通成员: *The rank and file have approved the union's proposals.* 工会普通会员批准了工会的建议。◇ *the rank and file of the workforce* 普通劳动力 ◇ *rank-and-file members* 普通成员 ▶ **,rank-and-'filer** *noun* [C]

**ranking** /'ræŋkɪŋ/ *noun, adjective*
• ***noun***
SEE ALSO: **top ranking**
**1 the rankings** [pl.] an official list showing how good or important people or things are in relation to other similar people or things 地位；排名；排位: *The company jumped from bottom place in last year's FT rankings to ninth this year.* 这家公司从去年《金融时报》排名的最后一位跃升到今年的第九位。◇ *first place in the plant's productivity rankings* 在工厂里生产效率排名第一
**2** [C] the position of sb/sth in this list 等级: *Six companies have achieved a four-star ranking.* 六家公司获得了四星级。
**3** [U] the action of giving a position in a list to sb/sth 排名: *the annual ranking of fastest-growing companies* 增长最快的公司的年度排名
• ***adjective***
SEE ALSO: **high-ranking, middle-~, low-~**
**1** (*especially AmE*) having a high or the highest rank in an organization, etc. 地位高的；高级的；最高级的: *a meeting with our client's five ranking officers* 与我们客户的五位高管的会晤
**2** (*used in compounds* 用于复合词) having the particular rank mentioned …级别的；…等级的: *lower- to middle-ranking staff* 中、下级员工

**ratchet** /'rætʃɪt/ *verb*
PHR V **,ratchet sth 'up/'down; ,ratchet 'up/'down** to make sth increase/decrease by small amounts; to increase/decrease by small amounts （使）逐渐小幅增长 / 减少: *Overuse of credit cards has ratcheted up consumer debt.* 滥用信用卡使消费者债务有所增加。◇ *Year after year, prices have ratcheted up.* 价格一年一年地慢慢上涨。

**★rate** /reɪt/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **bank rate, base ~, basic ~, bill ~, cap ~, capitalization ~, capped-~,** etc.
**1** a fixed amount of money that is charged or paid for sth 价格；费用: *advertising/insurance/postal rates* 广告 / 保险 / 邮寄费 ◇ *a low hourly rate of pay* 按小时支付的低报酬 ◇ *We offer special* ***reduced rates*** *for students.* 我们对学生提供特别优惠。◇ *the basic rate of tax* (= the lowest amount that is paid by everyone) 基本税额 ◇ *a business consultant whose normal rate is $200 per hour* 一般收费每小时200元的商业顾问 ◇ *After 6 p.m. customers can make telephone calls* ***at*** *a cheaper rate.* 下午6点以后，顾客打电话收费较低。See note at PRICE NOTE **Rate** is often used on its own to mean a particular kind of rate, such as 'exchange rate', 'interest rate', etc. * rate 经常单独使用，指某种特定比率，如“汇率”、“利率”等: *The targets for the year were based on a dollar/yen rate of 122 yen.* 当年的目标是按1美元对122日元的汇率设定的。
✪ *a* ***cheap/competitive/low/reasonable*** *rate* 便宜的 / 有竞争力的 / 低廉的 / 合理的费用 • *a* ***good/high*** *rate* 好 / 高价格 • *a* ***normal/reduced/special*** *rate* 平日 / 折后 / 特惠价 • *a* ***fixed/flat/variable*** *rate* 固定利率；统一收费率；可变利率 • *an* ***annual/average/hourly/a weekly*** *rate* 每年 / 平均 / 每小时 / 每周费用 • *a* ***drop/rise*** *in the rate* (*of sth*)（某物的）费用下降 / 上升 • *to* ***charge/fix/pay/set*** *a rate* (*of …*) 收取 / 制定 / 支付 / 规定（…的）价格
**2** a measurement of the speed at which sth happens 速度；进度: *Inflation is running at an annual rate of 4.5 to 5%.* 通货膨胀率达到每年4.5%到5%。◇ *Some people wondered if the company could sustain its current rate of growth.* 一些人想知道这家公司是否能维持现有的增长

速度。◇ *The computer virus is spreading at an alarming rate.* 这种计算机病毒正以惊人的速度蔓延。◇ *At the rate you work, you'll never finish!* 按你这样的工作速度，你永远也做不完！

● *a **fast/slow/steady** rate* 快速；慢速；平稳的速度 • *an **alarming/a surprising** rate* 惊人的速度 • *to **improve/increase/maintain/speed up** a rate* 提高 / 增加 / 保持 / 加快速度 • *to **cut/reduce/slow down** a rate* 减慢 / 降低 / 放慢速度

**3** a measurement of the number of times sth happens or exists during a particular period 比率；率：*Local businesses are closing **at the rate** of three a year.* 当地企业正以每年三家的速度关闭。◇ *a high rate of unemployment* 高失业率 ◇ *a drop in the unemployment rate from 6% to 5.7%* 失业率从6%到5.7%的下降 ◇ *She makes about 100 sales calls a day, with a success rate of about 78%.* 她一天打大约100次推销电话，成功率约为78%。

● *a **high/low/rising/falling** rate* 高 / 低 / 不断增长的 / 不断下降的比率 • *the **annual/average/monthly/quarterly** rate* 年 / 平均 / 月度 / 季度利率 • *a **drop/rise** in the rate of sth* 某事物比率的下降 / 上升 • *a **failure/success** rate* 失败 / 成功率 • *to **improve/increase/maintain** a rate* 提高 / 增加 / 维持比率 • *to **cut/reduce** a rate* 减少 / 降低比率

• ***verb***

**1** [+ obj *or* no obj] **rate sb/sth (as) sth** | **rate (as sth)** (*not used in the continuous tenses* 不用于进行时) to have, or think that sb/sth has, a particular level of quality, value, etc. 评估；评价；估价：*They rated him highly as a colleague.* 作为同事，他们对他评价很高。◇ *The ad campaign was rated a success.* 这次广告宣传活动被认为是成功的。◇ *The software is **highly** rated for its ease of use.* 这款软件由于使用方便而受到高度评价。◇ *This rates as one of the best hotels I have been to.* 这家酒店可以说是我去过的最好的酒店之一。

**2** [+ obj] (*usually* **be rated**) to place sb/sth in a particular position on a scale in relation to similar people or things 划分等级；分等：*The hotels were rated according to their price, comfort and quality of service.* 酒店是按其价格、舒适度和服务质量确定等级的。◇ *The company is currently rated number two in Europe.* 这家公司目前在欧洲排名第二。◇ *a top-rated programme* 一级项目

SYN **RANK**

**3** (*Finance*) [+ obj] **rate sth (as) sth** to decide if shares, bonds, etc. are a good or bad investment because of the level of risk 给（股票、债券等）定级：*The analysts rate these shares a 'buy'.* 分析家将这些股票评定为"买入"级。◇ *Triple-A rated bonds* 信用评级为3A级的债券 ◇ *highly rated stocks* 评级很高的股票

● *to rate sth (as) **(a) buy/(a) hold/junk/(a) sell*** 将…评定为买入 / 持有 / 垃圾 / 卖出级别 • *to rate sth (as) **investment grade/Triple A*** 将…评定为投资级 / 3A级

**4** [+ obj] to give a machine, a ship or an electrical device a number, mark, etc. according to how powerful it is, what it can do, etc. 定（机器、轮船、电气装置等的）功率：*The engine is rated 192 horsepower on regular gas.* 使用普通汽油的发动机的额定功率为192马力。

**'rate card** *noun* [C]
(*Marketing*) a list that shows how much it costs to advertise on television, in a particular newspaper, on a particular website, etc. and gives other important details（广告）价目表

**'rate-,cutting** *noun* [U]
(*Economics*) the action of reducing the amount of money that people or businesses pay in interest on money that they borrow 降息：*Further rate-cutting looks possible.* 进一步降息看来是可能的。◇ *a rate-cutting campaign* 降息行动

**,rate of depreci'ation** = DEPRECIATION RATE

**,rate of ex'change** = EXCHANGE RATE

**,rate of 'interest** = INTEREST RATE

**,rate of re'turn** *noun* [C]
SEE ALSO: **internal rate of return**
(*Finance*) the amount of profit that an investment produces, expressed as a percentage of the amount invested 收益率；投资利润率：*The average rate of return on assets was 9.3%.* 资产平均收益率为9.3%。◇ *It is better to invest in a company that offers a good rate of return.* 最好投资于回报率高的公司。

● *a **decent/good/high** rate of return* 不错的 / 丰厚的 / 高额的回报率 • *an **average/a low/poor** rate of return* 平均 / 低微的 / 差劲的回报率 • *an **expected/a guaranteed/projected** rate of return* 期望的 / 确保实现的 / 预期的回报率 • *to **earn/generate/offer/provide** a … rate of return* 赚取 / 产生 / 有…的回报率

**ratify** /'rætɪfaɪ/ *verb* [+ obj] (**ratifies, ratifying, ratified, ratified**)
to make an agreement officially valid by voting for or signing it 正式批准；使正式生效：*The new wage agreement was ratified by union members in October.* 新的工资协议十月份得到了工会会员的批准。▸ **ratification** /,rætɪfɪ'keɪʃn/ *noun* [U]

**★rating** /'reɪtɪŋ/ *noun*
SEE ALSO: **AA rating, average audience ~, bond ~, buy ~, credit ~, debt ~, hold ~,** etc.
**1** [C] a measurement of how good, popular, important, etc. sb/sth is, especially in relation to other people or things 等级；级别：*The publishers claim that the new magazine had an approval rating of 85% of all readers questioned.* 出版商声称新杂志在所有被访读者中的认同率为85%。◇ *The directors were told how their skills were rated and how it compared to the average rating of all the other directors.* 各位董事被告知对其技能的评定方法，以及如何与其他所有董事的平均评分相比较。

● *a **high/low/poor/top** rating* 高 / 低 / 差 / 最高评级 • *to **achieve/get/have/receive** a rating* 达到 / 得到 / 具有 / 取得某种评级 • *to **give sth** a rating* 对…进行评级 • *a rating **climbs/falls/improves/rises*** 评级攀升 / 下降 / 提高 / 上升

**2** (*Finance*) [C,U] = CREDIT RATING

**3** (*Finance*) [C,U] a measurement of whether shares, bonds, etc. are a good or bad investment because of the level of risk（对股票、债券等的）评级：*Merrill Lynch has raised its rating on the stock to 'buy' from 'neutral'.* 美林证券将其对这支股票的评级从"中性"调高到"买入"。

➊ *to* ***have/put*** *a rating on sth* 对…进行 / 作出评级 • *to* ***raise/review/upgrade*** *a rating* 提高 / 修正 / 提升评级 • *to* ***cut/downgrade/lower*** *a rating* 调低 / 降低 / 下调评级

**4 ratings** [pl.] a set of figures that show how many people watch or listen to a particular television or radio programme, used to show how popular a programme is 收视率；收听率：*The station is trying to improve ratings and increase advertising sales.* 广播电台正努力提高收听率并增加广告销售。◇ *The show has gone up in the ratings.* 这个节目的收视率上升了。

➋ ***good/poor*** *ratings* 良好的 / 不佳的收视率 • *to* ***get/have*** *ratings* 得到 / 拥有收视率 • *ratings* ***decline/go up/go down/improve*** 收视率下降 / 上升 / 下滑 / 提高 • *a ratings* ***battle/war*** 收视率大战

**5** (*Insurance*) (*also* **in'surance ˌrating**) [C] a measurement of the risk involved in giving sb insurance, used to calculate how much they must pay 保险费率：*This rating will apply until your next birthday.* 这一保险费率将适用至你下一个生日。

➊ *to* ***calculate/have/receive*** *a rating* 计算 / 拥有 / 得到保险费率

**'rating ˌagency** (*also* **'ratings ˌagency**) *noun* [C] (*Finance*) an organization that analyses how likely a company is to pay back the money that it owes and provides a score (**rating**) for this 信用评级机构：*The ratings agencies say the AAA ratings of the insurance company are not likely to be downgraded.* 信用评级机构表示这家保险公司的 AAA 级不可能被降级。 SYN CREDIT RATING AGENCY

**'ratings point** *noun* [C] (*Marketing*) a way of measuring the size of an audience for a television programme. One **ratings point** is one per cent of all the homes in a particular area watching a programme. 收视点

**ratio** /'reɪʃiəʊ; *AmE* -oʊ/ *noun* [C] (**ratios**)

SEE ALSO: **accounting ratio, acid-test ~, asset turnover ~, capital adequacy ~, capital ~, cash ~, cash-deposit ~,** etc.

the relationship between two groups of people, things or amounts of money that is represented by two numbers or a percentage showing how much larger one group is than the other 比率；比例：*Ten years ago, the ratio of employees to customers was about 1:10.* 十年前，雇员和顾客的比例大约为 1：10。◇ *the ratio of a company's share price to its earnings* 公司的股价与其收益的比率 ◇ *The ratio of public sector debt to GDP was 55% in January.* 一月份，公共部门债务与国内生产总值的比率为 55%。◇ *The ratio of passengers to seats available has fallen.* 乘客和可供座位的比例已下降。◇ *The bank has a high trainer-to-employee ratio.* 这家银行的培训师与员工的比率很高。→ PROPORTION (2)

**'ratio aˌnalysis** *noun* [C,U] (*Accounting*) the study of the relationships between various financial numbers or amounts, used to judge a company's financial condition 比率分析：*Ratio analysis produces such measures as return on capital employed.* 比率分析提出诸如资本回报率这样的评价标准。

**rationale** /ˌræʃə'nɑːl; *AmE* -'næl/ *noun* [C, usually sing.] (*formal*) the principles or reasons that explain a particular decision, course of action, etc. 基本原理；基本原因：*The firm believes the strategic rationale* ***for*** *the deal is strong.* 这家企业认为这项协议具有很强的战略性。◇ *The rationale* ***behind*** *the merger is clear.* 合并的原因是明确的。

**rationalize , -ise** /'ræʃnəlaɪz/ *verb* [+ obj or no obj] to make changes to a business, an organization, etc. in order to make it more efficient, especially by spending less money 使合理化；进行合理化改革；使有经济效益：*If we rationalize production, will that mean redundancies?* 如果我们使生产合理化，是不是就意味着要裁员？◇ *The move is an attempt to rationalize an industry suffering from excess capacity.* 此举旨在对生产能力过剩的行业进行合理化改革。▸ **rationalization, -isation** /ˌræʃnəlaɪ'zeɪʃn; *AmE* -lə'z-/ *noun* [U]: *The bank's rationalization programme has still not brought the expected savings.* 这家银行的合理化改革方案仍然没有带来预期的储蓄。

**the 'rat race** *noun* [sing.] (*informal*) the way of life of people living and working in a big city where everyone competes in an aggressive way to be more successful, earn more money, etc. （大城市里为争夺财富、权力等的）激烈竞争：*He decided it was time to quit the rat race.* 他认为该退出激烈的竞争了。

**raw** /rɔː/ *adjective* [usually before noun]

**1 raw** substances are in their natural state and have not yet been changed, used or made into sth else 自然状态的；未经加工的：*He imports the raw cotton from India.* 他从印度进口原棉。◇ *Raw steel production is at about two thirds of capacity.* 原钢产量约为生产能力的三分之二。

**2 raw** data has not yet been organized into a form in which it can easily be used or understood 原始的；未经处理的；未经分析的：*It should not be forgotten that this is raw data, not refined information.* 这是原始数据，是未经加工的资料，这点不应该忘记。◇ *The company decided to publish the raw earnings figures.* 这家公司决定公布原始收入数据。

IDM **a raw 'deal** the fact of sb being treated unfairly 不公平的待遇；不公正的对待：*Older workers often get a raw deal.* 年纪大的工人常常受到不公平的对待。

**ˌraw ma'terial** *noun* [C,U] a natural or basic substance that is used to make sth in an industrial process 原材料；原料：*We have had problems with the supply of raw materials to the factory.* 我们在工厂的原材料供应方面存在问题。◇ *The rise in oil prices has pushed up the cost of raw materials.* 油价上涨提高了原材料的成本。◇ *The plant produces the raw material for making polyester fibre.* 这家工厂生产用于制造聚酯纤维的原料。

**RD** = REFER TO DRAWER

**RDO** /ˌɑː diː 'əʊ; *AmE* ˌɑːr diː 'oʊ/ = ROSTERED DAY OFF

**Re** /reɪ/ *abbr* (*Insurance*) **Reinsurance** used in the names of

companies 再保险（用于公司名称）: *Munich Re is the biggest reinsurer in the world.* 慕尼黑再保险公司是世界上最大的再保险公司。

**re** /ri:/ *preposition*
concerning; used in business letters and notes to say what the letter or note is about 关于: *Re your letter of 1 September ...* 关于贵方9月1日的来信…

**re-** /ri:/ *prefix* (*used in verbs and related nouns, adjectives and adverbs* 用于动词及相关的名词、形容词和副词) again 又; 再; 重新: *rebrand* 品牌再造 ◇ *re-engineer* 重建 ◇ *recycle* 再循环

**★reach** /ri:tʃ/ *verb, noun*
• ***verb*** [+ obj]
**1** to increase to a particular level 增加到，提升到（某一水平）: *Consumer debt has reached record levels.* 消费者债务已达到创纪录的水平。 ◇ *Total sales for October reached $800 million.* 十月份的总销售额达到8亿元。 ◇ *There are signs that interest rates have reached their peak.* 有迹象表明，利率已达到最高点。
**2** to be seen or heard by a particular group of people, especially when you want them to buy your products 被…看到（或听到）: *We asked ourselves: How can we reach urban women?* 我们问自己：怎样才能让城市妇女了解我们？ ◇ *Daily papers reach a mass audience.* 日报拥有众多读者。
**3** to communicate with sb, especially by telephone（尤指用电话）联系，与…取得联系: *I tried to reach him all morning, but without success.* 我整个上午都试图和他联系，但没有成功。
**4** to achieve a particular aim 实现；达到: *We have reached agreement with the unions on the new labour contract.* 我们就新的劳动合同和工会达成了协议。 ◇ *The aim is to reach a final decision by August.* 目标是在八月份前作出最后决定。
• ***noun***
**1** [sing.] the number of people that can see or hear sth, buy a product, use a service, etc.（产品或服务等的）购买人数；（节目的）受众: *The company's reach never went beyond 1% of the country's PC market.* 这家公司的消费者购买率从来没有超过国内个人电脑市场的1%。 ◇ *The Internet can extend your customer reach in more ways than one.* 互联网能在很多方面扩大顾客面。
➕ ***a global/an international/a massive/wide reach*** 全球／国际／大规模的／广泛的接触率 • ***to expand/extend/increase your reach*** 扩大／扩展／增加顾客人数
**2 reaches** [pl.] particular sections of an organization, a system, etc.（组织、系统等的）领域，部门: *An MBA degree is often a passport into the upper reaches of management.* 工商管理硕士常常是通往高层管理部门的通行证。
➕ ***the higher/lower/upper reaches of sth*** 某事物的高／低／上层
IDM **beyond/out of sb's 'reach ; beyond/out of (the) reach of sb** costing more than sb can afford 超过支付能力: *Rising property prices have put an ordinary house beyond the reach of many buyers.* 不断上涨的房地产价格使许多买家买不起普通房屋。 **within sb's 'reach ; within (the) reach of sb** costing an amount that sb can afford 负担得起: *Rising incomes are putting cars within the reach of many more families.* 不断增加的收入使更多的家庭能买得起汽车。

**react** /ri'ækt/ *verb* [no obj]
**1** if markets, share prices, etc. **react**, they start to rise or fall as a result of things that happen（市场、股价等对…）作出反应: *People are waiting to see how the markets react.* 市场如何反应，人们将拭目以待。
➕ ***to react favourably/quickly/sharply*** 作出有利／迅速／敏捷的反应 • ***to react badly/cautiously/negatively*** 作出糟糕／谨慎／消极的反应
**2** if people or organizations **react** to sth, they change or behave in a particular way in response to sth 起反应；（对…）作出反应；回应: *Bookings have fallen and several companies have reacted by cutting jobs.* 预定量已有下降，对此许多公司选择裁员。 ◇ *Business leaders have reacted angrily to the announcement.* 商界领袖已对这一通告表示了愤怒。
➕ ***to react angrily/coolly/furiously*** 反应愤怒／冷淡／激烈 • ***to react badly/favourably/negatively/positively/quickly*** 作出严重／有利／消极／积极／迅速的反应
▸ **reaction** /ri'ækʃn/ *noun* [C,U]: *The euro showed little reaction to the news that producer prices were down.* 欧元对生产价格下降的消息反应平淡。 ◇ *There has been a mixed reaction to her appointment as director.* 对她担任董事一事，人们的反应各不相同。

**reactive** /ri'æktɪv/ *adjective*
waiting for things to happen before acting, rather than controlling a situation by planning or by making things happen 反应的；有反应的；回应的: *We are still taking a reactive approach to customer satisfaction, responding to complaints as they arise.* 对顾客满意与否我们仍是采取事后应对的方法，有人投诉了才去处理。 → PROACTIVE

**ˌreactive 'marketing** *noun* [U]
methods of selling a company's goods and services that rely on possible customers contacting the company 被动式营销；反应型营销 → PROACTIVE MARKETING

**readership** /'ri:dəʃɪp; *AmE* -dərʃ-/ *noun*
[C, usually sing., U]
the number or type of people who read a particular newspaper, magazine, etc., often compared to the number of people who buy it（统称某报刊、杂志等的）读者群: *Readership of the paper increased by more than a quarter in the first six months of this year.* 今年上半年，这份报纸的读者人数增加了四分之一以上。 ◇ *They have succeeded in attracting a new young readership.* 他们成功地吸引了一批新的年轻读者。 → CIRCULATION

**'read-out** *noun* [C]
(*IT*) the display of information on a computer screen 读出；信息显示 → PRINTOUT

**ˌre-'advertise** *verb* [+ obj *or* no obj]
to advertise sth again, especially a job 重新刊登广告；再登（招聘）广告 ▸ **ˌre-ad'vertisement** *noun* [C]

**ˌread-'write** *adjective* (*abbr* **RW**)
(*IT*) if a file, disk or memory is **read-write**, it allows you to make changes to data（文档、磁盘或内存）可读写的: *a CD-RW drive/disk* 可读写光盘驱动器；可读写光盘

**ˌready-ˈmade** *adjective* [usually before noun]
**1** made in standard types and sizes, rather than for an individual customer 标准尺码的；现成的；成品的：*ready-made clothing/curtains/suits* 成衣；成品窗帘 / 套装
**2** prepared in advance so that you can use it or eat it immediately 预制的；现成的；已做好的：*You can fill your fridge with ready-made meals.* 你可以在冰箱里存满熟食。

**ˌready-to-ˈwear** *adjective*
**ready-to-wear** clothes are made in standard types and sizes, rather than being made to fit an individual customer 标准尺寸的；现成的

**real** /ˈriːəl; *BrE usually* rɪəl/ *adjective* [only before noun]
(*Economics*) including the effects of INFLATION (= a general rise in the price of goods and services) 实际的（已按物价指数等调整）：*The economy grew by a real 0.6% in April.* 四月份，经济实际增长了0.6%。◇ *GNP contracted 1.2% in real terms in the last quarter.* 国民生产总值在第四季度实际减少了1.2%。→ REAL WAGES
**O** *real costs/earnings/incomes/prices* 实际成本 / 收益 / 收入 / 价格

**the ˌreal eˈconomy** *noun* [sing.]
(*Economics*) the parts of the economy that produce goods and services, rather than the parts involving buying and selling on the financial markets 实体经济：*What threat do problems in the financial markets pose for the real economy?* 金融市场上的问题对实体经济会造成什么威胁？

**ˈreal eˌstate** *noun* [U] (*especially AmE*)
property in the form of land or buildings; the business of buying and selling this 房地产；房地产交易：*Many investors sold stock and put their money into real estate.* 许多投资者抛售股票并把资金投入房地产。◇ *The group also has interests in packaging and real estate.* 该集团在包装和房地产行业也有股份。→ REALTY
**O** *to buy/develop/invest in/own/sell real estate* 购买 / 开发 / 投资 / 拥有 / 出售房地产
◆ *commercial/residential/retail real estate* 商业 / 住宅 / 零售房地产

**ˈreal estate ˌagent** *noun* [C]
**1** = ESTATE AGENT
**2** in the US, a person who has official permission from a state to be an ESTATE AGENT and works for a REAL ESTATE BROKER 房地产中介
▸ **ˈreal estate ˌagency** *noun* [C] = ESTATE AGENCY at ESTATE AGENT

**ˈreal estate ˌbroker** *noun* [C] (*AmE*)
a person or business that is given official permission by a state to help people buy and sell houses, other buildings, or land, and often employs REAL ESTATE AGENTS 房地产经纪人 → ESTATE AGENT ▸ **ˈreal estate ˌbrokerage** *noun* [C]: *a 45-person real estate brokerage* 一家45人规模的房地产经纪公司

**ˈreal estate ˌcompany** = PROPERTY COMPANY

**ˈreal eˌstate loan** = PROPERTY LOAN

**ˈreal estate ˌmanagement, ˈreal estate ˌmanager** = PROPERTY MANAGEMENT

**the ˈreal estate ˌmarket** = PROPERTY MARKET

**ˌreal exˈchange rate** *noun* [C]
(*Economics*) the relation in value between one currency and another when it has been adjusted for differences in prices between the two countries 实际汇率：*Real exchange rates should remain more or less constant over time.* 实际汇率在一段时间里应基本维持不变。

**realign** /ˌriːəˈlaɪn/ *verb* [+ obj]
to change the way a business, an organization, etc. is organized in order to adapt it to a new situation 对…进行调整；使适应新形势：*We believe losses will decrease as we realign our business to the lower demand.* 我们相信随着调整业务以配合减少了的需求，亏损将会减少。
▸ **ˌreaˈlignment** *noun* [U,C]: *A major realignment of organizational structure is planned.* 已经计划对组织机构进行重大调整。

**realizable , -isable** /ˈriːəlaɪzəbl; *BrE also* ˈrɪə-/ *adjective* [usually before noun]
**1** (*Accounting*) **realizable** assets, investments, etc. can be sold quickly to make money available（资产、投资等）可变现的，可变为现金的 → NET REALIZABLE VALUE
**2** possible to achieve or make happen 可实现的；可实行的：*Goals should be both real and realizable.* 目标应该现实可行。

**★realize , -ise** /ˈriːəlaɪz; *BrE also* ˈrɪəl-/ *verb* [+ obj]
**1** to be sold for a particular amount of money 以…价格卖出：*The paintings realized $2.5 million at auction.* 这些画在拍卖会上卖出了250万元。
**2** to make or lose a particular amount of money 赚得（利润）；遭受（亏损）：*The company expects to realize a $3.0 million pretax gain in the third quarter.* 公司预计在第三季度实现300万元的税前收益。◇ *realized gains* 已获收益
**3** (*Finance*) **realize an asset** to sell things that you own, for example property, in order to get the money that you need for sth 把（财产等）变卖，变现：*He realized other assets in order to subsidize the business.* 他为资助这家企业变卖了其他资产。SYN LIQUIDATE
**4** to achieve sth important that you very much want to do 实现；将…变为现实：*We encourage all staff to realize their full potential* (= be as successful as they are able to be). 我们鼓励所有的员工充分发挥他们的潜力。
▸ **realization, -isation** /ˌriːəlaɪˈzeɪʃn; ˌrɪəl-; *AmE* ˌriːələˈz-/ *noun* [U]: *the realization of potential* 潜力的发挥

**ˌreal ˈtime** *noun* [U]
(*IT*) used to describe the way in which a computer system can receive information and react to it immediately 实时：*While people enter data, we're tracking their work in real time.* 人们输入数据时，我们对其工作进行实时跟踪。◇ *Brokers use real-time data and news to make investment decisions.* 经纪人使用实时数据和新闻作出投资决策。

**ˌreal-time ˈcompany** *noun* [C]
a company that uses the Internet and other technology so that they can react immediately to information or requests from customers and suppliers 实时企业（利用互联网等技术迅速对相关信息作出反应以满足客户需求的企业）

**Realtor™** /'ri:əltə(r)/ = ESTATE AGENT

**realty** /'ri:əlti/ *noun* [U] (*AmE*)
(often used in the names of companies) land or property（常用于公司名称）房地产：*Kimco Realty* 金克瑞提房地产公司 → REAL ESTATE

**,real 'wages** *noun* [pl.]
(*Economics*) a person's income measured by what it can buy rather than the money received, considering the effects of INFLATION 实际工资：*Real wages fell through the 1990s.* * 20世纪90年代，实际工资下降了。

**ream** /ri:m/ *noun*
**1 reams** [pl.] a large amount of writing or information 大量的文字（或信息）：*The program can help you put in order the reams of data that a modern office has to deal with.* 这个程序将帮助你整理现代化办公室必须处理的大量数据。
**2** (*Technical*) [C] five hundred sheets of paper 令（纸张数量单位，等于500张）

**reap** /ri:p/ *verb* [+ obj]
(often used in newspapers) to obtain money or a benefit as a result of sth you have done（常用于报章）取得（成果）；收获：*Losses fell dramatically as the company began to reap the rewards of cost cuts.* 随着公司开始收获由削减成本所带来的回报，亏损大幅度减少。
● *to reap* ***benefits/gains/profits/rewards*** 获得好处 / 收益 / 利润 / 回报

**reasonable** /'ri:znəbl/ *adjective*
**1** (about a price or the cost of sth) acceptable and appropriate; not too cheap and not too expensive（价格或成本）可以接受的，合乎情理的，公道的：*He made us a reasonable offer for the goods.* 他报给我们的货价公平合理。◇ *They offer high quality products at a reasonable price.* 他们提供的产品品质优良，价格合理。
**2** fair, practical and sensible 公平的；合理的；有理由的；明智的：*It is a reasonable request.* 这是合理的要求。◇ *It seems reasonable to expect growth in the range of 2.5%.* 预期2.5%的增长幅度似乎是合理的。 OPP UNREASONABLE
**3** [usually before noun] fairly good, but not very good 不错的；过得去的；还算好的：*The sales results were reasonable* (= good enough). 销售结果还不错。
▸ **'reasonableness** *noun* [U]：*The test is used to assess the reasonableness of a dismissal.* 这项测试用于评估解雇的合理性。

**rebadge** /,ri:'bædʒ/ *verb*
(*Marketing*)
**1** [+ obj] to buy a product or service from another company and sell it as your own（买入产品后）换牌销售：*They could import a small car and rebadge it.* 他们可以进口小汽车，再贴上自己的商标重新投放市场。
**2** [+ obj *or* no obj] to change the name or symbol of a business or one of its products or services（以新名称或标识）重新推出：*All the stores are being rebadged under the new corporate banner.* 所有的商店换上新的公司标志重新开张。

**rebate** /'ri:beɪt/ *noun* [C]
**1** (*Accounting*) an amount of money that is given back to you because you have paid too much 退还款：*You may qualify for a tax rebate.* 你可能有资格获得退税。 → REFUND See note at REDUCTION
**2** (*Commerce*) an amount of money that is taken off the cost of sth before you pay for it 折扣：*Customers were lured with a range of cash rebates, interest-free loans and other discounts.* 顾客受到现金返还、免息贷款等一系列折扣的诱惑。
SYN DISCOUNT → CASHBACK
▸ **'rebate** *verb* [+ obj]

**reboot** /,ri:'bu:t/ *verb* [+ obj *or* no obj]
(*IT*) if you **reboot** a computer or it **reboots**, you switch it off and then start it again immediately 重新启动

**rebound** *verb, noun*
● ***verb*** /rɪ'baʊnd/ [no obj]
to rise, increase or become more active again after a difficult period 回升；反弹：*The bank's share price fell sharply to $26 in February, before rebounding to $36 on Thursday.* 这家银行的股价在二月份暴跌至26元，后又于周四反弹至36元。◇ *We believe advertising is rebounding strongly.* 我们相信广告业正迅猛回升。
● ***noun*** /'ri:baʊnd/ [C]
a positive reaction that happens after sth negative 复兴；振作：*Investors are looking for a rebound in the manufacturing sector.* 投资者正期待着制造业的复苏。
● *a* ***quick/sharp/strong*** *rebound* 快速 / 大幅 / 强劲反弹 • *a* ***modest/slight*** *rebound* 适度 / 轻微反弹 • *to* ***report/show/stage*** *a rebound* 报告 / 显示 / 出现反弹

**★rebrand** /,ri:'brænd/ *verb* [+ obj *or* no obj]
(*Marketing*) to change the image of a company or an organization, or of one of its products or services, for example by giving it a new name, advertising it in a different way, etc. 品牌再造（通过改变名称或广告更新公司形象）：*The group is rebranding its outlets as 'Game'.* 这个集团将其门店更名为"游戏"。◇ *These companies are trusted and do not need to rebrand.* 这些公司深受信赖，无需进行品牌再造。▸ **rebrand** /'ri:brænd/ *noun* [sing.]：*a multi-million-dollar rebrand* 价值数百万美元的再造品牌 ◇ *A creative agency has been appointed to work on the rebrand.* 已指定一家创意机构负责品牌的再造工作。 **,re'branding** *noun* [U; sing.]：*a rebranding exercise* 一场品牌再造运动 ◇ *a $10 million rebranding* 投资价值1 000万元的品牌再造工程

**rebuff** /rɪ'bʌf/ *verb* [+ obj] (*formal*)
to refuse an offer, a request or suggestion in a way that is unkind or not polite 粗暴回绝；生硬地拒绝：*The bid was rebuffed by the board.* 这个出价被董事会断然拒绝。▸ **re'buff** *noun* [C]

**rebut** /rɪ'bʌt/ *verb* [+ obj] (**-tt-**) (*formal*)
to say or prove that a statement or criticism is not true 反驳，驳回；驳斥；证明（言论等）错误：*He was quick to rebut suggestions that the company might be sold.* 他当即驳斥了公司可能被卖掉的种种推测。▸ **rebuttal** /rɪ'bʌtl/ *noun* [C,U]：*The company put out a 26-page rebuttal of the claims.* 这家公司对索赔要求提出了长达26页的反驳材料。

**recall** *verb, noun*
● ***verb*** /rɪ'kɔ:l/ [+ obj]
**1** (*Commerce*) to ask people to return a product they have bought, usually because there is sth

wrong with it 召回，收回（残损货物等）：*The company recalled 6.5 million of its tyres.* 这家公司召回了650万只轮胎。◇ *recalled products* 被召回的产品 SYN CALL IN

**2** (*not used in the continuous tenses* 不用于进行时) to remember sth you have seen or heard 记起；回忆起；回想起：*Customers who have heard your message in a 60-second ad will recall it in a 10-second one.* 在60秒的广告中听到了产品信息的顾客，将会在看到10秒的广告片时回忆起这些信息。

• ***noun*** /ˈrɪˈkɔːl; ˈriːkɔːl/

**1** (*Commerce*) [C] an official request for a product to be returned; the product itself 召回令；回收令；被召回的产品：*Officials refused to put a cost on the recall, which affected 1.6 million vehicles.* 官员们拒绝说明这次涉及160万辆车的召回的成本。◇ *a series of product recalls* 一系列的产品召回事件

➲ *to* ***conduct/issue/order*** *a recall* 进行召回；发出召回令；命令召回

**2** [U] the ability to remember sth you have seen or heard 记忆力；记性：*After the ads appeared in June, brand recall surged 150%.* 广告在六月份播出后，品牌回忆率激增了150%。

**recap** /ˈriːkæp/ *verb* [+ obj *or* no obj] (**-pp-**) to repeat or give a summary of what has already been said, decided, etc. 重述；概括：*Let me just recap on what we've decided so far.* 我来总结一下到目前为止我们所作的决定吧。▸ **ˈrecap** *noun* [C]

**recapitalize , -ise** /ˌriːˈkæpɪtəlaɪz/ *verb* [+ obj *or* no obj] (*Finance*) to put more capital into a business or change the way the capital is held 调整资本；再投资：*The banks have been recapitalized with $33 billion in new funds.* 对这些银行又投入了330亿元的新增资金。▸ **recapitalization, -isation** /ˌriːˌkæpɪtəlaɪˈzeɪʃn; *AmE* -ləˈz-/ *noun* [C,U]: *a recapitalization plan designed to help the firm cut its debt* 旨在帮助企业削减债务的资本调整计划

**recd** *abbr* a short way of writing **received** * received 的简写

**recede** /rɪˈsiːd/ *verb* [no obj] to become smaller, weaker, etc. 变小；减弱：*Expectations of an imminent cut in interest rates have receded* (= it is less likely). 立即减息的预期已经消除了。◇ *Revenues have been put under pressure because the market in general is receding.* 由于整体上市场正逐渐萎缩，收入一直面临压力。

**★receipt** /rɪˈsiːt/ *noun, verb*

• ***noun***

SEE ALSO: **debit receipt, delivery ~, depositary ~, depository ~, trust ~, warehouse ~**

**1** (*also* **ˈsales slip**) [C] a piece of paper that shows that goods or services have been paid for 收据；收条：*Can I have a receipt, please?* 请给我开张收据好吗？◇ *Make sure you keep all your receipts.* 务必保留好所有的收据。See note at INVOICE

➲ *to* ***ask for/file/keep/need*** *a receipt* 索取收据；将收据归档；保存 / 需要收据 • *to* ***give sb/issue/make out/sign*** *a receipt* 给某人提供收据；开收据；写收据；签收据 • *a* ***credit-card/sales*** *receipt* 信用卡 / 销售收据

**2** (*Accounting*) **receipts** [pl.] money that a business, bank or government receives（企业、银行或政府）收到的款项，收入：*Receipts from tourism fell by about one third.* 旅游收入减少了大约三分之一。◇ *The economic slowdown has reduced tax receipts.* 经济放缓使税收收入减少了。

➲ ***cash/export/tax*** *receipts* 现金 / 出口 / 税收收入

**3** (*formal*) [U] the act of receiving sth, or the fact of sth having been received 接到；收到：*Businesses should* ***acknowledge*** *receipt of an order without delay.* 企业接到订单应该立即签收。◇ *Items should be paid for within 14 days of receipt.* 收到商品后应该在14天内付款。→ PAYMENT

• ***verb*** [+ obj] (*often* **receipted**, *used as an adjective* 常作receipted，用作形容词)

**1** to sign or mark a bill to say that it has been paid 在…上注明收讫字样：*a receipted hotel bill* 注明款项收讫的旅馆账单

**2** to give a **receipt** for money or goods 开收据：*What is the procedure for receipting goods?* 给货物开收据的程序是什么？

**receivable** /rɪˈsiːvəbl/ *adjective* [not usually before noun]

SEE ALSO: **accounts receivable, bills ~, note ~**

(*Accounting*) for which money has not yet been received 应收款的：*Net interest receivable fell from $22 m to $12 m.* 应收利息净额从2 200万元下降到1 200万元。

**receivables** /rɪˈsiːvəblz/ *noun* [pl.] (*Accounting*) money that is owed to a business 应收款项；应收账款：*You should be collecting outstanding receivables within 30 to 40 days.* 你应在30到40天内收取未付清的应收账款。→ PAYABLES —Picture at WORKING CAPITAL

**receiver** /rɪˈsiːvə(r)/ *noun* [C]

**1** (*Law*) (*also* **of,ficial re'ceiver**) a person who is chosen by a court to manage the financial affairs of a company that is BANKRUPT, to sell its assets in order to pay its debts, and to close it（破产公司的）官方接管人，财产管理人：*The receiver said he had the legal duty to obtain the best price for the business.* 官方接管人称为企业争取最好的价格是他的法律义务。→ idiom at CALL *verb*

**2** the part of a telephone that you hold close to your mouth and ear（电话）听筒：*The speaker connects easily to your telephone receiver.* 扬声器与电话听筒之间连接简便。

➲ *to* ***lift/pick up/put down*** *the receiver* 提起 / 拿起 / 放下电话听筒

**receivership** /rɪˈsiːvəʃɪp; *AmE* -vərʃ-/ *noun* [U,C] (*Law*) a situation where the financial affairs of a company are being controlled by a **receiver**, because it has no money 破产管理；破产产业接管：*Five hundred jobs were lost last year when the company went into receivership.* 去年，当这家公司接受破产管理时，有五百人失业。◇ *Her company has been in receivership for six months now.* 她的公司接受破产管理至今已有六个月。

➲ ***be in/be placed in/go into*** *receivership* 被接管；被置于破产接管；进入破产管理

**reˈceiving ˌorder** *noun* [C] (*Law*) in the UK, an order from a court placing a company in the control of a **receiver**（英国法院下达的）接管令

**★reception** /rɪ'sepʃn/ *noun*
**1** [U] (*especially BrE*) the place inside the entrance of a hotel, an office building, etc. where guests or visitors go first when they arrive 接待处；接待区：*We arranged to meet in reception at 6.30.* 我们约好6点30在接待处会面。◇*You can leave a message with reception.* 你可以在接待处留个口信。(*AmE, BrE*) ◇*She got a job on the reception desk.* 她找了一份接待员的工作。→ FRONT DESK
**2** [C] a formal social occasion to welcome sb or celebrate sth 接待仪式；欢迎会；招待会：*a civic/an official reception* 市民 / 官方招待会 ◇*We hosted a reception for 75 guests.* 我们举行了一个有75位客人出席的招待会。
**3** [sing.] the type of welcome that people give to sb/sth 欢迎；接受：*The new products got a cool reception from customers.* 消费者对新产品反应冷淡。
**4** [U] the quality of radio, television and telephone signals that are broadcast（无线电、电视和电话信号的）接收效果：*My cellphone has poor reception outside the city.* 我的手机在城外接收效果欠佳。◇*bad/good/poor reception* 差的 / 良好的 / 欠佳的接收效果

**★receptionist** /rɪ'sepʃənɪst/ *noun* [C]
a person who works in a hotel, an office building, etc. answering the telephone and dealing with people when they arrive 招待员；接待员

**★recession** /rɪ'seʃn/ *noun* [C,U]
(*Economics*) a difficult period in the economy of a country or group of countries, when there is less trade and industrial activity than usual and more people are unemployed 经济衰退；经济萎缩：*The economy is now officially in recession.* 官方称经济目前正处于衰退之中。◇*The manufacturing sector is recovering slowly from last year's recession.* 制造业正从去年的衰退之中慢慢复苏。→ DEPRESSION, DOUBLE DIP —Picture at BUSINESS CYCLE
● *to be hit by/be in/enter/fall into/slip (back) into* (*a*) *recession* 受衰退打击；处于衰退之中；开始衰退；进入衰退；陷入衰退 • *to emerge from/recover from a recession* 从衰退中走出；从衰退中复苏 • (*a*) *deep/prolonged/severe recession* 深度的 / 长期的 / 严重的衰退 • (*a*) *mild/shallow recession* 温和的 / 轻微的衰退 • (*a*) *global/world recession* 全球 / 世界经济衰退

**recessionary** /rɪ'seʃnrɪ; *AmE* -neri/ *adjective* [usually before noun]
(*Economics*) likely to cause a **recession** or typical of one 经济衰退的：*Recessionary pressures around the world have slowed sales growth and cut profits.* 世界各地经济衰退的压力使销售增长势头放慢、利润减少。

**recharge** /ˌriː'tʃɑːdʒ; *AmE* -'tʃɑːrdʒ/ *verb* [+ obj *or* no obj]
to fill a battery with electrical power; to be filled with electrical power 给（电池）充电；充电：*You may need to recharge your phone every two days.* 可能每隔两天就要给手机充电。
▸ **re'chargeable** *adjective*：*rechargeable batteries* 可充电电池
IDM **recharge your 'batteries** to get back your energy by resting for a while 养精蓄锐；休整：*I need a week off work to recharge my batteries.* 我需要休息一周，好恢复精力。

**recipient** /rɪ'sɪpiənt/ *noun* [C] (*formal*)
a person who receives sth 收受者；接收者：*The country is one of the biggest recipients of foreign investment.* 该国是接受外国投资最多的国家之一。◇*email/loan recipients* 电子邮件收件人；贷款接受者

**reciprocal** /rɪ'sɪprəkl/ *adjective* [usually before noun]
involving two people or groups who agree to help each other or behave in the same way as each other 互惠的；相应的：*In case of a disaster, we have a reciprocal arrangement with another firm that uses the same computing systems.* 万一发生灾难，我们与另一家公司有一项互惠协定，可以共享同一个计算机系统。◇*reciprocal trade between the EU and Chile* 欧盟和智利之间的互惠贸易
▸ **reciprocity** /ˌresɪ'prɒsətɪ; *AmE* -'prɑːs-/ *noun* [U]

**reclaim** /rɪ'kleɪm/ *verb* [+ obj]
**1** to get back sth that has been taken from you, that you have lost or that is owed to you 取回；领回；要求归还：*The company wants to expand and reclaim its markets.* 这家公司希望拓展壮大并收回其市场。◇*He should be able to reclaim his $500 deposit.* 他应该可以领回他500元的押金。
**2** to make land that is naturally too wet or too dry suitable to be built on, farmed, etc. 开垦；利用，改造（荒地）：*The airport is built on reclaimed land.* 机场是建在经平整后的荒地上的。
**3** to obtain materials from waste products so that they can be used again 回收（废品中有用的东西）→ RECYCLE
▸ **reclamation** /ˌreklə'meɪʃn/ *noun* [U]：*land reclamation* 土地开垦

**★recognition** /ˌrekəg'nɪʃn/ *noun* [U]
SEE ALSO: **brand recognition, optical character ~, speech ~, voice ~**
**1** (*Marketing*) the fact of knowing what sth is when you see it 认识；认出；识别：*You don't need to spend a lot of money to gain recognition of your products and services.* 使产品和服务得到认可并不需要花费太多钱。◇*They quickly realised the brand had little name recognition in the US.* 他们很快意识到这个品牌在美国没多少知名度。
**2** the ability of a machine to recognize sth（机器的）识别能力：*voice recognition for computers and the Internet* 为计算机和互联网设计的语音识别功能 ◇*face recognition technology* 人脸识别技术
**3** praise and rewards for the work that sb does 赞誉；赏识；赞赏：*She gained little recognition for her work.* 她的工作得到的赞誉极少。
**4** the act of accepting that sth exists, is true, or is official 承认；认可：*the recognition of trade unions* 工会的承认 → RECOGNIZE

**ˌrecog'nition test** *noun* [C]
(*Marketing*) a test that is done after an advertisement has been shown to find out how well sb can remember the advertisement（广告）认知度测试

**★recognize , -ise** /'rekəgnaɪz/ *verb* [+ obj]
(*not used in the continuous tenses* 不用于进行时)
**1** to know what sth is when you see it or remember who sb is 认识；认出；辨别出：*Not everyone recognizes a clever idea when they see it.* 遇上好主意，不是每个人都能看得出来的。

◇ *The logo is becoming a nationally recognized brand.* 这个标识正成为一个全国家喻户晓的品牌。
**2** (*often* **be recognized**) to praise and reward people for the work that they do; to think of sb/sth as good or important 赞赏；赏识；认可；公认：*Every team member is recognized for their efforts.* 每一位团队成员的努力都得到了认可。◇ *Hirshberg is recognized as a truly great designer.* 赫什伯格获公认为一位真正伟大的设计师。
**3** to accept sth officially（正式）接受，承认：*The company refused to recognize the union.* 这家公司拒绝承认该工会。◇ *recognized qualifications* 获得承认的资格
**4** (*Accounting*) to put a particular figure on sth or to show sth in a particular way in a set of financial records（账面）确认：*Barnes and Noble recognized a pre-tax gain of $22.4 m.* 巴诺书店确认有2 240万元的税前收入。
**5** if a machine **recognizes** sb/sth, it identifies them and reacts in the correct way（机器）识别：*The new CD players can recognize a variety of formats.* 新的 CD 机可以识别多种不同的制式。
→ RECOGNITION

**★recommend** /ˌrekəˈmend/ *verb* [+ obj]
**1** to tell sb that they should do sth, especially because you have expert knowledge 建议：*The report recommended an $11 pay increase.* 报告建议工资增加11元。◇ *We recommend that our shareholders vote in favour of the proposal.* 我们建议我们的股东投票赞成这项提案。
**2** to tell sb that sth is good and useful 推荐；介绍：*80% of dentists recommend this product.* * 80%的牙医推荐这种产品。◇ *The new restaurant comes highly recommended* (= a lot of people have praised it). 这家新餐厅口碑极好。
**3** to suggest sb for a particular job or task because you think they would do it well 推荐（人）；举荐：*At the meeting, the board will recommend an auditor.* 在会上董事会将推荐一位审计师。

**★recommendation** /ˌrekəmenˈdeɪʃn/ *noun*
**1** [C] a suggestion about the best thing to do, especially by sb with expert knowledge 建议；提议：*The review's recommendations could have a big impact on many boardrooms.* 这次审查中提出的建议可能会对许多董事会决策产生很大影响。◇ *Merrill Lynch cut its recommendation on the stock from 'buy' to 'neutral'.* 美林证券将其对这支股票的推荐意见从“买入”降级为“中性”。
**2** [U] the act of telling sb that sb or sth is good, useful, suitable, etc. 推荐；介绍：*26% of non-executive directors are appointed on the recommendation of family or friends.* * 26%的非执行董事是根据家人或朋友的推荐任命的。
**3** [C] a product that sb says is good 推荐的产品：*The book is one of this week's recommendations.* 这本书是本周推荐的图书之一。

**recompense** /ˈrekəmpens/ *noun, verb* (*formal*)
● ***noun*** [U; sing.]
money that is given to a person as payment or because they have suffered in some way 报酬；赔偿；补偿：*For those who have lost their savings, recompense looks unlikely.* 对于失去存款的那些人而言，获得赔偿似乎是不可能的。
SYN COMPENSATION
● ***verb*** [+ obj]
to give sb money as payment or because they have suffered in some way 报酬；补偿；赔偿
SYN COMPENSATE

**reconcile** /ˈrekənsaɪl/ *verb* [+ obj]
(*Accounting*) to make one set of financial records or figures agree with another 对账；核查：*Reconciling bank statements and cash accounts took a long time.* 核对银行对账单和现金账户花了很长时间。▸ **reconciliation** /ˌrekənsɪliˈeɪʃn/ *noun* [U]

**reconcili'ation ˌstatement** (*also* **ˌreconcili'ation**) *noun* [C]
(*Accounting*) a document that explains the differences between two sets of accounts 调节表；对账表 → BANK RECONCILIATION

**reconfigure** /ˌriːkənˈfɪgə(r); *AmE* -fɪgjər/ *verb* [+ obj]
(*IT*; *Technical*) to change the way that sth is organized or arranged, especially computer equipment or a program 重新装配；改装：*It took 60 days to reconfigure the network.* 重新配置网络花了60天的时间。◇ *The factory space is designed to be reconfigured easily.* 这家工厂的空间设计便于重新规划布局。▸ **reconfiguration** /ˌriːkənfɪgəˈreɪʃn; *AmE* -fɪgjəˈr-/ *noun* [C,U]

**reconnect** /ˌriːkəˈnekt/ *verb* [+ obj *or* no obj]
to make a connection again between people or things that had stopped being connected 使再结合；重新接通；重新连接：*I had to disconnect the modem and reconnect the phone.* 我不得不断开调制解调器并重新连接电话。◇ *Reconnecting with your old company may be a good career move.* 与以前工作过的公司再次取得联系可能是个不错的职业举动。▸ **reconnection** /ˌriːkəˈnekʃn/ *noun* [C,U]

**reconstruct** /ˌriːkənˈstrʌkt/ *verb* [+ obj]
to build or make again sth that has been damaged or that no longer exists 修复；重建；重造：*The reconstructed plant now employs over 2 000 people.* 这家工厂重建后目前员工超过2 000人。

**reconstruction** /ˌriːkənˈstrʌkʃn/ *noun* [U]
**1** the process of changing or improving the condition of sth or the way it works; the process of putting sth back into the state it was in before 重建；改造；复原：*a reconstruction and development programme* 重建和发展方案 ◇ *the economic reconstruction of the country* 这个国家的经济重建
**2** the process of changing the way a company is organized, usually because it has financial problems 改组：*The $4 billion reconstruction will hand control of the company to its bankers.* 耗资40亿元的重组将把公司的控制权移交给银行。
→ RESTRUCTURE

**★record** *noun, verb*
● ***noun*** /ˈrekɔːd; *AmE* ˈrekərd/
SEE ALSO: **attendance record, employer of ~, holder of ~, owner of ~, shareholder of ~, stockholder of ~, track ~**
**1** [C] a written account of sth that is kept so that it can be looked at and used in the future 记录；记载：*You should keep an accurate record of your expenses.* 你应该准确记下你的各项开支。◇ *You can update your records online.* 你可以更新你的

网上记录。◇ *Our records show that you have been a customer here since 2001.* 我们的记录显示，您自2001年就已光顾本店。◇ *It has been one of the worst years* ***on record*** *for the tourist industry.* 这一年是旅游业有记录以来最糟糕的年份之一。
● *to* ***keep/update*** *a record (of sth)* 保持／更新（…的）记录 • *records* ***contain/show/suggest*** *sth* 记录包含／显示／表明… • ***accounting/administrative/financial/personnel/tax*** *records* 会计／行政／财务／人事／税务记录

**2** [C] the best result or the highest or lowest level that has ever been reached（最好的、最高的或最低的）纪录：*UK consumers have set a new record for spending on credit cards.* 英国消费者创造了信用卡消费的新纪录。◇ *This year the company has enjoyed record sales.* 今年这家公司的销售额创下了纪录。◇ *Shares reached a record low (= the lowest level ever) of 150 000 yen in October.* 股价十月份达到了15万日元的最低纪录。
● *to* ***break/hit/hold/set*** *a record* 打破／创下／保持／刷新纪录 • *a record* ***high/level/low/number*** 最高纪录；最高水平；最低纪录；创纪录的数字

**3** [sing.] the facts that are known about sb/sth's past behaviour, character, achievements, etc.（有关过去的）事实；经历；记录：*The airline has a good safety record.* 这家航空公司的安全记录良好。◇ *The company has a poor record* ***on*** *environmental issues.* 这家公司在环境问题上有不良记录。◇ *When it comes to quality, our record* ***speaks for itself*** *(= shows our quality clearly).* 说到质量，我们的记录本身就说明问题。
● *a good/an* ***impressive/a proven/strong*** *record* 良好的／惊人的／被证实的／出色的记录 • *a* ***bad/poor*** *record* 差劲的／欠佳的记录 • *to* ***have/keep/maintain*** *a record* 保持记录

IDM **(just) for the 'record** used to show that you want what you are saying to be officially written down and remembered 希望正式记录在案；（仅）供记录，**off the 'record** if you tell sb sth **off the record**, it is not yet official and you do not want them to repeat it publicly 非正式的；私下的；不得发表的 **put/place sth on (the) 'record ; be/go on (the) 'record (as saying ...)** to say sth publicly or officially so that it may be written down and repeated 公开发表（意见等）：*He didn't want to go on the record as either praising or criticizing the proposal.* 他不想公开赞扬或批评这项提案。

• ***verb*** /rɪ'kɔ:d; *AmE* rɪ'kɔ:rd/ [+ obj]

**1** to keep a permanent account of facts or events by writing them down, storing them in a computer, etc. 记录；记载：*You should record all your expenses during your trip.* 你应该记下你旅途中的所有开支。◇ *The accounts department has changed the ways in which foreign sales are recorded.* 财务部门改变了对海外销售额的记账方式。→ LOG *verb* (1)

**2** to show a particular amount of profit or loss, or a particular number of sth 表明；显示：*The bank recorded a net loss of €55 million for the year.* 银行全年有5 500万欧元的净亏损。◇ *The dollar recorded its eleventh drop in twelve days.* 美元在十二天内出现了第十一次贬值。

**'record-,breaking** *adjective* [only before noun] bigger, better, etc. than has ever been done before 创纪录的；刷新纪录的：*The deal was said to be worth a record-breaking $80 million.* 这笔交易的价值据称达到了创纪录的8 000万美元。◇ *There have been record-breaking sales figures in the last few months.* 在过去的几个月里，销售额连破纪录。

**'record date** *noun* [C] (*Finance*) the date when a shareholder must own shares in order to be able to vote at a meeting, receive a DIVIDEND (= money paid to shareholders), etc.（股权）登记日期，列册日期

**re,corded de'livery** (*BrE*) (*AmE* **,certified 'mail**) *noun* [U] a method of sending mail in which the sender is given a note to say it has been posted and the person receiving it has to sign a form to say it has been delivered 挂号邮寄：*The original documents were sent by recorded delivery.* 文件正本是挂号邮寄的。→ REGISTERED MAIL

**'record-,keeping** *noun* [U] the job or process of storing documents, files, information, etc. in an office 备案

**recoup** /rɪ'ku:p/ *verb* [+ obj] to get back money that has been spent or lost 收回（成本）；弥补（亏损）：*The company could take seven years to recoup its investment.* 这家公司可能需要七年才能收回投资。◇ *The dollar recouped early losses to edge higher against the euro.* 美元收复了早盘失地，对欧元有所攀升。SYN RECOVER

**recourse** /rɪ'kɔ:s; *AmE* 'ri:kɔ:rs/ *noun*

SEE ALSO: **non-recourse, without recourse**

**1** (*formal*) [U; sing.] the fact of using sth that can provide help in a difficult situation; the person or thing that you use for help 依赖；依靠；求助；所依靠的人（或物）：*The business was stabilized* ***without recourse to*** *(= without using) external financing.* 这家企业在不借助外部资金的情况下稳定了下来。

**2** (*Law*) [U] the legal right to claim money from sb for a loss, an injury, etc. that they have caused 追索权；偿还要求：*You have no recourse* ***against*** *the seller if the goods are faulty.* 如果货物有瑕疵，你对卖方无追索权。

**★recover** /rɪ'kʌvə(r)/ *verb*

**1** [no obj] to improve and begin to return to a normal position or level after a period of difficulty 恢复常态；复原：*The market is recovering from its 20-year low.* 市场正从20年来的最低点回升。◇ *She made two big mistakes and her business has never recovered.* 她犯了两个大错，之后生意一蹶不振。

**2** [+ obj] to get back money that has been spent or lost 收回；追回：*Investors have formed an action group to recover their lost money.* 投资者组成了一个行动小组以讨回他们损失的资金。◇ *The company has set itself the target of recovering its investment within five years.* 这家公司已为自己制定了五年之内收回投资的目标。SYN RECOUP

**3** (*Law*) [+ obj] **recover costs/damages** to obtain money by a legal process because of loss or injury that you have suffered 取得（损害赔偿）：*There have been delays in recovering damages from the supplier for faulty machines.* 从供应商处获得因机器故障造成的损害赔偿一事出现了耽搁。

**4** [+ obj] to get oil, minerals, etc. from the ground 开采（石油、矿物等）

**recoverable** /rɪ'kʌvərəbl/ *adjective*
**1** used to describe money that can be got back after it has been spent or lost 可收回的；可追回的：*Travel expenses will be recoverable from the company.* 差旅费可到公司报销。◇*Much of the cost of damage from the flooding will not be recoverable.* 因洪水造成的损失大部分得不到补偿。OPP IRRECOVERABLE
**2** (*Law*) used to describe money that can be obtained by sb by a legal process, for example if they have been injured 可赔偿的；可补偿的：*recoverable costs/damages* 可赔偿的费用 / 损失
**3 recoverable** oil, minerals, etc. can be taken from the ground 可开采的：*Surveys have shown there could be about 100 million barrels of recoverable oil.* 勘察显示可能有大约1亿桶可开采的石油。

**recovery** /rɪ'kʌvəri/ *noun* (*plural* **recoveries**)
SEE ALSO: **bad debt recovery, disaster recovery**
**1** [U; C, usually sing.] the process of improving or becoming strong again 改善；复苏；回升：*There are no signs yet of an economic recovery.* 仍然没有经济复苏的迹象。◇*a recovery in consumer spending* 消费支出的回升 ◇*The company's recovery plan will be unveiled at a meeting in New York.* 这家公司将在纽约开会时公布其复兴计划。
**2** [U] the process or fact of getting back sth, for example money that you are owed 收回；追回；取回：*The country's poor legal system has proved to be an obstacle to debt recovery.* 这个国家不健全的法律制度成了债务追偿的障碍。
**3** [U] the process of obtaining oil, minerals, etc. from the ground 开采

**re'covery ,period** *noun* [C, usually sing.] (*Accounting*) the time it will take for the profit produced by an asset to be equal to the amount invested in it（投资）回收期 SYN PAYBACK PERIOD

**★recruit** /rɪ'kru:t/ *verb, noun*
● ***verb***
**1** (*HR*) [+ obj *or* no obj] to find new people to join a company or an organization 吸收，招聘（新成员）：*We need to pay top salaries to recruit and retain the best people.* 我们需要支付高薪来聘请和留住最优秀的人才。◇*200 new employees have been recruited.* 已招聘200名新员工。◇*She's responsible for recruiting at all levels.* 她负责招聘各层次的人员。◇*a recruiting company* 猎头公司 See note at EMPLOY
**2** [+ obj] to persuade sb to do sth, especially to help you in some way 动员…（提供帮助）：*We are trying to recruit new customers in the 16-20 age group.* 我们正努力吸纳16至20岁年龄段的新顾客。◇*He recruited investors to fund the project.* 他找投资者给这个项目融资。
▸ **re'cruiter** *noun* [C]
● ***noun*** [C]
(*HR*) a person who joins a company or an organization 应聘者：*attempts to attract graduate recruits to the oil industry* 吸引毕业生到石油行业应聘的举措

**★recruitment** /rɪ'kru:tmənt/ *noun*
SEE ALSO: **e-recruitment**
**1** (*HR*) [U] the act or the process of finding new people to join a company or an organization（新成员的）吸收，招聘：*the recruitment of top executives* 高层管理人员的招募 ◇*staff recruitment* 员工招聘 ◇*a recruitment company/agency* 猎头公司 / 机构
**2** (*HR*) [C] a person who has been chosen to join a company or an organization; an occasion when sb is chosen 应聘者；应聘机会：*Twenty-one recruitments have been carried out so far this year, of which ten were new posts.* 到目前为止，今年已经招聘了二十一个应聘者，其中有十人是新职位。
**3** [U] the act of persuading sb to do sth for you 动员（工作）：*We are involved in the recruitment of people to take part in our market research.* 我们参与了动员人们参加我们市场调研的活动。

**re'cruitment fair** = JOB FAIR

**recuperate** /rɪ'ku:pəreɪt/ *verb* (*formal*)
**1** [no obj] to improve and begin to return to a normal position or level after a period of difficulty 恢复常态；复原：*I expect the stock to recuperate in the long term.* 我预期从长期来看股票会恢复正常。
**2** [+ obj] to get back money that has been spent or lost 收回；挽回（损失）：*It said the state would recuperate its investment by 2011.* 据称该国将于2011年收回投资。 SYN RECOVER

**recurring** /rɪ'kɜ:rɪŋ/ *adjective* [usually before noun]
happening more than once, or a number of times 再发生的；经常的；续生的：*Recurring revenues from services such as maintenance are growing.* 维修等服务的经常性收入正在增长。
→ NON-RECURRING
● *recurring costs/expenses/profit/revenue* 经常性成本 / 支出 / 利润 / 收入

**recycle** /,ri:'saɪkl/ *verb* [+ obj *or* no obj]
to put things that have already been used through special processes so that they can be used again 再利用；回收利用：*The UK has a target of recycling 25% of all waste by 2006.* 英国制订了一个到2006年废品总回收率达到25%的目标。◇*envelopes made from recycled paper* 用再生纸制作的信封
▸ **recyclable** /,ri:'saɪkləbl/ *adjective*: *We use 100% recyclable packaging.* 我们使用100%的可再生包装。 **,re'cycling** *noun* [U]: *The UK lags far behind its European neighbours in recycling levels.* 英国的再回收利用水平远远落后于其欧洲邻国。◇*a recycling business/plant* 废品回收公司 / 加工厂

**red** /red/ *noun*
IDM **be, remain, etc. in the 'red ; move into, return to, etc. the 'red 1** to be operating at a loss; to be spending more than you earn 亏损；有赤字；透支：*The communications group is €70 billion in the red.* 该通讯集团亏损700亿欧元。◇*My bank account is in the red this month.* 我的银行账户本月透支了。 **2** (*Stock Exchange*) if markets or shares are **in the red**, they are lower in value than they were previously（市场、股价）下跌：*Most shares dipped into the red yesterday although trade was light.* 尽管交易量很少，昨天大部分股票的价格还是下跌了。 OPP BE, REMAIN, ETC. IN THE

BLACK, MOVE INTO, RETURN TO, ETC. THE BLACK → idiom at HAEMORRHAGE *verb*

**,red-'circling** *noun* [U]
(*HR*) the situation when a job has been moved to a lower grade with a lower rate of pay, but the people who are already doing that work are still paid the old rate. New employees will be paid at the lower rate. 红圈注记（工作等级降级后，原员工工资保持不变，新员工工资调低）▸ **,red-'circle** *verb* [+ obj]

**redeem** /rɪ'di:m/ *verb* [+ obj]
**1** (*Finance*) to pay back the full amount of money that you owe; to pay a debt 偿清；付清：*There are fears the firm may lack funds to redeem its debt.* 有人担心这家企业缺乏偿还债务的资金。 SYN PAY OFF
**2** (*Finance*) to exchange shares, bonds, etc. for money 把（股票、债券等）兑取现金：*The shares can be redeemed at any time after March 4.* 这些股票可以在3月4日以后的任何时候套现。
**3** (*Commerce*) to exchange a VOUCHER (= a printed piece of paper that can be used instead of money to pay for sth) for goods or services 兑换；兑现：*The gift certificates can be redeemed at any of our hotels.* 这些礼券可以在我们的任何一家酒店兑换。
**4** to get back a valuable object from sb by paying them back the money you borrowed from them in exchange for the object 赎回 → PAWN *verb*

**redeemable** /rɪ'di:məbl/ *adjective*
**1** (*Finance*) **redeemable** shares, bonds, etc. can be bought back for money by the company that issues (= sells) them（股票、债券等）可赎回的：*The bonds are redeemable at their face value after five years.* 债券五年后可按面值赎回。
● *redeemable **securities/shares/stock*** 可赎回证券 / 股份 / 股票
**2** (*Commerce*) able to be exchanged for goods, services or money 可兑换的；可交换的：*The points you earn on your loyalty card are redeemable for gifts.* 会员卡积分可兑换礼品。

**redefine** /,ri:dɪ'faɪn/ *verb* [+ obj]
to change the nature or limits of sth; to make people consider sth in a new way 改变…的本质（或界限）；重新定义；使重新考虑：*Technology is constantly redefining the nature of work.* 技术正不断地重新诠释工作的性质。◇ *Some of the most demanding top jobs might have to change or be redefined.* 一些要求最为苛刻的高层职位可能不得不有所改变或重新界定。
● *to redefine a **brand/business/job/problem*** 重新定义品牌 / 企业 / 职位 / 问题
▸ **redefinition** /,ri:defɪ'nɪʃn/ *noun* [U,C]

**redemption** /rɪ'dempʃn/ *noun* [U,C]
(*Finance*)
**1** an occasion when money invested in shares, bonds, etc. is paid back to the investor 赎回（股票、债券等）：*£52 billion in bond redemptions is due later this year.* 今年晚些时候有520亿英镑的债券将到期赎回。◇ *If you redeem your shares early, you may pay a redemption fee.* 如果提前赎回股票，可能要支付赎回费用。
**2** the act of paying back a loan or MORTGAGE 偿还贷款；还清抵押贷款：*Mortgage customers should be clearly informed of penalties such as redemption charges.* 按揭客户应被明确告知诸如赎回费用等罚则。

**re'demption date** = MATURITY (1)

**re'demption yield** *noun* [C]
(*Finance*) the amount of money that an investor will get back from a bond if it is kept until the end of its life (**maturity**), usually expressed as a percentage 偿还收益率；赎回收益率 SYN YIELD TO MATURITY

**redeploy** /,ri:dɪ'plɔɪ/ *verb* [+ obj] (*formal*)
**1** (*HR*) to give employees a different job to do or move them to a different place of work 调配；重新部署：*The bank said it was working to redeploy staff in other roles.* 银行称正在着手在其他岗位上重新安置员工。 SYN TRANSFER
**2** (*Finance*) to use money or resources for a different purpose 重新调配（资金或资源）：*We are selling assets, leasing them back and redeploying the capital within the business.* 我们正出售资产，继而将资产回租并在企业内部重新调配资本。
▸ **,rede'ployment** *noun* [U]：*the redeployment of staff/resources* 员工 / 资源的重新配置

**redesign** /,ri:dɪ'zaɪn/ *verb* [+ obj]
to design a product, service, system, etc. again in a different way 重新设计（产品、服务、系统等）：*The Seattle-based company has redesigned its logo.* 这家位于西雅图的公司已重新设计其标识。◇ *Engineers completely redesigned the way the car's body was manufactured.* 工程师彻底更新了汽车车身的生产方法。▸ **,rede'sign** *noun* [U,C]：*She recommended a complete redesign of the company's website.* 她建议对公司的网站进行一次彻底的改头换面。

**redevelop** /,ri:dɪ'veləp/ *verb* [+ obj]
(*Property*) to change an area by building new houses, roads, factories, etc. 改造；重新建设：*The site will be redeveloped for mixed residential and business use.* 这个地方将被改建成商住混合型社区。▸ **,rede'velopment** *noun* [U,C]：*New office and retail space will form part of the redevelopment.* 新办公室和零售场地将成为这项改造的一部分。

**'red-eye** (*also* **,red-eye 'flight**) *noun* [C, usually sing.] (*informal*)
a flight on a plane at night, on which you do not get enough sleep 红眼航班

**,red 'herring** = PATHFINDER PROSPECTUS

**,red-'hot** *adjective*
extremely strong, active, successful, etc. 强烈的；积极的；成功的：*Interest rate rises have failed to cool the red-hot housing market.* 利率提高未能抑制过热的住房市场。

**,red 'ink** *noun* [U] (*AmE*)
used to talk about a situation in which a business is losing a lot of money, has a lot of debt, etc. 亏损；赤字：*It was the company's third consecutive quarter of red ink.* 这是这家公司连续第三个季度出现赤字了。◇ *The health-care industry is bleeding red ink* (= losing a lot of money). 医疗保健行业一直在亏损。 NOTE In the past, red ink was used to show losses in financial records. 过去，在财务记录中用红墨水表示亏损。

**redirect** /,ri:də'rekt; -dɪ-; -daɪ-/ *verb* [+ obj]
**1** to use money, resources, etc. in a different way or for a different purpose（以新的方式或目的）

重新使用：*We redirected funds to a new marketing campaign.* 我们重新调配了资金用于新的营销活动。

**2** to send sth such as mail, phone calls, etc. to a different address 改寄（邮件）；转接（电话）：*You can have calls redirected to your mobile phone.* 你可以把电话转接到你的手机上。◇ *Complaints are being redirected to the sales manager.* 投诉被转给销售经理处理。

**★redistribute** /ˌriːdɪˈstrɪbjuːt; ˌriːˈdɪs-/ *verb* [+ obj]
(*Economics*) to share money or resources in a different way 重新分配：*Raising taxes will redistribute wealth more fairly.* 提高税收将使财富再分配更为公平。◇ *The amount of work is the same, but it has been redistributed among more people.* 虽然工作量不变，但已有更多人分担。
▸ **redistribution** /ˌriːdɪstrɪˈbjuːʃn/ *noun* [U; sing.]

**redistributive** /ˌriːdɪˈstrɪbjətɪv/ *adjective* [usually before noun]
(*Economics*) **redistributive** policies or actions use a country's tax system to give a more equal share to poorer people 再分配的：*Income tax generally has a redistributive effect.* 所得税通常具有再分配效应。

**redline** /ˈredlaɪn/ *verb* [+ obj] (*AmE, informal*) to refuse to provide loans, insurance or other financial services to people or businesses in particular areas（对特定人群或公司）拒绝发放贷款（或承保等）▸ **'redlining** *noun* [U]: *It is claimed that the company knew about and tolerated redlining.* 据称，这家公司知晓并容忍歧视性拒贷。

**redraft** /ˌriːˈdrɑːft; *AmE* -ˈdræft/ *verb* [+ obj] to write a document, a letter, etc. again in order to improve it or make changes 改写；重新起草：*He was asked to redraft his paper.* 他被要求改写论文。▸ **redraft** /ˈriːdrɑːft; *AmE* -dræft/ *noun* [C]

**redress** *verb, noun*
• ***verb*** /rɪˈdres/ [+ obj] (*formal*) to correct sth that is unfair or wrong 纠正；改正；矫正：*They will attempt to redress the budget deficit next year.* 他们明年将努力削减预算赤字。
IDM **redress the 'balance** to make a situation equal or fair again 恢复平衡；恢复公平合理的情况
• ***noun*** /rɪˈdres; ˈriːdres/ [U] (*Law*) a legal solution to a problem, especially sth that you should get for sth wrong that has happened to you or harm that you have suffered 损失赔偿：*She is seeking legal redress for unfair dismissal.* 她正因遭不正当解雇而提起赔偿诉讼。
SYN COMPENSATION, REMEDY

**ˌred 'tape** *noun* [U] official rules that seem more complicated than is necessary and prevent things being done quickly 繁文缛节；官僚作风：*The government said it would cut red tape to allow farmers to boost exports.* 政府表示将简化繁琐的手续以使农民增加出口。
SYN BUREAUCRACY

**★reduce** /rɪˈdjuːs; *AmE* -ˈduːs/ *verb* [+ obj] **reduce sth (from sth) (to sth)** | **reduce sth (by sth)** to make sth less or smaller in price, quantity, size, etc. 减少，缩小（价格、数量、尺寸等）：*The company has reduced costs and cut its workforce.* 公司削减了成本并减少了人手。◇ *Losses were reduced from €4.7m to €2.7m.* 损失从470万欧元减少到270万欧元。◇ *The number of employees is likely to be reduced by 10%.* 雇员人数有可能减少10%。◇ *You may be able to work reduced hours while your children are very young.* 孩子很小的时候可以缩短上班时间。SYN CUT OPP INCREASE

**re,ducing 'balance ,method** (*also* **de,clining 'balance ,method, di,minishing 'balance ,method**) *noun* [sing.]
(*Accounting*) a way of reducing the value of (**depreciating**) an asset in a company's financial records in which the amount taken from the asset's value decreases each year. The value of the asset (its **book value**) is reduced by a fixed percentage each year. 余额递减法（资产的账面价值每年按固定百分比减少）→ DOUBLE-DECLINING BALANCE METHOD, STRAIGHT-LINE METHOD, SUM OF THE DIGITS METHOD —Picture at DEPRECIATION

**WHICH WORD? 词语辨析**

**reduction/cashback/deduction/discount/rebate/refund**

**Discount, cashback, rebate** and **reduction** can all be used to describe an amount by which a price is reduced. Compare their use in the following examples. * discount、cashback、rebate 和 reduction 均可用来指降价幅度。比较它们在下列例子中的用法：

- *We offer a 10% **discount on** cash purchases.* 我们对用现金购买者给予10%的折扣。
- *There's a €50 **reduction for** guests staying more than 7 nights.* 对入住超过7夜的客人减收50欧元。
- (*BrE*) *You'll get 1% **cashback on** all purchases with your credit card* (= the credit-card company will pay 1% of the bill into your account) 用信用卡购物可有1%的金额返还到账户里。
- (*AmE*) *The computer sells for $900 **after rebate*** (= after the discount is taken away) 这种电脑折后的售价为900元。

A **refund** is not a reduction in price, but a return of the price or part of it. * refund 不是指降价，而是指全额或部分退款：*If not entirely satisfied, return the goods within 14 days for a full refund.* 如果不十分满意，14天内退货可获全额退款。

A **rebate** and **refund** can also be an amount that is paid back to you because you paid too much. * rebate 和 refund 还可以指退回支付的多余金额：*a tax rebate/refund* 退税 A **deduction** is taken off the amount you owe before you pay it. * deduction 指付款之前即扣除的金额：*You are allowed a tax deduction for money given to charity.* 慈善捐款可抵扣税金。

**★reduction** /rɪˈdʌkʃn/ *noun*
**1** [C,U] an act of making sth smaller or less; the state of being made smaller or less 缩小；减少；降低：*a $300 million reduction in costs* 成本降低3亿元 ◇ *There has been some reduction in unemployment.* 失业人数有所减少。

➕ *a drastic/significant/slight/substantial reduction* 急剧／重大／轻微／实质性缩减 • *to achieve/make/produce a reduction* 减少

**2** [C] the amount by which sth is made cheaper to buy 减价；折扣：*There is a €100 reduction for a child sharing a room with two adults.* 小孩和两个大人合住一间房可以享有100欧元的折扣。◇ *price reductions to attract buyers* 为吸引买主而进行的减价

➕ *big/huge/massive reductions* 大额／巨额／大量折扣 • *to ask for/get/receive a reduction* 索要／得到／获得折扣 • *to give/make/offer a reduction* 给／打／提供折扣

**★redundancy** /rɪ'dʌndənsi/ *noun* [U,C] (*plural* **redundancies**) (*BrE*)

SEE ALSO: **collective redundancy**

(*HR*) a situation when a person loses their job because there is no more work available for them; jobs lost in this way（因劳动力过剩而造成的）裁员，解雇：*Thousands of factory workers are facing redundancy in the New Year.* 新年期间数千名工厂工人面临裁员。◇ *Workers will be offered €5 000 to take voluntary redundancy.* 自愿离职的工人将可以拿到5 000欧元。◇ *There could be as many as 32 000 redundancies, 16% of the workforce.* 解雇人数可能多达32 000人，占全体员工的16%。◇ *The employees are entitled to redundancy payments.* 雇员有权得到裁员补偿。◇ *200 workers have been issued with redundancy notices.* * 200名工人收到了解雇通知。→ LAY-OFF

➕ *to announce/avoid/make redundancies* 宣布／避免／进行裁员 • *to accept/face/take redundancy* 同意／面临／接受裁员 • *compulsory/forced/involuntary/voluntary redundancy/redundancies* 强制／强迫／非自愿／自愿裁员 • *large-scale/mass/sweeping redundancies* 大规模／大批／全面裁员

**★redundant** /rɪ'dʌndənt/ *adjective* (*BrE*) (*HR*) without a job because your employer has no more work available for you 被裁减的：*the cost of retraining redundant employees* 失去岗位的员工的再培训成本

IDM **be made re'dundant** to lose your job because your employer no longer has work for you 被裁减的：*He was made redundant after 40 years with the same company.* 他在同一家公司干了40年后被裁掉了。See note at DISMISS

**,re-engi'neer** (*also spelled* **reengineer**, *especially in AmE*) *verb*

**1** [+ obj *or* no obj] to change the structure of a company or an organization in order to make it more efficient 重组，重整（公司或机构）：*He was hired to re-engineer the struggling company.* 他被聘来重组这家岌岌可危的公司。◇ *The challenge is in re-engineering the way we do our business.* 困难之处在于要重整我们的经营方式。

**2** [+ obj] to change the way a product is made so that it works better 重新设计（产品）：*The car was re-engineered for the European market.* 这款汽车是为欧洲市场重新设计的。

▸ **,re-engi'neering** (*also spelled* **reengineering**, *especially in AmE*) *noun* [U]：*a corporate re-engineering effort* 重组公司的尝试

**,re-e'valuate** (*also spelled* **reevaluate**, *especially in AmE*) *verb* [+ obj *or* no obj] to think about sth again, especially in order to form a new opinion about it 重新评价；重新评估：*We have been forced to re-evaluate our business strategies.* 我们被迫重新评估自己的商业战略。◇ *My job has been re-evaluated and upgraded.* 我的职位经过再评估后升级了。

▸ **,re-evalu'ation** (*also spelled* **reevaluation**, *especially in AmE*) *noun* [U]

**re-export** (*also spelled* **reexport**, *especially in AmE*) *noun*, *verb*

• ***noun*** /ˌri:'ekspɔ:t; *AmE* -'ekspɔ:rt/ [C, usually pl.] (*Trade*) goods that are imported into a country and then exported, often without being changed at all（将进口货物）再输出，再出口；转口：*Drugs companies are clamping down on illegal re-exports of cut-price medicines.* 医药公司正严厉打击削价药物的非法再出口。

• ***verb*** /ˌri:ɪk'spɔ:t; *AmE* -ɪk'spɔ:rt/ [+ obj] to import goods into a country and then export them, either in a different form or without changing them at all 再出口：*Imported parts are assembled and then re-exported.* 进口零件被组装之后再出口。▸ **re-exportation** /ˌri:ɪkspɔ:'teɪʃn; *AmE* -ɪkspɔ:r't-/ *noun* [U,C]

**ref.** *abbr*

a short way of writing **reference** (= a set of letters or numbers that identifies a person, letter, etc.) 编号：*our ref. 3498* 我方编号：3498

**refer** /rɪ'fɜ:(r)/ *verb* (**-rr-**)

PHR V **re'fer to sb/sth (as sth)** to mention or speak about sb/sth 提到；说起；谈及：*I refer to your letter of May 26th.* 我指的是你5月26日的来信。◇ *I promised not to refer to the matter again.* 我答应不再提这件事。◇ *Those were the days when workers were referred to as 'hands'.* 那些日子里工人被称为“苦力”。**re'fer to sb/sth 1** to describe or be connected to sb/sth 描述；涉及；与…相关：*The figures referred to data for the previous month.* 这些数字是上个月的数据。◇ *What does the term 'economic demand' refer to?* “经济需求”一词指的是什么？**2** to look at sth or ask a person for information 查阅；参考；征询：*She gave her 40-minute presentation without once referring to her notes.* 她脱稿作了40分钟的演讲。◇ *to refer to a dictionary* 查阅词典 **re'fer sb/sth to sb/sth** to send sb/sth to sb/sth for help, advice or a decision 将…送交给（以求获得帮助等）：*All three bids will be referred to the competition commission.* 所有这三个投标价将提交给竞争委员会。

**referee** /ˌrefə'ri:/ *noun*, *verb*

• ***noun*** [C]

**1** (*BrE*) (*also* **'reference**, *AmE*, *BrE*) a person who gives information about your character and ability, usually in a letter, for example when you are applying for a job 介绍人；推荐人：*Please give the names of three referees.* 请写出三位介绍人的名字。◇ *Would you act as a referee for me?* 您愿意当我的介绍人吗？

**2** a person who is asked to settle a disagreement 仲裁员；调解员：*to act as a referee between the parties involved* 担任相关各方的调解人

**3** a person who reads and checks the quality of a technical article before it is published（专业性文章的）审阅人，鉴定专家

• ***verb*** [+ obj]
**1** to help to settle disagreements between people or groups 仲裁；调解：*The panel referees all takeover battles.* 陪审团调解所有的并购战。
**2** to read and check the quality of a technical article before it is published 审阅，鉴定（专业性文章）→ REVIEW

**reference** /'refrəns/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **bank reference, banker's ~, terms of ~**
**1** (*abbr* **ref.**) a set of letters or numbers that identifies a person, letter, etc. 编号：*Please quote reference ZK42.* 请注明编号 ZK42。◇ *Put the **reference number** in the subject line of your email.* 请在电子邮件的事由一栏上填上编号。
➊ *to **give/quote** a reference number* 提供 / 注明编号
**2** a letter written by sb who knows you, giving information about your character and abilities, especially to a new employer 介绍信；推荐信：*We will take up references after the interview.* 我们将在面试后收推荐信。◇ *They always carry out in-depth **reference checks**.* 他们总是进行深入的背景调查。
➊ *to **ask for/follow up/take up** references* 索要 / 追要 / 接收推荐信 • *to **give** (**sb**)/**provide** (**sb with**)/**write** (**sb**) a reference* 给（某人）/ 提供给（某人）/ 给（某人）写推荐信
**3** (*especially AmE*) = REFEREE *noun* (1)
IDM **in/with 'reference to** (*formal, usually used in written English* 通常用于书面英语) used to say what you are talking or writing about（所述内容）关于：*With reference to your letter of 2 May ...* 关于你5月2日的来信…
• ***verb*** [+ obj]
to refer to sth; to provide sth with a **reference** number 查阅；参考；给（某物）编号：*Each order has a unique number and can be referenced at any time.* 每份订单都有一个独一无二的号码，在任何时候都可查阅。

**'reference group** *noun* [C]
**1** a group that gives advice to an organization, the government, etc. on a particular issue 咨询小组：*a marketing/transport reference group* 营销 / 运输咨询小组
**2** (*Marketing*) a group that people compare themselves to and that influences their choices and opinions 参考群体（供人们仿效并影响其选择和意见的群体）→ CONSUMER GROUP (2)
**3** (*Technical*) a group that another group is compared with when you are analysing data to study the effects of sth 参照群体，参照组（分析数据时用于比较的群体）：*This low-income group is the baseline reference group in our model.* 这个低收入群体在我们的模型中是基线参照组。
SYN CONTROL *noun* (6)

**referral** /rɪ'fɜːrəl/ *noun* [U,C]
the act of recommending sb or sth; a person or an organization that has been recommended 提名；推举；被推举的人（或机构）：*positive/negative referrals* 积极 / 消极推荐 ◇ *Employee referrals are their most useful recruiting method.* 员工推荐是他们最有用的招聘方法。

**re'ferral ˌmarketing** = VIRAL MARKETING

**reˌfer to 'drawer** *phrase* (*abbr* **RD**)
words written on a cheque when a bank refuses to pay it, usually because there is not enough money in the account 请询问出票人；请与出票人接洽

**refinance** /ˌriː'faɪnæns/ *verb* [+ obj *or* no obj] (*Finance*) to borrow money, usually at a lower rate of interest, in order to pay a debt or loan 再筹资金，再融资（以偿还债务或贷款）：*Consumers can save money by refinancing mortgages at lower interest rates.* 消费者可以通过低利率抵押贷款再融资来省钱。▸ **ˌre'financing** *noun* [U,C]：*debt/mortgage refinancing* 债务 / 抵押贷款再融资 ◇ *a refinancing deal/package/proposal* 再融资协议 / 计划 / 建议 → REFUNDING

**refine** /rɪ'faɪn/ *verb* [+ obj]
**1** to make a substance pure by taking other substances out of it 精炼；提纯；去除杂质：*The company refines crude oil from Venezuela.* 这家公司提炼来自委内瑞拉的原油。◇ *refined products* 成品油；炼制品
**2** to improve sth by making small changes to it 改善；改进；使精炼：*The design has been refined.* 这个设计已经作过改进。
▸ **re'fining** *noun* [U]

**refinery** /rɪ'faɪnərɪ/ *noun* [C] (*plural* **refineries**)
a factory where a substance such as oil is REFINED (= made pure) 精炼厂；精制厂；提炼厂

**refit** /ˌriː'fɪt/ *verb* [+ obj] (**-tt-**)
to repair equipment, furniture, machinery, etc. in a building, shop/store, ship, etc. or replace with new 整修；重新装配；改装：*Stores will be refitted **with** wider aisles and better lighting.* 商店将重新改造，配置更为宽敞的通道和更好的采光。▸ **refit** /'riːfɪt/ *noun* [C]：*a programme of store refits* 商店整修方案

**reflate** /ˌriː'fleɪt/ *verb* [+ obj *or* no obj] (*Economics*) if a government or a national bank **reflates** the economy it increases or brings back economic demand by lowering taxes, increasing government spending, lowering interest rates, etc. 通货再膨胀；通货复胀：*The government will take steps to reflate the economy.* 政府将采取措施使经济通货复胀。◇ *Debt loads are reduced as the economy reflates.* 随着经济通货复胀，债务负担减轻了。→ DEFLATE, INFLATE ▸ **reflation** /ˌriː'fleɪʃn/ *noun* [U]：*global reflation* 全球通货复胀 **reflationary** /ˌriːfleɪʃnrɪ; *AmE* -nerɪ/ *adjective*：*reflationary policies* 通货复胀政策

**refocus** /ˌriː'fəʊkəs; *AmE* -'foʊ-/ *verb* [+ obj *or* no obj] (**-s-** (*or* **-ss-**)
to give your attention or effort to sth new or different 再度聚焦；再度集中：*A new CEO has been appointed to refocus the company.* 已任命一位新的首席执行官来重新打理这家公司。◇ *The business has cut jobs and refocussed **on** core areas.* 企业已经裁员并重新关注核心领域。

★**reform** /rɪ'fɔːm; *AmE* rɪ'fɔːrm/ *noun, verb*
• ***noun*** [U,C] change that is made to an organization, a law, a social system, etc. in order to improve or correct it 改革；改良；变革；改善：*reform of the labour market* 劳动力市场的改革 ◇ *much-needed reforms in the banking sector* 银行业急需的改革 ◇ *Businesses have welcomed the new tax reform bill.* 企业对新的税制改革法案表示欢迎。

**corporate/economic/financial/structural** *reform* 公司 / 经济 / 金融 / 结构改革 • **essential/far-reaching/fundamental/sweeping** *reforms* 极其重要的 / 意义深远的 / 根本性的 / 彻底的变革 • *to* **carry out/introduce** *reforms* 进行 / 推行改革 • *to* **call for/discuss/plan/propose** *reforms* 要求 / 讨论 / 计划 / 提议改革

• ***verb*** [+ obj]
to improve a system, an organization, a law, etc. by making changes to it 改革；改良；改进: *proposals to reform the tax system* 改革税制的建议 ◇ *The law needs to be reformed.* 法律需要进行改革。

▸ **re'former** *noun* [C]

**refresh** /rɪ'freʃ/ *verb* [+ obj *or* no obj]
(*IT*) to get the most recent information, for example on a website or an Internet page 刷新: *Click here to refresh this document.* 点击此处刷新文件。◇ *The page refreshes automatically.* 本页面会自动刷新。

**re'fresher course** (*also* **re'fresher**, *especially in AmE*) *noun* [C]
a short period of training to improve your skills or to teach you about new ideas and developments in your job 进修课程

**★refund** *noun, verb*
(*Accounting*; *Commerce*)
• ***noun*** /'ri:fʌnd/ [C]
a sum of money that is paid back to you, especially because you paid too much or because you returned goods to a shop/store 退款；偿还金额: *a tax refund* 退税 ◇ *Return the product to the place of purchase for a* ***full*** *refund.* 把产品退还购货处可得到全额退款。 See note at REDUCTION
**to claim/demand/receive** *a refund* 要求 / 接受退款 • *to* **make/offer/pay** *a refund* 退款；给予 / 支付退款
• ***verb*** /rɪ'fʌnd/ [+ obj]
**refund sth (to sb)** | **refund sb sth** to give sb their money back, especially because they have paid too much or because they are not satisfied with sth they bought 退还；退（款）；偿付: *Tickets cannot be exchanged or money refunded.* 门票不可退换。 ◇ *We will refund you your money* ***in full.*** 我们会全额退款。 SYN REIMBURSE
▸ **re'fundable** *adjective*: *a refundable deposit* 可退还的保证金 ◇ *Tickets are not refundable.* 不能退票。

**refunding** /ˌri:'fʌndɪŋ/ *noun* [C,U]
(*Finance*) the act of borrowing money, usually at a lower rate of interest, in order to pay a debt or loan 借新债还旧债；再融资 SYN REFINANCING

**refurbish** /ˌri:'fɜ:bɪʃ; *AmE* -'fɜ:rb-/ *verb* [+ obj]
to clean and decorate a building, an office, a shop/store, etc. in order to make it more attractive or useful 再装修；清理装修: *The store has been extensively refurbished.* 这家商店进行了大规模的重新装修。 ▸ **ˌre'furbishment** *noun* [U,C]: *The hotel is closed for refurbishment.* 这家酒店停业整修。

**reg** *abbr*
used as a short way of writing words such as **regular, regulation, registered,** etc. * regular、regulation、registered 等词的缩写

**regain** /rɪ'geɪn/ *verb* [+ obj]
to get back sth you no longer have 重新获得；恢复: *The government needs to regain control of the economy.* 政府需要重新获得对经济的控制权。◇ *We believe we are regaining our position in the local market.* 我们相信我们正恢复在本地市场上的地位。 ◇ *Oil companies have managed to* ***regain lost ground*** (= have started to be successful again). 石油公司已成功再次崛起。

**regard** /rɪ'gɑ:d; *AmE* rɪ'gɑ:rd/ *noun* [C]
**regards** [pl.]
used to send good wishes to sb at the end of a letter, or when asking sb to give your good wishes to another person who is not present（用于书信结尾或转达问候）致意，问候: *With kind regards, Yours ...* 谨此致意，…敬上
IDM **in/with regard to sb/sth** (*formal*) (often used in letters, etc.) concerning sb/sth（常用于书信等）关于，至于: *I am writing with regard to your application ...* 关于你的申请一事，特致函…

**regarding** /rɪ'gɑ:dɪŋ; *AmE* -'gɑ:rd-/ *preposition*
(often used in letters, etc.) concerning sb/sth; about sb/sth（常用于书信等）关于，至于: *I refer to my previous letter regarding your overdue payment ...* 关于上封信涉及你延期付款一事…

**regd** *abbr*
a short way of writing **registered** * registered 的缩写

**★region** /'ri:dʒən/ *noun* [C]
a large area of land such as a part of the world or one of the areas that a country is divided into 地区；区域；地方；行政区: *The Kansai region contributes 19% of Japan's GDP.* 关西地区对日本国内生产总值的贡献率达19%。 ◇ *the economic downturn in the Asia-Pacific region* 亚太地区的经济衰退
IDM **in the region of** used when you are giving a number, price, etc. to show that it is not exact（表示不确切的数字、价格等）大约，差不多: *He earns somewhere in the region of €50 000.* 他大约赚5万欧元。 SYN APPROXIMATELY

**★regional** /'ri:dʒənl/ *adjective* [usually before noun]
**1** used to describe a business or an organization that operates in a particular part of a country rather than the whole country 地区的；区域的；地方的: *one of Spain's biggest regional banks* 西班牙最大的地方银行之一 ◇ *a regional airline/airport* (= one that operates within a country rather than between countries) 支线航空公司 / 机场
**2** connected with a particular part of a country or of the world 地区的；地方的: *a regional newspaper* 地方报纸 ◇ *The diagram represents our network at a local, regional and national level.* 这张图表显示出我们在本地、各地区和全国的网络分布。 ◇ *a regional manager* 区域经理
▸ **regionally** /'ri:dʒənəli/ *adverb*: *regionally based television companies* 地方经营的电视公司

**ˌregional 'jet** *noun* [C]
(*Transport*) a small plane that is mainly used for local flights over short distances（短程）支线飞机: *the fast-growing regional jet industry* 快速成长的支线飞机行业

**★register** /'redʒɪstə(r)/ *verb, noun*
• ***verb***
**1** [+ obj *or* no obj] to record your/sb's/sth's name

on an official list 登记；注册： *to register a company/trademark/design* 注册公司 / 商标 / 设计 ◇ *Customers can register online.* 顾客可以在网上注册。◇ *I've registered with an employment agency.* 我已在职业介绍所登记。◇ *Fund managers may need to register as investment advisers.* 基金经理可能需要注册为投资顾问。◇ *More than 200 000 subscribers have registered for the service.* * 20多万用户注册了这项服务。

**2** [+ obj] to show or record an amount or measurement 显示（读数）；记录： *The stock exchange has registered huge losses this week.* 本周股票交易所损失惨重。◇ *Food stores had a good year, registering a 5% increase in sales.* 食品店的年景不错，销售额增长了5%。

**3** [+ obj] to make your interest or opinion known officially（正式地）表示兴趣，发表意见，提出主张： *At least four potential buyers have registered an interest.* 至少有四位潜在顾客表示有兴趣。

**4** [+ obj] (*usually* **be registered**) to send sth by mail, paying extra money to protect it against loss or damage 把…挂号邮寄： *Can I register this, please?* 请帮我把这个挂号邮寄。◇ *a registered letter* 挂号信

• ***noun*** [C]

SEE ALSO: **cash register, companies ~, property ~, share ~, shareholders' ~, transfer ~**

**1** an official list or record of names, items, etc.; a book that contains such a list 登记表；登记簿；注册簿： *a national register of qualified engineers* 国家注册工程师名录 ◇ *They have compiled a full register of assets.* 他们编制了全套的资产登记簿。◇ *Could you sign the hotel register please?* 请在宾馆登记簿上签字。

➊ *to* ***compile/draw up*** *a register* 编制 / 拟定登记簿 • *to* ***appear on/be on*** *a register* 出现在 / 在登记表上 • *to be* ***struck off/taken off*** *a register* 从注册簿上被除名

**2** (*Commerce*) (*AmE*) = CASH REGISTER → idiom at RING *verb*

**registered** /'redʒɪstəd; *AmE* -tərd/ *adjective* (*abbr* **reg, regd**)

**1** included on a legal or an official record (**register**) 注册的： *a registered bank/charity* 注册银行 / 慈善机构 ◇ *the website's registered users* 网站注册用户 ◇ *We currently have a million registered customers.* 我们目前有100万注册顾客。

**2** (*Finance*) **registered bond/security/share/stock** that has the name and address of the owner on a central record kept by the company that issued the bond or by its agent 记名债券 / 证券 / 股份 / 股票

**registered 'capital** *noun* [U]
(*Finance*) the maximum amount of money that a company is allowed to raise by selling shares 注册资本 SYN AUTHORIZED CAPITAL

**registered 'company** *noun* [C]
**1** in the UK, a company that is on the COMPANIES REGISTER 注册公司（英国企业名录上的公司）→ INCORPORATED

**2** (*Stock Exchange*) (*AmE*) a company that is on the official list of the SECURITIES AND EXCHANGE COMMISSION and is able to issue shares 注册公司（在证券及交易委员会正式名单上并能发行股票的公司）

**registered 'mail** (*BrE also* **registered 'post**) *noun* [U]
a method of sending a letter or package in which the person sending it can claim money if it arrives late or is lost or damaged 挂号邮寄 → RECORDED DELIVERY

**registered 'office** *noun* [C]
(*Law*) in the UK, the official address of a company which is recorded on the COMPANIES REGISTER（英国）注册办事处；注册办公地址

**registered 'post** = REGISTERED MAIL

**registered 'trademark** *noun* [C]
(*Law*) the sign or name of a product, etc. that is officially recorded and protected so that nobody else can use it, shown by the symbol ® 注册商标

**register of 'companies** = COMPANIES REGISTER

**'register of di'rectors' 'interests** *noun* [sing.]
(*Law*) in the UK, an official record that provides information on the number of shares in the company that each director owns（英国）董事股权注册

**register of 'members** = SHAREHOLDERS' REGISTER

**register of 'transfers** = TRANSFER REGISTER

**registrar** /ˌredʒɪ'strɑː(r); 'redʒɪstrɑː(r)/ *noun* [C]
a person or an organization whose job is to keep official records 登记员

**Registrar of 'Companies** *noun* [C, usually sing.]
the official who is responsible for recording information on all companies in the UK（英国）公司注册官

**registration** /ˌredʒɪ'streɪʃn/ *noun* [U,C] (*abbr* **reg**)

SEE ALSO: **shelf registration**

the act of making an official record of sth/sb; a document showing this information 登记；注册；挂号；登记文档；注册项目： *Online registration is quick and easy—just fill in your details and choose a password.* 在线注册迅速简便——填写详细资料并选定密码即可。◇ *New car registrations rose 13.1% to a record 195 637 in July.* 七月份新车登记上升了13.1%，达到创纪录的195 637辆。◇ *a registration fee/card/form* 注册费；登记卡；登记表

**regis'tration ˌstatement** *noun* [C]
(*Stock Exchange*) in the US, a document that a company must give to the SECURITIES AND EXCHANGE COMMISSION before it can sell shares, containing financial information that will help investors to judge the value of the company（申请上市）登记表；（出售股票）申请报表；登记声明（美国公司售股前必须提交给证券及交易委员会的文件。文件中包含能帮助投资者判断公司价值的财务信息）： *to file a registration statement with the commission* 向委员会提交登记声明

**registry** /'redʒɪstri/ *noun* [C] (*plural* **registries**)

SEE ALSO: **Companies Registry, Land registry**

**1** a place or an organization where official information is kept 登记处；注册处： *The American Registry for Internet Numbers* 美洲互联网号码注册管理机构

**Registry of Companies** = COMPANIES REGISTRY

**regressive** /rɪ'gresɪv/ *adjective*
**1** becoming or making sth less advanced 退化的；退步的；倒退的：*The policy has been condemned as a regressive step.* 这项政策被认为是一种倒退而受到谴责。
**2** (*Economics*) used to describe a tax such as sales tax that has less effect on people with a high income than on people with a low income 递减的（税对高收入者的影响比对低收入者的小）：*Tariffs are a regressive tax on smaller firms and the poor.* 关税对小企业和穷人是一种递减税。
OPP PROGRESSIVE

**regret letter** = LETTER OF REGRET

**regroup** /ˌriː'gruːp/ *verb* [+ obj *or* no obj] to organize a group, team, etc. in a new way so that it is more efficient and more competitive 重组：*It is time for the financial services industry to refocus and regroup.* 金融服务业是时候要进行调整和重组了。▸ **regrouping** *noun* [U,C]

**regs** /regz/ *noun* [pl.] (*informal*) a short form of **regulations** * regulations 的简写：*rules and regs* 规章制度

**regular** /'regjələ(r)/ *adjective, noun*
• ***adjective***
**1** frequent and usually happening at the same time each day, week, month, year, etc. 经常的；定期的；定时的；有规律的：*The sales division holds regular meetings to exchange information.* 销售部定期举行例会以交流信息。◇ *The equipment is checked **on a regular basis**.* 设备定期进行检查。◇ *Back up your work **at regular intervals**.* 每隔一定的时间对所做的工作进行备份。OPP IRREGULAR
**2** [only before noun] (about a person) often going to the same place or using the same service（人）常去某地的，使用相同服务的：*We offer a special service to our regular customers.* 我们为老主顾提供特别服务。
**3** [only before noun] usual 通常的；惯常的；平常的：*My regular duties include dealing with customer complaints.* 我的日常工作包括处理顾客投诉。◇ *It's important to follow the regular procedure.* 按惯常的程序行事是很重要的。
**4** (*Commerce*) (*especially AmE*) of a standard size or type; ordinary 标准尺寸的；中等大小的；中号的；普通的：*Regular or large fries?* 炸薯条要中份还是大份的？◇ *The price has gone up on regular unleaded gasoline.* 普通无铅汽油的价格上涨了。
**5** (*Stock Exchange*) during the usual hours of trading for the stock exchange（证券交易所）正常交易时间内的：*Shares ended at $9.25 in regular NASDAQ trade on Monday.* 在周一纳斯达克正常交易时间内股票以9.25元收盘。
**6** lasting for all the normal working hours of the week; working during all the normal working hours 固定的：*She couldn't find any regular employment.* 她找不到固定的工作。◇ *The company has been forced to cut 1 500 regular staff and 500 contract workers.* 这家公司被迫裁减了1 500名正式员工和500名合同工。
SYN FULL-TIME, PERMANENT
• ***noun*** [C] (*informal*) a customer who often goes to a particular shop/store, pub, restaurant, etc. 常客；老顾客：*He's one of our regulars.* 他是我们的一位老主顾。

★**regulate** /'regjuleɪt/ *verb* [+ obj]
**1** to control sth by means of rules or laws（用规则条例或法律）约束、控制、管理：*The activities of credit companies are regulated by law.* 信贷公司的业务受法律制约。◇ *The industry is still allowed to regulate itself.* 仍然允许这个行业进行自我调节。◇ *a regulating authority* 监管部门
OPP DEREGULATE

**regulation** /ˌregjuˈleɪʃn/ *noun, adjective*
• ***noun***
SEE ALSO: **building regulation**
**1** [C, usually pl.] (*abbr* **reg**) an official rule made by a government or some other authority 章程；规章制度；法规；规则：*accounting/environmental/financial/safety regulations* 会计规则；环境/金融条例；安全规程 ◇ ***the rules and regulations** of corporate life* 公司的规章制度
**2** [U] controlling sth by means of rules（运用规则条例的）约束、控制、管理：*the voluntary regulation of the press* 新闻出版业的自律
OPP DEREGULATION
• ***adjective*** [only before noun] that must be worn or used according to the official rules 规定的；必须穿戴的；必须使用的：*in regulation uniform* 穿着规定的制服

★**regulator** /'regjuleɪtə(r)/ *noun* [C]
**1** a person or an organization that officially controls an area of business or industry and makes sure that it is operating fairly（某行业的）监管者、监管机构：*a banking/energy/financial/securities regulator* 银行/能源/金融/证券监管机构
**2** a device that automatically controls sth such as speed, temperature or pressure（速度、温度、压力等的）自动调节器

★**regulatory** /'regjələtərɪ; *AmE* -tɔːrɪ/ *adjective* [usually before noun]
SEE ALSO: **self-regulatory**
having the power to control an area of business or industry and make sure that it is operating fairly（对工商业）拥有监管权的，监管的：*The deal is subject to regulatory approval.* 这笔交易要经过监管部门批准。◇ *The merger has now passed regulatory hurdles.* 这项并购现已克服监管障碍。
✪ *a regulatory **agency/authority/body*** 监管机构/当局/部门 • *a regulatory **examination/investigation/review*** 监管检查/调查/审查 • *to get regulatory **approval/clearance*** 获得监管部门的批准/许可 • *regulatory **hurdles/obstacles*** 监管障碍

**regulatory filing** *noun* [C] an official document such as a financial statement that a company must send to the organization that controls its industry (**the regulator**) 监管备案（公司必须送交给其监管机构的正式文件，如财务报表）：*regulatory filings to the Securities and Exchange Commission* 送交证券及交易委员会的监管备案

**reimburse** /ˌriːɪm'bɜːs; *AmE* -'bɜːrs/ *verb* [+ obj] to pay back money to sb which they have spent or lost 偿还；补偿：*We will reimburse any expenses incurred.* 我们将偿付所有相关费用。◇ *You will be*

*reimbursed* **for** *any loss or damage caused by our company.* 对于我公司给您造成的任何损失或损害，您都将得到赔偿。 SYN REFUND
▸ **,reim'bursement** *noun* [U,C]

**reimport** /,ri:ɪm'pɔ:t; *AmE* -'pɔ:rt/ *verb* [+ obj]
**1** (*Trade*) to bring back into a country finished goods made from materials that have been exported, or goods that have previously been exported 再输入；再进口：*A Japanese car company plans to reimport minivans made at a plant in Canada.* 一家日本汽车公司计划再进口在加拿大工厂生产的小型面包车。
**2** (*IT*) **reimport sth into sth** to copy a file, data, etc. back into a program 将（档案、数据等）重新导入：*You can quickly reimport this data into any database.* 你可以快速地将这些数据重新导入任何一个数据库。
▸ **reimport** /ri:'ɪmpɔ:t; *AmE* -pɔ:rt/ *noun* [C,U]
**reimportation** /,ri:ɪmpɔ:'teɪʃn; *AmE* -pɔ:r't-/ *noun* [U]

**rein** /reɪn/ *noun, verb*
● ***noun*** **the reins** [pl.]
the state of being in control or the leader of sth 控制；掌管：*It was time to* **hand over the reins of** *power* (= to give control to sb else). 应该让权了。
IDM **give/allow sb/sth free/full 'rein ; give/allow free/full 'rein to sth** to give sb complete freedom of action; to allow a feeling to be expressed freely 对…不加约束；放任自由；充分表达（感情）：*The designer was given free rein.* 设计者可以自由发挥。→ idiom at TIGHT
● ***verb***
PHR V **,rein sb/sth 'back; ,rein sth 'in** to start to control sb/sth more strictly 严格控制；加强管理：*Consumers are starting to rein back spending.* 消费者开始严格控制开支。

**reinforce** /,ri:ɪm'fɔ:s; *AmE* -'fɔ:rs/ *verb* [+ obj]
(*Technical*) to make a structure or material stronger, especially by adding another material to it 加固；使更结实：*The floor of the warehouse had to be reinforced.* 仓库地板不得不加固。◇ *reinforced concrete* 钢筋混凝土

**reinstate** /,ri:ɪm'steɪt/ *verb* [+ obj] **reinstate sb/sth (in/as sth)**
**1** to give back a job or position that had been taken away from sb 使恢复原职；使重返岗位：*He was reinstated in his post.* 他已重返岗位。
**2** to return sth to its previous position or status 把…放回原处；使恢复原状：*The 40-hour week is unlikely to be reinstated.* 每周工作四十小时的制度是不大可能恢复的。 SYN RESTORE
▸ **,rein'statement** *noun* [U,C]

**reinsurance** /,ri:ɪm'ʃɔ:rəns; -'ʃʊər-; *AmE* -'ʃʊr-/ *noun* [U]
(*Insurance*) the practice of one insurance company buying insurance from another company in order to share the risk of large claims that their clients could make 再保险（指一家保险公司向其他公司购买保险以分散高额索赔风险）：*a reinsurance agreement* 再保险协议 ▸ **reinsure** /,ri:ɪm'ʃɔ:r; -'ʃʊər; *AmE* -'ʃʊr/ *verb* [+ obj] **reinsurer** /,ri:ɪm'ʃɔ:rə(r); -'ʃʊər; *AmE* -'ʃʊr/ *noun* [C]

**reinvent** /,ri:ɪm'vent/ *verb* [+ obj]
to present yourself/sth in a new form or with a new image 以新形象出现；以新形象示人：*The company is trying to reinvent itself* **as** *a retailer of casual clothing.* 这家公司正努力将自己塑造成为休闲装零售商。 ▸ **reinvention** /,ri:ɪm'venʃn/ *noun* [C,U]
IDM **reinvent the 'wheel** to waste time creating sth that already exists and works well 重复发明；无谓地重复

**reinvest** /,ri:ɪm'vest/ *verb* [+ obj *or* no obj]
to put profits that have been made on an investment back into the same investment or into a new one 再投资；把（利润）用于再投资：*Our profits might be reinvested in stores and products.* 我们的利润可以再投资于商店和产品。◇ *It's better to reinvest in the corporation than pay out a dividend.* 最好将利润再投资于公司而不是派发股息。 ▸ **,rein'vestment** *noun* [U,C]

**reissue** /,ri:'ɪʃu:/ *verb* [+ obj]
to make a new supply or a different form of sth available 再版；重新发行：*The book was recently reissued in paperback.* 这本书最近重新发行了平装本。◇ *He feels that the government should start reissuing the 30-year Treasury bond.* 他认为政府应该重启发行30年期的国债。 ▸ **,re'issue** *noun* [C,U]

**REIT** /reɪt/ *abbr* **real estate investment trust** (*used as a countable noun* 用作可数名词)
in the US, a company that invests in and manages property on behalf of a number of investors; a share issued (= sold) by one of these companies 房地产投资信托（在美国，指代表多名投资者投资并管理房地产的公司；或由这些公司中的一家公司发行的股票）：*to invest in REITs* 投资于房地产投资信托基金

**★reject** *verb, noun*
● ***verb*** /rɪ'dʒekt/ [+ obj]
**1** to refuse to accept or consider sth 拒绝接受；不予考虑：*Our proposal was firmly rejected.* 我们的提议被断然否决。◇ *Shareholders are likely to reject the $47-a-share offer.* 股东很可能拒绝接受每股47元的提议。
**2** to refuse to accept sb for a job, position, etc. 拒收；拒绝接纳；不录用：*I've been rejected by all the companies I applied to.* 我申请的所有公司都没有录用我。
**3** to decide not to sell or use sth because its quality is not good enough（因质量差）不出售，不用：*Imperfect articles are rejected by our quality control.* 瑕疵产品会被我们的质量控制人员舍弃。
OPP ACCEPT
▸ **rejection** /rɪ'dʒekʃn/ *noun* [U,C]: *The rejection of the deal by 57% of the workers came as a surprise.* 这笔交易遭到57%的工人的反对，真令人惊讶。◇ *I've got another rejection letter* (= telling me I have not been given a job). 我再次收到了拒聘信。
● ***noun*** /'ri:dʒekt/ [C]
something that cannot be used or sold because there is sth wrong with it 废品；次品：*factory rejects* 工厂废品

**rejig** /,ri:'dʒɪg/ *verb* [+ obj] (**-gg-**) (*BrE*) (*AmE* **rejigger** /,ri:'dʒɪgə(r)/) (*informal*)
to make changes to sth; to arrange sth in a different way 改造；重新安排；重新布置：*We can solve some of the problems by rejigging our assets.* 我们可以通过重新配置资产来解决其中的一些问题。 ▸ **'rejig** *noun* [C]: *a management rejig* 管理层改组

**rejuvenate** /rɪ'dʒu:vənert/ *verb* [+ obj]
to make sb/sth more confident, more successful, more exciting, etc. 使…更有信心（更成功、更兴奋等）：*Money alone can't rejuvenate an organization.* 仅靠金钱不能振兴一个组织。◇ *a fresh, rejuvenated brand* 充满活力的新品牌 ▸ **rejuvenation** /rɪˌdʒu:və'neɪʃn/ *noun* [U; sing.]

**rekey** /ˌri:'ki:/ *verb* [+ obj]
to enter data, text, etc. into a computer again using a keyboard（通过键盘向计算机）重新输入：*We spent hours rekeying all the data.* 我们花了数小时重新输入所有的数据。

**relapse** /rɪ'læps/ *verb* [no obj]
to go back into a previous condition or into a worse state after making an improvement 退回原状；（好转后）再倒退：*The weak economic data suggest the US may relapse into recession.* 疲软的经济数据表明美国可能再度陷入衰退。▸ **relapse** /rɪ'læps; 'ri:læps/ *noun* [C,U]：*The bad news has caused a relapse in world stock markets.* 坏消息导致世界各股票市场再度陷入低迷。

**relate** /rɪ'leɪt/ *verb* [+ obj]
to show or make a connection between two or more things 联系；使有联系；把…联系起来：*In the future, pay increases will be related to productivity.* 以后，加薪将和业绩挂钩。◇ *We use a database to relate products and pricing.* 我们使用数据库将产品和定价联系起来。SYN CONNECT
PHR V **re'late to sth/sb** to be connected with sth/sb; to refer to sth/sb 涉及；与…相关；谈到：*Both companies are pursuing legal action relating to the merger.* 两家公司正就并购一事提起诉讼。

**related** /rɪ'leɪtɪd/ *adjective*
SEE ALSO: **earnings-related, job-~, work-~**
connected with sth/sb in some way 相关的；有联系的：*The corporation's problems are directly related to the poor economy.* 公司的困境与经济不景气有直接关系。◇ *Salaries and related costs rose 17% last year.* 去年工资和相关成本上涨了17%。◇ *a media-related company* 与媒体有关的公司 → PERFORMANCE-RELATED PAY ▸ **re'latedness** *noun* [U]

**re,lated 'company** *noun* [C]
a company that controls or is controlled by another company or is a member of a group of companies, especially an ASSOCIATE COMPANY 联营公司；联号；关联公司 → AFFILIATE *noun* See note at GROUP

**re,lated 'party** *noun* [C]
an individual, a company, etc. that has the ability to control or influence another organization 关联方（有能力控制或影响另一组织的个人、公司等）：*Anyone who owns more than 50% of the stock qualifies as a related party.* 持有50%以上股份的任何人均有资格作为关联方。

**relations** /rɪ'leɪʃnz/ *noun* [pl.]
SEE ALSO: **customer relations, employee ~, employment ~, human ~, industrial ~, investor ~, labour ~,** etc.
the way in which two people, groups or countries behave towards each other or deal with each other（人、团体或国家间的）关系，联系，交往：*US-Europe relations* 美欧关系 ◇ *We seek to improve relations with the unions.* 我们寻求改善与工会的关系。◇ *The relations between the two companies are still good.* 两个公司之间的关系仍然是良好的。

**★relationship** /rɪ'leɪʃnʃɪp/ *noun* [C]
SEE ALSO: **customer relationship, employment relationship**
the way in which two people, groups or countries behave towards each other or deal with each other（人、团体或国家间的）关系，联系，交往：*The company hopes to build relationships with customers.* 公司希望与顾客建立关系。◇ *the relationship between brokers and the companies they represent* 经纪人与其代表的公司之间的关系 ◇ *I have established a good working relationship with my boss.* 我和老板已经建立起良好的工作关系。
➕ *to build/develop/establish/maintain a relationship* 建立 / 发展 / 确立 / 维持关系
• *a business/contractual/personal relationship* 业务 / 合同 / 人际关系

**re'lationship ,management** = CUSTOMER RELATIONSHIP MANAGEMENT

**re'lationship ,manager** *noun* [C]
(*Marketing*) a person whose job is to develop and maintain the relationship between an organization and a customer 客户经理 → CUSTOMER RELATIONSHIP MANAGEMENT

**re'lationship ,marketing** *noun* [U]
(*Marketing*) marketing activities that concentrate on developing a good relationship with a customer which will last for a long time 关系营销

**relatively** /'relətɪvli/ *adverb*
to a fairly large degree, especially in comparison to sth else 相当程度上；相当地；相对地：*The software is relatively cheap.* 该软件相对较便宜。◇ *We had relatively few applications for the job.* 申请我们这份工作的人相对较少。
IDM **'relatively speaking** (*used when you are comparing sth with all similar things*（与所有类似的事物比较）相对而言：*Relatively speaking, these jobs provide good salaries.* 相对而言，这些工作报酬不错。

**relaunch** /ˌri:'lɔ:ntʃ/ *verb* [+ obj]
(*Marketing*) to start or present sth again in a new or different way, especially a product for sale 重新推出；重新发布：*to relaunch a product* 重新推出产品 ◇ *The magazine was relaunched as a monthly to attract new readers.* 为了吸引新读者，这份杂志改为月刊重新推出。▸ **relaunch** /'ri:lɔ:ntʃ/ *noun* [C]：*the relaunch of the magazine* 杂志重新推出

**relax** /rɪ'læks/ *verb* [+ obj]
to allow rules, laws, etc. to become less strict 放宽（限制等）：*It's time to relax some of the rules on e-commerce.* 是时候放宽有关电子商务的一些规章了。

**release** /rɪ'li:s/ *verb, noun*
• ***verb*** [+ obj]
**1** to make data, information, a report, etc. available to the public 公开，公布，发布（数据、信息、报告等）：*The central bank released its report on bad loans.* 中央银行发布了不良贷款的报告。◇ *The sales figures have not yet been released.* 销售数字尚未公布。
**2** to make a product, especially a film/movie or a CD, available to the public to buy 发行：*The*

*film will be released throughout the UK in April.* 这部影片将于四月在英国发行。◇ *They have released a new version of their award-winning game.* 他们发行了获奖游戏的新版本。
**3** to free sb from a duty, responsibility, contract, etc. 免除，解除（某人的职责、责任、合同等）；解雇：*The new law released employers from their obligation to recognize unions.* 新的法律免除了雇主承认工会的义务。
**4** to make sth available that previously had not been allowed or had been used for another purpose 开放；解禁：*They hope to release $1 bn cash by selling the car repair company.* 他们希望通过出售汽车修理厂释放10亿元现金。
• ***noun***
SEE ALSO: **block release, day ~, news ~**
**1** [U; sing.] the act of making sth available to the public such as a new product or new information（新产品或新信息的）公开，发行，发布：*The release of the report was delayed.* 报告的公布延期了。◇ *The new software is scheduled for release in January.* 新款软件计划一月份发行。
**2** [C] a product that is made available to the public to buy, especially a new CD or film/movie 新推出的产品；（尤指）新激光唱片，新电影：*New releases often sell for around €14.* 新推出产品的售价常常为14欧元左右。
**3** [C] = PRESS RELEASE

**reliable** /rɪ'laɪəbl/ *adjective*
**1** that you can trust or rely on 可信赖的；可依靠的：*We are looking for someone who is reliable and hard-working.* 我们正在物色既可靠又勤奋的人。◇ *a reliable machine* 质量可靠的机器
**2** that is likely to be correct or true 真实可信的；可靠的：*They provide reliable information to investors.* 他们给投资者提供可靠的信息。
▸ **reliability** /rɪˌlaɪə'bɪlətɪ/ *noun* [U]：*The aircraft has an exceptional record of reliability.* 这架飞机在可靠性方面有相当不错的记录。◇ *Some economists have questioned the reliability of the data.* 一些经济学家质疑数据的可信程度。

**reliance** /rɪ'laɪəns/ *noun* [U; sing.]
the state of needing a particular person or thing 依靠；依赖；信任：*They want to reduce their heavy reliance on foreign capital.* 他们想减少对外资的过度依赖。▸ **re'liant** *adjective*：*Businesses have become increasingly reliant on computers.* 企业对计算机的依赖日益加深。

**relief** /rɪ'li:f/ *noun*
SEE ALSO: **tax relief**
**1** [U] if you are given **relief** from a debt, a payment, tax, etc. then you do not have to pay it or you pay it at a lower rate（债务、付款、税收等的）减免：*The organization is asking for relief from fuel tax.* 这个机构正呼吁减免燃油税。◇ *The bank has agreed to some interest relief on loan repayments.* 银行同意适度减免还贷利息。
⊕ *to* ***give/offer/provide*** *relief* 给予 / 提出 / 提供减免 • *to* ***claim/gain/get/receive*** *relief* 要求 / 获得 / 得到 / 接受减免 • *to* ***be eligible for/be entitled to/qualify for*** *relief* 有资格享受 / 有权 / 有资格获得减免
**2** [U] help given to a country or people after a war or natural disaster, etc.（给战后或灾后等的国家或人民提供的）救济，救援物资：*emergency/flood relief* 紧急 / 洪灾救济物资
⊕ *to* ***give/provide/send*** *relief* 给予 / 提供 / 运送救济物资 • *a relief* ***agency/organization/worker*** 救助机构 / 组织；救援工作者
**3** [U] (*especially AmE*) financial help given by the government to people who need it 救济金：*state and federal relief funds* 州政府和联邦政府的救济金◇ *relief for farmers whose crops have suffered from the hot weather* 给予因天气过热而使庄稼受灾的农民的救济金 → BENEFIT *noun* (2)
**4** [C with sing./pl. verb] (*often used as an adjective* 常用作形容词) a person or group of people that replaces another when they have finished working for the day or when they are ill/sick 替班者；换班者；接替人：*The relief crew comes on duty at 9 o'clock.* 换班的员工9点钟接班。◇ *relief drivers* 换班的司机

**relieve** /rɪ'li:v/ *verb* [+ obj]
to make a problem less serious 减轻（问题的严重性）；缓解；缓和：*Lower energy prices will relieve the pressure on household finances.* 能源价格下降将会缓解家庭经济压力。
PHR V **re'lieve sb of sth 1** to dismiss sb from a job, position, etc. 开除；解除…职务：*The manager was having trouble, so they decided to relieve him of his duties.* 这位经理遇上了麻烦，所以他们决定解除他的职务。**2** to help sb by taking away a difficult task or problem 帮助（某人）减轻（负担）：*The new secretary will relieve us of some of the paperwork.* 新来的秘书将会减轻我们文案工作的一些负担。

**relocate** /ˌri:ləʊ'keɪt; *AmE* ˌri:'loʊkeɪt/ *verb* [+ obj *or* no obj]
to move or to move sb/sth to a new place to work or operate（使）搬迁，迁移：*The company relocated its head office to Stanford.* 公司将总部迁到了斯坦福。◇ *The owner is selling because his partner has relocated.* 因为伙伴已迁往其他地方，所以业主正在寻找买主。▸ **relocation** /ˌri:ləʊ'keɪʃn; *AmE* ˌri:loʊ-/ *noun* [U,C]：*a generous relocation package/allowance* 丰厚的搬迁待遇 / 补贴◇ *business expansions and relocations* 业务的拓展和迁移

**remainder** /rɪ'meɪndə(r)/ *noun, verb*
• ***noun***
**1** [sing.] the remaining amount of sth such as money, people, time, etc. 余款；其他人员；剩余时间：*Two-thirds of the job cuts were in the US and the remainder in Europe.* 三分之二的裁员发生在美国，其余的在欧洲。◇ *We expect order levels to improve for the remainder of the year.* 我们希望在今年剩下的时间里订单水平能有所提高。
**2** (*Commerce*) [C] a book, CD, etc. that is sold at a reduced price 廉价出售的书（或激光唱片等）：*a bookstore for remainders and secondhand books* 出售特价图书和旧书的书店
• ***verb*** [+ obj]
(*Commerce*) (*usually* **be remaindered**) to sell books, CDs, etc. at a reduced price, for example because there are too many left 廉价出售（书、激光唱片等）：*remaindered books and DVDs* 廉价出售的书和 DVD

**remarket** /ˌri:'mɑ:kɪt; *AmE* ˌri:'mɑ:rk-/ *verb* [+ obj *or* no obj]

**1** (*Marketing*) to sell new or used things that were produced by or belonged to sb else 重新销售（出售由别人生产的或属于别人的新货或二手货）: *The company buys and remarkets IT equipment that is nearly new.* 公司购买几乎全新的信息技术设备，并将它们重新出售。
**2** (*Finance*) to sell shares, bonds, etc. that are issued by another company or organization 重新上市（销售由另一家公司或机构发行的股票、债券等）: *Goldman Sachs will remarket $75 million of these bonds.* 高盛公司将重新上市7 500万元的这种债券。
▸ **ˌre'marketer** *noun* [C] **ˌre'marketing** *noun* [U]

**remedy** /'remədi/ *noun, verb*
• ***noun*** [C] (*plural* **remedies**)
**1** (*Law*) a legal solution to a problem or disagreement（法律）手段，解决办法: *One legal remedy might be to sue the agency for breach of contract.* 其中一种法律手段是控告代理商违反合同。 SYN REDRESS
**2** a way of dealing with or improving an unpleasant or difficult situation 处理方法；改进措施；补偿: *There is no simple remedy for unemployment.* 失业问题没有简单的解决方法。
• ***verb*** **(remedies, remedying, remedied, remedied)** [+ obj]
to correct or improve sth 改正；纠正；改进: *This situation is easily remedied.* 这种情况容易补救。

**reminder** /rɪ'maɪndə(r)/ *noun* [C]
a letter or note informing sb that they have not done sth such as paying a bill（告知该做某事的）通知单，提示信: *If an invoice is not paid within seven days, a reminder will be sent.* 如果七天内没付票款，将收到提示信。 ◇ *a reminder email/invoice/letter* 提示电子邮件；催款发票；提示信

**remission** /rɪ'mɪʃn/ *noun* [U,C]
**1** (*formal*) an act of reducing or cancelling the amount of money that sb has to pay（应付费用的）减少，免除: *New businesses may qualify for tax remission.* 新企业可以有资格享受税收减免。
**2** a period during which a bad situation improves although it is likely to become bad again 缓解期；减轻期: *With brief periods of remission, the insurance company has been in crisis ever since the early 1990s.* 自20世纪90年代初以来，这家保险公司一直处于危机之中，期间只有几次短暂的缓解期。

**remit** *noun, verb* (*formal*)
• ***noun*** /'ri:mɪt; rɪ'mɪt/ [C, usually sing.] (*BrE*) the area of activity over which a particular person or group has authority, control or influence 职权范围；控制范围；影响范围: *Such decisions are outside the remit of this committee.* 这样的决策已超出了这个委员会的职权范围。 ◇ *In future, staff recruitment will fall within the remit of the division manager.* 以后招聘新员工将属于部门经理的职权范围。
• ***verb*** /rɪ'mɪt/ [+ obj] (**-tt-**)
**1** (*Finance*) to send money, etc. to a person or place 汇付；汇款: *using banks for remitting funds* 通过银行汇寄资金 ◇ *Payment will be remitted to you in full.* 报酬会全额汇寄给你。 → REMITTANCE
**2** to cancel or free sb from a debt, duty, punishment, etc. 免除，赦免（债务、职责、惩罚等）: *to remit a fine* 免除罚金

**remittance** /rɪ'mɪtns/ *noun*
(*Accounting; Finance, formal*)
**1** [C] a sum of money that is sent to sb 汇款金额: *Please return the completed form with your remittance.* 请将填好的表格连同汇款一起寄回。 → REMIT *verb* (1)
**2** [U] the act of sending money to sb to pay for sth 汇付；汇款: *Remittance can be made by cheque or credit card.* 可用支票或信用卡汇款。 ◇ *Enclose the remittance slip with your payment* (= a form with details of the payment, the customer's name, etc.). 付款请随附汇款单。

**remortgage** /ˌri:'mɔ:gɪdʒ; *AmE* -'mɔ:rg-/ *verb* [+ obj *or* no obj]
to arrange a second MORTGAGE on your house or apartment, or to increase or change your first one 再按揭；转按揭: *They had to remortgage their home.* 他们不得不将他们的房子进行转按揭。
▸ **ˌre'mortgage** *noun* [C,U]: *Loans for house purchases, excluding remortgages, were down 12%.* 剔除转按揭，购房贷款下降了12%。 **ˌre'mortgaging** *noun* [U]: *Remortgaging accounted for 52% of all mortgage lending in July.* * 7月份再按揭占所有按揭贷款的52%。

**remote** /rɪ'məʊt; *AmE* rɪ'moʊt/ *adjective*
**1** (*IT*) (about a computer system) that you can connect to from far away, using an electronic link（计算机系统）远程的，远程连接的: *The company has set up remote data centers in Dallas and Orlando.* 这家公司在达拉斯和奥兰多设立了远程数据中心。 ◇ *We are facing increasing demands for remote access from our branch offices, mobile workers and business partners.* 我们正面临来自分支机构、移动工作人员和生意伙伴日益增长的远程访问需求。
**2** (*HR*) used to describe the situation when people work for a company from home by using a computer that is linked to the central office computer system 远程的: *Remote working is mainly about cutting costs.* 远程工作主要是为了削减成本。 ◇ *remote workers* 远程工作者
▸ **re'motely** *adverb*: *You can access the extranet remotely.* 你可以远程访问外部网。

**removal** /rɪ'mu:vl/ *noun*
**1** [U] the act of getting rid of sth or of taking sb/sth away 除去；消除；清除；移动；调动；去除: *the removal of trade barriers* 贸易壁垒的消除 ◇ *Investors welcomed the removal of the tax.* 取消这项税收受到了投资者的欢迎。
**2** (*HR*) [U] the act of dismissing sb from their job 免职；解职: *The crisis led to the removal of Mr Grant as chief executive.* 这场危机导致格兰特先生被免去总裁的职务。
**3** [C] (*BrE*) an act of taking furniture, etc. from one building to another 搬迁；迁移: *home and office removals* 家庭和办公室搬迁 ◇ *a removal company/firm* 搬家公司

**remove** /rɪ'mu:v/ *verb* [+ obj]
**1** (*HR*) to dismiss sb from their position or job 免除，解除（职务等）: *to be removed from office/power* 被免职；倒台 ◇ *She was shocked by the decision to remove her.* 她对解除她职务的决定感到震惊。 See note at DISMISS
**2** to get rid of sb/sth or to take sb/sth away 除去；消除；清除；移动；调动；去除: *to remove*

*barriers/obstacles/objections/restrictions* 消除壁垒/障碍/异议/限制 ◇ *They want a clause removed from the contract.* 他们想取消合同中的一个条款。◇ *I asked to be removed from their mailing list.* 我要求把我的名字从他们的邮寄名单中划掉。

**remover** /rɪ'mu:və(r)/ (*BrE*) (**mover**, *AmE*, *BrE*) *noun* [C, usually pl.]
a company that takes possessions to new offices or homes for people or organizations 搬家公司: *furniture removers* 家具搬运公司

**remunerate** /rɪ'mju:nəreɪt/ *verb* [+ obj] (*formal*) (*usually* **be remunerated**)
to pay sb for work that they have done 酬劳; 付酬给(某人): *People are remunerated according to their productivity.* 人们按业绩获取报酬。◇ *Mr Davis was well remunerated for his work.* 戴维斯先生的工作报酬很丰厚。

**remuneration** /rɪˌmju:nə'reɪʃn/ *noun* [U,C] (*formal*)
an amount of money that is paid to sb for the work they have done 酬金; 薪水; 报酬: *Including pension contributions, his total remuneration for the year was €52 000.* 包括养老金缴款在内, 他全年的总报酬是52 000欧元。

**re,mune'ration ,package** = PAY PACKAGE

**remunerative** /rɪ'mju:nərətɪv/ *adjective* [usually before noun] (*formal*)
paying a lot of money 报酬丰厚的: *remunerative work* 报酬优厚的工作

**rename** /ˌri:'neɪm/ *verb* [+ obj]
to give sb/sth a new name 重新命名; 给…改名: *Use a logical system when you rename your files.* 重命名文件时请使用逻辑系统。

**render** /'rendə(r)/ *verb* [+ obj] (*formal*)
**1** (*Accounting*) to present sth such as a bill, financial accounts, etc. 递交; 提交: *All departments must render accounts for audit.* 所有部门必须提交账目以供审计。◇ *When the order ships, we will render an invoice for the amount due.* 当订货发运时, 我们将随附应付账款发票。
**2** to officially give a decision, judgement, etc. about sth 作出决定(或判断等): *Judge Parris rendered his decision.* 帕里斯法官作出了判决。
**3** to provide help, a service, etc. to sb 提供(帮助、服务等): *to render assistance* 提供援助 ◇ *The fees were charged for services rendered.* 对所提供的服务收取费用。
**4** (*IT*) to make a computer image appear like a real object 渲染(使计算机图像像实物一样呈现): *3D-rendered images* 三维渲染图像
▸ **rendering** /'rendərɪŋ/ *noun* [U,C]: *a workshop on rendering* 表演研讨班

**renege** /rɪ'ni:g; rɪ'neɪg/ *verb* [no obj] (*formal*)
to break a promise, an agreement, etc. 违背诺言; 背信弃义: *to renege on a commitment/contract/deal* 违背承诺/合同/协定 ◇ *She accused the company of reneging on its agreement.* 她控告公司违反协议。

**★renew** /rɪ'nju:; *AmE* -'nu:/ *verb*
**1** (*Commerce*) [+ obj *or* no obj] to make sth valid for a further period of time 使继续有效; 延长…的期限: *to renew a contract/licence/lease/loan* 延长执照的期限; 延长租约; 延长贷款期限 ◇ *He applied to have his membership renewed.* 他申请延长会员资格。
**2** [+ obj] to begin sth again after a pause or an interruption 重新开始; 中止后继续: *We have to renew our efforts to attract young graduates.* 我们只好重新开始努力吸引年轻的毕业生。
**3** [+ obj] to change sth that is old or damaged and replace it with sth new of the same kind 更新; 更换: *Some of the wiring needs to be renewed.* 有一些电线需要更新。

**renewable** /rɪ'nju:əbl; *AmE* -'nu:-/ *adjective*
**1** (*Commerce*) (about a contract, licence, loan, etc.) that can be made valid for a further period of time after it has finished (合同、执照、贷款等)可延长有效期的, 可展期的, 可续订的: *a renewable lease* 可延期的租约 ◇ *The work permit is not renewable.* 工作许可证不能延期。
**2** (*Technical*) [usually before noun] (about energy, fuel, resources, etc.) that is replaced naturally or controlled carefully and can therefore be used without the risk of finishing it all (能源、燃料、资源等)可更新的, 可再生的, 可恢复的: *renewable sources of energy such as wind and solar power* 风力和太阳能等可再生能源
OPP NON-RENEWABLE
▸ **re'newable** *noun* [C]: *The government has set targets for generating electricity by renewables.* 政府确定了使用可再生能源发电的目标。

**renewal** /rɪ'nju:əl; *AmE* -'nu:əl/ *noun* [U,C]
**1** (*Commerce*) the act of making a contract, etc. valid for a further period of time after it has finished (对合同等的)有效期延长, 续订, 展期, 更新: *The insurance policy is coming up for renewal.* 保单该办理展期了。◇ *software license renewals* 软件许可证更新
**2** a situation in which sth is improved or made more successful 更新; 改进; 振兴; 复兴: *economic renewal* 经济复兴 ◇ *The new model is part of an ongoing product renewal.* 这一新型号是正在进行改进的产品中的一种。

**re'newal ,notice** *noun* [C]
(*Commerce*) a warning given in advance that a contract is going to end and that you must make it valid for a further period of time if you want it to continue 到期(续订)通知书; 展期通知书: *Your new premium is shown on your renewal notice.* 新保险费写在续保通知书上。

**renminbi** /ˌrenmɪn'bi/ *noun* [C] (*plural* **renminbi**)
**1** **the renminbi** [sing.] the money system of China 人民币(中国的货币制度)
**2** the unit of money in China (the **yuan**) 人民币(中国的货币单位, 元)

**★renovate** /'renəveɪt/ *verb* [+ obj]
(*Property*) to repair and decorate an old building, etc. so that it is in good condition again 修复; 翻新: *The offices are on the fifth floor of a renovated warehouse.* 办公室位于经过翻修的仓库的第五层。
▸ **renovation** /ˌrenə'veɪʃn/ *noun* [U,C]: *buildings in need of renovation* 需要重新装修的大楼

**★rent** /rent/ *noun, verb*
• ***noun*** [U,C]
SEE ALSO: **peppercorn rent**
**1** an amount of money that you pay regularly so that you can use a property, etc. 租金: *Office*

*rents in London fell by 15%.* 伦敦的办公室租金下降了15%。 ◇ *The landlord has put the rent up again.* 房东又将房租提高了。 ◇ *Her company has saved at least €240 000 in rent.* 她的公司节省了至少24万欧元的租金。 → HIRE *noun*

**⊕** *a* ***fair/high/low*** *rent* 合理的 / 高的 / 低的租金 • *to* ***charge/pay*** *rent* 收 / 付租金 • *to* ***fall behind with/owe*** *rent* 拖欠租金

**2** (*especially AmE*) = RENTAL (1)

**IDM** **for rent** (*especially AmE*) (especially on printed signs) available to rent （尤用于告示）出租，招租: *offices and warehouses for rent* 供出租的办公室和仓库

• ***verb***

**1** [+ obj *or* no obj] to regularly pay money to sb so that you can use sth that they own, such as a property, a machine, etc. 租用，租借（财产、机器等）: *rented accommodation* 租来的住所 ◇ *She rents office space* ***from*** *a letting agency.* 她从一家房屋中介租用办公场地。

**2** [+ obj] **rent sth (out) (to sb)** to allow sb to use sth that you own in exchange for payment 出租；将…租给: *They rent office space to an IT company.* 他们将办公场地租给一家信息技术公司。 ◇ *She wants to rent out the top floor of the building.* 她想出租这栋楼的顶层。

**3** [+ obj] (*especially AmE*) to pay money to sb so that you can use sth for a short period of time （短期）租用，租借: *We rented a car at the airport.* 我们在机场租了一辆车。 ◇ *Consumers spent $3.7 billion on renting DVDs.* 消费者租借DVD的花费为37亿元。

**4** [no obj] (*AmE*) to be available for sb to use if they pay a particular amount of money 以…出租；租金为: *The apartment rents for $600 a month.* 这套公寓每月租金为600元。

▸ **'renter** *noun* [C]: *a renter of industrial equipment* 工业设备的承租人 ◇ *It's a renter's market* (= rents are cheap at the moment). 现在是租户市场。 → HIRE, LEASE, LET

**rental** /'rentl/ *noun*

SEE ALSO: **list rental**

**1** (*also* **rent**, *especially in AmE*) [U; C, usually sing.] the amount of money that you pay to use sth for a particular period of time 租金: *Telephone charges include line rental.* 电话费包括线路租用费。 ◇ *The weekly rental is $59.99.* 每周租金为59.99元。

**2** [U,C] the act of renting sth or an arrangement to rent sth 出租；租赁；招租: *the rental of machinery and equipment* 机器和设备的租赁 ◇ *the world's largest car rental company* 世界最大的汽车租赁公司 ◇ *DVD rentals account for 20% of the company's revenues.* * DVD租赁占公司收入的20%。 SYN HIRE

**3** [C] (*especially AmE*) a house, car, or piece of equipment that you can rent 租用（的房屋、汽车或设备等）: *'Is this your own car?' 'No, it's a rental.'* "这是你自己的汽车吗？""不，是租来的。" → HIRE

**'rental fleet** *noun* [C]
a group of cars or other vehicles that are owned by a company and rented to customers 出租车队

**reopen** /ˌriː'əʊpən; *AmE* -'oʊ-/ *verb*

**1** [+ obj *or* no obj] to open a shop/store, etc. again, or to be opened again, after being closed for a period of time （商店等）重新开业，重新开放: *The market has reopened after the New Year break.* 新年休假后市场重新开张。

**2** [+ obj *or* no obj] to deal with or begin sth again after a period of time; to start again after a period of time 重新处理；再次开始；恢复: *Management have agreed to reopen talks with the union.* 资方同意和工会重启谈判。 ◇ *The trial reopened on 6 March.* 审判于3月6日再次进行。

**3** (*Finance*) [+ obj] in the US, to issue additional amounts of an existing bond, etc. with the same MATURITY date and rate of interest as the original 增额发行，增补发行（债券等）

▸ **reopening** /ˌriː'əʊpənɪŋ; *AmE* -'oʊ-/ *noun* [U; sing.]: *the reopening of merger talks* 并购谈判的恢复

**reorder** /ˌriː'ɔːdə(r); *AmE* -'ɔːrd-/ *verb* [+ obj *or* no obj]
to ask sb to supply you with more of a product 再订购；追加订购: *Please quote this reference number when reordering stock.* 再次订货时，请提供这个编号。 ▸ **ˌre'order** *noun* [C]: *You can place a reorder online.* 可以在网上追加订购。

**re'order point** = ORDER POINT

**reorganization , -isation** /riˌɔːgənaɪ'zeɪʃn; *AmE* -ˌɔːrgənə'z-/ *noun* [U,C]

**1** a change in the way in which sth is organized or done 重新组织；改组；整顿: *The reorganization has freed up space in the warehouse.* 这次调整布局腾出了仓库的空间。 ◇ *a plan for reorganization of the business* 企业整顿计划

**2** (*Law*) in the US, an official change in the way a company is organized because it has gone BANKRUPT （破产）重组，整顿: *The company could be in bankruptcy reorganization for two years.* 这家公司进行破产重组可能有两年了。 ◇ *He filed a* ***reorganization plan*** *with the bankruptcy court.* 他向破产法庭提交了一份重组计划。

**reorganize , -ise** /riː'ɔːgənaɪz; *AmE* -'ɔːrg-/ *verb* [+ obj *or* no obj]
to change the way in which sth is organized or done 重新组织；改组；整顿: *The warehouse is to be reorganized.* 这间仓库将进行调整。 ◇ *The steelmaker needs to reorganize and become more competitive.* 这家钢铁厂需要整顿，以增强竞争力。

**rep** /rep/ *noun, verb* (*informal*)

• ***noun*** [C]

**1** (*Marketing*) = SALES REPRESENTATIVE

**2** = REPRESENTATIVE *noun* (1,3)

• ***verb*** [+ obj *or* no obj] (**-pp-**)
to act as a SALES REPRESENTATIVE 做推销员；当销售代表: *At eighteen she was working for the family firm, repping on the road.* 她十八岁时为家族企业工作，做推销员四处奔波。

**repackage** /ˌriː'pækɪdʒ/ *verb* [+ obj]

**1** (*Marketing*) to put a product in a new container or cover so that people will want to buy it 再包装；重新包装: *They have renamed and repackaged one of their cleaning products.* 他们对其中一种清洁产品进行了重新命名和包装。

**2** to present sb or sth in a new way so that they will become more popular 再包装，重新包装（改变某人或某物的形象以使他们更受欢迎）: *The radio station has been repackaged to appeal*

*to younger listeners.* 将广播电台进行重新包装以吸引年轻听众。◇ *Milk could be repackaged as a designer drink.* 牛奶可以重新包装成为品牌饮料。

**★repair** /rɪ'peə(r); *AmE* -'per/ *verb, noun*

• ***verb*** [+ obj]
to make sth that is broken or damaged in good condition again 修理；修补；修缮：*A man came to repair the photocopier.* 有人来修过这台复印机。◇ *Where can I **get/have** my car **repaired**?* 在什么地方可以修理汽车？

• ***noun*** [C,U]
SEE ALSO: **credit repair, home ~, running ~**
an act of repairing sth 修理；修补；修缮：*You will have to pay the cost of any repairs to the rental car.* 你必须支付租来的车子的所有修理费。◇ *The **repair work** has now been completed.* 修缮工作现在已完成。◇ *The fax machine had gone in for repair.* 传真机已送去修理。
➊ *to **carry out/complete/do/make** repairs* 进行／完成／做修理 • ***emergency/essential/extensive/major/minor** repairs* 紧急／基本／大／小修理
IDM **in good/bad re'pair** (*also* **in a good/bad state of re'pair**) in good or bad condition 状况良好或不佳：*Floors, stairs and passages must be kept in good repair.* 地板、楼梯和走廊必须保持完好。

**repairer** /rɪ'peərə(r); *AmE* -'perər/ *noun* [C]
a company or a person that repairs things 维修公司；修理工：*a ship repairer* 轮船修理厂◇ *auto repairers* 汽车修理工

**repairman** /rɪ'peəmæn; *AmE* -'perm-/ *noun* [C] (*plural* **repairmen** /-men/)
a person whose job is to repair things 修理工：*a TV repairman* 电视机修理工

**reparation** /ˌrepə'reɪʃn/ *noun* [C, usually pl., U]
money that is paid to a person, company, or country for loss, damage, or suffering that has been caused to them 赔款；赔偿金：*Punishment for offences can include reparations to the owners of damaged property.* 对犯罪的处罚可以包括向财产受到损害的业主支付赔款。

**repatriate** /ˌriː'pætrieɪt; *AmE* -'peɪt-/ *verb* [+ obj] (*Finance*)
to send money or profits back to your own country 寄（钱）回国；把（利润）调回本国：*The agreement enables countries to repatriate their profits freely.* 根据协议，许多国家可以自由地将所获利润调回本国。◇ *repatriated earnings/funds* 调回收入／资金 ▶ **repatriation** /ˌriːˌpætri'eɪʃn; *AmE* -ˌpeɪt-/ *noun* [C,U]

**★repay** /rɪ'peɪ/ *verb* [+ obj] (**repaid, repaid** /rɪ'peɪd/)
to pay back money that you have borrowed; to pay back money that has been taken from a person or an organization 还钱；归还；偿还；清偿：*He sold shares in order to repay the loan early.* 为了尽早偿还贷款，他卖掉了股票。◇ *Mortgage lenders sometimes agree to give you extra time to repay them.* 抵押放贷人有时会同意延期还贷。◇ *Decide how much you can afford to repay each month.* 确定一下每月能够承受的还款额。◇ *When he left he had to repay the $5 000 bonus he had received.* 他离开时不得不归还他收到的5 000元奖金。
➊ *to repay a **debt/loan/mortgage*** 偿还债务／贷款／抵押贷款

**repayable** /rɪ'peɪəbl/ *adjective* [not before noun] (*Finance*)
that must be paid or can be paid back at a particular time or in a particular way 必须偿还的；可偿还的；应回报的：*The loan is repayable in 2010.* 这笔贷款应于2010年偿还。◇ *repayable loans* 应偿还贷款 ◇ *The loan is repayable in monthly instalments.* 这笔贷款可以按月分期偿还。

**★repayment** /rɪ'peɪmənt/ *noun*
**1** [U] the act of paying back money that has been borrowed from a bank or other organization 归还借款；偿还债务：*The loan is due for repayment by the end of the year.* 这笔贷款要在今年年底偿还。◇ *There is a penalty for early repayment.* 提前还款要处罚款。◇ *The normal repayment period is five years.* 正常的偿还期是五年。◇ *The sale of assets should raise $200 million towards debt repayment.* 出售资产应该能够筹到2亿元用于还债。
➊ *to **be due for/claim/demand** repayment* 到偿还期；索偿；要求偿还 • ***debt/loan/mortgage** repayment* 债务／贷款／抵押贷款偿还 • ***early/late** repayment* 提前／逾期还款
**2** [C] a sum of money that is paid regularly to a bank or other organization as part of paying back a loan 按期偿还的款项；分期偿还额：*Your monthly repayments will vary according to the lender's interest rate.* 月还款额根据贷款利率会有所不同。◇ *people who were unable to meet their mortgage repayments* 无力偿还抵押贷款的人们
➊ *to **keep up/make** repayments* 继续还款；还款 • *to **afford/meet** the repayments* 承担得起偿还额；支付偿还额 • ***monthly/weekly/yearly** repayments* 按月／按周／按年分期还款 • ***capital/loan/mortgage/overdraft** repayments* 资本／贷款／抵押贷款／透支分期偿还 • *a **minimum** repayment* 最低分期还款额

**repeat** /rɪ'piːt/ *noun* [C]
an event that is very similar to sth that happened before 重复的事件；重演的事物：*We don't expect a repeat of last year's sales gains.* 我们不希望销售收益重复去年的状况。◇ *We all know that customer satisfaction equals **repeat business*** (= when customers return to buy more products or services). 我们大家都知道，让顾客满意就等于有了回头客。◇ *This form is for **repeat orders*** (= for a further supply of the same goods) *only.* 这种表格只用于续购订货。◇ *repeat buyers/customers/visitors* 回头客；老顾客；常客

**re,petitive 'strain ,injury** (*also* **re,petitive 'stress ,injury**) = RSI

**★replace** /rɪ'pleɪs/ *verb* [+ obj]
**1** to be used instead of something else 代替；取代：*The new design will eventually replace all existing models.* 新的设计最终将取代所有现有的型号。◇ *Their currency has been replaced **with** the US dollar.* 他们的货币已被美元取代。
**2** to take a new job, or to put a new person in a job, instead of sb else（用…）替换；（以…）接替：*Mr Hill replaces the outgoing Head of Communications.* 希尔先生接替即将离任的通讯部主管。◇ *People leaving are not being replaced.* 离职的人尚无人替代。◇ *She will be very difficult to replace.* 她的位置很难有人接替。
**3** (*Commerce*) to change sth that is damaged, old, or does not work properly for sth new or better 更换；更新：*People aren't replacing their*

*computers as often as manufacturers would like.* 人们不会如制造商所愿频繁地更换计算机。

**replacement** /rɪ'pleɪsmənt/ *noun*

SEE ALSO: **cost of replacement**

**1** [C] a thing that replaces sth that is old, broken, not good enough, not available, etc. 替代品；替换物：*Aluminium is becoming popular as a replacement for steel in cars.* 铝作为汽车用钢的替代品越来越普遍。◇ *If you are not happy with any item, return it for a replacement or refund.* 任何一件商品，只要不满意，都可以退换或退款。

**2** [C] a person who replaces another person in an organization, for example by taking their job（尤指工作中的）接替者，替代者：*It won't be easy to find a replacement for Louisa.* 找一位替代路易莎的人可不容易。◇ *We have been forced to use replacement workers during the strike.* 我们在罢工期间一直被迫使用替代工人。

**3** [U] the act of replacing one thing with another, especially sth that is newer or better 替换；更换：*the replacement of old, inefficient electrical equipment* 更换陈旧低效的电气设备 ◇ *Our PCs are due for replacement.* 我们的个人电脑应该更换了。◇ *replacement parts* 替换零件，零配件

**re'placement cost** (*also* **,cost of re'placement, re'placement ,value**) *noun* [U,C]

**1** (*Accounting*) the cost of replacing an asset, calculated by considering the cost of buying or producing the same item today 重置成本（现在购置或制造某项相同产品所需成本）：*The cost of maintaining our computer systems is now higher than the replacement cost.* 维修计算机系统的费用现在高于重置成本。→ CURRENT COST

**2** (*Insurance*) the cost of replacing an item of property with a new one of the same type and quality 重置成本（用相同类型和质量的新财产项目替换原来的财产项目所需的成本）

**★reply** /rɪ'plaɪ/ *verb, noun*

● ***verb*** [+ obj *or* no obj] **(replies, replying, replied, replied)**

to say or write sth as an answer to sth that has been said or written to you 回答；答复；反应：*I texted him about the meeting but he hasn't replied yet.* 有关会议事宜，我给他发了短信，但他还未答复。◇ *Over a thousand people replied to the initial job advertisement.* 有一千多人对最初的招聘广告作出了回应。

● ***noun*** [C,U] (*plural* **replies**)

something said, written, or done as an answer to sth 回答；答复；反应：*All letters of complaint should receive a prompt reply.* 所有的投诉信都应该得到迅速答复。◇ *The next morning I had a reply to my email.* 第二天早上，我收到了电邮答复。

**⊕ *get/have/receive a reply*** 得到 / 收到 / 接到答复

**• *give/make a reply*** 给予 / 作出答复

**IDM in re'ply to** used to start a formal letter which is an answer to a letter that you have received 兹复（用于正式信件的开头，对收到信件的回复）：*In reply to your letter of 16 March, I regret to inform you that there are currently no vacancies within our company.* 兹复您3月16日来信，很遗憾地告知您，目前我们公司内部没有空缺。

**re'ply card** *noun* [C]

a printed card or piece of paper, or an electronic form, that a company provides for sb to reply to sth such as an offer, an invitation, or a survey 回邮卡；信息反馈卡；回信明信片；回执：*The best method of cheap direct mail marketing is a sales letter and reply card.* 廉价直接邮寄营销的最佳方式是推销函和信息反馈卡。

**re,ply 'paid** *noun* [U]

a service in which a company provides a card, an envelope, etc. that a possible customer can use to send a reply. The customer does not have to use a stamp but the company pays only for the replies that are sent back to them 回函邮资已付：*Sign the form and send it back to us reply paid.* 在表格上签字并寄还给我们，回函邮资已付。◇ *a reply-paid card/envelope* 邮资已付的明信片 / 信封 → BUSINESS REPLY SERVICE, POSTAGE PAID

**repo** /'ri:pəʊ; *AmE* -poʊ/ *noun, verb* (*informal*)

● ***noun***

SEE ALSO: **reverse repo**

**1** (*Finance*) [C] = REPURCHASE AGREEMENT

**2** [U,C] the act of taking back property or goods from sb who has borrowed money to buy them and not paid it back; the property or goods taken 回购协议；重新买回协议：*specialists in debt recovery and repo* 债务回收和回购方面的专家 ◇ *House repos are down this year.* 房屋回购今年下降了。→ REPOSSESSION

● ***verb*** [+ obj] = REPOSSESS

**WHICH WORD? 词语辨析**

**report/proposal**

These words are used to describe two different types of documents. 这两个词指两类不同的文档。

A **report** gives information about something in the past or about something taking place at the moment. 报告（report）给出关于过去的或正在发生的某事资料：*a sales/training report* 销售 / 培训报告 It often contains suggestions about how a situation can be improved. 报告通常包含改进建议。

A **proposal** makes suggestions about something to be done in the future. 建议书（proposal）对未来工作提出建议：*a proposal to build a new factory* 建设新工厂的建议书 ◇ *to draw up a proposal for a client* 为客户起草一份建议书 A proposal tries to persuade the reader that its suggestions are right. 建议书旨在说服审阅人接受其建议。

**★report** /rɪ'pɔ:t; *AmE* rɪ'pɔ:rt/ *noun, verb*

● ***noun*** [C]

SEE ALSO: **annual report, audit ~, credit ~, direct ~, directors' ~, earnings ~, expense ~,** etc.

**1** a spoken or written description of sth, usually for sb that needs particular information 汇报；报告；记述：*The department produces a monthly progress report.* 这个部门每月出一份进度报告。◇ *a confidential medical report* 一份保密的医疗报告 ◇ *The analysts' report valued the business at*

*$1.4 billion.* 分析师在报告中对这家企业估价为14亿元。

● *to* ***prepare/present/produce/write*** *a report* 准备／提交／制作／撰写报告

**2** an official document written by a group of people who have examined a particular situation or problem 调查报告: *The committee will publish their report* ***on*** *the coal industry in a few weeks.* 委员会将在几周内公布关于煤炭行业的调查报告。◇ *Several people have disputed the report's findings.* 有几个人质疑调查报告的结果。

● *to* ***call for/commission/issue/publish*** *a report* 要求／委托撰写／发布／发表调查报告

**3** an account of an event that is published in a newspaper or broadcast on television or on the radio 报道: *a special report* ***on*** *women in industry* 一篇关于从事实业的女性的特别报道

● *to* ***compile/file/write*** *a report* 编写／提交／撰写报道 • *to* ***broadcast/print/publish*** *a report* 播送／打印／发表报道 • ***newspaper/press/radio/TV*** *reports* 报纸／新闻／电台／电视报道

**4** (*Accounting*) = ANNUAL REPORT

**5** (*IT*; *Production*) a way of finding particular information, for example about costs, stock, etc., from information that is stored electronically; the information you get 报表: *Some reports display information; others allow you to perform analyses.* 某些报表仅显示信息，另外一些报表则可以进行分析。◇ *SAP reports* * SAP 报表

● *to* ***run*** *a report* 做报表 • *to* ***download/use*** *a report* 下载／使用报表

**6** (*HR*) a person that a particular manager is responsible for 下属: *How many reports do you have?* 你有多少下属?

• ***verb***

**1** [+ obj *or* no obj] to make a public statement about a company's accounts and its profits and losses 报告; 通报; 公布: *The company is expected to report record profits this year.* 这家公司今年有望获得创纪录的利润。◇ *The firm will report its end of year results next week.* 这家公司下周将公布其年终业绩报告。◇ *the first bank to report in the big banks'* ***reporting season*** 在大银行业绩报告季中首家报告的银行

**2** [+ obj *or* no obj] to give people information about a subject or an event 汇报: *The committee will report* ***on*** *its research next month.* 委员会下月将汇报他们的研究情况。

**3** [+ obj *or* no obj] to present an account of an event in a newspaper, on television, etc. 报道; 公布; 宣布; 发表: *The proposed merger has been reported in the financial press.* 财经媒体报道了拟议中的合并案。◇ *She reports* ***on*** *financial markets for CNBC.* 她为美国全国广播公司财经频道做有关金融市场的报道。

**4** [no obj] to tell sb that you have arrived, for example for work or for a meeting with sb 报到: *You should report* ***for*** *work at 7 a.m.* 你应该在上午7点报到上班。◇ *All visitors must report* ***to*** *the reception desk on arrival.* 所有参观者抵达后务必在接待处报到。

PHR V **re,port 'back** to return to a place, especially in order to work again 返回; 回归; (尤指) 回到工作岗位: *Take an hour for lunch and report back at 2.* 花一小时吃午餐，2点钟返回。 **re,port 'back (on sth) (to sb)** to give sb information about sth that they have asked you to find out about 汇报 (所需信息); 反馈: *We will report back when we get the results.* 我们得到结果就会汇报。◇ *She reported back to us on the meetings she had attended.* 她向我们汇报了开会的情况。 **re'port to/into sb** (*HR*) (*not used in the continuous tenses* 不用于进行时) if you **report to** a particular manager in an organization that you work for, they are officially responsible for your work and tell you what to do 对…负责; 从属; 隶属: *She has set up a group of five people who all report to her.* 她成立了一个由她负责的五人小组。

**reporting** /rɪ'pɔːtɪŋ; *AmE* -'pɔːrt-/ *noun* [U]

**1** the act of giving written or spoken information about sth, especially the financial position of an organization 报告; 申报; 汇报: *The data has helped us with the reporting of figures for non-payment.* 这一数据有助于我们报告未付款的数字。→ FINANCIAL REPORTING

**2** (*HR*) the system in an organization of having managers who are officially responsible for the work of particular employees 负责; 隶属 (制度): *Structures of reporting within the company are to be changed.* 公司内部的隶属关系将有所改变。

**re'porting line** *noun* [C, usually pl.] (*HR*) a system in an organization of having managers who are officially responsible for the work of particular employees 汇报关系 (一种组织制度，即经理要对特定员工的工作正式负责): *About 400 of the bank's 5 700 staff will be affected by the change in reporting lines.* 银行5 700名员工中大约有400名要受汇报关系变化的影响。

**re'porting pay** = CALL-IN PAY

**re'porting ,period** *noun* [C] (*Accounting*) the period of time included in a report about sth such as the financial position of a company 报告期: *Total income* ***in/during*** *the reporting period was $3.5 million.* 报告期内的总收入为350万元。

**reposition** /,riːpə'zɪʃn/ *verb* [+ obj] (*Marketing*) to present a product in a new way so that it will attract more or different customers 重新定位 (以新的方式推出产品以吸引更多或不同的顾客): *The parent company intend to reposition the brand as sportswear, rather than fashion.* 母公司打算将品牌重新定位为运动装，而不是时装。◇ *The bank is repositioning itself to focus on consumers and personal finance.* 银行正对自己重新进行定位，把重点放在消费者和个人理财方面。▶ **,repo'sitioning** *noun* [U]

**repossess** /,riːpə'zes/ *verb* [+ obj] (*usually* be **repossessed**) to take back property or goods from sb who has borrowed money to buy them but does not pay it back as agreed (因买方未如期付款而) 收回 (商品)，重新占有 (房产等): *The mortgage company were threatening to repossess the house.* 抵押贷款公司威胁要收回房子。◇ *Whatever assets of the firm are not repossessed will be sold.* 这家公司没有被收回的所有资产都将被出售。

**repossession** /,riːpə'zeʃn/ *noun*

**1** [U,C] the act of **repossessing** property or goods (财产、商品等的) 收回: *borrowers who are in*

*arrears and facing repossession* 拖欠借款、面临房子被收回的借款人 ◇ *a 42 per cent drop in house repossessions* 房子被收回的情况下降42%
**2** [C] something such as a house or car that has been repossessed 被收回物（房子或汽车等）: *a repossession sold at auction* 拍卖会上出售的被收回的物品

**,re-pre'sent** *verb* [+ obj]
to give, show or send a document again, especially a cheque, bill, etc. that has not been paid（尤指未支付的支票、账单等）再给予，再出示，再呈送

**★represent** /,reprɪ'zent/ *verb*
**1** [+ obj] to act or speak officially for a person, a group or an organization 代表: *Mr Moline represented the Human Resources team at the meeting.* 摩林先生在会上代表人力资源部。◇ *Local businesses are well represented on the committee* (= there are a lot of people from them). 委员会中有许多地方企业的代表。◇ *The union's role is to represent the interests of its members.* 工会的作用就是要代表其会员的利益。
**2** [+ obj] (*not used in the continuous tenses* 不用于进行时) to be a symbol of sth 作为…的象征；代表: *Each colour on the graph represents a different department.* 图表中的每一种颜色代表一个不同的部门。◇ *Our brand represents good design and high quality.* 我们的品牌代表精美的设计和上乘的质量。
**3** (*linking verb* 系动词) (*not used in the continuous tenses* 不用于进行时) to be sth 等于；相当于；意味着: *This contract represents 20% of the company's annual revenue.* 这份合同给这家公司带来20%的年收入。 SYN CONSTITUTE

**representation** /,reprɪzen'teɪʃn/ *noun*
**1** [U] the fact of having people who will speak or vote on your behalf in official situations; the people who speak for you, etc. in these circumstances 有代理人；维护；支持；代表: *We are particularly disappointed with our legal representation.* 我们对我们的代理律师感到特别失望。◇ *76 votes were needed to approve union representation.* 工会代表需要76票方能当选。
**2** [U,C] the act of presenting sb/sth in a particular way such as financial accounts; something that shows or describes sth 表现；描述；申述；表现形式: *She was accused of making false representations about the company's performance.* 她被指控对公司业绩作虚假陈述。
**3 representations** [pl.] (*especially BrE*) formal statements made to sb in authority, especially in order to make your opinions known or to protest 陈述；抗议: *The association may* ***make representations to*** *the chief executive to try to resolve the situation.* 这个协会可能会同总裁交涉以试图解决这个问题。

**★representative** /,reprɪ'zentətɪv/ *noun, adjective*
● ***noun*** [C]
SEE ALSO: **personal representative, sales ~, trade ~, union ~**
**1** (*also* **rep,** *informal*) a person who has been chosen to speak or vote for sb else or on behalf of a group 代表: *Representatives of 31 countries attended the conference.* * 31个国家的代表出席了会议。◇ *Union reps said the proposals were unacceptable.* 工会代表说这些建议不能接受。
**2** (*Marketing*) = SALES REPRESENTATIVE
**3** (*also* **rep,** *informal*) (*BrE also* **'holiday rep,** *informal*) an employee of a travel company who stays at a place where customers are on holiday/vacation and helps them with problems, organizes activities, etc. 假日代表（旅游公司的雇员，帮助度假的游客解决问题、组织活动等）
● ***adjective***
**1** typical of a particular group of people 典型的；有代表性的: *Is a questionnaire answered by 500 people truly representative of the population as a whole?* 由500人参加的问卷调查能真正代表所有民众吗？
**2** [usually before noun] containing or including examples of all the different types of people or things in a large group 代表各类人（或事物）的: *We interviewed a representative sample of health workers.* 我们采访了各类医务人员的代表。

**reprice** /,ri:'praɪs/ *verb*
**1** (*Commerce*) [+ obj] to change the price of sth 重新定价: *Some of the older products have been repackaged and repriced.* 一些老产品已经经过重新包装和重新定价。
**2** (*Finance*) [+ obj *or* no obj] to change the interest rate 重新制定利率: *Lenders have already begun to reprice interest rates to reflect the change in the base rate.* 放款人已开始重新制定利率以对基准利率的变化作出反应。

**reprocess** /,ri:'prəʊses; *AmE* -'prɑ:-; -'proʊ-/ *verb* [+ obj]
to treat waste material in order to change it or use it again 再加工；重新加工: *Soda bottles contain only a few kinds of plastics and are relatively easy to reprocess.* 汽水瓶只包含几种塑料，比较容易重新加工。◇ *reprocessed fuel* 再生燃料
▸ **reprocessing** /,ri:'prəʊsesɪŋ; *AmE* -'prɑ:-; -'proʊ-/ *noun* [U]: *a nuclear reprocessing plant* 核燃料再处理工厂

**repudiate** /rɪ'pju:dieɪt/ *verb* [+ obj]
(*Law*) to refuse to pay a debt or do sth that a contract requires you to do 拒付（债务）；拒绝履行（合同）: *The buyer is entitled to repudiate the contract and reject the goods.* 买方有权拒绝履行合同并拒收货物。
✪ *to repudiate a* ***contract/debt/document*** 拒绝履行合同；拒偿债项；拒收单据
▸ **repudiation** /rɪ,pju:di'eɪʃn/ *noun* [C,U]

**repurchase** /,ri:'pɜ:tʃəs; *AmE* -'pɜ:rtʃəs/ *verb* [+ obj]
to buy sth back 再购买；再购进；（重新）购回: *The aim is to repurchase the securities at a price that is lower than your selling price.* 目的是要以低于售价的价格重新购回证券。▸ **,re'purchase** *noun* [C]: *The stock price often increases when repurchases are announced.* 回购消息一经宣布，股价常会上涨。

**re'purchase a,greement** (*also* **,sale and re'purchase a,greement**) (*also* **'repo,** *informal*) *noun* [C]
(*Finance*) a way of raising money over a short period in which sb sells shares, bonds, etc. and agrees to buy them back at a particular price at a later date 回购协议（短期内筹集资金的一种方

式，即出售股票、债券等并同意以后按特定的价格购回）：*With a repurchase agreement, sellers can get short-term funds without losing their shares.* 有了回购协议，卖方可以在不失去股份的情况下获得短期资金。→ REVERSE REPURCHASE AGREEMENT

**reputable** /'repjətəbl/ *adjective*
that people consider to be honest and to provide a good service 声誉卓著的；值得信赖的：*How can you be sure that you're buying from a reputable dealer?* 你如何能够确定自己是从诚信的商家那儿购买的？

**reputation** /ˌrepju'teɪʃn/ *noun* [C,U]
the opinion that people have about what sb/sth is like, based on what has happened in the past 名声；名誉：*The firm has a reputation **as** a good employer.* 这家公司享有好雇主的名声。◇ *They appointed a chairman with a reputation **for** being cautious.* 他们任命了一位以谨慎著称的主席。◇ *The company enjoys a world-wide reputation for quality of design.* 这家公司以高品质的设计享誉世界。
● *to **build/develop/earn/gain/have** a reputation* 建立 / 树立 / 赢得 / 获得 / 享有声誉 • *to **damage/dent/tarnish** sb's reputation* 损害某人的名声 • *a **good/growing/solid/strong** reputation* 好 / 越来越响的 / 极好的 / 良好的名声 • *a **bad/battered/poor** reputation* 坏 / 受损的 / 差名声

**★request** /rɪ'kwest/ *noun, verb*
• ***noun*** [C] the action of asking for sth formally and politely（正式或礼貌的）要求，请求：*The bank is considering your request **for** a loan.* 银行正在考虑你的贷款申请。◇ *He agreed to stay for another six months **at the request of** the company / **at the company's request**.* 他同意应公司的要求再待六个月。◇ *Details of charges are available **on request**.* 收费详情可供索取。
● *to **make/put in/submit** a request* 请求；提出请求；提交申请书 • *to **agree to/comply with/grant** a request* 同意 / 遵守 / 答应要求 • *to **refuse/reject/turn down** a request* 拒绝请求
• ***verb*** [+ obj] *(formal)*
to ask for sth or ask sb to do sth in a polite or formal way（正式或礼貌地）请求，要求：*They requested permission to build houses on the land.* 他们申请准予在这块地上盖房子。◇ *She wrote to the manufacturer requesting a copy of the document.* 她写信给制造商索要文件副本。◇ *You are requested to attend the next meeting.* 请你出席下次会议。

**★require** /rɪ'kwaɪə(r)/ *verb* [+ obj] *(formal)* *(not usually used in the continuous tenses* 通常不用于进行时*)*
**1** to make sb do or have sth, especially because it is necessary according to a particular law or set of rules 使做（某事）；使拥有（某物）；（尤指根据法规）规定：*Motorists are required by law to have insurance.* 法律规定驾车者必须买保险。◇ *Many vendors require payment by credit card.* 许多商家要求用信用卡付款。◇ *Output has fallen below the required level.* 产量已降到规定水平以下。
**2** to need sth 需要：*The new equipment requires less maintenance.* 新设备不需要太多保养。◇ *The launch of a new product requires careful thought and planning.* 新产品的推出需要细心筹划。

**★requirement** /rɪ'kwaɪəmənt; *AmE* -'kwaɪərm-/ *noun*
SEE ALSO: **capital requirement, public sector borrowing ~, reserve ~**
**1** [C] something that is needed or asked for by an authority 要求；规定：*There is no legal requirement **to** provide nutritional information on food packaging.* 法律并未规定食品包装上必须标注营养信息。◇ *In order to be listed on a stock exchange, the company must meet certain requirements.* 为了在股票交易所上市，公司必须满足一定的要求。
● *to **fulfil/meet/satisfy** requirements* 达到 / 符合 / 满足要求 • *to **impose/lay down/set (down/out)** requirements* 制定规定
**2** [C, usually pl.] something that sb/sth needs or wants 所需的（或所要的）东西：*a software package to meet your requirements* 包你满意的软件包 ◇ *Our immediate requirement is extra staff.* 我们亟需增加员工。◇ *These goods are **surplus to requirements*** (= more than we need). 这些货物是多余的。
● *to **meet/satisfy/suit** requirements* 符合 / 满足 / 适应需要

**requisition** /ˌrekwɪ'zɪʃn/ *noun, verb (formal)*
• ***noun*** [C,U]
SEE ALSO: **purchase requisition**
a formal, official written request for sth 正式要求；征用；申请书；征用书：*They carefully examined our requisitions for paper clips and notepads.* 他们仔细检查了我们曲别针和记事本的申领单。◇ *Do you have a requisition number for these goods?* 你有这些货物的申购单编号吗？
• ***verb*** [+ obj]
to make a formal, official request or demand for sth 正式要求；征用：*They have enough support to requisition an emergency general meeting.* 他们召开紧急大会的要求获得了足够支持。

**rerate** *(also spelled* **re-rate***)* /ˌriː'reɪt / *verb* [+ obj *or* no obj]
to make a judgement about the quality or value of sth again, especially the quality or value of a company or its shares 重新评估；重新评价；重新估价：*The bond has been rerated upwards.* 这种债券经重新评估作了上调。▶ **ˌre'rating** *(also spelled* **re-rating***)* *noun* [C,U]：*The shares deserve a rerating.* 该股票应该进行重新估价。

**resale** /'riːseɪl; ˌriː'seɪl/ *noun*
*(Commerce)*
**1** [U] the sale to another person of sth that you have bought 转卖，转售：*The nuts are packaged **for** resale by the big supermarket chains.* 这些干果由大型连锁超市包装后进行转卖。◇ *This model is popular because it maintains its resale value.* 这种型号之所以畅销是因为它具有转卖价值。
**2** [C] something that has been bought in order to sell to sb else 转卖，转售（为了卖给别人而购买某物）：*Resales account for about 80% of property transactions.* 房产交易的约80%为转售。
▶ **resaleable** *(also spelled* **resalable***)* /ˌriː'seɪləbl/ *adjective* → RESELL

**★reschedule** /ˌriːˈʃedjuːl; *AmE* ˌriːˈskedʒuːl/ *verb* [+ obj]
**1** (*Finance*) to arrange for sb to pay back money that they have borrowed at a later date than was originally agreed 推迟还款；延期还款：*Repayments on the loan have been rescheduled over 20 years.* 贷款的偿还已推迟了20多年。
➊ *to reschedule a* ***debt/loan*** 延期还债 / 贷 • *to reschedule* ***payments/repayments*** 推迟付款 / 还款
**2** to change the time at which sth has been arranged to happen, especially so that it takes place later 修改…的时间表；将…改期；重新安排：*The meeting has been rescheduled for next week.* 会议改在下周举行。
➊ *to reschedule a* ***conference/delivery/meeting*** 重新安排研讨会 / 交货 / 会议
▸ **ˌre'scheduling** *noun* [U]：*debt rescheduling* 债务延期

**rescind** /rɪˈsɪnd/ *verb* [+ obj]
(*Law*) to officially state that a law, contract, decision, etc. is no longer valid 取消；废除；撤销：*If performance is unsatisfactory, the contract may be rescinded.* 如果表现不能令人满意，合同就可能被撤销。 SYN REVOKE

**rescue** /ˈreskjuː/ *noun, verb*
(*Finance*)
• ***noun*** [C,U]
an occasion when sb/sth is saved from a difficult financial situation 营救行动：*She is a skilled negotiator and helped to secure the firm's rescue.* 她是一位老练的谈判者，并帮忙救了这家公司。◇ *A consortium has* ***come to the rescue*** *of the struggling company.* 一家财团前来拯救这家岌岌可危的公司。◇ *It is likely that shareholders will give their approval to the rescue package.* 股东可能会批准一揽子救援计划。
➊ *a rescue* ***package/plan*** 一揽子救援计划；救援计划 • *a rescue* ***attempt/bid/deal*** 营救行动 / 努力 / 交易
• ***verb*** [+ obj]
to save sb/sth from a difficult financial situation 营救；解救：*A government loan helped rescue the airline.* 政府贷款帮忙解救了这家航空公司。◇ *There is hope that exporters can rescue the economy* ***from*** *recession.* 出口商有望把经济从衰退中解救出来。

**★research** *noun, verb*
• ***noun*** /rɪˈsɜːtʃ; ˈriːsɜːtʃ; *AmE* ˈriːsɜːrtʃ/ [U] (*also* **researches** [pl.])
SEE ALSO: **attitude research, audience ~, consumer market ~, consumer ~, credit ~, customer ~, desk ~,** etc.
a careful study of a subject, especially in order to discover new facts or information about it 研究；调查：*The company has invested a great deal in research.* 这家公司对研究投入了大量资金。◇ *He has carried out extensive research* ***into/on*** *robotics.* 他对机器人科学进行了广泛研究。◇ *What have their researches shown?* 他们的研究揭示了什么？◇ *He is a research analyst in the field of mortgages.* 他是抵押贷款方面的研究分析员。
➊ *to* ***carry out/conduct/do/undertake*** *research* 从事 / 进行 / 开展研究 • ***detailed/extensive/in-depth*** *research* 详细 / 广泛 / 深入的研究 • *research* ***proves/reveals/shows/suggests*** *sth* 研究证明 / 揭示 / 显示 / 表明某事 • *a research* ***centre/laboratory/unit*** 研究中心 / 实验室 / 单位 • *a research* ***analyst/group/scientist/team/worker*** 研究分析人员 / 小组 / 科学家 / 团队 / 工作者
• ***verb*** /rɪˈsɜːtʃ; *AmE* -ˈsɜːrtʃ/ [+ obj *or* no obj]
**research (into/in/on sth)** to study sth carefully and try to discover new facts about it 研究；调查；探讨：*They're researching new product ideas.* 他们正在研究新产品构思。◇ *He has spent the last two years researching into how to improve the engine's performance.* 他把最近两年时间用于研究如何提高发动机的性能。
▸ **reˈsearcher** *noun* [C]：*She works as a researcher for ICI.* 她是英国帝国化工公司的研究员。

**reˌsearch and deˈvelopment** = R&D

**reˈsearch ˌmanager** *noun* [C]
**1** a person at a company who is in charge of developing new products 市场调研经理（公司里负责开发新产品的人）
**2** a person in a financial organization who is in charge of studying investments to see how likely they are to make money 研究经理（金融机构负责研究投资理财的人）：*pensions/investment research managers* 养老金 / 投资研究经理

**resell** /ˌriːˈsel/ *verb* [+ obj] (**resold, resold** /ˌriːˈsəʊld; *AmE* -ˈsoʊld/)
(*Commerce*) to sell sth that you have bought 转售；转卖：*He resells the goods at a profit.* 他转售货物盈利。◇ *Banks buy the stock directly and resell it to investors the next day.* 银行直接购买股票，第二天转卖给投资者。→ RESALE

**reseller** /ˌriːˈselə(r)/ *noun* [C]
SEE ALSO: **value-added reseller**
(*Commerce*) a company that buys goods from manufacturers and sells them without making any changes to them 转售者；转卖者；经销商；推销商：*The computers are sold to the public by resellers and not by the manufacturer itself.* 计算机通过经销商卖给公众，而不是由制造商自己销售。◇ *the computer reseller market* 计算机经销商市场 See note at SUPPLY CHAIN

**reservation** /ˌrezəˈveɪʃn; *AmE* -zərˈv-/ *noun* [C]
an arrangement for a seat on a plane or train, a room in a hotel, etc. to be kept for you 预订；预约：*I'll call the restaurant and* ***make*** *a reservation.* 我要给饭店打电话预订席位。→ BOOKING

**ˌreserˈvation price** *noun* [C]
(*Economics*) the lowest price that a seller will sell their product for or the highest price that a buyer will pay 保留价格；最低销售价格

**★reserve** /rɪˈzɜːv; *AmE* rɪˈzɜːrv/ *noun, verb*
• ***noun***
SEE ALSO: **bad debt reserve, bank ~, capital redemption ~, capital ~, capitalization of ~, contingency ~, distributable ~,** etc.
**1** [C, usually pl.] a supply of sth that is available to be used in the future or when it is needed 储藏（量）；储备（量）：*large coal/gas/oil reserves* 大量的煤炭 / 天然气 / 石油储藏量 ◇ *The company has substantial reserves of capital.* 这家公司有大量

的资本储备。◇ *Soon the reserves of coal will be exhausted.* 煤炭储量很快将会耗尽。
**2** (*Economics*) **reserves** [pl.] the foreign currency, gold, etc. that is held by the central bank of a country 储备（一国中央银行持有的外币、黄金等）: *Russia's gold and foreign currency reserves were $84.6 billion.* 俄罗斯的黄金和外汇储备为846亿美元。◇ *The euro will rival the dollar as the main currency for central bank reserves.* 欧元将作为中央银行的主要储备货币与美元相抗衡。
→ FOREIGN EXCHANGE RESERVES
**3** (*Accounting*) [C, usually pl.] profits that a company has made and keeps as part of its CAPITAL and does not pay to shareholders 储备金（公司保留且未支付给股东的那部分利润）: *The company has cash reserves of $88 million.* 公司有8 800万元的现金储备。◇ *Their low reserves and large debts raised questions about their ability to survive.* 他们的低储备、高债务引发了他们是否能够继续生存的问题。→ CAPITAL RESERVE
**4** (*Accounting*) [C] (*especially AmE*) money that is kept from a company's profits in order to deal with possible problems or expenses in the future 预备金；储备金: *The purpose of the reserve was to respond to emergencies.* 储备金的目的是为了应对紧急情况。◇ *The business will add $55 million in reserves to cover future lawsuits.* 这家企业将增加5 500万元的储备金以备将来诉讼之用。
SYN PROVISION → CAPITAL RESERVE
**5** (*Finance*) [C, usually pl.] the amount of money that banks or similar institutions must keep to pay to customers when they ask for it. Most of this money is kept with the central bank. 准备金（银行或类似机构必须留存用以应付顾客提款的金额。大部分的准备金由中央银行保管）SYN BANK RESERVES → LEGAL RESERVE
**6** (*Commerce*) [C] (*BrE*) = RESERVE PRICE
IDM **in re'serve** available to be used in the future or when needed 储备；备用: *The money was being kept in reserve for their retirement.* 他们把钱存起来以备退休后使用。
• ***verb*** [+ obj]
**1** to ask for a seat, table, room, etc. to be available for you or sb else at a future time 预订，预约（座位、席位、房间等）: *I'd like to reserve a table for three for eight o'clock.* 我想预订八点钟三个人的餐桌。◇ *I reserved a ticket online.* 我在网上预订了票。→ BOOK
**2** to keep sth so that it cannot be used by any other person or for any other reason 保留；储备: *privileges normally reserved for executives* 通常为高管保留的特权 ◇ *The company said that it would reserve $3 million to cover legal costs.* 公司称要保留300万元以支付诉讼费用。
**3** to have or keep a particular power 拥有，保留（某种权利）: *The company reserves the right to check the way employees use the Internet and email.* 公司保留检查员工使用互联网和电子邮件方式的权利。◇ ***All rights reserved*** (= nobody else can publish or copy this material). 版权所有。
**4** to not make a decision until you have all the evidence 保留（意见）: *I'd prefer to reserve judgement* (= not make a decision) *until I know all the facts.* 在了解全部事实之前我不想作决定。

**re'serve bank** = CENTRAL BANK

**re'serve ˌcurrency** *noun* [C, usually sing.] (*Economics*) a foreign currency that is kept by governments and central banks because it is strong and can be used for making international payments 储备货币（政府和中央银行持有的强势外币，可用于国际支付）: *The euro will become the reserve currency for some countries.* 欧元将成为某些国家的储备货币。

**re'serve fund** *noun* [C] (*Finance*) the part of an income that is kept for a particular purpose or for unexpected expenses in the future 储备金；储备基金: *The board has been forced to run down its reserve funds.* 董事会被迫缩减储备金。◇ *The surplus money is to be used to establish a reserve fund.* 余钱用于建立储备基金。

**re'serve price** (*BrE also* **re'serve**) (*AmE also* **'upset price**) *noun* [C] (*Commerce*) the lowest price that a seller will accept for sth that is sold at AUCTION 保留价格，最低价格（拍卖中卖方愿意接受的最低价格）: *The property was withdrawn after it failed to reach its reserve price.* 这项房地产未能达到卖方底价，所以被收回。→ RESERVATION PRICE

**re'serve reˌquirement** (*also* **re'serve ˌratio**) *noun* [C] (*especially AmE*) (*Accounting*) the percentage of their total assets that banks must keep in cash or in assets that can easily be exchanged for cash 准备金要求，准备金规定（银行必须持有占总资产一定比例的现金或容易兑现的资产）SYN CASH RATIO

**reshape** /ˌriː'ʃeɪp/ *verb* [+ obj] to change the shape or structure of sth 改变…的形状（或结构）；重塑；改组: *The merger will reshape the drinks industry.* 这项合并将重塑饮料行业。▸ **ˌre'shaping** *noun* [U]: *a radical reshaping of the business* 企业的根本性改革

**reshuffle** /ˌriː'ʃʌfl/ (*also* **'shuffle**, *less frequent*) *verb* [+ obj or no obj] **1** to change around the jobs that a group of people do 对…改组；对…进行岗位调整: *The company has reshuffled the management team.* 公司已改组管理队伍。
**2** to organize sth in a different way by giving new positions to the different items in a group 重新安排；重新洗牌；重组: *The index is reshuffled every quarter based on market values.* 这一指数每个季度都根据市场价值进行调整。
▸ **reshuffle** /'riːˌʃʌfl/ (*also* **ˌre'shuffling**) *noun* [C]: *a boardroom reshuffle* 董事会改组 ◇ *the latest quarterly reshuffle* 最新一次季度调整

**resident** /'rezɪdənt/ *adjective, noun*
• ***adjective***
(about a person or company) living or situated permanently in a particular country, especially when this relates to tax（人或公司）居住的，常驻（某国）的: *to be resident abroad/in the UK* 常驻国外 / 英国
• ***noun*** [C]
**1** a person who lives permanently in a particular country or place, or who has their home there 居民；住户: *a resident of the UK* 英国的居民 ◇ *local residents* 当地居民
**2** a person who is staying at a particular hotel（旅馆的）住宿者，房客: *The restaurant is open*

*to residents.* 餐厅对住宿者开放。
OPP NON-RESIDENT

**residential** /ˌrezɪ'denʃl/ *adjective* [usually before noun]
**1** consisting of homes and houses rather than factories or offices; where people live 住宅的: *a quiet residential area* 安静的住宅区 ◇ *We deliver electricity to 2.4 million residential and business customers in the UK.* 我们向英国的240万居民用户和商业用户供电。 OPP NON-RESIDENTIAL

**residual** /rɪ'zɪdjuəl; *AmE* -dʒu-/ *adjective, noun*
• ***adjective*** [only before noun]
**1** (*Accounting*) (about money, income, etc.) still remaining after other costs such as tax have been taken away (钱、收入等) 剩余的: *The company uses residual cash to fund other commercial activities.* 公司使用剩余现金资助其他商业活动。
**2** still remaining at the end of a process 残留的: *There are still a few residual problems with the computer program.* 计算机程序还有一些残留问题。
• ***noun***
(*Accounting*)
**1** [C, usually pl.] = RESIDUAL VALUE
**2** [C] the money that a company or person receives after particular costs are taken away (剔除成本之后的) 剩余, 余数: *For a corporation, the residual is corporate profits.* 对公司而言, 剔除成本之后剩余的钱就是公司利润。
**3** [C, usually pl.] (*especially AmE*) = RESIDUAL INCOME (2)

**re,sidual 'income** *noun*
(*Accounting*) [U,C]
**1** the part of your income that remains after costs such as tax have been taken off 剩余收益, 剩余收入 (扣除税收等的那部分收入): *Food is the major item to be paid for out of a family's residual income.* 食物是家庭剩余收入中的主要支出项目。
**2** (*also* **re'sidual** [C, usually pl.]) (*both especially AmE*) money that sb such as a SALESPERSON continues to receive as a result of sth they have done, a customer they have gained, etc. without making any further effort 剩余收入 (比如销售人员在完成工作或赢得客户之后, 不需要进一步努力还可以继续得到的收入): *A high reorder rate will increase your residual income.* 较高的续订率将增加你的剩余所得。

**re,sidual 'value** *noun* [C,U] (*also* **re'sidual** [C]) (*Accounting*) the remaining value of sth after it has been used or when it is no longer useful 残余价值; 残值: *After three years, the car's residual value is about 50.9% of its cost new.* 三年后, 汽车的残值大约是新车成本的50.9%。 ◇ *The company has changed the way it calculates residual values.* 这家公司已改变了计算残余价值的方式。 —Picture at DEPRECIATION

**★resign** /rɪ'zaɪn/ *verb* [+ obj *or* no obj]
(*HR*) to officially tell sb that you are leaving your job, an organization, etc. 辞职; 辞去 (某职务): *She resigned as manager after eight years.* 八年后, 她从经理职位上辞职。 ◇ *Two members resigned from the board in protest.* 董事会的两位成员辞职以示抗议。 ◇ *He resigned his directorship last year.* 他去年辞去了董事的职务。

**★resignation** /ˌrezɪg'neɪʃn/ *noun*
(*HR*)
**1** [U,C] the act of officially giving up your job or position; the occasion when you do this 辞职: *a letter of resignation* 辞职信 ◇ *There were calls for her resignation from the board of directors.* 有人要求她辞去董事会里的职务。 ◇ *Further resignations are expected.* 预计还会有人辞职。
➊ *to* ***announce/call for/demand/expect*** *sb's resignation* 宣布 / 要求 / 强烈要求 / 期望某人辞职
**2** [C] a letter, for example to your employers, to say that you are giving up your job or position 辞呈; 辞职信: *We haven't received his resignation yet.* 我们尚未收到他的辞呈。
➊ *to* ***hand in/offer/tender*** *your resignation* 上交 / 呈递 / 提交辞职信 • *to* ***accept/reject*** *sb's resignation* 接受 / 拒绝某人的辞呈

**VOCABULARY BUILDING 词汇扩充**

**Leaving a job**

- *She* ***resigned*** *as chairman following a dispute over company strategy.* 在就公司战略引发争议之后, 她辞去了董事长职务。
- (*informal*) (非正式) *They wouldn't give me a raise, so I* ***quit****.* 他们不愿给我加薪, 所以我辞职了。
- *Under company rules, men must* ***retire*** *at 65.* 根据公司规定, 男员工65岁必须退休。
- *He said he had* ***stepped down*** *to make way for someone younger.* 他说自己退下来是为了给年轻人让路。
- *The chief executive and finance director* ***vacate*** *their posts next year.* 总经理和财务经理职位明年会空出。
- *After 12 years in banking, he decided to* ***retrain*** *as a teacher.* 在银行业干了12年之后, 他决定改行做教师。

**resilient** /rɪ'zɪlɪənt/ *adjective*
strong and able to recover quickly from difficulties, losses, problems, etc. 可迅速恢复的; 有适应力的: *It is the world's most resilient and dynamic economy.* 这是世界上弹性最强、最有活力的经济体。 ◇ *The market has become very resilient to bad news.* 市场对坏消息已有很强的适应力。
▸ **resilience** /rɪ'zɪlɪəns/ (*also* **resiliency,** /rɪ'zɪlɪənsi/ *less frequent*) *noun* [U]: *the resilience of the US economy* 美国经济的弹性

**resistance** /rɪ'zɪstəns/ *noun* [U; sing.]
SEE ALSO: **consumer resistance, customer ~, sales ~**
**1** dislike of or opposition to a plan, an idea, etc.; refusal to accept sth 反对; 抵制; 抵抗: *The proposal has met with resistance.* 这项提议遭到了抵制。 ◇ *Resistance to change has nearly destroyed the industry.* 对变革的抵制几乎摧毁了这个行业。

**reskill** /ˌriː'skɪl/ *verb* [+ obj *or* no obj]
(*HR*) to learn new skills so that you can do a new job; to teach sb new skills 学习新技能; 教 (某人) 新技能: *The course is designed for employees who want to reskill.* 本课程是为想学习新技能的员工开设的。 ◇ *We need to reskill the IT team to become web services specialists.* 我们需要对信息

技术团队进行再培训，使他们成为网络服务专家。
▸ **re'skilling** *noun* [U]: *the growing need for reskilling of workers* 工人们日益增长的学习新技能的需求

**★resolution** /ˌrezəˈluːʃn/ *noun*

SEE ALSO: **dispute resolution, high-~, low-~, ordinary ~, special ~**

**1** [C] a formal statement of an opinion that is decided on by a committee or a council, especially by means of a vote 决议；正式决定：*The board opposed the resolution.* 董事会反对这项决议。◇ *The shareholder resolutions were put to the vote.* 股东决议已付诸表决。See note at MEETING
● *to **adopt/carry/oppose/pass/reject** a resolution* 正式通过 / 贯彻 / 反对 / 通过 / 否决一项决议 • *a **draft/formal/special** resolution* 决议草案；正式 / 特别决议

**2** [U; sing.] the act of solving or settling a problem, disagreement, etc.（问题、纷争等的）解决，消除：*Creditors are calling for a swift resolution to the crisis.* 债权人呼吁迅速解决这一危机。◇ *It might be difficult to reach a resolution that's acceptable to everyone.* 可能难以达成人人都能接受的解决方案。
● *to **achieve/reach** a resolution* 达成一项解决方案 • *to **call for/require** a resolution* 要求 / 需要解决 • *an **early/a final/quick/peaceful/swift** resolution* 早日 / 最终 / 快速 / 和平 / 迅速的解决

**3** (*IT*) [U; sing.] the power of a computer screen, printer, etc. to give a clear image, depending on the size and number of dots that make up the image 清晰度；分辨率；析像：*an LCD display with a resolution of 1 600 pixels by 1 200 pixels.* 分辨率为1 600 x 1 200的液晶显示器

**★resolve** /rɪˈzɒlv; *AmE* rɪˈzɑːlv/ *verb*

**1** [+ obj] to find an acceptable solution to a problem or difficulty 解决（问题或困难）：*to resolve a conflict/a crisis/an issue* 解决冲突 / 危机 / 问题 ◇ *The company is trying to resolve a pay dispute.* 公司正试图解决薪酬纠纷。

**2** [no obj] to reach a decision by means of a formal vote 作出决定；作出决议；表决：*The board has resolved to recommend the offer to shareholders.* 董事会决定向股东推荐这一要约。

**resort** /rɪˈzɔːt; *AmE* rɪˈzɔːrt/ *noun, verb*

● ***noun***

SEE ALSO: **lender of last resort**

**1** [C] a place where a lot of people go on holiday/vacation 旅游胜地；度假胜地：*seaside/beach/health/ski resorts* 海滨 / 海滩 / 疗养 / 滑雪旅游胜地

**2** [sing.] **the first/last/final resort** the first or last course of action that you should or can take in a particular situation 应急措施；可首先（或最后）采取的手段：*We will only strike **as a last resort**, if all attempts to negotiate fail.* 如果所有的谈判努力都失败了，我们才会采取罢工这一最后的手段。◇ *The matter should be dealt with **in the first resort** by the line manager.* 这件事应该首先由直线经理处理。

● ***verb***

PHR V **re'sort to sth** to make use of sth, especially sth bad, as a way of achieving sth, often because there is no other possible solution 诉诸；求助于；依靠：*We may have to resort to using untrained staff.* 我们可能不得不使用未经过培训的员工了。

**★resource** /rɪˈsɔːs; -ˈzɔːs; *AmE* ˈriːsɔːrs; rɪˈsɔːrs/ *noun, verb*

● ***noun*** [C, usually pl.]

SEE ALSO: **natural resource**

**1** a supply of sth such as money, labour, etc. that an organization or a person has and can use 财力；（劳动力等）资源：*We do not have the resources* (= money) *to update our computer software.* 我们没有钱来更新计算机软件。◇ *We need to allocate available resources more effectively.* 我们需要更有效地分配现有资源。◇ *More companies are pooling resources* (= each company is giving sth) *in order to win big contracts.* 更多的公司将资源集中起来以赢得大合同。
● *to **have/lack** resources* 有 / 缺乏财力 • *to **pool/share** resources* 集中 / 共享资源 • *to **allocate/manage/use** resources* 分配 / 管理 / 利用资源 • *capital/cash/financial/technical resources* 资本 / 现金 / 财务 / 技术资源 • *limited/scarce resources* 有限的 / 稀缺的资源

**2** (*Economics*) a supply of sth such as oil, gas, land, minerals, etc. that a country has and can use, especially to increase their wealth（石油、天然气、土地、矿产等）资源：*South Africa's natural resources* 南非的自然资源 ◇ *The priority was to develop fresh water resources.* 当务之急是发展淡水资源。
● *to **be rich in/have/lack** resources* 资源丰富；有 / 缺乏资源 • *to **develop/manage/use** resources* 发展 / 管理 / 利用资源

● ***verb*** [+ obj] (*usually* **be resourced**) to provide sth with the money, equipment, labour, etc. that is needed 向…提供资金（或设备、劳动力等）：*You might be competing with several other companies who are better resourced than you.* 你们可能会和资金比你们雄厚的其他几家公司竞争。◇ *The IT department is **under-resourced*** (= does not have enough of sth such as money). 信息技术部门资源不足。

**re'source allo,cation** *noun* [U,C] the way in which the resources of a company are divided and given to different departments, projects, etc.; the act of deciding this 资源分配；资源配置：*The review is important to evaluate resource allocation.* 这项审查对评价资源配置十分重要。◇ *Resource allocations will be made to projects on a yearly basis.* 每年都将对项目进行资源配置。

**re,source produc'tivity** *noun* [U] (*Economics*) the fact of producing more goods using smaller amounts of raw materials and causing less waste; ways of doing this 资源生产率：*improvements in resource productivity* 资源生产率的提高

**respect** /rɪˈspekt/ *noun*

IDM **in respect of sth** (*only used in written English* 只用于书面英语) **1** concerning 关于；就…而言：*A writ was served on the firm in respect of their unpaid bill.* 公司因为欠债而收到了传票。**2** in payment for sth 作为…的报酬：*money received in*

*respect of overtime worked* 加班所得 **with respect to sth** (*only used in written English* 只用于书面英语) concerning 至于；关于；就…而言：*The two groups were similar with respect to income and status.* 这两组在收入和地位方面是相似的。

**respond** /rɪ'spɒnd; *AmE* rɪ'spɑ:nd/ *verb* [no obj]
**1** to give a spoken or written answer to sb/sth（口头或书面）回答，回应：*More than fifty people responded to the advertisement.* 五十多人对这个广告作出了回应。◇ *We aim to respond to all email enquiries within 24 hours.* 我们的目标是在24小时之内回复所有的电子邮件咨询。
**2** to react to sth that sb has said or done 作出反应；响应：*Customers responded positively to the new packaging.* 顾客对新包装作出了正面的反应。◇ *Profit margins are down and firms are responding by looking for ways to reduce costs.* 利润率下降了，企业作出反应，正在寻找降低成本的途径。

**respondent** /rɪ'spɒndənt; *AmE* -'spɑ:nd-/ *noun* [C]
**1** (*Marketing*) a person who answers questions, especially in a survey 回答问题的人；（尤指）调查对象：*48% of respondents reported sales higher than a year ago.* * 48%的调查对象宣称销售量比一年前高。
**2** (*Law*) in some legal cases, the person who is accused of sth 被告：*The respondent was ordered to pay $1 500 dollars to his former wife.* 被告被勒令向其前妻支付1 500元。

**response** /rɪ'spɒns; *AmE* rɪ'spɑ:ns/ *noun* [C,U]
SEE ALSO: **efficient consumer response**
**1** a spoken or written answer（口头的或书面的）回答，答复：*We are evaluating all the responses we have received.* 我们正在评估收到的所有答复。◇ ***In response to*** *your enquiry …* 对您的询价答复如下…
**2** a reaction to sth that has happened or been said 反应；响应：*Shareholders gave a mixed response to the offer.* 股东对这一出价反应不一。◇ *The product was developed* ***in response to*** *customer demand.* 这种产品是为了应对顾客的需求而开发的。◇ *The ad campaigns did not generate an immediate* ***sales response*** (= an increase in sales). 这一广告活动没有使销售量立即增长。

**res'ponse rate** *noun* [C]
(*Marketing*) the percentage of people who reply to a message or an advertisement they are sent by telephone, email, post/mail, etc. 回函率；响应率；回应率：*The average response rate per message was 40%.* 每条信息的平均响应率为40%。◇ *We sent out over 1 000 letters, but the response rate has been low.* 我们发出了1 000多封信，但回信寥寥无几。

**res'ponse time** *noun* [C,U]
the length of time that a person or system takes to react to sth 反应时间；响应时间：*We try to maintain a set response time for calls to our help desk.* 对于打到服务台的电话，我们争取在一个确定的时间内回应。◇ *The new software has reduced response time to less than 8 seconds for most transactions.* 新软件将大部分交易的反应时间缩短到8秒以内。

**★responsibility** /rɪˌspɒnsə'bɪləti; *AmE* -ˌspɑ:n-/ *noun* (*plural* **responsibilities**)
SEE ALSO: **corporate responsibility, corporate social ~**
**1** [U] **responsibility (for sth)** the duty of being in charge of a particular activity, area, department, etc. 责任；负责：*The new sales manager will have responsibility for the European market.* 新任销售经理将负责欧洲市场。◇ *She will assume responsibility for managing the UK business.* 她将负责管理英国业务。◇ *Each worker takes responsibility for their own part of the process.* 每个工人负责自己那道工序。◇ *The job has a lot of responsibility.* 这份工作责任重大。
➕ ***to assume/have/take*** *responsibility for sth* 对某事承担责任；对某事负责 • ***to delegate/share*** *responsibility for sth* 授权对某事负责；对某事共同承担责任
**2 responsibilities** [pl.] the things that sb deals with, manages or controls in their job 责任：*I don't feel ready to take on new responsibilities.* 我不愿承担新的责任。◇ *comparing key job responsibilities and skills* 对比关键岗位职责和技能
➕ ***to give up/have/take on*** *responsibilities* 放弃 / 负有 / 承担责任 • ***to assign/delegate*** *responsibilities* 分配 / 委托责任 • ***day-to-day/heavy/increased/key*** *responsibilities* 日常 / 重大 / 繁重的 / 关键性责任
**3** [U; C, usually sing.] a duty to help or take care of sb/sth because of your job, position, etc. 职责；任务；义务：*We have a responsibility to our shareholders.* 我们对股东负有责任。◇ *She feels a strong sense of responsibility* ***towards*** *her employees.* 她对雇员有很强的责任感。
**4** [U] blame for sth bad that has happened 事故责任：*The bank refuses to accept responsibility* ***for*** *the mistake.* 银行拒绝为这个错误承担责任。
➕ ***to accept/assume/take*** *responsibility for sth* 对某事承认 / 承担责任；对某事负责

**VOCABULARY BUILDING** 词汇扩充

**Having responsibility**

- to **be head of** *a department/division/an organization/a project* 任部门 / 分部 / 机构 / 项目负责人
- to **head up** sth (used about a department, project or new business) 领导某事（部门、项目或新业务）：*We will recruit someone to head up the venture.* 我们准备招聘一个人来领导这个企业。
- to **be responsible for sth** (used about a department or job) 对某事负责（部门或职位）：*She is responsible for developing new products.* 她负责开发新产品。
- to **be in charge/take charge of** *a division/project/team* 负责一个部门 / 项目 / 团队

See note at BOSS

**★responsible** /rɪ'spɒnsəbl; *AmE* -'spɑ:n-/ *adjective*
**1** having the job or duty of dealing with sb/sth, so that it is your fault if sth goes wrong 有责任的；应负责的；承担义务的：*He was responsible for the day-to-day management of the bank.* 他负责银行的日常管理工作。◇ *Mike is ultimately*

*responsible if things go wrong.* 事情若有差错，迈克负最终责任。 See note at RESPONSIBILITY
**2 responsible to sb** to have to report to sb/sth with authority or sb that you work for and explain to them what you have done （向主管者或上级）承担责任： *As chief executive he is responsible to the shareholders.* 作为总裁，他向股东负责。
**3** [usually before noun] a **responsible** job or position is an important one that needs sb that you can trust and rely on 可信任的；可信赖的；可靠的： *Good students expect to have responsible positions in industry as soon as they graduate.* 优秀学生一毕业就期望在行业中谋到重要职位。

**WHICH WORD?** 词语辨析

**responsible/liable**

If you are **responsible for** something, it is your duty to look after it and you can be blamed if it goes wrong. * responsible for 指有责任照看好某事物，否则将受到责备： *Who was responsible for locking up the shop?* 锁店门是谁负责的？

If you are **liable for** something, you are legally responsible for paying the cost of it. * liable for 指法律上负有偿付责任： *The partners are liable for the debts of the firm.* 合伙人应对企业的债务负责。

**Responsible** is only used as an adjective and not as a noun. * responsible 仅用作形容词，不作名词。

- *I am responsible for sales and marketing.* 我负责销售和营销。
- ~~*I am the responsible for sales and marketing.*~~

**responsive** /rɪ'spɒnsɪv; *AmE* -'spɑːn-/ *adjective* reacting quickly and in a positive way 反应敏捷的；反应积极的： *The Board is always responsive to the needs of shareholders.* 董事会对股东的需求总是会作出积极反应。 ◇ *We aim to offer fast, responsive customer service.* 我们的目标是提供快捷、热情的客户服务。 ▸ **res'ponsively** *adverb* **res'ponsiveness** *noun* [U]： *improving responsiveness to customers' needs* 提高满足顾客需求的积极性

**rest** /rest/ *verb*
PHR V **'rest with sb (to do sth)** (*formal*) if a decision, an action, etc. **rests with** sb, they have responsibility for it 是…的责任（或分内的事）： *Responsibility for dealing with such issues rests with senior management.* 处理这类问题的责任在高级管理人员身上。

**restart** /ˌriː'stɑːt; *AmE* -'stɑːrt/ *verb* [+ obj *or* no obj]
to start again; to make sth start again （使）重新开始： *BP has restarted production on its wells in Alaska.* 英国石油公司在阿拉斯加的油井重新开始产油。 ◇ *Load the software and then restart your PC.* 装上软件，然后重新启动个人电脑。

**restate** /ˌriː'steɪt/ *verb* [+ obj]
(*Accounting*) if a company **restates** all or part of its financial results, it publishes them again with some differences, usually because of changes in the way sth is calculated 重申；重报： *The company said it would restate earnings due to accounting irregularities.* 由于会计违规行为，公司称将重报收入。 ◇ *Profits for the year were $7.4 million, compared with a restated $5.6 million for the previous year.* 上一年重报的利润是560万元，今年的利润为740万元。
✪ *to restate* ***accounts/earnings/figures/profits/results*** 重申账户／收益／数字／利润／结果
▸ **ˌre'statement** *noun* [C,U]： *accounting/financial restatements* 会计／财务重新申报

**restitution** /ˌrestɪ'tjuːʃn; *AmE* -'tuː-/ *noun* [U] (*formal*)
**1** (*Law*) payment for some harm or wrong that sb has suffered 赔偿；补偿： *He is seeking $100 million* ***in restitution*** *for small investors.* 他正在寻求1亿元用来赔偿小投资者的损失。
✪ *to* ***make/pay/seek*** *restitution* 给予／作出／寻求补偿
**2** the act of giving back sth that was lost or stolen to its owner 归还（真正物主）；归还（赃物等）
✪ *to* ***claim/demand*** *restitution* 主张／要求归还

**restock** /ˌriː'stɒk; *AmE* -'stɑːk/ *verb* [+ obj *or* no obj]
(*Commerce*; *Production*) to get new supplies to replace those that have been used or sold 更新（旧物品）；补充（货源）： *It makes no sense for sales clerks to ignore customers while they restock shelves.* 售货员在给货架补充货物时不理睬顾客是不明智的。 ◇ *The industry was restocking during the first half of the year.* 这个行业今年上半年一直在补充货物。 ▸ **ˌre'stocking** *noun* [U]

**restore** /rɪ'stɔː(r)/ *verb* [+ obj]
**1** to bring back a situation or feeling that existed before 恢复（某种情况或感受）： *The proposals are aimed at restoring investor confidence.* 这些建议旨在恢复投资者的信心。 ◇ *We have restored 60% of our regular service.* 我们恢复了60%的正常服务。
**2 restore sb/sth to sth** to bring sb/sth back to a former condition, place or position 使复原；使复位；使复职： *This modest rise in sales will not be enough to restore the industry to financial health.* 销售额的有限增长不足以使这个行业恢复财务健康。 → REINSTATE

**restrain** /rɪ'streɪn/ *verb* [+ obj]
to stop sth that is growing or increasing from continuing to do so 抑制；控制： *A weak economy and falling consumer confidence restrained spending.* 经济疲软及消费者信心下降抑制了消费。

**restraint** /rɪ'streɪnt/ *noun*
SEE ALSO: **pay restraint, voluntary export ~, wage ~**
**1** [C] a rule or an agreement that limits what a person, group, country, etc. can do 约束力；管制措施；制约因素： *They claimed that the ban on the import and testing of GM crops is a* ***restraint of trade.*** 他们声称禁止进口和检验转基因作物是一种贸易管制。
**2** [U] the act of controlling or limiting sth because it is necessary or sensible to do so 控制；限制： *Employers continue to* ***exercise*** *restraint in pay increases.* 雇主继续限制加薪。 → LIMITATION

**restrict** /rɪ'strɪkt/ *verb* [+ obj]
**1** to limit the size, amount or range of sth 限制，限定（数量、范围等）：*The company is accused of restricting competition.* 这家公司被控限制竞争。◇ *Private investors were restricted to just 35 shares each.* 私人投资者每人仅限购35股。◇ *The decline in trade was not restricted to Europe.* 贸易下降并不限于欧洲。
**2** to prevent sb from doing sth 阻止某人做某事：*Insiders are restricted from selling their shares for a short period.* 限制内部人员在短期内出售股票。
▸ **re'stricted** *adjective*: *The restricted supply indicates that more price rises are to come.* 限量供应表明物价即将有更大幅度的上涨。

**restriction** /rɪ'strɪkʃn/ *noun*
**1** [C] a rule or law that limits what you can do or what can happen 限制规定；限制法规：*There should be fewer restrictions on trading, not more.* 对贸易的限制应减少，而不是增多。◇ *There are no restrictions on the amount of money you can withdraw.* 对提取金额没有限制。
● *to* ***impose/place/put*** *restrictions* ***on*** *sth* 对某事施加限制 • *to* ***ease/lift/loosen/relax/remove*** *restrictions* 放松 / 取消 / 放开 / 放宽 / 撤销限制 • ***banking/export/import/planning/price/trade*** *restrictions* 银行 / 出口 / 进口 / 计划 / 价格 / 贸易限制 • ***tight/tough*** *restrictions* 严格的限制
**2** [U] the act of limiting or controlling sth 限制；约束：*Restriction of supply will help support prices.* 限制供应将有助于支撑价格。

**restrictive** /rɪ'strɪktɪv/ *adjective*
tightly controlled by rules, in a way that prevents people from doing what they want 限制性的；约束的：*Critics have branded the regulations as too restrictive.* 评论家认为这些条例束缚太多。◇ *a period of restrictive shopping laws* 限制性购物法时期

**re,strictive 'practice** *noun* [C, usually pl.] (*BrE*)
**1** (*HR*) ways of working arranged by one group of workers that limit the freedom of other workers or employers in order to protect people's jobs 限制性做法（为了保障就业，一组职工安排的工作方式限制了其他职工或雇主的自由）：*an investigation into restrictive practices in the legal profession* 对法律界限制性做法的调查
**2** (*Economics*) (*also* **re,strictive 'trade ,practice, re,strictive 'business ,practice**) agreements between businesses in an industry or trade that limit or prevent free competition between businesses 限制性惯例（工商界企业间限制或防止自由竞争的协议）：*Some corporations engage in restrictive business practices.* 某些公司实施限制性商业惯例。

**★restructure** /ˌriː'strʌktʃə(r)/ *verb*
**1** [+ obj or no obj] to organize sth such as a company, an industry, etc. in a different way in order to make it more efficient 调整结构；改组；重建：*The company has recently restructured, reducing the size of its stores and changing the product mix.* 这家公司最近实行了重组，商店规模缩小了，产品结构调整了。
**2** (*Finance*) [+ obj] if a company with problems **restructures** its debts, it agrees with lenders to pay them in a different way from before 重组：*Talks began in August to restructure $6.5 billion of debt.* 重组65亿元债务的谈判开始于8月份。
▸ **res'tructuring** *noun* [U; C, usually sing.]: *The group said it was about to embark on a major restructuring.* 这家集团表示将实行大规模的结构调整。◇ *a restructuring of debt* 债务重组 → DEBT RESTRUCTURING

**re'structuring charge** (*also* **re'structuring cost**) *noun* [C, usually pl.] (*Accounting*)
**1** the cost to a company, an industry, etc. of organizing itself in a different way in order to become more efficient 重组费用（为了提高公司、产业等的效率而进行改组的成本）：*They took a $26 million restructuring charge, mainly related to redundancy pay for staff.* 他们花了2 600万元的重组费用，主要是给员工的遣散费。
**2** the amount that a company has to pay to organize its debts in a different way 重组费用（公司重组债务的费用）：*The firm had to pay restructuring charges of more than 350m euros.* 这家公司只好支付3.5亿多欧元的重组费用。

**★results** /rɪ'zʌlts/ *noun* [pl.]
SEE ALSO: **payment by results**
**1** (*also* **fi,nancial re'sults**) the profits and losses made by a company during a particular period; a report on this that a company prepares 盈亏；结果；业绩：*The company's end-of-year results were better than had been expected.* 公司的年终业绩比预期的好。◇ *Retailers have posted disappointing results for September.* 零售商已公布9月份令人失望的业绩。◇ *Sales results for this March are down by 15%.* 今年三月的销售业绩下降了15%。
● *to* ***announce/post/report*** *results* 宣布 / 公布 / 报告业绩 • ***annual/first-half/first-quarter/full-year/quarterly*** *results* 年度 / 上半年 / 第一季 / 全年 / 季度业绩 • ***final/interim/preliminary*** *results* 最终 / 中期 / 初步结果 • ***good/improved/solid/strong*** *results* 理想的 / 有所改善的 / 可靠的 / 强劲的结果 • ***disappointing/poor/weak*** *results* 令人失望的 / 糟糕的 / 不佳的业绩
**2** things that are achieved successfully 成功实现的事；成果；成效：*The project is beginning to show results.* 这个项目开始显出成效。
● *to* ***achieve/bring/get/produce/show*** *results* 实现 / 带来 / 获取 / 产生 / 显示成效

**★resume** /rɪ'zuːm; *BrE also* -'zjuː-/ *verb* [+ obj or no obj] (*formal*)
if you **resume** an activity or if it **resumes**, it begins again or continues after an interruption 重新开始；（中断后）继续：*European stock markets resumed trading after the three-day break.* 经过三天的停盘之后，欧洲股市重新恢复交易。◇ *Car production has resumed at the plant.* 那家工厂重新恢复了汽车生产。▸ **resumption** /rɪ'zʌmpʃn/ *noun* [sing.; U]: *a possible resumption of merger talks* 可能恢复合并谈判

**résumé** /'rezjumeɪ; *AmE* 'rezəmeɪ/ *noun* [C] (*AmE*)
a written record of your education and employment, that you send when applying for a job（为求职写的）个人简历：*Make sure your résumé is up to date.* 要确保简历是最新的。
SYN CV (*BrE*)

**resurgence** /rɪ'sɜːdʒəns; *AmE* -'sɜːrdʒ-/ *noun* [sing.; U]
the return and growth of an activity that had stopped 复苏；复兴：*Recent economic data shows a resurgence in consumer confidence.* 最近的经济数据显示消费者信心重新树立起来了。◇ *There has been a resurgence of interest in health-related holidays.* 人们对与健康有关的度假再次表现出兴趣。 SYN REVIVAL ▸ **re'surgent** *adjective* [usually before noun]

★**retail** /'riːteɪl/ *noun, adjective, adverb, verb* (*Commerce*)
• ***noun*** [U]
the selling of goods to the public, especially through shops/stores 零售：*On leaving college, she decided on a career in retail.* 大学一毕业，她决定从事零售工作。◇ *The store combines food retail with home products.* 这家商店兼营食品零售和家用产品。→ WHOLESALE
• ***adjective*** [only before noun]
connected with selling goods to the public, mainly through shops/stores 零售的；零售商品的：*department stores and other retail outlets* 百货商店和其他零售店 ◇ *Weekend work is usual in the retail trade.* 在零售业，周末工作是很普遍的现象。
● *a retail* ***business/chain/group*** 零售企业 / 连锁店 / 集团 • *retail* ***outlets/space/stores/units*** 零售商店 / 空间 / 店 / 单位 • *retail* ***consumers/customers*** 零售消费者 / 顾客 • *the retail* ***market/sector/trade*** 零售市场 / 部门 / 贸易
• ***adverb*** being bought and sold to the public 零售地：*to buy/sell retail* (= in a shop/store) 零买 / 卖
• ***verb***
**1** [no obj] to be sold at a particular price 以…价格销售：*The printer retails for $299.* 打印机的零售价为299元。◇ *The shoe will retail at about $150.* 这种鞋的零售价将定在150元左右。
**2** [+ obj] to sell goods to the public, usually in small quantities 零售：*They had a family business manufacturing and retailing woollen goods.* 他们有一家生产和零售毛织品的家族企业。

**'retail ˌaudit** = STORE AUDIT

**'retail ˌbanking** (*also* **con'sumer ˌbanking**) *noun* [U]
the part of a bank's business that involves providing services to members of the public 零售银行业务：*Retail banking accounts for 10 per cent of the bank's activity.* 零售银行业务占该银行业务的10%。◇ *the retail banking sector* 零售银行部门 → PRIVATE BANKING at PRIVATE BANK ▸ **'retail bank** *noun* [C]

**ˌretail co'operative** *noun* [C]
**1** (*Finance*) = CONSUMER COOPERATIVE
**2** (*Commerce*) (*also* **ˌretailer co'operative**) a group of RETAILERS who buy goods together in large quantities so that they can get lower prices 零售合作社（零售商组团大量购买商品以取得较低的价格）

**ˌretail de'posits** *noun* [pl.]
(*Finance*) small amounts of money that a bank's customers deposit in their accounts; money that local individuals or small businesses deposit 小额存款；零售存款：*The bank reported a 10% jump in retail deposits.* 银行宣称零售存款有10%的大幅增长。→ CORE DEPOSITS

**ˌretail distri'bution** *noun* [U]
(*Marketing*) the process of getting the goods that sb produces into shops/stores so that people will buy them; the shops/stores that sell a particular product 零售分销：*a nationwide retail distribution system* 全国性的零售分销系统 ◇ *The product doesn't have general retail distribution.* 这一产品没有全面的零售分销渠道。

★**retailer** /'riːteɪlə(r)/ *noun* [C]
SEE ALSO: **general retailer**
(*Commerce*) a business or a person that sells goods directly to the public 零售店；零售商：*There have been strong sales by the big retailers.* 大零售商的销售一直很强劲。◇ *clothing/electronics/food retailers* 服装 / 电子 / 食品零售商 ◇ *a retailer of computer products* 计算机产品零售商 ◇ *The product is about to go on sale at a leading high-street retailer.* 这一产品即将在一家位于繁华大街的零售商那里上市销售。◇ *Some retailers have decided not to stock the new product.* 一些零售商已决定不再购进这一新产品。◇ *the growth of online retailers* 网上零售商的增多 → WHOLESALER
See note at SUPPLY CHAIN
● ***a big/large/small*** *retailer* 大 / 大型 / 小零售商 • ***a leading/major/top*** *retailer* 行业领先的 / 主要的 / 最大的零售商 • ***a high-street/an independent/a speciality*** *retailer* 繁华大街上的 / 独立经营的 / 专营零售商 • ***an Internet/online/a mail-order*** *retailer* 互联网 / 网上 / 邮购零售商

**ˌretailer co'operative** = RETAIL COOPERATIVE (2)

**retailing** /'riːteɪlɪŋ/ *noun* [U]
(*Commerce*) the business of selling goods to the public, especially through shops/stores 零售业：*career opportunities in retailing* 零售业的职业机会 ◇ *clothes/food/music retailing* 服装 / 食品 / 音乐零售业 ◇ *The management team have focused the company purely on retailing.* 该管理团队将公司的经营完全集中于零售业。

**ˌretail in'vestment** *noun* [U]
(*Finance*) investment that is made by an individual for themselves, rather than by an institution 零售投资（个人为自己投资，而不是由机构投资）：*The shares have lost 78% of their value since the peak of the retail investment boom.* 自零售投资热潮达到高峰以来，股价下跌了78%。▸ **ˌretail in'vestor** *noun* [C]

**'retail ˌmedia** *noun* [U with sing./pl. verb]
(*Marketing*) ways of advertising products in shops/stores 零售媒体

**'retail park** *noun* [C]
a group of large shops/stores with a large car park, usually on the edge of a town or city（郊外有停车场的）商业区：*a new out-of-town retail park* 新的市外商业区

**'retail price** *noun* [C]
(*Commerce*) the price that customers pay for goods in a shop/store 零售价：*The retail price of gasoline is up 8% since the start of the year.* 自今年初以来，汽油零售价格上涨了8%。→ RRP, WHOLESALE PRICE

**ˌretail ˈprice ˌindex** *noun* [sing.] (*abbr* **RPI**)
(*Economics*) in the UK, a list of the prices of some ordinary goods and services which shows how much these prices change each month, used to measure the rate of INFLATION (= a general rise in the prices of goods and services over a period of time) 零售物价指数: *The UK Retail Price Index for November has risen by 0.1%.* 英国11月的零售物价指数上升了0.1%。 SYN CONSUMER PRICE INDEX, COST-OF-LIVING INDEX

**ˈretail sales** *noun* [pl.]
sales to the public rather than to shops or businesses 零售额: *Retail sales fell for the second month in a row.* 零售额连续第二个月下降。

**ˈretail store ˌaudit** = STORE AUDIT

**ˌretail ˈtherapy** *noun* [U]
shopping that is done in order to make yourself feel happier rather than because you need things 购物疗法（为了让自己开心，而非出于需要的购物行为）

**★retain** /rɪˈteɪn/ *verb* [+ obj] (*formal*)
**1** to keep sth; to continue to have sth 保持; 保留; 继续拥有: *Many retailers cut prices to retain customers.* 许多零售商为了留住顾客而降价。 ◇ *Please retain your receipt.* 请保留收据。 ◇ *The deal allows him to retain control of the company.* 这一协议使他能够保持对公司的控制。 SYN KEEP
**2** (*HR*) if a company **retains** people, it continues to employ them 留住（人才）; 留用: *You can't hire and retain good people without a good benefits package.* 没有优厚的福利待遇，你无法聘到并留住优秀人才。 ◇ *After the company was restructured, the former management was retained.* 公司改组之后，公司原管理人员被留用了。 SYN KEEP
**3** to give regular payments or payments in advance to sb with special knowledge such as a lawyer so that they will do work for you 聘请（律师等）: *The company has retained five law firms as well as other specialist firms.* 公司聘用了五家律师事务所以及其他专业公司。 ◇ *a retaining fee* （聘请律师或专职顾问的）聘请费用; 律师费; 预约聘请辩护费 → RETAINER

**reˌtained ˈearnings** (*also* **reˌtained ˈprofits**) *noun* [pl.]
(*Accounting*) the part of the profit made by a company after tax has been paid that is invested in the company rather than being paid to shareholders as DIVIDENDS 留存收益，留存盈余，留存利润（税后利润中不作为股利给股东而是投资于公司的部分）: *The vast majority of capital spending by companies is financed from retained earnings.* 公司的绝大多数资本支出来源于留存利润。 SYN UNDISTRIBUTED EARNINGS → SHAREHOLDER EQUITY

**retainer** /rɪˈteɪnə(r)/ *noun* [C,U]
an amount of money that is paid to sb to make sure they are available to do work when they are needed （聘请律师等的）预付费用，保留金: *He received a monthly retainer of $6 000.* 他收到了每月6 000元的聘用金。 ◇ *The company has a labor lawyer on retainer.* 这家公司雇用了一位劳工律师。 → RETAIN (3)

**retaliatory** /rɪˈtælɪətrɪ; *AmE* -tɔːrɪ/ *adjective*
intended to punish sb for sth they have done to harm you 报复的: *retaliatory action/tariffs* 报复行动; 报复性关税 → PUNITIVE

**retention** /rɪˈtenʃn/ *noun*
**1** (*HR*) [U] the ability of a company to keep its employees; the fact of this happening 留住，留用（员工）: *Call centres are looking at ways to improve recruitment and retention.* 呼叫中心正在研究改进招聘和留住人才的方法。 ◇ *Employee retention has improved dramatically.* 员工续聘有了显著好转。
**2** [U] the fact of keeping sb or sth 保留; 保持; 维持: *The company was instructed to improve its document retention policy.* 这家公司已经被责令改进其文件保管政策。
**3** (*Accounting*) **retentions** [pl.] part of the money that is owed to sb for work they have done that is not paid until the work is completed in a satisfactory way 保留款（保留至工作圆满完成才予支付的那部分款项）

**rethink** /ˌriːˈθɪŋk/ *verb* [+ obj or no obj] (**rethought, rethought** /-ˈθɔːt/)
to think again about an idea, a plan, etc., especially in order to change it 重新考虑: *We need to rethink our whole business strategy.* 我们需要重新考虑整个商业战略。 ▸ **rethink** /ˈriːθɪŋk/ (*also* **ˌreˈthinking**) *noun* [sing.]: *a radical rethink of our working practices* 对我们工作方法的彻底反思

**retire** /rɪˈtaɪə(r)/ *verb*
**1** (*HR*) [+ obj *or* no obj] to stop doing your job, especially because you have reached a particular age or because you are ill/sick; to tell sb they must stop doing their job （使）退休，退职: *She retired early because of ill health.* 她由于健康欠佳早早退休了。 ◇ *He intends to retire from Lex at the end of the year.* 他打算今年年底从法律岗位上退休。 ◇ *The company's official retiring age is 65.* 公司的正式退休年龄是65岁。 ◇ *She was retired on medical grounds.* 她因为健康原因被安排退休了。 ◇ *the retiring chairman* 即将退休的董事长
See note at RESIGN
**2** (*Law*) [no obj] if a JURY **retires**, it goes to a separate room to decide whether sb is guilty or not （陪审团）退庭，休庭
**3** (*Finance*) [+ obj] to pay a debt; to say that sb does not have to pay a debt 付清（债务）; 免除（债务）: *They have retired $600 million of their $4 billion loan.* 他们已偿还40亿元贷款中的6亿元。

**retired** /rɪˈtaɪəd; *AmE* rɪˈtaɪərd/ *adjective*
having retired from work 已退休的; 已退职的: *retired executives* 已退休的高管 ◇ *I'm retired now.* 我现在已经退休了。

**retiree** /rɪˌtaɪəˈriː/ *noun* [C] (*AmE*)
a person who has stopped working because of their age 退休人员; 退休者: *Retirees are talking about going back to work because their savings have disappeared.* 由于储蓄花光了，退休人员正在谈论重返工作岗位的问题。

**★retirement** /rɪˈtaɪəmənt; *AmE* -ˈtaɪərm-/ *noun*
SEE ALSO: **compulsory retirement, debt ~, early ~**
**1** (*HR*) [U,C] the fact of stopping work because you have reached a particular age; the time when you do this 退休; 退职; 退休年龄: *At 60, she was*

*now approaching retirement.* 她已60岁，就要退休了。 ◇ *Susan is going to* ***take early retirement*** (= retire before the usual age). 苏珊打算提前退休。 ◇ *retirement age* 退休年龄 ◇ *a retirement pension* 退休金

➊ *to* ***approach/near/postpone*** *retirement* 接近／临近／推迟退休 • *retirement* ***age/date*** 退休年龄／日期

**2** [U; sing.] the period of your life after you have stopped work at a particular age 退休生活: *We all wish you a long and happy retirement.* 我们大家祝愿你享受长久幸福的退休生活。 ◇ *Up to a third of one's life could be spent* ***in*** *retirement.* 人的一生中可能有多达三分之一的时间过退休生活。

➊ *to* ***plan for/provide for/save for*** *retirement* 为退休生活作计划／准备／储蓄 • *retirement* ***benefits/funds/income/savings*** 退休福利／基金／收入／储蓄

**3** (*Finance*) [U] the act of paying back loans completely 还清（贷款）: *costs for the early retirement of debt* 提前清偿债务的成本

**re'tirement plan** = PENSION PLAN

**retool** /ˌriːˈtuːl/ *verb*

**1** (*Manufacturing*) [+ obj *or* no obj] to replace or change the machines or equipment in a factory so that it can produce new or better goods 更换; 重新装配（机器或设备）: *It will cost $1 billion to retool the plant.* 重新装备工厂要花10亿元。

**2** (*informal*) [+ obj] (*AmE*) to organize sth in a new or different way 重新安排; 重组: *How should we retool our strategy?* 我们该如何改变战略?

▸ **ˌre'tooling** *noun* [U; sing.]: *The plant won't require significant retooling for several years.* 这家工厂的装备几年内不需要进行大规模的重新装配。

**retract** /rɪˈtrækt/ *verb* [+ obj *or* no obj]

**1** to say that sth you have said earlier is not true or correct or that you did not mean it 撤销，收回（说过的话）: *She declined to retract the comment.* 她拒绝收回评论。

**2** to become, or to make sth become, smaller in amount or value（使）减少，降低（金额或价值）: *Corporate IT spending retracted last year.* 去年公司的信息技术支出下降了。

▸ **retraction** /rɪˈtrækʃn/ *noun* [U,C]: *He issued a public retraction of his comments.* 他发表了一份收回自己的言论的公开声明。 ◇ *the huge retraction of corporate investment* 公司投资的巨额缩水

**retrain** /ˌriːˈtreɪn/ *verb* [+ obj *or* no obj] (*HR*) to learn, or to teach sb, a new type of work, a new skill, etc.（接受）重新培养，再教育，再培训: *Staff have been retrained to use the new technology.* 员工接受了新技术使用的再培训。 See note at RESIGN ▸ **ˌre'training** *noun* [U]: *Funds are available for worker retraining.* 工人进行再培训的资金已到位。

**retreat** /rɪˈtriːt/ *verb, noun*

• ***verb*** [no obj]

**1** to lose value 跌价: *Shares retreated 4.4 per cent to $24.06.* 股票下跌4.4%，降到24.06元。

**2** to decide not to do or continue to do sth because the situation has become too difficult（由于环境过于恶劣而）改变决定，退缩: *A spokesman said the group has retreated* ***from*** *its plan to launch 15 new stores.* 发言人称集团已退出其开设15家新商店的计划。 ◇ *Why have they decided to retreat from retail?* 他们为什么决定退出零售业?

• ***noun***

**1** [C, usually sing.] an act of deciding not to do or continue to do sth because the situation has become too difficult（由于环境过于恶劣）改变决定，退缩: *A tactical retreat* ***from*** *e-commerce would be best for us.* 从战术上退出电子商务对我们会十分有利。

**2** [sing.; U] a fall or decline in value 跌价: *Investors are feeling the effects of the retreat in share prices.* 投资者正经受股价下跌之苦。

IDM **be in re'treat** to become weaker, smaller, less successful, etc. 变弱; 变小; 变得不太成功: *The hi-tech sector was in retreat.* 高科技部门节节败退。 **go into re'treat** to start to become less valuable or successful 开始掉价; 变得不太成功: *The Internet advertising business has gone into retreat.* 互联网广告业务不景气。

**retrench** /rɪˈtrentʃ/ *verb*

**1** (*formal*) [no obj] (about a business, government, etc.) to spend less money; to reduce costs（企业、政府等）节约，紧缩开支: *The company is retrenching rather than expanding.* 这家公司正在紧缩开支，而不是扩张业务。

**2** (*HR*) [+ obj] to tell sb that they cannot continue working for you 裁减（员工）: *The plan is to retrench about 500 to 700 people.* 这项计划将要裁减大约500～700人。 SYN LAY OFF

NOTE **Retrench** with this meaning is mainly used in Australia, New Zealand and South Africa. * retrench 的这一意义项主要用于澳大利亚、新西兰和南非。

▸ **re'trenchment** *noun* [U,C]: *Businesses have begun expanding after two years of retrenchment.* 经过两年的开支紧缩之后，企业已开始扩张。 ◇ *Workers are demanding a retrenchment package.* 工人们正在要求制定一项紧缩方案。

**retrieval** /rɪˈtriːvl/ *noun* [U]

SEE ALSO: **information retrieval**

the process of getting back sth that has been lost, lent, etc. 取回; 索回; 寻回

**retrieve** /rɪˈtriːv/ *verb* [+ obj]

**1** (*IT*) to find and get back data or information that has been stored in the memory of a computer 检索数据: *to retrieve information from the database* 从数据库检索资料 ◇ *to retrieve email/voicemail* 检索电子邮件／语音邮件

**2** to get back sth that you have lost, lent, etc. 取回; 索回; 寻回: *We will be exerting our right to retrieve our property.* 我们将行使我们的权利索回我们的财产。 ◇ *The company cannot retrieve millions of pounds owed to it.* 这家公司无法追回数百万英镑的欠款。

▸ **retrievable** /rɪˈtriːvəbl/ *adjective*

**retro-** /ˈretrəʊ; *AmE* -troʊ/ *prefix*

back or backwards 后; 向后: *retrograde*倒退的; 后退的 ◇ *retrospectively* 回顾地

**retrospective** /ˌretrəˈspektɪv/ (*also* **ˌretro'active** /ˌretrəʊˈæktɪv; *AmE* -troʊ-/) *adjective* (about a new law, rule, etc.) intended to take effect from a particular date in the past rather than from the present date（新法律、规则等）

追溯既往的，有追溯效力的：*retrospective pay awards* 有追溯效力的加薪 ◇ *retrospective legislation* 有追溯效力的立法 ▸ **ˌretro'spectively** (*also* **ˌretro'actively**) *adverb*: *The new rule will be applied retroactively.* 新规则将具有追溯效力。

**★return** /rɪ'tɜːn; *AmE* rɪ'tɜːrn/ *verb, noun*

• ***verb*** [+ obj]

SEE ALSO: **accounting rate of return, annual ~, diminishing ~, rate of ~, sale or ~, sales ~, tax ~, total shreholder ~**

**1** (*Accounting*; *Finance*) to give or produce a particular amount of money as a profit or loss 带来，产生（利润或损失）：*We have managed to return a profit in each of the past seven years.* 在过去的七年中，每一年我们都设法获得了赢利。◇ *Bonds have returned 2.2% annually.* 债券每年带来2.2%的回报。◇ *My investments return a high rate of interest.* 我的投资有很高的利息回报。See note at PROFIT

**2** (*Commerce*) to take or send a product back to the place it came from because you do not want it or because there is sth wrong with it 退货；退回：*We had to return the printer to the store because it was faulty.* 由于打印机有毛病，我们不得不退给商店。◇ *How do you process and store returned goods?* 你们怎么处理以及储存退货呢？See note at EXCHANGE

**3** to telephone or email sb who has telephoned or emailed you 回电话；回复电子邮件：*The support staff promise to return all calls within an hour.* 支持人员承诺一小时内回复所有的电话。

• ***noun***

**1** (*Accounting*; *Finance*) [U,C] the amount of profit or income that you get from a particular investment 回报；投资利润；收益：*In the grocery business a 2% to 3% return **on** sales is considered healthy.* 就杂货生意而言，2%~3%的销售利润率被认为是蜜不错的了。◇ *Equities have produced higher returns than bonds.* 股票比债券的回报高。◇ *Shareholders are expecting to see some return **from** their investment.* 股东们正期待获得一些投资回报。→ EARNINGS, YIELD

➕ ***a good/high/strong** return* 可观的 / 高的 / 高额的收益（率）• ***a low/modest/poor** return* 低 / 有限的 / 欠佳的收益（率）• ***an annual/average** return* 年 / 平均收益率 • ***a negative/positive** return* 负 / 正回报 • ***to achieve/make** a return* 实现 / 赚取回报 • ***to deliver/produce/show/yield** a return* 给予 / 带来 / 显示 / 产生收益

**2** [C] an official report or statement that gives particular information about sth to an official body 报告；陈述；申报：*a VAT return* 增值税报告 ◇ *The vendor must file a final sales return within ten days from the date of sale.* 卖主必须自销售之日起10天之内提交一份最终的销售报告。

➕ *to **do/file/make/submit** a return* 写 / 提交 / 撰写 / 呈递报告

**3** (*Accounting*) [C] = TAX RETURN

**4** (*Commerce*) (*also* **ˌproduct re'turn**) [C] goods that a customer has bought or ordered and then returned; the act of returning a product 退货：*All returns must be packed in the original packaging.* 所有的退货必须用原始包装。◇ *Product returns are accepted up to 90 days from date of invoice.* 从开具发票之日起90天内可接受产品退货。

**5** [U] (*also* **re'turn key** [C]) the button that you press on a computer when you reach the end of an instruction, or to begin a new line 返回键；回车键：*To exit this option, press return.* 要退出这个选项，就按返回键。

IDM **by re'turn (of 'post)** (*BrE*) using the next available post; as soon as possible 由下一班邮递；尽快：*Please reply by return of post.* 请即赐复。

**returnable** /rɪ'tɜːnəbl; *AmE* -'tɜːrn-/ *adjective*

**1** that can or must be given back after a period of time 可退还的；必须交还的；应归还的：*A returnable deposit is payable on arrival.* 到达时即应交纳可退还的押金。◇ *The application form is returnable not later than 7th June.* 申请表6月7日前交回。

**2** (about bottles, containers, etc.) that can be taken back to a shop/store in order to be used again（指瓶子和容器等）可回收的，可退回的

**returner** /rɪ'tɜːnə(r); *AmE* -'tɜːrn-/ *noun* [C] (*BrE*) (*HR*) a person who goes back to work after not working for a long time 重返工作岗位者；再就业者；复职者：*women returners* 重返工作岗位的妇女 ◇ *courses for adult returners* 再就业成人教育课程

**reˌturn on 'assets** *noun* [U,C] (*abbr* **ROA**) (*Accounting*) a measure that is used to see how well a company is using its assets to produce profits. It shows the profits for the year as a percentage of the recent total assets 资产收益率，资产回报率：*About 40 per cent of listed companies are set to earn a return on assets of below 1 per cent.* 大约40%的上市公司的资产收益率注定会低于1%。

**reˌturn on 'capital**

= RETURN ON CAPITAL EMPLOYED, RETURN ON INVESTMENT

**re'turn on 'capital em'ployed** (*abbr* **ROCE**) (*also* **reˌturn on 'capital**) *noun* [U,C] (*Accounting*) a measure that is used to see how well a company is using the money invested in its activities to produce profits, often calculated by comparing the company's profits for the year before tax and interest are taken off with the value of its total assets minus its total debts 已动用资本回报率：*The goal is to improve the company's return on capital employed to a range of 12 to 14 per cent over the next few years.* 目标是在未来数年内将公司已动用的资本回报率提高到12%至14%之间。

**reˌturn on 'equity** *noun* [U,C] (*abbr* **ROE**) (*Accounting*) a measure used to see how much profit a company is producing compared to the value of its SHAREHOLDER EQUITY (= total assets minus all the money the company owes) 股本收益率，股本回报率：*The firm failed to achieve its target of a 20% return on equity.* 这家公司未达到20%的股本收益率的目标。

**reˌturn on in'vestment** (*abbr* **ROI**) (*also* **reˌturn on 'capital**) *noun* [U,C] (*Accounting*) a measure of how much profit an investment produces compared with the amount originally invested 投资回报率；投资利润率；投资报酬率 NOTE **Return on investment** is also

sometimes used to describe figures such as **return on assets, return on capital employed**, and **return on equity**. * Return on investment 有时也用来指 return on assets、return on capital employed 和 return on equity。

**re,turn-to-'base** *adjective* [usually before noun] (*abbr* **RTB**)
(*Commerce*) used to describe a GUARANTEE where the buyer must send the product back to where it came from in order to have it repaired or replaced（产品的）返厂保修包换：*The camera comes with a 12-month return-to-base warranty.* 这款照相机具有12个月的返厂保修包换担保。

**revalue** /ˌriː'vælju:/ *verb*
**1** [+ obj] to estimate the value of sth again, especially giving it a higher value 重新评估，重新评价（尤指给予更高评价）：*Investors revalued the group's assets.* 投资者重新评估了集团的资产。◇ *All overseas land and buildings will be revalued during the next two years.* 所有的海外土地和房产将在未来两年内重新评估。
**2** (*Finance*) [+ obj *or* no obj] to increase the value of a currency in relation to the money of other countries 提高（货币的）兑换价；使（货币）升值：*The yen is to be revalued.* 日元的币值将调高。◇ *There is pressure for the country to revalue.* 这个国家的货币有升值压力。◇ *The euro is being revalued **against** the dollar.* 欧元对美元升值。
OPP DEVALUE See note at CURRENCY
▸ **revaluation** /ˌriːvælju'eɪʃn/ *noun* [U; C, usually sing.]: *Speculators are gambling on a revaluation of the yuan.* 投机者正押赌人民币升值。

**revamp** /ˌriː'væmp/ *verb* [+ obj]
to make changes to the form of sth in order to improve its appearance, how efficiently it works, etc. 改变；修改：*He is revamping the company's web page.* 他正在修改公司的网页。◇ *They plan to launch a revamped version of their product in France.* 他们计划在法国推出其产品的改进版。
▸ **revamp** /'riːvæmp/ *noun* [sing.]: *an ambitious revamp of its core business* 对其核心业务进行的雄心勃勃的改革

★**revenue** /'revənju:; *AmE* -nu:/ *noun*
SEE ALSO: **average revenue, Inland ~, marginal ~, sales ~**
**1** [U] (*often* **revenues** [pl.]) the money that is received by a business usually from selling goods or services 收入；收益：*Revenue **from** local advertisers fell by 6%.* 来自当地广告商的收入下降了6%。◇ *The company has annual revenues of around £3 billion.* 这家公司的年收入大约为30亿英镑。◇ *They reported a three per cent increase **in** advertising revenue for the first half of the year.* 他们报告今年上半年的广告收入增加百分之三。◇ *New products account for 40% of our total revenue.* 新产品占我们总收入的40%。See note at INCOME
● ***annual/full-year/quarterly** revenue* 年度／全年／季度收入 • ***expected/potential/projected** revenue* 预期的／潜在的／预计的收入 • *to **bring in/generate/produce/yield** revenue* 带来／创造／取得／产生收入 • *to **boost/grow/increase** revenue* 提高／提升／增加收入 • *to **post/project/report** revenues* 公布／预测／报告收入
**2** [U] (*often* **revenues** [pl.]) the money that is received by the State from taxes（国家的）岁入；税收：*Poor economic growth will also hurt tax revenue.* 经济增长放慢也将减少税收收入。◇ *The law bans foreign governments from using the courts to collect lost revenues.* 该项法律禁止外国政府利用法院收取亏空的税收。→ INCOME
● ***government/public/tax** revenue* 政府／公共／税收收入 • *to **collect/get/lose/raise** revenue* 募集／得到／损失／提高收入
**3 the Revenue** [sing.] = INLAND REVENUE

**'revenue ac,count** *noun* [C]
(*Accounting*) a record of all the money that a company has earned and spent in its normal business activities during a particular period 收入账目；营业收入账目 → CAPITAL ACCOUNT (4)

**,revenue antici'pation note** (*abbr* **RAN**) (*also* **,tax antici'pation note**) *noun* [C, usually pl.]
(*Finance*) in the US, a type of bond issued by a local government that is paid back using money from taxes and other income that the local government expects to receive in the future 收入预期债券（美国地方政府发行的一种债券，用未来预期得到的税收和其他收入赎回）

**'revenue bond** *noun* [C]
(*Finance*) in the US, a bond that is issued by a local government in order to finance a public project such as the building of a new hospital, bridge, road, etc. The bond and interest payments are taken from the profits made by the project once it is completed. 收益债券（美国地方政府发行的一种债券，用于资助公共工程项目，如兴建新医院、桥梁、道路等，债券和利息从项目所获的利润中偿付）

**,revenue ex'penditure** *noun* [U] (*also* **,revenue ex'pense** [C,U]) (*abbr* **revex**)
(*Accounting*) money that is spent on the normal activities of a business during a particular period such as the cost of labour, materials, etc. 营业支出，收益支出（企业一定时期的正常营业支出，如劳动力、原材料等的成本）：*Apart from the expected increase in staff costs, there was no increase in revenue expenditure.* 除了预期的人员费用增加外，营业支出没有增加。→ CAPITAL EXPENDITURE

**,revenue re'serve** *noun* [C, usually pl.]
(*Accounting*) profits that a company has made which are kept so that they can be given to shareholders through a DIVIDEND payment in years when profits are low 保留收入，保留盈余，收益准备金（公司为在利润低的年份给股东分红而保留的利润）→ CAPITAL RESERVE

**'revenue stamp** *noun* [C]
a stamp that is put on sth such as a packet of cigarettes to show that a government tax has been paid 印花，印花税票（贴在香烟等产品上用以表明已纳税）

**'revenue stream** (*also* **,stream of 'revenue,** *less frequent*) *noun* [C]
a source of income 收益流；收入来源：*The firm is on the lookout for new revenue streams.* 这家公司在寻找新的收益流。

**'revenue ,tariff** *noun* [C]
(*Economics*) a tax on imported products that is

intended to raise money for the government rather than protect local businesses from foreign competition 财政关税，收入关税（为增加政府的财政收入而非为保护本国产业而收的关税）
→ PROTECTIVE TARIFF

**reversal** /rɪ'vɜːsl; *AmE* rɪ'vɜːrsl/ *noun*
**1** [C,U] a change of sth so that it is the opposite of what it was 颠倒；彻底转变：*the reversal of a decision* 决定的根本改变 ◇ *The restructuring is a complete reversal in company strategy.* 这次结构调整是公司战略的彻底转变。◇ *The latest fall in prices is a reversal of fortune for these stocks.* 最近的价格下跌对这些股票来说是时运逆转。
**2** [C] a change from being successful to having problems 倒退；逆转；退步：*The company's financial problems were only a temporary reversal.* 这家公司的财务问题只是暂时的逆转。

**reverse** /rɪ'vɜːs; *AmE* rɪ'vɜːrs/ *verb, noun, adjective*
• ***verb*** [+ obj]
**1** to change sth to the opposite of what it was before 颠倒；彻底转变；使完全相反：*to reverse a procedure/process/trend* 彻底改变程序 / 过程 / 趋势 ◇ *The company is battling to reverse the decline in sales.* 这家公司正在拼命扭转销售量下降的局面。
**2** (*Law*) to change a previous decision, law, etc. to the opposite of what it was 撤销，推翻，废除（决定、法律等）：*The Court of Appeal reversed the decision.* 上诉法院撤销了这项判决。
SYN REVOKE
**3 reverse the charges** (*BrE*) to make a telephone call that will be paid for by the person you are calling, not by you 打对方付费电话；由被叫方付费：*I want to reverse the charges, please.* 我想打个对方付费电话。 NOTE In American English, people **make a collect call** or **call sb collect**. 美式英语中为 make a collect call 或 call sb collect。
• ***noun***
**1** [C] a change, especially a change from success to failure 损失；倒退：*Property values have suffered another reverse.* 房地产又一次遭受贬值。
**2 the reverse** [sing.] the opposite of sth that has been mentioned 相反的情况：*We seem to be consuming more, but in fact the reverse is true.* 我们看似消费增加了，但实际情况正好相反。
IDM **go/shift into re'verse ; put/send sth into re'verse** to start to happen or to make sth happen in the opposite way（使）出现逆转，转化为对立面：*After the announcement, the shares went into reverse.* 通告宣布之后，股票发生了逆转。
• ***adjective*** [only before noun] opposite to what has been mentioned 相反的；反向的；反面的：*The policy had the reverse effect to what was intended.* 政策的结果与原来的意图相反。

**re,verse 'auction** *noun* [C]
(*Commerce*) a type of **auction** in which prices go down rather than up as suppliers compete for a contract by offering to supply sth at a lower price than their competitors 反向拍卖（一种拍卖方式，供货商逐步降低报价，价格最低者中标）：*The automaker recently tried out an online reverse auction for tires.* 这家汽车制造商最近尝试了轮胎的网上反向拍卖。

**re,verse 'billing** *noun* [U]
a method of payment on mobile phones/cellphones in which the person receiving a message pays for it rather than the person who sends it（手机短信的）接收方付费

**re,verse-'charge** *adjective*
a **reverse-charge** telephone call is paid for by the person who receives the call, not by the person who makes it 受话人付费的 ▸ **re,verse-'charge** *adverb*: *I didn't have any money so I had to call reverse-charge.* 我没钱，所以我只好拨打对方付费电话。

**re,verse discrimi'nation** = POSITIVE DISCRIMINATION

**re,verse engi'neering** *noun* [U]
the copying of another company's product after examining it in detail to find out how it is made 逆向工程（分析其他公司产品以弄清其制造方法，从而进行仿制）

**re,verse lo'gistics** *noun* [U]
(*Production*) the process of handling and storing products that have been returned by a customer or sth that has been used and must now be thrown away 逆向物流，反向物流（指退货或废弃的产品的处理和储存）：*Reverse logistics is big business as so many goods are returned for being faulty or unsuitable.* 由于许多商品有残缺或不适用被退回，逆向物流是一项大业务。 ▸ **re,verse lo'gistic** *adjective*: *reverse logistic solutions* 逆向物流解决方案

**re,verse 'merger** (*also* **re,verse 'takeover**) *noun* [C]
(*Finance*) a process in which a PRIVATE COMPANY buys all or most of the shares in a PUBLIC COMPANY so that it can issue shares and trade them on the stock exchange 反向兼并（私人公司购买上市公司的全部或大部分股份以便在股票市场上发行股票并上市交易）

**re,verse re'purchase a,greement** (*also* **re,verse 'repo,** *informal*) *noun* [C]
(*Finance*) an agreement to buy shares, bonds, etc. from an investor and then sell them back at a higher price at a later date 反向回购协议（从投资者处购买股票、债券等，以后再以较高的价格卖给投资者）

**re,verse 'split** (*BrE also* **re,verse 'share split**) (*AmE also* **re,verse 'stock split**) *noun* [C]
(*Finance*) a reduction in the number of shares a company trades without any reduction in the total value of all the shares 并股，股票合并（在不降低所有股票总价值的情况下，减少公司交易的股票数量）：*The company recently did a 1-for-20 reverse split* (= twenty old shares have become one new share). 这家公司最近做了一次并股，20股旧股票合并为1股新股票。

**re,verse 'takeover** *noun* [C]
(*Finance*)
**1** the process in which a smaller company takes control of a larger company 反向收购（小公司控制大公司）
**2** = REVERSE MERGER

**reversion** /rɪ'vɜːʃn; *AmE* rɪ'vɜːrʒn/ *noun, verb*
• ***noun***
**1** [U,C] (*Law*) the legal return of sth to sb such as

land or property（土地或财产的）归还，归属 原主：*a reversion of rights from the publisher back to the author* 出版商将版权归还给作者
**2** [U; sing.] *(formal)* the act or process of returning to a former state or condition 倒退；回归；回复：*a steady reversion to normal conditions* 稳步回归到正常状态
• ***verb*** *(also spelled* **re-version***)* /ˌriːˈvɜːʃn; *AmE* ˌriːˈvɜːrʒn/ [+ obj] *(usually* **be reversioned***)* to make changes to sth such as a television programme, a film/movie, software, etc. in order to make it more suitable for a particular purpose or a particular market（为使电视节目、电影、软件等更适合某一目的或某市场的需要）改变，改版：*The Mac-only CD-ROM was reversioned for PC.* 苹果电脑专用的只读光盘存储器经过改版后亦可用于个人电脑。

**revex** *abbr*
*(Accounting)* a short way of writing **revenue expenditure** 营业支出

**★review** /rɪˈvjuː/ *noun, verb*
• ***noun***
SEE ALSO: **peer review, performance review**
**1** [U,C] a careful examination of sth, usually to see if any changes need to be made 检查；审查；评审；检讨：*a pay/salary review* 工资 / 薪金审核 ◇ *They plan to carry out a review of their loss-making IT business.* 他们计划对亏损的信息技术业务进行审查。◇ *The terms of your contract are* ***under review.*** 你的合同条款正在审议。
➊ *to* ***carry out/conduct/launch/undertake*** *a review of sth* 进行 / 主持 / 开展 / 承担某事物的审查 • *a* ***financial/spending/strategic*** *review* 财务 / 支出 / 战略审查 • *an* ***independent/internal/a judicial*** *review* 独立 / 内部 / 司法审查 • *a review* ***body/date/panel*** 评审机关 / 日期 / 小组
**2** [C] a report on a particular subject 报告；汇报：*a review of customer complaints* 有关顾客投诉的汇报 ◇ *to publish a review of recent research* 发表近期研究情况报告
**3** [C] used in the names of magazines that deal with a particular subject or profession 评论（用于杂志名称）：*the Harvard Business Review* 《哈佛商业评论》
• ***verb*** [+ obj]
to carefully examine or consider sth again, especially so that you can decide if it is necessary to make changes 复查；重新考虑：*to review the evidence* 复查证据 ◇ *The board will review the situation later in the year.* 董事会将在今年晚些时候对形势重新加以研究。◇ *Staff performance is reviewed annually.* 员工的业绩每年进行一次评估。

**★revise** /rɪˈvaɪz/ *verb* [+ obj]
to change sth such as a document or an estimate in order to correct or improve it 修改，修订（文件、估算等）：*We continually revise our procedures.* 我们不断修改我们的办事程序。◇ *Marketing budgets were revised downward.* 已下调营销预算。◇ *I'll prepare a revised estimate for you.* 我会为你准备一份经过修正的评估报告。◇ *a revised edition of a textbook* 课本的修订版
➊ *to revise sth* ***completely/slightly/thoroughly*** 完全 / 轻微 / 彻底地修改某物 • *to revise sth* ***extensively/heavily*** 广泛 / 大量修改某物 • *to revise sth* ***downwards/higher/upwards*** 将某物往下调 / 调高 / 往上调 • *to revise sth* ***down/up*** 下调 / 上调某物 • ***downwardly/upwardly revised*** 向下 / 向上调
▸ **revision** /rɪˈvɪʒn/ *noun* [C,U]: *a downward/upward revision* 向下 / 向上调整；调低 / 调高 ◇ *an earnings revision* 收入调整 ◇ *The system is in need of revision.* 这一系统需要修正。

**revitalize , -ise** /ˌriːˈvaɪtəlaɪz/ *verb* [+ obj]
to make sth stronger, more active or more healthy 使…更强壮；使…恢复生机（或健康）：*The local economy has been revitalized.* 地方经济已恢复活力。▸ **revitalization, -isation** /ˌriːˌvaɪtəlaɪˈzeɪʃn; *AmE* -ləˈz-/ *noun* [U]: *the revitalization of the steel industry* 钢铁工业的振兴

**revive** /rɪˈvaɪv/ *verb*
**1** [+ obj or no obj] to become, or to make sb/sth become, strong and active again（使）复苏；（使）复兴：*The economy is beginning to revive.* 经济开始复苏。◇ *The company has been struggling to revive falling sales.* 这家公司一直在为扭转下降的销售量而拼搏。
**2** [+ obj] to bring sth back; to make sth start being used or done again（使）恢复；重新使用；（使）重做：*She has been trying to revive the debate over equal pay.* 她一直在设法再次开展同工同酬的辩论。◇ *The poor trade figures have revived fears of higher interest rates.* 不良的贸易数字再次引起人们对加息的担忧。
▸ **revival** /rɪˈvaɪvl/ *noun* [U,C]: *an economic revival* 经济复苏 ◇ *the revival of trade* 贸易振兴

**revoke** /rɪˈvəʊk; *AmE* -ˈvoʊk/ *verb* [+ obj]
to officially cancel sth such as a decision, licence, rule or a particular right to do sth 撤销；取消；废除：*The commission has the power to revoke a commercial licence.* 委员会有权撤销商业执照。SYN RESCIND → REVERSE *verb* (2) ▸ **revocable** /ˈrevəkəbl/ *adjective* **revocation** /ˌrevəˈkeɪʃn/ *noun* [U,C]

**revolution** /ˌrevəˈluːʃn/ *noun* [C]
a great change in conditions, ways of working, beliefs, etc. that affects large numbers of people 巨变；大变革：*a cultural/social/technological revolution* 文化的 / 社会的 / 技术的重大变革 ◇ *There has been a revolution in management thinking.* 管理思想发生了变革。▸ **revolutionary** /ˌrevəˈluːʃənəri; *AmE* -neri/ *adjective*: *a revolutionary idea* 独出心裁的想法 **revolutionize, -ise** /ˌrevəˈluːʃənaɪz/ *verb* [+ obj or no obj]: *The Internet is revolutionizing the way that consumers buy their travel.* 互联网正在彻底改变消费者购买旅游产品的方式。

**revolve** /rɪˈvɒlv; *AmE* rɪˈvɑːlv/ *verb* [+ obj]
*(Finance)* if you **revolve** a debt you do not pay all of it back but carry the remaining debt into a new financial period 循环（不支付全部债务，将剩余债务转到下一期）：*About seven out of ten credit-card holders revolve their debt.* 大约七成信用卡持有人循环其债务。

**re,volving 'credit** *(also* **,open 'credit***)* *noun* [U,C] *(also* **re'volving 'line of 'credit, re,volving 'loan** [C]*)* *(Finance)* an agreement with a bank, etc. in which sb is allowed to borrow up to a particular amount. If they pay back part of the loan they can then borrow more money up to the agreed limit

循环信贷（与银行等约定贷款限额，如已偿还部分贷款，可在不超过约定限额的情况下再次借款）：*Consumers cut back on their use of revolving credit last year by $3.9 billion.* 消费者去年循环信贷的使用削减了39亿元。◇ *The company has negotiated a €500 million revolving credit facility.* 这家公司已商定5亿欧元的循环信贷额度。

**re,volving 'door** *noun* [sing.]
**1** (*HR*) used to say that the person holding a particular job or position in an organization frequently changes 旋转门（指一机构中某职位频繁换人）：*The project had been in development for years, with a revolving door of managers attached to it.* 这个项目已开发数年，而项目经理频繁易人。◇ *revolving-door leadership* 旋转门领导
**2** a place, an organization or a system where people come in and go out again quickly, often many times 旋转门（指人们频繁进出的场所）：*a revolving-door workplace* (= where people take jobs but leave after a short time) 人员流动大的工作场所
**3** used to talk about a situation in which the same events or problems keep happening 旋转门（指相同的事件或问题反复发生）：*revolving-door crime* 重复犯罪

**re'volving 'line of 'credit** = REVOLVING CREDIT

**re,volving 'loan** = REVOLVING CREDIT

**★reward** /rɪ'wɔːd; *AmE* rɪ'wɔːrd/ *noun, verb*
● ***noun*** [C,U]
a thing that you are given or money that you receive for working hard, doing sth good, etc. 奖励；报答；回报；报酬：*The firm offers financial rewards to motivate its employees.* 这家公司发放奖励金以激励员工。◇ *His success is the reward for years of hard work.* 他的成功是多年辛勤工作的回报。◇ *The investment's high reward justifies the high risk.* 投资要获高回报，就要冒高风险。◇ *The reward system recognizes effort as well as achievement.* 这一奖励制度既注重业绩，也注重付出的努力。
⊕ *a **big/high/low/rich** reward* 巨额的／高／低／丰厚的报酬 • ***cash/financial/material** rewards* 现金／财政／物质奖励 • *to **earn/get/win** a reward* 获得／得到／赢得奖励 • *to **offer/provide** a reward* 提供奖励
● ***verb*** [+ obj]
**reward sb (with sth) (for sth/for doing sth)** to give sth to sb because they have done sth good, worked hard, etc. 奖励；奖赏；报答；给以报酬：*Managers were rewarded with cash bonuses for reaching their targets.* 经理们因实现了他们的目标而得到了一笔奖金。

**rewarding** /rɪ'wɔːdɪŋ; *AmE* -'wɔːrd-/ *adjective*
providing benefits such as a feeling of achievement, a lot of money, etc. 有益的；有报酬的：*This job is not very financially rewarding* (= is not very well paid). 这份工作报酬不怎么高。◇ *My time at the company has been enormously rewarding.* 我在公司那段时间获益匪浅。

**rework** /ˌriː'wɜːk; *AmE* -'wɜːrk/ *verb* [+ obj]
to make changes to sth in order to improve it, correct it or make it more suitable 修改；重做；再加工：*We had to rework our forecasts for the coming year.* 我们不得不修改明年的预测。◇ *new and reworked vehicles* 新车和改装车 ▸ **re'working** (*especially BrE*) (*AmE usually* **'rework**) *noun* [C,U]: *a radical reworking of the tax code* 税则的彻底修改

**RFID** /ˌɑːr ef aɪ 'diː/ *abbr* **radio frequency ID, radio frequency identification** (*usually used as a countable noun* 通常用作可数名词)
an electronic device used for identifying sth or for preventing products from being stolen 射频识别（用于识别某物或防止产品被盗的电子装置）

**ride** /raɪd/ *verb, noun*
● ***verb*** (**rode** /rəʊd; *AmE* roʊd/**ridden** /'rɪdn/) [+ obj]
to deal with a difficult or dangerous situation and survive without being harmed 安然度过（难关或危险）：*The fund has ridden the bear market since last autumn's launch.* 这支基金自去年秋天发行后已安然度过熊市。◇ *She rode the Internet boom.* 她安然度过互联网的繁荣时期。
IDM **be riding for a 'fall** to be doing sth that involves risks and that may end in disaster 做事莽撞；做冒险事：*The stock markets were riding for a fall.* 股票市场要出事。 **be riding 'high** to be successful or very confident 取得成功；信心十足 **ride (on) the 'coattails of sb/sth; ride sb's/sth's 'coattails** to benefit from sb else's success 得益于别人的成功；得到…之帮助：*We've been riding on the coattails of the New York rally.* 我们一直受益于那次纽约集会。 **ride a/the 'wave of sth** to enjoy or be supported by the particular situation or quality mentioned 受益于；乘…之势：*We've been riding the wave of the Italian food craze.* 我们一直得益于意大利食品热潮。
PHR V **'ride on sth 1** to be supported by or to follow a particular situation or change 支撑；随…而定：*Interest rates on mortgage loans have been riding on an uptrend.* 抵押贷款利率一路走高。 **2** (*usually used in the continuous tenses* 通常用于进行时) to depend on sth 依靠；依赖于：*My whole future is riding on this interview.* 我的前程全靠这次面试。 **,ride sth 'out** to manage to survive a difficult situation or time without having to make great changes 安然度过（难关）；经受得住
● ***noun*** [C, usually sing.] used to describe how easy or difficult a particular process or period of time is for sb/sth（轻松、艰难等的）过程，时期：*a rocky/smooth/wild ride* 动荡／顺畅／凶险的经历 ◇ *Foreign exchange traders may not give the peso such an easy ride.* 外汇交易商不会让比索如此顺风顺水。
IDM **take sb for a 'ride** (*informal*) to cheat or trick sb 欺骗（诈骗）某人；愚弄某人：*The taxpayer is being taken for a ride.* 纳税人正受到愚弄。→ FREE RIDER

**rider** /'raɪdə(r)/ *noun* [C]
SEE ALSO: **dispatch rider, free rider**
**1** (*Law*) an extra piece of information (**clause**) that is added to a contract or an official document 附文；公文的附加材料；附加条款
**2** (*Insurance*) extra information that is added to an insurance agreement in order to include extra items that are not mentioned in the standard agreement; a form used to add this information 保险附加条款；附加险（表格）：*You can add a rider to a home insurance policy to cover computer*

*equipment.* 你可以在房屋险保单里增加投保计算机设备的附加险。

**rig** /rɪg/ *verb, noun*

• ***verb*** [+ obj] (**-gg-**) (*usually* **be rigged**)

**1** to arrange or influence sth in a dishonest way in order to get the result that you want（以不正当的手段）操纵，控制：*The commission is looking into allegations that the company rigged energy prices.* 委员会正在对公司操纵能源价格的指控进行调查。◇ *to rig the market* (= to cause an artificial rise or fall in prices, in order to make a profit) 操纵市场 SYN FIX

**2 rig sth (up) (with sth)** to fit equipment somewhere, sometimes secretly（秘密地）安装，装配：*The lights had been rigged (up) but not yet tested.* 灯已经装好了，但还未测试。

• ***noun*** [C]

**1** a large piece of equipment that is used for taking oil or gas from the ground or the bottom of the sea 钻井设备；钻塔：*a drilling rig* 钻机；钻探设备 → OIL RIG

**2** (*AmE*) (*informal*) a large lorry/truck 大卡车；大货车

**rigging** /'rɪgɪŋ/ *noun* [U]

the act of working to cause an artificial rise or fall in prices, in order to make a profit 操纵：*The company was accused of market rigging.* 这家公司被指控操纵市场。

**right** /raɪt/ *noun, verb*

• ***noun***

SEE ALSO: **ex-rights, grandfather ~, moral ~, patent ~, pre-emptive ~, stock ~, voting ~**

**1** [C,U] a moral or legal claim to have or get sth or to behave in a particular way 正当的要求；权利：*The union has a right to strike on this issue.* 工会在这个问题上有罢工的权利。◇ *There is no right of appeal against the decision.* 无权对这项判决提出上诉。◇ *They have fought hard for equal rights.* 他们为争取平等的权利已进行了顽强的斗争。

➊ ***civil/human/political*** *rights* 公民权利；人权；政治权利 • ***consumer/employment/labour/ownership*** *rights* 消费者权益；就业 / 劳动权；所有权

**2 rights** [pl.] the legal authority to publish, sell, show, etc. a particular work such as a book, film/movie, etc.（出版权、销售权、上映权等）版权：*He sold the rights for $2 million.* 他以200万元的价格出售了版权。◇ *all rights reserved* (= protected or kept for the owners of the book, film/movie, etc.) 版权所有 ◇ *The company bought the US rights to distribute the drug.* 这家公司购买了这一药品在美国的经销权。

➊ ***broadcasting/distribution/licensing/marketing*** *rights* 转播 / 分销 / 许可 / 销售权

**3** (*Finance*) [C, usually pl.] = STOCK RIGHT

• ***verb*** [+ obj] to correct sth that is wrong or not in its normal state 改正；纠正；使恢复正常：*Righting the economy will demand major cuts in expenditure.* 恢复经济将需要大量削减开支。

**right first 'time** *phrase*

(*Production*) used to describe a system of manufacturing that aims to produce products that are perfect from the start rather than quickly producing sth that will need to be corrected or repaired later 一次成功；一次准确：*He ranked right first time as the main priority over turnover.* 与营业额相比，他优先考虑一次成功。◇ *right-first-time silicon chips* 一次成功的硅芯片 → ZERO DEFECTS

**right of first re'fusal** *noun* [C,U] (*also* **first re'fusal,** *informal* [U])

(*Law*) the right to decide whether to accept or refuse sth before it is offered to others 优先权，优先购买权（在某物提供给别人之前，有权决定是接受还是拒绝）：*The company has the right of first refusal to acquire any shares put up for sale by Softbank.* 这家公司对日本软件银行公司出售的股票有优先购买权。

**'rights issue** *noun* [C]

(*Finance*) an occasion when new shares are offered to existing shareholders, often at a lower price than the current market price 认股权发行，有购股权的证券发行（公司以优惠价格向现有股东发售新股）：*The company is seeking to raise $2.5 bn through a rights issue.* 公司正设法通过认股权发行筹集25亿元。◇ *The rights issue will consist of 68.4 m shares at 96¢ per share.* 这一认股权发行将包括6 840万股，每股96分。→ STOCK RIGHT

**rightsizing** /'raɪtsaɪzɪŋ/ *noun* [U,C] (*especially AmE*)

**1** (*HR*) the act of making a company a more efficient size, usually by reducing the number of employees and cutting costs 规模合理化，规模适度化（通常通过裁员和削减成本使公司更有效率）：*The bank carried out a rightsizing of its workforce by reducing staff by 15%.* 银行减员15%以优化劳动力的规模。

**2** (*IT*) when an organization changes to a more efficient computer system, usually by using a smaller, cheaper system to do the same work 规模优化（使用更小、更便宜的系统做相同的工作，使机构的计算机系统更有效率）：*the rightsizing of systems* 系统的规模优化 → DOWNSIZING at DOWNSIZE

▸ **'rightsize** *verb* [+ obj *or* no obj]: *The company has rightsized and many workers have been made redundant.* 公司已完成精简，裁掉了许多员工。

**'rights manager** *noun* [C]

a person whose job is organizing contracts and fees for buying, selling and using goods, ideas, designs, etc. in another country or another medium 版权经理

**rigorous** /'rɪgərəs/ *adjective*

**1** done carefully and with a lot of attention to detail 谨慎的；彻底的；细致的：*a rigorous analysis* 细致的分析

**2** demanding that particular rules, processes, etc. are strictly followed 严格的；严厉的：*The work failed to meet their rigorous standards.* 工作未达到他们的严格标准。

▸ **'rigorously** *adverb*: *Supermarkets only earn a profit by rigorously controlling costs.* 超市只有通过严格控制成本才能赚取利润。

**ring** /rɪŋ/ *verb, noun*

• ***verb*** (**rang** /ræŋ/ **rung** /rʌŋ/)

**1** [no obj] (about a telephone) to make a sound because sb is trying to telephone you（电话）发出铃声：*Will you answer the telephone if it rings?* 电话铃响时你接一下好吗？

**2** (*BrE*) (*also* **call**, *AmE*, *BrE*) **ring sb/sth (up)** [+ obj or no obj] to telephone sb 给…打电话: *I'm ringing about your advertisement in the paper.* 我打电话是来问一问你们在报纸上登的广告。 ◇ *He rang up a few of his contacts.* 他给几位熟人打了电话。 SYN PHONE

IDM **,ring off the 'hook** (*AmE*) (*usually used in the continuous tenses* 通常用于进行时) (about a telephone) to ring a lot of times (电话) 铃声大作，响声不断 **ring the 'register ; ring the 'cash register** to sell sth and make a profit 有钱赚；生意好

PHR V **,ring a'round; ,ring a'round sb/sth** (*BrE*) = RING ROUND/AROUND **,ring 'back** (*BrE*) to telephone sb again, for example because they were not available when you called earlier (给某人) 再打电话: *She's in a meeting—could you ring back later?* 她在开会——你过会儿再打电话来好吗？ **,ring sb 'back** (*BrE*) to telephone sb again; to telephone sb who has telephoned you (给某人) 再打电话，回电话: *I'll check the files and ring you back.* 我检查文件后给你回电话。 **,ring 'in** (*BrE*) to telephone the place where you work 给自己的工作单位打电话: *Mark rang in to say that he won't be in today.* 马克给单位打电话说他今天不来单位了。 ◇ *Two members of staff rang in sick at short notice.* 两位职员临时打电话来请病假。 **,ring 'off** (*BrE*) to put down the telephone because you have finished speaking 挂断电话 **,ring 'round/a'round** (*also* **,ring 'round/a'round sb/sth**) (*BrE*) to telephone a number of people in order to organize sth or to get some information, etc. 电话通知，电话询问(各人): *You should ring round a few suppliers to get quotes.* 你应该打电话给几位供货商询价。 **,ring 'through (to sb)** (*BrE*) to make a telephone call to sb, especially within the same building (尤指给同一栋大楼内的人) 打电话: *Reception just rang through to say your visitor has arrived.* 服务台刚刚打来电话说你的客人到了。 **,ring sth 'up** to enter the cost of goods being bought in a shop/store on a CASH REGISTER 将(款额)输入现金出纳机: *The cashier had rung up one of the items twice.* 出纳员将某项款额在现金出纳机中输入了两次。 **,ring 'up sth** to record an amount of sales or profits in a particular period of time 记录…销售额或利润: *The company rang up sales of $166 million last year.* 公司去年累计销售1.66亿元。

• ***noun*** [C]

**1** a group of people who are working together, especially in a secret or illegal activity (尤指从事秘密或非法活动的)帮派，团伙: *organized crime rings* 有组织的犯罪团伙 → PRICE RING

**2** (*Stock Exchange*) an area of a stock exchange where a particular product is traded 交易场 SYN PIT

IDM **give sb a 'ring** (*BrE*) (*informal*) to telephone sb 给某人打电话: *I'll give you a ring when I have some more information.* 我有更多信息时会给你打电话。 → idiom at THROW

**'ring-fence** *verb* [+ obj] (*BrE*)

**1** (*Finance*) to protect a particular amount of money so that it can only be used for a particular purpose 限制(资金的)用途: *a ring-fenced bank account* 受限的银行账户

**2** to protect sth by putting restrictions on it so that it can only be used by particular people or for a particular purpose 限制(某事物的)用途: *All employees can access the parts of the Intranet that are not ring-fenced.* 所有员工均可进入内部网的开放区。

▸ **'ring fence** *noun* [C]: *The government has promised to put a ring fence around funding for education.* 政府承诺要限制教育资金的使用。

**rip** /rɪp/ *verb* (**-pp-**)

PHR V **,rip sb 'off** (*informal*) (*often* **be ripped off**) to cheat sb, for example by making them pay too much or by selling them sth of poor quality 敲诈；讹诈: *Consumers feel they are being ripped off by their phone companies.* 消费者感到被电话公司敲了竹杠。 → RIP-OFF

**'rip-off** *noun* (*informal*)

**1** [C, usually sing.] sth that is not worth what you pay for it 索价过高的东西；物非所值的东西: *The taxi fare from the airport was a real rip-off.* 从机场乘出租车过来，车费太贵了。 ◇ *The company is accused of charging rip-off prices for its products.* 公司被指控产品售价过高。

**2** [C] a copy of sth, especially one that is less expensive or not as good as the original thing 仿制品；冒牌货: *These are genuine designer jeans, not rip-offs.* 这些都是真正的名牌牛仔裤，不是冒牌货。 → RIP SB OFF at RIP

**'ripple ef,fect** *noun* [C]

a situation in which an event or action has an effect on sth, which then has an effect on sth else 连锁反应: *His resignation will have a ripple effect on the whole department.* 他的辞职将在整个部门中引起连锁反应。

**rise** /raɪz/ *noun*, *verb*

• ***noun*** [C]

SEE ALSO: **high-rise**

**1** an increase in an amount, a number or a level (数量或水平的)增加，提高，增长: *The industry is feeling the effects of recent price rises.* 这一行业已经感觉到了最近涨价的影响。 ◇ *There has been a 10% rise in sales.* 销售量上升了10%。 ◇ *Credit-card use is on the rise.* 使用信用卡的人数在不断增长。

➊ ***a dramatic/rapid/sharp/steady/strong*** *rise* 大幅度的/快速/急剧/稳定/强劲增长 • ***a modest/slight/small*** *rise* 略微/轻微/小幅上升

**2** (*BrE*) (*AmE* **raise**) an increase in the money you are paid for the work you do 工资增加；加薪: *I'm going to ask for a rise.* 我打算要求加薪。 ◇ *She criticized the huge pay rises awarded to industry bosses.* 她对给企业老板大幅度加薪提出了批评。

• ***verb*** (**rose** /rəʊz; *AmE* roʊz/ **risen** /'rɪzn/) [no obj] to increase in amount, number or level (数量或水平)增加，提高，增长: *The price of gas rose.* 汽油价格上涨了。 ◇ *Gas rose in price.* 汽油涨价了。 ◇ *Sales have risen from €800 million to €3 billion.* 销售额从8亿欧元增加到30亿欧元。 ◇ *Production rose by 8%.* 产量提高了8%。 ◇ *a period of rising unemployment* 失业人数增长时期 See note at INCREASE

➊ ***to rise dramatically/sharply/slightly/steadily*** 大幅度/急剧/轻微/稳步增长 • ***to be expected to/be likely to/be set to*** *rise* 预计/有可能/注定会上涨

PHR V **'rise to sth** to show that you are able to deal with an unexpected situation, problem, etc. 能够处理，有能力处理（突发情况、问题等）：*How will they rise to the **challenge** of increased competition?* 他们将如何奋起应对日益激烈的竞争？

**★risk** /rɪsk/ *noun, verb*

● ***noun***

SEE ALSO: **all-risk, buyer ~, buyer's ~, carrier's ~, country ~, credit ~, currency ~,** etc.

**1** [C,U] the possibility of sth bad happening at some time in the future 风险；危险：*Going into partnership allows us to share the **financial** risks.* 合伙经营可以使我们分担金融风险。◇ *There is still a risk **that** the whole deal will fall through.* 整笔买卖化为泡影的风险仍然存在。◇ *Any business venture contains **an element of risk.*** 任何商业投资都包含一定的风险。◇ *The high risk deters many investors.* 高风险使许多投资者望而却步。

● ***a big/great/high/low/small** risk* 大 / 巨大的 / 高 / 低 / 小风险 • ***a growing/real/serious** risk (of sth)* （某事物的）不断增长的 / 真正的 / 严重的风险 • ***economic/financial/health/personal/security** risks* 经济 / 金融 / 健康 / 个人 / 安全风险 • ***to avoid/face/increase/reduce** risk* 避免 / 面对 / 增加 / 减少风险 • ***the risks associated with/involved in/posed by** sth* 与某事物有关的风险；陷入某事物的风险；因某事物造成的危险

**2** (*Finance*) [U] the possibility that an asset may rise or fall in value（资产升值或贬值的）风险：*an investment with a high degree of risk* 高风险投资 ◇ *These stocks are ideal for investors who do not want too much risk.* 对于不想冒太大风险的投资者而言这些股票最理想。

● ***to carry/take on** risk* 带有 / 承担风险 • ***high/low risk*** 高 / 低风险

**3** (*Insurance*) [C,U] the possibility of loss or damage, that sth is insured against 险种：*The goods are insured against all risks.* 货物已投保一切险。◇ *The policy offers protection against the risk of damage.* 这份保险单承保损坏险。

● ***to cover (for)/insure against/protect against** (a) risk* 投保（某种）险

**4** [C] **a good/bad/poor risk** a person or business considered from the point of view of whether they are likely to pay back money they borrow, have an accident, etc. 风险很小 / 很大的保险对象：*With five previous insurance claims, we're now seen as a bad risk.* 由于已有五次保险索赔，我们现在被当成高风险保险对象。◇ *The business seemed a good risk and the bank approved the loan.* 这家企业似乎风险很小，银行批准了贷款。

IDM **at 'risk** in danger of being lost or damaged; in danger of losing sth or being injured 遇到风险；有危险：*Five thousand jobs are at risk.* 五千个职位有被裁减的危险。◇ *Taxpayers felt that their money was being put at risk.* 纳税人觉得他们的钱正面临遭受损失的危险。 **do sth at your own 'risk** to do sth even though you have been warned about the possible dangers and will have to take responsibility for anything bad that happens 自担风险；责任自负：*If you send a credit-card number by fax, you do so at your own risk.* 用传真发送信用卡号码者后果自负。→ idiom at OWNER, RUN *verb*, TAKE *verb*

● ***verb*** [+ obj]

**1** to put sth valuable or important in a dangerous situation, in which it could be lost or damaged 使…冒风险（或面临危险）：*She risked all her capital in the new business.* 她冒险将所有的资金都投在新的业务上。◇ *He would not risk his reputation if he did not think he could get the deal.* 如果他认为自己无法搞定这笔买卖，他不会拿名誉去冒险。

**2** to be in a situation in which sth bad could happen to you 冒…的风险（或危险）：*Some manufacturing companies risked collapse.* 某些生产企业面临倒闭。◇ *We risk losing our most experienced staff to other firms.* 我们冒着我们最有经验的员工跳槽到其他公司的危险。

**'risk a,nalysis** *noun* [C,U]

**1** the process of identifying possible risks, developing ways of making their effects less serious, and sharing information about them 风险分析（找出潜在风险及降低风险的方法）：*The goal of risk analysis is to uncover potential problems.* 风险分析的目标是发现潜在的问题。→ RISK ASSESSMENT, RISK MANAGEMENT

**2** (*Finance*) a method of calculating how safe it is to lend money to a person, an organization or a country, or how safe an investment is 风险分析（贷款或投资安全性分析）：*Risk analysis provides a framework for assessing loan requests.* 风险分析提供了评估贷款要求的框架。

**'risk ,arbitrage** *noun* [U]

(*Finance*) the practice of using differences in prices in a market to try to make a profit, for example by buying shares in a company that is being taken over and at the same time selling shares in the company that is taking it over 风险套利（利用市场价格的差异来获利）

**'risk as,sessment** *noun* [C,U]

the part of the process of RISK ANALYSIS that involves identifying possible risks, calculating how likely they are to happen, and estimating what effects they might have and how serious they would be 风险评估：*The financial crisis has underlined the need for better risk assessment.* 金融危机强化了进行更有效的风险评估的迫切需求。→ RISK MANAGEMENT

**'risk a,verse** *adjective*

unwilling to do sth if it is possible that sth bad could happen as a result 不愿承担风险的；风险厌恶的：*We're operating in a market that is extremely risk averse.* 我们在一个极其厌恶风险的市场上运作。◇ *Risk-averse investors are more interested in property than stocks.* 厌恶风险的投资者对房地产比对股票更感兴趣。▸ **'risk a,version** *noun* [U]

**'risk ,capital** = VENTURE CAPITAL

**'risk ,management** *noun* [U]

the part of the process of RISK ANALYSIS that involves developing and introducing plans for making the effects of risks less serious, especially the risk of losing money 风险管理：*Investors should ask about the fund's provisions for risk management.* 投资者应该询问有关基金的风险管

理规定。◇ *the bank's risk management policies* 银行的风险管理政策

**'risk ,profile** *noun* [C] (*Finance*)
**1** an analysis of a possible investment that considers how likely it is to result in a loss 风险预测：*The company has a high risk profile due to the level of its debts and plans to expand.* 因其债务水平及扩张计划，预计这家公司风险很高。
**2** the amount of risk that a person, bank, etc. has when they invest or lend money 风险状况：*Banks are trying to improve their risk profile by reducing the number of loans they make.* 银行正在试图通过减少贷款数量来改善其风险状况。
**3** how likely a person or company is to pay back money that has been borrowed 风险承担能力：*a credit-card holder's risk profile* 信用卡持有者的风险承担能力

**'risk-,taking** *noun* [U]
the practice of doing things that involve risks in order to achieve sth 冒险：*The reward of high profits encourages risk-taking.* 高利润回报会鼓励人们冒险。▸ **'risk-,taker** *noun* [C]：*Successful businesses are built by risk-takers.* 成功的企业是由敢于冒险的人建立的。

**risky** /'rɪski/ *adjective* (**riskier, riskiest** HELP You can also use **more risky** and **most risky**.)
involving the possibility of sth bad happening 有危险的；有风险的：*Many analysts believe the shares are still a risky investment.* 许多分析家认为股票仍然是一种高风险的投资。▸ **riskiness** /'rɪskinəs/ *noun* [U]

**★rival** /'raɪvl/ *noun, adjective, verb*
• ***noun*** [C] a person, company, or thing that competes with another 竞争对手：*We fought off competition from dozens of rivals to win the contract.* 我们击败了几十个竞争对手才赢得合同。◇ *This new magazine is widely seen as a rival to the major news weekly.* 人们普遍认为这本新杂志是主要新闻周刊的竞争对手。◇ *The two men are now rivals for a top job in broadcasting.* 这两个人现在是广播业最高职位的竞争者。SYN COMPETITOR
See note at COLLEAGUE
✪ *a **bigger/larger/smaller** rival* 更强大的 / 规模更大的 / 规模较小的竞争对手 • *your **closest/main/nearest** rival(s)* 你的最势均力敌的 / 主要的 / 最强劲的竞争对手
• ***adjective*** [only before noun] that competes with another person, company or thing 竞争的；敌对的；对抗的：*A French group has launched a rival bid for the company.* 一家法国集团为收购这家公司抛出了竞争投标。◇ *The airline has plans to take over a rival company.* 这家航空公司计划接管一家与之竞争的公司。
✪ *a rival **bid/offer*** 竞争投标 / 出价 • *a rival **business/company/firm/group/operator*** 构成竞争的企业 / 公司 / 商行 / 集团 / 经营者 • *rival **products/services/brands*** 竞争对手的产品 / 服务 / 品牌
• ***verb*** [+ obj] (**-ll-**, *AmE also* **-l-**) to be as good, impressive, etc. as sb/sth else 与…竞争；与…相匹敌；比得上：*This young company may soon be rivalling the market leaders.* 这家年轻的公司可能不久就会和市场领导者相匹敌。

**rivalry** /'raɪvlri/ *noun* [C,U] (*plural* **rivalries**)
**rivalry (with sb/sth) (for sth)** | **rivalry (between A and B) (for sth)**
a state in which two people, companies, etc. are competing for the same thing 竞争；竞赛；较量：*The rivalry between the two software companies will continue.* 两家软件公司之间的竞争将继续。◇ *Personal rivalries prevented the proposal from receiving the support it needed.* 人事争斗使这项提案无法获得所需要的支持。

**ROA** /ˌɑːr əʊ 'eɪ; *AmE* oʊ/ = RETURN ON ASSETS

**road** /rəʊd; *AmE* roʊd/ *noun*
IDM **on the 'road** travelling, especially for long distances or periods of time 在途中；（尤指）在长途旅行中：*She brought in a lot of sales but was spending four or five days a week on the road.* 她销售业绩很好，但每周要在路上奔波四五天。

**,road con'signment note** *noun* [C] (*abbr* **CMR**) (*Transport*) a document that goes with goods that are sent by road, stating that the company that is transporting the goods has received them and that they are in good condition 公路托运单

**'road ,haulage** *noun* [U] (*BrE*) (*Transport*) the business of transporting goods by road 公路运输；卡车运输：*road haulage companies* 公路运输公司

**'road ,haulier** *noun* [C] (*BrE*) (*Transport*) a company that transports goods by road 公路运输行；卡车运输行：*Increases in the price of diesel fuel will be difficult for road hauliers.* 柴油价格上涨会对公路运输公司造成困难。

**roadshow** (*also spelled* **road show**, *especially in AmE*) /'rəʊdʃəʊ; *AmE* 'roʊdʃoʊ/ *noun* [C]
a series of events in different places to encourage people to invest in a company 路演：*The bank is holding roadshows to promote the issue of additional shares.* 银行正在举行路演以推动新股增发。◇ *an investor roadshow* 面向投资者的路演

**roaming** /'rəʊmɪŋ; *AmE* 'roʊ-/ *noun* [U]
a system that allows you to use local services to connect your computer to the Internet or use your mobile phone/cellphone when you are travelling 漫游：*With global roaming, you can use your mobile almost anywhere you go.* 有了全球漫游，无论走到哪里几乎都可以使用手机。

**roar** /rɔː(r)/ *verb* [no obj] (*usually used with an adverb or a preposition* 通常与副词或介词连用)
to act or happen very quickly and in an impressive way 快速行动；很快发生：*Share prices have come roaring back* (= they have increased a lot very quickly). 股价快速回升。◇ *Sales roared ahead in the second half of the year.* 今年下半年销售量高速增长。

**roaring** /'rɔːrɪŋ/ *adjective*
IDM **do a 'roaring trade** (**in sth**) (*informal*) to sell a lot of sth very quickly 售出大量货物；生意兴隆：*The coffee shops were doing a roaring trade.* 咖啡馆生意十分兴隆。**a roaring suc'cess** (*informal*) a very great success 巨大的成功；辉煌的胜利：*The advertising campaign has been a roaring success.* 广告宣传获得巨大成功。

**ROB** /ˌɑːr əʊ 'biː; *AmE* oʊ/ = RUN OF BOOK

**robot** /'rəʊbɒt; *AmE* 'roʊbɑːt/ *noun* [C]
a machine used in manufacturing that can do some tasks that a human can do and works automatically or is controlled by a computer 机器人: *These cars are built by robots.* 这些汽车是机器人制造的。

**ROC** /ˌɑːr eʊ 'siː; *AmE* oʊ/ = RETURN ON CAPITAL

**ROCE** /ˌɑːr əʊ siː 'iː; *AmE* oʊ/ = RETURN ON CAPITAL EMPLOYED

**ˌrock 'bottom** *noun* [U]
the lowest point or level that is possible 最低点; 最低水平: *The shares* (= their value) *have hit rock bottom.* 股价降到了最低点。 ◇ *Interest rates are at rock bottom.* 利率处在最低点。 ▸ **ˌrock-'bottom** *adjective*: *rock-bottom interest rates/prices* 最低利率 / 价格

**rocket** /'rɒkɪt; *AmE* 'rɑːkɪt/ *verb* [no obj]
to increase very quickly and suddenly 快速增长; 猛增: *Sales rocketed by 110%.* 销售额猛增110%。 ◇ *The price of oil has rocketed (up) from $25 a barrel to $40.* 石油价格从每桶25美元猛增到每桶40美元。 ◇ *rocketing costs* 急剧上升的成本 See note at INCREASE

**'rocket ˌscience** *noun*
IDM **it's not 'rocket science** (*informal*) used to emphasize that sth is easy to do or understand 这并非复杂; 这很容易: *Getting the right products in our stores isn't rocket science—it's common sense.* 在我们商店买到合适的商品并非难事——仅凭常识就行。

**ROE** /ˌɑːr əʊ 'iː; *AmE* oʊ/ = RETURN ON EQUITY

**ˌrogue 'trader** *noun* [C]
(*Stock Exchange*) a STOCKBROKER (= a person who buys and sells shares for other people) who acts alone and takes a lot of risks, sometimes losing a lot of their company's money 疯狂交易员; 流氓交易员; 魔鬼交易员: *The bank revealed that a rogue trader had lost large sums of money in the currency markets.* 这家银行透露，一名疯狂交易员在货币市场亏损了大笔款项。 ▸ **ˌrogue 'trading** *noun* [U]

**ROI** /ˌɑːr əʊ 'aɪ; *AmE* oʊ/ = RETURN ON INVESTMENT

**★role** /rəʊl; *AmE* roʊl/ *noun* [C]
the function or position that sb has in an organization, an industry, a group, etc. 职能; 角色; 地位: *Owners of a small businesses have to assume a number of different roles.* 小企业的老板不得不兼任多种不同的角色。 → idiom at PLAY *verb*

**'role ˌplaying** *noun* [U] (*also* **'role play** [C,U])
a learning activity that is often used in business training in which you behave in the way sb else would behave in a particular situation 角色扮演: *Role playing is a powerful learning tool.* 角色扮演是一种有力的学习手段。 ◇ *role-playing exercises* 角色扮演练习 ▸ **'role-play** *verb* [+ obj or no obj]

**roll** /rəʊl; *AmE* roʊl/ *verb*
IDM **roll up your 'sleeves** to start to work hard 准备努力工作; 摩拳擦掌: *He was prepared to roll up his sleeves and work on the shop floor.* 他捋起袖子准备到车间去干活。 → idiom at HEAD *noun*
PHR V **ˌroll sth 'back** to reduce a tax, price, rate, etc., usually back to a previous level 降低; 削减（税收、价格、利率等）: *The policy is designed to roll back rising insurance rates.* 这项政策旨在降低不断上升的保险费率。 → ROLLBACK **ˌroll 'in** (about money, orders, profits, etc.) to arrive or appear in large quantities（钱、订单、利润等）大量涌入，滚滚而来: *The orders kept rolling in.* 订单源源不断。 ◇ *The product was a huge success and the money rolled in.* 这一产品获得巨大的成功，金钱滚滚而来。 **ˌroll 'off sth** (about a product) to be produced, usually in large numbers, in a factory（批量）生产: *By next year, 60 000 cars will be rolling off its assembly lines.* 到明年将有60 000辆汽车下线。 See note at PRODUCE **ˌroll 'out; ˌroll sth 'out 1** to introduce a new product, service or technology by gradually making it available to more people; to become available in this way 正式推出（新产品、服务或技术）: *The new service is to be rolled out next year.* 这项新服务明年推出。 **2** to show a new aircraft or vehicle to the public for the first time; to be seen for the first time（飞机、车辆等）面世: *It will be the world's biggest passenger airline when it rolls out in 2006.* 到2013年面世时，它将是世界上最大的客机。 **ˌroll 'over; ˌroll sth 'over** (*Finance*) if money that has been paid into a fund, an insurance plan, etc. and not spent **rolls over**, or you **roll** it **over**, it is included in a new fund（钱）滚动，滚账，转仓: *The money rolls over each year.* 这笔资金每年滚账。 → ROLLOVER **ˌroll sth 'over** (*Finance*) to take an old debt, loan, etc. and include the money that is owed in a new loan agreement（对信贷）延期或展期: *to roll over €4.2 billion of debt* 延期偿还42亿欧元的债务 ◇ *The company will be finished if the bank refuses to roll over the loan for a second time.* 如果银行拒绝贷款再次延期，这家公司就要倒闭了。 → ROLLOVER **ˌroll sth 'up 1** to buy several smaller companies and then combine their operations in order to make a more efficient business 整合: *Industry after industry is being rolled up into just a few giant companies.* 一个又一个行业被合并为几家巨头公司。 → ROLL-UP **2** (*Finance*) if an amount of money, such as the interest on an investment, is **rolled up**, it is not paid regularly, but added to the investment and paid in one amount at the end of the period of the investment 利滚利

**rollback** /'rəʊlbæk; *AmE* 'roʊl-/ *noun* [C, usually sing.] (*especially AmE*)
a return of prices, taxes, etc. to a previous state（价格、税等的）回落: *a rollback of the tax increases* 税收增长的回落 → ROLL STH BACK at ROLL

**'roller ˌcoaster** *noun* [C]
a situation or period of time when the prices of shares, currencies, etc. keep going up and down very quickly and by a large amount（股票、货币等的价格的）大起大落: *the stock market roller coaster* 大起大落的股市 ◇ *The company has had a roller-coaster year on the stock market* (= the price of its shares has kept moving up and down). 这一年这家公司的股票价格大起大落。

**ˌrolling 'contract** *noun* [C]
(*Commerce*) a contract for a particular period of time that continues to be made valid for further periods of time until one person in the agreement decides to end it 滚续合同，滚动合同，自动续期

合同（合同到期时，除非合同一方决定终止，否则此合同继续有效）：*He has signed a one-year rolling contract.* 他签署了一年期滚动合同。
→ FIXED TERM

**ˌrolling ˈlaunch** = ROLL-OUT

**ˈrolling stock** *noun* [U]
(*Transport*)
**1** the engines, trains, etc. that a railway/railroad company owns or can use（铁路）全部车辆：*Rolling stock costs rose last year.* 去年铁路运输成本上升了。
**2** (*AmE*) the vehicles, trucks, etc. that a company that transports goods by road owns and can use 公路车辆

**roll-ˌon roll-ˈoff** *adjective* [usually before noun] (*abbr* **ro-ro, RO/RO**) (*BrE*)
(*Transport*) (about a ship) designed so that cars, trucks, etc. can be driven directly onto it at one end and off it at the other（船舶）滚装滚卸的；汽车可直接上下的：*a roll-on roll-off car ferry* 汽车滚装渡船

**ˈroll-out** (*AmE spelling also* **rollout**) *noun* [C,U] (*BrE also* **ˌrolling ˈlaunch** [C])
(*Marketing*) an occasion when a company introduces or starts to use a new product, service or technology by gradually making it available to more people（新产品、服务或技术的）推出，初次公开展出：*They will begin the roll-out of their new product next July.* 他们将于明年七月开始推出新产品。◇ *increased demand for broadband roll-out* 对宽带需求的增长

**rollover** /ˈrəʊləʊvə(r); *AmE* ˈroʊloʊvər/ *noun* [C, usually sing.]
**1** (*Finance*) the act of allowing an old loan or debt to continue into a new agreement with the same conditions 贷款展期；贷款延期偿还：*a rollover loan/mortgage* 延期偿还贷款 / 抵押贷款 ◇ *The country agreed a debt rollover with the IMF.* 该国与国际货币基金组织达成了延期偿还债务的协议。
**2** (*Finance*) (*AmE*) a situation when money is moved from one investment to another, often without paying tax 转移（投资）
**3** (*IT*) (on web pages) an image that changes when the mouse goes over it; a technique for creating this image（网页）图像翻转：*Javascript rollover buttons* * Java 脚本图像翻转按钮 → ROLL OVER, ROLL STH OVER at ROLL

**ˈroll-up** *noun* [C]
a situation where several smaller companies are bought and combined in order to make a more efficient business 整合 → ROLL STH UP at ROLL

**ROM** /rɒm; *AmE* rɑːm/ *noun* [U]
(*IT*) **read-only memory** a type of computer memory that contains information and instructions that are permanent and cannot be changed or removed 只读存储器 → RAM, CD-ROM

**RON** /ˌɑːr əʊ ˈen; *AmE* oʊ/ = RUN OF NETWORK

**ˈroom ˌservice** *noun* [U]
a service provided in a hotel, by which people staying in the hotel can order food and drink to be brought to their rooms 客房送餐服务：*At the hotel there is 24-hour room service.* 这家旅馆里有24小时送餐服务。◇ *He ordered coffee from room service.* 他让服务员送咖啡到客房里。

**ROP** /ˌɑːr əʊ ˈpiː; *AmE* oʊ/ = RUN OF PAPER, RUN OF PRESS, RUN OF PUBLICATION

**ro-ro** (*also spelled* **RO/RO**) /ˈrəʊ rəʊ; *AmE* ˈroʊ roʊ/ = ROLL-ON ROLL-OFF

**ROS** /ˌɑːr əʊ ˈes; *AmE* oʊ/ = RUN OF SITE

**roster** /ˈrɒstə(r); *AmE* ˈrɑːs-/ *noun* [C]
**1** a list of the names of people such as employees, customers, etc. 花名册；登记簿：*a roster of clients/customers/partners* 客户 / 顾客 / 合作伙伴名册 ◇ *He has assembled an impressive client roster.* 他收集的客户名单非常可观。
**2** a list of people's names and the jobs that they have to do at a particular time 值勤名单：*the duty roster* 值勤表

**ˌrostered day ˈoff** *noun* [C] (*plural* **rostered days off**) (*abbr* **RDO**)
(*HR*) especially in Australia and New Zealand, an arrangement in which, every two or four weeks, employees receive an extra paid day when they do not have to work, if they work longer hours on the other days 轮休，换休（尤指在澳大利亚和新西兰，如果员工平时加班，则每两周或四周，员工可轮休一天）

**rotate** /rəʊˈteɪt; *AmE* ˈroʊteɪt/ *verb* [+ obj *or* no obj]
if a job **rotates**, or if people **rotate** a job, they regularly change the job or regularly change who does the job（工作）由…轮值；（人员）轮换，轮值：*The EU presidency rotates among the members.* 欧盟主席的职位由其成员国轮流担任。◇ *We rotate the night shift so no one has to do it all the time.* 我们轮流上夜班，这样就不会有人总值夜班了。▸ **roˈtating** *adjective* [only before noun]: *a rotating presidency* 轮值主席职位

**rotation** /rəʊˈteɪʃn; *AmE* roʊ-/ *noun* [C,U]
SEE ALSO: **job rotation**
**1** the act of regularly changing the person who does a particular job 轮流，轮班：*The meeting is chaired by all the members of the team in rotation.* 这次会议由小组所有成员轮流主持。◇ *a five-year rotation of audit firms* 审计事务所的五年轮换制
**2** (*Stock Exchange*) = SECTOR ROTATION
▸ **rotational** /rəʊˈteɪʃənl; *AmE* roʊ-/ *adjective* [only before noun]

**rough** /rʌf/ *adjective, noun, verb*
• ***adjective*** **(rougher, roughest)**
**1** not exact; not including all details 不确切的；大致的；粗略的：*a rough calculation/estimate of the cost* 对成本的粗略计算 / 估计 ◇ *I've got a rough idea of what it will look like.* 我知道这东西大概将会是什么样子。
**2** not finished or corrected 粗略的；大致的；初步的；草率的：*a rough draft of a report* 一份报告的草稿
▸ **ˈroughly** *adverb*: *Sales are up by roughly 10%.* 销售额增长了大约10%。◇ ***Roughly speaking,*** *we receive about fifty new clients a week.* 大致说来，我们每周接待50位新客户。
• ***noun*** [C]
(*Technical*) the first version of a drawing or design that has been done quickly and without much detail 草稿；草图：*Only the best of the roughs are shown to the editor.* 只有最好的草稿才能拿给编辑看。

IDM **in 'rough** (*especially BrE*) if you write or draw sth **in rough**, you make a first version of it, not worrying too much about mistakes or details 粗略地；大致上

• ***verb***

PHR V **,rough sth 'out** to draw or write sth without including all the details 草拟；画…的草图：*I've roughed out a few ideas.* 我已经有了几个初步设想。

**round** /raʊnd/ *adjective, noun, verb*

• ***adjective*** a **round** figure or amount is given as a whole number, usually one ending in 0 or 5 整数的（尾数是0或5）：*It is 110 to the nearest round number.* * 110是最接近的整数。 ◇ ***In round figures*** (= not the exact amount), *it will cost $1.5 million.* 大约花费150万元。

• ***noun*** [C]

SEE ALSO: **milk round**

a group of events that are part of a longer series 阶段；轮次：*the latest round of meetings/trade talks* 最新一轮的会议 / 贸易谈判 ◇ *a new round of job cuts/tax cuts* 新一轮的裁员 / 减税 ◇ *He's through to the second round of interviews.* 他进入了第二轮面试。

• ***verb***

PHR V **,round sth 'up/'down (to sth)** to increase or decrease a number to the next highest or lowest whole number（将数字调高或调低）使成为整数：*1 980 543 rounded up to 2 million* * 1 980 543取整到200万 ◇ *The price increases were caused by shops rounding up to the nearest euro.* 价格上涨是因为商店将价格调高到最接近的欧元整数金额。

**rounding** /'raʊndɪŋ/ *noun* [U]

the act of increasing or decreasing a number to the next highest or lowest whole number 舍入；凑整：*Numbers don't add up to 100% because of rounding.* 由于四舍五入，数字加起来不是100%。

**,round 'lot** *noun* [C]

(*Stock Exchange*) the standard unit of trading on the stock market that often equals 100 shares 一手，整数股（股票市场交易的标准单位，一般为100股）：*A round lot for an issue under CDN$1 is 500.* 面额低于1加元的股票发行为一手500股。

**,round 'table** *noun* [C, usually sing.]

a group of people that meet to discuss sth at a conference, etc.; the meeting or discussion that takes place 圆桌；圆桌会议：*a round table on energy strategies* 有关能源战略的圆桌会议 ◇ *a round-table discussion* 圆桌会谈

**,round 'trip** *noun* [C,U]

a journey to a place and back again 往返旅程；来回旅行：*a 30-mile round trip to work* 上班往返30英里的路程 ◇ *a round trip between New York and Chicago* 纽约和芝加哥之间的往返旅程

**route** /ruːt; *AmE also* raʊt/ *noun, verb*

• ***noun*** [C]

**1** a fixed way along which a bus, train, plane, etc. regularly travels or goods are regularly sent（公共汽车和列车等的）行驶路线，线路：*a bus/plane/shipping route* 公共汽车 / 飞机 / 航运线路 ◇ *The airline has 44 routes operating out of Heathrow.* 这家航空公司在希思罗机场之外经营着44条航线。

**2** (*IT*) the path that a piece of information (a **packet**) takes when it is directed from one computer system to another（计算机的）路径，路由

• ***verb*** [+ obj] (**routing** *or* **routeing, routed, routed**)

**1** (*IT*) to direct information that is received from one computer system to another（将计算机信息）按规定路径发送：*Email is routed through several servers before it reaches its final destination.* 电子邮件发送到最终目的地之前要经过好几个服务器。 ◇ *a system that routes messages to the appropriate workers* 向特定员工发送信息的系统

**2** to send sb/sth by a particular route 按特定路线发送：*The goods were routed via Lyons.* 这批货物经由里昂发运。 ◇ *All calls are now routed to local call centres.* 所有的来电现在都转到本地客服中心。

**Route 128** /ˌruːt ˌwʌn twenti 'eɪt/ *noun* [sing.]

in the US, an area in Massachusetts where there are many companies connected with the computer and electronics industries * 128号公路园区（美国马萨诸塞州计算机和电子工业公司密集的一个地区）

**routeing** = ROUTING

**router** /'ruːtə(r); *AmE also* 'raʊt-/ *noun* [C]

(*IT*) a device that directs data from one computer system to another in the shortest possible time 路由器：*a wireless router* 无线路由器

**routine** /ruː'tiːn/ *noun, adjective*

• ***noun***

**1** [C,U] the things you usually do every day or at regular intervals and the way you normally do them 例行公事；日常工作；惯例；惯常的程序：*Reporting to my line manager is part of my daily routine.* 向直线经理汇报是我日常工作的一部分。 ◇ *We clean and repair the machines as a matter of routine.* 我们按惯例清洁并维修机器。

**2** (*IT*) [C] a list of instructions that enable a computer to perform a particular task（电脑的）例行程序，例程：*The program contains two assembly code routines.* 这一程序包含两个汇编代码例程。

• ***adjective***

**1** [usually before noun] done as a normal part of a particular job, situation or process; ordinary and not unusual 常规的；例行的；日常的：*routine enquiries/questions/tests* 常规查询 / 询问 / 检测 ◇ *The fault was discovered during a routine test.* 这一缺陷在常规检测中被发现。

**2** ordinary and boring; the same every day 乏味的；平淡的：*The work is interesting at first but it soon becomes routine.* 这项工作开始时很有趣，但是很快就变得单调乏味。

▸ **rou'tinely** *adverb*：*Visitors are routinely checked as they enter the building.* 来访者在进入大楼时需接受例行检查。

**routing** (*BrE spelling also* **routeing**) /'ruːtɪŋ; *AmE also* 'raʊtɪŋ/ *noun* [U]

SEE ALSO: **call routing**

**1** (*IT*) the process by which a piece of information (a **packet**) is directed from one computer system to another 路由选择；路径选择：*Internet/network routing* 互联网 / 网络路由选择 ◇ *routing hardware/software* 路由硬件 / 软件 ◇ *We are*

*trying to get smarter routing on the network.* 我们正设法在网络上获取更灵活的路由选择。
**2** the route that a particular plane, train, road, etc. takes; the decisions you make about this route （飞机、火车、公路等的）线路，路线；路线选择：*Routing is extremely important in pipelines.* 管道的路径安排非常重要。

**'routing ,number** = SORT CODE

**royalty** /'rɔɪəlti/ *noun* [C, usually pl.] (*plural* **royalties**)
(*Commerce*)
**1** an amount of money that is paid for the right to use the property of another person, such as the owner of a COPYRIGHT or PATENT. A particular amount is paid each time their book, product, etc. is sold or their work performed 版税；特许权使用费；专利使用费：*She received $5 000 in royalties.* 她收到了5000元版税。◇ *a 12% royalty on sales of the drug* 这种药品销售额12%的专利使用费 ◇ *royalty fees/payments/rates/revenue* 版税费 / 支出 / 费率 / 收入
**2** an amount of money that is paid by an oil or mining company to the owner of the land that they are working on 采矿权转让费

**RPI** /ˌɑː piː 'aɪ; *AmE* ˌɑːr/ = RETAIL PRICE INDEX

**RRP** /ˌɑːr ɑː 'piː; *AmE* ˌɑːr ɑːr/ *abbr* (*BrE*) (*Commerce*) **recommended retail price** the price at which the maker of a product suggests that it should be sold to customers in shops/stores 建议零售价：*RRP €500; member's price €350.* 建议零售价500欧元，会员价350欧元。
SYN MSRP, SRP

**RSI** /ˌɑːr es 'aɪ/ *abbr* **repetitive strain injury, repetitive stress injury**
pain and swelling, especially in the arms and hands, caused by performing the same movement many times in a job or an activity 重复性肌肉劳损；重复劳损：*The spread of computers in offices has led to a rise in cases of RSI.* 计算机在办公室的普及导致重复性肌肉劳损的上升。SYN OOS

**RSVP** /ˌɑːr es viː 'piː/ *abbr*
written at the end of an invitation to ask sb to reply（请柬用语）请答复，请函复 NOTE **RSVP** is formed from the first letters of a French phrase meaning 'Please reply'. * RSVP是法语短语的首字母缩写，含义为"请答复"。

**RTB** /ˌɑː tiː 'biː; *AmE* ˌɑːr/ = RETURN-TO-BASE

**,rubber 'cheque** (*AmE spelling* ~ **check**) *noun* [C] (*informal*)
a cheque that a bank does not accept because the person who wrote it does not have enough money in their account 空头支票

**,rubber 'stamp** *noun* [C]
**1** a small tool that you hold in your hand and use for printing the date, the name of an organization, etc. on a document 橡皮图章
**2** a person or group that automatically gives approval to the actions or decisions of others 履行审批手续而没有实权的人（或机构）：*The directors were accused of acting as a rubber stamp for the company's management.* 董事们被指责充当公司管理层的橡皮图章。
**3** automatic approval that is given to sth 不加思索即予批准；走过场的批准：*The committee denied that they had provided a rubber stamp for the scheme.* 委员会否认他们未经审核就批准了这个计划。

**,rubber-'stamp** *verb* [+ obj]
to give official approval for sth, especially without considering it carefully 盖橡皮图章；不加思索地批准：*The board refused to rubber-stamp the plans.* 董事会拒绝草率地批准这些计划。

**ruin** /'ruːɪn/ *noun, verb*
• ***noun*** [U] the fact of having no money, of having lost your job, position, etc. 破产；一无所有；失去工作（或地位等）：*The company is facing financial ruin.* 这家公司面临财务崩溃。◇ *The property crash led to his ruin.* 房地产崩盘使他破了产。
IDM **in 'ruins** destroyed or severely damaged 毁坏；严重毁损；破败不堪：*Her career was in ruins.* 她的职业生涯一败涂地。
• ***verb*** [+ obj]
**1** to damage sth so badly that it loses all its value, etc.; to spoil sth 毁坏；破坏：*The tourist industry has ruined this area of natural beauty.* 旅游业破坏了这一地区的自然美。
**2** to make sb/sth lose all their money, their position, etc. 使破产（或失去地位等）；毁掉：*The company was ruined by bad investments.* 这家公司因投资失败而破产。◇ *The scandal ruined him.* 这件丑闻使他身败名裂。

**rule** /ruːl/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **80/20 rule, work-to-rule**
**1** an official statement of what may, must or must not be done in a particular situation 规则；规章；规定：*It's **against** company rules to smoke in offices.* 在办公室吸烟有违公司规定。◇ ***the rules and regulations** concerning safety equipment* 关于安全设备的规章条例 ◇ *The deal was unusual, but didn't break any rules.* 这一协议十分不寻常，但并不违反任何规定。
❶ ***to establish/make/set** rules* 制定规则
• ***to follow/obey/observe** the rules* 遵守规则
• ***to breach/break/violate** a rule* 违反规则
**2** a measuring instrument with a straight edge 尺子；直尺
**3** a thin straight line that has been drawn or printed 细直线：*Draw a rule under the table of figures.* 在数字表格下方画一条直线。
**4** a statement of what you are advised to do in a particular situation 建议；应做之事：*There are no **hard and fast rules** (= fixed rules) for successful presentations.* 成功的演示没有一定之规。◇ *The first rule is to make eye contact with your customer.* 首先要做的是直视你的顾客。
IDM **bend/stretch the 'rules** to change the rules to suit a particular person or situation 通融；根据具体情况改变规则 **the rules of the 'game** the standards of behaviour that most people accept or that actually operate in a particular area of life or business 游戏规则；共同行为准则 → idiom at PLAY *verb*, RULE *verb*
• ***verb***
**1** [+ obj *or* no obj] to give an official decision about sth 决定；判决；裁决：*The deal may be ruled illegal.* 这一协议可能被裁定为非法。◇ *The court ruled that the women were unfairly dismissed.*

法庭裁决这些妇女遭不公正解雇。→ RULING, OVERRULE

● *to rule **against/in favour of/on** sth* 作出对某事物不利 / 有利的裁决

**2** [+ obj] to draw a straight line using sth that has a firm straight edge 用直尺画线；画直线：*Rule a line at the end of every piece of work.* 在每篇作品的末尾画一条直线。→ idiom at COURT *noun*

PHR V **,rule sb/sth 'out 1** to state or decide that sth is not possible or that sb/sth is not suitable 把…排除在外；认为…不合适：*He would not rule out the possibility of a merger.* 他不会排除并购的可能性。◇ *The proposed solution was ruled out as too expensive.* 建议的解决方案因费用过高而遭到否决。◇ *They ruled him out for the top job at the bank.* 他们认为他不适合担任银行最高管理者。

**2** to prevent sb from doing sth; to prevent sth from happening 阻止；防止…发生：*His age ruled him out as a possible candidate.* 他的年龄使他不可能成为候选人。

**'rule book** *noun* [C] (*often* **the rule book** [sing.]) a set of rules that must be followed in a particular job, company or organization 规则手册；守则本：*a new rule book for how deals should be done* 关于应该如何开展交易的新规则手册

**ruling** /'ru:lɪŋ/ *noun* [C] an official decision made by sb in a position of authority, especially a judge 裁决；裁定；判决：*The court will make its ruling on the case next week.* 法庭将于下周就本案作出判决。→ RULE *verb*

**★run** /rʌn/ *verb, noun*

● *verb* **(running, ran** /ræn/**run)**

**1** [+ obj] to be in charge of a business, etc. 经营；管理：*to run a hotel/factory/store* 经营酒店 / 工厂 / 商店 ◇ *He has no idea how to run a business.* 他不懂得如何管理企业。◇ *The shareholders want more say in how the company is run.* 股东们要求在公司经营管理中有更多的发言权。◇ *We hired an agency to run our ad campaign.* 我们聘用了一家机构来经营我们的广告。◇ *a badly/well-run company* 经营不善的 / 经营有方的公司 ◇ *state-run industries* 国营行业

**2** [+ obj] to make a service, a course of study, etc. available to people 提供（服务）；开设（课程）：*Training courses are run by various organizations.* 培训课程由各类机构开设。

SYN ORGANIZE

**3** [+ obj *or* no obj] (about a machine, a vehicle, a computer, software, etc.) to operate or work; to make sth do this（机器、车辆、计算机、软件等）运行：*The software is designed to run on different operating systems.* 这一软件被设计在不同的操作系统上运行。◇ *Press this key to run the program.* 按此键运行这一程序。◇ *It's cheaper to keep the machines running than to turn them off.* 保持机器运行比关掉机器更省钱。

**4** [no obj] (*used with a preposition or an adjective* 与介词或形容词连用) to be at or near a particular level 处于，接近，达到（某种程度）：*Inflation was running at 26%.* 通货膨胀率接近26%。◇ *Sales have been running below last year's levels.* 销售额一直低于去年的水平。◇ *Don't let the hard disk run low on space.* 不要让硬盘在空间不足的状态下运行。→ RUN SHORT at RUN

**5** [no obj] to operate or be valid for a particular period of time（在一段时间内）有效，起作用：*The contract will run for 5 years.* 合同有效期为5年。◇ *The lease on the building only has a year left to run.* 这栋大楼的租赁期限只剩下一年。

**6** [+ obj *or* no obj] to show or publish advertisements, stories, television programmes, etc.; to be shown or published 播放；发表；刊登：*The company is running a series of ads on national TV.* 这家公司正在全国电视台播出系列广告。◇ *The magazine will run more in-depth news.* 这本杂志将刊载更深入的新闻报道。

**7** [+ obj] **run a deficit/surplus** to have or keep a debt/an extra amount of money 出现赤字 / 盈余：*The federal government is likely to run a surplus of $150 billion.* 联邦政府可能出现1 500亿元的盈余。

**8** [+ obj] **run a test/check (on sth)** to do a test/check on sth（对某物）进行测试 / 检查：*This program allows you to run tests on your PC to see how it performs.* 这一程序可以对个人电脑进行测试以了解其性能。

**9** [+ obj] to own and use a vehicle or machine 拥有，使用（车辆或机器）：*I can't afford to run a car on my salary.* 我的薪水养不起车。

**10** [no obj] (*used with an adverb or a preposition* 与副词或介词连用) (*usually used in the continuous tenses* 通常用于进行时态) to happen in the way mentioned or at the time mentioned（以某种方式或在某时）发生：*The business is now running smoothly.* 业务现在进展顺利。◇ *None of the software projects ran according to schedule.* 这些软件项目没有一个按计划进行。

IDM **run a/the 'risk of (doing) sth** to be or put yourself in a situation in which sth bad could happen to you 冒…的危险；冒…的风险：*Retailers run the risk of being left with goods they cannot sell.* 零售商承担着货物卖不出去的风险。**run 'late** (*used especially in the continuous tenses* 尤用于进行时态) to do things after the time you planned 晚于预定时间做某事：*I'm running late for the meeting.* 我开会要迟到了。**run out of 'time** to have no more time available 没有时间了：*They're running out of time to find a buyer.* 他们没有时间寻找买主了。**run 'short ; run 'short (of sth)** if sth **runs short** or you **run short of sth** there is very little left 不足；快用完；短缺：*Time is running short.* 时间不够了。◇ *The business has run short of cash.* 这家企业的资金快用完了。**run a tight 'ship** to organize sth in a very efficient way, controlling other people very closely 管理有方；严格控制：*She was known for running a tight ship in her previous post.* 她因在前一职位上管理有方而出名。→ idiom at BRICK, CONTROL *noun*, FOOT *noun*, GROUND *noun*, UP *adj*

PHR V **,run back 'over sth** to discuss or consider sth again 再次讨论；重新考虑：*I'll run back over the procedure once again.* 我会再次考虑一下程序。

SYN REVIEW **,run sth 'by/'past sb** (*informal*) to show sb sth or tell sb about an idea in order to see their reaction to it 给某人看，说给某人听（以观察其反应）：*Run that past me again.* 再给我看看那个东西。**,run 'down; ,run sth 'down 1** to lose power or stop working; to make sth do this（使）耗尽能量；（使）停止工作：*The battery has run down.* 电池没电了。**2** to gradually stop

working or become smaller in size or number; to make sth do this（使）逐步停止工作；（使）萎缩：*British manufacturing industry has been running down for years.* 英国制造业多年来一直在萎缩。◇ *The company is running down its sales force.* 这家公司正在裁减推销人员。→ RUNDOWN **'run into sth 1** to experience difficulties, etc. 遇到（困难等）：*Be careful not to run into debt.* 小心不要背上债务。◇ *to run into danger/difficulties/trouble* 遭遇危险 / 困难 / 麻烦 **2** to reach a particular level or amount 达到（某一水平或数量）：*Her income runs into six figures* (= is more than $100 000, etc.). 她的收入达到了六位数（10万元以上）。 **,run sth 'off** to copy sth on a machine（用机器）复制，复印：*Could you run off twenty copies of the agenda?* 你给我复印二十份会议议程好吗？→ PHOTOCOPY **,run 'on** to continue without stopping; to continue longer than is necessary or expected 持续不断；拖延：*The meeting will finish promptly—I don't want it to run on.* 会议将很快结束——我不想拖延。 **,run 'out 1** if a supply of sth **runs out**, it is used up or finished 用完；耗尽：*The money has run out.* 资金已经用完了。◇ *Time is running out for the company to find a buyer.* 这家公司已经没有时间寻找买主了。 **2** if an agreement or a document **runs out**, it becomes no longer valid 过期；失效 SYN EXPIRE **,run 'out (of sth)** to use up or finish a supply of sth 用完；耗尽：*We ran out of fuel.* 我们的燃料用光了。◇ *The company could run out of cash.* 这家公司可能会把资金用光。 **,run sth 'past sb** = RUN STH BY/PAST SB **,run 'through sth 1** to discuss, repeat or read sth quickly 匆匆讨论；快速阅读；很快重复：*Could we run through your proposals once again?* 我们再简要讨论一下你的建议好吗？ **2** to use up or spend money carelessly 挥霍 **'run to sth** to be of a particular size or amount 达到，有（某个规模或数量）：*Building costs may run to $1 million.* 建筑成本可能会达到100万元。 **,run 'up** to increase 增加：*Product prices have run up faster than expected.* 产品价格上涨的速度比预想的还要快。 **,run sth 'up** to allow a bill, debt, etc. to reach a large total 积欠（账单、债务等）；累积：*The company ran up a debt of 26 billion euros.* 这家公司累积了260亿欧元的债务。◇ *Some banks have run up huge losses.* 有些银行已经累积了巨额亏损。 **'run with sth** (*informal*) to accept or start to use a particular idea or method 接受，开始采纳（某一观点或方法）：*OK, let's run with Jan's suggestion.* 好的，我们就按简的建议做吧。

• ***noun***

SEE ALSO: **bank run, bear ~, bull ~, cheque ~, long ~, long-~, short ~,** etc.

**1** [C] a period when good or bad things happen; a series of successes or failures 一段（幸运或倒霉的）时光；一系列（成败）：*The company has enjoyed a run of good luck.* 这家公司好运连连。◇ *We've had a run of negative results.* 我们连续失利。

**2** (*Manufacturing*) [C] the amount of a product that a company decides to make at one time 额定产量：*Our first production run was only 400 units.* 我们的首批产量定额仅400件。◇ *The print run of 6 000 copies soon sold out.* 首印6000册很快售完。

**3** (*Economics*) [C, usually sing.] **a run on the dollar, yen, etc.** a situation when many people suddenly sell a currency and the value of the money falls 抛售（美元、日元等）：*Analysts fear a possible run on the dollar.* 分析家们担心美元可能会遭到抛售。

**4** (*Commerce*) [C, usually sing.] **a run on sth** a situation when many people suddenly want to buy sth, often because they are afraid there may not be enough 抢购；紧急需求：*There has been a run on this particular model and we are now out of stock.* 大家都在抢购这一特定型号，目前我们已经没货了。

**5** (*Economics*) [C, usually sing.] **a run on a bank, etc.** a time when too many people want to take their money out of the banks at the same time, so the banks cannot pay them all（银行）挤兑：*The financial crisis started a run on the banks.* 金融危机引发了对银行的挤兑。◇ *measures to protect small banks from a run on deposits* 保护小银行免遭存款挤兑的措施

**6** (*Finance*) [C, usually sing.] a situation when many people want to buy shares, bonds, property, etc. and prices go up（抢购引起的股票、债券、地产等的）价格上涨：*The market had a tremendous run.* 市场行情大幅度上扬。→ idiom at LONG RUN, SHORT RUN

**runaway** /ˈrʌnəweɪ/ *adjective* [only before noun]

**1** increasing at a very fast rate and not able to be controlled 快速增长的；失控的：*fighting runaway inflation* 与失控的通货膨胀作斗争 ◇ *The company is trying to cope with runaway demand for its product.* 这家公司正努力满足对其产品快速增长的需求。

⊕ *runaway **costs/inflation/prices*** 快速增长的成本 / 通货膨胀 / 价格

**2** very successful 遥遥领先的；巨大的；非常成功的：*The book was a runaway best-seller.* 这是一本非常抢手的畅销书。◇ *Their new product has proved to be a runaway success.* 他们的新产品大获成功。

⊕ *a runaway **best-seller/hit/success/winner*** 抢手的畅销书；风靡的热点；巨大的成功；非常成功的赢家

**rundown** /ˈrʌndaʊn/ *noun* [C, usually sing.]

**1** an explanation or a description of sth 解释；描述：*Can you give me a brief rundown on each of the applicants?* 请你给我简要介绍一下每位应聘者的情况好吗？

**2** (*BrE*) a reduction in the amount, size or activity of sth, especially a business（尤指商业）削减，紧缩：*300 jobs are being cut because of a rundown in repair work.* 维修工作的减少导致300个职位被裁减。◇ *a rundown of transport services* 运输服务业的萎缩 → RUN DOWN at RUN *verb*

**,run-'down** *adjective*

**1** (about a buildings, place, machine, etc.) in very bad condition; that has not been taken care of（建筑物、地方、机器等）破旧的，失修的：*The offices are in a run-down but central area.* 办公室所处位置虽显破败，但位于中心地带。◇ *rebuilding run-down factories* 重建失修的工厂

**2** (about a business, etc.) not as busy or as active as it used to be（商业等）衰败的，不景气的：*run-down transport services* 不景气的交通运输业

**rung** /rʌŋ/ *noun* [C]
a level or position in an organization, a company, a system, etc. （机构、公司、体系等的）等级，地位：*Women are now moving up the rungs of the corporate ladder.* 目前妇女在公司的职级呈现上升趋势。 **NOTE** A rung is one of the bars that forms steps in a ladder. * rung 是梯子的一个横档。
→ LADDER

**running** /'rʌnɪŋ/ *noun* [U] **the running of sth**
the activity of managing or operating sth 管理；操纵；操作：*the day-to-day running of a business* 企业的日常管理 ◇ *He's responsible for the smooth running of the factory.* 他负责工厂的平稳运营。
IDM **in/out of the 'running (for sth)** (*informal*)
having some/no chance of succeeding or of achieving sth 有（或没有）成功的机会，能（或不能）获得：*Only two companies are in the running for the contract.* 只有两家公司有机会获得合同。

**'running cost** *noun* [C, usually pl.]
the amount of money it costs to operate a machine, vehicle, business, etc. （机器、车辆、企业等的）运行成本，运营成本：*a reduction in annual running costs* 年度运营成本的削减 ◇ *The factory has low running costs.* 这家工厂运营成本很低。 → OVERHEADS

**,running re'pairs** *noun* [pl.]
small things that you do to a vehicle, a machine, etc. to keep it working 小修；小补：*to make/carry out running repairs* 修修补补

**,running 'total** *noun* [C, usually sing.]
the total number or amount of things, money, etc. that changes as you add each new item 累计：*We try to keep a running total of how much we spend.* 我们设法将开支流水账记录下来。

**,run of 'book** *noun* [U] (*abbr* **ROB**)
(*Marketing*) when an advertisement is placed anywhere in a newspaper, magazine, etc. and the advertiser has not paid for a particular place （报章、杂志等中）不指定版位的广告：*run-of-book ads* 任选位置的广告

**,run of 'network** *noun* [U] (*abbr* **RON**)
(*Marketing*) when an advertisement is placed on pages on some or all websites in an advertising network and the advertiser has not paid for a particular place 不指定版位的网络广告

**,run of 'paper** (*also* **,run of 'press, ,run of publi'cation**) *noun* [U] (*abbr* **ROP**)
(*Marketing*) when an advertisement is placed anywhere in a newspaper, magazine, etc. and the advertiser has not paid for a particular place （报纸、杂志等中）不指定版位的广告：*All ads are placed on a run-of-paper basis.* 所有的广告都是随意确定版位的。

**,run of 'site** *noun* [U] (*abbr* **ROS**)
(*Marketing*) when an advertisement is placed anywhere on a website and the advertiser has not paid for a particular place 不指定版位的广告

**,run-of-the-'mill** *adjective*
ordinary or standard, with no special or interesting features 普通的；平凡的：*It was a run-of-the-mill laptop.* 这是一台普通型笔记本电脑。

**'run-time** *noun* [U,C]
(*IT*)
**1** the amount of time that a program takes to perform a task （程序执行一项任务的）运行时间
**2** the time when a program performs a task （程序的）执行时间

**'run-up** *noun* [C, usually sing.]
**1** a period of time leading up to an important event; the preparation for this （重要事件的）前期、准备阶段、准备：*an increase in spending in the run-up to New Year* 新年前开支的增加
**2** (*also spelled* **runup**) an increase in prices that is often sudden （突然的）涨价：*a sharp run-up in share prices* 股价的暴涨 ◇ *The market is due for a run-up.* 市场预计将上涨。 → RUN UP at RUN *verb*

**rural** /'rʊərəl; *AmE* 'rʊrəl/ *adjective* [usually before noun]
connected with or like the countryside 农村的；乡村的：*rural areas* 农村地区 ◇ *rural communities* 农村社区 ◇ *the rural economy* 农村经济

**'rush hour** *noun* [C, usually sing., U]
the time, usually twice a day, when the roads are full of traffic and trains are crowded because people are travelling to or from work （上下班时的）交通高峰时间、交通拥挤时间：*Don't travel in the rush hour/at rush hour.* 不要在交通高峰时间出行。 ◇ *rush-hour traffic* 高峰时段的交通

**Russell 2000™** /,rʌsl tu: 'θaʊznd/ *noun* [sing.]
(*Stock Exchange*) a list of the average of the share prices of 2 000 smaller companies in the US, published by the Russell Company 罗素2 000指数（由美国市值最小的2 000支股票构成）：*The Russell 2000 index, which tracks smaller company stocks, rose 4%.* 跟踪小盘股的罗素2000指数上涨了4%。

**'rust belt** (*also spelled* **Rust Belt**) *noun* [C, usually sing.] (*especially AmE*)
an area where there are many old factories which are closed or which no longer make much money 锈带（指有许多萧条的或已关闭的老工厂的老工业地区）

**RW** /,ɑ: 'dʌblju:; *AmE* ,ɑ:r/ = READ-WRITE

# Ss

**S** /es/ *abbr*
(especially for sizes of clothes) small（尤指服装尺码）小号：*S, M and L* (= small, medium and large) 小号、中号和大号

**SA** /ˌes 'eɪ/ *abbr* (*only used in written English* 只用于书面英语)
used in the name of some companies in French-speaking and Spanish-speaking countries 用于法语和西班牙语国家的某些公司名称：*Renault SA* 雷诺公司 See note at LTD

**sabbatical** /sə'bætɪkl/ *noun* [C,U]
a period of time when an employee is allowed to stop their normal work in order to study or travel 公休假；休假：*He's on sabbatical.* 他正在休假。◇ *to take a six-month sabbatical* 享受六个月的公休假 ◇ *sabbatical leave* 公休假

**sabotage** /'sæbətɑːʒ/ *verb, noun*
• ***verb*** [+ obj]
**1** to damage or destroy sth deliberately to prevent sb from using it or to protest about sth 蓄意破坏；阴谋破坏：*The main electricity supply had been sabotaged.* 主电力线被蓄意破坏。
**2** to prevent sth from being successful or being achieved, usually deliberately 阻碍；妨碍：*The rise in interest rates sabotaged any chance of the firm's recovery.* 利率上升导致公司没有任何复苏的可能。
• ***noun*** [U]
**1** the act of doing deliberate damage to equipment, transport, machines, etc. to prevent sb from using them, or to protest about sth 蓄意破坏；阴谋破坏：*an act of industrial sabotage* 工业破坏活动 ◇ *They blamed the problems on sabotage by strikers.* 他们把这些问题归咎于罢工者的蓄意破坏。
**2** the act of deliberately spoiling sth in order to prevent it from being successful 阻碍；捣乱

**sachet** /'sæʃeɪ; *AmE* sæ'ʃeɪ/ (*BrE*) (*AmE* **'packet**) *noun* [C]
a closed plastic or paper packet that contains a very small amount of liquid or a powder（塑料或纸质）密封小袋：*a sachet of shampoo/sugar* 一小袋洗发剂 / 糖

**sack** /sæk/ *noun, verb*
• ***noun***
**1** [C] a large bag with no handles, made of strong rough material or strong paper or plastic, used for storing and carrying things in（麻布或厚纸、塑料等制作的）大袋：*The rice is sold in 20kg sacks.* 大米以20公斤大袋包装出售。
**2** (*AmE*) [C] a strong paper bag for carrying shopping 纸质购物袋：*a grocery sack* 杂货购物袋
**3** [C] the contents of a **sack** 一大袋东西；一满袋：*a sack of flour/potatoes* 一袋面粉 / 土豆 ◇ (*AmE*) *a sack of groceries* 一袋杂货
**4 the sack** [sing.] (*BrE*) (*informal*) being told by your employer that you can no longer work for a company, etc., usually because of sth that you have done wrong 解雇；开除：*She got the sack for being late every day.* 她因每天迟到而被开除。◇ *After several arguments with his boss, he was given the sack.* 在和老板进行了几次争论之后，他被解雇了。◇ *Four hundred workers face the sack.* 四百名工人面临被解雇。 SYN DISMISSAL
• ***verb*** [+ obj] (*BrE*) (*informal*)
to dismiss sb from a job 解雇；开除：*The sales manager was sacked after the results were announced.* 在经营业绩公布后，销售经理被解雇了。◇ *calls for the sacking of the CEO* 解雇首席执行官的呼声 See note at DISMISS

**saddle** /'sædl/ *noun, verb*
• ***noun***
IDM **in the 'saddle** (*informal*) in a position of authority and control 担任领导职务；掌权；在位
• ***verb***
PHR V **'saddle sb/yourself with sth** (*often* **be saddled with sth**) to give sb/yourself an unpleasant responsibility, task, debt, etc.（使某人（或自己）肩负重担：*I've been saddled with organizing the conference.* 我被委派担任组织会议的重任。◇ *The company was saddled with debts of €20 million.* 公司背负着2 000万欧元的债务。

**sae** (*also spelled* **SAE**) /ˌes eɪ 'iː/ *abbr* (*BrE*) **stamped addressed envelope, self-addressed envelope** (*used like a countable noun*)
an envelope on which you have written your name and address and put a stamp so that sb else can use it to send sth to you（写上姓名、地址且贴有邮票的）回邮信封：*Please enclose an sae for your test results.* 请附上回邮信封以便通知化验结果。→ SASE

**safe** /seɪf/ *noun* [C]
SEE ALSO: **night safe**
a strong metal box or cupboard with a complicated lock, used for storing valuable things in, for example, money or jewels 保险柜；保险箱

**'safe de,posit** (*also* **'safety de,posit**) *noun* [U,C]
the action of putting important documents or valuable items in a strong room or metal box, for example in a bank, to keep them safe; a place that offers this service（银行等的）保管箱业务，保管箱租赁处：*items on safe deposit at the bank* 存放在银行保管箱中的物品 ◇ *a safe-deposit box/vault* 保管箱；保管库 ◇ *The bank has a safe-deposit service.* 该银行提供保管箱服务。

**ˌsafe 'haven** (*AmE also* **ˌsafe 'harbor**) (*BrE spelling* **~ harbour**) *noun* [C]
a place where sb/sth can go to be safe from danger or risk 避难所；安全的地方：*Many investors see gold as a safe haven for their money.* 许多投资者认为黄金是资金的避难所。◇ *a safe-haven currency/stock*（低风险的）安全货币 / 股票

**safety** /'seɪfti/ *noun* [U]
SEE ALSO: **health and safety, margin of safety**
**1** the state of not being dangerous 安全性：*The*

*plant has been closed for safety checks.* 工厂已经关闭以便进行安全检查。◇ *The factory was closed down on safety grounds.* 工厂因安全原因被关闭。◇ *The airline has an excellent safety record.* 这家航空公司具有出色的安全飞行记录。

➊ *to check/improve safety* 检查 / 改进安全状况 • *fire/flight/food/product/road safety* 消防 / 飞行 / 食品 / 产品 / 道路安全 • *a safety assessment/check/inspection* 安全评估 / 核查 / 检查 • *safety regulations/requirements/rules/standards* 安全条例 / 要求 / 规则 / 标准 • *safety measures* 安全措施

**2** the state of being safe and protected from danger or harm 安全；平安：*The safety of the employees is the company's main concern.* 公司最关心的是员工的安全。

➊ *passenger/personal/public/worker safety* 旅客 / 人身 / 公共 / 工人安全 • *to ensure/guarantee safety* 确保安全

**3** used to describe sth designed to prevent injury or damage 保安装置；安全设备：*a manufacturer of industrial safety equipment* 工业安全设备制造商

➊ *safety devices/equipment/features/glasses* 安全装置 / 设备 / 性能 / 眼镜

**'safety ,culture** *noun* [U,C]
a way of working where the safety of employees is considered to be one of the most important things 安全文化：*The company is promoting a safety culture among employees following a series of accidents.* 在发生一系列事故之后，公司正在员工中推广安全文化。

**'safety de,posit** = SAFE DEPOSIT

**'safety net** *noun* [C]
an arrangement that helps to prevent disaster if sth goes wrong（防备不测的）安全网，保障措施：*a financial safety net* 金融"安全网"◇ *Unemployment benefit provides a safety net for people who lose their jobs.* 失业救济为失去工作的人们提供了保障。

**'safety pro,cedure** *noun* [C, usually pl.]
the way that sth must be done or a rule that must be followed in order to prevent accidents or other dangerous events from happening 安全措施：*New safety procedures have been introduced to ensure that a similar accident never happens again.* 已采取新的安全措施以确保类似事故不再发生。

➊ *adequate/basic/inadequate/poor safety procedures* 足够的 / 基本的 / 不充分的 / 差劲的安全措施 • *to follow/improve/tighten safety procedures* 遵循 / 改进 / 强化安全措施

**'safety stock** *noun* [U,C]
(*Production*) the smallest extra supply of goods, raw materials, etc. that a company tries to have at all times in case more than expected is ordered or new stock arrives late 安全库存：*Companies that once kept months of safety stock now get by with days.* 过去保有数月安全库存的公司现在仅靠几天的库存量在维持。→ BUFFER STOCK

**'safety valve** *noun* [C]
a device that lets out steam or pressure in a machine when it becomes too great 安全阀

**sag** /sæg/ *verb* [no obj] (-gg-)
to become weaker or fewer 减弱；减少：*This year, profits have sagged.* 今年的利润减少了。◇ *sagging consumer confidence* 日益下滑的消费者信心 ▸ **sag** *noun* [U; C, usually sing.]：*a sag in share prices* 股价的下跌

**S & L** /ˌes ənd 'el/ *abbr* (*AmE*)
savings and loan association 储蓄与贷款协会

**salable, salability** = SALEABLE

**sa'lami ,slicing** *noun* [U]
the act of removing sth gradually by small amounts at a time 逐步减少：*Local rail services have been withdrawn by a process of salami slicing.* 当地的铁路运输业务被逐步撤销了。◇ *a salami-slicing style of management* 渐削式管理

**salaried** /'sælərid/ *adjective*
**1** (about a person) receiving a salary（指人）拿薪金的：*a salaried employee* 领薪水的员工 **2** (about a job) for which a salary is paid（指工作）有薪酬的：*a salaried position* 带薪职位 ◇ *salaried employment* 支付薪水的工作 → WAGED

**★salary** /'sælərɪ/ *noun* [C] (*plural* **salaries**)
SEE ALSO: **base salary, basic salary**
money that employees receive for doing their job, especially professional employees or people working in an office, that is usually paid every month 薪水；薪金：*an annual salary of $40 000* * 4万元的年薪 ◇ *a 9% salary increase* * 9%的加薪 ◇ *She's on a salary of €33 000.* 她的薪水为3.3万欧元。◇ *Starting salaries ranged between $23 000 and $28 000.* 起薪在2.3万元到2.8万元之间。→ WAGE

➊ *to earn/receive a salary* 挣得 / 领到薪水 • *to cut/increase/pay a salary* 减少 / 增加 / 支付薪水 • *an annual/a monthly/starting salary* (*of ...*) 年 / 月 / 起薪（为…）• *an average/a big/competitive/high/low/modest salary* 平均薪水；高薪；有竞争力的薪水；高薪；低薪；普通的薪水

VOCABULARY BUILDING

## The benefits of a job

### Money 钱

- *We offer a starting **salary** of up to 70k.* 我们这里的起薪最高为7万。
- *The minimum **wage** is set at $7.15 an hour.* 最低工资定为每小时7.15元。
- *You will receive a basic salary plus **commission** on each sale.* 你将得到基本工资外加每笔销售的佣金。
- *She gets a €2 000 **bonus** on top of her salary.* 除了薪水她还可得到2 000欧元的奖金。
- *Many argue that the **pay packages** offered to top executives are excessive.* 许多人认为高层管理者的薪酬过高。

### Other benefits 其他福利

- *Benefits include **health insurance** and a **pension plan**.* 福利包括医疗保险和养老保险。
- *Free meals are one of the **perks** of working in a restaurant.* 免费用餐是在餐馆工作的额外待遇之一。
- *Jobseekers rated **flexible hours** as a better perk than a **company car**.* 与公司配车相比，求职者更看重的是灵活的工作时间。

**salaryman** /'sælərimæn/ *noun* [C] (*plural* **salarymen** /-men/)
a word used especially in Japan to refer to a man who has an ordinary job in an office（尤指日本的）白领: *the year-end exchange of gifts between salarymen and their superiors* 年终白领和上司之间的交换礼物活动 **NOTE** **Salarywoman** is also used, but less often. 也用 salarywoman，但不常用。

**'salary ,matrix** *noun* [C]
(*HR*) a chart with rows and columns that show the range of pay in a company, used to decide what increase in pay employees should receive 薪酬矩阵（显示公司薪酬情况的图表，用于加薪决策）

**'salary ,package** = PAY PACKAGE

**'salary prog,ression** = SALARY SCALE (1)

**'salary scale** *noun* [C]
(*HR*)
**1** (*BrE also* **'salary prog,ression**) the range of levels of pay that a person can receive in a particular job within a company or an organization, especially when they are paid every month 工资级别: *She was promoted to the next grade, where the salary scale was €28 500 to €37 000.* 她被提升了一个级别，工资范围在2.85万欧元到3.7万欧元之间。
**2** the range of levels of pay that people receive in different jobs within a company or an organization, especially when they are paid every month 薪级表: *They are only hiring people at the lower end of the salary scale.* 他们只雇用低薪人员。→ PAY SCALE, WAGE SCALE

**★sale** /seɪl/ *noun*
SEE ALSO: **agreement of sale, bill of ~, cash ~, clearance ~, closing-down ~, conditional ~, conditions of ~,** etc.
**1** [U,C] an act or the process of selling sth 出售；销售: *regulations governing the sale of vitamins* 维生素的销售管理法规 ◇ *The sale of assets raised €100 000.* 资产出售后筹集到10万欧元。◇ *She gets 10% commission on each sale.* 她从每笔生意中抽取10%的佣金。◇ *I haven't made a sale all week.* 整周我没卖出去一件商品。
❶ *to* ***close/complete/lose/make*** *a sale* 商定买卖；完成交易；错过买卖；做成买卖 • ***a sale makes/raises*** *...* 一笔买卖赚了…
**2** [C] an occasion when a shop/store sells its goods at a lower price than usual 大减价；廉价销售: *The sale starts on 28 December.* 特价促销于12月28日开始。◇ *the January sales* 元月大减价 ◇ (*BrE*) *I bought a coat* ***in the sales*** (= the period when many shops are selling goods at lower prices). 我在大减价期间买了一件外套。◇ *sale items/goods* 特价商品 / 货物
❶ ***an annual/end-of-season/a summer/winter sale*** 年度 / 季末 / 夏季 / 冬季大减价 • ***to have/hold a sale*** 进行 / 举行大减价销售
**3** [C] an occasion when goods are sold, especially an AUCTION 销售活动；（尤指）拍卖: *a contemporary art sale* 当代艺术品拍卖会
IDM **for 'sale** available to be bought 待售；供出售: *The company is not for sale.* 该公司不出售。◇ *The group has* ***put*** *its book business* ***up*** *for sale.* 该集团正为其图书业务寻找买家。◇ *'for sale' signs* "待售"标志 **on ,sale** **1** available to be bought, especially in a shop/store（尤指商店里）有售，在售: *The latest model* ***goes*** *on sale next week.* 最新款式下周到货。**2** being offered at a reduced price 减价出售: *All DVD players are on sale today and tomorrow only.* 仅在今明两天所有 DVD 播放机降价出售。→ SALES → idiom at PUT *verb*

**saleable** (*AmE spelling also* **salable**) /'seɪləbl/ *adjective*
**1** that can be sold; good enough to be sold 可销售的；适销的: *In order to be a saleable product, the vehicle would require further development.* 要达到销售要求，此款汽车还需要进一步开发。
**2** that sb will want to buy 有销路的；畅销的: *The company's hi-tech factory is its most saleable asset.* 这家公司的高科技工厂是其最有销路的资产。
▸ **saleability** (*AmE spelling also* **salability**) /,seɪlə'bɪləti/ *noun* [U]

**,sale and 'leaseback** *noun* [U]
(*Finance*) the process of selling a building, machinery, etc. to sb and then continuing to use it by renting it from the buyer 出售后回租；售后回租: *The company is hoping to raise over €1 billion from the sale and leaseback of its 200 high-street stores.* 公司希望通过售后回租其200家在繁华大街上的商店以筹集超过10亿欧元的资金。

**,sale and re'purchase a,greement**
= REPURCHASE AGREEMENT

**,sale as 'seen** *phrase*
(*Commerce*) if used goods are advertised as **sale as seen**, the buyer must examine them carefully as they are not offered with a promise that they are suitable or in good condition 凭检视买卖: *All used cars on this website are offered for sale as seen.* 本网站上的所有二手汽车买卖前均需验车。→ SOLD AS SEEN

**,sale by des'cription** *phrase*
(*Commerce*) a situation in which a buyer cannot see goods for sale, but must rely on a description of the goods, for example on a label or packet 凭说明书买卖；凭说明售货: *As catalogues use sale by description, the law requires that their descriptions are accurate.* 因为商品目录上的货品是凭说明出售，所以法律要求对这些货物的说明必须准确。

**,sale by 'sample** *phrase*
(*Commerce*) a situation in which a buyer sees only a small amount or piece of sth before buying it and must assume that the quality of the rest will be the same 按样本出售；凭样品成交: *Sale by sample allows stores to sell large quantities of goods without the need to store them.* 按样本出售使商店能够大量销售商品而无需先行储存货物。

**,sale or re'turn** *phrase* (*BrE*) (*abbr* **S/R**)
(*Commerce*) if goods are supplied (on) **sale or return**, there is an agreement that any item that is not sold can be sent back without having to be paid for 准许退货买卖；剩货保退（批发给零售商的货物，如卖不完可退）: *Our industrial products are available on sale or return for a period of up to two weeks.* 我们的工业品可以在两周内以剩货保退的方式销售。◇ *We can supply goods* ***on a sale-or-return basis.*** 我们可以在剩货保退的基础上供货。

**'sale price** *noun* [C]
**1** the price at which sth is offered for sale or is sold 销售价；售价：*The sale price of the company is expected to be around €2 billion.* 这家公司的售价预计为20亿欧元左右。
**2** a special low price that an item is sold at for a period of time when a shop/store reduces its prices 廉价；大减价；甩卖价：*The sale price was 20% lower than the list price.* 特价比标价低20%。

**saleroom** /'seɪlru:m; -rʊm/ (*BrE*) (*AmE* **'salesroom**) *noun* [C]
(*Commerce*) a room where goods are sold at an AUCTION 拍卖行；拍卖场

**★sales** /seɪlz/ *noun*
SEE ALSO: **after-sales, comparable-store ~, cost of ~, direct sale, field ~, gross ~, net ~,** etc.
**1** [pl.] the amount of goods or services sold 销售额；销售量：*Annual sales are up on last year.* 年销售量比去年提高了。◇ *The company reported sales of $190 million.* 公司销售额为1.9亿元。◇ *Retail sales fell by 2%.* 零售额下降了2%。◇ *They hope to generate $500 million in sales.* 他们希望创造5亿元的销售额。
● ***annual/full-year/like-for-like/quarterly/total sales*** 年 / 全年 / 同比 / 季度 / 总销售额 • ***high/strong sales*** 极大的销量 • ***disappointing/flat/low/slow/sluggish/weak sales*** 令人失望的 / 平平的 / 低 / 不景气的 / 萧条的 / 惨淡的销量 • ***global/international/national sales*** 全球 / 国际 / 全国的销售额 • ***to boost/generate sales*** 提高 / 创造销售额 • ***a sales forecast/outlook*** 销售预测 / 预期 • ***sales growth/performance*** 销售增长 / 业绩 • ***sales charts/quotas/targets*** 销售图表 / 定额 / 目标
**2** [U] the business of selling things; the department of a company that is responsible for selling things 销售业务；销售部门：*One of the sales staff helped me to choose a gift.* 销售部的一位职员帮我选择了一份礼物。◇ *He works in sales.* 他在销售部工作。◇ *The sales meeting lasted for two hours.* 销售业务会议开了两个小时。◇ *a big company with a large sales department* 一家拥有庞大销售部门的大公司
● *a sales* ***department/director/manager/staff/team*** 销售部门 / 主任 / 经理 / 人员 / 团队 • *sales* ***presentations/techniques*** 销售介绍 / 技巧
→ SALE

**'sales ac,count** *noun* [C]
**1** (*Accounting*) a financial record in which total sales for cash or credit during a particular period are recorded 售货账
**2** a company that is a customer of another company and buys goods or services from them 大客户

**'sales a,greement** = CONTRACT OF PURCHASE

**'sales a,nalysis** *noun* [C,U]
(*Marketing*) a detailed examination of a company's sales records in order to measure and improve its performance 销售分析：*If you do a sales analysis of each of our stores, you'll find that those that are out-of-town have the highest sales.* 如果对我们的每家商店都进行销售分析，就会发现市区以外的商店销售额最高。

**,sales and 'marketing** *noun* [U]
the business of advertising and selling goods or services; the department of a company that is responsible for this 销售与市场营销；销售与营销部：*They do the sales and marketing for a wide range of products.* 他们为许多产品做市场营销。◇ *More than half the job losses will be in sales and marketing.* 一半以上的工作岗位流失将发生在营销和销售部门。

**'sales ,area** *noun* [C]
**1** (*Marketing*) (*also* **'sales ,territory**) an area, a part of a market or a group of products that a SALES REPRESENTATIVE or a team is responsible for 销售区域：*My sales area covers eight states and 60 customers.* 我的销售区域覆盖八个州共60个客户。
● ***to allocate/assign*** *a sales area* 分配 / 指派销售区
**2** (*Commerce*) the part of a store where customers can buy things（商店的）售货区：*We have a retail sales area of more than 2 000 square feet.* 我们拥有2 000多平方英尺的零售区。

**'sales as,sistant** (*BrE*) (*AmE* **'sales clerk, clerk**) *noun* [C]
a person whose job is to serve customers in a shop/store 售货员 SYN SHOP ASSISTANT

**'sales ,budget** *noun* [C]
(*Accounting*) a plan for a particular period of time of how much money a company is likely to receive from the sale of goods and services 销售预算：*Our sales budget is 30% higher than last year.* 我们的销售预算比去年提高了30%。

**'sales cam,paign** *noun* [C]
(*Marketing*) a series of planned activities that are intended to sell a particular product or increase sales of a product 促销活动；推销活动：*We are about to launch a sales campaign to highlight our new range of cameras.* 我们将为高调推出新系列相机发起促销活动。◇ *The aggressive sales campaign has nearly doubled their revenue.* 这次声势浩大的促销活动已经使他们的收入将近翻了一番。
→ SALES DRIVE

**'sales ,channel** = CHANNEL *noun* (3)

**'sales charge** *noun* [C]
(*Finance*) a fee that you pay when you buy sth such as shares, bonds, insurance, etc. from a BROKER 销售费用（为购买股票、债券、保险等支付给经纪人的费用）

**'sales check** = SALES SLIP

**'sales clerk** (*also spelled* **'salesclerk**) = SALES ASSISTANT

**'sales ,concept** = SELLING CONCEPT

**'sales ,conference** *noun* [C]
(*Marketing*) an event at which members of a company's sales team from different offices meet to discuss and plan ways of selling the company's products 销售大会

**'sales drive** *noun* [C]
(*Marketing*) an attempt to increase a company's sales 推销活动：*We have boosted business by 24% after a major international sales drive.* 我们的业务量在一次大型国际性推销活动之后增长了24%。
→ SALES CAMPAIGN

**'sales engi,neer** *noun* [C]
(*Marketing*) a SALESPERSON who has a good technical knowledge of products and the market and gives technical presentations 销售工程师

**'sales ,figures** *noun* [pl.]
the amount or value of goods or services that a company has sold during a particular period 销售额；销量；销售数字：*Sales figures for last year were disappointing.* 去年的销售额十分令人失望。
● ***December/first-quarter/full-year/like-for-like/monthly sales figures*** 十二月份 / 第一季度 / 全年 / 同比 / 月度销售额 • ***good/solid/strong sales figures*** 良好的 / 可靠的 / 巨大的销售额 • ***disappointing/inflated/poor/weak sales figures*** 令人失望的 / 夸大的 / 惨淡的 / 不佳的销售额

**'sales force** *noun* [C with sing./pl. verb]
all the people who are involved in selling a company's goods or services 销售团队；销售队伍：*The Weldon Group has a 6 000 strong sales force* (= with 6 000 people). 威尔登集团拥有一支6 000人的销售队伍。

**'sales ,history** *noun* [C]
(*Marketing*) a record of how many of a particular product have been sold since it was first produced 销售记录；销售历史

**'sales in,centive** *noun* [C]
(*Marketing*) a reward that is offered to SALESPEOPLE to encourage them to sell more 销售激励：*The company is offering a two-day golf vacation as a sales incentive.* 公司提供为期两天的高尔夫假期作为一项销售激励措施。

**'sales ,invoice** *noun* [C]
(*Accounting*) a list of goods that have been sold, that is given to the customer to show what they must pay and when 销售发票

**'sales ,ledger** *noun* [C] (*BrE*)
(*Accounting*) in a company's financial records, a group of accounts that is used to record the amounts owed by particular customers 售货账；售货客户分类账 → ACCOUNTS RECEIVABLE, PURCHASE LEDGER

**★'salesman** /'seɪlzmən/, **'saleswoman** /'seɪlzwʊmən/ *noun* [C] (*plural* **'salesmen** /-mən/ **'saleswomen** /-wɪmɪn/)
a man or woman whose job is to sell goods, for example, in a shop/store 推销员：*a car salesman* 汽车推销员 ◇ *an insurance salesman* 保险推销员 ◇ *one of the company's top salesmen* 公司最佳推销员之一 → SALESPERSON See note at CHAIRMAN

**'salesmanship** /'seɪlzmənʃɪp/ *noun* [U]
the methods and skills involved in selling things 推销术；推销技巧：*slick/aggressive/successful salesmanship* 花言巧语的 / 咄咄逼人的 / 成功的推销

**'sales mix** *noun* [sing.]
(*Marketing*) the way that a company's total sales are divided among all their products 销售品种结构：*Sports cars are likely to make up about 35% of our sales mix.* 跑车大约会占到我们所有在售品种的大约35%。◇ *If you increase the price of an item with a high percentage of the sales mix, your profits will increase dramatically.* 如果提高某一项在销售结构中占据较高比重的商品的价格，利润将大幅增加。

**'sales ,office** *noun* [C]
a part of a company that sells a company's products in a particular area 营业部：*Contact your local sales office for a list of prices.* 与当地的营业部联系索取价目单。

**'sales orien,tation** *noun* [U]
(*Marketing*) used to describe a way of doing business where a company competes mainly by developing its methods for selling products, rather than by producing better products or meeting customers' needs better than other companies 销售导向 → MARKETING ORIENTATION, PRODUCT ORIENTATION

**★'salesperson** /'seɪlzpɜːsn; *AmE* -pɜːrsn/ *noun* [C] (*plural* **salespeople** /-piːpl/)
(*Marketing*) a person whose job is to sell a company's goods or services 推销员；售货员；营业员：*They have assembled a strong team of salespeople.* 他们组织了一支强大的推销员队伍。

**'sales pitch** *noun* [C]
(*Marketing*) talk or arguments used by a person trying to sell things 推销商品的说辞；商品宣传：*This training course will help you develop your sales pitch.* 这一培训课程将帮助你创作出商品的推销辞。→ PITCH

**'sales pro,motion** *noun* [U,C]
(*Marketing*) activities done in order to increase the sales of a product or service 营业推广；促销：*We are running a sales promotion in October with a 20% discount on our camera phones.* 我们将在十月份对我们的可拍照手机进行降价20%的促销活动。

**★'sales repre,sentative** (*also* **'sales rep, rep,** *informal*) (*also* **,repre'sentative, 'trade repre,sentative**) *noun* [C]
(*Marketing*) a person who sells a company's goods or services by visiting possible customers, usually receiving a COMMISSION on what they sell 销售代表：*We now have more than 200 sales representatives around the country.* 我们目前在全国各地拥有200多位销售代表。◇ *She started her career as a sales rep and is now a sales manager.* 她从做销售代表起家，现在已经是销售经理了。◇ *You can request a sample or a rep visit.* 你可以要求提供样品或要求和销售代表面谈。See note at AGENT

**'sales re,sistance** *noun* [U]
(*Marketing*) when someone is unwilling to buy a product, especially as a result of aggressive selling techniques 销售抵制；（顾客）拒绝购买：*Sales resistance is a direct result of a salesperson's behaviour.* 销售抵制是推销员的不当行为引起的直接后果。◇ *tactics to overcome sales resistance* 克服销售抵制的策略

**'sales re,turns** *noun* [pl.]
(*Accounting*) goods that a customer has bought and then returned 销货退回：*We need to monitor sales returns to find out why goods are being returned.* 我们必须监测退货情况以便找出退货原因。◇ *the sales returns account/book* 销货退回账簿 → RETURN (4)

**'sales ,revenue** *noun* [U] (*also* **sales revenues** [pl.]) (*especially AmE*)
(*Accounting*) the total income that a company receives from sales of goods and services in a particular period of time 销售收入
SYN TURNOVER (1)

**salesroom** /'seɪlzru:m; -rʊm/ = SALEROOM

**'sales slip** (*also* **'sales check**) = RECEIPT (1)

**'sales sub,sidiary** *noun* [C]
a company that is owned by a larger company whose products it sells 销售型子公司；销售型公司：*The company is to open a sales subsidiary in Malaysia.* 公司将在马来西亚开设一家销售子公司。

**'sales tax** *noun* [U,C]
tax that must be paid on many goods and services when you buy them 营业税：*The rate of sales tax in Arkansas is 5.1%.* 阿肯色州的营业税率为5.1%。→ VAT

**'sales ,territory** = SALES AREA (1)

**'sales ,turnover** *noun* [C, usually sing., U]
(*Accounting*) the total value of goods or services sold by a company during a particular period of time 营业额：*We expect to achieve a sales turnover of €300 million in the coming financial year.* 我们预期在下一个财政年度实现3亿欧元的营业额。

**'sales ,volume** *noun* [C, usually sing., U]
(*Accounting*) the total number of units of a product sold by a company during a particular period of time 销售量：*The sales volume of BMW brand cars totalled 454 972 units for the six-month period.* 宝马品牌的汽车在六个月内的总销售量达454 972辆。

**salvage** /'sælvɪdʒ/ *verb, noun*
• ***verb*** [+ obj]
**1** to save goods or a ship from being completely destroyed in an accident or a disaster 海上救助；打捞：*Goods worth €4 million were salvaged from the warehouse following the flood.* 洪水之后，从仓库中抢救出的货物价值达400万欧元。
• ***noun*** [U]
**1** the act of saving goods or a ship from being completely destroyed in an accident or a disaster（对财物等的）抢救；打捞：*The salvage of the ship was made difficult by bad weather.* 那艘船的打捞工作因天气恶劣而变得困难。◇ *a salvage company/team/operation* 打捞公司 / 队 / 作业
**2** the things that are saved from a disaster or an accident 打捞起的东西；抢救出的财物：*Some of the stock was only slightly damaged and was sold as salvage.* 某些库存仅受到轻微损坏，当作残货出售。◇ (*figurative*) *hopes of a salvage deal for the company* 达成挽救公司协议的希望

**'salvage ,value** (*also* **'scrap ,value**) *noun* [C,U]
**1** (*Accounting*) the value of an asset at the end of its useful life（资产的）残值：*The delivery van was purchased for €40 000, and after five years will have a salvage value of approximately €5 000.* 这辆送货车以4万欧元的价格购得，五年后的残值约为5 000欧元。
**2** (*Insurance*) the value of sth that has been damaged in an accident, etc., such as goods or a ship（事故后的）损余物资

**'salvage yard** *noun* [C] (*AmE*)
a place where old machines, cars, etc. are broken up so that the metal can be sold or used again（废旧机器、旧车等拆售的）废品回收场

**,same-'day** *adjective* [only before noun]
used to refer to a service that is provided on the same day that you order it 当日取货的；当天送货的；当日交货的：*Most of our orders are for same-day delivery.* 我们大多数订单都是当日交货。◇ *a same-day printing service* 当日取片的冲印服务
→ NEXT-DAY

**,same-store 'sales** (*also* **,comparable-store 'sales**) *noun* [pl.]
(*Accounting*) used to refer to the change in the value of sales in a company or group's stores compared to the same stores in the previous year, used as a way of measuring the performance of the company as a whole. Only stores that have been open for more than a year are included in the total 同店销售额（与前期相比）：*Wal-Mart's July same-store sales were up 6%.* 沃尔玛七月份的同店销售额上升了6%。→ LIKE-FOR-LIKE

**★sample** /'sɑ:mpl; *AmE* 'sæmpl/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **random sample, sale by sample**
**1** a small amount or example of sth that can be looked at or tried to see what it is like 样品；货样：*They are giving away free samples of shampoo in supermarkets.* 他们正在超市免费发放香波样品。◇ *a book of fabric samples* 面料样品册 ◇ *The website has useful sample letters and emails.* 这家网站收录实用的信函和电子邮件样板。
➊ ***to give away/offer/provide*** *a sample* 发放 / 给予 / 提供样品 • ***a fabric/product*** *sample* 面料 / 产品样本
**2** (*Technical*) a number of people or things taken from a larger group and used in tests to provide information about the group（抽查的）样本：*We did a telephone survey of a random sample of 1 000 workers.* 我们对1 000名工人进行了随机抽样电话调查。◇ *The drug was tested on a sample group of 24 people.* 这种药品在样本组的24人身上作了测试。
➊ ***a large/random/representative/small*** *sample* 大 / 随机 / 代表性 / 小样本 • ***to recruit/survey/use*** *a sample* 征集 / 调查 / 采用样本
**3** (*Technical*) a small amount of a product that is looked at or tested in order to see what the rest is like 产品样品：*A sample of parts are inspected for quality.* 零部件的样品要进行检验以确保质量。◇ *A sample taken from the plant tested positive for the bacteria.* 从这家工厂取得的样品细菌化验结果呈阳性。
➊ ***to analyse/collect/provide/test*** *a sample* 分析 / 搜集 / 提供 / 测试样品
• ***verb*** [+ obj]
**1** to try a small amount of sth to see what it is like; to experience sth for a short time to see what it is like 取样；抽样：*Shoppers were sampling the perfumes.* 购物者在试闻各种香水。◇ *You can sample the service for two weeks.* 这项服务你可以体验两周。
**2** to question a group of people in order to find information about a larger group 抽样调查：*12% of the people sampled said they would be interested*

*in the service.* 在被抽样调查的人中有12%称会对这项服务感兴趣。

**3** (*Technical*) to test a single item or a small amount of a product in order to see what the rest is like 抽样测试: *10 of the 29 sampled products failed one or more standard quality tests.* 抽样测试的29个样品中有10个没有通过一项或多项质量测试。

**sampler** /'sɑːmplə(r); *AmE* 'sæm-/ *noun* [C] a collection that contains typical examples of sth, so that people can try or experience them 荟萃; 集锦: *You can download a sampler of our designs from our website.* 你可以从我们的网站下载设计集锦。

**sampling** /'sɑːmplɪŋ; *AmE* 'sæm-/ *noun*

SEE ALSO: **acceptance sampling, activity ~, sequential ~, snowball ~, stratified ~, work ~**

**1** (*Technical*) [U] the process of taking a sample 取样; 抽样: *statistical sampling of 2 000 customers* 对2 000名顾客的统计抽样 **2** [C] a small part, number or amount of sth that has been taken or chosen as a sample 样品: *Here's a sampling of the price ranges we found.* 这是从我们找到的价格范围中选取的一部分。

**'sampling ,fraction** *noun* [C] (*Marketing*) the relationship between the part of a group that is chosen to take part in a survey and the size of the whole group 抽样比; 样本分数: *We used a sampling fraction of 1 in 100.* 我们使用了1:100的抽样比。

**'sampling frame** *noun* [C] (*Marketing*) the list of people or things that form the group from which a sample is chosen 抽样母体; 抽样架构: *The electoral register was used as a sampling frame.* 选民登记册被用作抽样母体。

**sanction** /'sæŋkʃn/ *noun* [C, usually pl.] an official order that limits trade, contact, etc. with a particular country, in order to make it do sth, such as obeying international law 制裁; 国际制裁: *Trade sanctions were imposed against/on any country that refused to sign the agreement.* 拒绝签署该协定的国家均受到贸易制裁。◇ *The economic sanctions have been lifted.* 经济制裁已被取消。

● *to* ***apply/impose/lift*** *sanctions* 实施 / 实行 / 取消制裁 • ***economic/financial/trade*** *sanctions* 经济 / 金融 / 贸易制裁

**s and h** (*also spelled* **s & h**) /ˌes ənd 'eɪtʃ/ = SHIPPING AND HANDLING

**'sandwich board** *noun* [C] (*Marketing*) **1** a pair of boards with advertisements on them that sb wears at the front and back of their body as they walk around in public 三明治式广告牌 (挂在胸前和背后的一副广告牌) **2** a wooden frame in two parts, joined at the top, that stands on the ground and has advertisements on each side (两片木质框架, 顶端相连, 放在地上且两面有广告的) A型广告牌

**'sandwich course** *noun* [C] (*BrE*) a course of study which includes periods of study and periods of working in business or industry 工读交替制课程

**S&P 500™** /ˌes ənd ˌpiː faɪv 'hʌndrəd/ = STANDARD AND POOR'S 500 INDEX

**SARL** /ˌes eɪ ɑːr 'el/ *abbr* (*only used in written English* 只用于书面英语) used in the name of some companies in French-speaking countries 有限责任公司 (用于一些法语国家公司的名称中): *KeeBoo SARL* 基布有限责任公司 See note at LTD

**SASE** /ˌes eɪ es 'iː/ *abbr* (*AmE*) **self-addressed stamped envelope** (*used like a countable noun*) an envelope on which you have written your name and address and put a stamp so that sb else can use it to send sth to you (写有姓名、地址并贴有邮票的) 回邮信封: *Please enclose an SASE for your test results.* 请附上贴足邮资并写有姓名和地址的回邮信封以便邮寄化验结果。→ SAE

**satellite** /'sætəlaɪt/ *noun* [C] **1** an electronic device that is sent into space, and is used for communicating by telephone, radio, television, etc. and for providing information 人造卫星: *We have linked all our offices by satellite.* 我们通过卫星把我们所有的办事处连接了起来。◇ *making a call to a satellite phone* 呼叫卫星电话 **2** an organization, a town or a country that is controlled by and depends on another larger or more powerful one 外围组织; 卫星城; 卫星国: *We have a satellite office in Hong Kong.* 我们在香港拥有一家下属办事处。

**satisfaction** /ˌsætɪs'fækʃn/ *noun* [U]

SEE ALSO: **customer satisfaction, job satisfaction**

**1** the good feeling that you have when you are happy with sth that you have done, that you have bought, that has happened, etc. 满足; 满意; 称心: *She had the satisfaction of seeing her book become a best-seller.* 她看到自己的书成为畅销书十分满意。◇ *He looked back on his career with great satisfaction.* 回顾自己的职业生涯, 他深感欣慰。 **2** an acceptable way of dealing with a complaint, a debt, an injury, etc. (投诉的) 妥善处理; (债务的) 清偿; (务实的) 赔偿: *They agreed on a payment of $5 000 in full satisfaction of the debt.* 他们同意支付5 000元用以全额偿还债务。

**satisfactory** /ˌsætɪs'fæktərɪ/ *adjective* good enough for a particular purpose; acceptable 令人满意的; 符合要求的: *A bonus will be paid on satisfactory completion of the contract.* 合同圆满履行之后将付给一笔奖金。◇ *The law says that goods you buy must be 'of satisfactory quality' and free from defects.* 法律规定所购商品须"质量合格"且无瑕疵。

**saturate** /'sætʃəreɪt/ *verb* [+ obj] (*Marketing*) (*often* **be saturated**) to supply so much of a product in a particular market that few new customers can be found 使充满; 使饱和: *The mobile phone market is becoming saturated.* 移动电话市场正趋于饱和。◇ *Japan's electronics industry began to saturate the world markets.* 日本的电子工业开始充斥世界市场。▸ **saturation** /ˌsætʃə'reɪʃn/ *noun* [U]: *Sales of vending machines have fallen because of saturation of the market.* 自动贩卖机的销售量已经因为市场饱和而下降。◇ *The market for this product is reaching* ***saturation point*** (= a situation when few new buyers can be found).

这款产品的市场正趋于饱和。◇ *Has broadband reached **market saturation** in North America?* 宽带业务在北美市场已达到饱和了吗？ —Picture at PRODUCT LIFE CYCLE

**★save** /seɪv/ *verb*

**1** [+ obj] to avoid wasting sth or using more than necessary 节约；节省：*We have installed new lighting to save energy costs.* 我们安装了新的照明设备以节约能源成本。◇ *Book early and save €100!* 提早预定可节约100欧元！◇ *We'll take a cab to save time.* 为了节约时间，我们将乘坐出租车。

**2** [+ obj *or* no obj] **save (sth) (up) (for sth)** to keep money instead of spending it 储蓄；攒钱：*Workers are encouraged to save for their pension.* 鼓励工人们为养老而进行储蓄。◇ *Do you save regularly?* 你定期储蓄吗？◇ *I've been saving $200 a month for years.* 我每月存200元已经有很多年了。

**3** [+ obj *or* no obj] to make a computer keep work, for example by putting it on a disk 存储，保存（计算机文件）：*Save the file to your hard drive.* 把文件保存在硬盘上。◇ *I've saved the file as a pdf.* 我已经把这份文件以pdf格式保存了。◇ *Don't forget to save regularly as you work.* 别忘记工作中要经常保存文件。

IDM **save (sb's) 'face** to avoid or help sb avoid embarrassment 保全面子：*She was fired, but she saved face by telling everyone she'd resigned.* 她被解雇了，但是出于爱面子，她逢人便说是她辞职了。 idioms at LOSE → FACE-SAVING

**saver** /'seɪvə(r)/ *noun* [C]

**1** a person who saves money and puts it in a bank, etc. for future use 储蓄者；储户：*The increase in interest rates is good news for savers.* 利率上升对储户是个好消息。

**2** (*often with another noun*) something that helps you spend less money or use less of the thing mentioned 节省装置：*The program is easy to use and is a real time-saver.* 这款程序很好用而且很省时间。

**★saving** /'seɪvɪŋ/ *noun*

SEE ALSO: **cost saving, face-~, labour-~**

**1** [C] an amount of sth such as time or money that you do not need to use or spend 节约；节省：*Buy three and make a saving of €5!* 买三件可以节省5欧元！◇ *With the new heating system we can make big savings on fuel bills.* 采用新的供热系统后我们可以大幅度节省燃料费用。

**2 savings** [pl.] money that you have saved, especially in a bank, etc.（银行）存款：*He used his savings to start up his own company.* 他用自己的存款开办了自己的公司。

**3** (*Economics*) [U] the situation when income is greater than money spent; the process of spending less than income 储蓄：*Consumers have not yet switched from consumption to saving.* 消费者尚未从净消费转向净储蓄。◇ *a drop in household saving* 家庭储蓄的下降

**4 -saving** (*in adjectives*) that reduces the amount used of the thing mentioned; preventing waste of the thing mentioned 节约的：*energy-saving modifications* 节能改装 ◇ *time-saving devices* 省时装置

**'savings ac,count** *noun* [C]
a bank account that receives interest on the money put into it 储蓄账户

**,savings and 'credit co,operative** = CREDIT COOPERATIVE

**,savings and 'loan associ,ation** (*abbr* S & L) (*also* **,building and 'loan associ,ation**) (*both AmE*) *noun* [C]
an organization like a bank that issues shares to people who deposit money and lends the money to people who want to buy a home 储蓄与贷款协会 SYN THRIFT INSTITUTION → BUILDING SOCIETY

**'savings bank** *noun* [C]
a bank that pays interest on money you save in accounts but does not offer other services 储蓄银行

**savvy** /'sævi/ *noun, adjective* (*informal*)
• ***noun*** [U] practical knowledge or understanding of sth 实际知识；见识：*His business savvy comes from years of running his own company.* 他的商业头脑来自于多年来对自己公司的经营。
• ***adjective*** (*informal*) (*especially AmE*) having practical knowledge or understanding of sth 有见识的；有悟性的：*In business it helps if you are IT savvy.* 掌握信息技术知识有助于业务的开展。◇ *savvy shoppers/travelers* 见多识广的购买者 / 旅行者

**SBU** /ˌes biː 'juː/ = STRATEGIC BUSINESS UNIT

**scab** /skæb/ *noun* [C] (*informal*)
an offensive way of referring to a worker who refuses to join a strike or who works instead of sb on strike 不参加罢工的工人；顶替罢工者上班的工人；工贼 SYN BLACKLEG

**scalable** /'skeɪləbl/ *adjective* (*IT*)
**1** used to describe a computer, a network, software, etc. that can be adapted to meet greater needs in the future（计算机、网络或软件等）可扩展的：*a scalable network/system* 可扩展的网络 / 系统
**2** designed to work on a large or small scale, according to needs 可伸缩的：*scalable graphics* 可伸缩图形
▸ **scalability** /ˌskeɪlə'bɪləti/ *noun* [U]

**scale** /'skeɪl/ *noun, verb*
• ***noun***

SEE ALSO: **diseconomy of scale, economy of ~, large-~, pay ~, salary ~, sliding ~, small-~, wage ~**

**1** [sing; U] the size or extent of sth, especially when compared with sth else 规模；大小；程度；范围：*The prototype was a success so we started producing it **on a large scale**.* 样机十分成功，因此我们开始了大规模生产。◇ *The sales figures revealed the full scale of the company's crisis.* 这些销售数字全面暴露了公司所面临的危机。

**2** [C] a range of levels or numbers used for measuring sth 等级；级别：*a five-point pay scale* 五点制薪资等级 ◇ *The salary scale goes from €18 000 to €35 000.* 薪资等级介于18 000欧元到35 000欧元之间。◇ *to evaluate performance on a scale from 1 to 10* 从一级到十级的标准衡量业绩 ◇ *a scale of fees/charges* 收费标准

**3** [C, usually sing.] the set of all the different levels of sth, from the lowest to the highest 等级体系: *Small businesses make up 59% of industry in the region, while* ***at the other end of the scale,*** *2% employ over 500 people.* 小企业占该地区企业总数的59%，而在另一端，2%的大企业雇员人数却超过500人。
**4** [C,U] the relation between the actual size of sth and its size on a map, diagram or model that represents it 比例；比例尺: *a scale model/drawing* 按比例缩放的模型 / 图画 ◇ *a scale of 1:10 000* * 1:10 000的比例 ◇ *These products are not pictured to scale* (= they appear bigger or smaller than in real life). 这些产品的图示与实际尺寸不符。
**5** [C, usually pl.] an instrument for weighing people or things 天平；磅秤；秤
• ***verb*** [+ obj]
(*Technical*) to change the size of sth 改变…的大小: *Text can be scaled from 4 points to 108 points without any loss of quality.* 正文字体可以在4点到108点之间变动而不影响印刷质量。
PHR V **,scale sth 'down** (*AmE also* **,scale sth 'back**) to reduce the number, size or extent of sth 减少（数量）；缩小（规模或范围）: *We are thinking of scaling down our training programmes next year.* 我们在考虑明年压缩培训计划。 ◇ *The IMF has scaled back its growth forecasts for the next decade.* 国际货币基金组织已经调低了其对未来十年经济增长的预测。 ◇ *Smaller businesses are not scaled-down versions of larger ones.* 小企业并非大企业的缩小版。 **,scale sth 'up** to increase the number, size or extent of sth 增加，扩大（规模或数量）: *The call centre has been scaled up to handle over 10 000 calls a day.* 呼叫中心已被扩容至日处理1万多次呼叫。

**,scaled 'question** *noun* [C]
(*Marketing*) a type of question that is used to get data on people's opinions, behaviour, etc., where a range of possible answers are shown and people choose the one that is closest to their own opinion, behaviour, etc. Each answer is represented by a number, for example 1,2,3,4,5, which shows its position in the range, so that people's answers can be easily compared and measured. 量表式问题（用于调查人的观点、行为等，提供有限选项，分别以数字代表，便于分类整理）

**,scale e'conomy** = ECONOMY OF SCALE

**scalp** /skælp/ *noun, verb*
• ***noun*** [C]
a symbol of the fact that sb has been defeated or punished（表示某人已被打败或已受到惩罚的）标志: *The poor performance in recent months has now claimed the scalp of the firm's chief executive* (= he has lost his job). 近几个月来公司业绩不佳，使公司的总裁丢了乌纱帽。
• ***verb*** [+ obj]
to make a quick profit by buying tickets for concerts, sports events, etc. and selling them for a much higher price 倒卖门票

**scalper** /'skælpə(r)/ = TOUT *noun*

**scam** /skæm/ *noun* [C] (*informal*)
a clever and dishonest plan for making money 欺诈；诈骗: *Three people were found guilty of operating an insurance scam.* 有三个人被发现实施保险骗局。
⊖ *to* ***operate/pull/set up*** *a scam* 实施诈骗；设置骗局

**scan** /skæn/ *verb, noun*
• ***verb*** [+ obj]
**1** (*Commerce*) to use a special machine (called a **scanner**) to read the information on a BAR CODE, etc. 扫描（条形码）: *In the warehouse we use hand-held scanners to scan the bar codes on the storage racks and parts.* 在仓库，我们用便携式扫描仪扫描货架上和零部件上的条形码。
**2** (*IT*) to change a document, picture, etc. into a form that can be stored or processed on a computer using a special machine (called a **scanner**) 扫描（文件或图象等）: *All documents are scanned and stored digitally.* 所有文件均被扫描并以数字方式保存。
**3** to look quickly but not very carefully at a document, etc. 浏览；略读: *I scanned the list quickly* ***for*** *my name.* 我快速浏览名单查找我的名字。 ◇ *scanning through the business pages* 浏览报纸的商业版面
▸ **scannable** /'skænəbl/ *adjective*
PHR V **,scan sth 'into sth; ,scan sth 'in** (*IT*) to change a document, picture, etc. into a form that can be stored or processed on a computer, by using a special machine (a **scanner**) 把…扫描进；扫描输入: *Text and pictures can be scanned into the computer.* 文本和图片可以被扫描入计算机。
• ***noun***
**1** (*IT*) [C] an image of sth produced on a computer screen by a special machine 扫描图
**2** [sing.] the act of looking quickly but not very carefully at a document, etc. 浏览；略读: *I just had time to have a quick scan of the report.* 我的时间仅够快速浏览一下报告。

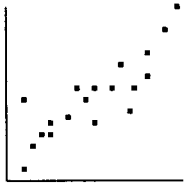
**scanner** /'skænə(r)/ *noun* [C]
SEE ALSO: **flatbed scanner**
**1** a device that uses a narrow line of strong light for reading the information on sth such as a credit card, BAR CODE, etc. 扫描器: *The identity cards are examined by an electronic scanner.* 身份证用电子扫描器进行检查。 ◇ *Busy shoppers should check their price scanner receipts for errors.* 时间紧的购物者应该核对一下收银条看是否有错。 —Picture at STORE
**2** (*IT*) a machine for changing a document, picture, etc. into a form that can be stored or processed on a computer 扫描仪: *a document scanner* 文本扫描仪 —Picture at OFFICE

**scarce** /skeəs; *AmE* skers/ *adjective* (**scarcer, scarcest**)
if sth is **scarce**, there is not enough of it and it is only available in small quantities 缺乏的；稀缺的；不足的: *scarce resources* 稀缺资源 ◇ *Skilled engineers are becoming scarcer.* 技术熟练的工程师越来越稀缺。▸ **scarcity** /'skeəsəti; *AmE* 'skersəti/ *noun* [U,C] (*plural* **scarcities**): *a scarcity of resources/data* 资源 / 资料短缺

**'scarcity ,value** *noun* [U,C]
(*Economics*) a situation where the price of sth rises because there is not enough of it available 稀缺价值: *The price reflects the scarcity value of development land in the city.* 这个价格反映了该城市开发用地的稀缺价值。

**'scatter ˌdiagram** (*also* **'scatter chart, 'scatter graph, 'scatter plot**) (*also* **scattergram** /'skætəgræm; *AmE* -tərg-/) *noun* [C]
a type of graph that shows the relationship between two values, numbers or quantities by creating a pattern of dots 散点图；散布图；散形图: *The scatter diagram clearly shows that heavier vehicles use fuel less efficiently.* 这幅散点图清楚地显示出重型车辆的能耗效率较低。

**scatter diagram** 散点图



**SCC** /ˌes si: 'si:/ = SINGLE COLUMN CENTIMETRE

**SCEM** /ˌes si: i: 'em/ = SUPPLY CHAIN EVENT MANAGEMENT

**scenario** /sə'nɑ:riəʊ; *AmE* sə'næriʊ/ *noun* [C] (*plural* **scenarios**)
a description of how things might happen in the future 方案；计划书: *Let me suggest a* ***possible*** *scenario.* 我来提出一种可能出现的情况。◇ *The* ***worst-case scenario*** (= the worst possible thing that could happen) *would be for the factory to close down.* 最坏的情况可能是关闭工厂。

**★schedule** /'ʃedju:l; *AmE* 'skedʒu:l/ *noun, verb*
● ***noun***

SEE ALSO: **aging schedule**

**1** [C,U] a plan that lists all the work that you have to do and when you must do each thing 计划表；日程表: *I have a very busy schedule for the next few days.* 今后几天我的日程非常繁忙。◇ *We're working to a tight schedule* (= we have a lot of things to do in a short time). 我们的工作安排得很紧。◇ *Let employees design their own work schedules.* 让员工制定自己的工作计划吧。◇ *Work began* ***on schedule*** (= at the planned time). 工程如期开始。
➊ *a* ***busy/full/heavy/hectic*** *schedule* 繁忙的 / 满满的 / 繁重的 / 紧张忙碌的日程 • *a* ***rigid/strict/tight*** *schedule* 刚性的 / 严格的 / 忙碌的日程 • *a* ***production/training/work*** *schedule* 生产 / 培训 / 工作日程 • *to* ***design/draw up/plan*** *a schedule* 制定 / 起草 / 规划日程 • *to* ***have/keep to/work to*** *a schedule* 安排日程；遵循日程；按日程开展工作 • *to* ***be/run ahead of*** *schedule* 按日程进行；比日程提前 • *to* ***be/fall/run/slip behind*** *schedule* 比日程安排有所延后
**2** [C] (*AmE*) a list showing what time particular events happen 时间表；时刻表: *a bus/train schedule* 公共汽车 / 火车时刻表 SYN TIMETABLE
**3** [C] a formal written list of things, for example prices, rates or conditions 目录；一览表；清单: *Our price schedule is printed in the enclosed document.* 我们的价目表印在所附文件上。
**4** (*Insurance*) [C] a list that describes what is covered by a particular insurance policy 保险明细表
● ***verb*** [+ obj]
**1** (*especially* **be scheduled**) to arrange for sth to happen at a particular time 安排；预定: *The meeting is scheduled for Friday afternoon.* 会议预定在星期五下午召开。◇ *The first scheduled event is a speech by the CEO.* 安排的第一项活动是首席执行官的发言。◇ *I'm scheduled to arrive in Milan at 10.15.* 我预计在10: 15抵达米兰。 See note at ARRANGE
**2** (*formal*) to include sth in an official list of things 列入；收进（目录、清单等）: *The substance has been scheduled as a poison.* 这种物质被列为毒物。
▸ **'scheduler** *noun* [C]: *programme schedulers* 程序机 **'scheduling** *noun* [U]: *Most manufacturers can offer scheduling options.* 大多数制造商都会允许在时间安排上有选择的余地。

**scheme** /ski:m/ *noun* [C]

SEE ALSO: **final salary pension scheme, Ponzi ~, small self-administered ~, suggestion ~**

**1** (*BrE*) a plan or system for doing or organizing sth 计划；体系；方案: *a training/insurance scheme* 培训 / 保险方案 ◇ *a scheme* ***for*** *recycling plastic* 塑料回收方案 ◇ *Most employees will pay less tax* ***under*** *the new scheme.* 在新方案下，大多数员工的纳税额将会减少。 → PLAN *noun*
➊ *to* ***design/devise/draw up/introduce/operate/propose*** *a scheme* 制定 / 设计 / 起草 / 推出 / 执行 / 提出方案
**2** a plan for getting money or some other advantage for yourself, especially one that involves deceiving other people 阴谋；诡计；计划: *an elaborate scheme to avoid taxes* 详尽的避税方案

**ˌscheme of ar'rangement** *noun* [C] (*BrE*) (*Law*) a legal arrangement that is reached between a company that is unable to pay all its debts and its CREDITORS and shareholders, in which the company will pay what it can 债务偿还计划

**SCI** /ˌes si: 'aɪ/ = SINGLE COLUMN INCH

**SCM** /ˌes si: 'em/ = SUPPLY CHAIN MANAGEMENT

**scope** /skəʊp; *AmE* skoʊp/ *noun* [U]
**1** the opportunity or ability to do or achieve sth 机会；能力: *The group believes there is scope* ***for*** *up to 150 stores.* 该集团相信其有能力开设多达150家商店。◇ *The extra money will give us the scope to improve our facilities.* 有了这笔额外的资金，我们就能改进设施了。◇ *Her job offers very little scope for promotion.* 她的工作获得晋升的机会很小。◇ *First try to do something that is within your scope.* 首先做你力所能及的事情。 SYN POTENTIAL
**2** the range of things that a subject, an organization, an activity, etc. deals with 范围: *Our powers are limited* ***in scope.*** 我们的权限不大。◇ *We have broadened the scope of our market research.* 我们拓宽了市场调研的范围。

**ˌscorched-'earth ˌpolicy** *noun* [C]
(*Finance*) a situation in which a company makes itself less attractive in order to prevent sb else taking control of it. The company may, for

example, sell its assets, or borrow money at a very high rate of interest. 焦土政策（通过出卖资产或高息借贷等以挫败敌意收购）→ POISON PILL

**scrap** /skræp/ *noun, verb*

• ***noun*** [U]
things that are not wanted or cannot be used for their original purpose 废料；废品：*The old vehicles were sold **for scrap*** (= so that any good parts could be used again). 这些旧汽车被当作废品卖了。◇ *scrap metal/iron* 废金属 / 铁 ◇ *a scrap merchant/dealer* (= a person who buys and sells scrap) 废品商人

• ***verb*** [+ obj] (**-pp-**) (*often* **be scrapped**)
to cancel or get rid of sth that is no longer practical or useful 丢弃；废弃；抛弃：*Plans for a new staff restaurant have been scrapped.* 新建职工餐厅的计划已被取消。

**'scrap ,value** = SALVAGE VALUE

**scratch** /skrætʃ/ *verb, noun*

• ***verb***
IDM **'you scratch 'my back and 'I'll scratch 'yours** used to say that if sb helps you, you will help them, even if this is unfair to others 如果你帮助我，我也会帮助你的；投桃报李

• ***noun***
IDM **from 'scratch** without any previous preparation or knowledge 从零开始；从头开始：*The prototype was designed and built from scratch in just one month.* 这个样机是在仅仅一个月之内从零开始设计制造出来的。 **(be/come) up to 'scratch ; (bring sb/sth) up to 'scratch** as good as sth/sb should be; satisfactory 合乎标准；达到要求：*His work simply isn't up to scratch.* 他的工作简直不符合要求。◇ *Our products are good, but we need to bring our customer service up to scratch.* 我们的产品很好，但我们必须使客户服务达标。

**screen** /skri:n/ *noun, verb*

• ***noun*** [C]

SEE ALSO: **flat-screen, touch screen**

**1** the flat surface at the front of a television, computer, mobile phone/cellphone, etc. on which you see pictures or information（电视、电脑、手机等的）屏幕，荧光屏：*Move your cursor to the top of the screen.* 把光标移到屏幕顶端。◇ *We have sold a lot of flat-screen TVs.* 我们已售出了很多平板电视机。

• ***verb*** [+ obj]
**1** (*HR*) to find out information about people who work or who want to work for you in order to make sure that they are suitable or that they can be trusted 鉴别；选拔：*We screen all job candidates carefully.* 我们对所有应聘者都会进行认真筛选。
**2** to check sth to see if it is safe or suitable to be used, seen, etc. 筛选；核审：*We use an antivirus program to screen attachments.* 我们用反病毒程序对附件进行检查。◇ *Products are screened **for** their toxic effects.* 对产品的毒性进行筛查。
SYN VET
PHR V **,screen 'out sb/sth** if you **screen out** a person or a thing, you reject them/it（经筛选）去除：*Candidates are first interviewed informally over the telephone to screen out those that have no chance.* 对候选人首先要进行非正式电话采访以便筛选掉那些没有可能性的人。◇ *The program screens out spam before it reaches your inbox.* 这个程序会在垃圾邮件进入收件箱之前将其剔除。
HELP A noun usually comes after **out**, but a pronoun comes between the verb and **out**. 名词通常置于 out 之后，而代词则置于动词和 out 之间。

**'screen-based** *adjective*
used to describe an activity that is done using a computer 基于屏幕的：*the change from floor-based to screen-based trading in futures* 期货市场从场内喊价到看屏幕交易的转变 ◇ *screen-based advertising* 屏幕广告

**screening** /'skri:nɪŋ/ *noun* [U]
the process of checking whether sb/sth is suitable 筛选；甄别：*All candidates undergo a day-long screening process.* 所有候选人都要接受为期一天的审查。◇ *the screening of ideas* 创意筛选

**'screening ,interview** *noun* [C] (*AmE*)
(*HR*) a first short interview for a job, used to identify who is suitable for the company and who is not 筛选型面试：*Screening interviews with students usually take place on campus, at conferences or at job fairs.* 对学生的筛选型面试往往在校园里、会议或招聘会上进行。→ CALLBACK, FLYBACK

**'screen ,saver** *noun* [C]
an image that appears on the computer screen when the computer has not been used for a particular amount of time, originally to stop the screen from being damaged; the program that does this（计算机的）屏幕保护（程序）

**scrip** /skrɪp/ *noun*
(*Finance*)
**1** [C,U] one of a group of extra shares that a company gives to shareholders instead of a DIVIDEND; the set of shares given 送股；红股派送
SYN SCRIP DIVIDEND → BONUS ISSUE
**2** [C] a certificate showing that sb owns shares or bonds 持股证

**'scrip ,dividend** (*especially BrE*) (*AmE usually* **'stock ,dividend**) *noun* [C]
(*Finance*) an amount of the profits that a company pays to shareholders in the form of new shares 股利票
SYN SCRIP

**'scrip ,issue** (*also* **'free ,issue**) *noun* [C] (*BrE*)
(*Finance*) a situation in which a company uses its spare profits (**reserves**) to create new shares, which are then given free to the shareholders in proportion to the number of shares that they already own 红股发行
SYN BONUS ISSUE, CAPITALIZATION ISSUE

**script** /skrɪpt/ *noun, verb*

• ***noun***
**1** [C] words that are prepared for sb to say 演讲稿；广播稿：*They are working on the script for the TV ad.* 他们正在为这则电视广告写广告词。
**2** (*IT*) [C,U] a list of instructions or a simple program for a computer; the language that is used to write these 脚本；脚本语言

• ***verb*** [+ obj] (*often* **be scripted**)
**1** to prepare words for sb to say 撰稿：*Call centre staff use scripted greetings when they answer the phone.* 呼叫中心工作人员采用备好的规范问候语接听来电。
**2** (*IT*) to write computer **script** 编写计算机脚本

**scroll** /skrəʊl; *AmE* skroʊl/ *verb* [+ obj *or* no obj] (*IT*) (*often used with an adverb or a preposition* 常与副词或介词连用) to move text up or down on the screen of a computer, a mobile phone/cellphone, etc. so that you can read different parts of it 滚屏；滚动：*Scroll down to the bottom of the document.* 向下滚动到文件末尾。◇ *I start every day by scrolling through my email.* 我每天都要先浏览一下自己的电子邮件。

**'scroll bar** *noun* [C] (*IT*) a strip at the edge of a computer screen that you use to **scroll** through a file with, using a mouse 滚动条

**'scroll key** *noun* [C] a key on a computer, a mobile phone/cellphone, etc. that allows you to **scroll** through information（计算机、手机等的）滚动键，方向键

**scrutinize , -ise** /'skru:tənaɪz/ *verb* [+ obj] to look at or examine sb/sth carefully 细察；详审：*Your business plan will be carefully scrutinized by the bankers.* 你的企划书将会得到银行家的仔细审核。

**scrutiny** /'skru:təni/ *noun* [U] careful and thorough examination 仔细检查；详尽研究：*The bank's investment policy has* ***come under*** *close scrutiny from shareholders.* 这家银行的投资政策已受到其股东的密切关注。

**SCSI** /'skʌzi; 'seksi; ˌes si: es 'aɪ/ *noun* [C,U] (*IT*) **Small Computer System Interface** a system used for connecting a computer to another device 小型计算机系统接口

**SD card** /ˌes 'di: kɑ:d; *AmE* kɑ:rd/ *noun* [C] (*IT*) **Secure Digital card** a very small card containing memory that can be used in electronic devices such as cameras, mobile phones/cellphones, etc. 安全数码卡

**seal** /si:l/ *verb, noun*

• ***verb*** [+ obj]

SEE ALSO: **self-seal**

**1** to close PACKAGING (= material used to wrap or protect goods) so that the contents cannot get out 封闭：*Heat is applied to seal the shrink-wrap.* 热缩塑料薄膜包装需要加热来封口。

**2** to close an envelope by sticking the edges of the opening together 封上（信封）：*Make sure you've signed the form before sealing the envelope.* 确保在封上信封之前你已经在表格上签了名。

**3** to make sth definite and final, so that it cannot be changed or argued about 使成定局：*They hope to seal the deal with a cash offer of €35 per share.* 他们希望以每股35欧元的现金出价敲定这笔交易。→ idiom at SIGN *verb*

PHR V **ˌseal sth 'in** to prevent sth that is contained in sth else from escaping 把…封在里边：*The food is frozen quickly to seal in the flavour.* 食品被速冻以便保存其原有风味。

• ***noun***

**1** [C] a substance, strip of material, etc. used to fill a crack so that air, liquid, etc. cannot get in or out 密封垫（或带等）：*Make sure the seal is intact before closing the lid, or air will escape.* 在盖上盖子以前，确保密封垫完好无损，否则会漏气。

**2** [C] a piece of paper, metal, etc. that is placed across the opening of sth such as a letter, a box, etc. and which has to be broken before the letter or box can be opened 封条

**3** [C] an official design or mark, stamped on a document to show that it is genuine and carries the authority of a particular person or organization 印章；印记

**4** [sing.] a thing that makes sth definite 表示确认的事物；保证：*The CEO has given the project his* ***seal of approval.*** 首席执行官已经正式批准了这个项目。

IDM **under 'seal** (*Law, formal*) (about a document) that cannot be copied or made available to the public（文件）密封

**ˌsealed 'bid** *noun* [C] a **bid** that is kept in a sealed envelope and therefore remains secret until all other bids have been received when they are opened all together 密封投标；秘密投标；密封出价：*Their sealed bid was less than the valuation.* 他们的密封出价比估价要低。◇ *a sealed-bid auction* 封闭式拍卖

**SEAQ** /'si:æk/ *noun* [U] (*Stock Exchange*) **Stock Exchange Automated Quotation System** a system used by the London Stock Exchange to show the latest prices of shares on computers around the world（英国）证券交易所自动报价系统

**searchable** /'sɜ:tʃəbl; *AmE* 'sɜ:rtʃ-/ *adjective* (*IT*) that can be searched 可检索的：*a searchable index of names and addresses* 可检索的姓名和地址索引 ◇ *a searchable database* 可检索数据库

**'search ˌengine** *noun* [C] (*IT*) a computer program that searches the Internet for information, especially by looking for documents containing a particular word or group of words 搜索引擎

**'search firm** *noun* [C] a company that provides the service of finding managers for other companies 猎头公司 → HEADHUNT

**ˌsearch unem'ployment** = FRICTIONAL UNEMPLOYMENT

**season** /'si:zn/ *noun* [C,U]

SEE ALSO: **dead season, high ~, low ~, off ~**

**1** a period of time each year when a particular activity takes place or particular conditions exist（一年中开展某项活动的）季节，旺季：*The tourist season begins in May.* 旅游旺季开始于五月份。◇ *Plane tickets are most expensive* ***at the height of*** *the season.* 飞机票在旺季时价格最高。

➊ ***the holiday/tourist*** *season* 度假 / 旅游旺季 • ***the autumn/spring/summer/winter*** *season* 秋 / 春 / 夏 / 冬季 • ***the earnings/reporting*** *season* 收入 / 报告季

**2** a period of time during one year when a particular style of clothes, hair, etc. is popular and fashionable（一年中时装、发型等的）流行期：*This season's look is cool and feminine.* 这段时期的流行风格酷中带有女性美。

IDM **con'fessional ˌseason/ˌperiod** (*especially AmE*) (*Stock Exchange*) a period of time during the year when companies warn that their profits will be lower than expected（公司业绩下滑预警）披露期：*Investors fear the fourth-quarter confessional season will be worse than expected.* 投资者担心第四

季度的利润披露会比预期的还要糟糕。 **in 'season** (about fruit or vegetables) easily available and ready to eat because it is the right time of year for them （水果或蔬菜）在旺季的，时鲜的: *Strawberries are now in season.* 现在草莓正当时。 **out of 'season 1** at the times of year when few people go on holiday/vacation 度假淡季；旅游淡季: *Hotels are cheaper out of season.* 酒店在淡季比较便宜。 **2** (about fruit or vegetables) not easily available because it is not the right time of year for them （水果或蔬菜）淡季的，不合时令的

**seasonal** /'si:zənl/ *adjective*
happening or needed during a particular season; varying with the seasons 季节性的: *Farmers employ seasonal workers to pick fruit.* 农场主雇用季节性工人采摘水果。 ◇ *seasonal variations in unemployment figures* 失业数字的季节性变化 ◇ *Click here for the hotel's seasonal rates.* 点击这里获取酒店的季节价。 ▸ **seasonally** /'si:zənəli/ *adverb*: *The unemployment figures are seasonally adjusted* (= do not include the changes that always happen in different seasons). 失业数据已经过季节性调整。

**ˌseasonal unem'ployment** *noun* [U]
(*Economics*) a rise in the number of people who are not working at particular times of the year as a result of the jobs that can only be done at other times 季节性失业: *The tourist industry has high rates of seasonal unemployment.* 旅游业的季节性失业率很高。 → FRICTIONAL UNEMPLOYMENT, STRUCTURAL UNEMPLOYMENT

**'season ˌticket** *noun* [C]
a ticket that you can use many times within a particular period, for example on a regular train or bus journey, that costs less than paying separately each time （铁路、公共汽车等的）长期票: *an annual/a monthly season ticket* 年/月票 ◇ *a season ticket holder* 持长期票的人

**seat** /si:t/ *noun* [C]
SEE ALSO: **hot seat**
**1** an official position as a member of a committee, council, Parliament, etc. （委员会、议会等的）席位: *The majority of seats on the board will be held by business representatives.* 该委员会的大多数职位将由商务代表担任。 ◇ *Mr Isherwood took over the chairman's seat last year.* 伊舍伍德先生去年接任董事长一职。
**2** (*Stock Exchange*) (*especially AmE*) if you have a seat on a stock exchange, you are a member of the exchange and are allowed to buy and sell shares （证券交易所的）席位: *There are currently 1 366 seats on the New York Stock Exchange.* 纽约证券交易所现有1 366个席位。
**3** a place where you pay to sit on a plane, in a theatre, etc. （飞机、剧院等的）座位: *There are no seats left on that flight.* 那个航班上已经没有剩余座位了。 ◇ *You can book seats online.* 你可以在线预订座位。 → idiom at BACK, DRIVE *verb*

**SEC** /ˌes i: 'si:/ = SECURITIES AND EXCHANGE COMMISSION

**Sec.** (*AmE also* **Secy.**) *abbr*
a short way of writing **secretary** * secretary 的缩写

**second**[1] /'sekənd/ *verb, noun*
• ***verb*** [+ obj]
to state officially at a meeting that you support another person's idea, suggestion, etc. so that it can be discussed and/or voted on 赞成；支持；附议: *Any proposal must be seconded by two other members.* 任何提案须有两名委员附议。 → PROPOSE (2) See note at MEETING ▸ **'seconder** *noun* [C]
• ***noun***
(*Commerce*) [C, usually pl.]
an item that is sold at a lower price than usual because it is not perfect 残次品: *These shoes are slight seconds.* 这些鞋子存在轻微的瑕疵。

**second**[2] /sɪ'kɒnd; *AmE* -'kɑ:nd/ *verb* [+ obj] (*especially BrE*)
(*HR*) (*usually* **be seconded**) to send an employee to another department, office, etc. in order to do a different job for a short period of time 临时调派；短期调任: *Two of our engineers have been seconded to our factory in China.* 我们的两位工程师已被临时派往我们在中国的工厂。
▸ **se'condment** *noun* [U,C]: *Mr Riba is currently on secondment overseas.* 利巴先生目前被临时派驻海外。

**secondary** /'sekəndri; *AmE* -deri/ *adjective*
**1** less important than sth else 次要的；辅助的: *secondary airports* 二线机场 ◇ *Attractive design is of secondary importance to quality.* 与质量相比，好看的外观设计处于次要地位。
**2** used to describe sth that happens as a result of sth else 间接引发的；次生的: *Leather is a secondary product of farming goats.* 皮革是山羊养殖的副产品。
**3** (*Finance*) used to describe the buying and selling of shares, bonds, etc. that already exist rather than new ones （股票、债券等）二级的，二板的: *Secondary trading was at low levels.* 二板交易行情低迷。 → PRIMARY
▸ **secondarily** /'sekəndrəli; *AmE* ˌsekən'derəli/ *adverb*: *Selling the company was primarily a personal decision and secondarily a business decision.* 出售公司首先是个人决定，其次才是商业决策。

**ˌsecondary 'action** *noun* [U]
(*HR*) action such as stopping work that is taken by workers in a factory, company, etc. that is not directly involved in a dispute in order to protest against employers in the factories or companies that are involved （抗议雇主的）停工行动 → PRIMARY ACTION

**ˌsecondary 'audience** *noun* [C]
(*Marketing*)
**1** the people who are not the main people that your product, advertising, report or presentation is aimed at （广告、报告或演讲的）次要目标群
**2** (*also* **'pass-along ˌreaders** [pl.]) people who read a particular newspaper or magazine but who do not buy it 次级读者（阅读但不购买某特定报刊的人）

**ˌsecondary 'boycott** *noun* [C]
a situation when people refuse to buy the goods of, or do services for, a company that is not directly involved in a dispute in order to persuade them not to do business with a company that is involved 间接抵制

**ˌsecondary ˈdata** *noun* [U]
(*Marketing*) information that was originally collected for a particular purpose and is then also used for another purpose or project 二手资料: *Secondary data such as the results of public opinion polls and surveys are widely available on the Internet.* 民意测验结果等二手资料在互联网上可以广泛获取。→ PRIMARY DATA

**ˈsecondary ˌindustry** *noun* [U,C]
(*Economics*) industry that uses raw materials to make goods to be sold or to make machines, etc. that are used to make goods 第二产业 → PRIMARY INDUSTRY, TERTIARY INDUSTRY

**ˈsecondary ˌmarket** *noun* [C]
(*Stock Exchange*) a market in which investors buy and sell existing shares, bonds, etc. rather than new ones（股票、债券等的）二级市场: *Some of the 30-year bonds have performed poorly in the secondary market.* 某些30年期的债券在二级市场上的表现很差。→ PRIMARY MARKET

**ˌsecondary ˈmortgage ˌmarket**
= MORTGAGE MARKET (2)

**ˌsecondary ˈoffering** *noun* [C]
(*Stock Exchange*) an occasion when an important shareholder or a group of important shareholders sells their shares in a company to the public 二级发售；二次发行

**ˌsecondary ˈpicketing** *noun* [U] (*BrE*) the act of preventing workers who are not involved in a strike from working or supplying goods to the company where the strike is held（罢工中的）次级纠察行动 NOTE This practice is now illegal in the UK. 此做法目前在英国属于非法行为。

**ˌsecondary proˈduction** *noun* [U]
(*Economics*) the process of manufacturing goods for sale from raw materials and the activity of building houses, bridges, roads, etc. 第二级生产；第二产业 → PRIMARY PRODUCTION

**the ˈsecondary ˌsector** *noun* [sing.]
(*Economics*) the part of a country's economy that manufactures goods for sale from raw materials. Sometimes construction, for example, building houses, bridges and roads, is also included. 第二产业部门 → PRIMARY SECTOR

**ˌsecond ˈclass** *noun, adverb*
• ***noun*** [U]
**1** a way of travelling on a train or ship that costs less and is less comfortable than FIRST CLASS（火车的）二等车厢；（船的）二等舱 NOTE In the UK this is now usually called **standard class**. 在英国目前通称“标准舱位”。
**2** in the UK, the class of mail that costs less and takes longer to arrive than FIRST CLASS 第二类邮件（英国邮件等级，较第一类邮件慢，邮资也较低）: *second-class letters* 第二类信件
**3** in the US, the system of sending newspapers and magazines by mail 第二类邮件（美国报刊投递类别）
• ***adverb***
**1** using the less expensive seats or accommodation in a train, ship, etc. 乘坐（火车、轮船等的）二等舱: *to travel second class* 坐二等舱旅行
**2** by the slower and cheaper form of mail 通过二类邮件投寄: *I never send important letters second class.* 我从来不用二类邮件方式投寄重要信件。

**ˌsecond-geneˈration** *adjective* [only before noun]
**1** used to describe technology, a product, etc. that has been developed and improved since it first appeared（技术、产品等）第二代的，改进型的: *Second-generation e-learning no longer just provides information, but instead forces the student to make choices and decisions.* 第二代网络教学系统已经不再是仅仅提供信息，而是迫使学生作出选择和决定。
**2** (*abbr* **2G**) used to describe mobile telephone networks without wires that were the first to use DIGITAL technology 第二代的（指首次使用数字技术的第二代移动通讯网络）: *second-generation cellphones* 第二代移动电话

**ˌsecond ˈhalf** (ˌ**fiscal second ˈhalf**, *especially in AmE*) *noun* [C, usually sing.]
**1** (*Accounting*) the second six months of a company's FINANCIAL YEAR 财政年度的后半年: *We had a disappointing second half.* 我们财政年度的后半年十分令人失望。◇ *second-half results* 财政年度后半年的经营业绩
**2** the period of six months between 1 July and 31 December 下半年（7月1日至12月31日间）: *The product will not be launched until **the second half of 2007**.* 这款产品将于2007年下半年投放市场。→ FIRST HALF

**ˌsecond-ˈhand** *adjective*
not new; owned by sb else before 二手的: *second-hand cars/books* 二手车 / 书 SYN USED, PRE-OWNED (*AmE*) ▸ **ˌsecond-ˈhand** *adverb*: *You can buy these cars cheaply second-hand.* 这几款汽车的二手车非常便宜。

**ˌsecond ˈsection** *noun* [sing.]
(*Stock Exchange*) the part of the Tokyo Stock Exchange on which the shares of the smaller and less successful companies are traded 东京证券交易所第二部；东证二部: *second-section companies/shares* 二部公司 / 股票 → FIRST SECTION

**ˌsecond ˈtier** *noun* [C]
the second level of sth or a less important level than the first level 二级的: *He was promoted from the second tier of management to a top job.* 他从二级管理岗位被提拔到最高职位。◇ *second-tier companies/stock* (= smaller, less important companies) 二级公司 / 股票

**ˌsecond-tier supˈplier** *noun* [C]
(*Production*) a company that delivers raw materials or goods to a FIRST-TIER SUPPLIER, who will then make them ready for the customer and deliver them 二级供应商 → FIRST-TIER SUPPLIER

**secretarial** /ˌsekrəˈteəriəl; *AmE* -ˈter-/ *adjective*
involving or connected with the work of a secretary 秘书的: *secretarial work/qualifications* 秘书工作 / 资格

**★secretary** /ˈsekrətri; *AmE* -teri/ *noun* [C] (*plural* **secretaries**)
SEE ALSO: **company secretary, corporate ~, executive ~, press ~**
**1** a person who works in an office, working for another person, dealing with letters and telephone calls, typing, keeping records, arranging meetings

with people, etc. 秘书: *a legal/medical secretary* 法律 / 医务秘书 ◇ *Please contact my secretary to make an appointment.* 请与我的秘书联系安排约见。
**2** = COMPANY SECRETARY

**section** /'sekʃn/ *noun* [C]
SEE ALSO: **first section, second section**
**1** a department in a company, an organization, etc. (公司、组织等的) 部门: *He's the director of the finance section.* 他是财务部主任。 ◇ *the section of the company dealing with customer services* 负责客户服务的公司部门 SYN DIVISION
**2** a separate part of a document, book, website, etc. (文件、书籍、网站等的) 部分, 一段, 一节: *the business section of the newspaper* 报纸的商业板块
**3** (*Stock Exchange*) a group of companies on the Japanese stock markets 部 (日本证券交易市场上两大类股票之一): *The shares went up to €228 on the second section of the Tokyo Stock Exchange.* 在东京证券交易所第二部, 该股上涨至228欧元。

**★sector** /'sektə(r)/ *noun* [C]
SEE ALSO: **corporate sector, market ~, primary ~, private ~, public ~, secondary ~, tertiary ~, third ~**
(*Economics*) a particular area of activity or business; a part of a country's economy 领域; 部门; 行业: *the banking/business/financial/IT sector* 银行 / 商业 / 金融 / 信息技术领域 ◇ *weak sectors of the economy* 经济效益欠佳的行业 ◇ *service-sector jobs* (= in hotels, restaurants, etc.) 服务业的工作 ▸ **sectoral** /'sektərəl/ (*also* **sectorial** /sek'tɔ:riəl/) *adjective*: *a sectoral study* 专题研究

**'sector ro,tation** (*also* **ro'tation**) *noun* [C,U] (*Stock Exchange*) the movement of money from one area of the market or **sector** to another 板块轮动: *a sector rotation from consumer and retail stocks to financials and technology* 从消费零售股向金融股和技术股的板块轮动

**★secure** /sɪ'kjʊə(r); *AmE* sə'kjʊr/ *verb, adjective*
● ***verb*** [+ obj]
**1** (*formal*) **secure sth (for sb/sth)** | **secure sb sth** to obtain or achieve sth, especially when this means using a lot of effort (尤指通过努力) 获得, 取得, 实现: *He was unable to secure funding for the project.* 他无法获取筹建项目所需的资金。 ◇ *They have secured the contract to build the new retail and leisure complex.* 他们获得了新建购物休闲中心的合同。 ◇ *She secured herself a place at a business school.* 她在一家商学院谋到了职位。
**2** (*Finance*) (*usually* **be secured**) to legally agree to give sb who lends you money particular property or goods if you do not pay the money back 抵押: *The loan was fully secured **on/against** properties the company owned.* 这笔贷款是以公司拥有的财产进行全额抵押担保得来的。
**3** to protect sth and make it safe 保护; 使安全: *The investment will secure 577 jobs.* 这项投资将确保提供577个工作岗位。
● ***adjective***
**1** safe and likely to continue or be successful for a long time 可靠的; 稳固的: *a secure job/income/investment* 稳定的工作 / 收入 / 投资 ◇ *The future of the company looks secure.* 看来公司的未来发展前景很明朗。
**2** safe and protected so that it cannot be harmed or affected by sth/sb 安全的; 稳妥的: *Is your computer secure **from** virus attacks?* 你的计算机能够抵御病毒攻击吗? ◇ *a secure network/website* (= where private information cannot be seen by another person) 安全网络 / 站点

**secured** /sɪ'kjʊəd; *AmE* sə'kjʊrd/ *adjective* (*Finance*; *Law*)
**1** if a loan, debt, etc. is **secured**, the borrower agrees to give the lender particular property or goods if they do not pay the money back 抵押的; 担保的: *They have obtained a $1.4 billion secured loan from their bankers.* 他们从银行取得了14亿元的抵押贷款。
● *secured **credit/debt/lending/loans*** 抵押信贷 / 债务 / 借贷 / 贷款
**2** used to describe a person, company, etc. that lends money to sb on the agreement that if the borrower does not pay back the money they will give the lender particular property or goods (贷放资金的个人或公司等) 有担保的: *In the case of bankruptcy, secured creditors must receive the equivalent of their secured claims.* 在破产的情况下, 有担保的债权人须得到与其有担保的债务相当的补偿。
● *secured **creditors/lenders*** 有担保的债权人 / 贷款人 OPP UNSECURED

**the Se,curities and Ex'change Co,mmission** *noun* [sing.] (*abbr* **SEC**) in the US, a government organization that is responsible for controlling how shares, bonds, etc. are traded to make sure that this is done in an honest way in order to protect investors (美国) 证券交易管理委员会 → FINANCIAL SERVICES AUTHORITY

**the Se,curities and 'Futures Au,thority** *noun* [sing.] (*abbr* **SFA**) in the UK, an organization that controls the buying and selling of shares, bonds, etc. and protects investors, now part of the Financial Services Authority (英国) 证券期货局 → FINANCIAL SERVICES AUTHORITY

**se'curities ,market** (*also* **se'curities ex,change**) *noun* [C] (*Stock Exchange*) a place where shares, bonds, etc. are bought and sold; the business activity involved in this 证券市场: *the NYSE, NASDAQ and other securities markets* 纽约证券交易所、纳斯达克等证券市场 → STOCK EXCHANGE

**securitize , -ise** /sɪ'kjʊərətaɪz; *AmE* sə'kjʊr-/ *verb* [+ obj] (*Finance*) to change a financial asset such as a loan into bonds that can be bought and sold in order to raise cash 使…证券化: *They plan to securitize $2.2 billion of commercial and industrial loans.* 他们打算将其22亿元的商业和工业贷款转化为证券。 ▸ **securitization, -isation** /sɪ,kjʊərətaɪ'zeɪʃn; *AmE* sə,kjʊrətə'z-/ *noun* [U; C, usually sing.]: *mortgage securitization* 抵押贷款证券化

**★security** /sɪ'kjʊərəti; *AmE* sə'kjʊr-/ *noun* (*plural* **securities**)

SEE ALSO: **convertible security, dated ~, employment ~, fixed-interest ~, government ~, job ~, mortgage-backed ~**, etc.

**1** [U] the activities involved in protecting a country, building or person against attack, danger, etc. 保护措施；安全工作：*airport/hotel security* 机场 / 酒店的安全措施 ◇ *There will be round-the-clock security at the factory.* 这家工厂将实施24小时安保。
● ***lax/strict/tight security*** 马虎的 / 严格的 / 严密的安全措施 • ***to improve/strengthen/tighten security*** 改进 / 加强安全措施 • ***a security alert/check/system*** 安全警报 / 检查 / 制度

**2** [U with sing./pl. verb] the department of a large company or organization that deals with the protection of its buildings, equipment and staff 保卫部门：*Security was/were called to the incident.* 保安人员被叫到事发现场。◇ *the head of security* 保卫部门领导

**3** [U] protection against sth bad that might happen in the future 担保；保证：*financial security* 金融担保 ◇ *Which type of investment offers the greatest security?* 哪一种投资的安全性最高？
● ***economic/financial security*** 经济 / 金融安全 • ***to give (sb)/have/offer (sb)/provide (sb with) security*** 为…提供担保

**4** (*Finance; Stock Exchange*) **securities** [pl.] a financial asset such as a share or bond; the certificate that shows you own this 证券：*to buy high-yield securities* 购买高收益证券 ◇ *Merrill Lynch is one of the world's biggest securities firms.* 美林集团是世界最大的证券公司之一。◇ *the change from paper to electronic securities* 纸质证券向电子证券的转变
● ***to buy/hold/sell securities*** 购买 / 持有 / 出售证券 • ***to deal in/issue securities*** 经营 / 发行证券 • ***a securities business/company/dealer/firm/house*** 证券业务 / 公司 / 交易商 / 企业 / 商行

**5** (*Finance; Law*) [U,C] a valuable item that you agree to give to sb if you are unable to pay back the money that you have borrowed from them 抵押品：*His home and business are being held as security for the loan.* 他的房子和企业已被作为这笔贷款的抵押品。◇ *Shares in the company were pledged as security against the loan.* 在这家公司中持有的股份被作为该笔贷款的抵押品。
● ***to give/offer/pledge*** sth *as security* 将某物充当抵押品

**se'curity de,posit** *noun* [C] (*Commerce*) a first amount of money that a seller asks a buyer to give them in case the buyer does not complete the business 保证金；定金

**se'curity guard** *noun* [C] a person whose job is to guard money, valuables, a building, etc. 保卫人员；保安：*He had a job as a night security guard.* 他的工作是夜间保安。

**se,curity of em'ployment** = EMPLOYMENT SECURITY

**se'curity ,rating** *noun* [C, usually sing.] **1** (*Finance*) a measurement of the risk involved in investing in a particular company 证券分级；证券评级：*The securities are triple-A rated, the highest form of security rating.* 这些证券公司被评为 AAA 级，这是证券评级体系中最高的一级。→ CREDIT RATING

**2** (*IT*) a measurement of how well a computer or computer system protects data from being read or changed by sb without permission（计算机的）安全等级：*a computer network with a C2 security rating* * C2 安全等级的计算机网络

**3** a measurement that shows if sth is safe or dangerous（衡量某物安全程度的）安全等级：*an airport with a low security rating* 安全等级很低的机场

**Secy.** = SEC.

**seed** /si:d/ *noun, verb*
● ***noun***
**1** (*Finance*) [U] **seed capital, money, etc.** money that is used to start a new business, project, etc. that will bring profits in the future 种子资本；本金：*There is enough seed money for 10 start-up firms.* 有足够的本金开办10家公司。◇ *He raised only $150 000 in seed capital.* 他仅仅筹措了15万元的原始资本。→ SEEDCORN
● ***seed capital/financing/funding/money*** 种子资本 / 资金

**2** (*Marketing*) (*also* **'decoy**) [C] a name that is added to a list of names and addresses of people who are sent advertising material, etc. in order to check how the list is being used 加入到广告邮寄清单上的名字
● ***verb*** [+ obj]
**1** (*Finance*) to provide the money or other resources that are needed to start a new business, project, etc. 为创办企业提供资金：*a venture capital company that seeds tech start-ups* 为技术创新企业提供资金的风险资本公司 ◇ *I've seeded the company with my own money.* 我用自己的钱为公司的初创提供了资金。
**2** (*Marketing*) to add one or more names to a list of names and addresses of people who are sent advertising material, etc. in order to check how the list is being used 增加一个或多个名字到广告邮寄清单上

**seedcorn** (*spelled* **seed corn**, *especially in AmE*) /'si:dkɔ:n; *AmE* -kɔrn/ *noun* [U] (*especially BrE*) money, people, etc. that will bring success or profit in the future 有远大前途的人；能够带来利润的资金：*The work is seedcorn for a longer-term project.* 这项工作为一个长期项目奠定了基础。

**seek** /si:k/ *verb* (**sought, sought** /sɔ:t/) [+ obj] (*formal*) (often used in newspapers) to try to obtain or achieve sth（常用于报章）寻求，争取：*to seek funding for a project* 为项目筹集资金 ◇ *There has been a small rise in the number of people seeking work.* 求职人数出现了小幅上升。▸ **'seeker** *noun* [C]：*job seekers' allowance* 求职者的津贴

**★segment** *noun, verb*
● ***noun*** /'segmənt/ [C]

SEE ALSO: **market segment**

**1** a part or division of sth such as an economy, a market, a social group, a company's work, etc.（经济体、市场、社会团体、公司等的）分部；部门；细分市场：*Small businesses are the fastest-growing segment of the economy.* 小企业是增长最快的经济部门。◇ *All six of our business segments grew this year.* 我们所有六个业务部门的效益今年都增长了。◇ *The company have launched*

*two new cars into the lower-priced segment of the market.* 公司已向低端市场投放了两款新车。◇ *All segments of society should have access to the benefits of the Internet.* 社会各阶层都应享受到互联网所带来的好处。

⊕ ***the business/industrial/retail/services/technology segment*** 商业 / 工业 / 零售 / 服务 / 技术部门 • ***the energy/food/health-care/insurance segment*** 能源 / 食品 / 保健 / 保险部门 • ***core/key/profitable/target segments*** 核心 / 关键 / 盈利 / 目标部门 • ***the low-priced/luxury/mid-priced segment*** 低端 / 奢侈品 / 中端市场

**2** a part or section of sth such as a chart（图表等的）一部分：*The blue segment of the pie chart represents foreign sales.* 这一饼形图的蓝色部分代表国外销售额。

• ***verb*** /seg'ment/ [+ obj *or* no obj] (*often* **be segmented**)
to divide sth into different parts; to divide into different parts 分割；细分：*Customers are segmented into 4 basic groups.* 顾客被划分为4个基本群体。◇ *Market researchers often segment the population on the basis of age and social class.* 市场研究人员经常基于年龄和社会阶层对人口进行分类。◇ *Our business is segmenting into three key areas.* 我们的业务分为三个关键领域。

**segmentation** /ˌsegmen'teɪʃn/ *noun* [U,C]
the act of dividing sth into different parts; one of these parts 分割；划分；细分：*Managers see segmentation as a tool to help marketing.* 管理人员把市场细分看作是营销的有益工具。◇ *the segmentation of work* 工作的划分 → MARKET SEGMENTATION

**seigniorage** (*also spelled* **seignorage**) /'seɪnjərɪdʒ/ *noun* [U]
(*Economics*) the profit that is made by a government from issuing BANKNOTES, coins, etc. 铸造税

**seize** /siːz/ *verb* [+ obj]
**1** to take goods away from sb officially or legally 没收；扣押：*The bank has the right to seize your assets if you fail to repay the loan.* 如果无法偿还贷款，银行有权没收财产。◇ *A large quantity of false credit cards was seized by the police.* 警方没收了大量伪造的信用卡。
**2** to take control of a place or situation, often very suddenly 控制；夺取：*The company's bondholders could seize control of the business.* 公司债券持有者可能会控制这项业务。

**seizure** /'siːʒə(r)/ *noun* [U,C]
the use of legal authority to take sth from sb; an amount of sth that is taken in this way 没收；没收的财产：*the seizure of assets/funds* 没收资产 / 资金 ◇ *Customs seizures are down by one half this year.* 今年被海关查获没收的货物减少了一半。

**select** /sɪ'lekt/ *verb, adjective*
• ***verb*** [+ obj]
**1 select sb/sth (as/for sth)** | **select sb/sth (from sth)** to choose sb/sth from a group of people or things, usually according to a system 选择；挑选；选拔：*Four candidates have been selected for interview.* 四位应征者获选进入面试。◇ *This model was selected as the best-value digital camera on the market.* 这款数码相机当选最具市场价值的数码相机。◇ *Customers can select from thousands of products.* 有上千种商品可供顾客选购。◇ *This service is available at selected stores only.* 仅部分商店提供此项服务。
**2** (*IT*) [+ obj] to mark sth on a computer screen; to choose sth, especially from a list (**menu**)（从计算机屏幕菜单中）选择：*Select 'New Mail' from the 'Send' menu.* 从“发送”菜单中选择“新邮件”。
• ***adjective*** [only before noun] carefully chosen as the best out of a larger group of people or things 精选的；优等的：*a select group of customers/investors* 精心挑选的一批顾客 / 投资者 ◇ *Investors have been buying select technology stocks.* 投资者一直在购买优质技术股。

**selection** /sɪ'lekʃn/ *noun*
**1** [U] the process of choosing sb/sth from a group of people or things, usually according to a system 选择；选拔：*There are guidelines for the selection of board members.* 董事会成员的选择是有要求的。◇ *He claims that the selection process was unfair.* 他声称选拔程序不公平。
**2** [C] a number of people or things that have been chosen from a larger group 被挑选的人（或物）：*You can look through the catalogue, make a selection and pay online.* 您可查看商品目录，选择商品后进行在线支付。
**3** [C] a collection of things from which sth can be chosen 可供选择的事物：*The showroom has a wide selection of cars.* 展厅里有多款汽车可供选择。 SYN CHOICE

**selective** /sɪ'lektɪv/ *adjective*
**1** affecting or concerned with only a small number of people or things from a larger group 有选择的；选择性的：*selective price cuts* 选择性降价 ◇ *a selective mailing* 选择性邮寄
**2** careful about what or who you choose 认真挑选的；严格筛选的：*You will have to be selective about which information to include in the report.* 你必须仔细斟酌要把哪些资料写入报告。
▸ **se'lectively** *adverb*: *The product will be selectively marketed in the US* (= only in some areas). 这种产品将有选择性地在美国部分地区的市场上销售。 **selectivity** /sə,lek'tɪvətɪ/ *noun* [U]

**se,lective at'tention** (*also* **se,lective per'ception**) *noun* [U]
(*Marketing*) a process in which consumers only notice or become aware of some pieces of information in an advertisement, etc. 选择性关注

**se,lective de'mand** *noun* [U,C]
(*Marketing*) the desire of consumers for a particular brand of product 选择性需求：*Advertising used to build selective demand for a brand by persuading customers that it offers the best quality for their money.* 过去的广告通常会通过让消费者确信某品牌物有所值来建立其对品牌的选择性需求。
→ PRIMARY DEMAND

**se,lective distri'bution** *noun* [U]
(*Marketing*) when a product is made available in a limited number of shops/stores, etc. in a particular area 选择性分销

**se,lective per'ception** = SELECTIVE ATTENTION

**self** /self/ *pronoun*
written on a cheque or other document to refer to the person who has signed 本人

**,self-actuali'zation , -isation** *noun* [U]
(*HR*) the fact of using your skills and abilities and achieving as much as you can possibly achieve 自我实现 —Picture at MASLOW'S HIERARCHY OF NEEDS

**,self-ad'dressed** *adjective*
if an envelope is **self-addressed**, sb has written their address on it（信封）写明回邮地址的 → SAE, SASE

**,self-ad'hesive** *adjective* [usually before noun]
covered on one side with a sticky substance so that it can be stuck to sth without using glue, etc. 自粘的

**,self-ap'praisal** *noun* [U,C]
(*HR*) the process of judging your own work; your opinion about your work 自我评估；自我评价: *Your manager may ask you to conduct a self-appraisal before your performance review.* 在进行业绩评估之前，经理可能会要求你先进行自我评价。 SYN SELF-ASSESSMENT

**,self-as'sessment** *noun* [U,C]
**1** a system of paying tax in which you calculate yourself how much you should pay; a form with this information 自行报税；自行纳税申报表: *If you are self-employed you have to complete a self-assessment tax return.* 自由职业者须填写自行申报退税单。
**2** (*HR*) the process of judging your own work, skills, strengths, etc.; your opinion about this 自我评价: *organizations engaging in self-assessment and continuous improvement* 开展自我评价并持续改进自身工作的组织 SYN SELF-APPRAISAL

**,self-cor'recting** *adjective* [usually before noun]
if a system, machine, etc. is **self-correcting**, it corrects or adjusts itself without outside help if it begins to go wrong（系统、机器等）自动调整的，自动修正的: *Economists believe that any surplus of demand over supply will eventually be self-correcting.* 经济学家认为，任何求过于供的情况最终都会自动调整。 ▸ **,self-cor'rect** *verb* [no obj]: *In a market economy, rising prices tend to self-correct.* 在市场经济下，不断走高的价格会自动调整。 **,self-cor'rection** *noun* [U]

**,self-'dealing** *noun* [U]
(*Law*) when a person uses their influence in an organization to make money for themselves rather than the organization 自利交易；利己交易: *Shareholders have accused the CEO of fraud and self-dealing.* 股东们指责首席执行官涉嫌欺诈以及进行利己交易。

**,self-de'velopment** *noun* [U]
(*HR*) the process of gaining the knowledge, skills and abilities you need 自我发展: *Staff are encouraged to use the library for professional self-development.* 鼓励员工利用图书馆提高自身专业素质。 SYN PERSONAL DEVELOPMENT

**,self-di'rected** *adjective*
not controlled by sb else; independent and making your own decisions 自我引导的；自主式的: *Workers in self-directed teams are producing record numbers of new cars.* 自主式团队中的工人生产出的新车数量达到创纪录的水平。 ◇ *self-directed learning* 自主式学习 → SELF-MANAGED

**,self-em'ployed** *adjective*
working for yourself and not employed by a company, etc. 个体经营的: *a self-employed designer* 自己单干的设计师 ◇ *If you are self-employed you may need to hire an accountant.* 如果自行经营，可能需要雇用一名会计。 ◇ *retirement plans for the self-employed* (= people who are self-employed) 自由职业者的退休计划 ▸ **,self-em'ployment** *noun* [U]

**,self-'financing** (*also* **,self-'financed**) *adjective*
a **self-financing** company, project, etc. produces enough money to pay its own costs and does not need financial support 自筹资金的: *The research is largely self-financing.* 这项研究的经费主要是靠自筹。 ◇ *The majority of new businesses are completely self-financed.* 大多数新企业都是完全自筹资金。

**,self-'healing** (*also* **,self-re'pairing**) *adjective*
(about a computer, material, etc.) able to make changes to itself to correct a problem or limit or repair damage without outside help（计算机、材料等）自主性修复的

**,self-'liquidating** *adjective*
(*Finance*)
**1** used to describe a debt or loan that buys sth that will earn enough money to pay back the loan 自偿性的: *short-term, self-liquidating financing* 短期自偿性融资
**2** used to describe a project, deal, etc. that makes enough profit to pay for its costs 能自行收回成本并产生利润的: *The project will be completely self-liquidating.* 这个项目将完全有能力自行收回成本并获利。 ◇ *a self-liquidating offer/promotion* (= when the extra income received from customers pays the cost of the special offer) 能收回成本的特价销售 / 促销

**,self-'made** *adjective* [usually before noun]
having become rich and successful through your own hard work rather than having had money given to you 自力更生的: *He was proud of the fact that he was a self-made millionaire.* 他为自己通过自力更生成为百万富翁而感到自豪。

**,self-'mailer** *noun* [C]
a printed sheet or card that is designed to be sent without an envelope 自邮件；邮简（可不用信封直接邮寄）

**,self-'managed** *adjective*
making your own decisions and not receiving instructions from sb else 自我管理的: *Work is distributed among 140 self-managed teams* (= that are responsible for their own decisions and do not have a manager). 工作被分配给140个自我管理的团队。 → SELF-DIRECTED ▸ **,self-'management** *noun* [U]: *She teaches career self-management.* 她讲授职业生涯自我管理这门课程。

**,self-'powered** *adjective*
used to describe sth that can produce its own energy and does not need energy from another source 自供能源的；自供电的: *a fast-growing maker of self-powered radios and flashlights* 一家快速成长的自发电收音机和手电筒的制造商

**,self-'regulating** *adjective*
**1** (*also* **,self-'regulatory** [usually before noun]) (about an organization, a system, etc.) that is not controlled by the government but decides on its own rules and makes sure that they are obeyed （机构、体系等）自动调节的，自行调整的：*The profession is largely self-regulating.* 这一行业主要依靠自身调节。◇ *a self-regulating organization* 自律组织 ◇ *A self-regulatory organization (SRO) oversees the securities industry.* 一个自律组织对证券行业进行监管。
**2** (about a machine, system, etc.) that controls and adjusts itself（机器、系统等）自我控制的，自我调节的：*a self-regulating economy* 自我调节的经济 ◇ *self-regulating heating products* 自调式供热产品
▸ **,self-regu'lation** *noun* [U]: *The UK has developed industry codes of self-regulation.* 英国已经形成了产业自律规则。

**,self-re'pairing** = SELF-HEALING

**,self-'seal** *adjective* [usually before noun]
used to describe an envelope, etc. that will close and stick when you press the two open edges together（信封）自封的

**,self-'service** *adjective* [usually before noun]
a **self-service** shop/store, restaurant, etc. is one in which customers serve themselves and then pay for the goods（商店、餐厅等）无人售货的；自助的：*self-service check-in at the airport* 机场的自助办理登机手续服务 ◇ *self-service banking* 自助银行
▸ **,self-'service** *noun* [U]: *The cafe provides quick self-service at low prices.* 这家咖啡馆提供价格低廉、方便快捷的自助服务。

**,self-'starter** *noun* [C]
a person who is able to work on their own and make their own decisions without needing anyone to tell them what to do 做事主动的人；有主见的人：*You'll need to be a self-starter to work in this business.* 在这个行业工作需要做事积极主动。

**,self-suf'ficient** *adjective*
able to do or produce everything that you need without the help of other people 自给自足的：*The country is no longer self-sufficient in oil.* 这个国家的石油已经不再自给自足。▸ **,self-suf'ficiency** *noun* [U]

**,self-sup'porting** *adjective*
having enough money to be able to operate without financial help from other people 自营的；自立的：*The business will be self-supporting.* 这家企业资金将能自给。

**,self-sus'taining** *adjective*
able to continue in a successful way without outside help 自给的；自立的：*The goal of any business is to be self-sustaining.* 任何企业的目标都是实现自立。

**,self-'tender** *noun* [C]
(*Finance*) when a company offers to buy back its own shares from its shareholders, for example to avoid sb else buying the company 自我标购；自我认购；回购

**★sell** /sel/ *verb, noun*
• ***verb*** **(sold, sold** /səʊld; *AmE* soʊld/)
SEE ALSO: **mis-sell**
**1** [+ obj *or* no obj] **sell sth (to sb) (at/for sth)** | **sell sb sth (at/for sth)** | **sell (sth)** to give sth to sb in exchange for money 出售：*The company has sold the hotel to private investors for $365 million.* 公司以3.65亿元的价格将酒店卖给了私人投资者。◇ *She sold him the car for $2 500.* 她以2 500元的价格把汽车卖给了他。◇ *They sold the business at a profit/loss* (= they gained/lost money when they sold it). 公司出售该企业盈利／亏本了。◇ *The company expects to sell 300 000 cars a year.* 公司预计每年出售30万辆汽车。◇ *422 million mobile handsets were sold worldwide.* 全球售出手机4.22亿部。◇ *Shareholders were advised not to sell.* 建议股东们不要出售股份。→ SHORT *adv.* (2), SALE
**2** [+ obj] to offer sth for people to buy 销售：*Most supermarkets sell a range of organic products.* 大多数超市都销售各种有机产品。◇ *Do you sell stamps?* 你们销售邮票吗？◇ *This product is sold exclusively at one chain of stores.* 这款产品在一家连锁店独家销售。→ SALE
**3** [+ obj *or* no obj] to be bought by people usually in the way or in the numbers mentioned; to be offered at the price mentioned 以特定价格销售：*DVD players now sell for only $80.* 数字影碟机现仅售80元。◇ *The book sold well and was reprinted many times.* 这本书销路很好，已重印多次。◇ *The new design just didn't sell* (= nobody bought it). 新款式根本卖不动。◇ *The magazine sells 300 000 copies a week.* 这种杂志每周销售30万册。
**4** [+ obj *or* no obj] to make people want to buy sth 促销：*There's no doubt that advertising sells.* 毫无疑问广告能够促进销售。◇ *It is quality not price that sells our products.* 我们的产品卖得好靠的是质量而不是价格。◇ *These cars sell themselves* (= they are very easy to sell). 这些汽车十分畅销。
**5** [+ obj] **sell sth/yourself (to sb)** to persuade sb that sth is a good idea, service, product, etc.; to persuade sb that you are the right person for a job, position, etc. 使赞成；劝人接受；推销：*Now we have to try and sell the idea to management.* 现在，我们必须设法说服管理层接受这一观点。◇ *You really have to sell yourself at a job interview.* 应征面试的时候，你真得推销你自己。
▸ **sellable** /'seləbl/ *adjective*: *sellable securities* 适销证券 ◇ *Prada's most sellable collection for years* (= easy to sell) 普拉达多年来最畅销的产品系列
IDM **sell/go like hot 'cakes** to sell quickly or in great numbers 畅销 → idiom at BULK *noun*
PHR V **,sell 'into sth; ,sell sth 'into sth** (*Finance*) to sell shares, bonds, etc. when the situation mentioned exists 在…时卖出（股票、债券等）：*They were forced to sell into a falling market.* 他们被迫在市场价格下跌时卖出。**,sell sth 'off 1** to sell all or part of an industry, a company, etc. often at a low price in order to get rid of it 甩卖；廉价出售（产业、公司等）：*In the nineties most state-owned industries were sold off.* 在九十年代，大多数国有产业都被贱卖了。**2** to sell things cheaply because you want to get rid of them or because you need the money 甩卖；抛售：*to sell off old stock* 抛售旧股票 → SELL-OFF **,sell sth 'on** to sell to sb else sth that you have bought not long before 转售；转手出卖：*We buy cars abroad and then sell them on to customers in the UK.* 我们从国外购买汽车，然后再转售给英国的客户。**,sell 'out (to sb/sth)** to sell your business or a part of

your business 出售（企业）: *The company eventually sold out to a multinational media group.* 公司最终卖给了一家跨国传媒集团。 ,**sell 'out; ,sell 'out of sth** (*Finance*) to sell particular shares, bonds, etc. that you own, often because they no longer seem to be a good investment 抛售（股票、债券等）: *The bad news prompted foreign investors to sell out of US stocks.* 坏消息促使外国投资者抛售美国股票。 ,**sell 'out; be ,sold 'out** to be all sold 卖光；售完: *A hot product can sell out within 24 hours.* 热门产品会在24小时之内全部卖光。 ◇ *The concert is completely sold out.* 这场音乐会的票全部卖完了。 → SELL-OUT ,**sell 'out (of sth); be ,sold 'out (of sth)** to have sold all the available items 售空；卖光: *I'm sorry, we've sold out.* 对不起，我们的货全部卖光了。 ◇ *Several online retailers have sold out of their stock of the software.* 几家在线零售商已经将他们库存的软件都卖完了。 → SELL-OUT ,**sell 'through** if items in a shop/store **sell through** they are sold to customers 出售；卖出: *A really good guitar will sell through fast.* 真正好的吉他会卖得很快。 → SELL-THROUGH ,**sell 'up; ,sell sth 'up** (*especially BrE*) to sell your home, possessions, business, etc., usually because you are leaving the country or retiring 卖光（家当、企业等）: *They plan to sell up and retire.* 他们打算卖光家当后退休。

• *noun*

SEE ALSO: **hard sell, soft sell**

**1** [C] an act of selling sth or of trying to sell sth 出售；推销: *Every other TV commercial is a sell for a car.* 每两个电视商业广告中就有一个是推销汽车的。 ◇ *Luxury goods can be a* ***tough*** *sell* (= difficult to sell). 奢侈品会很难卖。 → SALE

**2** [C, usually sing.] an act of trying to persuade sb that sth is a good idea, product, service, etc. 推荐；说服: *Persuading the companies to be sponsors is going to be a* ***tough*** *sell* (= it will be difficult to persuade them). 说服公司做赞助商会十分艰难。 ◇ *Despite its benefits , the program isn't always an* ***easy*** *sell.* 尽管有好处，但这个项目并不容易找到人来做。

**3** (*Stock Exchange*) [U; sing.] = SELL RATING

**4** (*Stock Exchange*) [C] = SELL ORDER

**'sell-by date** (*AmE also* **'pull date**) *noun* [C] the date, printed on a container or package, that advises a shop/store how long it should offer a particular item of food or drink for sale. These items can usually be used after this date（食品、饮料等）最迟销售日期: *Is it safe to use a package of hot dogs when it is past its sell-by date?* 过了最迟销售日期的盒装热狗还能安全食用吗？ See note at BEST-BEFORE DATE

**★seller** /'selə(r)/ *noun* [C]

SEE ALSO: **best-seller**

**1** a person or company that sells sth 销售者；卖主: *They are the largest retail seller of carpeting.* 他们是最大的地毯零售商。 ◇ *a clothing/software/toy seller* 服装 / 软件 / 玩具卖家 ◇ *The online retailer will be the exclusive seller of the equipment.* 这家在线零售商将成为这款设备的独家销售商。 ◇ *The law is intended to protect both the buyer and the seller.* 这项法律旨在保护买卖双方。

➕ *a* ***big/large/leading/top*** *seller of sth* 某物的大型 / 主要 / 顶级销售商

**2** a product that is sold in the amounts or the way mentioned（以某种情况销售的）商品: *The product remains a steady seller.* 这款产品的销路保持稳定。 ◇ *The top sellers last month were toys and electronics.* 上个月最畅销的商品是玩具和电子产品。

➕ *a* ***big/hot/large/strong/top*** *seller* 畅销品；最畅销的商品

**,seller's 'market** *noun* [C, usually sing.] a situation in which people selling sth have an advantage, because there is not a lot of a particular item for sale, and prices can be kept high 卖方市场: *The shortage of homes is making it a seller's market.* 住房短缺使房市成为卖方市场。 ◇ *It's a seller's market for skilled workers.* 熟练工人属于卖方市场。 OPP BUYER'S MARKET

**selling** /'selɪŋ/ *noun* [U]

SEE ALSO: **cross-selling, direct ~, forced ~, forward ~, hard ~, personal ~, pyramid ~,** etc.

**1** the act of giving sb sth in exchange for money 出售；卖: *steady selling of shares* 股票的稳定销售 ◇ *A wave of panic selling drove the FTSE 100 index to its lowest level for five years.* 恐慌性抛售的浪潮促使富时100指数跌至五年来的最低点。 ◇ *The holiday selling season proved disappointing.* 假期销售旺季的结果令人大失所望。

**2** the job, skill, study, etc. of persuading people to buy things 推销；推销术: *She began her career in selling.* 她是从干推销起家的。 ◇ *He used his selling skills in the software industry.* 他把自己的推销技能运用到软件行业。 ◇ *The commission is investigating complaints about dishonest* ***doorstep*** *selling* (= going to sb's home and trying to persuade them to buy your product). 委员会正对有关欺骗性上门推销的投诉进行调查。

**3 -selling** (used to describe a product that sells in the way mentioned) 销售（好的、快的、差的）: *the world's best-selling chocolate bar* 世界最畅销的巧克力棒 ◇ *fast-selling goods* 畅销商品 ◇ *a poor-selling product* 滞销产品

**'selling ,concept** (*also* **'sales ,concept**) *noun*

**1** (*Marketing*) [C] an idea for the way to sell a product or products 销售理念: *Salespeople will improve when they learn successful selling concepts.* 销售人员在学到成功的销售理念之后将会提高自身的销售水平。 ◇ *Their sales concept is 'a new experience every week'.* 他们的销售理念是“每周都有新体验”。 → MARKETING CONCEPT

**2** (*Economics*) **the selling concept , the sales concept** [sing.] the approach to business that emphasizes persuading customers to buy products that you already have, sometimes in an aggressive way, rather than producing new ones that customers may want 推销概念（重视以推销所有产品而非开发顾客想要的新产品的经营思想）→ MARKETING CONCEPT, PRODUCTION CONCEPT

**'selling cost** *noun* [C, usually pl.] the amount that a company spends on advertising and selling a product 销售成本: *Our selling costs amounted to 30% of sales.* 我们的销售成本为销售额的30%。 ◇ *high/low selling costs* 高 / 低销售成本

**'selling ,order** = SELL ORDER

**'selling point** *noun* [C]
(*Marketing*) a feature of sth that makes people want to buy or use it 卖点（吸引顾客的特色）: *The price is obviously one of the main selling points.* 价格显然是主要卖点之一。→ USP

**'selling price** *noun* [C]
the price at which sth is sold 销售价；卖价: *a high/low selling price* 高 / 低售价 ◇ *The average selling price of its products has fallen by about 12%.* 其产品的平均售价下降了约12%。→ ASKING PRICE, COST PRICE

**'sell limit ,order** *noun* [C]
(*Stock Exchange*) an order to a BROKER to sell a number of shares, bonds, etc. at a particular price or higher（股票、债券等的）限价卖单→ BUY LIMIT ORDER
● *to execute/place a sell limit order* 执行 / 挂出限价卖单

**'sell-off** *noun* [C]
**1** the sale of all or part of an industry, a company, etc., especially at a low price in order to get rid of it（产业、公司等的）出售: *The firm has announced the sell-off of most of its American bus operation.* 公司已经宣布出售其在美国的绝大部分公交车业务。◇ *a major sell-off of billions of dollars in assets* 数十亿元资产的大型出售→ SELL OFF at SELL *verb*
**2** (*Finance*) (*especially AmE*) the sale of a large number of shares, bonds, etc., after which their value usually falls（股票、债券的）抛售: *The sell-off in technology stocks may be slowing down.* 技术股的抛售可能会放缓。

**'sell ,order** (*also* **sell, 'selling ,order**) *noun* [C]
(*Stock Exchange*) an order to a BROKER to sell a number of shares, bonds, etc. 沽盘；卖盘→ BUY ORDER

**'sell-out** *noun* [C, usually sing.]
a product that has sold very well so that there are none left; an event for which all the tickets have been sold 售完；脱销: *The book was a sell-out.* 那本书已卖完。◇ *We had a sell-out season in December* (= we sold all our stock of many items). 十二月份我们许多货物都卖光了。◇ *a sell-out tour* 预订一空的旅游线路→ SELL OUT; SELL OUT (OF STH) at SELL *verb*

**'sell ,rating** *noun* [C] (*also* **sell** [U; sing.])
(*Stock Exchange*) a statement made by a bank, a dealer, etc. that investors should sell a particular company's shares（股票的）卖出评级: *Our analyst has put a sell rating on the stock.* 我们的分析师认为应当卖出这支股票。
● *to have/put a sell rating on sth* 评定应当卖出某物

**'sell ,signal** *noun* [C]
(*Stock Exchange*) a situation where the pattern of recent movements in a share price indicates that it is a good time to sell shares（股票的）卖出信号→ BUY SIGNAL
● *to generate/give a sell signal* 发出卖出信号

**'sell-through** *noun, adjective*
● ***noun***
(*Marketing*)
**1** [U,C] the number of items of a particular product that a shop/store manages to sell to customers compared to the number it bought to sell 销售率（商店某商品销售量与进货量之比）: *The average sell-through rate for these magazines is 35-38%.* 这些杂志的平均销售率为35%-38%。◇ *Wholesale sell-throughs improved compared to the previous six months.* 与前六个月相比，批发率有所提高。
**2** [C] an item, especially a video, that you can buy rather than hire（尤指录像带等供购买而非租赁的）零售品: *Sell-throughs of movie classics have increased.* 经典电影的录像带零售量上升了。
● ***adjective*** [only before noun] (used about videos) available to buy rather than to hire（录像带）供出售的: *sell-through titles* 可供购买的录像带→ SELL THROUGH at SELL

**semi-** /'semi/ *prefix* (*in adjectives and nouns* 用于形容词及名词)
**1** half; partly 半；部分: *semicircular* 半圆的 ◇ *semi-professional* 半职业的 ◇ *semi-precious stones* 半宝石
**2** happening twice during the period mentioned 每年（月、周等）两次的: *semi-weekly meetings* (= twice a week) 每周两次的会议 ◇ *a semi-annual review* 每年两次的审查

**,semi-'durable** *adjective*
(*Economics*; *Marketing*) (about goods such as clothes, furniture, etc.) not expected to last for more than a few years（服装、家具等）半耐用的: *semi-durable fabrics* 半耐用织物 ◇ *Semi-durable products continue to show the best sales performance.* 半耐用产品继续保持最佳的销售业绩。▶ **,semi-'durable** *noun* [C, usually pl.]: *spending on semi-durables* 半耐用品支出→ DURABLE GOODS, NON-DURABLE GOODS

**,semi-'finished** *adjective*
partly made; ready to be made into a finished product 半成品的: *semi-finished products/parts* 半成品；半成品零部件 ◇ *semi-finished steel* 半成品钢

**seminar** /'semma:(r)/ *noun* [C]
a meeting for discussion or training 研讨会；培训班: *a one-day management seminar* 为期一天的管理研讨会→ WEBINAR
● *to conduct/hold/organize/run a seminar* 举办 / 举行 / 组织 / 召开研讨会 • *to attend/go to a seminar* 出席 / 参加研讨会 • *an all-day/a one-day/weekly, etc. seminar* 为期一天的 / 一周一次等的研讨会 • *a business/management/training seminar* 业务 / 管理 / 培训研讨会

**,semi-'skilled** *adjective* [usually before noun]
having some special training or qualifications, but less than skilled people 半熟练的: *a semi-skilled machine operator* 半熟练机器操作工 ◇ *semi-skilled jobs* (= for people who have some special training) 半技术工作

**,semi-structured 'interview** *noun* [C]
(*Marketing*) an informal way of finding out the opinion of a person or a group of people in which the person asking the questions will ask some fixed questions but will also ask other questions that seem appropriate 半结构性访谈；半框架性访谈

**send** /send/ *verb* [+ obj] (**sent, sent** /sent/)
**1 send sth (to sb)** | **send sb sth** to make sth go or be taken to a place, especially by post/mail, email,

etc. 发送；邮寄：*to send a letter/package/cheque/fax/email* 发送信件 / 包裹 / 支票 / 传真 / 电子邮件 ◇ *She sent the letter by airmail.* 她通过航空邮递寄出了那封信。◇ *An email was sent to all the staff.* 向全体员工发出了一封电子邮件。◇ *All the staff were sent the email.* 全体员工都收到了这封电子邮件。

**2** to tell sb to go somewhere or to do sth; to arrange for sb to go somewhere 派遣：*Ed couldn't make it so they sent me instead.* 埃德去不了，因此他们就派我去了。◇ *We are being sent on a training course next month.* 我们下月将被派去参加一个培训课程。

**3** to make sth move quickly or suddenly; to make sb act quickly 使某物快速或突然移动；使某人快速行动：*Analysts issued a positive report, sending shares 3 per cent higher.* 分析员发布正面报告，股价随之上扬了3%。◇ *The news has sent investors hurrying to sell their stocks.* 这条新闻促使投资者急忙抛售股票。

PHR V **,send a'way (to sb) (for sth)** = SEND OFF (FOR STH) **,send sth 'back** to return sth to a place 退回；发回：*When it arrived, the computer was damaged, so we sent it back.* 计算机运来时有损坏，因此我们把它退了回去。◇ *How many people sent back the questionnaire?* 有多少人发回了问卷？ SYN RETURN **,send sb 'in** to order sb to go to a place to deal with a difficult situation 派某人去（应付困难局面）：*We sent Bob in to sort out the mess.* 我们派鲍勃去收拾残局。 **,send sth 'in** to send sth by post/mail to a place where it will be dealt with 寄去（处理）：*Have you sent in your application yet?* 你把申请表寄出去了吗？ **,send 'off (for sth)**; **,send a'way (to sb) (for sth)** to write to sb and ask them to send you sth by post/mail 函索；写信索取：*I've sent off for details of several jobs.* 有几份工作的详细资料我已经写信去要了。 **,send sth 'off** to send sth to a place by post/mail 寄出；发送：*I'm sending the files off to my boss tomorrow.* 我明天要把这些文件给老板寄去。 **,send sth 'on (to sb)** **1** to send a letter, email, etc. that has been sent to you to sb else 转寄；转送：*When I receive an invoice by email, I send it on to my secretary.* 我通过电子邮件收到发票后将其转发给了我的秘书。 SYN FORWARD **2** to send a letter that has been sent to sb's old address to their new address 转投（信件）：*Nobody sent on the mail to the new offices.* 没有人把这个邮件转寄到新的办公地址。 SYN FORWARD **3** to send sth from one place/person to another 转送；转递；转达：*They arranged for the information to be sent on to us.* 他们托人把信息转告我们。 **,send sth 'out** to send sth to a lot of different people or places 分发；散发：*We have been sending out thousands of brochures.* 我们散发了几千份小册子。◇ *Have the invitations been sent out yet?* 请柬分发出去了吗？ SYN MAIL OUT

**sender** /'sendə(r)/ *noun* [C]
a person who sends sth 发送人；邮寄人：*If undelivered, please return to sender.* 若无法投递，请退回发信人。

**★senior** /'si:niə(r)/ *adjective, noun*
• ***adjective***
**1** [usually before noun] having a higher rank in an organization or a profession than others 级别（或地位）高的：*senior analysts/bankers/editors* 高级分析员；资深银行家；高级编辑 ◇ *He is senior to me.* 他比我级别高。◇ *The meeting should be chaired by the most senior person present.* 会议应当由在座的级别最高的人主持。◇ *Senior management was/were involved in the decision.* 高级管理层参与了这一决策的制定。◇ *She's senior partner at the law firm.* 她是那家律师事务所的高级合伙人。 See note at BOSS
⊕ *a senior* ***employee/executive/manager/official/vice-president*** 高级雇员 / 主管 / 经理 / 官员 / 副总裁 • *senior* ***management/staff*** 高级管理层 / 职员 • *a senior* ***associate/partner*** 高级职员 / 合伙人 • *a senior* ***position/post*** 高级职位 / 职务
**2** (*Finance*) used to describe a debt that must be paid before all other debts have been paid if the borrower has financial problems（债券、股票对企业财产及红利）有优先权的：*The company has announced a $150 million senior note offering.* 公司已宣布发行1.5亿元的优先票据。
⊕ *senior* ***debentures/debt/loans/notes*** 优先债券 / 债务 / 贷款 / 票据 • *senior* ***creditors/lenders*** 优先债权人 / 贷款人 → SENIORITY
• ***noun*** [C]
**1** a person with a higher level of job or status than others 级别较高者；上司；上级：*She felt unappreciated both by her colleagues and her seniors.* 她感觉同事和上司都不赏识自己。
OPP JUNIOR
**2** (*especially AmE*) = SENIOR CITIZEN

**,senior 'citizen** (**'senior,** *especially in AmE*) *noun* [C]
an older person, especially sb over 65 years old who has retired from work 年长者（尤指65岁以上已退休者）：*Senior citizens receive a discount of 10%.* 年长者可享受10%的折扣。

**seniority** /,si:ni'ɒrəti; *AmE* -'ɔ:r-; -'ɑ:r-/ *noun* [U]
**1** the fact of being older or of a higher rank than others 年长；级别高：*a position of seniority* 高级职位
**2** the rank that you have in a company because of the length of time you have worked there 资历：*a lawyer with five years' seniority* 拥有五年从业经历的律师 ◇ *Should promotion be based on merit or seniority?* 晋升应该看业绩，还是看资历？

**sensitive** /'sensətɪv/ *adjective*
SEE ALSO: **price-sensitive**
**1** **sensitive (to sth)** reacting quickly to sth or to small changes 敏感的；灵敏的：*Sales at larger stores are more sensitive to changes in consumer spending.* 大型商场的销售对消费者开支的变化更为敏感。◇ *a sensitive market* (= one that reacts very quickly to changes or new information) 敏感性市场 ◇ *a sensitive scientific instrument* 灵敏的科学仪器 ◇ *Your password is case-sensitive* (= you must use the correct capital letters and small letters). 你的密码需要区分大小写。
**2** (about information) not to be shared or given to other people; secret（信息）敏感的，保密的：*hackers attempting to access sensitive data* 试图获取机密资料的黑客
**3** aware of and able to understand other people and their feelings 善解人意的；体贴的：*The company is not being sensitive to the needs of employees.* 公司对员工的需要漠不关心。
▸ **'sensitively** *adverb*

**sensitivity** /ˌsensəˈtɪvəti/ *noun* [U]
**1** the quality of reacting quickly to sth or to small changes 敏感性；过敏性：*the sensitivity of economies to changes in policy* 经济对政策变化的敏感性 ◇ *increased price sensitivity among consumers* 消费者价格敏感性的提高
**2** (about information) the quality of needing to be kept secret and not shared with other people（信息）敏感性：*Because of the high sensitivity of the data, high security must be enforced.* 由于资料的高度敏感性，必须实行高级别安全措施。
**3** the ability to be aware of and understand other people and their feelings 体谅；体恤；体察：*developing sensitivity to customers' needs* 培养对顾客需求的体察能力

**sensi'tivity a,nalysis** *noun* [C,U]
a study of how much a project, system, etc. would be affected by a change in one of its elements, such as sales, costs, etc. 敏感度分析：*A sensitivity analysis will show at what point a project becomes economical.* 敏感度分析将显示项目最经济的点。

**sentiment** /ˈsentɪmənt/ *noun*
SEE ALSO: **consumer sentiment**
**1** [U] a measure of how people, especially investors or financial experts, feel about the economy, especially about whether it will get better（对经济前景的）信心：*a decline in business sentiment* 商业信心下滑 ◇ *Sentiment in the market was improved by some good results.* 市场信心因一些良好经营结果而得到改善。◇ *Rising oil prices depressed sentiment among consumers.* 上涨的油价抑制了消费者的信心。SYN CONFIDENCE
→ CONSUMER CONFIDENCE
● ***business/investor/market*** *sentiment* 商业／投资者／市场信心 • ***to boost/improve/lift*** *sentiment* 提高／改进／提升信心 • ***to damage/depress/hit/hurt/undermine*** *sentiment* 伤害／压抑／打击／挫伤／破坏信心 • ***bearish/bullish/positive/negative*** *sentiment* 市场气氛看淡／看涨／积极／消极的心态
**2** [U,C] what a group of people feel or think about sth 观点；看法：*Sentiment about the new CEO was very mixed.* 人们对新任首席执行官的看法褒贬不一。◇ *He said that the union should be doing more to help them and other workers echoed this sentiment.* 他声称工会应该给予他们更多的帮助，其他工人也同意这一看法。

**separation** /ˌsepəˈreɪʃn/ *noun* [U,C] (*AmE*) (*HR*) when sb stops working for a company either because they retire or because they lose their job 退职；离职：*Most of the job losses will be through voluntary separation.* 大多数失业都将是自愿离职的。◇ *Ms Parks received a $4 million separation package.* 帕克斯女士得到了400万元的离职补偿金。

**sequential** /sɪˈkwenʃl/ *adjective* (*formal*)
**1** following in order of time or place; following in a logical order 连续的；按顺序的：*Product development consists of four sequential steps.* 产品开发依次经过四个步骤。◇ *sequential data processing* 顺序数据处理
**2** (*Accounting*) compared with the most recent similar accounting period 与前期财务情况相比较的：*There has been a slight sequential decline in revenue.* 与上期相比，收入略微有所下降。
▸ **sequentially** /sɪˈkwenʃəli/ *adverb*: *data stored sequentially on a computer* 按顺序存储在计算机上的数据 ◇ *Sales were 12 per cent lower sequentially.* 与上期相比，销售额下降了12%。

**se,quential 'sampling** *noun* [U]
(*Technical*) a process of **sampling** (= taking a number of people or things from a larger group in order to provide information about the group) that continues until enough data has been collected 连续抽样；顺序抽样

**sequester** /sɪˈkwestə(r)/ *verb* [+ obj]
(*Law*)
**1** to keep a group of people, especially a JURY away from other people 隔离（陪审团）：*The jury will be sequestered at a local hotel until they reach a verdict.* 在作出裁决之前，陪审团将被隔离在当地一家酒店里。
**2** = SEQUESTRATE

**sequestrate** /ˈsiːkwəstreɪt; sɪˈkwes-/ (*also* **se'quester**) *verb* [+ obj]
(*Law*) to take control of sb's property or assets until a debt has been paid 扣押(债务人的财产)：*In the event of such a ruling, the court may sequestrate the stock.* 如果作出这一裁决，法庭可能会扣押这批库存。▸ **sequestration** /ˌsiːkwəˈstreɪʃn/ *noun* [U,C]
**sequestrator** /ˈsiːkwəstreɪtə(r)/ *noun* [C]

**serial** /ˈsɪəriəl; *AmE* ˈsɪr-/ *adjective*
**1** (*IT*) sending data one unit (**bit**) at a time 串行的：*the serial transmission of data* 数据的串行传输 ◇ *You can download it to your office computer using a serial cable.* 你可以使用串行线将其下载到你的办公电脑中。OPP PARALLEL (2)
**2** (*Technical*) [usually before noun] arranged in a series 按顺序排列的：*tasks carried out in serial order* 按顺序完成的任务
**3** [only before noun] doing the same thing in the same way several times 连续的；多次的：*Insurers claimed victory after the conviction of a serial claimant.* 原告被判连续索赔，承保方胜诉。
▸ **serially** /ˈsɪəriəli; *AmE* ˈsɪr-/ *adverb*

**,serial 'bonds** *noun* [pl.]
(*Finance*) a set of bonds that a company or local government, etc. issues (= sells) that become due for payment at regular times over a period of time 分批还本债券；序列债券

**,serial entrepre'neur** *noun* [C]
a person who creates several new companies, usually selling each one before starting the next 连续创业者；连续企业家：*He is a serial entrepreneur who started his first business at the age of 18.* 他是一位连续创业者，在18岁时就创办了他的第一家公司。

**'serial ,number** *noun* [C]
a number put on a product in order to identify it 序列号：*What is the model and serial number for your printer?* 你的打印机型号和序列号是多少？

**series** /ˈsɪəriːz; *AmE* ˈsɪr-/ *noun* [C] (*plural* **series**)
SEE ALSO: **time series**
**1** a range of similar products produced by one company 系列产品：*the BMW 3 series* 宝马3系列 ◇ *a new title in the popular series of video games* 热门电子游戏系列的又一新作

**2** (*Finance*) a group of shares, bonds, etc. that have the same rules and guarantees about the rights of the owners, payment of interest, etc. （股票、债券等的）系列：*The company's shares are divided into Series A shares and Series B shares.* 这家公司的股票分为A系列和B系列股票。◇*A Series EE bond cannot be redeemed* (= exchanged for cash) *until 12 months after its issue date.* * EE 系列债券在发行之后12个月内不得赎回。→ CLASS (3)
**3** several events or things of a similar kind that happen one after the other 一系列；连续：*a series of meetings* 系列会议 ◇*The share price has fallen sharply after a series of profit warnings.* 股价在连续发出利润预警之后急剧下跌。

**serve** /sɜːv; *AmE* sɜːrv/ *verb*
**1** [+ obj] to provide an area or a group of people with a product or service （向某地区或群体）提供产品（或服务）：*These firms serve local markets.* 这些企业供应本地市场。◇*The town is well served with buses and major road links.* 这个小镇有众多公交线路，通往主干公路也很方便。
**2** [+ obj] to deal with people, especially customers, and give them what they need （向顾客）提供服务：*We are looking for ways to serve our customers better and faster.* 我们正在寻求更好更快地向顾客提供服务的途径。◇*The website will focus on serving* ***the needs*** *of small business customers.* 这个网站将着力于满足小企业顾客的需求。
**3** [+ obj *or* no obj] to give sb food or drink, for example at a restaurant 端上，摆出（食物或饮料）：*Breakfast is served between 7 and 10 a.m.* 上午7点到10点供应早餐。
**4** [+ obj *or* no obj] (*especially BrE*) to help a customer or sell them sth in a shop/store 接待；侍候；招待：*Are you being served?* 有人接待您吗？◇*There was only one person serving behind the counter.* 柜台后面只有一个人负责接待。
**5** [+ obj *or* no obj] to spend a period of time in a particular job, especially a senior one, or training for a job 供职；实习：*She served a one-year apprenticeship.* 她当了一年见习生。◇*He has served* ***as*** *chairman since 2004.* 他自2004年以来一直担任董事长一职。
**6** (*Law*) [+ obj] to give sb an official document or instruction, especially one that orders them to appear in court 把…送达；送交：*to serve a writ/summons on sb* 把令状／传票送达某人 ◇*to serve sb with a writ/summons/notice* 向某人送达令状／传票／通知
**IDM** **serve 'notice (on/upon sb) (that ...)** (*Law*) to officially inform sb, often in writing, that you will do sth or that they must do sth 正式通知（某人）：*A landlord is required to serve notice on a tenant of a proposed rent increase.* 房东计划提高租金须向房客出示书面通知。→ NOTICE (3,4)
**PHR V** **,serve sth 'out** to continue working until a previously agreed period of time has been completed 做到期满；学到期满：*She will serve out her remaining term as a director.* 她将继续担任董事直至任期结束。◇(*BrE*) *They didn't want me to serve out my notice.* 他们不希望我工作到辞职通知的最后期限。

**server** /'sɜːvə(r); *AmE* 'sɜːrv-/ (*also* **'file ,server**) *noun* [C]
SEE ALSO: **client-server, time-server**
(*IT*) a computer program that controls or supplies information to several computers connected in a network; the main computer on which this program is run 服务器：*a server-based network* 基于服务器的网络

**'server farm** *noun* [C]
(*IT*) a business that has a large number of SERVERS in one place that provide computer services for many different organizations 服务器群

**★service** /'sɜːvɪs; *AmE* 'sɜːrv-/ *noun, verb, adjective*
● ***noun***
SEE ALSO: **advisory service, answering ~, babysitting ~, business reply ~, civil ~, contract of ~, customer ~,** etc.
**1** [C,U] a business whose work involves doing sth for customers but not producing goods; the work that such a business does 服务性行业（或企业、业务等）：*the development of new* ***goods and services*** 新兴商品和服务项目的开发 ◇*Smith's Catering Services* (= a company) *offers the best value.* 史密斯餐饮服务公司提供最物有所值的服务。◇*How much does the basic phone service cost?* 基础电话服务费是多少？◇*We can provide a home-delivery service.* 我们可以提供送货上门服务。◇*There has been considerable growth in the service sector* (= the part of the economy involved in this type of business). 服务业的增长相当可观。◇*a service industry* 服务行业
➊ *to* ***offer (sb)/provide (sb with)*** *a service* （向某人）提供服务 • *to* ***expand/guarantee/improve*** *a service* 扩展／保证／改进服务 • ***banking/financial/marketing/security/travel*** *services* 银行／金融／营销／证券／旅游服务
**2** [U] help and advice given to customers in hotels, restaurants, shops/stores and businesses （对顾客的）接待，服务：*The food was good but the service was very slow.* 饭菜很好，但是上菜速度太慢。◇*10% will be added to your bill for service.* 您付账时要外加10%的服务费。◇*We are committed to providing a high quality of service to all our clients.* 我们致力于向所有客户提供高品质的服务。◇*The training aims to improve service levels.* 这项培训旨在提高服务水平。◇*We guarantee excellent service.* 我们保证提供优质服务。
➊ *to* ***give (sb)/offer (sb)/provide (sb with)*** *service* （向某人）提供服务 • ***efficient/excellent/good/quality/quick*** *service* 高效的／出色的／良好的／优质的／快速的服务 • ***bad/poor/slow*** *service* 劣质的／差劲的／迟缓的服务
**3** [C] a system that provides sth that the public needs, organized by the government or a private company 公用事业；公共服务体系：*the ambulance/bus/telephone service* 救护车／公交／电话服务系统 ◇*We want to provide a profitable postal service.* 我们想提供赢利性的邮政服务体系。
➊ *to* ***offer (sb)/provide (sb with)*** *a service* （向某人）提供服务 • ***education/health/postal/social*** *services* 教育／医疗卫生／邮政／社会服务 • *an* ***essential/a vital*** *service* 必要的／关键的服务
**4** [C] an organization or a company that provides sth for the public or does sth for the government 公用事业机构（或公司）：*a debt counselling*

*service* 债务咨询服务公司 ◇ *the diplomatic service* 外交部门

**5** [C, usually sing.] a system of regular buses, trains, planes, etc. that goes to a particular place; a bus, train, plane, etc. that regularly goes at a particular time 班次；车次：*There is now an air service to the island.* 目前已经有飞往该岛的航班。◇ *The 10.15 service to Glasgow has been cancelled.* * 10点15分飞往格拉斯哥的航班已经取消。

● *to* ***lay on/offer/provide*** *a service* 提供营运服务 • *to* ***improve/operate/run*** *a service* 改进 / 经营运输服务 • *to* ***cancel/cut/suspend*** *a service* 取消 / 削减 / 暂停营运 • *a* ***fast/frequent/good/reliable*** *service* 快速的 / 频繁的 / 良好的 / 可靠的营运服务

**6** [U] the work that sb does for an organization, etc., especially when it continues for a long time or is admired very much（尤指长期、受尊重的）服务，工作，效力：*She has just celebrated 25 years' service with the company.* 她刚刚庆祝了自己在公司任职25周年。◇ *The employees have good* ***conditions of service.*** 员工有着良好的工作条件。

**7** [C, usually pl.] the particular skills or help that a person is able to offer 服务（指个人所提供的技术或帮助）：*You need the services of a good lawyer.* 你需要找一位好律师帮助你。◇ *He offered his services* ***as*** *a driver.* 他提供驾车服务。

**8** [U] the use that you can get from a vehicle or machine; the state of being used 使用；使用状况：*That computer* ***gave*** *us very good service.* 那台计算机对我们来说很好用。

**9** [C] an examination of a vehicle or machine followed by any work that is necessary to keep it operating well 检修；维修；保养：*I had taken the car to the garage for a service.* 我把汽车送到修理厂去保养了。◇ *a service engineer* 维修技师

IDM **be of 'service (to sb)** (*formal*) to be useful or helpful（对某人）有用，有帮助：*Can I be of service to anyone?* 有谁需要我帮忙吗？→ idiom at ENTER

● ***verb*** [+ obj]

**1** (*Finance*) **service a debt/loan** to pay interest on money that has been borrowed 支付债务利息：*The company can no longer service its debts.* 那家公司已无力支付其债务利息。

**2** (*Finance*) **service a loan** to collect and manage the regular payments made to pay back a loan 偿还贷款：*The mortgage providers service over 350 000 loans a year.* 抵押贷款公司每年提供抵押贷款有35万多笔。→ LOAN SERVICING

**3** (*formal*) to do sth for people or provide them with help or with sth they need, such as shops/stores, or a transport system 提供服务：*The department services the international sales force.* 这个部门为国际销售人员提供服务。◇ *The city is serviced by six international airlines.* 有六家国际航空公司为该城市提供运营服务。→ SERVE

**4** to examine a vehicle or machine and repair it if necessary so that it continues to work correctly 维修；保养：*We need to* ***have*** *the vans* ***serviced.*** 我们必须把这些货车送去检修一下。

● ***adjective*** [only before noun]

used only by people who work in a building or who are delivering sth to a building 供工作人员（或送货人）使用的：*a service elevator* 服务用电梯 ◇ *the service entrance* 工作人员入口

▸ **'servicing** *noun* [U]：*debt servicing* 偿还债务 ◇ *Like any other type of equipment, it requires regular servicing.* 和其他类型的设备一样，它也需要定期维修保养。

**'service a,greement** = SERVICE CONTRACT

**'service ,bureau** *noun* [C]

(*IT*) a business that sells a variety of computing or printing services or allows people to pay to use their computers or printers 电脑服务中心

**'service ,centre** (*AmE spelling* ~ **center**) *noun* [C]

**1** a place that checks or repairs machines and equipment and provides parts for them（机器设备）维修中心

**2** a place (**garage**) where vehicles are repaired and where you can buy parts for vehicles（车辆）维修保养中心

**3** a place where a company provides help and information for customers who have bought or are using its products（公司的）客服中心

**'service ,charge** *noun* [C]

**1** a charge for work that sb does for you that is usually extra to the main bill（另加的）服务费：*A $5 service charge will be added to all orders under $100.* 消费不满100元的将另收5元服务费。◇ *There is a 2.75% service charge for processing credit-card payments.* 用信用卡支付收取2.75%的服务费。→ BANK CHARGE

**2** (*BrE*) an amount of money that is added to a bill in a restaurant that goes to pay for the work of the staff（给餐馆侍者的）服务费，小费：*An optional service charge of 12.5% will be added to your bill.* 你的账单将会被额外增加12.5%的可选择支付的服务费。

**3** an amount of money that is paid to the owner of an apartment building for services such as putting out rubbish/garbage, cleaning the stairs, etc.（付给房东的）服务费，清洁费

**'service ,contract** (*also* **'service a,greement**) *noun* [C]

**1** (*HR*) a formal agreement about employment made between a company and an employee, usually one with special conditions that is given to a senior manager, a director, etc. 聘用合同 → CONTRACT OF EMPLOYMENT

**2** an arrangement with a company in which the company will check and repair equipment for a fixed price for a particular period of time（以固定价格维护设备的）维修合同：*The group has won $228 million of service contracts covering road, water and electricity.* 这个集团获得了价值2.28亿元的道路、供水和电力维护合同。

**3** an agreement with a company providing mobile phone/cellphone services in which a customer pays a fixed fee each month for a particular period of time（移动电话的）服务合同 → PAY-AS-YOU-GO → EXTENDED WARRANTY

**'service e,conomy** *noun* [C, usually sing.]

(*Economics*) an economy in which most of the workers and businesses are involved in providing services rather than manufacturing or producing things; all the businesses in an economy that provide services 服务经济（体）：*the shift from a manufacturing to a service economy* 制造业经济向服务业经济的转变 ◇ *Hong Kong is regarded as a service economy.* 香港经济被看作是以服务业为

主的经济。◇ *employment in the service economy* 服务经济领域的就业

**'service ,handbook** = SERVICE MANUAL

**'service ,industry** = TERTIARY INDUSTRY

**,service level a'greement** = SLA

**'service ,manual** (*also* **'service ,handbook**) *noun* [C]
a book that describes how to check and repair a vehicle or a machine 操作手册；维修手册

**'service pack** *noun* [C]
(*IT*) a set of additional software elements that corrects any errors in the software or makes improvements to it（软件的）补丁包

**'service pro,vider** *noun* [C]
(*IT*) a business company that provides a service to customers, especially one that connects customers to the Internet 服务提供商（尤指互联网服务供应商）：*an Internet service provider* 互联网服务提供商

**'service road** (*AmE also* **'frontage road**) *noun* [C]
a small road that runs parallel to a main road, that you use to reach houses, shops/stores, etc.（与主干公路平行的）辅路；（由大路通往房屋、商店等的）支路

**,service 'sector** = TERTIARY SECTOR

**session** /'seʃn/ *noun* [C]

SEE ALSO: **bull session**

**1** (*Stock Exchange*) (*also* **'trading ,session**) a period of trading on the stock exchange, usually from when it opens to when it closes on a particular day 交易时段；交易日：*a session of heavy trading* 一个成交量巨大的交易日 ◇ *The FTSE 100 fell for a third consecutive session.* 富时100指数在三个交易日中连续下跌。◇ *The stock hit a* ***session high*** (= the highest price reached during that particular period). 那支股票创下当日最高价。
**2** a period of time that is spent doing a particular activity 一段时间；一场；一节：*a training session run by the IT department* 信息技术部门举办的一节培训课程 ◇ *The course is made up of 12 two-hour sessions.* 这门课包含12次课，每次课两小时。◇ *a brainstorming session* 一场头脑风暴讨论会
**3** a formal meeting or series of meetings 会议；会期：*In an* ***extraordinary session*** (= an unexpected or emergency meeting) *of the board, the directors approved the new appointments.* 在一次董事会特别会议上，董事们批准了对这些新人的任命。◇ *The court is now* ***in session.*** 法庭现在开庭。

**SET** /ˌes iː 'tiː/ *abbr*
(*E-commerce*) **secure electronic transfer** a safe and private way of ordering goods and paying for them on the Internet 电子安全交易

**★set** /set/ *verb, noun, adjective*
● ***verb*** [+ obj] **(setting, set, set)**
**1** to arrange or fix sth; to decide on sth 安排；决定；确定：*Shall we set a date for the meeting?* 我们确定一下会议的日期好吗？◇ *We must be careful not to set the price too high.* 我们必须谨慎行事，不能定价过高。SYN FIX
**2** to fix sth so that others copy it or try to achieve it 创立；开创；树立：*Their latest computer sets the* ***standard*** *for others to follow.* 他们的最新款电脑为他人树立了参照标准。
**3** to give sb a piece of work, a task, etc. 布置；分配：*We set ourselves targets each month.* 我们每个月给自己确定目标。NOTE Idioms containing **set** are at the entries for the nouns or adjectives in the idioms, for example **set up shop** is at **shop**. 包含"set"的短语置于短语中的名词或形容词词条下，例如 set up shop 在 shop 词条下。
PHR V **,set sth a'gainst sth; ,set sth 'off against sth** (*Accounting*) to use one cost or payment, or one group of costs or payments, in order to cancel or reduce the effect of another 用…抵消：*to set capital costs off against tax* 把资金成本按营业成本记账以抵税 → OFFSET, SET-OFF **,set sth a'side**
**1** to save or keep money or time for a particular purpose 省出，留出（钱或时间）：*Each month we set a certain amount aside for emergencies.* 每个月我们都会省出一些钱以备急用。**2** (*Law*) to state that a decision made by a court is not legally valid 宣布（法庭判决）无效；撤销；驳回 **,set sth/sb 'back** to delay the progress of sth/sb by a particular time 使…耽误；使…延误：*The delay in the shipment has set production back by two weeks.* 运输的延误使生产拖延了两周。→ SETBACK **,set sb 'back sth** (*not used in the form* **be set back** 不用be set back) to cost sb a particular amount of money 使花费；使破费：*The repairs could set us back over €200 000.* 这次维修会花费我们20万欧元。**,set sth 'down** to give sth as a rule, principle, etc. 制定（规则、原则等）：*Building regulations are set down by the government.* 建筑条例由政府制定。**,set sth 'off 1** to start a process or series of events 引发；激起：*The incident set off a series of protests throughout the industry.* 这一事件引发了行业内部一系列的抗议活动。**2** to make an alarm start ringing 拉响（警报）**,set sth 'off against sth** (*Finance*) = SET STH AGAINST STH **,set sth 'out** to present ideas, facts, etc. in an organized way, in speech or writing 陈述；阐明：*He set out his objections to the plan.* 他陈述了自己对这个计划的反对意见。**,set sb 'up** (*Finance*) to provide sb with the money that they need in order to do sth 资助（某人）：*A bank loan helped to set him up in business.* 他靠一笔银行贷款做起了生意。**,set sth 'up 1** to make a piece of equipment or a machine ready for use 装配好，调试好（设备或机器）：*It will take a month to set up the factory ready for production.* 把整个工厂的设备调试到可供生产需要花费一个月时间。→ SET-UP **2** to arrange for sth to happen 安排；策划：*We'll set up a meeting to discuss the issue.* 我们将开会讨论这一问题。→ SET-UP See note at ARRANGE
**3** to create or start a company, a business or an organization 创办；开办：*She left the company to set up her own business.* 她离开那家公司并创办了自己的企业。See note at FOUND **4** to start a process or a series of events 引发；产生：*The slump on Wall Street set up a chain reaction in stock markets around the world.* 华尔街股市暴跌引发了全球股市的连锁反应。**,set (yourself) 'up (as sth)** to start a new business 立业；创业；开始从事：*He left the company and set himself up as a consultant.* 他离开那家公司后开始从事咨询业务。◇ *She took out a bank loan and set up in business on her own.* 她从银行贷了一笔款，开始自己创业。◇ *setting-up costs for small businesses* 小企业的创业成本 → SET-UP See note at FOUND

• ***noun*** [C]

SEE ALSO: **commercial set, skill set**

a group of similar things that belong together in some way 一组；一套；一类：*a set of accounts/keys* 一套账户 / 钥匙 ◇ *There are a whole set of factors behind the decision.* 这一决定是在考虑了一系列因素后作出的。

• ***adjective***

**1** [usually before noun] planned or fixed 确定的；固定的：*Tasks are performed in a set order.* 各项任务按既定顺序执行。◇ *Shipping costs are included in the set price.* 运费已含在事先确定的价格中。

**2** (used especially in newspapers) likely to do sth; ready for sth or to do sth（尤用于报章）有可能的，做好准备的：*Interest rates look set to rise again.* 看样子利率又要提高了。

**setback** /'setbæk/ *noun* [C]

**1** a difficulty or problem that delays or prevents sth, or makes a situation worse 挫折；阻碍：*We suffered a major setback when the new product failed safety tests.* 新产品未能通过安全检测，使我们遭受了重大挫折。◇ *The delay in receiving parts was a temporary setback.* 零部件收货的延迟只是暂时的困难。→ SET STH/SB BACK at SET *verb*

✪ *a* ***big/major/serious/temporary*** *setback* 大的 / 重大的 / 严重的 / 一时的挫折 • *to* ***experience/recover from/suffer*** *a setback* 经历挫折；从挫折中走出；经受挫折

**2** (*Stock Exchange*) (used especially in newspapers) a fall in prices（尤用于报章）股价下跌，下挫：*Canadian stock prices suffered a 6.7% setback in July.* 加拿大股价七月份下挫6.7%。

✪ *to* ***experience/recover from/suffer*** *a setback* 经历下跌；价格反弹；经受价格下跌

**'set-off** *noun* [C,U]

**1** (*Accounting*) a cost or payment, or a group of costs or payments, that is used to cancel or reduce the effect of another 对消；抵消

**2** (*Law*) an occasion when sb reduces the amount that they owe sb else because the other person also owes them money 债务抵消 → SET STH OFF AGAINST STH at SET *verb*

**settle** /'setl/ *verb*

**1** [+ obj] to pay money that you owe 还清（欠款）；结算；结账：*Most of our customers settle their accounts on time.* 我们的大多数顾客都能够按时结账。◇ *The media empire was broken up in order to settle the debts.* 该传媒集团被分拆以清偿债务。

**2** [+ obj *or* no obj] to put an end to an argument or a disagreement 结束（争端、分歧）；解决（争议）：*The union want to hold talks with management to settle the dispute.* 工会希望与资方举行谈判以解决争议。◇ *The companies have now settled* ***their differences*** *following a dispute over contracts.* 这些公司就合同问题发生争辩之后，它们之间的分歧已经消除。◇ *There is pressure on the unions to settle.* 工会面临消除纷争的压力。

**3** [+ obj] (*often* **be settled**) to decide or arrange sth finally（最终）确定，决定：*So we'll travel on May 22nd. Is that settled then?* 这样的话，我们将在5月22日开始旅程。就这样定了吗？

**4** [no obj] if prices, etc. **settle**, they stop rising or falling and stay the same for a period of time（价格）停滞：*The price for crude oil has settled at $34.4 a barrel.* 原油价格稳定在每桶34.4元的水平上。

**5** [no obj] to sink slowly down（使）沉降，下陷，变得密实：*The contents of this package may settle in transit.* 这个包裹里的东西可能在运输过程中被晃得密实了。

PHR V **'settle for sth** to accept sth that is not satisfactory but is the best that is available 勉强接受；将就：*The union wanted a 5% pay increase, but had to settle for 3%.* 工会希望加薪5%，但最后不得不接受了3%的增幅。**'settle on sth** to choose or make a decision about sth after thinking about it 选定；决定：*We haven't yet settled on a name for our new brand.* 我们还没有为新品牌确定名称。**,settle 'up (with sb)** to pay sb the money you owe them（与某人）结清账目：*I'll pay for the meal and we'll settle up afterwards.* 饭钱我先付上，完了我们再算吧。

**★settlement** /'setlmənt/ *noun*

SEE ALSO: **Bank for International Settlements, cash ~**

**1** [C] an official agreement that ends an argument between two people or groups（解决争议的）协议：*The management and unions have reached a settlement over new working conditions.* 资方和工会已就新的工作条件达成协议。◇ *An* ***out-of-court*** *settlement* (= an agreement that is made or money that is paid to stop sb going to court) *has been agreed in the dispute over the terms of the loan.* 就贷款条件产生的争议已经达成了庭外和解。

✪ *to* ***agree/negotiate/offer/reach*** *a settlement* 同意 / 商定 / 提出 / 达成协议 • ***a financial/global/an industry-wide/a negotiated*** *settlement* 金融 / 全球 / 全行业 / 协商解决协议 • ***a pay/wage*** *settlement* 薪资协议

**2** [U] the action of reaching an agreement 解决；处理：*the settlement of a claim/dispute* 索赔 / 争端的解决

**3** [U] the action of paying money that you owe（欠款的）支付，偿付：*We offer a reduced price for quick settlement.* 我们对快速还款者给予降价优惠。◇ *the settlement of a debt* 债务的偿还 ◇ *a cheque* ***in settlement*** *of a bill* 用于结账的支票

**4** (*Finance*; *Stock Exchange*) [U] the action of paying money that you owe for investments, etc. 清算；结算：*the settlement system for securities* 证券清算系统

**'settlement date** (*also* **'settlement day**) (*BrE also* **'settling day,** *less frequent*) *noun* [C] (*Finance*; *Stock Exchange*) the date by which shares, bonds, etc. must be paid for and must be passed to the buyer 交割日；清算日：*The settlement date for bonds is three business days after the trade is made.* 债券的交割日是在交易达成后的第三个交易日。

**,set-top 'box** (*also* **box**) *noun* [C] a device that allows you to receive DIGITAL television and to use the Internet on your television set 机顶盒（指电视机用来接收数字电视信号的设备）

**'set-up** (*also spelled* **setup,** *especially in AmE*) *noun*

**1** [C, usually sing.] a way of organizing sth; a system 组织；机构；体制；建制：*I'm new here and I don't understand the set-up yet.* 我刚来，对这里的组织情况还不了解。

**2** [C, usually sing.] the act of starting a company or making an official arrangement 开办；创建；安排：*This is a problem often faced by companies during the set-up phase.* 这是许多公司在创建阶段经常面临的问题。◇*There are set-up costs involved in opening an account.* 开立账户要交开户费用。
**3** [C] a business or an organization 企业；机构：*He now runs his own set-up.* 他目前经营自己的企业。
**4** [C, usually sing., U] the act of preparing machines and organizing a system in a factory in order to make a particular product（机器、系统的）设置，调试：*Set-up only takes a few minutes.* 机器调试仅需几分钟时间。◇*The software helped us reduce our set-up times and so cut costs.* 该软件能够帮助我们减少重启的次数从而降低成本。
**5** [C] the equipment that is needed for a particular task or purpose 装置；设备：*a new recording set-up* 新的录音设备 → SET STH UP at SET *verb*

**severally** /'sevrəli/ *adverb*
(*Law or formal*) separately 分别；各自：*The company's directors are **jointly and severally** responsible for paying debts* (= they are not responsible for only their own part of a debt). 公司董事共同且分别对偿还债务负责。

**severance** /'sevərəns/ *noun* [sing; U]
**1** (*HR*) the act of ending sb's contract of employment 解雇；辞退；离职：*They are expected to lose 8 000 staff, mainly through early retirement and voluntary severance.* 他们预计将流失8 000名职员，主要是提前退休和自动离职人员。◇*All employees are entitled to severance pay.* 所有的员工均可领取离职金。→ REDUNDANCY
✪ *severance **packages/pay/payments/terms*** 辞退补偿；离职金；离职补偿；离职条件
**2** the act of ending a connection or relationship 断绝；中断：*the severance of relations* 中断关系

**sew** /səʊ; soʊ/ *verb* (**sewed, sewn** /səʊn; soʊn/ *or* **sewed, sewed**)
PHR V **,sew sth 'up** (*informal*) **1** to arrange sth in a satisfactory way 办好；安排妥当：*We need to sew up the deal today.* 我们今天必须把这笔交易办妥。**2** to be in complete control of sth 完全控制：*They seemed to have the computer games market sewn up.* 看来他们已经完全控制了电脑游戏市场。

**sexism** /'seksɪzəm/ *noun* [U]
the unfair treatment of people, especially women, because of their sex; the attitude that causes this 性别歧视：*legislation designed to combat sexism in the work place* 旨在反对工作场所性别歧视的法规 ▸ **'sexist** *noun* [C] **'sexist** *adjective*：*a sexist attitude/remark* 带有性别歧视的态度／言论

**'sex ,typing** *noun* [U]
the belief that particular behaviour is more typical of either men or women; the belief that particular roles or jobs are more suitable for either men or women 性别类型化；性别形成：*The sex typing of jobs has become less rigid in recent years.* 近年来，工作中对性别的区分已变得不太明显了。

**SFA** /ˌes ef 'eɪ/ *abbr*
**1** = SECURITIES AND FUTURES AUTHORITY
**2 sales force automation** software that deals with the whole process of selling goods and services 销售能力自动化（软件）

**sgd** *abbr*
a short way of writing **signed** * signed 的缩写

**shadow** /'ʃædəʊ; *AmE* -doʊ/ *verb* [+ obj]
**1** (*HR*) to be with sb who is doing a particular job, so that you can learn about it 跟随；实地学习：*New employees shadow other members of the department as part of their training.* 新员工跟随部门内部其他成员实地学习是他们的一项培训内容。
**2** to behave, move, etc. in the same way as sb/sth else 追随：*The company's success has shadowed the rise in popularity of the Internet.* 公司的成功与互联网的逐步普及密不可分。

**the ,shadow e'conomy** (*also* **in,formal e'conomy, ,parallel e'conomy**) *noun* [sing.]
(*Economics*) illegal work, trade or business activities that are done without the knowledge or approval of the government 影子经济（政府不知情的或未经政府批准的违法经济活动）：*It is difficult to estimate the size of the shadow economy.* 影子经济的规模难以估计。→ BLACK ECONOMY

**,shadow 'market** *noun* [sing.]
illegal trade in sth 影子市场；非法交易 → BLACK MARKET

**shady** /'ʃeɪdi/ *adjective* (**shadier, shadiest**)
seeming to be dishonest or illegal 可疑的；有违法嫌疑的：*a shady businessman/deal* 行为可疑的商人；不正当的生意

**shake** /ʃeɪk/ *verb* [+ obj] (**shook** /ʃʊk/**shaken** /'ʃeɪkən/)
**shake hands (with sb) (on sth)** | **shake sb's hand** to take sb's hand and move it up and down to say hello or to show that you agree about sth 与（某人）握手：*In many countries, people shake hands when they meet.* 在许多国家，人们见面时都会握手。◇*We shook hands on the deal* (= to show that we had reached an agreement). 我们握手祝贺彼此达成协议。→ idiom at FAIR *adj.*
PHR V **,shake 'down** to begin to work well in a situation, especially a new one 融入新环境；适应新工作：*The new employees are shaking down well.* 新员工正在很好地适应新工作。◇*How does the latest version of the software shake down?* 这款软件的最新版兼容性如何？→ SHAKEDOWN **'shake on sth** to shake hands in order to show that sth has been agreed 握手确认（达成共识）：*They shook on the deal.* 他们握手祝贺彼此达成协议 ◇*Let's shake on it.* 让我们握手庆祝达成一致吧。**,shake sth 'up** to make important changes in an organization, a profession, etc. in order to make it more efficient 调整，重组（机构、行业等）：*The whole industry needs shaking up.* 整个行业都需要调整。→ SHAKE-UP

**shakedown** /'ʃeɪkdaʊn/ *noun* [C] (*AmE*)
(*Manufacturing*) a test of a vehicle, piece of equipment, etc. to see if there are any problems before it is used generally（车辆、设备等的）试用，试航，试飞 → SHAKE DOWN at SHAKE

**'shake-out** (*also spelled* **shakeout**, *especially in AmE*) *noun* [C]
**1** a big change that takes place in an industry, in which people lose their jobs and one or more competing companies may disappear

轻度经济衰退: *Ebay survived the dotcom shake-out.* 易趣网渡过了网络企业衰退的难关。
**2** = SHAKE-UP

**'shake-up** (*also spelled* **shakeup**) (*also* **'shake-out**) *noun* [C]
a situation in which a lot of changes are made to a company, an organization, etc. in order to improve the way in which it works (机构的)重大调整, 重组: *a management shake-up* 管理层大改组 ◇ *Union leaders are calling for a major shake-up of the system.* 工会领导人呼吁对现行制度进行大刀阔斧的改革。 ◇ *a shake-up in the mobile phone industry* 移动电话行业的大变革

**shaky** /'ʃeɪkɪ/ *adjective* (**shakier, shakiest**)
not seeming very successful; likely to fail 不大出色的; 成问题的; 可能失败的: *Business is looking shaky at the moment.* 目前生意看起来很不稳定。 ◇ *Their legal claim is on shaky ground.* 他们的法律诉讼理由不确凿。

**shape** /ʃeɪp/ *verb*
IDM **shape ,up or 'ship out** (*AmE*) (*informal*) used to tell sb that if they do not improve, work harder, etc. they will have to leave their job, position, etc. 不好好干就卷铺盖走人
PHR V **,shape 'up** (**as sth**) **1** to develop in a particular way, especially in a good way 进展(顺利): *Our plans are shaping up nicely* (= showing signs that they will be successful). 我们的计划成功在望。 ◇ *2006 is shaping up as a difficult year for the company.* * 2006年对公司来说将是艰难的一年。**2** to improve your behaviour, work harder, etc. 改进(行为、工作等): *If he doesn't shape up, he'll soon be out of a job.* 如果他不改进, 很快就会丢掉工作。

**★share** /ʃeə(r); *AmE* ʃer/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **A/B/C share, all-~, asset value per ~, authorized ~s, B ~, brand ~, bonus ~,** etc.
**1** (*Finance*) any of the units of equal value into which a company is divided and sold to raise money. People who own **shares** become owners of the company and receive part of the company's profits 股份: *shares in British Airways* 英国航空公司的股份 ◇ *The retailer will issue 24 million new shares worth ¥3 billion.* 这家零售企业将发行价值30亿日元的2 400万新股。 ◇ *Will this affect the value of my shares?* 这会影响我股票的价值吗? ◇ *allegations of illegal share dealings* 对非法股票交易的指控 See note at STOCK
⊕ *to acquire/buy/have/hold/own/sell shares* 取得/购买/有/持有/拥有/出售股份 • *to allocate/allot shares* 分配/分摊股份 • *to deal in/invest in/trade in shares* 经营/购买/买卖股票 • *to float/issue shares* 发行股票
**2** one part of sth that is divided between two or more people, businesses, etc. 份额: *Next year we hope to have a bigger share of the market.* 明年我们希望拥有更大的市场份额。 ◇ *Channel 5 had a 7.5% share of advertising revenue last year.* 去年第五频道占广告收入的份额为7.5%。
⊕ *a big/growing/an increased/a large/small share* 很大的/增长的/增加的/巨大的/很小的份额
**3** the part that sb has in a particular activity that involves several people (有多人参与的活动的)一份: *Everybody on the team has done their share of the work.* 团队中的每个人都已尽力了。
IDM **,share of 'mind** (*Marketing*) how aware people are of a particular brand or product compared with other brands or products of the same type 知晓占有率; 记忆占有率; 心理份额: *We are competing with each other to capture the largest share of mind.* 我们相互竞争以获取最高的知名度。 → FRONT OF MIND at FRONT *noun*
● ***verb***
**1** [+ obj *or* no obj] to have or use sth at the same time as sb else 共用; 合用: *I share an office with two other people.* 我和另外两个人共用一间办公室。 → JOB-SHARING
**2** [+ obj] **share sth** (**out**) to divide sth between two or more people 分配; 分摊: *Profits are shared out yearly.* 利润每年分配一次。

WHICH WORD?
**share/stock**
Either **shares** [plural] or **stock** [U] can be used to describe the amount of a company that a person owns or a company's value on the stock exchange. In this sense, **share** is more common in *BrE* and **stock** more common in *AmE*. * share 或 stock 均可用来指个人对公司的所有权份额或公司在证券交易所中的价值。表示此义时, 英式英语中常用 share, 而美式英语中常用 stock: *The bank holds 60% of the company's shares/stock.* 该银行拥有这家公司60%的股份。 ◇ *The publisher's stock rose to $27.87 a share* 这家出版机构的股价上涨到每股27.87元。
As a countable noun in both *BrE* and *AmE*, especially in the plural, **stock** can refer to the shares of a particular company or type of company. 在英式英语和美式英语中stock均为可数名词, 尤用于复数形式, 表示某公司或某一类型公司的股票: *the largest 500 stocks on the NYSE* 纽约证券交易所500只最大企业股票 ◇ *technology stocks* 科技股 **Share** is less commonly used in this way. * share 则很少这样使用。
**Share**, not stock, is used when talking about a particular number of shares in both *BrE* and *AmE*. 在英式英语和美式英语中表示一定数量的股票时用share, 不用 stock: *a profit of $3.75 a share* 每股利润3.75元 ◇ *1.2 billion shares* * 12亿股
In *BrE*, the phrase **stocks and shares** means 'bonds and shares'. This meaning of **stock** is also found in other phrases. 在英式英语中, 短语 stocks and shares指bonds and shares(债券与股票)。stock 的这一含义还用于其他短语: *a company's loan stock* 公司债券 ◇ *government stock* 国债 The *AmE* expression for 'bonds and shares' is **stocks and bonds**. 美式英语中表示 bonds and shares要用stocks and bonds。
See note at STOCK

**'share appli,cation** (*also* **appli,cation for 'shares**) *noun* [C] (*both BrE*)
(*Finance*) a request to buy some of the shares that

a company is issuing (= selling) 股份申请；股份申购： *You will need to fill in the share application form.* 你必须填写股份申购表。

**'share ,buyback** (*BrE*) (*AmE* **'stock ,buyback**) *noun* [C,U]
(*Finance*) a situation when a company buys its own shares from shareholders 股份回购

**'share ,capital** *noun* [U] (*BrE*)
SEE ALSO: **authorized share capital, issued share capital**
(*Finance*) the money that investors put into a company when they buy shares, which the company uses to continue its activities 股本 → LOAN CAPITAL

**'share cer,tificate** (*BrE*) (*AmE* **'stock cer,tificate**) *noun* [C]
(*Finance*) a legal document that is given to a shareholder, containing details of the shares that they own 股份证书；股票： *Fewer companies are issuing paper share certificates these days.* 现在很少有公司发行纸质股票。

**'share ,dividend** *noun* [C]
(*Finance*)
**1** = DIVIDEND
**2** an amount of profits that a company pays to its shareholders in the form of shares rather than cash 股息；红利 → SCRIP DIVIDEND

**★shareholder** /'ʃeəhəʊldə(r); *AmE* 'ʃerhoʊ-/ (*especially BrE*) (*AmE usually* **'stockholder**) *noun* [C]
SEE ALSO: **controlling shareholder, outside shareholder**
(*Finance*) a person or group that owns shares in a company or business 股东： *They are the biggest shareholder in EFM, with a 30% stake.* 他们是 EFM 公司的最大股东，拥有30%的股权。 ◇ *a shareholders' meeting* 股东大会
➊ *a big/large/leading/major/substantial shareholder* 大股东 • *the controlling/main/principal shareholder* 控股股东；大股东

**,shareholder 'equity** (*also* **,shareholders' 'equity**) (*both especially BrE*) (*AmE usually* **,stockholder 'equity**) *noun* [U]
(*Accounting*) the value of a company as shown in its financial records, which is its assets minus its LIABILITIES (= the money that it owes) 股东产权；股东权益 SYN BOOK VALUE

**'shareholder funds** (*also* **'shareholders' funds**) *noun* [pl.] (*both BrE*)
(*Accounting*) the value of a company's assets minus its LIABILITIES. This legally belongs to its shareholders. 股东资金（公司资产净值） SYN NET WORTH

**,shareholder of 'record** (*especially BrE*) (*AmE usually* **,stockholder of 'record**) (**,holder of 'record, ,owner of 'record,** *AmE, BrE*) *noun* [C]
the person, company, etc. that is in a company's records as a holder of shares. Only **shareholders of record** can receive DIVIDENDS and other payments. 记名股东

**,shareholders' 'equity** = SHAREHOLDER EQUITY

**'shareholders' funds** = SHAREHOLDER FUNDS

**,shareholders' 'register** (*also* **'share ,register, ,register of 'members**) (*all BrE*) *noun* [C]
(*Law*) a legal document that contains a list of all the people or companies that own shares in a business 股东登记簿

**,shareholder 'value** (*especially BrE*) (*AmE usually* **,stockholder 'value**) *noun* [U,C]
the financial benefits that a company's shareholders have, in the form of DIVIDENDS and the value of their shares if they sell them 股东价值： *We are committed to delivering long-term shareholder value through continued revenue and earnings growth.* 我们致力于通过持续的收益增长带来长期的股东价值。

**shareholding** /'ʃeəhəʊldɪŋ; *AmE* 'ʃerhoʊ-/ (*especially BrE*) (*AmE usually* **'stockholding**) *noun*
SEE ALSO: **cross-shareholding**
(*Finance*)
**1** [C] a share of the ownership of a company; the value of shares in a company that a particular shareholder owns 股权： *The agency has a 21% shareholding in Telecall.* 这家机构在 Telecall 公司拥有21%的股权。 ◇ *The company's founder is to sell his controlling shareholding* (= enough shares to give the owner more than 50% of votes in company meetings). 公司创办人欲出售其控股股权。 SYN HOLDING (2)
➊ *to acquire/build up/increase/reduce/sell your shareholding* 取得／增持／减持／出售股权 • *a controlling/majority/minority shareholding* 控股／多数／少数股权
**2** [C, usually pl.] a number of shares that a company, fund, etc. owns as an asset 持股： *details of the company's shareholdings at the end of last year* 公司去年年底的持股明细 → HOLDING (1)

**,share in'centive plan** (*BrE*) (*AmE* **,stock in'centive plan**) *noun* [C] (*abbr* **SIP**)
(*Finance; HR*) a system in which a company gives its employees shares, or allows them to buy shares, so that when the company makes a profit they will receive part of it 职工参股计划；股份激励计划 SYN EMPLOYEE SHARE OWNERSHIP PLAN

**'share ,index** (*BrE*) (*AmE* **'stock ,index**) *noun* [C]
(*Stock Exchange*) a list of the average price of a particular set of shares, that can be easily compared with the average price on a previous date and used to show whether the value of shares in general is rising or falling 股票指数： *Japan's Nikkei share index was up 2% on the previous day.* 日本的日经股指比前一日上涨2%。

**'share ,issue** (*also* **'share ,offer**) (*both BrE*) (*AmE* **'stock ,issue**) *noun* [C]
(*Finance*) an occasion when a company offers a number of new shares for sale to existing shareholders or to other investors or members of the public; the shares that it offers 新股发行；股票发行： *The company plans to raise the necessary funds through a share issue.* 公司打算以发行新股的方式筹集所需资金。

**'share ,offer** (*BrE*) (*AmE* **'stock ,offer**) *noun* [C]
(*Finance*)
**1** = SHARE ISSUE
**2** an occasion when a company tries to buy another company by offering its own shares rather

than money 股份收购：*Shareholders are more likely to vote in favour of a cash offer than a share offer.* 相对于股份收购来说，股东们更可能投票赞成现金收购。

**ˌshare of ˈvoice** *noun* [U; sing.] (*abbr* **SOV**) (*Marketing*) the amount of money that one company spends on advertising a brand in a particular period compared with other companies selling similar products 广告覆盖率；声量份额：*The banner will switch between four ads, giving each advertiser a 25% share of voice.* 横幅广告条在四个广告之间切换，给每个广告25%的份额。

**ˈshare ˌoption** (*BrE*) (*AmE* **ˈstock ˌoption**) *noun* [C] **1** (*Finance*; *HR*) a right that is given to employees to buy shares in the company at a low price 任选股权；参股权：*The company set up a share option for its employees.* 公司为其员工设立了任选股权。◇ *You will have to pay tax when you exercise a share option.* 行使参股权时须纳税。◇ *a share option plan/scheme/package* 参股计划 / 方案 / 福利

**2** (*Finance*) a right, which can be bought and sold, to buy or sell shares in a company at a fixed price by or on a particular date 认股期权

**ˈshare-out** *noun* [C, usually sing.] (*BrE*) an act of dividing sth between two or more people; the amount of sth that one person receives when it is divided 分配；分配额 → SHARE OUT at SHARE *verb*

**shareowner** /ˈʃeərəʊnə(r); *AmE* ˈʃeroʊ-/ *noun* [C] (*Finance*) a person or company that owns shares in a company or business 股份持有人；股东 SYN SHAREHOLDER

**ˈshare ˌpremium** *noun* [C] (*BrE*) (*Finance*) the difference between the value stated on shares that a company issues and the higher amount it receives for them 股票溢价

**ˈshare price** (*BrE*) (*AmE* **ˈstock price**) *noun* [C] (*Stock Exchange*) the price at which a company's shares are bought and sold at a particular time 股票价格：*The company's share price has dropped by half since April.* 公司股价自四月份以来下跌了一半。◇ *You can check the latest share prices at the Stock Exchange website.* 从证券交易所网站可以查询最新的股票价格。

**ˈshare ˌregister** = SHAREHOLDERS' REGISTER

**ˌshares outˈstanding** = OUTSTANDING SHARES

**ˈshare split** *noun* [C] (*BrE*) (*Finance*) an occasion when a company divides its SHARE CAPITAL into more shares in order to lower the price of each share. People who already have shares are given a number of new ones according to how many they already hold 股份拆细；拆股：*The bank is planning a four-for-one share split.* 银行打算按四比一的比例进行拆股。 SYN STOCK SPLIT → BONUS ISSUE, CAPITALIZATION ISSUE, SCRIP ISSUE, STOCK DIVIDEND

**shareware** /ˈʃeəweə(r); *AmE* ˈʃerwer/ *noun* [U] (*IT*) software that is available free for a user to test, after which they must pay if they wish to continue using it 共享软件 → FREEWARE

**shark** /ʃɑːk; *AmE* ʃɑːrk/ *noun* [C] (*informal*)

SEE ALSO: **loan shark**

**1** a person who is dishonest in business, especially sb who gives bad advice and gets people to pay too much for sth 骗子；贪婪狡猾的人；敲诈勒索者

**2** a company that tries to take over another company that does not want to be taken over "鲨鱼公司"（企图强行收购不愿意被收购的公司的公司）

**ˈshark reˌpellent** *noun* [U,C] (*especially AmE*) (*informal*) action that a company takes to make it less attractive as the object of a takeover "鲨鱼反击"，"鲨鱼剂"（公司管理者设计出的防止被收购的方法）→ POISON PILL

**ˈshark ˌwatcher** *noun* [C] (*especially AmE*) (*informal*) a person or company whose job is to warn and help a company if sb has bought a lot of its shares and may try to take it over 鲨鱼监察者（专门观察和监视敌意收购动向的个人或公司）

**sharp** /ʃɑːp; *AmE* ʃɑːrp/ *adjective* (**sharper, sharpest**)

**1** [usually before noun] (especially about a change in sth) sudden and rapid（尤指某物的变化）急剧的，快速的：*There was a sharp increase in sales in July.* 七月份的销售额急剧上升。

⊕ *a sharp* ***decline/drop/fall/increase/rise*** 锐减；大跌；暴跌；急增；急涨

**2** [usually before noun] (about people or their minds) quick to notice or understand things or to react（人或想法）敏锐的，敏捷的，精明的：*He has a sharp business brain.* 他有着精明的商业头脑。◇ *She is known as a sharp negotiator.* 她以精于谈判而著称。

**3** (about a person or their way of doing business) clever but possibly dishonest（人或做事方式）狡猾的：*His lawyer is a sharp operator.* 他的律师是个老狐狸。◇ *The firm had to face some sharp practice from competing companies.* 公司不得不面对竞争对手搞的一些小动作。

▸ **ˈsharply** *adverb*：*Profits fell sharply following the takeover.* 公司被接管后利润急剧下滑。

**ˈsharpness** *noun* [U,C]

IDM **the ˈsharp end** (**of sth**) (*BrE*) (*informal*) the place or position of greatest difficulty or responsibility 最为困难（或责任极其重大）的地方（或职位）：*He started work at the sharp end of the business, as a salesman.* 他从这一行最不好干的工作开始干起，就是当推销员。

**shed** /ʃed/ *verb*, *noun*

• ***verb*** [+ obj] (**shedding, shed, shed**) (*often used in newspapers* 常用于报章)

**1** to get rid of sth that is no longer wanted 去除；摆脱：*The factory is shedding a large number of jobs.* 这家工厂正在大批裁员。◇ *The company is trying to shed its old-fashioned image.* 公司正在试图改变其保守的形象。

**2** (about shares) to lose value（股票）缩水，下跌：*The steel company's shares shed 6%.* 这家钢铁公司的股票缩水了6%。

• ***noun*** [C] (*BrE*) a large industrial building used for working in or keeping equipment 厂房；工棚；库房

**sheet** /ʃiːt/ *noun* [C]

SEE ALSO: **balance sheet, fact ~, off-balance-~, time ~**

**1** a piece of paper for writing or printing on, etc., usually in a standard size（通常指标准尺寸的）一张纸：*a sheet of A4* 一张 A4 纸 ◇ *an information sheet* 资料单

**2** a flat thin piece of any material, normally square or similar in shape（方形）薄片，薄板：*a sheet of glass/steel* 一块玻璃；一张钢板 ◇ *sheet metal* 金属板

IDM **,sing from the same 'hymn sheet/'song sheet** to show that you are in agreement with each other by saying the same things in public 一个鼻孔出气；异口同声

**'sheet feed** *noun* [C]
a device that pushes pieces of paper into a printer separately（打印机的）进纸装置

**shelf** /ʃelf/ *noun* [C] (*plural* **shelves** /ʃelvz/)

SEE ALSO: **off-the-shelf**

a flat board, made of wood, metal, glass, etc. fixed to the wall or forming part of a piece of furniture for things to be placed on（固定在墙上或家具的）架子，搁板：*The book I wanted was on the top shelf.* 我要的那本书在书架的最上面一层。◇ *supermarket shelves* 超市货架 ◇ *stores with well-stocked shelves* 货架上商品陈列整齐的商店 ◇ *She got a job stacking (= filling) shelves at the local supermarket.* 她得到了一份在当地超市货品上架的工作。

● *a high/low shelf* 高层 / 低层货架 • *the bottom/middle/top shelf* 底层 / 中层 / 顶层货架 • *to fill/refill/restock/stock the shelves* 填装 / 补充 / 装满货架

IDM **fly/leap/walk off the 'shelves** to sell extremely well 畅销：*DVD players are flying off the shelves.* 数字影碟机十分畅销。 **off the 'shelf** that can be bought immediately and does not have to be specially designed or ordered 现货供应：*We buy some software off the shelf and develop some ourselves.* 我们购买一些现成的软件，也开发一些我们自己的软件。◇ *off-the-shelf software packages* 非定制软件包 → OFF-THE-PEG at PEG

**'shelf ,company** (*also* **,off-the-'shelf ,company**) *noun* [C]
a company that has been formed but not used, so that it can be sold to sb who wants to start a company immediately or to give the impression that their company has existed for a few years 空壳公司

**'shelf-,filler** = SHELF-STACKER

**'shelf life** *noun* [C, usually sing.] (*Commerce*)
**1** the length of time that a product remains in good condition after it is made and can be sold（包装食品的）保存限期：*Canned food usually has a shelf life of two years or more.* 罐头食品的保质期通常为两年或更长时间。 See note at BEST-BEFORE DATE

**2** the length of time that people will buy a product after it is first available 货架存放期：*Software packages usually have a shelf life of around 18 months before they need updating.* 软件包在升级前通常拥有约18个月的货架期。

**'shelf ,offering** *noun* [C]
(*Finance*) in the US, an occasion when a company offers for sale some of the shares, bonds, etc. that have already been prepared in a SHELF REGISTRATION 暂搁发行（公司在暂搁注册之后发行证券）

**'shelf regis,tration** *noun* [C]
(*Finance*) in the US, an arrangement in which larger companies can get permission to issue (= sell) shares, bonds, etc. at some time within a two year period if they need money 暂搁注册（公司在公开出售证券前两年内办理注册手续）

**'shelf space** *noun* [U]
(*Commerce*) the amount of space that a shop/store has available on its shelves for products or for a particular product 货架空间；货柜空间：*There is fierce competition for tight shelf space in supermarkets.* 对超市里有限货位的竞争相当激烈。◇ *The more powerful companies usually get most retail shelf space.* 实力较强大的公司往往获得大部份零售货架空间。

**'shelf-,stacker** (*also* **'shelf-,filler**) *noun* [C]
a person whose job is to fill shelves with goods to be sold, especially in a supermarket（超市的）货物上架员，上货员

**'shelf ,talker** (*also* **'shelf ,wobbler**) *noun* [C] (*Marketing, informal*)
a printed advertisement that is hung over the edge of a shelf in a shop/store to make people notice a particular product 货架牌，货架招贴（挂在陈列架边缘以吸引顾客对产品的注意）—Picture at STORE

**shell** /ʃel/ *noun, verb*

• ***noun*** [C]

SEE ALSO: **cash shell**

**1** a structure that forms a hard outer frame 外壳；壳体：*the body shell of a car* 车身外壳

**2** = SHELL COMPANY

• ***verb***

PHR V **,shell 'out (for sth)**; **,shell sth 'out (for sth)** (*informal*) to pay a lot of money for sth（为某物）支付大笔钱：*Customers will have to shell out $200 for the latest upgrade to the software.* 顾客将不得不为购买这款软件的最新升级版支付200元。 SYN FORK OUT

**'shell ,company** (*AmE also* **'shell corpo,ration**) (*also* **shell, 'cash shell,** *BrE, AmE*) *noun* [C]
a company that has been formed but does not really do any business, often for legal reasons. It can be used by its owners to do some business deals or sometimes to hide illegal activities. 空壳公司

**shelve** /ʃelv/ *verb* [+ obj]
**1** to decide not to continue with a plan, either for a short time or permanently 搁置；停止：*We've shelved the plans to move office until next year.* 我们已经将办公室的搬迁计划推迟到明年。

**shelving** /'ʃelvɪŋ/ *noun* [U]
shelves; material for making shelves 架子；搁板；做架子的材料：*wooden shelving* 木质搁板 ◇ *warehouse shelving* 仓库货架

**'sheriff's sale** *noun* [C] (*AmE*)
(*Law*) an occasion when a court orders that sb's

property should be sold to the public because they have not paid money that they owe 法院拍卖

**shift** /ʃɪft/ *noun, verb*

• ***noun***

SEE ALSO: **back shift, graveyard ~, paradigm ~, split ~, swing ~**

**1** [C] a change in position or direction 改变；转移；转变：*the shift from a manufacturing to a service economy* 从制造型经济向服务型经济的转变 ◇ *There has been a fundamental shift in the way the firm manages its staff.* 公司管理员工的方式已发生了根本性转变。◇ *Management needs to clarify the strategic shift.* 管理层必须明确这一战略转型。

➊ *a **dramatic/fundamental/huge/major/significant** shift* 令人瞩目的 / 根本性的 / 大幅度的 / 重大的 / 显著的转变 • *a **policy/strategic/structural/technology** shift* 政策 / 战略 / 结构 / 技术转变 • *a shift **away from/from/to/towards** sth* 从某事移开；转向某事

**2** (*HR*) [C] a period of time worked by a group of workers who start work as another group finishes 轮班；轮班工作时间：*to be on the day/night shift at the factory* 在工厂上白 / 夜班 ◇ *The salespeople work eight-hour shifts.* 推销员每班八小时轮班工作。◇ *Experienced staff will be working **in** shifts to ensure a good service.* 有经验的员工将轮班工作以确保优良的服务质量。

➊ *the **day/early/evening/late/night** shift* 白 / 早 / 晚 / 晚 / 夜班 • *to **be on/do/work** a shift* 轮班工作 • *to **change** shifts* 换班 • *a shift **manager/supervisor/worker*** 值班经理 / 主管 / 工人

**3** (*HR*) [C with sing./pl. verb] the workers who work a particular **shift** 轮班的员工：*What time does the day shift come on?* 上白班的什么时候开始工作？◇ *The night shift has/have just come off duty.* 上夜班的刚刚下班。

**4** [C,U] (*also* **'shift key**) [C]) a key on a computer keyboard that allows capital letters or a different set of characters to be keyed（计算机键盘上的）转换键，换挡键

• ***verb***

**1** (*informal*) [+ obj] to move sth from one position or place to another 转移；挪动：*Can you help me shift these boxes?* 请你帮我把这些箱子搬一下好吗？◇ *They are shifting 70% of their production to China.* 他们正将其70%的生产转移到中国。

**2** [no obj] (about a situation, an opinion, a policy, etc.) to change from one state, position, etc. to another（情况、意见、政策等）改变，变动：*Consumer tastes are constantly shifting.* 消费者的口味总在不断改变。◇ *The balance of power has shifted away from workers to employers.* 力量均势已经从工人向雇主倾斜。

**3** [+ obj] to change your opinion of or your attitude towards sth; to change the way that you do sth 改变观点：*We need to shift the emphasis away from speed towards efficiency.* 我们必须将重点从增速转向增效上。

**4** (*Commerce, informal*) [+ obj] to sell goods, especially goods that are difficult to sell 销售，出售（销路不好的商品）：*They cut prices drastically to try and shift stock.* 他们大幅度降价试图把库存卖掉。◇ *250 000 of the devices have been shifted this year.* 今年这种装置已经卖出了25万件。

**shifting** /'ʃɪftɪŋ/ *adjective*
changing all the time 多变的：*Shifting costs force us to revise our prices constantly.* 成本的变化迫使我们经常修改定价。

**'shift key** = SHIFT *noun* (4)

**shingle** /'ʃɪŋgl/ *noun* [C] (*AmE*)
a sign outside a doctor's or lawyer's office that gives their name, etc.（诊所或律师事务所的）招牌

**★ship** /ʃɪp/ *noun, verb*

• ***noun*** [C]

SEE ALSO: **delivered ex ship, free alongside ~, trans-~**

a large boat that carries people or goods by sea 大船；舰：*The ship is moored in Genoa.* 船停泊在热那亚。◇ *a fleet of merchant ships* 商船队 ◇ *cargo ships carrying food and manufacturing equipment* 装载食品和制造设备的货船 ◇ *Goods are placed **on board ship** by the seller at the port named in the contract.* 货物由卖方在合同指定的港口装船。

➊ *to **load (sth onto)/unload (sth from)** a ship* 装船；卸船；将某物装上船；将某物卸下船 • *a ship **loads/unloads** (sth)* 船只装货 / 卸货；船舶装载 / 卸下某物 • *a **cargo/container/factory/merchant** ship* 货轮；集装箱船；加工船；商船

IDM **abandon/jump 'ship** to leave an organization suddenly or unexpectedly because you think it is going to fail 逃脱；脱身；突然离开某机构：*Investors abandoned ship after the scandal.* 投资者在丑闻发生之后纷纷撤离。

→ idiom at RUN *verb*

• ***verb*** (**-pp-**)

**1** (*Transport*) [+ obj] to send or transport sth by ship 船运；装运：*We ship goods all over the world.* 我们把货物运送到世界各地。

**2** (*Commerce; Transport*) [+ obj *or* no obj] to send goods by air, road or rail 航运；载运：*This product usually ships within 24 hours.* 这种产品通常在24小时内发运。◇ *Purchases can be shipped or collected from the store.* 购买的商品可由商家发货，也可到店自取。◇ *The machine wasn't working so we had to ship it back for repair.* 这台机器坏了，因此我们不得不把它送回去修理。

**3** (*Commerce*) [+ obj *or* no obj] to be available to be bought; to make sth available to be bought 上市；把…推向市场：*The software will be shipping next month.* 这款软件将于下月上市。◇ *We continue to ship more computer systems than our rivals.* 我们持续推出比我们竞争对手更多的计算机系统。

→ idiom at SHAPE

**shipbuilder** /'ʃɪpbɪldə(r)/ *noun* [C]
a person or company that builds ships 造船工人；造船厂 ▸ **'shipbuilding** *noun* [U]：*the shipbuilding industry* 造船工业

**'ship date** *noun* [C]
(*Production*) the date on which goods must be sent to a customer 发货日期：*If we miss the ship date the order will not arrive on time.* 如果我们错过了发货日期，这批订货将不能按时到达。

**★shipment** /'ʃɪpmənt/ *noun*

SEE ALSO: **drop shipment, part shipment**

(*Commerce; Transport*)
**1** [C] a load of goods that are sent from one place

to another 发运的货物: *We have sent a shipment of computers to Norway.* 我们向挪威发运了一批计算机。 ◇ *Visit our website to track your shipment online.* 访问我们的网站在线跟踪货运情况。
SYN CONSIGNMENT
● *to* ***deliver/send*** *a shipment* 交运 / 发运货物 • *to* ***accept/receive/sign for*** *a shipment* 接受 / 收到 / 签收货物
**2** [U] the process of sending goods from one place to another 运输; 运送: *The goods are ready for shipment.* 货物已备妥可以装运。
● *shipment* ***charges/costs*** 运输费用 / 成本

**shipowner** /'ʃɪpəʊnə(r); *AmE* -oʊ-/ *noun* [C] a person or company that owns a ship or ships 船东

**shipper** /'ʃɪpə(r)/ *noun* [C] (*Transport*) a person or company that sends goods from one place to another by ship, air, road or rail 货主; 发货人: *The shipper will pay all transportation expenses to get the shipment to the foreign port.* 发运人将支付运送货物至海外港口的全部费用。 ◇ *large/small shippers* 大型 / 小型货运商

**shipping** /'ʃɪpɪŋ/ *noun* [U]
SEE ALSO: **drop shipping**
**1** (*Commerce*; *Transport*) the activity of carrying goods from one place to another by ship or by air, road or rail 货运; 运输: *The regulations that govern the shipping of dangerous materials are very detailed.* 管理危险品运输的法规非常详细。 ◇ *We offer free shipping for orders over $99.* * 99元以上的订单我们免收运费。
● *a shipping* ***company/group/line*** 航运公司 / 集团 / 线路 • *shipping* ***charges/costs/rates*** 运费 • *a shipping* ***clerk*** 船务文员
**2** (*Transport*) ships in general or considered as a group 船舶: *The canal is open to shipping.* 运河可以通航。 ◇ *daily shipping forecasts* (= of the weather at sea) 每日海洋天气预报

**,shipping and 'forwarding ,agent** *noun* [C] (*Transport*) a person or company that arranges for goods to be sent from one country to another by sea, air, rail or road, arranges insurance and prepares the necessary documents 海运和转运代理行; 承运人

**,shipping and 'handling** *noun* [U] (*abbr* **s and h**) (*Commerce*; *Transport*) the packing and transport of goods; the charge for this 货物的装运; 装运费: *The poster is available for $20 plus $4 shipping and handling.* 这张装饰画价格20元外加4元装运费。 ◇ *Add on s and h charges.* 附加运费和手续费。

**'shipping ,conference** *noun* [C] (*Transport*) an international group of companies whose ships sail the same routes and who agree on charges for cargo and passengers, and the conditions in contracts 航运公会

**'shipping ,documents** *noun* [pl.] (*Trade*; *Transport*) the documents that are needed when goods are sent from one country to another, including, for example, a BILL OF LADING or an air WAYBILL, an insurance certificate, a commercial INVOICE, an export licence, etc. 货运单据

**'shipping note** *noun* [C] (*abbr* **S/N**) (*Transport*) a document prepared and signed by an exporter when sending goods by sea, giving details of the goods 海运托运单

**shoot** /ʃuːt/ *verb* [no obj] (**shot, shot** /ʃɒt; *AmE* ʃɑːt/)
**1** (*used with an adverb or a preposition* 与副词或介词连用) to increase very quickly 飚升; 快速增长: *Profits shot up 40% last year.* 去年利润飚升了40%。 ◇ *The dollar briefly shot above 120 yen.* 美元短暂升至120日元以上。 See note at INCREASE
**2** (*used with an adverb or a preposition* 与副词或介词连用) to become important, powerful, famous, etc. suddenly or quickly 迅速变得重要 (或强大、出名等): *They think he will shoot to the top of the company.* 他们认为他将很快升到公司最高层。 ◇ *She shot to fame by building up the company from nothing into a stock market star.* 她把公司从默默无名做成股票市场上的明星, 由此迅速成名。 → OVERSHOOT, UNDERSHOOT
PHR V **'shoot for sth** (*AmE*) to try to achieve or get sth, especially sth difficult 努力争取: *We've been shooting for a pay raise for months.* 几个月来, 我们一直在争取加薪。

**★shop** /ʃɒp; *AmE* ʃɑːp/ *noun*, *verb*
● ***noun*** [C]
SEE ALSO: **body shop, bucket ~, closed ~, corner ~, duty-free ~, factory ~, gift ~,** etc.
**1** (*especially BrE*) a building or part of a building where you can buy goods or services 商店; 店铺: *Our prices are up to 50% lower than high-street shops.* 我们的价格比品牌店的价格最多低50%。 ◇ *The shop offers a large array of leather goods.* 本商店出售多种皮革制品。 ◇ *a chain of electrical shops* 连锁电子产品商店 ◇ *airport retail shops* 机场零售店 —Picture at STORE
● *a* ***high-street/local*** *shop* 大众品牌店 / 本地商店 • *to* ***have/own/run/set up*** *a shop* 有 / 拥有 / 经营 / 建立一家商店 • *to* ***close*** **(*down*)/*open* (*up*)/*shut* (*down*)** *a shop* 关闭 / 开设 / 关闭店铺 • *a shop* ***closes*** **(*down*)/*opens* (*up*)/*shuts* (*down*)** 店铺歇业 / 开张 / 关张
**2** (*used especially with other nouns* 尤与其他名词连用) a place where things are made or repaired, especially part of a factory where a particular type of work is done 工厂; 工场; 作坊: *a repair shop* 修理厂 ◇ *a paint shop* (= where cars are painted) 喷漆车间 SYN WORKSHOP
**3** [usually sing.] (*BrE*) (*informal*) an act of going shopping, especially for food and other items needed in the house 购物: *We do a weekly shop at the supermarket.* 我们每周到超市购物一次。
IDM **mind the 'shop** (*BrE*) (*AmE* **mind the 'store**) to be in charge of sth for a short time while sb is away (某人不在时) 临时负责: *Who's minding the store while she's away?* 她不在时由谁来负责? **,set up 'shop** to start a business 开店; 创业: *The software company intends to set up shop in China.* 软件公司打算在中国开展业务。 → idiom at SHUT *verb*, TALK *verb*
● ***verb*** **(-pp-)**
**1** [no obj] to buy things in shops/stores 去商店购物: *to shop for food* 去商店购买食品 ◇ *He likes to shop at the local market.* 他喜欢在当地市场买东西。

**2 go shopping** [no obj] to spend time going to shops/stores and looking for things to buy 逛商店；购物：*There should be plenty of time to go shopping before we leave New York.* 我们离开纽约之前应该有足够的时间去逛逛商店。
**3** [+ obj] (*AmE*) to buy things at a particular shop/store 在特定商店购物：*Thank you for shopping Land's End.* 感谢您光临“天涯海角”。
**4** [+ obj] (*AmE*) to try to sell sth such as a company by talking about it to people who might buy it 兜售；游说：*The owner may not want it known that he is shopping the company.* 企业主也许不想让人知道他想把公司卖掉。
PHR V **,shop a'round** to compare the quality or prices of goods or services that are offered by different shops/stores, companies, etc. so that you can choose the best 货比三家后再购买：*Shop around for the best deal.* 要货比三家之后买最划算的。

VOCABULARY BUILDING

**Types of shops/stores**

- *They operate a chain of 24-hour* ***convenience stores.*** 他们经营24小时连锁便利店。
- *I went to the* ***corner shop/store*** *to buy a newspaper.* 我去街角小店买报纸。
- *Many* ***supermarkets*** *have expanded their range of non-food items.* 许多超市扩大了非食品货物的经营范围。
- *They were the first to launch the idea of a music* ***superstore.*** 他们率先提出了音乐大型超市的构想。
- *Independent stores have lost business to the out-of-town* ***hypermarkets.*** 独立商店的生意流向了城市郊外的特大型商店。

**'shop as,sistant** *noun* [C] (*BrE*)
a person whose job is to serve customers in a shop/store 店员 SYN ASSISTANT, SALES ASSISTANT
**shopfitting** /'ʃɒpfɪtɪŋ; *AmE* 'ʃɑːp-/ *noun* [U]
the business of putting equipment and furniture into shops/stores 店铺装潢（业）▸ **'shopfitter** *noun* [C]
**the ,shop 'floor** *noun* [sing.]
**1** the area in a factory where the goods are made by the workers（工厂的）生产区：*to work on the shop floor* 在生产区工作 ◇ *We need to increase efficiency on the shop floor.* 我们必须提高生产区的效率。
**2** (*HR*) the workers in a factory, not the managers 工厂工人（非管理人员）：*Most decisions about how work should be done are taken in the office rather than on the shop floor* (= by the workers). 大多数关于应该如何开展工作的决策是由管理层而不是由工人作出的。
▸ **'shop-floor** *adjective* [only before noun]: *shop-floor productivity* 车间生产率
**shopfront** /'ʃɒpfrʌnt; *AmE* 'ʃɑːp-/ *noun* [C] (*BrE*)
**1** the front of a shop, that people can see from the street 店面；店堂：*The company logo is on the shopfront.* 公司标识被置于店面内。◇ *a shopfront sign* 店面标志
**2** (*E-commerce*) (*also* **,web 'shopfront**) a website that a company uses to sell goods or services（公司用于销售商品或服务的）门面网站 → STOREFRONT
**shopkeeper** /'ʃɒpkiːpə(r); *AmE* 'ʃɑːp-/ (*especially BrE*) (*AmE usually* **'storekeeper**) *noun* [C]
SEE ALSO: **small shopkeeper**
a person who owns or manages a shop/store, especially a small one（尤指小商店的）店主
**shoplifting** /'ʃɒplɪftɪŋ; *AmE* 'ʃɑːp-/ *noun* [U]
the crime of stealing goods from a shop/store by deliberately leaving without paying for them 冒充顾客进入商店行窃（罪）：*Most stores don't raise prices to make up for losses due to shoplifting.* 大多数商店不会通过提高价格来弥补因店内扒窃而造成的损失。▸ **'shoplift** *verb* [+ obj *or* no obj] **'shoplifter** *noun* [C]：*Shoplifters will be prosecuted.* 入店行窃者将会被起诉。
**shopper** /'ʃɒpə(r); *AmE* 'ʃɑːp-/ *noun* [C]
SEE ALSO: **mystery shopper**
a person who buys goods from shops/stores 顾客；购货者：*Competition between stores can result in big savings for shoppers.* 商家之间的竞争可以为顾客节省大量开支。◇ *Last year the average shopper spent $700 online.* 去年人均在线消费700元。
**holiday/home/last-minute/online** *shoppers* 假日购物者；足不出户购物的人；拖到最后才去采购的人；网络买家 • ***to attract/draw in/lure/woo*** *shoppers* 吸引 / 招徕 / 诱惑 / 拉拢购物者 • *shoppers* ***buy/choose/look for/pay for*** *sth* 购物者购买 / 选择 / 寻找 / 付钱买某物
**shopping** /'ʃɒpɪŋ; *AmE* 'ʃɑːp-/ *noun* [U]
SEE ALSO: **home shopping, window-shopping**
**1** the activity of going to shops/stores and buying things 购物：*to go shopping* 去购物 ◇ *to go on a shopping trip* 踏上购物之旅 ◇ (*BrE*) *to do the/your shopping* 去购物 ◇ *This is the busiest shopping period of the year.* 这是一年中最繁忙的购物季节。◇ *Click on the link to change or delete an item from your shopping cart.* 点击此链接更改或删除购物车中的商品。
*a shopping* ***bag/basket/cart/trolley*** 购物袋 / 篮 / 车 / 手推车 • ***catalogue/Internet/online*** *shopping* 目录 / 互联网 / 在线购物 • *a shopping* ***expedition/spree/trip*** 购物旅行 / 狂购 / 购物游
**2** (*especially BrE*) the things that you have bought from shops/stores 从商店购买的东西：*to put your shopping away* 把买来的东西放好
**'shopping bot** (*also* **'shopping ,agent**) *noun* [C] (*E-commerce*) a piece of software that searches for products that are being sold on the Internet and compares prices 询价软件；商品搜寻引擎
**'shopping ,centre** (*AmE spelling* ~ **center**) *noun* [C] (*especially BrE*)
a group of shops/stores built together, sometimes under one roof 购物中心
**'shopping goods** (*also* **'shopping ,products**) *noun* [pl.]
(*Commerce*) items that people do not buy very frequently, such as furniture and clothes, and like to compare in quality and price before they buy 选购性商品
**'shopping list** *noun* [C]
a list that you make of all the things that you need

to buy when you go shopping 采购清单；购物单: *The group has put the supermarket chain on its shopping list* (= it wants to buy the company). 这家集团打算收购这家连锁超市。

**'shopping mall** (*also* **mall**) (*both especially AmE*) *noun* [C]
a large group of shops/stores, restaurants, etc. built together under one roof and closed to traffic 大型购物商场；购物广场

**'shopping ,products** = SHOPPING GOODS

**'shop-soiled** (*BrE*) (*AmE* **'shopworn**) *adjective* (*Commerce*) **shop-soiled** goods are dirty or not in good condition because they have been in a shop/store for a long time 在商店放旧了的: *a sale of shop-soiled goods at half price* 半价促销商店陈货

**,shop 'steward** *noun* [C] (*especially BrE*) (*HR*) a person who is elected by members of a union in a factory or company to represent them in meetings with managers 工会代表

**shopworn** /'ʃɒpwɔ:n; *AmE* 'ʃɑ:pwɔ:rn/ = SHOP-SOILED

**shore** /ʃɔ:(r)/ *verb*
PHR V **,shore sth 'up** to help to support sth that is weak or going to fail 支撑；稳住: *The company had to sell assets in order to shore up its balance sheet.* 公司不得不出售其资产以平衡资产负债表。◇ *The measures were aimed at shoring up the economy.* 这些措施旨在稳定经济。

**★short** /ʃɔ:t; *AmE* ʃɔ:rt/ *adjective, adverb, verb*
• ***adjective*** HELP The forms **shorter** and **shortest** are not usually used in these meanings. * shorter 和 shortest 通常不用于下列词义。
**1** [not before noun] **short of sth** not having enough of sth 短缺的；不足的: *She never seems to be short of cash!* 她似乎从来不缺钱！◇ *Many companies in the area are short of qualified workers.* 该地区许多公司都缺乏合格的工人。
**2** [not before noun] not easily available; not supplying as much as you need 紧缺的: *Time is getting short so we'd better start working.* 时间很紧了，我们最好现在就开始工作。◇ *Cash is very short at the moment.* 目前资金很紧张。
**3** (*informal*) **short on sth** lacking or not having enough of a particular quality 缺乏（特定品质）的: *The industry is short on good leadership.* 这个行业缺乏好领导。
**4** [not before noun] **short** (**of sth**) less than the number, amount , weight, etc. mentioned or needed 少于的；未达到的: *I think we're still two people short* (= we need two more people) *on the project.* 我认为这个项目还需要两个人。◇ *The delivery was short by 540 pairs of shoes.* 所交货物少了540双鞋子。
**5 short** (**for sth**) being a shorter form of a name or word 缩写的；简写的: *'Co' is short for 'company'.* * Co 是 company 的简写。◇ *file transfer protocol, or FTP for short* 文件传输协议，或简称 FTP
**6** (*Finance; Stock Exchange*) relating to the situation when sb sells shares, currencies, etc. that they do not yet own, in the hope that their price will fall and they will make a profit by buying them later at a lower price（股票、货币等）卖空的: *Investors who are short on stock will do well if prices continue to fall.* 如果价格继续下跌，卖空股票的投资者将获利。 OPP LONG
IDM **at short 'notice** (*AmE also* **on short 'notice**) **at a moment's 'notice** not long in advance; without much warning or time for preparation 一通知到就；在短时间内；立刻: *The meeting was called at very short notice.* 会议是临时召开的。
**in ,short sup'ply** if something is **in short supply** there is not enough of it available 紧缺；短缺: *Good managers are in short supply at the moment.* 当前优秀的经理人十分短缺。 **on short 'notice** (*especially AmE*) = AT SHORT NOTICE
→ idiom at SHORT RUN
• ***adverb*** HELP The forms **shorter** and **shortest** are not usually used in these meanings. * shorter 和 shortest 通常不用于下列词义。
**1** if you **go short of** or **run short of** sth, you do not have enough of it 缺乏；短缺: *We're running short of stock so we'd better put in an order.* 库存不多了，因此我们最好订一批货。
**2** (*Finance; Stock Exchange*) if you **sell** sth **short** or **go short** (on sth), you sell shares, currencies, etc. that you do not yet own, hoping that their price will fall and you will make a profit by buying them later at a lower price（股票、货币等）卖空地: *Investors who went short on the stock made big profits when the share price fell.* 股价下跌时，卖空股票的投资者赚了大钱。
**3** before the time expected or arranged 过早地（中止）: *I'm afraid I'm going to have to stop you short there, as time is running out.* 时间不够了，恐怕我得就此打断你了。
→ idiom at FALL *verb*, RUN *verb*
• ***verb*** [+ obj *or* no obj]
(*Finance; Stock Exchange*) to agree to sell shares, currencies, etc. that you do not yet own, in the hope that their price will fall and you will make a profit by buying them later at a lower price 卖空（股票、货币等）: *You have to be able to borrow shares to short them.* 想要卖空得能借到股票才行。

**★shortage** /'ʃɔ:tɪdʒ; *AmE* 'ʃɔ:rt-/ *noun* [C,U]
a situation when there is not enough of the people or things that are needed 不足；缺乏；缺少: *a shortage of funds/space* 资金 / 空间不足 ◇ *There are serious labour shortages in some sectors.* 某些部门存在严重的劳动力短缺问题。◇ *There was no shortage of candidates* (= there were a lot) *for the post.* 适合这个职位的人很多。 OPP GLUT
→ SURPLUS
❶ *an acute/a chronic/critical/serious/severe shortage* 长期不足；严重不足 • *a cash/parts/supply shortage* 现金 / 零部件 / 供应短缺 • *labour/skills/staff/talent shortages* 劳动力 / 技能 / 用工 / 人才短缺 • *to face/suffer a shortage* 面临 / 经受短缺 • *to cause/create/lead to a shortage* 导致 / 产生 / 引发短缺 • *to combat/ease/overcome/prevent a shortage* 战胜 / 缓解 / 克服 / 防止短缺

**,short-'change** *verb* [+ obj] (*often* **be short-changed**)
**1** to give back less than the correct amount of money to sb who has paid for sth with more than the exact price 少找给（某人）零钱: *I think I've been short-changed at the checkout.* 我觉得收银台少找我钱了。

**2** to treat sb unfairly by not giving them what they have earned or deserve 亏待；克扣：*Poor after-sales service can leave customers feeling short-changed.* 差劲的售后服务会使顾客感觉吃了亏。

**,short 'covering** *noun* [U]
(*Stock Exchange*) the process of sb borrowing or buying shares, bonds, etc. in order to replace the ones that they have sold or agreed to sell but did not own 卖空；抛空

**shortfall** /'ʃɔ:tfɔ:l; *AmE* 'ʃɔ:rt-/ *noun* [C]
if there is a **shortfall in** sth, there is less of it than you need or expect 缺口；差额；亏空：*They are selling assets to make up for a shortfall in profits.* 他们正在出售资产以弥补利润的亏空。◇ *Several staff were made redundant to meet a shortfall of funds.* 好几个员工被裁减以应对资金短缺。◇ *The company is facing a $9.2 million shortfall.* 公司面临着920万元的亏空。
● ***to compensate for/cover/make up/meet a shortfall*** 补偿 / 抵补 / 补足 / 弥补亏空 ◆ ***capital/earnings/funding/profit/revenue shortfalls*** 资本 / 收益 / 资金 / 利润 / 收入亏空 ◆ ***an order/a production/sales/supply shortfall*** 订单 / 生产 / 销售 / 供应缺口 ◆ ***a big/huge/large/significant/small shortfall*** 大的 / 巨大的 / 很大的 / 极大的 / 小的缺口

**shorthand** /'ʃɔ:thænd; *AmE* 'ʃɔ:rt-/ *noun*
**1** (*AmE also* **ste'nography**) [U] a quick way of writing using special signs or short forms of words, used especially to record what sb is saying 速记：*Do you do shorthand?* 你会速记吗？◇ *to take something down in shorthand* 用速记记录某事
**2** [U,C] a shorter way of saying or referring to sth（对某事的）简略表述方式：*We want our brand name to be shorthand for a healthy lifestyle.* 我们希望我们的品牌名称成为健康生活方式的代名词。

**,short-'handed** *adjective* [not usually before noun]
not having as many workers or people who can help as you need 人手不足的：*Can you do any extra shifts this week as we're short-handed?* 我们人手不足，本周你能加班吗？ SYN SHORT-STAFFED

**,shorthand 'typist** *noun* [C] (*BrE*)
a person whose job is to write down what sb says using **shorthand**, then write it on a computer or type it 速记打字员 SYN STENOGRAPHER (*AmE*)

**'short-haul** *adjective* [only before noun]
that involves transporting people or goods over short distances 短途的；短途运输的：*a short-haul airline/flight* 短途航线 / 航班 ◇ *short-haul trucking* 短途货运 → LONG-HAUL

**shorting** /'ʃɔ:tɪŋ; *AmE* 'ʃɔ:rt-/ = SHORT SELLING

**shortlist** /'ʃɔ:tlɪst; *AmE* 'ʃɔ:rt-/ *noun, verb* (*HR*)
● ***noun*** (*AmE spelling also* **short list**) [C]
a small number of candidates for a job who have been chosen from all the people who applied 决选名单；最终候选人名单：*We have narrowed the applicants down to a shortlist of four.* 我们最后把候选应征者人数缩减至四人。◇ *to draw up a shortlist* 拟定决选名单
● ***verb*** (*AmE spelling also* **short-list**) [+ obj] (*usually* **be shortlisted**)
to put sb/sth on a **shortlist** for a job 将…列入最终候选人名单：*Candidates who are shortlisted for interview will be contacted by the end of the week.* 列入面试名单的应聘者将会在本周末接到通知。

**'short po,sition** *noun* [C]
(*Finance*; *Stock Exchange*) a situation in which an investor sells or agrees to sell shares, currencies, etc. that he/she does not own yet, hoping that the price will fall and they will make a profit by buying them later at a lower price 空头仓位：*If you think the price will decline, you might want to take a short position in that stock.* 如果你认为价格将会下跌，你可能会想要做空那支股票。◇ *When the price falls, the bank will buy shares cheaply to cover its short position.* 当价格下跌时，银行会低价购买股票以弥补其空头仓位。
SYN BEAR POSITION → LONG POSITION

**,short-'range** *adjective* [only before noun]
connected with a short period of time in the future 短期的；近期的：*short-range plans* 短期计划

**,short 'run** (*also* **,short 'term**) *noun* [sing.]
(*Economics*) the period during which a business or an industry can change the quantity of some of the things that are needed in order to produce goods or services, but at least one is fixed 短期 → LONG RUN
IDM **in the 'short run ; in the 'short term**
concerning the immediate future 短期内：*In the short run, unemployment may fall.* 短期内失业率将会下降。◇ *A deal is unlikely in the short term.* 短期内不大可能达成交易。

**'short-run** = SHORT-TERM (1)

**shorts** /ʃɔ:ts; *AmE* ʃɔ:rts/ *noun* [pl.]
(*Finance*)
**1** investments such as bonds that are due to be paid back in a short time, usually less than five years 短期债券（期限通常少于5年）
**2** shares that a dealer has borrowed and sold but does not yet own（股票）空头 → LONGS *noun*

**,short 'sale** *noun* [C]
(*Finance*; *Stock Exchange*) when sb sells or agrees to sell shares, currencies, etc. that they do not yet own, hoping that the price will fall and they will make a profit by buying them later at a lower price 卖空

**,short 'selling** (*also* **'shorting**) *noun* [U]
(*Finance*; *Stock Exchange*) the act of selling or agreeing to sell shares, currencies, etc. that you do not yet own, hoping that the price will fall and you will make a profit by buying them later at a lower price 卖空：*Some stock is difficult to borrow for short-selling transactions.* 某些股票很难借来用于卖空交易。▶ **,short 'seller** *noun* [C]

**,short-'staffed** *adjective* [not usually before noun]
having fewer members of staff than you need or usually have 人手短缺的；人手不够的：*We're short-staffed at the moment because a lot of people are off sick.* 我们目前人手短缺，因为很多人因病请假。 SYN SHORT-HANDED → UNDERSTAFFED

**,short 'term** = SHORT RUN

**'short-term** *adjective* [usually before noun]
**1** (*also* **'short-run**) lasting a short time; lasting only for a short period of time in the future 短期的；近期的：*Most of our staff are on short-term contracts.* 我们的大多数员工签订的是短期合同。

◇ *a short-term solution to a problem* 问题的短期解决方案

**2** (*Finance*) (about money) that is borrowed, lent or invested for a short period of time, usually one year（资金）短期的（通常为一年）: *I have short-term loans with several banks.* 我从好几家银行借了短期贷款。 SYN NEAR-TERM → LONG-TERM

**,short-'termism** *noun* [U]
a way of thinking or planning that is concerned with the advantages or profits you could have now, rather than the effects in the future 急功近利

**,short-term lia'bilities** = CURRENT LIABILITY

**,short 'time** *noun* [U] (*BrE*)
(*HR*) a situation in which workers work fewer hours than usual when there are not enough orders, materials, etc., so that they can keep their jobs 短工时；开工不足: *Staff at the factory have been put on short time.* 这家工厂的员工实行短时工作制。 ◇ *They have avoided redundancies by introducing short-time working.* 他们通过采用短时工作制而避免了裁员。

**,short 'ton** (*abbr* **st.**) (*also* **,net 'ton**) (*both especially AmE*) *noun* [C]
a unit of weight equal to 907.18 kilograms or 2 000 pounds 短吨（等于907.18公斤或2000磅）→ LONG TON, TONNE

**shovelware** /'ʃʌvlweə(r); *AmE* -wer/ *noun* [U]
(*IT*) content that is taken from, for example, printed material, and put on a website as quickly as possible without changing it to suit the Internet 铲件；未经改造即用于电子设备或网络的翻版产品

**show** /ʃəʊ; *AmE* ʃoʊ/ *noun* [C,U]
SEE ALSO: **dog and pony show, no-~, trade ~**
an occasion when people, businesses, etc. show and sell their goods and services 展览: *a trade show* 贸易展览会 ◇ *the Paris auto show* 巴黎汽车展览会 ◇ *The latest computers will be on show at the exhibition.* 最新型的计算机将在展览会上展出。 → EXHIBITION, FAIR, ROADSHOW
IDM **show of 'hands** a way of voting in which people at a meeting raise their hands to show if they agree with sth or are against it 举手表决: *Strike action was rejected by a show of hands.* 人们以举手表决的方式否决了罢工行动。

**showcase** /'ʃəʊkeɪs; *AmE* 'ʃoʊ-/ *noun*
**1** [C, usually sing.] an event that presents sb's abilities or the good qualities of sth in an attractive way 展示（本领、才华或优良品质的）场合: *The exhibition is a showcase for talented designers.* 展览会可以让天才设计师展现自己的才华。
**2** [C] a box with a glass top or sides that is used for showing objects in a shop/store, museum, etc. 陈列柜
▸ **'showcase** *verb* [+ obj]: *We use the website to showcase our new products.* 我们用该网站展示我们的新产品。

**showroom** /'ʃəʊru:m; -rʊm; *AmE* 'ʃoʊ-/ *noun* [C]
a large shop/store in which goods for sale, especially cars and electrical goods, are displayed 商品陈列室；展销厅: *a car showroom* 汽车展销厅 ◇ *We want to keep buyers coming into our showrooms.* 我们想不断有买主进入我们的展厅。

**shred** /ʃred/ *verb* [+ obj] (**-dd-**)
to cut sth into small pieces 切碎；撕碎: *We shred old documents* (= in a machine) *and recycle the paper.* 我们将旧文件粉碎循环利用纸张。

**shredder** /'ʃredə(r)/ *noun* [C]
a machine that destroys documents by cutting them into thin strips so that nobody can read what was printed or written on them 碎纸机

**shrewd** /'ʃru:d/ *adjective* (**shrewder, shrewdest**)
**1** clever at understanding and making judgements about a situation 机灵的；精明的: *He is a shrewd businessman.* 他是一位精明的商人。 ◇ *She has a shrewd business brain.* 她有着敏锐的商业头脑。
**2** showing good judgement and likely to be right 睿智的；果断的: *a shrewd guess/move* 准确的猜测 / 果断的行动
▸ **'shrewdly** *adverb* **'shrewdness** *noun* [U]

**shrink** /ʃrɪŋk/ *verb* [+ obj *or* no obj] (**shrank** /ʃræŋk/**shrunk** /ʃrʌŋk/ *or* **shrunk, shrunk**)
to become or to make sth smaller in size or amount（使）收缩，萎缩，缩小: *The market for this type of product is shrinking.* 这种产品的市场正在萎缩。 ◇ *The new system will shrink the size and cost of PCs.* 这一新系统将缩小个人电脑的尺寸和成本。

**shrinkage** /'ʃrɪŋkɪdʒ/ *noun* [U]
**1** the process of becoming smaller in size; the amount by which sth becomes smaller 收缩；减少；收缩量: *the shrinkage of the export market* 出口市场的萎缩 ◇ *These cotton shirts are oversized to allow for shrinkage.* 考虑到有可能缩水，这些棉质衬衫的尺寸都偏大。
**2** (*Commerce*) (*also* **'leakage**) the amount of goods that a business loses because they have been damaged, stolen, etc.（破损、被盗等的）损耗: *If they reduced waste and cut out shrinkage, the store could be very profitable.* 如果他们减少浪费，再除去货物的损耗量，这家商店的盈利会很可观。

**'shrink-wrap** *verb* [+ obj]
to wrap sth tightly in a thin plastic covering 热缩包装: *Cans come shrink-wrapped in packs of six.* 罐头运达时每六个一组，热缩包装。 ◇ *shrink-wrapped software* (= standard software sold in boxes ready to use) 套装软件 —Picture at PACKAGING ▸ **'shrink-wrap** *noun* [U]: *The book and CD are packaged in shrink-wrap to keep them together.* 这本书和光盘用热缩性薄膜包装在一起。 **'shrink-,wrapping** *noun* [U]: *Shrink-wrapping can be done in less than a second.* 热缩包装可以在瞬间完成。

**SHRM** /,es eɪtʃ ɑ:r 'em/ = STRATEGIC HUMAN RESOURCE MANAGEMENT

**shuffle** /'ʃʌfl/ = RESHUFFLE

**shut** /ʃʌt/ *verb, adjective*
• ***verb*** [+ obj *or* no obj] (**shutting, shut, shut**)
**1** when a shop/store, restaurant, etc. **shuts** or when sb **shuts** it, it stops being open for business and you cannot go into it（使）停止营业，打烊: *We shut at six.* 我们六点打烊。
**2** when a business **shuts** or when sb **shuts** it, it stops operating as a business 停业；停止营业: *We have been forced to shut several factories.* 我们被迫关闭了几家工厂。

**IDM shut up 'shop** (*BrE*) (*informal*) to close a business permanently or to stop working for the day 关店；歇业

**PHR V ˌshut 'down** (about a factory, shop/store, etc. or a machine) to stop opening for business; to stop working （工厂、商店或机器等）关闭，停业，停止运转：*Sixty employees were laid off when the plant shut down.* 工厂停产时解雇了六十名员工。→ CLOSE, SHUTDOWN **ˌshut sth 'down** to stop a factory, shop/store, etc. from opening for business; to stop a machine from working （使）关闭，停业，停止运转→ CLOSE, SHUTDOWN **ˌshut 'off** (about a machine, tool, etc.) to stop working （机器、工具等）停止运转，关掉，切断：*The engines shut off automatically in an emergency.* 紧急情况下，发动机会自动停转。**ˌshut sth 'off** **1** to stop a machine, tool, etc. from working 关闭机器（或工具等） **2** to stop a supply of electricity, gas, etc. from flowing or reaching a place 切断供电（或天然气等）：*Always shut off the power before removing the machine's cover.* 每次打开机盖前都要切断电源。

• *adjective*

not open for business 停业的；关门的：*Is the bank shut?* 那家银行停止营业了吗？

**shutdown** /'ʃʌtdaʊn/ *noun* [C,U]

**1** the act of closing a factory or business 停工；歇业：*The strike was a protest against factory shutdowns.* 此次罢工是对关闭工厂表示抗议。→ CLOSE-DOWN

**2** the act of stopping a computer or large machine from working （计算机或大型机器的）停机，关机：*My PC freezes on shutdown.* 我的个人电脑关机时死机了。◇ *Factory staff are trained in emergency shutdown procedures.* 工厂员工要接受紧急停机程序的培训。

**shuttle** /'ʃʌtl/ *noun* [C]

a plane, bus or train that travels regularly between two places 来往于两地之间的航班（或班车、火车）：*I'm flying to Boston on the shuttle.* 我乘坐往返班机前往波士顿。◇ *a shuttle service* 短程穿梭运输；短途往返运输

**SI** /ˌes 'aɪ/ *abbr*

International System (used to describe units of measurement) 国际单位制：*SI units such as the metre, the kilogramme and the second* 诸如米、千克和秒等国际单位 **NOTE** **SI** are the first letters of the French phrase **Système International.** * SI 是法语 Systeme International 的首字母缩写。

**SIBOR** /'si:bɔ:(r)/ *abbr* **Singapore Inter-Bank Offered Rate**

the rate at which banks lend money to other banks in Singapore, which is used as a measure of LENDING RATES in Asia 新加坡银行间同业拆借利率：*The interest margin ranges from 1.5% up to 3.5% above SIBOR.* 利差幅度比新加坡银行间同业拆借利率高1.5%到3%。

**sick** /sɪk/ *adjective*

**1** ill 有病的：(*BrE*) *Peter has been **off sick** (= away from work because he is ill) for two weeks.* 彼得休病假已经两周了。◇ (*AmE*) *Peter has been **out sick** for a few days.* 彼得已经生病好几天没来了。◇ *Three people **called in sick** yesterday* (= telephoned to say they were not coming to work because they were ill). 昨天有三个人打电话来请病假。

**2** (about an organization, a system, etc.) having serious problems （机构、系统等）存在严重问题的：*a sick company/economy* 存在严重问题的公司 / 经济

**ˌsick 'building ˌsyndrome** *noun* [U]

a set of physical conditions that are not caused by a known illness but seem to be caused by spending time in a particular building 病态楼宇综合征；楼宇病

**'sick day** *noun* [C]

(*HR*) a day when an employee does not work because they are ill/sick 病假：*There is no limit to the number of sick days workers can take.* 工人可以休多少天的病假没有限制。

**sickie** /'sɪki/ *noun* [C] (*BrE*) (*informal*)

a day when you say that you are ill/sick and cannot go to work when it is not really true 称病缺勤；假病假

**❶ *to have/pull/take/throw a sickie*** 假称生病而请假

**'sick leave** *noun* [U]

(*HR*) permission to be away from work because of illness; the period of time spent away from work 病假；病假天数：*to be **on** sick leave* 休病假

**'sickness ˌbenefit** *noun* [U]

money paid by the government to people who are away from work because they are sick/ill 疾病补助金；疾病津贴→ SICK PAY

**'sick note** (*BrE*) (*AmE* **ex'cuse**) *noun* [C]

(*HR*) a letter that an employee gets from a doctor to say that they are or have been too ill/sick to go to work （医生出具的）病假条：*If you are off work for more than three days you must provide a sick note.* 如果超过三天不能上班，须提供病假条。

**'sickout** (*also spelled* **sick-out**) /'sɪkaʊt/ *noun* [C] (*AmE*)

(*HR*) an occasion when workers protest against sth by staying away from work and saying they are ill/sick when really they are not 集体托病怠工：*Bus drivers across the city are staging a sickout.* 全市的公交车司机发起了托病罢工行动。

**'sick pay** *noun* [U]

(*HR*) pay given to an employee who is away from work because of illness 病假工资→ SICKNESS BENEFIT

**side** /saɪd/ *noun* [C]

SEE ALSO: **demand side, supply side**

**1** one of the two or more people or groups taking part in an argument, a discussion, etc. 一派；一方：*We reached an agreement acceptable to all sides.* 我们达成了各方都能接受的协议。◇ *The two sides announced a deal yesterday.* 双方昨天宣布达成协议。 See note at COLLEAGUE

**2** one of the opinions, attitudes or positions held by sb in a business arrangement, an argument, etc. （一方的）观点（或态度、立场）：*Are you sure they will keep their side of the bargain* (= do what they say they will do)? 你肯定他们会遵守协议吗？

**3** (*informal*) a particular aspect of a job or a company's business （工作或公司业务的）特定方面：*He worked for them on the sales and marketing*

*side.* 他在他们那里从事销售工作。◇ *I'll take care of that side of things.* 我会关照那方面的事情的。
**4** one of the two parts of a financial account（账户的）一方：*the credit/debit side* 贷 / 借方
→ idiom at SAFE *adj.*

**sidebar** /'saɪdbɑː(r)/ *noun* [C]
(*IT*) a narrow section on the left side of a web page（网页的）工具条，边栏

**sideline** /'saɪdlaɪn/ *noun* [C]
an activity that sb does as well as their main activity in order to earn extra money 兼职；副业：*Making toys started as a sideline, but now it is the company's main source of income.* 生产玩具一开始只是副业，但现在它是公司的主要收入来源。

**SIG** /sɪg/ *abbr*
(*IT*) **special interest group** a place in a computing system, especially the Internet, where people can discuss a particular subject and exchange information about it（尤指互联网上的）特别兴趣小组 → NEWSGROUP

**'sig file** *noun* [C]
(*IT*, *informal*) **signature file** a short personal message that can be automatically added at the end of emails showing who has sent it 签名文件（可自动添加在电子邮件结尾处）

**'sight bill** *noun* [C]
(*Finance*) a BILL OF EXCHANGE that must be paid immediately 即期汇票；见票即付票据

**'sight de,posit** (*also* **de'mand de,posit**) *noun* [C, usually pl.]
(*Finance*) money that is kept in a bank on the basis that it can be taken out at any time 活期存款：*Banks once offered no interest on sight deposits.* 银行曾一度对活期存款不支付利息。→ TIME DEPOSIT

**'sight draft** *noun* [C]
(*Finance*) a **draft** (= a written order to a bank to pay money to sb) that must be paid immediately 即期汇票

**,sight un'seen** *adverb*
(*Commerce*) if you buy sth **sight unseen**, you do not have an opportunity to see it before you buy it 不看现货：*Many small businesses order their office furniture, sight unseen, through catalogues.* 许多小企业都通过看产品目录订购办公家具，而事先不看现货。

**sign** /saɪn/ *noun, verb*
• ***noun*** [C]
**1** a piece of paper, wood, metal, etc. that has writing or a picture on it that gives you information, instructions, a warning, etc. 招牌；标志：*There is a sign displaying the name of the company on the roof of the building.* 大厦顶部有一块标示公司名称的牌子。◇ *flashing neon signs* 闪烁的霓虹灯招牌 ◇ *a sign board* 招牌
**2** a mark used to represent sth 符号：*a plus/minus sign (+/-)* 加 / 减号 ◇ *a euro/dollar sign (€/$)* 欧元 / 美元符号
• ***verb*** [+ obj *or* no obj]
to write your name on a document, letter, etc. to show that you have written it, that you agree with what it says, or that it is genuine 签（名）；签署：*Sign here, please.* 请在这里签名。◇ *Sign your name here, please.* 请在这里签名。◇ *You haven't signed the letter.* 那封信你还没有署名。◇ *to sign a deal/contract/cheque* 签署协议 / 合同 / 支票
IDM **,signed and 'sealed ; 'signed, 'sealed and de'livered** definite, because all the legal documents have been signed 铁定的；已成定局的 **sign on the dotted 'line** (*informal*) to sign a document to show that you have agreed to do sth or buy sth 签名同意：*Always read the small print before you sign on the dotted line.* 签字之前一定要阅读小号字内容。
PHR V **'sign for sth** to sign a document to show that you have received sth 签收：*Who signed for the package?* 是谁签收了那个包裹？ **,sign 'in/'out; ,sign sb 'in/'out** to write your name or the name of a guest when you arrive at or leave an office 签到 / 退；替…签到 / 退：*All visitors must sign in on arrival.* 所有来访者必须签到。 **,sign 'off; ,sign sth 'off** to end a letter, etc. 结束写信：*I usually sign off an email with 'regards'.* 我通常用“致意”一词结束电子邮件。 **,sign sth 'off** to give your formal approval to sth, by signing your name 签字认可；签字赞同：*The accounts have not yet been signed off by the auditors.* 这些账目尚未经审计师签字认可。 **,sign 'off on sth** (*AmE*) (*informal*) to express your approval of sth formally and definitely 批准：*Investors have finally signed off on the deal.* 投资者最终同意了这笔交易。 **,sign 'on** (*BrE*) (*informal*) to sign a form stating that you are unemployed so that you can receive payment from the government 办理失业登记（以领取失业救济金） **,sign 'on/'up; ,sign sb 'on/'up** to sign a form or contract which says that you agree to work for sb, do a deal, etc.; to persuade sb to sign a form or contract like this（使）签约受雇：*She signed on as a customer-support officer.* 她签约受雇为客服主管。◇ *We have signed on three major home builders as partners.* 我们已与三家大型住宅建筑商签约，与其合伙经营。 **sign 'out; ,sign sb 'out** → SIGN IN/OUT; SIGN SB IN/OUT **,sign 'up (for sth); ,sign sb 'up (for sth)** **1** to arrange to receive or do sth 报名参加：*Sign up for our monthly email newsletter.* 报名接收我们每月一发的电子邮件简讯。◇ *I've signed up for an accounting course.* 我报名参加了会计课程。◇ *Shall I sign you up for the workshop too?* 要我帮你也报名参加那个研讨会吗？ **2** = SIGN ON/UP; SIGN SB ON/UP

**signage** /'saɪnɪdʒ/ *noun* [U]
a sign or signs that advertise a product, show the name of a shop/store, etc. 招牌；广告牌

**signatory** /'sɪgnətri; *AmE* -tɔːri/ *noun* [C] (*plural* **signatories**) (*formal*)
a person, a country or an organization that has signed an official agreement（协议的）签约者，签约国，缔约国：*The country is not among the signatories to/of the Kyoto Protocol.* 该国不是《京都议定书》的缔约国。

**signature** /'sɪgnətʃə(r)/ *noun*
SEE ALSO: **digital signature, electronic ~, specimen ~**
**1** [C] your name as you usually write it, for example at the end of a letter 签名；签字：*Each payment requires two signatures.* 每笔付款均需要两个人签名。◇ *The chairman put his signature to the deal yesterday.* 董事长昨天在协议上签了字。
**2** [U] (*formal*) the act of signing sth 签名；签署：

*Two copies of the contract will be sent to you for signature.* 合同一式两份；将送交您签署。
**3** [C, usually sing.] a particular quality, product, phrase, etc. that makes sth different from other similar things and makes it easy to recognize 识别标志：*The simple design and bright colours became the signature of all their products.* 简洁的设计和明亮的色彩成为他们所有产品的鲜明特色。◇ *the company's signature shoes and bags* 公司标志性的鞋和包产品

**'signature brand** *noun* [C]
(*Marketing*)
**1** a range of products that is the most famous thing made by a particular company 标志性品牌：*Sales of the company's signature brand vacuum cleaners are up.* 公司旗下的标志性品牌真空吸尘器的销售额有所上升。
**2** a product or range of products that have the name of a famous person on them 印鉴品牌：*Calvin Klein signature brand sunglasses* 卡文克莱印鉴品牌太阳镜

**'signature loan** *noun* [C]
(*Finance*) money that is lent to sb without any SECURITY (= a valuable item that the person, company, etc. that borrows the money will lose if they cannot pay the money back) except that the borrower signs a document 无担保贷款；不需抵押品的贷款 → UNSECURED

**'sign-up** *noun*
**1** [U] the act of saying that you want to join sth, receive sth, etc. by adding your name to a list 报名参加；同意接收：*Go to our sign-up page to subscribe to this service.* 进入我们的注册页面订购此项服务。◇ *a sign-up fee* 注册费
**2** [C] a person who adds their name to a list in order to join sth, receive sth, etc. 报名参加者；同意接收者：*new sign-ups for digital TV* 新近注册的数字电视用户

**ˌsilent 'partner** = SLEEPING PARTNER

**silicon** /'sɪlɪkən/ *noun* [U]
a chemical element that is used in making TRANSISTORS and glass 硅

**ˌSilicon 'Alley** *noun* [U]
an area of New York where many Internet companies started in business in the 1990s 硅巷（20世纪90年代纽约众多互联网公司聚集的区域）

**ˌsilicon 'chip** *noun* [C]
a very small piece of **silicon** used to carry a complicated electronic CIRCUIT 硅片

**ˌSilicon 'Valley** *noun* [U]
an area in California where there are many computer and HIGH TECHNOLOGY companies 硅谷
**NOTE** **Silicon Valley** is often used to refer to other similar areas or to the computer and electronics industries in general. **Silicon** ... is also often used in a similar way, especially in newspapers. 硅谷常被用来指其他类似领域或泛指计算机及电子产业。"硅…"的类似用法出现报章中：*Silicon Fen (an area in the UK around Cambridge).* 硅沼泽（位于英国剑桥附近）

**ˌsilver 'market** = GREY MARKET (3)

**ˌsilver 'surfer** *noun* [C] (*informal*)
an older person who spends a lot of time using the Internet, usually used about people over the age of 50 银发网民（通常指经常上互联网的50岁以上的老年人）

**sim** /sɪm/ *noun* [C] (*informal*)
a computer or video game that creates the feeling of doing (**simulates**) an activity such as flying a plane or managing a business 模拟电脑（或电子）游戏：*We use business sims for management training.* 我们将商业模拟游戏用于管理培训。◇ *a flight sim* 飞行模拟游戏 → SIMULATION

**'SIM card** /sɪm/ *noun* [C]
a plastic card inside a mobile phone/cellphone that stores personal information about the person using the phone * SIM 卡（手机里储存有个人信息的塑料卡）**NOTE** **SIM** is formed from the first letters of 'subscriber identification module'.
* SIM 由 subscriber identification module 的首字母构成。

**ˌsimple 'interest** *noun* [U]
(*Accounting*) interest that is calculated only on the original amount of money lent or borrowed, and not on any interest that it has earned 单利 → COMPOUND INTEREST

**simulation** /ˌsɪmju'leɪʃn/ *noun* [C,U]
a situation in which a particular set of conditions is created artificially in order to study or experience sth that could exist in reality 模拟：*He showed us a computer simulation of how the building will look.* 他向我们展示了大厦外观的计算机模拟图。◇ *The simulation of negotiations is a vital part of training.* 模拟谈判是培训的重要组成环节。→ SIM ▸ **simulate** /'sɪmjuleɪt/ *verb* [+ obj]: *Role-playing is a useful way of simulating calls from customers.* 角色扮演是模拟客户呼叫的有效途径。

**simul,taneous engi'neering** = CONCURRENT ENGINEERING

**sincerely** /sɪn'sɪəli; *AmE* -'sɪrli/ *adverb*
IDM **Yours sincerely** (*BrE*) (*AmE* **Sincerely (yours)**) used at the end of a formal letter before you sign your name, when you have addressed sb by their name 你的真挚的（正式信函署名前的套语，只用于以收信人姓氏相称呼的信函）→ FAITHFULLY

**sinecure** /'sɪnkjʊə(r); 'saɪn-; *AmE* -kjʊr/ *noun* [C] (*formal*)
a job that you are paid for even though it involves little or no work 闲职；挂名差事

**sine die** /ˌsɪneɪ 'di:eɪ; ˌsaɪni 'daɪi:/ *adverb*
(*Law or formal*) without a future date being arranged 无限期地：*The meeting was* **adjourned** (= stopped until a later date) *sine die.* 会议被无限期推迟。**NOTE** **Sine die** is a Latin phrase. * sine die 是拉丁语短语。

**sine qua non** /ˌsɪneɪ kwɑ: 'nəʊn; *AmE* 'noʊn/ *noun* [sing.] (*formal*)
something that is essential before you can achieve sth else 必要条件；必要资格：*A good knowledge of a second language is a sine qua non for many positions.* 通晓第二语言是许多职位的必要条件。**NOTE** **Sine qua non** is a Latin phrase. * sine qua non 是拉丁语短语。

**single** /'sɪŋgl/ *adjective, noun*
• *adjective*
**1** only one 单一的：*the European single currency, the euro* 欧洲单一货币——欧元

**2** [only before noun] (*BrE*) (*also* **,one-'way**, *AmE, BrE*) a **single** ticket, etc. can be used for travelling to a place but not back again 单程的 → RETURN *adj*
• ***noun*** [C]
**1** (*BrE*) a ticket that allows you to travel to a place but not back again 单程票 → RETURN *noun*
**2** (*AmE*) a note/bill that is worth one dollar 一元纸币

**,single column 'centimetre** (*AmE spelling* **~ centimeter**) *noun* [C] (*abbr* **SCC**)
a unit used for measuring advertising space in a newspaper or magazine 栏厘米位: *€35 per single column centimetre* 每栏厘米收费35欧元

**,single column 'inch** *noun* [C] (*abbr* **SCI**)
a unit used for measuring advertising space in a newspaper or magazine 单栏吋（报纸或杂志中广告尺寸计量单位）

**,single 'digits, ,single-'digit** = SINGLE FIGURES

**,single-entry 'bookkeeping** *noun* [U]
(*Accounting*) a way of keeping a company's financial records, in which each amount spent, received, etc. is recorded in only one account 单式记账法；单式簿记

**,single 'figures** (*especially BrE*) (*AmE usually* **,single 'digits**) *noun* [pl.]
a number that is less than ten 一位数: *Inflation is down to single figures.* 通货膨胀率下跌至一位数。→ DOUBLE FIGURES ▸ **,single-'figure** (*especially BrE*) (*AmE usually* **,single-'digit**) *adjective* [only before noun]

**,single-'handed** *adverb*
on your own with nobody helping you 单独一人地；孤立无援地: *She ran the company single-handed for years.* 她多年单枪匹马经营着公司。▸ **,single-'handed** *adjective*: *her single-handed attempt to save the company* 她孤身拯救公司所作的努力 **,single-'handedly** *adverb*: *He single-handedly kept the company going during the crisis.* 在危机期间他只身一人维持着公司的运转。

**,single 'market** (*also* **in,ternal 'market**) *noun* [C, usually sing.]
(*Economics*) a group of countries that have few or no restrictions on the movement of goods, money and people between the members of the group 单一市场: *the European single market* 欧洲单一市场

**'single 'minute ex'change of 'dies** *phrase* (*abbr* **SMED**)
(*Production*) a technique for reducing the time needed to prepare a machine or a piece of equipment for a new task 快速换模法；一分钟换模法；六十秒即时换模

**,single 'sourcing** *noun* [U]
**1** (*Production*) the practice of buying all of a company's supplies of a particular item from one supplier 单货源供货
**2** (*IT*) the use of information stored in one file to produce many different types of documents 单一源文件维护（即单一文档用多种格式输出）
▸ **,single-'source** *verb* [+ obj]: *Most of our raw materials are single-sourced.* 我们大多数原材料都来自于单一货源。

**,single 'tax** *noun* [C]
(*Economics*) a system in which there is tax on only one kind of thing, for example a tax on the value of land 单一税

**,single-'use** /'ju:s/ *adjective* [only before noun]
made to be used once only 一次性的: *inexpensive single-use cameras* 廉价的一次性照相机 → DISPOSABLE

**sink** /sɪŋk/ *verb* (**sank** /sæŋk/**sunk** /sʌŋk/) *or, less frequent* (**sunk, sunk**)
**1** [+ obj *or* no obj] if a ship **sinks** or sb/sth **sinks** it, it is damaged and goes below the surface of the sea 下沉；沉没: *The tanker sank off the coast of Brittany.* 油轮在布列塔尼沿海沉没。
**2** [no obj] to decrease in amount, volume, strength, etc. 下跌；减小；减弱: *The pound has sunk to its lowest recorded level against the dollar.* 英镑对美元下跌至历史最低水平。
**PHR V** **,sink sth 'into sth** to spend a lot of money on a business, for example in order to make money from it in the future 把大量资金投入: *We sank all our savings into the venture.* 我们把所有的积蓄都投入了这个企业。

**'sinking fund** *noun* [C]
(*Finance*) money that a company keeps and adds to regularly in order to pay debts, pay for equipment, etc. at a fixed date in the future 偿债基金: *a machinery sinking fund* 机械购置基金

**'sin tax** *noun* [C,U] (*informal*)
a tax on goods or services that many people consider bad, for example cigarettes and alcohol 罪孽税，罪恶税（指烟税、酒税等）

**SIP** /ˌes aɪ 'pi:; sɪp/ = STRATEGIC INFLECTION POINT, SHARE INCENTIVE PLAN, STOCK INCENTIVE PLAN

**siphon** (*also spelled* **syphon**) /'saɪfn/ *verb* [+ obj] (*used with an adverb or a preposition* 与副词或介词连用)
**1** to move a liquid from one container to another, using a special tube (a **siphon**) and pressure from the atmosphere 用虹吸管吸: *The waste liquid needs to be siphoned off.* 需要把废液抽走。
**2** to remove money from one place and move it to another, especially dishonestly or illegally（尤指非法）抽走，转移（资金）: *He had siphoned millions out of the fund and into his own bank accounts.* 他将基金中的数百万资金非法转入自己的账户里。

**SIS** /ˌes aɪ 'es/ = STRATEGIC INFORMATION SYSTEM

**'sister ,company** *noun* [C]
a company that is part of the same group, with the same PARENT COMPANY（同属一家母公司的）姊妹公司: *This link will take you to our sister company's website.* 此链接将会带您进入我们姊妹公司的网站。 See note at GROUP

**'sit-down** *noun* [C]
**1** a strike or protest in which people sit down to block a road or the entrance to a building until people listen to their demands 静坐罢工；静坐示威: *to hold/stage a sit-down* 举行／组织静坐示威
**2** a more formal meeting to discuss things, rather than a quick conversation 正式会议: *to have a sit-down* 召开会议
▸ **'sit-down** [only before noun]: *a sit-down protest/strike* 静坐抗议／罢工 ◇ *Have a regular sit-down*

*meeting with each member of your team.* 要定期与团队的每个成员坐下来谈谈。

**site** /saɪt/ *noun, verb*

• ***noun*** [C]

SEE ALSO: **anti-site, destination ~, mirror ~, off-~, on-~, run of ~**

**1** a place where sth has been or will be built 场所；工地：*We are looking at potential sites for the new factory.* 我们正在为新工厂物色厂址。◇ *Hard hats must be worn on site.* 在工地上必须戴安全帽。

❶ ***a good/prime/suitable site*** 良好的 / 优质的 / 适合的场地 • ***a possible/potential/proposed site*** 可能的 / 可选用的 / 拟定的场地 • ***a brownfield/greenfield/protected site*** 棕色地带（待重新开发的城市用地）；绿色开发区；保护区 • ***a building/construction site*** 建筑工地

**2** a place where a particular type of work takes place 现场；发生地：*We will repair the machine on site if possible.* 可能的话，我们将在现场维修机器。See note at FACTORY

❶ ***a manufacturing/an industrial site*** 生产基地；工业园区

**3** (*IT*) a place on the Internet where a company, an organization, etc. puts information 网站：*Visit our site for details.* 欲知详情，请访问我们的网站。→ WEBSITE

❶ ***to access/browse/search/visit a site*** 进入 / 浏览 / 搜索 / 访问网站 • ***to build/create/design/host/set up a site*** 建立 / 创建 / 设计 / 托管 / 设立网站

• ***verb*** [+ obj] (*often* **be sited**) to build or place sth in a particular position 为…选址；决定…的场所：*The plant will be sited as close as possible to the port.* 这家工厂的厂址将选在离港口尽可能近的地方。

**'sit-in** *noun* [C]

(*HR*) a protest in which a group of workers refuse to leave their place of work until people listen to their demands（室内）静坐抗议，静坐罢工：*to hold/stage a sit-in* 举行 / 组织静坐抗议

**situation** /ˌsɪtʃu'eɪʃn/ *noun* [C]

SEE ALSO: **special situation**

**1** all the circumstances and things that are happening at a particular time and in a particular place 形势；局势；局面；情况：*the present economic/financial situation* 当前的经济 / 金融形势 ◇ *We need to analyse the market situation.* 我们须分析市场形势。◇ *Financially, the company is in a difficult situation.* 公司资金周转有困难。◇ *I'm in a no-win situation* (= whatever I do will be bad for me). 我处在取胜无望的境地。

**2** the kind of area or surroundings that a building or town has 地点；位置；场所；场合：*The hotel is in a beautiful situation.* 酒店所在地风景优美。

**3** (*old-fashioned or only used in written English* 只用于书面英语) a job 职位；工作 → SITUATIONS VACANT

**situ,ational 'interview** *noun* [C]

(*HR*) a type of interview for a job in which sb is asked what they would do in particular situations. **Situational interviews** are used especially in cases where candidates do not have much work experience. 情景面试

**,situ'ation a,nalysis** (*also* **,situ'ation ,audit**) *noun* [C]

(*Marketing*) the first stage in the process of planning marketing, in which an organization collects information and examines its strengths and weaknesses, the opportunities it has and the threats it faces 情景分析；现状分析；市场处境分析 → SWOT

**,Situations 'Vacant** *noun* [U] (*BrE*)

(*HR*) a section in a newspaper, on a website, etc., where jobs are advertised（报刊、网站上的）招聘广告（栏）：*We'll put an ad in the Situations Vacant section.* 我们将在报纸的招聘栏目刊登一则广告。

**,Situations 'Wanted** *noun* [U] (*BrE*)

(*HR*) a section in a newspaper, on a website, etc., where people who are looking for a job can advertise（报纸的）求职栏目；求职广告

**'six-pack** *noun* [C]

a set of six bottles or cans sold together, especially of beer（尤指啤酒）六瓶装，六罐装

**,six 'sigma** (*also spelled* **Six Sigma**) /'sɪgmə/ *noun* [U]

(*Production*) a system that aims to improve production processes so that almost all products are of perfect quality 六西格玛（一种旨在改进生产方法，追求产品零缺陷的质量管理方法）：*Since launching a six sigma quality program the company has saved an estimated ten million dollars.* 自从推行六西格玛质量计划以来，公司估计已节省了一千万元。

**size** /saɪz/ *noun, verb*

• ***noun*** [C]

SEE ALSO: **economy-size, full-~, king-~, palm-~**

**1** one of a number of standard measurements in which clothes, shoes and other goods are made and sold 尺码；号：*What size do you take?* 你穿多少码？◇ *The jacket is the wrong size.* 这件夹克衫的尺码不对。◇ *I need a bigger/smaller size.* 我需要一件尺码更大 / 更小的。◇ *The T-shirts come in three sizes: small, medium and large.* 这些T恤有三种尺码：小号、中号和大号。◇ *Our tents are available in a range of sizes.* 我们有各种尺码的帐篷。◇ *The glass can be cut to size* (= to the exact measurements) *for you.* 玻璃可以按你要求的尺寸进行切割。

**2** (in adjectives) having the size mentioned（用于形容词）…型号的；…尺码的：*a medium-sized market* 中等规模的市场 ◇ *a pocket-size camera* 袖珍照相机 ◇ *a trial-size pack of coffee* 咖啡试用包

IDM **,one size fits 'all** **1** used to describe an item of clothing that can be worn by people of most sizes and shapes（服装）均码的 **2** used to describe a situation where one action, policy, solution, etc. is considered suitable for everybody（行动、政策、解决办法等）通用的，放之四海而皆准的：*a one-size fits all approach to training* 一种适合所有人的训练方法 ◇ *One size does not fit all when it comes to life insurance.* 没有一种人寿保险能适合所有人。

• ***verb*** [+ obj] (*usually* **be sized**)

SEE ALSO: **giant-sized, long-sized, medium-sized, mid-sized, pocket-sized**

**1** to mark the size of sth; to give a size to sth

标定…的大小；确定…的尺寸：*The screws are sized in millimetres.* 螺丝是用毫米标定大小的。
**2** to change the size of sth 改变…的大小：*Windows can be sized according to how much space you have on your screen.* 窗口可以根据屏幕空间的大小进行改变。

**skeleton** /'skelɪtn/ *noun* [C]
**1** the main structure that supports a building（建筑物的）骨架，框架：*Only the concrete skeleton of the factory remained.* 这家工厂只有混凝土骨架还残留着。
**2** (*used as an adjective* 用作形容词) used to describe the smallest number of people, things or parts that you need to do sth（维持运转所需的人员、物品或部件的）最小数量：*There will only be **a skeleton staff** on duty over the holiday.* 假期将只留必须的少数职员值班。

**skid** /skɪd/ *noun* [C] (*especially AmE*)
a raised wooden base onto which goods are loaded so that they can be easily moved or transported, especially by a FORKLIFT 滑动垫木 → PALLET —Picture at TRANSPORT

**★skill** /skɪl/ *noun*
**1** [U] the ability to do sth well 技巧；技艺：*The job requires skill and an eye for detail.* 这项工作需要技巧以及敏锐的眼光。◇ *She has managed her team **with** great skill.* 她以超强的能力管理着她的团队。
● *to **need/require/take** skill* 需要技巧 • *to **have/lack** skill (at/in sth)* 拥有 / 缺乏（做某事的）技巧 • *considerable/extraordinary/great skill* 重要的 / 突出的 / 精湛的技艺
**2** [C] a particular ability or type of ability, especially one that needs training and experience to do well 技术；技能：*young people wanting to learn a practical skill* 想学习实用技术的年轻人 ◇ *She had to develop a whole new set of skills when she changed jobs.* 她换工作时不得不学习掌握一套全新的技术。◇ *There is a serious **skill shortage*** (= there are not enough people with skills) *in the construction industry.* 建筑行业严重缺乏技术工人。◇ *The IT industry is very **skill-intensive*** (= requires a large number of skilled workers). 信息技术行业是技术人员密集型产业。→ PEOPLE SKILLS
● ***analytical/business/organizational/social** skills* 分析 / 业务 / 组织 / 社交技能 • ***communication/interpersonal/management** skills* 沟通 / 人际交往 / 管理技巧 • ***computer/practical/technical** skills* 计算机 / 实用 / 专业技术 • *to **have/lack/possess** skills* 拥有 / 缺乏 / 具有技能 • *to **acquire/develop/learn** skills* 获得 / 掌握 / 学习技术 • *to **broaden/improve/sharpen/upgrade** skills* 拓宽 / 加强 / 磨炼 / 提升技能 • *to **apply/use** skills* 应用 / 采用技术

**skilled** /skɪld/ *adjective*
SEE ALSO: **semi-skilled**
**1** having the ability, experience and knowledge to be able to do sth well 熟练的；有技能的：*a skilled engineer/negotiator* 精明的工程师；老练的谈判者 ◇ *She is **highly** skilled **at** dealing with difficult customers.* 应对难缠的顾客她很有一套。◇ *All our staff are skilled **in** at least two languages.* 我们的所有员工都至少熟练掌握两种语言。◇ *a shortage of **skilled labour*** (= workers who have had training in a skill) 技术工人的缺乏
**2** (about a job) needing special abilities or training（工作）需要专门技术的：*Furniture-making is very skilled work.* 做家具是技术性很强的活儿。
OPP UNSKILLED

**'skill set** *noun* [C]
a range of skills 一系列技能：*We offer a skill set that covers all aspects of web-based programming and development.* 我们提供网络编程与开发的各方面的技术支持。

**skim** /skɪm/ *verb* [+ obj] (**-mm-**)
**1** (*informal*) to steal small amounts of money frequently over a period of time（长期）盗取（小数额资金）：*She'd been skimming money from the store's accounts for years.* 她多年来一直从商店的账上一点一点地窃取资金。
**2** (*informal*) to illegally copy information that is stored electronically on a credit card in order to use it without the owner's permission 非法窃取（信用卡电子信息）：*I think my credit card was skimmed at a gas station.* 我觉得我的信用卡信息是在加油站被盗的。
IDM **skim the 'market** (*Marketing*) to set the price for a new product high at first in order to make as much profit as possible and then lower it gradually to attract more customers, for example when other companies create competition 采用撇脂式定价法：*Some drug companies skim the market, so only the rich can afford to buy drugs.* 某些制药公司采用撇脂式定价法，因此只有富人才能买得起药。
PHR V **,skim sth/sb 'off** to remove the most valuable part of sth for yourself, often in an unfair way 捞取（精华部分）：*Too many employers skim off profits while not paying their workers enough.* 有太多的雇主都最大限度地攫取利润，仅向工人支付低额薪水。

**skimming** /'skɪmɪŋ/ *noun* [U]
**1** (*Marketing*) (*also* **,market-skimming 'pricing**) the practice of setting the price for a new product high at first in order to make as much profit as possible and then lowering it gradually to attract more customers, for example when other companies create competition 撇脂式定价策略：*Price skimming is used when a company has a unique product.* 当一家公司拥有独有的产品时，往往会采用撇脂定价法。→ idiom at SKIM
**2** (*Finance, informal*) the illegal practice of not telling the government about part of your profits in order to avoid paying tax（为逃税而进行的）瞒报盈利行为
**3** (*informal*) the illegal practice of copying information that is stored electronically on a credit card in order to use it without the owner's permission 盗取信用卡信息（通过电子设备读取真实的信用卡磁条上的信息，并以电子方式拷贝到伪造的卡上）

**skip** /skɪp/ *noun* (*BrE*) (*AmE* **'Dumpster™**) [C]
a large open container for putting old bricks, rubbish/garbage, etc. in. The **skip** is then loaded on a lorry/truck and taken away. 废料桶 —Picture at TRANSPORT

**skive** /skaɪv/ *verb* [+ obj *or* no obj] (*BrE*) (*informal*) **skive (off)**

to avoid work by pretending to be ill/sick or leaving early（假装生病或早退而）逃避工作: *Have you been skiving again?* 你又溜了？ ◇ *He skived off work for a day.* 他一整天都躲着没上班。
▸ **'skiver** *noun* [C]

**SKU** /ˌes keɪ 'juː/ (*also* **'SKU ˌnumber**) *noun* [C]
(*Commerce*) **stock-keeping unit** a number or a group of numbers and letters that is used to identify a particular product that a shop/store sells; a product that has its own number 库存单位; 存货单位: *Options such as colour and size do not affect a product's SKU.* 产品的颜色和尺码的不同不影响其库存单位。 ◇ *The company has launched over 50 new SKUs this year.* 公司今年已推出了50多种新的单品。

**'skunkworks** (*also spelled* **skunk works**) /'skʌŋkwɜːks; *AmE* -wɜːrks/ *noun*
**1** [C with sing./pl. verb] (*plural* **skunkworks**) a part of a company that has the freedom to develop new products without being closely controlled by the company（不受公司严格监管可自行从事新产品开发的）自由研发部门: *Some of their best software has come from their skunkworks.* 他们的一些最好的软件来自于他们自己的自由研发部门。
**2** [pl.] projects that this part of a company works on（公司内部的）自由研发项目

**ˌsky-'high** *adjective, adverb*
extremely high; too high 极高的（地）; 太高的（地）: *sky-high prices* 高昂的价格 ◇ *Executives' salaries have gone sky-high.* 高管的薪水已经涨到天上去。

**skyrocket** /'skaɪrɒkɪt; *AmE* -rɑːk-/ *verb* [no obj]
to go up very high and very fast 飞涨; 猛涨: *Prices have skyrocketed in recent months.* 近几个月来价格飞涨。 See note at INCREASE

**skyscraper** /'skaɪskreɪpə(r)/ *noun* [C]
a very tall building in a city 摩天大楼

**SLA** /ˌes el 'eɪ/ *abbr*
(*Commerce*; *IT*) **service level agreement** a written agreement between a supplier of a service and a customer that states what the supplier will provide, when it will be provided, the quality of what is provided, what it will cost, etc. 服务水平协议; 服务等级协议

**slack** /slæk/ *adjective, noun, verb*
• ***adjective*** (**slacker, slackest**)
**1** (about a business) not having many customers; not busy（生意）萧条的, 清淡的: *a slack period* 萧条期 ◇ *April is always slack.* 四月份往往生意不好。 ◇ *slack demand for cars* 对汽车的惨淡需求
**2** (about a person) not putting enough care, attention or energy into sth and so not doing it well enough（人）懈怠的: *He's been very slack in his work lately.* 他最近对工作十分马虎。
▸ **'slackly** *adverb* **'slackness** *noun* [U]
• ***noun*** [U]
people, money, time or space that a company is not using fully（公司中人员、资金、时间或空间等的）富余部分, 闲置部分: *There's very little slack in the budget.* 预算中没有多少富余款项。
IDM **pick/take up the 'slack** to do sth, supply sth, etc. that is needed but is not being done or supplied 利用闲散资源; 弥补短缺: *Her colleagues have to take up the slack when she is away from work.* 她外出时，她的同事必须接手她的工作。 ◇ *As desktop PC sales have fallen, laptops have taken up the slack.* 随着台式个人电脑销售额的下降，便携式电脑的销售额反之上升。
• ***verb*** [no obj]
to work less hard than you usually do or should do 懈怠; 偷懒: *I usually work a nine-hour day but I've been slacking this week.* 我通常每天工作九个小时，但本周我有些懈怠。
PHR V **ˌslack 'off (on sth)** to do sth more slowly or with less energy than before 松懈; 放松: *We have been slacking off on our customer service.* 我们在客户服务方面有所松懈了。

**slacken** /'slækən/ *verb* [+ obj *or* no obj] **slacken (sth) (off)**
to gradually become, or to make sth become, slower, less active, etc.（使）减慢, 放缓, 萧条: *We've been really busy, but things are starting to slacken off now.* 近来我们的确很忙，但是现在情况开始有所缓解了。 ◇ *The rise in demand has slackened pace* (= slowed down) *slightly.* 需求量上升速度略有放缓。 ▸ **slackening** /'slækənɪŋ/ [U]: *a slackening of demand for steel* 钢铁需求的下滑

**slash** /slæʃ/ *verb, noun*
• ***verb*** [+ obj] (*often* **be slashed**)
(often used in newspapers) to reduce sth by a large amount（常用于报章）大幅度降低, 削减: *to slash costs/prices* 大幅度降低成本 / 价格 ◇ *The workforce has been slashed by half.* 职工人数被裁减了一半。
• ***noun*** [C]
the symbol (/) used to show alternatives, as in 'lunch and/or dinner' and '4/5 people' and to write FRACTIONS, as in '3/4' 斜线; 斜杠 → BACKSLASH, FORWARD SLASH

**sleeper** /'sliːpə(r)/ *noun* [C] (*especially AmE, informal*)
a share or sth such as a book or film/movie that is not successful immediately but then is suddenly a success（出人意料成功的）冷门股票（或书籍、电影等）

**'sleeper stock** *noun* [C,U]
(*Stock Exchange*) shares in a company that have not done well but whose price may rise suddenly（可能突然上涨的）冷门股票

**ˌsleeping 'partner** (*BrE*) (*AmE* **ˌsilent 'partner**) *noun* [C]
a person who has invested money in a new company and has a right to a share of the profits but does not take part in managing it 隐名合伙人; 隐名股东

**slice** /slaɪs/ *noun* [C] (*informal*)
a part or share of sth 部分; 份额: *The two supermarkets have a 17% slice of the market.* 这两家超市占有17%的市场份额。 ◇ *Pensioners have lost a large slice of their retirement cash.* 养老金领取者损失了他们退休金的很大一部分。 → idiom at ACTION
⊕ *a big/huge/large/small slice of sth* 某物的大 / 极大 / 很大 / 一小部分

**slick** /slɪk/ *adjective* (**slicker, slickest**)
**1** done in a way that is clever and efficient but is

often not sincere or lacks important ideas 华而不实的；徒有虚名的：*a slick sales pitch* 华而不实的销售宣传 ◇ *Their presentation was slick and detailed.* 他们的演示面面俱到，华而不实。
**2** (about a person) good at persuading people but probably not sincere（人）油滑的；能说会道的；花言巧语的：*a slick salesman* 巧舌如簧的推销员
**3** done quickly and with great skill; doing things in this way 娴熟的；灵巧的；流畅的：*a slick deal* 熟练的交易
▸ **'slickly** *adverb*：*a slickly produced advertisement* 设计花哨的广告 **'slickness** *noun* [U]

**slide** *verb, noun*
• ***verb*** [no obj] (**slid, slid** /slɪd/)
**1 slide** (**from** ...) (**to** ...) to become gradually lower or of less value 逐渐降低；贬值：*Sales have continued to slide.* 销售额持续下滑。◇ *Shares slid to a 10-year low.* 股价跌至10年来的最低点。◇ *Shares slid (by) 38¢.* 股价下滑38分。
**2** to move gradually into a worse situation 逐渐陷入；逐渐衰退（到）：*The industry has slid* ***into*** *decline.* 这个行业已呈衰退之势。◇ *They were sliding* ***towards*** *bankruptcy.* 他们正逐步陷入破产的境地。
• ***noun***
**1** [C, usually sing.] a change to a lower value or worse condition 降低；衰落：*a downward slide in the price of oil* 石油价格的下跌 ◇ *Drastic action was needed to prevent a slide into recession.* 需要采取果断措施防止经济陷入衰退。
🅔 *a* ***downward/dramatic/sharp/steady/steep*** *slide* 下滑；暴跌；逐渐下降；骤降 • *to* ***halt/prevent/stop*** *a slide* 停止 / 防止 / 终止下滑
**2** [C] a small piece of film held in a frame that can be shown on a screen when you shine a light through it 幻灯片：*a slide show/projector* 幻灯演示；幻灯机
**3** [C] a single screen of information that is part of a presentation given using a computer（计算机）幻灯片放映：*Press F5 to run the slide show.* 按 F5 键运行幻灯片放映。

**sliding 'peg** = CRAWLING PEG

**sliding 'scale** *noun* [C]
a system of taxes, wages, etc. in which amounts paid increase or decrease in relation to changes or differences in sth else（税收、工资等按情况变化而调整的）浮动计算（法）：*a sliding scale of charges based on frequency of use* 根据使用频率调整的浮动费用 ◇ *Personal tax is calculated* ***on*** *a sliding scale.* 个人税按收入高低进行计算。

**slim** /slɪm/ *adjective, verb*
• ***adjective*** (**slimmer, slimmest**)
**1** very small; not as big as you would like 微薄的；不足的：*Airlines run on very slim margins.* 航空公司的经营利润十分微薄。◇ *The government has only a slim chance of meeting its economic targets.* 政府实现其经济目标的希望很渺茫。
**2** (about a business or an organization) reduced to a smaller and more efficient size（企业或机构）精简的，精干的：*The deal will make us a smaller and slimmer company.* 这一协议将使我们公司有所精简。
• ***verb*** [+ obj *or* no obj] (**-mm-**)
**slim** (**sth**) (**down**) to make a company or an organization smaller, usually in order to make it more efficient; to become smaller in this way 精简（机构）：*The group is slimming its management board from eight to five members.* 集团将其管理委员会从八人精简为五人。◇ *The slimmed down company should break even this year.* 公司经精简以后应该能在今年实现盈亏平衡。

**slip** /slɪp/ *verb, noun*
• ***verb*** [no obj] (**-pp-**)
**1** to fall to a lower level; to become worse 下降；退步；恶化：*Online retail sales slipped* ***to*** *$17 billion.* 在线零售额下滑至170亿元。◇ *The Nikkei slipped 0.67%.* 日经指数下跌了0.67%。See note at INCREASE
**2** (*used with an adverb or a preposition* 与副词或介词连用) to pass into a particular state or situation, especially a difficult or unpleasant one 陷入，进入（困难或不愉快的处境）：*The manufacturing sector is slipping* ***into*** *recession.* 制造业正陷入衰退中。◇ *We seem to have slipped behind schedule.* 我们好象已经落后于日程安排了。
PHR V **,slip 'up** (*informal*) to make a careless mistake 疏忽；不小心出错：*The agency had slipped up badly.* 这家机构出现严重差错。
→ SLIP-UP
• ***noun*** [C]
SEE ALSO: **compliments slip, deposit ~, paying-in ~, pink ~, sales ~**
**1** an occasion when sth becomes worse or falls to a lower level 下跌；下滑：*a 0.6% slip in profits* 利润下跌0.6%
**2** a small piece of paper, especially one with sth printed on it 纸条；便条：*a credit-card slip* 信用卡消费签单 ◇ *packing slips* 装箱单
**3** a small, careless mistake 差错；疏忽：*There were a few slips in the calculations.* 计算中有几处差错。

**slippage** /'slɪpɪdʒ/ *noun* [U; C, usually sing.]
**1** a slight or gradual fall in the amount, value, etc. of sth（微弱或逐渐的）下降，降低，贬值：*A slippage* ***in*** *prices would be bad for the economy.* 价格下降对经济不利。
**2** failure to achieve an aim or complete a task by a particular date or to a particular standard 延误；逾期：*The smallest slippage could delay completion of the project.* 稍有延误都有可能使工程无法按时完工。
**3** (*Finance*) the difference between an amount that you have estimated and the actual amount（预期额与实际额的）差额

**'slip-up** *noun* [C]
a careless mistake 疏忽；差错：*management slip-ups* 管理疏漏 → SLIP UP at SLIP *verb*

**slogan** /'sləʊgən; *AmE* 'sloʊ-/ (*BrE also* **'strapline**, *less frequent*) *noun* [C]
(*Marketing*) a phrase or sentence that is easy to remember, used for example in advertising to attract people's attention and make them remember a product 标语；口号：*advertising slogans* 广告标语 SYN TAG LINE

**slot** /slɒt; *AmE* slɑ:t/ *noun* [C]
**1** a time when something is arranged to happen, as part of a series of similar things; a position in a list（日程安排中的）时间；（节目单中的）位置：*The airline has agreed to give up take-off*

*and landing slots at London's Heathrow.* 航空公司已同意放弃使用在伦敦希思罗机场的起降时段表。

**2** a job, especially a senior one（高层）职位: *He stepped into the top slot at Dixons in September.* 他于九月进入迪臣集团的高级管理层。

**slow** /sləʊ; *AmE* sloʊ/ *adjective, verb*

• ***adjective*** **(slower, slowest)**

**1** not happening quickly 缓慢的；慢的: *The outlook is for continued slow growth in Brazil.* 巴西经济可望维持缓慢增长。◇ *Economic recovery is expected to be slow.* 预计经济复苏将会十分缓慢。

**2** not very busy; containing little action 清淡的；冷清的: *Sales are slow* (= not many goods are being sold). 销售不旺。

**3 slow to do sth** | **slow (in) doing sth** not doing sth immediately; not happening immediately 迟迟不…；慢吞吞的: *The industry has been slow to react.* 这个行业一直反应迟缓。◇ *They were very slow paying me.* 他们迟迟不付款给我。

▸ **'slowly** *adverb*: *Things are changing very slowly.* 情况改变得很慢。 **'slowness** *noun* [U]: *seasonal slowness in the travel market* 旅游市场的淡季

• ***adverb***

IDM **go 'slow (on sth)** to show less enthusiasm for achieving sth（对某事）热情减退: *The government is going slow on tax reforms.* 政府对税收改革渐渐失去了热情。→ GO-SLOW

• ***verb*** [+ obj *or* no obj]

**slow (sth/sb) (down/up)** to go at a slower speed; to be less active; to make sb/sth do this（使）放慢速度，减缓，松劲: *The market showed little sign of slowing down.* 市场没有任何减缓的迹象。◇ *Businesses are trying to slow the pace of job cuts.* 企业正设法减缓裁员的速度。◇ *a slowing world economy* 逐步减速的世界经济

**★slowdown** /'sləʊdaʊn; *AmE* 'sloʊ-/ *noun* [C, usually sing.]

**1** a reduction in speed or activity 减速；减缓: *a slowdown in economic growth* 经济增长的减缓 ◇ *A sharp consumer slowdown may hit new car sales in the UK.* 消费的急剧降温可能会打击英国的新车销售。

⊕ *a **gradual/marked/rapid/sharp/slight** slowdown* 逐步 / 显著 / 快速 / 急剧 / 轻微减缓 • *a **consumer/an economic** slowdown* 消费放缓；经济衰退 • *a **global/worldwide** slowdown* 全球性减缓

**2** (*HR*) (*AmE*) = GO-SLOW

**sluggish** /'slʌgɪʃ/ *adjective*

happening more slowly than is usual; not very active 缓慢的；不景气的；萧条的: *Sales of sports shoes are sluggish.* 运动鞋销售不畅。◇ *A sluggish economy has weakened demand.* 经济萧条导致需求下降。▸ **'sluggishly** *adverb* **'sluggishness** *noun* [U]

**★slump** /slʌmp/ *noun, verb*

• ***noun*** [C]

**1** a sudden fall in sales, prices, etc. 暴跌: *a sharp slump in share prices* 股价暴跌 ◇ *The sales slump continues to hit retail stores.* 零售店持续遭受销售量锐减的打击。 SYN DECLINE

⊕ *a slump in **demand/prices/profits/sales/spending*** 需求 / 价格 / 利润 / 销售额 / 开支锐减 • *a **bad/deep/dramatic/prolonged/sharp** slump* 严重的 / 重大的 / 极度的 / 长期的 / 急剧的下跌

**2** (*Economics*) a period when a country's economy or a business is doing very badly（经济）萧条期: *The US slump appears to be over.* 美国的经济萧期似已结束。◇ *Tourism is in a slump.* 旅游业正处于萧条期。 OPP BOOM —Picture at BUSINESS CYCLE

⊕ *an **economic/industry/a stock market** slump* 经济 / 工业 / 股市萧条期 • *a **bad/deep/global/prolonged** slump* 严重的 / 重大的 / 全球性的 / 长期的经济疲软

• ***verb*** [no obj]

**slump (from sth) (to sth)** | **slump (by sth)** to fall in price, value etc. suddenly and by a large amount（价格、价值、数量等）骤降，猛跌，锐减: *The share price slumped from more than £3 to £1.* 股价从3英镑以上暴跌至1英镑。◇ *Sales in shopping centres slumped 35 per cent.* 购物中心的销售额锐减了35%。 See note at INCREASE

**'slush fund** *noun* [C] (*also* **'slush ˌmoney** [U]) money that is kept secretly for making illegal payments 用于非法目的的基金；行贿资金

**'small ad** *noun* [C, usually pl.] (*BrE*) (*informal*) a small advertisement that you put in a newspaper, magazine, etc. or on an Internet site if you want to buy or sell sth, employ sb, etc.（报章、杂志或互联网上的）短广告 SYN CLASSIFIED AD

**'small and 'medium-sized 'enterprise** *noun* [C] (*abbr* **SME**) a business that does not have a large number of employees or sell a large amount of goods and services, and is often run by a family 中小企业 NOTE **Small or/to medium-sized enterprise** is also used. 也作 small or / to medium-sized enterprise。

**ˌsmall 'business** *noun* [C,U] a business that has a small number of employees; these businesses in general 小企业: *Today there are more small businesses in Japan than ever before.* 当今日本的小企业数量是有史以来最多的。◇ *a plan to encourage investment and promote small business* 鼓励投资及促进小企业发展的计划

**'small cap** *noun* [C] (*Stock Exchange*) a company that has a small total value of shares (**market capitalization**) on the stock exchange 小盘股；小公司（股票规模和流通市值都较少的公司）: *small caps that trade on the NYSE* 在纽约证券交易所交易的小盘股 ◇ *This will give a boost to small-cap share prices.* 这将抬高小盘股的价格。→ LARGE CAP, MID CAP

**ˌsmall 'claim** *noun* [C] (*BrE*) (*Law*) a court case involving a small amount of money, especially one brought by a consumer over goods or services that are not satisfactory 小数额索赔；小额诉讼: *How do I make a small claim?* 我需怎样进行小额诉讼？◇ *They took their case to the small claims court.* 他们把案子提交给了小额诉讼法庭。

**ˌsmall 'company** *noun* [C] a business that sells goods or services worth less than a fixed amount, has assets below a particular amount and/or has less than 50 employees 小公司: *lower corporation tax for small companies* 对小型公司较低的公司税 ◇ *More than 1 million*

*small companies are in the retail trade.* 有100多万家小公司从事零售业。

**,small in'vestor** *noun* [C]
a person who invests small amounts of money 小投资者: *At £27 a share, the stock has attracted more than 1.6 million small investors.* 这支股票以每股27英镑的价格已吸引了160多万个小投资者。

**the 'small print** *(especially BrE)* *(AmE usually* **'fine print***)* *noun* [U]
part of a document, especially a contract, that is printed in small type and may contain important information that is easy to miss (协议中含有易被忽略但内容很重要的)小号字印刷的附加条款: *Read all the small print before signing.* 签字前要阅读所有用小号字印刷的附加条款。

**,small-'scale** *adjective* [usually before noun]
(about an organization or activity) not large in size or extent; limited in what it does (机构或活动)小规模的: *The plans include tax breaks for small-scale enterprises.* 这些计划包括对小型企业给予税收减免。 ◇ *a small-scale test/study* 小规模测试 / 研究 OPP LARGE-SCALE

**'small self-ad'ministered 'scheme** *(also* **'small self-ad'ministered 'pension scheme***)* = SSAS

**,small 'shopkeeper** *noun* [C] *(especially BrE)*
a person who owns or manages a small shop/store 小店主: *Small shopkeepers find it hard to compete against large stores.* 小店主发觉自己很难与大商店进行竞争。

**'small-sized** *(also* **'small-size***)* *adjective* [usually before noun]
small; smaller than medium and large 小型的: *small-sized companies* 小型公司 → LARGE-SIZED, MEDIUM-SIZED

**,small 'stock** *noun* [C,U]
*(Stock Exchange)* shares in a company that has only a small total value of shares on the stock exchange 小盘股; 小公司股票: *In November, small stocks gained 8%.* 十一月份小盘股上涨8%。 → SMALL CAP

**'small talk** *noun* [U]
polite conversation about unimportant things 闲聊; 闲扯; 应酬话: *At office parties, you often have to make small talk.* 在办公室聚会上, 你常常不得不随便闲聊。

**SMART** /sma:t; *AmE* sma:rt/ *abbr*
*(HR)* **Specific, Measurable, Agreed, Realistic and Timed** used in a formal system of APPRAISAL to describe the aims that a business or an employee is trying to achieve * SMART 原则(目标管理中的一种评价体系, 包括明确性、可衡量、一致性、现实性和时限性等) NOTE Some companies use different words in the way they explain **SMART**, for example **Agreed** might be replaced by **Achievable**. 某些公司采用不同的词语阐释 SMART 原则, 如 Agreed 可以用 Achieveable 代替。

**smart** /sma:t; *AmE* sma:rt/ *adjective* [usually before noun] **(smarter, smartest)**
**1 smart** design, technology, etc. is very advanced and usually uses computers 智能的: *Smart phones can handle email.* 智能电话可以处理电子邮件。 NOTE **Smarter, smartest** are not used in this meaning. 此义不能用 smarter 或 smartest。
**2** intelligent; very clever in business matters 灵敏的; 巧妙的; 精明的: *Selling part of the group would be a smart business move.* 将集团局部出售将是明智的商业之举。 ◇ *smart companies/investors* 精明的公司 / 投资者
**3** (about clothes) clean, neat and often formal (服装)正式的, 整洁的: *Our dress code is 'smart casual'.* 我们的着装规范是"随意但整洁"。

**'smart card** *noun* [C]
a small plastic card that contains information stored in electronic form 智能卡: *The firm makes smart cards for mobile phones.* 这家企业生产移动电话智能卡。 SYN CHIP CARD

**smarten** /'sma:tn; *AmE* 'sma:rtn/ *verb*
PHR V **,smarten sb/sth/yourself 'up; ,smarten 'up** *(especially BrE)* to make yourself, another person or a place look neater or more attractive (使)整洁, 光鲜亮丽: *The hotel has been smartened up by the new owners.* 这家酒店被新业主整修一新。

**the 'smart ,money** *noun* [U]
**1** money that is invested or bet by people who have expert knowledge 行家的投资(或赌注); 明智的投资(或赌注): *It seems the smart money is no longer in insurance* (= is no longer being invested in insurance companies). 似乎投资行家已不再把钱投向保险业。
**2** used to say what people who know a lot think will happen 知情者; 行家: *The smart money says that real estate prices will fall steadily.* 内行人认为房地产价格将稳步下跌。

**smartphone** /'sma:tfəʊn; *AmE* 'sma:rtfoʊn/ *noun* [C]
a mobile phone/cellphone that can take and send photographs, connect to the Internet, etc. 智能手机

**SME** /,es em 'i:/ = SMALL AND MEDIUM-SIZED ENTERPRISE

**SMED** /smed; ,es em i: 'di:/ = SINGLE MINUTE EXCHANGE OF DIES

**,smoke and 'mirrors** *noun* [U]
something that is deliberately intended to attract people's attention so that they will not notice sth else 烟幕与镜子(指故意给人错误印象的虚假信息): *It looked like a piece of accounting smoke and mirrors.* 这个账做得云山雾罩。

**'smoke-free** *adjective* [usually before noun]
**smoke-free** areas are areas where no one is allowed to smoke 无烟的: *The job is based in our modern smoke-free offices in Oxford.* 工作地点位于我们牛津的现代化无烟办公楼里。

**smokestack** /'sməʊkstæk; *AmE* 'smoʊk-/ *noun* [C]
a tall chimney that takes smoke away from factories. (工厂的)大烟筒, 大烟囱
NOTE **Smokestack** is often used to describe industries that produce a lot of pollution by burning coal * smokestack 常用于描述因烧煤而产生大量污染的工业: *efforts to shed manufacturing's smokestack image* 为摆脱制造业的污染大户形象而作的努力 ◇ *Many countries are moving away from traditional smokestack industries.* 许多国家都在放弃传统的重污染工业。

**SMP** /,es em 'pi:/ = STATUTORY MATERNITY PAY

**SMS** /ˌes em 'es/ *noun, verb*
• ***noun***
**1** [U] **short message service** a system for sending short written messages from one mobile phone/cellphone to another（手机的）短信服务
**2** [C] a message sent by **SMS**（手机）短信，短消息：*I'm trying to send an SMS.* 我在发一条短信。
SYN TEXT MESSAGE → EMS, MMS
➲ *to get/receive/send an SMS* 收到 / 接收 / 发送短信
• ***verb*** [+ obj or no obj]
to send a message to sb by **SMS**（给某人）发送短信：*If you have any comments, just email or SMS.* 若有任何意见，请发电子邮件或发送短信。◇ *He SMSed me every day.* 他每天给我发短信。
SYN TEXT

**smuggle** /'smʌgl/ *verb* [+ obj]
to take, bring or send goods or people secretly and illegally into or out of a country 走私；偷运：*Fake goods are being smuggled into the EU.* 冒牌货被走私进入欧盟。◇ *smuggled cigarettes* 走私香烟
▸ **smuggler** /'smʌglə(r)/ *noun* [C] **'smuggling** *noun* [U]：*tobacco smuggling* 烟草走私

**S/N** = SHIPPING NOTE

**'snail mail** *noun* [U] (*informal*)
a humorous name for ordinary mail, used by people who use email 蜗牛邮件（电子邮件使用者用来指普通邮件）：*You can contact us by email, phone, fax or even snail mail.* 你可以用电子邮件、电话、传真甚或寄送普通邮件与我们联系。

**snap** /snæp/ *verb* [+ obj] (**-pp-**)
(used in newspapers) to break a pattern of rising or falling prices（用于报章）突然中断（价格上涨或下跌）：*The Nasdaq gained 4.3% last week to snap a six-week losing streak.* 纳斯达克指数上周上涨4.3%，一改六周来的跌势。
PHR V **,snap 'back** if markets, currencies or prices **snap back**, they recover quickly（市场、货币、价格等）很快恢复，快速反弹：*The dollar snapped back almost immediately.* 美元几乎立即展开反弹。→ SNAPBACK **,snap sb 'up** to act quickly in order to employ a person 抢先雇用：*He was snapped up by a rival bank.* 他被竞争对手银行抢先聘走了。**,snap sth 'up** to buy sth quickly, for example because it is cheap or you think it will increase in value 抢购；抢先买到：*Shoppers have been snapping up bargains at the New Year sales.* 购物者一直在新年大甩卖期间抢购便宜货。◇ *Fund managers snapped up the issue.* 此次发行中基金经理争相购买。

**snapback** /'snæpbæk/ *noun* [C]
a situation when markets, currencies or prices are recovering quickly（市场、货币、价格等的）很快恢复，快速反弹：*We are seeing a snapback in car sales.* 我们看到汽车的销售量在快速回升。
→ SNAP BACK at SNAP

**sneakernet** /'sni:kənet; *AmE* 'sni:kər-/ *noun* [U] (*IT, informal*) used in a humorous way to talk about the way in which electronic information is passed from one computer to another by being physically carried, stored on a disk, CD, etc. 跑腿网络，人工网络（指数据传输通过用户之间传递磁盘、光盘等来实现）NOTE **Sneakernet** is formed from the words 'sneaker'（= a type of informal shoe) and 'net'（= network). * sneakernet 由 sneaker（胶底运动鞋）和 net（网络）构成。

**snip** /snɪp/ *noun* [sing.] (*BrE*)(*informal*)
a thing that is cheap and good value 物美价廉的商品；便宜货：*The phone is a snip at $50.* 这种电话机才50元，真便宜。SYN BARGAIN

**snow** /snəʊ; *AmE* snoʊ/ *verb*
IDM **be snowed 'under** (**with sth**) to have more work than you are able to deal with 应接不暇；忙得不可开交：*We're completely snowed under at the moment.* 我们眼下忙得不可开交。

**'snowball ,sampling** *noun* [U]
(*Marketing*) a method of finding people to take part in research by finding a few and then asking them to find others 雪球式抽样（先选出少数受访者，再由他们找到其他受访者）▸ **'snowball ,sample** *noun* [C]

**soar** /sɔ:(r)/ *verb* [no obj]
if the value, amount or level of sth **soars**, it rises very quickly 猛增；急升：*Unemployment has soared to 18%.* 失业率猛增至18%。◇ *Share prices soared.* 股价飞涨。◇ *Smaller companies are unable to pay soaring insurance premiums.* 小公司无力支付飞涨的保险费。See note at INCREASE
➲ ***to be expected/continue*** *to soar* 预计 / 继续飞涨
• *soaring costs/prices/profits/sales* 飞涨的成本 / 物价 / 利润 / 销售额

**Soc.** /sɒk; *AmE* sɑ:k/ *abbr* (*usually used in written English* 通常用于书面英语)
Society 协会：*Coventry Building Soc.* 考文垂建筑协会

**social** /'səʊʃl; *AmE* 'soʊʃl/ *adjective* [only before noun]
**1** connected with society and the way it is organized 社会的：*plans for social and economic reform* 社会和经济改革计划
**2** connected with your position in society 社会地位的；社会上的：*Official figures show a clear link between life expectancy and social class.* 官方数字显示预期寿命和社会地位之间密切相关。
**3** connected with activities in which people meet each other for pleasure 社交的；联谊的：*Social events and training days are arranged for all the staff.* 所有员工都安排参加联谊活动和培训。
◇ *The job requires good* ***social skills*** (= the ability to talk easily to other people and do things in a group). 这项工作要求具备很好的社交技能。

**,social 'capital** *noun* [U]
(*Economics*; *HR*) the people who work for a company or live in a society, their knowledge and skills, considered as an asset 社会资本：*organizations rich in social capital* 社会资本充裕的机构 → HUMAN CAPITAL

**,social 'cost** *noun* [C]
(*Economics*) the total cost of a business activity to a business and to everyone in society or in a particular area 社会成本：*He said that industries should pay the full social costs of polluting the environment.* 他指出工业界应该支付环境污染的全部社会成本。

**,social in'surance** *noun* [U]
(*Economics*) a system in which people pay money to the government when they are working and

receive payments from the government when they are too old or ill/sick to work 社会保险

**socialism** /'səʊʃəlɪzəm; *AmE* 'soʊ-/ *noun* [U] a set of political and economic theories based on the belief that everyone has an equal right to a share of a country's wealth and that the government should own and control the main industries 社会主义

**socialist** /'səʊʃəlɪst; *AmE* 'soʊ-/ *noun* [C] **1** a person who believes in SOCIALISM 社会主义者: *a committed socialist* 坚定的社会主义者 **2** a member of a political party that believes in SOCIALISM 社会党党员 ▸ **'socialist** *adjective* [usually before noun]: *socialist economies/ideas* 社会主义经济 / 思想

**,social 'market** *noun* [C, usually sing.] (*Economics*) an economic system based on a FREE MARKET (= in which the price of goods is affected by supply and demand and not controlled by the government) but with help from the state for those who are old, ill/sick, unemployed, etc. 社会市场（以自由市场经济为基础，由政府为年老者、伤病者、失业者等提供帮助）: *a social market economy* 社会市场经济

**,social se'curity** *noun* [U] **1** (*BrE*) (*also* **'welfare**, *AmE*, *BrE*) money that the government pays regularly to people who are poor, ill/sick, unemployed, etc. 社会保险金: *people living **on** social security* 靠社会救济金生活的人们 ◇ *cuts in social security **benefits*** 社会福利的削减 ➊ *to **apply for/be eligible for/claim** social security* 申请 / 有资格获得 / 领取社会救济金 **2** (*AmE spelling usually* **,Social Se'curity**) (*abbr* **SS**) a system in which people pay money to the government when they are working and receive payments from the government when they are too old or ill/sick to work 社会保险制度 → NATIONAL INSURANCE ➊ *to **pay/pay into** social security* 支付 / 缴纳社会保险 • *social security **contributions/payments/tax*** 社会保险缴款 / 款额 / 税

**societal** /sə'saɪətl/ *adjective* [only before noun] (*Technical*) connected with society and the way it is organized 社会的: *Before considering cutting jobs, executives should consider the personal and societal costs.* 在考虑裁员之前，高层管理者应先衡量个人成本及社会成本。◇ *societal marketing* (= that considers the health, happiness and safety of consumers and society) 社会营销

**★society** /sə'saɪəti/ *noun* (*plural* **societies**)

SEE ALSO: **24-hour society, building ~, classification ~, consumer ~, credit ~**

**1** [C] (*abbr* **Soc.**) (used especially in names) a group of people who join together for a particular purpose（尤用于名称）协会，学会，社团: *the Society of Motor Manufacturers and Traders* 汽车制造商与销售商协会 ◇ *the Royal Economic Society* 皇家经济学会 SYN ASSOCIATION **2** [U] people in general, living together in communities 社会: *the roles of men and women in today's society* 男性和女性在当今社会所扮演的角色 **3** [C,U] a particular community of people who share the same customs, laws etc. 社会（遵循一定习俗、法律的特定群体）: *modern industrial societies* 现代工业社会 ◇ *We live in a consumer society.* 我们生活在消费型社会。

**soft** /sɒft; *AmE* sɔːft/ *adjective* (**softer, softest**) **1** going down or likely to go down in price, value, amount, etc. 疲软的；下跌的: *The dollar was softer against the euro.* 美元对欧元的汇率下跌了。◇ *The company has been hurt by soft sales in its retail stores.* 公司因其零售店的销售疲软而受损。◇ *The labour market remains soft.* 劳动力市场继续走软。 OPP FIRM **2** (*HR*) [only before noun] **soft** skills are the abilities that people have to communicate well and work with other people 软（技能）的；善于沟通合作的: *soft skills such as communication and teamwork* 诸如与人沟通和团队合作等软技能 OPP HARD

**,soft 'benefit** *noun* [C] (*HR*) advantages and rewards that employees receive that are not money 软福利（指非金钱的便利或奖励）: *They are offering soft benefits, such as childcare services, to try to keep talented staff.* 他们提供诸如儿童看护服务等软福利，以留住有能力的员工。

**,soft com'modity** *noun* [C, usually pl.] (*Finance*) goods other than metals that are traded in the COMMODITY MARKETS (= where raw materials, etc. are bought and sold), for example coffee, grains and sugar 软商品（商品市场中金属以外的交易品种，如咖啡、谷物和糖等）: *Trading in soft commodities like wheat and coffee is now back to normal.* 像小麦和咖啡这样的软商品交易目前已恢复正常。◇ *Soft commodity prices look set to rise.* 软商品价格看来肯定要上涨。 SYN SOFTS → HARD COMMODITY

**'soft costs** *noun* [pl.] (*Accounting*) money that is spent on items other than physical equipment, for example labour, transport, software, fees, etc. 软成本 → HARD COSTS

**,soft 'currency** *noun* [C] (*Economics*) money whose value often falls so is not easy to exchange for money from another country 软货币 → HARD CURRENCY

**,soft 'data** *noun* [U] information that cannot be measured or proved 软数据（无法衡量或证实的数据）: *We also use soft data, such as customer satisfaction, to evaluate our performance.* 我们也使用诸如顾客满意度这样的软数据来评估我们的业绩。 → HARD DATA

**soften** /'sɒfn; *AmE* 'sɔːfn/ *verb* **1** [no obj] if prices, markets or the economy **soften**, prices stay the same or start to fall 疲软；走跌: *Bond prices softened in early trading.* 债券价格在早盘交易中趋于疲软。 **2** [+ obj] to make sth less severe or unpleasant 减轻；缓解: *The company was unable to **soften the blow** of the job cuts.* 公司无法缓解由裁员带来的打击。 ▸ **'softening** *noun* [sing.; U]: *a softening of demand* 需求疲软 ◇ *a softening in the labour market* 劳动市场疲软

**'soft goods** *noun* [pl.] (*Commerce*) goods made of cloth such as curtains,

sheets, clothes, etc. 纺织品；非耐用品 → DRY GOODS

**,soft HR'M** /ˌeɪtʃ ɑːr 'em/ *noun* [U]
(*HR*) **soft human resources management** an approach to managing people that regards them as assets that must be looked after, trained and developed in order to get the best out of them 柔性人力资源管理 → HARD HRM

**,soft 'landing** *noun* [C, usually sing.]
(*Economics, informal*) a situation in which the economy, or part of it, slows down gradually after a period when it has been growing rapidly, without causing problems such as unemployment （经济的）软着陆：*The government is trying to engineer a soft landing for the economy.* 政府正设法让经济软着陆。→ HARD LANDING

**,soft 'loan** *noun* [C]
(*Finance*) a loan that is made to a person or a country on conditions that are good for the borrower, such as a very low rate of interest, a long time to pay back the money, or the chance to pay it back in a SOFT CURRENCY 软贷款（指条件优厚的长期低息、可用软货币偿还的贷款）→ HARD LOAN

**,soft 'market** *noun* [C]
(*Finance*) a situation in which the prices of particular goods or services are falling because there are more people selling them than people wanting to buy them 不景气市场；疲软市场 SYN BUYER'S MARKET

**softs** /sɒfts; *AmE* sɔːfts/ *noun* [pl.]
(*Finance, informal*) goods other than metals that are traded in the COMMODITY MARKETS (= where raw materials, etc. are bought and sold) 软商品（商品市场中金属以外的交易品种）SYN SOFT COMMODITY

**,soft 'sell** *noun*
(*Marketing*)
**1** [sing.; U] a way of selling sth to sb by persuading them gently rather than using pressure or aggressive methods 软式推销；劝诱推销：*The booklet is a soft sell of the company's products and services.* 小册子是公司产品和服务的一种软推销方式。◇ *using a soft-sell approach* 采用软式推销方法
**2** [sing.] (*AmE*) a product that is easy to sell 畅销品；容易销售的商品：*The new toy is a soft sell.* 新玩具十分畅销。→ HARD SELL

**,soft 'selling** *noun* [U]
(*Marketing*) the activity of selling sth to sb by persuading them gently rather than using pressure or aggressive methods 软式推销；劝诱推销
▸ **,soft-'selling** *adjective* [only before noun]

**★software** /'sɒftweə(r); *AmE* 'sɔːftwer/ *noun* [U]
SEE ALSO: **application software, packaged ~, third-party ~**
(*IT*) the programs, etc. used to operate a computer（计算机）软件：*a marketing-and-sales software package* 营销与销售软件包 ◇ *Will the software run on my machine?* 这款软件可以在我的机器上运行吗？◇ *designing software applications for business* 为企业设计应用软件 See note at INFORMATION
● ***accounting/business/financial/investment software*** 会计／商业／财务／投资软件 ◆ ***to design/develop/write software*** 设计／开发／编写软件 ◆ ***to download/install/load/run/use (a piece of) software*** 下载／安装／加载／运行／使用软件 ◆ ***a software company/developer/firm*** 软件公司／开发者／企业

**'software engi,neer** *noun* [C]
a person whose job is writing computer programs 软件工程师 ▸ **'software engi,neering** *noun* [U]

**SOHO** /'səʊhəʊ; *AmE* 'soʊhoʊ/ *abbr* **small office/home office**
a small business, especially one that is run from sb's home, or a person who works at home; a room in sb's home that is used as an office 在家办公或小型公司；小型办公室或家庭式办公室：*new software products for the rapidly growing SOHO market* 为快速增长的小型办公室或家庭式办公室市场开发的新软件产品

**,sold as 'seen** *adjective*
(*Commerce*) (about goods) offered for sale with no promise that they are suitable or in good condition（商品）以实物为准的，现状出售概不保证的，处理的：*Firms who buy sold-as-seen machinery are advised to test it thoroughly before use.* 建议购买处理机械的企业在使用前要进行全面测试。→ SALE AS SEEN

**sole** /səʊl; *AmE* soʊl/ *adjective* [only before noun]
**1** only 仅有的；独一无二的；唯一的：*The company is the sole supplier in many rural areas.* 这家公司是许多乡村地区的唯一供应商。
**2** belonging to one person or group; not shared 独占的；专有的：*I'm the sole owner of my business.* 我是自己公司的唯一业主。◇ *She has sole responsibility for the project.* 她对该项目负全责。

**,sole pro'prietorship** *noun* [U,C] (*especially AmE*)
(*Law*) a business that is owned and run by one person 独资企业；个人企业 ▸ **,sole pro'prietor** *noun* [C] See note at COMPANY

**,sole 'trader** *noun* [C] (*especially BrE*)
(*Law*) a person who owns and runs a business and is the only person who is legally responsible for it 个体营业者：*The business is run on a sole trader basis.* 这是一家个体经营企业。See note at COMPANY

**solicitor** /sə'lɪsɪtə(r)/ *noun* [C] (*BrE*)
SEE ALSO: **trainee solicitor**
a lawyer who prepares legal documents, advises people on legal matters and represents them in some courts 事务律师；法律顾问：*She's a senior partner in a firm of solicitors.* 她是一家律师事务所的高级合伙人。See note at PROFESSION

**solid** /'sɒlɪd; *AmE* 'sɑːl-/ *adjective*
good and steady but not excellent or special 相当不错的：*solid growth in retail sales* 相当不错的零售额增长 ◇ *a solid company with good prospects* 一家相当不错的、具有良好前景的公司

**★solution** /sə'luːʃn/ *noun* [C]
a way of solving a problem or dealing with a difficult situation 解决办法；处理手段：*There's no simple solution to this problem.* 这个问题没有简单的解决办法。◇ *They specialize in providing software solutions* (= software that will deal with business activities or processes) *for small businesses.* 他们专门为小企业提供软件解决方案。

⊕ *a creative/an easy/a good/practical/simple solution* 创造性的 / 容易的 / 很好的 / 实用的 / 简单的解决办法 • *a final/long-term/quick-fix solution* 最终的 / 长期的 / 权宜的解决办法 • *business/financial solutions* 商业 / 财务解决方案 • *to come up with/find/look for/produce/propose a solution (to sth)* 提出 / 找到 / 寻找 / 拿出 / 建议（针对某事物的）解决办法

**solvency** /'sɒlvənsi; *AmE* 'sɑːl-/ *noun* [U]
(*Accounting*) the state of not being in debt (= not owing money) 无债务；不负债：*There are serious doubts as to the company's solvency.* 对这家公司没有负债一事存在严重怀疑。◇ *Some insurance companies are struggling to meet solvency requirements.* 一些保险公司正努力满足偿付能力要求。OPP INSOLVENCY → SOLVENT

**'solvency ,margin** *noun* [C]
(*Accounting*) the money that a business has in addition to the amount that it needs to pay its usual bills. It can be in the form of cash or assets that can be sold easily to provide cash. 偿债准备金；偿付准备金

**'solvency ,ratio** *noun* [C]
(*Accounting*) a method used to calculate how safe a company is and if it can pay all the money it owes 偿付比率

**solvent** /'sɒlvənt; *AmE* 'sɑːl-/ *adjective*
(*Accounting*)
**1** a **solvent** company has more assets than LIABILITIES (= money that it owes)（公司）不欠债的：*The figures showed the company was solvent.* 数字显示这家公司没有债务。
**2** having enough money to pay your debts 有偿付能力的；有偿债能力的 OPP INSOLVENT

**SOP** /ˌes əʊ 'piː; *AmE* oʊ/ = STATEMENT OF PRINCIPLES, STANDARD OPERATING PROCEDURE

**sort** /sɔːt; *AmE* sɔːrt/ *verb, noun*
• ***verb*** [+ obj *or* no obj]
to arrange things in groups or in a particular order according to their type 整理；把…分类：*sorting the mail* 分类邮件 ◇ *The computer sorts the words into alphabetical order.* 计算机将单词按字母排序。
• ***noun*** [sing.]
(*IT*) the process by which a computer puts data into a particular order（计算机）分类：*to do a sort* 进行分类

**'sort code** (*BrE*) (*AmE* **'routing ,number**) (*AmE also* **,bank identifi'cation ,number,** *less frequent*) *noun* [C]
the set of numbers, found on a cheque, etc., that identifies a particular bank 银行代码：*Do you have your sort code and account number?* 你有银行代码和账号吗？NOTE In the UK, this is a set of six numbers. In the US there are nine. 英国的银行代码为六位数。美国为九位数。

**sound** /saʊnd/ *verb, adjective*
• ***verb*** → idiom at STRIKE *verb*
PHR V **,sound sb 'out (about/on sth)**; **,sound sth 'out** to try to find out from sb what they think about sth, often in an indirect way 试探某人对某事的看法；探口风：*Did you sound him out about working for us?* 他来为我们工作的事你探出他的想法了吗？
• ***adjective***
**1** sensible; that you can rely on and that will probably give good results 明智的；合理的；可靠的；正确的：*Accurate data provides a sound basis for making decisions.* 准确的数据为决策提供了可靠的依据。
**2** good and thorough 全面的；透彻的；完备的：*Applicants should have a sound knowledge of network software.* 应征者应当精通网络软件知识。
**3** in good condition; not damaged 完好的；未损坏的：*The building is old, but sound.* 这栋大楼虽然旧了，但是完好无损。

**sour** /'saʊə(r)/ *verb* [+ obj *or* no obj]
to change and become more difficult or less pleasant or friendly; to make sth do this（使）变坏，恶化：*What will happen if the economy sours?* 如果经济形势恶化，将会怎么样？◇ *Weak job prospects soured spirits.* 疲软的工作前景使士气低落。
IDM **go/turn 'sour** to become unpleasant or bad; to fail 变坏；恶化：*The deal started to go sour.* 这笔交易开始出现问题。

**source** /sɔːs; *AmE* sɔːrs/ *noun, verb*
• ***noun***
**1** [C] a place, person or thing that you get sth from 来源；出处：*renewable energy sources* 可再生能源 ◇ *What is their main source of income?* 他们的主要收入来源是什么？◇ *These reports are a very useful source of information.* 这些报告是十分有用的消息来源。
**2** [C, usually pl.] a person, book or document that provides information about sth 提供消息者；消息来源：*According to an industry source* (= sb working in the industry) *a deal will soon be signed.* 根据业内人士透露，将很快签订一份协议。
IDM **at 'source** (*Accounting*) used to show that money is taken from sb's income before they receive it 在源头；一开始：*Income tax is normally deducted at source.* 所得税通常在税源上扣除。
• ***verb*** [+ obj]
(*Commerce*; *Production*) (*often* **be sourced**) to get materials, parts or products from a particular place 获得：*40% of the steel the company needs will be sourced from abroad.* 这家公司所需钢铁的40%将从国外采购。

**'source code** *noun* [U]
(*IT*) a computer program, written in the form of text, that must be translated into MACHINE CODE (= code that a computer can understand) before it can be run on a computer（计算机程序的）源代码

**,source credi'bility** *noun* [U]
(*Marketing*) how much people believe or trust a person, an advertisement, etc. 信息来源可信度：*Age, sex and accent can all affect source credibility.* 年龄、性别和口音都会影响信息来源可信度。

**sourcing** /'sɔːsɪŋ; *AmE* 'sɔːrs-/ *noun* [U]
SEE ALSO: **dual sourcing**
(*Commerce*; *Production*) the activity of finding and buying materials, parts or products, especially ones that are used to make other goods 采购：*Local sourcing of parts has increased.* 本地零部件采购有所增加。◇ *single sourcing* (= buying from a single supplier) 单源采购

**SOV** /ˌes əʊ 'viː; *AmE* oʊ/ = SHARE OF VOICE

**sovereign** /'sɒvrɪn; *AmE* 'sɑːvrən/ *adjective* [only before noun]
connected with a national government 主权的；国家的：*fixed-interest high-quality sovereign debt such as US Treasury bonds* 美国国库券等固定利率优质主权债务

**ˌsovereign 'risk** = COUNTRY RISK

**SpA** /ˌes piː 'eɪ/ *abbr*
used in the names of some Italian companies（用于意大利公司名称）股份有限公司：*Unicredito Italiano SpA* 意大利联合信贷银行 See note at LTD

**space** /speɪs/ *noun* [U]
SEE ALSO: **incubator space, office ~, shelf ~**
an amount of an area or of a place that is empty or available for use 空地；空间：*more than 500 000 square feet of new factory floor space* 占地50多万平方英尺的新工厂 ◇ *How much disk space will this take up?* 这会占多少磁盘空间？
**⊕ *disk/floor/storage space*** 磁盘空间；占地面积；存储空间 • ***to make/take up/use space*** 腾出 / 占用 / 使用空间

**'space bar** *noun* [C]
a bar on the keyboard of a computer that you press to make a space between words（计算机键盘上的）空格键

**spam** /spæm/ *noun* [U]
SEE ALSO: **anti-spam**
(*IT, informal*) advertising material sent by email to large numbers of people who have not asked for it 垃圾邮件：*There are filters to block spam from your inbox.* 你的收件箱有过滤器阻止垃圾邮件。◇ *spam emails/advertisements* 垃圾电子邮件 / 电邮广告 → JUNK MAIL ▸ **spam** *verb* [+ obj *or* no obj] (**-mm-**) **'spammer** *noun* [C]：*There are plans to make spammers pay a fine for each item of junk mail they send.* 有计划让垃圾邮件发送者为他们发送的每封垃圾邮件支付罚金。 **'spamming** *noun* [U]

**ˌspan of con'trol** *noun* [C]
(*HR*) the number of people that a manager is responsible for 控制范围：*a wide/broad/narrow span of control* 广泛的 / 广阔的 / 狭窄的控制范围 ◇ *There are now fewer layers of management and an increased span of control.* 目前管理层次减少而管理范围扩大了。

**ˌspare 'part** *noun* [C, usually pl.]
a new part that is bought and kept to replace an old or broken part of a machine, vehicle, etc. 零部件：*The airline industry is a big market for our new engines, spare parts and maintenance.* 航空业有新发动机、零部件和维修保养的广阔市场。◇ *spare parts makers* 零部件制造商

**spawn** /spɔːn/ *verb* [+ obj]
to cause sth to develop or be produced, especially quickly or in large numbers（尤指快速或大量地）引起；造成；导致；使涌现：*Silicon Valley is still spawning new companies.* 硅谷仍有大量新公司涌现出来。

**SPC** /ˌes piː 'siː/ = STATISTICAL PROCESS CONTROL

**-speak** /spiːk/ *combining form* (*in nouns* 用于构成名词)
the language used by a particular group of people, especially when this is difficult for other people to understand …行话；…语言：*business-speak* 商业语言 ◇ *management-speak* 管理行话

**speakerphone** /'spiːkəfəʊn; *AmE* -ərfoʊn/ *noun* [C]
a telephone that you can use without holding it to your ear 免提电话；扬声电话：*a desktop speakerphone* 台式扬声电话机

**spearhead** /'spɪəhed; *AmE* 'spɪrhed/ *verb* [+ obj]
to begin or lead an activity or a change 率先开始；带头做：*She was appointed to spearhead a campaign to boost sales.* 她被指定牵头开展促销活动。

**spec** /spek/ *noun, verb*
(*Manufacturing, informal*)
• ***noun*** [C] (*especially BrE*) (*AmE usually* **specs** [pl.])
**1** a detailed description of a product, especially the design and materials needed to produce it 规格：*detailed design specs for a new product* 新产品的详细设计规格 ◇ *engineering specs* 工程规格
**2** the particular set of features that a machine or a vehicle has（机器或汽车的）配置：*Have you decided on the specs you want for your PC?* 你想好了电脑所要的配置了吗？ ◇ *spec sheets* 规格表；规格单；配置单 SYN SPECIFICATION
• ***verb*** [+ obj] (**-cc-**) (*especially BrE*)
to design and make sth to a particular standard or with particular features 按特定标准或配置设计并制造：*The camera is well specced at the price.* 就价位来说，这款照相机配置很不错了。

**special** /'speʃl/ *adjective, noun*
• ***adjective*** [usually before noun]
**1** not ordinary or usual 特殊的；不寻常的；不一般的：*special discounts on multimedia equipment* 多媒体设备的特别折扣 ◇ *They are running a special promotion at the moment.* 他们目前正在开展特别促销活动。
**2** appointed or created for a particular purpose 特设的：*The board has appointed a special committee to consider the bids.* 董事会任命了一个特别委员会来评标。
• ***noun*** [C,U] (*especially AmE*) (*informal*)
a price for a particular product in a shop/store or restaurant that is lower than usual 特价：*There's a special on garden products this week.* 本周园艺用品有特价。◇ *Brazilian coffee is on special.* 巴西咖啡特价出售。

**ˌspecial de'livery** *noun* [U]
a service that delivers a letter or parcel/package faster than usual（信件、包裹的）快递：*to send a package by special delivery* 通过快递寄包裹 → EXPRESS *noun* (2)

**ˌspecial 'dividend** (*also* **ˌextra 'dividend**) *noun* [C]
(*Finance*) money or shares given to shareholders in addition to the normal **dividend**, for example because the company has made higher profits than usual 特别股息；特别红利：*Shareholders will receive 76¢ in cash and a 5.5¢ special dividend.* 股东们将得到76分的现金红利和5.5分的特别红利。

**ˌspecial 'interest group** (*also* **ˌspecial 'interest**) *noun* [C] (*especially AmE*)
a group of people or organizations who have the same aims and often try to put pressure on the government to achieve them 特殊利益集团

**specialism** /'speʃəlɪzəm/ *noun* [C]
an area of business in which a person or company has a lot of knowledge and experience 专长；专业：*Sales and advertising are separate specialisms.* 销售和广告是截然不同的专业领域。◇*Their specialism is the finance of international trade.* 他们的专业是国际贸易融资。SYN SPECIALITY

**★specialist** /'speʃəlɪst/ *noun, adjective*
• ***noun*** [C]
a person or company that has a lot of knowledge and experience in a particular area of business 专家；行家：*Ben is a tax specialist with a major bank.* 本是一家大银行的税务专家。◇*a firm of recruitment specialists* 人力资源专业公司
• ***adjective*** [only before noun]
**1** a **specialist** business operates in a particular area of activity 专业的：*a specialist engineering firm* 专业的工程公司 ◇*specialist shops/stores* 专卖店；专营店
**2** involving or having a lot of knowledge and experience in a particular subject 专科的，专家的：*specialist skills/advice/training* 专业技能；专家意见；专业培训

**speciality** /ˌspeʃi'æləti/ (*BrE*) (*also* **specialty**, *AmE, BrE*) *noun, adjective*
• ***noun*** [C] (*plural* **specialities**)
**1** an area of business in which a person or company has a lot of knowledge and experience 专业；专长：*Mergers and acquisitions are the firm's speciality.* 购并是这家企业的专长。◇*My speciality is European tax law.* 我的专业是欧洲税法。SYN SPECIALISM
**2** a type of food or product that a restaurant or a place is famous for because it is so good 特色菜；特色食品；特产：*regional/local specialities* 地方/土特产
• ***adjective***
**1 speciality** products are designed for a particular purpose（产品）特种的，特制的：*speciality chemicals* 特种化学品 ◇*a speciality glass manufacturer* (= who makes glass for special purposes) 特种玻璃制造商
**2** a **speciality** shop/store sells a small range of special or unusual products 名牌货商店；特产商店：*a speciality retailer* 特产零售店

**★specialize , -ise** /'speʃəlaɪz/ *verb* [no obj]
**1** to be involved in one particular area of business 专营；专门从事：*a firm that specializes in charter flights* 专营包机服务的公司
**2** to become an expert in one particular area of business 专门研究（或从事）；专攻：*She decided to specialize in media sales.* 她决定专攻媒体销售。
▸ **specialization, -isation** /ˌspeʃəlaɪ'zeɪʃn; *AmE* -lə'z-/ *noun* [U,C]: *industrial specialization* 工业专门化；行业专门化 ◇*What is your specialization?* 你的专业是什么？

**specialized , -ised** /'speʃəlaɪzd/ *adjective*
**1** designed or developed for a particular purpose 专用的：*specialized software* 专用软件
**2** expert in a particular area of business 专业的：*highly specialized companies* 高度专业化的公司

**special 'leave** *noun* [U]
(*HR*) a period of time when an employee is allowed to be away from work, either with or without pay, because of personal or family circumstances 事假；特别假

**special 'offer** *noun* [C,U]
**1** a product or service that is sold at less than its usual price, to encourage people to buy it; the act of offering goods or services in this way 特价商品；特价销售；特卖：*a special offer on suits* 西服特价销售 ◇*Selected cheeses are on special offer this week.* 本周优质奶酪特价销售。
**2** an extra item that is given free or at a low cost with a product or service to encourage people to buy the product or service（为鼓励人们购买而免费给予或低价出售的）赠品

**special po'sition** *noun* [C]
(*Marketing*) a particular advertising space in a newspaper or magazine that advertisers must pay more to use（报纸广告需付高价的）特殊版面：*10% is added to the rate for a special position.* 特殊版面的广告费增加10%。

**special reso'lution** *noun* [C]
a **resolution** (= a formal statement that people vote on) that must be accepted by 75% of shareholders 特别决议（须经75%的股东同意）：*The annual meeting will debate a special resolution on environmental policy.* 年度股东大会将就一项关于环境政策的特别决议进行辩论。→ ORDINARY RESOLUTION

**special situ'ation** *noun* [C, usually pl.]
(*Finance*) a company that seems a good investment because its shares are likely to rise in value for a particular reason, for example because it is being taken over 特殊情况（由于正被收购等原因，股价可能上升因而似乎有投资价值的公司）：*The company is developing a new product and is considered a special situation stock.* 这家公司正在开发一种新产品因而被视为题材股。

**specialty** /'speʃəlti/ (*plural* **specialties**)
= SPECIALITY

**specific** /spə'sɪfɪk/ *adjective*
**1 -specific** (*used with a noun* 与名词连用) done, made, produced, etc. for the purpose or people mentioned; connected with the thing mentioned 特定的；明确的：*We have a full range of industry- and market-specific products.* 我们拥有全系列的适合不同产业和不同市场的产品。
**2** [usually before noun] (about a tax) calculated at a fixed amount for each unit of the goods, using number, weight or volume, rather than on the value of the goods（指税收）从量的：*In the UK, tobacco is taxed as a specific duty per unit of quantity.* 在英国，烟草按单位数量征收从量税。→ AD VALOREM
✪ *specific* ***duty/tariff/tax*** 从量关税；从量税

**★specification** /ˌspesɪfɪ'keɪʃn/ *noun*
SEE ALSO: **job specification**
**1** (*Manufacturing*) [C, usually pl., U] detailed information about how sth is or should be designed or made 规格；规范：*the technical specifications of the new model* (= of car) 新款（汽车）的技术规格 ◇*These houses are built to a high specification.* 这些房子建筑规格很高。◇*The part will perform exactly to specification* (= exactly as it is supposed to). 这一部件将会完全符合设计规范。

**⊕ *design/product/technical specifications*** 设计 / 产品 / 技术规范 • ***to agree/change/set specifications*** 商定 / 改变 / 确定规格 • ***to comply with/conform to/meet specifications*** 遵守 / 符合 / 满足规范

**2** (*Manufacturing*) [C] the particular set of features that a machine or a vehicle has（机器或车辆的）技术参数：*The regulations for cabs cover age, roadworthiness and vehicle specifications.* 出租车条例涉及车龄、车辆性能和技术参数。

**3** [C,U] an act of giving detailed information about what sb wants or expects from sth 详细说明；明确说出：*There was no clear specification of objectives.* 并没有对目标作详细说明。 SYN SPEC

**ˌspe,cific ˈrisk** = UNSYSTEMATIC RISK

**★specify** /ˈspesɪfaɪ/ *verb* [+ obj] **(specifies, specifying, specified, specified)**
to state or explain sth, giving an exact measurement, time, exact instructions, etc. 具体说明；明确规定：*The customer specifies a date and time for delivery.* 顾客要明确说明交货的日期和时间。◇ *They were given options to buy shares at a specified price.* 他们有权以特定的价格购买股票。◇ *The law specifies that the account cannot be held on behalf of another person.* 这项法律明确规定不得代表他人持有账户。

**ˌspecimen ˈsignature** *noun* [C]
an example of the way you write your name (your **signature**) that you give to a bank, etc. so that they can compare it with the way your name is signed on cheques and other documents 签字样本

**specs** /speks/ = SPEC *noun*

**speculate** /ˈspekjuleɪt/ *verb* [no obj] (*Finance*)
**1** to buy shares, property, goods, etc. hoping to make a profit when you sell them, but with the risk of losing money 投机：*Many small investors lost money speculating on the stock market.* 许多小投资者因在股市投机而亏损。◇ *He made thousands (of dollars) speculating in property.* 他炒房赚了好几千元。

**★speculation** /ˌspekjuˈleɪʃn/ *noun* [U,C] (*Finance*)
**1** the activity of buying shares, property, goods, etc. in the hope of making a profit when you sell them, but with the risk of losing money 投机买卖：*speculation on the currency markets* 在货币市场上的投机 ◇ *There has often been a lot of speculation in the company's shares before they announce their results.* 在公布经营业绩之前公司股票往往会有大量投机买卖。
**⊕ *currency/financial/market/property speculation*** 货币 / 金融 / 市场 / 房地产投机

**speculative** /ˈspekjələtɪv; *AmE also* ˈspekjəleɪtɪv/ *adjective*
**1** (about a business activity) done in the hope of making a profit but involving the risk of losing money（商业活动）投机性的；风险的：*A lot of properties have been bought as a speculative investment.* 大量房地产被作为风险投资购买。◇ *The shares have been the target of speculative buying.* 该股票一直是投机性购买的目标。
**2** used to describe sb who does sth hoping to make a profit, but who risks losing money（人）投机的，冒险的：*Speculative investors have been betting against the euro.* 风险投资者一直做空欧元。◇ *selling of the yen by speculative traders* 投机商抛售日元

**ˌspeculative appliˈcation** *noun* [C]
a request that you send to a company for a job, although they have not advertised one 机会性求职：*We welcome speculative applications from recent graduates.* 我们欢迎应届毕业生的主动应聘申请。

**speculator** /ˈspekjuleɪtə(r)/ *noun* [C] (*Finance*)
a person who buys and sells goods, property, currency or shares in a company in the hope of making a quick profit 投机商：*property/currency speculators* 房地产 / 货币投机商

**ˈspeech recog,nition** *noun* [U]
(*IT*) the ability of a computer to understand spoken instructions（计算机的）语音识别：*speech recognition software* 语音识别软件 SYN VOICE RECOGNITION

**speed** /spi:d/ *noun*
IDM **up to ˈspeed (on sth)** (*informal*) **1** (about a person, company, etc.) performing at the rate or level that is expected（人、公司等）达到应有的速度、达标：*She aims to get new employees up to speed as quickly as possible.* 她的目标是尽快将新员工培训合格。 **2** having the most recent and accurate information or knowledge 了解最新情况；跟上形势：*Are you up to speed yet on the latest developments?* 你对最新进展情况了解吗？

**spellcheck** (*AmE spelling* **spell-check, spell check**) /ˈspeltʃek/ *noun, verb*
• ***noun*** [C]
**1** an act of checking the spelling of text, using a computer program 拼写检查（计算机程序）：*The whole text needs a spellcheck.* 全文需要拼写检查。
**2** = SPELLCHECKER
• ***verb*** [+ obj]
to use a computer program to check text to see if the spelling is correct（用计算机程序）进行拼写检查

**spellchecker** (*AmE spelling* **spell-checker, spell checker**) /ˈspeltʃekə(r)/ (*also* **ˈspellcheck, ˈspelling ˌchecker**) *noun* [C]
**1** a computer program that checks text to see if the spelling is correct 拼写检查程序：*Always use a spellchecker.* 一定要做拼写检查。
**2** a small computer that you can use to check spellings 拼写检查器：*a handheld spellchecker* 掌上拼写检查器

**★spend** /spend/ *verb, noun*
• ***verb*** [+ obj] **(spent, spent** /spent/**)**
**1** to give money to pay for goods, services, etc. 花钱；用钱：*Shoppers spent a total of $7.1 billion in April.* 购物者四月份总计花费了171亿元。◇ *Mobile phone companies have spent millions trying to win new customers.* 移动电话公司花费了数百万元以赢得新顾客。◇ *We have very little to spend on marketing.* 我们可用的营销经费已经微乎其微。◇ *The company spends a fortune* (= a very large amount of money) *on salaries.* 这家公司在员工薪资上花费了巨额资金。
**2** to use time for a particular purpose; to pass time 花时间度过；度过：*We spend a lot of time getting to know our customers.* 我们花费很多时间

去了解客户。◇ *How much time did you spend on the report?* 你在这份报告上花费了多长时间？◇ *I've spent more than 10 years in marketing and sales.* 我做营销和销售已有10多年。

• ***noun*** [sing.] (*informal*)
the amount of money spent for a particular purpose or over a particular length of time 花销；开支：*a $2.5 million marketing spend* * 250万元的营销开支 ◇ *The average spend on leisure activities rose slightly.* 娱乐活动的人均开支略有上升。

**★spending** /'spendɪŋ/ *noun* [U]

SEE ALSO: **deficit spending, discretionary ~, public ~**

the amount of money that is spent by a person, a government or an organization 开支，花销：*Consumer spending rose by 4.5% over the year.* 全年消费开支上升4.5%。◇ *a sharp drop in business spending on technology* 企业技术开支显著下降 ◇ *High street spending* (= the amount that shoppers spend in the main shops/stores in a town or city) *fell unexpectedly.* 在商业街的消费出乎意料地下降了。

⊕ ***business/consumer/corporate/government spending*** 商业／消费／公司／政府开支

• ***spending drops/falls/increases/rises*** 开支下跌／下降／增加／上升

**WHICH WORD? 词语辨析**

**spending/expenditure**

**Expenditure** is generally used to describe money that you must spend, although you try to limit the amount, while **spending** is often seen more positively, as money you choose to spend. Compare. * expenditure 通常指必须支出但尽量节省的开支，而 spending 常被看作是主动花费的开支：

- *All advertising expenditure must generate a return.* 所有广告支出必须带来回报。
- *We have aggressive plans for spending on advertising.* 我们拥有强大的广告支出计划。

**'spending ,money** *noun* [U]
money that you spend for your own pleasure or entertainment rather than on things you need （个人的）零用钱

**'spending ,power** = PURCHASING POWER

**spendthrift** /'spendθrɪft/ *noun* [C]
a person who spends too much money or who wastes money 浪费金钱的人；挥金如土的人
▸ **'spendthrift** *adjective* [usually before noun]: *spendthrift consumer behaviour* 挥霍无度的消费行为

**'spider food** *noun* [U]
(*IT, informal*) words or phrases placed on a web page to attract SEARCH ENGINES (= computer programs that search the Internet for information) 蜘蛛食物（网页上用于吸引搜索引擎的词或短语）

**spiff** /spɪf/ *noun, verb* (*AmE, informal*)
• ***noun*** [C] (*also spelled* **spif**)
a special reward that a SALESPERSON (= a person whose job is to sell goods) receives for selling a particular product （给滞销商品推销员的）特别奖励：*Spiffs were offered for selling PCs that otherwise did not sell well.* 为销售滞销电脑设立了特别奖。 **NOTE** **Spiff/spif** is formed from the first letters of 'sales promotion incentive fund'. * spiff / spif 是 sales promotion incentive fund 的首字母缩写。

• ***verb***
PHR V **,spiff sth 'up** to improve sth by making it more attractive, more efficient, etc. 收拾整齐；打扮；改进：*They have spiffed up the website with a new look and new features.* 他们用新界面和新特色使网站面貌一新。◇ *spiffing up customer services* 改进客户服务

**spike** /spaɪk/ *noun, verb*
• ***noun*** [C, usually sing.] (*especially AmE*)(*informal*) (used especially in newspapers) a sudden large increase in sth （尤用于报章）猛涨，急剧增加：*a spike in oil prices* 油价猛涨
• ***verb*** [no obj] (*especially AmE*)
(used especially in newspapers) to rise quickly and reach a high value （尤用于报章）迅速上涨：*The US dollar spiked to a three-month high.* 美元飙升至三个月以来的最高值。

**★spin** /spɪn/ *verb* (**spinning, spun, spun** /spʌn/)
PHR V **,spin 'off (from sth);** **,spin sth 'off (from sth)** to happen or to produce sth as a new or unexpected result of sth that already exists 从某物派生；衍生；作为副产品产生：*products spinning off from favourite books* 畅销书的衍生产品 → SPIN-OFF **,spin sth 'off (from sth)** (*Finance*) (*usually* **be spun off**) to form a new and independent company from part of an existing one by selling or giving new shares to shareholders （通过向股东出售或赠予新股份的方式）抽资脱离组建新公司：*The company was spun off from its parent group only last year.* 这家公司是去年才从其母公司集团抽资脱离出来的。→ SPIN-OFF **,spin 'out (of/from sth);** **,spin sth 'out (of/from sth)** (*Finance*) (*usually* **be spun out**) to form a new and independent company from part of an existing one by selling or giving new shares to shareholders （通过向股东出售或赠予新股份的方式）抽资脱离组建新公司：*The mobile phone business spun out of BT in 2001.* 这家移动电话公司是2001年从英国电信公司抽资脱离组建的。◇ *a newly spun out company* 一家抽资脱离组建的新公司 → SPIN-OUT

**spinner** /'spɪnə(r)/ *noun* [C]

SEE ALSO: **money-spinner**

(*Marketing*) a piece of equipment that usually stands on the floor and can be turned in a circle, used in a shop/store for displaying items such as books （商店里用于展示图书等商品的）旋转展示架 —Picture at STORE

**'spin-off** (*AmE spelling also* **spinoff**) *noun* [C]
**1** (*Finance*) (*also* **'spin-out,** *especially in AmE*) the act of forming a new, independent company from part of an existing one; a company formed in this way 抽资脱离组建新公司；抽资脱离组建的新公司：*the proposed spin-off of the group's restaurants from its hotels* 从这家集团酒店业务中抽资脱离组建餐馆的提议 ◇ *The group expects three of its spin-offs to go public in the next two years.* 集团期望在今后两年内将其抽资脱离组建的新公司中的三家上市。

**2** an unexpected but useful result of an activity that is designed to produce sth else 有用的副产品: *commercial spin-offs from medical research* 医学研究带来的商业副产品
**3** a book, a film/movie, a television programme or an object that is based on a very successful book, film/movie or television series 衍生作品（由受欢迎的书、电影或电视剧改编而成的书、电影或电视剧等）: *The magazine is a spin-off from the successful TV show.* 这本杂志是那部热门电视剧的衍生作品。

**'spin-out** *noun* [C] (*especially AmE*)
**1** (*Finance*) a company that is formed to develop and use the results of research done at a university or college（在大学科研基础上衍生的）校办科技企业: *Cambridge has produced 120 spin-outs over the last ten years.* 剑桥大学在过去十年中创办了120家校办衍生公司。
**2** = SPIN-OFF (1)

**spiral** /'spaɪrəl/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **wage-price spiral**
a continuous harmful increase or decrease in sth, that gradually gets faster and faster 螺旋式上升或下降; 恶性循环: *a downward spiral in share prices* 股票价格的螺旋式下跌 ◇ *measures to control an inflationary spiral* 控制通货膨胀恶性循环的措施 ◇ *Executive pay has continued its upward spiral.* 高层管理人员的薪水持续螺旋式上涨。
⊕ *to* ***continue/fall into/lead to/start*** *a spiral* 继续／陷入／导致／引发恶性循环 • *to* ***halt/stop*** *a spiral* 中止／停止恶性循环
● ***verb*** [no obj] (**-ll-**, *AmE usually* **-l-**) (*usually used with an adverb or a preposition* 通常与副词或介词连用)
to increase rapidly 快速增长; 螺旋式上升: *Prices are spiralling out of control.* 价格飞涨失去控制。◇ *spiralling costs/debts* 飞涨的成本／快速增加的债务
PHR V **,spiral 'down/'downwards** to decrease rapidly 快速下降: *Their shares have continued to spiral downwards.* 他们的股票持续快速下跌。

**★split** /splɪt/ *verb, noun*
● ***verb*** (**splitting, split, split**)
**1** [+ obj] **split sth (between sb/sth)** | **split sth (with sb)** to divide money, property, etc. into two or more parts and share it between different people 分摊; 分享: *The five executives will split $44 million between them.* 五位主管将分享4 400万元。◇ *She split the proceeds of the sale with her children.* 她与子女分享销售收入。
**2** [+ obj *or* no obj] **split (sth) (into sth)** to divide into two or more parts; to make sth do this 划分; 分割: *The group will be split into four divisions.* 集团将被分拆为四个部门。◇ *Companies were advised to split the role of chief executive and chairman.* 有人建议公司应当将总裁和董事长的角色分离。→ SPLIT UP, SPLIT STH UP
**3** [+ obj *or* no obj] **split (sth) (from sth)** to leave a company or group and become an independent company; to make part of a company do this 拆分（从公司或集团分出来成为独立的公司）: *plans for the firm's European operations to split from the US business* 将公司的欧洲业务和美国业务分离开来的计划
**4** (*Finance*) [+ obj] if a company **splits** shares, it divides its capital into more shares so that each share has a lower value 拆细; 拆股: *The company said it would split shares two-for-one.* 公司称将按二比一进行拆股。
IDM **split sth 50-'50** to divide sth so that each person gets or pays half 五五分成; 对半分: *Social security costs are split 50-50 between employer and employee.* 社会保险费由雇主和雇员各承担一半。→ SPLIT *noun* (1) **split the 'difference** (when discussing a price, etc.) to agree on an amount that is exactly half way between the two amounts that have been suggested（协商价格等时）妥协, 折中: *They offered £2 000 and I wanted £2 500, so we agreed to split the difference.* 他们出价2000英镑，而我要价2500英镑，因此我们同意折中。
PHR V **,split 'up; ,split sth 'up** to divide sth into two or more parts; to make sth do this 分割; 分拆: *Splitting up the group would have been impossible.* 拆分集团原本会是不可能的。→ SPLIT *verb* (2)
● ***noun*** [C]
SEE ALSO: **reverse split, share split**
**1** a way of dividing sth 分割; 分拆: *a 50-50 split between shares and bonds* (= half shares and half bonds) 股票和债券对半分拆
**2** (*Finance*) = STOCK SPLIT

**,split 'run** *noun* [C]
(*Marketing*) a newspaper, magazine or web page which is produced in different versions, with different advertisements in each, usually in order to see how successful the advertising is 分版刊登; 分刊法: *split-run testing* 分刊测试; 分版刊登测试

**,split 'share** *noun* [C]
(*Finance*) one of a number of new shares with a lower value that a group of shares has been divided into 分割股; 拆细股 → SHARE SPLIT, SPLIT STOCK

**,split 'shift** *noun* [C]
(*HR*) two periods of work with a long break in between that sb works in a day 分次上班; 交替分次轮班; 交替轮班: *Employees are occasionally required to work split shifts.* 员工偶尔需要交替轮班工作。

**,split 'stock** *noun* [U]
(*Finance*) the new shares that a group of shares has been divided into in order to lower the price 拆股 → SPLIT SHARE, STOCK SPLIT

**spokesman** /'spəʊksmən; *AmE* 'spoʊ-/, **spokeswoman** /'spəʊkswʊmən; *AmE* 'spoʊ-/ *noun* [C] (*plural* **spokesmen** /-mən/**spokeswomen** /-wɪmɪn/)
a person who speaks on behalf of a group or an organization 发言人: *a spokeswoman for the union* 工会女发言人

**spokesperson** /'spəʊkspɜːsn; *AmE* 'spoʊkspɜːrsn/ *noun* [C] (*plural* **spokespersons** *or* **spokespeople** /-piːpl/)
a person who speaks on behalf of a group or an organization 发言人: *A spokesperson for the company confirmed that it would be opening 20 new stores.* 公司发言人证实公司将开设20家新商店。

**★sponsor** /'spɒnsə(r); *AmE* 'spɑ:n-/ *noun, verb*

• ***noun*** [C]

**1** (*Marketing*) a person or a company that helps pay the costs of sth such as a special event, a sports team or a scientific project, usually in order to advertise their products 赞助者；赞助商：*They are the main sponsors of the conference.* 他们是这次会议的主要赞助商。◇ *The name of the club's sponsors appears on the shirt.* 这家俱乐部赞助商的名称印在衬衫上。◇ *The race organizers are trying to attract major sponsors.* 比赛组织者正设法吸引大赞助商。See note at FINANCE

➕ ***a big/major sponsor*** 大赞助商 • ***a commercial/corporate/an industrial/a private sponsor*** 商业 / 公司 / 行业 / 私人赞助者

**2** (*Marketing*) (*especially AmE*) a person or a business that pays for a radio or TV programme or part of a website by buying advertising time（出资用广播、电视节目或网站做广告的）广告者：*Click here to visit our sponsors.* 点击这里访问我们的赞助商。

**3** a person or company that supports sb by paying for their training or education（培训或教育的）资助者

**4** a person who agrees to be officially responsible for another person 保证人

• ***verb*** [+ obj]

**1** (*Marketing*) to help pay for an event, a sports team, a scientific project, etc. usually as a way of advertising 赞助；资助：*The company has sponsored the team for seven years.* 这家公司赞助这支队伍已经有七年了。◇ *sports events sponsored by the tobacco industry* 烟草行业赞助的体育赛事 See note at FINANCE

**2** (*Marketing*) to pay for a radio or TV programme or part of a website by buying advertising time（通过在广播、电视节目或网站做广告）出资赞助

**3 sponsor sb (to do sth)** | **sponsor sth** to pay for some education or training for sb, especially an employee 资助（某人接受培训或教育）

**sponsorship** /'spɒnsəʃɪp; *AmE* 'spɑ:nsərʃɪp/ *noun* [U,C]

(*Marketing*)

**1** the act of providing money for a special event, a sports team, etc. in order to advertise products; the money that is provided 资助；赞助费：*corporate sponsorship of the arts* 公司赞助艺术活动 ◇ *Local companies have provided €2 million in sponsorship for the scholarships.* 本地一些公司出资200万欧元用于设立奖学金。◇ *a $50 million sponsorship deal* 一项5 000万元的赞助协议 See note at FINANCE

**2** the act of paying to advertise on all or most of a particular part of a website or a radio or TV station（对网站、广播或电视节目的）广告赞助

**'sporting goods** (*also* **'sports goods**) *noun* [pl.] clothes and equipment used for sport 体育用品

**spot** /spɒt; *AmE* spɑ:t/ *noun*

SEE ALSO: **hot spot**

**1** (*Finance*) [sing.] (*used with nouns* 与名词连用) connected with a system of trading where goods are delivered and paid for immediately after sale 现货；现货交易制：*He had made considerable losses on spot trades.* 他在现货交易中损失惨重。◇ *Spot gas sales to Britain will rise next year.* 明年销往英国的天然气现货将会增加。

**2** (*Marketing*) [C] a television advertisement 电视广告：*a 30-second TV spot* 一段30秒长的电视广告

**3** [C] a position in a competition 比赛排名：*The two firms are competing for* ***top spot*** *in the PC market.* 这两家公司正在争夺个人电脑市场的头把交椅。

**'spot ,advertising** *noun* [U]

(*Marketing*)

**1** advertising that is done using television or radio advertisements（广播、电视的）插播广告：*We offer a package to suit your business, whether you want spot advertising or to sponsor one of our popular features.* 我们提供适合贵企业的一揽子方案，无论是插播广播电视广告还是赞助热门专题节目都可以。

**2** advertising that is done in a particular place or area, not everywhere 定点广告

▸ **'spot ad,vertisement** (*also* **'spot ad**, *informal*) *noun* [C]

**'spot cash** *noun* [U]

(*Commerce*) payment for goods that is made as soon as they are delivered 现款即付；交货时付的款：*We pay our suppliers spot cash.* 我们向供应商支付现款。◇ *a spot cash payment* 现款支付

**,spot 'check** *noun* [C]

a check that is made suddenly and without warning on a few things chosen from a group to see that everything is satisfactory 抽查：*An independent body was set up to carry out spot checks* ***on*** *companies' accounts.* 成立了一家独立机构对公司账目进行抽查。▸ **'spot-check** *verb* [+ obj]

**'spot ,colour** (*AmE spelling* ~ **color**) *noun* [C,U]

(*Marketing*) one colour that is used in a black-and-white advertisement to make people notice sth（用于黑白广告中以图引起人们注意的单色）专色

**'spot de,livery** (*also* **'nearby de,livery**) *noun* [U,C]

(*Finance*; *Trade*) when goods are delivered and paid for immediately rather than in the future 即期交货；当场交货；现场交货

**,spot ex'change rate** (*also* **'spot rate**) *noun* [C]

(*Finance*) the rate at which one currency can be exchanged for another currency at the present time rather than at a future date 即期汇率

**'spot ,market** (*also* **'cash ,market**) *noun* [C]

(*Finance*) the buying and selling of goods, currencies, etc. that are available to be delivered immediately 即期市场；现货市场：*Much of our steel is sold* ***on*** *the spot market, not through long-term contracts.* 我们的大多数钢材在现货市场上出售，而不是通过长期合同出售。◇ *spot market prices* 即期市场价格；现货市场价格

**'spot price** (*also* **'cash price**) *noun* [C]

(*Finance*) the price of sth that is available to be delivered immediately, especially an amount of a raw material, an agricultural product, etc. (a **commodity**) 即期价格；现货价格：*The spot price of gold rose to $1008 an ounce.* 黄金的现货价格上涨至每盎司1008美元。→ FORWARD PRICE

**'spot rate** = SPOT EXCHANGE RATE

**SPP** /ˌes pi: 'pi:/ = STATUTORY PATERNITY PAY

**★spread** /spred/ *verb, noun*

• ***verb***

**1** [+ obj] **spread sth (out) (over sth)** to separate sth into parts and divide them between different times or different people 分次进行；（由若干人）分摊：*We attempted to spread the workload evenly between the two departments.* 我们试图把这一工作量均分给这两个部门。◇*The payments are spread over a year.* 这些款项在一年内分次支付。◇*We are diversifying into new products in order to spread the risk.* 我们正在通过经营多种新产品实行多元化以分散风险。

**2** [+ obj *or* no obj] to affect or make sth affect, be known by, or used by more and more people 传播；散布；流传：*The virus spread across the world in hours.* 这一病毒在数小时内传遍全世界。

**3** [+ obj *or* no obj] (*used with an adverb or a preposition* 与副词或介词连用) to cover, or make sth cover, a large area 遍布；延伸：*Our stores are spread throughout the country.* 我们的商店遍布全国。

• ***noun***

**1** [U] an increase in the amount or number of sth that there is, or in the area that is affected by sth 蔓延；传播；扩展；散布：*the spread of wireless technology* 无线技术的传播

**2** [C, usually sing.] a range or variety of people or things 广泛；多样：*The conference will cover a broad spread of topics.* 这一会议将涉及各种各样的议题。

**3** [sing.] the area that sth exists in or happens in 活动范围；涉及区域：*The company has a good spread of hotels in this country.* 公司在这个国家开设的旅馆分布范围很广。

**4** [C] two opposite pages in a newspaper or magazine; an article or advertisement that covers two opposite pages（报纸或杂志）横贯两版的文章或广告；跨页：*We charge $10 000 for a double-page spread.* 我们对跨页广告收费1万元。

**5** (*Finance*) [C] the difference between two rates or prices 价差；差额：*the spread between the list price and the market price of the car* 汽车标价和市价的价差

**6** (*Finance*) [C] the difference between the interest rate that a bank pays for borrowing money and the rate at which it is prepared to lend it（银行存贷款的）利率差

**7** (*Finance*) = BID-OFFER SPREAD

**★spreadsheet** /'spredʃi:t/ *noun* [C]
(*IT*) a computer program that is used, for example, when doing financial or project planning. You enter data in rows and columns and the program calculates costs, etc. from it 电子制表软件；电子表格程序：*to store data in/on a spreadsheet* 在电子表格中存储数据
➊ *to create/fill in/update a spreadsheet* 创建／填充／更新电子表格

**springboard** /'sprɪŋbɔ:d; *AmE* -bɔ:rd/ *noun* [C, usually sing.]
something that helps you start to do or become sth 跳板；出发点：*Her job as a sales assistant was a springboard to a successful career in business.* 她做销售助理这份工作只是她在谋取商界事业成功的跳板。

**spruik** /spru:k/ *verb* [+ obj *or* no obj] (*informal*)
to try to sell goods or services by talking to members of the public（推销员）当众滔滔不绝地讲话：*She's travelling around Australia, spruiking her new book.* 她正在澳大利亚四处兜售她的新书。
NOTE **Spruik** is used especially in Australia. spruik 多用于澳大利亚。▸ **spruiker** /'spru:kə(r)/ *noun* [C]

**spurt** /spɜ:t; *AmE* spɜ:rt/ *noun* [C]
a sudden increase in speed, effort, activity, etc. for a short period of time 激增；爆发：*There has been a spurt in sales this month.* 这个月销售额猛增。◇*If we put on a spurt we'll finish this job today.* 如果我们一鼓作气加油干，今天就能完成这项工作。▸ **spurt** *verb* [no obj]：*Shares in the company spurted 5% late yesterday.* 昨天晚些时候公司的股票价格猛升了5%。

**sq.** (*also spelled* **sq**, *especially in AmE*) *abbr*
(in writing measurements) square（用于度量衡的书面表达）平方：*2 000 sq metres of office space* * 2000平方米的办公场所

**SQC** /ˌes kju: 'si:/ = STATISTICAL QUALITY CONTROL

**squander** /'skwɒndə(r); *AmE* 'skwɑ:n-/ *verb* [+ obj]
to waste money, time, etc. in a stupid or careless way 浪费；挥霍：*They have squandered millions of euros on legal battles.* 他们打官司浪费了数百万欧元。

**square** /skweə(r); *AmE* skwer/ *adjective, noun, verb*

• ***adjective***

**1** used before a unit of measurement to express an area equal to a square with sides of the length mentioned（用于单位前）见方的：*Office rental is €290 per square metre.* 办公室租金是每平方米290欧元。

**2** (*abbr* **sq.**) used after a number to give a measurement of area（用于数字后表面积）平方的：*We have about 15 000 square metres of factory space.* 我们拥有约1.5万平方米厂房。

**3** (*informal*) **(all) square** if two people are **square**, neither of them owes money to the other 两清；彼此不欠：*Here's the $50 I owed you—now we're square.* 这是我欠你的50元——现在我们两清了。

• ***noun*** [C]

SEE ALSO: **market square**

IDM **back to square 'one** used to describe a situation when you are forced to return to the beginning of a project, task, etc., and have therefore made no real progress 退回起点；从头再来：*The prototype failed safety tests, and we were back to square one.* 样机未能通过安全测试，我们又得从头再来。

• ***verb*** [+ obj]

**1 square sth (off)** to make sth have straight edges and corners（把…）弄成方形：*The rods are sharpened at one end and squared off at the other.* 棒子的一头被削尖，另一头被弄成方形。

**2** (*Stock Exchange*) to make the total number of shares bought and sold equal（股票买卖）平仓；轧平：*Investors are squaring their short positions and taking profits.* 投资者将空头头寸平仓后获利了结。

PHR V **,square 'up 1 square up (to sb/sth)** to

face a difficult situation and deal with it in a determined way 坚决面对…: *We must square up to the challenges posed by the new regulations.* 我们必须勇于面对新条例带来的挑战。 **2 square up (to sb/sth)** to face sb as if you are going to fight them 摆好与…打架的架势: *Small stores do not have the power to square up to supermarkets.* 小商店没有能力和超市相抗衡。 **3** (*informal*) **square up (with sb)** to pay sb the money you owe them （向某人）付清欠款 **'square sth with sth; 'square with sth** to make two amounts, facts, etc. agree with each other; to agree with another amount, fact, etc. 使…一致; 使…相符: *squaring invoices with purchase orders* 保持发票和采购订单相一致 **'square sth with sb** to ask permission or check with sb that they approve of what you want to do 就…征得…同意: *I should be able to come, but I'll have to square it with my boss.* 我应该能来，但是我必须征得老板的同意。

**,square cut 'folder** *noun* [C]
a folded piece of thin brown card with one side wider than the other, used for keeping loose papers together, often in a FILING CABINET 折叠式文件夹

**the ,Square 'Mile** *noun* [sing.] (*informal*)
a name used for the City of London where there are many banks and financial businesses "那一平方英里"（伦敦金融城的别称）→ CITY

**squeaky** /'skwi:ki/ *adjective*
IDM **the squeaky wheel gets the 'grease/'oil** (*AmE*) used to say that a customer, an employee, etc. who complains a lot gets most attention 吱吱作响的轮子才会被上油; 会哭的孩子有奶吃

**squeeze** /skwi:z/ *verb, noun*
• ***verb*** [+ obj]
**1** to strictly limit or reduce the amount of money that sb/sth has or can use 严格限制或减少可用的资金; 紧缩开支: *High interest rates have squeezed the industry hard.* 高利率使这个行业举步维艰。◇ *We have had our profits squeezed this year.* 我们今年的利润空间受到挤压。
**2** to get as much as you can from sb/sth, usually with difficulty 勉强获得; 榨取: *The bank is trying to squeeze more money out of us.* 银行正设法从我们身上赚更多的钱。
IDM **,squeeze sb 'dry** to get as much money, information, etc. out of sb as you can 榨干某人的钱财; 逼迫某人讲出所知道的一切
PHR V **,squeeze sb/sth 'in** to give time to sb/sth, although you are busy 挤出时间见某人（或做某事）: *Can you squeeze in a short meeting about three?* 你可以在三点钟左右挤出点时间参加一个短会吗？ **,squeeze sb/sth 'out (of sth)** to prevent sb/sth from continuing to do sth or be in business 把…挤出某行业; 挤垮: *Supermarkets are squeezing out small shops.* 超市正在挤垮小店。
• ***noun*** [C, usually sing.]
SEE ALSO: **credit squeeze, profit squeeze**
a reduction in the amount of money, number of jobs, etc. available; a difficult situation caused by this 削减; 紧缩; 拮据: *The magazine industry is having problems, with smaller titles feeling the squeeze.* 杂志业处境困难，一些小刊物已经开始感到经济紧张了。
◆ ***a cash/job/pay squeeze*** 现金短缺; 求职艰难; 薪酬吃紧 • ***a squeeze on credit/jobs/manufacturing/pay/profits*** 信贷紧缩; 工作岗位减少; 生产下降; 薪水减少; 利润下滑

**S/R** = SALE OR RETURN

**SR** /,es 'ɑ:(r)/ = SUPPLIER RATING

**SRDS™** /,es ɑ: di: 'es; *AmE* ɑ:r/ = STANDARD RATE AND DATA SERVICE

**SRP** /,es ɑ: 'pi:; *AmE* ɑ:r/ *abbr*
(*Commerce*) **suggested retail price** the price at which the maker of a product suggests that it should be sold to customers in shops/stores 建议零售价 SYN MSRP, RRP

**SS** /,es 'es/ = SOCIAL SECURITY (2)

**SSAS** /es ,es eɪ 'es/ *abbr* **small self-administered scheme, small self-administered pension scheme**
a PENSION FUND organized by the main shareholders of a small company 小型自行管理养老金计划

**SSL** /,es es 'el/ *abbr*
(*E-commerce*) **secure sockets layer** a safe and private way of making payments on the Internet 安全套接层（互联网支付的安全标准之一）

**SSP** /,es es 'pi:/ = STATUTORY SICK PAY

**St.** *abbr* (*only used in written English* 只用于书面英语)
State 州: *Ohio St.* 俄亥俄州

**st.** *abbr* (*only used in written English* 只用于书面英语)
short ton 短吨

**★stability** /stə'bɪlətɪ/ *noun* [U]
SEE ALSO: **job stability**
the quality or state of being steady and not changing in any way 稳定性; 稳固: *There are doubts about the firm's financial stability.* 这家公司的财务稳定性受到怀疑。◇ *measures to ensure stability in the oil market* 确保石油市场稳定的措施 → STABLE
◆ ***economic/financial/price stability*** 经济 / 金融 / 价格稳定 • ***to create/give/maintain/provide stability*** 创造 / 给予 / 维持 / 带来稳定

**stabilize , -ise** /'steɪbəlaɪz/ *verb* [+ obj *or* no obj]
to become, or to make sth become, steady and unlikely to change 使稳定; 使稳固; 使不变: *Demand seems to be stabilizing after the fall.* 需求在下降之后似乎正趋于稳定。◇ *government measures to stabilize prices* 政府稳定价格的措施 → STABLE ▸ **stabilization, -isation** /,steɪbəlaɪ'zeɪʃn; *AmE* -lə'z-/ *noun* [U]: *stabilization in the job market* 就业市场的稳定

**★stable** /'steɪbl/ *adjective*
**1** firmly fixed; not likely to move, change or fail 平稳的; 稳定的; 坚固的: *Imports have dropped but exports have remained stable.* 进口有所下降，但是出口依然保持稳定。◇ *They promised better service and stable prices for the basic phone service.* 他们承诺为基本电话业务提供更好的服务并保持价格稳定。 SYN STEADY
▸ **stably** /'steɪblɪ/ *adverb* → STABILITY, STABILIZE

**stack** /stæk/ *noun, verb*

• ***noun*** [C]

**1** a pile of sth, usually neatly arranged 堆；垛：*She keeps neat stacks of fashion magazines on her desk.* 她的桌上整齐地摆放着几摞时装杂志。

**2** (*informal*) (*especially BrE*) a large number or amount of sth; a lot of sth 大量：*I lost a whole stack of files when my PC crashed.* 我的个人电脑死机后丢失了大量档案。◇ *I've got stacks of work to do.* 我有很多工作要做。

**3** (*IT*) a way of storing information in a computer in which the most recently stored item is the first to be RETRIEVED (= found or got back) 堆栈

• ***verb***

**1** [+ obj *or* no obj] **stack (sth) (up)** to arrange objects neatly in a pile; to be arranged in this way 被放成整齐的一堆（或一摞）：*The boxes are stacked up in the warehouse.* 那些箱子整齐地堆放在仓库里。◇ *These containers stack for easy transport.* 这些集装箱堆放齐整便于运输。

**2** [+ obj] to fill sth with piles of things 堆积；码放：*staff stacking shelves in the supermarket* 码放货物的超市员工 → SHELF-STACKER

PHR V **,stack 'up** to keep increasing in quantity until there is large pile, a long line, etc. waiting to be dealt with 积聚成一大堆（或一长排等）：*The work stacks up when you are away for a few days.* 你不在的这几天攒了一大堆工作。 **,stack 'up (against sb/sth)** (*used especially in questions or negative sentences* 尤用于疑问句或否定句) to compare with sb/sth else 相比；比得上：*How does their latest model stack up against ours?* 他们的最新款式与我们的相比如何？◇ *Let's test them both and see how they stack up.* 让我们把两个都测试一下看看哪个更好。

**★staff** /stɑːf; *AmE* stæf/ *noun, verb*

• ***noun*** [C with sing./pl. verb; usually sing.]

SEE ALSO: **support staff**

all the people who work for a company or an organization 全体职员；工作人员：*We have a staff of 25.* 我们有25名员工。◇ *We have 25 people on the staff.* 我们有25名员工。◇ *She joined the staff in 2003.* 她于2003年入职。◇ *Five staff members were sent to London to set up the office.* 五位员工被派去伦敦设立办事处。◇ *Our development staff are working on a new project.* 我们的开发人员正忙于新项目。◇ *We want better communication between managers and staff.* 我们希望经理和员工之间可以更好地沟通。◇ *companies with small technical staffs* 技术人员很少的公司 ◇ *They raised salaries in an effort to reduce staff turnover.* 他们提高了薪水以减少员工流动。→ WORKFORCE

**⊕ *full-time/part-time/permanent/temporary staff*** 全职／兼职／正式／临时员工 • ***administrative/office/sales/technical staff*** 行政／办公室／销售／技术人员 • ***to appoint/employ/hire/recruit/take on staff*** 指定／雇用／聘用／招聘／雇用员工 • ***to cut/dismiss/fire/lay off staff*** 裁减／解雇／开除／解雇员工 • ***staff development/meetings/training*** 员工发展／会议／培训 • ***staff cuts/shortages/turnover*** 员工裁减／短缺／流动 • ***the staff canteen/dining room/restaurant*** 员工食堂／餐厅／餐馆

• ***verb*** [+ obj] (*usually* **be staffed**)

to work in a company; to provide people to work in a company 在公司工作；为…配备人员：*The design department is staffed by recent graduates.* 设计部的员工都是应届毕业生。◇ *We are fully staffed at the moment.* 我们目前编制已满员。

→ OVERSTAFFED, SHORT-STAFFED, UNDERSTAFFED

▸ **'staffing** *noun* [U]：*staffing levels* 员工编制

**GRAMMER POINT 语法说明**

**Staff**

In *BrE* **staff** can be singular or plural. 在英式英语中，staff可以是单数也可以是复数：

- (singular)（单数）*a staff of ten* (= a group of ten people) 十名员工
- (plural)（复数）*I have ten staff working for me.* 有十名员工为我工作。

If it is the subject of a verb, this verb is plural. * staff 作动词的主语时，动词用复数：*The staff in this shop are very helpful.* 这家商店的员工乐于助人。

In *AmE* **staff** can only be singular. 在美式英语中，staff 只能是单数：*a staff of ten* (but not ten staff) 十名员工（不能说 ten staff）◇ *The staff in this store is very helpful.* 这家商店的员工乐于助人。

The plural form **staffs** is less frequent but is used in both *BrE* and *AmE* to refer to more than one group of people. 复数形式staffs较少使用，在英式英语和美式英语中用来指多组人员：*Companies have increased their sales staffs.* 一些公司增加了销售员工。

**'staff ,agency** = EMPLOYMENT AGENCY

**'staff associ,ation** *noun* [C]

(*HR*) an organization, similar to a union, for employees of a company or for people who do the same job, where they can discuss matters or problems related to their work, pay, conditions, etc. 职工联合会

**staffer** /'stɑːfə(r); *AmE* 'stæfər/ *noun* [C] (*especially AmE*) (*informal*)

(used in newspapers) an employee, especially of a newspaper（用于报章）（尤指报社的）员工

**★stage** /steɪdʒ/ *noun, verb*

• ***noun*** [C]

SEE ALSO: **early-stage**

**1** a period or state that sth passes through as it develops 发展时期；阶段；状态：*This technology is still **in its early stages**.* 这项技术仍处于早期开发阶段。◇ *The product is at the design stage.* 这一产品处于设计阶段。◇ *We have no plans to sell the company **at this stage**.* 在这个阶段我们没有出售公司的计划。◇ *The project has **reached** a critical stage.* 项目已经到了关键阶段。

**2** a separate part that a process, etc. is divided into 步骤；段：*They have completed the first stage of the cost-cutting process.* 他们已经完成了成本削减过程的第一步。◇ *We can take the argument one stage further.* 我们可以把讨论再推进一步。◇ *The*

*pay increase will be introduced* ***in stages*** (= not all at once). 加薪将分阶段进行。 SYN STEP

• ***verb*** [+ obj]

**1** to organize an event 举办；举行：*Next year's conference will be staged in Parma.* 明年的会议将在帕尔马举行。

➊ *to stage a* ***conference/an event/exhibition*** 举行会议 / 活动 / 展览

**2** to organize and take part in action that needs careful planning, especially as a public protest 组织；筹划：*Drivers staged a 24-hour strike in protest at the new regulations.* 司机们组织了一场为时24小时的罢工抗议新条例。

➊ *to stage a* ***protest/stoppage/strike*** 组织抗议 / 停工 / 罢工

**3** to make sth happen 使发生；使出现：*After a poor six months, the company is staging a recovery.* 在经历六个月的困难期之后，公司出现复苏。

➊ *to stage a* ***comeback/rally/recovery*** 复出；集会；出现复苏

**'stage-gate** *adjective* [only before noun] (*Marketing*) used to describe a way of developing a new product where the process is divided into separate stages. At the end of each stage managers must make a decision about whether and how to continue. 阶段—关卡流程（用以分阶段开发新产品的一种方法）

➊ *a stage-gate* ***model/process/review/system*** 阶段—关卡流程模型 / 过程 / 审查 / 体系

**stagflation** /stæg'fleɪʃn/ *noun* [U] (*Economics*) an economic situation where there is high INFLATION (= rises in the general prices of goods and services) but no increase in the jobs that are available or in business activity 停滞性通货膨胀，滞胀 NOTE **Stagflation** is formed from the words 'stagnation' (see 'stagnate') and 'inflation'. * stagflation 由 stagnation（见 stagnate）和 inflation 构成。

**stagger** /'stægə(r)/ *verb* [+ obj] to arrange for events that would normally happen at the same time to start or happen at different times 使交错；使错开：*We asked if we could stagger the payments.* 我们询问是否可以将付款时间错开。◇ *staggered working hours* 错开工作时间；错时上下班

**stagnant** /'stægnənt/ *adjective* not developing, growing or changing 停滞的：*Companies are fighting for sales in a stagnant market.* 公司在停滞的市场上争夺销售额。◇ *a stagnant economy* 停滞的经济；萧条的经济

**stagnate** /stæg'neɪt; *AmE* 'stægneɪt/ *verb* [no obj] to stop developing or making progress 停滞不前；变萧条：*Demand has stagnated and profits are down.* 需求停滞不前，利润也下降了。

▸ **stagnation** /stæg'neɪʃn/ *noun* [U]：*a period of economic stagnation* 经济停滞时期

**★stake** /steɪk/ *noun, verb*

• ***noun***

SEE ALSO: **blocking stake**

**1** (*Finance*) [C, usually sing.] money that sb invests in a company 股份：*The group has a 40% stake in the airline.* 集团拥有这家航空公司40%的股份。◇ *He paid £140 million for a 51% controlling stake in the brewery.* 他付出1.4亿英镑取得了这家啤酒厂51%的控股权。

➊ *a* ***controlling/majority/minority*** *stake (in sth)*（在某物中拥有）控股权，多数股权，少数股权 • *to* ***acquire/buy/sell/take*** *a stake (in sth)* 得到 / 购买 / 出售 / 取得（在某物中的）股权 • *to* ***cut/increase/raise/reduce*** *your stake (in sth)* 缩减 / 增加 / 提高 / 降低（在某物中的）股权 • *to* ***have/hold/own*** *a stake (in sth)* 有 / 持有 / 拥有（在某物中的）股权

**2** [C] something that you risk losing, especially money, when you try to predict the result of a race, etc. or when you are involved in an activity that can succeed or fail 赌注：*How much was the stake* (= how much did you bet)? 你下的赌注是多少？◇ *When you start a new business,* ***the stakes are high,*** *but the rewards can be great.* 创办新企业，风险很高，但是回报也可能十分巨大。

**3** [sing.] an important part or share in a business, plan, etc. that is important to you and that you want to be successful 利害攸关；重大利益：*The workers all* ***have*** *a personal stake* ***in*** *the wage negotiations.* 工资谈判与所有工人的个人利益攸关。

IDM **at 'stake** that can be won or lost, depending on the success of a particular action 濒临危险；有丧失的危险：*Hundreds of jobs are at stake if the firm doesn't win this contract.* 如果那家公司不能赢得这份合同，数百个工作岗位就有丧失的危险。→ idiom at PLAY *verb*

• ***verb*** [+ obj] to risk money or sth important on the result of sth 下赌注；冒险：*The company is staking its future* ***on*** *the success of this product.* 这家公司把自己的将来押在了这一产品的成功上。

IDM **stake (out) a/your 'claim (to/for/on sth)** to say or show publicly that you think sth should be yours 宣布自己（对某物）的所有权：*By taking over its main competitor, the group has staked its claim to be the biggest high-street retailer.* 通过接管其主要竞争对手，这个集团已然成为最大的商业街零售商。

**stakeholder** /'steɪkhəʊldə(r); *AmE* -hoʊld-/ *noun* [C] a person or group that is involved in and can be affected by a particular organization, project, system, etc., for example directors, employees, shareholders and customers 利益攸关者；利益共享者：*The scheme encourages workers to become stakeholders* (= to buy shares) ***in*** *their own companies.* 这项计划鼓励工人参股自己所在的公司。

**'stakeholder ˌpension** *noun* [C] in the UK, a pension that is intended mainly for people who do not have a company pension and is organized according to rules set by the government. The money people save is invested by private financial companies in order to provide them with a pension when they retire. 存托养老金

**stall** /stɔːl/ *noun, verb*

• ***noun*** [C] a table or small shop that people sell things from, especially in a market 货摊；小店：*a market stall* 市场上的摊位 SYN STAND

• ***verb***
**1** [no obj] to try to avoid doing sth or answering a question so that you have more time 推托；搪塞：*They are still stalling on the deal.* 他们还在借故拖延这项协议。
**2** [+ obj *or* no obj] to stop growing or making progress; to cause sth to stop growing or making progress（使）停顿，暂缓：*The economy seems to be stalling.* 经济似乎停止增长了。◇ *The high value of the dollar has stalled exports.* 高价的美元使出口增长停滞。

**stallholder** /'stɔ:lhəʊldə(r); *AmE* -hoʊld-/ *noun* [C]
a person who owns or sells things from a **stall** in a market, etc. 摊贩；摊主

**stamp** /stæmp/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **date stamp, revenue ~, rubber ~**
**1** (*also* '**postage stamp,** *formal*) a small piece of paper with a design on it that you buy and stick on an envelope or a parcel/package before you post it 邮票
**2** a tool for printing the date or a design or mark onto a surface 戳；图章
**3** a design or words made by **stamping** sth onto a surface 印章（记）；戳（记）；标记：*a passport with a visa stamp* 盖有签证戳记的护照
◇ (*figurative*) *The new drug has not yet received the official **stamp of approval.*** 这种新药品尚未获得正式批准。
• ***verb*** [+ obj]
SEE ALSO: **rubber-stamp**
**1 stamp A on B** | **stamp B with A** (*often* **be stamped**) to print letters, words, a design, etc. onto sth using a special tool 把（字样、图样等）盖印在…上面，在…上面铭刻（字样、图样等）：*The box was stamped with the maker's name.* 这个盒子上印有制造商的名称。◇ *The envelope had 'Private' stamped on it.* 信封上印有“私人”字样。
**2** (*usually* **be stamped**) to stick a stamp on a letter or package（在信或包裹上）贴邮票

'**stamp duty** (*BrE*) (*AmE* '**stamp tax**) *noun* [U]
a tax that must be paid when land, buildings or shares are sold. A stamp is fixed to the legal document to show that the tax has been paid. 印花税

**stand** /stænd/ *verb, noun*
• ***verb*** [no obj]
**1** to be in a particular situation, position, etc. 处于；位于：*Our market share stands at about 23%.* 我们的市场份额达到约23%。◇ *Where do you stand on* (= what's your opinion of) *this issue?* 你对这个问题持什么观点？
**2** if an offer, a decision, etc., that you have made earlier **stands,** it is still valid（出价、决定等）有效；保持不变：*Their offer to buy the company still stands.* 他们购买这家公司的报价仍然有效。
**3** to be in a situation where you are likely to do sth 可能：*They stand to make a lot of money from this deal.* 他们很有可能从这笔交易中赚大钱。
IDM ,**stand or 'fall by/on sth** to be successful or fail because of one particular thing 由…决定命运；成败维系于：*Fund managers make decisions and stand or fall by the results.* 基金经理们作出决策，经营业绩决定其命运。 **stand 'pat** to stay the same and not change; to refuse to change 坚持：*The unemployment rate stood pat at 4%.* 失业率维持在4%。 **stand the test of 'time** to prove to be successful, popular, etc. over a long period of time 经受住时间的考验
PHR V ,**stand 'by** to be ready for action 待命：*We have an IT engineer standing by in case the system crashes.* 我们有一位信息技术工程师随时待命以防系统崩溃。→ STANDBY ,**stand 'down** to leave a job or position 辞职；下台：*Eric Marsh stood down **as** chairman after ten years.* 十年之后埃里克·马什失去了董事长职务。 '**stand for sth** (*not used in the continuous tenses* 不用于进行时态) to be short for or a symbol of sth 代表；象征：*What does RSI stand for?* * RSI 代表什么？ ,**stand 'in** (**for sb**) to take sb's place 代替：*My boss couldn't go to the conference so I stood in for her.* 我的老板不能参加那场会议，因此我替她去参加。
SYN DEPUTIZE
• ***noun*** [C]
**1** an attitude towards sth or an opinion that you make clear to people 观点；立场：*We **take** a tough stand **on** quality control.* 我们对质量管理的立场十分严格。
**2** a table or a vertical structure that goods are sold from, especially in the street or at a market 货摊；售货亭：*a hamburger/newspaper stand* 汉堡包摊；报亭 SYN STALL
**3** (*especially BrE*) a table or a vertical structure where things are displayed or advertised, for example at an exhibition（展示商品的）桌，台：*a display/an exhibition stand* 陈列 / 展览台 ◇ *There will be two reps **manning** the stand at all times during the conference.* 整个会议期间有两位销售代表一直负责这个展位。
**4** (*often used with another noun* 常与其他名词连用) a piece of equipment or furniture that you use for holding a particular type of thing 架；座：*a literature stand* 文学（书）架 ◇ *an umbrella stand* 伞架 ◇ *a floor stand for a TV* 电视柜
**5** [usually sing.] = WITNESS BOX

'**stand-alone** *adjective* [only before noun]
that exists or functions on its own 独立的：*Their retail branch is now run as a stand-alone company.* 他们的营销分公司现在作为一家独立的公司运营。◇ *The software usually comes as part of a package, although you can also buy a stand-alone version.* 这一软件通常随软件包出售，尽管也可以买到独立版。

★**standard** /'stændəd; *AmE* -dərd/ *noun, adjective*
• ***noun***
SEE ALSO: **accounting standard, gold ~, international labour ~, open ~, Trading ~**
**1** [C,U] a level of quality that is expected or required 标准；规格：*When it first appeared, this vehicle set new standards for safety.* 这款车刚上市时，确立了新的安全标准。◇ *We offer the highest standards of customer care.* 我们向顾客提供最高的服务水准。◇ *The standard of the applications for the post is very low.* 申请这一职位的门槛很低。◇ *falling standards of service* 下滑的服务标准.
➊ *to **establish/set** standards* 设立标准 • *to **achieve/meet/reach** a standard* 达到标准 • *to*

***improve/raise** standards* 提高标准 ◆ ***a high/low/minimum** standard* 高 / 低 / 最低标准

**2** [C] an official rule used when producing sth; a unit of measurement that is officially used 技术规范；法定生产标准；法定度量衡标准: *The government aims to increase recycling by introducing tougher industry standards.* 政府的目标是通过引进更为严格的工业标准提高回收再利用。 ◇ *For measuring shipments, the international standard is TEU.* 用于计量载货量的国际标准是标准箱。

➕ *to **apply/enforce/set/tighten/use** a standard* 申请 / 强制执行 / 设定 / 加强 / 采用标准

**3** [C] something that most people who do a particular job use 标准；基准；水准: *The manual is the industry standard for health and safety.* 这本手册是健康与安全的行业基准。 ◇ *The wages are low by today's standards.* 按照今天的水准来说这个工资很低。

• ***adjective***

**1** average or normal rather than having special or unusual features 一般的；标准的；正常的: *A standard letter was sent to all candidates.* 向所有应征者都发了一封格式公函。 ◇ *Our standard terms and conditions apply to all our products.* 我们的标准条款及条件适用于所有产品。 ◇ *All these PCs come with wireless keyboard and mouse **as standard**.* 所有这些个人电脑都带有标配无线键盘和鼠标。

**2** [usually before noun] following a particular standard that is set, for example, by an industry 标准的；按一定规格制作的: *standard sizes of clothes* 标准尺码的服装 ◇ *I couldn't open the file as it wasn't in a standard format.* 我无法打开那个文件，因为它没有采用标准格式。

**3** [only before noun] used by most people who are studying a particular subject 权威性的: *This has become the standard book on marketing.* 这本书已经成为营销学的权威著作。 → NON-STANDARD

**'Standard & 'Poor's '500 ,index** (*also spelled* **Standard and Poor's ~**) /ˌstændəd ən 'pɔːz; *AmE* ˌstændərd ən 'pɔːrz/ (*also* **'Standard and 'Poor's '500 'stock ,index**) *noun* [sing.] (*abbr* **S&P 500™**)
an average of the share prices of five hundred US companies, used to measure changes in the US market 标准普尔500指数: *The broad Standard and Poor's 500 index rose 6.8 points.* 广义标准普尔500指数上升了6.8个点。

**,standard 'costing** *noun* [U]
(*Accounting*) a method of calculating and controlling the costs of producing goods by comparing the usual or estimated costs and income with the actual costs and income 标准成本法；标准成本计算: *The standard costing system is helpful in creating a budget for a project to design, develop and manufacture a new product.* 标准成本制度有助于为新产品设计、开发和制造项目编制预算。 ▸ **,standard 'cost** *noun* [C,U]

**,standard de'duction** *noun* [C,U]
in the US, a fixed percentage that most people take from their income on a tax form before their tax is calculated. They can choose to use this percentage or list amounts separately if this total is higher. 标准扣除额 → ITEMIZE (2)

**,standard devi'ation** *noun* [C,U]
(*Technical*) the amount by which measurements for members in a group vary from the average for the group 标准差；标准偏差: *Our survey of 100 people showed that they spent an average of £52 on books per year, with a standard deviation of £12.* 我们对100个人的调查显示他们每年花在买书上的钱平均为52英镑，标准偏差12英镑。 → MEAN, MODE, RANGE

**,standard-form 'contract** *noun* [C]
(*Law*) a contract that a seller or an employer, etc. uses in the same form for many different cases 格式合同

**,standard 'issue** *noun* [U]

**1** something that is given to everybody who does a particular job, works for a particular company, etc. 标准装备系列；标准配备；标准版: *Hand-held computers are becoming standard issue for construction companies.* 手提电脑正成为建筑公司的标准装备。 ◇ *the company's standard-issue business card* 公司的标准版名片

**2** a typical example of sth that has no unusual features 普通的；一般的: *standard-issue office furniture* 普通办公家具

**★standardize , -ise** /'stændədaɪz; *AmE* -dərd-/ *verb* [+ obj]
to make objects or activities of the same type have the same features or qualities; to make sth standard 使标准化；使合于标准: *We have standardized our manufacturing processes worldwide.* 我们已经将我们在全世界的生产流程实行了标准化。 ◇ *standardized tests/systems* 标准化测试 / 系统 ▸ **standardization, -isation** /ˌstændədaɪ'zeɪʃn; *AmE* -dərdə'z-/ *noun* [U]

**,standard of 'living** *noun* [C]
the amount of money and level of comfort that a particular person or group has 生活标准；生活水平

**,standard 'operating pro,cedure** *noun* [C,U] (*abbr* **SOP**)
the official or accepted way that particular things are done in a company, an organization or an industry 标准流程；标准操作程序

**'Standard 'Rate and 'Data ,Service™** *noun* [sing.] (*abbr* **SRDS™**)
(*Marketing*) in the US, a book published every month that contains information about all the newspapers, magazines and other media that have advertising, such as how many are sold, how much they charge for advertising, etc. 标准评价和数据服务（美国每月出版的提供刊了它的报刊和其他媒体的信息，如广告价位、发行量等的指南。）→ BRITISH RATE AND DATA

**,standard-'rated** *adjective*
used to describe goods or services on which a normal level of a particular tax is charged 标准税的: *Pet food is standard-rated for VAT.* 宠物食品的增值税按标准税率征收。 → ZERO-RATED

**'standard time** *noun* [U]
the official time of a country or an area 标准时间

**standby** /'stændbaɪ/ *noun, adjective*
• ***noun*** [C] (*plural* **standbys**)
a thing or person that can always be used if needed, for example if sth/sb else is not available

or if there is an emergency 后备人员；备用品：*I have a laptop as a standby in case my computer crashes.* 万一我的计算机崩溃了，我另外还有一台笔记本电脑备用。

IDM **on 'standby** **1** ready to do sth immediately if needed or asked 待命：*We are on standby to increase production if demand increases.* 如果需求增长我们随时准备增加产量。 **2** ready to travel if a ticket becomes available 一旦有票随时准备出发 → idiom at FLY

• ***adjective***

**1** ready to be used if needed 待机的；备用的：*Leave the PC in standby mode.* 让个人电脑处于待机模式。

**2** (*Economics*) used to describe an arrangement by which a country can borrow extra money from the International Monetary Fund in an emergency 备用协定的（紧急情况下一国可从国际货币基金组织拆借额外资金的协议）：*a $16 billion standby agreement with the IMF* 与国际货币基金组织签订的160亿元的备用信贷协定

**3** a **standby** ticket for a flight, the theatre, etc. cannot be bought in advance and is only available a very short time before the plane leaves or the performance starts（在飞机起飞之前出售的）剩余票的；（剧院演出之前出售的）余票的：*a standby ticket to New York* 飞往纽约的余票 → STAND BY at STAND *verb*

**'standby 'letter of 'credit** *noun* [C]
(*Finance*) a written document that a bank can provide for a customer in which the bank agrees to pay a bill, pay back a loan, etc. if the customer does not do so 备用信用证

**standing** /'stændɪŋ/ *adjective, noun*

• ***adjective*** [only before noun]
existing or arranged without a time limit, not formed or made for a particular situation 固定的；常设的；永久的；长期有效的：*a standing committee* 常务委员会 ◇ *We have a standing arrangement to share printing facilities.* 我们有共享印刷设备的惯例。

• ***noun*** [U]

**1** the position or reputation of sb/sth within a group of people or in an organization 身份；地位：*You can take on extra projects to increase your standing in your company.* 你可以承担额外的项目以提高在公司的地位。 ◇ *efforts to improve the firm's weak financial standing* (= it does not have much money) 改善公司窘迫的财务状况的努力
SYN STATUS → CREDIT STANDING

**2** the period of time that sth has existed 持续时间：*The company's head of many years' standing is J. Pack.* 杰·派克是公司多年来的领导。

**,standing 'order** *noun*
(*also* **,banker's 'order**) [C,U] (*both BrE*) an instruction that you give to a bank to pay sb a fixed amount of money from your account on the same day each week, month, etc. 经常性支付授权：*to set up a standing order* 设定经常性支付授权 ◇ *to pay by standing order* 采用定期转账的办式付款

**,standing room 'only** *phrase*
(*Marketing*) a technique in which sb trying to sell a product or service suggests that the customer should buy immediately as they may not have another chance in the future because so many people want to buy it "欲购从速式"推销（告诉顾客，因为很多人想买，如果现在不买的话，则将来可能买不到）

**standout** /'stændaʊt/ *noun* (*especially AmE*) (*Marketing, informal*)

**1** [C] a thing or person that is very noticeable because they are better, more impressive, etc. than others 佼佼者；杰出的人；突出的事物：*Their new minidisc player is a standout.* 他们新的迷你光盘播放器十分出色。 ◇ *a standout product* 十分出众的产品

**2** [U] the ability to be noticed very easily 杰出；出众：*We are confident our products will achieve significant standout in a crowded market.* 我们的产品将在产品密集的市场上有突出表现，对此我们充满信心。 ◇ *standout tests/features* 突出的测试/特色

**standstill** /'stændstɪl/ *noun* [sing.]
a situation in which all activity or movement has stopped 停顿；停滞：*The economy is **at** a standstill.* 经济陷入停滞。 ◇ *The strike could **bring** production **to a standstill** for 24 hours.* 罢工可能会使生产停顿24小时。

**'standstill a,greement** *noun* [C]
(*Law*) a contract in which both sides agree to leave the current situation as it is for a period of time 冻结协议；暂停偿债协议：*The company reached a standstill agreement with the bank to allow it more time to repay the debt.* 这家公司与银行达成了一项暂停偿债协议。

**staple** /'steɪpl/ *adjective, noun, verb*

• ***adjective***
forming a basic, large or important part of sth 主要的；重要的：*The price of rice, fuel and other staple goods has risen considerably.* 大米、燃料和其他主要商品的价格大幅度上升。

• ***noun*** [C]

**1** a small piece of wire that is used in a device (called a **stapler**) and is pushed through pieces of paper and bent over at the ends in order to fasten the pieces of paper together 订书钉 —Picture at OFFICE

**2** (*Economics*) something that is produced by a country and is important for its economy（一国的）主要产品，支柱品：*Copper is a staple of the local economy.* 铜是当地经济的支柱产品。

**3** a large or important part of sth 主要部分：*Business clients are the staple of luxury hotels* (= their main customers). 商业客户是豪华型宾馆的主要顾客。

• ***verb*** [+ obj]
to attach pieces of paper together using a **staple** or **staples** 用订书钉装订：*Staple the invoice to the receipt.* 把发票订在收据上。 ◇ *Staple the invoice and the receipt together.* 把发票和收据装订在一起。

**'staple gun** *noun* [C]
a device for fixing paper to walls, etc. using **staples** 钉枪；射钉机；

**stapler** /'steɪplə(r)/ *noun* [C]
a small device for putting **staples** into paper 订书机 —Picture at OFFICE

**star** /stɑ:(r)/ *noun* [C]
**1** a mark that tells you how good sth is in sb's opinion 星级: *This printer received a top rating of five stars from 'Your PC' magazine.* 这款打印机得到了《你的个人电脑》杂志五星级的最高评级。
**2** a thing or person that is the best of a group (团体中) 最优秀者: *The company has become the star of its sector.* 这家公司是所在行业中的佼佼者。
**3** in the BOSTON MATRIX, a product that has a large market share in a market that is growing very quickly 明星产品 (波士顿矩阵中的在成长很快的市场中拥有很大市场份额的产品) —Picture at BOSTON MATRIX

**★start** /stɑ:t; *AmE* stɑ:rt/ *verb, noun*
● ***verb***
SEE ALSO: **jump-start, kick-start**
**1** [no obj] (*used with an adverb or a preposition* 与副词或介词连用) to begin at a particular level 开始 (于特定水平); 由…起: *Prices for the clothes start at about $100 and run into thousands.* 服装价格从大约100元直至数千元。
**2** [+ obj *or* no obj] **start (sth/sb) (up)** to begin to exist; to make sth begin to exist 开办; 创办: *There are a lot of small business starting up in the area.* 这一地区创办了许多小企业。◇ *They decided to start a catering business.* 他们决定创办一家餐饮企业。→ START-UP See note at FOUND
**3** [+ obj *or* no obj] **start (out/off) (sth) (as sth)** to begin in a particular way that changes later 以…起步; 开始于: *The company started out with just 10 employees.* 公司创办时只有10名员工。
**4** [+ obj *or* no obj] when you **start** a machine or a vehicle or it **starts**, it begins to operate 启动, 发动 (机器、车辆等): *Just press this button to start the scanner.* 只要按一下这个钮即可启动扫描仪。→ idiom at FIT *noun*, HEAD *noun*
PHR V **,start 'out 1** to begin to do sth, especially in business or work 开始从事; 着手: *to start out in business* 开始做生意 **2** to have a particular intention when you begin sth 最初想要; 开始打算: *I started out to fix a bug but I ended up writing a new program.* 我最初打算修补一个错误, 而最终编写了一个新程序。 **,start 'over** (*especially AmE*) to begin again 重新开始: *I messed up the design so I had to start over.* 我把设计搞糟了, 所以只得从头开始。 **,start 'up; ,start sth 'up** to begin working, happening, etc.; to make sth do this 启动; 发动; 开始: *My computer won't start up.* 我的电脑无法启动。◇ *Start up the engine.* 发动引擎。→ START-UP
● ***noun***
SEE ALSO: **housing start**
**1** [C, usually sing.] the point at which sth begins 起点; 开端: *Things were looking bad at the start of the year.* 年初时情况看起来很糟糕。◇ *The meeting got off to a good/bad start* (= started well/badly). 会议有一个很好 (很糟) 的开端。
**2** [sing.] the act or process of beginning sth 开始: *We'd better make a start on these accounts.* 我们最好开始着手做这些账目。
**3** [C, usually sing.] the opportunity that you are given to begin sth in a successful way 良好的基础条件; 起始优势: *The job gave him his start in publishing.* 这份工作给他在出版业的发展奠定了良好的基础。
**4** [C, usually pl.] a business, project, etc. that has just begun 新创办的企业; 新开办的项目: *Last year there were a large number of new business starts, and new business failures.* 去年创办了许多新企业, 也有很多新企业倒闭了。→ START-UP
→ idiom at FIT *noun*, HEAD *noun*

**★'start-up** (*also spelled* **startup**) *noun*
**1** [U] the action or process of starting or making sth start 开始; 启动: *They announced the start-up of a new pension scheme.* 他们宣布启动新的退休金计划。◇ ***On** start-up, the computer asks for a password.* 电脑启动时, 要求输入密码。
**2** [C] a new company 新公司: *This region has the highest level of business start-ups in the country.* 这一地区新成立的公司的层次在全国最高。
→ START *noun* (4)
▸ **'start-up** *adjective* [only before noun]: *The venture failed because of high start-up costs.* 这家企业因高昂的启动费用而破产。◇ *a start-up company* 初创的公司 → START UP, START STH UP at START *verb*

**starve** /stɑ:v; *AmE* stɑ:rv/ *verb*
PHR V **'starve sb/sth of sth** (*AmE also* **'starve sb/sth for sth**) (*usually* **be starved**) to prevent sb/sth from having sth that they want or need 急需; 缺乏; 使得不到所需: *The company has been starved of investment for several years.* 这家公司急需投资已有多年。◇ *The firm was starved for cash when it started up.* 这家公司开办时资金奇缺。→ CASH-STARVED

**★state** /steɪt/ *noun, adjective, verb*
● ***noun***
**1** [C, usually sing.] the good or bad conditions that exist in an economy, a market, an industry, etc. at a particular time 状态; 状况; 形势: *a report on the state of the economy* 经济形势报告 ◇ *The latest figures reflect the dire state of the steel industry.* 最新的数字反映出钢铁行业的惨淡状况。◇ *Much of the world engineering industry is in a **state of** depression.* 全球机械制造业大多处于萧条状态。
⊕ ***a buoyant/healthy** state* 上升 / 健康态势 • ***a depressed/dire/gloomy/poor/precarious/weak** state* 萧条 / 惨淡 / 悲观 / 萎靡 / 危险 / 脆弱态势
**2** [C, usually sing.] the condition that a thing or person is in 情形; 状况: *The safety report criticized the untidy state of the warehouse.* 这份安全报告批评了仓库的混乱状况。◇ *The factory is in a poor **state of** repair.* 这家工厂急需修缮。
⊕ ***a good/healthy** state* 良好 / 健康状态 • ***a bad/poor/run-down/terrible/untidy** state* 糟糕的 / 穷困的 / 衰败的 / 令人恐惧的 / 肮脏的状态
**3** (*also* **State**) [C] a country considered as an organized political community controlled by one government 国家: *European Union member states* 欧盟成员国 ◇ *the Baltic States* 波罗的海国家
**4** (*also* **State**) [C] (*abbr* **St.**) an organized political community forming part of a country (一国的) 州: *the southern States of the US* 美国南部各州
**5** (*also* **the State**) [U; sing.] the government of a country (一国) 政府: *people who are financially dependent on the state* 依赖政府救济的人 ◇ *The airline is 53% state-owned.* 这家航空公司国有成分占53%。
● ***adjective*** (*also* **State**) [only before noun]
**1** controlled or provided by the government of

a country 国家的；政府的：*Aer Lingus, the Irish state airline* 爱尔兰国家航空公司——爱尔兰航空
**2** connected with a particular state of a country, especially in the US 州的：*a state bank/tax* 州银行 / 税
• ***verb*** [+ obj]
**1** to formally write or say sth, especially in a careful and clear way 说明；陈述：*The facts are clearly stated in the report.* 报告时事实作了明确的陈述。
**2** (*usually used in written English* 通常用于书面英语) (*usually* **be stated**) to fix or announce the details of sth, especially on a written document 规定；公布：*You must arrive at the time stated.* 你必须在规定时间到达。◇ *The new CEO's stated aim is a 30% market share.* 新任首席执行官宣布的目标是取得30%的市场份额。

**,state 'benefit** *noun* [U,C]
in the UK, money provided by the government to people who need financial help because they are unemployed, ill/sick, etc.（英国政府发给失业者、病人等经济困难人士的）政府补助金

**★statement** /'steɪtmənt/ *noun* [C]
SEE ALSO: **bank statement, completion ~, financial ~, income ~, mission ~, personal ~, profit and loss ~,** etc.
**1** a printed record of money paid, received, etc. 对账单：*You will receive a customer statement at the end of each month.* 你每个月底将收到客户对账单。◇ *My bank sends me monthly statements.* 银行每月给我寄对账单。
**2** something that you say or write that gives information or an opinion 陈述；表态；说明：*Some of the statements in the brochure are misleading.* 手册中的某些话容易使人误解。
**3** something that is written and then read in public or published in order to give a particular message 声明；报告：*The company issued a press statement announcing a 56% rise in profits.* 公司发布了一份媒体声明，宣布利润增长了56%。

**,statement of ac'count** *noun* [C]
(*Accounting*) a list that a company sends to a customer giving details of the amounts of money still owed for goods or services and of the amounts already paid（公司发送给客户的）对账单：*If you pay the balance on your monthly statement of account within 14 days, no interest will be payable.* 如果你在14天内付清月度对账单上的欠款，就不需要支付利息。See note at INVOICE

**,statement of af'fairs** *noun* [C]
(*Accounting*) a list that shows the assets and the debts (**liabilities**) of a company or person that has become or is about to become BANKRUPT 财产状况说明书；资产负债结算表

**,statement of 'claim** *noun* [C]
(*Law*) a written statement made by a person or company that is making a legal claim against sb, giving details of why they are doing so and what they would like to happen 索赔清单

**,statement of 'earnings** (*also* **'earnings ,statement**) *noun* [C] (*AmE*)
(*Accounting*) a record that a company publishes of its income and expenses for a particular period that shows if it has made a profit 盈余表；收益表 SYN EARNINGS REPORT

**,statement of 'principles** *noun* [C] (*abbr* **SOP**)
**1** a statement in which a company or an organization describes its aims and beliefs 原则公告：*The new CEO has introduced a five-point statement of principles.* 新任首席执行官提出了五点原则公告。
**2** (*Accounting*) **Statement of Principles** an official set of rules for recording a company's finances（公司的）财务准则

**,statement of 'purpose** = MISSION STATEMENT

**,state of the 'art** *adjective*
using the most modern techniques or methods; as good as it can be at the present time 最新型的；最先进的：*This computer is nothing special now, but five years ago it was state of the art.* 这台电脑现在不稀罕了，但是五年前它是最先进的。◇ *state-of-the-art equipment/technology* 最新型的设备；最先进的技术

**statewide** /'steɪtwaɪd/ *adjective, adverb*
happening or existing in all parts of a state of the US（美国）遍及全州的；全州范围的：*Unemployment here is higher than the statewide average of 6.4%.* 这里的失业率比全州平均值6.4%还要高。◇ *This year Nissan has held more than 30 job fairs statewide.* 今年尼桑公司在全州范围内举办了30多场招聘会。

**static** /'stætɪk/ *adjective*
not moving, changing or developing 静态的；静止的；停滞的：*Sales were up 5% on last year, but pre-tax profits* ***remained*** *static at $13.5 million.* 销售额比去年提高了5%，但是税前利润仍维持在1350万元的水平上。◇ *Customers will not return to a website if the information is static.* 如果信息不更新，顾客不会再回访网站。

**station** /'steɪʃn/ *noun* [C]
SEE ALSO: **docking station, power station**
**1** a place in a room where a particular worker does their job 台；位：*Please tidy your station and log out before leaving the lab.* 请收拾一下你的工作位，离开实验室时要注销系统。◇ *The production line consists of the assembly station, the test station and the packing station.* 这一生产线包括装配台、测试台和包装台。→ WORKSTATION
**2** a place where trains or buses stop 火车站；公共汽车站：*a train/bus station* 火车 / 公共汽车站
**3** a place or building where a special type of work is done or a service is organized and provided 站；所；局：*an agricultural research station* 农业研究所 ◇ (*BrE*) *a petrol station* 加油站 ◇ (*AmE*) *a gas station* 加油站 ◇ *a first-aid station* 急救站
**4** a radio or television company and the programmes it broadcasts 广播电台；电视台：*a local radio/TV station* 当地电台 / 电视台

**stationery** /'steɪʃənri; *AmE* -neri/ *noun* [U]
materials for writing and for using in an office, for example paper, pens and envelopes 文具：*office stationery* 办公文具 ◇ *a stationery store* 文具店 ◇ *We need to put the new logo on every piece of stationery.* 我们必须在每件文具上印上新的标识。

**★statistic** /stə'tɪstɪk/ *noun*
**1 statistics** (*also* **stats,** *informal*) [pl.] a collection of information shown in numbers 统计数字；

统计资料：*economic/employment/unemployment statistics* 经济 / 就业 / 失业统计数字 ◇ *Official statistics show that people in the north of the country are the highest earners.* 官方统计显示这个国家北部的人们收入最高。
● ***current/monthly/new/official/recent*** *statistics* 目前的 / 月度 / 新的 / 官方 / 最近的统计数字 • ***accurate/gloomy/reliable/surprising*** *statistics* 准确的 / 悲观的 / 可靠的 / 令人吃惊的统计数字 • ***to analyse/collect/prepare/produce/release*** *statistics* 分析 / 收集 / 准备 / 得出 / 发布统计资料 • *statistics* ***tell sb/indicate/prove/show/suggest*** *sth* 统计数字告诉某人 / 指出 / 证明 / 显示 / 暗示某事

**2 statistics** (*also* **stats**, *informal*) [U] the science of collecting and analysing **statistics** 统计学：*We're looking for someone with a background in statistics.* 我们正在寻找一位有统计学背景的人。

**3** [C] a piece of information shown in numbers 统计数据：*The key statistic used to price TV ads is the number of viewers.* 对电视广告进行定价的关键统计数据是收视人数。
● *an* ***important/a key/vital*** *statistic* 重要的 / 关键的 / 必不可少的统计数据 • ***a simple/startling/surprising*** *statistic* 简单的 / 令人吃惊的 / 不可思议的统计数据 • *to* ***release/use*** *a statistic* 发布 / 采用统计数据

▸ **statistical** /stə'tɪstɪkl/ *adjective*: *We then do a* ***statistical analysis*** *of the measurements we have taken.* 我们随后对测量结果进行统计分析。 **statistically** /stə'tɪstɪklɪ/ *adverb*: *The level of customer complaints was not* ***statistically significant*** (= there were too few to make a difference to the statistics). 顾客投诉的数量不具统计学意义。

**sta,tistical 'process con,trol** *noun* [U] (*abbr* **SPC**)
(*Production*) the use of STATISTICS to analyse data and to study a process continuously over a period of time in order to control its quality and how efficient it is 统计过程控制

**sta,tistical 'quality con,trol** *noun* [U] (*abbr* **SQC**)
(*Production*) the use of STATISTICS to study data about processes and products in order to make sure that the quality of items produced always meets the required standard 统计质量控制

**statistician** /,stætɪs'tɪʃn/ *noun* [C]
a person who works with or studies STATISTICS 统计员；统计学家

**stats** /stæts/ = STATISTIC

**status** /'steɪtəs; *AmE also* 'stætəs/ *noun*

SEE ALSO: **marital status**

**1** [U; C, usually sing.] the situation at a particular time 状况；情形：*The current status of orders suggests that sales will be slow.* 目前订单的状况暗示着将不会畅销。◇ *According to the* ***status report,*** *the work is 72% completed.* 根据这份状况报告，工作已完成72%。

**2** [U; C, usually sing.] the legal or official position of a company, person, country, etc. 法律地位（或身份）：*They changed the legal status of the firm from partnership to limited company.* 他们将企业的法律性质由合伙公司改为有限公司。◇ *She described her employment status as 'freelance'.* 她将自己的就业状况说成是“自由职业者”。

**3** [U; C, usually sing.] the level or position of sb/sth in relation to others 地位；职位；身份：*low status jobs* 地位低下的工作 ◇ *Their credit rating has been downgraded to 'junk' status.* 他们的信用评级已经被降为“垃圾”级。→ STANDING *noun* (1)

**4** [U] high rank or social position 高级职位；社会上层地位：*The job brings with it status and high income.* 做这份工作既有显贵的地位又有丰厚的收入。→ STATUS SYMBOL

**'status di,vide** *noun* [C, usually sing.]
(*HR*) a difference in the way one group of employees is treated or considered compared with another group 地位差异：*Employees at the company believe there is a status divide between office workers and factory workers.* 这家公司的员工认为办公室工作人员和工厂工人之间存在着地位差异。

**'status en,quiry** (*also spelled* ~ **inquiry**, *especially in AmE*) *noun* [C] (*BrE only*)
a request made to a bank to give a report about whether a customer is likely to be able to pay back a loan, pay rent, etc.; the report that the bank gives 资信调查 → BANK REFERENCE

**'status ,symbol** *noun* [C]
something that a person has or owns that they think shows their high social position and wealth 地位的象征；身份象征：*These watches have become the latest status symbol among young professionals.* 这些手表已经成为年轻专业人士的最新身份象征。

**statute** /'stætʃu:t/ *noun*
**1** [C,U] a law that is passed by a parliament, council, etc. and formally written down 法令；法规；成文法：*The duties of company directors are laid down by statute.* 公司董事的职责由法律作出规定。

**2** [C] a formal rule of an organization or institution 规则；章程；条例：*Shareholders rejected a proposed change in the company statutes.* 股东们否决了修改公司规章的建议。

**★statutory** /'stætʃətrɪ; *AmE* -tɔ:rɪ/ *adjective* [usually before noun]
fixed by law; that must be done by law 法定的；依照法令的；规定的：*Temporary workers now have the same statutory rights as permanent employees.* 现在临时工和正式员工拥有相同的法定权利。◇ *The employers failed to carry out their statutory duties.* 那些雇主未能履行其法定义务。◇ *the statutory retirement age* 法定退休年龄
● *statutory* ***duties/obligations/responsibilities/rights*** 法定义务 / 职责 / 责任 / 权利 • *statutory* ***powers/procedures/requirements*** 法定权力 / 程序 / 条件

▸ **'statutorily** *adverb*

**,statutory 'books** *noun* [pl.]
(*Law*) a set of records that a company must keep by law, for example giving details of the directors, shareholders, what happens at meetings, etc. （公司的）法定卷册，法定登记本

**,statutory 'company** *noun* [C]
in the UK, a company that is formed by a government law to provide a public service, such

as supplying gas or water（英国政府依法成立的提供公共服务的）法定公司，法定有限公司

**,Statutory Ma'ternity Pay** *noun* [U] (*abbr* **SMP**) (*HR*) in the UK, the amount of money that a working woman is legally allowed when she temporarily leaves work to have a baby, if she meets particular conditions（英国）法定产假工资

**,Statutory Pa'ternity Pay** *noun* [U] (*abbr* **SPP**) (*HR*) in the UK, the amount of money that the father of a new baby is legally allowed when he takes time away from work, if he meets particular conditions（英国）法定陪产工资

**,statutory re'port** *noun* [C] (*Law*) a report that a company or an organization must publish by law, especially the annual financial report 法定报告（公司根据法律规定公布的报告，尤指年度财务报告）

**,Statutory 'Sick Pay** *noun* [U] (*abbr* **SSP**) (*HR*) in the UK, money that an employer must pay for a period of time to an employee who is ill/sick（英国）法定病假工资

**stay** /steɪ/ *verb*

PHR V **,stay 'on** to continue working, etc. somewhere for longer than expected or after other people have left 留下继续（工作等）：*He was due to retire but was persuaded to stay on for another year.* 他已到退休年龄，但受到挽留再工作一年。

**,stay 'out** (about workers) to continue to be on strike（工人）继续罢工 → idiom at AHEAD OF

**'stay-at-home** *adjective* [only before noun] a **stay-at-home** mother or father is one who stays at home to look after their children instead of going out to work 驻家的，不工作呆在家里的，全职的（父亲或母亲）

**'staying ,power** *noun* [U] the ability to continue doing sth even when it becomes difficult 耐久力；持久力：*Internet companies with staying power* (= that last longer than others) 具有长期发展能力的互联网公司

**STD** /ˌes tiː 'diː/ *abbr* **subscriber trunk dialling** a system of making direct telephone calls over long distances 用户直拨长途电话

**std.** *abbr* a short way of writing **standard** * standard的缩写

**steady** /'stedi/ *adjective, verb, adverb*

• ***adjective*** **(steadier, steadiest)**

**1** developing, growing, etc. gradually and in an even and regular way 平稳的；持续的：*a steady increase/decline in sales* 销售额的平稳增长 / 下降 ◇ *five years of steady growth* 五年的平稳增长 ◇ *We're making slow but steady progress.* 我们进展缓慢但是很平稳。

**2** not changing and not interrupted 稳定的；不变的；不动摇的：*This product has provided us with a steady income for years.* 这一产品给我们带来了多年稳定的收入。◇ *She has a steady job with a good salary.* 她工作稳定收入可观。◇ *The unemployment rate is expected to remain steady at 6%.* 失业率预计将稳定在6%。 SYN REGULAR, STABLE

▸ **'steadily** *adverb*：*Sales have grown steadily over the last ten years.* 在过去的十年里销售额稳定增长。

• ***verb*** [+ obj *or* no obj] **(steadies, steadying, steadied, steadied)** to stop changing and become regular again or stay at the same level; to make sth do this 使稳定：*The yen steadied against the dollar.* 日元对美元保持稳定。◇ *They took action to steady the business and build for the future.* 他们采取行动使业务保持稳定，为未来发展打好基础。

• ***adverb*** in a way that is steady and does not change 稳定地：*Their shares **held** steady at €1.5.* 他们的股票价格稳定在1.5欧元。

**steal** /stiːl/ *verb, noun*

• ***verb*** [+ obj *or* no obj] **(stole** /stəʊl; *AmE* stoʊl/ **stolen** /'stəʊlən; *AmE* 'stoʊ-/) to take sth from a person, shop/store, etc. without permission and without intending to return it or pay for it 盗窃；偷窃：*He was accused of stealing $2.4 million from his own firm.* 他被指控从自己的公司盗窃240万元。◇ *I **had** my credit card **stolen**.* 我的信用卡被盗。◇ (*figurative*) *We need a product that will steal business from our competitors.* 我们需要能够从我们的竞争对手那里悄悄夺取生意的产品。

IDM **steal a 'march (on sb)** (*not used in the passive* 不用于被动式) to gain an advantage over sb by doing sth before them 抢先一步；先发制人：*The company is looking for ways to steal a march on its European competitors.* 这家公司正在寻找办法抢先其欧洲竞争对手一步。

• ***noun*** [sing.] (*especially AmE*) something that is for sale at an unexpectedly low price 以极低价格出售的物品：*The stock was **a steal at $2.20.*** 这支股票以2.2元的超低价格出售。

**'stealth ,marketing** *noun* [U] a method of advertising your products without letting people realize that you are trying to make them buy sth 秘密行动营销；隐形营销：*The stealth marketing campaign for the cellphone camera involved actors pretending to be tourists.* 这一手机照相机的隐形营销行动包括用演员扮演游客。

**steel** /stiːl/ *noun* [U]

**1** a strong hard metal that is made of a mixture of iron and CARBON 钢；钢铁：*The frame is made of steel.* 这个框架是由钢制成的。

**2** the industry that produces steel 钢铁工业：*steel workers* 钢铁工人 ◇ *a steel mill/plant* 钢铁厂 ◇ *the steel industry* 钢铁工业

**steelmaker** /'stiːlmeɪkə(r)/ *noun* [C] a company that makes steel 钢铁公司

▸ **'steelmaking** *noun* [U]：*the steelmaking business* 炼钢

**steelworks** /'stiːlwɜːks; *AmE* -wɜːrks/ *noun* [C with sing./pl. verb] (*plural* **steelworks**) a factory where steel is made 钢铁厂；炼钢厂

**steep** /stiːp/ *adjective* **(steeper, steepest)**

**1** [usually before noun] (about a rise or fall in an amount) sudden and very big（数量升降）急剧的，大起大落的：*The steep decline in demand will cost jobs.* 需求的急剧下降将会导致失业。◇ *a steep increase in prices* 价格的飙升 ◇ *the steepest drop in retail sales for five years* 五年来零售额的最大跌幅

**2** (*informal*) (about a price or an expense) very high; too high（价格或开支）过高的，过分的：

*the steep cost of hiring and training staff* 雇用和培训员工的高昂成本

▸ **'steeply** *adverb*: *Labour costs are rising steeply.* 劳动力成本急剧上升。

**'steering com,mittee** (*also* **'steering group**) *noun* [C with sing./pl. verb]
a group of people who are not directly involved in a project, but who are responsible for such things as making sure that it fits with the company's policy and aims, and that each stage is completed within the agreed time and cost 指导委员会

**stellar** /'stelə(r)/ *adjective*
(often used in newspapers) excellent（尤用于报章）优秀的，杰出的，突出的: *The company has achieved stellar growth.* 公司取得了高速的增长。

**steno** /'stenəʊ; *AmE* -noʊ/ (*plural* **stenos**)
= STENOGRAPHER, STENOGRAPHY

**stenographer** /stə'nɒgrəfə(r); *AmE* -'nɑ:g-/ (*also* **'steno,** *informal*) *noun* [C] (*both AmE*)
a person whose job is to write down what sb says, using a quick system of signs or short forms of words, and then write it on a computer or type it 速记员 SYN SHORTHAND TYPIST (*BrE*)

**stenography** /stə'nɒgrəfi; *AmE* -'nɑ:g-/ (*also* **'steno**) = SHORTHAND

**step** /step/ *noun, verb*
● ***noun*** [C]
**1** one of a series of things that you do in order to achieve sth or to solve a problem 步骤；措施: *This year's sales are an important step* ***towards*** *achieving our goal of being market leader.* 今年的销售额是实现我们成为市场领袖的目标的重要一步。◇ *We need to* ***take*** *steps to prevent this from happening again.* 我们必须采取措施防止此事再次发生。
**2** one of a series of things that sb does or that happen, which forms part of a process 阶段；步: *The next phase of the plan takes automation a step further.* 计划的下一个阶段会将自动化向前推进一步。◇ *I'll explain how to install the program* ***step by step.*** 我会一步一步地解释程序的安装方法。◇ *a step-by-step approach to dealing with stress* 循序渐进解除压力的方法 SYN STAGE
IDM **in/out of 'step** (**with sb/sth**) thinking or doing sth in the same way as/in a different way from other people 想法一致（或不一致）: *They have raised their prices in step with other airlines.* 他们和其他航空公司一道涨了价。 **keep 'step with sb/sth** to be aware of changes that are taking place and be ready to change too if necessary 紧跟时代步伐；紧跟: *The company failed to keep step with key trends.* 这家公司未能紧跟大趋势。 **one step a'head** (**of sb**) in a better position than sb（比某人）领先一步: *This information will allow us to stay one step ahead of our competitors.* 这一消息将使我们比竞争对手领先一步。
● ***verb*** (**-pp-**)
IDM **step into the 'breach** to do sb's job or work when they are suddenly or unexpectedly unable to do it 临时顶缺；代班 **step into sb's 'shoes** to continue a job or the work that sb else has started 接替某人工作
PHR V **,step a'side/'down** to leave an important job or position and let sb else take your place 让位；辞去职位: *James Nellist will step down as chairman at the end of this year.* 詹姆斯·内尔李斯特将在年底辞去董事长职务。 See note at RESIGN **,step 'in** to help sb in a dispute or difficult situation 斡旋；调停: *The bank stepped in to rescue the company with a large loan.* 这家银行出面贷了一大笔款以解救这家公司走出困境。 **,step 'up sth** to increase the amount, speed, etc. of sth 增加，提高（数量、速度等）: *We need to step up production to increase stocks.* 我们必须增加产量以提高库存。 HELP A noun goes after **up**, but a pronoun goes between the verb and **up**. 名词接在 up 之后，而代词则出现在动词和 up 之间。

**'STEP a,nalysis** /step/ = PEST ANALYSIS

**'step change** *noun* [C, usually sing.]
a big change or improvement in sth 巨大变化（或改进）: *There has been a step change in production levels— up 48%.* 产量水平发生了巨大变化——上升了48%。

**'step-up** *noun* [sing.]
an increase or improvement in sth 增加；提高: *a step-up in consumer spending* 消费开支的增加

**★sterling** /'stɜ:lɪŋ; *AmE* 'stɜ:rlɪŋ/ *noun* [U]
the money system of the UK, based on the pound（英国货币）英镑: *the value of sterling* 英镑币值 ◇ *We accept payment in US dollars or in pounds sterling.* 我们接受美元或英镑付款。

**stevedore** /'sti:vədɔ:(r)/ (*also* **'longshoreman**) *noun* [C] (*both AmE*)
a person whose job is moving goods on and off ships (码头的)装卸工人 SYN DOCKER (*BrE*)
▸ **'stevedore** *verb* [+ obj or no obj]

**steward** /'stju:əd; *AmE* 'stu:ərd/ *noun* [C]
SEE ALSO: **shop steward**
**1** a man whose job is to take care of passengers on a plane, train or ship（飞机、火车或轮船上的）乘务员，服务员
**2** a person who helps to organize a large public event, for example, a race, public meeting, etc.（比赛、会议等的）筹备人，组织者

**stewardess** /,stju:ə'des; 'stju:ə-; *AmE* 'stu:ərdəs/ *noun* [C]
**1** (*old-fashioned*) a female FLIGHT ATTENDANT 空姐；机上女乘务员
**2** a woman whose job is to take care of passengers on a train or ship（火车、轮船上的）女乘务员

**stewardship** /'stju:ədʃɪp; *AmE* 'stu:ərd-/ *noun* [U]
the act of taking care of or managing sth, for example an organization, property or money 管理；看管: *The business has prospered* ***under*** *the stewardship of Mr Fain.* 这家企业在法恩先生的管理下兴旺了起来。

**stick** /stɪk/ *verb* (**stuck, stuck** /stʌk/)
**1** [+ obj or no obj] to fix sth to sth else, usually with a sticky substance; to become fixed to sth in this way 粘住；粘贴: *He stuck a stamp on the envelope.* 他把邮票粘贴在信封上。
**2** [+ obj] (*used in the form* **be stuck** 用于 be stuck 形式中) to stay at the same level, value, etc.; to fail to improve 停滞；维持: *Our annual sales are stuck at $200 000.* 我们的年销售额维持在20万元的水平上。

**3** [no obj] to stay at the same level, value, etc. 停滞；维持：*Unemployment is sticking at around 12%.* 失业率维持在12%左右。

IDM **stick to/your 'knitting** to continue to do what you know and what you can do well 做好自己擅长的事情：*His success is based on staying close to his customers and sticking to his knitting.* 他的成功基于贴近客户并且只管做好自己的主业。

**sticker** /'stɪkə(r)/ *noun* [C]
a sticky label with information, a picture, etc. on it 不干胶标签；不干胶贴纸 ▸ **'sticker** *verb* [+ obj]: *Which products need to be stickered with consumer information?* 哪种产品需要贴上消费者信息？

**'sticker price** = LIST PRICE

**'sticker shock** *noun* [U]
an unpleasant feeling that you get when you see that sth is much more expensive than you expected 标签震惊（看了标签上的价钱后震惊不已，形容定价太高）

**sticky** /'stɪki/ *adjective, noun*
• ***adjective*** **(stickier, stickiest)**
**1** (used about paper, labels, etc.) with glue on one side so that you can stick it to a surface（用于纸张、标签等）粘的
**2** (*IT*) (used about a website) that makes people want to stay for longer than usual or visit more often（网站）让人流连忘返的，有吸引力的，粘性的：*Experts measure the attractiveness of pages by how sticky they are.* 专家们通过网页的粘性来衡量其吸引力。◇ *We want to create a sticky site that sells.* 我们想创建有销路的有吸引力的网站。
**3** (*Economics*) (used about prices or wages) slow to change or react to change（价格或工资）粘性的，变化缓慢的，不动的：*Inflation remains sticky (unchanged at 1.7% in November).* 通货膨胀率仍然维持不变（十一月份维持在1.7%不变）。
▸ **'stickiness** *noun* [U]: *increasing a website's stickiness* 提高网站的吸引力
• ***noun*** [C] (*plural* **stickies**) (*also* **'sticky note**)
a small piece of sticky paper that you use for writing a note on, and that can be easily removed 易事贴：*I put a sticky on my PC to remind me about the meeting.* 我在个人电脑上贴了一张易事贴提醒我有会议。 SYN POST-IT —Picture at OFFICE

**stiff** /stɪf/ *adjective, verb*
• ***adjective*** **(stiffer, stiffest)**
**1** more difficult or severe than usual 艰难的；激烈的：*We are facing stiff competition from cheap imports.* 我们正面对来自廉价进口产品的激烈竞争。
**2** (*informal*) (about a price, etc.) high or too high（价格等）过高的：*There's a stiff $30 entrance fee to the exhibition.* 展览会门票高达30元。
**3** firm and difficult to bend or move 坚硬的；不易弯曲的：*stiff cardboard* 硬纸板 SYN INFLEXIBLE OPP FLEXIBLE
• ***verb*** [+ obj] (*AmE*) (*informal*)
**stiff sb (on/for sth)** to cheat sb or not pay them what you owe them or what they expect 不肯付钱；赖账：*He claimed they had stiffed him on his fee.* 他声称他们不肯付钱给他。

**★stimulate** /'stɪmjuleɪt/ *verb* [+ obj]
**1** to make sth develop or become more active 刺激；激发；促进：*Falling prices will stimulate demand for new phone services.* 价格下降将刺激对新电话服务的需求。
**2** to make sb interested and excited about sth 激励；鼓励；使兴奋：*Do you feel stimulated by your work?* 你的工作让你感到兴奋吗？
▸ **'stimulating** *adjective*: *I don't find the work very stimulating.* 我发现这份工作不怎么有趣。
**stimulation** /ˌstɪmju'leɪʃn/ *noun* [U]: *I enjoy the mental stimulation of my job.* 我喜欢工作带来的精神激励。 **stimulative** /'stɪmjulətɪv/ *adjective*: *the stimulative effect of the tax cuts* 减税的刺激效应

**stimulus** /'stɪmjələs/ *noun* [C, usually sing., U] (*plural* **stimuli** /-laɪ/) **a stimulus (to/for sth)**
something that helps sb/sth to develop better or more quickly 刺激；鼓励；刺激物；促进因素：*the use of interest rate policies as a stimulus to economic growth* 采用利率政策刺激经济增长

**sting** /stɪŋ/ *verb* **(stung, stung** /stʌŋ/) [+ obj] (*informal*)
**1** to charge sb more money than expected 诳骗；敲诈：*We changed shipping companies after we got stung for a large bill.* 我们受骗损失了一大笔钱，于是更换了航运公司。
**2** to make sb lose money 使亏损：*Shareholders were stung by a sudden collapse in the share price.* 股东们因股价突然下跌而受损。

**stipend** /'staɪpend/ *noun* [C] (*especially AmE*)
a fixed amount of money that is paid regularly to sb as wages or money to live on 定期津贴：*Board members receive a stipend of $1 000 for every meeting they attend.* 董事会成员每次参加会议均可以得到1000元的津贴。 ▸ **stipendiary** /staɪ'pendiəri; *AmE* -dieri/ *adjective*: *stipendiary training* (= you receive a fixed amount of money while you do it) 有偿培训 ◇ *a stipendiary instructor* (= who is paid a fixed amount of money) 固定薪酬讲师 **sti'pendiary** *noun* [C] (*plural* **stipendiaries**)

**stipulate** /'stɪpjuleɪt/ *verb* [+ obj] (*formal*)
(in a contract, etc.) to state clearly that sth must be done, or how it must be done（合同等）规定：*A delivery date is stipulated in the contract.* 合同中规定了交货日期。◇ *The job advertisement stipulates that the applicant must have three years' experience.* 招聘广告明确要求应征者必须具备三年工作经验。 ▸ **stipulation** /ˌstɪpju'leɪʃn/ *noun* [C,U]: *We offer a money back guarantee. The only stipulation is that we receive your request in writing.* 我们提供退款保证。唯一的条件是我们必须收到你的书面申请。

**stk.** (*also spelled* **STK**) *abbr*
a short way of writing **stock** (= goods or shares) * stock（货物或股票）的缩写

**★stock** /stɒk; *AmE* stɑːk/ *noun, verb, adjective*
• ***noun***
SEE ALSO: **all-stock, average ~, buffer ~, build-to-~, capital ~, closing ~, common ~,** etc.
**1** (*Commerce*; *Production*) [U,C] the goods that a business has for sale at a particular time 库存：*We have a fast turnover of stock.* 我们的库存周转很快。◇ *That particular model is not currently in stock.* 那个型号目前没货。◇ *I'm afraid we're temporarily out of stock.* 恐怕我们暂时没货。

◇ *We carry a large stock of office stationery.* 我们办公文具备货很多。 SYN INVENTORY

● ***to buy (in)/order/replenish*** *stock* 买进 / 订购 / 补进库存 • ***to carry/have/hold/keep*** *stocks (of sth)* 备有（某物的）库存 • ***to control/get rid of/reduce/run down/sell off*** *stock* 控制 / 处理 / 降低 / 耗尽 / 廉价卖清库存

**2** (*Accounting*; *Production*) [U,C] (*especially BrE*) goods owned by a company, such as raw materials or parts, products being made and finished products 货物；原料；材料；备料；产品: *Just-in-time manufacturing allows firms to reduce their stock levels and so cut storage costs.* 即时生产使企业能够降低备料水平从而减少仓储费用。 ◇ *The value of unsold stock is shown as a current asset in the financial records.* 未售出货物的价值作为流动资产出现在财务记录里。 SYN INVENTORY → STOCK-IN-TRADE

● ***to build (up)/maintain/order/replenish/store*** *stock* 积聚 / 持有 / 订购 / 补进 / 储存货物 • ***to control/get rid of/reduce/run down/sell (off)*** *stock* 控制 / 处理 / 降低 / 耗尽 / 廉价卖清货物

**3** [C,U] a quantity of a particular raw material, product, supply, etc. that is available to be used if needed 储备物；备用物: *The US had its lowest stock of oil in ten years.* 美国的石油储备处于十年来的最低水平。 ◇ *global stocks of cereals/fossil fuels* 全球谷物 / 矿物燃料储备 ◇ *The government is to sell off surplus stocks of sugar.* 政府将出售过剩的食糖储备。

● ***to build up/maintain/replenish/store*** *stock* 积聚 / 持有 / 补进 / 储存备用物品 • ***to control/reduce/run down/sell (off)*** *stock* 控制 / 降低 / 耗尽 / 廉价卖清储备物

**4** (*Finance*) [U] (*especially AmE*) all the shares a company can make available; the value of those shares 股票；股本: *The value of the company's stock has risen by 80%.* 公司的股票价值上涨了80%。 ◇ *He owns 32% of the stock.* 他拥有32%的股份。 ◇ *He has 10 000 shares of the company's stock.* 他拥有1万股公司的股票。 ◇ *The family holds almost all the B-class common stock.* 这个家族持有几乎所有的B级普通股。 SYN CAPITAL STOCK See note at INCREASE, SHARE

● ***to issue/have/hold/own*** *stock* 发行 / 有 / 持有 / 拥有股票

**5** (*Stock Exchange*) [C, usually pl., U] a number of shares in a company that one investor holds（某投资者持有的某家公司的）股票: *an investment portfolio with a mix of 60% stocks and 40% bonds and cash* 一个由60%的股票和40%的债券和现金混合组成的投资组合 ◇ *Investors should keep buying stocks.* 投资者应当继续购买股票。 ◇ (*AmE*) *to invest in* ***stocks and bonds*** 投资于股票和债券 ◇ *She sold her large* ***block of stock*** *in the company.* 她出售了她在公司的大量股票。 See note at SHARE

● ***to buy/have/hold/invest in/sell stocks*** 购买 / 拥有 / 持有 / 投资于 / 出售股票

**6** (*Stock Exchange*) [pl.] the shares of a particular company, type of company or industry（特定公司、特定类型公司或行业的）股票: *blue-chip stocks* 蓝筹股 ◇ *Technology stocks are expected to gain at tomorrow's open.* 科技股预计在明天开盘时上涨。 See note at INCREASE, SHARE

● ***to buy/hold/invest in/sell stocks*** 购买 / 持有 / 投资于 / 出售（某公司）股票

**7** (*Finance*) [U,C] (*BrE*) a type of bond with a fixed rate of interest that a government sells in order to borrow money 公债: *to buy government stock/stocks* 购买政府公债 ◇ (*BrE*) *to invest in* ***stocks and shares*** 投资于公债和股票 → GOVERNMENT SECURITY

● ***to buy/have/hold/invest in/sell*** (*government*) *stock* 购买 / 持有 / 投资于 / 出售（政府）公债

IDM **on the 'stocks** in the process of being made, built or prepared 制作中；建造中；计划中；在准备中: *The new model is on the stocks and will go on sale in May.* 新款正在生产中，将于五月份上市销售。 → idiom at TAKE *verb*

VOCABULARY BUILDING

## Types of stocks

Newspapers often use the word **stock** [C] to mean the shares of a particular company or industry that are traded on the stock exchange. For example, **manufacturing stocks** are the shares of companies who manufacture goods. Other examples include. 报章中常用 stock 一词来指某公司或某行业上市交易的股票。比如 manufacturing stocks（制造业股票）指制造业公司的股票。其他例子有:

- **oil** stocks – companies that sell oil 石油股
- **tech** stocks – companies that sell computer technology 科技股
- **financial** stocks – banks and companies that provide financial advice 金融股
- **insurance** stocks – companies that sell insurance 保险股
- **defence** stocks – companies that sell weapons 国防股

Sometimes an **adjective** is used with stock to describe the nature of a company's or industry's shares as an investment. 有时会用形容词与 stock 搭配指公司股或行业股的投资性质:

- **defensive** stocks – companies that are safe investments, even if economic conditions are bad (*compare* **defence** stocks) 防御性股——即使在经济不景气的情况下仍可放心投资的公司（比较 defence stocks）
- **blue-chip** stocks – well-managed companies that are a safe investment 蓝筹股
- **growth** stocks – companies that quickly increase in value 成长股
- **volatile** stocks – companies that quickly increase and decrease in value 波动股

• ***verb*** [+ obj]

**1** (about a shop/store, etc.) to keep a supply of a particular type of goods to sell（商店等）储存，有存货: *Do you stock green tea?* 你们绿茶有货吗？ ◇ *We stock a wide range of camping equipment.* 我们有各式各样的露营设备的存货。

**2** (*often* **be stocked (with sth)**) to have a supply of sth ready to be used 储备；存储: *The shelves are fully stocked with fresh produce.* 货架上摆满了新鲜水果蔬菜。 ◇ *a well-stocked bookstore* 图书丰富的书店

PHR V **,stock 'up (on/with sth)** to buy a lot of sth so that you can use it later 备足；囤积: *The*

*weather has encouraged consumers to stock up on T-shirts and shorts.* 这种天气促使消费者大量购买T恤和短裤。

• ***adjective*** [only before noun] usually available for sale in a shop/store 通常有的；常备的：*stock sizes* 常备尺码

**stockbroker** /'stɒkbrəʊkə(r); *AmE* 'stɑ:kbroʊ-/ (*also* **'broker**) *noun* [C] (*Stock Exchange*) a person or an organization that buys and sells shares for other people 股票经纪人

**stockbrokerage** /'stɒkbrəʊkərɪdʒ; *AmE* 'stɑ:kbroʊk-/ *noun* (*Stock Exchange*)
**1** [C] an organization that buys and sells shares, bonds, etc. for other people 证券经纪机构；证券经纪商：*He works for a stockbrokerage.* 他在一家证券经纪机构工作。
**2** [U] = STOCKBROKING

**stockbroking** /'stɒkbrəʊkɪŋ; *AmE* 'stɑ:kbroʊ-/ (*also* **'stockbrokerage**) *noun* [U] (*Stock Exchange*) the activity of buying and selling shares, bonds, etc. for other people as a business; the business of a STOCKBROKER 代客买卖证券业务；证券经纪业务：*a stockbroking business/firm* 证券经纪公司 ◇ *a stockbrokerage firm* 证券经纪公司

**'stock ,buyback** = SHARE BUYBACK

**'stock cer,tificate** = SHARE CERTIFICATE

**'stock ,company** *noun* [C] (*AmE*) a company owned by people who have shares in it 股份公司

**'stock con,trol** (*also* **'stock ,management**) *noun* [U] (*both especially BrE*) (*Commerce*; *Production*) the process of making sure that a suitable quantity of goods, materials or parts are stored and available at any time while keeping the costs of doing this as low as possible; the department in a company that is responsible for this process 存货控制；库存管理：*stock control software* 库存管理软件 ◇ *She works in stock control.* 她在库存管理部门工作。 SYN INVENTORY CONTROL ▸ **'stock con,troller** (*also* **'stock ,manager**) *noun* [C]

**'stock count** *noun* [C] (*especially BrE*) (*Accounting*) an act of checking how many items a shop/store or business has available for sale 盘点：*The stock count made at 10 a.m. was 140 units.* 上午十点的盘点数为140件。 SYN INVENTORY COUNT

**'stock ,dividend** = SCRIP DIVIDEND

★**'stock ex,change** *noun* [C, usually sing.] (*often* **Stock Exchange**) a place where shares in companies are bought and sold; all of the business activity involved in doing this 证券交易所：*The technology firm is to start trading on the London Stock Exchange next month.* 这家科技公司将于下个月在伦敦证券交易所开始上市交易。 ◇ *The company is expected to float* (= to sell its shares) *on the Australian Stock Exchange later this year.* 预计这家公司将于今年晚些时候在澳大利亚证券交易所上市。 ◇ *YTL is listed on the Malaysian Stock Exchange.* * YTL 公司在马来西亚证券交易所上市。 ◇ *a stock exchange listed company* 上市公司 → SECURITIES MARKET

● *the stock exchange* ***closes/opens*** 股票交易收盘／开盘 ◆ *the stock exchange* ***falls/rallies/rises*** 股票交易下跌／回升／上涨 ◆ *a stock exchange* ***collapse/crash/slump*** 股票交易暴跌／崩溃／萧条

**stockholder** /'stɒkhəʊldə(r); *AmE* 'stɑ:khoʊldər/ = SHAREHOLDER

**,stockholder 'equity** (*also* **,stockholders' 'equity**) = SHAREHOLDER EQUITY

**,stockholder of 'record** = SHAREHOLDER OF RECORD

**,stockholders' 'equity** = STOCKHOLDER EQUITY

**,stockholder 'value** = SHAREHOLDER VALUE

**stockholding** /'stɒkhəʊldɪŋ; *AmE* 'stɑ:khoʊldɪŋ/ = SHAREHOLDING

**,stock in'centive ,plan** = SHARE INCENTIVE PLAN

**'stock ,index** = SHARE INDEX

**,stock in 'hand** *noun* [U] (*BrE*) (*Accounting*; *Commerce*) the materials, parts, finished products, etc. that a company holds ready to be used 现有存货；现货：*value of stock in hand at year end* 年终存货价值 SYN INVENTORY ON HAND

**,stock-in-'trade** *noun* [U]
**1** (*Accounting*) (*also* **'trading stock**) the goods that a business owns at a particular time, including raw materials or parts, products being made and finished products 现货；存货 SYN INVENTORY → STOCK *noun* (2)
**2** the normal work of a business 惯用手段；一贯作风：*Convenience is their stock-in-trade.* 与人方便是他们的一贯作风。

**'stock ,issue** (*also* **'stock ,offer**) = SHARE ISSUE

**stockist** /'stɒkɪst; *AmE* 'stɑ:k-/ *noun* [C] (*BrE*) a shop/store that regularly sells a particular type (**brand**) of product 专营店：*The new collection is available from stockists throughout the county.* 这一新系列可以在全国各专营店买到。

**'stock-,keeping** *noun* [U] (*Commerce*; *Production*) the activity of checking that a shop/store or business has the right amount of goods available to sell 库存管理

**stocklist** /'stɒklɪst; *AmE* 'stɑ:k-/ *noun* [C] (*BrE*) (*Commerce*) a list published by a company of the products that it has available for sale to the public, and their prices 存货单

**'stock ,management, 'stock ,manager** = STOCK CONTROL

★**'stock ,market** (*also* **'market**) *noun* [C] (*usually* **the stock market**) the business of buying and selling shares in companies and the place where this happens; a stock exchange 证券市场；证券交易；证券交易所：*The company was floated on the stock market* (= its shares were sold to the public) *in 2004.* 这家公司于2004年在证券市场上市。 ◇ *to invest in the stock market* 投资于证券市场 ◇ *It is the only company of its type to be listed on the stock market.* 它是同类公司中唯一一家上市公司。 ◇ *Pension funds have been hit hard by falling stock markets.* 养老基金因股市下跌而受到重创。 ◇ *US investors*

*suffered big losses in the stock market slump.* 美国投资者因股市暴跌遭受了巨大损失。
⊕ *the stock market* ***closes/opens*** 股市收盘 / 开盘 • *the stock market* ***falls/rallies/rises*** 股市下跌 / 回升 / 上涨 • *a stock market* ***collapse/crash/slump*** 股市暴跌 / 崩溃 / 萧条

**'stock ,offer** = SHARE OFFER

**'stock ,option** = SHARE OPTION

**'stock-out** (*AmE spelling* **stockout**) *noun* [C]
(*Commerce*) a situation in which a company or shop/store has no more examples of a particular item available 无库存；断货；脱销：*We have been experiencing frequent stock-outs in our distribution network.* 我们的分销网络经常出现商品脱销的情况。◇ *We keep safety stock as a buffer against stock-outs.* 我们保持安全库存以防止商品脱销。
⊕ *to* ***avoid/minimize/reduce*** (***the number of***)***/prevent/protect against*** *stock-outs* 避免脱销；使脱销的可能降到最低；降低脱销（的数量）；预防脱销；防止脱销

**'stock ,picking** *noun* [U]
(*Stock Exchange*) the activity of choosing which shares to buy, sell or hold 选股

**stockpile** /'stɒkpaɪl; *AmE* 'stɑːk-/ *noun, verb*
• ***noun*** [C]
a large supply of sth, especially sth that is kept to be used in the future if necessary 储备；库存：*a stockpile of rice and wheat* 大米和小麦储备 ◇ *an emergency oil stockpile* 应急石油储备 ◇ *stockpiles of unsold goods* 未售出商品库存
• ***verb*** [+ obj]
to collect and keep a large supply of sth 储备；贮存：*Companies are stockpiling goods in case of a strike by dock workers.* 许多公司都在储备货物以防码头工人罢工。

**'stock price** = SHARE PRICE

**'stock right** (*also* **right**) *noun* [C, usually pl.]
(*Finance*) a right that is offered to existing shareholders to buy more shares at a particular price by a particular date 购买新股权；股票优惠权；购股权；认股权 → RIGHTS ISSUE, STOCK WARRANT

**stockroom** /'stɒkruːm; -rʊm; *AmE* 'stɑːk-/ *noun* [C]
a room for storing things in a shop/store, an office, etc. 库房；储藏室

**'stock split** (*also* **split**) *noun* [C] (*AmE*)
(*Finance*) an occasion when a company divides its SHARE CAPITAL into more shares in order to lower the price of each share. People who already have shares are given a number of new ones according to how many they already hold. 股份拆细；拆股
SYN SHARE SPLIT

★**stocktaking** /'stɒkteɪkɪŋ; *AmE* 'stɑːk-/ *noun* [U] (*especially BrE*)
(*Accounting*) the process of making a list of all the goods or materials that a company, shop/store, etc. has stored and available for use or sale; the time when this is done 清点存货；盘点：*The warehouse is closed for stocktaking.* 仓库关门盘点。◇ *We do the end-of-year stocktaking in March.* 我们在三月份进行年终盘点。→ INVENTORY
▶ **'stocktake** *noun* [C] **'stocktaker** *noun* [C]

**'stock ,ticker** *noun* [C]
(*Stock Exchange*) an electronic display that shows the current price of shares 证券报价机；自动记录证券行市收报机

**,stock 'turnover** (*also* **,stock 'turn**) *noun* [C,U] (*also* **,stock 'turnover ,ratio** [C]) (*all BrE*)
(*Accounting*) the relationship between the value of goods that a business sells in a particular period, usually 12 months, and the average value of the goods it has available to sell 存货周转率：*We are aiming to increase our stock turnover three times.* 我们的目标是将存货周转率提高三倍。◇ *If this product does fewer than 12 stock turns a year, it is overstocked.* 如果这一产品每年的存货周转次数少于12次，就是库存过多了。SYN INVENTORY TURNOVER

**,stock valu'ation** *noun* [U,C]
(*Accounting*)
**1** the process of calculating the value of all the goods, finished or not finished, and materials that a company, shop/store, etc. has stored and available for use or sale at the end of a particular period; the value that is calculated 存货估价
SYN INVENTORY VALUATION
**2** the activity or process of calculating how much shares in a company are worth 股票估价

**stop** /stɒp; *AmE* stɑːp/ *verb, noun*
• ***verb*** [+ obj] (**-pp-**)
**1** to prevent money from being paid 止付：*We paid for the goods but* ***stopped the cheque*** (= told the bank not to pay it) *when they didn't arrive.* 我们支付了货款，但考虑到没有到货，我们通知银行止付了支票。
**2** if you **stop** an account, you do not supply goods or services to a particular customer, usually because they have not paid for the goods and services they have received 停止供货
PHR V **,stop 'by**; **,stop 'by sth** to make a short visit somewhere 短暂停留；逗留：*Hundreds of people stop by the store for a browse at lunchtime.* 午饭期间有几百人来这家商店闲逛。**,stop 'off** to make a short visit to a place while going somewhere else 中途停留：*I stopped off at the bank on my way home.* 在回家的路上我去了趟银行。**,stop 'over** to stay somewhere for a short time during a long journey. 暂留：*We stopped over in Paris on the way to Hong Kong.* 在前往香港的途中我们在巴黎稍作停留。→ STOPOVER
• ***noun***
SEE ALSO: **one-stop, tab stop**
**1** [C] an act of preventing money from being paid 止付：*You can* ***put a stop on*** *the cheque if the goods don't arrive.* 如果货物不到，你可以止付支票。
**2** [U,C] a situation when a business will no longer supply a customer with goods or services, usually because they have not paid for goods or services they have received 停止供货：*We have put your account* ***on stop.*** 我们已经停止向你供货。

**,stop-'go** *adjective* [usually before noun]
**1** used to describe sth that does not continue smoothly, but stops and starts 停停走走的；断断续续的：*stop-go negotiations* 断断续续的谈判
**2** (*Economics*) (*BrE*) used to describe the policy of first restricting and then encouraging economic

activity and growth 收放的；应变经济政策的：*the damaging stop-go economic cycle* 破坏性的先收后放经济周期

**stopover** /'stɒpəʊvə(r); *AmE* 'stɑːpoʊ-/ (*AmE also* **'layover**) *noun* [C]
a short stay somewhere between two parts of a journey（旅行中）中途逗留，中途短暂停留：*We had a two-day stopover in Fiji on the way to Australia.* 我们在前往澳大利亚的途中在斐济停留了两天。

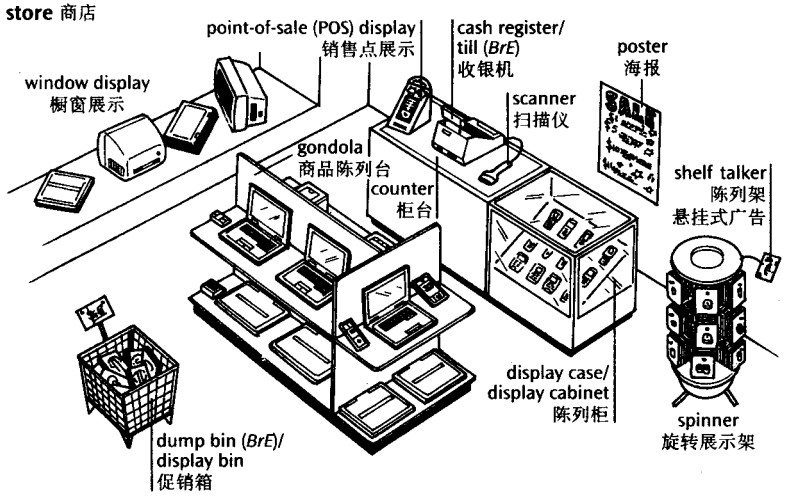
**stoppage** /'stɒpɪdʒ; *AmE* 'stɑːp-/ *noun* [C]
(*HR*) a situation in which people stop working as part of a protest or strike 停工；罢工：*The union has staged a number of 24-hour stoppages.* 工会发起过多次24小时罢工。◇ *work stoppages* 停工
● *to call/join/organize/stage a stoppage* 呼吁／参加／组织／策划罢工

**,stoppage in 'transit** (*also* **,stoppage in tran 'situ** /'traenzətuː; 'traensə-/) *noun* [U]
(*Commerce*) a situation in which a seller discovers that a buyer is unable to pay for goods which have already been sent out, and so stops them from being delivered 卖方因买方无支付能力而中途截止货物，中途停止交货

**'stop-work ,meeting** *noun* [C]
(*HR*) in Australia and New Zealand, a type of strike in which workers stop their work in order to attend a meeting to discuss working conditions 停工开会（澳大利亚和新西兰的一种罢工形式，工人们停工参加讨论工作条件的会议）

**★storage** /'stɔːrɪdʒ/ *noun* [U]
SEE ALSO: **virtual storage**
**1** the process of keeping sth in a particular place until it is needed; the space where things can be kept 贮藏（空间）；保管：*The goods are in storage, waiting to be shipped.* 货物已备妥，等待发运。◇ *We need to cut our storage costs.* 我们必须降低仓储成本。◇ *Just-in-time manufacturing reduces the need for storage space.* 即时生产可以减少仓储空间需求。◇ *The oil terminal has a storage capacity of 5 million barrels.* 这个石油码头的存储容量达500万桶。
● ***long-term/short-term storage*** 长期／短期储存 • *a storage **depot/facility*** 仓储库房／设施 • *a storage **bin/box/container/tank/unit*** 储存箱／盒／容器／罐／器
**2** (*IT*) the process of keeping information on a computer; how it is kept（计算机信息的）存储，存储方式：*data storage* 数据存储 ◇ *The hard disk has a storage capacity of 50 gigabytes.* 这个硬盘的存储容量是50GB。◇ *50 megabytes of storage space* * 50兆存储空间
● ***computer/data/document/information storage*** 计算机／数据／文件／信息存储 • ***storage devices/hardware/media/software/units*** 存储设备／硬件／媒介／软件／单元

**★store** /stɔː(r)/ *noun, verb*
• ***noun***
SEE ALSO: **chain store, consignment ~, convenience ~, corner ~, department ~, destination ~, discount ~,** etc.
**1** [C] a large shop that sells many different types of goods 百货商店：*a big department store* 大型百货商店
**2** [C] (*especially AmE*) a shop, large or small 商店：*a retail store* 零售店 ◇ *a new clothing store* 新开设的服装店 ◇ *Their online store offers services that a physical store cannot.* 他们的网店提供实体商店所不能提供的服务。◇ *Their latest album is **in the stores*** (= available to buy) *now.* 他们的最新专辑现在已经上市。◇ *The latest version of the program will **hit stores*** (= become available to buy) *this week.* 最新版程序将于本周面市。
**3 stores** [pl.] goods of a particular kind or for a particular purpose（特定用途的）商品：*fuel/medical stores* 燃料；药品
**4** [C] (*often* **stores** [pl.]) a place where goods of a particular kind are kept（存储特定商品的）库房：*a frozen food store* 冷冻食品仓库
→ WAREHOUSE
**5** [C] a quantity or supply of sth that is available to



use 大量；许多： *a store of information* 大量信息 → idiom at SHOP *noun*

• ***verb*** [+ obj]

**1** to put sth somewhere and keep it there to use later 存储；储备： *The goods are stored in warehouses until a buyer is found.* 在找到买家之前，商品一直存储在仓库中。 ◇ *The stand was dismantled* (= taken apart) *and stored* ***away*** *until the next conference.* 那个展台被拆卸下来留待下次会议使用。

**2** (*IT*) to keep information or facts in a computer （在计算机上）存储信息： *These portable drives store up to one gigabyte of data.* 这些便携驱动器可以存储大至1G的数据。

**ˌstore-and-ˈforward** *adjective* [only before noun] (*IT*) using or relating to an electronic system in which messages are collected in one place and then sent to another place （计算机信息）保存并转发的，存储转发的

**ˈstore ˌaudit** (*also* **ˈretail ˌaudit, ˈretail store ˌaudit**) *noun* [C] (*Marketing*) the process of calculating how many of a particular product have been sold in different shops/stores 店面盘点；商店稽核

**ˈstore brand** (*also* **ˈstore ˌlabel**) *noun* [C] (*both AmE*) (*Commerce*; *Marketing*) a product that a shop/store sells with its own name on 店家品牌；零售商自有品牌： *lower-priced store brands* 低价店家品牌 ◇ *store-brand soft drinks* 零售商自有品牌软饮料 SYN HOUSE BRAND, OWN BRAND (*BrE*)

**ˈstore card** *noun* [C] a plastic card that you can use to buy things in one particular shop/store and pay for them later 商店信用卡；商店购物卡

**ˈstore deˌtective** *noun* [C] a person employed by a large shop/store to watch customers and make sure they do not steal goods （监视顾客防止偷窃商品的）商店侦探

**storefront** /ˈstɔːfrʌnt; *AmE* ˈstɔːrf-/ *noun* [C] (*AmE*)

**1** the front of a shop/store, that people can see from the store 店面

**2** a room at the front of a shop/store 店面房： *They run their business from a small storefront.* 他们在一个很小的门面房做买卖。 ◇ *a storefront office* 店面办公室

**3** (*E-commerce*) (*also* **ˌweb ˈstorefront**) a website that a company uses to sell goods or services 网上商店： *Welcome to our online storefront.* 欢迎光临我们的网店。 → SHOPFRONT

**storekeeper** /ˈstɔːkiːpə(r); *AmE* ˈstɔːrk-/ = SHOPKEEPER, STOREMAN

**ˈstore ˌlabel** = STORE BRAND

**storeman** /ˈstɔːmən; *AmE* ˈstɔːr-/ *noun* [C] (*plural* **storemen** /-men/) (*BrE*) (**ˈstorekeeper**, *AmE*, *BrE*) a person in charge of the goods or materials stored in a shop/store, factory, etc. 仓库管理员

**storeroom** /ˈstɔːruːm; -rʊm/ *noun* [C] a room used for storing things 库房；储藏室

**ˈstore ˌtraffic** *noun* [U] (*Marketing*) the number of people who visit a shop/store 店内客流量： *Lower prices have helped to increase store traffic.* 降价使店内客流量有所增加。

**storyboard** /ˈstɔːribɔːd; *AmE* -bɔːrd/ *noun* [C] (*Marketing*) a series of drawings or pictures that show the outline of the story of a television advertisement, a film/movie, etc. （电视广告、电影等的）情节串连图板

**ˌstraight-ˈline ˌmethod** *noun* [sing.] (*Accounting*) a way of reducing the value of (**depreciating**) an asset in a company's financial records in which the value of the asset is reduced by the same amount each year. This amount is the difference between the original value of the asset and the final (**residual**) value, divided by a particular number of years. 直线（折旧）法 → DOUBLE-DECLINING BALANCE METHOD, REDUCING BALANCE METHOD, SUM OF THE DIGITS METHOD —Picture at DEPRECIATION

**ˌstraight ˈrebuy** *noun* [C] (*Marketing*) when a person or a business orders exactly the same product again from the same supplier 直接再购；直接重购

**stranglehold** /ˈstræŋglhəʊld; *AmE* -hoʊld/ *noun* [sing.] complete control over sth that makes it impossible to develop in a normal way 勒紧；压制；束缚；抑制： *The company has a complete stranglehold* ***on*** *the market.* 这家公司完全控制了市场。

**strapline** /ˈstræplaɪn/ = SLOGAN

**strapped** /stræpt/ *adjective* (*informal*) having little or not enough money 资金短缺的；手头紧的： ***a financially*** *strapped airline* 陷入资金困境的航空公司 ◇ *Price competition has left many companies* ***strapped for cash.*** 价格竞争使许多公司资金出现短缺。 → CASH-STRAPPED

**ˈstrata ˌtitle** *noun* [C] (*Law*; *Property*) in Australia and some other countries, the legal right to own a part of a building, one of a group of homes, etc. and to use the shared areas 分层所有权，产权分层（指澳大利亚等国家中对建筑物某部分的所有权）

**★strategic** /strəˈtiːdʒɪk/ (*also* **strategical**, /strəˈtiːdʒɪkl/ *less frequent*) *adjective* [usually before noun] related to a business's efforts to gain an advantage or achieve a particular purpose 战略的；战略性的： *strategic goals/objectives* 战略目标 ◇ *The company faces key strategic challenges.* 这家公司面临着关键性的战略挑战。 ◇ *The merger was a sound strategic move.* 这次合并是一个正确的战略行动。 ◇ *By keeping the project secret they gained a strategic advantage.* 他们通过对项目保密取得了战略优势。 ▸ **strategically** /strəˈtiːdʒɪkli/ *adverb*: *a strategically important acquisition* 有重要战略意义的并购 ◇ *Their factories are strategically located near ports.* 他们的工厂在机场附近，位置得天独厚。

**straˌtegic alˈliance** *noun* [C] an arrangement in which companies work together in order to gain an advantage or achieve a particular purpose 战略联盟

**straˌtegic aˈnalysis** *noun* [U,C] the process of examining the current situation of a company, its markets, the economy, etc. and of

predicting future changes in order to develop a plan which will allow the company to gain as much advantage as possible 战略分析

**stra,tegic 'business ,unit** *noun* [C] (*abbr* **SBU**)
a part of a business, for example a particular range of products or a division, that has its own customers and competitors and is allowed to operate more independently and develop business plans 战略经营单位；战略事业单位

**stra,tegic 'fit** *noun* [sing.]
the extent to which an action that a company may take would help it achieve its aims 战略协调性；战略适应性：*We did a thorough strategic fit assessment before going ahead with the merger.* 在着手购并之前，我们进行了认真细致的战略适应性评估。

**stra'tegic 'human re'source ,management** *noun* [U] (*abbr* **SHRM**)
(*HR*) the process of a company organizing and using its employees in the way that best helps the company to achieve its aims 战略性人力资源管理

**stra,tegic 'industry** *noun* [C]
an industry that is considered to be extremely important to the economy or the defence of a country or region 战略产业（工业）：*The government is likely to raise tariff levels to protect strategic industries such as electronics.* 政府可能会提高关税水平以保护诸如电子产业在内的战略性产业。

**stra,tegic in'flection point** *noun* [C] (*abbr* **SIP**)
a time in the life of a business when it faces great changes, for example in technology or competition, and must change in order to continue to be successful（企业发展过程中的）战略转型点，战略转折点，战略拐点

**stra,tegic infor'mation ,system** *noun* [C] (*abbr* **SIS**)
a computer system used in an organization to help it plan how to achieve a particular purpose or gain an advantage（机构内部用于规划未来达到预定目标的）战略信息系统

**stra,tegic 'management** *noun* [U]
the process of predicting the opportunities, difficulties, etc. that a company will have in the future and planning how the company can gain as much advantage as possible 战略管理

**stra,tegic 'marketing** *noun* [U]
the process of a company planning where and how to sell its products most effectively 战略营销

**stra,tegic 'partner** *noun* [C]
another company that a business works with in order to gain an advantage or achieve a particular aim 战略伙伴 ▸ **stra,tegic 'partnering** *noun* [U]

**stra,tegic 'planning** *noun* [U]
the activity of analysing the progress of a company or an organization and deciding what it must do in order to be successful in the future 战略规划：*We use strategic planning to set long-term goals and short-term agendas.* 我们利用战略规划确定长期目标和短期工作安排。◇ *the director of strategic planning* 战略规划部主任

**stra,tegic 'value** *noun* [U]
the benefits that a business would bring to another company if that company bought it 战略价值（一家公司收购另一家公司所能获得的利益）：*They acquired their smaller competitor for the strategic value of increased market share.* 他们收购了一家比他们小的竞争对手，目的是想通过提高市场份额获得战略价值。

**strategist** /'strætədʒɪst/ *noun* [C]
**1** a person whose job involves developing a plan which will allow the company to gain as much advantage as possible 战略家：*She's a market strategist at Morgan Stanley.* 她是摩根士丹利公司的市场战略专家。
**2** a person who is good at analysing a situation and making plans 精于分析形势制订计划的人：*He is known as a great strategist.* 他因精于审时度势而著称。

**★strategy** /'strætədʒi/ *noun* [C,U] (*plural* **strategies**)
SEE ALSO: **business strategy, competitive ~, competitor ~, corporate ~, extension ~, operating ~, Porter's generic strategies,** etc.
a plan that is intended to achieve a particular purpose; the process of planning sth 战略：*We need to develop a global marketing strategy.* 我们必须制定一项全球营销战略。◇ *basic pricing strategies* 基本定价战略 ◇ *He outlined his strategy for taking the business forward.* 他简要介绍了推动业务向前发展的战略。◇ *a change/shift in strategy* 战略变化 / 转变
● *to* ***build/develop/devise/formulate/plan*** *a strategy* 构建 / 制定 / 策划 / 制订 / 设计战略 • *to* ***follow/implement/pursue*** *a strategy* 遵循 / 执行 / 贯彻战略 • *a* ***clear/coherent/good/successful/viable/winning*** *strategy* 清晰的 / 连贯的 / 有益的 / 成功的 / 可行的 / 致胜的战略 • *a* ***basic/broad/core/general/an overall*** *strategy* 基本的 / 广泛的 / 核心的 / 一般的 / 总体的战略 • *a* ***long-term/medium-term/short-term*** *strategy* 长期 / 中期 / 短期战略 • *a strategy* ***consultant/director/group/team/unit*** 战略顾问 / 主任 / 集团 / 团队 / 单位

**,stratified 'sampling** *noun* [U]
(*Marketing*) a method of research in which people from different groups of the population are used in tests to find information about the whole population（统计的）分层抽样 → RANDOM SAMPLING at RANDOM SAMPLE ▸ **,stratified 'sample** *noun* [C]

**streak** /stri:k/ *noun* [C]
a series of successes or failures 运气；手气：*The company has been on a* ***winning streak*** *recently.* 这家公司最近运气很好。◇ *Wall Street yesterday extended its* ***losing streak*** *to six days.* 昨天华尔街股市的下跌已延长到第六天。◇ *the Dow's eight-week streak of gains* 道指连续八周的上涨

**stream** /stri:m/ *noun* [C]
a continuous flow of sth 一连串；接二连三；源源不断：*a* ***steady*** *stream of orders* 稳定的源源不断的订单
IDM **be, come, go on 'stream ; bring sth on 'stream** to be in operation or available; to make sth be in operation or available 投产；投入使用：

*The new plant is scheduled to come on stream in May of next year.* 这家新工厂计划于明年五月份投入使用。→ INCOME STREAM

**streamline** /'stri:mlam/ *verb* [+ obj]
**1** to make a system, an organization, etc. work better, especially in a way that saves money 精简机构；使（机构、系统等）更有效率：*We need to streamline the production process.* 我们必须对生产流程进行优化。◇*A plan was developed to streamline operations by cutting staff and upgrading technology.* 已经确定一项旨在通过裁减员工和技术升级以便提高生产效率的计划。
**2** (*often* **streamlined**, *used as an adjective* 一般用streamlined的形式，用作形容词) to give sth a smooth even shape so that it can move quickly and easily through air or water 使呈流线型：*The latest model has a smoother, more streamlined design.* 最新款的设计更光滑、更具流线型。
▸ **'streamlining** *noun* [C,U]：*The airline needs to undergo a major streamlining.* 这家航空公司必须进行大规模的精简。

**,stream of 'revenue** = REVENUE STREAM

**'street price** *noun* [C] (*especially AmE*)
the price at which a product is sold in shops/stores 市场价：*The radio goes on sale next month with an estimated street price of about $100.* 这种收音机下个月上市销售，预计市场价在100元左右。◇*Gasoline street prices have jumped.* 汽油的市场价上涨了。SYN HIGH-STREET PRICE, RETAIL PRICE

**★strength** /streŋθ/ *noun*
SEE ALSO: **industrial-strength**
**1** [U] how strong a country's currency is in relation to other countries' currencies（一国货币币值的）实力，坚挺：*the continuing strength of the dollar against the yen* 美元对日元持续坚挺◇*The strength of the currency is damaging exports.* 货币坚挺损害到出口。
**2** [U] the power and influence that sb/sth has 实力：*The new base will boost the airline's strength in Europe.* 新基地将增强这家航空公司在欧洲的实力。◇*to negotiate **from a position of strength*** 以强势地位进行谈判◇*We will focus on building brand strength.* 我们将集中力量培养品牌实力。
**3** [C] a quality or an ability that a person or thing has that gives them an advantage 优势；长处：*One of her main strengths is her ability to cope with pressure.* 她的主要优势之一是能够应对压力。◇*The plan has both **strengths and weaknesses**.* 这一计划既有长处也有不足。
**4** [U] the ability that sth has to resist force or hold heavy weights without breaking or being damaged 强度：*Carbon fibre offers a superior strength to weight ratio.* 碳纤维具有很高的强度重量比。
**5** [U] the number of people in a group, a team or an organization 人力；人数多寡：*The strength of the workforce is about to be doubled from 3 000 to 6 000.* 职工人数将翻一番，从3 000人增加到6 000人。◇*The board is now up to **full strength*** (= with all the members it needs). 董事会人员现在已经齐备。
IDM **go from ,strength to 'strength** to become more and more successful 越来越成功 **on the strength of sth** because sb has been influenced or persuaded by sth 在某事物的影响下；凭借某事物：*I got the job on the strength of your recommendation.* 凭借您的有力推荐，我得到了这份工作。→ idiom at PLAY *verb*

**★strengthen** /'streŋθn/ *verb* [+ obj *or* no obj]
to become stronger; to make sth/sb stronger 加强；增强；巩固；变得坚挺：*This week the yen has strengthened against the dollar.* 本周日元对美元升值了。◇*plans to strengthen the euro* 使欧元变得坚挺的计划◇*Their position in the market has strengthened in recent months.* 最近几个月来他们的市场地位得到了增强。◇*The fall in unemployment is a sign of a strengthening economy.* 失业人数下降是经济走强的信号。See note at CURRENCY

**stress** /stres/ *noun, verb*
• ***noun***
SEE ALSO: **job stress**
**1** [U,C] pressure or worry caused by the problems in sb's life or work 压力；紧张：*The course teaches you to handle workplace stress.* 这门课程教你处理工作压力的方法。◇*She never escapes the stresses of the CEO post completely.* 她一直没有完全摆脱首席执行官职位带来的压力。◇*Can you make decisions **under** stress?* 你可以在压力之下作出决策吗？◇*Increasing work pressure on staff is leading to rising stress levels.* 员工越来越大的工作压力导致紧张程度提高。◇*the **stresses and strains** of running your own firm* 经营自己企业的压力◇*stress-related illnesses* 与压力有关的疾病◇*stress management* (= dealing with stress) 压力管理
➊ *to **be under/experience/suffer** (**from**)/**have** stress* 在压力之下；经受压力；经受压力的痛苦；有压力 • ***executive/workplace** stress* 管理人员的压力；工作压力 • *to **cause/increase** stress* 产生 / 增加压力 • *to **avoid/reduce/relieve/remove** stress* 避免 / 降低 / 减轻 / 消除压力 • *to **cope with/deal with/handle/manage** stress* 处理压力
**2** [U,C] pressure that is put on sth that can harm it or cause problems 困难：*Funding problems were placing stress **on** the project.* 资金问题增加了这个项目的难度。◇*We cannot afford further stresses to our balance sheet.* 我们的资产负债表承受不起更大的负担。
➊ *to **place/put** stress on sth* 加压于某事 • *to **be under/put sth under** stress* 在 / 置于压力之下 • ***economic/financial/market** stress* 经济 / 金融 / 市场压力
**3** [U] special importance given to sth 重视；强调：*We need to place more stress **on** attractive design.* 我们必须更加重视设计的精美。
➊ *to **lay/place** stress on sth* 强调某事
• ***verb*** [+ obj]
to emphasize a fact, an idea, etc. 强调：*She stressed the importance of meeting the deadline.* 她强调了按时完成的重要性。◇*I must stress that everything I've told you is in strict confidence.* 我必须强调我告诉你的一切都要绝对保密。

**stressed** /strest/ *adjective*
**1** (*also* **,stressed 'out**) [not before noun] too worried and tired to be able to relax 心力交瘁；焦虑不安：*If I get too stressed out I take a day's leave.* 如果太劳累的话，我就请一天假。
**2** that has a lot of pressure on it 不堪重负的；压力太大的：*stressed market conditions* 压力重重的

市场形势 ◇ *financially stressed companies* 财务压力很大的公司

**stressful** /'stresfl/ *adjective*
causing a lot of anxiety and worry 十分紧张的: *I've had a very stressful week.* 我这一周十分紧张。 → HIGH-PRESSURE
**O** *a stressful* ***job/lifestyle/situation/time*** 十分紧张的工作 / 生活方式 / 形势 / 时间

**'stress ,puppy** *noun* [C] (*AmE, informal*)
a person who enjoys stress but complains about it all the time 压力小狗（喜欢压力但又总是抱怨的人）: *I seem to be getting along better with the stress puppies now—they are a lot friendlier than people in my last job.* 现在我似乎和那些压力小狗们相处得更好——他们比我上一份工作中共事的人友好得多。

**stretch** /stretʃ/ *verb, noun*
• ***verb***
**1** [no obj] (*used in negative sentences and questions about an amount of money* 用于否定句和疑问句中，指一笔钱) to be enough to buy or pay for sth 够用；负担得起: *Our budget won't stretch to a new server.* 我们的预算不足以购置新服务器。
**2** [+ obj] to make money last longer or buy more than planned 省着用: *tips for stretching your training budget further* 关于更有效地使用培训预算的几点建议 ◇ *The sale of the entertainment division would clear the company's stretched balance sheet.* 娱乐分部的出售将使公司捉襟见肘的资产负债表变得一身轻松。
**3** [+ obj] to make use of all your money, supplies, time, etc. so that there is little or nothing left 耗尽，竭尽: *This sudden rush of orders has stretched us* ***to the limit.*** 突然涌入的订单将我们逼到了极限。 ◇ *We can't take on any more work—we're* ***fully*** *stretched as it is.* 我们不能再接受其他工作了——现在已经满负荷了。
**4** [+ obj] to make use of all sb's skill, intelligence, etc. 全力以赴；竭尽所能: *I enjoy my job because it stretches me.* 我喜欢我的工作，因为它充分发挥了我所有才能。
**5** (*Marketing*) [+ obj] if a company **stretches** a brand, they use a successful brand name to sell new types of products or services（品牌）延伸: *stretching the brand with new products and markets* 把这一品牌延伸至新的产品和市场 → BRAND STRETCHING → idiom at RULE *noun*
• ***noun***
**IDM* **at full 'stretch** using as much energy as possible, or the greatest possible amount of supplies 竭尽全力: *We have been working at full stretch.* 我们一直竭尽全力地工作。

**,strict lia'bility** *noun* [U]
(*Law*) a situation where a person or company is responsible for the harm or injury that their actions, products, etc. cause, even though they did not intend to cause the harm or had tried to act carefully 后果责任；严格赔偿责任；严格责任

**strife** /straɪf/ *noun* [U]
(used especially in newspapers) angry disagreement between two groups of people（尤用于报章）冲突，争吵，争斗: *The industry has been hit by industrial strife* (= strikes) *in recent years.* 这个行业近年来一直受到劳资对抗的打击。

**★strike** /straɪk/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **all-out strike, general ~, lightning ~, official ~, sympathetic ~, sympathy ~, unofficial ~**
(*HR*) a period of time when an organized group of employees of a company stops working because of a disagreement over pay or conditions 罢工: *the oil workers' strike* 石油工人罢工 ◇ *a 48-hour strike by production workers* 生产工人举行的48小时罢工 ◇ *Half the workers have gone on strike in protest against the pay cuts.* 一半工人参加了抗议减薪的罢工。◇ (*BrE*) *The workforce threatened to* ***come out*** *on strike.* 全体工作人员威胁要罢工。◇ *Catering staff in the company voted to* ***take strike action.*** 公司的餐饮人员投票决定采取罢工行动。◇ *The union called a* ***strike ballot*** (= a vote for or against a strike) *of staff.* 工会呼吁进行员工罢工投票。
**O** *to* ***call (for)/have/hold*** *a strike* 呼吁 / 进行 / 举行罢工 • *to* ***be (out)/go*** *on strike* 出去 / 参加罢工 • *to* ***call sb out*** *on strike* 号召某人出来罢工
• ***verb***
**1** (*HR*) [no obj] to refuse to work, as a protest 罢工: *The union has voted to strike* ***for*** *a pay increase of 6%.* 工会已经投票表决罢工，要求加薪6%。 ◇ *Striking workers picketed the factory.* 罢工工人在工厂附近设置了纠察队。
**2** [+ obj] to make an agreement with sb 与某人达成一致: *The budget airline has struck a $400 million deal to buy its low-cost rival.* 这家廉价航空公司以4亿元的价格购买了其低成本竞争对手。
**O** *to strike an* ***agreement/a bargain/contract/deal*** 达成协议 / 交易 / 合同 / 协议
**IDM* **strike a 'balance (between A and B)** to manage to find a way of being fair to two opposing things（在A和B之间）折中，使两全其美，兼顾: *You need to strike a balance between your work and your personal life.* 你必须在工作和个人生活之间取得平衡。 **strike/sound a cautious, optimistic, etc. 'note/'tone ; strike/sound a note of 'caution, 'optimism, etc.** to express feelings or opinions of a particular kind 表达感情或某种观点: *The report struck a cautious note about prospects for the coming year.* 这份报告对来年的前景表达了谨慎的看法。 **strike 'gold** to find or do sth that brings you a lot of success or money 打开成功（或财富）之门；踏上成功（或财富）之路: *They struck gold with fat-free ice cream.* 他们凭借脱脂冰淇淋赚了大钱。 → idiom at HARD *adj.*
**PHR V* **,strike sb/sth 'off** to remove sb/sth's name from sth, such as the list of members of a professional group 把某人 / 某物除名: *Harries was struck off as a director for ten years after receiving illegal payments.* 由于收受非法钱财，哈里斯担任十年之久的董事职位被解除了。 **,strike 'out 1** to start being independent 独立；自谋生路: *She decided to strike out on her own and form her own company.* 她决定自谋生路成立自己的公司。 **2** (*AmE*) to fail 失败: *The company struck out the first time it tried to manufacture personal computers.* 这家公司首次试图生产个人电脑的努力失败了。

VOCABULARY BUILDING 词汇扩充

**Industrial disputes**

- *No cars have been produced since the* ***strike*** *started.* 罢工开始以来一辆汽车都没有生产。
- *Management ordered a* ***lockout****, keeping thousands of workers from their jobs.* 管理层宣布停工，使数千工人不能工作。
- *The* ***walkout*** *by civil servants forced a number of government offices to close.* 公务员罢工使许多政府部门被迫停止办公。
- *Workers staged a* ***go-slow/slowdown*** *to protest against the introduction of new technology.* 工人发起怠工以抗议引进新技术。
- *The* ***work-to-rule*** *has included a refusal to work overtime.* 照章工作包括拒绝加班。

**'strike-bound** *adjective*
that cannot function or move because of strikes 因罢工而停顿的: *strike-bound airports/passengers* 因罢工而停顿的机场；因罢工而滞留的旅客

**'strike-ˌbreaker** (*AmE spelling* **strikebreaker**) *noun* [C]
(*HR*) a person who continues working or is employed to work while others are on strike, and therefore makes the strike less successful 破坏罢工者；顶替罢工者工作的人: *They blamed the accidents on unqualified strike-breakers.* 他们把事故原因归咎为顶替罢工者工作的人不称职。
▸ **'strike-ˌbreaking** (*AmE spelling* **strikebreaking**) *noun* [U]

**'strike pay** *noun* [U]
(*HR*) money that a union pays to its members when they are on strike and not being paid by their company（由工会而非由公司支付给会员的）罢工工资

**'strike price** = EXERCISE PRICE

**striker** /'straɪkə(r)/ *noun* [C]
(*HR*) a person who takes part in a strike 罢工者: *The strikers plan to return to work on Thursday.* 罢工者计划星期四回去工作。

**'striking price** = EXERCISE PRICE

**stringent** /'strɪndʒənt/ *adjective*
**1** (about a law, rule, etc.) very strict and that must be obeyed（法律、法规等）苛刻的，必须严格遵守的: *stringent air-quality regulations* 严格的空气质量规定 ◇ *Licences are only granted under the most stringent conditions.* 许可证依照最严格的条件核发。
**2** (about financial conditions) difficult and very strictly controlled because there is not much money（财务状况）资金短缺的: *stringent cost controls* 严格的成本控制 ◇ *the government's stringent economic policies* 政府紧缩的经济政策
▸ **stringency** /'strɪndʒənsi/ *noun* [U]: *a period of financial stringency* 财政紧缩时期 **stringently** /'strɪndʒəntli/ *adverb*: *The rules are stringently enforced.* 这些条例得到严格执行。

**strip** /strɪp/ *verb, noun*
● ***verb*** [+ obj] (**-pp-**)
**1 strip sth from sb/sth | strip sb/sth of sth** to remove sth from sth/sb 除去；剥去: *They were found guilty of stripping millions of dollars of assets from the company.* 他们被发现犯有侵吞公司数百万元资产的罪行。 ◇ *Three of the company's directors were stripped of their posts after the scandal.* 公司的三名董事在那个丑闻之后被解职。 → ASSET-STRIPPING
**2** (*Finance*) to remove the right to interest payments from a bond so that they can be sold separately from the bond 拆卸（债券）；将息票从债券上分离: *A 10-year bond paying interest every 6 months could be stripped into 21 stripped bonds—one for each interest period plus the principal.* 一张10年期每6个月付息一次的债券可以拆分为21张剥离债券——每个利息期各一张外加本金一张。
PHR V **,strip sth a'way** to remove anything that is not necessary 揭去；清除: *They are looking at ways of stripping away unnecessary regulation in the pensions industry.* 他们正在想办法废除养老金行业不必要的规章制度。 **,strip 'down; ,strip sth 'down** to remove parts from sth in order to make it smaller, simpler, etc. 精简: *Many companies are stripping down to the essentials.* 许多公司精简到了最小规模。 ◇ *We have stripped down the sales process to help cut costs.* 我们精简了销售流程以帮助降低成本。 **,strip sth 'down** to separate a machine, etc. into parts so that they can be cleaned or repaired 拆开，拆卸（机器等）: *The used computers are stripped down, cleaned, reassembled and sold.* 旧电脑被拆开、清洁、重新组装然后出售。 **,strip sth 'out (of sth) 1** to remove or not include sth 剔除；不包括: *When South America is stripped out of the overall total, the sales figures are in fact quite good.* 当南美从总数中被剔除后，事实上销售业绩非常好。 **2** (*BrE*) to take parts out of a machine so that they can be cleaned or repaired 拆卸
● ***noun*** [C]
SEE ALSO: **magnetic strip**
**1** (*AmE*) a street that has many shops/stores, restaurants, etc. along it 商业街: *Sunset Strip* 日落大道
**2** (*Finance*) the right to interest payments on a bond (the **coupon**) that is sold as a separate investment（债券）息票

**'strip mall** *noun* [C] (*AmE*)
a set of shops/stores, restaurants, etc. that are built together along a main road 沿公路商业区: *With a loan of $5 000 she opened one small retail women's clothing store in a strip mall in Chicago.* 她用5 000元贷款在芝加哥的一个沿公路商业区开了一家小型女装零售店。

★**strong** /strɒŋ; *AmE* strɔːŋ/ *adjective* (**stronger** /-gə(r)/**strongest** /-gɪst/)
**1** (about a business or an industry) in a safe financial position（商业或工业）经营状况良好的，景气的: *Their catering business remained strong despite the recession.* 尽管出现经济衰退，他们的餐饮业务仍然十分兴旺。 ◇ *a strong balance sheet* 状况良好的资产负债表 ◇ *one of the strongest banks in Europe* 欧洲经营状况最好的银行之一
**2** (about prices, an economy, etc.) having a value that is high or increasing（价格、经济等）坚挺的，行情看涨的: *The euro is getting stronger against the dollar.* 欧元对美元变得越来越坚挺。 ◇ *a stronger demand for powerful laptops* 对高配置笔记本电脑的强劲需求 ◇ *strong growth in profits* 利润的强劲增长 ◇ *strong share prices* 行情看涨的

股价 ◇ *The carmaker posted stronger-than-expected results.* 这家汽车制造厂公布的业绩好于预期。
**3** firmly established; difficult to defeat or destroy 稳固的；牢固的：*Building a strong brand brings many benefits.* 建立稳固的品牌会带来许多益处。◇ *We are facing very strong competition in our market.* 我们在市场上面临着十分激烈的竞争。◇ *The College has strong ties with business and industry.* 这所学院与工商业界有着密切联系。
**4** likely to succeed or happen 有望成功（或发生）的：*There is a strong* ***possibility*** *that many businesses in the area will cease trading in the next 18 months.* 这个地区很多企业很有可能在今后的18个月里停止交易。◇ *You're* ***in a strong position*** *to negotiate.* 你谈判很有可能成功。
**5** having a lot of power or influence 有影响力的；强大的；有权势的：*strong management* 强有力的管理
**6** good at sth 擅长的：*Giving presentations is not my* ***strong point*** (= I am not very good at it). 演讲不是我的长处。
**7** used after numbers to show the size of a group（用于数字之后表示集体的规模）多达…的：*The sales force will be 4 000 strong.* 销售队伍多达4 000人。◇ *our 2 500-strong workforce* 我们多达2 500人的员工队伍
**8** not easily broken or damaged; made well 结实的；坚固的：*a strong cable/glue* 结实的电缆；强力胶 OPP WEAK
▸ **'strongly** *adverb*：*The business was performing strongly.* 这家企业表现强劲。◇ *Costs had risen more strongly than expected.* 成本比预期上升得还要快。◇ *The survey suggested happiness may be strongly linked to income.* 调查显示幸福可能与收入紧密相连。
IDM **be 'strong on sth 1** to be good at sth 擅长某事：*The new PCs will be strong on graphics.* 这款新的个人电脑擅长处理图形。 **2** to have a lot of sth 某物有很多：*The report was strong on criticism, but short on practical suggestions.* 这份报告批评的言辞很多，但可行性建议很少。 **be sb's 'strong suit** to be a subject that sb knows a lot about and does well 是某人的强项：*Customer service is not their strong suit.* 客户服务不是他们的强项。

**strongbox** /'strɒŋbɒks; *AmE* 'strɔːŋbɑːks/ *noun* [C]
a strong, usually metal, box for keeping valuable things in 金属柜；保险柜

**strongroom** /'strɒŋruːm; -rʊm; *AmE* 'strɔːŋ-/ *noun* [C]
a room, for example in a bank, with thick walls and a strong solid door, where valuable items are kept（贮藏金钱、珍宝等的）保险库

**structural** /'strʌktʃərəl/ *adjective* [usually before noun]
connected with the way in which sth is built or organized 结构上的；建筑上的：*The building had several structural defects.* 这栋大楼有好几处结构缺陷。◇ *There have been structural changes in the industry.* 这个行业一直在进行结构变革。
▸ **structurally** /'strʌktʃərəli/ *adverb*：*The building was found to be structurally unsound.* 这栋大楼被发现存在结构问题。

**,structural a'nalysis** *noun* [U,C]
(*Technical*) a careful examination of sth to see how its parts function together 结构分析：*structural analysis of a company/a chemical/a building* 公司/化学品/建筑物的结构分析 ◇ *structural analysis software for engineering departments* 适用于工程部门的结构分析软件

**,structural 'deficit** *noun* [C]
(*Economics*) the difference by which the amount of money a government would spend in average economic conditions is greater than the money it would receive 结构性赤字 → STRUCTURAL SURPLUS

**,structural engi'neering** *noun* [U]
the activity of applying scientific knowledge to the design and construction of buildings, bridges and other structures 结构工程 ▸ **,structural engi'neer** *noun* [C]

**,structural in'flation** *noun* [U]
(*Economics*) the rate at which the prices of goods and services in a particular country naturally rise because of the government's MONETARY POLICY (= its policy on controlling the supply of money and credit) 结构性通货膨胀

**,structural 'surplus** *noun* [C]
(*Economics*) the difference by which the amount of money a government would spend in average economic conditions is less than the money it would receive 结构性盈余 → STRUCTURAL DEFICIT

**,structural unem'ployment** *noun* [U]
(*Economics*) a reduction in the amount of paid work available as a result of a fall in demand for a product, changes in technology, etc. and not because of the temporary effects of the time of year, particular events, etc. 结构性失业 → FRICTIONAL UNEMPLOYMENT, SEASONAL UNEMPLOYMENT

**★structure** /'strʌktʃə(r)/ *noun, verb*
• ***noun***
SEE ALSO: **capital structure, career ~, corporate ~, cost ~, financial ~**
**1** [U,C] the way in which the parts of sth are connected together, arranged or organized; a particular arrangement of parts 结构；组织：*changes in the structure of the company* 公司结构的变革 ◇ *the airline's new fare structure* 航空公司新的票价结构 ◇ *The management plan to create a more flexible pay structure.* 管理层计划建立一个更为灵活的薪酬结构。
**2** [U,C] the state of being well organized or planned with all the parts linked together; a careful plan 精心组织；周密安排；体系：*His presentation lacked structure.* 他的演讲结构不紧凑。
**3** [C] a thing that is made of several parts, especially a building 结构体；建筑物：*brick/wood/steel structures* 砖/木/钢结构
• ***verb*** [+ obj] (*usually* **be structured**) to arrange or organize sth into a system or pattern 使形成体系；系统安排；精心组织：*The conference was structured* ***around*** *three key issues.* 这场会议是围绕三个关键问题展开的。◇ *We have a highly structured recruitment process.* 我们有一个高度系统化的招聘程序。

**struggle** /'strʌgl/ *verb, noun*

• ***verb*** [no obj]

**1** to have a lot of difficulties or problems while trying to achieve sth 挣扎；奋力前进；艰难地进行：*The manufacturing sector is struggling.* 制造部门正努力摆脱困境。◇ *The new CEO has the task of turning around the struggling company.* 新任首席执行官担负着带领公司走出困境的任务。

**2** to fight against sb/sth in order to prevent a bad situation or result 抗争；斗争：*The industry is struggling* ***with*** *weak demand.* 这一行业正在努力应对疲软的需求。

**3** to compete with sb, especially in order to get sth 争夺；辩论：*The two products are struggling* ***for*** *market share in the desktop publishing sector.* 这两种产品在桌面出版领域争夺市场份额。

PHR V ,**struggle a'long/'on** to continue in spite of problems 在困难中坚持：*The business struggled along for some time before being shut down.* 这家企业在倒闭以前苦苦挣扎了一段时间。

• ***noun***

**1** [C] a hard fight in which people try to obtain or achieve sth, especially sth that sb else does not want them to have 努力；斗争；奋斗；争夺：*the struggle* ***between*** *start-ups and established companies* 初创公司和知名公司之间的斗争 ◇ *He is engaged in a bitter struggle with his rival to get control of the company.* 他为取得公司的控制权正与对手进行艰苦的斗争。

**2** [C] a fight to stop sth bad from happening（与坏事作的）斗争：*the struggle* ***against*** *corruption* 与腐败作斗争

**3** [sing.] something that is difficult for sb to do or achieve 难事：*It is a struggle to cope with such a heavy workload.* 应付如此繁重的工作实在很困难。

**stub** /stʌb/ *noun* [C]

SEE ALSO: **pay stub**

the part of a cheque, ticket, etc. that you keep as a record when you give the other part to sb（支票、车票等的）票根：*She saves all her bank statements and cheque stubs.* 她保存着所有的银行对账单和支票票根。 SYN COUNTERFOIL

✪ *to* ***complete/detach/tear off/fill in/keep/retain*** *the stub* 填写 / 撕下 / 填写 / 保存 / 保留票根

**study** /'stʌdi/ *noun, verb*

• ***noun*** (*plural* **studies**)

SEE ALSO: **case study, feasibility ~, time-and-motion ~, tracking ~, work ~**

**1** [U] the activity of learning 学习；研究：*Economics is the study of how we use limited resources to provide people with what they need and want.* 经济学是研究如何利用有限的资源为人们提供所需物品的学科。

**2** [C] a piece of research 研究：*We are conducting a study of how people use our products.* 我们正在进行关于人们如何使用我们产品的研究。◇ *a market study produced by a well-known firm of market researchers* 由一家著名的市场调研公司进行的市场研究

✪ *to* ***carry out/conduct/do/make/undertake*** *a study* 开展 / 实施 / 进行 / 从事一项研究

**3** **studies** [pl.] a particular person's learning activities（个人的）学习，功课：*I worked for a year before continuing my studies.* 我工作了一年之后继续学习。

✪ *to* ***complete/continue/pursue*** *your studies* 完成 / 继续 / 致力于你的学业

**4** **studies** [U with sing./pl. verb] used in the names of some academic subjects（用于某些学科名称）学，研究：*I did Business Studies at university.* 我大学里学的是商学。

✪ *to* ***do/major in/specialize in*** *... studies* 进行 / 专门从事…的研究

**5** [U] the act of considering or examining sth in detail 仔细检查；细致考虑：*The proposal deserves careful study.* 这一提案值得认真研究。

• ***verb*** **(studies, studying, studied, studied)**

**1** [+ obj *or* no obj] to spend time learning about a subject 学习：*I've been studying English for fifteen years/since I was twelve.* 十五年来 / 自我十二岁起，我一直在学习英语。◇ *I studied economics at Barcelona University.* 我在巴塞罗那大学学习经济学。◇ *studying* ***for*** *a business qualification* 为取得从业资格而学习

**2** [+ obj] to examine sth carefully in order to understand it or find out sth 研究；调查：*We will study the proposals carefully before making a decision.* 在作出决策之前，我们将仔细研究这些建议。◇ *The group are studying how men and women use different negotiation techniques.* 这个小组正在研究男女是如何使用不同谈判技巧的。

**stump** /stʌmp/ *verb*

PHR V ,**stump 'up (for sth)**; ,**stump 'up sth (for sth)** (*BrE*) (*informal*) (used especially in newspapers) to pay money for sth（尤用于报章）为…付钱：*Investors could be asked to stump up as much as $1 billion.* 投资者们可能得付出高达10亿元的资金。

**style** /staɪl/ *noun*

**1** [C,U] the particular way in which sth is done 方式；作风：*The two men have a very different style of doing business.* 那两个人的经商风格截然不同。◇ *She has an informal management style.* 她的管理方式较随意。◇ *differences in style* 风格上的差异

✪ *a style of* ***leadership/learning/management/work/working*** 领导 / 学习 / 管理 / 工作方式

**2** [C] a particular design of sth, especially clothes 样式；款式：*Our sunglasses are designed in a wide variety of styles.* 我们的太阳镜设计款式多种多样。

**stylus** /'staɪləs/ (*plural* **styluses** *or* **styli** /'staɪlaɪ/) (*also* '**stylus pen**) *noun* [C]

(*IT*) a device like a pen that you can use to write text or draw an image on a special computer screen 指示笔；触笔

**Styrofoam™** /'staɪrəfəʊm; *AmE* -foʊm/

= POLYSTYRENE

**subagent** /'sʌbeɪdʒənt/ *noun* [C]

a person or company who is paid to work for or represent an agent 副代理人；分代理

▸ **subagency** /'sʌbeɪdʒənsi/ *noun* [C] (*plural* **subagencies**)

**subcommittee** /'sʌbkəmɪti/ *noun* [C]

a group of people who are chosen to do a particular part of the work of a committee（委员会下的）小组委员会，分委员会

**subcomponent** /ˈsʌbkəmpəʊnənt; *AmE* -poʊn-/ *noun* [C]
a part of one of the parts of sth 子分量；子部件

**subcontract** *verb*, *noun*
• ***verb*** /ˌsʌbkənˈtrækt; *AmE* ˌsʌbˈkɑːntrækt/ [+ obj]
to pay a person or company to do some of the work that you have been given a contract to do 转包，分包（工程）：*We subcontracted the work to a small engineering firm.* 我们将工程分包给了一家小型工程公司。◇*We subcontracted a small engineering firm to do the work.* 我们转包给了一家小型工程公司去做那项工程。▸ **subcontracting** /ˌsʌbkənˈtræktɪŋ; *AmE* ˌsʌbˈkɑːntræktɪŋ/ *noun* [U]：*$160 million worth of subcontracting business* 价值1.6亿元的分包业务
• ***noun*** /ˌsʌbˈkɒntrækt; *AmE* -ˈkɑːn-/ [C]
a contract to do part of the work that has been given to another person or company 分包合同；转包合同：*More than £2 billion in subcontracts has been awarded to small businesses.* * 20多亿英镑的分包合同给了小企业。

**subcontractor** /ˌsʌbkənˈtræktə(r); *AmE* sʌbˈkɑːntræk-/ *noun* [C]
a person or company that does part of the work given to another person or company 分包商；转包商：*We work mainly as a subcontractor, supplying larger companies with machine parts.* 我们主要是作为分包商向大公司供应机械部件。

**subdivision** *noun*
**1** /ˌsʌbdɪˈvɪʒn/ [U] the act of dividing a part of sth into smaller parts 细分；再分割：*the subdivision of tasks* 任务的细分
**2** /ˈsʌbdɪvɪʒn/ [C] one of the smaller parts into which a part of sth has been divided 再分后的部分；分支；分部：*Supply chain management has four main subdivisions—logistics, purchasing, manufacturing and distribution.* 供应链管理有四个主要部分——物流、采购、制造和分销。
**3** (*Property*) /ˈsʌbdɪvɪʒn/ [C] (*AmE*) an area of land that has been divided up for building houses on（供开发住房的）地块

**subject** /ˈsʌbdʒekt; -dʒɪkt/ *adjective* **subject to sth**
**1** depending on sth in order to be completed or agreed 取决于：*The deal is subject to approval by shareholders.* 这项协议需经股东同意。
**2** likely to be affected by sth, especially sth bad 可能遭受…影响的：*All flights today are subject to delay.* 今天的所有航班均可能延误。◇*All prices quoted here are subject to change.* 这里的所有报价都可能有变。
**3** under the authority of sth 服从于；受…支配：*As the company operates in Europe, it is subject to EU laws.* 由于公司在欧洲运营，它受制于欧盟法律。

**subject line** *noun* [C]
the words in the space at the top of an email that describe what the email is about（电子邮件的）事由行，主题行：*Please put your reference number in the subject line.* 请在事由行中写上你的参考编号。

**sub judice** /ˌsʌb ˈdʒuːdəsi; -seɪ; -keɪ/ *adjective* [not usually before noun]
(*Law*) if a legal case is **sub judice**, it is still being discussed in a court and it is therefore illegal for anyone to talk about it in newspapers, on the television, etc. 正在审判中的；尚未裁决的
NOTE **Sub judice** is a Latin phrase. * sub judice 系拉丁语短语。

**sublease** /ˈsʌbliːs/ (*also* **sublet**) *noun* [C] (*Property*)
**1** an agreement in which sb rents all or part of a property from sb who rents it from the owner 转租；分租：*good deals on sublease space* 划算的场地转租交易
**2** an agreement in which sb who rents property from the owner rents all or part of it to sb else 转租协议
▸ **sublease** /ˌsʌbˈliːs/ *verb* [+ obj *or* no obj] = SUBLET *verb*

**sublet** /ˌsʌbˈlet/ *verb* [+ obj *or* no obj] (**subletting, sublet, sublet**) (*also* **sub'lease**) (*Property*)
**1** to rent to sb else all or part of a property that you rent from the owner 转租，分租（给某人）：*They rented land from the government and sublet it to a hotel for car parking.* 他们向政府租了土地，然后转租给一家酒店用作停车场。
**2** to rent all or part of a property from sb that rents it from the owner（从某人那里）转租，分租：*They sublet office space at the airport from a major airline.* 他们从一家大型航空公司那里转租了位于机场的办公场地。
▸ **sublet** /ˈsʌblet/ *noun* [C] = SUBLEASE *noun*

**subliminal** /ˌsʌbˈlɪmml/ *adjective*
affecting your mind even though you are not aware of it 潜意识的；下意识的：*subliminal advertising* (= that contains sounds or pictures you are not aware of) 隐性广告

**★submit** /səbˈmɪt/ *verb* (**-tt-**)
**1** [+ obj] to give a document, proposal, etc. to sb in authority so that they can study or consider it 提交；呈递：*Completed projects must be submitted by 10 March.* 成型的方案必须在3月10日前提交上来。
⊕ *to submit an **application**/a **plan**/**proposal**/**report*** 提交申请 / 计划 / 建议 / 报告 • *to submit a **bid**/**claim**/an **offer**/a **request*** 提交投标；提出索赔 / 报价 / 申请
**2** [+ obj *or* no obj] to accept the authority or control of sb/sth; to agree to sth because of this 顺从；屈服；不得不接受：*The two sides have agreed to submit the dispute to arbitration.* 双方同意将这一争议提交仲裁。
**3** (*Law or formal*) [+ obj] to say or suggest sth 表示；主张；建议
▸ **submission** /səbˈmɪʃn/ *noun* [U,C]：*When is the final date for the submission of proposals?* 提交提案的截止日期是什么时候？

**suboptimal** /ˌsʌbˈɒptɪməl; *AmE* -ˈɑːp-/ *adjective*
of less than the highest standard or quality 未达最佳标准的；不是最理想的：*There was a suboptimal performance of all the test shoes on wet surfaces.* 所有测试过的鞋子在潮湿表面上的表现都不是最理想的。

**suboptimization , -isation**
/ˌsʌbɒptmaɪˈzeɪʃn; *AmE* -ɑːptɪməˈz-/ *noun* [U]
a situation where individual parts of a business

consider only the aims and benefits of their own departments, without considering other departments or the business as a whole 次优化（企业的每个部门仅考虑部门自身的目标和利益，而不考虑其他部门或企业整体的情形）

**★subordinate** *adjective, noun, verb*

• ***adjective*** /sə'bɔːdmət; *AmE* -'bɔːrd-/

**1** having less power or authority than sb else in a group or an organization 隶属的；从属的；下级的：*The Project Manager is subordinate to the Product Manager.* 项目经理是产品经理的下级。

**2** less important than sth else 次要的：*All other issues are subordinate to this one.* 所有其他问题都没有这个问题重要。

• ***noun*** /sə'bɔːdmət; *AmE* -'bɔːrd-/ [C]

a person who has a position with less authority and power than sb else in an organization 下级；下属：*the relationship between subordinates and superiors* 上下级之间的关系

• ***verb*** /sə'bɔːdmeɪt; *AmE* -'bɔːrd-/ [+ obj]

to treat sth/sb as less important than sth/sb else 使从属于；把…置于次要地位：*Safety considerations were subordinated to commercial interests.* 商业利益被置于安全考虑之上。

**subordinated** /sə'bɔːdmeɪtɪd; *AmE* -'bɔːrd-/ *adjective* [usually before noun]

(*Finance*) used to describe a debt that will only be paid after all other debts have been paid if the borrower has financial problems（债务）次级的 SYN JUNIOR

⊕ *subordinated **bonds/debentures/debt/notes*** 次级债券 / 公司债券 / 债务 / 票据

**subpar** /ˌsʌb'pɑː(r)/ *adjective*

below an average or expected level 低于标准的；在一般标准（或平均水平）以下的：*subpar profit reports/performance* 低于平均水平的利润报告 / 业绩

**subpoena** /ˌsə'piːnə/ *noun, verb*

(*Law*)

• ***noun*** [C]

a written order for sb to attend a court as a witness to give evidence or for documents to be brought as evidence（传唤出庭作证的）传票：*He was served with a subpoena.* 他被传唤出庭作证。

• ***verb*** [+ obj]

to order sb to attend a court and give evidence as a WITNESS; to order documents to be brought to court as evidence 以传票方式传唤（某人出庭作证）；*The court has subpoenaed records from the company.* 法庭发出传票要求调用公司档案用作庭审证据。

**subrogation** /ˌsʌbrə'geɪʃn/ *noun* [U]

(*Insurance*) the right of an insurance company to claim back money it has paid out to sb from the person, company, etc. who caused the loss, damage or injury（保险公司的）代位追偿权：*Relying on the subrogation clause in the policy, the insurer sued the negligent driver.* 依据保单中的代位追偿条款，保险公司对疏忽大意的司机提起了诉讼。

**★subscribe** /səb'skraɪb/ *verb* [no obj]

**1** (*Stock Exchange*) to apply or agree to buy shares in a company 认购（股份）：*Investors can register to subscribe to the share offer from today.* 从今天起，投资者即可登记认购股票。◇ *subscribing **for** shares* 认购股票 → OVERSUBSCRIBED

**2** (*Commerce*) to ask to receive, or to pay to receive, a service, regular copies of a magazine, etc. 订阅，订购（服务、杂志等）：*Which journals do you subscribe **to**?* 你订阅了哪些杂志？◇ *Half a million people subscribe to their cable TV service.* 有五十万人订购了他们的有线电视服务。◇ *Subscribe to our free email newsletter.* 请订阅我们的免费电邮简讯。→ UNSUBSCRIBE

**subscribed** /səb'skraɪbd/ *adjective*

(*Stock Exchange*) used to describe how many new shares in a company have been applied for or bought 认购的：*The issue has now been **fully** subscribed.* 本次发行的股票目前已经被全部认购。→ OVERSUBSCRIBED

**sub,scribed 'capital** = ISSUED CAPITAL

**★subscriber** /səb'skraɪbə(r)/ *noun* [C]

**1** (*Commerce*) a person who asks to receive, or who pays to receive, a service, regular copies of a magazine, etc.（服务、杂志等的）订阅者，订阅人：*subscribers **to** Newsweek/broadband services* 《新闻周刊》订阅者；宽带用户 ◇ *The digital channel has expanded its **subscriber base** to 2 million.* 数字频道的用户基数已扩大到200万。◇ *the average revenue per subscriber* 每用户平均收益

**2** (*Law*) a person who signs the MEMORANDUM OF ASSOCIATION for a new company and who joins with other members of the company in paying for a particular number of shares, appointing the first directors, etc. 新公司的认股人

**★subscription** /səb'skrɪpʃn/ *noun* [C,U]

**1** an amount of money that you pay to receive a service, regular copies of a magazine, etc.; the act of paying this money 订阅费；订购费；订阅；订购：*to take out a subscription **to** a trade magazine* 订阅一份贸易杂志 ◇ *an annual subscription of £500* * 500英镑的年订阅费 ◇ *Copies are available **by** subscription.* 此刊物可订购。◇ *a **subscription-based** service* 基于订购的服务

⊕ ***to buy/pay/take out** a subscription* 购买 / 支付 / 办理订阅 • ***to cancel/renew** a subscription* 退 / 续订 • ***to charge** a subscription* 收取订阅费 • *a subscription **charge/fee/price/rate*** 订阅收费 / 费 / 价格 / 费率

**2** (*Stock Exchange*) the act of applying for or agreeing to buy shares in a company 认购（股票）：*Investors rescued the company by providing €23 million from a subscription **for** shares.* 投资者通过出资2 300万欧元认购股票的方式解救了这家公司。◇ *The subscription list for the shares opens on Tuesday.* 认股册于星期二开放认购。

⊕ *the subscription **list/price/period*** 认股册；认购价 / 期 • *subscription **rights*** 认购权

**★subsidiary** /səb'sɪdiəri; *AmE* -dieri/ *adjective, noun*

• ***adjective***

**1** (about a company) owned or controlled by another company（公司）附属的，隶属的：*The company is selling off its subsidiary businesses.* 这家公司正在出售其子公司。

**2** connected with sth but less important than it 辅助的；次要的：*Apart from publishing, the company has several interesting subsidiary*

*activities.* 除出版外，这家公司还从事一些有意思的附属业务。

• ***noun*** [C] (*plural* **subsidiaries**)
a company that is owned or controlled by another company 附属公司；子公司：*Exis Power, a 58%-owned subsidiary of Exis Corp* 埃克斯公司拥有58%股权的子公司——埃克斯能源公司 → SALES SUBSIDIARY See note at GROUP

**subsidize , -ise** /'sʌbsɪdaɪz/ *verb* [+ obj]
to give money to sb or an organization to help pay for sth; to give a **subsidy** 补贴；资助；补助：*Their online service is subsidized by advertising.* 他们用广告收入补贴其在线服务。◇ *The company offered to subsidize anyone who came to work by bus or bicycle.* 公司对乘坐公交车或骑自行车上班的人给予补助。

**subsidized , -ised** /'sʌbsɪdaɪzd/ *adjective*
(about a price, a cost, etc.) reduced by a **subsidy**, usually from a government（价格、成本等）补贴的：***heavily** subsidized imports from the EU* 来自欧盟的受大量补贴的进口 ◇ *Government employees can buy houses at a subsidized price.* 政府职员能够以补贴价买房。

**subsidy** /'sʌbsədi/ *noun* [C,U] (*plural* **subsidies**)
SEE ALSO: **tax subsidy**
money that is paid by a government or an organization to reduce the costs of services or of producing goods so that their prices can be kept low 补贴；补助：*a subsidy **on** petrol **for** transport companies* 对运输公司的汽油补贴 ◇ *public subsidy **of** aviation* 航空业公共补贴 ◇ *agricultural/farm/export subsidies* 农业 / 出口补贴 → SUBSIDIZE
✪ ***government/indirect/public/state** subsidies* 政府 / 间接 / 公共 / 国家补贴 • *to **get/qualify for/receive** a subsidy* 取得 / 有资格获得 / 接受补贴 • *to **give/grant/pay/provide** a subsidy* 给予 / 发放 / 支付 / 提供补贴

**subsistence** /səb'sɪstəns/ *noun* [U]
the state of having just enough money or food to stay alive 勉强维持生活：*They work a 12-hour day for a subsistence wage* (= enough money to buy only the basic things you need). 他们一天工作12小时，挣来的工资仅够糊口。

**sub'sistence al,lowance** *noun* [C] (*especially BrE*)
**1** a small amount of money for food and other expenses that is paid to an employee who has to travel somewhere for their work 出差补助
**2** a small amount of money paid to a new employee from the money they will earn (an **advance**) so that they can live until they receive their first pay 预付给新员工的生活费

**,substance over 'form** *phrase*
(*Accounting*) the important idea that a company's financial records should show what has actually happened, including what it actually owns or is owed, not just the legal form of pieces of business 实质重于形式（公司会计核算中应遵守的重要原则）

**'substitute goods** *noun* [pl.]
(*Economics*) similar products or services for which an increase (or fall) in demand for one, due to a change in price, leads to a fall (or increase) in demand for the other 替代商品

**,substi'tution ef,fect** *noun* [sing.]
(*Economics*) the change in demand for a product or service that happens when its price changes relative to similar products or services 替代效应 → INCOME EFFECT

**subtotal** /'sʌbtəʊtl; *AmE* -toʊtl/ *noun* [C]
the total of a set of numbers which is then added to other totals to give a final number 小计；部分和：*It is easy to calculate subtotals using the spreadsheet.* 用电子表格程序很容易计算出部分和。

**subtract** /səb'trækt/ *verb* [+ obj]
to take a number or an amount away from another number or amount 减去；扣除：*To calculate overtime, subtract 40 **from** the total hours worked.* 要计算加班时间，只要从总工时里减去40即可。
OPP ADD → TAKE (6) ▸ **subtraction** /səb'trækʃn/ *noun* [U,C]

**suburb** /'sʌbɜ:b; *AmE* -bɜ:rb/ *noun* [C]
an area where people live that is outside the centre of a city 郊区；城郊：*The factory is in a northern suburb of Paris.* 这家工厂位于巴黎北郊。◇ *people who work in the city but live **in the suburbs*** 在市内上班但居住在郊区的人们

**succession** /sək'seʃn/ *noun*
SEE ALSO: **management succession**
**1** [C, usually sing.] a number of things or people that follow each other in time or order; a series 一连串；一系列：*A succession of scandals have hit US companies recently.* 最近美国公司遭受一连串的丑闻打击。◇ *Interest rates have risen for the third month **in succession**.* 利率已经连续三个月上升了。◇ *We lost four key members of staff **in quick succession**.* 我们接连失去了四位关键职员。
**2** (*HR*) [U] the act of taking over an official position or title; the right to take over an official position or title 继承；继任；接替：*He became chairman **in succession to** Eric Marshall.* 他接替埃里克·马歇尔任董事长。

**suc'cession ,planning** *noun* [U]
(*HR*) the process of training and preparing employees in a company or an organization so that there will always be sb to replace a senior manager who leaves or retires 企业接班人计划 ▸ **suc'cession plan** *noun* [C]: *The CEO left before they could put a succession plan in place.* 在他们接班人计划确定之前，首席执行官就离开了。

**successor** /sək'sesə(r)/ *noun* [C]
a person or thing that comes after sb/sth else and takes their/its place 继承人；继任者；接班人；后继者：*Liam Cage is regarded as a potential successor to Chris Green as chief executive.* 利亚姆·凯奇被认为是总裁克里斯·格林的潜在接班人。

**succumb** /sə'kʌm/ *verb* [no obj]
to fail to resist sth 屈从：*The company finally succumbed to a takeover bid.* 这家公司最终同意被收购。

**★sue** /su:; *BrE also* sju:/ *verb* [+ obj *or* no obj]
to make a claim against sb in a court about sth that they have said or done to harm you 控告；控诉：*The bank is being sued **for** $1 billion in damages by a group of angry investors.* 这家银行被一群愤怒的投资者起诉，要求赔偿10亿元。

◇ *They threatened to sue if the work was not completed.* 他们威胁称，如果工程不能完工，就要提起诉讼。

**sug'gestion scheme** *noun* [C]
(*HR*) a system in which employees , customers, etc. can give their ideas on how to improve aspects of a business 建议机制（员工、客户等可以就企业的各方面改进发表意见）：*You could earn yourself some money by putting forward your suggestions through our employee suggestion scheme.* 通过员工建议机制提出建议者，可以得到一些奖金。

**suit** /su:t; *BrE also* sju:t/ *noun* [C]
**1** a set of clothes made of the same fabric, including a jacket and trousers/pants or a skirt 一套衣服；套装：*a business suit* 一套西装 ◇ *a pinstripe suit* 一套细条纹西装
**2** (*informal*) [usually pl.] a person with an important job as a manager in a company or an organization, especially one thought of as being mainly concerned with financial matters or having a lot of influence（尤指负责财务方面或拥有巨大影响力的）公司经理：*We can leave the detailed negotiations to the suits.* 我们可以把细节的谈判交给公司经理。→ CREATIVE *noun*
**3** = LAWSUIT → idiom at STRONG

**suite** /swi:t/ *noun* [C]
SEE ALSO: **C-suite**
**1** a set of rooms, especially in a hotel or an office building（酒店或办公楼的）套房：*a hotel/private suite* 酒店／私人套房 ◇ *a suite of rooms/offices* 套房；办公套房 ◇ *questions being discussed in the company's executive suites* (= the offices of the top managers) 在公司总经理办公室讨论的问题
**2** (*IT*) a set of related computer programs（计算机程序的）套件：*a suite of software development tools* 软件开发工具套件

**suitor** /'su:tə(r); *BrE also* 'sju:-/ *noun* [C]
a company that wants to buy another company 有意收购另一家公司的公司：*They are under threat from a hostile suitor.* 他们正面临一场恶意收购。

**★sum** /sʌm/ *noun, verb*
● ***noun***
SEE ALSO: **capital sum, lump sum**
**1** [C] an amount of money 金额；款项：*a large sum of money* 一大笔钱 ◇ *They paid a nominal sum of 1 cent per share.* 他们每股象征性地支付了1分钱。◇ *policies for savers with small sums to invest* 针对小额投资储户的政策 ◇ *He was paid a six-figure sum* (= over 100 000 dollars, euros, etc.) *for joining the company.* 他因加入公司而得到六位数的收入。
➕ ***a considerable/large/significant/substantial sum*** 一大笔钱 ◆ ***an enormous/a huge/vast sum*** 一笔巨款 ◆ ***a modest/nominal/small sum*** 一笔不多的／象征性的／小额的钱
**2** [C, usually sing.] the number you get when you add two or more numbers together 和；总和：*The sum of exports and imports rose by 5% in the first half of this year.* 今年上半年进出口总额上升了5%。
➕ ***to calculate/find/work out the sum*** (*of sth*) 计算／算出（某物的）总和
**3** [C] a simple problem that involves calculating numbers 算术；简单运算：***I did*** *a few sums in my head and decided it was a good price.* 我在脑子里简单算了一下就确定那是个好价钱。◇ ***If we've got our sums right,*** *we should be profitable within six months.* 如果我们的计算没错的话，我们在六个月内就会盈利。
**4** (*also* **,sum 'total**) [sing.] all of sth 全部；一切：***The sum of*** *all these small changes has had a huge effect on the industry.* 所有这些微小的变化加在一起对这个产业产生了巨大的影响。
IDM **be greater/more than the ,sum of its 'parts** to be better or more effective as a group than you would think just by looking at the individual members of the group 个体相加不如集体力量大 **in 'sum** used to introduce a short statement of the main points of a discussion or speech 总之；总而言之
● ***verb*** (**-mm-**)
PHR V **,sum 'up; ,sum sth 'up** to state the main points of sth in a short and clear form 总结；概括：*To sum up, there are three main ways of tackling the problem ...* 总的来说，解决这个问题有三条主要途径… SYN SUMMARIZE → SUMMING-UP

**,sum in'sured** (*also* **,sum as'sured**) *noun* [C] (*Insurance*) the maximum amount that a company will pay for a particular claim 保险金额；投保金额

**summarize , -ise** /'sʌməraɪz/ *verb* [+ obj *or* no obj]
to give the main points (a **summary**) of sth 总结；概述；概括：*Can you summarize what was said in the meeting?* 你能把会议发言概述一下吗？
SYN SUM UP

**★summary** /'sʌməri/ *noun, adjective*
● ***noun*** [C] (*plural* **summaries**)
SEE ALSO: **executive summary, management summary**
a short statement that gives only the main points of sth, not the details 总结；概述；概括：*a two-page summary of the report* 两页的报告概要 ◇ *The following is a summary of our conclusions.* 下面是我们对结论的概括。→ ABSTRACT
● ***adjective*** [only before noun]
**1** giving only the main points of sth, not the details 总结性的；概括性的：*a summary financial statement* 财务汇总报表
**2** done immediately, without paying attention to the normal process that should be followed 从速从简的；速决的：*a summary judgement* 草草判决 ◇ *Violence and theft may result in summary* (= instant) *dismissal.* 犯了暴力和盗窃罪可能会被立即开除。
▸ **summarily** /'sʌmərəli; *AmE* sə'merəli/ *adverb*

**,summing-'up** *noun* [C] (*plural* **,summings-'up**)
**1** (*Law*) a statement that the judge makes near the end of a trial in a court, in which he or she reminds the JURY about the evidence and the most important points in the case before the JURY makes its decision（审判结束前法官就案件的证据和要点向陪审团作的）扼要概述
**2** an occasion when sb states the main points of an argument, etc. 总结；概括

**summons** /'sʌmənz/ *noun, verb* (*Law*)
• ***noun*** [C] (*plural* **summonses** /-zɪz/)
an order to appear in a court 传唤；传票：*He received a summons to appear in court.* 他收到了出庭的传票。
• ***verb*** [+ obj]
to order sb to appear in a court 传唤：*He was summonsed to appear in court.* 他被传唤出庭。

**,sum of the 'digits ,method** (*also* **,sum of the ,years' 'digits ,method**) *noun* [sing.] (*abbr* **SYD**) (*Accounting*) a way of reducing the value of (**depreciating**) an asset in a company's financial records in which the amount taken from the asset's value decreases each year. The value of the asset (its **book value**) is reduced at a rate that gets smaller each year. 年数总和折旧法：*The sum of the digits method is used for assets that lose value rapidly in the first years of ownership, for example cars.* 年数总和折旧法适用于最初几年价值快速下降的资产，如汽车。→ DOUBLE-DECLINING BALANCE METHOD, REDUCING BALANCE METHOD, STRAIGHT-LINE METHOD

**,sum 'total** = SUM *noun* (4)

**sundries** /'sʌndrɪz/ *noun* [pl.]
various items, especially small ones, that are not important enough to be named separately 杂货；杂物；杂项：*You can claim up to £20 a day for sundries.* 你每天可以报销的杂项开支最多20英镑。

**sundry** /'sʌndri/ *adjective* [only before noun]
various; not important enough to be named separately 杂项的：*sundry expenses* 杂项开支 ◇ *a sundry account* (= where items that do not belong in any another account are recorded) 杂项账目

**,sundry 'debtor** *noun* [C, usually pl.] (*Accounting*) one of the companies or people who owe a relatively small amount of money to a company for services or goods usually not connected with the main work of the company 杂项债务人：*sundry debtors accounts* 杂项债务人账目

**'sunk cost** *noun* [C]
(*Accounting*) an amount of money that a company has already spent and cannot now get back 沉没成本；已支付成本；隐没成本：*a high level of sunk costs, such as all the network gear a phone company needs to serve customers* 高额的沉没成本，如电话公司向客户提供服务所需的所有网络设备

**'sunrise ,industry** *noun* [C]
(*Economics*) a new growing industry, using new technology 朝阳产业：*new sunrise industries like computers and telecommunications* 像计算机和电信这样的朝阳产业 ◇ *attempts to attract sunrise industries to the area* 为吸引朝阳产业到这个地区所作的努力 → SUNSET INDUSTRY

**'sunset clause** = SUNSET PROVISION

**'sunset ,industry** *noun* [C]
(*Economics*) an old industry, using old technology, that has started to become less successful 夕阳产业：*Shipbuilding is a classic sunset industry.* 造船业是典型的夕阳产业。→ SUNRISE INDUSTRY

**'sunset pro,vision** (*also* **'sunset clause**) *noun* [C] (*Law*) part of a law, a rule, an agreement, etc. that states that it will stop being effective on a particular date 落日条款（法律、法规、协议等中规定其失效日期的部分）

**sunshine** /'sʌnʃaɪn/ *adjective* [only before noun] (*especially AmE*)
used to describe laws, rules, etc. that are introduced to make government organizations do business in an open way, so that the public can attend meetings, etc. and check that nothing dishonest or illegal is happening 阳光的；公开的：*The sunshine laws were introduced to curb corruption.* 已推出阳光法律来遏制腐败。◇ *a sunshine policy* 阳光政策

**super-** /'su:pə(r)/ *combining form*
**1** (*in adjectives, adverbs and nouns* 构成形容词、副词和名词) extremely; more or better than normal 极；超级：*super-advanced* 极其先进的 ◇ *a super-fast aircraft* 超高速飞机 ◇ *a superstore* 超级商店；大型超级市场
**2** (*in nouns and verbs* 构成名词和动词) above; over 上；在上方：*superstructure* 上层建筑

**superannuation** /,su:pər,ænju'eɪʃn/ *noun* [U] (*especially BrE*)
(*HR*) a pension that you get, usually from your employer, when you retire and that you pay for while you are working; the money that you pay for this 养老金；老年退休金：*a superannuation fund/scheme* 养老金基金 / 计划
➕ *to contribute to/pay/receive superannuation* 缴存 / 支付 / 收到养老金

**supercomputer** /'su:pəkəmpju:tə(r); *AmE* 'su:pərk-/ *noun* [C]
(*IT*) one of the most powerful computers that exist at a particular time 超级计算机

**superette** /,su:pə'ret/ *noun* [C] (*AmE*)
a small supermarket 小超市

**Superfund** /'su:pəfʌnd; *AmE* 'su:pərf-/ *noun* [U; sing.]
in the US, a government system for finding and cleaning up places where dangerous waste has been thrown away 超级基金（在美国，旨在找出并清理丢弃有害废物的场所的政府制度）：*The Environmental Protection Agency cleans up an average of 86 superfund sites a year.* 环境保护署平均每年清理86块超级基金场地。

**superhighway** /,su:pə'haɪweɪ; *AmE* ,su:pər'h-/ = INFORMATION SUPERHIGHWAY

**superintend** /,su:pərɪn'tend/ *verb* [+ obj]
to be in charge of sth and make sure that everything is working, being done, etc. as it should be 主管；监督；监管：*He superintended the building work.* 他监管这项建筑工程。
SYN SUPERVISE

**superior** /su:'pɪərɪə(r); *AmE* su:'pɪr-/ *adjective, noun*
• ***adjective***
**1** better in quality than sb/sth else; greater than sb/sth else（在质量上）更好的；占优势的；更胜一筹的：*This model is technically superior to its competitors.* 这种型号在技术上超过了与之竞争的产品。◇ *investments with vastly superior returns* 有超高回报率的投资

**2** (used especially in advertisements) of very good quality; better than other similar things（尤用于广告）质量优良的，出类拔萃的，超群的：*We provide superior customer service.* 我们提供优质的客户服务。◇ *superior apartments* 优质公寓
**3** higher in position, importance or rank（在职位、重要性或级别上）更高的：*He had the largest office for practical reasons, not because of his superior status.* 他的办公室最大不是因为他的职位高，而是因为一些实际原因。
• ***noun*** [C]
a person of higher position, status or rank 职位（或地位、级别）更高的人；上级；上司：*my immediate superior* (= the person immediately above me) 我的顶头上司

**supermarket** /'su:pəmɑ:kɪt; *AmE* 'su:pərmɑ:rkət/ (*AmE also* **'grocery store**) *noun* [C]
SEE ALSO: **financial supermarket**
a shop/store that sells food, drinks and goods used in the home. People choose what they want from the shelves and pay for it as they leave (at the **checkouts**). 超级市场；超市：*the UK's largest supermarket chain* 英国最大的连锁超市 ◇ *The new range will hit supermarket shelves* (= will go on sale) *next month.* 新的系列产品下月将在超市上架销售。 See note at SHOP
⊕ ***a high-street/leading/major*** *supermarket* 一家位于繁华大街上的 / 一流的 / 大型的超市 • ***a supermarket chain/giant/group/operator/retailer*** 超市连锁店 / 巨人 / 集团 / 运营商 / 零售商 • ***supermarket aisles/checkouts/shelves/trolleys*** 超市的过道 / 付款台 / 货架 / 推车

**superstore** /'su:pəstɔ:(r); *AmE* 'su:pərs-/ *noun* [C]
**1** a very large supermarket that sells a wide variety of goods 大型超市；大型商场：*shopping at an out-of-town superstore* 在市郊的大型超市购物
⊕ ***an edge-of-town/out-of-town*** *superstore* 城边 / 市郊的大型超市 • ***a superstore chain/giant/group/operator/retailer*** 大型超市连锁店 / 巨人 / 集团 / 运营商 / 零售商
**2** a large shop/store that sells a wide variety of one type of goods, often at lower prices than normal（低价出售各式各样单一种类商品的）大型商店 See note at SHOP
⊕ ***a computer/DIY/an office/a toy/used-car*** *superstore* 计算机 / DIY / 办公用品 / 玩具 / 二手车商店 • ***a discount*** *superstore* 折扣商店 • ***a superstore chain/giant/group/operator/retailer*** 连锁商店；巨型商店；大型商店集团；大型商店运营商；大型零售商

**supertanker** /'su:pətæŋkə(r); *AmE* 'su:pərt-/ *noun* [C]
(*Transport*) a very large ship for carrying oil, etc. 超级油轮

**supertax** /'su:pətæks; *AmE* 'su:pərt-/ *noun* [U,C] (*especially BrE*)
an extra tax on sth that has already been taxed, especially a higher rate of tax that is paid by companies or people who earn more than a particular amount 附加税；附加累进所得税
SYN SURTAX

**★supervise** /'su:pəvaɪz; *AmE* 'su:pərv-/ *verb* [+ obj *or* no obj]
to be in charge of sb/sth and make sure that everything is done correctly, safely, etc. 监督；管理；指导；主管：*She supervised more than a thousand people in her last job.* 她在上一个职位上管理一千多号人。◇ *to supervise building work* 监督建筑工程 ◇ *Trainees are closely supervised.* 培训生受到密切监督。 SYN OVERSEE ▸ **supervision** /ˌsu:pə'vɪʒn; *AmE* ˌsu:pər'v-/ *noun* [U]: *The successful applicant will work **under the supervision of** our software development manager.* 成功的应征者将在我方软件开发经理的指导下工作。

**supervisor** /'su:pəvaɪzə(r); *AmE* 'su:pərv-/ *noun* [C]
a person who is in charge of sb/sth and makes sure that everything is done correctly, safely, etc. 监督人；管理人；指导者：*If you need to leave work early, speak to your supervisor first.* 如果你需要提前下班，先要和主管打个招呼。◇ *my **immediate** supervisor* (= the person just above me) 我的顶头上司 See note at BOSS

**supervisory** /ˌsu:pə'vaɪzəri; *AmE* ˌsu:pər'v-/ *adjective*
connected with the work of making sure that a job or an activity is done correctly, safely, etc. 监督的；管理的：*She has a supervisory role on the project.* 她负责这个项目的监督工作。

**'supervisory board** *noun* [C with sing./pl. verb]
in some countries, a group of directors who represent a company's shareholders, advising the directors who manage the company and checking that everything is done correctly 监事会：*The company's five-person **supervisory board** oversees strategy.* 公司的五人监事会负责监督战略的执行。

**ˌsupervisory 'management** *noun* [U; C with sing./pl. verb]
(*HR*) the lowest level of managers in a company who are directly responsible for the work of a group of employees; the work that the managers do 监督管理层；监督管理工作：*We offer personal development for all levels, from supervisory management to main board level.* 我们为各种层次的管理人员——从下层到高层——提供个人发展机会。→ FIRST-LINE MANAGER

**supplement** *noun, verb*
• ***noun*** /'sʌplɪmənt/ [C]
**1** a thing that is added to sth else to improve it or make it more complete 补充（物）；增补（物）；添加物：*Videoconferencing is a useful supplement **to** traditional meetings.* 视频会议是对传统会议的有益补充。
**2** an amount of money that you pay for an extra service or item 额外费用；附加费：*There is a supplement of €30 per person for a single room.* 住单间每人另付30欧元。
**3** something that you eat in addition to what you usually eat, especially in order to stay healthy 补养品：*an online seller of vitamins and dietary supplements* 维生素和膳食补充剂的网上销售商
**4** an extra section that comes with a newspaper or a book, report, etc.（报纸、书籍、报告等的）补编，补遗，附录，附件：*a supplement **to** the main report* 主报告的附件 → COLOUR SUPPLEMENT

• ***verb*** /ˈsʌplɪment/ [+ obj]
to add sth to sth else in order to improve it or make it more complete 补充；增补：*Employees' salaries are supplemented by performance bonuses.* 绩效奖金是对员工工资的补充。◇ *We supplement your training **with** team coaching.* 我们用团队教练作为培训的补充。

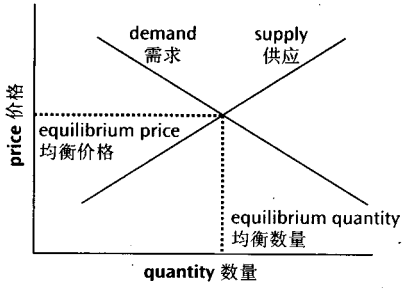
**supplementary** /ˌsʌplɪˈmentri/ (*AmE also* **supplemental** /ˌsʌplɪˈmentl/) *adjective*
paid or provided in addition to sth else 补充的；附加的；额外的：*a supplementary charge/income* 附加费；额外收入 ◇ *A letter containing supplementary information was sent with the catalogue.* 含有补充信息的信件和目录一起寄出。◇ *supplemental payments made to workers in especially dangerous jobs* 给从事高危工作的工人的补充津贴

**★supplier** /səˈplaɪə(r)/ *noun* [C]
SEE ALSO: **first-tier supplier, second-tier supplier**
**1** a company that provides raw materials or pieces of equipment to companies that make goods; a company that provides finished goods, for example for other companies to sell to the public 供应商；供货商：*suppliers **to** the catering industry* 餐饮业供货商 ◇ *the world's largest supplier **of** mobile phones* 世界上最大的手机供应商 ◇ *Boeing are the airline's **sole** (= only) supplier of aircraft.* 波音是这家航空公司的独家供货商。◇ *We have reduced our **supplier base** (= the number of companies that supply us) by half over the last year.* 去年我们将供应商数量减少了一半。◇ *a building supplier* (= a company that supplies materials for building) 建筑材料供货商
SYN VENDOR See note at SUPPLY CHAIN
⊕ *a **big/key/large/leading/major** supplier* 大/关键/大型/一流/主要供应商
**2** a company that supplies gas, water or electricity（天然气、水、电等公用事业的）供应商：*a UK-based energy supplier* 总部设在英国的能源供应商 ◇ *a supplier of gas and power* 天然气和电力供应商 ◇ *She claims that a third of households have switched suppliers* (= changed to another company) *in the last three years.* 她声称有三分之一的家庭在过去三年中已更换公用事业供应商。

**sup'plier ˌrating** = VENDOR RATING

**★supply** /səˈplaɪ/ *noun, verb*
• ***noun*** (*plural* **supplies**)
SEE ALSO: **composite supply, excess ~, money ~**
**1** [U] the act of providing sth or making it available to be used 供应；供给：*A delay in the supply of parts stopped work at the plant for a week.* 零部件的供应延误使这家工厂停产一周。◇ *We need to streamline our supply network.* 我们需要精简供应网络。◇ *It is vital for a manufacturer to have a reliable **supply base** (= a number of companies that supply materials, parts, etc.)* 制造商有一个可靠的供应基地是至关重要的。
**2** [C, usually sing.] an amount of sth that is provided or available to be used 供应量；供给量；储备：*Car manufacturers like to have a 64-day supply of vehicles.* 汽车制造商希望车辆的供应足以维持64天。◇ *There is a plentiful supply of skilled labour.* 熟练劳动力供应充足。◇ *Up to 90% of the country's gas supplies will be imported by 2020.* 到2020年，这个国家天然气的进口将高达90%。
⊕ *a **dwindling/large/plentiful/small/steady** supply (of sth)*（某物）逐渐减少的/大量的/充足的/小量的/稳定的供应量 • *to **get/have/produce/provide/receive** a supply* 获得/有/生产/提供/收到供货 • *to **boost/disrupt/increase/reduce** a supply* 增加/扰乱/提高/减少供货
**3** [U] the amount of sth that is offered for sale 供给量：*When demand for a product exceeds supply, it is usual for the price to go up.* 对某产品求过于供时，通常价格会上涨。◇ *to match supply with demand* 协调供求关系 ◇ *The fall in steel prices is the result of a global supply glut* (= a situation where there is too much steel available). 钢铁价格下跌是由于全球供应过剩造成的。◇ *The rise in oil prices has been driven by fears of a supply crunch* (= a situation where there is not enough oil available). 对供给短缺的担心促使石油价格上涨。→ DEMAND *noun* (1), SUPPLY AND DEMAND
⊕ *to **exceed/match/outstrip** supply* 超过/协调/超越供应 • *supply **falls/increases*** 供应量下降/增加 • *a supply **crunch/glut/shortage/shortfall*** 供应紧缩/过剩/不足/短缺
**4 supplies** [pl.] basic things that are needed for a particular purpose 必需品；用品：*office supplies* 办公室必需品 ◇ *the nation's leading provider of medical supplies* 国家医药用品的主要供应商
⊕ *__limited/plentiful/vital__ supplies* 有限的/充足的/重要的用品 • *to **lay in/provide** supplies* 储备/提供给养 • *supplies **run low/run out/run short*** 供给减少/用完/消耗殆尽 → idiom at SHORT *adj*
• ***verb*** [+ obj] **(supplies, supplying, supplied, supplied)**
**1** to provide raw materials, equipment, etc. to companies, especially in large quantities; to provide goods or services（尤指大量）提供，供应，供给：*The company supplies Daewoo **with** a range of equipment.* 这家公司向大宇公司提供一系列设备。◇ *We supply Internet-based services **to** big businesses in Europe.* 我们向欧洲的大企业提供基于网络的服务。
**2** to provide sb/sth with sth that they need or want 供应；供给；提供：*Can you supply a list of recent customers?* 你能提供近期顾客的名单吗？◇ *Employees were supplied **with** home computers.* 给雇员配备了家用计算机。

**supply and demand** 供应与需求



**sup,ply and de'mand** *noun* [U]
(*Economics*) the relationship between the amount of goods or services that are available and the amount that people want to buy, especially when this controls prices 供求关系: *Improvements to our distribution network allow us to maintain a better balance between supply and demand.* 分销网络的改进使我们能更好地保持供求平衡。 ◇ *the laws of supply and demand* 供求规律
➕ ***a balance/gap/an imbalance/a mismatch*** *between supply and demand* 供求平衡 / 差距 / 不平衡 / 不协调 • ***to balance/match*** *supply and demand* 平衡 / 协调供求关系

**VOCABULARY BUILDING** 词汇扩充

**The supply chain**
**Supplier/Vendor** (supplies materials and parts) 供应商（供应原材料和零部件）
↓
**Producer** (supplies finished goods) 生产商（供应制成品）
↓
**Distributors** 分销商
— *wholesalers* (sell in large quantities) 批发商（大数额销售）
— *retailers* (sell to the public) 零售商（售给大众）
— *resellers* (especially for computers and software) 中间商（尤指转售电脑和软件者）
↓
**Customers** 客户
— *consumers* 消费者
— *businesses* 商人

**Note:** The word **supplier** can be used to describe anyone in the chain who sells something to another person. So a distributor can refer to a producer as their supplier. In a similar way, anyone who buys from somebody earlier in the chain is their **customer**. 供应商（supplier）一词可以指整个链条中向别人出售产品的任何人。因此分销商（distributor）可以把生产商（producer）称为其供应商（supplier）。同样，链条中先前从自己手中购买产品的任何人都可以称为客户。

**★sup'ply chain** *noun* [C]
(*Production*) the whole series of processes, companies, places, etc. that are involved in making and selling a product. The **supply chain** includes the supply of raw materials and parts and the processes of manufacturing, storing, transporting and selling the product to the customer 供应链: *every level/point/stage in the supply chain* 供应链中的每一级 / 点 / 阶段 ◇ *We develop tools to help companies manage their supply chains.* 我们开发有助于公司管理其供应链的工具。 ◇ *We have achieved a 5% reduction in supply-chain costs.* 我们已减少5%的供应链成本。 ◇ *This diagram represents the various* ***links in*** *the supply chain.* 这张图表示出供应链各个环节之间的关系。 ◇ *The system allows us to monitor shipments as they move through the supply chain.* 这个系统有助于我们监视货物在供应链上的运送情况。
→ DISTRIBUTION CHAIN
➕ ***to improve/optimize/overhaul/rationalize/streamline*** *the supply chain* 改进 / 优化 / 全面改革供应链；使供应链合理化；提高供应链效率 • ***to shorten/tighten*** *the supply chain* 缩短 / 紧缩供应链 • ***along/down/in/through/up*** *the supply chain* 沿着 / 顺着供应链；在供应链中；通过供应链；朝着供应链

**sup,ply chain e'vent ,management** (*abbr* **SCEM**) (*also* **e'vent ,management**) *noun* [U]
(*Production*) a system for predicting, controlling and dealing with unexpected events in any part of the SUPPLY CHAIN, for example when customers order more of a product than usual 供应链事件管理: *They have developed a number of solutions* (= pieces of software) *for supply chain event management.* 他们为供应链事件管理开发了多个软件。

**sup'ply chain ,management** *noun* [U]
(*abbr* **SCM**)
(*Production*) the control of all the materials, money and information in the whole series of processes involved in making, selling and delivering a product 供应链管理: *supply chain management software* 供应链管理软件

**sup'ply price** *noun* [C]
(*Economics*) the lowest price that sellers are willing to accept for providing a particular amount of a product or service 供应价格: *The supply price usually goes up as demand increases.* 供应价格通常随着需求的增加而上升。

**sup'ply side** *noun* [sing.] (*usually* **the supply side**)
(*Economics*) the part of an economy that relates to the production and supply of goods and services 供应方: *attempts to strengthen the supply side of the economy to increase productivity* 为加强经济供给方以提高生产率所作的努力 → DEMAND SIDE
▸ **sup'ply-side** *adjective* [only before noun]: *supply-side measures/policies* (= that try to increase the supply of goods and services and create jobs) 供给学派措施 / 政策 **sup'ply-,sider** *noun* [C]: *When the government increased taxes, supply-siders predicted an economic collapse.* 当政府增加税收时，供给学派预测经济会崩溃。

**★support** /sə'pɔːt; *AmE* -'pɔːrt/ *verb, noun*
• ***verb*** [+ obj]
**1** to help and encourage sb/sth by saying or showing that you agree with them/it 支持；鼓励；拥护: *If you raise it in the meeting, I'll support you.* 如果你在会上提出这个问题，我会支持你。 ◇ *Managers and employees strongly supported the plan.* 管理者和雇员都大力支持这项计划。
**2** to help sth/sb by giving it/them money 资助；赞助: *Several major companies are supporting the project.* 几家大公司为此项目提供资助。
**3** to give or be ready to give help to sb/sth if they need it 帮助；援助: *We will continue to support customers still using previous versions of the software.* 我们将继续对使用旧版软件的客户提供技术支持。
**4** to prevent sth from failing; to help sth continue 支撑；支持: *Oil prices are being supported by fears of a shortage.* 对短缺的担心使石油价格获得支持。

**5** to help to show that sth is true or correct 证实；证明；提供依据：*The decision cannot be supported by the data.* 这项决策无法用数据证实。
**6** (*IT*) (about a piece of computer software or equipment, etc.) to allow a particular type of software, equipment or data to be used with it（计算机软件或设备等）支持：*The program supports HTML formatting.* 此程序支持 HTML 格式。
• ***noun*** [U]

SEE ALSO: **price support, technical ~, tech ~**

**1** help and encouragement that you give to sb/sth by saying or showing that you agree with them/it 支持；鼓励；拥护：*support **for** union leaders* 支持工会领导人 ◇ *There is strong support for the merger **from** shareholders.* 股东大力支持合并。◇ *The restructuring program has the **full** support of employees.* 重组计划得到雇员的全力支持。◇ *The CEO spoke **in support of** the proposal.* 首席执行官表示支持这一提议。
➊ ***broad/unanimous/widespread** support* 广泛 / 一致 / 广泛支持 • ***to give/lend/offer/pledge/withdraw** your support* 给 / 给予 / 提供 / 保证 / 撤回你的支持 • ***to declare/express/indicate** your support* 声明 / 表示 / 表明你的支持 • ***to gain/get/receive/secure/win** support* 获取 / 得到 / 获得 / 取得 / 赢得支持
**2** money that is given to sth/sb in order to help it/them become successful 资助：*A German media group provided €85 million in **financial support** to the firm.* 一家德国媒体集团向公司提供了8 500万欧元的财务资助。
➊ ***to give/provide** support* 给予 / 提供资助 • ***to look for/receive/seek** support* 寻找 / 接受 / 寻求资助
**3** help that is given to sb/sth or available if needed 帮助；援助；救助：*We are committed to providing the best after-sales support to customers.* 我们致力于向顾客提供最好的售后服务。
➊ ***to offer/provide** support* 提供帮助
**4** the act of preventing sth from failing or helping sth to continue 支撑；支持：*There will be no official support **for** the dollar until it has fallen further.* 美元进一步下跌之前，官方不会再对美元进行支持。
➊ ***to give/provide** support* 给予 / 提供支撑
**5** evidence that helps to show that sth is true 证据；依据：*The statistics offer further support **for** our theory.* 这些统计数据为我们的理论提供了进一步的支持。
➊ ***to give/offer/provide** support* 提供依据

**sup'port staff** *noun* [C, usually sing.]
(*HR*) the people in a company who help it to operate, but who are not directly involved in the company's business 支持人员：*The bank has had to lay off support staff, including computer programmers and translators.* 银行不得不裁减支持人员，包括计算机程序员和翻译。 HELP In the singular, **support staff** is often used with a plural verb, especially in British English 尤其在英式英语中，单数形式的support staff 经常和复数动词连用：*Our support staff is/are based in our London office.* 我们的支持人员都驻扎在伦敦办事处。

**suppress** /sə'pres/ *verb* [+ obj]
**1** to prevent sth from growing or developing 压制；抑制；阻止：*New anti-smoking laws have suppressed demand for tobacco.* 新的反吸烟法抑制了对烟草的需求。
**2** to prevent sth from being published or made known 禁止（发表）；查禁；封锁：*The company went to court to try to suppress the article.* 这家公司上法庭的目的就是试图阻止这篇文章的发表。

**supranational** /ˌsuːprə'næʃnəl/ *adjective*
involving more than one country 超国家的（涉及不止一个国家）：*supranational institutions such as the European Commission* 欧盟等超国家机构

**★surcharge** /'sɜːtʃɑːdʒ; *AmE* 'sɜːrtʃɑːrdʒ/ *noun* [C]

SEE ALSO: **import surcharge**

an extra amount of money that you must pay in addition to the usual price 附加费；额外费用；增收费：*The airline has imposed a surcharge **on** some routes to help pay for extra security.* 这家航空公司对某些航线征收附加费以支付额外的安全费用。
➊ ***to add/impose** a surcharge* 加收 / 征收附加费 • ***to pay** a surcharge* 支付附加费
▸ **'surcharge** *verb* [+ obj]

**surf** /sɜːf; *AmE* sɜːrf/ *verb* [+ obj *or* no obj]
to look at many different websites 冲浪；漫游；浏览：*I was surfing the Web looking for exciting new products.* 我正上网查找令人振奋的新产品。
➊ ***to surf the Internet/Net/Web*** 上网冲浪
▸ **'surfer** *noun* [C]：*The new service is for Internet surfers who use broadband.* 这项新服务是为使用宽带的互联网冲浪者提供的。→ NET SURFER, SILVER SURFER **'surfing** *noun* [U]：*Cookies are files that contain personal Web surfing data.* "小甜饼"是记录个人网上冲浪资料的文件。

**'surface mail** *noun* [U]
letters, etc. carried by road, rail or sea, not by air（水陆路）平寄邮件；普通邮件：*to send sth (by) surface mail* 用普通邮件寄某物 → AIRMAIL, SNAIL MAIL

**'surface ˌtransport** *noun* [U]
**1** the activity of carrying goods or of travelling by road, rail or sea, not by air 地面运输；水陆运输：*See below for surface transport costs.* 地面运输成本见下文。
**2** vehicles that travel on roads, rail, or sea, not in the air 水陆交通工具：*Here is a map if you are arriving at the conference **by** surface transport.* 乘坐水陆交通工具来开会都可参考此地图。

**surge** /sɜːdʒ; *AmE* sɜːrdʒ/ *verb, noun*
• ***verb*** [no obj] to suddenly increase in value 急剧上升；激增；飞涨：*Share prices surged.* 股价猛涨。◇ *Shares in the biotechnology company surged almost 12% yesterday.* 这家生物技术公司的股价昨天暴涨了近12%。
PHR V **ˌsurge a'head** to increase or improve quickly, by a large amount, and often more than other prices, companies, products, etc.（价格）大幅上涨，激增；迅速提高；迅速改进：*Demand for cellphones has surged ahead in Rwanda.* 在卢旺达，手机的需求激增。
• ***noun*** [C]
a sudden increase in the amount or number of sth; a large amount of sth（数量的）急剧上升，激增；大量；一大批：*a surge **in** consumer spending*

消费开支的激增 ◇ *You need to protect your computer equipment from* ***power surges.*** 你需要保护自己的计算机设备免遭瞬间高电压损坏。
→ UPSURGE

**surpass** /sə'pɑːs; *AmE* sər'pæs/ *verb* [+ obj] to be or do better than sth/sb 胜过；超过；优于：*Sales so far this year have surpassed expectations.* 今年到目前为止，销售额已超过预期。

**★surplus** /'sɜːpləs; *AmE* 'sɜːrp-/ *noun, adjective*
• ***noun*** [C,U]
SEE ALSO: **buyer's surplus, consumer ~, structural ~, trade ~**
**1** an amount that is extra or more than you need 过剩；剩余；过剩量；剩余量：*a surplus of housing* 住房过剩 ◇ *The area has large job surpluses, requiring 10 000 people to fill available posts.* 这个地区有大量过剩的工作岗位，需要1万人来填补空缺。 ◇ *Skilled workers are* ***in surplus*** *in some regions.* 有些地区的技术工人过剩。
SYN GLUT OPP SHORTAGE
**2** (*Accounting; Economics*) the amount by which money that a government or business receives is greater than the amount of money spent in a particular period of time 盈余；顺差：*The country has a huge budget surplus as it is a large oil exporting nation.* 由于这个国家是石油输出大国，所以有巨大的预算盈余。 ◇ *The balance of payments was* ***in surplus*** *last year* (= the value of exports was greater than the value of imports). 去年国际收支出现顺差。 ◇ *The final-salary pension plan still has a healthy surplus.* 最终薪金退休金计划仍有一大笔盈余。 → DEFICIT See note at PROFIT
• ***adjective***
more than is needed or used 剩余的；过剩的；多余的：*surplus cash/funds* 剩余的现金 / 资金 ◇ *Surplus grain is being sold for export.* 余粮正销往国外。 ◇ *These items are* ***surplus to requirements*** (= not needed). 这些物品是多余的。 ◇ *The industry is suffering from surplus capacity* (= it can produce more than is needed) *across the world.* 这个行业正面临全球生产能力过剩的难题。

**surrender** /sə'rendə(r)/ *verb, noun*
• ***verb***
**1** (*Insurance*) [+ obj] if you **surrender** a life insurance agreement you end it before its official end date and receive back part of the money you have paid 退保：*People surrendering their policies early will now have a fifth of their money deducted.* 提前退保的人现在将被扣除五分之一的钱款。
**2** (*Finance*) [+ obj] (usually used in newspapers) if a share, an index, etc. **surrenders** a particular amount, its value falls by that amount（通常用于报章）下跌：*The Nasdaq has surrendered 6% in the last two weeks.* 上两周纳斯达克的股价下跌6%。
**3** [+ obj *or* no obj] to give up sth when you are forced to or when it is difficult for you to continue（被迫）放弃，交出：*They did not want to surrender control of key companies to foreign control.* 他们不愿意将关键公司的控制权交给外方。 ◇ *In June the vice-chairman surrendered to shareholder pressure and resigned.* 六月份，副董事长迫于股东的压力辞去了职务。
• ***noun***
**1** (*Insurance*) [C,U] an act of ending a life insurance agreement before its official end date 退保：*The company plans to impose a 10% penalty on early policy surrenders.* 这家公司对提前退保者征收10%的罚款。 ◇ ***The surrender value*** (= the amount you get when you end a policy) *of my policy has fallen again.* 我的保单的退保现金价值再次下降。
➊ *a surrender* ***charge/fee/penalty/value*** 退保费用 / 手续费 / 罚款 / 金额
**2** [U; sing.] an act of giving up sth when you are forced to or when it is difficult for you to continue（被迫）放弃，交出：*Conditions included the surrender of her passport.* 条件包括交出她的护照。

**surtax** /'sɜːtæks; *AmE* 'sɜːrt-/ *noun* [U,C] (*especially AmE*)
an extra tax on sth that has already been taxed, especially a higher rate of tax that is paid by companies or people who earn more than a particular amount 附加税：*They have imposed a 10% surtax* ***on*** *oil profits.* 他们对石油利润征收10%的附加税。 SYN SUPERTAX

**★survey** *noun, verb*
• ***noun*** /'sɜːveɪ; *AmE* 'sɜːrveɪ/ [C]
**1** an investigation of the opinions, behaviour, etc. of a particular group of people, which is usually done by asking them questions 民意调查；民意测验：*The report is based on a survey of 5 000 households.* 这份报告是在对5 000个家庭进行民意调查的基础上完成的。 ◇ *We are conducting a survey* ***into*** *the attitudes of consumers to online shopping.* 我们正在就消费者对网上购物的看法展开民意调查。 ◇ *The survey showed that 52 per cent of small firms think that the new law will seriously affect their business.* 民意测验显示，52%的小企业认为新法律将严重影响它们的业务。 → POLL
➊ ***to carry out/conduct/do*** *a survey* 进行 / 展开 / 作民意调查 • ***to participate in/respond to/take part in*** *a survey* 参与民意调查；对民意调查作出反应；参加民意调查 • *a survey* ***finds/indicates/reveals/shows*** *sth* 民意调查发现 / 表明 / 揭示 / 显示某事
**2** a general study or description of sth 总体研究；全面评述；概述：*The government has published a survey of safety conditions in factories.* 政府公布了一项对工厂安全条件的调查。 → OVERVIEW
➊ ***to carry out/commission/conduct/do*** *a survey* 进行 / 委托进行 / 展开 / 作调查 • ***to issue/publish*** *a survey* 出版 / 公布一项调查 • *a survey* ***finds/indicates/reports/reveals/shows/underlines*** *sth* 一项调查发现 / 表明 / 报告 / 揭示 / 显示 / 强调某事
**3** the act of examining and recording the measurements, features, etc. of an area of land or of a building 测量；测绘；勘测：*An engineer conducted a structural survey of the factory.* 工程师对工厂进行了结构勘测。
➊ ***to carry out/do/make*** *a survey* 进行 / 作 / 做测量 • ***a full/geological/structural/valuation*** *survey* 全面 / 地质 / 结构 / 估价测量
• ***verb*** /sə'veɪ; *AmE* sər'veɪ/ [+ obj]
**1** to investigate the opinions or behaviour of a group of people by asking them a series of questions（对…）作民意调查，进行民意调查：*87% of the 1 000 companies surveyed employ part-time staff.* 被调查的1000家公司中有87%雇用兼职人员。
**2** to study and give a general description of sth 总体研究；全面评述；概述：*The websites of the*

*major stores were surveyed to see how easy to use they were.* 对大商店的网站进行调研以便了解其使用的方便程度。
**3** to measure and record the features, etc. of an area of land or of a building 测量；测绘；勘测：*Have the house surveyed before you decide whether to buy it.* 在你决定购买房子之前，先请人勘查一下。

**surveyor** /sə'veɪə(r); *AmE* sər'v-/ *noun* [C]
SEE ALSO: **quantity surveyor**
**1** a person whose job is to examine and record the details of a piece of land（土地）测量员，勘测员
**2** (*BrE*) (*AmE* **in'spector**) a person whose job is to examine a building to make sure it is in good condition, usually done for sb who is thinking of buying it（建筑物）鉴定人：*a surveyor's report* 检验报告；鉴定报告 ◇ *A number of* ***chartered surveyors*** *reported a rise in the number of people planning to move house.* 一些特许测量师报告称，计划搬家的人数有所增加。
**3** (*BrE*) an official whose job is to check that sth is accurate, of good quality, etc. 检验员；检验官：*the surveyor of public works* 公共工程检验官

**suspend** /sə'spend/ *verb* [+ obj]
**1** to officially stop sth for a time; to prevent sth from being active, used, etc. for a time 暂停；中止；使暂停发挥作用（或使用等）：*to suspend payments/talks* 暂停支付 / 会谈 ◇ *Production has been suspended while safety checks are carried out.* 在进行安全检查期间生产暂停。◇ *The shares were suspended* ***from*** *trading for an entire day.* 股票交易全天停盘。
**2** to delay sth; to arrange for sth to happen later than planned 暂缓；延缓；推迟：*The introduction of the new system has been suspended until next year.* 新制度推迟到明年引入。
**3** (*HR*) (*usually* **be suspended**) to officially prevent sb from doing their job for a time 使暂时停职：*He has been suspended on full pay while the complaint is investigated.* 在投诉调查期间，他被暂时停职，工资全额照发。◇ *Two more employees have been suspended* ***from*** *their jobs.* 又有两名员工被暂时停职。

**sus'pense ac,count** *noun* [C]
(*Accounting*) a temporary account in which a company records items until they can be put into the correct or final account 暂记账户

**suspension** /sə'spenʃn/ *noun* [U,C]
**1** (*HR*) the act of officially removing sb from their job for a period of time, usually as a punishment 暂令停职：*the temporary suspension of five employees* 五位雇员被暂令停职
**2** the act of delaying sth for a period of time 暂缓；延期；推迟：*The incident led to the suspension of talks between union and management.* 这一事件导致工会和资方的谈判延期。◇ *a share trading suspension* 股票交易延期

**sus'pension file** *noun* [C]
a file made of stiff card with metal edges that hangs in the drawer of a FILING CABINET 悬挂式文件夹 —Picture at OFFICE

**sustain** /sə'stem/ *verb* [+ obj]
**1** to make sth continue for some time without becoming less 使保持；使持续：*a period of sustained economic growth* 经济的持续增长时期 ◇ *a sustained period of falling prices* 价格的持续下降时期 ◇ *We have enough cash to sustain the business for a year.* 我们有足够的资金使公司维持一年。
**2** to experience sth bad 遭受；经受；蒙受：*The company sustained massive losses.* 公司蒙受了巨大的损失。
**3** to provide evidence to support an opinion, a theory, etc. 证明；证实：*The evidence is not detailed enough to sustain his argument.* 证据太笼统，不足以证明他的论点。
**4** (*Law*) to decide that a claim, etc. is valid 认可；准许；确认；支持

**★sustainable** /sə'steməbl/ *adjective*
**1** that can continue or be continued for a long time 可持续的：*sustainable increases in sales* 销售量的可持续增长 ◇ *The company's growth rate is not sustainable.* 这家公司的增长率不是可持续的。◇ *sustainable economic growth/recovery* 经济的可持续增长 / 复苏 ◇ *The goal of business strategy is to gain sustainable competitive advantage.* 企业的战略目标是获得可持续的竞争优势。
**2** involving the use of natural products and energy in a way that does not harm the environment（对自然资源和能源的利用）不破坏生态平衡的，合理利用的：*the use of wind power as a source of sustainable* ***energy*** 利用风电作为一种可持续能源
▸ **sustainability** /sə,stemə'bɪlətɪ/ *noun* [U]：*The report cast doubt on the sustainability of consumer spending.* 这份报告对消费支出的可持续性提出质疑。

**swamp** /swɒmp; *AmE* swɑ:mp/ *verb* [+ obj]
to make sb/sth have more of sth than they can deal with 使不堪承受；使疲于应付：*We are swamped* ***with*** *work at the moment.* 我们目前被工作压得透不过气来。◇ *The market has been swamped* ***by*** *cheap imports.* 市场上充斥着廉价进口货。

**★swap** (*also spelled* **swop**) /swɒp; *AmE* swɑ:p/ *verb, noun*
● ***verb*** **(-pp-)**
**1** [+ obj] to give sth to sb and receive sth in exchange 交换（东西）：*to swap ideas/information* ***with*** *colleagues* 和同事交流想法 / 信息
**2** [+ obj *or* no obj] **swap (sth/sb) (over/around/round)** to change places with sb; to change the place of two or more people or things, so that each one finishes where the other one was before（与某人）换位置；对换：*The workers swap over when the shift finishes at 10.* 本班10点钟结束，届时工人们换班。◇ *We swapped our desks around so I was nearer the door.* 我们换了桌子，这样我离门近一点。SYN SWITCH
**3** [+ obj] to replace sth with sth else 用…替换；把…换成：*I'm swapping my car* ***for*** *a smaller model.* 我要把车换成更小型号的。SYN SWITCH
● ***noun*** [C]
SEE ALSO: **debt-equity swap, debt-for-equity ~, debt ~, interest-rate ~**
**1** an act of exchanging one thing or person for another 交换；对换：*Let's* ***do a swap****. You work Friday night and I'll do Saturday.* 咱俩换个班吧。你星期五晚上上，我星期六上。

**2** (*Finance*) an exchange of different types of payments between two companies, for example payments in different currencies or with different interest rates 互换（两个公司之间将各自的支付进行交换，如货币互换或利率互换）
**3** (*Finance*) an act of exchanging one investment or asset for another, instead of for money 互换（投资或资产，而非货币）: *The company is negotiating a swap deal with bondholders.* 这家公司正和债券持有人洽谈互换交易。

**swatch** /swɒtʃ; *AmE* swɑːtʃ/ *noun* [C]
a small piece of fabric used to show people what a larger piece would look or feel like（织物的）小块样品；布样

**'sweat ,equity** *noun* [U] (*informal*)
the work, rather than money, that the owners of a new business invest in it and for which they receive shares in the business 人力资产

**sweatshop** /'swetʃɒp; *AmE* -ʃɑːp/ *noun* [C]
a place where people work for low wages in poor conditions 血汗工厂（工资低廉，劳动条件恶劣）: *sweatshop labour/conditions* 血汗工厂劳工/条件

**sweeping** /'swiːpɪŋ/ *adjective* [usually before noun]
having an important effect on a large part of sth 影响广泛的；大范围的；根本性的: *Consumer groups are calling for sweeping **changes** in the European car market.* 消费团体要求对欧洲汽车市场进行彻底改革。

**the sweeps** /swiːps/ *noun* [pl.] (*AmE, informal*)
a time when television companies examine their programmes to find out which ones are the most popular, especially in order to calculate advertising rates 收视率统计月份: *Which news network will have the highest daytime viewership in the November sweeps?* 在十一月的收视率统计中，哪家新闻网的日间电视观众是最多的？

**sweeten** /'swiːtn/ *verb* [+ obj]
to make sth more pleasant or acceptable 使令人愉快；使更合心意: *The supermarket has sweetened its offer* (= offered more money) *for its smaller competitor.* 这家超市向其较小的竞争对手提供更优厚的（收购）条件。

**sweetener** /'swiːtnə(r)/ *noun* [C] (*informal*)
something that is given to sb in order to persuade them to do sth 用以拉拢人的钱物；贿赂: *Staff were offered an extra day's holiday as a sweetener.* 多给员工一天假来拉拢他们。◇ *He was accused of accepting sweeteners from suppliers.* 他被控接受供应商的贿赂。→ BRIBE

**'sweetheart deal** *noun* [C]
a private agreement between two groups or organizations which benefits one or both of them but is often unfair to other people who are involved 私下达成的交易: *Critics have accused the government of having a sweetheart deal with the airline.* 批评家谴责政府和这家航空公司私下达成暧昧交易。

**S.W.I.F.T.™** /swɪft/ *abbr* **Society for Worldwide Interbank Financial Telecommunciations**
a computer network that allows member banks in all parts of the world to move money from one to another safely 环球银行金融电讯协会

**swindle** /'swɪndl/ *verb, noun*
• ***verb*** [+ obj] to cheat sb in order to get sth, especially money, from them 诈骗；骗取: *He swindled customers **out of** over 50 million dollars.* 他诈骗了顾客5 000多万元。▸ **'swindler** *noun* [C]
• ***noun*** [C; usually sing.] a situation in which sb uses dishonest or illegal methods in order to get money from a company, another person, etc. 诈骗；骗取: *an insurance swindle* 骗保

**swing** /swɪŋ/ *verb, noun*
• ***verb*** **(swung, swung** /swʌŋ/**)**
**1** [+ obj *or* no obj] to change or make sb/sth change from one level, situation, opinion, etc. to another（使）改变: *Energy and food prices can swing widely from month to month.* 能源和食品价格每月都会有大幅变动。◇ *The company swung back into profit last year.* 这家公司去年恢复盈利。
**2** [+ obj] to succeed in getting or achieving sth, sometimes in a slightly dishonest way（有时略微不正当地）搞到，获得，办成: *Until a few years ago, only large companies could swing these deals.* 直到几年前，只有大公司才能够搞定这些交易。
• ***noun*** [C] a change from one level, situation or opinion to another; the amount by which sth changes 改变；改变的程度: *The vote reflected a swing in favour of the euro.* 投票显示对欧元的态度转为支持。◇ *huge price swings* 巨大的价格波动

**'swing shift** = BACK SHIFT

**swipe** /swaɪp/ *verb* [+ obj]
to pass a plastic card through a special machine that is able to read the information stored on it 刷（磁卡）: *You just swipe a credit card and enter a password to use the system.* 只要刷一下信用卡并输入密码即可使用该系统。

**'swipe card** *noun* [C]
a special plastic card with information recorded on it which can be read by an electronic device 磁卡；集成电路卡: *Access to the building is by swipe card only.* 进入这栋楼只能用磁卡。

**switch** /swɪtʃ/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **bait-and-switch**
**1** a small device that you press or move up and down in order to turn a light or piece of electrical equipment on and off（电路的）开关，闸，转换器: *the on-off switch* 通断开关
**2** a change from one thing to another, especially when this is sudden and complete（尤指突然彻底的）改变，转变: *I've decided to **make the switch** from full-time to part-time work.* 我已决定从全职工作改为兼职工作。◇ *a switch in/of policy* 政策的改变 ◇ *a policy switch* 政策转变
• ***verb***
**1** [+ obj *or* no obj] **switch (sth) (over) (from sth) (to sth)** | **switch (between A and B)** to change or make sth change from one thing to another（使）改变，转变，突变: *We're in the process of switching over to a new system of invoicing.* 我们正在改用新的发票系统。◇ *Press these two keys to switch between documents on screen.* 按这两个键就可以在屏幕上的文件间进行切换。◇ *The meeting has been switched to next week.* 会议已改在下周举行。
**2** [+ obj] **switch sth (with sth)** | **switch sth (over/around/round)** to exchange one thing for

another 交换；转换；调换；对调：*I'll switch desks with you if you want to be near the window.* 如果你想坐在靠窗的地方，我和你换一下课桌。 SYN SWAP

**3** [+ obj *or* no obj] **switch (sth) (with sb)** | **switch (sth) (over/around/round)** to change jobs, work times, etc. with sb 换班；调换工作时间：*I managed to switch my shift with someone.* 我设法和别人换了班。 SYN SWAP

PHR V **,switch 'off/'on; ,switch sth 'off/'on** to turn a light, machine, etc. off/on by pressing a button or switch 关 / 开（电灯、机器等）：*I forgot to switch off my computer.* 我忘了关掉计算机。

**switchboard** /'swɪtʃbɔ:d; *AmE* -bɔ:rd/ *noun* [C] the central part of a telephone system used by a company, etc., where telephone calls are answered and connected (**put through**) to the appropriate person or department; the people who work this equipment（电话的）交换机，交换台，总机；总机话务员：*a switchboard operator* 交换台接线员 ◇ *Call the switchboard and ask for extension 410.* 先打电话给总机，然后要求转分机410.

**swop** = SWAP

**SWOT** /swɒt; *AmE* swɑ:t/ *noun* [U] a method used to study an organization and plan how it can change and grow, by analysing its strengths and weaknesses, the opportunities it has and the threats it faces * SWOT 分析，斯沃特分析（通过研究分析组织的优势、劣势、机会及面临的威胁来制订发展战略的一种方法）：***A SWOT analysis** is an effective way of analysing your company's potential.* * SWOT 分析是分析贵公司潜力的有效方法。 NOTE **SWOT** is formed from the initial letters of 'strengths', 'weaknesses', 'opportunities' and 'threats'. * SWOT 由 strengths、weaknesses、opportunities 和 threats 的首写字母构成。

**SYD** /ˌes waɪ 'di:/ *abbr* (*Accounting*) **sum of the year's digits** a short way of referring to the SUM OF THE DIGITS METHOD 使用年限合计积点折旧法

**symbol** /'sɪmbl/ *noun* [C]

SEE ALSO: **status symbol**

**1** a sign, number, letter, etc. that has a particular meaning 符号；记号；代号：*The company uses a lion as its symbol.* 公司使用狮子作为其标识。 **2** a company, a person, an object, an event, etc. that represents a more general quality or situation 象征；标志：*Fiat was a symbol of Italy's economic success.* 菲亚特是意大利经济成功的标志。 **3** (*Stock Exchange*) = TICKER SYMBOL

**,sympa'thetic strike** = SYMPATHY STRIKE

**sympathy** /'sɪmpəθi/ *noun* [U; C; usually pl.] (*plural* **sympathies**)
the act of showing support for or approval of an idea, a cause, an organization, etc. 赞同；支持：*I have a lot of sympathy with what he has to say.* 我对他所说的话深有同感。
IDM **in 'sympathy with sth** happening because sth else has happened 因…而出现；相应发生：*Share prices slipped in sympathy with the German market.* 受德国市场影响，股价出现下跌。

**'sympathy strike** (*also* **,sympa'thetic strike**, *less frequent*) *noun* [C] (*HR*) an occasion when a group of workers stop work in order to show support for another group who have stopped work 同情罢工（一组工人罢工以声援另一组已罢工的工人）：*Train drivers staged a sympathy strike to show solidarity with the firefighters.* 火车司机举行了同情罢工以支持消防队员。

**symposium** /sɪm'pəʊziəm; *AmE* -'poʊ-/ *noun* [C] (*plural* **symposia** /-ziə/ (*or* **symposiums**)) a meeting at which experts have discussions about a particular subject 专题讨论会；研讨会：*an international symposium **on** change in the financial environment* 关于金融环境变化的国际研讨会

**★syndicate** *noun, verb*
• ***noun*** /'sɪndɪkət/ [C] (*Finance*) a group of people or companies who work together and help each other in order to achieve a particular aim 辛迪加；企业联合组织；财团；私人联合会：*a 24-strong syndicate of banks* * 24家最大的银行辛迪加 ◇ *a 24-member banking syndicate* 由24名成员组成的银团 ◇ *An international syndicate is negotiating to buy the carmaker.* 一家国际财团正在就购买这家汽车制造公司一事进行谈判。
• ***verb*** /'sɪndɪkeɪt/ **1** (*Finance*) [+ obj] (*usually* **be syndicated**) to control or manage sth as a **syndicate** 以辛迪加方式进行管理：*The bank syndicated the loan **to** five other banks to cut the risk.* 这家银行向其他五家银行提供辛迪加贷款以降低风险。 **2** [+ obj *or* no obj] to form a **syndicate** 组成辛迪加：*syndicated lenders* 财团贷款人
▸ **syndication** /ˌsɪndɪ'keɪʃn/ *noun* [U]: *the syndication of loans* 辛迪加贷款

**syndicated** /'sɪndɪkeɪtɪd/ *adjective* [only before noun] (*Finance*) (about a loan) provided by a group of banks or investors (a **syndicate**)（贷款）辛迪加的，银团的
⊕ *a syndicated **credit facility/credit line/loan*** 银团贷款安排 / 信用额度 / 贷款

**★synergy** /'sɪnədʒi; *AmE* -ərdʒi/ *noun* [C,U] (*plural* **synergies**)
the extra power, success, profits, etc. achieved by two or more groups, people, companies, etc. working together instead of on their own 协同作用，协同增效作用（人或公司联合在一起时比单独行动时更能有效地发挥作用）：*The combined companies aimed to achieve synergies of €300 m a year by 2006.* 合并后的公司旨在实现协同增效，到2006年达到每年3亿欧元。 ◇ *We need to exploit the synergy **between** university research and commercial manufacture.* 我们需要发挥高校科研与商业生产的协同作用。
⊕ ***to achieve/create/deliver/generate** synergies* 实现 / 带来 / 发挥 / 产生协同增效作用 • ***cost/financial/operational** synergies* 成本 / 财务 / 经营的协同效应 • ***marketing/merger** synergies* 营销 / 并购的协同效应 • *synergy **benefits/savings*** 协同效益 / 节约
▸ **synergistic** /ˌsɪnə'dʒɪstɪk; *AmE* -ər'dʒ-/ *adjective*: *a synergistic merger with another*

*business* 与另一家公司进行的协同式合并 ◇ *synergistic relationships* 协同关系

**synthesize , -ise** /'sɪnθəsaɪz/ *verb* [+ obj]
**1** to combine separate ideas, styles, pieces of information, etc. 综合: *The results of all the research are synthesized in this document.* 这份文件综合了所有的研究成果。
**2** (*Technical*) to produce a substance by means of chemical or other processes (通过化学手段或其他过程) 合成: *synthesized drugs* 合成药物
**3** (*Technical*) to produce sound by electronic methods (音响) 合成: *a computer-synthesized voice* 计算机合成语音

**synthetic** /sɪn'θetɪk/ *adjective, noun*
• ***adjective*** artificial; made by combining chemical substances rather than being produced naturally by plants or animals 人造的; (人工) 合成的: *skin products with no synthetic ingredients* 不含人工合成成份的护肤品 ◇ *The new fabric bridges the gap between synthetic and natural materials.* 这种新织物缩小了合成材料和天然材料之间的差距。 ▸ **synthetically** /sɪn'θetɪkli/ *adverb*: *synthetically produced drugs* 人工合成药物
• ***noun*** [C] an artificial substance or material 合成物; 合成纤维织物; 合成剂: *cotton fabrics and synthetics* 棉织物和合成织物

**syphon** [+ obj] = SIPHON

**★system** /'sɪstəm/ *noun* [C]

SEE ALSO: **accelerated cost recovery system, accounting ~, banking ~, decision support ~, environmental management ~, Hay ~, hub-and-spoke ~,** etc.

**1** an organized set of ideas or theories, or a particular way of doing sth (思想或理论) 体系, 制度, 体制, 方法: *They have introduced a new system for handling complaints.* 他们推行了处理投诉的新制度。 ◇ *We are changing our system of recruitment.* 我们正在改革招聘制度。 ◇ *the tax system* 税收制度
**2** a group of things, pieces of equipment, etc. that are connected or work together 系统: *an electronic trading system that connects investors and dealers* 联系投资者和交易商的电子交易系统 ◇ *a computer/transport system* 计算机 / 运输系统 → idiom at PLAY *verb*

**systematic** /ˌsɪstə'mætɪk/ *adjective*
done according to a system or plan, in a thorough, efficient or determined way 系统的; 成体系的; 有条理的; 有计划有步骤的: *We need to handle customer feedback in a more systematic way.* 我们需要有更系统的方式来处理顾客的反馈信息。
⊕ *a systematic **analysis/approach/process*** 系统分析 / 方法 / 过程
▸ **systematically** /ˌsɪstə'mætɪkli/ *adverb*: *The information was systematically recorded and analysed.* 对这些信息进行系统地记录和分析。

**ˌsystematic 'risk** (*also* **ˌmarket 'risk**) *noun* [U,C] (*Finance*) risk that affects the price of all investments of a particular type (shares, bonds, etc.), for example the possible effects of political or economic change 系统风险 → UNSYSTEMATIC RISK

**systemic** /sɪ'stemɪk; sɪ'sti:mɪk/ *adjective* (*Technical*) affecting or connected with the whole of a system 系统的; 涉及全系统的: *The report identified systemic weaknesses in the network.* 报告指出了网络中存在的系统性弱点。 ▸ **systemically** /sɪ'stemɪkli; sɪ'sti:m-/ *adverb*

**sys,temic 'risk** *noun* [U,C] (*Finance*) risk that can cause serious problems for a whole system, especially the risk that a problem in one market can lead to very serious problems for the whole market 系统风险: *Where a bank is closed down there is also systemic risk.* 银行倒闭会产生系统性风险。

**'system ˌintegrator** = INTEGRATOR (1)

**'systems ˌanalyst** (*also* **'systems ˌarchitect, ˌbusiness 'systems ˌanalyst**) *noun* [C] (*IT*) a person whose job is to analyse the needs of a business company or an organization and then design processes for working efficiently using computer programs 系统分析员 SYN COMPUTER ANALYST ▸ **'systems a,nalysis** (*also* **'systems ˌarchitecture, ˌbusiness 'systems a,nalysis**) *noun* [U]

**'systems ˌintegrator** = INTEGRATOR (1)

**'systems ˌprogrammer** *noun* [C] (*IT*) a person who writes computer programs for a company's computer system 系统程序员

# Tt

**t/a** *abbr* (*especially BrE*) (*only used in written English*) a short way of writing **trading as** in the name of a business, especially one owned by a SOLE TRADER * trading as 的缩写，以企业（尤指专营商）的名义：*Jo Wilmot, t/a Jo's Supplies* 乔·威尔莫特以乔氏供应公司的名义

**tab** /tæb/ *noun, verb*

• ***noun*** [C]

**1** (*informal*) a bill for goods or services; the price or cost of sth 账单；费用；价格：*employers who pay the tab for business travel* 为出差买单的雇主 ◇ *The tab for building the center was more than $450 million.* 建造这个商业中心的成本超过4.5亿元。◇ *Shareholders will have to* ***pick up the tab*** (= pay the cost) *for the failure of the company.* 股东们将不得不为公司的破产买单。

**2** a record of the items ordered in a bar or restaurant（酒吧或餐馆的）账单：*Can I put it on my tab?* 记在我的账上，好吗？

**3** a small piece of paper, fabric, metal, etc. attached to the edge of sth, that is used to give information about it or to help you find sth; a similar device on information shown on a computer screen 标签：*The website is well designed, with good use of colour-coded tabs.* 这个网站设计精美，很好地运用了彩色编码标签。

**4** = TAB STOP

• ***verb*** (**-bb-**)

**1** [+ obj] to mark sth with a **tab** 用标签进行标记：*tabbed pages* 加了标签的页面

**2** [+ obj] (*especially AmE*) to say that sb is suitable for a particular job or role or to describe them in a particular way 说（某人）适合（某工作或角色）：*He has been tabbed by many people* ***as the next CEO.*** 许多人认为他适合担任下一任首席执行官。

**3** [no obj] to use TAB STOPS 使用制表键

**★table** /'teɪbl/ *noun, verb*

• ***noun*** [C]

SEE ALSO: **life tables, negotiating ~, round ~**

a list of facts or numbers arranged in a special order, usually in rows and columns 表格：*The table shows sales in each main market over the last five years.* 这张表显示了过去五年中各主要市场的销售情况。

IDM **on the 'table 1** (*BrE*) (about a plan, suggestion, etc.) offered to people so that they can consider or discuss it（将计划、建议等）供考虑或讨论：*Management have put several new proposals on the table.* 管理层已经提交了若干新建议供讨论。**2** (*especially AmE*) (about a plan, suggestion, etc.) not going to be discussed or considered until a future date（将计划、建议等）搁置：*The issue is on the table for future negotiations.* 这个问题将来再商谈。

• ***verb*** [+ obj]

**1** (*BrE*) to present sth formally for discussion 把…列入议事日程；提交讨论：*The firm tabled a motion to shareholders to reduce the number of board members.* 这家企业将一项旨在减少董事会成员数目的动议提交给股东讨论。

**2** (*especially AmE*) to leave an idea, a proposal, etc. to be discussed at a later date（将主意、建议等）搁置：*They voted to table the proposal until the following meeting.* 他们投票决定把这项提议留待下次会议讨论。

**'tab stop** (*also* **tab**) *noun* [C]

a fixed position in a line of a document that you are typing that shows where a piece of text or a column of figures, etc. will begin 制表位

**tabular** /'tæbjələ(r)/ *adjective* [usually before noun] presented or arranged in rows and columns (a **table**) 表格式的；列表的：*tabular data* 表格数据 ◇ *The results are presented* ***in tabular form.*** 结果以表格形式呈现。

**tabulate** /'tæbjuleɪt/ *verb* [+ obj] to arrange facts or figures in columns or lists so that they can be read easily 制成表格；列表：*December sales have not yet been tabulated.* 十二月的销售数据尚未制成表格。◇ *to tabulate results/complaints* 将结果／投诉列表 ▶ **tabulation** /ˌtæbju'leɪʃn/ *noun* [U,C]

**'T-ac,count** *noun* [C]

(*Accounting*) a simple way of recording financial TRANSACTIONS, consisting of a DEBIT column and a credit column * T 型账户

**T-account** T 型账户

| date 日期 | item 项目 | title 标题 | amount 金额 | date 日期 | item 项目 | title 标题 | amount 金额 |
|---|---|---|---|---|---|---|---|
| | | **cash** 现金 | | | | | |
| Jan 一月 | 3 bank 银行 | 4 000 | | Jan 一月 | 5 purchases 采购 | 2 500 | |
| | 10 sales 销售额 | 6 400 | | | 21 wages 薪金 | 6 200 | |
| | | | | | balance c/d 结余 | 1 700 | |
| total 总额 → | | 10 400 | | | | | 10 400 |
| | **debit side** 借方 | | | | **credit side** 贷方 | | |

**tachograph** /'tækəgrɑ:f; *AmE* -græf/ *noun* [C] (*Transport*) a device that is used in vehicles such as large lorries/trucks and some types of buses to measure their speed, how far they have travelled and when the driver has stopped to rest 测速计；行车记录仪

**ˌtacit 'knowledge** (*also* **imˌplicit 'knowledge**) *noun* [U]

(*HR*) **tacit knowledge** is knowledge that sb gains from working in an organization and becoming familiar with the equipment, procedures,

customers, etc. 隐性知识；内隐知识：*Recent research has concluded that between 50% and 85% of the knowledge in an organization is tacit knowledge, i.e. only available through people.* 最近的研究结论表明，机构内部50%至85%的知识属于内隐知识，即只能通过人才能获得的知识。→ EXPLICIT KNOWLEDGE, KNOW-HOW

**tack** /tæk/ *verb*

PHR V **,tack sth 'on; ,tack sth 'onto sth**

**1** to add sth to sth that is already there 附加：*An update chapter has been tacked on at the end of the latest edition of the manual.* 最新版手册的末尾附有一章新内容。 **2** (*Stock Exchange*) (*especially AmE*) if a share price **tacks on** an amount, it increases by that amount 股价上扬：*U.S. Electric tacked on 3 per cent to $20.95.* 美国电气公司股价上扬了3%，达到20.95美元。

**tactic** /'tæktɪk/ *noun* [C, usually pl.]

the particular method you use to achieve sth 战术；策略：*Their unusual marketing tactics have been successful.* 他们与众不同的营销策略取得了成功。◇ *What strategies and tactics have they used to improve their operations?* 他们采用了何种战略和战术改善经营？◇ *It's time to try a change of tactic.* 是该改变战术的时候了。

**tactical** /'tæktɪkl/ *adjective* [usually before noun]

**1** connected with the particular method you use to achieve sth 战术上的；策略上的：*tactical discussions/planning* 战术讨论／谋划 ◇ *His knowledge of the company gave him a tactical advantage in the negotiations.* 他对公司的了解使他在谈判中拥有了战术上的优势。◇ *Telling your boss you were looking for a new job was a tactical error* (= it was the wrong thing to do). 你把正在另找工作的事告诉老板是一个策略上的错误。 **2** carefully planned in order to achieve a particular aim 权宜的；有目的的：*Their decision to withdraw from the deal is seen as a tactical move to get a better price.* 他们退出这笔交易的决定被看作是争取更好价格的策略之举。

**tag** /tæg/ *noun, verb*

● ***noun*** [C]

**1** (*often used in compounds* 常用于构成复合词) a small piece of paper, fabric, plastic, etc. attached to sth to identify it or give information about it 标签；标牌：*Employees are encouraged to wear name tags.* 鼓励员工佩戴姓名牌。→ LABEL *noun* (1), PRICE TAG, TICKET

**2** (*Commerce*) an electronic device that is attached to sth so that it can be checked, for example to stop people stealing it 防盗磁条：*security tags* 安全磁条 ◇ *The tags can be used to show the presence and location of items.* 防盗磁条可用来显示商品所在的位置。→ RFID

**3** (*IT*) a set of letters or symbols that are put before and after a piece of text or data in order to identify it or show that it is to be treated in a particular way 标记；标识符：*XML tags* * XML 标记

● ***verb*** [+ obj] (**-gg-**)

**1** (*Commerce*) to fasten a **tag** onto sth 附以标签：*All goods are electronically tagged.* 所有商品都附有电子标签。

**2** (*IT*) to add a set of letters or symbols to a piece of text or data in order to identify it or show that it is to be treated in a particular way 加标记（或标识符）

**'tag line** *noun* [C] (*especially AmE*)

(*Marketing*) a phrase or sentence that is easy to remember, used for example in advertising to attract people's attention and make them remember a product 标语；口号：*The company uses the tag line 'leaders in the lighting world'.* 这家公司采用的广告词是“照明世界的领路人”。 SYN SLOGAN

**tailor** /'teɪlə(r)/ *verb* [+ obj]

to make or adapt sth for a particular purpose, a particular person, etc. 使适应；量身定做：*We tailor our training courses to the client's needs.* 我们根据客户需求定制培训课程。◇ *Advertising campaigns need to be tailored for different markets.* 广告活动必须根据不同市场量身定做。

**,tailor-'made** *adjective*

made for a particular purpose or person, and therefore very suitable 定制的；为…特制的：*tailor-made training* 定制的培训；特约培训 ◇ *The software can be tailor-made to fit your needs.* 这个软件可以根据你的需求定制。◇ *She seems tailor-made for the job* (= perfectly suited for it). 她好像天生就是做这项工作的。

**★take** /teɪk/ *verb, noun*

● ***verb*** [+ obj] (**took** /tʊk/**taken** /'teɪkən/)

**1** to earn a particular amount of money by selling goods or services 赚取：*The store took $100 000 last week.* 这家商店上周销售了10万元。→ TAKE STH IN (1)

**2** to move sth/sb from one place, level, situation, etc. to another 把…带到（另一个地方、层次等）：*Her energy and talent took her to the top of her profession.* 充沛的精力和过人的才华助她登上事业的顶峰。

**3** (*used with an adverb or a preposition* 与副词或介词连用) to remove sth/sb from somewhere 退出；移开：*The product has been taken off the market until safety tests have been done.* 在完成安全测试之前，这款产品曾被撤出市场。◇ *The sign must be taken down.* 这个标牌必须拆掉。◇ *They have been taking market share away from their rivals.* 他们一直从竞争对手那里夺取市场份额。

**4** to get control of sth/sb 控制某物／某人：*Under the plan, creditors will take control of the company.* 在这个计划下，债权人将控制这家公司。→ CHARGE *noun* (4)

**5** to choose, buy or rent sth 选择（购买或租用）某物：*I'll take the grey jacket.* 我买那件灰色夹克衫。◇ *We took a room at the hotel for two nights.* 我们在这家酒店开了个房间，住了两夜。

**6 take A (away) from B | take A away** (*not used in the continuous tenses* 不用于进行时) to reduce one number by the value of another 减去：*Take costs away from sales income and what is left is profit.* 销售收入减去成本，剩下的就是利润。 SYN SUBTRACT

**7** (*not usually used in the continuous tenses or in the form* **be taken** 通常不用于进行时或被动语态) to accept or receive sth 接受；收到：*If they offer me the job, I'll take it.* 如果他们给我提供这份工作，我就接受。◇ *Does the hotel take credit cards?* 这家酒店接受信用卡付款吗？◇ *I'll take the call in my office.* 我要在办公室接这个电话。◇ *We took*

*more than 1 000 orders last month.* 上个月我们接到了1000多份订单。◇ *Workers were asked to take 4% pay cuts.* 工人被要求接受4%的减薪。 **IDM have (got) what it takes** to have the quality, ability, etc. needed to be successful 具备成功所需的一切条件（如素质、能力等）：*He doesn't have what it takes to lead such a large team.* 他没有能力领导这么大一个团队。 **take a 'bath** (*AmE*)(*slang*) to lose a lot of money, for example on a business agreement or an investment 遭受巨大损失：*Big investors sold their shares before the price crashed, but small investors took a bath.* 投资大户在价格暴跌之前抛售了股票，而小投资者则损失巨大。 **take a 'bite out of sth** to reduce sth by a large amount 大幅减少：*The costs of starting up the company took a €6 million bite out of earnings.* 创办公司的费用使收入巨减600万欧元。 **take a 'dive** (*informal*) to suddenly get worse 突然下降；（市价）暴跌：*Profits really took a dive last year.* 去年利润大幅下降。 **take ad'vantage of sth/sb** to make use of sth/sb well; to make use of an opportunity 充分利用某物／某人；利用机会：*The company was slow to take full advantage of the opportunities presented by the Internet.* 这家公司未能充分利用互联网带来的机会。 **take ad'vice (from sb)** to ask sb with special knowledge or skill for information or help in a difficult situation 征求意见；请教：*The company has taken advice from its accountants.* 这家公司已向会计师请教过了。 **take sth on 'board** to accept and understand an idea or a suggestion 接受（想法或建议）：*The idea that the company must modernize has now been taken on board.* 关于公司必须实现现代化的想法已经被接受。 **take a 'risk; take 'risks** to do sth even though you know that sth bad could happen as a result 冒险：*Every time we lend money, we are taking a risk that we won't be repaid.* 我们每次放贷时，都冒着得不到偿还的风险。◇ *You must be willing to take risks to gain an advantage over competitors.* 为了胜过竞争对手，你一定要甘愿冒险。 **take some 'doing** to be very difficult to do 难做：*The new system will take some getting used to.* 这一新系统相当难以适应。 **take 'stock 1** (*Accounting*) (*especially AmE*) to count the items for sale in a shop/store 清查存货；盘货 → STOCKTAKING **2** to stop and think carefully about the way in which a particular situation is developing in order to decide what to do next 估计局势；对…作出判断：*We're meeting next week to take stock of progress to date.* 我们下周开会，对迄今为止的进展进行评估。 **take time 'out (of/from sth) (to do sth)** to spend some time away from your usual work or activity in order to rest or do sth else instead 暂停下来（做）；暂时停止工作；抽出工作中的时间：*When people don't take time out, they stop being productive.* 连续工作得不到休息，人就会失去效率。 **take a (heavy/terrible) 'toll (on sb/sth); take its/their 'toll (on sb/sth)** to have a bad effect on sb/sth; to cause a lot of damage, suffering, etc. 产生消极影响；造成严重的损失（苦难等）：*Falling stock markets have taken their toll.* 股市下跌使他们蒙受了巨大损失。 **take a (dramatic, unexpected, etc.) ,turn (for the 'worse/'better)** to suddenly start getting worse/better（戏剧性地／出人意料地）恶化／好转：*Latest figures suggest that the economy is taking a turn for the better.* 最新数据表明经济正在好转。

→ idiom at ADVANTAGE, EFFECT, RIDE *noun*

PHR V **,take sth a'part** to separate a machine, etc. into the different parts that it is made of（将机器等）拆卸 **,take sth 'back** if you take sth **back** to a shop/store, or if a shop/store **takes** sth **back**, you return sth that you have bought there, for example because it is the wrong size or does not work 退货 **,take sth 'forward** to work with sth in order to develop it and make it successful 推进；使成功：*We believe he is the right man to take this company forward.* 我们相信他是推动公司走向成功的正确人选。 **,take sth 'in 1** (*especially AmE*) to earn a particular amount of money 赚钱：*The business took in $9 million last year.* 这项业务去年赚了900万元。→ TAKE *verb* (1) **2** to accept new people, etc. 接纳（新人等）：*The EU will take in more new members next year.* 欧盟明年将接纳更多的新成员。 **,take 'off 1** (about a product, an idea, etc.) to become successful or popular very quickly or suddenly（产品、想法等）突然大受欢迎，迅速流行：*The new magazine has really taken off.* 这本新杂志大受欢迎。◇ *The company was formed in the early 1990s, before the technology boom took off.* 这家公司成立于技术繁荣期开始之前的20世纪90年代早期。 **2** (about an aircraft, etc.) to leave the ground（飞机等）起飞：*We took off an hour late.* 我们起飞晚点一小时。 OPP LAND → TAKE-OFF **,take sth 'off** to have a period of time as a break from work 休息：*I'm taking tomorrow off.* 我明天休息。 **,take sb 'off sth** (*often* **be taken off sth** 常用被动语态) to remove sb from sth such as a job, position, piece of equipment, etc. 调离，解除（工作、职务等）；拆除（设备等）：*200 staff have been taken off the project.* * 200名员工被调离这个项目。 **,take sth 'off sth** to remove an amount of money in order to reduce the total 减去：*They have taken 10% off their prices in order to attract more customers.* 他们降价10%以吸引更多的顾客。 **,take sb 'on 1** to employ sb 雇用：*We have taken on 25 new staff this year.* 我们今年雇用了25名新员工。◇ *She was taken on as a trainee.* 她受聘当了实习生。 See note at EMPLOY **2** to compete or fight against sb 与某人竞争或争斗：*After only a year, the company is already taking on established companies in the marketplace.* 仅仅一年之后，这家公司就已经能与市场上那些老牌公司相抗衡了。 **,take sth/sb 'on** to decide to do sth; to agree to be responsible for sth/sb 决定做；愿意承担责任：*This is the largest project we have ever taken on.* 这是我们迄今所承担的最大的项目。 **,take sth 'out** to obtain an official document or service 获得（正式文件或服务）：*to take out insurance/a loan* 获得保险／贷款 **,take sth 'out (of sth)** to remove money from a bank account 从银行账户取款 **,take sth 'out of sth** to remove an amount of money from a larger amount, especially as a payment 扣除；除去：*About 20% is taken out of salaries as tax.* * 20%的薪水作为税收被扣除。 **,take 'over (from sb); ,take sth 'over (from sb)** to begin to have control of or responsibility for sth, especially in place of sb else 接手；接管；接任：*Mazza will*

*take over from Mudu as chairman.* 马扎将接替穆杜任董事长。◇ *The factory was losing money when we took it over.* 这家工厂在我们接管时还在亏损。 **,take sth 'over** (*Finance*) to gain control of a company, especially by buying shares 接收，接管（公司等，尤指通过购买股份）：*The supermarket chain was taken over by a rival.* 这家连锁超市被对手接管了。◇ *They have made an informal offer to take over the airline.* 他们发出了接管这家航空公司的非正式要约。→ TAKEOVER **,take sth 'up** **1** to start or begin sth such as a job 开始；着手处理：*She takes up her position as CEO next month.* 她下个月将出任首席执行官。 **2** to accept sth that is offered or available 接受：*He decided to take up the redundancy offer.* 他决定接受裁员提议。 **,take sth 'up with sb** to speak or write to sb about sth that they may be able to deal with or help you with 向…提出：*She took up her complaint with the union.* 她向工会提出申诉。

• ***noun*** [C, usually sing.] (*especially AmE*)

SEE ALSO: **tax take**

(*Accounting, informal*)
the amount of money that is earned by a business during a particular period 收入额；进项：*Last year's take totalled $10.2 million.* 去年的收入总额为1020万元。→ TAKINGS

IDM **be on the 'take** (*informal*) to accept money from sb for helping them in a dishonest or an illegal way 收受贿赂

**'take-home pay** *noun* [U]
the amount of money that you earn after you have paid tax, etc.（扣除税金等后的）净薪，实得工资：*a small increase in take-home pay* 实得工资的小幅上涨 ◇ *Take-home pay for retail workers seems to be about 33% of what workers in the car industry make.* 零售业工人的实得工资大约只有汽车业工人的33%。

**'take-off** *noun* [U,C]
**1** the moment at which an aircraft leaves the ground（飞机的）起飞：*The plane is ready for take-off.* 飞机即将起飞。 OPP LANDING
**2** the moment at which sth suddenly becomes very successful 大获成功；起飞：*The local economy is poised for take-off.* 当地经济蓄势待发。◇ *The company are hoping for a quick take-off for their latest phone.* 这家公司希望他们的最新款电话一举成功。
→ TAKE OFF at TAKE *verb*

**,take-or-'pay** *adjective* [usually before noun]
(*Trade*) (about a contract) containing a condition that a company or person must pay a particular price for a particular amount of goods, especially gas or oil, even if they do not take or use that amount 照付不议的（按合同规定，公司或个人无论提货与否均须付款，尤指天然气或石油）：*Under the take-or-pay contract, the country pays for a minimum quota of natural gas even if it does not demand it.* 在照付不议合同下，这个国家即使不需要天然气，也得支付最低额度的天然气费用。

**'takeout ,financing** *noun* [U]
(*Finance*) loans that are used to replace BRIDGING loans 用于替代过渡性贷款的贷款；外带融资

**★takeover** /'teɪkəʊvə(r); *AmE* -oʊ-/ *noun* [C,U]

SEE ALSO: **anti-takeover, reverse takeover**

(*Finance*) an act of taking control of a company by buying most of its shares 接收；接管；收购（通过购买公司大部分股份控股）：*The airline has announced details of the planned takeover of its rival.* 这家航空公司宣布了拟定的收购其竞争对手的细节。◇ *The bank is considered a potential takeover target.* 这家银行被看作是潜在的收购对象。◇ *Were they right to reject the $3.5 bn takeover offer?* 他们拒绝了35亿元的收购要约，这样做明智吗？◇ *The company eventually won a bitter takeover battle for Videotron with a $5 million bid.* 这家公司以500万美元的出价最终赢得了收购 Videotron 公司的艰苦斗争。 See note on P550

➕ ***a failed/successful/an unsuccessful*** *takeover* 失败的 / 成功的 / 不成功的收购 • ***a rescue/an unsolicited*** *takeover* 救助性 / 主动收购 • ***to accept/contest/reject*** *a takeover* 接受 / 竞争 / 拒绝收购 • ***an all-share/a cash*** *takeover* 全股 / 现金收购 • ***a takeover approach/attempt/battle/deal/offer*** 收购方式 / 尝试 / 战 / 协议 / 要约 • ***a takeover candidate/target*** 潜在的收购对象；收购目标

MORE ABOUT 并购

## Takeovers and mergers

A **takeover** is when a company offers to buy all or most of the shares of another company. The company beingbought may be bigger or smaller than the company offering to buy it, and the owners of both companies may or may not agree about the conditions of the sale. If they do agree, the takeover is **friendly**. If not, it becomes a **hostile takeover**. * takeover（收购）指一家公司出价购买另一家公司全部或大部分股份。被收购的公司规模可能小于也可能大于收购它的公司，双方公司的所有者就出售的条件可能达成一致，也可能未达成一致。如果他们达成一致，这种收购就是 friendly（善意的），否则就是 hostile takeover（敌意收购）。

A **merger** involves two companies of a similar size agreeing to join together and become a single company. This can involve a **takeover** in which the one company buys the other's shares and pays for these with some of its own shares, or the owners of both companies can agree to exchange their shares for shares in a new company. * merger（合并）指两家规模相当的公司同意合并成一家公司。这可能经由一场 takeover（收购），其中一家公司用自己的部分股票购买对方的股份，也可能两家公司的所有者同意用各自的股份换取新公司的股份。

**'takeover bid** (*also* **,offer to 'purchase,** *less frequent*) *noun* [C]

SEE ALSO: **conditional takeover bid, unconditional takeover bid**

(*Finance*) an offer made to the shareholders of a company to buy their shares at a particular price in order to gain control of the company 收购出价；

接管报价: *They have launched a surprise $133 million takeover bid for the fitness group.* 他们出乎意料地以1.33亿元的出价发起了对这个健身集团的收购。◇ *The shareholders voted against acceptance of the takeover bid.* 股东投票否决了这一收购出价。

● ***to launch/make/mount/withdraw*** *a takeover bid* 发出 / 作出 / 进行 / 撤回收购出价 • ***to accept/consider/defeat/reject*** *a takeover bid* 接受 / 考虑 / 阻挠 / 拒绝收购出价 • ***a friendly/hostile/an unfriendly/unwelcome*** *takeover bid* 友好 / 敌意 / 不友好 / 不受欢迎的收购出价

**'takeover code** *noun* [C]
(*Finance*) a set of rules that companies agree to follow, designed to make sure that **takeovers** take place in a fair way 收购守则

**'takeover ˌpanel** *noun* [C]
(*Finance*) a group of people in the UK and some other countries who are given the job by the government of making sure that all **takeovers** obey the laws and rules that exist (英国及某些国家的) 并购委员会, 收购委员会: *Takeover panel rules prohibit special deals with individual shareholders.* 并购委员会规定禁止与个人股东进行特殊交易。

**taker** /'teɪkə(r)/ *noun* [C, usually pl.]
SEE ALSO: **order taker, price taker**

**1** (*often used with* **few, no, not many,** *etc.* 常与 few、no、not many等连用) a person, company, etc. who is willing to accept sth that is offered 接受者: *The company has a price tag of around €800 million, but so far there are no takers.* 这家公司标价8亿欧元左右, 但至今无人接受。
**2** (*often used in compounds* 常用于复合词) a person who takes or receives sth 接受者; 接收者: *Salespeople are no longer just order takers.* 销售人员已不再仅仅接收订单。

**'take-up** *noun* [U; sing.]
the rate at which people accept sth that is offered or made available to them 接受率: *high levels of broadband take-up* 对宽带的高接受率 ◇ *a slow take-up of new TV services* 对新电视服务的缓慢接受

● ***high/low/poor/slow/widespread*** *take-up* (*of sth*) (对某物的) 高度 / 低度 / 低 / 缓慢 / 广泛接受

**takings** /'teɪkɪŋz/ *noun* [pl.]
(*Accounting*) the amount of money that a business such as a shop/store, etc. receives from selling goods or services over a particular period of time 营业收入: *Takings in the first half were €4.2 million.* 上半年的营业收入为420万欧元。◇ *Takings are up on last year.* 营业收入比去年有所增加。◇ *She has gone to bank the day's takings.* 她去把今天的营业收入存入银行。

**★talent** /'tælənt/ *noun*
**1** [C,U] a natural ability to do sth well 天资; 禀赋: *He has a talent for finding tne right words.* 他有措辞准确的天赋。◇ *She showed considerable talent as an organizer.* 她显示出了非凡的组织才能。
**2** [U,C] people or a person with a natural ability to do sth well 人才; 有才干的人; 天才: *They spend a lot of money on finding and recruiting top talent.* 他们花大笔资金寻觅和招聘顶尖人才。◇ *She is one of our best talents.* 她是我们的最优人才之一。

**talk** /tɔ:k/ *verb, noun*
• ***verb*** [no obj]
to say things 说话: *Can I talk to Mr Wong, please?* 请问我可以跟黄先生谈谈吗? ◇ *He spent the morning talking with suppliers.* 他花了一个早上和供应商讨论。◇ *Everybody's talking about the design of their new model.* 每个人都在谈论他们的最新型号的设计。◇ *She's talking of retiring at the end of the year.* 她正提起年底退休的事。
IDM **be talking sth** used to emphasize an amount of money, how serious sth is, etc. (用以强调款额、情况严重程度等) 讲的是, 指的是: *We're talking half a million dollars.* 我们说的是五十万美元。 **talk 'shop** to talk about work with other people you work with, especially when you are also with other people who are not connected with the work and not interested in it 三句话不离本行; 不分场合地谈工作: *Let's not talk shop.* 我们别谈工作吧。 **ˌtalk the 'talk** (*informal*) to be able to talk in a confident way that makes people think you are an expert 夸夸其谈: *He could talk the talk, but he never actually achieved much.* 他说得头头是道, 但是从来没有真正做出过什么。◇ *You can talk the talk, but can you walk the walk?* 你说得好听, 但是你能付诸行动吗? → WALK THE/YOUR TALK at WALK *verb*, WALK THE WALK at WALK *verb* **talk 'turkey** (*informal*)(*especially AmE*) to talk about sth honestly and directly 直率地说; 直言不讳
→ idiom at LANGUAGE, MONEY
PHR V **ˌtalk sth/sb 'down** to make sth/sb seem less important or successful than it really is 贬低: *You shouldn't talk down your own achievements.* 你不该贬低自己的成绩。 **ˌtalk 'down to sb** to speak to sb as if they were less important or intelligent than you 用高人一等的口气对某人讲话: *Don't talk down to your audience, even though you know more than they do.* 不要用居高临下的口气对听众讲话, 即使你知道得比他们多。 **ˌtalk sb 'through sth** to describe or explain sth to sb so that they understand it 向某人说明白某事: *Talk me through your plan.* 给我详细说说你的计划。 **ˌtalk sth/sb 'up** to describe sb/sth in a way that makes them sound better than they really are 过分赞扬, 吹捧某事 / 某人: *The CEO was keen to talk up the benefits of the restructuring programme.* 首席执行官热衷于夸大重组计划的好处。
• ***noun***
SEE ALSO: **small talk**

**1 talks** [pl.] formal discussions between organizations or governments (机构或政府间的) 正式会谈, 谈判: *Talks **between** the airline **and** the union will begin today.* 航空公司和工会今天开始谈判。
● ***crisis/merger/pay/takeover/trade*** *talks* 危机 / 合并 / 薪酬 / 并购 / 贸易谈判
**2** [C] a speech or lecture on a particular subject 演讲; 报告: *He's **giving** a talk **on** e-publishing.* 他将就电子出版发表演讲。

**'talking point** *noun* [C]
**1** a subject that is talked about or discussed by many people 议题; 论题: *The company's*

*disappointing results were the day's main talking point.* 这家公司令人失望的业绩是当天的主要议题。
**2** (*AmE*) an item that sb will speak about at a meeting, often one that supports a particular argument 论据: *He goes into meetings armed with talking points.* 他带着论据出席会议。
**3** (*AmE*) a new or special feature of a product that is used in advertising to interest people or persuade them to buy the product 卖点; 特色

**'talking shop** *noun* [C]
a place where there is a lot of discussion and argument but no action is taken 清谈俱乐部

**tall** /tɔːl/ (**taller, tallest**) *adjective*
used to describe an organization where there are many levels between the top and the bottom (组织) 层级多的: *There are more opportunities for promotion in a tall organization, but communications are not usually good.* 在多层级组织里有更多的晋升机会, 但通常沟通不畅。
→ FLAT (4)

**tally** /'tæli/ *noun, verb*
• ***noun*** [C] (*plural* **tallies**) a record of the number or amount of sth, especially one that you can keep adding to 数据记录; 计数: *The final tally of job cuts this year is expected to be around 250 000.* 今年最终的裁员人数预计在25万左右。 ◇ *We keep a tally of the favourable comments that we receive.* 我们对收到的好评作记录。
• ***verb*** (**tallies, tallying, tallied, tallied**)
**1** [no obj] to be the same as or to match another set of figures, another person's account of sth, etc. 符合; 吻合: *The specifications of the computer do not tally with the details in the brochure.* 这台电脑的规格与手册中的说明不一致。
**2** [+ obj] to calculate the total number, cost, etc. of sth 计算; 清点: *The estimates may turn out to be too low once the final figures are tallied.* 统计出来的最终数据可能比估计值高得多。

**tamper** /'tæmpə(r)/ *verb, combining form*
• ***verb***
PHR V **'tamper with sth** to make changes to sth in a way that is not sensible and could damage it or make it dangerous 篡改: *It would be crazy to tamper with a successful formula.* 篡改成功的配方是不理智的。
• ***combining form***
used in adjectives to describe a device that is designed to prevent people from using, stealing, breaking, etc. sth (用于形容词) 防…的: *The drug is sold in a* ***tamper-proof*** *container.* 这种药品装在防撬容器中出售。 ◇ *an* ***anti-tamper*** *lock* 防撬锁 ◇ ***tamper-evident*** *security labels* (= ones which show if sb has tried to remove them or change them) 防窃取安全标签

**TAN** /ˌtiː eɪ 'en/ = TAX ANTICIPATION NOTE

**tangible** /'tændʒəbl/ *adjective, noun*
• ***adjective*** [usually before noun]
**1** that can be clearly seen to exist 有形的: *These figures provide tangible proof that the economy is recovering.* 这些数据有力地证明了经济正在复苏。 ◇ *We want tangible results.* 我们希望得到实实在在的结果。
➕ *tangible* ***benefits/effects/improvements/progress/results*** 实际的利益 / 效应 / 改进 / 进步 / 结果 • *tangible* ***evidence/proof/signs*** 确凿的证据 / 证明 / 迹象
**2** that you can touch and feel 可触知的; 可感知的: *Prices of tangible goods are rising faster than services.* 有形商品的价格比服务的价格上涨得更快。
OPP INTANGIBLE
▸ **tangibly** /'tændʒəbli/ *adverb*
• ***noun***
**1** [C] a thing that exists physically and is not just an idea 可触知的东西
**2** (*Accounting; Finance*) [C] = TANGIBLE ASSET
**3** (*Finance*) **tangibles** [pl.] physical things that you can invest in, rather than financial investments 有形资产: *There can be many problems in investing in tangibles like antiques.* 投资于古董之类的有形资产会有许多问题。 OPP INTANGIBLE

**ˌtangible 'asset** (*also* **'tangible**) *noun*
[C, usually pl.]
SEE ALSO: **net tangible assets**
(*Accounting; Finance*) a physical thing that is owned by a company or person, such as goods, machines, buildings and cash 有形资产: *Internet companies usually have few tangible assets.* 网络公司有形资产通常很少。 OPP INTANGIBLE ASSET

**ˌtangible ˌnet 'worth** *noun* [U]
(*Accounting*) the total value of a company's TANGIBLE ASSETS minus its LIABILITIES 有形净资产总值

**tank** /tæŋk/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **think tank**
**1** a large container for holding liquid or gas (盛液体或气体的) 大容器, 桶, 罐, 槽
**2** the contents of a tank or the amount it will hold 箱 (或桶等) 所装之物; 一箱 (或一桶等) 的量
IDM **in the 'tank** (*AmE*) (*Finance, informal*) (about the price of shares, bonds, etc.) falling quickly (股票、债券等的价格) 跳水, 暴跌: *Technology stocks are doing well, but everything else is in the tank.* 技术股表现良好, 但是其他股票都出现了暴跌。
• ***verb*** [no obj] (*AmE*)
(*Finance, informal*) (about prices) to fall quickly (价格) 暴跌: *The company's shares tanked on Wall Street to a new low.* 这家公司的股票在华尔街股市暴跌至新低。

**tanker** /'tæŋkə(r)/ *noun* [C]
(*Transport*) a ship or lorry/truck that carries oil, gas or petrol in large quantities 油轮; 油罐车: *an oil tanker* 油轮 ◇ *a tanker driver* 油罐车司机

**tap** /tæp/ *verb, noun*
• ***verb*** (**-pp-**)
**1** [+ obj *or* no obj] to make use of a source of energy, knowledge, money, etc. that already exists 开发, 利用, 发掘 (已有的资源、知识、资金等): *We need to tap the expertise and skill of the people we already have.* 我们必须利用我们现有人员的专长和技能。 ◇ *Some companies have tapped their shareholders for new cash.* 有些公司向股东募集新资金。 ◇ *The new model will allow them to tap* ***into*** *a far larger market.* 这一新型号将为他们赢得更大的市场。

**2** (*AmE*) [+ obj] (*usually* **be tapped**) to choose sb for a particular role or job 任命: *Bella Sands has been tapped **for** the top job.* 贝拉·桑兹被任命担任高层工作。

PHR V **,tap sth 'in/'out** (*informal*) to put information, numbers, letters, etc. into a machine by pressing buttons (用打字机)敲打出，键入: *Tap in your PIN number.* 键入你的个人识别码。

• ***noun*** [C]
a device for controlling the flow of liquid or gas from a pipe or container 龙头; 阀门: *a gas tap* 天然气阀门 ◇ (*figurative*) *At first they had many investors, but now the money tap has been turned off.* 起初他们拥有很多投资者，但现在资金来源已被切断。

IDM **on 'tap** (*informal*) **1** available to be used at any time 随时可以使用的: *The new software means that we have the latest sales figures on tap.* 有了这款新软件，我们可以随时获得最新的销售数据。 **2** (*AmE*) likely to happen at the planned time; planned and ready to happen 预计发生的; 即将发生的: *The report is on tap **for** Friday.* 这份报告星期五即可完成。 ◇ *What's on tap for the week ahead?* 下周有什么计划?

**'tape drive** *noun* [C]
(*IT*) a device that is used for copying and storing information from a computer 磁带驱动器: *It's a good idea to back up your data to a tape drive.* 将数据备份在磁带驱动器上是个好主意。

**'tape ma,chine** = TICKER (1)

**tare** /teə(r); *AmE* ter/ *noun* [U; sing.]
(*Transport*)
**1** the weight of a container or vehicle that is used to transport goods, without its load 皮重: *The maximum weight allowed on the roads is 20 tons including tare.* 公路上允许的最大载重量含皮重为20吨。
**2** the weight of the materials used for wrapping and protecting goods 包装重量

**★target** /'tɑ:gɪt; *AmE* 'tɑ:rgɪt/ *noun, verb*
• ***noun*** [C]
**1** a result that a business or an organization tries to achieve 目标: *The company has set an ambitious target of 20% sales growth.* 公司确定了销售额增长20%的宏伟目标。 ◇ *The group is likely to meet its earnings targets this year.* 这个集团今年很可能实现其赢利目标。 ◇ *We are still **on target*** (= likely to reach our target) *to achieve 12% growth this year.* 我们今年仍有可能实现12%的增长目标。 ◇ *Production was well **below** target this year.* 今年的产量远远低于目标。 ◇ *The **target date** for the rollout is mid 2006.* 新品上市的预定日期是2006年年中。
⊕ *to **lower/set** a target* 降低 / 确定目标 • *to **exceed/meet/miss/reach** a target* 超越 / 实现 / 未实现 / 达到目标 • ***earnings/financial/growth/performance/price/sales** targets* 收益 / 财务 / 增长 / 业绩 / 价格 / 销售目标
**2** (*Finance*) a company that another more powerful company wants to buy 收购目标; 收购对象: *The company has become a possible target for Interbrew.* 这家公司已经成为英特布鲁公司的潜在收购对象。 ◇ *They are seeking potential acquisition targets.* 他们正在寻找潜在的并购对象。
SYN TARGET COMPANY
⊕ ***an acquisition/a takeover** target* 并购 / 接管对象
**3** (*Finance*; *Marketing*) the price at which a company or person aims to sell or buy sth (公司或个人出售或购买某物的)目标价格: *Deutsche Bank raised its target for the shares from €150 to €190.* 德意志银行将购买这支股票的目标价格从150欧元提高到190欧元。 ◇ *The **target price** for the model currently being developed is €3 500.* 目前正在开发的这一型号的目标价格为3500欧元。
IDM **(be/make) an easy 'target (for sb/sth)** (to be) open to attack or not able to defend yourself 成为众矢之的; 很容易成为攻击目标: *Is your computer system an easy target for hackers?* 你的计算机系统容易遭到黑客攻击吗?

• ***verb*** [+ obj] (**targeting, targeted, targeted**)
**1 target sb/sth | target sth at/to sb/sth** (*often* **be targeted at sb/sth**) to try to have an effect on a particular group of people or a particular area 针对; 面向: *Their campaigns **specifically** target young people.* 他们的活动专门针对年轻人。 ◇ *a **carefully** targeted marketing campaign* 目标明确的营销活动 ◇ *magazines targeted at teens* 面向青少年的杂志 SYN AIM
**2** to choose to attack sb/sth or treat sb/sth in a particular way 把某人 / 某事作为攻击对象: *The EU has published a list of products targeted **for** sanctions.* 欧盟公布了其欲制裁产品的清单。

**'target ,audience** *noun* [C, usually sing.]
(*Marketing*) the group of people that an advertisement, a programme or a product is aimed at (广告、节目或产品的)目标受众: *the target audience **for** the new product* 新产品的目标受众 ◇ *We want to **reach** a target audience that's younger in age.* 我们想触及更年轻的目标受众。 → TARGET MARKET

**'target ,buyers** = TARGET MARKET

**'target ,company** *noun* [C]
(*Finance*) a company that another company wants to buy or get control of (拟收购的)目标公司
SYN TARGET

**'target ,customers** = TARGET MARKET

**,Target Group 'Index** *noun* [sing.] (*abbr* **TGI**)
(*Marketing*) a regular report, based on the answers to QUESTIONNAIRES (= lists of questions that are answered by many people), that provides information about the types of products and services, newspapers and TV programmes, for example, that are popular 目标群体指数

**'target ,market** *noun* [C, usually sing.] (*also* **'target ,buyers, 'target ,customers** [pl.])
(*Marketing*) the group of people that you want to sell your products to 目标市场: *Our target market **for** this drink is teenagers.* 我们这种饮料的目标市场是青少年。 ◇ *We need to identify the target market.* 我们必须明确目标市场。 → TARGET AUDIENCE
⊕ *to **identify/know/reach** your target market* 确定 / 了解 / 进入目标市场
▸ **'target ,marketing** *noun* [U]

**tariff** /'tærɪf/ *noun* [C]
SEE ALSO: **protective tariff, revenue tariff**
**1** (*Trade*) a tax that is paid on goods coming into or going out of a country 关税: *New import tariffs*

*have been imposed on a wide range of agricultural products.* 对多种农产品新征收了进口关税。 ◇ *High tariff barriers protect domestic industry.* 高关税壁垒可以保护国内产业。

● *to* ***impose/set*** *a tariff* 征收 / 确定关税 • *to* ***place*** *a tariff* ***on*** *sth* 对某物征收关税 • *to* ***abolish/eliminate/lift*** *a tariff* 取消 / 消除 / 取消关税 • ***high/low/punitive*** *tariffs* 高 / 低 / 惩罚性关税 • *tariff* ***barriers/protection/walls*** 关税壁垒 / 保护 / 壁垒

**2** (*Commerce*) a list of fixed prices that are charged by a company for a particular service, or by a hotel or restaurant for rooms, meals, etc. (旅馆、饭店或服务公司的) 价目表: *a telephone tariff* 电话价目表 ◇ *the hotel's daily/weekly tariff* 酒店每日 / 每周价目表

**★task** /tɑːsk; *AmE* tæsk/ *noun* [C]

**1** a piece of work that sb has to do 任务: *Our first task is to set up a communications system.* 我们的首要任务是要建立通信系统。 ◇ *The new CEO faces an uphill task to prevent the company being taken over.* 新任首席执行官面临着保护公司免遭收购的艰巨任务。 ◇ *Persuading staff to accept a pay cut will be* ***no easy task*** (= it will be difficult). 说服员工接受减薪不是件容易的事情。

→ MULTITASKING (2)

● *to* ***carry out/complete/do/perform/undertake*** *a task* 实行 / 完成 / 执行 / 履行 / 承担任务 • *to* ***give sb/set*** (***sb***) *a task* 分派 / 安排给 (某人) 一项任务 • *a* ***big/crucial/an important/a time-consuming/an urgent*** *task* 重大的 / 决定性的 / 重要的 / 费时的 / 紧急的任务 • *a* ***challenging/daunting/difficult/hard/an impossible*** *task* 具有挑战性的 / 令人望而生畏的 / 困难的 / 艰巨的 / 不可能完成的任务

**2** (*IT*) an item of work which is processed by a computer as a single unit (计算机执行的) 一项任务 SYN JOB

→ MULTITASKING (1)

● *to* ***do/execute/perform*** *a task* 进行 / 执行 / 完成一项任务

**'task force** (*also* **'task group**) *noun* [C]

a group of people who are brought together to deal with a particular problem (为解决某问题而成立的) 特别工作队: *to chair a task force* ***on*** *renewable energy* 领导一支有关再生能源的特别工作队

● *to* ***form/put together/set up*** *a task force* 组成 / 组建 / 建立特别工作队 • *to* ***chair/head/lead*** *a task force* 领导 / 主管 / 带领特别工作队

**'task-,oriented** (*also* **'task-,orientated**, *especially in BrE less frequent*) *adjective*

**1** used to describe a method of doing sth that is designed for a particular task rather than for all tasks 面向特定任务的

**2** used to describe a style of management where performing tasks is the main aim rather than trying to improve how workers feel and relate to each other 任务导向的: *a task-oriented leadership style* 任务导向的领导方式

**★tax** /tæks/ *noun, verb*

● ***noun*** [C,U]

SEE ALSO: **after-tax, capital gains ~, capital ~, consumption ~, corporate income ~, corporation ~, death ~,** etc.

money that you have to pay to the government so that it can pay for public services. People pay tax according to their income and businesses pay tax according to their profits. Tax is also often paid on goods and services. 税; 税收: *They pay over* ***€100 000 a year in*** *tax.* 他们每年纳税超过10万欧元。 ◇ *profits* ***before/after*** *tax* 税前 / 税后利润 ◇ *They have put a tax* ***on*** *cigarettes.* 他们已对香烟征税。 ◇ *Has the tax been deducted from the interest?* 税金从利息中扣除了吗? ◇ *All menu prices are* ***exclusive of*** *tax.* 菜单上的所有价格均不含税。 ◇ *You must fill in and return your tax form by the end of September.* 你必须在九月底以前填写税单并寄回。 ◇ *The tax office demanded* ***€200 000 in back taxes*** (= taxes that are owed from a previous period). 税务部门要求补交20万欧元的欠税。

● ***basic/basic-rate/high/higher-rate/low*** *tax* 基本 / 基本税率, 高 / 高税率, 低税收 • *to* ***introduce/impose/levy*** *a tax* 开征 / 征收 / 征缴税收 • *to* ***abolish/cut/lift/reduce/remove*** (*a*) *tax* 撤销 / 削减 / 取消 / 降低 / 废除 (一项) 税项 • *to* ***increase/put up/raise*** *taxes* 增加 / 提高 / 抬高税收 • *to* ***avoid/escape/evade*** *tax* 避 / 逃 / 漏税 • *tax* ***cuts/increases*** 税收削减 / 增加 • *a tax* ***advisor/consultant*** 税务顾问 • *a tax* ***authority/office*** 税务当局 / 部门

• ***verb*** [+ obj] to put a tax on sb/sth; to make sb pay tax 课税; 征税: *Shares in quoted companies are taxed* ***at 40%.*** 上市公司股票按40%征税。 ◇ *You will be taxed* ***on*** *all your income.* 你的所有收入都需要缴税。 ◇ *Companies are more* ***heavily*** *taxed in this country than in others.* 这个国家的公司税负比其他国家更繁重。

**'tax a,batement** *noun* [U]

an arrangement that allows a business to pay less tax than usual for a period of time 减税: *Local governments often use tax abatement to attract new industry to the region.* 当地政府通常采用减税的办法将新产业吸引到本地区。

**taxable** /'tæksəbl/ *adjective*

(*Accounting*) (about money, etc.) that you have to pay tax on (钱等) 应纳税的: *Car parking provided free at your workplace is not taxable.* 工作场所提供的免费停车服务不必纳税。

OPP NON-TAXABLE

▸ **taxability** /,tæksə'bɪləti/ *noun* [U]: *The taxability of items used in manufacturing varies widely from state to state.* 制造业使用的物料项目的可税性在各州之间大不相同。

**'tax ac,counting** *noun* [U]

the branch of accounting that prepares financial information so that tax can be calculated and aims to make sure that a company or person does not pay any more tax than necessary 税务会计

**'tax al,lowance** (*especially BrE*) (*AmE usually* **'tax ex,emption**) *noun* [C,U]

an amount of money that you are allowed to earn or receive before you start paying tax 免税收入; 免税额 SYN ALLOWANCE (*BrE*) (2)

**,tax antici'pation note** = REVENUE ANTICIPATION NOTE

**'tax as,sessment** *noun* [U,C]

the act of calculating how much tax sb must pay; the amount that has been calculated and that must be paid 税收评定; 征税估值: *The tax*

*assessment and tax collection process is now much easier to understand.* 现在的税收评估和征收过程易懂多了。 ◇ *appeals against tax assessments* 对税收核定的上诉

**'tax as,sessor** *noun* [C] (*especially AmE*)
a person whose job is to calculate how much tax sb has to pay 税收评定人；估税员 → INSPECTOR OF TAXES

**★taxation** /tæk'seɪʃn/ *noun* [U]
SEE ALSO: **deferred taxation, double ~, multiple ~**
**1** money that has to be paid as taxes 税收；税款: *Low levels of taxation have attracted some big companies to the region.* 低税收吸引了一些大公司进驻这个地区。
● ***excessive/heavy/high/low taxation*** 过重的 / 重 / 高 / 低税负 • ***to cut/lower/raise/reduce taxation*** 削减 / 降低 / 提高 / 减少税金
**2** the system or the act of collecting money by taxes 税制；征税: *Any profits made are exempt from taxation.* 所有利润免征税。 ◇ *changes in the taxation structure* 征税结构的变革
● ***company/corporate/general/local/personal taxation*** 公司税收；常规税；地方税收；个人税收 • ***central/local taxation*** 中央 / 地方税收
→ DIRECT TAXATION at DIRECT TAX

**'tax a,voidance** *noun* [U]
(*Accounting*) ways of paying only the smallest amount of tax that you legally have to（合法）避税: *tax avoidance plans/strategies* 避税计划 / 战略 → TAX EVASION

**'tax band** *noun* [C] (*BrE*)
**1** = TAX BRACKET
**2** a range of properties of different values on which the same rate of tax must be paid 税阶；税级

**'tax base** *noun* [C, usually sing.]
(*Economics*) all the things that tax is paid on in a particular country, region, etc. 课税依据；课税基础: *The government chose to broaden the tax base rather than to raise rates.* 政府选择拓宽税基而不是提高税率。
● ***to broaden/cut/protect/widen the tax base*** 拓宽 / 缩减 / 保护 / 放宽税基

**'tax bite** *noun* [C] (*informal*)
the part of a particular amount of money that is taken as tax 税负: *The change in the law will increase the tax bite on small companies.* 这项法律的变化将增加小公司的税负。

**'tax ,bracket** (*also* **'bracket**) (*BrE also* **'tax band,** *less frequent*) *noun* [C]
a range of different incomes on which the same rate of tax must be paid 税级；税阶: *My salary increase means I'm now in the highest tax bracket.* 加薪后，我已处于最高征税等级。 ◇ *There were only two tax brackets—22% and 40%.* 只有两个税档：22%和40%。

**'tax break** *noun* [C] (*especially AmE*)
a special advantage or reduction in taxes that the government gives to particular people or organizations, often to encourage them to do particular things 减税；税收优惠: *The government has introduced incentives such as tax breaks for companies that use environmentally-friendly technology.* 政府出台了给采用环保技术的公司减税等鼓励措施。
● ***to give/offer/provide tax breaks*** 给予 / 提出 / 提供减税 • ***to enjoy/get/have/receive a tax break*** 享受 / 获得 / 拥有 / 接受减税

**'tax ,credit** *noun* [C,U]
a reduction in the amount of tax that you have to pay, which is allowed to companies or people in particular situations 税收减免；纳税额的扣减: *a research and development tax credit to boost business innovation* 为促进业务创新实施的研发税减免

**'tax decla,ration** *noun* [C]
(*Accounting*) a formal statement made by a company or person giving details of all the money they have received so that the amount of tax they have to pay can be calculated 报税单；纳税申报单 → TAX RETURN
● ***to file/make/submit a tax declaration*** 对报税单进行归档；填写 / 提交报税单

**,tax-de'ductible** *adjective*
(*Accounting*) (about an expense) that is allowed to be taken off the total amount of money earned or received before the amount of tax that must be paid is calculated（开支）税收可减免的: *Entertainment expenses are no longer tax-deductible.* 交际应酬开支不再享受所得税减免待遇。

**'tax de,duction** *noun* [C]
(*Accounting*) an expense that is allowed to be taken off the total amount of money earned or received before the amount of tax that must be paid is calculated 税款扣除额；课税扣除: *tax deductions for new equipment such as computers and machinery* 对计算机和机械等新设备的税收扣除
● ***to claim/enjoy/get/take a tax deduction*** 要求 / 享受 / 获得 / 接受税收扣除

**,tax-de'ferred** *adjective* (*AmE*)
(*Accounting*) if an amount of money earned or received is **tax-deferred**, you pay tax on it at a later time than when you earn or receive it, for example after you retire 延期纳税的；递延税金的: *a tax-deferred retirement/savings account* 延税退休金 / 储蓄账户

**'tax depreci,ation** *noun* [U]
(*Accounting*) the total amount of money invested in new buildings, machinery, etc. that a company can take away from profits before calculating its tax 税前扣除总额（计税时可从利润总额中扣除的款项，如投资于新楼和新机械等的钱）→ BOOK DEPRECIATION, CAPITAL ALLOWANCE

**,tax-ef'ficient** *adjective*
**1** (*Accounting*) used to describe a way of organizing assets that allows a person or a company to pay the lowest possible amount of tax 税收效能化的（可以使个人或公司缴纳最低税金的资产分配方式）: *They established a tax-efficient structure for the acquisition and development of the company.* 他们建立起税收效能化结构来并购和发展公司。
**2** (*Finance*) (*BrE*) used to describe an investment whose profits are taxed less than other investments（投资利润）纳税较低的: *A mortgage is one of the best tax-efficient investments you can have.* 抵押借款是纳税最低的投资形式之一。 → TAX-FAVORED

▸ **,tax ef'ficiency** *noun* [U]: *The deal was structured for tax efficiency.* 这笔交易的设计方式有利于降低税收。

**'tax e,vasion** *noun* [U]
(*Accounting*) the crime of deliberately not paying all the taxes that you should pay 逃税（罪）；偷税；漏税：*new rules aimed at fighting fraud and tax evasion* 旨在打击诈骗和逃税的新法规
● *to be accused of/charged with/found guilty of tax evasion* 被指控逃税；被发现犯有逃税罪 ◆ *to clamp down on/curb/fight tax evasion* 打击／制止／打击逃税
▸ **'tax e,vader** *noun* [C]: *a plan to stop tax evaders* 制止逃税者的计划 → TAX AVOIDANCE

**,tax ex'emption** *noun*
(*Accounting*)
**1** [U,C] (*BrE*) a situation in which a person or a company does not have to pay tax 免税：*Competitors have challenged the company's tax exemption as unfair.* 竞争对手认为这家公司享受免税待遇是不公平的。
**2** [C] (*especially AmE*) = TAX ALLOWANCE

**'tax ,exile** *noun*
**1** [C] a rich person who has left their own country and gone to live in a place where the taxes are lower 避税流亡者，跨境避税者（为少交税而移居税收较低国家的富人）：*Their success forced them to become tax exiles.* 他们发达后被迫成为避税流亡人。
**2** [U] the situation when a rich person lives in another country as a **tax exile**（为了避免缴交税款而避居低税率国家的）避税流亡：*He's now living in tax exile in Monaco.* 他为了逃避缴交税款，目前在摩纳哥流亡。

**'tax-,favored** (*BrE spelling* **~favoured**) *adjective* [usually before noun] (*AmE only*)
(*Finance*) used to describe an investment whose profits are taxed less than other investments（投资利润）享受税收优惠的：*tax-favored life insurance* 享受税收优惠的人寿保险
→ TAX-EFFICIENT

**'tax form** *noun* [C]
a document on which a company or person gives details of the amount of money that they have earned so that the government can calculate how much tax they have to pay 纳税申报表：*Do I need to fill in a self-assessment tax form?* 我需要填写自我评估纳税申报表吗？ → TAX RETURN

**,tax-'free** *adjective*
(about money, goods, etc.) that you do not have to pay tax on（资金、货物等）免税的：*Employees receive a tax-free lump sum on retirement.* 员工在退休时会得到一笔一次性免税款项。▸ **,tax-'free** *adverb*: *Employees can contribute up to €100 a month to pensions tax-free.* 员工每个月最多可以免税交纳100欧元进入退休金账户。

**'tax ,haven** *noun* [C]
a place where taxes are low and where people choose to live or officially register their companies because taxes are higher in their own country 避税地；低税率国家：*a company based in an offshore tax haven* 设在海外避税地的公司

**'tax ,holiday** *noun* [C]
(*Accounting*) a period during which a company does not have to pay tax or pays less tax 免税期；低税期：*New manufacturers should be given a five-year tax holiday to develop their products.* 应给予新制造商五年的免税期以开发产品。

**'tax in,centive** *noun* [C]
a reduction in tax that encourages companies or people to do sth 税收激励；税收鼓励措施：*The regional government is offering tax incentives to companies who move to the region.* 地方政府对迁入本地的公司给予税收激励。

**'tax in,spector** = INSPECTOR OF TAXES

**'tax ,invoice** *noun* [C]
(*Accounting*) especially in Australia and New Zealand, a document that a business provides when it sells goods or services to another company, which gives details of the tax that has been paid（尤指澳大利亚和新西兰的）税务发票

**'tax lia,bility** *noun*
(*Accounting*)
**1** [C] the amount of tax that a company or person must pay 应纳税额：*The company now faces a $1.5 billion tax liability.* 这家公司目前面临着15亿元的应纳税额。◇ *I needed advice on how to minimize my tax liabilities.* 我需要有人在纳税最少化方面给我提些建议。
**2** [U,C] the fact of having to pay tax on sth 纳税义务：*No tax liability arose from the sale of the company.* 出售公司不会产生纳税义务。

**'tax lien** *noun* [C] (*AmE*)
(*Law*) the right of authorities who collect taxes to claim assets from a person or company if they do not pay tax 税务留置权：*The IRS filed a tax lien on the property to collect taxes owed by the sellers.* 国内税务局申请对卖方的不动产行使留置权以收回其所欠税款。

**'tax loss** *noun* [C]
(*Accounting*)
**1** a loss that a company makes which reduces the amount of tax it has to pay 税损：*They sold the machinery for scrap and* ***claimed*** *a tax loss* ***on*** *it.* 他们把这台机器以废品出售并索取税损。
**2** a situation where a government receives less tax than it should because of illegal trading 税收流失：*Software piracy resulted in an estimated tax loss of $62 million.* 盗版软件导致大约6200万元的税收流失。

**taxman** /'tæksmæn/ *noun* (*plural* **taxmen** /-men/)
(*Accounting*)
**1** [sing.] a way of referring to the government department that is responsible for collecting taxes 税务部门：*Following its battle with the taxman, the company has been forced to pay almost a million euros in outstanding taxes.* 在与税务部门争辩之后，这家公司被迫缴纳了近一百万欧元的欠税。
**2** (*informal*) [C] (*especially BrE*) a person whose job is to collect taxes 税务员；收税员 SYN INSPECTOR OF TAXES

**'tax obli,gation** *noun* [C]
the amount of tax that a person or a company owes 应纳税额；纳税义务：*Many people have to work out their own tax obligations.* 许多人不得不自己计算应纳税额。

**★taxpayer** /'tækspeɪə(r)/ *noun* [C]
a person who pays tax to the government, especially on the money that they earn 纳税人: *Delaying the project will give more time for research and save taxpayers' money.* 推迟这个项目可以腾出更多的时间用于研究并节约纳税人的钱。
● *a basic-rate/higher-rate/standard-rate/top-rate taxpayer* 基本税率 / 较高税率 / 标准税率 / 最高税率纳税人

**'tax pro,vision** *noun* [C,U]
(*Accounting*) an amount of money that a company keeps in order to pay tax at the end of the year 纳税准备金: *In the quarter just ended, the company made a $21 m tax provision.* 在刚刚过去的这个季度，公司预备了2100万元的纳税准备金。

**'tax rate** *noun* [C]
the percentage of an amount of money or of the value of sth that has to be paid as tax 税率: *Ireland's low corporate tax rate has attracted a number of manufacturers.* 爱尔兰较低的公司税率吸引了许多制造商。

**'tax re,lief** *noun* [U]
(*Accounting*) a reduction in the amount of tax you have to pay 税收减免: *Small companies can claim tax relief on research and development expenditure.* 小公司可以申请研发开支的税收减免。
● *to claim/gain/get tax relief* 申请 / 获得 / 得到税收减免 • *to be eligible for/be entitled to/qualify for tax relief* 有资格享受税收减免 • *to give/offer/provide tax relief* 给予 / 提出 / 提供税收减免 • *to abolish/cut/end tax relief* 废除 / 削减 / 结束税收减免

**'tax re,turn** (*also* **re'turn**) *noun* [C]
(*Accounting*) a statement of how much money a company or person has earned and their expenses, used by the government to calculate how much tax they have to pay; the form on which this statement is made 纳税申报单: *a tax return for the year 2005–6* * 2005-2006年度纳税申报单 ◇ *Many companies file their corporate tax return online.* 许多公司都在线提交公司纳税申报单。
→ TAX DECLARATION, TAX FORM
● *to file/make/send in a tax return* 填报 / 填写 / 提交纳税申报单 • *to complete/do/fill in/fill out a tax return* 填报 / 制作 / 填写纳税申报单

**'tax sale** *noun* [C] (*AmE*)
(*Law*) when a property is sold by a government because the owner has not paid their taxes 欠税不动产的拍卖；抵税拍卖

**'tax ,shelter** *noun* [C]
(*Accounting*) a way of using or investing money so that you can legally avoid paying tax on it 减免所得税合法手段；避税手段: *Investors were taking advantage of a tax shelter in their retirement savings plans.* 投资者利用其退休储蓄计划中的避税手段。▶ **'tax-,sheltered** *adjective*: *tax-sheltered savings plans* 可以避税的储蓄计划

**'tax ,subsidy** *noun* [C,U]
a reduction in the amount of tax that a company pays, given by the government for a particular purpose 税收补贴: *tax subsidies to encourage companies to create new jobs* 旨在鼓励公司创造就业机会的税收补贴

**'tax take** *noun* [C] (*especially AmE*)(*informal*)
the amount of money that is taken as tax 税收收入: *The government will have to raise its tax take to pay for its public spending.* 政府将不得不提高税收以支付其公共开支。◇ *a high tax take on earned income* 对经营收入的高额征税

**'tax ,threshold** (*also* **'threshold,** *less frequent*) *noun* [C]
the level of income above which a company or person starts to pay income tax 免税额；起征点: *The corporate tax threshold for small businesses is to be raised to €500 000.* 小企业的公司所得税起征点将提高至50万欧元。

**'tax year** *noun* [C] (*especially BrE*)
(*Accounting*) the period of 12 months over which the taxes of a company or a person are calculated. In the UK it begins on 6 April; in the US, usually on 1 July. 税务年度 → FINANCIAL YEAR

**t.b.** (*also spelled* **TB**) /ˌtiː 'biː/ = TRIAL BALANCE

**T.B.A** /ˌtiː biː 'eɪ/ *abbr*
(used in notices about events, etc.) to be arranged, to be announced, to be advised or, less often, to be agreed（用于事件通知等）待安排，待宣布，待通知；待协商: *Meeting Tuesday 2.30, venue t.b.a.* 周二 2:30 开会，会议地点另行通知。

**'T-bill** = TREASURY BILL

**'T-bond** = TREASURY BOND

**TCN** /ˌtiː siː 'en/ = THIRD-COUNTRY NATIONAL

**TCO** /ˌtiː siː 'əʊ; *AmE* 'oʊ/ = TOTAL COST OF OWNERSHIP

**'t-,commerce** *noun* [U]
**1** the buying and selling of products through INTERACTIVE television (= that allows information to be passed in both directions) 电视商务
**2** the buying and selling of products by telephone 电话商务

**★team** /tiːm/ *noun, verb*
● ***noun*** [C with sing./pl. verb]
SEE ALSO: **management team**
a group of people who work together 队；组；工作组: *a team leader/member* 队长；队员 ◇ *a team meeting* 小组会议 ◇ *A team of experts has/have been called in to investigate.* 已召集专家组前来参与调查。◇ *We met in the boss's office for a team briefing.* 我们在老板办公室召开小组通报会。◇ *We take a team-based approach to work.* 我们采用团队工作方法。◇ *The success of this project has been a team effort.* 这一项目的成功是集体努力的结果。
● *the design/development/marketing/sales team* 设计 / 开发 / 营销 / 销售团队 • *to build/form/recruit/train a team* 组建 / 成立 / 招聘 / 培训一个团队 • *to head (up)/lead/manage/run a team* 带领 / 领导 / 管理 / 经营一个团队
● ***verb***
**1** [no obj] **team (up) (with sb)** to join with another person or group in order to do sth together（与某人）结成一队；合作；协作: *The two record companies teamed up to launch an online service.* 这两家唱片公司携手推出了一项在线服务。
**2** [+ obj] **team sb/sth (up) (with sb/sth)** to combine or match two or more things or people 结成一队；协作: *We teamed our head of design up with*

*a freelance software engineer to work on the website.* 我们的设计部主任协同一位兼职软件工程师共同设计了这个网站。

**'team ,building** *noun* [U]
the process of getting people to work together on a particular job 团队建设: *Changes to production methods involved team building and creating a multi-skilled workforce.* 生产方式的变革涉及到团队建设以及培养一支具备多种技能的员工队伍。◇ *The roleplay enables us to look at candidates' team-building skills.* 角色扮演使我们能够观察应聘者的团队建设技能。◇ *team-building activities/exercises* 团队建设活动 / 训练

**teaming** /'ti:mɪŋ/ *noun* [U]
the practice of working as a team 团队协作: *Good teaming increases both efficiency and morale.* 好的团队协作既能提高效率又能提升士气。

**teammate** /'ti:mmeɪt/ *noun* [C]
a person who works in the same team as yourself 队友

**,team 'player** *noun* [C]
a person who is good at working as a member of a team 善于与团队合作的成员: *Some of his colleagues have accused him of not being a team player.* 他的一些同事指责他缺乏团队意识。

**teamster** /'ti:mstə(r)/ *noun* [C] (*AmE*)
a person whose job is driving a truck 卡车司机

**teamwork** /'ti:mwɜ:k; *AmE* -wɜ:rk/ *noun* [U]
the activity of working well together as a team 协同工作; 配合; 合作; 协调: *Trust is essential for successful teamwork.* 信任对于团队合作的成功至关重要。

**teamworking** /'ti:mwɜ:kɪŋ; *AmE* -wɜ:rk-/ *noun* [U]
(*HR*) a way of organizing work in which employees work together in groups and are trained to do a range of tasks 协同工作; 协作: *He said that teamworking was still new in the building industry.* 他说建筑行业中协同作业才刚出现。

**teaser** /'ti:zə(r)/ *noun* [C]
(*Marketing*)
**1** = TEASER AD
**2** (*AmE*) an advertisement that offers sth free, such as a gift or sample, to attract customers 有免费赠品的广告 ( 通过赠送礼品或样品来吸引顾客 )

**'teaser ad** (*also* **'teaser**) *noun* [C]
(*Marketing*) a short or strange advertisement that is used to increase the public's interest in a product, especially one that is not yet available. It does not usually give the name of the product. 前导广告 ( 尤指产品上市之前投放的旨在激起公众关注的小广告。广告中通常不提及产品名称 ): *Retailers have been running teaser ads this week in preparation for tomorrow's launch.* 零售商本周一直在做前导广告, 为明天的产品投放作准备。◇ *a teaser ad for an upcoming concert* 为即将举行的音乐会所做的前导广告 **NOTE** **Teaser ads** are usually followed by normal advertising when the product becomes available. 在产品上市后, 通常会投放常规广告以接续前导广告。

**'teaser rate** *noun* [C]
(*Marketing*) a low rate of interest that is offered for a period of time to attract people to use a credit card or arrange a loan 诱惑利率 ( 为了鼓励使用信用卡或贷款而提供的初始低利率 )

**tech** /tek/ *noun, adjective* (*informal*)
• ***noun*** [C, usually pl.] (*also* **'technical**) (used especially in newspapers) a technology company ( 尤用于报章 ) 技术公司: *Techs were down last night on all European stock markets.* 昨夜欧洲所有股市的技术股均出现下跌。
• ***adjective*** [only before noun]
SEE ALSO: **high-tech, low-tech**
technology; technological; technical 技术的; 技术上的: *tech companies* 技术公司 ◇ *the tech sector* 技术部门

**'tech-,heavy** (*also* **'tech-,laden**) *adjective* (*informal*) (*also* **tech'nology-,heavy**)
(*Stock Exchange*) (about a stock market) including mainly technology companies ( 股市 ) 以技术股为主的: *the tech-heavy Nasdaq index* 以技术股为主的纳斯达克指数

**techie** (*also spelled* **techy**) /'teki/ *noun* [C] (*plural* **techies**) (*informal*)
a person who knows a lot about or is very interested in technology, especially computing ( 尤指计算机方面的 ) 技术通, 技术迷: *the company's group of bright young techies* 这家公司年轻睿智的技术组 ◇ *techie jargon* 技术专家的行话

**'tech-,laden** = TECH-HEAVY

**techMARK™** /'tekmɑ:k; *AmE* -mɑ:rk/ *noun* [sing.]
(*Stock Exchange*) a group of technology companies that have their own section on the London Stock Exchange ( 伦敦证券交易所的 ) 高科技板块: *The FTSE TechMARK closed down 0.7%.* 富时高科技板块指数收跌0.7%。

**technical** /'teknɪkl/ *adjective, noun*
• ***adjective***
**1** connected with the practical use of machinery, methods, etc. 技术的; 技能的; 工艺的: *The crash was caused by a technical fault.* 坠毁事故是技术故障导致的。◇ *Younger employees tend to have more technical know-how than older ones.* 年轻员工一般比年长员工掌握有更多的技术诀窍。◇ *We have experienced technical difficulties with our email distribution list.* 我们的电子邮件通讯组遇到了技术难题。
➊ *a technical **fault/glitch/hitch*** 技术故障 / 失灵 / 障碍 • *a technical **breakthrough/difficulty*** 技术突破 / 困难 • *technical **capabilities/developments*** 技术能力 / 开发
**2** connected with a particular subject and therefore difficult to understand if you do not know about that subject 专科的; 专业的: *The manual contains too much technical jargon.* 手册里的专业术语太多。◇ *The guide is too technical for a non-specialist.* 本指南对于非专业人士来说太专业了。
➊ *technical **jargon/language/terms*** 专业术语 / 语言 / 术语
**3** connected with the exact details of official laws, rules, etc. 严格根据规则的: *The economic slowdown does not yet meet the technical definition of a recession.* 这次经济减速还算不上严格意义上的衰退。◇ *The shareholders have had two requests for an extraordinary meeting turned down on*

*technical grounds.* 股东们以技术原因为由使召开临时股东大会的请求两次遭到拒绝。
⊕ *technical* ***grounds/reasons/rules*** 法律原因 / 理由 / 规定
▸ **technically** /'teknɪkli/ *adverb*: *It is not technically possible to install the system in such a small space.* 在这么小的空间安装这个系统在技术上是不可行的。 ◇ *Although the practice is technically illegal, it is still very common.* 尽管这一做法在技术上是不合法的，但是仍然十分普遍。

• *noun*

**1** (*Stock Exchange*) **technicals** [pl.] (*also* **technical 'indicator** [C]) measurements, such as the price of shares and the number that have been bought and sold, that are used to predict what will happen to a stock market in the future （股市）技术面: *Technicals represent a good picture of the present situation.* 技术面很好地展现了当前的市场形势。 ◇ *I follow the market technicals.* 我来跟进市场的技术面。 → FUNDAMENTALS → TECHNICAL ANALYST

**2** [C, usually pl.] = TECH *noun*

**technical 'analyst** (*also* **'chartist**) *noun* [C] (*Stock Exchange*) a person who studies investments and uses charts, diagrams and computer programs to analyse how the share prices of particular companies have risen and fallen in the past. These patterns are then used to see what might happen in the future. 技术分析师 ▸ **technical a'nalysis** *noun* [U,C]

**technical ef'ficiency** *noun* [U] (*Manufacturing*; *Production*) a situation in which a machine or a business produces the highest possible amount or quality of goods or services with a particular amount of resources 技术效率: *an analysis of the technical efficiency of the UK steel industry* 英国钢铁业技术效率分析
SYN X-EFFICIENCY OPP TECHNICAL INEFFICIENCY

**technical 'indicator** = TECHNICAL *noun* (1)

**technical ,inef'ficiency** *noun* [U] (*Manufacturing*; *Production*) a situation in which a machine or a business could produce more or better goods or services with a particular amount of resources 技术无效性；技术无效率: *measuring the technical inefficiency of farms* 衡量农场的技术无效性
SYN X-INEFFICIENCY OPP TECHNICAL EFFICIENCY

**technical sup'port** (*also* **tech sup'port**) *noun* [U] help from experts that is available to people who use computers, machines, etc.; the department in an organization that provides this 技术支持；技术支持部门: *We offer free technical support for all users of our software.* 我们为所有软件用户提供免费的技术支持。 ◇ *Don't install new software when the staff in technical support may not be there to help you.* 技术支持人员无法到场提供帮助时，请不要安装新软件。

**technician** /tek'nɪʃn/ *noun* [C] a person whose job is keeping a particular type of equipment or machinery in good condition 技术人员: *laboratory/computer technicians* 实验室 / 计算机技术员 ◇ *a pool of skilled technicians* 熟练技术人员队伍

**★technological** /ˌteknə'lɒdʒɪkl; *AmE* -'lɑːdʒ-/ *adjective* connected with the practical use of scientific knowledge in industry 技术的；工艺的: *technological advances in manufacture* 制造业的技术进步 ◇ *They combine technological know-how with high-quality manufacture.* 他们将专业技术和优质生产结合起来。
⊕ *technological* ***capabilities/know-how/skills*** 技术能力 / 诀窍 / 技巧 • *technological* ***advances/breakthroughs/developments/innovations/progress*** 技术进步 / 突破 / 开发 / 创新 / 进步
▸ **technologically** /ˌteknə'lɒdʒɪkli; *AmE* -'lɑːdʒ-/ *adverb*: *technologically advanced* 技术先进的

**★technology** /tek'nɒlədʒi; *AmE* -'nɑːl-/ *noun* (*plural* **technologies**)
SEE ALSO: **disruptive technology, high ~, information ~, intermediate ~**

**1** [U,C] scientific knowledge used in practical ways in industry, for example in designing new machines 技术: *recent advances in medical technology* 医疗技术的最新进步 ◇ *The company has just unveiled two promising new digital technologies.* 这家公司刚刚推出了两项前景广阔的新型数字技术。 ◇ ***technology-based*** *products* (= ones that are developed using the latest technology) 基于技术的产品 ◇ *a* ***technology-driven*** *company* (= one that uses and relies on the latest technology) 技术驱动型公司

**2** [U] machinery or equipment designed using **technology** 技术性机械或设备: *The company has invested in the latest technology.* 这家公司已投资于最新的技术性设备。

▸ **tech'nologist** *noun* [C]: *a food technologist* 食品技术员

**tech'nology-,heavy** = TECH-HEAVY

**technophile** /'teknəfaɪl; *BrE also* -nəʊf-/ *noun* [C] a person who is very interested in new technology 新技术爱好者

**technophobe** /'teknəfəʊb; *BrE also* -nəʊf-; *AmE* -foʊb/ *noun* [C] a person who does not like using new technology 新技术厌恶者；新技术恐惧者

**tech sup'port** = TECHNICAL SUPPORT

**techy** = TECHIE

**tel** *abbr* a short way of writing **telephone** before a telephone number * telephone 的缩写（用于电话号码前）: *tel: 556768* 电话: 556768

**telco** /'telkəʊ; *AmE* -koʊ/ *noun* [C] (used especially in newspapers) a TELECOMMUNICATIONS company （尤用于报章）电信公司: *Telcos were struggling to make money from broadband services.* 各家电信公司那时正努力从宽带服务中挣钱。 → TELECOM

**tele-** /'teli/ *combining form* (*used in nouns, verbs and adjectives* 用于构成名词、动词和形容词) **1** over a long distance; far 远距离；远: *telecommunications* 远程通信 ◇ *teleworking* 远程办公
**2** connected with television 电视: *teletext* 图文电视

**3** done using a telephone 电话：*telesales* 电话销售

**telecast** /'telikɑ:st; *AmE* -kæst/ *noun* [C] (*especially AmE*)
a broadcast on television 电视广播；电视播放
▸ **'telecast** *verb* [+ obj] (**telecast, telecast**) (*usually* **be telecast**): *The match will be telecast live to over 150 countries.* 比赛将在150多个国家进行电视直播。 **'telecaster** *noun* [C]

**telecentre** (*AmE spelling* **telecenter**) /'telisentə(r)/ *noun* [C]
(*HR*) a building, usually in the country, filled with computer equipment so that people can work there instead of travelling to an office in a town or city 远程计算中心 → TELECOTTAGE, TELEWORKING

**telecom** /'telikɒm; *AmE* -kɑ:m/ *noun*
**1** [C] (often used in names) a telecommunications company（常用于名称）电信公司：*France Telecom* 法国电信公司 → TELCO
**2** [U] (*informal*) telecommunications 电信：*telecom equipment/systems* 电信设备 / 系统

**telecommunication** /ˌtelikəˌmju:nɪ'keɪʃn/ (*also* **'telecom,** *informal*) *noun* [U]
telecommunications 电信：*The company is to start selling telecommunication services to residential customers.* 这家公司准备向常住居民顾客销售电信服务。 ◇ *a telecommunication expert* 电信专家

**★telecommunications** /ˌtelikəˌmju:nɪ'keɪʃnz/ (*also* **'telecoms,** *informal*) *noun* [pl.; U]
the technology of sending messages over long distances by radio, telephone, television, SATELLITE, etc. 电信学；电信；通信：*technological developments in telecommunications* 电信技术的发展
● *a telecommunications* ***business/carrier/company/group/operator/provider*** 电信业务 / 载体 / 公司 / 集团 / 运营商 / 提供商 ◆ *the telecommunications* ***industry/market/sector*** 电信产业 / 市场 / 部门 ◆ *telecommunications* ***equipment/technology*** 电信设备 / 技术 ◆ *a telecommunications* ***infrastructure/link/network/system*** 电信基础设施 / 链接 / 网络 / 系统

**telecommuting** /ˌtelikə'mju:tɪŋ/ *noun* [U]
the activity of working for a company from your home and communicating with your office, colleagues and customers by computer and telephone, etc. 远程办公 SYN TELEWORKING
▸ **ˌtelecom'mute** *verb* [no obj] **ˌtelecom'muter** *noun* [C]

**telecoms** /'telikɒmz; *AmE* -kɑ:mz/
= TELECOMMUNICATIONS

**teleconference** /'telikɒnfərəns; *AmE* -kɑ:n-/ *noun* [C]
a meeting, discussion, etc. between two or more people in different places, using telephones, television or computers to connect them 远程电信会议；电话会议；电视会议：*Every two weeks, I dial into a teleconference with a group of other agents.* 我与其他一些代理商每两周举行一次电话会议。
● *to* ***conduct/have/hold/participate in*** *a teleconference* 举办 / 组织 / 举行 / 参加电话会议
▸ **'teleconferencing** *noun* [U] **'teleconference** *verb* [no obj]

**telecottage** /'telikɒtɪdʒ; *AmE* -kɑ:t-/ *noun* [C] (*BrE*)
(*HR*) a building, usually in the country, filled with computer equipment for people who live in the area to use for work or pleasure 乡村电脑室 → ELECTRONIC COTTAGE, TELECENTRE, TELEWORKING
▸ **telecottaging** /ˌteli'kɒtɪdʒɪŋ; *AmE* -'kɑ:t-/ *noun* [U]

**telegram** /'telɪgræm/ *noun* [C]
a message sent by TELEGRAPH, then printed and given to sb 电报；电文

**telegraph** /'telɪgrɑ:f; *AmE* -græf/ *noun* [U]
a system for sending messages over long distances, using wires that carry electrical signals 电报；电报机 ▸ **'telegraph** *verb* [+ obj *or* no obj]
**ˌtelegraphic 'transfer** = WIRE TRANSFER

**telemarketing** /'telimɑ:kɪtɪŋ; *AmE* -mɑ:rk-/ (*also* **'telephone ˌselling**) *noun* [U] (*BrE also* **'telesales** [U; pl.])
SEE ALSO: **inbound telemarketing, outbound telemarketing**
(*Marketing*) a method of selling goods and services and taking orders for sales by contacting possible customers by telephone 电话销售 → COLD-CALLING
▸ **'telemarketer** *noun* [C]

**telematics** /ˌteli'mætɪks/ *noun* [U]
(*IT*) the branch of INFORMATION TECHNOLOGY that deals with using computers to send information over long distances 远程信息处理技术：*The company uses telematics to track the position of its vehicles at all times.* 公司利用远程信息处理技术随时跟踪其车辆的位置。 ▸ **ˌtele'matic** *adjective*
NOTE The word **telematics** was formed from 'telecommunication' and 'informatics' (= the study of processes for storing and obtaining data electronically). * telematics 一词系由 telecommunication 和 informatics 构成。

**★telephone** /'telɪfəʊn; *AmE* -foʊn/ *noun, verb*
● ***noun*** [C,U]
SEE ALSO: **fixed telephone**
a system for talking to sb else over long distances, using wires or radio; a machine used for this 电话：*Could you answer my telephone if it rings, please?* 如果电话铃响的话，请你帮我接一下好吗？ ◇ *I need to make a* ***telephone call.*** 我得打个电话。 ◇ *We negotiated the details* ***over the/by telephone.*** 我们在电话里商谈了细节。 ◇ *Business travellers no longer need to spend time* ***on the telephone*** *arranging their trips.* 商务旅行者再也不必花时间打电话安排行程了。 SYN PHONE
● *a telephone* ***company/carrier/operator*** 电话公司 / 运营商 ◆ *a telephone* ***line/network/system*** 电话线路 / 网络 / 系统 ◆ *a telephone* ***conference/conversation/interview/meeting/survey*** 电话会议 / 交谈 / 采访 / 会议 / 调查
● ***verb*** [+ obj *or* no obj]
to speak to sb by telephone 打电话：*Please email or telephone for details.* 欲知详情，请发电子邮件或打电话联系。 ◇ *You can telephone your order 24 hours a day.* 一天24小时都可以打电话订购。 SYN CALL, PHONE

**'telephone di,rectory** (*also* **'telephone book, 'phone book**) *noun* [C]
a book that lists the names, addresses and telephone numbers of people or businesses in a particular area 电话号码簿: *to look up a number in the telephone directory* 在电话号码簿中查找一个号码

**'telephone ex,change** (*also* **ex'change**) *noun* [C] equipment that connects telephone lines together so that people can make telephone calls to each other; the place where this is kept 电话交换机; 电话局

**'telephone ,selling** = TELEMARKETING

**telephonist** /tə'lefənɪst/ = OPERATOR (3)

**telephony** /tə'lefəni/ *noun* [U]
the business or process of sending messages and signals by telephone 电话通信: *a mobile telephony business* 移动电话业务 ◇ *The company offers Internet and telephony services.* 这家公司提供互联网和电话服务。
● ***cable/fixed-line/mobile/voice/wireless telephony*** 有线 / 固定 / 移动 / 语音 / 无线电话服务 • ***a telephony business/company/operator/provider*** 电话业务 / 公司 / 运营商 / 供应商

**telesales** /'teliseɪlz/ = TELEMARKETING

**teletext** /'telitekst/ *noun* [U]
a service providing written news and information using television 图文电视: *You can get the current exchange rate on teletext.* 你可以通过图文电视获得当前汇率。

**'television ,rating** *noun* [C] (*abbr* **TVR**)
(*Marketing*) the number of people who watch a particular programme on television, compared with the total number of people available to watch, used to measure how popular the programme is. One rating is one per cent. 电视收视率: *The World Cup final had a record television rating of 48.3%.* 世界杯决赛的电视收视率达到了创纪录的48.3%。

**teleworking** /'teliwɜ:kɪŋ; *AmE* -wɜ:rk-/ (*also* **'telework**) *noun* [U]
(*HR*) the activity of working for a company from your home and communicating with your office and colleagues by computer and telephone, etc. either all or part of the time 远程办公
SYN TELECOMMUTING ▶ **'telework** *noun* [U] **'teleworker** *noun* [C]

**telex** /'teleks/ *noun*
**1** [U] an international system of communication in which messages are typed on a special machine and sent by the telephone system 电传: *Applications should be made by fax or by telex.* 申请书应当以传真或电传提交。
**2** [C] a message sent or received by **telex** 电传; 电传信息: *Several telexes arrived this morning.* 今天早上收到了好几份电传。
**3** [C] (*informal*) a machine for sending or receiving telexes 电传机
▶ **'telex** *verb* [+ obj *or* no obj]: *Can you telex the order today?* 你今天可以将订单用电传发过来吗?

**teller** /'telə(r)/ *noun* [C]
**1** = BANK TELLER
**2** a machine that pays out money automatically 取款机: *automatic teller machines* 自动取款机
SYN ATM

**temp** /temp/ *noun, verb*
(*HR*)
• ***noun*** [C]
a temporary employee in an office 临时雇员: *We'll need to get in a temp while Anna's away.* 安娜不在的时候, 我们必须招聘一位临时雇员。 ◇ *a temp agency* 临时机构 SYN CASUAL
• ***verb*** [no obj] (*informal*)
to do a temporary job or a series of temporary jobs 从事临时工作; 打零工: *I've been temping for an employment agency.* 我一直在一家职业介绍所做临时工。

**template** /'templeɪt/ *noun* [C]
**1** a thing that is used as a model for producing other similar examples 样板; 模板: *This contract may be used as a template for future agreements.* 这份合同可以作为未来协议的样板。 ◇ *The program lets you set up a basic email template for orders.* 这个程序可以用来为订单建立基本的电子邮件模板。
**2** a shape cut out of a hard material, used as a model for producing exactly the same shape many times in another material 模板; 模型

**temporary** /'temprərɪ; *AmE* -pərerɪ/ *adjective*
lasting or intended to last only for a short time; not permanent 临时的; 暂时的: *The canteen has been closed as a temporary measure while the problem is investigated.* 在调查这个问题期间, 餐厅被临时关闭。 ◇ *More than half the staff are temporary.* 一半以上的员工是临时工。 ◇ *workers on temporary contracts* 签订临时合同的工人
OPP PERMANENT → TEMP

**,temporary 'help ,agency** *noun* [C]
(*HR*) a business that provides workers for other businesses for limited periods of time 临时就业代理机构

**ten** /ten/ *number*
IDM **'tens of 'thousands/'millions/'billions (of sth)** used to refer to any large amount or number between ten thousand/million/billion and one hundred thousand/million/billion 数万 / 千万 / 百亿: *The company paid tens of thousands of dollars in bonuses last year.* 公司去年发放了数万元的奖金。

**tenable** /'tenəbl/ *adjective*
**1** (about an opinion, a theory, a situation, etc.) easy to defend against attack or criticism (观点、理论、情形等) 站得住脚的, 说得过去的: *Following the scandal, it was no longer tenable for him to stay on as CEO.* 丑闻发生之后, 他不再适合继续担任首席执行官。
**2** (*HR*) (about a job, position, etc.) that can be held for a particular period of time (工作、职位等) 可保持 (一段时间) 的: *The scholarship is tenable for up to three years.* 这项奖学金为期三年。

**tenancy** /'tenənsi/ *noun* (*plural* **tenancies**)
(*Law*; *Property*)
**1** [C,U] the right to live or work in a building or on land that you rent (房屋或土地的) 租赁权: *a tenancy agreement* 租赁协议 ◇ *They have taken over the tenancy of the building.* 他们接租了这栋大楼。

➊ *to* ***get/give up/take (over)/hold/surrender*** *a tenancy* 取得 / 停止 / 接手 / 持有 / 放弃租赁权 • *to* ***grant/offer/renew/terminate*** *a tenancy* 准予 / 提供 / 继续 / 终止租赁

**2** [C] a period of time that you rent a house, land, etc. for 租赁期限: *a 12-month tenancy* * 12个月的租赁期限

➊ *a* ***life/fixed-term/long-term/short-term*** *tenancy* 终生 / 定期 / 长期 / 短期租赁 • *a tenancy* ***expires/lapses*** 租赁期满 / 终止

**tenant** /'tenənt/ *noun, verb*
(*Law*; *Property*)
• ***noun*** [C]

SEE ALSO: **prime tenant, anchor tenant**

a person or company that pays rent for the use of a building, land, room, etc. to the person or company that owns it 承租人; 租户: *The shopping mall has 115 tenants.* 这个购物广场拥有115家租户。

• ***verb*** [+ obj] (*usually* **be tenanted**)
to work or live in a place as a **tenant** 租借; 租赁: *a tenanted farm/pub* 租来的农场 / 酒馆

**,tenant at 'will** *noun* [C] (*plural* **tenants at will**)
(*Law*) a **tenant** that can be forced to leave a property, piece of land, etc. without any warning 没有订契约的租客 (可随时被赶走, 不必提前通知)

**★tender** /'tendə(r)/ *noun, verb*
• ***noun*** [C,U]

SEE ALSO: **legal tender, self-tender**

**1** (*Commerce*) a formal offer to supply goods or do work at a stated price 投标: *We are inviting tenders for the provision of training courses for staff.* 我们正在为员工培训课程招标。◇ *A local firm submitted the lowest tender.* 本地一家企业递交的标价最低。◇ *Cleaning and laundry services have been* ***put out to (competitive) tender.*** 清洁和洗涤服务已对外招标。 SYN BID

➊ *to* ***invite/request*** *tenders* 招标 • *to* ***accept/announce/award/issue*** *a tender* 接受 / 公布 / 发包 / 发布投标 • *to* ***apply for/bid for/prepare/submit/win*** *a tender* 申请 / 参与 / 准备 / 递交 / 赢得投标

**2** (*Finance*) an offer to buy shares, etc. at a stated price 投标 (购买股份等): *The shares are being sold by tender.* 这些股份以招标方式出售。◇ *The group planned to buy back 10% of the company's stock at a tender price of $0.66-0.75 per share.* 这个集团计划以每股0.66-0.75元的标价回购本公司10%的股份。

• ***verb***
**1** (*Commerce*) [+ obj *or* no obj] to make a formal offer to supply goods or do work at a stated price 投标: *Local firms were invited to tender for the project.* 邀请了当地企业对这个工程进行投标。◇ *competitive tendering* 竞争性投标

**2** (*Finance*) [no obj] to make a formal offer to buy shares, etc. at a stated price, especially in order to gain control of a company 投标购买 (股份等, 尤指为了控股某公司): *They are expected to tender for 51% of the shares.* 预计他们会投标购买51%的股份。

**3** (*Finance*) [+ obj] to make a formal offer to sell shares, etc. at a stated price 招标出售 (股份等): *85% of the common shareholders had tendered their shares in response to the $20-a-share offer.* 对于每股20元的报价, 85%的普通股股东已作出回应, 同意出售他们的股份。

**4** (*formal*) [+ obj] to offer money as payment 清偿; 偿付: *The program reads the purchase price and the amount tendered and calculates the change.* 这个程序可以读出成交价以及支付的金额, 并计算找零。

**5** (*formal*) [+ obj] to offer or give sth to sb 给予; 提出: *The CEO and the finance director tendered their resignations last Sunday.* 首席执行官和财务总监上周日递交了辞呈。

▸ **'tenderer** *noun* [C]: *Unsuccessful tenderers will be told why their bids failed.* 未中标者将被告知竞标失败的原因。

WHICH WORD? 词语辨析

**tender/bid**

If a business **bids** or **tenders** for work, they offer to do it for a particular price in competition with others. 投标指企业为做某项目与其他企业竞争出价以争取中标: *The company is bidding for a Health Department contract.* 这家公司正在投标争取卫生部的一份合同。

The offer itself, usually in the form of a document, is referred to as the **bid** or **tender**. 投标内容通常以文件形式呈现, 称为标书: *Tenders submitted after 31 October will not be accepted.* * 10月31日以后递交的标书将不予接受。

**Tender** [U], not bid, is used to refer to the process of competing to do the work. * tender 用于指招标过程, 而 bid 不这么用: *They put the contract out to tender.* 他们公开为这份合同招标。◇ *a tender application* 投标申请

**Bid**, both as a noun and a verb, is also used in the context of an auction (= when people offer to buy sth in competition with each other). * bid 既是名词又是动词, 也常用于拍卖场合: *They have invited bids for a 33% stake in the company.* 他们把公司33%的股权拿出来拍卖。◇ *Decide how much you're prepared to pay before you start to bid.* 在出价之前要确定你愿意付多少钱。Tender is not used with this meaning. * tender 没有这一含义。

**'tender ,offer** *noun* [C]
(*Finance*)
**1** an invitation to the existing shareholders of a particular company to sell some of their shares at a particular price either to the company itself or to another company 要约收购: *The shares rose 20% after the company said it would return $6 m to shareholders via a tender offer at 50 cents a share.* 这家公司声称将通过要约收购方式以每股50分的价格向股东返还600万元, 之后其股价上扬了20%。

**2** the act of offering to buy new shares at a particular price 购买新股: *The Swiss entrepreneur made a tender offer for 15% of the company at €2.34 a share.* 这位瑞士企业家发出要约, 以每股2.34欧元的标价购买这家公司15%的股份。

**tenner** /'tenə(r)/ *noun* [C] (*informal*)
**1** (*BrE*) £10 or a ten-pound note 十英镑纸币: *You can eat well here for under a tenner.* 在这里，花不到十英镑就可以吃得很好。
**2** (*AmE*) ten dollars 十元

**tenor** /'tenə(r)/ *noun* [sing.]
(*Finance*) the length of time stated on a BILL OF EXCHANGE, etc. before it becomes due for payment （汇票等的）期限: *the tenor of the bill* 票据的期限 SYN TERM

**tentative** /'tentətɪv/ *adjective*
**1** (about an arrangement, agreement, etc.) not definite or certain because you may want to change it later （安排、协议等）暂定的，暂行的: *The airline has reached a tentative agreement with its employees.* 这家航空公司与其员工达成了临时协议。◇ *There are tentative signs of recovery in the advertising market.* 广告市场初现复苏迹象。
**2** not behaving with confidence; not done with confidence 试验性的；试探的；不果断的: *Consumers are no longer tentative about online shopping.* 消费者对网上购物不再畏手畏脚。
▸ **'tentatively** *adverb* **'tentativeness** *noun* [U]

**tenure** /'tenjə(r)/ *noun* [U]
SEE ALSO: **job tenure**
**1** the period of time when sb holds an important job （重要职务的）任期: *The company's share price trebled under his tenure as Chief Executive.* 在他的总裁任期内，公司的股价涨了两倍。
**2** (*HR*) the right to stay permanently in your job, especially as a teacher at a university （尤指大学教师的）终生职位: *It's still extremely difficult to get tenure.* 终生职位仍然很难获得。→ LIFETIME EMPLOYMENT
**3** (*Law*) the legal right to live in a house or use a piece of land （房屋、土地的）保有权: *When you rent a house here, you don't have* ***security of tenure.*** 在这里租房子没有租住权保障。

**tepid** /'tepɪd/ *adjective*
(used especially in newspapers) lower in level, less successful, less good, etc. than expected （尤用于报章）低水平的，欠成功的，欠佳的: *A tepid economy is discouraging investors.* 低迷的经济使投资者丧失信心。◇ *The company's sales rose a tepid 0.4%.* 这家公司的销售仅仅增长了0.4%。

**★term** /tɜ:m; *AmE* tɜ:rm/ *noun, verb*
● ***noun***
SEE ALSO: **fixed term, long-~, medium-~, near-~, short-~**
**1** [C] a word or phrase used as the name of sth, especially one connected with a particular type of language 术语: *'Recovery' is a technical term* ***for*** *the period following a recession.* "复苏"为专业术语，指衰退之后的一段时期。
➊ ***business/legal/scientific/technical*** *terms* 商业／法律／科学／专业术语
**2** [C, usually sing.] a period of time for which sth lasts; a fixed or limited time 期限；期间: *If you hold the loan for the full term, you will pay more interest.* 如果持有贷款直至期满，就要支付更多的利息。◇ *During his second term as chairman, the company expanded into food and drink.* 在他担任董事长的第二个任期内，公司扩展至食品和饮料业。◇ *a five-year term of office* 五年任期
➊ *a* ***fixed/long/short*** *term* 固定／长／短期 ◆ *a term* ***runs out/ends/expires*** 期满
**3** [sing.] the end of a particular period of time, especially one for which an agreement, etc. lasts 限期；最后期限: *The research programme will reach its term at the end of this month.* 这个研究项目将于本月底到期。
**4** (*Finance*) [sing.] the length of time stated on a BILL OF EXCHANGE, etc. before it becomes due for payment （汇票等的）期限: *the term of the bill* 票据期限 SYN TENOR → TERMS
IDM **in/over the 'long/'medium/'short/'far/'near term** used to describe what will happen a long, short, etc. time in the future 长／中／短／远／近期: *The deal might be more expensive in the short term, but it would offer shareholders better value in the longer term.* 这笔交易从短期来看可能较贵，但是从长期来看会给股东带来更大的价值。
● ***verb*** [+ obj]
to use a particular name or word to describe sb/sth 把…称为；把…叫做: *Management and union leaders held what was termed a 'crisis meeting'.* 管理层和工会领导人举行了所谓的"危机会议"。

**'term as,surance** (*BrE*) (*also* **'term in,surance,** *AmE, BrE*) *noun* [U]
a type of life insurance that only lasts for a fixed time and does not pay money if the insured person dies after that time 定期寿险（若投保人在保险期满后死亡，保险公司无须赔偿）

**'term bill** = PERIOD BILL

**'term de,posit** = TIME DEPOSIT

**terminal** /'tɜ:mɪnl; *AmE* 'tɜ:rm-/ *noun, adjective*
● ***noun*** [C]
**1** a building or set of buildings at an airport where air passengers arrive and leave 航空集散站；机场航站楼: *A third terminal was opened last year.* 第三座航站楼去年投入使用。
**2** (*IT*) a piece of equipment, usually consisting of a keyboard and a screen that joins the user to a central computer system （连接到中央计算机系统的）终端: *Please switch off your computer terminal before leaving.* 请在离开时关闭计算机终端。
● ***adjective***
**1** certain to get worse and come to an end 不可救药的；无可挽回的: *The industry is* ***in terminal decline.*** 该行业的衰退已无可挽回。
**2** [only before noun] at the end of sth 末端的；末梢的: *the terminal bonus on a policy* 保单的终期红利

**'terminal ,market** *noun* [C]
**1** (*Finance*) a place where COMMODITIES, FUTURES, etc. are bought and sold that is in a trading centre such as London or New York rather than in the country where the goods are produced 终端市场 → COMMODITY EXCHANGE
**2** (*Commerce*) (*AmE*) a central place, usually near an important town or city, where goods, especially agricultural goods, are brought from many different areas to be bought and sold 农产品集散市场

**★terminate** /'tɜ:mɪneɪt; *AmE* 'tɜ:rm-/ *verb*
**1** [+ obj *or* no obj] to end; to make sth end （使）结束，停止，终止: *Your contract of employment terminates in May.* 你的雇用合同五月到期。◇

*The agreement was terminated immediately.* 协议被立即中止。

**2** (*HR*) [+ obj] (*especially AmE*) to remove sb from their job 解雇: *They had been terminating people in their fifties.* 他们一直在解雇五十来岁的人。◇ *terminated employees* 被解雇的员工 See note at DISMISS

**termination** /ˌtɜːmɪˈneɪʃn; *AmE* ˌtɜːrm-/ *noun* [U,C]

**1** the act of ending sth; the end of sth 结束; 终止: *Failure to comply with these conditions will result in termination of the contract.* 不遵守这些条款将导致合同的中止。

**2** (*HR*) (*especially AmE*) the act of removing sb from their job 解雇: *He sued the company for **wrongful** termination.* 他起诉公司解雇不合法。◇ *Employees are entitled to receive either notice of termination or termination pay.* 员工有权收到解雇通知或取得离职费。

**ˌtermi'nation charge** *noun* [C, usually pl.] the fee for making a call to a mobile phone/cellphone from another system (向从另外一个系统拨打移动电话者收取的) 受话端接续费

**ˌterm in'surance** = TERM ASSURANCE

**'term loan** *noun* [C] (*Finance*) a loan for a fixed period of time, usually from a bank to a company, that is repaid in regular amounts 定期贷款: *The company has decided to cancel the $500 million three-year term loan.* 这家公司决定注销其5亿元的三年期定期贷款。

**★terms** /tɜːmz; *AmE* tɜːrmz/ *noun* [pl.]

SEE ALSO: **account terms, credit ~, easy ~, trade ~**

**1** the conditions that people offer, demand or accept when they make an agreement, an arrangement or a contract 条件; 条款: *The Board has now agreed the terms of the deal.* 目前董事会已经批准了这笔交易的条件。◇ ***Under the terms** of the agreement, their funding of the project will continue for some time.* 根据协议条款, 他们会在一段时间内继续为这个项目提供资金。◇ *The **terms and conditions** of employment are changing.* 雇用条件在发生变化。

➕ *to **accept/agree** (**on**)/**negotiate** terms* 接受/同意/协商条件 • *to **give sb/offer/set** terms* 给予某人/提供/设定条件 • ***attractive/better/favourable** terms* 诱人的/较好的/优惠的条件

**2** (*Commerce*) conditions that you agree to when you buy, sell, or pay for sth; a price or cost (买卖的) 条件; 价格: *to buy sth **on** easy terms* (= paying for it over a long period) 以分期付款方式购买某物 ◇ *attractive credit terms offered by car companies* 汽车公司提供的有吸引力的信贷条件 ◇ *Our terms are 30 days* (= payment must be made in 30 days). 我们的条件是在30天内付款。

➕ ***attractive/easy/favourable** terms* 吸引人的/优厚的/优惠的条件 • ***cash/payment/trade** terms* 付现/支付/贸易条件

**3** a way of saying sth or of expressing yourself 表达方式: *I'll try to explain **in** simple terms.* 我将设法用简单的语言进行解释。

➕ *in **broad/general/simple/strong** terms* 宽泛地说; 一般而言; 简而言之; 说得重一点 → TERM

IDM **be on good, friendly, bad, etc. 'terms (with sb)** to have a good, friendly, etc. relationship with sb 与(某人)关系好、友好、不好等: *I'm on **first-name** terms with my boss* (= we call each other by our first names). 我和老板关系密切。 **in terms of sth; in ... terms** used to show what aspect of a subject you are talking about or how you are thinking about it 根据; 按照; 用…的话来说; 在…方面: *Success is not just measured in financial terms.* 成功不能只用金钱来衡量。 **on your own 'terms; on sb's 'terms** according to the conditions that you or sb else decides 按照自己或他人决定的条件: *I'll only take the job on my own terms.* 我只会按照自己的条件接受这份工作。 → idiom at EQUAL

**ˌterms of 'reference** *noun* [pl.] the limits that are set on what an official committee or report has been asked to do 授权调查范围; 职权范围: *The matter, they decided, lay outside the commission's terms of reference.* 他们认定, 这件事超出了委员会的职权范围。

**ˌterms of 'trade** *noun* [pl.] (*Economics*) the average price of a country's imports compared with the average price of its exports. If export prices rise faster than import prices, **terms of trade** are said to improve 贸易条件(指出口商品价格与进口商品价格之间的比较)

**terrestrial** /təˈrestriəl/ *adjective* (used about television and broadcasting systems) operating on earth rather than from a SATELLITE (电视和广播系统) 地面的, 陆地的: *terrestrial TV stations* 地面电视台

**territory** /ˈterətri; *AmE* -tɔːri/ *noun* [C,U] (*plural* **territories**)

SEE ALSO: **negative territory, positive ~, sales ~**

**1** an area of a town, a country or the world that sb has responsibility for in their work 势力范围; 区域; 地区: *Our representatives cover a very large territory.* 我们的代表覆盖十分广阔的区域。 → AREA (1)

**2** an area of knowledge or activity (知识或活动的) 领域, 范围: *Legal problems are Andy's territory* (= he deals with them). 法律问题归安迪管。◇ *This type of work is **uncharted territory*** (= completely new) *for us.* 这类工作对我们来说是全新的。 → AREA (3)

**tertiary** /ˈtɜːʃəri; *AmE* ˈtɜːrʃieri; -ʃəri/ *adjective* third in order, rank or importance 第三的; 第三位的: *Products and the manufacturing process seem to have priority, and marketing is only of tertiary importance.* 产品和生产过程似乎是重点, 而营销仅处于第三位。 → PRIMARY, SECONDARY

**'tertiary ˌindustry** (*also* **'service ˌindustry**) *noun* [C,U] (*Economics*) a business whose work involves doing sth for customers but not producing goods; these businesses as a group 第三产业 → PRIMARY INDUSTRY, SECONDARY INDUSTRY

**'tertiary ˌsector** (*also* **'service ˌsector**) *noun* [sing.] (*Economics*) the part of a country's economy that is connected with providing services rather than manufacturing or producing things 第三产业

**★test** /test/ *noun, verb*

• ***noun*** [C]

SEE ALSO: **alpha test, aptitude ~, beta ~, blind ~, field-~, hall ~, market ~, means ~, psychological ~, psychometric ~, recognition ~**

**1** an experiment to discover whether or how well sth works, or to find out more information about it 测试；试验；检验：*Market tests showed that €80 was too high a price.* 试销表明，80欧元的定价过高了。◇*They demonstrated a test version of the software.* 他们展示了这个软件的测试版。◇*I'll run a diagnostic test to see why the server keeps crashing.* 我将诊断测试以弄清服务器总是崩溃的原因。◇*test engineers* 测试工程师

➊ *to **conduct/do/perform/run** a test* 实施 / 进行 / 执行 / 运行测试 • *a test **proves/reveals/shows/suggests** sth* 测试证明 / 显示 / 表明 / 显示某事

**2** an examination of sb's knowledge or ability, consisting of questions for them to answer or activities for them to do 考试；测验：*All candidates must take an English test.* 所有应聘者都必须参加英语考试。

➊ *to **do/sit/take** a test* 参加考试 • *to **fail/pass** a test* 考试不及格 / 及格

**3** a situation or an event that shows how good, strong, etc. sb/sth is 检验：*Sales of the latest model will be a key test of whether the company's change of image has worked.* 最新型号的销售情况将是检验公司的形象转变是否成功的关键指标。

➊ *a **big/crucial/good/key/tough** test* 重大的 / 决定性的 / 很好的 / 关键的 / 严格的检验 • *an **important/the ultimate** test* 重要的 / 根本性的检验

IDM **put sb/sth to the 'test** to put sb/sth in a situation which will show what their true qualities are 使某人 / 某事受检验：*All of her negotiating talents were put to the test.* 她全部的谈判才能要经受检验。→ idiom at STAND *verb*

• ***verb***

SEE ALSO: **beta-test**

**1** [+ obj] **test sth (out)** to use or try sth to find out how well it works or to find out more information about it 检验；试验：*Our products are not tested on animals.* 我们的产品没有在动物身上试验过。◇*They opened a single store in Europe to test out the market.* 他们在欧洲开设了独家商店以测试市场情况。

**2** [+ obj *or* no obj] to examine sb's knowledge or ability by asking them questions or giving them activities to do 测试；考试：*Employees are tested on their customer service skills.* 对员工的客户服务技能进行测试。

**3** [+ obj] to be difficult and therefore need all your ability, strength, etc. 考验：*Giving the presentation in France really tested my French.* 在法国作演讲的确是对我法语水平的考验。

PHR V **'test for sth; 'test sth for sth** to examine sth to see if a particular substance is present 检测是否含有某物；测试：*Has this software been tested for viruses?* 这个软件经过病毒测试了吗？

**'test case** *noun* [C]

(*Law*) a legal case or other situation whose result will be used as an example when decisions are being made on similar cases in the future 判例；先例：*The Italian group's bid will serve as a test case for the new takeover laws.* 这家意大利集团的投标价将成为新收购法的先例。

**'test deck** *noun* [C]

(*Technical*) a small amount of data, material, etc. that is used as a basis for testing a project 测试程序叠

**'test drive** *noun* [C]

an occasion when you drive a vehicle or use a piece of equipment, etc. to see how well it works and if you like it and want to buy it（车辆的）试驾；（设备的）试用：*You can take the latest version of the software for a test drive if you download the 30-day trial.* 要试用这款软件最新版的人，可以下载其30天试用版。▸ **'test-drive** *verb* [+ obj]：*a chance to test-drive the newest cars* 试驾最新款汽车的机会

**tester** /'testə(r)/ *noun* [C]

**1** a person or thing that tests sth 试验者；检查者：*He started as a code tester for a software firm.* 他最初是一家软件公司的代码检测员。◇*The modem comes with a phone-line tester.* 这款调制解调器带有电话线检测器。

**2** a small amount of a product that you can try to see if you like it 试用品：*They are giving away thousands of perfume testers in their latest promotion.* 他们在最近的促销活动中派发了上千份试用装香水。

**testimonial** /ˌtestɪ'məʊnɪəl; *AmE* -'moʊ-/ *noun* [C]

**1** (*Marketing*) a formal written statement about the quality of sth 证明书；感谢信；表扬信：*The catalogue is full of testimonials from satisfied customers.* 这份产品目录满篇都是顾客的赞辞。◇*customer testimonials* 顾客见证

**2** (*HR*) a formal written statement, often by a former employer, about sb's abilities, qualities and character 推荐书：*She got a **glowing** testimonial from her former boss.* 她收到了前任老板充满赞誉之辞的推荐信。SYN RECOMMENDATION

**★testing** /'testɪŋ/ *noun* [U]

SEE ALSO: **concept testing, copy testing**

the activity of trying or using sth in order to find sth out, see if it works, etc. 试验；测试；检验：*The product is still **in** testing and won't be available till next year.* 这种产品尚处于测试阶段，明年才能上市。◇*The project is **undergoing** testing.* 这个项目正在接受测试。◇*Consumer testing has shown that people like their washing to smell clean.* 消费者测试表明，人们喜欢洗后的衣服味道清新。

➊ ***consumer/market** testing* 消费者 / 市场测试 • *to **carry out/do/undertake** testing* 实施 / 执行 / 进行测试

**'test ˌmarket** *noun* [C]

(*Marketing*) an area, a country, etc. where a product is sold in order to test it before it is sold in other places 试销市场：*They ran television ads in two test markets to see if this was an appropriate way to advertise the product.* 他们在两个试销市场投放电视广告以弄清这种广告方式是否合适。◇*several test-market cities* 若干个试销市场城市 ▸ **'test-ˌmarket** *verb* [+ obj]：*The product is still being test-marketed.* 这种产品尚处于市场试销阶段。**'test ˌmarketing** *noun* [U]：*Test marketing*

*revealed that the product was too expensive.* 市场试销显示这种产品太贵了。

**'test run** *noun* [C]
(*Marketing*) an occasion when a product is tested 性能测试: *We gave the software packages a test run.* 我们对这些软件包进行性能测试。
● *to* ***give sth/conduct/do*** *a test run* 对某物进行 / 开展 / 执行性能测试

**tethered** /'teðəd; *AmE* -ðərd/ *adjective*
attached to sth 系带的; 附属的: *a keyboard tethered to a handheld computer by a cable* 通过传输线连接到掌上电脑的键盘 ◇ (*figurative*) *I couldn't do a job where I'm tethered to* (= always working at) *a computer.* 我不能做那种整天捆在电脑上的工作。

**TEU** /ˌtiː iː 'juː/ *abbr*
(*Transport*) **twenty-foot equivalent unit** (*used as a countable noun* 用作可数名词) a standard container for transporting goods that is approximately six metres long 标准箱 (集装箱单位, 以长20英尺的标箱为标准)

**text** /tekst/ *noun, verb*
● ***noun***
**1** [U] the words of a book, web page, etc., not the pictures, notes, etc. 文字 (指正文而非图片、附注等): *The success of an ad may depend on how the text and the graphics are laid out.* 广告的成功可能取决于文字和图片的布局。
**2** [U] any form of written material 文本: *printed text* 印刷文本 ◇ *The program converts scanned documents into* ***text files*** *that can be edited.* 这个程序能将扫描文件转换成为可以编辑的文本文件。
**3** [C] = TEXT MESSAGE
**4** [C] the written form of a speech, an article, etc. 演讲稿; 文稿
● ***verb*** (*also* **'text ,message,** *less frequent*) [+ obj *or* no obj]
**text (sb) (sth)** to send sb a written message using a mobile phone/cellphone (通过手机) 发送短信: *Text me when you're on your way.* 你上路后给我发个短信。 ◇ *I texted him the details.* 我把细节用手机短信发给他。 SYN SMS
▸ **'texting** *noun* [U] = TEXT MESSAGING at TEXT MESSAGE

**textile** /'tekstaɪl/ *noun*
**1** [C] any type of fabric made by weaving or knitting 纺织品: *a factory producing a range of textiles* 生产各种纺织品的工厂 ◇ *the textile industry* 纺织业 ◇ *She works in textile design.* 她从事纺织品设计工作。
● *a textile* ***business/maker/manufacturer/producer*** 纺织品企业 / 厂商 / 制造商 / 生产商
**2 textiles** [pl.] the industry that makes fabric 纺织业: *He got a job in textiles.* 他在纺织行业找到了一份工作。

**'text ,message** (*also* **text**) *noun* [C]
a short written message sent to sb using a mobile phone/cellphone 短信 SYN SMS
● *to* ***get/receive/send*** *a text message* 收到 / 接收 / 发送短信
▸ **'text ,message** *verb* [+ obj *or* no obj] = TEXT *verb*
NOTE The verb **text** is usually used. 通常使用动词 text。 **'text ,messaging** (*also* **'texting,** *informal*) *noun* [U]: *An estimated 70% of mobile phone owners use their phone for text messaging.* 据估计70%的移动电话机主用手机发短信。 ◇ *text messaging services* 短信服务

**,text-to-'speech** *adjective* [only before noun]
(*IT*) used to describe the technology that allows a computer to change data into spoken words 语音合成的: *text-to-speech software/programs* 语音合成软件 / 程序 ▸ **,text-to-'speech** *noun* [U]: *You'll need to install text-to-speech to be able to listen to our e-books.* 你必须安装文本语音转换软件才能收听我们的电子书。

**TGI** /ˌtiː dʒiː 'aɪ/ = TARGET GROUP INDEX

**'T-group** (*also* **'training group**) *noun* [C]
(*HR*) a small group of people who meet, with a leader, and talk and think in order to improve their skills in dealing with people 人际交往研讨会 (为提高社交能力而由一些受过训练的人主持的小组讨论会)

**theory** /'θɪəri; *AmE* 'θɪri; 'θiːəri/ *noun* (*plural* **theories**)
SEE ALSO: **expectancy theory, game ~, organization ~**
**1** [C,U] a formal set of ideas that is intended to explain why sth happens or exists 学说; 论: *Maslow's theory of human motivation* 马斯洛人类动机论 ◇ *the boom and bust theory of British economics* 英国经济学的繁荣与萧条交替循环论
**2** [U,C] the principles on which a particular activity is based 理论; 原理: *management theory* 管理理论 ◇ *the* ***theory and practice*** *of design* 设计理论与实务
**3** [C] an opinion or idea that sb believes is true but may in fact be wrong 意见; 看法: ***The theory is*** *that CEOs get rich only when shareholders get rich.* 有一种看法认为, 只有股东富有了, 首席执行官才能变得富有。
IDM **in 'theory** used to say that a particular statement is supposed to be true but may in fact be wrong 理论上; 按理说: *In theory, these machines can last up to ten years.* 理论上讲, 这些机器最多可运行十年。 ◇ *This all sounds fine in theory, but would it work in practice?* 这话听起来都有道理, 但是在实践中是否可行?

**,theory of con'straints** *noun* [sing.] (*abbr* **TOC**)
(*Production*) a way of improving production by finding and improving the things or people that are limiting the amount or the speed of production 约束理论

**,Theory 'X** /- 'eks/ *noun* [sing.]
(*HR*) a way of managing people based on the idea that most workers do not enjoy working for a company and do not want responsibility. They therefore need to be watched carefully, to receive a lot of instructions and be threatened with punishments. * X 理论 (认为大多数员工生性厌恶为公司工作, 逃避责任, 因此管理者必须加强监督指示, 明确惩罚措施)

**,Theory 'Y** /- 'waɪ/ *noun* [sing.]
(*HR*) a way of managing people based on the idea that most workers enjoy work and want responsibility. They should therefore be given freedom to deal with difficult problems using their skill and imagination and be promised rewards. * Y 理论 (认为大多数员工生性喜欢工作, 愿意承

担责任，因此管理者要给予他们自由，让他们以自身的技能和创造力来解决难题，并承诺给予奖励）

**Theory 'Z** /'zed; *AmE* 'zi:/ *noun* [sing.]
(*HR*) a way of managing people, developed from Japanese styles of management. It is based on the idea that employees work best when they feel they are trusted and that they are an important part of the company. * Z 理论（一种由日本式管理方法发展而成的理论。认为当员工感受到公司的信任并成为公司重要一员的时候，工作效率最高）

**therm** /θɜ:m; *AmE* θɜ:rm/ *noun* [C]
(*Technical*) a unit of heat, used in the UK for measuring a gas supply 千卡（热量单位）；撒姆（煤气热量单位）

**thin** /θɪn/ *adjective* (**thinner, thinnest**)
(*Finance*) not very busy; with not much buying and selling 交易清淡的：*Bond prices were steady in thin trade on Tuesday.* 周二交易清淡，债券价格稳定。◇ *Market activity was much thinner than usual.* 市场活动比以往清淡得多。

**think** /θɪŋk/ *verb*
IDM **think on your 'feet** to be able to think and react to things very quickly and effectively without any preparation 反应迅速；才思敏捷；行动迅速果断 **think out of/outside the 'box** to think in a new or different way in order to solve a problem 打破思维定式；不拘泥于传统思维模式；另辟蹊径：*creative professionals who are paid to think outside the box* 有酬提供创意点子的专业人士 ◇ *We try to encourage out-of-the-box thinking.* 我们努力鼓励创新思维。**think 'twice (about sth/about doing sth)** to think very carefully before you decide to do sth 三思而后行：*You should think twice about employing someone you haven't met.* 雇用素不相识的人时应当三思而后行。
PHR V **,think sth 'out** to consider or plan sth carefully 彻底思考；认真考虑：*It's a very well thought out plan.* 这是一个考虑周全的计划。

**'think tank** *noun* [C]
a group of experts who provide advice and ideas on political, social or economic issues 智囊团；思想库 ▶ **'think-,tanker** (*AmE spelling* **think tanker**) *noun* [C]：*think-tankers and businessmen* 智囊和企业家

**,thin 'market** (*also* **,narrow 'market**) *noun* [C]
(*Finance*) a market in which there is not much buying and selling and small changes in supply or demand can have a great effect on the prices of shares, bonds, etc. 交易不旺的市场；清淡的市场

**,third-country 'national** *noun* [C] (*abbr* **TCN**)
(*HR*) an employee of an international organization who does not come from the country in which the organization has its main base, or from the country in which they are working 第三国公民（国际组织中既非组织总部所在国，又非工作地所在国公民的雇员）→ HOST COUNTRY

**,third-gene'ration** *adjective* [only before noun]
**1** (*abbr* **3G**) used to describe technology that has been developed to send data to mobile phones/cellphones, etc. at much higher speeds than were possible before 第三代移动通信技术的：*Third-generation technology allows you to download videos to a mobile phone.* 第三代移动通信技术可以将视频下载到移动电话上。
**2** used to describe any technology that is being developed that is more advanced than the earlier two stages 第三代技术的

**,third line 'forcing** *noun* [U]
(*Economics*) the illegal practice of a company refusing to allow a customer to have a product or service that they want unless they also buy sth that they do not want 搭售（强迫顾客在购买一件商品时购买另一件他不想买的商品）

**,third 'party** *noun, adjective*
• ***noun*** [C]
(*Insurance*; *Law or formal*) a company, an organization, a person, etc. that is involved in a situation in addition to the two main people or groups involved 第三方；第三当事人；第三者：*The company might be bought back by its parent or sold to a third party.* 这家公司可能会被其母公司回购或者出售给第三方。◇ (*BrE*) ***Third party, fire and theft*** *car insurance protects the victims of accidents and pays to repair or replace your car if it is stolen or damaged by fire.* 车辆的第三方责任险、火险和盗窃险能为事故受害者提供保护，并在车辆被盗或因火灾受损时赔偿修理或更换费用。
• ***adjective*** [only before noun] **third-party**
**1** (*Law or formal*) connected with a company, an organization, a person, etc. that is involved in a situation in addition to the two main people or groups involved 第三方的：*third-party suppliers* 第三方供应商 ◇ *The materials that the company buys are checked for quality by independent third-party auditors.* 这家公司购买的材料的质量由独立的第三方审计人员进行核查。
**2** (*Insurance*) connected with insurance that covers you if you injure sb or damage sb's property（保险）第三方责任的：*All transport operators must be covered by third-party **liability**.* 所有运输经营者必须投保第三方责任险。

**,third-party inter'vention** *noun* [U]
(*HR*) when an outside person or organization becomes involved in a dispute between employers and employees in order to try to end it 第三方干预（由局外人员或组织出面调停雇员和雇主之间的纠纷）

**,third-party 'software** *noun* [U]
(*IT*) computer programs which add to the range of functions that existing programs can perform, that are developed or supplied by a different company from the one that develops or supplies the existing software 第三方软件：*third-party plug-ins* 第三方插件 ◇ *third-party software developers* 第三方软件开发商

**the ,third 'sector** *noun* [sing.]
(*Economics*) the part of the economy of a country that involves organizations that do not aim to make a profit and whose employees may work without being paid 第三部门（一国经济中不以赢利为目的的机构，其职员可能不拿薪水）→ PRIVATE SECTOR, THE PUBLIC SECTOR

**the ,Third 'World** *noun* [sing.]
a way of referring to the poor or developing countries of Africa, Asia and Latin America, which is sometimes considered offensive. 第三世界（指亚非拉的发展中国家）：*the problem of third-world debt* (= money owed to rich countries by poor countries) 第三世界债务问题 NOTE **Developing**

**countries** is a more acceptable way of referring to these countries 在指代这些国家时，developing countries一词更合适。

**thirtysomething** /ˈθɜːtiˌsʌmθɪŋ; *AmE* ˈθɜːrti-/ *noun* [C] (*informal*)
a person who is between thirty and thirty-nine years old 三十多岁的人：*Their target market is thirtysomethings with no children.* 他们的目标市场是三十多岁无子女的人。→ TWENTYSOMETHING

**thousand** /ˈθaʊznd/ *number* (*abbr* **K**) (*usually used with a plural verb* 通常与复数动词连用)

SEE ALSO: **cost per thousand**

1 000 * 1000 HELP You say **a, one, two, etc. thousand** without a final 's' on 'thousand'. **Thousands (of ...)** can be used if there is no number or quantity before it. A plural verb is used unless the number refers to an amount of money, when a singular verb is used * Thousand 与 a、one、two 等词连用时，后面不加 s。若前面没有数目或数量，可用 thousands (of…)。除了指金额时用单数外，thousand 和 thousands 均用复数动词：*ten thousand dollars* 一万元 ◇ *One thousand jobs have been cut.* 削减了一千个工作机会。◇ *Thousands of jobs have been cut.* 削减了数千个工作机会。◇ *Twenty thousand dollars has been withdrawn from the account.* 从这个账户中支取了两万元。

**thrash** /θraʃ/ *verb*
PHR V **ˌthrash sth ˈout** to discuss a situation or problem thoroughly in order to decide sth 反复讨论；彻底讨论：*The details have not been thrashed out yet.* 细节还没有讨论解决。

**ˌthree-ˈway** *adjective* [only before noun]
involving three people, groups, processes or directions 三方面参加的；三向的：*a three-way bidding war for the grocery chain* 争夺连锁杂货店的三方竞标战
● *a three-way* ***battle/deal/merger/partnership*** 三方争斗 / 协议 / 兼并 / 合作

**threshold** /ˈθreʃhəʊld; *AmE* -hoʊld/ *noun* [C] (*Accounting*)
**1** the level at which sth starts to happen, change or have an effect 起点；开端；阈值：*Assets had fallen below a key threshold.* 资产已跌破关键水平。◇ *Students will only pay back the loan once they have reached a particular pay threshold.* 学生只有在薪水达到特定水平后，才会还贷。
● *a* ***pay/salary/wage*** *threshold* 薪金 / 薪水 / 工资起点
**2** = TAX THRESHOLD

**ˈthreshold efˌfect** *noun* [usually sing.]
**1** (*Marketing*) the way in which advertising for a product has to reach a particular level before sales begin to increase 门槛效应（指产品广告达到某一水平后销量才会开始增长）
**2** (*IT*) the way in which, as new technology, such as the phone, video recorder, etc. becomes familiar, people no longer think of it as technology（技术的）阈值效应

**ˈthreshold price** *noun* [C]
(*Economics*) a minimum price that is set for a product 闸门价格；起点价格；最低价格：*Farmers are demanding that threshold prices be introduced for imported grain.* 农民要求对进口谷物实施最低价格限制。

**thrift** /θrɪft/ *noun*
**1** [U] the habit of not spending too much money 节约；节俭
**2** [C] (*AmE*) = THRIFT INSTITUTION

**ˈthrift ˌinstiˌtution** (*also* **thrift**) (*both AmE*) *noun* [C]
an organization like a bank that issues shares to people who deposit money and lends the money to people who want to buy a home. People also save money with a **thrift institution** 储蓄机构 SYN SAVINGS AND LOAN ASSOCIATION

**thrive** /θraɪv/ *verb* [no obj]
to become, and continue to be, successful, strong, healthy, etc. 兴旺；繁荣；旺盛：*The role of the government is to create an environment where small businesses can thrive.* 政府的作用是创造一个可以让小企业繁荣发展的环境。SYN FLOURISH
▸ **ˈthriving** *adjective*

**throughput** /ˈθruːpʊt/ *noun* [U; C, usually sing.]
**1** (*Production*) the amount of work that is done, or the number of people that are dealt with, in a particular period of time 生产量；工作量；吞吐量：*The improvements to the manufacturing process have increased throughput by 40%.* 生产过程的改进使产量提高了40%。◇ *the airports' combined passenger throughput* 机场的总计旅客吞吐量 ◇ *The most impressive gain was in throughput time* (= the number of days needed to produce an order). 最引人注目的收益体现在生产时间。See note at PRODUCE
**2** (*IT*) the amount of data that passes through a piece of equipment or a system in a particular period of time（数据）流量：*The network will have to withstand high throughput.* 网络将不得不承受很高的数据流量。

**throw** /θrəʊ; *AmE* θroʊ/ *verb* (**threw** /θruː/ **thrown** /θrəʊn; *AmE* θroʊn/)
IDM **throw the ˈbook at sb** (*informal*) to punish sb who has committed an offence as severely as possible 给予严厉的惩处 **throw good money after ˈbad** to spend more money on sth, when you have wasted a lot on it already 想补偿损失反而损失更多；想捞回损失越发损失；连老本都贴上：*The bank refused the company a further loan as it would be throwing good money after bad.* 银行拒绝再向该公司提供贷款，因为那样做不但收不回旧账，还会造成新的损失。 **throw your ˈhat into the ring** to announce officially that you are going to compete in a competition, an election, etc. 正式宣布参加竞选（或比赛等）：*He's thrown his hat into the ring for the chief executive's post.* 他正式宣布参加总裁的竞聘。 **throw your ˈmoney about/around** (*informal*) to spend money in a careless and obvious way 乱花钱；挥霍 **throw ˈmoney at sth** to try to deal with a problem or improve a situation by spending money on it, when it would be better to deal with it in other ways 在某事上白白扔钱 **throw your ˈweight about/around** (*informal*) to use your position of authority or power in an aggressive way in order to achieve what you want 滥施权威：*Although he's only got a few days left as chairman, he's still throwing his weight around.*

尽管他还有几天就要离开董事长的位置，他仍然趾高气扬。→ idiom at COURT *noun*, DEEP *adj.*, MONEY, QUESTION *noun*, WEIGHT *noun*

**PHR V** **,throw sth a'way** **1** (*also* **,throw sth 'out**) to get rid of sth that you no longer want 扔掉；丢弃：*He threw away his laptop after three months and replaced it with a new one.* 他用了三个月之后就扔掉了自己的笔记本电脑并换了一台新的。 **2** to fail to make use of sth; to waste sth 浪费；错过：*You must take the exam—you can't throw away all that work!* 你必须参加考试——不能让你所有的努力都白费了！ ◇ *to throw away a chance/an opportunity* 失去机会 → THROWAWAY **,throw sth 'in** to include sth with what you are selling or offering, without increasing the price（不提高售价或报价）搭送，附送：*Manufacturers may throw in benefits like training support.* 制造商可能会附送一些诸如培训支持之类的好处。 **,throw sth 'out** **1** = THROW STH AWAY (1) **2** to decide not to accept a proposal, an idea, etc. 拒绝接受（建议、观点等）；否决：*A judge threw out a lawsuit that tried to stop the company building a telecom mast in the area.* 法官否决了试图阻止这家公司在本地区架设通信桅杆的诉讼。 **,throw sth 'up** **1** to produce sth; to make people notice sth 产生；使显眼：*A Web search threw up a couple of useful pages.* 网络搜索找到了好几个有用的网页。 **2** to leave your job 辞职：*She threw up her job as a solicitor to become a writer.* 她辞去律师工作当了作家。 **3** to build or make sth in a hurry 匆匆建造：*People think you can just throw a website up and customers will find the answers to their questions.* 人们以为你草草地建个网站，顾客就可以在上面找到他们问题的答案。

**throwaway** /'θrəʊəweɪ; *AmE* 'θroʊ-/ *adjective* [only before noun]
(about goods, etc.) produced cheaply and intended to be thrown away after use（商品等）使用后可以丢弃的，一次性的：*throwaway cameras* 一次性相机 ◇ *We live in a throwaway society* (= a society in which things are not made to last a long time). 我们生活在一个用后即抛的社会中。→ DISPOSABLE

**,thumbs 'up/'down** *noun* [sing.]
used to show that sth has been accepted/rejected or that it is a success/failure 赞许；满意；胜利/反对；抵制；贬低：*Shareholders gave a cautious thumbs up to the merger.* 股东们对兼并表示谨慎同意。 ◇ *The latest model has so far got the thumbs down from consumers.* 到目前为止，这个最新款式没有得到顾客的认可。

**tick** /tɪk/ *verb*, *noun*
• ***verb*** (*BrE*) (*AmE* **check**) [+ obj]
to put a mark (✓) next to an item on a list, an answer, etc., usually to show that it has been dealt with or is correct 对…标上记号（以示正确或已处理）：*Tick this box if you do not wish us to send you information.* 如果你不希望我们向你发送资料，请在方框内打勾。

**IDM** **have ,ticks in all the right 'boxes** (*informal*) to be doing the right things in order to achieve a particular result 事事顺利：*The company is making good progress in the health-care market, with ticks in all the right boxes.* 这家公司在保健市场上进步很大，事事顺利。

**PHR V** **,tick sb/sth 'off** (*BrE*) (*AmE* **,check sb/sth 'off**) to put a mark (✓) beside a name or an item on a list to show that sth has been dealt with 用记号勾出：*It's a good idea to tick off the jobs on the list as you do them.* 在清单上已完成的工作旁边画上记号，这是个好主意。 **,tick 'over** (*BrE*) (*usually used in the continuous tenses* 通常用于进行时) (about a business, a system, an activity, etc.) to keep working slowly without producing or achieving much（企业、系统、活动等）进展缓慢：*Just keep things ticking over while I'm away.* 在我外出期间，维持正常运转就行。

• ***noun*** [C]
SEE ALSO: **minus tick, plus tick**
**1** (*BrE*) (*AmE* **'check mark, check**) a mark (✓) put beside a sum or an item on a list, usually to show that it has been checked or done or is correct 对号；勾号：*I've put a tick against the things I've chosen.* 我在已选的东西旁边标上了记号。 **2** (*Finance*) (*also* **'tick point**) the smallest amount by which the price of shares, FUTURES (= contracts to buy or sell sth at a particular time in the future for a fixed price), etc. can change, often 0.01% of the NOMINAL VALUE 点，最小价位（股票期货等交易中允许的最小价格变动量，通常是面值的0.01%）：*The September gilt futures price closed 67 ticks up at 115.85.* 九月份的国债期货价格收盘时上扬67点，达到115.85。 **3** (*Finance*) an upward or downward movement in the price of a share, bond, COMMODITY, etc.（股票、债券、商品等）价格的上下波动 → DOWNTICK, UPTICK

**tickbox** /'tɪkbɒks; *AmE* -bɑːks/ = CHECKBOX

**ticker** /'tɪkə(r)/ *noun* [C]
SEE ALSO: **stock ticker**
(*Stock Exchange*) **1** (*also* **'ticker-tape ma,chine, 'tape ma,chine**) a machine that prints data on a strip of paper, especially information about prices of shares on a stock market; an electronic device that shows information of this type 股票行情自动收录机；纸带打印机：*5 million shares went through the stock exchange ticker late on Wednesday.* 星期三傍晚股票交易所共成交了五百万股。 ◇ *a news ticker* 滚动新闻条 **2** = TICKER SYMBOL

**'ticker ,symbol** (*also* **'ticker, 'symbol**) *noun* [C] (*Stock Exchange*) especially in the US, a set of usually three or four letters that identifies a share, etc. on a stock exchange 股票代码；股票代号：*shares in Hewlett-Packard, trading under their ticker symbol 'HPQ'* 惠普的股票，交易代码为 HPQ

**'ticker tape** *noun* [C]
a strip of paper on which data is recorded by a **ticker**; a similar strip on a computer screen 纸带；（计算机屏幕的）滚动条：*A ticker tape scrolls across the screen with breaking news.* 屏幕上有滚动条播放突发新闻。

**'ticker-tape ma,chine** = TICKER (1)

**ticket** /'tɪkɪt/ *noun*, *verb*
• ***noun*** [C]
SEE ALSO: **e-ticket, season ticket**
**1** a printed piece of paper that gives you the right to travel on a particular plane, train, etc. or to go

into a theatre, etc. 票；券；机票；车票；入场券: *Many passengers still prefer paper tickets to electronic ones.* 与电子票相比，许多乘客还是更喜欢纸质票。 ◇ *higher ticket prices* 较高的票价
● *to book/buy/reserve/sell tickets* 订 / 买 / 预留 / 卖票 • *non-refundable/one-way tickets* 不可退还的 / 单程票 • *bus/plane/theatre/train tickets* 公共汽车 / 飞机 / 戏 / 火车票 • *ticket prices/sales* 票价；票的销量 • *a ticket agent/counter/machine/office* 售票员；售票台；自动售票机；售票处
**2** a label that is attached to sth in a shop/store giving details of its price, size, etc. （商店中标明货物价格、尺码等的）标签: *This week you get 10% off the price on the ticket.* 本周你可享受标签价10%的优惠。 → LABEL, TAG
• ***verb*** [+ obj]
to produce and sell tickets for an event, a trip, etc.; to give sb a ticket 售票；给…门票；送票: *Passengers can now be ticketed electronically.* 乘客现在可以购买电子票。

**ticketing** /'tɪkɪtɪŋ/ *noun* [U]
the process of producing and selling tickets 售票: *ticketing systems* 售票系统 → E-TICKETING

**'ticket tout** = TOUT *noun*

**'tick point** = TICK *noun* (2)

**tie** /taɪ/ *verb, noun*
• ***verb*** [+ obj] (**ties, tying, tied, tied**)
**1** (*usually* **be tied**) to connect or link sb/sth closely with sb/sth else 联合；连接；使紧密结合: *Pay increases are tied to inflation.* 工资的上涨与通货膨胀密切相关。
**2** (*usually* **be tied**) to restrict sb and make them unable to do everything they want to 约束；束缚；限制: *He was tied to an unfair contract.* 他受制于不公平的合同。
IDM **tie the 'knot (with sb/sth)** (*informal*) (used especially in newspapers) to join together with sb/sth else in order to form a single business or organization （尤用于报章）与…联合: *They are trying to tie the knot with a rival company.* 他们正试图与竞争对手公司联合。 NOTE 'Tie the knot' is an informal way of saying 'get married'. * tie the knot 是 get married 的非正式用法。
PHR V **,tie 'in (with sth)** to match or agree with sth 与…相配；与…相符: *The purchase of the magazine ties in with the company's aim of raising its profile.* 购买这份杂志与公司提高其知名度的目标是一致的。 **,tie 'in (with sth); ,tie sth 'in (with sth)** to link sth or be linked to sth; to happen, or arrange for sth to happen, at the same time as sth else （使）连接在一起，同时进行: *A special magazine was produced to tie in with the event.* 为配合这一活动发行了特刊。 → TIE-IN *noun* **,tie sb 'into sb/sth** to restrict sb to a particular situation, person, organization, etc. 限制；束缚；牵制: *They were tied into an agreement to buy from particular suppliers.* 他们受协议所限，只能从特定的几家供货商那里进货。 **,tie sb 'up** (*usually* **be tied up**) to keep sb busy so that they have no time for other things 把…缠住；使不能分身: *I'm tied up in a meeting until 3.* 我要开会到3点钟方可脱身。 **,tie sth 'up 1** (*often* **be tied up**) to invest money so that it is not easily available for use 占用，搁死（资金）: *He cannot retire as his money is all tied up in the company.* 因为他的钱全投进了公司，所以他不能退休。 **2** (*usually* **be tied up**) to connect or link sth to sth else 把…联系起来；使与…有关系: *The brand's strength is tied up with the image of the company's owner.* 品牌的实力与公司所有者的形象有关。 **3** to deal with all the remaining details of sth 完成；处理完: *We are hoping to tie up the deal by tomorrow.* 我们希望明天前完成这一笔交易。 ◇ *I went to the office for an hour to tie up some loose ends* (= finish remaining small jobs). 我去了办公室，用一个小时的时间将未了结的零星事务处理完。 **4** to keep sth in use so that it cannot be used for other things 占用: *I was using the Internet, so the phone line was tied up.* 我正在上网，所以电话占线了。 **,tie 'up with sb/sth** to be linked to sth such as another company and work together on sth 与…联合: *Big insurance companies are competing to tie up with banks.* 各大保险公司正争相与银行合作。 → TIE-UP *noun*
• ***noun*** [C]
**1** [usually pl.] a strong connection between people or organizations 联系；关系；纽带: *The firm has close ties with a Japanese corporation.* 这家商行与一家日本公司关系密切。
**2** (*AmE also* **'necktie**) a long narrow piece of fabric worn around the neck, especially by men, with a knot in front 领带: *He always wears a suit and tie to work.* 他总是穿西装、系领带上班。 ◇ *a collar and tie* 穿着衬衫、系着领带

**,tied 'agent** *noun* [C]
(*Finance*; *Insurance*) a person who represents one particular company and gives people advice only about the products and services of that company （某公司的）固定代理人 → INDEPENDENT FINANCIAL ADVISER

**,tied 'loan** *noun* [C]
(*Economics*) money that is lent to one country by another country on condition that it is spent on goods or services from the country that provided the money 限制性贷款，附带条件的贷款（借款国必须用于购买贷款国的商品或服务）: *tied loans to developing countries* 给发展中国家的限制性贷款

**'tie-in** *noun* [C]
(*Commerce*; *Marketing*)
**1** a product such as a book or toy that is connected with a film/movie, television programme, etc. （与新上演的电影或电视节目等）相关的产品、书籍、玩具等: *tie-in products to help market the movies* 帮助推广电影的相关产品
**2** the act of advertising or selling a product or service that is closely related to the main product or service being advertised or sold 搭售；搭卖广告: *Selling nail polish at the beauty salon is a great marketing tie-in.* 在美容院附带销售指甲油是绝佳的推销方法。
**3** when two or more companies work together, for example to try to sell their products （两个或两个以上公司间的）联合，合作: *a tie-in with an American satellite giant* 与美国卫星巨头的合作
**4** (*especially AmE*) a way of selling sth in which two or more products must be bought together; a product that is sold in this way 捆绑销售；搭售的产品: *tie-in deals which guaranteed they would buy more stock* 确保他们会买入更多存货的搭售交易

**5** a contract or an agreement that limits what you can do or makes you do sth for a fixed period of time 搭配合同；搭配协议：*Business customers can rent software on a monthly basis with no tie-in period.* 企业客户不受搭配协议期的限制，可以按月租软件。→ TIE IN (WITH STH), TIE STH IN (WITH STH) at TIE *verb*

**tier** /tɪə(r); *AmE* tɪr/ *noun* [C]

SEE ALSO: **first tier, second ~, top-~, two-~**

**1** one of several levels in an organization or a system 阶层；等级：*More women are reaching the top tier of management.* 更多的女性做到了最高管理层。◇ *a two-tier pay structure* 二元工资结构
**2** one of several levels of quality（质量）级别：*a place in the top tier of biotech companies* 生物技术公司的顶级职位

**ˌTier ˈ1 ˌcapital** *noun* [U]
(*Finance*) the main part of a bank's funds that comes from the money that shareholders have invested in it and spare profits that it has kept 一级资本（来自股东投资，构成银行资金的主要部分）SYN CORE CAPITAL

**ˈtie-up** *noun* [C]
an agreement between two companies to join together（两家公司的）联合，合作：*a tie-up between HNC and Arriba* * HNC 与艾利芭软件公司之间的合作 ◇ *The Japanese company is looking for a tie-up with a European car manufacturer.* 这家日本公司正在寻求与一家欧洲汽车制造商之间的合作。→ TIE UP WITH SB/STH at TIE *verb*

**tiger** /ˈtaɪgə(r)/ *noun* [C]

SEE ALSO: **Asian tiger**

(*Economics*) (used especially in newspapers) a country whose economy is growing very fast（尤用于报章）经济增长速度非常快的国家：*Ireland's tiger economy is still expanding steadily.* 爱尔兰这只经济老虎仍然在稳步扩张。

**tight** /taɪt/ *adjective* (**tighter, tightest**)
**1** (about time or money) difficult to manage, because there is not enough（时间或金钱）紧的，拮据的，不宽裕的：*We have a very tight budget.* 我们的预算很紧。◇ *I have a tight schedule today.* 我今天的日程排满了。
**2** very strict and firm 严密的；严厉的；严格的：*We must continue to exercise tight control over costs.* 我们必须继续严格控制成本。◇ *There is a need for tighter security on emails.* 有必要对电子邮件采取更加严密的安全措施。
IDM **keep a tight ˈrein on sb/sth** to control sb/sth carefully or strictly 对…严加控制；牢牢驾驭：*to keep a tight rein on costs/expenses/spending* 对成本 / 支出 / 开支严加控制 → idiom at RUN *verb*

**tighten** /ˈtaɪtn/ *verb* [+ obj] **tighten sth (up)**
to make sth become stricter; to increase control over sth 使更加严格；加强：*The government is to tighten the rules on drug advertising.* 政府将制定更加严格的药品广告管理规定。
● *to tighten* ***policy/regulations/rules/security*** 使政策更严格；严格规章制度；加强安全措施
▸ **ˈtightening** *noun* [U; sing.] (a) **tightening (up) of sth**: *a tightening of safety standards* 严格安全标准
IDM **tighten your ˈbelt** to spend less money because there is less available 勒紧腰带（省吃俭用）：*With price increases on most goods, everyone is having to tighten their belt.* 随着大多数商品的价格上涨，每个人都不得不勒紧腰带。
→ BELT-TIGHTENING → idiom at PURSE
PHR V **ˌtighten ˈup (on sth)** to become stricter or more careful 变得更加严格（或小心）：*steps to tighten up on tax evasion* 对避税严加管理的措施

**ˌtight ˈmoney** *noun* [U]
(*Economics*) a situation when money is difficult to borrow and can only be borrowed at a high rate of interest 紧缩银根；高息借贷；高息资金：*Many small firms are feeling the impact of tight money and are being forced out of business.* 许多小企业受到银根紧缩的影响，被迫停止营业。SYN DEAR MONEY

**ˌtight ˈmoney ˌpolicy** *noun* [C,U]
(*Economics*) a government policy of raising interest rates in order to make it more expensive to borrow money and so reduce the level of spending 紧缩的货币政策（提高利率、降低支出的政府政策）SYN DEAR MONEY POLICY

**tightrope** /ˈtaɪtrəʊp; *AmE* -roʊp/ *noun* [C, usually sing.]
a situation that involves a lot of difficulty and risk 危险的处境：*When setting prices, we are* ***walking a tightrope between*** *not making enough profit or not making enough sales.* 定价时，我们处于要么利润不足要么销量不足的困难境地。

**TIL** /ˌtiː aɪ ˈel/ = TIME IN LIEU

**till** /tɪl/ *noun* [C]
**1** (*BrE*) a machine used in shop/stores, restaurants, etc. that has a drawer for keeping money in, and that shows and records the amount of money received for each thing that is sold（用于商店、餐馆等地的）收款机 SYN CASH REGISTER
—Picture at STORE
**2** (*BrE*) the place where you pay for the things that you are buying in a large shop/store（大商店中的）交款处，收银台：*Please pay at the till.* 请到交款处付款。◇ *a long queue at the till* 交款处的长队 SYN CHECKOUT
**3** (*especially AmE*) the drawer where the money is put in a CASH REGISTER（现金出纳机的）放钱的抽屉
→ idiom at CATCH *verb*

**timber** /ˈtɪmbə(r)/ *noun* [U]
**1** trees that are grown to be used in building or for making things（用于建筑或制作物品的）树木，林木：*the timber industry* 林木业
**2** (*especially BrE*) (*AmE usually* **ˈlumber**) wood that is prepared for use in building, etc.（建筑等用的）木材，木料：*a timber merchant* (= a company that sells timber) 木材商

**time** /taɪm/ *noun, verb*
● ***noun***

SEE ALSO: **closing time, comp ~, cycle ~, dead ~, double ~, drive ~, dwell ~,** etc.

**1** [U] what is measured in minutes, hours, days, etc.（以分钟、小时、天等计量的）时间：*Revenue will increase* ***over time*** (= as time passes). 收入将随时间的推移而增加。
**2** [U] the time shown on a clock（钟表所显示的）时间：*The time is now half past ten.* 现在是十点半。◇ *Look at the time! I didn't know it was so late.* 看几点了！我没想到这么晚了。

**3** [U] the time in a particular part of the world （某一地区的）时，时间：*Greenwich Mean Time* 格林威治标准时间 ◇ *We land at 6 o'clock* ***local time.*** 我们在当地时间6点着陆。
**4** [U,C] the time when sth happens or when sth should happen （某事发生或应该发生的）时间，时候：*Can we change the time of the meeting to 14.30?* 我们能不能将会议时间改在14:30？
**5** [U] an amount of time; the amount of time available to work, rest, etc. （可用于工作、休息等的）时间：*I don't have much* ***free/spare*** *time.* 我没有多少空余时间。◇ *She always* ***makes time*** *to meet new employees.* 她总是腾出时间会见新雇员。◇ *It* ***takes time*** (= needs a long time) *to make changes.* 修改要花很长时间。◇ *What a* ***waste of time!*** 太浪费时间了！ → TIME OFF
**6 a time** [sing.] a period of time, either long or short, during which you do sth or sth happens （一段）时间：*It would take a long time to redesign the layout.* 重新设计布局需要很长时间。
**7** [C] an occasion when you do sth or sth happens 次；回：*How many times have you visited the factory?* 你来过这家工厂多少次了？◇ *This is* ***the first time that I've been*** *to London.* 这是我第一次来伦敦。
IDM **against 'time** if you do sth **against time,** you do it as fast as you can because you do not have much time 争分夺秒；抢时间：*We're working against time to get the project finished.* 我们为完成项目正在加紧工作。**ahead of/behind 'time** earlier/later than was expected 提前；拖后：*We finished three months ahead of time.* 我们提前三个月完成。**all the 'time; the whole 'time 1** during the whole of a particular period of time （在某段时间内）一直，始终：*We are working on new products all the time.* 我们一直在研发新产品。**2** very often; repeatedly 经常；老是；总是：*The photocopier breaks down all the time.* 这台复印机总是出毛病。**at all 'times** always 总是；永远；随时：*A hard hat must be worn at all times on site.* 在现场必须始终戴着安全帽。**at a 'time** separately or in groups of a particular number on each occasion 每次；逐一；依次：*We process the photographs in batches of several hundred at a time.* 我们一次加工数百张照片。**in good 'time** early; with enough time so you are not in a hurry 及早；有足够的时间：*I made sure I arrived in good time for the interview.* 我确保自己准时赶上了面试。**in 'time (for sth/to do sth)** not late; with enough time to be able to do sth 来得及；及时：*Will we be in time for the six o'clock train?* 我们来得及赶上六点钟的火车吗？◇ *The division was sold just in time to save the company from bankruptcy.* 这个部门被及时出售，挽救了濒临破产的公司。**keep up/move with the 'times** to change and develop your ideas, way of working, etc. so that you do what is modern and what is expected 跟上时代；与时俱进 **make up for lost 'time** to do sth quickly because you wish you had started it earlier or had worked more quickly 补回失去的时间；弥补耽误的时间：*The new company is so creative it will soon make up for lost time.* 这家新公司很有创造力，它很快就会把耽误的时间补回来。**,nine times out of 'ten; ,ninety-nine times out of a 'hundred** used to say that sth is usually true or almost always happens 十有八九；几乎总是 **on 'time** at the correct time 准时：*Nearly 90% of flights arrived on time.* 将近90%的航班准时到达了。◇ *We have a good record for* ***on-time delivery.*** 我们有准时交货的良好记录。**time is 'money** time is valuable, and should not be wasted 时间就是金钱 **the whole 'time** = ALL THE TIME → idiom at MARK *verb*, PUSH *verb*, RUN *verb*, STAND *verb*, TAKE *verb*

• ***verb*** [+ obj]
to arrange to do sth or arrange for sth to happen at a particular time 为…安排时间；选择…的时机：*'I hope we're not too early.' 'You couldn't have timed it better!'* "我希望我们到得不算太早。""你们来的时间再合适不过了！"◇ *Publication of the report was timed to coincide with the annual conference.* 这份报告特意安排在年度会议召开时出版。→ TIMING

**'time ac,count** = DEPOSIT ACCOUNT

**,time and a 'half** *noun* [U]
(*HR*) a rate of pay that is 50% more than the normal rate, which a worker gets for working outside normal hours 比原工资高50%的加班工资；相当于原工资一倍半的加班费：*You get time and a half if you work over 8 hours a day.* 如果一天工作超过8小时，员工可获得比原工资高50%的加班工资。→ DOUBLE TIME, OVERTIME

**,time-and-'motion ,study** *noun* [C]
a detailed study of how a person, a department, a company, etc. works, the results of which are used to find ways to make them/it more efficient 时间与动作研究（对个人、部门、公司等的工作效率的研究）
✪ *to carry out/make/undertake a time-and-motion study* 进行时间与动作研究

**'time card** *noun* [C]
(*HR*) a card that is marked with the time when an employee arrives and leaves, usually by a machine (a **time clock**) 考勤卡；工作时间记录卡

**'time ,charter** *noun* [C,U]
(*Transport*) the hire of ship or an aircraft and the people to operate it (the **crew**) for a fixed period of time 定期租赁（船舶或飞机）

**'time clock** (*also* **'time-re,corder**) *noun* [C]
(*HR*) a machine in a place of work , especially a factory, that records the exact times when employees arrive or leave by marking special cards (**time cards**) 考勤钟；上下班计时钟

**'time de,posit** (*also* **'term de,posit**) *noun* [C]
(*Finance*) a type of account at a bank or other financial institution in which money is left for a fixed period of time with a fixed rate of interest 定期存款

**'time frame** *noun* [C]
the length of time that is used or available for sth （用于某事的）一个时间段：*We expect to complete the project within a fairly short time frame.* 我们希望能在相当短的时间内完成此项目。

**,time in 'lieu** = TIME OFF IN LIEU

**timekeeping** /'taɪmki:pɪŋ/ *noun* [U]
a person's ability to arrive in time for things, especially work （尤指上班）准时，守时：*He was given a written warning for poor timekeeping.* 由于不守时，他被给予书面警告。▸ **'timekeeper** *noun* [C]：*They are usually good timekeepers—*

*they've never been late before.* 他们通常很守时，以前从来没有迟到过。

**'time lag** (*also* **lag, 'time lapse**) *noun* [C]
the period of time between two connected events （两件相关事件的）时间间隔，时滞：*There is usually a time lag between invoicing a customer and getting paid.* 给顾客开发票和获得付款之间通常会隔一段时间。

**'time ,limit** *noun* [C]
the length of time within which you must do or complete sth 期限；时限；限期：*We have to set a time limit for the work.* 我们不得不为这项工作规定期限。◇ *We don't want to put a time limit on the agreement.* 我们不想为协议规定期限。
● *to* ***fix/set*** *a time limit (for sth)* （为某事物）规定期限 • *to* ***impose/place/put*** *a time limit on sth* 对某事物强行规定时限，规定时限 • ***to extend/relax*** *a time limit* 延长 / 放宽期限 • ***to go over/overrun*** *a time limit* 超过时限 • *the time limit* ***expires*** 期限届满

**timeline** /'taɪmlaɪn/ *noun* [C]
a line representing when the different stages of an event, a project, etc. took place or will take place （事件、项目等）时间表：*The group has not yet set a timeline for the merger.* 集团尚未确定合并的时间表。◇ *There is still no timeline on the proposed job cuts.* 拟议中的裁员尚无时间表。

**'time ,management** *noun* [U]
the practice or skill of organizing your working time in the most efficient way 时间管理

**,time 'off** *noun* [U]
a period when you are away from work because you are ill/sick, taking a holiday/vacation, etc. 休假：*I need to take time off to study for my exam.* 我需要请假准备考试。
● ***to ask for/get/have/take*** *(some) time off* 请假；获得（一段时间）休假；请假；休假

**,time off in 'lieu** /luː; *BrE also* ljuː/ (*abbr* **TOIL**) (*also* **,time in 'lieu** *abbr* **TIL**) (*both BrE*) *noun* [U]
(*HR*) extra time away from work that employees can have if they have worked extra hours 补休：*If they work on Saturdays, they expect time off in lieu during the week.* 如果星期六工作，他们希望周一到周五间安排倒休。 SYN COMP TIME (*AmE*)
→ OVERTIME

**timeout** /'taɪmaʊt/ *noun* [C]
(*IT*) an occasion when an action takes too long to be completed and is automatically cancelled 超时：*We're losing too much time through server timeouts.* 由于服务器超时，我们浪费了太多的时间。

**'time rate** *noun* [C]
(*HR*) an arrangement where people are paid for the number of hours they work rather than for the number of items they produce 计时工资；计时付酬

**'time re,corder** = TIME CLOCK

**times** /taɪmz/ *noun* [pl.]
used in comparisons to show how much more, better, etc. sth is than sth else （用于比较）倍：*Today we're doing three* ***times as much*** *business as we were two years ago.* 我们现在的业务量是两年前的三倍。◇ *Our marketing budget is three* ***times higher*** *than last year.* 我们的营销预算是去年的三倍。

**timescale** /'taɪmskeɪl/ *noun* [C]
the period of time that it takes for sth to happen or be completed （事情发生或完成所需要的）时间，期限：*What's the timescale for this project?* 这个项目的工期有多长？◇ *We hope the negotiations will be completed within a six-month timescale.* 我们希望谈判在六个月的期限内完成。

**'time ,series** *noun* [C]
(*Technical*) a series of values of a quantity obtained over a period of time, often with equal amounts of time between them 时间序列；时间序数：*You can use time series data to monitor sales trends over a period of years.* 你可以运用时间序列数据监测数年内的销售趋势。

**'time-,server** *noun* [C]
used in a disapproving way to describe sb who does as little work as possible in their job because they are just waiting until they leave for another job or finish work completely 得过且过的人；当一天和尚撞一天钟的人 ▸ **'time-,serving** *adjective, noun* [U]

**'time sheet** *noun* [C]
(*HR*) a piece of paper on which the number of hours that sb has worked is recorded 考勤表；工作时数记录表：*Assistants' hours should be recorded on a time sheet and signed by their manager.* 助理的工作时间应记录在考勤表上并由经理签字。
● ***to complete/fill in/fill out/keep/submit*** *a time sheet* 填写考勤表；记录工作时数；递交工作时数记录表

**timetable** /'taɪmteɪbl/ *noun, verb*
● ***noun*** [C]
**1** a plan of when you expect particular events to happen 预定时间表；时间安排：*I have a busy timetable this week.* 我这星期的时间安排得很紧。◇ *We have* ***set out*** *a timetable for the opening of four new branches.* 我们已制定出新开设四个分支机构的时间表。
● ***a detailed/firm/strict/tight*** *timetable* 详细的 / 固定的 / 严格的 / 紧凑的时间安排 • *to* ***draw up/set*** *a timetable* 制定 / 定下时间安排 • *to* ***keep to/stick to*** *a timetable* 坚持预定的时间表
**2** a list showing what time particular events happen 时刻表；时间表：*a bus/train timetable* (= when they arrive and leave) 公共汽车 / 火车时刻表
→ SCHEDULE
● ***verb*** [+ obj] (*especially BrE*) (*usually* **be timetabled**) to arrange for sth to take place at a particular time 为…安排时间：*A discussion has been timetabled for next Monday.* 讨论已安排在下星期一进行。◇ *a timetabled meeting* 安排好的会议 SYN SCHEDULE
▸ **'timetabling** *noun* [U]

**'time-,tested** *adjective* [only before noun]
that has been used for a long time and has been proved to be successful 经过时间考验的：*'Two for the price of one' is a time-tested marketing idea.* "买一送一"是经过时间考验的营销理念。

**,time to 'market** *noun* [U; sing.] (*abbr* **TTM**) (*Marketing; Production*) the amount of time from when a company starts to develop a new product

until the product goes on sale（新产品）上市时间：*Time to market is critical in the software industry.* 在软件业，上市时间是至关重要的。◇ *We are aiming to achieve advanced, reliable products and a fast time to market.* 我们力求开发出先进、可靠的产品并快速上市。
➕ *to* ***cut/improve/reduce*** *time to market* 缩短上市时间

**'time 'value of 'money** *noun* [U]
(*Accounting*) the idea that the value of an amount of money received today is worth more than the same amount of money received in the future, as it can be invested to earn interest 货币的时间价值：*The time value of money means, in effect, that you lose money when customers take a long time to pay.* 货币的时间价值意味着，如果顾客的支付时间拖得很久，实际上等于你损失了钱。

**'time zone** *noun* [C]
one of the 24 areas that the world is divided into, each with its own time that is one hour earlier than that of the **time zone** immediately to the east 时区

**timing** /'taɪmɪŋ/ *noun*
**1** [U,C] the act of choosing when sth happens; a particular point or period of time when sth happens or is planned 时间的选择；（事情发生或计划安排的）特定时间：*The timing of the announcement was calculated to take media attention away from the factory closures.* 选择在这一时间发布消息是为了让媒体的注意力远离工厂关闭。
**2** [U] the skill of doing sth at exactly the right time 时机的掌握；火候的把握：*The success of a new product depends to a large extent on good timing.* 新产品的成功在很大程度上取决于良好时机的把握。
→ TIME *verb*

**tip** /tɪp/ *noun, verb*
• ***noun*** [C]
**1** a small piece of advice about sth practical or about what is likely to happen 指点；实用的提示；小贴士：*Can you give me any tips* ***for*** *dealing with a customer who won't pay?* 你能教我如何应对不付款的顾客吗？◇ *The book offers some tips* ***on*** *writing a good business plan.* 这本书介绍了一些撰写优秀商业计划的提示。◇ *investment/share tips for 2006* (= the ones that are likely to do well) * 2006年投资／股票秘诀
➕ *to* ***give (sb)/offer (sb)/pass on*** *tips* 给（某人）／提供（某人）／传授秘诀 • *to* ***get/pick up/take/use*** *tips* 得到／获得／接受／使用建议 • ***good/helpful/money-saving/practical*** *tips* 好的／有用的／省钱的／实用的窍门
**2** a small amount of extra money that you give to sb, for example sb who serves you in a restaurant 小费：*We get rather poor tips on weeknights.* 我们周一至周五晚上得到的小费实在太少。
➕ ***a generous/large/small*** *tip* 优厚的／大量／少量小费 • *to* ***give/leave*** *(sb) a tip* 给（某人）小费；留小费（给某人）
IDM **the tip of the 'iceberg** only a small part of a much larger problem（问题的）冰山一角：*The fraud cases that are discovered are only the tip of the iceberg.* 被发现的诈骗案件只是冰山一角。

• ***verb*** (-pp-)
**1** [+ obj] to say in advance that sb/sth will be successful or that sth will happen 预言…获胜；事先说…会成功；预言（某事）会发生：*She has been tipped* ***as*** *a possible future chief executive.* 据猜测她有可能继任总裁。◇ *He was widely tipped* ***for*** *the top job.* 据传他会出任最高职位。◇ *Some analysts had tipped shares of companies that were about to collapse.* 一些分析家曾对行将崩盘的股票作出过预言。◇ *They were accused of* ***share tipping*** *for fees.* 他们被指控通过预测股票走势收费。
**2** [+ obj *or* no obj] to give sb an extra amount of money to thank them for sth they have done for you as part of their job 给小费：*The French always tip very generously.* 法国人付小费一向大方。◇ *How much should I tip?* 我该给多少小费？◇ *I tipped the cab driver €2.* 我给了出租车司机2欧元的小费。

**TIR** /ˌtiː aɪ 'ɑː(r)/ *abbr*
(*Transport*) **transport international routier** *or* **transports internationaux routiers** an organization that makes rules and sets standards for international road transport in Europe 国际陆路货运协定：*600 000 or more trucks using the TIR system cross the borders each year.* 每年有60多万辆卡车使用国际陆路货运协定系统跨越边境。◇ *The TIR carnet is a Customs control document used for an international transit operation of goods.* 国际陆路运输证是用于国际货物运输业务的海关监管文件。NOTE **TIR** is a short form of the French phrase. * TIR 为法语短语的缩写形式。

**tirekicker** = TYREKICKER

**tissue** /'tɪʃuː; *BrE also* 'tɪsjuː/ (*also* **ˌtissue 'paper**) *noun* [U]
very thin paper used for wrapping and packing things that break easily（包装易碎物品的）薄纸，绵纸：*Gifts are wrapped in tissue paper.* 礼物用薄纸包裹着。

**titanium** /tɪ'teɪnɪəm/ *noun* [U]
a strong light expensive metal 钛：*titanium laptops* 钛合金外壳笔记本电脑

**title** /'taɪtl/ *noun*
SEE ALSO: **document of title, strata title**
**1** [C] the name of a book, an article, etc.（书籍、文章等的）名称，标题，题目
**2** [C] a particular book or magazine 书目：*The company publishes twenty new titles a year.* 这家公司一年出版二十种新书。
**3** [C] the name of a job 职位名称；职称：*My* ***job title*** *is 'Senior Financial Analyst'.* 我的职位名称是“高级金融分析师”。◇ *He handed over the CEO title to his deputy.* 他将首席执行官一职移交给了他的副手。
**4** [C] a word in front of a person's name to show their rank or profession, whether or not they are married, etc.（人名前表示地位、职业、婚否等的）头衔，职称，称谓：*Give your name and title* (= Mr, Miss, Ms, Dr, etc.). 报出你的姓名和称谓。
**5** (*Law*) [U,C] the legal right to own sth, especially land or property; the document that shows you have this right（尤指土地或财产的）所有权，所有权证：*Do you have* ***proof of title?*** 你有所有权的证明吗？◇ *The legal title to the shares is transferred to the buyer.* 股票的合法所有权已转让给买方。

**'title deed** *noun* [C, usually pl.]
(*Law*) a legal document proving that sb is the owner of a particular piece of land, a particular house, etc. 地契；房契；产权契约；所有权证：*the title deeds to a property* 房产的所有权证书

**'title-,holder** (*also spelled* **titleholder**) *noun* [C] (*AmE*)
(*Law*) the legal owner of property（财产的）法定所有人，合法所有人

**'title in,flation** *noun* [U]
(*HR*) the practice of giving an employee a more important name to describe their job although the job does not change 头衔膨胀（工作内容并未改变，却给员工更重要的头衔）

**TLD** /,ti: el 'di:/ = TOP-LEVEL DOMAIN

**TM** /,ti: 'em/ *abbr*
a short form of the word TRADEMARK, shown by the symbol ™ * trademark 的简写

**TNA** /,ti: en 'eɪ/ = TRAINING NEEDS ANALYSIS

**TOC** /,ti: əʊ 'si:; *AmE* oʊ/ = THEORY OF CONSTRAINTS

**to-do** /tə'du:/ *adjective* [only before noun]
used to describe things that need to be done 待办的：*I have a daily **to-do list** on my PC.* 我的个人电脑上存有每日待办工作清单。

**toehold** /'təʊhəʊld; *AmE* 'toʊhoʊld/ *noun* [C]
a position in a place or an activity which you hope will lead to more power or success 起点；立足点：*The company is hoping to establish a toehold in the American market.* 这家公司希望在美国市场站稳脚跟。
✪ *to **establish/gain/get** a toehold* 站稳脚跟

**TOIL** /,ti: əʊ aɪ 'el; *AmE* oʊ/ = TIME OFF IN LIEU

**token** /'təʊkən; *AmE* 'toʊ-/ *noun, adjective*
• ***noun*** [C]
**1** a piece of paper that you can collect when you buy a particular product and then exchange for sth 礼券；赠券：*Collect six tokens and get a free T-shirt.* 收集到六张礼券可换一件 T 恤衫。
**2** a round piece of metal or plastic used instead of money to operate some machines or as a form of payment（用于启动机器或支付的）代币，专用辅币：*a parking token* 停车专用币 ◇ *Insert the token in the machine.* 将代币插入机器。
**3** (*BrE*) a piece of paper that you pay for and that sb can exchange for sth in a shop/store 票证；代金券：*a book/gift token* 书券；礼券
**4** something that is done, given, etc. as a symbol of how strongly sb feels about sth 象征；标志；表示；信物：*Please accept this small gift **as a token of** our gratitude for your hard work.* 请接受这件小小的礼物，作为我们对您辛勤工作的感谢。
• ***adjective*** [only before noun]
**1** involving very little effort or feeling and intended only as a way of showing other people that you think sb/sth is important., when really you are not sincere 装样子的；装点门面的；敷衍的：*The company made a token effort to improve facilities for staff.* 这家公司为员工改善条件只是做做样子。
**2** done as a symbol 象征性的；作为标志的：*a token one-hour strike* (= to show that workers feel strongly about sth) 一小时象征性的罢工 ◇ *We make a token* (= very small) *charge for this service.* 这项服务我们只是象征性地收取费用。

**tokenism** /'təʊkənɪzəm; *AmE* 'toʊ-/ *noun* [U]
the fact of doing sth only in order to do what the law requires or to satisfy a particular group of people, but not in a way that is really sincere 装点门面；表面文章：*The appointment of a woman to the previously all-male board of directors could look like tokenism.* 给原本清一色男性的董事会增派一位女性会显得是在装点门面。**NOTE** In companies **tokenism** usually involves including a few members of a particular group in an activity, or moving them to a more senior position, only so that the company will look as if it is behaving in a fair way towards all its employees. 在公司里，“装点门面”通常包括让某群体的几位成员参与活动，或将他们提拔到较高的职位，这样做只是为了让公司看起来好像是在公平地对待所有员工。→ EQUAL OPPORTUNITY

**'token ,money** *noun* [U]
(*Economics*) a system of notes and coins where the value stated on them is much greater than the value of the material they are made from 代币

**toll** /təʊl; *AmE* toʊl/ *noun, verb*
• ***noun***
**1** [C] money that you pay to use a particular road, bridge or area（道路、桥梁或地区的）通行费：*paying for parking or motorway tolls* 支付停车费或高速公路通行费 ◇ *a toll road* 收费公路
**2** [C] (*AmE*) a charge for a telephone call that is calculated at a higher rate than a local call 长途电话费：*toll calls* 长途电话
**3** [sing.] the amount of damage that sth causes 损失：*the emotional toll of running your own company* 经营自家公司的情感付出 → idiom at TAKE *verb*
• ***verb*** [+ obj *or* no obj]
to charge for the use of a road, bridge, transport, etc. 收取（道路、桥梁、运输等的）通行费：*a new tolling scheme on a public road* 针对公路的新收费计划

**,toll-'free** *adjective* [usually before noun] (*AmE*)
(about a telephone number) that you do not have to pay to call（电话号码）免费的：*You can sign up for the service online or by calling a toll-free number.* 你可以通过在线方式或拨打免费电话订购这一服务。◇ *toll-free technical support* 免费的技术支持 ▶ **,toll-'free** *adverb*：*Call toll-free on 0800 962872.* 拨打免费电话 0800 962872。

**'tolling a,greement** *noun* [C]
(*Manufacturing*) an agreement to process a particular amount of a raw material at a particular factory 设施使用协议（在某工厂加工一定数量原材料的协议）：*The company produced 35 000 tonnes of refined copper under tolling agreements in the first half of the year.* 这家公司根据今年上半年的设施使用协议生产了3.5万吨精炼铜。

**ton** /tʌn/ *noun* [C] (*plural* **tons** *or* **ton**)
SEE ALSO: **American ton, long ~, metric ~, net ~, short ~**
**1** a unit for measuring weight, in the UK 2 240 pounds or 1016.04 kilograms (**long ton**) and in the US 2 000 pounds or 907.18 kilograms (**short ton**)

吨（英国为2240磅或1016.04公斤，即长吨；美国为2000磅或907.18公斤，即短吨）：*The plant turns out up to 630 000 tons of aluminium annually.* 这家工厂年产铝达63万吨。

**2** a unit for measuring the size of a ship. One ton is equal to 100 CUBIC feet 吨位（船舶大小的计量单位，1吨等于100立方英尺）：*A 10 000-ton vessel can be unloaded in 10 hours.* 一艘万吨级的轮船10小时即可卸完货。

**tone** /təʊn; *AmE* toʊn/ *noun* [C]
a sound heard on a telephone line（电话里的）信号音：(*BrE*) *the dialling tone* 拨号音 ◇ (*AmE*) *the dial tone* 拨号音 ◇ *Please leave your message after the tone.* 听到信号后请留言。→ idiom at STRIKE *verb*

**tonnage** /'tʌnɪdʒ/ *noun* [U,C]
(*Transport*)
**1** the size of a ship or the amount it can carry, expressed in TONS（表示船舶大小或载重量的）吨位：*a large amount of new tonnage—268 new ships this year alone* 大量新增吨位——仅今年就有268艘新船
**2** the total amount that sth, especially cargo, weighs（货物等的）总重量：*Rail freight tonnage along the route has dropped 20% in the last year.* 去年，本线路的铁路货运总重量下降了20%。

**tonne** /tʌn/ (*plural* **tonnes** *or* **tonne**) = METRIC TON

**★tool** /tu:l/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **machine tool**
**1** an instrument that you hold in your hand and use for making things, repairing things, etc. 工具：*a cutting tool* 切削工具 ◇ *a tool kit* (= a set of tools in a box or bag) 工具箱 ◇ *power tools* (= using electricity) 电动工具
**2** a thing that helps you to do a job or to achieve sth 用具；器具；手段；方法：*research tools such as questionnaires* 问卷调查之类的研究方法 ◇ *The Internet has become a powerful business tool.* 互联网已成为强大的商业工具。
⊕ ***business/decision-making/management/marketing/sales*** *tools* 商业 / 决策 / 管理 / 营销 / 销售工具 • ***an essential/a key/powerful/practical/useful*** *tool* 基本 / 关键的 / 强大的 / 实用的 / 有用的工具
**3** a computer program that performs a particular function（计算机）程序，工具：*The program comes with standard tools such as dictionary, spellchecker and thesaurus.* 这一程序配有字典、拼写检查和词库之类的常规工具。
⊕ ***design/desktop publishing/interactive/online/web-based*** *tools* 设计 / 桌面出版 / 交互 / 在线 / 网上工具
IDM **the tools of your 'trade** the things that you need to do your job 吃饭家当；工作所需要的东西 → idiom at DOWN *verb*
● ***verb***
PHR V **,tool 'up; ,tool sb/sth 'up** to get or provide sb/sth with the equipment that is necessary to do or produce sth 获得（或提供）必要的设备；给…配置必要的装备：*They have invested heavily, tooling up to make the new model.* 他们为增添生产新型产品的设备投入巨资。

**toolbar** /'tu:lbɑ:(r)/ *noun* [C]
(*IT*) a line of symbols on a computer screen that show the different things that the computer can do when you click on one of them 工具栏：*Click on the 'open file' icon on the toolbar.* 在工具栏上点击“打开文件”图标。

**tooling** /'tu:lɪŋ/ *noun* [U]
(*Manufacturing*) the activity or process of making special tools or machines for a factory; the tools themselves 工具安装；工具作业；模具：*a supplier of machines and precision tooling for the can industry* 罐头行业机器及精密模具供应商

**toolmaker** /'tu:lmeɪkə(r)/ *noun* [C]
(*Manufacturing*) a person or business that makes tools and machines for the manufacturing industry and keeps them in good condition 工具匠；模具制造商 ▶ **'toolmaking** *noun* [U]

**'tool shop** *noun* [C]
(*Manufacturing*) the part of a factory where special tools and machines are made 工具车间 → MACHINE SHOP, WORKSHOP

**top** /tɒp; *AmE* tɑ:p/ *noun, adjective, verb*
● ***noun*** [sing.]
SEE ALSO: **red-top**
the highest or most important position or rank 最重要的职位；最高的级别：*He's at the top of his profession.* 他正处在事业的巅峰。◇ *She is determined to make it to the top* (= to be as successful as possible in her profession). 她决心要在事业上出人头地。◇ *This decision came right from the top.* 这个决定是由高层作出的。
IDM **at the top of the 'tree** in the highest position or rank in a profession or career（在行业、事业中）高居首位，处于顶峰 **come out on 'top** to win a contest or an argument 名列前茅；拔得头筹；成功；胜利：*He tends to come out on top in most boardroom disputes.* 他在大部分的董事会争论中往往能获胜。 **from the top 'down** starting with the most important people in a company or an organization 自上而下：*The company's focus, from the top down, is on the customer.* 公司自上而下的工作重点都围绕着客户。 OPP FROM THE BOTTOM UP at BOTTOM → TOP-DOWN **get on 'top of sth** to manage to deal with or control sth 处理；掌控：*We're struggling to get on top of all the work we've got.* 我们正在努力处理手头的各项工作。 **on 'top 1** in a leading position or in control 处于领先地位；控制局面：*Their investment in R&D has allowed them to stay on top.* 在研发方面的投资使他们保持领先。 **2** in addition 另外：*It would cost around $900, with tax on top.* 这大约要花900元，还要交税。 **on 'top of sth 1** in control of a situation; knowing about a situation 控制着；掌握着；了解：*You need to stay on top of technological changes.* 你需要掌握技术革新。 **2** in addition to sth 除…之外：*These job cuts come on top of the 500 redundancies already announced.* 这些人员裁减是在已公布的裁员500名之外的。 **,top of 'mind** (*Marketing*) = FRONT OF MIND at FRONT *noun*
● ***adjective*** [usually before noun]
highest in position, rank or degree（位置、级别或程度）最高的：*My office is on the top floor.* 我的办公室在顶层。◇ *Prices at the top end of the*

*market* (= the more expensive prices) *have fallen.* 高端市场价格已下跌。◇ *The company announced changes in top management.* 公司宣布了高层管理人事变动。◇ *We produce top-quality goods.* 我们生产高质量的产品。

IDM **,top-'10, ,top-'100, etc.** (*also spelled* **top ten, top hundred, etc.**) among the ten best, most successful, etc. of a particular thing 前10名；前100名等：*Most of the top-10 airlines were expected to report losses.* 预计前10名的航空公司大部分报告亏损。

• ***verb*** [+ obj] (**-pp-**)

**1** to be higher than a particular amount 高于，超过（某一数量）：*Their market share topped 20% in May.* 他们五月份的市场份额超过20%。

**2** to be in the highest position on a list because you are the most successful, important, etc. 居…之首；为…之冠：*The company again topped the list of best performers.* 这家公司在业绩最佳企业中再次高居榜首。

**3** to do or say sth that is better, more impressive, etc. than sth that sb else did or said 优于，胜过，压倒（前人所做）：*I'm afraid the other company has topped your offer* (= offered more money). 恐怕另一家公司报价比你们高。

PHR V **,top 'out (at sth)** if sth **tops out** at a particular price, speed, etc. it does not rise any higher（价格、速度等）达到顶点，到最高点：*Sales topped out at a record $10 billion.* 销售额达到了创纪录的100亿元这个最高点。**,top sth 'up** to increase the amount of sth to the level you want or need 补足；将…增加到所需的量：*The group's cash flow will be topped up by the proceeds from the sale of its publishing business.* 集团的现金流靠出售出版部门的收益补充。

**,top 'brass** (**brass,** *especially in AmE*) *noun* [sing., with sing./pl. verb] (*informal*)
the people who are in the most important positions in a company or an organization（公司、机构等的）最高负责人，头目，要员：*All the top brass was/were at the ceremony.* 所有的要员都出席了典礼。◇ *The restructuring of the company will not affect the top brass.* 公司改组将不会影响到高层。

**,top 'dog** *noun* [C; usually sing.] (*informal*)
a person or group that is better than all the others, especially in a situation that involves competition（尤指竞争中的）优胜者，夺魁者：*He was top dog in the company before the merger.* 合并前，他是公司的一把手。

**,top 'dollar** *noun* [U] (*especially AmE*)(*informal*)
a high price; the highest price 高价；最高价：*Companies will pay top dollar for same-day deliveries.* 公司愿为当天交货付高价。

**,top-'down** *adjective*
**1** starting from or involving the people who have higher positions in an organization 自上而下的
● *top-down* ***decision-making/leadership/management/planning*** 自上而下的决策／领导／管理／计划
**2** (about a plan, project, etc.) starting with a general idea to which details are added later（计划、项目等）从总体到具体的，先总后分的
OPP BOTTOM-UP

**,top-'end** *adjective* [only before noun]
among the best, most expensive, etc. examples of sth 最好的；最昂贵的：*Many people are upgrading their phones to top-end models.* 许多人将手机升级为高端型号。◇ *hotels catering for top-end business travellers* (= with most money to spend) 专为高端商务旅行者服务的酒店

**,top 'flight** *noun* [C, usually sing.]
the best or most successful of a particular group 一流；最佳；最成功：*They have kept their place in the market's top flight.* 他们在市场上保持着领先地位。▶ **,top-'flight** *adjective* [only before noun]：*We hired a top-flight sales force.* 我们聘请了一流的销售队伍。

**,top-'grossing** *adjective* [only before noun]
(about a product) that has earned more money than any other（产品）赚钱最多的，收入最高的：*The drug is Glaxo's top-grossing product with sales of almost $2 billion.* 这种药物是葛兰素公司最赚钱的产品，销售额近20亿元。

**,top-'heavy** *adjective*
(about an organization) having too many senior staff or managers compared with the number of workers（组织）高级职员过多的，将多兵少的：*The new CEO streamlined the company's top-heavy management structure.* 新任首席执行官精简了公司将多兵少的管理结构。

**,top-'level** *adjective* [only before noun]
involving the most important or best people in a company or an organization（公司、机构中）最重要的，最优秀的：*a top-level meeting* 高层会议◇ *top-level managers* 高层管理人员

**,top-level do'main** *noun* [C] (*abbr* **TLD**)
(*IT*) the end of a name which identifies a website or a group of websites, for example '.com', '.org' or '.net' 顶级域

**,top 'line** *noun* [sing.]
(*Accounting*) the amount of money that a company receives from sales 销售收入：*We are hoping our new product will boost our top line.* 我们希望新产品将提高销售收入。SYN REVENUE → BOTTOM LINE ▶ **'top-line** *adjective* [only before noun]：*top-line growth/revenue/sales* 销售增长／收入／额

**,top-'notch** *adjective* [only before noun]
excellent; of the highest quality 优秀的；卓越的；第一流的：*We must be prepared to pay for top-notch talent.* 我们必须准备高薪聘请拔尖人才。◇ *They provide a top-notch service.* 他们提供一流的服务。

**,top-of-the-'line** *adjective* [only before noun] (*AmE*)
used to describe the most expensive of a group of similar products（同类产品中）最贵的：*a top-of-the-line DVD player* 最贵的DVD播放机

**,top of the 'range** *noun* [C] (*BrE*)
the most expensive of a group of similar products（同类产品中）最昂贵的产品：*This car is the top of the range.* 这款汽车是同类汽车中最贵的。▶ **,top-of-the-'range** *adjective* [only before noun]：*The printer is a top-of-the-range model.* 这种型号的打印机是最贵的。

**topple** /'tɒpl; *AmE* 'tɑ:pl/ *verb* [+ obj]
to make sb lose their position of power 打倒；推翻；颠覆

**,top-'ranked** *adjective* [only before noun]
considered to be the best or most popular of a number of similar things 一流的；最受欢迎的：*the top-ranked business schools* 一流的商学院
SYN TOP-RATED

**,top 'ranking** *noun* [C,U]
**1** the highest or most important position in an organization, an industry, etc.（组织、行业等中）最高级，最重要：*The airline has earned top ranking in customer-service measures.* 这家航空公司在客户服务评估中获得最高等级。
**2** (*IT*) a high, or the highest, position in the list of websites given by a SEARCH ENGINE (= a computer program that searches the Internet for information)（搜索引擎排名）高排名，最高排名：*ways to achieve a top ranking for your website* 网站获得最高排名的途径
▸ **,top-'ranking** *adjective* [only before noun]: *top-ranking executives in manufacturing* 制造业的高管 ◇ *We have a top-ranking website with new visitors every day.* 我们有一流的网站，每天都有新访问者。

**,top-'rated** *adjective* [only before noun]
**1** considered to be the best or most popular of a number of similar products or people 最佳的；最受欢迎的：*the top-rated brand of soft drinks* 软饮料的最佳品牌 ◇ *a top-rated media analyst* 一流的媒体分析员 SYN TOP-RANKED
**2** that has received a high score for the measurement of a particular quality 最高等级的：*The top-rated bonds are known as 'investment grade', followed by 'high yield' and then by 'junk' bonds.* 最高评级债券被称为“投资级”债券，其次是“高收益”债券，然后是“垃圾”债券。

**,top-'selling** *adjective* [only before noun]
(about a product) that has sold more than others（产品）最畅销的

**,top-'tier** *adjective* [only before noun]
considered to be one of the best 顶级的：*competing with top-tier companies in the printer and copier markets* 在打印机和复印机市场上与顶级的公司竞争

**'top-up** *noun* [C]
an extra amount of money that is added to the original amount so that there is enough 追加资金：*pension-fund top-ups* 养老基金追加款 ◇ *a top-up loan/payment* 追加贷款 / 付款

**'top-up card** *noun* [C]
a card that you can buy which allows you to make more calls from your mobile phone/cellphone to the value of the card 充值卡

**torrid** /'tɒrɪd; *AmE* 'tɔ:r-; 'tɑ:r-/ *adjective* [usually before noun]
(often used in newspapers) very difficult（常用于报章）艰难的：*a torrid period on the stock market* 股市的艰难时期

**tort** /tɔ:t; *AmE* tɔ:rt/ *noun* [C,U]
(*Law*) something wrong that sb does to sb else that is not criminal, but that can lead to action in a civil court 侵权行为（不构成刑事犯罪但可以引起民事诉讼）：*tort law* 民事侵权法 ◇ *the US tort system* 美国侵权责任制度

**total** /'təʊtl; *AmE* 'toʊtl/ *adjective, noun, verb*
● ***adjective*** [usually before noun]
**1** being the amount or number after everyone or everything is counted or added together 总的；总计的；全部的；全体的：*These latest redundancies bring the total number of job cuts to over 3 000.* 最近的裁员使裁员总数超过3000人。 ◇ *Total sales were up 2.3%.* 总销售额增长2.3%。 ◇ *Medical products accounted for 61% of the company's total revenues.* 医疗产品占公司总收入的61%。
**2** complete; including everything 完全的；彻底的；包括一切的：*a total ban on tobacco advertising* 彻底禁止烟草广告 ◇ *The venture was a total disaster.* 这个项目彻底搞砸了。
● ***noun*** [C]
SEE ALSO: **grand total, running ~, sum ~**
the amount you get when you add several numbers or amounts together; the final number of people or things when they have all been counted 总数；总额；总计；合计：*The chain has closed 170 out of a total of 420 stores.* 这个连锁企业关闭了其420家商店中的170家。 ◇ *The bank employs a total of 80 000 staff.* 这家银行共有8万名员工。 ◇ *The bank employs 80 000 staff in total.* 这家银行总共有8万名员工。 ◇ *The company posted a combined total of $2.4 billion in losses in the second and third quarters.* 公司公布的第二和第三季度的亏损总额为24亿元。
● ***verb*** [+ obj] (**-ll-**, *AmE also* **-l-**)
**1** to reach a particular total 总数达；共计：*Imports totalled $1.4 billion last year.* 去年的进口总额达14亿元。 ◇ *debts totalling around $4 billion* 总额大约为40亿元的债务
**2** to add up the numbers of sth/sb and get a total 把…加起来；计算…的总和：*Daily balances are totalled at the bottom of the column.* 在栏末对每日余额进行加总。
**3** (*informal*) (*especially AmE*) to damage a car very badly, so that it is not worth repairing it 彻底毁坏（汽车）→ WRITE STH OFF at WRITE

**'total 'cost of 'ownership** *noun* [U] (*abbr* **TCO**)
(*Accounting*) a method of calculating the costs involved in buying and using a product or service which includes the cost of buying it and other costs such as ordering, delivering, keeping it in good condition, etc. 总体拥有成本：*The new system will give customers improved software performance and a lower total cost of ownership.* 新系统将使顾客的软件性能得到改进并降低总体拥有成本。

**'total pro'ductive 'maintenance** *noun* [U] (*abbr* **TPM**)
(*Production*) a way of improving the way a factory's machines and equipment are used by continuously making sure that they are working as efficiently as possible 全面生产维护

**'Total 'Quality 'Management** (*also spelled* **total quality management**) (*abbr* **TQM**) (*also* **'quality ,management**) *noun* [U]
a system of management that considers that every employee in the organization is responsible for keeping the highest standards of work in every aspect of the company's work in order to meet the

needs of the customers; the techniques used for controlling and checking quality 全面质量管理: *Total Quality Management means that our customers can expect the highest quality service.* 全面质量管理意味着顾客可望得到最高质量的服务。 ◇ *to institute total quality management* 实行全面质量管理 ◇ *total quality management programmes/practices* 全面质量管理方案 / 做法

**'total 'shareholder re'turn** *noun* [U,C] (*abbr* **TSR**)
(*Finance*) a measure of the profit gained from investing in the shares of a particular company over a fixed period of time, usually expressed as a percentage over one year 股东总回报: *The company's aim is to double total shareholder return every four years.* 公司的目标是每四年将股东总回报翻一番。

**touch** /tʌtʃ/ *verb, noun*
• ***verb*** [+ obj]
**1** to reach a particular level, etc. 达到（某一水平等）: *Shares in the company touched a two-year low of €7.6.* 公司的股价降至两年来的最低点，为7.6欧元。
**2** to put your hands or fingers on sth/sb 触摸; 碰: *Every time you touch a key, the computer voice tells you what command you have executed.* 每次你一碰键，计算机语音就会告诉你执行了什么命令。
**3** to become connected with or work with a situation or person 与…有关; 从事; 与…共事: *I didn't trust the company and refused to touch the deal.* 我不信任这家公司，拒绝参与做这笔买卖。
IDM **touch 'base (with sb)** (*informal*) to make contact with sb again 再次联系: *She travels to Boston every other week to touch base with her home office.* 她每隔一星期去一趟波士顿以便与总部保持接触。 **touch 'bottom** to reach the worst or lowest state 到最坏境况; 触底: *Many analysts believe that the recession has now touched bottom.* 许多分析家认为经济衰退现已触底。
• ***noun***
SEE ALSO: **high touch**
**1** [C, usually sing.] an act of putting your hands or fingers on sth 触摸; 碰; 触: *All this information is available **at the touch of a button*** (= by simply pressing a button). 所有这些资料一按键都可以查到。
**2** [C] a small detail that is added to sth in order to improve it or make it complete 修饰; 润色; 装点: *I spent the morning **putting the finishing touches** to the report.* 我花了一上午为这份报告做最后的润色。
IDM **be, get, keep, etc. in 'touch (with sb)** to communicate with sb, especially by writing to them or telephoning them（与某人）有（或进行、保持等）联系: *I'll be in touch about the details next week.* 下周我将联系相关人员了解有关细节。 **be, keep, etc. in 'touch (with sth)** to know what is happening in a particular subject or area 了解（某课题或领域的情况）: *It's vital to keep in touch with the latest innovations.* 及时掌握最新技术很重要。

**'touch screen** *noun* [C]
(*IT*) a computer screen which you touch with your finger or with a special pen (**stylus**) in particular places in order to give instructions to the computer 触摸屏: *a handheld with a touch screen and stylus* 带有触摸屏和手写笔的掌上电脑 ◇ *touch-screen monitors/technology* 触摸式显示器; 触摸屏技术

**'touch-type** *verb* [no obj]
to type without looking at the keys of the keyboard 按指法打字; 盲打

**,tough 'love** *noun* [U]
(*HR*)
**1** used to describe decisions made by senior managers that benefit the organization but may not help the employees 强制性决策（由高层经理作出的决策，此决策使组织受益，但对员工没有帮助）
**2** used to describe the situation when managers make employees aware of the fact that they are not working well and make them responsible for improving 严爱，专制的爱（经理让员工意识到自己工作不好并让他们负责改进）: *I received some tough love, but it was feedback I needed to hear.* 我得到了一些严爱，但我需要听到这样的反馈。

**,tough-'minded** *adjective*
**1** used to describe a person who makes firm decisions and does not easily change their mind 意志坚强的; 强硬的; 倔强的: *tough-minded business leaders* 强硬的企业领导
**2** used to describe a decision, situation, etc. connected with this type of person 意志坚强的; 讲求实际的: *a tough-minded strategy* 敢于面对实际的战略

**tour** /tʊə(r); tɔː(r); *AmE* tʊr/ *noun* [C]
**1** an act of walking around a place to look at it 参观; 游览; 观光: *The CEO took the guests on a tour of the factory.* 首席执行官带客人们参观了工厂。
**2** a journey made for pleasure during which several different towns, countries, etc. are visited 旅游; 旅行: *a two-week tour of Europe* 为期两周的欧洲游 → PACKAGE HOLIDAY

**'tour ,company** = TOUR OPERATOR

**tourism** /'tʊərɪzəm; 'tɔːr-; *AmE* 'tʊr-/ *noun* [U]
the business activity connected with providing accommodation, services and entertainment for people who are visiting a place for pleasure 旅游业; 观光业: *the tourism industry* 旅游业 ◇ ***mass/package** tourism* 大众 / 包价旅游 ◇ *The hotel chain has been badly hit by the slump in tourism.* 这家连锁酒店受到旅游业不景气的沉重打击。 ▸ **'tourist** *noun* [C]: *The hotel is very popular with foreign tourists.* 外国游客很喜欢这家酒店。 ◇ *We usually travel tourist class* (= in the cheapest seats). 我们通常坐经济舱出行。

**'tourist at,traction** *noun* [C]
a place that is interesting and popular with people visiting an area for pleasure 旅游景点: *The London Eye is one of London's top tourist attractions.* 伦敦眼是伦敦最熟门的旅游景点之一。

**'tourist ,office** (*also* **,tourist infor'mation ,office**) *noun* [C]
a place where you can get information about an area, interesting places to visit, accommodation, etc. 旅游咨询处: *You can buy maps **at** the tourist information office.* 你可以在旅游咨询处买到地图。
NOTE This is also often called a **tourist information centre** (spelled **center** in American

English) or just **tourist information**. 旅游咨询处也被称为tourist information centre（美式英语拼写为center）或干脆称为tourist information。
▸ **'tourist ,officer** (*also* **,tourist infor'mation ,officer**) *noun* [C]

**'tour ,operator** (*also* **'tour ,company**) *noun* [C] a company that arranges visits to places for pleasure 旅行社

**tout** /taʊt/ *verb, noun*
• ***verb***
**1** [+ obj] to try to persuade people that sb/sth is important or valuable by praising them/it 标榜；吹嘘；吹捧：*She is being touted as the next head of the company.* 她正被吹捧为这家公司的下一任领导。
**2** [+ obj *or* no obj] (*especially BrE*) to persuade people to buy your goods or services, especially by going to them and asking them directly 招徕；兜售：*Many attendees were at the conference to tout their latest products.* 许多与会者在会上兜售他们的最新产品。◇ *companies publicly touting for investors* 公开招徕投资者的公司
• ***noun*** (*also* **'ticket tout**) (both *BrE*) (*AmE* **'scalper**) [C] a person who buys tickets for concerts, sports events, etc. and then sells them to other people at a much higher price 票贩子；黄牛

**toymaker** /'tɔɪmeɪkə(r)/ *noun* [C] a company that makes toys 玩具制造商

**To,yota Pro'duction ,System** *noun* [sing.] (*abbr* **TPS**) (*Production*) a system of manufacturing developed by the Toyota Motor Corporation in Japan that aims to improve production by wasting as little time, money, etc. as possible and being able to change quickly to deal with new situations 丰田生产体系（日本丰田汽车公司发明的生产方式，旨在通过尽量节约时间、金钱以及快速应对新情况来改进生产）

**TPM** /,ti: pi: 'em/ = TOTAL PRODUCTIVE MAINTENANCE

**TPS** /,ti: pi: 'es/ = TOYOTA PRODUCTION SYSTEM

**TQM** /,ti: kju: 'em/ = TOTAL QUALITY MANAGEMENT

**trace** /treɪs/ *verb, noun* (*Production*)
• ***verb*** [+ obj] to follow the movements of materials, goods, stocks, etc. through a complete process 追踪，跟踪（原材料、商品、库存等进展情况）：*These systems track and trace inventory through the supply chain.* 这些系统通过供应链跟踪库存情况。
▸ **traceability** /,treɪsə'bɪləti/ *noun* [U]: *inventory traceability* 库存追踪 **traceable** /'treɪsəbl/ *adjective*
• ***noun*** [C, usually sing.] the process of following the movements of materials, goods or stocks of items（对原材料、商品、存货的）追踪，跟踪：*If only one of your boxes arrives, email us and we'll put a trace on the shipment.* 如果你只收到一箱，给我们发电子邮件，我们会追踪这批货。

**track** /træk/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **fast track, inside track**
a path or direction that sb/sth is moving in（移动的）路径，路线，方向：*We want to improve morale and give all our employees a career track.* 我们要提高士气，让所有员工的事业都有发展方向。
IDM **,back on 'track** going in the right direction again after a mistake, failure, etc. 重回正轨；恢复正常：*The project had fallen behind schedule, but now it's back on track.* 这个项目的进度一度落后于时间表，但现在已回归正常。 **be on 'track** to be doing the right thing in order to achieve a particular result 步入正轨；进展正常：*The group is on track to achieve its ambitious growth targets.* 集团正稳步实现其雄心勃勃的增长目标。 **keep/lose 'track of sth/sb** to have/not have information about what is happening or where sth/sb is 了解／不了解…的动态；与…保持／失去联系：*The new system keeps track of where each product is until it is sold.* 新系统可记录每一种产品售出之前的情况。 **be on the right/wrong 'track** to be thinking or doing sth in the right/wrong way in order to achieve sth 思路正确／不正确；做法对路／不对路
• ***verb***
**1** [+ obj] to follow the progress or development of sth/sb 跟踪（进展情况）：*The system for tracking sales needs updating.* 跟踪销售情况的系统需要更新。
**2** [+ obj *or* no obj] to move in a particular direction; to move in the same direction as sth 沿着…的方向；追随：*Technology stocks were tracking higher.* 科技股继续走高。
**3** (*Production*) [+ obj] to follow the movements of goods and stocks of items 跟踪，追踪（商品和库存情况）：*Her job was processing orders, sending out invoices and tracking inventory.* 她的工作是处理订单、寄送发票和跟踪库存。
▸ **trackable** /'trækəbl/ *adjective* **trackability** /,trækə'bɪləti/ *noun* [U]: *The system uses complex bar codes to provide complete trackability of each package.* 这一系统采用复杂的条形码，可对每件包装提供全程跟踪。

**'tracker fund** (*BrE*) (*also* **'index fund**, *AmE, BrE*) *noun* [C] (*Finance*) a type of investment fund, consisting of some of the shares in a particular SHARE INDEX, whose value always follows the market 追踪基金（一种包括某股票指数中的一些股票组合的投资基金，其价值随市场的变化而变化）

**'tracking poll** = TRACKING STUDY

**'tracking stock** *noun* [C,U] (*Stock Exchange*) shares in one part of a company's activities that represent the value of that part rather than the company as a whole 追踪股票（代表公司某部分业务的价值的股票）：*The group's wireless division trades as a tracking stock.* 集团的无线部门作为追踪股票上市交易。

**'tracking ,study** (*also* **'tracking poll**) *noun* [C] (*Marketing*) a study in which people are asked the same questions at different times, in order to find out how people's opinions, tastes, needs, etc.

change over time 跟踪研究: *We conducted a tracking study by phone to monitor awareness of our ads.* 为了监测广告的认知度，我们用电话进行了跟踪研究。

**'track ,record** *noun* [C]
all the past achievements, successes or failures of a person or an organization 业绩记录: *He has a proven track record in marketing.* 他在营销方面取得了有目共睹的业绩。
⊕ *a good/poor/proven/strong track record* 良好的 / 欠佳的 / 有目共睹的 / 优异的业绩记录

**tradable** (*also spelled* **tradeable**) /'treɪdəbl/ *adjective*
that you can easily buy and sell or exchange for money 可买卖的；可交易的
⊕ *tradable goods/securities/shares* 可交易的物品；流通证券 / 股

WHICH WORD? 词语辨异

**trade/business/industry**

These words are combined with other nouns to describe particular areas of commercial activity, but they tend to be used in different contexts. 这些词均与其他名词搭配使用来指特定领域的商业活动，但它们的使用场合有所不同。

**Business** is often used when talking about the activities of particular individuals or companies. * business 常被用来指个别人或公司的活动: *I always knew I wanted to work in the restaurant business.* 我知道自己一直想从事餐饮业。◇ *The company has returned to what it knows best: the car business.* 公司重新回到了自己最擅长的领域: 汽车业。

**Industry** is common when talking about the economy. * industry 常在谈论经济时使用: *The country is trying to rebuild its oil industry.* 该国正努力重建石油产业。

**Trade** is combined with only a small number of nouns. It is used especially about traditional types of business, for example. * trade 仅与少量名词搭配，尤指传统行业的商业行为，如: *the art/book trade* 艺术品 / 图书行业 ◇ *the retail trade* (= running a shop/store, supermarket, etc.) 零售业. It is also the word used when describing illegal forms of business. 此外，trade 也用于指非法交易: *the illegal diamonds/drugs trade* 非法钻石 / 毒品交易

See note at BUSINESS

**★trade** /treɪd/ *noun, verb*
• ***noun***

SEE ALSO: **balance of trade, fair ~, free ~, insider ~, invisible ~, passing ~, stock-in-~, terms of ~, invisible ~**

**1** [U] the activity of buying and selling or of exchanging goods or services between people or countries 贸易；商业；交易；买卖: *Trade between the two countries has increased.* 两国之间的贸易增加了。◇ *global trade in electronic equipment* 全球电子设备贸易 ◇ *The US was accused of unfair trade practices.* 美国被指控采取了不公平的贸易做法。
**2** [C] a particular type of business 行业；职业；生意: *It has been a bad year for the retail trade.* 对零售业来说过去一年可不是好年成。◇ *the building/tourist trade* 建筑 / 旅游业
**3 the trade** [sing. with sing./pl. verb] a particular area of business and the people or companies that are connected with it 同业；同行；同仁: *In the trade, this sort of computer is called a 'client-based system'.* 在业内，这种计算机被称为"客户端系统"。◇ *a trade magazine/journal* 行业杂志 / 期刊
**4** [U] the amount of goods or services that you sell 营业额；交易量: *Trade was very good last month.* 上个月的交易量很大。◇ *Domestic companies are losing trade to foreign importers.* 国内公司的生意正被外国进口商夺走。
**5** [U,C] a job, especially one that involves working with your hands and that requires special training and skills（尤指手工）职业；手艺；行当: *He's a designer by trade.* 他的职业是设计师。◇ *to learn a trade* 学手艺
**6** (*Stock Exchange*) [U; C, usually pl.] buying and selling on a stock exchange; one act of doing this（证券的）交易，买卖: *The share price fell 30% in early afternoon trade.* 股价午后下跌了30%。◇ *a 20% reduction in daily trades on the stock exchange* 证券交易所的日交易额20%的下跌
→ idiom at PLY, ROARING

• ***verb***
**1** [no obj] to buy and sell things 做生意；做买卖；从事贸易: *companies that trade in agricultural products* 做农产品贸易的公司 ◇ *The euro has made it easier for European countries to trade with each other.* 欧元有助于欧洲国家间的贸易。
**2** [no obj] to exist and operate as a business or company 营业；营运: *The firm has now ceased trading.* 这家公司现在已停业。◇ *Rodine Limited now trades as Harvest Software.* 罗丁有限公司现在以"丰收软件公司"之名经营。
**3** (*Stock Exchange*) [+ obj or no obj] to be bought and sold, or to buy and sell sth, on the stock exchange（证券）交易，买卖: *Shares were trading at half their usual value.* 股票正以半价进行交易。
**4** [+ obj] to exchange sth that you have for sth that sb else has 互相交换；以物易物: *He earns a lot of money but I wouldn't trade places with him.* 他挣钱很多，但我不想和他换位置。
PHR V **'trade at sth** (*AmE*) to buy goods or shop at a particular store 在（某商店）购物 **,trade 'down** to spend less money on things than you did before 降低消费档次: *The survey showed that consumers are unwilling to trade down to cheaper cosmetics when times are hard.* 此项调查显示，困难时期消费者也不愿意转而购买较低档的化妆品。 **,trade sth 'in (for sth)** to give sth you have used as part of the payment for sth new 以旧换新；折价换购: *People can trade in their old PCs for the latest model.* 人们可以用旧电脑折价换购最新款的电脑。 **,trade sth 'off** to balance two things or situations that are opposed to each other 权衡；平衡；使协调: *You sometimes need to trade price off against quality.* 人们有时需要在价格和质量之间进行权衡。→ TRADE-OFF **,trade 'up**

**1** to sell sth in order to buy sth more expensive （卖掉原有的以便）买更贵的东西；卖次买好：*Many drivers are trading up to a four-wheel drive.* 许多司机准备卖掉旧汽车，再买四轮驱动汽车。
**2** to give sth you have used as part of the payment for sth more expensive 以旧换新；折价换购

**tradeable** = TRADABLE

**'trade ,advertising** *noun* [U]
(*Marketing*) the act of making a product or service known to the people who will sell it to customers, rather than to the customers themselves （面向零售商的）贸易广告；商业性刊物上的广告

**'trade a,greement** (*also* **com,mercial 'treaty**) *noun* [C]
(*Economics*) an arrangement between two or more countries in which they agree to special conditions, for example lower prices and IMPORT DUTIES, when buying from and selling to each other 贸易协定：*a bilateral* (= between two countries) *trade agreement* 双边贸易协定 ◇ *a multilateral* (= between three or more countries) *trade agreement* 多边贸易协定

**'trade associ,ation** *noun* [C]
(*Economics*) an organization for companies in the same industry, that provides advice, information and other services for its members 同业公会；行业协会：*the Mexican transport trade association, Canacar* 墨西哥全国货物运送协会 ◇ *Intertanko, the trade association of independent tanker owners* 国际独立油轮船东协会 SYN INDUSTRY ASSOCIATION

**'trade ,balance** = BALANCE OF TRADE

**'trade ,barrier** *noun* [C]
(*Economics*) an action by a government that makes free trade between its own country and other countries more difficult or impossible 贸易壁垒
NOTE Examples of **trade barriers** include TARIFFS, QUOTAS, EMBARGOES and SANCTIONS 贸易壁垒包括关税、配额、禁运和制裁等：*Under the agreement, member countries will remove trade barriers on industrial goods.* 根据协议，成员国将清除工业品贸易壁垒。◇ *Exports from developing countries face higher trade barriers than products from developed countries.* 发展中国家的出口产品面临比发达国家的产品更高的贸易壁垒。◇ *Several countries agreed to lower trade barriers to their farm products.* 有几个国家同意降低农产品的贸易壁垒。
● *to **create/erect/raise** trade barriers* 构筑 / 设置 / 提高贸易壁垒 • *to **dismantle/lower/reduce/remove** trade barriers* 拆除 / 降低 / 减少 / 消除贸易壁垒

**'trade bill** (*also* **com'mercial bill**) *noun* [C]
(*Trade*) a BILL OF EXCHANGE that is used to pay for goods 商业汇票

**'trade ,buyer** *noun* [C]
(*Finance*) a company that buys another company, especially one in the same business （尤指同行业企业的）收购方：*If no trade buyer is found for the firm, it will be floated on the stock market.* 如果这家公司找不到收购方，就将在证券市场上市。

**'trade ,counter** *noun* [C] (*BrE*)
(*Commerce*) a part of a factory, WAREHOUSE or website where a business can buy goods at reduced prices 批发部；批发柜

**'trade ,credit** *noun* [U,C]
(*Accounting*) an arrangement by which one company allows another company a period of time in which to pay for goods after it has received them 商业信用；信用交易；贸易信贷

**'trade ,creditor** *noun* [C]
(*Accounting*) a company that has provided goods or services to another company but has not yet been paid 销货债权人；应收货款方

**'trade ,cycle** *noun* [C] (*especially BrE*)
(*Economics*) the usual pattern of a country's economy, with periods of success (**expansion**) and periods of difficulty (**contraction**) happening regularly one after another 商业循环；商业周期 SYN BUSINESS CYCLE

**'trade debt** = BUSINESS DEBT

**'trade ,deficit** (*also* **'trade gap**) *noun* [C, usually sing.]
(*Economics*) a situation in which the value of a country's imports is greater than the value of its exports; the amount by which the two values are different 贸易逆差；贸易赤字：*a widening/worsening trade deficit* 日益扩大的 / 不断恶化的贸易逆差 ◇ *The country posted a trade deficit of $1.5 billion in January.* 国家公布一月份的贸易逆差为15亿元。→ BALANCE OF PAYMENTS, BALANCE OF TRADE, TRADE SURPLUS
● *to **post/run/suffer** a trade deficit* 公布 / 存在 / 遭受贸易逆差 • *to **cut/reduce** a trade deficit* 削减 / 减少贸易赤字

**'trade dele,gation** *noun* [C]
a group of manufacturers or suppliers who visit another country in order to increase business with that country 贸易代表团：*Canada sent a trade delegation to South Korea.* 加拿大派出了一个贸易代表团访问韩国。

**,trade des'cription** *noun* [C] (*BrE*)
(*Law*) something that describes all or some features of goods, for example their quantity, size, time or place of origin, method of manufacture, price, etc. 商品说明：*The firm was accused of false trade descriptions.* 这家公司被指控商品说明造假。

**,Trade Des'criptions 'Act** *noun* [sing.]
in the UK, a law stating that all information given about goods must be true and clear （英国）《商品说明法》：*The firm admitted making a false statement under the Trade Descriptions Act.* 根据《商品说明法》，这家公司承认作了虚假陈述。

**,trade 'discount** *noun* [C] (*also* **'trade terms** [pl.])
(*Commerce*) an amount of money that is taken off the usual cost of goods or services when one company sells them to another company or business 贸易折扣

**'trade dis,pute** *noun* [C]
**1** (*HR*) a disagreement between employers and employees about pay, working conditions, etc. 劳资纠纷 SYN INDUSTRIAL DISPUTE
**2** (*Economics*) a disagreement between countries or companies in different countries about trade 贸易争端

**'trade exhi,bition** = TRADE SHOW

**'trade fair** = TRADE SHOW

**'trade ,figures** *noun* [pl.]
(*Economics*) figures that show the value of a country's imports compared with the value of its exports（对外）贸易数字: *The October trade figures show that the UK spent $2 bn more abroad than it received.* * 10月份的贸易数字显示，英国对外贸易出现了20亿美元的逆差。

**'trade gap** = TRADE DEFICIT

**'trade-in** *noun* [C,U]
a method of buying sth by giving a used item as part of the payment for a new one; the used item itself 折旧换购；以旧换新；折价旧物: *The company accepts trade-ins on desktop computers.* 在这家公司可折旧换购台式计算机。◇ *the trade-in value of the old car* 旧汽车的以旧换新抵价 SYN PART EXCHANGE (*BrE*)
▸ **'trade-in** *verb* [+ obj]

**'trade maga,zine** (*also* **'trade ,journal**) *noun* [C]
a magazine that is published regularly and contains news and articles about a particular industry 行业杂志；专业期刊: *the trade magazine 'The Grocer'* 行业杂志《杂货商报》◇ *Ask your employees which trade journals they read.* 问问你的员工阅读哪些行业杂志。→ CONSUMER MAGAZINE

**★trademark** /'treɪdmɑːk; *AmE* -mɑːrk/ *noun* [C]
SEE ALSO: **registered trademark**
**1** (*abbr* **TM**) a name, symbol or design that a company uses for its products and that cannot be used by anyone else 商标: *French law protects your trademark and logo.* 法国法律保护您的商标和标识。◇ *a registered trademark* 注册商标 ◇ *the rights of trademark holders* 商标持有人的权利 ◇ *The company was sued for trademark infringement* (= illegal use of another company's trademark). 这家公司因商标侵权被起诉。
See note at COPYRIGHT
**PHRASES** ***trademark holders/owners*** 商标持有人/所有者 • ***trademark infringements/violations*** 商标侵权
**2** a special way of behaving, dressing, etc. that is typical of sb and that makes them easily recognized（人类的行为或衣着等的）特征，标志: *He was wearing his trademark white suit.* 他穿着标志性的白西装。
▸ **'trademark** *verb* [+ obj]: *trademarked designs/names* 商标设计/名称

**'trade ,mission** *noun* [C]
**1** a group of government officials or business people who go to another country to encourage trade 贸易代表团: *A British trade mission is to visit Ethiopia next month.* 英国贸易代表团下月将访问埃塞俄比亚。
**2** an office of one country in another country which encourages trade between the two countries 贸易代表处: *the Russian trade mission in Finland* 俄罗斯驻芬兰贸易代表处

**'trade name** *noun* [C]
**1** a name that is used by a particular company（公司的）商号，牌号，字号: *The company uses the trade name Marubeni in the US.* 公司在美国使用“丸红”商号。
**2** a name that a company gives to a product 商品名: *The drug is sold **under the trade name** Lipitor.* 这种药以立普妥的商品名出售。
**3** a word that is used for sth within a particular industry but is not well known outside the industry 行业术语；行话

**'trade-off** *noun* [C]
the act of balancing two things that are opposed to each other（相互对立的两者间的）权衡，协调: *a trade-off **between** increased production **and** a reduction in quality* 在增加产量和降低质量之间进行的权衡 ◇ *The trade-off **for** better pay was less flexible working hours.* 报酬的增加就意味着工作时间弹性减小。

**'trade press** *noun* [sing. with sing./pl. verb]
magazines and newspapers that are published for a particular industry 行业报刊；专业报刊: *The exhibition was advertised in the trade press.* 展览会在专业报刊上登了广告。

**'trade price** = WHOLESALE PRICE

**★trader** /'treɪdə(r)/ *noun* [C]
SEE ALSO: **rogue trader, sole trader**
**1** (*Commerce*) a person or company that buys things and sells them at a profit 商人；贸易商；交易人: *small market traders* 集市小商贩 ◇ *Plans for a new hypermarket have angered local traders.* 新建大型超市的计划激怒了当地商人。◇ *commodity traders* 商品交易人
**2** (*Finance*; *Stock Exchange*) (*AmE*) = DEALER (2)

**'trade repre,sentative** *noun* [C] (*abbr* **'trade rep**)
**1** (*Marketing*) = SALES REPRESENTATIVE
**2** a person or an organization that represents a country in matters relating to trade 贸易代表；贸易代理

**'trade sale** *noun* [C]
**1** (*Commerce*) [usually pl.] sales that a company makes to another business rather than to the public 同业买卖
**2** (*Finance*) when a company is sold to another company, usually in the same industry 同业并购: *Shareholders are in favour of a trade sale to a large international company.* 股东们赞成让大型跨国公司收购。

**,trade 'secret** *noun* [C]
a piece of information, for example the method of making a product, that a company does not want other companies to know 行业秘密；商业秘密: *The recipe for the drink is a closely guarded trade secret.* 饮料的配方是严密防守的商业秘密。

**'trade show** (*also* **'trade exhi,bition, 'trade fair**) *noun* [C]
(*Marketing*) an event at which many different companies producing related products show and sell their products 商品展销会；商品交易会 → EXPO

**tradesman** /'treɪdzmən/, **tradeswoman** /'treɪdzwʊmən/ *noun* [C] (*plural* **tradesmen** /-mən/ *plural* **tradeswomen** /-wɪmɪn/)
**1** a skilled person, especially one who makes or repairs sth 手艺人；技工: *tradesmen such as carpenters and electricians* 木工和电工这样的技工
**2** a person who buys and sells goods, especially on a small scale 商人: *market tradesmen* 市场商人
SYN TRADESPERSON

**tradesperson** /'treɪdzpɜːsn; *AmE* -pɜːrsn/ *noun* [C] (*plural* **tradespeople** /-piːpl/ *or, especially in formal use,* **tradespersons**)
**1** a skilled person, especially one who makes or repairs sth 技工
**2** a person who buys and sells goods, especially on a small scale 商人 **NOTE** **Tradespeople** is usually used to talk about a group of men and women, or to avoid having to say 'tradesmen' or 'tradeswomen'. **Tradesperson/tradespeople** is also used in more formal language. * tradespeople 通常用作复数，指称性别不确定的一群人，取代 tradesmen 或 tradeswomen。tradesperson/tradespeople 也用于较正式的语言中。

**,trades 'union** = TRADE UNION

**the ,Trades Union 'Congress** = TUC

**,trades 'unionist** = TRADE UNIONIST

**'trade ,surplus** *noun* [C, usually sing.]
(*Economics*) a situation in which the value of a country's exports is greater than the value of its imports 贸易顺差；贸易盈余：*They have managed to maintain a large trade surplus.* 他们成功地维持了巨额贸易顺差。◇ *China posted a trade surplus of $2.2 billion in August.* 中国公布8月份的贸易顺差为22亿美元。 OPP TRADE DEFICIT → BALANCE OF PAYMENTS, BALANCE OF TRADE

**'trade terms** = TRADE DISCOUNT

★**,trade 'union** (*also* **,trades 'union**) (*both BrE*) (*AmE* **'labor ,union**) (*also* **'union,** *BrE, AmE*) *noun* [C]
an organization of workers, usually in a particular industry, that exists to protect their interests, improve conditions of work, etc. 工会：*a trade union representing car workers* 代表汽车工人的工会 ◇ *the trade union movement* 工会运动
● ***to belong to/form/set up/join*** *a trade union* 属于 / 成立 / 建立 / 加入工会 • ***a trade union activist/leader/member/official/representative*** 工会积极分子 / 领导人 / 会员 / 干事 / 代表
▸ **,trade 'unionism** *noun* [U]: *the history of trade unionism* 工会主义史

**,trade 'unionist** (*also* **,trades 'unionist**) (both *BrE*) (**'unionist,** *AmE, BrE*) *noun* [C]
a member of a trade union 工会会员

**'trade war** *noun* [C]
a disagreement between countries in which they take action to damage each other's trade 贸易战：*The European Commission called for talks to try to avert a trade war with the US.* 欧盟委员会呼吁举行会谈以尽量避免与美国的贸易战。
● *an* ***all-out/a bitter/damaging/fierce/full-scale*** *trade war* 全面的 / 惨痛的 / 破坏性的 / 激烈的 / 全面的贸易战

**'trade-,weighted** *adjective* [only before noun]
(*Economics*) that shows the value of a country's currency, compared with the currency of other countries that it trades with 贸易加权的：*The dollar has fallen nearly 5% on a trade-weighted basis.* 美元贸易额加权汇率下跌了将近5%。◇ *Last year the dollar lost 9.6% of its value against a trade-weighted basket of currencies.* 去年美元币值对贸易加权一揽子货币下跌了9.6%。

★**trading** /'treɪdɪŋ/ *noun* [U]
SEE ALSO: **day trading, emissions ~, fair ~, horse-~, insider ~, Office of Fair Trading, principal ~,** etc.
**1** the activity of buying and selling things 贸易；经商；交易；营业：*Supermarkets everywhere reported excellent trading in the run-up to the holidays.* 各地超市报告节前生意火爆。◇ *The group has been badly hit by tough trading conditions.* 这个集团受到恶劣的贸易环境的沉重打击。◇ *unfair trading practices* 不公平的贸易做法 ◇ *oil/diamond trading* 石油 / 钻石贸易 ◇ *new laws on Sunday trading* (= shops/stores being open on Sundays) 关于星期日营业的新法律
● ***disappointing/excellent/illegal/poor/strong*** *trading* 令人失望的 / 极好的 / 非法 / 欠佳的 / 旺盛的交易 • ***Internet/online*** *trading* 互联网 / 在线交易
**2** (*Finance; Stock Exchange*) the activity of buying and selling shares, currencies, etc. （股票、货币等的）交易：*Shares worth $8 million changed hands during a day of hectic trading.* 在活跃的交易日，股票成交量达800万元。◇ *When trading resumed the next day, the company's share price collapsed.* 第二天交易恢复时，这家公司的股票价格暴跌。◇ *fast electronic trading of futures* 快速电子期货交易
● ***busy/heavy/hectic/intensive/light/quiet*** *trading* 交投繁忙的 / 旺盛的 / 活跃的 / 密集的 / 稀落的 / 平淡的 • ***commodity/currency/equity/share/stock*** *trading* 商品 / 货币 / 股票交易

**'trading ac,count** *noun* [C]
(*Accounting*) a statement of the money that a company has spent on making or buying goods and of the money received from selling those goods, so that the TRADING PROFIT can be calculated 营业账户：*The trading account shows a profit of €85 205.* 营业账户显示利润为85 205欧元。

**'trading ,company** *noun* [C]
(*Commerce*) a company that exists to buy and sell goods 贸易公司：*a textile trading company* 纺织品贸易公司

**'trading es,tate** = INDUSTRIAL ESTATE

**'trading floor** (*BrE also* **'dealing floor**) *noun* [C, usually sing.]
(*Stock Exchange*) an area in a stock exchange where dealers meet each other and buy and sell shares （交易所中的）交易场地，交易大厅：*The news of the rise in interest rates was greeted with shock on the trading floor.* 利率上涨的消息在交易大厅引起震动。

**'trading loss** (*also* **,gross 'loss**) *noun* [C]
(*Accounting*) the amount by which money received from the sale of goods or services is less than the cost of producing or providing them. This is calculated before OVERHEADS, interest and tax is taken off 交易毛损；营业亏损：*Full-year results showed a substantial trading loss.* 全年业绩显示营业亏损十分严重。→ TRADING PROFIT

**'trading ,partner** *noun* [C]
**1** (*Economics; Trade*) a country or company that another country or company buys goods from or sells goods to 贸易伙伴：*Australia is New*

*Zealand's largest trading partner.* 澳大利亚是新西兰最大的贸易伙伴。

**2** (*IT*) a company that is involved in exchanging electronic information with another company using EDI 商业合伙人：*a small Hong Kong company that conducts e-business with more than 10 trading partners in the UK, Europe and Australasia* 与英国、欧洲和大洋洲的十多个商业合伙人有电子商务往来的一家香港小公司

**'trading ,period** = ACCOUNTING PERIOD

**'trading post** *noun* [C]

**1** (*Trade*) a small place in an area that is a long way from any town, used as a centre for buying and selling goods (especially in N America in the past)（尤指旧时北美偏远地区的）贸易站，交易点

**2** (*E-commerce*) a website where people can buy and sell things 交易网站

**'trading ,profit** (*also* **,gross 'profit**) *noun* [C] (*Accounting*) the amount by which money received from the sale of goods or services is greater than the cost of producing or providing them. This is calculated before OVERHEADS, interest and tax are taken off 销售毛利；营业利润：*The company reported a small trading profit in its second year.* 这家公司报告，第二年的营业利润微薄。→ TRADING LOSS

**'trading ,session** = SESSION (1)

**,Trading 'Standards** *noun* [pl.; U] (*Law*) in the UK, the process of making sure that laws protecting consumers are obeyed; the government department responsible for this 贸易标准；贸易标准部：*Contact your local Trading Standards service for advice and information.* 信息咨询请与当地的贸易标准机构联系。◇ *a Trading Standards officer* 贸易标准部官员

**'trading stock** = STOCK-IN-TRADE (1)

**traffic** /'træfɪk/ *noun, verb*

• ***noun*** [U]

SEE ALSO: **foot traffic, page ~, store ~**

**1** the vehicles that are on a road at a particular time 路上行驶的车辆；交通：*I leave work early to avoid the rush-hour traffic.* 我提早下班以避开交通高峰。◇ *The road was built to ease traffic congestion in the city.* 建设这条公路是为了缓解市内交通拥堵。

➊ ***heavy/light/rush-hour*** *traffic* 拥堵的 / 通畅的 / 高峰时段的交通

**2** the movement of ships, trains, aircraft, etc. along a particular route（沿固定路线的）交通，行驶；（沿航线的）航行，飞行：*transatlantic traffic* 横渡大西洋的航行 ◇ *air traffic control/controllers* 空中交通管制；航空调度员

➊ ***air/rail/sea*** *traffic* 空中 / 铁路 / 海上交通 ◆ ***domestic/international*** *traffic* 国内 / 国际交通

**3** the movement of people or goods from one place to another 运输；人流；货流：*the traffic of goods between one country and another* 国与国之间的货物运输

➊ ***business/commuter/passenger*** *traffic* 商业运输；通勤客运；客运 ◆ ***cargo/container/freight*** *traffic* 货运；集装箱运输；货运

**4** (*Marketing*) the number of people who come to a place or use a service in a particular period 客流：*We used our website to* ***drive*** *traffic to our stores.* 我们利用网站将顾客吸引到我们的商店。

➊ ***customer/mall/shopper/walk-in*** *traffic* 顾客 / 购物中心 / 购物 / 无预约散客客流

**5** (*IT*) information that travels across a computer system in a particular period（某段时间内通过计算机系统的）信息流量

➊ ***data/email/Internet/network/voice*** *traffic* 数据 / 电子邮件 / 互联网 / 网络 / 语音流量

**6** illegal trade in sth（非法的）交易，买卖：*traffic* ***in*** *drugs* 毒品交易

• ***verb*** (**-ck-**)

PHR V **'traffic in sth** to buy and sell sth illegally（非法）交易，买卖

▸ **'trafficker** *noun* [C] **'trafficking** *noun* [U]：*the fight against human trafficking* (= illegally bringing people into a country) 打击贩卖人口的行动

**trail** /treɪl/ *verb, noun*

• ***verb***

**1** [+ obj *or* no obj] (*used especially in the continuous tenses* 尤用于进行时) to be less successful than other companies, people, etc. 落后；失利；失败：*Their sales are trailing* ***behind*** *other superstores.* 他们的销售量落后于其他超市。◇ *Our 24% market share is trailing our competitor's 41%.* 我们24%的市场份额落后于竞争对手的41%的市场份额。◇ *The UK trails* ***badly*** *when it comes to research and development spending on IT.* 英国在信息技术方面的研发经费大大滞后。

**2** [+ obj] to advertise a plan, product, film/movie, etc. in advance 提前宣传（计划、产品、电影等）：*the company's* ***heavily/widely*** *trailed plans* 公司大规模的提前宣传计划 ◇ *The revenues were slightly better than trailed.* 收入比预先宣传的稍好些。

**3** [+ obj] to follow behind sb/sth 跟随；追踪：*New business jet orders typically trail a recovery by nine to twelve months.* 商务飞机新订单往往比经济复苏晚9-12个月到来。

PHR V **,trail 'off** (*especially BrE*) to gradually become less 逐渐减少；减弱：*Income from advertising increased in the first half of the year, but then trailed off.* 今年上半年广告收入有所增长，但随后逐渐减少。

• ***noun*** [C]

SEE ALSO: **audit trail, paper trail**

a series of marks that is left by sth as it moves and that shows where it has been 痕迹；足迹；踪迹：(*figurative*) *She quit her job,* ***leaving*** *a trail of unfinished projects and unreturned phone calls behind her.* 她辞职后留下一堆未完成的项目和未回复的电话。

IDM **be/go on the 'trail of sb/sth; be/go on the ... trail** to be following or trying to find sb/sth 跟随；寻找：*Analysts expect the company to be on the acquisition trail next year.* 分析师预计这家公司明年也将寻求收购。**blaze a/the 'trail** to be the first to do or to discover sth that others follow 开拓；开辟道路：*Comet is blazing the jobs trail by creating 3 000 new jobs.* 科密公司率先创造了3000个新就业机会。

**trailblazer** /'treɪlbleɪzə(r)/ *noun* [C] a person or company that is the first to do or discover sth and so makes it possible for others to follow 创始人；先驱；拓荒者：*The company was*

*a trailblazer in e-commerce in the 90s.* 这家公司在90年代是电子商务的开拓者。 → BLAZE A/THE TRAIL at TRAIL *noun*

**trailer** /'treɪlə(r)/ *noun* [C]
**1** (*Transport*) a truck, or a container with wheels, that is pulled by another vehicle 拖车；挂车：*The containers are lifted onto truck trailers for the last part of the journey.* 集装箱被吊装到拖车上走最后一段路程。
**2** (*especially BrE*) a series of short scenes from a film/movie or television programme, shown in advance to advertise it （电影或电视节目的）预告片

**ˌtrailing 'spouse** *noun* [C]
a husband or wife who gives up their job in order to follow their wife or husband to a new place where they have found a job 随调家属

**★train** /treɪn/ *verb, noun*
• ***verb*** (*often used as an adjective* **trained** 常用作形容词 trained)
**1** [+ obj *or* no obj] to teach a person the skills for a particular job or activity; to be taught in this way 训练；培训；接受训练：*The staff are fully trained to handle almost any situation.* 员工训练有素，几乎可以应对任何情况。 ◇ *She trained as a lawyer before starting her own company.* 她在自己创办公司之前受过律师培训。 ◇ *He felt he had been well trained for the job.* 他觉得他受过良好的训练，可以胜任这份工作。 ◇ *highly trained sales personnel* 训练有素的销售人员
➊ *to be **fully/highly/properly/well** trained* 训练有素；经过很好的训练
**2** [+ obj] to develop a natural ability or quality so that it improves 培养…的能力（或素质）：*an alert mind and a trained eye* 机敏的头脑、敏锐的目光
• ***noun*** [C]

SEE ALSO: **gravy train**

a railway/railroad engine pulling a number of coaches/cars or trucks, taking people and goods from one place to another 火车；列车：*Britain's biggest train operator* 英国最大的火车运营商
➊ *a **commuter/passenger** train* 通勤／旅客列车
• *a **freight/goods** train* 货运列车

**trainee** /ˌtreɪ'niː/ *noun* [C]
(*HR*) a person who is being taught how to do a particular job 受训者；见习生；实习生：*a management/sales trainee* 管理／销售实习生 ◇ *a trainee manager/salesman/engineer* 实习经理／推销员／工程师 ◇ *They have plans to recruit up to 800 new trainees.* 他们计划招收800名新学员。
▸ **ˌtrai'neeship** *noun* [C]：*businesses offering graduate traineeships* 给毕业生提供实习机会的企业

**ˌtrainee so'licitor** (*also* **ˌarticled 'clerk,** *old-fashioned*) (*both BrE*) *noun* [C]
(*Law*) the title used for a person employed by a group of lawyers (a **law firm**) while he or she is being trained to become a qualified SOLICITOR 见习律师

**★training** /'treɪnɪŋ/ *noun* [U]

SEE ALSO: **assertiveness training, computer-based ~, on-the-job ~, transfer of ~**

the process of learning the skills that you need to do a job 训练；培训：*New employees do a month's intensive training before starting.* 新员工上岗前要接受一个月的强化训练。 ◇ *He had no formal training in design.* 他没有受到过正式的设计培训。 ◇ *You will receive in-house training throughout your first year.* 你头一年将接受内部培训。 ◇ *a **training and development** budget* 培训和发展预算 See note at INFORMATION
➊ *to **do/get/receive** training* 进行培训；受训
• *to **give/offer/provide** training* 提供培训
• ***corporate/employee/staff/workforce** training* 企业培训；员工培训；劳动力培训 • ***formal/hands-on/in-house** training* 正式／实际操作／内部培训 • ***job/leadership/management/skills/vocational** training* 职业／领导能力／管理／技能／职业培训 • *a training **centre/course/programme/session/workshop*** 培训中心；培训课程；培训研讨班

**'training group** = T-GROUP

**'training ˌmanual** *noun* [C]
a book, etc. that teaches you the skills necessary to do or use sth 培训手册：*An online training manual is available for the software.* 这种软件附有在线培训手册。

**'training needs aˌnalysis** *noun* [C, usually sing.] (*abbr* **TNA**)
(*HR*) a method of calculating what training is required to give a company's employees all the skills and knowledge that they need for the company to be successful 培训需求分析
➊ *to **carry out/do/perform/undertake** a training needs analysis* 进行培训需求分析

**'training ˌtransfer** = TRANSFER OF TRAINING

**tranche** /trɑːnʃ/ *noun* [C]
(*Finance*) a part of a loan, a payment, an investment or other large amount of money （款额的）一部分，一期，一笔：*The first tranche of the fee will be paid when the contract is signed.* 第一笔费用将在签合同时支付。

**transact** /træn'zækt/ *verb* [+ obj *or* no obj]
to do business with a person or an organization （与人或组织）交易，做业务：*Manufacturers are getting used to transacting business online.* 制造商们逐渐习惯进行网上交易。 ◇ *People from all over the world can now transact with one another instantaneously.* 世界各地的人现在能相互进行即时交易。

**★transaction** /træn'zækʃn/ *noun*
**1** [C] a piece of business that is done between people, especially an act of buying or selling （一笔）交易，买卖，业务：*financial transactions between companies* 公司之间的财务往来 ◇ *an increase in online transactions* 网上交易的增加
➊ *a **business/financial/property/share** transaction* 业务／金融／房地产／股票交易
• *to **carry out/complete/conduct/do/make** a transaction* 进行交易；完成交易；进行交易
**2** [U] the process of doing sth 处理；办理：*He broke the law by using a residential property for the transaction of business.* 他违法将住宅楼用作商业活动。
▸ **transactional** /træn'zækʃnl/ *adjective*

**tran'sactional costs** = TRANSACTION COSTS

**tran,sactional 'leadership** *noun* [U]
(*HR*) a way of managing people by setting them clear tasks and rewarding them for good performance 交易型领导（明确任务、对业绩优异者进行奖励的一种管理方法）
→ TRANSFORMATIONAL LEADERSHIP

**tran'saction costs** (*also* **tran'sactional costs**) *noun* [pl.]
(*Economics*) the amount of effort, time and money (not including the cost of buying sth) that it takes to arrange a piece of business 交易成本: *the high transaction costs of buying property* 购买房地产高昂的交易成本

**tran'saction ,processing** *noun* [U]
**1** (*IT*) a type of computer system in which the computer responds immediately to a request made by a user. Each request is a **transaction.** 事务处理（对用户的要求快速作出反应的一种计算机系统）→ BATCH PROCESSING
**2** (*Commerce*) a method of dealing with a piece of business 交易处理: *Secure online transaction processing enables merchants to accept payment by credit card.* 安全的网上交易处理使商家可以接受信用卡付款。

**tran'saction tax** *noun* [C,U]
a tax that has to be paid when sth is bought or sold 交易税: *a 0.1% transaction tax on government bonds* * 0.1% 的政府债券交易税

**transcontinental** /ˌtrænzˌkɒntɪ'nentl; ˌtræns-; *AmE* -ˌkɑːn-/ *adjective*
crossing a continent 横贯大陆的；穿越大陆的: *transcontinental flights* 跨洲飞行

**★transfer** *verb, noun*
• ***verb*** /træns'fɜː(r)/ (**-rr-**)
**1** [+ obj *or* no obj] to move from one place to another; to move sth/sb from one place to another（使）转移，搬迁: *The containers are transferred to trains at the port.* 集装箱在港口被转移到列车上。
**2** [+ obj *or* no obj] to pass money, shares, property, etc. from one owner to another; to pass money from one place to another 转让；过户；转移: *Settlement is the process by which shares are transferred from seller to buyer.* 过户是指股票从卖方转移给买方。◇ *The money has now been transferred abroad.* 这笔钱现在已经转移到国外。
**3** [+ obj *or* no obj] to move from one job, situation, etc. to another; to arrange for sb to move（使）调动，转职；改变（环境）: *He's been transferred to sales.* 他转做销售工作。
**4** [+ obj] to officially arrange for sth to belong to sb else or for sb else to control sth 转让: *The functions of the firm's Milan branch will be transferred to its main office in Germany.* 这家公司的米兰分公司的职能将划归德国总部管理。
**5** [+ obj] to copy information, music, an idea, etc. from one method of recording or presenting it to another 转存，转录（资料、音乐等）: *The digital images can then be transferred to/onto disk.* 数字图像可以转存到磁盘上。
**6** [+ obj *or* no obj] to change from one vehicle to another when travelling 转乘；换乘；倒车: *The train was cancelled so we transferred to buses for the rest of the journey.* 那班火车取消了，余下的旅程我们只好换乘公共汽车。
**7** [+ obj] to pass a telephone call to another telephone, person, etc. 转接: *I'm afraid that isn't my department. Let me transfer you.* 恐怕你找的不是我的部门。我给你转一下电话吧。
• ***noun*** /'trænsfɜː(r)/ [U,C]
SEE ALSO: **bank transfer, book ~, cable ~, credit ~, deed of ~, file ~, telegraphic ~,** etc.
**1** the act of moving sb/sth from one place, group or job to another; an occasion when this happens 搬迁；转移；调动；变换: *Technology is constantly making the transfer of information faster.* 技术使信息传递速度不断加快。◇ *the transfer of currency **from** one country **to** another* 货币从一国到另一国的划转 ◇ *I've applied for a transfer.* 我已申请调动。
**2** an act of changing to a different place, vehicle or route when you are travelling 中转；换乘；改变路线: *Transfer **from** the airport **to** the hotel is included in the price.* 票价中已包括从机场乘车到旅馆的费用。

**transferable** /trænsˈfɜːrəbl/ *adjective*
that can be moved from one person, place or use to another 可转移的；可转让的；可调动的；可转录的；可中转的: *The MBA equips the student with a range of transferable **skills*** (= skills that can be used in different jobs). 工商管理硕士教育能使学生适应各种不同的工作技能。◇ *The licence is not transferable.* 许可证不得转让。
OPP NON-TRANSFERABLE

**'transfer book** = TRANSFER REGISTER

**'transfer deed** (*also* **,deed of 'transfer**) *noun* [C]
(*Law*) a legal document that shows that the owner of shares or property has changed 转让契据；过户契约

**transferee** /ˌtrænsfɜː'riː/ *noun* [C]
(*Law*) a person to whom property, shares, rights, etc. are transferred 受让人 See note at EMPLOYER

**'transfer ,income** (*also* **'transfer ,payment**) *noun* [C,U]
(*Economics*) money that is received from a government in the form of pensions, UNEMPLOYMENT BENEFIT, SUBSIDIES, etc., which is not a payment for goods or services but comes from taxes 转让收益；转让所得

**,transfer of 'training** (*also* **'training ,transfer,** *less frequent*) *noun* [U]
(*HR*) the practical use in your work of skills learned in a training course 培训转化（将培训课程中学到的技能运用到实际工作中）

**,transfer of under'taking** *noun* [C,U]
(*Law*) the fact or process of a business passing from one owner to another 企业过户；企业转让: *Employees' rights are protected during a transfer of undertaking by an EU regulation.* 在按欧盟法规进行的企业过户过程中，员工的权利受到保护。

**transferor** /ˌtrænsˈfɜːrə(r)/ *noun* [C]
(*Law*) a person who transfers property, shares, rights, etc. to another person 出让人；转让人 See note at EMPLOYER

**'transfer ,payment** = TRANSFER INCOME

**'transfer price** *noun* [C]
(*Accounting*) the price at which part of a company sells goods or services to another part of the

company 转移价格；划拨价格 ▸ **'transfer ,pricing** *noun* [U]

**'transfer ,register** (*also* **,register of 'transfers, 'transfer book,** *less frequent*) *noun* [C] (*Finance*) a book in which all movements of a company's shares from one owner to another are recorded（股票）过户登记簿，转让登记簿

**★transform** /træns'fɔ:m; *AmE* -'fɔ:rm/ *verb* [+ obj]
**1** to completely change the character or appearance of sth, especially so that it is better 使改变外观（或性质）；使改观：*The struggling company has been transformed **into** one of the most successful in its field.* 这家处境艰难的公司已转变为其领域内最成功的公司之一。◇*The acquisition will be a **transforming deal** for the company* (= one that will bring new types of business). 这次并购将会使公司转型。
**2** to change the form of sth 使改变形态：*Photochemical reactions transform the light into electrical impulses.* 光化学反应使光变为电脉冲。
▸ **transformation** /,trænsfə'meɪʃn; *AmE* -fər'm-/ *noun* [C,U]: *the company's transformation from water utility to global media giant* 这家公司从自来水事业到全球传媒巨头的转型 **transformational** /,trænsfə'meɪʃənl; *AmE* -fər'm-/ *adjective* → TRANSFORMATIVE

**,transfor,mational 'leadership** *noun* [U] a way of managing people by making them feel enthusiastic about their work and willing to work hard for the company, and by providing a personal example 变革型领导 → TRANSACTIONAL LEADERSHIP

**transformative** /træns'fɔ:mətɪv; *AmE* -'fɔ:rm-/ *adjective* [usually before noun] able to completely change and improve the character of sth 有改革能力的；起改造作用的：*transformative deals that move companies into new lines of business* 将公司带入新业务领域的转型举措 → TRANSFORM

**tranship, transhipment** = TRANS-SHIP

**transient** /'trænziənt; *AmE* 'trænʃənt/ *adjective*
**1** continuing only for a short time 短暂的；转瞬即逝的：*The company's recent growth is likely to be transient.* 公司最近的增长很有可能是短暂的。
**2** staying or working in a place for only a short time, before going to another place 暂住的；临时的；过往的：*Shorter contracts have meant an increasingly transient workforce.* 短期合同意味着劳动力的流动性越来越大。
▸ **transience** /'trænziəns; *AmE* 'trænʃ-/ *noun* [U]

**transistor** /træn'zɪstə(r); *AmE* -'sɪst-/ *noun* [C] a small electronic device used in computers, radios, televisions, etc. for controlling an electric current as it passes along a CIRCUIT 晶体管

**transit** /'trænzɪt; -sɪt/ *noun* [U]
SEE ALSO: **stoppage in transit**
**1** (*Transport*) the process of being moved or carried from one place to another 运输；运送；搬运；载运：*The cost includes transit.* 成本中包括运费。◇*goods damaged or lost **in** transit* 运输中损坏或丢失的货物
**2** the act of going through a place on the way to somewhere else 通过；经过；过境；通行；中转：*the transit lounge at Gatwick airport* 盖特威克机场中转候机室 ◇*a transit visa* (= one that allows a person to pass through a country but not to stay there) 过境签证
**3** (*AmE*) a system for carrying people from one place to another using vehicles 运输系统：*the city's public transit system* 城市公共交通系统 → TRANSPORT (1)

**'transit ,passenger** *noun* [C] an air traveller who arrives at an airport and leaves again on the same or another plane 转机旅客；中转乘客

**translate** /træns'leɪt; trænz'leɪt/ *verb*
**1** [+ obj *or* no obj] to change sth, or to be changed, into a different form（使）转变，变为：*a system that translates Web data **into** phone data* 将网络数据转化为电话数据的系统 ◇*translating customer desires into competitive products* 将顾客需求转化为有竞争力的产品 ◇*I hope all this hard work will translate into profits.* 我希望所有的辛勤劳动都有回报。
**2** [+ obj *or* no obj] to express the meaning of speech or writing in a different language 翻译；译：*an Internet-based service that translates email, web pages, etc. **into** 5 languages* 将电子邮件、网页等译成5种语言的互联网服务 ◇*I'll need someone to translate for me.* 我需要人来给我翻译。
**3** [no obj] to be changed from one language into another 被翻译；被译成：*The name 'Mitsubishi' translates **as** 'three diamonds'.* "三菱"这一名称可译成"三颗钻石"。

**translation** /træns'leɪʃn; trænz'leɪʃn/ *noun*
**1** [U] the process of changing sth into a different form 转变；转化：*the translation of research into new products* 从研究成果到新产品的转化 ◇*Excluding the impact of **foreign currency translation**, net sales rose 2%.* 排除外币折算的影响，净销售额增长了2%。
**2** [C,U] a text or work that has been changed from one language into another 翻译；译文；译本；译作：*to **make/do** a translation of a document* 翻译文件

**translator** /træns'leɪtə(r); trænz'leɪtə(r)/ *noun* [C]
**1** a person who translates writing or speech into a different language, especially as a job 翻译；译者；译员；翻译家
**2** an electronic device that helps you to translate into a different language 翻译机：*an automatic translator* 自动翻译机 → INTERPRETER

**transmission** /træns'mɪʃn; trænz'mɪʃn/ *noun*
SEE ALSO: **money transmission**
**1** [U] the act or process of passing or sending sth from one person, place or thing to another 传送；传递；传达；传播：*the company that owns the UK's gas and electricity transmission networks* 拥有英国天然气和电力输送网络的公司 ◇*the transmission of knowledge/diseases* 知识/疾病的传播
**2** [U] the act or process of sending out an electronic signal or message or of broadcasting a radio or television programme（电子信号、信息）发送，传输；（广播、电视节目的）播送：*the transmission of data over the Internet* 在互联网

上传输数据 ◇ *The company has bought transmission rights for the World Cup.* 这家公司购买了世界杯的转播权。
**3** [C] a radio or television message or broadcast （电台或电视）播送

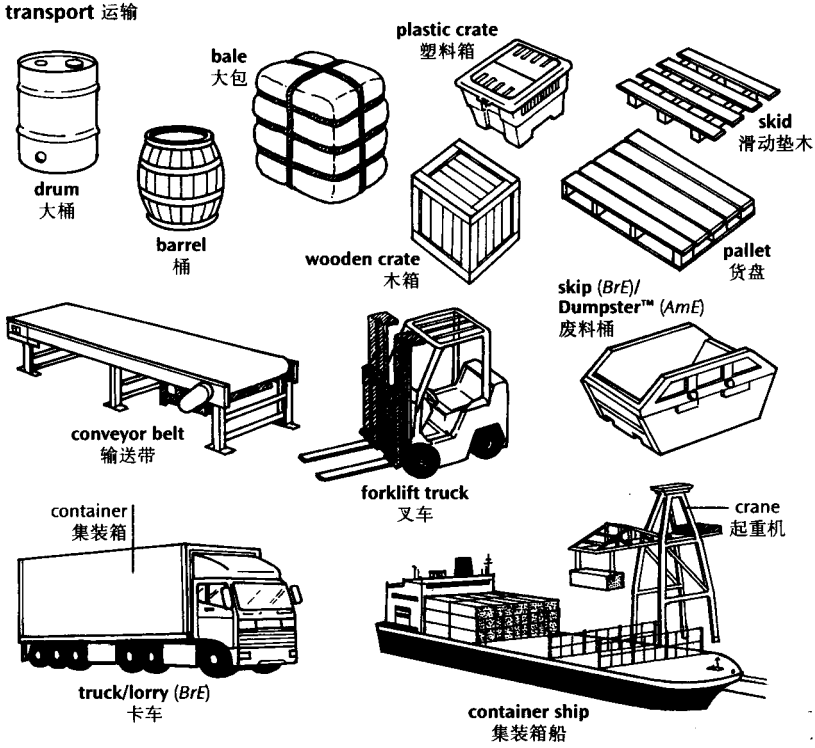
**transmit** /trænsˈmɪt; trænzˈmɪt/ *verb* (**-tt-**)
**1** [+ obj *or* no obj] to send an electronic signal, radio or television broadcast, etc. 传送；输送；发射；播送：*The speed at which data is transmitted over mobile phone networks has increased dramatically.* 通过手机网络传输数据的速度大幅提高。◇ *The server then transmits an ad to the user's computer screen.* 服务器随后将广告发送到用户的计算机屏幕上。
**2** [+ obj] to pass or send sth from one person, place or thing to another 传送；传递；传达；传播；传染：*Big banks control the way money is transmitted around the system.* 大银行控制着资金在整个系统的流转方式。

**transnational** /ˌtrænzˈnæʃnəl; ˌtrænsˈnæʃnəl/ *adjective*
operating or existing in or between many different countries, without being based in any particular one 跨国的；超越国界的
● *transnational companies/corporations/links/relations* 跨国公司；超国家关系

**★transparency** /trænsˈpærənsi/ *noun* (*plural* **transparencies**)
**1** [U] the quality of sth, such as glass, that allows you to see through it 透明；透明性
**2** [U] the fact of sth being easy to understand and not being secret 易懂；透明度：*Shareholders have called for more transparency in company dealings.* 股东要求公司的交易更透明。
**3** (*also* **ˈacetate, OHT**) [C] writing or a picture printed on a piece of film that you can see through, that can be shown on a screen by shining light through the film 幻灯片；透明正片：*She wrote the key points of her talk on overhead transparencies* (= shown using an OVERHEAD PROJECTOR). 她将谈话的要点写在投影幻灯片上。—Picture at PRESENTATION

**transparent** /trænsˈpærənt/ *adjective*
**1** (of glass, plastic, etc.) allowing you to see through it （玻璃、塑料等）透明的
**2** easy to understand and not secret 易懂的；透明的：*a transparent and fair system of voting* 透明和公平的投票系统 ◇ *The company's strategy needs to be clear and transparent to shareholders.* 公司的战略应让股东清楚易懂。

**transport** /ˈtrænspɔːt; *AmE* -spɔːrt/ *noun, verb*
● ***noun*** [U]
SEE ALSO: **public transport, surface transport**
**1** (*especially BrE*) (*AmE usually* **ˌtranspor'tation**) a system for carrying people or goods from one



place to another using vehicles 交通运输系统: *to travel **on/by** public transport* 乘坐公交 ◇ *poor transport and distribution networks* 落后的运输和分销网络 ◇ *transport workers* 搬运工→ TRANSIT (3)
⊕ ***air/freight/passenger/rail/road** transport* 空运；货运；客运；铁路运输；路运 • *transport **networks/infrastructure/links/systems*** 运输网络 / 基础设施 / 要道 / 系统 • *a transport **company/firm/operator/service*** 运输公司；运输经营者 / 服务 • *the transport **industry/sector*** 运输业 / 部门 • *a transport **plan/policy/strategy*** 运输计划 / 政策 / 战略
**2** (*BrE*) (*AmE* **,transpor'tation**) a vehicle or method of travel 运输工具；交通车辆；交通方式: *Applicants must have their own transport.* 申请人必须拥有自己的交通工具。 ◇ *Will transport be provided?* 会提供运输工具吗？ ◇ *Transportation was provided from the hotel to the convention center.* 提供酒店到会议中心的运输工具。
**3** (*especially BrE*) (*AmE usually* **,transpor'tation**) the activity or business of carrying goods from one place to another using lorries/trucks, trains, etc. 运输；输送；运送；搬运: *The goods were damaged during transport.* 货物在运输过程中受损。 ◇ *controls on the transport of nuclear waste* 核废料的运输管制 ◇ *transportation costs* 运输费用
• ***verb*** [+ obj]
to take sth/sb from one place to another in a vehicle（用交通工具）运输，输送，运送: *The chemicals are transported by road to the processing plant.* 化学品由公路运输到加工厂。 ◇ *The airline transported over half a million passengers last year.* 这家航空公司去年运送乘客50多万人次。

**transportable** /træn'spɔːtəbl; *AmE* -'spɔːrt-/ *adjective* [not usually before noun]
that can be carried or moved from one place to another 可运输的；可输送的；可装运的: *These storage units are compact and easily transportable.* 这些存储器十分小巧，便于运输。

**transportation** /ˌtrænspɔː'teɪʃn; *AmE* -pɔːr't-/ = TRANSPORT *noun*

**transporter** /træn'spɔːtə(r); *AmE* -'spɔːrt-/ *noun* [C]
**1** a large vehicle used for carrying heavy objects, for example other vehicles 大型载重运输车: *a car transporter* 车辆运输车
**2** a company that moves goods from one place to another 运输公司: *the country's largest gas transporter* 全国最大的天然气运输公司

**trans-ship** (*also spelled* **tranship, transship**) /trænz'ʃɪp/ *verb* [+ obj] (**-pp-**)
to move goods from one ship or other form of transport to another 转船；转运: *80% of cargo arriving at the harbour is trans-shipped to other ports.* 到港货物有80%被转运到其他港口。
▸ **trans-'shipment** (*also spelled* **transhipment, transshipment**) *noun* [C,U]: *The port serves as a trans-shipment point for the region.* 这个港口是该地区的中转站。

**travel** /'trævl/ *verb, noun*
• ***verb*** [+ obj or no obj] (**-ll-**, *especially BrE, AmE usually* **-l-**)
**1** to go from one place to another, especially over a long distance 旅行；游历: *to travel abroad/overseas* 出国旅行 ◇ *I travel a lot on business.* 我经常出差。 ◇ *He travels over 40 miles to work every day.* 他每天奔波40多英里去上班。
**2** to go or move at a particular speed, in a particular direction, or a particular distance 行进；移动；传送；传播: *These vehicles can travel at up to 240 kph.* 这些车辆时速可达240公里。
• ***noun*** [U]
the act or activity of travelling 旅行；旅游；游历: *The post involves a considerable amount of foreign travel.* 这一职位要求经常到国外出差。 ◇ *Many companies are now cutting their travel expenses.* 许多公司在削减差旅费。 ◇ *Remember to take out **travel insurance** before leaving on your trip.* 出行前别忘了购买旅游险。
⊕ ***air/car/rail** travel* 乘飞机 / 汽车 / 火车旅行 • ***domestic/foreign/international/overseas** travel* 国内 / 国外 / 国际 / 海外旅行 • ***business/corporate/leisure** travel* 商务旅行；休闲旅行 • *travel **budgets/costs/expenses*** 旅行预算 / 成本 / 费用 • *the travel **business/industry/market/sector*** 旅游业；旅游市场 / 部门 • *a travel **company/firm/operator*** 旅行社

**'travel ,agency** *noun* [C]
a company that arranges travel and/or accommodation for people going on a holiday/vacation or journey 旅行社

**'travel ,agent** *noun* [C]
**1** a person or business whose job is to make arrangements for people wanting to travel, for example, buying tickets or arranging hotel rooms 旅行社；旅行代理人
**2 travel agent's** (*plural* **travel agents**) a shop/store where you can go to arrange a holiday/vacation, etc. 旅行社: *She works in a travel agent's.* 她在旅行社工作。
→ TOUR OPERATOR

**traveler** = TRAVELLER

**'traveler's check** = TRAVELLER'S CHEQUE

**traveling** = TRAVELLING

**traveller** (*AmE spelling usually* **traveler**) /'trævələ(r)/ *noun* [C]
SEE ALSO: **commercial traveller**
a person who is travelling or who often travels 旅游者；旅行者；旅客；游客: *The airline is popular with business travellers.* 这家航空公司很受商务旅行者的喜爱。 ◇ *She's a frequent traveller to Belgium.* 她经常去比利时旅行。
→ SALES REPRESENTATIVE

**'traveller's cheque** (*AmE spelling* **traveler's check**) *noun* [C]
a cheque for a fixed amount, sold by a bank or TRAVEL AGENT that can be exchanged for cash in foreign countries 旅行支票

**travelling** (*AmE spelling usually* **traveling**) /'trævəlɪŋ/ *adjective, noun*
• ***adjective*** [only before noun]
**1** going from place to place 旅行的: *travelling salespeople* 旅行推销员
**2** used when you travel 旅行用的: *a small travelling bag* 小旅行袋
• ***noun*** [U]
the act of travelling 旅行；出差: *The job requires a lot of travelling.* 这项工作要求经常出差。 ◇ *travelling expenses* 差旅费

**treasurer** /'treʒərə(r)/ *noun* [C]
a person who is responsible for the money and accounts of an organization or a club（组织或社团的）司库，财务主管，会计，出纳：*She worked as assistant treasurer at/of a large oil company.* 她在一家大石油公司当副财务主管。◇ *The treasurer presented his report.* 司库提交了他的报告。
● *(a)* ***company/corporate/group*** *treasurer* 公司／企业／集团财务主管

**Treasuries** /'treʒəriz/ = TREASURY BOND

**★treasury** /'treʒəri/ *noun* [sing. with sing./pl. verb]
**the Treasury** in the UK, the US and some other countries, the government department that controls public money 财政部：*the US treasury secretary* 美国财政部长 ◇ *The Treasury expects GDP growth of 2.5 to 3 per cent this year.* 财政部预计今年国内生产总值增长2.5%到3%。

**'Treasury bill** (*also* **'T-bill**) *noun* [C]
(*Finance*) in the UK and the US, a form of borrowing by the government for short periods of time, on which no interest is paid. **Treasury bills** are bought at less than their value. 短期国库券（英国和美国政府发行的短期无息贴现债券）

**'Treasury bond** (*also* **'T-bond**) *noun* [C] (*also* **'Treasuries** [pl.])
(*Finance*) in the US, a bond issued by the government for a long period of time, that pays interest 长期国库券（美国财政部发行的长期付息债券）

**'treasury ˌmanagement** = CASH MANAGEMENT

**'Treasury note** *noun* [C, usually pl.]
(*Finance*) in the US, a form of government borrowing for between one and ten years, that pays interest 中期国库券（美国政府发行的一到十年期付息债券）

**'treasury stock** *noun* [U]
(*Finance*) shares that a company has issued but has bought back from public investors 库存股票；库藏股份

**treat** /tri:t/ *verb* [+ obj]
**1** to behave in a particular way towards sb/sth 对待：*Treat your customers **with** respect in all circumstances.* 在任何情况下都要尊敬顾客。◇ *They felt they had been treated fairly by the disciplinary committee.* 他们认为自己受到了纪律委员会的公平对待。◇ *The unions wanted pensions to be treated **as** deferred pay.* 工会要求将退休金能作为延期支付的薪水处理。
**2** to deal with or discuss sth in a particular way 处理；讨论：*These optimistic forecasts should be treated **with** caution.* 应该谨慎对待这些乐观的预测。
**3** to use a chemical substance or process to clean, protect, preserve, etc. sth 处理；加工：*wood treated **with** preservative* 经过防腐处理的木材

**treatment** /'tri:tmənt/ *noun*
**1** [U] a way of behaving towards or dealing with a person or thing 对待：*The union is demanding equal treatment **for** agency and permanent staff.* 工会要求平等对待代理职员和正式员工。◇ *The bank is to change its treatment of bad debts.* 银行将改变坏账的处理方式。
**2** [U,C] a way of dealing with or discussing sth 处理；讨论：*The book is an interesting treatment of how to measure employee success in the workplace.* 这本书对如何衡量员工在职场的成绩作了有趣的论述。
**3** [U,C] a process by which sth is cleaned, protected, preserved, etc. with a chemical substance 处理；加工：*a sewage/water treatment plant* 污水／水处理厂

**treaty** /'tri:ti/ *noun* [C] (*plural* **treaties**)
SEE ALSO: **commercial treaty, private treaty**
a formal agreement between two or more countries（国家之间的）条约，协定：*These fiscal measures are a clear breach of the EU treaty.* 这些财政措施明显违反了欧盟条约。◇ *They failed to fulfil their obligations **under** the treaty.* 他们未能履行条约规定的义务。

**★trend** /trend/ *noun* [C]
a general direction in which a situation is changing or developing 趋势；趋向；倾向；动向：*There is a growing trend **towards** shorter contracts.* 合同期限有变短的趋势。◇ *current trends in advertising* 广告的当前趋势 ◇ *The success of this car **set** a trend **for** smaller vehicles* (= made them popular). 这种车的成功使小型车很受欢迎。◇ *The company has **bucked*** (= been an exception to) *the trend for lower sales.* 这家公司的销售额逆势增长。◇ *Growth remains below the long-term trend.* 增长仍低于长期趋势。
● ***economic/political/social*** *trends* 经济／政治／社会趋势 • ***business/industry/market/pricing/sales*** *trends* 商情／行业／市场／定价／销售趋势 • ***a downward/growing/negative/positive/rising/an upward*** *trend* 下降／增长／消极／积极／上涨／上升趋势 • ***current/future/long-term/recent*** *trends* 当前／未来／长期／最近趋势 • ***a broad/clear/general/global*** *trend* 大／明显的／总体／全球趋势 • ***to break with/reverse*** *a trend* 打破／扭转趋势
▸ **trend** *verb* [no obj] (*especially AmE*) : *Unemployment has been trending upwards.* 失业率一直趋于上升。

**'trend line** (*also spelled* **trendline**) *noun* [C]
the general direction in which sth is changing or developing, shown, for example, by a line on a chart connecting high or low points 趋势线：*a downward sloping trend line on the Footsie* 富时100指数向下倾斜的趋势线

**trial** /'traɪəl/ *noun, verb*
• ***noun***
SEE ALSO: **blind trial, clinical ~, free ~**
**1** [C] the process of testing the quality or performance of a product to see if it will be effective or successful（对产品质量或性能的）测试，试验：*The new drug is undergoing early-stage clinical trials.* 这种新药正在接受早期临床试验。
● ***early-stage/initial/late-stage/mid-stage*** *trials* 早期／初期／晚期／中期试验 • ***drug/safety*** *trials* 药物／安全性试验 • ***to carry out/conduct/run/take part in/undergo*** *trials* 开展／实施／进行／参加／接受试验
**2** [C,U] the process of using a product or service, employing a person, etc. for a short period before you make a decision about it or them 试用：

*You can* ***give*** *the service a trial before you make up your mind.* 你在拿定主意之前可以试用一下服务。 ◇ *The system was introduced* ***on a trial basis*** *for six months.* 引进这套系统有六个月试用期。 ◇ *She agreed to employ me for* ***a trial period.*** 她同意试用我一段时间。 ◇ *We had the machine* ***on trial*** *for a week.* 我们试用这台机器一周了。

**3** [U,C] a formal examination of evidence in a court by a judge and often a JURY, to decide if sb accused of a crime is guilty or not 审讯；审问；审理；审判： *The former CEO is to stand trial* ***for*** *fraud.* 前任首席执行官将因诈骗受审。

➊ *to* ***await/face/go on/stand*** *trial* 等候 / 面临 / 受到 / 接受审判 • *to* ***come to/go to*** *trial* 开庭审理；受审

• ***verb*** [+ obj] (**-ll-**, *BrE*, *AmE* **-l-**) (*especially BrE*) to test the quality or performance of a product to see if it will be effective or successful 测试（产品的质量或性能）；试验；试用： *They trialled the product* ***with*** *20 of their best customers.* 他们让20位最佳顾客试用了产品。 ◇ *Only one in ten drugs which are trialled* ***on*** *humans makes it to the market.* 进行过人体试验的药物中只有1/10得以上市。 ▸ **'trialling** *noun* [U]

**'trial ,balance** *noun* [C, usually sing.] (*abbr* **t.b.**) (*Accounting*) a list of all the BALANCES in a company's accounts at a particular date, used to check that DEBITS and CREDITS are equal and that everything has been recorded accurately 试算表

**'trial ,offer** *noun* [C] the opportunity to use a product or service free or at a low cost for a short period before you decide if you want to buy it 试用： *Take up our trial offer and get three free issues of the magazine.* 您可以免费试阅三期杂志。 ◇ *trial offers of new software* 新软件的试用装

**tribunal** /traɪ'bju:nl/ *noun* [C] a type of court with the authority to deal with a particular problem or disagreement 特别法庭；裁判所： *She took her case to a tribunal.* 她将案子提交特别法庭审理。 ◇ *Tribunal* ***hearings*** *are less formal than court sessions.* 特别法庭听审没有法庭庭审那么正式。

➊ *an* ***appeals/arbitration/employment/ a disciplinary*** *tribunal* 上诉 / 仲裁 / 就业 / 纪律法庭 • *to* ***bring sth before/go to/refer sth to/take sb/sth to*** *a tribunal* 出庭提供某物；上法庭；将某事物提交法庭；起诉某人 / 某机构

**trickle** /'trɪkl/ *verb*, *noun*

• ***verb*** [no obj] to go, or to make sth go, somewhere slowly or gradually（使）慢慢走，缓慢移动： *Last month orders only trickled in.* 上个月只收到了零星几个订单。 ◇ *Investors are trickling back into the market after the long holiday.* 投资者在长假后逐步回归市场。

PHR V **,trickle 'down** (especially about money) to spread from rich to poor people through the economic system of a country 涓滴（尤指钱通过国家的经济体制由富人向穷人流动）： *The rising costs are trickling down to millions of customers.* 不断上升的成本正向数百万的顾客转移。 → TRICKLE-DOWN

• ***noun*** [C, usually sing.] a small amount or number of sth, coming or going slowly 稀疏缓慢往来的事物： *There has been a steady trickle of redundancies over the last few months.* 过去几个月里一直在不断三三两两地裁员。 ◇ *The crisis has* ***slowed*** *exports to a trickle.* 这场危机使出口降得很低。

**'trickle-down** *noun* [U]

**1** (*Economics*) (in an economic system) the way in which the poorest people benefit as a result of the increasing wealth of the richest 涓滴（经济体制下富人的财富增长使穷人受益）： *There has been no trickle-down of economic growth to the average family.* 经济增长并没有在富人的财富增长的同时使普通家庭受益。

**2** used to describe a process where people at the bottom level of an organization or a system eventually start to have, do, etc. sth that people at a higher level had, did, etc. first 涓滴效应（机构或系统底层的人最终开始拥有高层人有的东西或做高层人做的事）： *Once the company improved its quality control, the* ***trickle-down effect*** *meant that its suppliers improved their quality too.* 一旦公司提高质量管理，在涓滴效应的作用下，供货商也会提高其质量。 → TRICKLE DOWN at TRICKLE *verb*

**trigger** /'trɪgə(r)/ *noun*, *verb*

• ***noun*** [C, usually sing.] something that is the cause of a particular reaction or development, especially a bad one（尤指引发不良反应或发展的）诱因，起因： *The trigger* ***for*** *the strike was the closure of another factory.* 这场罢工是由另一家工厂的关闭引发的。

• ***verb*** [+ obj]

**1** to make sth happen suddenly 发动；触发；引起： *The release of the results triggered a sharp fall in the group's share price.* 业绩的公布引起这个集团股价的大幅下跌。

**2** to cause a device to start functioning 启动；开动： *Opening this door will trigger a security alarm.* 打开这扇门就会触发安全报警器。

**'trigger point** *noun* [C] a level or rate that is reached, or an event that happens, which causes action to be taken 触发点： *His frequent absence from work had reached the trigger point for formal action to be taken.* 他经常旷工，已经到了应该对他采取正式行动的程度了。

**trim** /trɪm/ *verb* [+ obj] (**-mm-**) to make sth smaller by cutting parts from it 削减： (*figurative*) *20% of staff are to be trimmed by May.* 到五月份将裁减20%的员工。 ◇ *We must trim the training budget by €20 000.* 我们必须将培训预算削减2万欧元。

IDM **trim (the) 'fat** if a business **trims the fat**, it reduces or removes unnecessary expenses, for example by reducing the number of workers 精简： *They have trimmed the fat out of their production process.* 他们对生产过程做了精简。

**trip** /trɪp/ *noun* [C]

SEE ALSO: **business trip**, **round trip**

**1** a journey to a place and back again for business or pleasure, or for a particular purpose（尤指短程往返的）旅行，旅游： *Bill's away* ***on*** *a trip this week.* 比尔本周外出旅游了。 ◇ *I'm* ***going on*** *a three-day trip to China.* 我要去中国旅行三天。

**2** a journey to or back from a place 行程: *The truck was delayed on the **return** trip.* 卡车回程中误点了。◇ *the **outward** trip* 外出

**,triple-'A** *adjective* (*abbr* **AAA**)
(*Finance*) used to describe a company that is considered one of the safest to lend money to * 3A 级: *The company lost its triple-A **credit rating** following its financial problems.* 这家公司出现财务困难之后失去了AAA信用评级。

**'triple-,witching** *noun* [U; sing.]
(*Stock Exchange*, *informal*) the situation that occurs on the third Friday of March, June, September and December when three types of FUTURES and OPTIONS reach the end of the time when they are valid 三巫聚首（3月、6月、9月及12月的第三个星期五，三种类型的期货和期权同时到期）: *triple-witching day/hour* 三巫聚首日 / 时刻
→ DOUBLE-WITCHING

**triplicate** /'trɪplɪkət/ *noun*
IDM **in 'triplicate** **1** done three times 一连三次: *Each sample was tested in triplicate.* 每个样品都做过三次检测。 **2** (about a document) copied twice, so that there are three copies in total（文件）一式三份: *Fill out the forms in triplicate.* 表格填写一式三份。→ DUPLICATE

**,Trojan 'horse** /'trəʊdʒən; *AmE* 'troʊ-/ *noun* [C]
**1** a person or thing that is used to deceive an enemy in order to achieve a secret purpose 特洛伊木马；颠覆者: *The move by supermarkets into banking is a Trojan horse. Banks may soon no longer exist.* 超市进入银行业的举措是个特洛伊木马。银行可能不久后将不复存在。
**2** (*IT*) a computer program that seems to be helpful but that is, in fact, designed to destroy data, etc. 木马程序

**troll** /trəʊl; *AmE* troʊl/ *verb* [+ obj or no obj] (*informal*)
**1** to search for sth, especially on the Internet（尤指在互联网上）搜索: *trolling Internet sites looking for information* 搜索互联网网站查找信息 ◇ *Many people troll for jobs in company time.* 许多人在上班时间查找工作信息。
**2** (*Marketing*) to try to get new customers by telephoning or visiting people you do not know（通过给陌生人打电话或上门拜访）获得新顾客: *They were criticized for trolling for customers willing to sign on for legal services they might not need.* 他们招揽了些乐意登记接受本不需要法律服务的顾客，因而受到了批评。

**'trophy wife** *noun* [C] (*informal*)
a young attractive woman who is married to an older senior businessman and is thought of as sth that impresses other people and shows that the man is successful (a **trophy**) 花瓶式娇妻

**troubled** /'trʌbld/ *adjective* [usually before noun] (often used in newspapers) having a lot of problems（常用于报章）麻烦多的，混乱的: *Analysts expect the troubled company to be broken up or sold.* 分析师预计这家陷入困境的公司或将倒闭或被出售。◇ *Investors are not willing to take risks in these **troubled times**.* 投资者在乱世不愿冒险。

**troubleshoot** /'trʌblʃu:t/ *verb* [+ obj or no obj] (**troubleshot, troubleshot** /'trʌblʃɒt; *AmE* -ʃɑ:t/)
**1** to try to solve problems that sb/sth has 解决棘手问题；排解: *She is responsible for troubleshooting problems with clients.* 她负责解决客户的纠纷。
**2** (*IT*) to find and solve problems in a mechanical or an electronic system 故障检测；检修: *An IT consultant visits the company every Monday to troubleshoot.* 信息技术员每周一到公司来检修。
▸ **'troubleshooting** *noun* [U]

**troubleshooter** /'trʌblʃu:tə(r)/ *noun* [C]
a person who helps to solve problems in a company or an organization（公司或组织中的）解决困难者，排解纠纷者

**trough** /trɒf; *AmE* trɔ:f/ *noun*, *verb*
• ***noun*** [C]
a period of time when the level of sth is low, especially a time when a business or the economy is not growing 低谷；（企业或经济的）萧条阶段，低潮: *The rate fell to a trough of 3% last year.* 去年增长率降至3%的谷底。◇ *The pension fund invested in bonds to avoid the **peaks and troughs** of the stock market.* 退休基金投资于债券以避开股票市场的时起时落。 OPP PEAK —Picture at BUSINESS CYCLE
• ***verb*** [no obj]
if a price, a rate, a decrease, etc. **troughs** it reaches its lowest level（价格、利率等）降至最低点: *Analysts believe that interest rates have troughed at 4%.* 分析师认为利率已降至4%的最低点。
OPP PEAK

**truck** /trʌk/ *noun*, *verb*
• ***noun*** [C]
SEE ALSO: **forklift truck, panel ~, pickup ~**
**1** a large motor vehicle for carrying heavy loads by road 卡车；载重汽车: *a ten-ton truck* * 10吨卡车 SYN LORRY (*BrE*) —Picture at TRANSPORT
✪ ***a commercial/delivery/heavy-duty/light/medium-duty/refrigerated truck*** 商用 / 送货 / 重型 / 轻型 / 中型 / 冷藏卡车
**2** (*BrE*) an open railway vehicle for carrying goods or animals 无盖货运列车
**3** a vehicle that is open at the back, used for carrying goods, animals, etc.（后面敞开的）载重汽车
**4** a vehicle for carrying things, that is pulled or pushed by hand 手推车；手拉车
• ***verb*** [+ obj]
to take sth somewhere by truck 用卡车装运: *The goods are shipped to Oslo and from there trucked to Karasjok.* 货物用船运到奥斯陆，再从奥斯陆用卡车运到卡拉绍克。
▸ **'trucking** *noun* [U]: *trucking companies* 货运公司

**truckage** /'trʌkɪdʒ/ *noun* [U]
(*Transport*)
**1** the movement of goods by road 货车运输: *an international truckage company* 国际货运公司
**2** the charge made for this 货车运费

**truckload** /'trʌkləʊd; *AmE* -loʊd/ *noun* [C]
the amount of sb/sth that fills a truck (often used to express the fact that an amount is large) 一卡车（的人或货物）: *20 truckloads of building materials* * 20卡车的建筑材料

**,true and fair 'view** *phrase*
(*Accounting*) in the UK, words that AUDITORS (= people who examine the accounts of a

company) use to show that they have checked a company's accounts and think that they give accurate information about the company's financial state 真实且公允（英国审计员用于表明他们检查了公司的账目且账目准确反映出了公司的财务状况的用词）

**trump** /trʌmp/ *verb* [+ obj] (*informal*) to beat another company's product or sth that another company does by producing sth or doing sth even better 胜过；打败；赢：*Ford hopes to trump its rivals with a new pickup truck.* 福特希望用新型皮卡击败其竞争对手。◇ *Their $55 million deal was trumped by a rival bidder.* 他们出价5500万元的交易输给了竞标者。

**★trust** /trʌst/ *noun*

SEE ALSO: **brains trust, breach of ~, business ~, deed of ~, discretionary ~, investment ~, living ~, unit ~**

**1** (*Finance; Law*) [C,U] an arrangement in which a group of people or an organization (the **trustees**) have legal control of money or property for another person or group of people (the **beneficiary/beneficiaries**); an amount of money or property that is controlled in this way 委托；信托；信托财产：*He set up a trust for his children.* 他为子女安排好了信托财产。◇ *The money will be held in trust until she is 18.* 在她年满18岁之前，这笔钱委托他人代管。◇ *Our fees depend on the value of the trust.* 我们的收费取决于信托金额。◇ *a bank's trust department* 银行信托部

**2** (*Finance*) [C] an organization or a group of people that invests money that is given or lent to it 信托机构：*Shareholders in a small number of trusts may lose virtually all of their capital.* 少数几家信托机构的股东的本金可能会损失殆尽。◇ *The money to set up these trusts is to be provided by local industries.* 建立信托机构的钱款将由当地产业界提供。◇ *a charitable trust* 慈善信托机构 → INVESTMENT COMPANY

● *to create/establish/manage/set up a trust* 创立／建立／管理／设立信托机构 • *a trust board/manager* 信托机构委员会／经理

**3** (*Economics*) [C] (*especially AmE*) a group of companies that work together illegally to reduce competition 托拉斯：*antitrust laws* 反托拉斯法

**trustbuster** /'trʌstbʌstə(r)/ *noun* [C] (*especially AmE*) (*Law*) a person or an organization that works to prevent groups of companies from working together illegally 反托拉斯者；寻求解散托拉斯的人 ▶ **'trustbusting** *noun* [U]

**'trust deed** (*also* **,deed of 'trust, 'trust ,instrument**) *noun* [C] (*Law*) a legal document that creates a **trust**. It states the purpose of the trust, how it must be run and who the TRUSTEES and BENEFICIARIES are 信托契约：*Under the terms of the trust deed, the trustees can decide how to invest any profit.* 根据信托契约，受托人可以决定如何将利润进行投资。

**★trustee** /trʌ'sti:/ *noun* [C] (*Law*) a person or an organization that is responsible for managing money or property for another person or group of people（财产的）受托者：*The pension fund will continue to be managed by the board of trustees.* 退休基金将继续由理事会管理。 SYN FIDUCIARY → BENEFICIARY

**trus,tee in 'bankruptcy** *noun* [C] (*Law*) a person chosen by a court to manage the affairs of a BANKRUPT company or person, sell its/their property and pay its/their debts where possible 破产财产管理人；破产管理人；破产财产受托人

**trusteeship** /trʌ'sti:ʃɪp/ *noun* [U,C] (*Law*) the job of being a TRUSTEE; a situation where money or property is controlled by a TRUSTEE 受托人职责；托管：*He has agreed to place his shares in a trusteeship for the next two years.* 他已同意今后两年将股票托管。

**'trust fund** *noun* [C] (*Finance*) money, property and other assets that are held for sb by an organization or a group of people 信托基金：*The money from the sale of the products is put into a trust fund.* 商品销售所得款项投入信托基金。

**'trust ,instrument** = TRUST DEED

**'trust re,ceipt** *noun* [C] (*Finance*) a document that is given to a bank by a company that has accepted goods but cannot pay for them at that time, to say that the bank owns the goods. The bank pays for the goods and the company pays back the money later, for example when the goods have been sold. 信托收据（已收到货物但不能当时付款的公司向银行出具的文件，表明货物所有权属于银行。银行支付货款，公司待日后再还款给银行）

**the ,Truth in 'Lending Act** *noun* [sing.] a law in the US that protects consumers by saying that companies who lend money must give full information about the cost of the loan and the annual rate of interest 诚实借贷法

**TSR** /,ti: es 'ɑ:(r)/ = TOTAL SHAREHOLDER RETURN

**TTM** /,ti: ti: 'em/ = TIME TO MARKET

**TUC** /,ti: ju: 'si:/ *abbr* **Trades Union Congress** in the UK and some other countries, an organization to which many trade unions belong（英国等国的）工会联盟 → AFL-CIO

**tumble** /'tʌmbl/ *verb* [no obj] to fall rapidly in value or amount（价格或数量）暴跌，骤降：*Shares tumbled 8 per cent to 460 yen.* 股价骤降百分之八，跌到460日元。◇ *The euro tumbled sharply against the dollar yesterday.* 昨天欧元对美元大幅下跌。▶ **'tumble** *noun* [C]: *Shares in the troubled company took a sharp tumble yesterday.* 陷入困境的公司昨天股价暴跌。

**tune** /tju:n; *AmE* tu:n/ *noun, verb*

● ***noun***

IDM **to the tune of sth** used to emphasize how much money sth has cost（用于强调）总额达，共计：*loans to the tune of $92 million* 总额达9200万元的贷款 → idiom at CALL *verb*

● ***verb*** [+ obj]

SEE ALSO: **fine-tune**

**1 tune sth (up)** to adjust sth so that it works more efficiently 调节，调整（使更高效）：*We need to tune up our after-sales service.* 我们需要调整售后服务。

**2** to prepare or adjust sth so that it is suitable for a particular situation 调整（使更协调）: *Their products are **finely** tuned **to** their customers' needs.* 他们的产品非常适合顾客的需求。

**turbine** /'tɜ:baɪn; *AmE* 'tɜ:rb-/ *noun* [C] a machine or an engine that receives its power from a wheel that is turned by the pressure of water, air or gas 涡轮机；汽轮机

**turn** /tɜ:n; *AmE* tɜ:rn/ *verb, noun*

• ***verb***

**1** [+ obj *or* no obj] to change into a particular state; to make sth do this（使）变成，成为: *The loss has been turned **into** a profit.* 亏损变成了赢利。

**2** [no obj] to change and start going in a different direction 转向: *After a good start, the markets turned lower.* 市场开头不错，但随后又转而走低。

⊕ *to turn **higher/lower/negative/positive*** 转高/低；转为消极/积极

IDM **turn a (small, modest, $10 million, etc.) 'profit** (*informal*) to make a profit in business 赢利: *Four years after she took over, the company had turned a profit.* 她接手四年后，这家公司已转为赢利。 **turn sth on its 'head** to make people think about sth in a completely different way; to change sth completely（使）改变想法；彻底改变某事物: *The magazine's low cover price has turned the usual pricing process on its head.* 这本杂志低廉的标价改变了人们对通常的定价程序的看法。 **turn sth to your ad'vantage** to use or change a bad situation so that it helps you 作出对…有利的改变: *The new manager aimed to turn the hotel's isolated position to its advantage.* 新经理的目的是要将旅馆偏僻的位置变成其有利条件。 **turn your 'back on sth** to reject sth/sb that you were previously connected with 对…不理不睬；拒绝: *Investors are now turning their backs on Internet start-ups.* 投资者目前对新创办的互联网企业不予理睬。→ idiom at ACTION, HOSTILE, SOUR

PHR V **,turn a'round/'round; ,turn sth a 'round/'round** if a business, an economy, etc. **turns around** or sb **turns it around**, it starts being successful after it has failed to be successful for a time（使企业、经济等）好转，有起色，扭转: *The new management team turned the company around within 15 months.* 新的管理团队在15个月内使公司有了起色。→ TURNAROUND (2) **,turn sth a'round/'round** to do a piece of work that you have been given and return it 回转；完成工作并交回: *They try to turn any repair around in 72 hours.* 他们努力使每一项维修工作都在72小时之内完成。→ TURNAROUND (1) **,turn 'down** to become weaker or less active, make less money, etc. 下降；衰落 → DOWNTURN, TURNDOWN **,turn sb/sth 'down** to reject or refuse to consider an offer, a proposal, etc. or the person who makes it 拒绝，驳回（提议、建议或提议人）: *The bank turned us down **for** a loan.* 银行拒绝给我们贷款。 **,turn 'in sth** to achieve a particular performance, profit, etc. 完成；获得: *The group had turned in a 21% increase in profits.* 集团的利润增长了21%。◇ *Our UK division turned in a strong performance.* 我们的英国分部业绩十分出色。 **,turn sb 'on (to sth)** to make sb become interested in sth or to use sth for the first time 使对…感兴趣；使首次使用: *attempts to turn Internet users on to broadband* 使互联网用户对宽带感兴趣的尝试 **,turn sth 'out** to produce sth/sb 制造；生产: *The firm turns out 75 000 bicycles a year.* 这家公司年产75000辆自行车。 See note at PRODUCE **,turn 'over sth** to do business worth a particular amount of money in a particular period of time 营业额为: *We turn over £3.5 million a year.* 我们的年营业额为350万英镑。→ TURNOVER (1) **,turn sth 'over** (*Commerce*) (about a shop/store) to sell goods and replace them（商店）销货和进货，周转: *A supermarket turns over its stock very quickly.* 超市的存货周转得非常快。→ TURNOVER (3) **,turn sth 'over to sb/sth** to give the control of sth to sb else 把…移交给: *He turned the business over to his daughter.* 他把企业交给了女儿管理。

• ***noun*** [C]

SEE ALSO: **inventory turn, out-~, stock ~**

**1** a change in what is happening 变化；转变；转折: *Analysts are predicting a turn in the economy.* 分析师预测经济形势会出现变化。◇ *a downward turn in the company's fortunes* 公司经营状况的急转直下

**2** (*Finance*) the difference between the buying and selling price of shares or other financial products; the profit that is made（股票等金融产品买卖之间的）利差，差价: *They were only interested in making a quick turn on the shares.* 他们只对股票快速赢利感兴趣。

→ idiom at TAKE *verb*

**turnaround** /'tɜ:nəraʊnd; *AmE* 'tɜ:rn-/ (*BrE also* **'turnround**) *noun* [C, usually sing.]

**1** the amount of time it takes to do and return a piece of work that you have been given（接活到交活之间的）交付期，时限: *They guarantee a 2-day turnaround for small printing jobs.* 他们保证小的印刷活儿是2日内完成。

**2** a situation in which sth changes from bad to good 好转；转机；起色: *The past six months has seen a dramatic turnaround **in** the company's fortunes.* 过去六个月中公司的状况出现了戏剧性的好转。

**3** the amount of time it takes to unload a ship or plane at the end of one journey and load it again for the next one（轮船、飞机的）抵达后停航装卸时间

→ TURN AROUND at TURN *verb*

**'turnaround ,management** (*BrE also* **'turnround ~**) *noun* [U] the act of making changes to a failing company in order to make it more successful; the study of this subject 重建管理

**turndown** /'tɜ:ndaʊn; *AmE* 'tɜ:rn-/ *noun* [C]

**1** a fall in the amount of business that is done; a time when the economy becomes weaker 下降；低落；衰落: *market turndowns* 市场回落 ◇ *We're in a turndown **in** the economy.* 我们正处在经济衰退时期。 SYN DOWNTURN → TURN DOWN at TURN *verb*

**2** a refusal; not being accepted for a job, position, etc. 拒绝 → TURN SB/STH DOWN at TURN *verb*

**turnkey** /'tɜ:nki:; *AmE* 'tɜ:rn-/ *adjective* [usually before noun]

**1** (*IT*) used to describe a product or service, especially a computer system, that is supplied

in a complete form, ready for the buyer to use （尤指计算机系统）交钥匙的，完整并可立即使用的： *turnkey systems* 交钥匙系统

**2** (*Commerce*) used to describe a large project that one company designs, builds and provides equipment for on behalf of another, so that it is completely ready to use at the end of the contract 交钥匙的（指一家公司为另一家公司设计、建造并提供设备，以便合同结束时可立即投入使用）： *We provide our clients with a complete* ***turnkey operation.*** 我们为客户提供完整的交钥匙作业。 ◇ *a* ***turnkey contract*** *to build an airport terminal* 建设机场航站楼的交钥匙合同

**★turnover** /'tɜ:nəʊvə(r); *AmE* 'tɜ:rnoʊ-/ *noun* [C, usually sing., U]

SEE ALSO: **asset turnover, capital ~, inventory ~, sales ~, stock ~**

**1** (*Accounting*) the total value of goods or services sold by a company during a particular period of time 营业额；成交量： *The firm has an annual turnover of $75 million.* 这家公司年营业额为7 500万元。 SYN SALES REVENUE

● ***annual/daily/first-half/full-year/yearly*** *turnover* 年／日／上半年／全年／年营业额 ◆ *an* ***overall/a total/worldwide*** *turnover* 总营业额；全球营业额 ◆ *a* ***high/low/strong*** *turnover* 高／低／可观的营业额

**2** (*HR*) the rate at which employees leave a company and are replaced by other people 人事变动率；人员调整率： *The factory has a high turnover of staff.* 这家工厂的人员变动很频繁。 ◇ *plans to prevent avoidable turnover* 防止可避免的人事变动计划 ◇ *Our turnover rate last year was 3%.* 我们去年的人事变动率为3%。

● ***employee/labour/staff*** *turnover* 雇员／劳动力／员工变动率 ◆ *a* ***high/low*** *turnover* 高／低人事变动率

**3** (*Accounting*; *Commerce*) the rate at which goods are sold in a shop/store and replaced by others （商店的）货物周转率，销售比率： *Special offers help to ensure a fast turnover of stock.* 特价销售有助于存货快速周转。 ◇ *the stock turnover rate* 存货周转率

● *a* ***fast/rapid*** *turnover* 高周转率

**4** (*Stock Exchange*) the total value of the business done on a stock exchange during a particular period of time; the total number of shares bought and sold 成交额；成交量： *Market turnover was 2.6 billion shares.* 市场成交量为26亿股。

● ***heavy/light*** *turnover* 大的／小的成交额

**'turnover ,ratio** *noun* [C, usually sing.] (*Finance*) the relationship between the value of shares, bonds, etc. that a fund buys or sells in a particular period and the average total value that it holds during the period 周转率（基金机构在一定时期内购买或出售股票、债券等的价值与其持有的平均总价值之间的关系）

**'turnover tax** *noun* [U; sing.] (*Economics*) tax that a company pays on the money received from the sale of goods 流转税；交易税

**turnround** /'tɜ:nraʊnd; *AmE* 'tɜ:rn-/ = TURNAROUND

**'turnround ,management** = TURNAROUND MANAGEMENT

**TVR** /ˌti: vi: 'ɑ:(r)/ = TELEVISION RATING

**twentysomething** /'twentisʌmθɪŋ/ *noun* [C] (*informal*) a person who is between twenty and twenty-nine years old 二十几岁的人： *a staff of young, ambitious twentysomethings* 一名雄心勃勃的二十几岁的年轻员工 → THIRTYSOMETHING

**twisting** /'twɪstɪŋ/ *noun* [U] (*Insurance*) when an agent sells insurance to a customer based on a dishonest comparison of products 诱导转保（代理人对产品进行不实的比较以诱使顾客更换险种）

**,two-'tier** *adjective* [only before noun] (about a system) having two levels （制度）两级的，双层的，双重的： *a two-tier system of interest rates* 利率双轨制 ◇ *a two-tier workforce* (= where people are paid different rates for doing the same job) 同工不同酬 ◇ *They operate a two-tier structure with management and supervisory boards.* 他们采用管理委员会和监督委员会这样的两级架构。

**,two-'way** *adjective* [usually before noun]

**1** moving in two different directions; allowing sth to move in two different directions 双行的；双向的： *two-way trade* 双向贸易

**2** involving two people or groups 双方的： *a two-way battle for ownership of the company* 双方争夺公司所有权的斗争

**3** (about communication between people) with each person or side playing an equal role （人际交流）相互的，彼此的： *They maintain a two-way dialogue with their customers through their website.* 他们通过网站与顾客保持双向对话。

**tycoon** /taɪ'ku:n/ *noun* [C] a person who is successful in business or industry and has become rich and powerful （企业界的）巨头，大亨，巨子： *He is one of the world's wealthiest business tycoons.* 他是世界上最富有的商业巨头之一。 See note at BARON

● ***a business/media/an oil/a property*** *tycoon* 商业／传媒巨子；石油大亨；房地产巨头

**type** /taɪp/ *verb*, *noun*

● ***verb*** [+ obj *or* no obj]

SEE ALSO: **touch-type**

to write sth using the keyboard of a computer, etc. （用键盘等）打字，录入： *I taught myself to type.* 我自学了打字。 ◇ *I just need to type an email.* 我只需要打一封电子邮件。 ◇ *Type the url* ***into*** *the address box.* 将URL网址键入地址框中。 → KEY ▶ **'typing** *noun* [U]： *typing errors* 打字错误 **'typist** *noun* [C]： *I'm quite a fast typist.* 我打字速度很快。

PHR V **,type sth 'up** to type sth that was written by hand, often in the form of notes 将手写的东西打出来： *I haven't typed up the minutes of the meeting yet.* 我还没把会议记录打出来。

● ***noun*** [U]

SEE ALSO: **display type**

letters that are printed or typed （印刷或打印

的）文字，字体，字型：*The warning is written **in** small type on the back of the packet.* 警告语用小号文字印在了包装袋的背面。

**typeface** /'taɪpfeɪs/ *noun* [C]
a set of letters, numbers, etc. of a particular design, used in printing（印刷用的）字体：*The heading should be **in** a different typeface from the text.* 标题和正文应该使用不同的字体。

**typescript** /'taɪpskrɪpt/ *noun* [C,U]
a copy of a text or document that has been typed（打印出的）文稿，文件；打字稿

**typewritten** /'taɪprɪtn/ *adjective*
written using the keyboard of a computer, etc.（用键盘等）录入的，打字的：*The report is 20 typewritten pages long.* 这份报告打出来有20页。

**tyrekicker** (*also spelled* **tyre kicker** *in BrE*) (*AmE spelling* **tirekicker, tire kicker**) /'taɪəkɪkə(r)/; *AmE* 'taɪərkɪkər/ *noun* [C]
(*Marketing, informal*) a possible customer who asks a lot of questions about a product but never buys anything 询问关于产品的许多问题但从不购买的人
→ idiom at KICK

# U u

**UK SIC** /ˌjuː keɪ ˌes aɪ ˈsiː/ *abbr*
**United Kingdom Standard Industrial Classification of economic activities** in the UK, a system in which industries and services are given a code to show which type of economic activity they are involved in, for reference and research purposes 英国标准产业分类 → ISIC, NACE, NAICS

**ˌultimate conˈsumer** (*also* **ˌultimate ˈcustomer**) *noun* [C]
(*Marketing*) the person who actually buys or uses a particular product 最终消费者；最终用户：*The ultimate consumer pays considerably more than the manufacturing price.* 最终消费者的购买价格比生产价格高很多。 SYN END-USER

**ultimatum** /ˌʌltɪˈmeɪtəm/ *noun* [C] (*plural* **ultimatums** *or* **ultimata**)
a final warning to a person, group or country that if they do not do what you ask, you will take action against them 最后通牒；哀的美敦书：*The management issued an ultimatum to employees to accept the offer or risk redundancy.* 管理部门向员工发出了最后通牒，要么接受提议，要么面临被裁的风险。

**ultra vires** /ˌʌltrə ˈvaɪriːz/ *adjective*
(*Law*) (about the action of a person, company or government) beyond legal or official powers （个人、公司或政府的行为）越权的：*an ultra vires transaction* 一笔越权交易 ▶ **ˌultra ˈvires** *adverb*：*The directors were judged to have acted ultra vires and therefore unlawfully.* 董事们的行为被判定越权，因此是违法的。 NOTE **Ultra vires** is a Latin phrase. * ultra vires 是拉丁语短语。

**u/m** *abbr*
a short way of writing **undermentioned**
* undermentioned 的缩写

**umbrella** /ʌmˈbrelə/ *noun* [C]
a thing that contains many parts or elements 综合体；总体；整体：*There are 22 companies operating under the umbrella of SRC Holdings Corp.* * SRC 控股集团下辖22家公司。 ◇ *The Pakistan Tea Association is an umbrella organization for all importers.* 巴基斯坦茶叶协会是所有进口商的保护组织。
● *an umbrella brand/company/group/organization* 伞型品牌 / 公司 / 集团 / 组织

**UMTS** /ˌjuː em tiː ˈes/ *abbr*
**Universal Mobile Telecommunications System** a system for sending information between mobile phones/cellphones 通用移动通信系统：*UMTS licences/networks/services* 通用移动通信系统许可证 / 网络 / 服务

**unacˈcounted for** *adjective* [not before noun]
a thing that is **unaccounted for** is missing, for example from an account or an amount of money, and people cannot explain why （账户、资金等）下落不明的：*$30 000 of the money is still unaccounted for.* 仍然有3万元资金下落不明。 → ACCOUNT FOR at ACCOUNT *verb* (2, 3)

**unachievable** /ˌʌnəˈtʃiːvəbl/ *adjective*
that you cannot manage to reach or obtain 无法实现的；难以达到的：*The sales targets proved unachievable.* 这些销售目标被证明是无法实现的。 OPP ACHIEVABLE

**unadjusted** /ˌʌnəˈdʒʌstɪd/ *adjective* [usually before noun]
(about data) that has not been changed to make it more suitable or more accurate （数据）未调整的：*the unadjusted unemployment figure* 未经调整的失业数据 → ADJUST

**unanimous** /juːˈnænɪməs/ *adjective*
**1** if a decision or an opinion is **unanimous**, it is agreed or shared by everyone in a group 一致同意的；无异议的：*a unanimous vote* 全票通过；一致同意 ◇ *The decision was not unanimous.* 这个决定未能获得一致通过。
**2** if a group of people are **unanimous**, they all agree about sth 意见一致的；无异议的：*Local companies were unanimous in their backing for the project.* 当地公司一致支持这个项目。
▶ **ˌuˈnanimously** *adverb*

**unaudited** /ˌʌnˈɔːdɪtɪd/ *adjective*
(*Accounting*) (about financial accounts) that have not been examined by an AUDITOR （财务账目）未审计的，未查账的，未稽核的：*half-yearly unaudited financial results* 未审计的半年度财务报告 ◇ *They didn't want to do business with an unaudited company.* 他们不愿意和未审计的公司做买卖。 → AUDIT *verb* (1)
● *unaudited accounts/balance sheets/figures/results/statements* 未审计的账目 / 资产负债表 / 数据 / 报告 / 报表

**unauthorized , -ised** /ˌʌnˈɔːθəraɪzd/ *adjective*
without official permission 未经批准的：*Staff are issued with passwords to prevent unauthorized use of the computer system.* 公司给员工分配了密码，以防止未经授权者使用计算机系统。 ◇ *She was sacked for making unauthorized payments to suppliers.* 她因未经批准向供应商付款而被解雇。 → AUTHORIZE See note at COPY

**unbalanced** /ˌʌnˈbælənst/ *adjective* [usually before noun]
**1** (*Accounting*) (in a set of financial accounts) where the total of the DEBITS is not equal to the total of the CREDITS, because a mistake has been made （一套账目中因错误导致）收支不平衡的：*Unmatched records and unbalanced accounts are recorded in the report for action.* 不一致的记录和不平衡的账目已写入报告以待处理。
**2** (*Accounting*) (about a budget, etc.) where the money going out is greater than the money coming in （预算等）借贷不平衡的，收支不平衡的：*The company has large financial reserves and so has never had an unbalanced budget.* 这家公司拥有大量的资金储备，到目前为止从未有过预算收支不平衡。

**3** giving too much importance to one part or aspect of sth 偏颇的: *an unbalanced and inaccurate report* 偏颇且不准确的报告 → BALANCE

**unbundle** /ˌʌnˈbʌndl/ *verb* [+ obj]
**1** to divide a group of businesses into individual parts, especially in order to sell the less important parts 分解; 分家: *The media group was unbundled following a year of heavy losses.* 这家传媒集团在巨额亏损一年之后被分拆了。 → DEMERGE, DIVERSIFY
**2** (*Marketing*) to supply a product, a service or a piece of equipment separately and not with any other product or service 分类交易: *The company decided to unbundle the Internet browser from its operating system.* 这家公司决定将其互联网浏览器和操作系统分开出售。 OPP BUNDLE
▸ **ˌun'bundling** *noun* [U,C]: *The deal prepared the way for the unbundling of the group's financial services division.* 这笔交易为集团金融服务部门的分拆铺平了道路。

**ˌuncalled 'capital** *noun* [U]
(*Accounting*) the difference between the value of the shares that a company has issued and the amount that shareholders have paid for them so far 未缴资本; 未缴股本

**uncashed** /ˌʌnˈkæʃt/ *adjective*
(about a cheque/check, etc.) that has not been exchanged for money (支票等) 未兑现的 → CASH *verb*

**uncompetitive** /ˌʌnkəmˈpetətɪv/ *adjective*
not cheaper or better than others and therefore not able to compete equally 无竞争力的: *an uncompetitive industry* 没有竞争力的产业 ◇ *uncompetitive prices* 没有竞争力的价格 OPP COMPETITIVE

**unconditional** /ˌʌnkənˈdɪʃənl/ *adjective*
**1** without any conditions or limits 无条件的; 无限制的: *The new Financial Director has the unconditional support of the board.* 新任财务总监受到董事会的无条件支持。 ◇ *an unconditional offer* 无条件要约 OPP CONDITIONAL
**2** (*Finance*) [not usually before noun] if a TAKEOVER BID becomes **unconditional**, all the conditions, such as being accepted by most of the shareholders, have been met (并购出价的) 条件全部得到满足的: *The offer will lapse if it does not become unconditional.* 若非所有条件得到满足，此要约将失效。 ◇ *The $3.5 bn takeover has now been declared unconditional.* 这桩35亿元的并购的条件已全部得到满足。
✪ *to become/be declared/go unconditional* 条件全部得到满足
▸ **unconditionally** /ˌʌnkənˈdɪʃənəli/ *adverb*

**ˌunconditional 'takeover bid** *noun* [C]
(*Finance*) an offer to buy any number of a company's shares at a particular price with no special conditions 无条件并购出价 (买方可以按指定价格购买任意数量的股份) → CONDITIONAL TAKEOVER BID, UNCONDITIONAL (2)

**unconsolidated** /ˌʌnkənˈsɒlɪdeɪtɪd; *AmE* -ˈsɑːl-/ *adjective*
**1** (*Accounting*) (about financial results, accounts, etc.) not combined into one set of figures (财务报告、账目等) 未合并的: *unconsolidated accounts/balance sheets* 未合并的账目 / 资产负债表
**2** (about businesses, etc.) not joined into one group (企业等) 未合并的 → CONSOLIDATE

**uncontested** /ˌʌnkənˈtestɪd/ *adjective*
without any opposition, argument or competition 无争议的; 无人反对的; 无竞争的: *They have made an uncontested bid for the television company.* 他们出价购买这家电视公司，没有任何竞争对手。 ◇ *These claims have not gone uncontested.* 这些要求并非没有争议。

**ˌuncrossed 'cheque** (*AmE spelling* ~ **check**) = OPEN CHEQUE

**undated** /ˌʌnˈdeɪtɪd/ *adjective*
**1** without a date written on it 没有日期的; 未注明日期的: *an undated letter/cheque* 未注明日期的信件 / 支票
**2** (*Finance*) (about an investment) that has no fixed date when it will be repaid (投资) 没有固定偿还日期的: *undated bonds/securities/gilts* 无固定偿还日期的债券 / 证券 / 国债

**underbid** /ˌʌndəˈbɪd; *AmE* -dərˈb-/ *verb* [+ obj *or* no obj] (**underbidding, underbid, underbid**)
(*Commerce*) to make a lower **bid** than sb else, for example when trying to win a contract (投标时) 出价低于 (他人): *The agency started underbidding to win new work.* 这家机构为了赢得新工程，开始压低报价投标。

**undercapitalized , -ised** /ˌʌndəˈkæpɪtəlaɪzd; *AmE* -dərˈk-/ *adjective*
(*Finance*) (about a business) not having enough money (**capital**) to be able to operate normally, pay debts and grow (企业) 投资不足的 OPP OVERCAPITALIZED → CAPITALIZED

**undercharge** /ˌʌndəˈtʃɑːdʒ; *AmE* ˌʌndərˈtʃɑːrdʒ/ *verb* [+ obj *or* no obj]
to charge too little for sth, usually by mistake 要价过低; 索价低于常价: *People have a tendency to undercharge when they start in business.* 人们刚开始做生意时往往要价偏低。 ◇ *Customers had been undercharged by $100.* 少收了顾客100元。
▸ **'undercharge** *noun* [C]: *an undercharge of $8 per meal* 每餐8元的低价 OPP OVERCHARGE

**undercut** /ˌʌndəˈkʌt; *AmE* -dərˈk-/ *verb* [+ obj] (**undercutting, undercut, undercut**)
**1** to sell goods or services at a lower price than your competitors 以低于竞争对手的价格出售; 廉价出售: *The bank says it will undercut rivals' rates and services.* 这家银行称它将把利率和服务费降至低于竞争对手。 ◇ *The scale of the company allows them to undercut prices.* 公司的规模使他们能够以低价销售。
**2** to make sth weaker or less likely to be effective 削弱: *Unions claim that the legislation undercuts workers' rights.* 工会声称这项立法削弱了工人的权利。

**underdeveloped** /ˌʌndədɪˈveləpt; *AmE* -dərd-/ *adjective*
**1** (about a country, society, etc.) having few industries and a low standard of living (国家、社会等) 不发达的: *underdeveloped countries* 不发达国家 NOTE 'Developing countries' is now the usual term used. 现在通常用Developing countries一词。
**2** not developed to a very high level or standard 开发不充分的: *Telecommunications systems in the*

*region remain underdeveloped.* 这个地区的通信系统发展仍然不充分。
→ DEVELOPED, DEVELOPING, UNDEVELOPED
▸ **ˌunderdeˈvelopment** *noun* [U]: *the underdevelopment of internal transport systems* 不发达的国内运输体系

**underemployed** /ˌʌndərɪmˈplɔɪd/ *adjective* not having enough work to do; not having work that makes full use of your skills and abilities 就业不充分的（没有足够的工作可做，或所做的工作未能充分发挥技能）: *When the contract ended the company was left with an office full of expensive, underemployed talent.* 当合同终止时，公司里剩下一群无用武之地的高薪人才。

**underestimate** *verb, noun*
• ***verb*** /ˌʌndərˈestɪmeɪt/ [+ obj]
**1** to think or guess that the amount, cost or size of sth is smaller than it really is 低估；对…估价不足: *They **grossly** underestimated the costs involved.* 他们严重低估了所需成本。 ◇ *The scale of the challenge we face should not be underestimated.* 我们不应该低估所面临挑战的艰巨性。
**2** to not realize how good, strong, determined, etc. sb really is 低估…的价值: *It would be unwise to underestimate our rivals.* 低估对手是不明智的。
OPP OVERESTIMATE
▸ **underestimation** /ˌʌndərˌestɪˈmeɪʃn/ *noun* [C,U]: *a serious underestimation of the costs* 对成本的严重低估
• ***noun*** /ˌʌndərˈestɪmət/ [C]
an estimate about the size, cost, etc. of sth that is too low 低估: *The figure of €20 bn is probably a serious underestimate of the costs.* * 200亿欧元这一数字可能严重低估了成本。

**underfunded** /ˌʌndəˈfʌndɪd; *AmE* -dərˈf-/ *adjective*
(*Finance*) (about an organization, a project, etc.) not having as much money to spend as it needs（组织、项目等）资金不足的: *The company's pension plan was underfunded by $2 million.* 这家公司的养老金计划资金缺口达200万元。
OPP OVERFUNDED
▸ **ˌunderˈfunding** *noun* [U]

**the ˌunderground eˈconomy** = BLACK ECONOMY

**underinsured** /ˌʌndərɪnˈʃɔːd; -ˈʃʊəd; *AmE* -ˈʃʊrd/ *adjective*
(*Insurance*)
**1** (about a person) not having enough insurance（人）保险（额）不足的: *an underinsured motorist* 保险额不足的驾车者 ◇ *attempts to increase health coverage for **the underinsured*** 为扩大保额不足者健康保险承保范围所作的努力
**2** (about a thing) insured for less than it is worth（物品）保险（额）不足的: *an underinsured vehicle* 保险额不足的车辆
▸ **ˌunderinˈsurance** *noun* [U]

**ˌunder-inˈvestment** *noun* [U]
(*Finance*) the fact of less money being invested in sth than is needed 投资不足: *The chain of stores has suffered from years of under-investment.* 这些连锁店多年来一直苦于投资不足。 ◇ *under-investment in plant and people* 对厂房和人员投资不足 OPP OVER-INVESTMENT. ▸ **ˌunder-inˈvest** *verb* [no obj]: *We have been under-investing **in** this brand.* 我们对这个品牌一直投资不足。 **ˌunder-inˈvested** *adjective*: *Many funds are under-invested.* 许多基金都投资不足。

**★underlying** /ˌʌndəˈlaɪɪŋ; *AmE* -dərˈl-/ *adjective*
**1** important in a situation but not always easily noticed or stated clearly 潜在的；隐含的: *The underlying assumption is that the amount of money available is limited.* 言下之意是可用资金有限。 ◇ *The underlying cause of the crisis was a lack of investment.* 这场危机的深层原因是投资匮乏。
**2** (*Economics*; *Finance*) used to describe basic figures, rates, etc. excluding any special effect, event or payment 基础的；基本的: *Underlying sales growth rose 4.5%.* 基本销售额增长了4.5%。 ◇ *an increase in underlying pre-tax profits* 税前基本利润的增长
**3** (*Finance*) used to describe the items that particular types of investments are based on 支撑的；基础的: *The value of derivatives depends on the value or change in value of an underlying security.* 衍生产品的价值取决于其基础资产的价值或其价值变动。 ◇ *underlying shares/stock/bonds/assets* 基础股份 / 股票 / 债券 / 资产

**ˌunderlying inˈflation** *noun* [U]
(*Economics*) the rate at which the prices of goods and services rise over a period of time, measured without considering prices that go up and down frequently, especially the costs of MORTGAGES 基础通货膨胀率: *Underlying inflation, which excludes food, energy and mortgage costs, rose by 0.1 per cent last month.* 不包含食品、能源和抵押成本的基础通货膨胀率上个月上涨了0.1%。
→ HEADLINE INFLATION

**undermanned** /ˌʌndəˈmænd; *AmE* -dərˈm-/ *adjective*
(*HR*) not having enough people working and therefore not able to function well 人手不足的；人员不足的: *The department is seriously undermanned.* 这个部门人员严重不足。
SYN UNDERSTAFFED OPP OVERMANNED
▸ **ˌunderˈmanning** *noun* [U]: *serious undermanning in maintenance and safety areas* 维护和安全领域人员严重不足

**undermentioned** /ˌʌndəˈmenʃənd; *AmE* -dərˈm-/ *adjective* (*only used in written English* 只用于书面英语) (*abbr* **u/m**)
used to refer to sth that appears below or in a later part of a document 下述的: *Applications are invited for the undermentioned vacancies.* 欢迎应聘以下空缺岗位。

**underpaid** /ˌʌndəˈpeɪd; *AmE* -dərˈp-/ *adjective* not paid enough for the work you do 报酬过低的: *The maintenance staff are grossly underpaid.* 维修人员报酬太低。 → OVERPAY

**★underpay** /ˌʌndəˈpeɪ; *AmE* -dərˈp-/ *verb* (**underpaid, underpaid** /-ˈpeɪd/)
**1** [+ obj] (*often* **be underpaid**) to pay sb too little money, especially for their work 少付…工资；给…报酬过低: *They have a reputation for underpaying their female staff.* 他们因给女工支付低薪而广为人知。 ◇ *I'm overworked and underpaid.* 我出的力多，拿的钱少。
**2** [+ obj *or* no obj] to pay too little for sth; to pay less than sth is worth 付得太少；付得不足: *The acquirer has underpaid **for** the target firm.* 收购者

付给目标企业的钱太少了。◇ *He received a fine for underpaying his taxes.* 他因少纳税而被罚款。
OPP OVERPAY
▸ **,under'payment** *noun* [C,U]

**★underperform** /ˌʌndəpə'fɔːm; *AmE* ˌʌndərpər'fɔːrm/ *verb*
**1** [+ obj *or* no obj] to not make as much money as expected or as sb/sth else 比预期赚得少；表现不佳；业绩未达预期（或不如同行）：*The US branch of the bank has been underperforming.* 这家银行的美国分行业绩一直不佳。◇ *The company has underperformed its rivals for the last two years.* 这家公司在过去两年中的经营业绩都不如其竞争对手。◇ *underperforming companies/stores* 业绩欠佳的公司 / 商店 ◇ *The stock has been downgraded to 'underperform'.* 这支股票的评级降为“弱于大盘”。→ IN-LINE
**2** [no obj] to be less successful in your job than expected 工作业绩欠佳：*underperforming executives/managers* 工作业绩欠佳的管理者 / 经理 → OUTPERFORM
▸ **underperformance** /-pə'fɔːməns; *AmE* -pər'fɔːrməns/ *noun* [U] **,underper'former** *noun* [C]: *The stock is rated as a market underperformer.* 这支股票的评级为弱于大盘。

**underpin** /ˌʌndə'pɪn; *AmE* -dər'p-/ *verb* [+ obj] (**-nn-**)
**1** to provide a strong financial basis for sth（某物）提供坚实的经济基础：*The company's investment programme has been underpinned.* 这家公司的投资方案有着坚实的经济基础。
**2** to support or form the basis of an argument, a claim, etc. 加强；巩固：*The report is underpinned by extensive research.* 这份报告以广泛的研究为基础。

**★underpriced** /ˌʌndə'praɪst; *AmE* ˌʌndər'p-/ *adjective*
cheap; costing less than it is worth 便宜的；廉价的：*underpriced exports/stock* 廉价出口 / 股票
OPP OVERPRICED
▸ **,under'price** *verb* [+ obj]

**underproduction** /ˌʌndəprə'dʌkʃən; *AmE* ˌʌndərp-/ *noun* [U]
the fact that fewer goods, services, etc. are produced than are needed or than are planned 生产不足；生产供不应求：*Underproduction results in lost sales.* 生产不足会导致销售额的下降。
OPP OVERPRODUCTION
▸ **underproduce** /ˌʌndəprə'djuːs; *AmE* ˌʌndərprə'duːs/ *verb* [+ obj *or* no obj]: *Several countries have underproduced their oil quota.* 好几个国家的石油产量低于其配额。
**,underpro'ducer** *noun* [C]

**,under-re'port** (*AmE spelling* **underreport**) *verb* [+ obj]
(*Accounting*) to report or state a smaller amount of money, etc. than the real amount, especially for dishonest reasons 低报（金额等，尤指因不诚实的理由）：*They devised a plan to under-report earnings by almost €100 million.* 他们为了低报近1亿欧元的收益设计了一个方案。
OPP OVER-REPORT → UNDERSTATE

**undersell** /ˌʌndə'sel; *AmE* -dər's-/ *verb* [+ obj] (**undersold, undersold** /-'səʊld; *AmE* -'soʊld/)
**1** (*Commerce*) to sell goods or services at a lower price than your competitors 售价低于竞争对手：*They complain that foreign companies are underselling them.* 他们抱怨外国公司正以低于他们的价格出售。◇ *We are never undersold* (= our prices are the lowest). 我们的价格从来都是最低的。
**2** (*Commerce*) to sell sth at a lower price than its real value 廉价出售：*They were underselling their computers to gain a share of the market.* 他们廉价出售计算机以赢得市场份额。
**3** to make people think that sth is not as good or as interesting as it really is 贬低：*Don't undersell yourself at the interview.* 面试时不要让人小看你。
OPP OVERSELL
IDM **never ,knowingly under'sold** (*Commerce*) used by stores to advertise their policy of selling their products at lower prices than other stores. If you find the same product at a lower price somewhere else, the store will lower its own price to match. 本地最低价

**undershoot** /ˌʌndə'ʃuːt; *AmE* -dər'ʃ-/ *verb* [+ obj *or* no obj] (**undershot, undershot** /-'ʃɒt; *AmE* -'ʃuːt/)
to fail to reach a target 未达到目标：*We have undershot our sales targets for the last two years.* 过去两年我们没有实现销售目标。◇ *Tax revenues undershot by $7 billion.* 税收收入比预计的少了70亿元。
OPP OVERSHOOT
▸ **undershoot** /'ʌndəʃuːt; *AmE* 'ʌndər-/ *noun* [C]

**the undersigned** /ˌʌndə'saɪnd; *AmE* -dər's-/ *noun* [C] (*plural* **the undersigned**) (*only used in written English* 只用于书面英语)
the person who has signed that particular document 签署人：*We, the undersigned, agree to ...* 作为签署人，我们同意…

**underspend** /ˌʌndə'spend; *AmE* -dər's-/ *verb* [+ obj *or* no obj] (**underspent, underspent** /-spent/)
to spend less than the amount that you can or should spend 花费少于（预算）：*We have underspent our IT budget this year.* 我们今年的信息技术开支低于预算。◇ *For many years the government has underspent on public transport.* 多年来政府在公共交通方面的开支不足。
OPP OVERSPEND
▸ **underspend** /'ʌndəspend; *AmE* 'ʌndərs-/ *noun* [C, usually sing., U]: *The extra money comes from a £5 million underspend in another department.* 这笔额外的资金来自另外一个部门节省的500万英镑。 **underspending** /ˌʌndə'spendɪŋ; *AmE* ˌʌndər's-/ *noun* [U]

**understaffed** /ˌʌndə'stɑːft; *AmE* ˌʌndər'stæft/ *adjective*
(*HR*) (about a company, an office, etc.) not having enough people working and therefore not able to function well（公司、办事处等）劳动力不足的，人员太少的：*The office was seriously understaffed.* 这个部门人员严重不足。◇ *understaffed hospitals* 人员不足的医院 SYN UNDERMANNED
OPP OVERSTAFFED
▸ **,under'staffing** *noun* [U]

**understate** /ˌʌndə'steɪt; *AmE* -dər's-/ *verb* [+ obj]
(*Accounting*) to report a smaller amount of money, etc. than the real amount in official records 少报；低报：*The accounting methods used understated*

*the company's liabilities.* 所用的会计方法低报了公司的债务。 OPP OVERSTATE → UNDERREPORT

▸ **understatement** /'ʌndəsteɪtmənt; *AmE* 'ʌndərs-/ *noun* [C,U]

**undersubscribed** /ˌʌndəsəb'skraɪbd; *AmE* -dərs-/ *adjective*

(*Finance*) (about a sale of shares, bonds, etc.) not having enough buyers (股票、债券等)认购不足的: *The share issue was undersubscribed by 50%.* 此次股票发行认购不足缺额为50%。 → OVERSUBSCRIBED

**★undertake** /ˌʌndə'teɪk; *AmE* -dər't-/ *verb* (**undertook** /-'tʊk/**undertaken** /-'teɪkən/)

**1** [+ obj] to make yourself responsible for sth and start doing it 进行; 着手; 承担; 接受; 从事: *The company is to undertake a major cost-cutting programme.* 这家公司将实行大规模的成本削减计划。 ◇ *to undertake a task/project* 承担一个任务/项目 ◇ *No payment has been received for the work undertaken in July.* 七月份的工程款尚未收到。

● *to undertake a* ***programme/project/task*** 承接计划/项目/任务 • *to undertake an* ***analysis/investigation/a study*** 进行分析/调查/研究 • *to undertake* ***reforms/research/work*** 从事改革/研究/工作

**2** [no obj] to agree or promise that you will do sth 答应; 同意: *He undertook to finish the job by Friday.* 他答应周五完成这项工作。

**undertaking** /ˌʌndə'teɪkɪŋ; *AmE* -dər't-/ *noun*

SEE ALSO: **transfer of undertaking**

**1** [C] a task or project, especially one that is important and/or difficult 任务; 事业: *To build a website to handle their worldwide sales was no small undertaking.* 建立一个处理全球销售业务的网站不是一件小事。

● *an* ***enormous/a considerable/huge/major/massive*** *undertaking* 巨大的/重要的/大的/重大的/大规模的任务

**2** [C] a business 企业: *Why do they keep pouring money into a failing commercial undertaking?* 他们为什么不停地往一个失败的商业项目中投入资金?

**3** [C,U] an agreement or a promise to do sth 承诺; 保证: *The company gave a written undertaking to compensate customers if there were serious delays.* 这家公司作出书面承诺, 如果出现重大延误, 将赔偿顾客损失。

● *to* ***renege on/break/give/honour*** *an undertaking* 违背/违反/作出/兑现诺言

**undervalue** /ˌʌndə'vælju:; *AmE* -dər'v-/ *verb* [+ obj] (*usually* **be undervalued**)

**1** to give sth a value that is less than its real value 低估: *The currency is undervalued against the dollar.* 这种货币对美元被低估了。 OPP OVERVALUE

**2** to not recognize sth/sb as being as good or as important as it/he/she, etc. really is 轻视; 小看: *She left the firm because she felt undervalued.* 她因感到不受重视而离开了那家公司。

**underweight** /ˌʌndə'weɪt; *AmE* -dər'w-/ *adjective*

(*Stock Exchange*) having less of a particular type of investment or asset in a collection than the index that you are following or than your usual position 减仓的; 减持的: *The fund is currently underweight in both stocks.* 这个基金目前正对这两种股票进行减仓。 OPP OVERWEIGHT → MARKETWEIGHT

▸ **ˌunder'weight** *verb* [+ obj *or* no obj]

**underwrite** /ˌʌndə'raɪt/ *verb* [+ obj] (**underwrote** /ˌʌndə'rəʊt; *AmE* -'roʊt/ **underwritten** /ˌʌndə'rɪtn/)

**1** (*Finance*) to agree to pay for an activity and accept financial responsibility for any losses it may make 同意负担…的费用(经济责任): *The money raised will enable the company to underwrite new business.* 所筹集的资金可以使这家公司承接新业务。

**2** (*Insurance*) to accept responsibility for an insurance policy so that money will be paid if loss or damage as stated in the policy happens 承保; 承担赔偿责任: *to underwrite an insurance policy* 承担保单赔偿责任 ◇ *the company underwriting the risk* 承保公司

**3** (*Stock Exchange*) to agree to buy shares that are not bought by the public when new shares are offered for sale, at a fixed price and on a particular day 承销, 包销(未被认购的新发行股票): *As the rights issue is not* ***fully underwritten,*** *it is likely to fail if shares fall below 25 cents.* 由于配股未被全额认购, 如果股价跌至25美分以下, 发行就可能终止。 ◇ *an underwriting syndicate/group* 承销财团/集团

▸ **underwriting** /'ʌndəraɪtɪŋ/ *noun* [U]: *The insurance company sustained* ***underwriting losses*** *of over $2 billion.* 这家保险公司遭受了20多亿元的承保亏损。

**underwriter** /'ʌndəraɪtə(r)/ *noun* [C]

SEE ALSO: **chartered life underwriter, insurance ~, lead ~, managing ~**

**1** (*Insurance*) a person whose job is to estimate the risks involved in a particular activity, decide if it can be insured and how much sb must pay for insurance 核保人

**2** (*Insurance*) (*also* **writer**) a person or an organization that **underwrites** insurance policies, especially for ships (尤指船舶的)保险人, 保险商

**3** (*Stock Exchange*) a bank or another organization that promises to buy the shares that are not sold when new shares are offered for sale 证券承销商

**undeveloped** /ˌʌndɪ'veləpt/ *adjective*

**1** (about land) not used for farming, industry or building (土地)未开发的: *The north of the country is still relatively undeveloped.* 这个国家北部的开发程度依然比较低。

**2** (about a country) not having modern industries, and with a low standard of living (国家)不发达的 → DEVELOPING → UNDERDEVELOPED

**undifferentiated** /ˌʌndɪfə'renʃieɪtɪd/ *adjective*

(*Marketing*) used to describe products or services that are aimed at the largest number of people of all types 无差别的; 一致的; 未分化的: *undifferentiated products* 无差异产品 ◇ *Undifferentiated marketing treats all customers and potential customers as identical.* 无差异营销就是给予所有现有顾客和潜在顾客同等对待。 → MASS MARKETING

**,undischarged 'bankrupt** *noun* [C]
(*Law*) a person who has been officially stated to be BANKRUPT by a court but who has to keep paying back money and is not allowed to do business 未解除债务的破产人；未获解除破产的破产人

**undisclosed** /,ʌndɪs'kləʊzd; *AmE* -'kloʊzd/ *adjective*
not made known or told to anyone 不公开的；未披露的；保持秘密的：*The company sold its publishing arm for an undisclosed sum.* 这家公司卖掉了其出版部门，价格未公开。

**,undis,tributable re'serve** = CAPITAL RESERVE (1)

**,undis,tributed 'earnings** (*also* **,undis,tributed 'profits**) *noun* [pl.]
(*Accounting*) profits that are invested back into a company rather than paid to shareholders 未分配收益 SYN RETAINED EARNINGS

**undo** /ʌn'du:/ *verb* [+ obj] (**undoes** /ʌn'dʌz/ **undid** /ʌn'dɪd/**undone** /ʌn'dʌn/)
**1** to cancel the effect of sth 使复原；使失效；使复旧：*It's not too late to undo some of the damage.* 还来得及挽回部分损失。◇*UNDO* (= an instruction on a computer that cancels the previous action) 撤销（计算机的一个还原指令）
**2** to open sth that is fastened, tied or wrapped 解开；拆去；放松；脱

**undue** /,ʌn'dju:; *AmE* ,ʌn'du:/ *adjective* [only before noun] (*formal*)
more than is thought to be reasonable or necessary 过度的；不适当的：*The work should be carried out without undue delay.* 这项工作应该按时完成，不得无故拖延。◇*I don't want to put undue pressure on them.* 我不想给他们施加过多的压力。
✪ *undue* ***delay/influence/pressure/risk*** 无故拖延；不当影响；过多的压力／风险

**,unearned 'income** *noun* [U]
(*Accounting*) money that you receive but do not earn by working 非工资性收入；非劳动收入 OPP EARNED INCOME

**unease** /ʌn'i:z/ (*also* **uneasiness** /ʌn'izɪnəs/) *noun* [U; sing.]
(used especially in newspapers) a feeling of worry about sth（尤用于报章）不舒适，不安逸，情绪紧张：*The country's economic difficulties are causing growing unease among observers.* 这个国家的经济困难使观察家们日趋不安。

**uneconomic** /,ʌni:kə'nɒmɪk; ,ʌnek-; *AmE* -'nɑ:m-/ *adjective*
**1** using too much time or money, or too many materials, and therefore not likely to make a profit 不经济的；浪费的：*It would be uneconomic for us to employ more staff.* 增加员工对我们来说十分浪费。◇*aging, uneconomic equipment* 年久失修而不经济的设备
SYN UNECONOMICAL OPP ECONOMIC
**2** not making a profit 赚不到钱的；利润不大的：*Prices have been fixed at uneconomic levels.* 价格被固定在无利可图的水平上。 SYN UNPROFITABLE
→ ECONOMIC

**uneconomical** /,ʌni:kə'nɒmɪkl; ,ʌnek-; *AmE* -'nɑ:m-/ *adjective*
using too much time or money, or too many materials, and therefore not likely to make a profit 不经济的；浪费的；无利可图的：*The old system was uneconomical to run.* 运行旧系统并不划算。
SYN UNECONOMIC OPP ECONOMICAL
▸ **uneconomically** /,ʌni:kə'nɒmɪkli; ,ʌnek-; *AmE* -'nɑ:m-/ *adverb*: *uneconomically low prices* 无利可图的低价格

**unemployable** /,ʌnɪm'plɔɪəbl/ *adjective*
lacking the skills or qualities that you need to get a job 不适宜雇用的 OPP EMPLOYABLE

**★unemployed** /,ʌnɪm'plɔɪd/ *adjective*
**1** without a job although able to work 失业的；未被雇用的：*How long have you been unemployed?* 你失业多久了？◇*an unemployed builder/engineer* 失业建筑工人／工程师 ◇*unemployed people/workers* 失业人员／工人 SYN OUT OF WORK
**2** *usually* **the unemployed** *noun* [pl.] people who are **unemployed** 失业人员；失业者：*a programme to get the long-term unemployed back to work* 促使长期失业者重新就业的计划 ◇*The country now has four million unemployed.* 这个国家目前有四百万失业者。
→ EMPLOYED, SELF-EMPLOYED

**★unemployment** /,ʌnɪm'plɔɪmənt/ *noun* [U]
SEE ALSO: **disguised unemployment, frictional ~, hidden ~, search ~, seasonal ~, structural ~**
**1** the fact of a number of people not having a job; the number of people without a job 失业；失业人数：*an area of high unemployment* 失业率高的地区 ◇*a rising/falling unemployment rate* 上升的／下降的失业率
**2** the state of not having a job 失业：*people facing long-term unemployment* 面临长期失业的人们
→ EMPLOYMENT

**,unem'ployment ,benefit** *noun* [U,C]
money paid by the government to sb who is unemployed 失业救济金（津贴）：*to be on* (= receiving) *unemployment benefit* 领取失业救济金 ◇*the number of people* ***claiming*** *unemployment benefits* 领取失业救济金的人数

**,unem'ployment compen,sation** *noun* [U] (*AmE*)
money that sb who has recently become unemployed receives regularly instead of their pay from a government or union plan 失业补偿金：*The workers will receive unemployment compensation and extra unemployment benefits.* 工人们将得到失业补偿金和额外的失业救济金。

**,unem'ployment in,surance** *noun* [U]
a system where workers pay a regular amount of money, so that if they lose their job they receive a regular payment 失业保险：*new unemployment insurance claims* 新增失业保险索赔

**,unem'ployment line** = DOLE QUEUE

**unethical** /ʌn'eθɪkl/ *adjective*
not morally correct or acceptable 不道德的；缺乏职业道德的：*The company's actions were both illegal and unethical.* 这家公司的行为既不合法也不道德。 OPP ETHICAL ▸ **unethically** /ʌn'eθɪkli/ *adverb*

**unexpired** /,ʌnɪk'spaɪəd; *AmE* -'spaɪərd/ *adjective* [usually before noun]
(about an agreement, a contract, etc) still valid and

not yet having come to an end（协议、合同等）有效的，期限未满的：*an unexpired lease/licence* 未期满的租赁 / 许可

**★unfair** /ˌʌn'feə(r); *AmE* -'fer/ *adjective*
not giving every group or person the same opportunity to do sth; not right or fair 不公平的；不公正的：*Steel makers face unfair competition from subsidized foreign producers.* 钢铁厂商面临来自享受补贴的国外生产商的不公平竞争。◇ *The new pension plans are unfair to older workers.* 这项新退休金计划对老工人不公平。OPP FAIR
▸ **ˌun'fairly** *adverb*: *Some employees claim they were treated unfairly because they were disabled.* 一些员工声称他们因残疾而受到了不公平对待。

**ˌunfair dis'missal** (*also* **ˌwrongful dis'missal**) *noun* [U,C]
(*HR*) an occasion when sb is removed from their job without a good reason 不公正解雇：*She is suing the company for unfair dismissal.* 她以不公正解雇为由起诉这家公司。◇ *He lost his claim for unfair dismissal against the company.* 他针对该公司不公正解雇的索赔被驳回。

**unfavourable** (*AmE spelling* **unfavorable**) /ʌn'feɪvərəbl/ *adjective*
**1** (about conditions, situations, etc.) not good and likely to cause problems or make sth more difficult（条件、形势等）不适宜的；不顺利的：*The company is delaying its share offer due to unfavourable market conditions.* 这家公司因不利的市场条件而推迟了其股票上市。
**2** showing that you do not approve of or like sb/sth 不同意的：*an unfavourable report* 负面报道 ◇ *The bank was affected by unfavourable comparisons with its main rival* (= its rival was said to be better). 这家银行受到与其主要竞争对手不利对比的影响。OPP FAVOURABLE
▸ **un'favourably** (*AmE spelling* **unfavorably**) *adverb*: *This year's results compare unfavourably with* (= are not as good as) *last year's.* 今年的业绩没有去年的好。

**ˌun,favourable 'balance** (*AmE spelling* **unfavorable ~**) *noun* [C]
(*Accounting*) an amount of debt shown on an account 借方余额，赤字 SYN ADVERSE BALANCE → DEFICIT

**ˌun,favourable 'trade ˌbalance** (*also* **ˌunfavourable ˌbalance of 'trade**) (*AmE spelling* **unfavorable ~**) *noun* [sing.]
(*Economics*) a situation when a country spends more on imports than it earns from exports 贸易逆差 SYN ADVERSE TRADE BALANCE

**unfriendly** /ʌn'frendli/ = HOSTILE

**unfulfilled** /ˌʌnfʊl'fɪld/ *adjective*
that has not been completed, achieved or satisfied 未完成的；未实现的；未满足的：*They phoned customers with unfulfilled orders to explain the delays.* 他们给那些订单尚未履行的顾客打电话解释迟延的原因。→ FULFIL
● *an unfulfilled contract/order* 未履行的合同 / 订单 ◆ *unfulfilled expectations/potential/targets* 未实现的预期 / 潜力 / 目标

**ungeared** /ʌn'gɪəd; *AmE* -'gɪrd/ *adjective*
(*Finance*) not using borrowed money; with no debt 无借债的；无债务的：*ungeared investments* 无借贷投资 ◇ *an ungeared balance sheet* 无债务资产负债表

**ˌun,happy 'camper** *noun* [C] (*informal*)
a customer, an employee, etc. who has complaints 不满意的顾客、员工等；不满意的人：*The job satisfaction survey showed that there are some distinctly unhappy campers.* 工作满意度调查显示有些人明显地不满意。

**ˌuniform 'price ˌauction** = DUTCH AUCTION (2)

**ˌunilateral 'contract** *noun* [C]
(*Law*) an agreement in which only one side (person or company) promises to do sth or promises to do sth only if sb does a particular thing 片面义务契约；单方合同；单方承担义务合同：*An example of a unilateral contract is where you promise to pay a reward for somebody finding something.* 单方合同的一个例子是承诺给予找到某物的人以奖励。
→ BILATERAL CONTRACT

**uninstalled** /ˌʌnɪn'stɔːld/ *adjective* (*AmE*)
(*HR, informal*) used to describe an employee who has been removed from their job (**fired**) 被解雇的

**uninsurable** /ˌʌnɪn'ʃɔːrəbl; -'ʃʊər-; *AmE* -'ʃʊr-/ *adjective*
(*Insurance*)
**1** (about a thing or person) that cannot be insured（物品或人）不可予以保险的：*There is so much flooding here that houses are uninsurable.* 这里洪水太多，因此房屋不予保险。
**2** (*also* **ˌnon-in'surable**) (about an event) that cannot be insured against because it is impossible to calculate possible losses exactly（事件）不可予以保险的：*Earthquakes are considered to be an uninsurable risk.* 地震被认为是一种不可保风险。
→ INSURABLE

**uninsured** /ˌʌnɪn'ʃɔːd; -'ʃʊəd; *AmE* -'ʃʊrd/ *adjective*
(*Insurance*)
**1** (about a thing or person) that does not have insurance（物品或人）未保险的：*an uninsured building/driver* 未保险的建筑物 / 司机
**2** (about an event) that is not insured against（事件）未经保险的：*uninsured losses* 未获保险的损失

**★union** /'juːniən/ *noun*
SEE ALSO: **company union, credit ~, customs ~, enterprise ~, European Monetary ~, European ~, general ~,** etc.
**1** [C] = TRADE UNION
**2** [C] a group of states or countries that have the same central government or that agree to work together 同盟；联盟：*the European Union* 欧洲联盟
● *to create/dissolve/form/join a union* 创建 / 解散 / 组成 / 加入联盟
**3** [sing.; U] the act of joining two or more things together; the state of being joined together 联合；合并；结合；同盟：*a discussion on economic and monetary union* 关于经济和货币合作的讨论 ◇ *The website is a good example of the union of content and branding.* 这个网站是内容和品牌相结合的典范。◇ *the company's union with a big media empire* 这家公司与一家传媒巨头的合并

**'union-ˌbashing** *noun* [U]
(*HR, informal*) active or spoken opposition to

trade/labor unions 反工会运动: *union-bashing in the media* 媒体中的反工会主义

**'union ,busting** *noun* [U] (*AmE*)
(*HR*) the act or process of trying to stop trade/labor unions from having any power 打击工会: *Angry workers accused the company of union busting.* 愤怒的工人控告公司打击工会。 ◇ *union-busting activities* 打击工会的活动

**unionist** /'ju:niənɪst/ = TRADE UNIONIST

**unionize , -ise** /'ju:niənaɪz/ *verb* [+ obj *or* no obj]
(*HR*) to organize people to become members of a trade union 组建工会; 加入工会: *a unionized workforce/industry* 加入工会的员工 / 产业
▸ **unionization, -isation** /,ju:niənaɪ'zeɪʃn; *AmE* -nə'z-/ *noun* [U]: *support for unionization efforts* 对组建工会的支持

**,union repre'sentative** *noun* [C]
(*HR*) a person who has been chosen to represent employees of a company who belong to a particular trade union 工会代表: *talks between union representatives and management* 工会代表和资方的谈判

**'union shop** = CLOSED SHOP

**unique** /ju:'ni:k/ *adjective*
being the only one of its kind; very special or unusual 唯一的; 独特的: *What is unique about your company?* 你们公司的特色是什么? ◇ *A unique feature of this gadget is the foldaway screen.* 这个小装置的独特之处是其折叠式屏幕。 ◇ *The problems are not unique to that company.* 这些问题并不是那家公司独有的。

**u,nique 'selling propo,sition** (*also* **u,nique 'selling point**) = USP

**u,nique 'visitor** *noun* [C]
(*IT*; *Marketing*) a person who visits a website in a particular period of time and can be identified, usually by the address of their computer, used as a measure of how popular the website is (某网站的) 独立 (IP) 访客: *The company claims more than 6 million daily hits and 800 000 unique visitors a month.* 这家公司声称拥有600多万的日点击量和每月80万的独立访客。

**,unissued 'capital** (*also* **,unissued 'share ,capital**) *noun* [U]
(*Finance*) shares that a company can officially issue but has not yet issued 未发行股本

**★unit** /'ju:nɪt/ *noun* [C]
SEE ALSO: **accumulation unit, bargaining ~, central processing ~, decision-making ~, monetary ~, multi-~, strategic business ~**

**1** a single item of the type of product that a company sells (计量) 单位; 件: *The game's selling price was $15 per unit.* 这款游戏的售价为每套15元。 ◇ *We expect to sell more than 100 000 units by the end of the year.* 我们预计到年底将售出10万件。
**2** a part of a company that does a particular activity or that is not divided into smaller parts 分部; 部门; 单位; 单元: *Fiat's auto unit* 菲亚特的汽车部门 ◇ *Six business units have been created.* 创建了六个业务部门。
**3** a fixed quantity, etc. that is used as a standard measurement (计量) 单位: *a unit of time/length* 单位时间 / 长度
**4** (*Finance*) a single share, bond, etc. 一股 (股票、债券等): *Shareholders are being asked to buy three new shares at 10¢ for each unit already owned.* 公司以每股10分的价格, 每单位股票向老股东配售三股。
**5** a small machine that has a particular purpose or is part of a larger machine 设备; 装置: *the central processing unit of a computer* 计算机的中央处理器
**6** a building on an INDUSTRIAL ESTATE (= an area especially for factories) (工业区里的) 厂房: *renting a unit on the industrial estate* 租用工业区的厂房 ◇ *The workshop is in unit 20.* 这个车间位于20单元。

**'unitary tax** *noun* [C,U]
a form of CORPORATION TAX used in some states of the US, which calculates the amount a company must pay according to their total income, and not on their income in just one state 综合所得税 (美国某些州采用的一种公司所得税计算方式, 按公司总收入而非在一个州的收入计税)

**'unit cost** *noun* [C, usually sing.]
(*Accounting*) the cost of producing, buying or providing one item 单位成本: *The more goods that are produced, the lower the unit cost.* 产量越高, 单位成本越低。 ◇ *The department's PCs have a unit cost of $2 000 and a life expectancy of 3 years.* 这个部门的个人电脑单位成本为2000元, 使用年限为3年。

**,unit-'linked** *adjective*
(*Finance*) used to describe LIFE INSURANCE, etc. in which money is invested in a UNIT TRUST (用于指寿险等) 投资连接的: *a unit-linked policy* 投连保险单

**,unit of ac'count** *noun* [C]
(*Accounting*; *Economics*)
**1** money when it is used to measure the value of goods or services and to keep financial records 记账单位
**2** the standard system of money that is used in a particular country 货币单位
**3** a special system of money that is created only for accounting 记账货币体系

**,unit of 'currency** *noun* [C]
(*Economics*) the money that is used in a particular country 货币单位: *The unit of currency in Japan is the yen.* 日本的货币单位是日元。
SYN MONETARY UNIT

**'unit price** *noun* [C]
(*Accounting*) the price of a single item 单价: *We have ordered 50 000 boxes at a unit price of €0.12.* 我们以0.12欧元的单价订购了5万盒。

**'unit sales** *noun* [pl.]
(*Marketing*) the number of items of a particular product that have been sold 单位销售量

**'unit share** *noun* [C]
(*Marketing*) the UNIT SALES of a particular product compared with the total sales of all similar products 单位份额: *Our cordless phones have a unit share of 13% worldwide.* 我们生产的无线电话在全球同类产品中所占份额为13%。

**,unit 'trust** (*BrE*) (*AmE* **'mutual fund**) *noun* [C] (*Finance*) an organization that manages a fund that is invested in a wide range of shares, bonds, etc. The fund is divided into small units which are bought and sold, usually by people who only invest a small amount of money 单位信托: *Investing in a unit trust reduces risks for small investors.* 投资于单位信托公司可以降低小投资者的风险。 ◇ *a unit trust company* 单位信托公司 → OPEN-ENDED (3)

**universal** /ˌjuːnɪ'vɜːsl; *AmE* -'vɜːrsl/ *adjective* done by, involving, etc. all the people in the world or in a particular group 全人类的; 全体的: *The Harry Potter books have universal appeal* (= they are liked by all types of people in all places). 《哈利·波特》风靡全球。

**,universal 'bank** *noun* [C] a bank that combines INVESTMENT BANKING and COMMERCIAL BANKING 全能银行（兼营投资银行业务和商业银行业务的银行）
▸ **,universal 'banking** *noun* [U]

**universe** /'juːnɪvɜːs; *AmE* -vɜːrs/ *noun* [sing.] **1** (*Marketing*) a complete group of people, companies, etc. that have the same features or qualities（具有相同特征或品质的）一群人（或公司等）: *The assumed universe* (= number of possible readers) *for literary magazines is about 750 000.* 文学杂志的假定读者群约为75万人。 SYN POPULATION
**2** an area of activity; the people and companies involved in that activity 活动领域; 参与活动的人或公司: *a small but growing area of the investment universe* 较小但是快速增长的投资领域 ◇ *the universe of companies considered socially responsible* 被认为具有社会责任感的公司群

**unladen** /ˌʌn'leɪdn/ *adjective* [usually before noun] without a load 无载重的: *unladen aircraft* 空机 ◇ *goods vehicles of an* ***unladen weight*** *exceeding 2 tonnes* 空车重量超过2吨的货车 OPP LADEN

**unlawful** /ʌn'lɔːfl/ *adjective* not allowed by law 非法的: *unlawful trading* 非法交易 OPP LAWFUL
▸ **unlawfully** /ʌn'lɔːfəli/ *adverb*

**unlicensed** /ʌn'laɪsnst/ *adjective* without a **licence** (= an official document that gives you permission to do or own sth) 没有执照的; 未经授权的: *unlicensed software/cabs* 未经授权的软件; 没有执照的出租汽车 See note at COPY

**unlimited** /ʌn'lɪmɪtɪd/ *adjective* as much or as many as is possible; not limited in any way 无限的: *You can access the Internet for an unlimited number of hours.* 你可以无限时上网。

**un,limited 'company** *noun* [C] a company whose shareholders are responsible for all its debts if it fails 无限公司 → LIMITED COMPANY

**un,limited lia'bility** *noun* [U] the legal duty of the shareholders of an UNLIMITED COMPANY to pay all its debts 无限责任 → LIMITED LIABILITY

**unlisted** /ʌn'lɪstɪd/ *adjective* **1** (*Finance*) (*also* **un'quoted**) not bought and sold on a stock exchange 未上市的 OPP LISTED
● *unlisted* ***companies/securities/shares/stock*** 未上市公司 / 证券 / 股份 / 股票
**2** (*especially AmE*) (about a telephone number) not listed in the public telephone book, at the request of the owner of the telephone.（电话号码）未列入电话号码簿的 NOTE Telephone services will not give these numbers to people who ask for them. 电话服务部门不会给查询者提供这些号码。 SYN EX-DIRECTORY

**unload** /ˌʌn'ləʊd; *AmE* ˌʌn'loʊd/ *verb* **1** [+ obj *or* no obj] to remove things from a vehicle or ship after it has taken them somewhere 卸下（…中的货）; 卸（货）: *It can take a whole day to unload a freighter.* 卸下一船货物可能需要一整天。 ◇ *Several ships were waiting to unload.* 好几艘船正等着卸货。 OPP LOAD
**2** (*informal*) [+ obj] to get rid of or sell sth, especially sth illegal or of bad quality 解除…的负担; 卸下: *They want to unload their shares at the right price.* 他们想以适当的价格把股票抛掉。

**unlock** /ˌʌn'lɒk; *AmE* ˌʌn'lɑːk/ *verb* [+ obj] to allow sth to start being used that has existed but not been available for use 解开; 释放: *The group is selling its publishing arm in an attempt to* ***unlock value*** *for shareholders.* 这个集团正准备出售其出版部门以释放股东价值。 ◇ *The deal with the USA will unlock billions of dollars of aid.* 与美国的这笔交易将会带来几十亿元的援助。

**unmanageable** /ʌn'mænɪdʒəbl/ *adjective* difficult or impossible to control or deal with 无法处理的; 棘手的; 难以管理的: *companies with unmanageable debt* 拥有棘手债务的公司

**unmetered** /ˌʌn'miːtəd; *AmE* -tərd/ *adjective* (about the use of a service) not being measured, for example by a METER（服务使用）不计量的, 不计时的: *unmetered Internet access* 无限上网

**unmoved** /ˌʌn'muːvd/ *adjective* (about the value of sth) not having changed（某物的价值）未改变的: *The FTSE 100 was unmoved for much of the day.* 富时100指数当天大多数时间横盘整理。

**unnerve** /ˌʌn'nɜːv; *AmE* -'nɜːrv/ *verb* [+ obj] (often used in newspapers) to make sb feel nervous or lose confidence（常用于报章）使紧张, 使失去信心: *The poor results have unnerved investors.* 差劲的业绩使投资者失去了信心。

**unofficial** /ˌʌnə'fɪʃl/ *adjective* **1** that does not have permission or approval from sb in authority 非官方的: *Unofficial estimates put the figure at over 2 million.* 非官方估计数字为200多万。 ◇ *The unofficial exchange rate is 2 000 dinar to the dollar.* 非官方汇率为1美元兑换2000第纳尔。
**2** that is not part of sb's business 非正式的: *The Prime Minister is on an unofficial visit to Spain.* 首相正在对西班牙进行非正式访问。 OPP OFFICIAL
▸ **unofficially** /ˌʌnə'fɪʃəli/ *adverb*

**,unof,ficial 'strike** *noun* [C] (*HR*) a strike that does not have the approval or permission of an accepted trade union 非正式罢工; 未经工会同意的罢工 OPP OFFICIAL STRIKE

**unpaid** /ˌʌn'peɪd/ *adjective*
SEE ALSO: **delivered duty unpaid**
**1** (*Accounting*) not yet paid 未付的; 未还的; 未缴纳的

**✪** *unpaid **bills/debts/fees/rent*** 未付账单；未偿债务；未缴费用；未付租金

**2** (about work, etc.) done or taken without payment（工作等）不付薪的，无偿的：*unpaid work* 无偿工作 ◇ *to take unpaid leave* 休不带薪假期

**3** (about people) not receiving payment for work that they do（人）不领薪水的；无偿工作的：*unpaid volunteers* 无偿工作的志愿者

OPP PAID

**unpredictable** /ˌʌnprɪ'dɪktəbl/ *adjective*
if a situation, an event, a price, etc. is **unpredictable** you cannot be sure what will happen because it changes a lot or depends on too many different things 不可预知的；无法预言的，不稳定的：*the unpredictable nature of oil prices* 石油价格的不稳定性 → PREDICTABLE
▸ **unpredictability** /ˌʌnprɪˌdɪktə'bɪləti/ *noun* [U]
**unpredictably** /ˌʌnprɪ'dɪktəbli/ *adverb*

**unproductive** /ˌʌnprə'dʌktɪv/ *adjective*
not producing very much; not producing good results 无出产的；没有效果的：*an unproductive meeting* 没有结果的会议 ◇ *unproductive use of resources* 对资源的无效利用 OPP PRODUCTIVE

**unprofessional** /ˌʌnprə'feʃənl/ *adjective*
not reaching the standard expected in a particular profession 非专业的：*She was found guilty of unprofessional conduct.* 发现她有违反专业操守的行为举止。 OPP PROFESSIONAL
→ NON-PROFESSIONAL ▸ **unprofessionally** /ˌʌnprə'feʃənəli/ *adverb*

**unprofitable** /ʌn'prɒfɪtəbl; *AmE* -'prɑːf-/ *adjective*
**1** not making enough financial profit 无利可图的：*unprofitable product lines* 无利可图的产品线
SYN UNECONOMIC
**✪** *unprofitable **businesses/companies/products/stores*** 无利可图的企业 / 公司 / 产品 / 商店
**2** not bringing any advantage 无益的
OPP PROFITABLE
▸ **unprofitably** /ʌn'prɒfɪtəbli; *AmE* -'prɑːf-/ *adverb*: *The company had been trading unprofitably for a long time.* 这家公司已经很久没有盈利了。

**unquoted** /ˌʌn'kwəʊtɪd; *AmE* -'kwoʊt-/
= UNLISTED (1)

**unrealized , -ised** /ˌʌn'rɪːəlaɪzd; *BrE also* -'rɪəl-/ *adjective*
**1** not achieved or done 没有实现的；没能完成的
**✪** *unrealized **potential/projects*** 未发掘的潜能；未能实现的计划
**2** (*Finance*) (about a profit, loss, etc.) that has been made but not turned into real money yet（利润、亏损等）未实现的：*The bank has 400 billion yen in unrealized gains on its investments* (= the investments have risen in value but have not yet been sold). 这家银行拥有4000亿日元未实现的投资收益。
**✪** *unrealized **capital gains/gains/losses/profits*** 未实现的资本收益 / 收益 / 亏损 / 利润

**unreasonable** /ʌn'rɪːznəbl/ *adjective*
not fair; expecting too much 不讲理的；不合理的：*He claimed his boss was making unreasonable demands.* 他声称他的老板提出不合理要求。 ◇ *The fees they charge are not unreasonable.* 他们的收费不合理。 OPP REASONABLE

**unrecoverable** /ˌʌnrɪ'kʌvərəbl/ *adjective*
**1** (about money that has been lent or lost) that you will never be able to get back（贷出或亏损的资金）收不回来的，不能收回的：*The bank lost $300 m in unrecoverable loans.* 这家银行损失了3亿元不可收回贷款。 OPP RECOVERABLE
**2** (*IT*) (about information on a computer) that cannot be found again（计算机资料）无法恢复的：*an unrecoverable file* 无法恢复的文件
**3** (*IT*) (about an error in a computer program) that cannot be corrected（计算机程序错误）不可校正的；不可恢复的

**unredeemed** /ˌʌnrɪ'diːmd/ *adjective*
**1** (*Finance*) if something given as SECURITY on a loan is **unredeemed**, it can be kept by the person, etc. who made the loan because the loan has not been paid back 未被赎回的：*He had a drawerful of unredeemed **pledges** for loans he had made to students from his personal funds.* 他利用私人资金发放学生贷款，留下了大量未赎回担保。
**2** (*Commerce*) not exchanged for cash or goods 未兑现的；未兑换的：*She has 35 000 unredeemed frequent-flier miles.* 她有35000英里常旅客飞行里程没有兑换。 → REDEEM

**unregulated** /ʌn'regjuleɪtɪd/ *adjective*
not controlled by rules or laws 不受管制的：*a free, unregulated market* 不受管制的自由市场
→ REGULATE

**unreported 'income** *noun* [U]
money that sb has earned and should pay tax on but has not mentioned to the tax authorities 未报税收入

**unscrupulous** /ʌn'skruːpjələs/ *adjective*
without moral principles; not honest or fair 不择手段的；无所不为的；肆无忌惮的；寡廉鲜耻的：*unscrupulous companies/dealers/lenders* 不择手段的公司 / 交易商 / 贷款人 ◇ *unscrupulous practices/methods/tactics* 不择手段的做法 / 方法 / 策略
▸ **un'scrupulously** *adverb* **un'scrupulousness** *noun* [U]

**unsecured** /ˌʌnsɪ'kjʊəd; *AmE* -sə'kjʊrd/ *adjective*
(*Finance*; *Law*)
**1** if a loan, debt, etc. is **unsecured**, there is no SECURITY (= a valuable item that the person, company, etc. that borrows the money will lose if they do not pay the money back)（贷款、债务等）无抵押的，无担保的：*The new lending company will offer unsecured loans to small companies at an interest rate of 8–20%.* 这家新的信贷公司将以8-20%的利率向小公司提供无抵押贷款。
**✪** *unsecured **credit/debt/lending/loans*** 无担保信用 / 债务 / 借贷 / 贷款
**2** used to describe a person, company, etc. that has lent money with no SECURITY（发放贷款者）无担保的
**✪** *unsecured **creditors/lenders*** 无担保债权人 / 贷款人 OPP SECURED

**unskilled** /ˌʌn'skɪld/ *adjective*
**1** (about a person) not having special skills or training（人）不熟练的；未受过技术训练的：

*unskilled manual workers* 不熟练的体力劳动者 ◇ *an unskilled workforce* 未受过技术训练的劳工 **2** (about a job) not needing special abilities or training（工作）不需要技能的 OPP SKILLED

**unsocial** /ˌʌnˈsəʊʃl; *AmE* ˌʌnˈsoʊʃl/ *adjective* (*also* **unsociable**, /ʌnˈsəʊʃəbl; *AmE* -ˈsoʊ-/*less frequent*) (*both BrE*) outside the normal times of working 非标准工作时间的: *Security staff often have to work* ***unsocial hours.*** 安全人员经常得加班加点。

**unsold** /ˌʌnˈsəʊld; *AmE* ˌʌnˈsoʊld/ *adjective* not bought by anyone 未售出的: *The store cut its prices to get rid of unsold stock.* 这家商店降价处理其未售库存。◇ *10% of the company's shares remain unsold.* 这家公司10%的股票尚未售出。

**unsolicited** /ˌʌnsəˈlɪsɪtɪd/ *adjective* not asked for and sometimes not wanted 未经请求的; 主动提供的: *It is not our policy to send unsolicited mail.* 我们原则上不主动发送邮件。◇ *The company rejected an unsolicited takeover bid from an Italian group.* 这家公司拒绝了一家意大利集团的主动收购。
● *unsolicited* ***calls/email/letters/mail*** 未获邀约的造访; 垃圾电子邮件 / 信件 / 邮件 • *an unsolicited* ***approach/(takeover) bid/offer*** 主动的提议; 收购要约; 卖方报价 • *unsolicited* ***advice/comments*** 主动建议 / 评论

**unsubscribe** /ˌʌnsəbˈskraɪb/ *verb* [+ obj *or* no obj] (*IT*) **unsubscribe** (**from sth**) to remove your address from an Internet MAILING LIST 退订

**★unsustainable** /ˌʌnsəˈsteɪnəbl/ *adjective* that cannot continue or be continued for a long time 无法维持的; 不可持续的: *unsustainable levels of debt* 无法维持的债务水平 ◇ *The decline in the sector is the result of unsustainable growth over the last few years.* 这个部门的下滑是近几年非持续增长的结果。 OPP SUSTAINABLE

**ˌunsystematic ˈrisk** (*also* **spe,cific ˈrisk**) *noun* [U] (*Finance*) risk that affects the price of a particular investment or a small number of shares, bonds, etc., for example the possible effects of a strike in a company or of a company going out of business 非系统性风险 → SYSTEMATIC RISK

**untapped** /ˌʌnˈtæpt/ *adjective* available but not yet used 未被利用的: *They regard Mexico as a huge untapped market for their products.* 他们把墨西哥看作他们产品的巨大的未开发市场。◇ *technology that creates energy from a previously untapped source* 用以前未开发的资源创造能量的技术
● *untapped* ***demand/markets/opportunities/potential/resources/talent*** 未开发的需求 / 市场 / 机会 / 潜力 / 资源 / 才能

**unveil** /ˌʌnˈveɪl/ *verb* [+ obj] (used especially in newspapers) to show or introduce a new plan, product, etc. to the public for the first time; to announce sth publicly（尤用于报章）使公诸于众; 揭露: *The supermarket chain has unveiled plans to create 10 000 jobs this year.* 这家连锁超市公布了今年将创造1万个就业机会的计划。

**unwind** /ˌʌnˈwaɪnd/ *verb* (**unwound, unwound** /ˌʌnˈwaʊnd/) **1** [+ obj *or* no obj] (used especially in newspapers) to undo or change sth; to change or be undone（尤用于报章）撤销或改变: *More than a third of the takeovers that had been agreed are now being unwound.* 已经达成协议的企业收购中，有三分之一强目前被撤销了。◇ *The price of oil, which is still high, may start to unwind soon.* 依然高昂的石油价格可能将很快下跌。 **2** (*Finance*) [+ obj] **unwind a long/short position** to sell or buy shares, currencies, etc. in order to gradually end the POSITION you are in（买卖股票、货币等以便逐步）改变多头 / 空头头寸 **3** [no obj] to stop worrying or thinking about problems and start to relax 放松 SYN WIND DOWN ▸ **unˈwind** *noun* [C] ˌ**unˈwinding** *noun* [U]: *the unwinding of our stake in the power company* 撤出我们在电力公司的股份

**unzip** /ˌʌnˈzɪp/ *verb* [+ obj] (**-pp-**) (*IT*) to return computer files to their original size after they have been made smaller (**compressed**)（将计算机压缩文件）解压 SYN DECOMPRESS OPP ZIP

**up** /ʌp/ *adverb, adjective, verb, noun*
● ***adverb*** to or at a higher level 向高处: *Prices are* ***well up on*** *last year's.* 价格远高于去年的水平。◇ *Total sales were up* ***by*** *7%.* 销售总额增长了7%。 OPP DOWN See note at INCREASE
IDM **up for sth 1** on offer for sth 供…: *The house is up for sale.* 此房待售。 **2** being considered for sth 被考虑…: *All the directors will be up for re-election next year.* 全部董事将于明年重新选举。 **up to sth 1** as far as a particular number, level, etc. 多达: *The Human Resources Manager spends up to half her time interviewing.* 人力资源经理花费她一半的时间用于面试。 **2** (*also* **up until sth**) not further or later than sth 直到: *Up to now everything's been running smoothly.* 到现在为止，一切顺利。 **3** as high or as good as sth 达到; 符合: *The production quality is not up to our usual standards.* 生产质量未达到我们的通常标准。
● ***adjective*** [not before noun] (*IT*)
SEE ALSO: **bottom-up, completely built-~, dial-~, hard ~, joined-~, pent-~, pop-~**
(of a computer system) working（计算机系统）运行: *Our system should be up again by this afternoon.* 我们的系统今天下午应该可以重新运行。 OPP DOWN
IDM ˌ**up and ˈrunning** (about a system, for example a computer system) working; being used（计算机系统等）运行的: *It will be a lot easier when we have the database up and running.* 我们的数据库开始运行之后事情就容易多了。
● ***verb*** [+ obj] (**-pp-**) to increase the price or amount of sth 提高; 增加: *The group upped its bid from $10 to $30 a share.* 这个集团将出价从每股10元提高到了30元。 SYN RAISE → idiom at ANTE
● ***noun***
IDM **on the ˈup** increasing or improving 提高或改进: *Business confidence is on the up.* 商业信心增强了。 **on the ˌup and ˈup** (*informal*) **1** (*BrE*) becoming more and more successful 越来越好的: *Their company is on the up and up.* 他们的公司越

来越红火。 **2** (*AmE*) = ON THE LEVEL at LEVEL *noun*
**,ups and 'downs** the mixture of good and bad things in a particular situation 兴衰；沉浮；起伏：*Every business has its ups and downs.* 每家企业都有兴衰起伏。

**upbeat** /'ʌpbi:t/ *adjective* (*informal*)
positive and enthusiastic; making you feel that the future will be good 积极的；乐观的：*The company's founder was upbeat **about** its prospects.* 公司的创始人对其前景十分乐观。 ◇ *The presentation ended on an upbeat note.* 演讲在热烈的气氛中结束。 OPP DOWNBEAT

**UPC** /,ju: pi: 'si:/ *abbr*
(*Commerce*) **Universal Product Code** a pattern of thick and thin lines that is printed on things that you buy in a shop/store. It contains information that a computer can read. 通用产品代码 SYN BAR CODE

**upcoming** /'ʌpkʌmɪŋ/ *adjective* [only before noun]
going to happen soon 即将发生的：*The website gives details of upcoming events.* 这一网站发布近期活动的详细情况。

**★update** /,up'deɪt/ *verb* [+ obj]
**1** to make sth more modern by adding new parts, etc. 更新：*It's about time we updated our logo.* 我们的徽标应该更新了。 ◇ *updated software* 更新的软件
**2** to give sb the most recent information about sth; to add the most recent information to sth 提供最新消息：*I called the office to update them **on** the day's developments.* 我给办公室打电话告诉他们今天的最新进展。 ◇ *Our records are regularly updated.* 我们的记录定期更新。
▸ **update** /'updeɪt/ *noun* [C]：*an update of the software* 软件更新 ◇ *to provide regular updates* 提供定期更新 ◇ *getting updates **on** travel information* 获取最新的旅行资料

**upfront** /,ʌp'frʌnt/ *adjective, adverb*
• ***adjective***
**1** (*Commerce*) [only before noun] paid in advance, before other payments are made 提前支付的；预付的：*There will be an upfront fee of 4%.* 有一笔4%的费用需提前支付。
➲ *an upfront **fee/payment*** 预付费 / 款
**2** not trying to hide what you think or do 坦诚的；不隐瞒的：*Investors are claiming that the company was not upfront **about** its financial problems.* 投资者认为这家公司对其财务问题不坦诚。
• ***adverb*** (*usually* **up front**)
as payment in advance 提前付款地：*We'll pay you half up front and the other half when you've finished the job.* 我们将预付一半报酬，另一半在你完工时支付。

**★upgrade** /,ʌp'greɪd/ *verb*
**1** [+ obj *or* no obj] to make a piece of machinery, computer system, etc. more powerful and efficient; to start to use machinery or systems of this type 使升级：*We've just upgraded **to** the latest version of the operating system.* 我们刚刚升级至最新版操作系统。 ◇ *upgraded computers* 已升级的计算机
**2** (*Finance*) [+ obj] to give sth a higher grade, value or status 提高级别；提升：*The Bank has upgraded its rating on the stock to 'buy'.* 英格兰银行将这支股票的评级上调至“买入”。 ◇ *The company's credit rating has been upgraded* (= they are now considered to be more likely to pay their debts). 这家公司的信用评级被调高了。 SYN PROMOTE
**3** (*HR*) [+ obj] to give sb a more important job; to make a job more important 提拔（某人）：*He's been upgraded **to** Head of Sales.* 他被提拔为销售部主管。 SYN PROMOTE
**4** [+ obj *or* no obj] to give sb a better seat on a plane, room in a hotel, etc. than the one that they have paid for（飞机、酒店等）升舱，升级：*We were upgraded **to** business class.* 我们被升级到公务舱。
**5** [+ obj] to improve the condition of a building, etc. in order to provide a better service（改善建筑物等）改善条件：*The factory has been upgraded to meet current safety standards.* 这家工厂已经改进以满足当前的安全标准。
▸ **upgrade** /'upgreɪd/ *noun* [C]：*instructions for installing an upgrade to the existing system* 安装现有系统更新的指令 ◇ *credit rating upgrades* 信用评级提高 ◇ *Frequent flyers qualify for a free upgrade.* 常旅客有资格享受免费升舱。 **upgrading** /,ʌp'greɪdɪŋ/ *noun* [U,C]：*the upgrading of the firm's PCs* 这家企业个人电脑的升级 → DOWNGRADE

**upkeep** /'ʌpki:p/ *noun* [U]
the cost or process of keeping sth in good condition 维修费；保养：*the upkeep of a **building/road*** 建筑物 / 道路保养
SYN MAINTENANCE → KEEP STH UP at KEEP

**uplift** *noun, verb*
• ***noun*** /'ʌplɪft/ [C]
(especially in newspapers) the fact of sth being raised or of sth increasing（尤用于报章）提高，增加：*Figures out today show a 10% uplift **in** premiums from retail investment.* 今天出来的数字显示，零售投资的溢价提高了10%。 ◇ *a sales uplift of 18% over the year* * 18%的年销售额涨幅
• ***verb*** /,ʌp'lɪft/ [+ obj] (*especially BrE*)(*formal*)
to collect passengers, luggage or goods 接纳旅客、行李或货物：*Coaches may only set down or uplift passengers at these locations.* 长途客车只可以在这些地点停车上下客。

**★upload** *verb, noun*
(*IT*)
• ***verb*** /,ʌp'ləʊd; *AmE* -'loʊd/ [+ obj *or* no obj]
to move data to a larger computer system from a smaller one; to be moved in this way 上传（计算机数据）：*You can upload an image directly from a digital camera.* 你可以直接从数码相机上传图像。 OPP DOWNLOAD
• ***noun*** /'ʌpləʊd; *AmE* -loʊd/
**1** [U,C] the act or process of copying data from a smaller system to a larger one（计算机数据的）上传，加载：*You can make future uploads easier if you tick the 'Save Password' box.* 如果你勾选“保存密码”，将来数据上传会更容易。
**2** [C] data copied from a smaller system to a larger one 上传的数据：*access other users' uploads* 访问其他用户上传的数据

**upmarket** /,ʌp'mɑ:kɪt; *AmE* -'mɑ:rk-/ (*AmE also* **'upscale**) *adjective* [usually before noun]
**1** designed for or used by people who belong to a high social class; expensive and of good quality 高级的；高档的；适合高收入顾客的或为高收入

顾客服务的: *a maker of upmarket food products* 高档食品厂商
➕ *an upmarket* ***brand/hotel/product/restaurant/store*** 高档品牌 / 酒店 / 产品 / 餐馆 / 商店
**2** used to describe people who have more money and can afford expensive products and services 高消费阶层的: *upmarket customers* 高消费顾客 ◇ *an upmarket neighbourhood* 富人社区
▸ **ˌup'market** *adverb*: *The company has been forced to move more upmarket.* 这家公司被迫向高端市场转型。
OPP DOWNMARKET

**upscale** /'ʌpskeɪl/ = UPMARKET

**upselling** /'ʌpselɪŋ/ *noun* [U]
(*Marketing*) the technique of persuading customers to buy more products or a more expensive product than they originally intended 向上销售 ▸ **'upsell** *verb* [no obj]

**'upset price** = RESERVE PRICE

**upside** /'ʌpsaɪd/ *noun*
**1** (*Economics*; *Finance*) [sing.; U] the possibility that sth will increase in price or value (价格或价值)上涨趋势: *The shares have upside if the company focuses on increasing its customers in new markets.* 如果公司集中精力在新市场发展顾客，其股票将有机会增值。 ◇ *The plan involves high risks but also high* ***upside potential*** (= opportunity for making high profits). 这项计划包含高风险，也包含很高的盈利潜力。
**2** (*Finance*) [sing.; U] an increase in profits or share prices (利润或股价)上升: *The deal should offer a 50% upside for shareholders.* 这笔交易应该可以使股东收益提高50%。
**3** [sing.] the more positive aspect of a situation that is generally bad (坏事)好的一面: ***On the upside,*** *this model does use less fuel than its competitors.* 从好的方面看，这个型号的确比同类竞争产品节省燃料。
OPP DOWNSIDE

**upsize** /'ʌpsaɪz/ *verb* [+ obj *or* no obj]
**1** (*IT*) to move from a smaller computer system to a larger one 扩容(计算机系统): *There are good reasons to upsize to a larger system.* 扩容为更大系统的理由很充分。 ◇ *an upsized database* 已扩大的数据库
**2** (*HR*) to increase the size of a company by employing more people (通过增加雇员)扩大公司规模: *28% of plants upsized and became more productive.* * 28%的厂家扩大了规模，提高了生产效率。
▸ **'upsizing** *noun* [U]: *the upsizing of databases* 数据库规模扩大 → DOWNSIZE

**upskill** /'ʌpskɪl/ *verb*
(*HR*)
**1** [+ obj *or* no obj] to teach sb new skills; to learn new skills 教授新技能; 学习新技能; 培训: *The company has invested heavily in upskilling its workforce.* 公司在员工技能提升方面投以重资。 ◇ *a course for salespeople wanting to upskill in database management* 面向销售人员的提高数据库管理技能的课程
**2** [+ obj] to change a job so that it needs more skills to do it 改设工作岗位以使其要求更高的技能: *upskilled tasks/jobs.* 要求更高技能的任务 / 工作
▸ **'upskilling** *noun* [U]: *the upskilling of the staff* 员工技能提升

**upstart** /'ʌpstɑːt; *AmE* -stɑːrt/ *noun* [C]
a company or person that is new in a business, but may already be becoming important 暴发户; 新贵: *The company was bought by its upstart rival.* 这家公司被其暴发户对手收购了。 → START-UP

**upstream** /ˌʌp'striːm/ *adjective*
(*Economics*; *Production*) at or connected with an early stage in an industrial or commercial process (工业或商业流程)上游的: *The company plans to expand its upstream business in oil and gas.* 这家公司计划扩大石油和天然气等上游业务。
➕ *upstream* ***assets/businesses/earnings/operations*** 上游资产 / 企业 / 收益 / 业务
▸ **ˌup'stream** *adverb*: *Manufacturers are looking both upstream and downstream to improve efficiency.* 制造商们希望从上游和下游两个方面提高效率。 OPP DOWNSTREAM

**upsurge** /'ʌpsɜːdʒ; *AmE* -sɜːrdʒ/ *noun* [C, usually sing.]
a sudden large increase in sth 高涨; 猛涨: *a big upsurge* ***in demand for new cars*** 对新汽车需求的大幅度上涨 → SURGE

**upswing** /'ʌpswɪŋ/ = UPTURN OPP DOWNSWING

**uptick** /'ʌptɪk/ (*also* **'plus tick,** *less frequent*) *noun* [C, usually sing.] (*both AmE*)
(*Economics*; *Finance*) a small increase in sth, especially in the price of shares 小幅度涨升(尤指股票成交价格): *The futures market is* ***showing*** *an uptick.* 期货市场呈现小幅度涨升。 ◇ *an uptick* ***in*** *manufacturing activity* 生产的小幅度涨升
OPP DOWNTICK

**uptime** /'ʌptaɪm/ *noun* [U]
(*IT*) the period of time when a machine, especially a computer, is working and can be used (电子计算机等的)正常运行时间，可用时间: *We aim to achieve at least 99.96% uptime.* 我们的目标是实现至少99.96%的正常运行时间。 → DOWNTIME

**ˌup to 'date** *adjective*
**1** having or including the most recent information 最近的; 最新的: *Monthly meetings* ***keep*** *staff up to date* ***on/with*** *the latest developments.* 月度会议可以让员工随时了解最新进展。 ◇ *up-to-date records* 最新记录
➕ *up-to-date* ***figures/information/price lists/records*** 最新数字 / 资料 / 价目单 / 记录
**2** modern; fashionable 现代的; 新式的; 时髦的: *This technology is* ***bang up to date*** (= completely modern). 这是一项崭新的技术。
➕ *up-to-date* ***equipment/methods/technology*** 现代化设备 / 方法 / 技术

**ˌup to the 'minute** *adjective* [usually before noun]
**1** having or including the most recent information 最新的: *The accounts must always be up to the minute.* 账目必须保证随时更新。
➕ *up-to-the-minute* ***data/information/news/prices*** 最新数据 / 信息 / 新闻 / 价格
**2** modern; fashionable 现代的; 时髦的: *up-to-the-minute designs* 时髦的设计

**uptrend** /'ʌptrend/ *noun* [sing.] (*especially AmE*)
a situation in which business activity or performance increases or improves over a period

of time 上升趋势；向好趋势：*The euro is on an uptrend.* 欧元处于上升趋势。 OPP DOWNTREND

**upturn** /'ʌptɜːn; *AmE* -tɜːrn/ (*also* **'upswing**) *noun* [C, usually sing.]
a situation in which sth improves or increases over a period of time 好转；转机：*an upturn in trade* 贸易出现转机 ◇ *The group's recent sales upturn may not last.* 集团最近的销售情况好转不会维持太久。 OPP DOWNTURN
● *a dramatic/gradual/sharp/slight/sustained upturn* 戏剧性的 / 逐步的 / 急剧的 / 略微的 / 持续的好转

**,upwardly 'mobile** *adjective*
moving towards a higher social position, usually in which you become richer（社会、经济地位）向上爬升的，有上升趋势的：*Their customers are mainly upwardly mobile people in their thirties and forties.* 他们的顾客主要是三、四十岁且社会地位呈上升趋势的人。 ▸ **,upward mo'bility** *noun* [U]

**URL** /,juː ɑːr 'el/ *abbr*
(*IT*) **uniform/universal resource locator** the address of a web page 统一资源定位器，网址：*The URL is http://www.oup.com.* 网址为 http://www.oup.com。 SYN WEB ADDRESS

**usability** /,juːzə'bɪlətɪ/ *noun* [U]
(*Marketing*) how easy sth is to use, especially a website（尤指网站的）可用性，易用性：*She's a usability consultant at a London-based web company.* 她是一家位于伦敦的网络公司的用户体验顾问。 ◇ *This computer combines portability and usability in a sleek design.* 这款电脑设计时尚，兼具便携性和易用性。

**usance** /'juːzəns/ *noun* [U; C, usually sing.]
(*Finance*) the time that is allowed for the payment of foreign BILLS OF EXCHANGE 外国汇票支付期限

**USB** /,juː es 'biː/ *abbr*
(*IT*) **universal serial bus** a device in a computer that allows other devices such as PRINTERS and SCANNERS to be connected to it（计算机连接打印机、扫描仪等的）通用串行总线：*The PC comes with two USB ports* (= places where printers and other devices can be connected to the computer). 这台个人电脑带有两个通用串行总线接口。

**'use-by date** *noun* [C]
the date by which you must use some types of food or drink, printed on the container or package. It may not be safe to use the items after this date 食用期限：*Throw away the milk—it's two days past its use-by date.* 把牛奶扔了吧——已经过期两天了。 → EXPIRY DATE (3), SELL-BY DATE See note at BEST-BEFORE DATE

**used** /juːzd/ *adjective* [usually before noun]
that has belonged to or been used by sb else before 使用过的；二手的；旧的：*a website for selling used goods* 出售二手货的网站 ◇ *used cars* 二手汽车 SYN PRE-OWNED (*AmE*), SECOND-HAND

**,useful 'life** *noun* [C, usually sing.]
(*Accounting*) the period of time that you can use an asset such as a machine or a vehicle before it is worth buying a new one to replace it 可用年限；使用寿命：*This machinery has an estimated useful life of 80 000 running hours.* 这台机械的预计使用寿命为8万运转时。 SYN ECONOMIC LIFE

NOTE An asset is DEPRECIATED (reduced in value) over its **useful life**. 资产在其可用年限内逐步折旧。

**user** /'juːzə(r)/ *noun* [C]
SEE ALSO: **end-user, lead ~, multi-~**
a person or thing that uses sth 用户；使用者：*The software is too complicated for the average user.* 这个软件对于普通用户来说太复杂了。 ◇ *The system allows mobile phone users to see video clips.* 这一系统可让移动电话用户观看视频剪辑。 ◇ *Financial services companies are heavy users of IT.* 金融服务公司大量使用信息技术。

**'user fee** *noun* [C] (*AmE*)
a tax on a service that is provided for the public（公共服务的）使用费：*The airport authority has proposed to raise user fees.* 机场管理局提出要提高使用费。

**,user-'friendly** *adjective*
easy for people who are not experts to use and understand 用户界面友好的；方便使用的：*The email feature has been made more user-friendly.* 这一电子邮件特色被改进得更容易使用了。 ▸ **,user-'friendliness** *noun* [U]

**username** /'juːzəneɪm; *AmE* -zərn-/ *noun* [C]
(*IT*) the name you use in order to be able to use a computer program or system（计算机程序或系统的）用户名：*Please enter your username.* 请输入用户名。

**USP** /,juː es 'piː/ *abbr*
(*Marketing*) **unique selling proposition** *or* **unique selling point** (*less frequent*) a feature of a product or service that makes it different from all others 独特的销售主张；独特的卖点：*We need to create a USP for the product if it is to sell.* 要想产品好销，我们必须为其创造独特的卖点。 ◇ *Many of the best slogans are simple statements of USPs.* 许多最佳广告语都是独特卖点的简单陈述。

**★utility** /juː'tɪlətɪ/ *noun* (*plural* **utilities**)
**1** [C, usually pl.] a service provided for the public, for example an electricity, water or gas supply 公用事业：*the administration of public utilities* 公用事业管理
**2** [C] a company that provides a service for the public, such as electricity, water or gas 公用事业公司：*the world's largest private electricity utility* 全球最大的私营公用电力公司
**3** (*IT*) [C] a piece of computer software that performs a particular task 应用程序：*an anti-virus utility* 反病毒应用程序
**4** (*Economics*) [U] the amount of benefit or satisfaction that sb gets from using a product or service 效用；实用性：*Water has high utility but low commercial value.* 水具有很高的实用性，但商业价值很低。

**utilization , -isation** /,juːtəlaɪ'zeɪʃn; *AmE* -lə'z/ *noun* [U]
**1** (*Production*) the relationship between the amount that a factory, etc. produces and the amount that it is designed to produce 利用率：*Industrial production fell 0.2 per cent and capacity utilization fell to 75.4 per cent.* 工业生产下跌了0.2%，产能利用率下降到75.4%。
● *capacity/machine/plant utilization* 产能 / 机器 / 工厂利用率

**2** the process of using sth, especially for a practical purpose 利用；使用：*the utilization of equipment/knowledge* 设备 / 知识的利用

**,utmost good 'faith** *phrase*
(*Insurance*) a basic condition of insurance in which the person wishing to be insured must provide all the necessary facts and information, even if they are not asked for them（保险的基本条件）最大善意性，最大诚信

**UW** (*also spelled* **uw, U/W, U/w**) *abbr*
(*Insurance*) a short way of writing **underwriter** * underwriter 的缩写

# Vv

**v** (*AmE spelling* **v.**) *abbr*
a short way of writing **versus** * versus 的缩写

**vacancy** /'veɪkənsi/ *noun* [C] (*plural* **vacancies**)
**1** (*HR*) a job that is available for sb to do （职位的）空缺：*We have a vacancy for a designer.* 我们有一个设计师的职位空缺。◇*A vacancy has arisen in our sales department.* 销售部出现了一个空缺。
● *a vacancy* ***arises/exists/occurs*** 出现 / 存在 / 产生空缺 • *to* ***fill*** *a vacancy* 填补空缺
**2** a room that is available in a hotel（宾馆中的）空房间：*No vacancies* (= on a sign) 客满

**'vacancy rate** *noun* [C]
**1** (*Property*) the percentage of buildings, offices, etc. that are available to be sold or rented at a particular time （建筑物、写字楼等的）空置率：*The office vacancy rate in the city has risen to 15%.* 这个城市写字楼的空置率上升至15%。
**2** (*HR*) the percentage of jobs that are available to be filled（职位的）空缺率：*The high staff vacancy rate in the industry is partly due to low levels of pay.* 这个行业较高的职位空缺率部分原因是工资水平太低。

**vacant** /'veɪkənt/ *adjective*
**1** (*HR*) if a job in a company is **vacant**, nobody is doing it and it is available for sb to take （职位）空缺的：*We are having difficulty filling the vacant post.* 我们很难填补空缺岗位。◇*The job becomes vacant in December.* 这个岗位十二月份会空出来。◇*looking for a job in the 'Situations Vacant' pages in the newspaper* 在报纸的“招聘”页面上找工作
● *a vacant* ***job/position/post/situation*** 空缺的岗位 / 职位 / 职务 • ***to become/be left/fall/remain*** *vacant* 成为 / 出现 / 保持空缺
**2** empty; not being used 空的；没被使用的：*They have bought a vacant lot* (= piece of land) *to build a new warehouse.* 他们购买了一块空地来建造一座新仓库。◇*The seat next to me was vacant.* 我旁边的座位空着。
● *a vacant* ***lot/property/room/seat*** 空地块 / 房子 / 房间 / 座位 • ***to become/be left/remain*** *vacant* 变 / 使 / 保持闲置

**,vacant pos'session** *noun* [U] (*BrE*)
(*Property*) if a house, flat/apartment, etc. is offered for sale with **vacant possession**, there will be no one living in it when the sale is complete 空屋的合法占有

**vacate** /və'keɪt; veɪ'k-; *AmE also AmE* 'veɪkeɪt/ *verb* [+ obj] (*formal*)
**1** (*HR*) to leave a job, position of authority, etc. so that it is available for sb else 离职；辞职：*She has taken over the role vacated by her boss.* 她接任了她老板腾出来的空职。 See note at RESIGN
**2** to leave a building, seat, etc., especially so that sb else can use it 腾出（建筑物、座位等）；使空缺：*Guests are requested to vacate their rooms by noon on their day of departure.* 客人务请在离店当天中午以前退房。

**vacation** /və'keɪʃn; veɪ'k-/ *noun*
**1** [U,C] (*AmE*) a holiday or a period when people are not working 假期；休假：*You look tired—you should take a vacation.* 你看起来很疲劳——应该休假了。◇*I'm on vacation next week.* 我下周休假。◇*The job includes four weeks' paid vacation.* 这个职位包含四周的带薪休假。
**2** [C] in the UK, one of the periods of time when universities or courts of law are closed; in the US, one of the periods of time when schools, colleges, universities or courts of law are closed（英国大学的）假期；（法庭的）休庭期；（美国学校、学院和大学的）假期：*students looking for vacation work* 寻找假期工作的学生
→ HOLIDAY

**vacillate** /'vasɪleɪt/ *verb* [no obj]
**1** if a price, a currency, etc. **vacillates**, it goes up and down frequently, but only by a small amount each time 波动；振荡：*the effect of vacillating oil prices* 上下波动的石油价格效应

**'valet ,service** /'væleɪ; 'vælɪt; *AmE also* væ'leɪ/ *noun* [C]
**1** (*BrE*) a service provided by a hotel in which sb cleans the clothes of the guests （酒店的）洗烫服务
**2** a service which provides sb to park your car for you when you arrive at a hotel, restaurant, etc. 代客泊车服务

**★valid** /'vælɪd/ *adjective*
**1** that is legally or officially acceptable 有效的；正当的：*a valid passport* 有效护照 ◇*They have a valid claim for compensation.* 他们的赔偿要求正当合理。◇*The ticket is valid for three months.* 这张票有效期为三个月。
**2** (*IT*) that is accepted by the system 有效的；被接受的：*a valid password* 有效密码 OPP INVALID
→ LEGITIMATE (2)
▶ **'validly** *adverb*：*The contract had been validly drawn up.* 合同已草拟妥当。

**validate** /'vælɪdeɪt/ *verb* [+ obj]
**1** to check or prove that sth is accurate, true, useful or of an acceptable standard 批准；审核；证实；证明正确：*The purchasing manager validates all invoices.* 所有的发票经由采购经理核准。◇*The product has been validated against safety requirements.* 这款产品已根据安全要求检验通过。
**2** to make sth legally valid 使有效；使生效；确认：*to validate a contract/credit card* 使合同生效；使信用卡生效
OPP INVALIDATE
▶ **validation** /,vælɪ'deɪʃn/ *noun* [U,C]
OPP INVALIDATION at INVALIDATE

**validity** /və'lɪdəti/ *noun* [U]
the state of being legally or officially acceptable 有效；合法性：*the period of validity of the agreement* 协议的有效期

**valuable** /'væljuəbl/ *adjective*
**1** worth a lot of money 值钱的；有价值的：*Please leave valuable items in the hotel safe.* 请将贵重物品放在酒店保险柜里。◇ *We had to sell off valuable assets.* 我们不得不卖掉值钱的资产。
**2** very useful or important 有用的；重要的：*Her experience in Japan made her very valuable to the company.* 她在日本的工作经历对公司非常有价值。
OPP WORTHLESS

**valuables** /'væluəblz/ *noun* [pl.]
things that are worth a lot of money, especially small personal things such as jewellery, cameras, etc.（尤指私人的）贵重物品：*Ordinary mail is not suitable for sending money or valuables through the post.* 平邮不适合邮寄货币或贵重物品。

**valuation** /ˌvælju'eɪʃn/ *noun* [C,U]
SEE ALSO: **inventory valuation, stock valuation**
**1** (*Finance*) a professional judgement about how much money sth is worth; the estimated value of sth 估价；定价；估定的价值：*Surveyors carried out a valuation of the property.* 鉴定人员对这处房产作出了估价。◇ *A valuation of almost $1 billion was put on the company.* 这家公司的估价约为10亿元。◇ *land valuation* 土地的估价
**2** a judgement about how useful or important sth is; the estimated importance of sth 评价：*She puts a high valuation on trust between colleagues.* 她高度重视同事之间的信任。

**★value** /'vælju:/ *noun, adjective, verb*
• ***noun***
SEE ALSO: **added value, agreed ~, assessed ~, asset ~, book ~, break-up ~, capital ~,** etc.
**1** [U,C] how much sth is worth in money or other goods for which it can be exchanged 价值：*Share values have fallen by 20% in the last year.* 去年股票价值下跌了20%。◇ *Investments could increase in value by about 5% per year.* 投资每年能够增值大约5%。◇ *Some people have put a value of $2 billion on the company.* 有人估计这家公司价值20亿元。◇ *creating value for investors* 为投资者创造价值
➊ *to* ***decrease/drop/fall/halve*** *in value* 价值减少／下跌／下降／减半 • *to* ***double/go up/increase/rise*** *in value* 价值翻番／上升／增加／提高 • *the* ***current/long-term/potential/present/short-term*** *value of sth* 某物的现行／长期／潜在／当前／短期价值 • *a* ***high/low*** *value* 高／低价值 • *to* ***place/put/set*** *a value on sth* 对某物进行估价
**2** [U] (*especially BrE*) how much sth is worth compared with its price（与价格相比的）价值，划算程度：*Our printers represent excellent value when compared with similar products.* 与同类产品相比，我们的打印机真正物有所值。◇ *Consumers are looking for the service that offers the best value for money.* 消费者正在寻求最合算的服务。
➊ ***bad/excellent/good/poor*** *value* 不／超级／很／极为不合算 • *to* ***give/offer/provide/represent*** *value* 物有所值
**3 values** [pl.] beliefs about what is right and wrong and what is important in life 价值观；是非标准：*The document lists the eight* ***core*** *values on which company policy is based.* 这份文件列出了公司政策赖以建立的八个核心价值观。
➊ ***common/cultural/family/shared/social*** *values* 共同／文化／家庭／共同／社会价值观
• ***adjective*** [only before noun]
(about a product) produced and sold cheaply（产品）廉价的：*We have over a thousand items in our value range of toiletries.* 我们拥有一千多种廉价洗漱用品。
• ***verb*** [+ obj]
**1** to decide how much money sth is worth 定值；估价：*The company has been valued* ***at*** *over €2 billion.* 这家公司估价超过20亿欧元。
**2** to think that sb/sth is important 尊重；珍视；重视：*I value him* ***as*** *a friend as well as a colleague.* 我视他为好朋友、好同事。◇ *The metal is valued* ***for*** *its lightness and strength.* 这种金属因其重量轻、强度大而倍受珍视。◇ *valued customers/employees* 重要顾客／员工

**ˌvalue 'added** *noun, adjective*
• ***noun*** [U]
**1** (*Economics*) the amount by which the value of a product increases at each stage of the production process, not including the cost of the basic materials 增值；增加的价值：*In many rural areas, output per head and value added will be lower.* 在许多农村地区，人均产量和价值增值较低。
SYN ADDED VALUE
**2** (*Marketing*) the extra value that a company adds to a basic product or service, for example by adding extra features, before it is sold to the consumer 附加价值；增值：*a comparison of consumer spending on goods with different amounts of value added* 增值不同的产品的消费者开支比较
SYN ADDED VALUE
**3** (*Marketing*) the extra features that a product or service has that a customer is willing to pay more for 附加功能
• ***adjective*** [only before noun] **value-added**
**1** (*Marketing*) (about products) having extra features added to them that a customer is willing to pay more for（产品）带有附加功能的：*standard lines such as wrapped white bread and value-added products such as wholemeal bread and crispbread* 诸如包装好的白面包等标准产品以及诸如全麦面包和薄脆饼干等增值产品
**2** (about a company) using raw materials or parts to produce products of much higher value（公司）增值的
**2** (about a company) offering extra or special services in a particular commercial area（公司）在特定商业领域提供特殊服务的

**ˌvalue-added ˌmanu'facturing** *noun* [U]
the production of goods in which processes increase the value of the materials used and the price that they can be sold for 增值生产：*high/low value-added manufacturing industries* 高／低增值制造业

**ˌvalue-added 'reseller** *noun* [C] (*abbr* **VAR**)
(*Commerce*) a company that adds extra features or improvements to another company's product or service, especially computers and software, before it is sold to the consumer 增值销售商

**'value aˌnalysis** *noun* [U,C]
(*Production*) a way of trying to reduce the cost

of a product while keeping the same quality by examining all the things the product does for the customer and the production cost of each of these 价值分析 → VALUE ENGINEERING

**'value-based ,pricing** = VALUE PRICING (1)

**'value chain** *noun* [C]
(*Marketing*; *Production*)
**1** the series of stages involved in the design, manufacture, marketing and support of a product, each of which adds value to it （产品的）价值链: *She analysed a typical value chain for books, breaking the costs down into separate areas.* 她分析了典型的书籍价值链，把成本分解到各环节中去。
**2** a series of companies that includes the company that makes a product and those that add extra features to it before it is sold to the customer （公司的）价值链: *The company wishes to own more of the value chain.* 这家公司希望掌控价值链的更多环节。

**'valued ,policy** *noun* [C]
(*Insurance*) a type of insurance policy in which the value of the items insured, and the amount that will be paid if a claim is made, is agreed in advance 定值保单

**'value engi,neering** *noun* [U]
(*Production*) the process of designing a product or service so that it gives as much value as possible to customers without unnecessary costs 价值工程: *A value engineering exercise was carried out and some design changes were identified.* 一项价值工程运动已经展开，一些设计上的修改也确定了。
→ VALUE ANALYSIS

**,value for 'money ,audit** *noun* [C]
an official examination of the records of a charity or business that does not aim to make a profit in order to check that it is using the money that it spends in the best way （非营利机构的）效益审计

**'value in,vestor** *noun* [C]
(*Finance*) an **investor** who buys shares that they believe are being traded at less than their real value and whose price will probably soon rise 价值型投资者

**'value ,judgement** (*also spelled* **~ judgment**, *especially in AmE*) *noun* [C,U]
a decision about how good or important sth is, based on personal opinions rather than facts 价值判断

**'value ,pricing** *noun* [U]
(*Marketing*)
**1** (*also* **'value-based ,pricing**) a way of deciding the price of a product based on its value to the customer rather than on the cost of producing it 价值定价法（根据产品对顾客的价值而非产品成本进行定价）
**2** the practice of selling a product at a lower price, while keeping its value to the customer the same 价值定价法（低价出售但保持产品对顾客的价值不变）

**valuer** /'vælju:ə(r)/ *noun* [C]
a person whose job is to estimate how much property, land, etc. is worth （房地产等的）估价人: *The apartment was sold at a price fixed by an independent valuer.* 这套公寓根据独立估价人确定的价格售出。

**'value share** *noun* [C]
(*Marketing*) the share of a market that a particular product has in terms of the money it makes 市场价值份额: *Our toothpaste's value share has improved from 48% to 50%.* 我们牙膏的市场价值份额从48%上升到了50%。→ MARKET SHARE

**'value-stream a,nalysis** *noun* [U,C]
(*Production*) a method of analysing which parts of the production process add to the value of the product and which parts do not 价值流分析: *We carried out a value-stream analysis of the plant in order to eliminate waste and make our production leaner.* 我们对工厂进行了价值流分析，以杜绝浪费，提高生产效率。

**vanilla** /və'nɪlə/ *adjective* (*informal*)
ordinary; not special in any way 普通的；一般的: *Many customers prefer plain vanilla cellphones.* 许多顾客喜欢简单实用的普通手机。

**vapourware** (*AmE spelling* **vaporware**) /'veɪpəweə(r); *AmE* -pərwer/ *noun* [U]
(*IT*, *informal*) computer software that is being advertised but is not yet available and may never be developed and sold 泡沫软件，雾件（已做广告宣传但尚未上市或可能永远不会问世的软件）: *The technology is finally moving from vapourware to product.* 这项技术终于从雾件转变成为实际产品。

**VAR** /ˌvi: eɪ 'ɑ:(r)/ = VALUE-ADDED RESELLER

**★variable** /'veərɪəbl; *AmE* 'ver-; 'vær-/ *adjective*, *noun*
• ***adjective***
**1** often changing; likely to change 经常变化的；多变的: *variable rates of interest* 变动利率 ◇ *The images are of variable quality* (= some are good, some bad). 这些图像质量参差不齐。
**2** able to be changed 可变的: *a tool with variable speed control* 带有变速控制装置的工具 ◇ *If you experience seasonal demand, variable pricing might help* (= charging different prices at different times). 如果遇到季节性需求，可变定价法可能会有所帮助。
→ ADJUSTABLE
• ***noun*** [C]
a situation, number or quantity that can vary or be varied and affect a situation in different ways 变量: *Weather is one of the many variables that can affect the profits of clothing companies.* 天气是影响制衣公司利润的诸多变量之一。

**,variable 'budget** *noun* [C]
(*Accounting*) an amount of money available to a company, person, etc. that can be increased or decreased as necessary 可变预算；变动预算

**,variable 'cost** *noun* [C]
(*Accounting*) an amount of money used to produce goods that varies according to the quantity made 可变成本；变动成本: *Fuel consumption is a variable cost.* 燃料消耗是可变成本。◇ *By cutting our fixed costs we can concentrate on controlling our variable costs.* 通过降低固定成本，我们可以集中精力控制可变成本。→ FIXED COST —Picture at COST

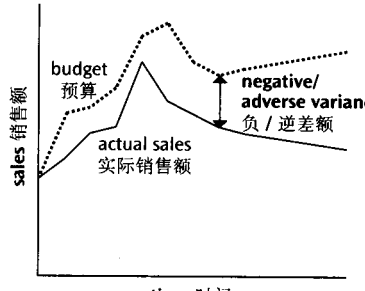
**,variable 'costing** (*also* **di,rect 'costing**) *noun* [U]
(*Accounting*) a method of calculating the cost of a unit of a product that includes only costs that

often change, such as the cost of materials and workers 变动成本法 SYN MARGINAL COSTING

**variable 'pay** = PERFORMANCE-RELATED PAY

**variance** /'veəriəns; *AmE* 'ver-; 'vær-/ *noun* [U,C]
**1** (*formal*) the amount by which sth changes or is different from sth else 差异；变异；变化：*We test for any variance **in** quality at all stages of production.* 我们在生产的每一个阶段检测任何的质量变化。
**2** (*Accounting*) the difference between the levels of costs or income that have been planned for an activity and the actual costs or income（计划成本或收入与实际成本或收入的）差异，差额：*The favourable variance of $700 000* (= we spent $700 000 less than expected) *is mainly due to good control of expenses.* * 70万元的正差额主要是由于对开支控制良好。
**O *adverse/favourable/positive/unfavourable variance*** 逆 / 顺 / 正 / 负差额

**variance** 差额




**★variation** /veəri'eɪʃn; *AmE* 'ver-/ *noun* [C,U]
a change, especially in the amount or level of sth; a difference 变化；改变：*Results showed wide variations **in** the vehicle's performance under different conditions.* 结果显示在不同条件下车辆的性能存在很大差异。◇ *Interest rates offered by banks are subject to variation.* 银行报出的利率随时可能改变。◇ *The new drinks are a variation **on** their two best-selling products.* 这种新型饮料是他们两种最畅销产品的变种。
**O *considerable/marked/significant/substantial/wide variation(s)*** 相当大的 / 显著的 / 重要的 / 实质的 / 普遍的变化 • ***minor/slight/small/subtle variation(s)*** 细微的 / 微小的 / 小幅度的 / 微妙的变化 • ***regional/seasonal/year-to-year variation(s)*** 地区性 / 季节性 / 年度变化

**varied** /'veərid; *AmE* 'verid; 'vær-/ *adjective*
**1** of many different types 各种各样的；有变化的：*People's reasons for leaving their jobs are varied.* 人们辞职的理由多种多样。◇ *stores with low prices and varied merchandise* 价格低廉且商品品种繁多的商店
**2** not staying the same, but changing often 不稳定的；多变的：*She's had a varied career.* 她多次换工作。

**variety** /və'raɪəti/ *noun* (*plural* **varieties**)
**1** [C] a type of a thing, for example a plant or product, that is different from the others in the same general group 种类；品种：*They sell seven varieties **of** apple/apples.* 他们出售七个品种的苹果。◇ *I've been buying the same variety of toothpaste for years.* 多年来我一直购买同一种牙膏。
**2** [C, usually sing.] several different sorts of the same thing（同一事物的）不同种类：*We have a **wide** variety of models to choose from.* 我们有多种款式供选择。◇ *He resigned for a variety of reasons.* 他由于种种原因辞职了。
**3** [U] the quality of not being the same or not doing the same thing all the time 变化；多样性：*I like to have a lot of variety **in** my work.* 我希望我的工作能多点花样。

**va'riety store** *noun* [C] (*AmE old-fashioned*) a shop/store that sells a wide range of goods at low prices（廉价）杂货铺

**vary** /'veəri; *AmE* 'veri; 'væri/ *verb* (**varying, varied, varied**)
**1** [no obj] (about a group of similar things) to be different from each other in size, shape, etc.（一组同类物品）变化，有不同：*Computer prices vary considerably from country to country.* 计算机价格在国与国之间差异很大。◇ *We introduced new methods with **varying degrees of** success.* 我们引进了几种新方法，都在不同程度上取得了成功。
**2** [no obj] to change or be different according to the situation 改变：*Marketing methods vary **with** market size.* 营销方法因市场规模的不同而有所改变。◇ *A company's IT costs vary **according to** what type of business it does.* 公司的信息技术成本因其所从事的业务的不同而不同。◇ *Prices vary **widely** depending on where you live.* 不同的居住地点价格变动很大。
**3** [+ obj] to make changes to sth to make it slightly different 使变化：*The job enables me to vary the hours I work.* 这项工作使我能够调整工作时间。

**★VAT** /ˌviː eɪ 'tiː; væt/ *noun* [U] **value added tax**
a tax that is added to the price of many goods and services 增值税：*Prices include VAT.* 价格含增值税。◇ *€85 + VAT * 85欧元+增值税* → SALES TAX

**VATman** /'vætmæn/ *noun* (*plural* **VATmen** /-men; -mən/) (*informal*)
**1** (*BrE*) **the VATman** [sing.] a way of referring to the government department that is responsible for collecting VAT 增值税收税官；增值税税务员：*It will soon be easier to deal with the VATman and the tax office.* 不久以后和增值税收税官以及税务部门打交道会变得容易一些。
**2** [C] a person whose job is to check that a company has paid VAT 增值税稽核官：*the local VATman* 当地的增值税稽核官

**vault** /vɔːlt/ *noun* [C]
a room with thick walls and a strong door, especially in a bank, used for keeping valuable things safe（尤指银行存放贵重物品的）金库，保险库：*A complete backup of the computer system is kept in a secure vault.* 计算机系统的完整备份保存在安全的保险库中。

**'vault cash** *noun* [U] (*AmE*)
(*Finance*) the paper money and coins kept at a bank at any particular time 库存现金

**VDT** /ˌviː diː 'tiː/ *abbr* (*especially AmE*)
(*IT*) **video display terminal** *or* **visual display terminal** a computer MONITOR 视频显示终端: *research into the effects of long-term VDT use* 对长期使用视频显示终端影响的研究 → VDU

**VDU** /ˌviː diː 'juː/ *abbr* (*especially BrE*)
(*IT*) **visual display unit** *or* **video display unit** a computer MONITOR 视频显示装置: *Working at a VDU screen may be harder on the eyes than reading books.* 在计算机显示器前工作比读书更容易让眼睛疲劳。◇ *VDU operators* 视频显示装置操作人员 → VDT —Picture at OFFICE

**vehicle** /'viːəkl; *AmE also* 'viːhɪkl/ *noun* [C]
SEE ALSO: **heavy goods vehicle, public service vehicle**
**1** a car, bus, lorry/truck, etc. 车辆: *The company is renewing its fleet of vehicles.* 这家公司正在更换其车辆。
● ***a commercial/delivery/(heavy) goods vehicle*** 商用 / 运输 / 重型车辆 • ***vehicle makers/manufacturers/producers*** 汽车厂商 / 制造商 / 生产商 • ***to hire/lease a vehicle*** 租用车辆
**2** something that can be used as a way of achieving sth or to express your ideas or feelings (为达到某种目的的) 工具, 手段, 传播媒介, 传播手段: *The intranet provides a vehicle for teams to share information and knowledge.* 企业内部网为团队分享信息和知识提供了媒介。

**ve,locity of circu'lation** *noun* [sing.]
(*Economics*) the average number of times that a unit of money is passed from person to person in an economy in a particular period of time (货币) 流通速度: *The money supply has been rising rapidly with falling velocity of circulation over the last three years.* 过去三年里, 货币供应量快速增加而货币流通速度却在下降。

**vendee** /ˌven'diː/ *noun* [C]
(*Law*) a person who is buying a house or other property (房地产等的) 买主 → BUYER

**vender** = VENDOR

**vending** /'vendɪŋ/ *noun* [U]
(*Commerce*) the activity of selling small items, especially food or drink, from a STALL or a machine (通过小摊或机器) 出售, 销售: *Our vending service operates over 50 machines around the campus.* 我们的销售服务部门在校园经营50多台售货机。

**'vending ma,chine** *noun* [C]
a machine from which you can buy cigarettes, drinks, etc. by putting coins into it 自动售货机

**★vendor** (*AmE spelling also* **vender**) /'vendə(r)/ *noun* [C] (*formal*)
**1** (*Commerce*) a company or person that sells sth 卖主; 小贩; 销售商: *a software vendor* 软件供应商 ◇ *street vendors* 摊贩
**2** (*Production*) a company that supplies raw materials or pieces of equipment to companies that make goods (原料或设备的) 供应商: *They have been chosen as **preferred vendor** for voice communications for the hotel group.* 他们被选为这个酒店集团的语音通讯设备的优选供应商。
SYN SUPPLIER See note at SUPPLY CHAIN
**3** (*Law*) a person who is selling a house or other property (房地产等的) 卖主 → SELLER

**'vendor ˌrating** (*abbr* **VR**) (*also* **sup'plier ˌrating** *abbr* **SR**) *noun* [U,C]
(*Production*) a system of recording and ranking how well a supplier does what they agree to do, the quality of the goods they supply, etc.; the score that they receive 卖主等级评定; 供应商评级: *Vendor rating can help to raise the level of quality procedures throughout industry.* 供应商评级有助于提高整个行业的质量程序水平。◇ *We were keen to get the highest vendor rating possible.* 我们渴望获得最高的供应商评级。
● ***to get/give a vendor rating*** 取得 / 给予供应商评级 • ***to carry out/undertake*** (*a*) *vendor rating* 实施 / 进行供应商评级

**★venture** /'ventʃə(r)/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **joint venture**
a business project or activity, especially one that involves taking risks 商业项目; 冒险事业; 商业投机: *The publishing company was his first large business venture.* 这家出版公司是他的第一个大型商业项目。 SYN ENTERPRISE
● ***a business/commercial/corporate/an Internet venture*** 业务 / 商业 / 公司 / 互联网项目 • ***to create/form/set up/start a venture*** 创建 / 组建 / 建立 / 开创商业项目 • ***to invest in/finance/fund a venture*** 投资于商业项目; 为商业项目提供资金
● ***verb***
**1** [no obj] to go somewhere or become involved in sth even though it may be a risk to do so (尽管存在风险仍) 从事: *The restaurant chain is about to venture into the hotel business.* 这家连锁餐馆准备涉足酒店业务。
**2** [+ obj] to risk losing sth valuable or important if you are not successful at sth 冒险: *He ventured his financial security on the deal.* 他不顾自己的财务安全冒险去做这笔生意。

**'venture ˌcapital** (*also* **'risk ˌcapital**) *noun* [U]
(*Finance*) money that is invested in a new company to help it develop or expand, which may involve a lot of risk but can also bring good profits 风险资本
● ***to attract/find/look for/raise/seek venture capital*** 吸引 / 找到 / 寻找 / 筹集 / 寻求风险资本 • ***venture capital backing/funding*** 风险资本支持 / 融资 • ***a venture capital company/firm/group/investor*** 风险投资公司 / 企业 / 集团; 风险投资者

**'venture ˌcapitalist** *noun* [C]
(*Finance*) a private investor or a financial business that invests money in new companies, which may involve a lot of risk and bring good profits 风险资本家: *to raise money from venture capitalists* 从风险资本家那里筹集资金 → ANGEL INVESTOR

**venue** /'venjuː/ *noun* [C]
a place where people meet for an organized event 集合地点; 会议地点: *The hotel is a popular venue for conferences.* 这家酒店是许多会议的首选地点。
● ***a concert/conference/an entertainment/exhibition/a sporting venue*** 音乐会 / 会议 / 娱乐节目 / 展览 / 运动地点

**VER** /ˌviː iː 'ɑː(r)/ = VOLUNTARY EXPORT RESTRAINT

**verbal** /'vɜːbl; *AmE* 'vɜːrbl/ *adjective*
**1** spoken, not written 口头的: *a verbal agreement* 口头协议 ◇ *She received a verbal warning from her manager when she arrived late again.* 她再次迟到时受到经理的口头警告。
**2** relating to words 言辞的; 言语的: *The job applicant must have good verbal skills.* 应聘者须具有良好的语言技能。
▸ **'verbally** *adverb*: *The agreement cannot be terminated verbally.* 这份协议不能口头终止。

**verdict** /'vɜːdɪkt; *AmE* 'vɜːrd-/ *noun* [C]
**1** a decision that you make or an opinion that you give about sth, after you have tested it or considered it carefully 定论; 判断; 意见: *We're still waiting for the Chairman to give his verdict on the designs.* 我们还在等待董事长对这个设计的意见。
● *to* ***deliver/give/issue*** *your verdict* 作出决定
**2** (*Law*) a decision that is made by a judge, a JURY, etc. in a court, stating if sb is considered guilty of a crime or of doing sth wrong or not (法官、陪审团的) 判决, 裁决: *The jury has already reached a verdict.* 陪审团已作出裁决。
● *to* ***reach/record/return*** *a verdict* 作出 / 记载 / 宣告裁决

**ˌverification of 'assets** *noun* [U]
(*Accounting*) the process of checking what buildings, machinery, vehicles, investments, etc. a company has and calculating their value 资产评估

**★version** /'vɜːʃn; -ʒn; *AmE* 'vɜːrʒn/ *noun, verb*
● ***noun*** [C]
SEE ALSO: **demo version, demonstration version**
a form of sth that is slightly different from or newer than the original thing 版本: *the latest version of the software package* 这个软件包的最新版
● ***verb*** [+ obj] (*often used as an adjective* **versioned** 常用作形容词 versioned)
to create a new form of sth, especially computer software 开发新版 (尤指计算机软件)

**versus** /'vɜːsəs; *AmE* 'vɜːrsəs/ *preposition* (*abbr* **v, vs**)
**1** used to compare two different ideas, choices, etc. (用于比较两种不同的想法、选择等) 对, 与…相对: *We'll need to hire more people to finish the project quickly—it's time versus money.* 我们必须雇用更多的人以尽快完成这个项目——这是时间还是金钱的问题。
**2** (*Law*) used to show that two sides are against each other in a legal case (诉讼中) 对, 与…相对: *in the case of the State versus Ford* 在州政府诉福特公司案中

**vertical** /'vɜːtɪkl; *AmE* 'vɜːrt-/ *adjective*
**1** having a structure in which there are top, middle and bottom levels 垂直的; 竖式的; 纵的: *a vertical flow of communication* 纵向沟通
**2** (about a line, etc.) going straight up or down from a level surface or from top to bottom in a picture, etc. (直线等) 垂直的, 纵的: *the vertical axis of the graph* 图表的纵轴 → HORIZONTAL

**ˌvertical disinte'gration** *noun* [U]
(*Economics*) a situation where a company stops producing some goods or parts itself and starts to buy them from an outside supplier 垂直分解 → VERTICAL INTEGRATION

**ˌvertical 'equity** *noun* [U]
(*Economics*) the principle that people with different characteristics should be treated in different ways, for example that the rate of tax people pay should vary according to their level of income 纵向公平 → HORIZONTAL EQUITY

**ˌvertical inte'gration** (*also* **ˌvertical ex'pansion**) *noun* [U] (*also* **ˌvertical 'merger** [C])
(*Economics*) a situation where a company buys one of the companies which supplies it with goods or which buys goods from it 垂直整合: *The company moved one step closer to vertical integration after acquiring its distributors.* 在兼并其分销商之后, 这家公司向垂直整合更近了一步。 → BACKWARD INTEGRATION, FORWARD INTEGRATION, HORIZONTAL INTEGRATION, VERTICAL DISINTEGRATION —Picture at INTEGRATION

**ˌvertical 'loading** *noun* [U]
(*HR*) the fact of giving sb more responsibility in their job, more power to make decisions, etc. 垂直工作负荷; 赋予某人更大的决策权: *Vertical loading challenges employees to grow in their jobs.* 垂直工作负荷对员工发出挑战, 使他们在工作中成长。 → HORIZONTAL LOADING, JOB ENRICHMENT

**ˌvertical 'merger** = VERTICAL INTEGRATION

**ˌvertical segre'gation** *noun* [U]
(*HR*) used to describe a situation where some types of people, for example women, have less chance of getting jobs at a high level in a company, an industry, etc. 垂直隔离 (妇女等人群较少获得公司高层职位的情形) → GLASS CEILING, HORIZONTAL SEGREGATION

**vessel** /'vesl/ *noun* [C]
a large ship or boat 大船; 舰
● *an* ***ocean-going/a sea-going*** *vessel* 远洋轮船; 海轮 ◆ *a* ***cargo/commercial/container/freight/merchant*** *vessel* 货轮; 商船; 集装箱货轮; 货轮; 商船

**vest** /vest/ *verb*
(*Finance*)
**1** [+ obj *or* no obj] (about shares in a company, especially ones given to employees) to come to the end of an agreed period after which their owner has the right to sell them (公司的股票, 尤指给予员工的股票) 到期可出售: *The CEO's share option will vest/become vested after four years.* 首席执行官的股票期权将在四年后到期可出售。
**2** [no obj] to agree to keep your shares in a company for at least a particular period of time 同意锁定持股一段时期: *Even the founder of the company had to vest as a guarantee to investors.* 作为对投资者的担保, 即使是公司的创始人, 也必须至少持有公司股票一段时期。
PHR V **'vest in sb/sth** (*Law*) to be controlled by sb/sth legally (财产、权利等) 归属于, 授予: *In the case of bankruptcy, the property shall vest in the trustee.* 在破产的情况下, 不动产归属于受托人。 **'vest sth in sb/sth; 'vest sb with sth** (*Law*) (*usually* **be vested in/with**) **1** to give sb the legal right or power to do sth 授予某人做某事的合法权利: *Overall authority is vested in the Supreme Council.* 最高委员会获授至高无上的权利。 ◇ *The*

*Supreme Council is vested with overall authority.* 最高委员会获授至高无上的权利。 **2** to make sb the legal owner of land or property 使某人成为合法的房地产所有者

**vested** /'vestɪd/ *adjective* (*AmE*)
(*Law*) (about an employee) having the right to receive a particular amount of benefits after working for a fixed number of years（员工）既定享受退休待遇的: *If you haven't worked for your employer long enough to be fully vested, you will not have a right to your full pension.* 如果工作年限不足以享受全额利益，你将无权得到全额退休金。

**ˌvested 'interest** *noun* [C]
**1** a personal reason for wanting sth to happen, especially because you get some financial advantage from it（个人的）既得利益: *The bank has a vested interest in seeing your business succeed.* 银行希望看到你事业成功。 **2** a group of people who have a personal reason of this kind for wanting sth to happen 特权阶层: *The government will challenge the vested interests that control so much power.* 政府将向控制大权的特权阶层发起挑战。

**vesting** /'vestɪŋ/ *noun* [U] (*AmE*)
(*Law*) the process of an employee getting the right to receive full pension or other benefits（员工）既定享受退休权利

**vet** /vet/ *verb* [+ obj] (**-tt-**)
SEE ALSO: **pre-vet**
**1** (*HR*) (*especially BrE*) to find out about a person's past life and career in order to decide if they are suitable for a particular job 审查: *All candidates are carefully vetted for security reasons.* 所有候选人都通过了仔细的安全检查。 **2** to examine sth carefully to make sure that it is correct, suitable, legal, etc. 仔细检查: *The merger was allowed to go ahead after being carefully vetted.* 在仔细检查之后，这起兼并获得批准。 ◇ *The document was vetted and approved by senior management.* 这份文件经高级管理层检查后获得批准。
SYN SCREEN
▸ **'vetting** *noun* [U]: *a rigorous vetting process* 严格的审查过程

**veto** /'viːtəʊ; *AmE* -toʊ/ *noun, verb*
• ***noun*** (*plural* **vetoes**)
**1** [C,U] the right to refuse to allow sth to be done, especially the right to stop a law from being passed or a decision from being taken 否决权; 禁止权: *The executive committee has a final veto on/over business decisions.* 执行委员会对商业决策拥有最终否决权。 ◇ *The British government used its veto to block the proposal.* 英国政府使用其否决权阻止了这一提案。 ◇ *to have the power/right of veto* 有否决权 ◇ *veto power/rights* 否决权 **2** [C] an occasion when sb refuses to allow sth to be done 否决; 禁止: *For months there was a veto on employing new staff.* 有几个月时间一直禁止雇用新员工。
• ***verb*** [+ obj] (**vetoes, vetoing, vetoed, vetoed**)
**1** to stop sth from happening or being done by using your official authority (= by using your veto) 否决: *The takeover was vetoed by the European Commission.* 这项收购遭到欧盟委员会的否决。 **2** to refuse to accept or do what sb has suggested 拒绝: *The union vetoed the introduction of six-month contracts.* 工会拒绝采用六个月的合同。

**viable** /'vaɪəbl/ *adjective*
that can be done, used, achieved, etc.; likely to be successful 可行的; 可实施的: *Meeting via the Internet is seen as a viable alternative to business travel.* 网络会议被视为代替出差的可行方法。 ◇ *They could not get a large enough share of the market to make the business viable.* 他们无法取得足够大的市场份额以使企业获得成功。
⊕ *a viable* ***alternative/option/proposition/solution*** 可行的替代方法 / 选择 / 建议 / 解决办法 • ***commercially/economically/financially viable*** 商业上 / 经济上 / 财务上可行的
▸ **viability** /ˌvaɪə'bɪləti/ *noun* [U]: *The Japanese firm is assessing the viability of opening a plant in France.* 这家日本企业正在评估在法国开设工厂的可行性。 ◇ *There are doubts about the long-term viability of the business.* 对这家企业能否长期发展存在疑虑。

**viˌcarious lia'bility** *noun* [U]
(*Law*) the fact of sb having legal responsibility for the actions of sb else, for example a company being responsible for the actions of its employees 替代责任

**vice-** /vaɪs/ *combining form* (*used in nouns and related adjectives* 用于构成名词及相关形容词)
next in rank to sb and able to represent them or act for them 副的; 代理的: *Ruth Hawkin, vice-director of HPS group* * HPS 集团副总裁鲁思·霍金 ◇ *The chairman resigned and handed control to his vice-chairman.* 董事长辞职后把权力移交给了副董事长。

**ˌvice-'president** *noun* [C] (*especially AmE*) (*abbr* **VP**)
SEE ALSO: **executive vice-president**
a person in charge of a particular part of a company（公司的）副总裁: *vice-president of marketing* 营销副总裁 ◇ *marketing vice-president* 营销副总裁

**videoconferencing** /ˌvɪdiəʊ'kɒnfərənsɪŋ; *AmE* ˌvɪdioʊ'kɑːn-/ *noun* [U]
a system that enables people in different places to have a meeting by watching and listening to each other using computers, video cameras, etc. 视频会议: *Branch managers participate in meetings through videoconferencing.* 分公司经理们通过视频参加会议。 ◇ *to use videoconferencing* 采用视频会议系统
⊕ *videoconferencing* ***equipment/software/systems/technology*** 视频会议设备 / 软件 / 系统 / 技术
▸ **'videoconference** *noun* [C,U]: *to hold a videoconference* 举行视频会议 ◇ *to talk to each other via videoconference* 通过视频会议系统交谈

**videophone** /'vɪdiəʊfəʊn; *AmE* -oʊfoʊn/ *noun* [C]
a type of telephone with a screen that allows you to see the person you are talking to 可视电话

**viewer** /'vjuːə(r)/ *noun* [C]
**1** a person watching television 电视观众: *Advertisers know that the game will draw up to 100 million viewers.* 广告商知道这场比赛将吸引

多达1亿观众收看电视。◇ *heavy/light viewers* (= people who watch television a lot/a little) 长时间 / 偶尔收看电视节目的观众
➕ *television/TV viewers* 电视观众 • *to attract/bring in/draw/lure viewers* 吸引电视观众
**2** a device or computer program that allows you to look at pictures 幻灯看片机；看图软件：*a graphics viewer* 看图软件

**viewership** /'vju:əʃɪp; *AmE* 'vju:ər-/ *noun* [U] the number of people who watch a particular programme or channel on television（总称）电视观众，收视人群：*The network has lost 8% of its younger viewership.* 这一网络失去了8%的年轻观众。

**violate** /'vaɪəleɪt/ *verb* [+ obj]
**1** to go against or refuse to obey a law, an agreement, etc. 违犯；破坏；违反：*He was violating the company's rules about making personal phone calls.* 他违反了公司禁止打私人电话的规定。
**2** to disturb or not respect sb's peace, PRIVACY, etc. 侵犯；妨碍；扰乱
▸ **violation** /ˌvaɪə'leɪʃn/ *noun* [U,C]：*To include the images on a website would be* ***in violation of*** *copyright restrictions.* 在网站上附加图像将会违犯版权限制。

**'viral ˌmarketing** (*also* **re'ferral ˌmarketing**) *noun* [U] (*Marketing*) a way of advertising and selling in which information about a company's products or services is spread by people telling other people or sending on emails 病毒式营销 SYN BUZZ MARKETING

★**virtual** /'vɜ:tʃuəl; *AmE* 'vɜ:rtʃ-/ *adjective* [only before noun]
**1** almost or very nearly the thing described, so that any slight difference is not important 实质上的；实际上的；事实上的：*The company has a virtual monopoly in this area of trade.* 这家公司实际上垄断了这个领域的贸易。
**2** (*IT*) existing only on computer; using computers as the means of communication 虚拟的；使用计算机的：*the success of the virtual bookstore* 虚拟书店的成功 ◇ *We hold meetings that are part physical and part virtual—20 people are in the room and 40 in their offices.* 我们的会议部分是现实的，部分是虚拟的——20个人在会议室，40个人在办公室。◇ *a virtual assistant/team/worker* 虚拟助理 / 团队 / 工人 OPP PHYSICAL

**ˌvirtual 'memory** (*also* **ˌvirtual 'storage**) *noun* [U] (*IT*) a way of providing extra memory for a computer by moving data between the computer's memory and a disk 虚拟内存

**ˌvirtual 'office** *noun* [C] (*HR*) a place for work that is not a physical building but consists of people working in different places, such as their homes, using computer equipment, telephones and other technology 虚拟办公室：*The three co-workers are thousands of miles apart, working in virtual offices.* 三个远隔千里的同事在虚拟办公室一起工作。

**ˌvirtual organi'zation** *noun* [C] a group of companies, employees, suppliers, customers, etc. that work together using computer equipment, telephones and other technology in order to provide a service or a product 虚拟组织；虚拟企业

**ˌvirtual re'ality** *noun* [U,C] (*abbr* **VR**) (*IT*) images with sound of places, objects, etc., created by a computer, that appear to surround the person looking at them and seem almost real, often used for study or training purposes 虚拟现实：*They use virtual reality systems to design and test building schemes.* 他们采用虚拟现实系统设计并测试建筑计划。

**ˌvirtual 'storage** = VIRTUAL MEMORY

**virus** /'vaɪrəs/ *noun* [C] (*IT*) instructions that are hidden inside a computer program and are designed to cause faults or destroy data（计算机）病毒：*The virus wiped everything off my hard disk.* 这个病毒清空了我硬盘上的所有数据。◇ *The software can detect over 500 different viruses.* 这个软件可以检测出500多种不同的病毒。◇ *anti-virus software/virus detection software* 反病毒软件 / 病毒检测软件
➕ ***a computer/software virus*** 计算机 / 软件病毒 • ***a virus alert/attack*** 病毒警报 / 攻击 • ***to detect/import/spot/spread a virus*** 查出 / 导入 / 发现 / 传播病毒

**visibility** /ˌvɪzə'bɪləti/ *noun* [U]
**1** how easily sth/sb is seen or noticed by the public 可见性；能见度：*The advertisements were intended to increase the company's visibility in the marketplace.* 这些广告旨在提高该公司在市场上的知名度。
**2** (*Accounting*) the fact that it is possible to see the activities and the financial state of a company from its accounts 可见度（公司账目对其财务活动及状况的反映程度）

**ˌvisible 'balance** = BALANCE OF TRADE

**ˌvisible 'exports** *noun* [pl.] (*Economics*) goods, not services, that are sold to other countries 有形出口 → VISIBLES

**ˌvisible 'imports** *noun* [pl.] (*Economics*) goods, not services, that are bought from other countries 有形进口 → VISIBLES

**visibles** /'vɪzəblz/ *noun* [pl.] (*Economics*) imports and exports that are goods not services 有形贸易收支 → INVISIBLES, VISIBLE EXPORTS, VISIBLE IMPORTS

**ˌvisible 'trade** *noun* [U] (*Economics*) goods, not services, that are sold to or bought from other countries 有形贸易 → INVISIBLE TRADE

**vision** /'vɪʒn/ *noun*
**1** [C] an idea of how the future will be 愿景；远见：*In her presentation she outlined her vision of how the market would change over the next few years.* 她在演讲中描述了她对今后几年市场变化的看法。
➕ ***a common/corporate/shared/strategic vision*** 共同 / 企业 / 共同 / 战略愿景
**2** [U] the ability to think about or plan the future with great imagination and intelligence 洞察力；想象力：*He had the* ***clarity of vision*** *to sell his Internet company before the market crashed.* 他凭借自己敏锐的洞察力在市场暴跌之前把网络公司出售了。◇ *lack of vision* 缺乏洞察力

**visioning** /ˈvɪʒənɪŋ/ *noun* [U]
the process of senior managers or directors thinking about and planning what they would like the future of their company or organization to be 远景规划: *visioning exercises/workshops* 远景规划活动 / 研讨会

**ˈvision ˌstatement** *noun* [C]
an official statement of how a company or an organization would like to be in the future 愿景宣言 → MISSION STATEMENT

**ˌvisual ˈaid** *noun* [C, usually pl.]
a picture, video, etc. used in teaching or giving talks to help people to learn or understand sth 直观教具; 视觉教具

**vocation** /vəʊˈkeɪʃn; *AmE* voʊ-/ *noun* [C]
a type of work or way of life that you believe is especially suitable for you 天职; 使命; 职业: *Nursing is not just a job—it's a vocation.* 护理不仅是一份工作——它是一份职业。◇ *graphic designers and other people with a commercial vocation* 平面设计师和其他从事商业的人 ◇ *He has a vocation for teaching.* 他的天性适合教书。 See note at JOB

**vocational** /vəʊˈkeɪʃənl; *AmE* voʊ-/ *adjective*
connected with the skills, knowledge, etc. that you need to have in order to do a particular job 职业的; 行业的; 业务的
● *vocational* ***courses/education/guidance/qualifications/training*** 职业课程 / 教育 / 指导 / 资格 / 培训

**voicemail** (*also spelled* **voice mail**) /ˈvɔɪsmeɪl/ *noun*
**1** [U] an electronic system for storing telephone messages 语音邮件: *To reply to this message by voicemail, press 2.* 通过语音邮件回复本信息, 按2。◇ *We have voicemail after business hours.* 下班后, 我们使用语音邮件。
**2** [C,U] a message stored on this system 语音邮件: *If I'm not in my office, leave a voice mail.* 如果我不在办公室, 可以留下语音邮件。

**ˈvoice-ˌover** *noun* [C]
(*Marketing*) information or comments in a television advertisement, etc. that are given by a person who is not seen on the screen 画外音; 旁白: *She earns a lot of money doing voice-overs for TV commercials.* 她为电视广告配画外音挣了很多钱。

**ˈvoice recogˌnition** *noun* [U]
(*IT*) a system that allows you to give a computer spoken instructions 语音识别: *People who can't use a keyboard can use voice recognition for spoken commands.* 无法使用键盘的人可以使用语音识别下达口头指令。 SYN SPEECH RECOGNITION
● *voice-recognition* ***programs/software/systems/technology*** 语音识别程序 / 软件 / 系统 / 技术

**void** /vɔɪd/ *adjective, verb*
• ***adjective***
(*Law*) (about a contract, an agreement, etc.) not valid or legal (合同、协议等) 无效的, 作废的: *The agreement was declared void.* 这份协议被宣布无效。 → NULL AND VOID
• ***verb*** [+ obj]
(*Law*) to state officially that sth is no longer valid 使无效; 宣布无效: *A decision was made to void the contract.* 决定宣布这份合同无效。 SYN NULLIFY

**voidable** /ˈvɔɪdəbl/ *adjective*
(*Law*) (about a contract) that can be made no longer legally valid in particular circumstances, for example if one of the people or groups that sign the contract acts in a dishonest way (合同) 可以宣告无效的, 可以作废的: *The contract is voidable for fraud.* 这份合同因欺诈可以撤销。

**vol.** *abbr*
a short way of writing **volume** * volume 的缩写

**volatile** /ˈvɒlətaɪl; *AmE* ˈvɑːlətl/ *adjective*
**1** likely to change suddenly in value, state, etc. 易变的; 多变的: *Food prices are* ***highly*** *volatile* (= they rise or fall very suddenly). 食品价格大起大落。◇ *UK carmakers saw record losses in a volatile market last year.* 英国汽车制造商在去年动荡不定的市场上出现了创纪录的亏损。 See note at STOCK
● *volatile* ***markets/prices/shares/stock/trading*** 动荡不定的市场; 波动的价格 / 股份 / 股票; 不稳定的交易
**2** (*Technical*) (about a substance) that changes quickly into a gas (物质) 挥发性的: *Petrol is a volatile substance.* 汽油是一种易挥发物质。
▸ **volatility** /ˌvɒləˈtɪləti; *AmE* ˌvɑːl-/ *noun* [U]: *the volatility of share prices* 股价的变化无常 ◇ *market volatility* 市场的反复无常

**★volume** /ˈvɒljuːm; *AmE* ˈvɑːl-; -jəm/ *noun*
SEE ALSO: **high volume, sales volume**
**1** [U,C] the amount of space that an object or a substance fills; the amount of space that a container has 体积; 容量: *Liquid fuels are sold by volume.* 液体燃料按容积出售。◇ *The barrel has a volume of ten cubic metres.* 这个桶的容量为十立方米。
**2** [C,U] the amount of sth 额; 量: *The volume of trade between the two countries decreased last year.* 去年两国间的贸易额下降了。◇ *Sales have doubled in volume over the last two years.* 过去的两年里销售额翻了一番。◇ *Volume sales increased by 15% last year.* 去年销售额增长了15%。◇ *DVD equipment has sold in high volumes.* * DVD 设备销量很大。
● *an* ***enormous/a high/low/huge/large/substantial*** *volume (of sth)* 大量 / 少量 / 大量 (的某物)
**3** (*Stock Exchange*) [U,C] the total number of shares bought and sold on a stock exchange on a particular day 交易量; 成交量: *an average daily trading volume of 100 000 shares* 日均10万股的交易量
● (*a*) ***brisk/heavy/light/low/strong*** *volume (of sth)* (某股的) 活跃 / 大量 / 少量 / 低迷 / 强劲的成交
IDM **in ˈvolume** in large quantities 大量的; 大宗的: *We're a small business and can't afford to buy supplies in volume.* 我们是家小企业, 不能大宗采购物资。◇ *the types of bikes that sell in volume* 畅销型自行车

**ˈvolume ˌbusiness** *noun* [U]
(*Commerce*) trade in very large quantities of goods 大宗业务: *We offer substantial discounts for volume business.* 我们对大宗业务给予很大折扣。

**ˈvolume ˌdiscount** *noun* [C,U]
(*Commerce*) a reduction in the price of goods

offered to sb who buys a large amount 批量折扣 SYN BULK DISCOUNT

**voluntary** /'vɒləntri; *AmE* 'vɑːlənteri/ *adjective*
**1** done willingly, not because you are forced 自愿的；自发的：*Where possible, redundancy should be on a voluntary basis.* 如果可能的话，精简人员应当建立在自愿基础上。◇ *These pollution controls rely on voluntary action by business.* 这些污染控制取决于企业的自发行为。◇ *to pay **voluntary contributions** into a pension fund* 自愿缴存退休金 OPP COMPULSORY, INVOLUNTARY
**2** [usually before noun] (about work) done by people who choose to do it without being paid（工作）志愿者的：*Large numbers of young people are involved in voluntary work in the community.* 许多年轻人参与社区的志愿者工作。
**3** (about a person or an organization) doing a job without wanting to be paid for it（人或组织）志愿的：***the voluntary sector*** (= organizations which help people and which do not make a profit, for example charities) 志愿部门（慈善机构等服务公众的非营利性组织）
● *voluntary **groups/organizations/services*** 志愿团体 / 组织 / 服务 • *voluntary **labour/workers*** 义工

**ˌvoluntary arˈrangement** *noun* [C] (*BrE*) (*Law*) a legal arrangement made between a failing company and the people it owes money to (its **creditors**) to pay its debts and solve its financial problems without stopping doing business 自愿偿债安排

**ˌvoluntary ˈbankruptcy** *noun* [U,C] (*Law*) a situation in which a person or a company asks to be officially declared BANKRUPT 自愿申请破产 → INVOLUNTARY BANKRUPTCY

**ˌvoluntary ˈexport reˌstraint** (*abbr* **VER**) (*also* **ˌvoluntary reˈstraint aˌgreement**) *noun* [C] (*Economics*) an agreement between two or more countries that limits the number of exports of particular goods that the exporting country can make to the importing country/countries 自愿出口限制

**ˌvoluntary liquiˈdation** *noun* [U,C] (*also* **ˌvoluntary ˌwinding ˈup** [C,U]) (*Law*) a situation where a company's owners decide that it should stop doing business, sell its assets and pay its debts 自愿清算 OPP COMPULSORY LIQUIDATION, INVOLUNTARY LIQUIDATION

**ˌvoluntary reˈstraint aˌgreement** = VOLUNTARY EXPORT RESTRAINT

**ˌvoluntary ˌwinding ˈup** = VOLUNTARY LIQUIDATION

**★vote** /vəʊt; *AmE* voʊt/ *noun*, *verb*
● *noun*
SEE ALSO: **block vote, casting vote**
**1** [C] a formal choice that you make in an election or at a meeting in order to choose sb or decide sth 投票：*There were 18 votes **for** and 12 **against** the motion.* 这项动议18票赞成12票反对。◇ *72% of the votes **cast** were in favour of a strike.* * 72%的投票者赞成罢工。
**2** [C] an occasion when a group of people vote on sth 投票表决：*Let's **take** a vote **on** the issue.* 我们对这个问题进行投票表决吧。◇ *The issue was **put to the vote**.* 这个问题付诸表决了。See note at MEETING
● *to **force/have/take** a vote* 强力促成 / 进行 / 举行投票表决
**3** [C] the right to vote 投票权；表决权：*Only individual policyholders have a vote.* 只有个人投保者有表决权。
**4** [sing.] the total number of votes in an election 票数；得票数：*She obtained 40% of the vote.* 她获得了40%的选票。
● ***verb***
**1** [+ obj *or* no obj] to show formally by marking a paper, raising your hand, or using a special machine, etc. which person you want to win an election, or which plan or idea you support 投票；投票决定：*Let's listen to the arguments on both sides and then vote **on** it.* 我们听听双方的辩论然后投票决定吧。◇ *Did you vote **for** or **against** her?* 你给她投了支持票还是反对票？◇ *Shareholders voted unanimously **in favour of** the merger.* 股东们通过表决一致支持并购。
● *to vote **narrowly/overwhelmingly/unanimously** against, etc. sth* 投票以微弱多数 / 以压倒性多数 / 一致否决等某事
**2** [+ obj] (*usually* **be voted**) to choose sb for a position or an award by voting 推举：*She was voted designer of the year in the sportswear sector.* 她被推举为年度运动服设计师。
**3** [+ obj] to agree to give sb/yourself sth by voting 投票决定：*The directors have just voted themselves a huge pay increase.* 董事们刚刚投票决定给他们自己大幅度提薪。
PHR V **ˌvote sb/sth ˈdown** to reject or defeat sb/sth by voting for sb/sth else 投票否决 **ˌvote sb ˈin; ˌvote sb ˈinto/ˈonto sth** to choose sb for a position or as a member of sth by voting 投票推举：*Castorri was voted in as CEO when he was only 32.* 卡斯托里年仅32岁时被推举为首席执行官。◇ *She was voted onto the board of governors.* 她被推举进入理事会。**ˌvote sb ˈout; ˌvote sb ˈout of/ˈoff sth** to dismiss sb from a position by voting 投票罢免：*He was voted out of office.* 他被投票罢免公职。**ˌvote sth ˈthrough** to approve of sth by voting 投票通过；投票同意：*Shareholders voted through an emergency issue of 2.3 billion new shares.* 股东们投票通过一项23亿新股的紧急发行计划。

**ˌvote of ˈconfidence** *noun* [C, usually sing.]
**1** an act that shows that people trust sb/sth 信任：*The appointment to CEO is a vote of confidence in her leadership abilities.* 任命她为首席执行官是对她领导能力的信任。◇ *Financial markets have **given** the new currency a vote of confidence* (= its value on the markets has risen). 金融市场对这种新货币投了信任票（即这种货币升值了）。
**2** a formal vote to show whether people support a leader, a political party, an idea, etc. 信任投票：*The prime minister resigned after the government lost a vote of confidence.* 首相于政府在信任投票中失利之后辞职了。

**ˌvote of no ˈconfidence** *noun* [C, usually sing.]
**1** an act that shows that people do not trust sb/sth 不信任：*Taking management of the company's property away from the directors amounts to a vote*

*of no confidence in the board.* 从董事手中收回公司财产的管理权等同于对董事会的不信任。
**2** a formal vote to show that people do not support a leader, a political party, an idea, etc. 不信任投票：*He has narrowly survived a vote of no confidence.* 他勉强通过了不信任投票。

**'voting rights** *noun* [pl.]
(*Finance*) the right of shareholders to vote at company meetings（股东的）投票权、表决权：*The family owns 40% of the company's shares with 60% of the voting rights.* 这个家族拥有公司40%的股份以及60%的表决权。◇ *Not all shareholders exercise their voting rights.* 并非所有股东都会行使其表决权。

**'voting shares** *noun* [pl.] (*BrE*) (*AmE* **'voting stock** [U])
(*Finance*) shares that give the people who hold them the right to vote at company meetings 有投票权的股份：*They hold 30% of the voting shares.* 他们持有30%的有投票权的股份。

**voucher** /'vaʊtʃə(r)/ *noun* [C]
SEE ALSO: **gift voucher**
**1** (*BrE*) a printed piece of paper that can be used instead of money to pay for sth, or that allows you to pay less than the usual price of sth 代金券；优惠券：*This discount voucher entitles you to 10% off your next purchase.* 下次购物时用这张折扣券可打九折。◇ *vouchers for free flights* 免费机票抵用券
**2** (*Accounting*) a document that shows that money has been paid for sth, or that explains why an amount has been recorded in a financial account 凭单；收据：*payment/receipt/sales vouchers* 付款凭单；收据；销售凭证 See note at INVOICE

**vouching** /'vaʊtʃɪŋ/ *noun* [U]
(*Accounting*) the responsibility of an AUDITOR or an accountant to examine and approve all documents such as VOUCHERS and INVOICES when checking a company's financial records 核单

**'voyage ,charter** *noun* [C,U]
(*Transport*) the hire of a ship or space on a ship for one or more journeys rather than for a fixed period of time 程租船；航程船；计程包船：*Up to twenty of their vessels are on voyage charter at any one time.* 他们的船只中多达二十艘可随时用于程租运输。

**VP** /ˌviː 'piː/ = VICE-PRESIDENT

**VR** /ˌviː 'ɑː(r)/ = VENDOR RATING, VIRTUAL REALITY

**VRA** /ˌviː ɑː(r) 'eɪ/ = VOLUNTARY RESTRAINT AGREEMENT

**vs** *abbr*
a short way of writing **versus** * versus 的缩写

# Ww

**★wage** /weɪdʒ/ *noun* [sing.] *also* **wages** [pl.]

SEE ALSO: **award wage, base ~, basic ~, fair ~, guaranteed ~, living ~, minimum ~,** etc.

a regular amount of money that you earn, usually every week, for work or services（通常指按周领取的）工资：*wages of €500 a week* 周工资500欧元 ◇ *Wages are paid on Fridays.* 每周五发工资。◇ *You will receive a basic weekly wage of €500 plus bonuses.* 你将得到周基本工资500欧元外加奖金。◇ *The union submitted a wage claim for a 9% rise.* 工会提出了9%的加薪要求。 See note at SALARY

● *an **average/a high/low/standard** wage* 平均 / 高 / 低 / 标准工资 • *an **after-tax/a gross/net/pre-tax** wage* 税后 / 总 / 净税前工资 • ***hourly/regular/weekly** wages* 小时 / 基本 / 周工资 • *to **earn/pay/receive** a wage* 挣 / 支付 / 收到工资 • *to **increase/push up/raise** wages* 增加 / 提高 / 提升工资 • *wages **go up/increase/rise*** 工资上涨 / 增加 / 提高 • *wage **bargaining/negotiations/talks*** 工资谈判 • *a wage **agreement/claim/rise/settlement*** 工资协议；提高工资的要求；工资提高；工资结算 • *a wage **cut/freeze/reduction*** 工资削减 / 冻结 / 下降

**'wage bill** (*also* **'wages bill,** *less frequent*) *noun* [C] the total amount of money that a company, an organization or an industry pays to its employees 工资总额；工资单：*The company lost $47 million as the wage bill trebled to $54 million.* 因工资总额增加了两倍达到5 400万元，这家公司亏损了4 700万元。

**waged** /weɪdʒd/ *adjective*

**1** (about a person) having regular paid work（人）挣工资的：*waged workers* 有工资收入的工人

**2** (about work) that you are paid for（工作）有工资收入的：*waged work/employment* 有薪工作

**3 the waged** *noun* [pl.] people who have regular paid work 工薪族；拿工资的人：*The cost is €40 for the waged and €25 for the unwaged.* 有固定收入者的收费是40欧元，无固定收入者的收费是25欧元。

→ SALARIED

**'wage diffe,rential** *noun* [C] (*Economics*) the difference in rates of pay between different groups of workers, especially the difference between workers with similar jobs in different industries, or between workers with different skills in the same industry 工资差别：*Wage differentials between large and small firms have widened.* 大型和小型企业之间的工资差距扩大了。→ EARNINGS DIFFERENTIAL, WAGE GAP

**'wage drift** *noun* [U] (*Economics*) the situation when the average level of wages earned rises faster than the rates of pay that have been agreed at a national level 工资浮动（平均工资水平的增长速度超过全国的工资标准）：*Wage drift consists of such things as overtime, bonuses and performance-related pay.* 工资浮动包括加班费、奖金和业绩工资等。

**'wage ,earner** *noun* [C] a person who earns money, especially a person who works for **wages** (= is paid every week) 挣工资的人；雇用劳动者：*There are three wage earners in the family.* 这个家庭有三个人挣工资。

● *a **high/low/top** wage earner* 高 / 低 / 最高工资收入者

**'wage gap** *noun* [C] the difference in rates of pay between one group of people and another 工资差距：*the male-female wage gap* 男女工资差距 ◇ *The wage gap between CEOs and workers is much wider than it was ten years ago.* 首席执行官和工人的工资差距要比十年前大很多。→ WAGE DIFFERENTIAL

● *the wage gap **narrows/widens*** 工资差距缩小 / 扩大

**'wage in,flation** *noun* [U] (*Economics*) a general rise in the rates of pay in a particular industry, country, etc. 工资膨胀：*the aim of achieving falling unemployment and low wage inflation* 实现减少失业和降低工资膨胀的目标

**'wage ,packet** = PAY PACKET

**,wage-'price ,spiral** *noun* [sing.] (*Economics*) the idea that a general rise in prices causes levels of pay to rise, which then causes prices to rise again, and so on 工资—价格螺旋；工资—物价螺旋上升

**,wage-'push in,flation** *noun* [U] (*Economics*) a rise in prices caused by a general rise in levels of pay that makes goods cost more to produce 工资推动型通货膨胀

**'wage re,straint** (*also* **'pay re,straint**) *noun* [U,C] (*especially BrE*) (*Economics*) the process of controlling the amount by which pay can rise 制止工资增长；限制工资增长：*dealing with high inflation through wage restraint* 通过限制工资增长应对高通货膨胀问题

● ***compulsory/voluntary** wage restraint* 强制性 / 自愿性限制工资增长

**'wages bill** = WAGE BILL

**'wage scale** *noun* [C] (*HR*)

**1** the range of levels of wages that a person can receive in a particular job（特定岗位的）工资级别：*The wage scale for an assistant chef is from €18 to €27 an hour.* 助理厨师长的工资级别从每小时18欧元到27欧元不等。

**2** the range of levels of wages that people receive in different jobs（不同岗位的）工资等级：*cleaners, and others at the bottom end of the wage scale* 清洁工以及其他处于工资等级底层的人员

→ PAY SCALE, SALARY SCALE

**'wages clerk** *noun* [C] a person whose job is to calculate and arrange payment for a company's employees 工资发放职员

**'wage slave** *noun* [C] (*informal*)
a person who depends completely on the money they receive each week from their job, especially sb who has a boring or hard job 工资奴隶；雇用劳动者

**,wait-and-'see** *adjective* [only before noun]
used to describe a situation where you wait to see what happens before making a decision 观望的：*We're taking a wait-and-see attitude to m-commerce.* 我们对移动电子商务采取观望的态度。

**waive** /weɪv/ *verb* [+ obj]
to choose not to demand sth in a particular case, even though you have a legal or official right to do so 放弃；丢弃：*Lawyers working on the charity's behalf waived their fees.* 为慈善机构工作的律师放弃了收费。
● *to waive your* ***claim/fee/right*** 放弃索赔 / 收费 / 权利

**waiver** /'weɪvə(r)/ *noun* [C]
(*Law*) a situation in which sb gives up a legal right or claim; an official document stating this 放弃；弃权；弃权声明书：*A waiver of the licence fee may be made for educational events.* 对教育项目可以免收许可证费。◇ *The contract contained a* ***waiver clause****, stating that the company would not be sued if it failed to deliver on time.* 这份合同包含一个弃权条款，声明如果不能按时交货，公司不会被起诉。
● *to* ***grant/obtain/seek/sign*** *a waiver* 准予 / 获得 / 寻求弃权；签署弃权条款

**'wake-up call** *noun* [C]
**1** the service that hotels provide of telephoning guests to wake them up at the time they ask（酒店的）叫早服务：*Could I have a wake-up call at 6?* 可以在六点叫醒我吗？
**2** a sudden warning that you need to take action 警示：*The shocking figures were a wake-up call to the sales team.* 这些令人震惊的数字警示销售团队必须采取措施。

**walk** /wɔːk/ *verb, noun*
● *verb*
IDM **walk off the 'job** (*AmE*) to stop working in order to go on strike 离开工作岗位；罢工 **walk the 'plank** (*informal*) to be forced to leave your job 被迫离职；被解雇：*Their CEO has been made to walk the plank and hands in his resignation tomorrow.* 他们的首席执行官被迫离职，将于明天递交辞呈。 NOTE In the past people on a ship were sometimes punished by being made to walk along a board placed over the side of the ship so that they fell into the sea. 旧时船上一种处罚措施，受罚者被迫沿舷外木板行走以致坠海。 **,walk the/your 'talk** (*informal*) to start to do the things that you talk about 言出必行：*Managers are walking the talk about encouraging new ideas.* 经理们说到做到，鼓励创新思维。→ TALK THE TALK at TALK **,walk the 'walk** (*informal*) to do sth rather than just talk about ideas and plans for doing it 少说多做：*They keep saying they're going to double sales, but now they need to walk the walk.* 他们一直说要使销售额翻番，可是现在他们必须少说多做了。◇ *Don't talk the talk unless you can walk the walk.* 要说到做到。→ TALK THE TALK at TALK, WALK THE/YOUR TALK → idiom at SHELF
PHR V **,walk 'out** (*HR, informal*) to stop working in order to go on strike 罢工：*Workers have threatened to walk out over the pay claim.* 工人们以罢工作为威胁，要求提高工资。→ WALKOUT **,walk 'out** (**of sth**) to leave a meeting, etc. suddenly, especially in order to show your disapproval 退席（尤为表示抗议）：*They walked out of the talks.* 他们退出了谈判以示抗议。→ WALKOUT **,walk 'out** (**on sth**) to stop doing sth that you have agreed to do, before it is completed 半途而废：*I never walk out on a job half done.* 我做工作从不半途而废。
● *noun*
IDM **a walk of 'life** a person's job or position in society 职业；社会地位：*She has friends from all walks of life.* 她的朋友遍布社会各界。

**'walking ,papers** *noun* [pl.] (*AmE*)
(*HR, informal*) the letter or notice dismissing sb from a job 解雇通知：*She's just been given her walking papers.* 她刚刚收到解雇通知。

**walkout** /'wɔːkaʊt/ *noun* [C]
**1** a sudden strike by workers（突然的）罢工：*Workers at the factory staged a mass walkout in protest against an overtime ban.* 这家工厂的工人举行了大规模罢工抗议加班禁令。 See note at STRIKE
● *to* ***call/call off/hold/stage/threaten*** *a walkout* 呼吁举行 / 呼吁放弃 / 举行 / 威胁要举行罢工
**2** the act of suddenly leaving a meeting as a protest against sth 突然退席抗议：*There was a walkout by angry delegates.* 愤怒的代表退席以示抗议。

**wall** /wɔːl/ *noun*
IDM **go to the 'wall** if a company or an organization **goes to the wall**, it fails because of lack of money（公司因资金短缺而）倒闭：*Many firms have gone to the wall in this recession.* 许多企业在本次经济衰退中倒闭了。→ idiom at BRICK, HIT *verb* See note at BANKRUPT

**wallchart** /'wɔːltʃɑːt; *AmE* -tʃɑːrt/ *noun* [C]
a large piece of paper containing information that is put up on a wall, for example in an office, so that people can look at it 挂图

**'Wall Street** *noun* [U]
**1** (*used without* **a** *or* **the** 不加a或the) the financial centre and stock exchange in New York City; the business that is carried out there 华尔街：*Share prices fell on Wall Street today.* 今天华尔街股价下跌。◇ *people who work on Wall Street* 在华尔街工作的人 ◇ *Wall Street responded quickly to the news.* 华尔街对这条新闻迅速作出反应。 See note at INCREASE
● *Wall Street* ***prices/shares/stocks*** 华尔街股价 / 股份 / 股票 • *Wall Street* ***analysts/bankers/firms/traders*** 华尔街的分析家 / 银行家 / 企业 / 交易商 • *Wall Street* ***estimates/forecasts/gains/losses*** 华尔街估计 / 预测 / 收益 / 亏损
**2** used to refer to large companies in the US as a group 泛指美国的大公司：*Foreign investors are pulling out of Wall Street and Main Street.* 外国投资者纷纷从美国大大小小的公司中撤出。→ MAIN STREET

**WAN** /wæn/ *abbr*
(*IT*) **wide area network** a number of computers and other devices that are far apart but are connected together so that equipment and information can be shared 广域网；远程网：

*Gathering market information can be done over a WAN.* 可以通过广域网搜集市场信息。→ LAN

**want** /wɒnt; *AmE* wɑ:nt; wɔ:nt/ *noun* [C, usually pl.]
something that you need or want 需求: *Producers compete to satisfy the wants of customers.* 生产商争相满足顾客的需求。→ NEED

**'want ad** = CLASSIFIED AD

**WAP** /wæp/ *abbr*
(*IT*) **wireless application protocol** a standard system for sending information between HAND-HELD pieces of equipment and other electronic sources of information without using wires. It enables people, for example, to use a mobile phone/cellphone to look at the Internet 无线应用协议: *WAP phones/technology* 无线应用协议电话 / 技术

**war** /wɔ:(r)/ *noun* [C,U]
SEE ALSO: **trade war**
a situation in which there is aggressive competition between groups, companies, countries, etc. over a period of time 竞争; 战争: *a fierce price war between rival supermarkets* 竞争对手超市之间激烈的价格战 ◇ *It's time to declare war on the illegal use of copied programs.* 对非法使用复制程序宣战的时候到了。
● ***a bidding/price/sales war*** 投标 / 价格 / 销售战 • ***to lose/wage/win a war*** 战争失利; 发起 / 赢得战争

**'war chest** *noun* [C]
(used in newspapers) an amount of money that a company or a government has available to spend on a particular plan, project, etc. (用于报章) 专用款项: *The group has a war chest of €50 billion available for acquisitions.* 这个集团有500亿欧元的专用款项可用于购并。

**ware** /weə(r); *AmE* wer/ *noun*
**1** [U; pl.] (*used in compounds* 用于构成复合词) objects used for the purpose or in the room mentioned 器皿; 物品: *ornamental ware* 装饰品 ◇ *kitchen wares* 厨房用品 ◇ *a retailer of clothing and home wares* 服装和家庭用品零售商
**2** [U; pl.] (*used in compounds* 用于构成复合词) objects made of the material or in the way or place mentioned 制造品; 加工品: *ceramic ware* 陶瓷用品 ◇ *a collection of local wares* 一批本地器皿
**3 wares** [pl.] things that sb is selling 商品: *Agents can use the site to sell their wares over the Internet.* 代理商可以利用这个网站在线出售他们的商品。

**★warehouse** /'weəhaʊs; *AmE* 'wer-/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **bonded warehouse, Customs ~, data ~, discount ~, public ~**
a building where large quantities of goods are stored, especially before they are sent to shops/stores to be sold 仓库: *We have 30 000 square feet of warehouse space.* 我们拥有3万平方英尺的仓储空间。
• ***verb*** [+ obj]
to store goods in a **warehouse** 将…存入仓库: *It will be necessary to warehouse the surplus stock.* 有必要将剩余的存货入库。→ AT WAREHOUSE, EX WAREHOUSE

**'warehouse club** *noun* [C] (*AmE*)
an organization that operates from a large store, usually outside a town, and sells goods cheaply in large amounts to customers who must pay to be members 仓储会员店: *shopping at a discount warehouse club* 在折扣仓储会员店购物 → CASH AND CARRY

**warehouseman** /'weəhaʊsmən; *AmE* 'wer-/ (*plural* **warehousemen** /-mən/) (*also* **'warehouse ,keeper**) *noun* [C]
a person who works in, manages or owns a **warehouse** 仓库管理员; 货栈主; 仓库老板

**,warehouse re'ceipt** (*also* **,warehouse 'warrant**, *less frequent*) *noun* [C]
(*Trade*) a document that proves that goods exist and shows where they are stored and who owns them. In financial markets it is often given to sb who buys goods instead of actually delivering the goods to them. 栈单; 仓单; 仓库收据

**'warehouse store** *noun* [C]
a large simple store that sells a limited variety of food and other items for the home very cheaply 仓储商店

**,warehouse 'warrant** = WAREHOUSE RECEIPT

**warehousing** /'weəhaʊzɪŋ; *AmE* 'wer-/ *noun* [U]
the fact or process of storing goods in a **warehouse** 入仓库; 仓库贮存: *warehousing costs* 仓储费 ◇ *automatic warehousing systems* 自动仓储系统

**warning** /'wɔ:nɪŋ; *AmE* 'wɔ:rn-/ *noun*
SEE ALSO: **health warning, profit warning**
**1** [C,U] a statement, an event, etc. telling sb that sth bad or unpleasant is possible or might happen 警告; 警示: *The instructions contain a clear warning about the dangers of working with electricity.* 说明书对带电工作的危险性有明确警示。◇ *They ignored warnings of increasing costs.* 他们忽视了成本上升的警示。
● ***a blunt/clear/dire/grim/stark warning*** 直截了当的 / 清晰的 / 严重的 / 可怕的 / 严峻的警告 • ***to give sb adequate/advance warning*** 给予某人充分的 / 提前的警告
**2** [C] a statement telling sb that they will be punished if they continue to behave in a particular way (就将要遭受的处罚等提出的) 警告: *Employees must receive two written warnings before being dismissed.* 员工须两次受到书面警告后才会被解雇。
● ***a final/formal/an official warning*** 最终 / 正式 / 官方的通知 • ***an oral/a verbal/written warning*** 口头 / 书面警示
▶ **'warning** *adjective* [only before noun]: *The poor results were warning signs of trouble ahead.* 差劲的业绩预示着前路困难重重。◇ ***Warning bells began to ring*** (= it was a sign that sth was wrong) *when he wasn't invited to the meeting.* 他未能获邀参加会议给他敲响了警钟。

**warrant** /'wɒrənt; *AmE* 'wɔ:r-; 'wɑ:r-/ *noun, verb*
• ***noun*** [C]
SEE ALSO: **dividend warrant, warehouse warrant**
**1** (*Finance*) a type of investment that gives you

the right to buy shares at a fixed price on or by a particular date 认股权证: *the issue of warrants for equity shares* 发行认股权证 ◇ *Bondholders have been given warrants to buy the stock.* 债券持有人得到了购买股票的权证。

**2** (*Law*) a legal document that is signed by a judge and gives the police authority to do sth 搜查令; 授权令; 逮捕令: *They issued a warrant for her arrest.* 他们发出了逮捕她的拘捕证。 ◇ *an arrest warrant* 逮捕证

● ***to apply for/get/issue a warrant*** 申请 / 取得 / 签发授权令

• ***verb*** [+ obj]

(*Commerce*; *Law*, *formal*) (*usually* **be warranted**) to promise that a statement is true, or that sth is genuine or in good condition 担保; 保证: *The goods are warranted to be in perfect condition on leaving the factory.* 商品在出厂时确保完好无损。

**warrantee** /ˌwɒrənˈtiː; *AmE* ˈwɔːr-; ˈwɑːr-/ *noun* [C]

(*Commerce*; *Law*) a person that a WARRANTY is given to 被保证人; 被担保人 See note at EMPLOYER

**warrantor** /ˈwɒrəntɔː(r); *AmE* ˈwɔːr-; ˈwɑːr-/ *noun* [C]

(*Commerce*; *Law*) a person or company that provides a WARRANTY 保证人; 担保人 See note at EMPLOYER

**★warranty** /ˈwɒrənti; *AmE* ˈwɔːr-; ˈwɑːr-/ (*plural* **warranties**) *noun* [C,U]

SEE ALSO: **extended warranty**

(*Commerce*; *Law*) a written agreement in which a company selling sth promises to repair or replace it if there is a problem within a particular period of time 保修单; 担保书; 保证书: *The television comes with a full two-year warranty.* 这台电视机有整两年的保修期。 ◇ *Is the car still* ***under warranty?*** 这辆汽车还在保修期内吗?

SYN GUARANTEE → WARRANTEE, WARRANTOR

**wastage** /ˈweɪstɪdʒ/ *noun* [U]

**1** the fact of losing or destroying sth, especially because it has been used or dealt with carelessly; the amount of sth that is wasted 浪费; 损耗; 消耗量: *a new production technique aimed at minimizing wastage* 旨在使损耗减至最低的新生产技术

**2** (*HR*) (*BrE*) = NATURAL WASTAGE

**★waste** /weɪst/ *verb*, *noun*, *adjective*

• ***verb*** [+ obj]

**1** to use more of sth than is necessary or useful 浪费; 滥用: *We don't want to waste money* ***on*** *equipment that we won't use much.* 我们不想在使用频率不高的设备上浪费金钱。 ◇ *They are wasting their time trying to break into the US market.* 他们企图打入美国市场是在浪费时间。

● *to waste* ***energy/money/time*** 浪费能源 / 金钱 / 时间

**2** (*usually* **be wasted**) to not make good or full use of sb/sth 埋没; 未充分利用: *His talents are wasted in that job.* 在那个岗位上, 他的才能被埋没了。 ◇ *It was a wasted opportunity.* 白白浪费了一次机会。

• ***noun***

**1** [U; sing.] the act of using sth in a careless or unnecessary way, so that it is lost or destroyed 浪费: *The report is critical of the department's waste of resources.* 报告批评了这个部门对资源的浪费。

**2** [sing.] a situation in which it is not worth spending time, money, etc. on sth 白费; 糟蹋: *These meetings are a complete* ***waste of time.*** 这些会议完全是浪费时间。

**3** [U] (*also* **wastes**) [pl.] materials that are no longer needed and are thrown away 废物; 废料

● ***household/industrial/radioactive/toxic waste*** 家用 / 工业 / 放射性 / 有毒废料

• ***adjective*** [usually before noun]

no longer needed for a particular process and therefore thrown away 废弃的; 多余的: *Waste water is pumped from the factory into a nearby river.* 废水从工厂排到附近的河里。

**wasteful** /ˈweɪstfl/ *adjective*

using more of sth such as money or resources than is necessary; not saving or keeping sth that could be used 浪费的; 挥霍的: *The whole process is wasteful and inefficient.* 整个流程浪费大且效率低。 ◇ *a wasteful use of resources* 对资源的挥霍

**ˌwaste ˈproduct** *noun* [C]

(*Manufacturing*) a useless material or substance that is produced while sth else is being made 废品: *This acid is a waste product of the production of certain plastics.* 这种酸是生产某些塑料制品时产生的废料。

● *to* ***break down/dispose of/recycle/remove*** *waste products* 分解 / 处理 / 回收 / 运走废品

**ˌwasting ˈasset** *noun* [C]

(*Accounting*) a thing of value that a company owns that will only last or be useful for a fixed period of time, for example, a lease or a piece of equipment 损耗性资产; 递耗性资产

**watchdog** /ˈwɒtʃdɒg; *AmE* ˈwɑːtʃdɔːg; ˈwɔːtʃ-/ *noun* [C]

SEE ALSO: **consumer watchdog**

a person or group of people whose job is to check that companies are not doing anything illegal and to protect people's rights 监察人员; 监督人员: *A watchdog has warned that customers are facing rising water bills.* 监察人员提醒用户水费将日趋上涨。

● ***a competition/financial/an industry/a pollution/safety*** *watchdog* 竞争 / 财务 / 工业 / 污染 / 安全监管机构 • ***a government/an independent/official*** *watchdog* 政府 / 独立的 / 官方监察员

**ˌwatching ˈbrief** *noun* [C]

the task of watching and reporting on the progress of sth on behalf of sb else (代表他人的) 监察: *The Network Manager has a watching brief* ***on*** *security issues.* 网络经理负有监察安全事宜的任务。

● ***to be given/have/keep/maintain*** *a watching brief* 接受 / 负有监察的任务; 保持监察

**ˈwatch list** *noun* [C]

**1** (*Finance*) a list of investments that are being studied very carefully because people think sth unusual or interesting will happen to them (投资产品的) 观察清单: *The website has a watch list of 50 companies that it predicts will do well this year.*

这个网站的观察名单上有50家公司，预计这些公司今年的业绩将表现良好。

**2** a list of people, companies, organizations, etc. that are being studied carefully because people think that they are doing sth dishonest or illegal（人、公司、机构等的）观察名单：*a watch list of dishonest traders* 不诚实商人的观察名单

**'water ,cooler** *noun* [C]

**1** a machine, for example in an office, that cools water and supplies it for drinking 饮用水冷却器：*Go to the water cooler to catch up on office gossip.* 去饮水冷却器那里听点办公室闲话。

**2** (*informal*) (*especially AmE*) (*used as an adjective* 用作形容词) used to describe any informal conversation among office workers of the type that takes place around the **water cooler** 办公室人员之间的闲谈：*water-cooler chats/gossip* 员工闲聊 / 闲话

**watershed** /'wɔ:təʃed; *AmE* 'wɔ:tərʃed; 'wɑ:t-/ *noun*

**1** [C] an event or a period of time that marks an important change 重要关头；分水岭：*The 2005 pay agreement was a watershed in the relationship between the company and the unions.* * 2005年的薪酬协议是公司和工会关系的转折点。

**2** [sing.] in the UK, the time before which programmes that are not considered suitable for children must not be shown on television 时段分隔线（播放儿童不宜电视节目不得早于此时间）：*A number of people complained that the advertisement was too violent and should not have been shown before the watershed.* 许多人抱怨这则广告过于暴力，不应该在电视时段分隔线之前播放。

**WATS** /wɒts; *AmE* wɑ:ts/ *abbr* (*AmE*) (*IT*) **Wide Area Telecommunications Service** a service that allows companies to make and receive large numbers of phone calls to and from places that are far away at a low cost 广域网电信业务

**wave** /weɪv/ *noun* [C]

**1** a sudden increase in a particular activity or feeling 高潮；潮涌；热潮：*The region is experiencing a wave of investment.* 这个地区正掀起一股投资热潮。

**2** (*Technical*) the form that some types of energy such as heat, sound, light, etc. take as they move（热、声、光等能源的）波

→ idiom at RIDE *verb*

**waybill** /'weɪbɪl/ *noun* [C] (*abbr* **WB**) (*Transport*) a document that gives information about goods that are being transported, where they are going and who they must be delivered to 运货单

**WB** /ˌdʌblju: 'bi:/ = WAYBILL

**WDV** /ˌdʌblju: di: 'vi:/ = WRITTEN-DOWN VALUE

**★weak** /wi:k/ *adjective* (**weaker, weakest**)

**1** not very great 不大的；很小的：*a weak market share* 很小的市场份额 ◇ *weak consumer spending* 消费疲软 ◇ *weaker-than-expected results* 低于预期的业绩

**2** not financially strong or successful 疲软的；萧条的：*The clothing company was the weakest performer with a 25% drop in sales.* 这家制衣公司业绩最差，销售额下降了25%。

**3** (about prices, markets, etc.) moving towards a lower level; falling（价格、市场等）疲软的，有下跌趋势的：*The industry is suffering from falling demand and weaker prices.* 这个行业正遭受需求下降和价格低迷的双重打击。◇ *The weak dollar has encouraged many foreigners to visit America.* 美元疲软促使许多外国人赴美旅游。 OPP STRONG

▸ **weakness** /'wi:knəs/ *noun* [U,C]: *the weakness of the pound against the dollar* 英镑对美元的疲软

**weaken** /'wi:kən/ *verb* [+ obj *or* no obj]

**1** to make sb/sth less strong or powerful; to become less strong or powerful 使…弱；削弱；使…衰减：*The recession has weakened demand for luxury goods.* 经济衰退削弱了奢侈品需求。

**2** to make a currency, market etc. move towards a lower level; to fall 使（货币、市场等）疲软：*If the yen weakens it will help Japan's export sector.* 日元走软将有助于日本的出口部门。

See note at CURRENCY

**★wealth** /welθ/ *noun*

**1** [U] a large amount of money, property, etc. that a person or country owns; how much money, etc. a person or a country has 财富；财产：*His personal wealth is estimated at $100 million.* 他的个人财富估计达1亿元。◇ *the country's diamond and mineral wealth* 国家的钻石和矿产财富 ◇ *The purpose of industry is to create wealth.* 工业生产的目的就是创造财富。◇ *The figures tell us nothing about the distribution of wealth in the population.* 这些数字并未告诉我们财富在总人口中是如何分配的。

⊕ ***household/national/personal/private*** *wealth* 家庭 / 国民 / 个人 / 私人财富 • ***commercial/economic/financial/industrial*** *wealth* 商业 / 经济 / 金融 / 工业财富 • *to* ***create/distribute/generate/manage/redistribute*** *wealth* 创造 / 分配 / 生成 / 管理 / 再分配财富 • *wealth* ***creation/management*** 财富创造 / 管理

**2** [sing.] a large amount of sth worth having 富裕；丰富；丰饶；大量：*The new manager brings a great wealth of experience to the job.* 新任经理带来了丰富的工作经验。

⊕ *a wealth of* ***detail/experience/information/talent*** 丰富的细节 / 经验 / 信息 / 才能

**'wealth ef,fect** *noun* [sing.] (*Economics*) an increase in the amount of money that consumers spend when the value of their investments and assets rises 财富效应：*the wealth effect of rising house prices* 房价上涨的财富效应 ◇ *the* ***negative*** *wealth effect of recent stock market falls* (= people are spending less) 最近股市下跌的负财富效应

**'wealth tax** *noun* [U,C] a tax that only very rich people have to pay 财产税

**wealthy** /'welθi/ *adjective* (**wealthier, wealthiest**)

**1** rich; having a lot of money, possessions, resources, etc. 富有的；丰富的；大量的：*the world's wealthiest software company* 世界上最富有的软件公司 ◇ *a relatively wealthy country* 比较富裕的国家

**2 the wealthy** *noun* [pl.] people who are rich 富人：*higher taxes for the wealthy* 对富人开征高额税收

**wear** /weə(r); *AmE* wer/ *noun* [U]

SEE ALSO: **ready-to-wear**

**1** (*usually used in compounds* 通常用于构成复合词) used especially in shops/stores to describe clothes for a particular purpose or occasion 服装: *children's/ladies' wear* 童装 / 女装 ◇ *menswear* 男装 ◇ *sportswear* 运动装

**2** the fact of wearing sth 穿着: *casual clothes for everyday wear* 日常穿的休闲装

**3** the amount or type of use that sth has over a period of time 实用性; 耐久性: *carpets that give years of wear* 能够使用多年的地毯

**4** the damage or loss of quality that is caused when sth has been used a lot 耗损; 磨损; 磨破: *The machines have to be checked regularly for signs of wear.* 这些机器必须定期检查其磨损情况。

IDM **,wear and 'tear** the damage to objects, furniture, property, etc. that is the result of normal use 损耗; 磨损: *The guarantee applies to manufacturing faults, not to normal wear and tear.* 保修仅限于制造缺陷, 不包括正常的磨损。

**wearout** /'weəraʊt/ *noun* [U]

**1** the process of sth becoming no longer useful or able to be used because it has been used for a long time 破损: *research into wearout and failure in car engines* 对汽车引擎的破损和失灵进行研究

**2** (*Marketing*) the situation when an advertisement has been shown so many times that it is no longer useful as people are now bored or annoyed with it (广告) 疲乏, 失效: ***Advertising** wearout can be avoided by varying the way in which the basic message is presented.* 广告疲乏可以通过改变基本信息的呈现方式加以避免。

**,weather 'working days** *noun* [pl.] (*abbr* **WWD**) (*Transport*) days on which work can be done if the weather is good 良好天气工作日; 晴天工作日: *The contract allowed two weather working days for the ship to be unloaded.* 本合同留出了两个晴天工作日对船舶进行卸载。

★ **the Web** /web/ = WORLD WIDE WEB

**'web ad,dress** *noun* [C]
(*IT*) the address of a web page 网址: *I must have typed in the wrong web address.* 我一定是输错了网址。 SYN URL

**,web-based 'seminar** = WEBINAR

**webcast** /'webkɑ:st; *AmE* -kæst/ *noun* [C]
(*IT*) a live broadcast that is sent out on the Internet 网络直播: *The event will be viewable via a webcast.* 这项比赛可通过网络直播观看。 ▸ **'webcast** *verb* [+ obj] **'webcasting** *noun* [U]

**'web de,sign** *noun* [U]
(*IT*) the art or process of arranging the information in websites 网站设计 ▸ **'web de,signer** *noun* [C]: *He works as a web designer.* 他是网站设计师。

**'web de,velopment** *noun* [U]
(*IT*) the art or process of making websites 网站开发

**'web-e,nabled** *adjective*
(*IT*) designed to be used on the WORLD WIDE WEB; able to use the Internet for business 支持网络的: *web-enabled mobile phones* 支持网络移动电话

**'web ,hosting** (*also spelled* **web-hosting**) *noun* [U]
(*IT*) the service of keeping websites on a SERVER so that they can be looked at by people using the Internet 网站托管
● *a web-hosting* ***business/company/group*** 网站托管业务 / 公司 / 集团 • *web-hosting* ***activities/services*** 网站托管活动 / 服务

**webinar** /'webmɑ:(r)/ (*also* **,web-based 'seminar**) *noun* [C]
(*IT*) a meeting, talk, lesson, etc. that is broadcast on the Internet, in which the people taking part can talk to each other 在线研讨会: *to participate/take part in a webinar* 参加在线研讨会

**'web log file** *noun* [C]
(*IT*) a computer file that records information about the people that visit a website, the pages that they look at, any technical problems, etc. 网站日志文件

**webmaster** (*also spelled* **Webmaster**) /'webmɑ:stə(r); *AmE* -mæs-/ *noun* [C]
(*IT*) a person who is responsible for particular pages of information on the World Wide Web 网管

**'web page** *noun* [C]
(*IT*) a document that is connected to the WORLD WIDE WEB and that anyone with an Internet connection can see, usually forming part of a website 网页 → HOME PAGE

**,web 'shopfront** = SHOPFRONT (2)

★**website** (*also spelled* **web site**) /'websaɪt/ *noun* [C]
(*IT*) a place connected to the Internet, where a company, an organization, etc. puts information on the WORLD WIDE WEB 网站: *Customers can visit our website to see the progress of their orders.* 客户可以访问我们的网站查看订单进度。 ◇ *Details of all our products are available on our website.* 我们所有产品的详细情况均可在我们的网站上得到。 ◇ *Our website address is http://www.oup.com.* 我们的网址是http://www.oup.com。
● *to* ***log into/log onto/look at/visit*** *a website* 登录到 / 查看 / 访问某网站 • *to* ***build/create/design/develop/make/set up*** *a website* 建立 / 创建 / 设计 / 开发 / 制作 / 建立网站 • ***a company/an e-commerce/a group/an office*** *website* 公司 / 电子商务 / 集团 / 办事处网站

**,web 'storefront** = STOREFRONT (3)

**webzine** /'webzi:n/ *noun* [C]
a magazine published on the Internet, not on paper 网络杂志: *a webzine for electronic computer users* 面向电子计算机用户的网络杂志

**weekday** /'wi:kdeɪ/ *noun* [C]
any day except Saturday or Sunday 工作日, 平日 (除星期六、星期日之外的任何一天): *The service is only available on weekdays.* 这项服务仅在平日提供。 ▸ **'weekdays** *adverb*: *open weekdays from 9 a.m. to 6 p.m.* 平日营业时间从上午9点到下午6点

**weekend** /,wi:k'end; *AmE* 'wi:kend/ *noun* [C]
**1** Saturday and Sunday 周末: *Have a good weekend!* 周末愉快! ◇ (*BrE*) *The office is closed at the weekend.* 办公室周末不开放。 ◇ (*especially AmE*) *The office is closed on the weekend.* 办公室在周末不开放。

**2** Saturday and Sunday, or a slightly longer period, as a holiday/vacation 周末休假: *a weekend break* 周末休假

**WEF** /ˌdʌbljuː iː 'ef/ = WORLD ECONOMIC FORUM

**weighbridge** /'weɪbrɪdʒ/ *noun* [C]
a machine for weighing vehicles and their loads, usually with a platform that the vehicle is driven on to 地秤；桥秤；称量台

**weight** /weɪt/ *noun, verb*
• ***noun***
**1** (*abbr* **wt**) [U,C] how heavy sb/sth is, which can be measured in, for example, kilograms or pounds 重量；分量：*It is about 70 kilos **in weight**.* 它的重量约70公斤。◇*Bananas are sold **by weight**.* 香蕉按重量出售。◇*This laptop has a weight of just 4 kilos.* 这台便携式电脑只有4公斤重。◇*goods vehicles over 3.5 tonnes **gross weight*** (= including the vehicle and the contents) 毛重超过3.5吨的货车 ◇*Meat must be marked with its **net weight**, excluding packaging.* 肉类必须标示净重，刨除包装重量。
**2** [U] the fact of being heavy 重担；重压：*The pillars have to support the weight of the roof.* 这些柱子须承受屋顶的重量。
**3** [C] an object that is heavy 重物：*Lifting heavy weights can damage your back.* 搬动重物会伤到背部。
**4** [C,U] a unit or system of units by which weight is measured 重量单位；衡量制：*tables of **weights and measures*** 度量衡表 ◇*imperial/metric weight* 英制／公制重量单位
**5** [U] importance, influence or strength 重大；重要性；力量；势力；影响：*His opinion **carries weight** with the boss.* 他的观点在老板那里有影响力。
IDM **throw/put your weight behind sth** to use all your influence and power to support sth 鼎力支持：*The directors have thrown their weight behind the takeover bid.* 董事们全力支持这一并购。→ idiom at PULL *verb*, THROW
• ***verb*** [+ obj]
**1** to give different values to things to show how important you think each of them is compared with the others 使…加权；赋予权重：*The results of the survey were weighted to allow for variations in the sample.* 考虑到样本的差异，对调查的结果进行了加权处理。
**2** (*usually* **be weighted**) to arrange sth in such a way that a particular person or thing has an advantage or a disadvantage 倾向于；偏向于：*The proposal is heavily weighted **towards** smaller businesses.* 这项提案高度偏向小企业。◇*The new pay levels are weighted **against** part-time workers.* 新的薪资水平对兼职工人不利。

**ˌweighted 'average** *noun* [C]
(*Technical*) an average value for a number of things that is calculated by first giving a value to each thing according to how important it is compared with others 加权平均值：*The Retail Price Index is a weighted average of the prices of a number of selected goods.* 零售物价指数是许多选定商品价格的加权平均值。

**ˌweighted 'index** *noun* [C]
(*Economics*; *Finance*) an index (= a system that compares the level of prices, wages, etc. with those of a previous time) that considers the value of each item according to how important it is compared with others 加权指数：*A price-weighted index counts changes in the prices of high-priced shares more than changes in the prices of low-priced shares.* 相对于低价股票的价格变化来说，价格加权指数更多地考虑高价股票的价格变化。◇*The Hang Seng Index is a capitalization-weighted index* (= a company is given importance according to the value of all its shares). 恒生指数是一种以资本市值加权的指数。

**weighting** /'weɪtɪŋ/ *noun*
**1** (*HR*) [U] (*BrE*) extra money that you are paid for working in a particular area because it is expensive to live there 地区生活补贴：*She gets London weighting on top of her salary.* 她在薪水之外还拿伦敦地区生活补贴。SYN ALLOWANCE
**2** (*Technical*) [C,U] a value that you give to each of a number of things to show how important it is compared with the others 权重：*Each of the factors is given a weighting on a scale of 1 to 10.* 每个因素都赋予了1到10的权重。

**'weight note** *noun* [C]
(*Trade*) a document that says how much goods weigh when they are taken off a ship 货运重量单；码单

**welfare** /'welfeə(r); *AmE* -fer/ *noun* [U]
**1** the general health, happiness and safety of a person, a country, etc. （个人的）健康，幸福；（国家的）繁荣，兴隆：*They believe that international commerce is harmful to the welfare of developing countries.* 他们相信国际商务有害于发展中国家的福祉。
**2** (*HR*) the physical and mental health of employees and practical help that is provided for people that need it （员工的）身心健康；福利：*an employee welfare plan* 员工福利计划
**3** practical or financial help that is provided, often by the government, for people that need it （通常由政府提供的）实物或资金帮助，福利：*The state is still the main provider of welfare.* 国家依然是福利的主要提供者。◇*a social welfare programme* 社会福利计划 ◇*welfare services/work* 福利服务／工作
**4** (*especially AmE*) = SOCIAL SECURITY (1)

**ˌwelfare ˌbenefit** *noun* [C, usually pl., U]
money that is given to people who are unemployed or who cannot work because they are ill/sick, or to their family if they die 福利津贴；福利费；福利救济金：*States may give welfare benefits to two-parent families where the main wage earner is unemployed.* 国家可能会向主要收入来源一方失业的双亲家庭发放福利救济金。

**ˌwelfare to 'work** *noun* [U]
a government policy of helping unemployed people find work, for example by training them or by giving companies money to employ them 工作福利（政府帮助失业者就业的政策）
▸ **ˌwelfare-to-'work** *adjective* [only before noun]: *a welfare-to-work programme* 工作福利计划

**well** /wel/ *noun* [C]
**1** = OIL WELL
**2** a deep hole in the ground from which people obtain water 水井

**'wellness ˌprogram** (*BrE spelling* **~ programme**) *noun* [C] (*AmE* only)
(*HR*) benefits, activities or training that a company

offers to improve and develop the physical and mental health of its employees 员工健康方案

**,well 'off** *adjective* (**better off**)
**1** having a lot of money; rich 富有的；有钱的：*His family are very well off.* 他家很有钱。◇ *tax reductions for the less well off* 对那些相对贫穷的人进行减税
**2** in a good situation 处境好的：*You'd be better off looking for a new job.* 你有很好的条件找个新工作。
**3** having plenty of sth 阔绰的；大量的：*We're much better off for storage space in our new offices than in the old ones.* 与旧办公室相比，我们的新办公室有更大的储藏空间。

**,well 'placed** *adjective*
in a good position or situation to be able to do sth 处境好的：*The company is well placed to withstand the recession.* 这家公司境况很好，足以抵御经济衰退。

**'wet goods** (*also* **'wet com,modities**) *noun* [pl.] (*Trade*) liquids; goods from which water or other liquid may come out, for example, soap or fish 液体商品：*containers for the transportation of wet goods* 用于运输液体商品的集装箱 → DRY GOODS

**'wet lease** *noun* [U,C] (*Transport*) an arrangement that allows a company to use another company's aircraft and the people who fly them for a period of time 湿租（指航空公司租用其他公司的飞机，连同机组人员）
▸ **'wet-lease** *verb* [+ obj] → DRY LEASE

**wharf** /wɔːf; *AmE* wɔːrf/ *noun* [C] (*plural* **wharves** /wɔːvz; *AmE* wɔːrvz/ *or* **wharfs**)
a flat structure built beside the sea or a river where boats can be tied up and goods unloaded 码头：*a warehouse on the wharf* 码头上的仓库

**wharfage** /'wɔːfɪdʒ; *AmE* 'wɔːrf-/ *noun* [U] (*Transport*)
**1** a place at a **wharf** for loading, unloading or storing goods（装卸货物的）码头：*a harbour with two miles of wharfage* 拥有两英里码头的港口
**2** a charge that is made for using this place 码头费；码头使用费：*paying wharfage charges* 支付码头费

**wharfinger** /'wɔːfɪndʒə(r); *AmE* 'wɔːrf-/ *noun* [C] the person or company in charge of a **wharf** 码头管理员；码头公司

**,what-'if** *noun* [C] (*informal*)
a situation or an event that might happen in the future and that you need to think about now 假设分析：*We made a list of what-ifs to make sure we were prepared for anything.* 我们把各种假定情况逐一列出以确保我们一切准备就绪。◇ *a what-if brainstorming session* 假设分析思维碰撞会

**'wheelchair ,access** *noun* [U]
a way of entering or leaving a place, a vehicle, etc. for sb who uses a chair with wheels (a **wheelchair**) because they cannot walk 无障碍通道；轮椅通道；轮椅服务：*New regulations state that all cabs must have wheelchair access.* 新条例规定所有出租车都必须有轮椅上下车服务。

**,wheeling and 'dealing** *noun* [U] (*informal*)
very complicated, sometimes dishonest, business deals 想方设法；玩弄手段：*A lot of wheeling and dealing is done over lunch.* 很多尔虞我诈的交易都是在午餐桌上达成的。▸ **,wheel and 'deal** *verb* [no obj] **,wheeler-'dealer** (*also* **,wheeler and 'dealer**) *noun* [C]：*He's the best wheeler-dealer in the business.* 他是商界最心计多端的人。

**'whistle-,blower** *noun* [C]
(used especially in newspapers) a person who informs people in authority or the public that the company they work for is doing sth wrong or illegal（尤用于报章）告密者，揭发者，内部举报人 ▸ **'whistle-,blowing** *noun* [U]

**whiteboard** /'waɪtbɔːd; *AmE* -bɔːrd/ *noun* [C]
**1** a large board with a smooth white surface that you can write on with special pens when giving a talk, etc. 白板
**2** (*IT*) an area on a computer screen that several people at different computers can use to exchange information, often used in a TELECONFERENCE（电视会议中使用的）电子白板 → INTERACTIVE WHITEBOARD

**,white-'collar** *adjective* [only before noun]
working in an office rather than in a factory, etc.; connected with work in offices 白领的：*white-collar workers* 白领工人 ◇ *a white-collar job* 白领工作 ◇ *white-collar crime* (= in which office workers steal from their companies) 白领犯罪 → BLUE-COLLAR, PINK-COLLAR

**,white 'elephant** *noun* [C, usually sing.]
a thing that is useless and no longer needed, although it may cost a lot of money to keep it 贵而无用的东西：*The new office block has become an expensive white elephant.* 昂贵的新办公楼百无一用。

**'white goods** *noun* [pl.]
(*Commerce*) large pieces of electrical equipment in the home 白色家电：*a manufacturer of washing machines and other white goods* 洗衣机和其他白色家电制造商 → BROWN GOODS, GREY GOODS

**,white 'knight** *noun* [C]
(*Finance*) a person or an organization that rescues a company from being bought by another company at too low a price 白衣骑士（指挽救目标企业免遭敌意收购的个人或机构）：*A white knight could come along and make a more friendly offer.* 白衣骑士可能会出现并且报出一个较为合理的价格。
→ BLACK KNIGHT, GREY KNIGHT

**,White 'Pages** *noun* [pl., U]
in the US and some other countries, the part of a telephone book that has white pages and gives a list of individuals and companies with their telephone numbers, arranged in alphabetical order. It has no advertising. 白页（美国等地的电话号码簿中，列明个人和公司电话号码的白色页面，没有广告）→ YELLOW PAGES

**'white sale** *noun* [C] (*especially AmE*)
(*Commerce*) an occasion when a shop/store sells goods at a much lower price than usual, originally a sale of sheets, cloths, etc. for the home (**linen**) 大减价（尤指床单等白织物）

**'whizz-kid** (*AmE spelling usually* **whiz kid**) *noun* [C] (*informal*)
a person who is very good and successful at sth, especially at a young age 神童；杰出青年人才
● *a computer/financial/technical whizz-kid* 计算机／金融／技术达人

**,whole-'life** *adjective* [only before noun]
(*Accounting*; *Insurance*) lasting until a person dies or until a product can no longer be used 终身的: *a whole-life insurance policy* (= one that pays a sum of money when the person insured dies) 终身保单 ◇ *The software calculates the whole-life cost of a vehicle.* 这款软件可以计算车辆的终身成本。
● *whole-life* ***assurance/insurance/policies*** 终身保险 / 保险 / 保单 • *whole-life* ***cost/costing*** 终身成本 / 成本核算

**★wholesale** /'həʊlseɪl; *AmE* 'hoʊl-/ *noun*, *adjective*, *adverb*, *verb*
(*Commerce*)
• ***noun*** [U]
the buying and selling of goods in large quantities, especially to businesses, so that they can be sold again to make a profit 批发: *I spent five years working in wholesale.* 我干了五年批发。 ◇ *The company has changed its focus from wholesale to retail.* 这家公司已经将其重点从批发转向零售。 → RETAIL
• ***adjective*** [only before noun]
connected with goods that are bought in large quantities and sold to businesses so that they can be sold again to make a profit 批发的: *the wholesale market* 批发市场 → RETAIL
● *a wholesale* ***business/distributor/division/group*** 批发业务 / 分销商 / 部门 / 集团 • *wholesale* ***goods/products/sales*** 批发商品 / 产品 / 销售 • *the wholesale* ***market/sector/trade*** 批发市场 / 部门 / 贸易
• ***adverb***
being bought and sold in large quantities to be sold again to make a profit 批发地; 批量地: *We buy the building materials wholesale.* 我们批量购买建筑材料。 → RETAIL
• ***verb*** [+ obj]
to sell goods in large quantities to businesses, so that they can be sold again to make a profit 批发; 成批售出: *60% of the fruit is wholesaled.* * 60%的水果被批发销售。 ◇ *They import tea and wholesale it to retail stores.* 他们进口茶叶并批发给零售商店。 → RETAIL ▸ **'wholesaling** *noun* [U]: *Their core business is the wholesaling of health-care products to pharmacists.* 他们的核心业务是向药房批售保健品。 ◇ *a wholesaling business* 批发业务

**'wholesale bank** *noun* [C]
a bank that provides services for other banks and large businesses and not to individual customers or small businesses 批发银行 ▸ **,wholesale 'banking** *noun* [U]

**,wholesale co'operative** *noun* [C]
(*Commerce*) a **cooperative** that buys goods in large quantities to sell to the cooperatives that own it and to others 批发合作社

**'wholesale price** (*also* **'trade price**) *noun* [C]
(*Commerce*) the price that a RETAILER (= a business that sells goods to the public) pays for goods from a manufacturer or **wholesaler** 批发价 → RETAIL PRICE

**★wholesaler** /'həʊlseɪlə(r); *AmE* 'hoʊl-/ *noun* [C]
(*Commerce*) a person or a business that buys goods in large quantities and sells them to businesses, so they can be sold again to make a profit 批发商: *fruit and vegetable wholesalers* 水果蔬菜批发商 → RETAILER
See note at SUPPLY CHAIN

**,wholly-'owned** *adjective*
used to describe a company whose shares are all owned by another company (公司) 全资的: *The company will become a wholly-owned* ***subsidiary*** *of Sun Life.* 这家公司将成为永明人寿公司的全资子公司。

**,wide area 'network** = WAN

**widget** /'wɪdʒɪt/ *noun* [C] (*informal*)
**1** used to refer to any small device that you do not know the name of (不知名的) 小机械, 小器具: *lots of different widgets to customize your car* 使汽车个性化的多种小装置 ◇ *I had to pull some kind of widget to make the machine work.* 我必须拉动一下某个小装置来运行机器。
**2** (*Manufacturing*) a product that does not exist, used as an example of the typical product of a manufacturer, especially when accounting or financial processes are being explained (用于解释财务过程的想象中的) 企划产品: *Calculate the total cost per widget.* 计算每件产品的总成本。

**Wi-Fi** /'waɪ faɪ/ *noun* [U]
(*IT*) technology without wires that allows several computers to share the same fast Internet connection in a small area such as an office, a shop or a home 无线保真技术 ▸ **'Wi-Fi** *adjective*: *Wi-Fi Internet access* 无线保真上网 NOTE **Wi-Fi** is a short form of **Wireless Fidelity**. * Wi-Fi 系 Wireless Fidelity 的缩写。 → BLUETOOTH

**'wild card** *noun* [C]
**1** a person or thing whose behaviour or effect is difficult to predict (行为和结果难以预测的) 人或事: *When it comes to making big changes in an organization, the wild card is the employees' ability to adapt to the new system.* 当对一个组织进行大刀阔斧的改革时, 难以预测的是员工对新体制的适应能力。
**2** (*IT*) a symbol that has no meaning of its own and can represent any letter (可以代表任何字母的) 通配符: *An asterisk is commonly used as a wild card.* 星号常常被用作通配符。 ◇ *a wild-card search* 通配符搜索

**wildcat** /'waɪldkæt/ *adjective*, *noun*, *verb* (*informal*)
• ***adjective*** [only before noun]
**1** (*HR*) a **wildcat strike** happens suddenly and without the official support of a trade union (罢工) 未经工会同意的: *4 000 workers may be fired unless they put a stop to wildcat strikes.* 除非停止这次未经工会同意的罢工, 否则4000名工人可能会被解雇。 → LIGHTNING STRIKE
**2** (about a business or project) that has not been carefully planned and that will probably not be successful; that does not follow normal standards and methods (企业或项目) 未经认真规划的, 不稳妥的: *He made the mistake of putting his money into a wildcat scheme.* 他错误地把资金投入到一个不成熟的项目上。 ◇ *wildcat stocks* 非法股票
• ***noun*** [C]
**1** (*AmE*) an oil or gas well (= a deep hole in the ground) made in an area where oil or gas has not yet been found 盲目开掘的油井 (或天然气井);

勘探井: *The company expects ten wildcats to be drilled this year.* 公司预计今年将开掘十口勘探井。 **2** a business or project that will probably not be financially successful 高风险的计划

• ***verb*** [no obj] (*AmE*)
to look for oil where nobody has looked for it before 盲目开掘油井: *They were wildcatting for oil in Texas.* 他们在得克萨斯州挖井找油。

▸ **'wildcatter** *noun* [C]: *He was a wildcatter in the '60s in the oilfields of Wyoming.* 他60年代曾在怀俄明州油田盲目开掘找油。

**will** /wɪl/ *noun, verb*

• ***noun*** [C]

SEE ALSO: **tenant at will**

a legal document that says what is to happen to sb's money and property after they die 遗嘱: *Have you made a will?* 你立遗嘱了吗? ◇ *My father left me the business in his will.* 我父亲在遗嘱中把这家企业给了我。

• ***verb*** [+ obj]
**will sth (to sb)** | **will sb sth** to formally give your property or possessions to sb after you have died, by means of a will 立遗嘱将某物赠予某人

**win** /wɪn/ *verb, noun*

• ***verb*** (**winning, won, won** /wʌn/)
**1** [+ obj *or* no obj] to be the most successful in a competition, race, battle, etc. 获胜; 赢: *We seem to be winning the battle for the German market.* 看来我们会赢得德国市场的争夺战。 **2** [+ obj] to get sth as the result of a competition, race, etc. (通过竞争等)取得, 赢得: *The company has won a contract to build trucks for the army.* 这家公司赢得了为军方制造卡车的合同。 ◇ *Although we won several website awards, sales were disappointing.* 尽管我们赢得了好几个网站的奖项, 但是销售额仍然令人失望。 **3** [+ obj] to achieve or get what you want, especially by your own efforts (尤指通过自己努力)取得, 得到: *We won 250 000 new customers in the final quarter of last year.* 去年最后一个季度, 我们争取到了25万名新顾客。 ◇ *The two airlines have won approval for their planned merger.* 这两家航空公司的合并计划得到了批准。 PHR V **,win sb a'round/'over/'round (to sth)** to get sb's support or approval by persuading them that you are right 把某人争取过来; 赢得某人的支持: *Their latest model has so far failed to win over consumers.* 他们的最新款式到目前为止没有赢得消费者的认可。 **,win sb/sth 'back** to get or have again sb/sth that you had before 恢复; 夺得: *How can we win our customers back?* 我们怎样夺回我们的客户呢?

• ***noun*** [C]
a victory in a competition, race, etc. (竞争、比赛等的)胜利, 赢: *The order is an important win for the aircraft maker.* 这笔订单对于这个飞机制造商来说是一个重要的胜利。

**wind** /wamd/ *verb* (**wound, wound** /waʊnd/)
PHR V **,wind 'down 1** (about a business, a piece of machinery, etc.) to go slowly and then stop (业务、设备等)慢下来后停住, 逐渐平息下来: *The market is winding down ahead of the holidays.* 在假期之前, 市场逐渐沉寂下来。 **2** (about a person) to rest or relax after a period of activity or excitement (人)放松一下, 喘口气: *I used to go online to wind down after a long day at work.* 在漫长的一天工作之后, 我通常会上网放松一下。 SYN UNWIND **,wind sth 'down** to bring a business, an activity, etc. to an end gradually over a period of time 使…放慢; 使…中止: *The French bank is winding down its involvement in the joint venture.* 这家法国银行正逐渐从合资企业中脱离出来。 **,wind 'up; ,wind sth 'up** to bring sth such as a meeting or a speech to an end 结束(会议、演讲等): *If we all agree, let's wind up the discussion.* 如果我们都同意, 讨论就到此结束。 **,wind sth 'up** (*Law*) to stop running a business and close it completely 停止营业: *The business will be wound up or sold.* 这家企业将停业或被出售。 SYN LIQUIDATE → WINDING UP
See note at BANKRUPT

**windfall** /'wɪndfɔːl/ *noun* [C]
an amount of money that sb/sth wins or receives unexpectedly 意外收入: *Shareholders got a windfall of $2 per share.* 股东得到了每股2元的意外收入。 ◇ *Exporters have made windfall gains from the falling currency.* 出口商从货币贬值中获取了意外收益。
❶ *to get/have/receive a windfall* 得到 / 拥有 / 收到意外收入 • *windfall gains/profits* 意外收益 / 利润

**'windfall tax** *noun* [C]
a tax on profits that is paid once only, not every year 暴利税: *The government imposed a windfall tax on some industries.* 政府对某些产业征收暴利税。

**wind farm** /'wɪnd fɑːm; *AmE* -fɑːrm/ *noun* [C]
an area of land on which there are a lot of structures (**turbines**) for producing electricity from wind 风力发电厂

**winding up** /ˌwamdɪŋ 'ʌp/ *noun* [U,C]

SEE ALSO: **voluntary winding up**

the process of closing a company, selling its assets and paying its debts 清理; 结业清理: *The court ordered the winding up of the company.* 法院命令这家公司进行结业清理。 SYN LIQUIDATION → WIND STH UP at WIND
❶ *to vote for/order winding up* 投票同意 / 命令进行结业清理 • *a winding-up order/petition/sale* 停止清理令 / 申请 / 甩卖 • *winding-up proceedings* 清理程序 • *winding up occurs/takes place* 进行清理

**window** /'wɪndəʊ; *AmE* 'wɪndoʊ/ *noun* [C]

SEE ALSO: **discount window**

**1** (*IT*) an area with a frame on a computer screen, in which a particular program is operating or in which information of a particular type is shown (计算机屏幕的)窗口
❶ *to click on/close/enlarge/minimize/move/open a window* 点击 / 关闭 / 放大 / 最小化 / 移动 / 打开窗口 **2** the glass at the front of a shop/store and the area behind it where goods are shown to the public (商店的)橱窗: *I'd like one of the Swatch watches in the window.* 我想买一只橱窗里展示的斯沃琪手表。 ◇ *a window display* 橱窗展示
—Picture at STORE
**3** a small area that you can see through 窗状开口: *The address must be clearly visible through the*

*window of the envelope.* 地址必须能够从信封的窗口处看清楚。
**4** a time when there is an opportunity to do sth, although it may not last long 机会；时间：*(informal) I think I can find a window to discuss the project with you.* 我想我会找机会和你讨论一下这个项目的。◇ *The months around graduation are a **window of opportunity** for companies to find good graduates.* 毕业前后的几个月是公司发现优秀毕业生的好机会。

**'window ,dressing** *noun* [U]
**1** the art of arranging goods in shop/store windows in an attractive way 橱窗装饰
**2** the fact of doing, saying or presenting sth in a way that creates a good impression but does not show the real facts 粉饰；弄虚作假：*The reforms have been interpreted as window dressing.* 这些改革被看做是"门面工程"。
**3** *(Stock Exchange)* trade on a stock market at the end of a FINANCIAL YEAR or part of a year that is intended to make a collection of investments look more successful 业绩粉饰（会计年度结束时进行的股票买卖以使投资组合看起来更成功一些）：*With window dressing, professional investors drop losers from their portfolios and add winners.* 专业投资者抛出投资组合中的亏损股买进盈利股以粉饰业绩。

**'window-,shopping** *noun* [U]
the activity of looking at the goods in shop/store windows, usually without intending to buy anything 逛街看橱窗；浏览橱窗：*to go window-shopping* 去逛街看橱窗 ▸ **'window-shop** *verb* [no obj] (**-pp-**)

**winner** /'wɪnə(r)/ *noun*
**1** [C] a person, team, etc. that wins a competition, race, etc. 优胜者；获奖者：*The mobile phone boom created both winners and losers.* 移动电话热潮既创造了赢家也产生了输家。 OPP LOSER
**2** [C, usually sing.] a thing or person that is successful or likely to be successful（可能）成功者：*The latest version of the software package is a winner.* 这款软件包的最新版大获成功。

**winning** /'wɪnɪŋ/ *adjective*
SEE ALSO: **award-winning**
**1** [only before noun] that wins or has won a competition, race, etc. 得胜的；胜利的：*It took six months to develop a winning strategy.* 制定制胜战略花了六个月时间。
**2** successful or likely to be successful（可能）成功的：*The D500 looks like a winning product.* * D500看起来是一种成功的产品。

**,win-'win** *adjective*
used to describe a situation in which everybody involved gains sth 双赢的：*A company spokesman described the pay agreement as a win-win solution.* 公司发言人称这一薪酬协议是双赢的解决方案。
→ NO-WIN

**WIP** /,dʌblju: aɪ 'pi:/ = WORK IN PROGRESS

**wipe** /waɪp/ *verb*
PHR V **,wipe sth 'off sth** to reduce the value of sth, especially shares（尤指股价）损失，亏损：*Billions of pounds were wiped off share prices today.* 今天股票价格缩水了几十亿英镑。 **,wipe sth 'out** *(often* **be wiped out)** to destroy or remove sb/sth completely 彻底清除；消除：*Last year's profits were virtually wiped out.* 去年的利润几乎分文不剩。

**wire** /'waɪə(r)/ *noun, verb*
● ***noun***
**1** [U,C] metal in the form of a thin thread 金属线
**2** [U,C] a piece of wire that is used to carry an electric current or signal 电线；导线：*telephone wires* 电话线
**3** *(informal)* [U] *(AmE)* the system of sending messages by TELEGRAM; a TELEGRAPH 电报
IDM **go, come, etc. (right) down to the 'wire** *(informal)* if you say that a situation goes **down to the wire**, you mean that the result will not be decided or known until the very end 直到最后关头：*The pay negotiations went down to the wire, and a strike was narrowly avoided.* 薪资谈判进行到最后关头总算有了结果，差点暴发罢工。
→ idiom at PULL *verb*
● ***verb*** [+ obj]
**1 wire sth (up)** to connect a building, a piece of equipment, etc. to an electricity supply using wires（通过电线向建筑物、设备等）供电：*The fire was caused by a wrongly wired plug.* 火灾是由于插头接线错误引起的。
**2 wire sb/sth (up) (to sth)** to connect sb/sth to a piece of equipment, especially a computer system（将某人某物）连接到设备上（尤指计算机系统）：*The government is aiming for all schools to be wired up to the Internet within five years.* 政府的目标是在五年内使所有学校接入互联网。
**3 wire sth (to sb)** | **wire sb sth** to send money from one bank to another using an electronic system 电子汇款：*We will wire the money to you today.* 我们今天将把资金电汇给你们。
**4** *(AmE) (informal)* **wire sth (to sb)** | **wire sb sth** to send sb a TELEGRAM 给某人发电报

**wireless** /'waɪələs; *AmE* 'waɪərləs/ *adjective*
SEE ALSO: **fixed wireless**
without wires; using radio signals rather than wires 无线的：*a wireless modem* 无线调制解调器 ◇ *Professionals need secure wireless access to company data while away from the office.* 专业人员外出时需要能够安全地无线访问公司资料。◇ *a wireless communications company* 无线通信公司 ▸ **'wirelessly** *adverb*：*to connect wirelessly to the Internet* 无线上网

**,wireless 'Internet** *(also* **,wireless 'Web)** *noun* [U; sing.]
*(IT)* a system that enables people to communicate with the Internet using a MOBILE PHONE or other device that is not connected to anything by wires 无线互联网 → WAP

**wireline** /'waɪəlaɪn; *AmE* 'waɪərl-/ *adjective, noun*
● ***adjective*** [only before noun]
used to describe a system, a device or technology that uses telephone wires 有线的；使用电话线的：*wireline communications/networks* 有线通信 / 网络
● ***noun***
**1** [C] a telephone wire 电话线
**2** [U] technology that uses telephone wires 有线技术：*Some telecoms companies only have wireline,*

*others just have wireless.* 有些电信公司只有有线技术，其他公司只有无线技术。→ WIRELESS

**'wire ,service** *noun* [C] *(especially AmE)*
a company that sends news to newspapers, television stations, people's computers, etc. 通讯社

**,wire 'transfer** *(also* **,cable 'transfer, ,telegraphic 'transfer***) noun* [C,U]
a quick way of moving money from one bank to another anywhere in the world by telephone, computer, etc. 电汇 → EFTPOS

**wiring** /'waɪərɪŋ/ *noun* [U]
the system of electrical connections, cables and wires in a building, machine, etc. 线路；配线；接线；布线：*The fire in the building was caused by faulty wiring.* 这座大楼的火灾是线路故障造成的。

**'wish list** *noun* [C] *(informal)*
all the things that you would like to have, buy or do, or that you would like to happen 愿望清单：*Electronics and computer games are high on consumers' wish lists this year.* 今年电子产品和计算机游戏高居消费者最想买之列。

**withdraw** /wɪð'drɔ:; wɪθ'd-/ *verb* **(withdrew** /-'dru:/**withdrawn** /-'drɔ:n/)
**1** [+ obj] to take money out of a bank account, etc. 取款：*You can use the card to withdraw money **from** cashpoints all over the world.* 人们可以持卡从世界各地的自动提款机上取款。
SYN DRAW (1) OPP DEPOSIT (1)
**2** *(Commerce)* [+ obj] to stop giving or offering sth to sb 撤回；收回；召回：*The drug was withdrawn **from sale** after a number of people suffered serious side effects.* 在许多人出现严重的副作用之后，这种药品被停售并召回。
**3** [+ obj *or* no obj] to stop taking part in an activity or being a member of an organization; to stop sb/sth from doing these things 退出；脱离：*There have been calls for Britain to withdraw **from** the EU.* 一直有人呼吁要求英国退出欧盟。
SYN PULL OUT

**withdrawal** /wɪð'drɔ:əl; wɪθ'd-/ *noun*
SEE ALSO: **in-service withdrawal**
**1** [C,U] the act of taking an amount of money out of your bank account, a pension plan, etc.; the amount of money that you take out 提款；取款：*You can **make** withdrawals of up to €250 a day.* 每天最多可以提款250欧元。◇ *There is no charge for **cash** withdrawals.* 现金提款免收手续费。◇ *There is a withdrawal penalty if you take your money out early.* 如果提前取款需支付取款罚金。
OPP DEPOSIT
**2** *(Commerce)* [U,C] the act of moving or taking sth away or back 收回；撤回：*the withdrawal of an offer* 发盘的撤回 ◇ *the withdrawal of a product **from** the market* 从市场召回产品 ◇ *The manufacturers found a fault and carried out a voluntary **product withdrawal**.* 制造商们发现了一个缺陷并主动召回产品。→ RECALL
**3** [U] the act of no longer taking part in sth or being a member of an organization 撤出；退出：*the company's withdrawal **from** the merger agreement* 这家公司退出并购协议

**withhold** /wɪð'həʊld; wɪθ'h-; *AmE* -'hoʊld/ *verb* [+ obj] **(withheld, withheld** /-'held/**)** *(formal)*
to refuse to give sth to sb 不给；扣住；拒绝：*They withheld payments as they were not satisfied with the quality of the goods.* 由于对产品质量不满意，他们拒绝付款。

**with'holding tax** *noun* [C,U]
**1** in the US, an amount of money that an employer takes out of sb's income as tax and pays directly to the government（美国的）代扣所得税
**2** an amount of money that a financial institution takes out of the interest or DIVIDENDS that sb earns on an investment and pays directly to the government（金融机构从利息或红利中扣除直接支付给政府的）预提税

**with,out en'gagement** *adjective, adverb*
*(Commerce)* used to show that a seller has the right to change a stated price, delivery date, etc. 不受约束的（地）；无约束力的（地）：*All prices quoted are without engagement.* 所有报价均不受约束。

**with,out 'prejudice** *adjective, adverb*
*(Law)* words on a document that mean that the information it contains does not affect legal rights that already exist or any claim that sb has 不损害（…权利）

**with,out-'profit** *(also* **with,out-'profits***) adjective (BrE)*
*(Finance; Insurance)* used to describe an insurance policy or an investment where the amount paid does not include a share in the company's profits 不分红的：*a without-profit policy* 不分红保单 → WITH-PROFITS

**with,out re'course** *adjective, adverb*
*(Law)* words written on a BILL OF EXCHANGE that mean that money cannot be claimed from the person who prepared or sold it if the money is not paid（汇票）无追索权的（地）

**,with-'profits** *(also* **,with-'profit***) adjective (BrE)*
*(Insurance)* used to describe a type of insurance or an investment where an amount of money related to the profits that the company has made is added each year to the amount you have invested or is paid separately（保险、投资）分红的：*You pay higher premiums on a with-profit policy than on a without-profit policy.* 分红型保单的保险费比不分红型保单高。→ WITHOUT-PROFIT

**witness** /'wɪtnəs/ *noun, verb*
• ***noun*** [C]
**1** a person who gives evidence in a court 目击者；（法庭上的）证人：*a defence/prosecution witness* 被告 / 原告证人 ◇ *She appeared as (a) witness for the defence/prosecution.* 她出庭为被告 / 原告作证。
**➲** ***to act as/appear as/be called as a witness*** 作证；出庭 / 被传作证
**2** a person who is present when an official document is signed and who also signs it to prove that they saw this happen（官方文件签署时的）连署人，见证人：*She signed and dated the document **in front of** a witness.* 她当着见证人的面在文件上签字并写上日期。
• ***verb***
**1** [+ obj] to be present when an official document is signed and sign it yourself to prove that you saw this happen 连署；见证：*A solicitor must be present to witness the signing of the document.* 必须有律师在场见证这个文件的签署。

⊕ *to witness an agreement/a contract/signature* 连署协议 / 合同；证实签字

**'witness box** (*BrE*) (*AmE* **'witness stand**) (*also* **stand**, *BrE*, *AmE*) *noun* [C]
the place in court where people stand to give evidence（法庭的）证人席

**wizard** /'wɪzəd; *AmE* -ərd/ *noun* [C]
**1** a person who is especially good at sth 奇才: *a computer/financial/publishing wizard* 电脑 / 金融 / 出版奇才
**2** (*IT*) a part of a computer program that helps the user do a complicated task by providing instructions or asking a series of simple questions（计算机程序的）向导: *The package uses a wizard to guide you through the testing process.* 这个软件包采用向导全程引导测试进程。

**wk** *abbr* (*plural* **wks**) (*only used in written English* 只用于书面英语)
week 周；星期

**womenswear** /'wɪmɪnzweə(r)/ *noun* [U]
(used especially in shops/stores) clothes for women（尤用于商店）女装: *There has been a big rise in womenswear sales.* 女装的销售额大幅度上升。
→ CHILDRENSWEAR, MENSWEAR

**woo** /wu:/ *verb* [+ obj]
(used especially in newspapers) to try to attract or get the support of a person, a group, an organization, etc.（尤用于报章）拉拢，恳求: *The ads are an attempt to woo younger consumers.* 这些广告的目的是吸引年轻消费者。

**wording** /'wɜ:dɪŋ; *AmE* 'wɜ:rd-/ *noun* [U; C, usually sing.]
the words that are used in a piece of writing or speech , especially when they have been carefully chosen 措词；用语: *We can't agree on the wording of the document.* 我们不同意这份文件的措词。

**,word of 'mouth** *noun* [U]
the process of people telling each other about sth 口头传述；口碑: *Most of our products are sold by word of mouth rather than by advertising.* 我们大多数产品都是靠口碑而非广告出售的。◇ *word-of-mouth marketing* 口碑营销

**'word ,processing** *noun* [U] (*abbr* **WP**)
the use of a computer to create, store and print a piece of text, usually typed in from a keyboard（计算机）文字处理

**'word ,processor** *noun* [C] (*abbr* **WP**)
a computer that runs a WORD PROCESSING program and is usually used for writing letters, reports, etc. 文字处理机

**,words and ,figures 'differ** (*also* **,words and ,figures do not a'gree**) *phrase* (*only used in written English*)
if a bank returns a cheque with the phrase **words and figures differ** written on it, it means that the amount written on the cheque in words is different from the amount written in figures（支票）大小写金额不一致 SYN AMOUNTS DIFFER

**★work** /wɜ:k; *AmE* wɜ:rk/ *verb, noun*
• *verb*
**1** [no obj] to have a job 工作；有工作: *Both my parents work.* 我父母都有工作。◇ *Do you work full-time or part-time?* 你的工作是全职还是兼职？◇ *She works for an engineering company.* 她在一家工程公司工作。◇ *He works as a programmer.* 他是程序员。
**2** [+ obj *or* no obj] to do sth that involves physical or mental effort, especially as part of your job 工作；做；干: *You've been working too hard. Take a break.* 你工作太辛苦了。休息一下吧。◇ *My boss works very long hours.* 我的老板工作时间很长。◇ *What project are you working on?* 你在做什么项目？◇ *We need to work at improving customer service.* 我们必须致力于改进客户服务。
**3** [no obj] to make efforts to achieve sth 努力实现: *We're working hard to find a solution to the problem.* 我们在努力寻求解决这个问题的办法。
**4** [+ obj] to make yourself/sb work, especially very hard 使自己 / 某人工作（尤指努力工作）: *She works her staff hard and pays them well.* 她让员工工作很辛苦但支付的薪水颇高。
**5** [+ obj] to manage or operate sth in order to gain benefit from it 管理；经营: *Some of the sales reps have to work a very large area.* 有些销售代表不得不管理很大的区域。
**6** [no obj] to function; to operate 运转；运行: *My phone isn't working.* 我的电话坏了。◇ *The new search engine works well.* 这一新搜索引擎很好用。◇ *The article examines how companies work.* 这篇文章探讨的是公司的运营方式。
**7** [+ obj] to make a machine, device, etc. operate 操作（机器、装置等）: *teaching customers how to work a VCR* 教顾客如何操作录像机 ◇ *The machine is worked by wind power.* 这台机器由风能推动。
**8** [no obj] to have the result or effect that you want 起作用；奏效: *Our plan didn't work.* 我们的计划没有奏效。◇ *The new informal meetings just aren't working.* 新的非正式会议根本就没有效果。◇ *We think the new appraisal system works well.* 我们认为新评估体系效果很好。
**9** [no obj] to have a particular effect 有特定影响: *The fact that he is so young could work against him.* 他太年轻这个事实可能会给他带来不利影响。◇ *The strength of the local currency worked in our favour.* 坚挺的当地货币对我们有利。
**10** [+ obj *or* no obj] to move or pass to a particular place or state, usually gradually（通常指逐步地）移动到某地点，达到某状态: *She worked her way from sales assistant to senior manager.* 她从售货员一直干到高级经理。
IDM **'work it/things** (*informal*) to arrange sth in a particular way, especially by being clever（通常技巧地以特定方式）安排事情: *I managed to work it so that I could have a day free for sightseeing.* 我设法巧做安排，所以我有了一天空闲时间用于观光。 **work to 'rule** to follow the rules of your job in a very strict way in order to cause delay, as a form of protest against your employer or your working conditions 按章怠工；变相罢工 → WORK-TO-RULE → idiom at ADVANTAGE, GROUND *noun*, LONG
PHR V **,work 'out 1** to develop in a successful way 成功发展: *My first job didn't work out.* 我的第一份工作没干好。 **,work 'out** (**at sth**) if sth **works out** at sth, you calculate that it will be a particular amount 计算出: *That works out at almost $500.* 那个算出来差不多是500元。◇ *It would work out cheaper to fly.* 算一算坐飞机要便

宜些。 ,**work sth 'out** **1** to calculate an amount or the cost of sth 计算出（某物的金额或成本）: *We need to work out how much it will cost.* 我们得计算出其成本。 **2** to find the answer to sth; to solve sth 解答；解决: *I finally worked out what the problem was.* 我终于找到了问题症结。 **3** to plan or think of sth 计划；想到: *Have you worked out the best way to do it?* 你想出做这件事的最佳方法了吗？ SYN FIGURE STH OUT '**work to sth** to follow a plan, TIMETABLE, etc.（按计划、时间表等）办事: *to work to a budget* 按预算办事 ◇ *We're working to a very tight deadline* (= we have little time in which to do the work). 我们的时间非常紧。 '**work towards sth** to try to reach or achieve a goal 努力达到；设法实现: *We're working towards a profit of $2 million this year.* 我们今年将努力实现200万元的利润。 ,**work sth 'up** to spend time developing sth 制作: *to work up a business plan* 制订一份商业计划

• ***noun***

SEE ALSO: **assignment work, contingent ~, make-~, out of ~, welfare to ~**

**1** [U] the job that a person does 工作: *I'm looking for work.* 我在找工作。 ◇ *I started work as soon as I left school.* 我一离开学校就开始工作了。 ◇ (*BrE*) *Official figures show that the number of people in work* (= who have a job) *has risen by 65 000 this year.* 官方数字显示今年在业人口增加了6.5万人。 ◇ *What line of work are you in* (= what type of work do you do)? 你在哪个行业工作？ SYN EMPLOYMENT See note at JOB

➊ ***full-time/part-time/permanent/regular/temporary work*** 全职／兼职／固定／正式／临时工作 • ***paid/unpaid/voluntary work*** 有薪／无偿／志愿工作 • ***badly paid/well-paid work*** 收入很低的／收入很高的工作 • ***to find/get/look for/seek work*** 找到工作；找工作 • ***to give up/go back to/return to/start work*** 辞职；重返岗位；恢复／开始工作

**2** [U] (*used without* **the** 不与the连用) the place where you do your job 工作地点: *I go to work at 8 a.m.* 我早上8点去上班。 ◇ *She had to leave work early today.* 她今天必须提前下班。 ◇ *The new legislation concerns health and safety at work.* 新法规涉及到工作场所的健康和安全问题。

➊ ***to go to/leave work*** 去上班；下班 • (*be*) ***at/off work*** 在上班；下班

**3** [U] the duties that you have and the activities that you do as part of your job 工作；工作职责；工作内容: *The accountant described his work to the sales staff.* 会计向销售人员介绍了他的工作职责。 ◇ *Do you enjoy your work?* 你喜欢自己的工作吗？ ◇ *Power-plant work is hard, dangerous and often boring.* 发电厂的工作很辛苦、危险而且常常很乏味。 ◇ *Who handles the day-to-day work of the department?* 谁负责部门的日常工作？ ◇ *What time do you finish work today?* 你今天几点下班？

➊ ***administrative/clerical/factory/office/secretarial work*** 行政／文书／工厂／办公室／秘书工作 • ***to do/produce/take on/undertake work*** 做／做出／承担／从事工作 • ***to begin/finish/start/stop work*** 开始／完成工作；开工；收工

**4** [U] tasks that need to be done 活儿；任务: *I have some work for you to do.* 我有些工作交给你做。 ◇ *Pressure of work forced him to cancel his trip.* 工作压力迫使他取消了这次旅行。 ◇ *We have a lot of work on at the moment.* 我们目前有很多工作要做。

➊ ***to take on/do/have/undertake work*** 承担／做／有／从事工作

**5** [U] materials needed or used for doing work, especially books, papers, etc.（尤指书、纸张等）工作所需的材料；活儿: *She often brings work home with her.* 她经常把活儿带回家去做。

**6** [U] activity that uses physical strength or mental power in order to do or make sth 劳动；工作: *She got her promotion through sheer hard work.* 她的提升完全是通过辛勤工作得来的。 ◇ *We started work on the project two years ago.* 我们两年前就开始干这个项目了。

➊ ***to carry out/put in work*** 开展／投入工作 • ***to complete/halt/start/stop work*** 完成／中断／开始／停止工作

**7** [U] a thing or things that are produced as a result of work 工作成果；成品: *She did her best work before she was 30.* 她30岁以前就做出了最佳作品。 ◇ *His work is always faultless.* 他的工作总是完美无缺。 ◇ *The analysis is an impressive piece of work.* 这一分析令人印象深刻。

➊ ***bad/good/innovative/major/outstanding work*** 差的／好的／创新的／重要的／出色的作品

**8** [U] the result of an action; what is done by sb 结果；所做的事: *The report was the work of the company's production manager.* 这份报告是公司生产经理写的。

**9 works** [pl.] (*often used with other nouns* 常与其他名词连用) activities involving building or repairing sth 工程: *engineering works* 工程 ◇ *roadworks* 道路工程

**10 works** [C with sing./pl. verb] (*plural* **works**) (*often used with other nouns* 常与其他名词连用) a place where things are made or industrial processes are carried out 工厂；工场: *an engineering works* 机械制造厂 ◇ *waterworks* 自来水厂 See note at FACTORY

➊ ***a cement/chemical/gas/steel works*** 水泥／化工／天然气／钢铁厂 • ***to open/close (down)/shut down a works*** 开厂；关闭工厂；停工 • ***the works close (down)/open*** 工厂关闭／开业 • ***the works canteen/foreman/manager/supervisor*** 工厂餐厅／领班；厂长；工厂监督员

**11 the works** [pl.] (*informal*) the moving parts of a machine, etc. 活动部件；机件 SYN MECHANISM IDM **at 'work (on sth)** busy doing sth 在工作: *Everybody is hard at work on the new project.* 每个人都在努力忙于新项目。 **get (down) to/set to 'work** to begin; to make a start 开始工作 **in the 'works** something that is **in the works** is being discussed, planned or prepared and will happen or exist soon 酝酿中 → idiom at DIRTY, JOB *noun*, LIGHT

**workaholic** /ˌwɜːkəˈhɒlɪk; *AmE* ˌwɜːrkəˈhɔːlɪk; -ˈhɑːl-/ *noun* [C] (*informal*) a person who works very hard and finds it difficult to stop working and do other things 工作狂；醉心于工作的人

**workday** /ˈwɜːkdeɪ; *AmE* ˈwɜːrk-/ = WORKING DAY

**★worker** /'wɜːkə(r); *AmE* 'wɜːrk-/ *noun* [C]

SEE ALSO: **assembly worker, co-~, contract ~, guest ~, inside ~, knowledge ~, mobile ~,** etc.

**1** (*often used in compounds* 常用于构成复合词) a person who works, especially one who does a particular kind of work 工作者；人员：*The research showed that 40% of clerical workers suffer headaches and tiredness at work.* 研究表明40%的办公室人员在工作中头疼而且很疲劳。◇ *The plant has 1 400 workers.* 这家工厂有1400名工人。See note at CHAIRMAN

● ***assembly-line/factory/farm/manufacturing/production workers*** 装配线 / 工厂 / 农场 / 制造 / 生产工人 • ***full-time/part-time/temp/temporary workers*** 专职 / 兼职人员；临时工 • ***agency/casual/freelance/self-employed workers*** 派遣劳工；零工；自由职业者；个体工作者 • ***blue-collar/manual/white-collar workers*** 蓝领工人；体力劳动者；白领工人 • ***private-sector/public-sector workers*** 私营 / 公共部门员工 • ***semi-skilled/skilled/unskilled workers*** 半熟练 / 熟练 / 非熟练工人

**2** a person who is employed to do physical work rather than organizing things or managing people 雇员；工人；劳工：*talks between workers and management* 劳资谈判 ◇ *profit-sharing and worker participation in decision-making* 利润分享和雇员参与决策

**3** (*usually after an adjective* 通常用于形容词后) a person who works hard or who works in a particular way 工作得…的人

● ***a good/hard/productive/quick/steady worker*** 工作良好 / 努力 / 高效 / 麻利 / 稳定的人

**ˌworker diˈrector** *noun* [C]

(*HR*) an employee who has a place on the BOARD OF DIRECTORS (= the group of people who decide the policies of the company) to represent the ordinary workers 职工董事（代表普通职工，在董事会有一席之地）

**ˌworker particiˈpation** = EMPLOYEE PARTICIPATION

**ˌworkers' coˈoperative** = COOPERATIVE

**ˈwork exˌperience** *noun* [U]

**1** the work or jobs that you have done in your life so far 工作经历：*The salary will depend on your previous work experience and qualifications.* 工资将取决于您以前的工作经历和资历。

**2** a period of time that a young person, especially a student, spends working in a company as a form of training（学生）实习：*I did two weeks' work experience at a local radio station.* 我在本地广播电台实习了两周。◇ *a work experience placement* 实习安排 → INTERNSHIP at INTERN

**workfare** /'wɜːkfeə(r); *AmE* 'wɜːrkfer/ *noun* [U] in the US, a system in which unemployed people have to do some work or training in order to get money for food, rent, etc. from the government 工作福利制（在美国，指领取政府福利金的失业者需要参与公益工作或接受培训）：*to sign up for a workfare program* 报名参加工作福利计划 → WELFARE TO WORK

**★workforce** (*also spelled* **work force,** *especially in AmE*) /'wɜːkfɔːs; *AmE* 'wɜːrkfɔːrs/ *noun* [C with sing./pl. verb]

**1** all the people who work for a particular company, organization, etc. 全体员工：*The factory will have to lose half of its 1 000-strong workforce.* 这家工厂将不得不把超过1000人的职工裁减一半。◇ *Two-thirds of the workforce is/are women.* 三分之二的职工是女性。◇ *The group plans to cut over 100 jobs, about 1% of its total workforce.* 这个集团计划裁减100多个职位，约占其职工总数的1%。◇ *Workforce planning is an ongoing process that influences all aspects of an organization.* 人员规划是影响组织各个方面的不间断的过程。

SYN STAFF

● ***the entire/total/worldwide workforce*** 全部 / 全体 / 全球的员工

**2** all the people in a country or an area who are available for work（国家或行业的）劳动力，劳动人口，劳动大军：*A quarter of the local workforce is/are unemployed.* 本地四分之一的劳动人口失业了。

● ***an educated/a skilled/trained workforce*** 受过教育的 / 熟练的 / 经过培训的劳动力

SYN LABOUR FORCE

**working** /'wɜːkɪŋ; *AmE* 'wɜːrk-/ *adjective, noun*

• ***adjective*** [only before noun]

SEE ALSO: **hard-working**

**1** having a job for which you are paid 有工作的；有职业的：*the working population* 劳动人口 ◇ *a programme of tax cuts for* ***working families*** (= families where at least one person is employed) 工作家庭减税方案 SYN EMPLOYED

**2** connected with your job and the time you spend doing it 工作上的；工作的：*poor working conditions* 恶劣的工作条件 ◇ *long working hours* 长的工作时间 ◇ *I have a good working relationship with my boss.* 我和老板的工作关系不错。

**3** having a job that involves hard physical work rather than office work, studying, etc. 做工的；从事体力劳动的：*My father was an ordinary working man.* 我父亲是位普通工人。

**4** a **working** breakfast or lunch is one at which you discuss business 工作早餐（或午餐）

**5** used as a basis for work, discussion, etc. but likely to be changed or improved in the future 初步的；暂定的；临时的：*The investigator now has a working hypothesis of what caused the accident.* 调查人员对事故的起因现在有了初步的意见。

**6** if you have a **working** knowledge of sth, you can use it at a basic level 基本够用的；尚可应付的：*A working knowledge of Spanish would be useful.* 掌握基本的西班牙语会很有用。

**7** the **working** parts of a machine are the parts that move in order to make it function 运转的；操纵的：*a working model* 运作模型

→ idiom at ORDER *noun*

• ***noun*** [C] (*usually* **workings** [pl.])

SEE ALSO: **collaborative working, flexible working**

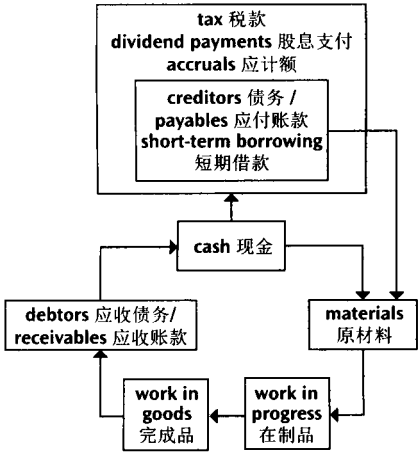
the way in which a machine, a system, an organization, etc. works（机器、系统、组织等的）运作方式，工作方法：*the internal workings of the company* 公司内部运营情况

**ˌworking ˈcapital** (*also* **ˌcirculating ˈcapital**) *noun* [U; sing.]

(*Accounting*) the money, stocks of goods, etc. that

are used to run a business, pay employees and produce and sell more goods 流动资本；运营资本；周转资金：*We may have to reduce our working capital in order to pay off some of the debts.* 我们可能不得不减少流动资本以偿还部分债务。→ NET CURRENT ASSETS

**working capital flow** 运营资本流程




**ˌworking ˈday** *noun* [C] (*BrE*)
**1** (*also* **ˈworkday**, *AmE*, *BrE*) a day on which you usually work or on which most people usually work 工作日：*Sunday is a normal working day for me.* 星期天是我的正常工作日。◇*Thousands of working days were lost through strikes last year.* 去年因为罢工损失了数以千计的工作日。◇*Allow two working days* (= not Saturday or Sunday) *for delivery.* 交货期限为两个工作日。
**2** (*AmE* **ˈworkday**) the part of a day during which you work 一天中的工作时间：*I spend most of my working day at my desk.* 我一天中大部分工作时间都在办公桌旁度过。◇*an 8-hour working day* 一天8小时工作时间

**ˈworking group** (*BrE also* **ˈworking ˌparty**) *noun* [C]
a group of people given the task of studying a subject and producing a report on it 工作小组：*They set up a working group on alternative sources of energy.* 他们成立了替代能源工作小组。◇*The working party will report in the spring.* 工作小组将在春天作汇报。
● *to establish/form/set up a working group* 成立工作小组 • *to head/lead a working group* 领导工作小组 • *a working group approves sth/recommends sth/reports* (*on sth*) 工作小组批准 / 建议某事；工作小组（就某事物）作汇报 • *a working group looks at sth/meets/studies sth* 工作小组检查某事物；工作小组开会；工作小组研究某事物

**ˈworking hours** *noun* [pl.]
the time during the day when most people are at work and when shop/stores and offices are open 工作时间；营业时间；办公时间：*The call centre is staffed only during working hours.* 呼叫中心只有在办公时间有人值班。

**ˌworking ˈinterest** *noun* [C]
a share in a property, especially one that produces oil, gas, etc., that gives the owner the right to develop it and to receive a share of the profits from what is produced 经营权益；开采权益：*The company has a 50% working interest in the oil field.* 这家公司拥有油田50%的开采权益。

**ˌworking ˈlife** *noun* [C,U]
**1** the part of a person's life that they spend working 职业生涯：*He spent his whole working life in publishing.* 他一生都从事出版业。
**2** the total amount of time that a machine, a factory, etc., operates（机器、工厂等的）工作年限，使用寿命：*These parts will need to be replaced several times during the machine's working life.* 这些零部件在机器的工作年限内需要更换几次。

**ˈworking ˌpaper** *noun*
**1** [C] a report written by a group of people chosen to study an aspect of law, education, health, etc., for people to discuss（委员会等的）研究报告，工作文件
**2 working papers** [pl.] in the US, an official document that enables sb under 16 years old or born outside the US to have a job（指美国16岁以下未成年人或侨居者的）工作证，雇用证书

**ˌworking ˈpartner** = ACTIVE PARTNER

**ˈworking ˌparty** = WORKING GROUP

**ˌWorking Time Diˈrective** *noun* [sing.]
(*HR*) European Union rules, which have become law in many member countries, that limit the number of hours most employees can work to 48 a week, and say how much rest and holiday/vacation they should have 工作时间规定（欧盟限制雇员每周工作时数不得超过48小时的规定，此规定在许多成员国已变为法律）

**ˌworking ˈweek** (*AmE also* **ˈworkweek**) *noun* [sing.]
the total number of hours or days worked in a week 一周工作时间：*The working week will be reduced from 37 to 35 hours.* 每周工作时间将从37小时减少到35小时。

**ˌwork in ˈprogress** (*especially BrE*) (*AmE usually* **ˌwork in ˈprocess**) *noun* [C,U] (*abbr* **WIP**)
**1** (*Accounting*) products that are only partly manufactured at the end of an accounting period, valued at the cost of the materials, labour and some regular costs (**overheads**) 未完品；在制品；半成品：*There are three levels of stock: raw materials, work in progress and finished goods.* 仓库储存三种物料：原材料、半成品和成品。
—Picture at WORKING CAPITAL
**2** a piece of work that may be shown to people or discussed with them but is not finished 未完成的工作：*a work-in-progress report* 工作进展报告

**ˌwork-life ˈbalance** (*also spelled* **work/life ~**) (*also* **ˌlife-work ˈbalance**, *less frequent*) *noun* [C, usually sing., U]
(*HR*) a situation when a person manages to spend the right amount of time at work and on their personal life 工作与生活的平衡：*She cut her*

*working hours to improve her work-life balance.* 她缩减了工作时间以改善工作与生活的平衡。

**★workload** /'wɜ:kləʊd; *AmE* 'wɜ:rkloʊd/ *noun* [C]
the amount of work that has to be done by a particular person, organization or machine 工作量；工作负荷：*a heavy workload* 沉重的工作负担 ◇ *We have taken on extra staff to cope with the increased workload.* 我们已增加人手来应对加大了的工作量。
● *to cut/ease/increase/reduce/share a workload* 削减 / 减轻 / 增加 / 减少 / 分担工作量

**workman** /'wɜ:kmən; *AmE* 'wɜ:rk-/ *noun* [C] (*plural* **workmen** /-mən/)
**1** a man who is employed to do physical work 工人；工匠
**2** (*used with an adjective* 与形容词连用) a person who works in the way mentioned 工作得…的人：*a good/bad/poor workman* 工作好的 / 差的 / 拙劣的人

**workmanlike** /'wɜ:kmənlaɪk; *AmE* 'wɜ:rk-/ *adjective*
done, made, etc. in a skilful and thorough way 技术娴熟的；精巧的：*They've done a workmanlike job.* 他们活儿做得很精细。◇ *You agree to do the work in a good and workmanlike manner.* 你同意以精湛的技艺干这个活儿。

**workmanship** /'wɜ:kmənʃɪp; *AmE* 'wɜ:rk-/ *noun* [U]
the skill with which sb makes sth, especially when this affects the way it looks or works 工艺；手艺；技艺：*Our buyers insist on high standards of workmanship and materials.* 我们的买方对工艺和材料坚持要高标准。◇ *A number of fatal accidents have been caused by shoddy* (= bad) *workmanship.* 工艺粗劣已造成多起致命事故。
● ***bad/faulty/good/poor/shoddy workmanship*** 工艺低劣 / 缺陷 / 精细 / 粗劣 / 太差

**'work ,measurement** *noun* [U]
(*Production*) a system for calculating how long a piece of work would take if done by an average qualified or trained person 工作测量；工作计量

**,work 'overload** *noun* [U]
when a person has too much work 工作超负荷：*Work overload is one of the main causes of stress.* 工作超负荷是压力的主要成因之一。

**'work ,permit** *noun* [C]
an official document that gives a person the right to work in a foreign country 工作许可证（发给外国公民的工作证件）
● *to issue/withdraw a work permit* 签发 / 撤销工作许可证 ◆ *to apply for/get/have/receive/renew a work permit* 申请 / 得到 / 有 / 收到 / 延长工作许可证

**★workplace** /'wɜ:kpleɪs; *AmE* 'wɜ:rk-/ *noun* [sing.] (*often* **the workplace**)
the office, factory, etc. where people work 工作场所；单位；职场：*the introduction of new technology into the workplace* 将新技术引进工厂 ◇ *your first day in your new workplace* 在新单位上班第一天

**,workplace 'bargaining** (*also* **,enterprise 'bargaining**) *noun* [U]
(*HR*) discussions between employers and employees about pay, conditions, rules, etc. in a particular office, factory, etc. with the aim of reaching a satisfactory agreement 工作场所讨价还价（雇主和雇员就特定工作场所的工资、工作条件、规则等谈判以达成双方满意的协议）

**,workplace 'learning** *noun* [U]
**1** an arrangement where students spend time in a company in order to learn to use their knowledge and skills in a real work situation 现场学习（安排学生在公司学习实际工作的知识和技能）
**2** training or lessons that employees receive while they are at work 职场培训（员工工作中接受的培训或课程）

**,work psy'chology** *noun* [U]
(*HR*) the study of how people behave at work and what influences their attitudes and behaviour 劳动心理学

**'work rage** *noun* [U] (*informal*)
a situation when an employee becomes extremely angry because of sth that has happened at work 工作愤怒：*Computers seem to be the main cause of work rage.* 计算机似乎是引发工作愤怒的罪魁祸首。

**'work-re,lated** *adjective*
connected with the work that you do 与工作有关的：*He received compensation for a work-related injury.* 他获得了工伤赔偿。◇ *I want to talk to you about something that's not work-related.* 我想和你谈谈与工作无关的事。→ INDUSTRIAL (5)

**workroom** /'wɜ:kru:m; -rʊm; *AmE* 'wɜ:rk-/ *noun* [C]
a room in which work is done, especially work that involves making things 工作室；作坊；工场间：*a small workroom at the back of the shop* 商店后面的小工作室

**works** = WORK *noun* (9,10,11)

**'work ,sampling** *noun* [U]
**1** (*Production*) (*also* **ac'tivity ,sampling**) a technique of watching the activities of a group of people or machines in a workplace at particular moments over a period of time, in order to calculate how much time is spent on each activity 工作抽样（观察一段时间中某些时刻人群或机器在工作场所的活动，以便计算花在每项活动上的时间）：*Work sampling provides a measure of employee efficiency by showing what proportion of the time is spent working.* 工作抽样通过显示用于工作上的时间比例，从而提供了衡量员工效率的方法。
**2** (*HR*) a method of finding out if a candidate for a job has the necessary skills and abilities by asking them to do a task that is an important part of the job or by looking at examples of work that they have already done 工作取样（测试求职者实际执行某项工作任务的技能）

**'works ,council** *noun* [C with sing./pl. verb] (*especially BrE*)
(*HR*) a group of employees who are elected to represent all the employees at a factory, etc. and meet with employers to discuss pay and conditions 职工委员会（负责与雇主协商工资和工作条件）：*The company is in negotiations with its works council to close four plants.* 这家公司正在与职工委员会谈判要关闭四家工厂。

**'work ,shadowing** *noun* [U]
(*HR*) an arrangement that allows a student to find out about a particular type of work by spending some time with sb while they are doing their job 工作跟踪（安排学生在他人工作时观摩学习）
→ WORK EXPERIENCE

**'work-,sharing** = JOB-SHARING

**worksheet** /'wɜ:kʃi:t; *AmE* 'wɜ:rk-/ *noun* [C]
a piece of paper recording work that is being done or that has been done 工作记录表

**workshop** /'wɜ:kʃɒp; *AmE* 'wɜ:rkʃɑ:p/ *noun* [C]
**1** a room or building in which things are made or repaired using tools or machinery 车间；工场；作坊：*The leaflet gives tips on safety in the workshop.* 小册子介绍了车间安全的注意事项。◇ *Both our branches have well-equipped workshop facilities.* 我们两家分公司都配置了很好的车间设施。
→ SHOP *noun* (2)
**2** a period of discussion and practical work on a particular subject, in which a group of people share their knowledge and experience 研讨会；讲习班：*They run a two-day workshop on marketing techniques.* 他们开设有为期两天的营销技巧研讨会。
**PHRASES** ***to conduct/do/hold/lead/organize/run a workshop*** 开办 / 举行 / 举办 / 主持 / 组织 / 开研讨会 • ***to attend/take part in a workshop*** 出席 / 参加研讨会

**'work-shy** *adjective* (*BrE*)
unwilling to work 怕工作的；怕干活的：*He refused to believe unemployed people were work-shy and lazy.* 他根本不相信失业者怕工作、懒惰。

**,work ,simplifi'cation** *noun* [U; sing.]
(*Production*) the process of making tasks, for example in manufacturing, as simple as possible so that they can be completed quickly and costs can be reduced 工作简化

**worksite** /'wɜ:ksaɪt; *AmE* 'wɜ:rk-/ *noun* [C]
(*Manufacturing*) an area where a factory, etc. has been built or where work is done 工地：*Some workers are sent for three months to our worksite in Germany.* 一些工人被派到我们在德国的工地上干三个月。

**'works ,manager** *noun* [C]
the person who is in charge of a factory and is responsible for the work done, the people who work there, etc. 厂长

**workspace** /'wɜ:kspeɪs; *AmE* 'wɜ:rk-/ *noun* [C,U]
**1** an area that is designed for sb to work in 工作场所：*The team share a bright, open workspace.* 团队共用一个明亮、开放的工作场所。
**2** (*IT*) the area on a computer screen on which you can work in a particular program; the way this is arranged（计算机屏幕上的）工作区：*The program saves your workspace when you shut down your computer.* 当关闭计算机时，这一程序会把工作区保存起来。

**workstation** /'wɜ:ksteɪʃn; *AmE* 'wɜ:rk-/ *noun* [C]
**1** the area where one person works, especially a desk with a computer 工作站（尤指配备计算机的工作台）—Picture at OFFICE
**2** (*IT*) a computer that is more powerful than a personal computer and is used for very technical work or design 工作站（比个人电脑性能更强大的计算机，用于技术性很强的工作或设计）
**3** (*IT*) a computer and a screen that are connected to a central computer system and use data from there 工作站（与中央计算机系统相联系并从中获取数据的计算机及屏幕）
**4** (*Production*) an area in a factory where a particular process or task is done 工作站（工厂里完成某程序或任务的地方）：*Parts arrive at the next workstation 'just in time'.* 零部件“适时”到达下一个工作站。

**'work ,structuring** *noun* [U]
**1** (*HR*) the process of arranging important parts of employees' jobs, such as their hours of work and their duties, in the most efficient way 工作结构（以最有效率的方式安排员工的工作时间、职责等）
**2** (*Production*) the process of arranging the steps in making a product so that everything happens quickly and efficiently 工作结构（安排生产的步骤，使生产快速有效地进行）

**'work ,study** *noun* [U] (*BrE*)
(*HR*; *Production*) a system of analysing the way work is done in an organization in order to improve it 工作研究：*She advises companies on all aspects of work study, efficiency and wages.* 她担任多家公司在工作研究、效率和工资等各个方面的顾问。◇ *a work-study officer* 工作研究员

**'work-study** *adjective* [only before noun] (*AmE*)
used to describe an arrangement that allows a person to work part-time at the same time as studying 半工半读的：*He graduated from college in a company work-study program.* 他通过在一家公司里勤工俭学，读完了大学。

**,work-to-'rule** (*especially BrE*) (*AmE usually* **,work-to-'contract**) *noun* [C, usually sing.]
(*HR*) a situation in which workers refuse to do any work that is not in their contracts, in order to protest about sth 按章怠工（为表示抗议而拒绝做超出合同规定的任何工作）：*Union members voted for a work-to-rule.* 工会会员投票同意按章怠工。→ GO-SLOW See note at STRIKE
**PHRASES** ***to begin/be on/call for/go on/stage/threaten/vote for a work-to-rule*** 开始 / 正在 / 要求 / 继续 / 组织 / 威胁要 / 投票通过按章怠工

**workwear** /'wɜ:kweə(r); *AmE* 'wɜ:rkwer/ *noun* [U] (*AmE*)
clothes that are worn for work, especially to do MANUAL work 工作服

**workweek** /'wɜ:kwi:k; *AmE* 'wɜ:rk-/
= WORKING WEEK

**the ,World 'Bank** *noun* [sing.]
a group of financial organizations, established in 1946 and linked with the United Nations, that provides loans for developing countries to help with their economic development 世界银行：*The university was funded by a loan from the World Bank.* 世界银行给这所大学提供了贷款。

**the ,World Eco,nomic 'Forum** *noun* [sing.] (*abbr* **WEF**)
an international organization that works with politicians and leaders from business, education, etc. to encourage economic growth and social

progress and does not aim to make a profit 世界经济论坛

**the ˌWorld ˈTrade Organiˌzation** *noun* [sing.] (*abbr* **WTO**)
an international organization, formed in 1995, that encourages and controls international trade and economic development 世界贸易组织

**★worldwide** /ˈwɜːldwaɪd; *AmE* ˈwɜːrld-/ *adjective* [usually before noun]
in or affecting all parts of the world 全世界的; 世界各地的; 全球性的: *an increase in worldwide sales* 全球销售额的增长 ◇ *powerful computers linked in a worldwide network* 与全球网络相连接的高性能计算机 ◇ *worldwide economic slowdown* 全球经济滑坡 ▶ **ˌworldˈwide** *adverb*: *She travels worldwide as a consultant.* 她以顾问的身份去往世界各地。

**★the ˌWorld Wide ˈWeb** (*also* **the Web**) *noun* [sing.] (*abbr* **WWW**)
(*IT*) a system for finding information on the Internet in which documents are connected to other documents using HYPERTEXT links 万维网: *to browse a site on the World Wide Web* 在万维网上浏览网站 → WEBSITE

**ˌworst-perˈforming** *adjective* [only before noun]
producing the worst results 业绩最差的: *The group is to close over 100 of its worst-performing stores.* 这家集团即将关闭旗下100多家业绩最差的商店。

**★worth** /wɜːθ; *AmE* wɜːrθ/ *adjective, noun*
• ***adjective*** [not before noun] (*usually used like a preposition* 常作介词使用)
**1** having a value in money, etc. 有…价值; 值…钱: *The deal is worth about $28 million.* 这笔交易价值约2800万元。 ◇ *How much is the information worth?* 这则信息值多少钱? ◇ *My shares aren't worth much now.* 我的股票现在不值多少钱。
**2** used to recommend the action mentioned because you think it may be useful, enjoyable, etc. (指行动) 值得, 有价值: *Their website is worth a look.* 他们的网站值得看一看。 ◇ *This idea is well worth considering.* 这个想法很值得考虑。
**3** important, good or enjoyable enough to make sb feel satisfied, especially when some difficulty or effort is involved 值得 (费周折): *I took a salary cut when I changed jobs, but it was worth it.* 我换工作后工资减少了, 但是值得。
IDM **not worth the paper it's ˈwritten/ˈprinted on** (*informal*) (used about an agreement or official document) having no value, especially legally, or because one of the people involved has no intention of doing what they said they would (协议或正式文件) 毫无价值 → idiom at JOB *noun*
• ***noun*** [U]
SEE ALSO: **comparable worth, high net ~, net ~, tangible net ~**
**1 ten dollars', €40, etc. worth of sth** an amount of sth that has the value mentioned 价值 (十元、40欧元等) 的东西: *$30 million worth of advertising space* 价值3000万元的广告版面
**2 a week's, month's, etc. worth of sth** an amount of sth that lasts a week, etc. 能用 (一个星期、一个月等) 的东西: *3 months' worth of stock* 能用3个月的存货
**3** the financial, practical or moral value of sb/sth 价值; 意义; 作用: *a personal net worth of $10 million* 价值1000万元的个人净资产 ◇ *A good interview should enable candidates to show their worth* (= show how good they are). 好的面试应当可以让求职者展示他们的自身价值。

**worthless** /ˈwɜːθləs; *AmE* ˈwɜːrθ-/ *adjective*
having no practical or financial value 无价值的; 没用的: *The technology is practically worthless if people don't know how to use it.* 人们不知道如何使用的技术实际上毫无价值。 ◇ *worthless currency/shares* 毫无价值的货币 / 股票 OPP VALUABLE
▶ **ˈworthlessness** *noun* [U]

**wow factor** /ˈwaʊ ˌfæktə(r)/ *noun* [C, usually sing.]
(*Marketing*) the ability of a product to make people feel surprised and impressed when they see or use it for the first time 惊奇因子 (指产品令人赞叹或给人深刻印象的特色): *Despite the addition of many new features, the latest model still lacks the wow factor.* 尽管增加了许多新功能, 最新的款式仍然缺乏令人眼前一亮的特色。

**WP** /ˌdʌbljuː ˈpiː/ = WORD PROCESSOR, WORD PROCESSING

**wpm** *abbr* (*only used in written English* 只用于书面英语)
words per minute, used to show how fast sb can type or do SHORTHAND 每分钟字数; 字 / 分钟: *My typing speed is 55 wpm.* 我每分钟打55个字。

**wrap** /ræp/ *verb, noun*
• ***verb*** [+ obj] **(-pp-) wrap A (up) (in B)** | **wrap B round/around A** to cover sth completely in paper or other material 包; 裹: *All our products come wrapped in plastic, then securely packaged in a box.* 我们所有的产品用塑料包装, 然后牢靠地装在盒子里。 ◇ *individually wrapped chocolates* 单独包装的巧克力
PHR V **ˌwrap sth ˈup** (*informal*) to complete sth such as an agreement or a meeting in a satisfactory way 圆满完成, 顺利结束 (协议或会议等): *That just about wraps it up for today.* 那差不多为今天的工作画了个圆满的句号。
• ***noun*** [U]
SEE ALSO: **bubble wrap, gift ~, shrink-~**
paper, plastic or other material that is used for wrapping things in 包装材料: *a box covered with plastic wrap* 用塑料膜包装的盒子
IDM **under ˈwraps** (*informal*) being kept secret until some time in the future 保密; 隐藏: *The development of the new machine was kept under wraps.* 新机器的开发处于保密状态。

**wrapper** /ˈræpə(r)/ *noun* [C]
a piece of paper, plastic, etc. that is wrapped around sth, especially food, when you buy it in order to protect it and keep it clean (食品等的) 包装材料; 外包装: *a cellophane/plastic wrapper* 玻璃纸 / 塑料包装纸

**wrapping** /ˈræpɪŋ/ *noun* [U] (*also* **wrappings** [pl.])
paper, plastic, etc. used for covering sth in order to protect it 包装材料; 外包装: *wrapping paper/material* 包装纸 / 材料

**wreck** /rek/ *noun, verb*
• ***verb*** [+ obj]
to damage or destroy sth 破坏；毁坏；损坏：*The union made an attempt to wreck the deal.* 工会试图破坏协议。
• ***noun*** [C]
something that has been badly damaged or destroyed 残骸；严重毁损物：*the wreck of a ship* 船难

**wreckage** /'rekɪdʒ/ *noun* [U]
(*often used in newspapers in a figurative way* 常用于报章，用作比喻) the parts of a vehicle, building, etc. that remain after it has been badly damaged or destroyed（车辆等的）残骸；（建筑物等的）废墟：*They tried to salvage* (= save) *what they could from the wreckage of the bankrupt company.* 他们尽力想从破产公司的残留资产中多抢救出点东西。

**writ** /rɪt/ *noun* [C]
(*Law*) a legal document from a court telling sb to do or not to do sth（法庭的）令状，书面命令：*The company has been* ***served with*** *a writ* ***for*** *breach of contract.* 这家公司因为违约已收到法庭令状。◇ *We intend to* ***issue*** *a writ* ***against*** *the newspaper.* 我们打算向这家报纸发布令状。

**write** /raɪt/ *verb* (**wrote** /rəʊt/ **written** /'rɪtn/)
**1** [+ obj *or* no obj] to produce a document, an article or a piece of software 写；书写：*We wrote a business plan for the new company.* 我们为这家新公司编写了商业计划。◇ *He writes* ***about/on*** *business and social issues.* 他撰写有关商业和社会问题的文章。◇ *She writes* ***for*** *the 'Times'.* 她为《泰晤士报》撰稿。◇ *to write code/applications/software/programs* 编写代码 / 应用程序 / 软件 / 程序
**2** [+ obj *or* no obj] to put a request or some information in a letter or an email and send it to sb 写信：*I am writing to inform you that your application has been accepted.* 兹去函通知阁下，您的申请已获接受。◇ *I have written a memo* ***to*** *senior management.* 我给高管写了备忘录。◇ *She sent them a letter of complaint but they didn't* ***write back.*** 她给他们寄了一封投诉信，但他们没有回复。
**3** [+ obj] **write sth (out) (for sb)** | **write sb (out) sth** to complete a cheque or other form with the necessary information 开（支票）；填写（表格）：*I wrote (out) a cheque for €100.* 我开了一张100欧元的支票。◇ *He wrote me a receipt.* 他给我开了一张收据。
**4** (*IT*) [+ obj] **write sth to sth** to transfer or copy information from a computer's memory to sth that stores it in a more permanent form 存入，写入（将信息输入存储器）：*to write data to a disk/file* 将数据写入磁盘 / 文件
→ idiom at WORTH *adj.*
**PHR V** **,write sth 'back** (*Accounting*) (*usually* **be written back**) to include an item in a company's accounts that had deliberately not been included before, when calculating the company's profits 拨回；恢复资产的账面价值：*The customer made a definite promise to pay, so the debt could now be written back.* 顾客已明确答应付款，因此这笔欠款现在可以拨回。→ WRITE-BACK **,write sth 'down** **1** to write sth on paper, especially in order to remember or record it 写下；记录下：*Write down all the specifications of your computer before phoning the help desk.* 在给服务台打电话之前，写下计算机的各项规格。**2** (*Accounting*) to reduce the value of an asset in a company's accounts 减记，划减（资产的账面价值）：*The company will write down the value of its property assets* ***by*** *$414 million.* 这家公司将减记4.14亿元的不动产账面价值。→ WRITE-DOWN [OPP] WRITE STH UP **,write sth 'off** (*often* **be written off**) **1** (*Accounting*) to reduce the value of an asset in a company's accounts over a period of time 注销，销记（资产的账面价值）：*Goodwill was written off over 5 years.* 商誉分5年注销。◇ *The machinery was written off* ***against*** *profits* (= the cost of the machinery was taken away from the profits, in order to pay less tax). 机器的成本已从利润中注销。[SYN] DEPRECIATE → AMORTIZE **2** (*Accounting*) to remove a debt from a company's accounts because the money cannot be collected; to remove an asset that has no value 注销，销记（资产账面价值）：*The bank expects to write off bad loans* (= loans made by the bank that were not paid back) *of $8 billion.* 银行希望注销80亿元的不良贷款。**3** (*Insurance*) (*BrE*) to accept that sth is so badly damaged that it cannot be repaired 报废：*The car was written off.* 这辆汽车报废了。→ WRITE-OFF, TOTAL *verb* **,write sth 'up** **1** to record sth in writing in a full and complete form, often using notes that you made earlier（利用笔记等）详细记载：*to write up the minutes of a meeting* 详细记录会议 → WRITE-UP **2** (*Accounting*) (*AmE*) to increase the value of an asset in a company's accounts or give it a value that is too high 增记（资产的账面价值）→ WRITE-UP [OPP] WRITE STH DOWN

**'write-back** *noun* [C,U]
(*Accounting*) a situation where money that had been kept to deal with a possible loss or expense is no longer needed; an amount of money entered in the profit side of financial records because of this 准备金的拨回；拨回的资金：*This credit represented a write-back of a provision made against a long-running court case.* 这笔贷记表示对那起旷日持久的诉讼案件所提准备金的拨回。

**'write-down** *noun* [C,U]
(*Accounting*) a situation where an asset loses some value; an amount of money entered in the accounts because of this（资产账面价值的）减记，划减：*The media group reported a €550 m write-down of its assets.* 这家传媒集团报告称其资产账面减记5.5亿欧元。

**'write-off** *noun*
**1** (*Accounting*) [C,U] a situation where an asset loses some or all of its value; an amount of money entered in the financial records because of this（资产账面价值的）销记，注销；注销的呆账：*The company booked* (= recorded in its accounts) *a $2.7 billion write-off to cover goodwill and the reduced value of assets.* 这家公司销记27亿元以抵补其商誉和资产减值。◇ *Last year's losses were due to bad debt write-offs.* 去年的亏损是由于坏账核销造成的。
**2** (*Finance*) [C,U] a decision that a debt need not be paid back 债务注销：*countries qualifying for a debt write-off* 寻求债务注销资格的国家

**3** [C] (*BrE*) a vehicle that has been so badly damaged in an accident that it is not worth spending money to repair it 报废车辆: *I was OK, but the car was a write-off.* 我没事，但汽车报废了。

**,write-pro'tect** *verb* [+ obj]
(*IT*) to protect a computer file or disk so that its contents cannot be changed or removed 写保护
▸ **,write-pro'tected** *adjective*

**writer** /'raɪtə(r)/ *noun* [C]
**1** (*Finance*) a person or business that sells an OPTION contract 期权出售者
**2** (*Insurance*) = UNDERWRITER (2)

**'write-up** *noun* [C,U]
**1** (*Accounting*) a situation where the value of an asset increases; an amount of money entered in the accounts because of this（资产账面价值的）增记
**2** an article in a newspaper, magazine, etc. in which sb gives information and their opinion about a new product, book, etc.（报章的）评介，评论，评述: *a clever write-up by an ad agency* 广告公司的精巧评介 ◇ *The site includes company write-ups.* 这个网站上有公司评论。
**3** an act of recording sth in a full and complete form 详细记载: *Do the write-ups of your books monthly.* 将你的每月账目详细记载下来。

**,writ of exe'cution** *noun* [C]
(*Law*) a legal document that makes sure that what has been decided by a court is done. For example, it may give the court the right to take and sell property from a person who has not paid a debt. 判决执行令状；执行令

**,written-down 'value** = BOOK VALUE (1)

**wrongful** /'rɒŋfl; *AmE* 'rɔːŋ-/ *adjective* [usually before noun]
not fair, morally right or legal 不公正的；不道德的；非法的: *fraud and other wrongful conduct* 欺诈和其他不良行为

**,wrongful dis'missal** = UNFAIR DISMISSAL

**wt** *abbr*
a short way of writing **weight** 重量: *average net wt 120 g* 平均净重120克

**Wtd.** *abbr*
a short way of writing **warranted** to show that sth is guaranteed to be what it says it is 获得担保；有保证: *Wtd. 100% pure* 保证纯度100%

**WTO** /ˌdʌblju: ˌti: 'əʊ; *AmE* 'oʊ/ = WORLD TRADE ORGANIZATION

**wunderkind** /'wʊndəkɪnd; *AmE* -dərk-/ *noun* [C] (*plural* **wunderkinder** /'wʊndəkɪndə(r); *AmE* -dərk-/ *or* **wunderkinds**) (*informal*)
a person who is very successful at a young age 神童；少年得志者: *He is known as a wunderkind of investment banking.* 他以投资银行业的神童而闻名。 **NOTE** **Wunderkind** is a German word. * wunderkind 是德语单词。

**WWD** /ˌdʌblju: ˌdʌblju: 'di:/ = WEATHER WORKING DAYS

**WWW** /ˌdʌblju: dʌblju: 'dʌblju:/ (*also spelled* **www**) *abbr*
(*IT*) a short way of writing and saying World Wide Web, used in the addresses of websites 万维网: *several useful WWW addresses* 几个有用的万维网网址 ◇ *www.oup.com*（牛津大学出版社的网址）

**WYSIWYG** /'wɪziwɪg/ *abbr*
(*IT*) **what you see is what you get** what you see on your computer screen is exactly the same as what will be printed or seen on other computers 所见即所得（计算机屏幕上显示的和打印出来的材料一样）: *a WYSIWYG display/editor* 所见即所得显示 / 编辑器 ◇ *WYSIWYG capabilities/software* 所见即所得功能 / 软件

# Xx

**xd** (*also spelled* **XD**) /ˌeks 'di:/ = EX-DIVIDEND

**ˌx-ef'ficiency** *noun* [U]
the ability of a company to use the people, machines, etc. that it has in the best way in order to produce as much as possible quickly and at a low cost * X 效率（公司以最佳方式利用人员、机器等来实现高效生产的能力）: *In order for a firm to achieve x-efficiency, staff motivation needs to be high.* 一个企业要实现 X 效率，员工必须具有高昂的士气。 SYN TECHNICAL EFFICIENCY OPP X-INEFFICIENCY
▶ **ˌx-ef'ficient** *adjective*

**Xerox™** /'zɪərɒks; *AmE* 'zɪrɑ:ks/ *noun* [U,C]
a process for producing copies of letters, documents, etc. using a special machine; a copy made using this process 静电复印; 复印件: *a Xerox machine* 静电复印机
◇ *She kept Xeroxes of all the letters.* 她保存着所有信函的复印件。

**xerox** /'zɪərɒks; *AmE* 'zɪrɑ:ks/ *verb* [+ obj]
to make a copy of a letter, document, etc. by using Xerox or a similar process 复印: *Could you xerox this letter please?* 请复印一下这封信好吗？
SYN PHOTOCOPY

**ˌx-inef'ficiency** *noun* [U]
the amount by which a company does not use the people, machines, etc. that it has in the best way in order to produce as much as possible quickly and at a low cost * X 非效率，X 无效率（企业未能善用人员、机器等来实现高效生产）: *The factory was found to have a 25% x-inefficiency.* 发现这家工厂存在25%的 X 非效率。
SYN TECHNICAL INEFFICIENCY OPP X-EFFICIENCY
▶ **ˌx-inef'ficient** *adjective*: *A lack of competition can make a company x-inefficient.* 缺乏竞争会导致企业陷入 X 非效率。

**xtn** *abbr* (*only used in written English* 只用于书面英语)
extension 分机: *call xtn 216* 呼叫216分机

# Yy

**yard** /jɑːd; *AmE* jɑːrd/ *noun* [C]

SEE ALSO: **salvage yard**

**1** (*usually with other nouns* 通常与其他名词连用) an area of land used for a special purpose or business (用于特定用途的) 场地: *a boat yard* 船坞 ◇ *a freight yard* 货场

**2** (*abbr* **yd**) a unit for measuring length, equal to 3 feet or 0.9144 of a metre 码 (长度单位, 等于3英尺或0.9144米)

IDM **the ,whole nine 'yards** (*especially AmE*) (*informal*) everything; a situation that includes everything 一切; 所有: *When I went out of business I lost everything—my house, the cars, the whole nine yards.* 我破产后失去了一切——房子、汽车、所有的一切。

**yardstick** /'jɑːdstɪk; *AmE* 'jɑːrd-/ *noun* [C] a standard used for judging how good or successful sth is 尺度; 衡量标准; 准绳: *GDP is not the only yardstick of economic success.* 国内生产总值不是衡量经济成就的唯一标准。

**yd** *abbr* (*only used in written English* 只用于书面英语) yard * yard 的缩写

**year** /jɪə(r); jɜː(r); *AmE* jɪr/ *noun* (*abbr* **yr**)

SEE ALSO: **accounting year, amount falling due after one ~, amount falling due within one ~, beginning of ~, calendar ~, end-of-~, financial ~,** etc.

**1** [C] the period from 1 January to 31 December, that is 365 or 366 days, divided into 12 months 年; 日历年: *The project ends early next year.* 这个项目明年初结束。 ◇ *The company has struggled in recent years.* 这家公司近年来一直在勉强维持。 ◇ *Recruiting is a non-stop, **year-round** activity* (= one that continues all year). 招聘是一项持续不断的常年性的活动。 ◇ *Investors had a difficult year in 2002.* * 2002年投资者的日子不好过。

SYN CALENDAR YEAR

**2** [C] a period of 12 months, measured from a particular time 一年时间: *I started working here two years ago.* 我两年前开始在这里工作。 ◇ *The contract is worth $20 million a year.* 这份合同每年价值2000万元。 ◇ *In the UK, the tax year runs from April to April.* 在英国纳税年度是从4月到来年4月。 ◇ *The share is down 45 cents from the **year-ago** period* (= compared with the same period a year ago). 这股票与一年前同期相比下跌了45分。 ◇ ***year-earlier** levels* (= levels at the same time the year before) 一年前同期的水平 → YEAR-TO-DATE

**3 years** [pl.] a long time 很长时间; 很久: *They have been trying **for years** to break into the market.* 他们努力了很久才打入市场。

IDM **car, product, manager, etc. of the 'year** a thing or person that people decide is the best in a particular field in a particular year 年度最优秀的 (事或人) **,year after 'year** every year for many years 年复一年: *There were tax increases year after year.* 税收年年增加。 **,year by 'year** as the years pass; each year 逐年; 一年又一年; 每年: *The company grew steadily year by year.* 这家公司逐年稳步成长。 **year 'in, year out** every year 每年; 年复一年; 始终: *I've been buying the same brand of coffee year in, year out.* 我始终购买同一个牌子的咖啡。 **,year on 'year** (*Accounting*) (*used especially when talking about figures, prices, etc.* 尤用于谈论数字、价格等) compared with the figures, prices, etc. a year earlier 与前一年同期相比: *Spending has increased year on year.* 开支比上年同期增加了。 ◇ *a year-on-year increase in spending* 与上年同期相比开支的增加 **,year over 'year** (*Accounting*) compared with the same period a year earlier 与前一年同期相比: *Sales have declined 9% year over year.* 与上年同期相比销售额下降了9%。

**yearbook** /'jɪəbʊk; *AmE* 'jɪrbʊk/ *noun* [C] a book published once a year, giving details of what happened the previous year in a particular company, country or area of activity 年鉴

**,year 'end** (*AmE also* **,year's 'end**) *noun* [U; sing.]

**1** the end of the FINANCIAL YEAR (财政年度的) 年终: *We will review our financial position at year end.* 我们将在年终检查财务状况。 ◇ *We are on track to achieve our year-end targets.* 我们正在稳步实现年终目标。

**at/before/by** (*the*) *year end* 在年终; 年终以前; 到年终为止

**2** the end of December 年底; 12月底

→ END-OF-YEAR

**,year-'long** (*AmE spelling also* **yearlong**) *adjective* [only before noun] continuing for a whole year 持续全年的; 为期一年的: *a year-long downward trend* 持续一年的下滑趋势 ◇ *a year-long investigation/study* 持续一年的调查 / 研究

**yearly** /'jɪəli; 'jɜːli; *AmE* 'jɪrli/ *adjective*

SEE ALSO: **half-yearly**

**1** happening once a year or every year 每年的; 一年一度的: *Pay is reviewed on a yearly basis.* 薪水每年审核一次。

**2** paid, valid or calculated for one year 年度的: *your yearly income* 你的年收入

▶ **'yearly** *adverb*: *The committee meets twice yearly.* 这个委员会每年开两次会。

**,year's 'end** = YEAR END

**,year to 'date** *noun* [sing.] (*abbr* **YTD**) (*Accounting*) this year as far as today 本年度至今: *Our turnover has risen 50% in the year to date.* 本年度至今, 我们的营业额上升了50%。 ▶ **,year-to-'date** *adjective, adverb*: *Year-to-date revenues are down 4%.* 本年度至今收入下降了4%。 ◇ *The shares are up 15% year-to-date.* 本年度至今股票价格上涨了15%。

**,yellow 'book** *noun* [C, usually sing.] a book that contains all the necessary information about a particular subject 黄皮书

**,Yellow 'Pages™** *noun* [pl., U]
a book with yellow pages that gives a list of companies and organizations and their telephone numbers, arranged according to the type of services they offer 电话黄页：*Look in the Yellow Pages to find your nearest car hire firm.* 在电话黄页中查找离你最近的汽车租赁公司。→ WHITE PAGES

**'Yellow Sheets™** (*also spelled* **yellow sheets**) *noun* [pl., U]
(*Finance*) in the US, a list of the latest prices of bonds and other information about them, that is published every day 黄色行情表（在美国每天发布的最新债券价格及相关信息）→ PINK SHEETS

**yen** /jen/ *noun* [C] (*plural* **yen**)
**1** the unit of money in Japan 日元（日本的货币单位）：*a net loss of 110 million yen* * 1.1亿日元的净亏损
**2 the yen** [sing.] the value of the **yen** compared with the value of the money of other countries（与其他国家货币相比的）日元币值：*The yen has fallen/risen against the dollar.* 日元对美元贬值了 / 升值了。
See note at INCREASE

**★yield** /ji:ld/ *noun, verb*
● ***noun*** [C,U]
SEE ALSO: **current yield, dividend ~, earnings ~, high-~, initial ~, net ~, nominal ~, running ~**
**1** (*Finance*) the total amount of profits or income that you get from an investment or from a business 收益；收入：*This will give a yield of 10% on your investment.* 这将给你的投资带来10%的收益。◇ *The dividend yield on the stock is too attractive to miss.* 股票的红利收益很诱人，不容错过。See note at PROFIT
**2** the total amount of sth that is produced 产量：*a high crop yield* 作物高产
● ***verb*** [+ obj]
to produce or provide a profit, an income, a result, a crop or a product 产生；提供：*Higher-rate bank deposit accounts yield good returns.* 高利率的银行存款可以带来丰厚的回报。◇ *The oil field has yielded over 3 million barrels.* 这个油田已经产油超过300万桶。◇ *The research should yield useful information.* 这项研究将会提供有用的信息。

**,yield to ma'turity** *noun* [C] (*plural* **yields to maturity**) (*abbr* **YTM**)
(*Finance*) the amount of money that an investor will get from a bond if it is not paid back until the end of its life (**maturity**), usually expressed as a percentage（债券等的）到期收益率
SYN REDEMPTION YIELD

**yours** /jɔ:z; *AmE* jərz; jɔ:rz; jʊrz/ *pronoun* (*usually* **Yours**) used, usually in phrases, at the end of a letter before signing your name 通常用于短语中，置于书信结尾的签名前：(*BrE*) *Yours sincerely/faithfully* 您的诚挚的 / 忠实的 ◇ (*AmE*) *Sincerely yours* 您的诚挚的 ◇ (*AmE*) *Yours truly* 您的忠实的

**yr** (*AmE spelling usually* **yr.**) *abbr* (*only used in written English* 只用于书面英语)
**1** year 年
**2** your 你的，你们的

**yrs** (*AmE spelling usually* **yrs.**) *abbr* (*only used in written English* 只用于书面英语)
**1** years 年
**2 Yrs** a short way of writing **Yours** at the end of letters 信件结尾 Yours 的简略形式

**YTD** /ˌwaɪ ti: 'di:/ = YEAR TO DATE

**YTM** /ˌwaɪ ti: 'em/ = YIELD TO MATURITY

# Z z

**ZBB** /ˌzed biː 'biː; *AmE* ˌziː/ = ZERO-BASED BUDGETING

**zero** /'zɪərəʊ; *AmE* 'zɪroʊ; 'ziː-/ *number, verb*

• ***number*** (*plural* **zeros** *or* **zeroes**)

**1** (*especially AmE*) the number 0 零 SYN NOUGHT (*BrE*)

**2** the lowest possible amount or level; nothing at all 最少量；最低水平；毫无：*I rated my chances of promotion as zero.* 我认为自己毫无机会升职。◇ *The economy recorded zero growth in November.* * 11月份经济零增长。

• ***verb*** (**zeroes, zeroing, zeroed, zeroed**)

PHR V ,**zero 'in on sb/sth** to fix all your attention on the person or thing mentioned 集中注意力于（某人或某事）：*They zeroed in on the key issues.* 他们集中研究了关键问题。

,**zero-based 'budgeting** *noun* [U] (*abbr* **ZBB**) (*Accounting*) a system of planning a company's budget where each department is not automatically given all the money it spent the previous year, but instead must give reasons why it needs all the money it is asking for 零基预算：*We use zero-based budgeting to control spending.* 我们采用零基预算来控制开支。

,**zero 'defects** *noun* [pl.] (*Production*) used to describe a system of quality management which aims to make products that contain almost no faults 无故障，零瑕疵：*a strategy for achieving zero defects in construction* 实现建筑工程零瑕疵的策略 ◇ *Our products are manufactured to our zero-defects standard.* 我们的产品是按零瑕疵标准生产的。→ RIGHT FIRST TIME

,**zero-'rated** *adjective* used to describe goods or services on which a particular tax (**VAT**) is not charged 免征增值税的：*These goods are zero-rated for VAT.* 这些商品是免增值税的。→ STANDARD-RATED

▸ ,**zero-'rate** *verb* [+ obj] ,**zero 'rating** *noun* [U]: *a plan to abolish the zero rating of exports within the EU* 废除欧盟内部出口零增值税的方案

,**zero-'sum game** *noun* [C] a situation in which what is gained by one person or group is lost by another person or group 零和游戏 → POSITIVE-SUM GAME

**zip** /zɪp/ *verb* [+ obj] (**-pp-**) (*IT*) **zip sth (up)** to make a computer file smaller in order to send it or store it 压缩（电脑文件） SYN COMPRESS OPP UNZIP

'**zip code** (*also spelled* **ZIP**) = POSTCODE

'**zip file** *noun* [C] (*IT*) a computer file that has been made smaller in order to be sent or stored（经过）压缩的电脑文件

★**zone** /zəʊn; *AmE* zoʊn/ *noun, verb*

• ***noun*** [C]

SEE ALSO: **enterprise zone, foreign trade ~, free ~, time ~**

**1** an area or a region with a particular feature or use 地区；区域：*an industrial zone* 工业区 ◇ *the danger/safety zone* 危险 / 安全区

**2** one of the areas that a larger area is divided into for the purpose of organization 区域；分区：*postal charges to countries in zone 2* 寄往第二邮政区国家的邮资

• ***verb*** [+ obj] (*usually* **be zoned**)

**1** to keep an area of land to be used for a particular purpose 把…划作特定区域：*The town centre was zoned for office development.* 城镇中心被划作写字楼开发区。

**2** to divide an area of land into smaller areas 将…分成区

▸ '**zoning** *noun* [U]

'**Z-score** *noun* [C] (*Finance*) a measure of how likely a business is to fail * Z 得分（测算公司破产的可能性）：*A credit-strength test gave the company a Z-score of 0, which indicated a 50% probability of bankruptcy.* 资信实力测试给这家公司打出的Z得分为0，意味着破产的概率为50%。

# Pronunciation and phonetic symbols
# 读音和音标

Phonetic symbols are used to show the pronunciation of single word headwords such as **ring** /rɪŋ/. They are also used for any unusual or difficult words that form part of a phrase (= a headword with two or more words) such as **,Ansoff 'matrix** /'ænzɒf; AmE -zɔːf/. For most phrases, the pronunciation is not given but the typical stress of the phrase is marked (see below for **stress in phrases**).
音标用于表示单词词目的读音，如ring /rɪŋ/。它们还被用于构成短语（由两个或多个单词构成的中心词）的任何非常规或难字的发音，如,Ansoff 'matrix /'ænzɒf; AmE -zɔːf/。对于大多数短语来说，并没有读音给出，但是会标出短语的重音（参见下面关于短语重音的描述）。

## Consonants
## 辅音

| | | |
|---|---|---|
| p | pen | /pen/ |
| b | bad | /bæd/ |
| t | tea | /tiː/ |
| d | did | /dɪd/ |
| k | cat | /kæt/ |
| g | get | /get/ |
| tʃ | chain | /tʃeɪn/ |
| dʒ | jam | /dʒæm/ |
| f | fall | /fɔːl/ |
| v | van | /væn/ |
| θ | thin | /θɪn/ |
| ð | this | /ðɪs/ |
| s | see | /siː/ |
| z | zoo | /zuː/ |
| ʃ | shoe | /ʃuː/ |
| ʒ | vision | /'vɪʒn/ |
| h | hat | /hæt/ |
| m | man | /mæn/ |
| n | now | /naʊ/ |
| ŋ | sing | /sɪŋ/ |
| l | leg | /leg/ |
| r | red | /red/ |
| j | yes | /jes/ |
| w | wet | /wet/ |

The symbol (r) indicates that British pronunciation will have /r/ only if a vowel sound follows directly at the beginning of the next word, as in **share offer**; otherwise the /r/ is omitted. For American English, all the /r/ sounds should be pronounced.
符号(r)表示只有当后面紧跟一个以元音开头的词时，英式读音的/r/才发音，如share offer，否则这个/r/就省略不读。在美国英语中，所有的/r/音都应读出。

## Vowels and diphthongs
## 元音和复合元音

| | | | |
|---|---|---|---|
| iː | see | /siː/ | |
| i | happy | /'hæpi/ | |
| ɪ | sit | /sɪt/ | |
| e | ten | /ten/ | |
| æ | cat | /kæt/ | |
| ɑː | father | /'fɑːðə(r)/ | |
| ɒ | got | /gɒt/ | (*British English*) |
| ɔː | saw | /sɔː/ | |
| ʊ | put | /pʊt/ | |
| u | actual | /'æktʃuəl/ | |
| uː | too | /tuː/ | |
| ʌ | cup | /kʌp/ | |
| ɜː | fur | /fɜː(r)/ | |
| ə | about | /ə'baʊt/ | |
| eɪ | say | /seɪ/ | |
| əʊ | go | /gəʊ/ | (*British English*) |
| oʊ | go | /goʊ/ | (*American English*) |
| aɪ | my | /maɪ/ | |
| ɔɪ | boy | /bɔɪ/ | |
| aʊ | now | /naʊ/ | |
| ɪə | near | /nɪə(r)/ | (*British English*) |
| eə | hair | /heə(r)/ | (*British English*) |
| ʊə | pure | /pjʊə(r)/ | (*British English*) |

## Stress
## 重音

A *syllable* is part of a word that has one vowel sound and usually one or more consonants, for example *stock* has one syllable and *economics* has four syllables.

When a syllable is *stressed* (= emphasized when speaking) it appears louder and longer than other syllables and can be noticed by changes in how high or low the voice is. The mark /'/ is placed before the syllable with the strongest stress (= *primary stress*). For example, in the word **moonlight** /'mu:nlaɪt/ the first syllable is stressed while in **expense** /ɪk'spens/ the second syllable is stressed. Longer words with more than two syllables often have a *secondary stress* which is marked /ˌ/. The secondary stress is weaker than the primary stress, for example **integration** /ˌɪntɪ'greɪʃn/.

音节是单词的一部分，包括一个元音和一个或多个辅音，例如，stock有一个音节，而economics有四个音节。当一个音节重读（朗读时强调）时，它比其他音节显得较响，发音较长，可以通过嗓音的高低变化觉察出来。主重音符号/'/放在最强重读音节之前。例如，在单词moonlight /'mu:nlaɪt/中，第一个音节重读，而单词expense /ɪk'spens/的第二个音节重读。有两个以上音节的长单词通常还会有次重音，用/ˌ/表示。次重音比主重音要弱一些，例如integration /ˌɪntɪ'greɪʃn/。

## British English and American English
## 英式英语和美式英语

If there is a difference between British English and American English in the pronunciation of a word, then the British English form is usually given first with *AmE* written before the American pronunciation. For example:

如果一个单词的英式读音和美式读音有差异，则先给出英式读音，在美式读音前用AmE标示。例如：

**quarterly** /'kwɔ:təli; *AmE* 'kwɔ:rtərli/

If only part of a word is pronounced differently then only the part that is different is shown. Hyphens (-) represent the rest of the word. For example:

如果单词只有部分读音不同，那么，只标示有差异部分的读音。-表示单词的其余部分，例如：

**grocery** /'grəʊsəri; *AmE* 'groʊ-/

## Derivatives
## 派生词

Derivatives are normally either the same as the headword or are formed by adding a suffix to the headword. They usually have the same pronunciation as the headword, plus the suffix if this is needed. Common suffixes include: *-ly* (/-li/), *-ness* (/-nəs/), etc. The pronunciation is not usually shown and only the stress of the derivative is marked. For example:

派生词通常不是和词目相同，就是在词目后加上后缀。它们通常和词目读音相同，加上可能附加的后缀。后缀通常包括：-ly (/-li/)，-ness (/-nes/)等。通常其读音不加以标注，只标注派生词的重音，例如：

**illicit** /ɪ'lɪsɪt/ *adjective* 形容词
**il'licitly** *adverb* 副词

However, if it is not clear how a derivative should be pronounced, then the pronunciation is shown:

然而，如果派生词读音不明显，则会标注读音：

**statistic** /stə'tɪstɪk/ *noun* 名词
**statistical** /stə'tɪstɪkl/ *adjective* 形容词

## Weak forms and strong forms
## 弱读式和强读式

Certain very common words, such as **for**, **of** and **to** have a strong and a weak pronunciation depending on whether they are stressed or not. As an example, **for** can be pronounced /fɔ:(r)/ (*stressed*) or /fə(r)/ (*unstressed*). When these words are used in phrases, such as **ˌletter of 'credit** /ˌletər əv 'kredɪt/ or **B-to-B** /ˌbi: tə 'bi:/, they are not usually stressed and so the weak form is used.

某些十分普通的单词，如for、of和to根据它们是否被重读会有强读和弱读两种发音。例如，for可以发/fɔ:(r)/音（重读）或发/fə(r)/音（非重读）。当这些单词用于短语时，如ˌletter of 'credit /ˌletər əv 'kredɪt/或B-to-B /ˌbi: tə 'bi:/，它们通常不重读，因此采用弱读方式。

## Stress in phrases
## 短语重音

A phrase will often have more than one stress. For example in ˌ**standard devi'ation** there are two stresses. When the phrase is said on its own, the stress on **devi'ation** is stronger so this is marked as the primary stress. Many examples with two important words, such as ˌ**systematic 'risk** and ˌ**carbon 'copy**, have a secondary stress followed by a primary stress.
短语通常有一个以上的重音。例如，ˌstandard devi'ation有两个重音。单独读出短语时，devi'ation的重音更强，因此标为主重音。许多由两个重要单词构成的短语，如ˌsystematic 'risk和ˌcarbon 'copy，在主重音之后还跟随一个次重音。

Sometimes the main stress is not on the last word of a phrase. For example, in '**press kit** the main stress is on **press**. Notice that **kit** is unmarked. Secondary stress is only marked *after* the primary stress when there is a word of two syllables or more, for example '**press communiˌcations.**
有时候，主重音不在短语的最后一个单词上。例如，在'press kit中，主重音在press上。注意kit未加标注。只有在有两个或多个音节的单词才会在主重音之后标示次重音，如'press communiˌcations。

The stress patterns we have given on phrases are the recommended ones, but you may occasionally hear others. For example, the stress may change when phrases are combined with other words. The main stress in the first phrase may move to the place of the secondary stress to avoid two stressed syllables being next to each other. For instance, ˌ**duty-'free** has the main stress on **free**, but in the phrase ˌ**duty-free 'shops** the stress on **free** is missing.
短语的重音形式仅供参考，你或许会听到其他的读音。例如，当短语与其他单词连用时，重音可能会改变。第一个短语的主重音可能会移至次重音的位置，以避免连续出现两个重读音节。例如，ˌduty-'free的主重音放在free上，但在短语ˌduty-free 'shops中free便没有重音。

Longer phrases, with more than two important words, are generally shown with several primary stresses. In this case, the last primary stress should always be made the main stress. For example in '**foreign di'rect in'vestment** there are three fairly equal stresses, but the main emphasis in pronunciation should come on **in'vestment.**
有两个以上重要单词的较长短语通常会标出多个主重音。在这种情况下，最后一个主重音应当是主要的重读。例如，在'foreign di'rect in'vestment中，有三个几乎相同的重音，但是主要的重读应当放在in'vestment上。

# 牛津
# OXFORD
# 英汉双解
# 商务英语词典

## *Oxford Business English Dictionary for Learners of English*

[新版]

華夏出版社
Huaxia Publishing House
OXFORD
UNIVERSITY PRESS
牛津大学出版社

**图书在版编目(CIP)数据**

牛津英汉双解商务英语词典:新版/(英)帕金森编著;李健译.
-北京:华夏出版社,2011.1
书名原文:Oxford Business English Dictionary for learners of English
ISBN 978-7-5080-6021-7

Ⅰ.①牛… Ⅱ.①帕… ②李… Ⅲ.①商务-双解词典-英、汉
Ⅳ.①F7-61

中国版本图书馆 CIP 数据核字(2010)第 213725 号

English text originally published as Oxford Business English Dictionary for learners of English by Oxford University Press, Great Clarendon Street, Oxford. © Oxford University Press 2005
This English-Chinese edition published in association with Huaxia Publishing House for distribution in Mainland China and by Oxford University Press for distribution elsewhere including Hong Kong, Macau and Taiwan
Copyright © Oxford University Press 2010
Oxford is a registered trademark of Oxford University Press

本书英文版由 Oxford University Press 于 2005 出版。
本书中文简体版权由 Oxford University Press 授予华夏出版社,版权为华夏出版社所有。未经出版者书面允许,不得以任何方式复制或抄袭本书内容。

**版权所有 翻印必究**
北京市版权局著作权合同登记号:图字 01-2007-0370

**出版发行**:华夏出版社
(北京市东直门外香河园北里 4 号 邮编:100028)
**经 销**:新华书店
**印 刷**:北京市世界知识印刷厂
**装 订**:三河市万龙印装有限公司
**版 次**:2011 年 1 月北京第 1 版 2011 年 1 月北京第 1 次印刷
**开 本**:880×1230 1/32 开
**印 张**:30.5
**字 数**:2748 千字
**定 价**:68.00 元

本版图书凡印刷、装订错误,可及时向我社发行部调换

# Contents 目 录


*Inside front cover* 封二 Abbreviations, symbols and labels used in the dictionary
本词典中使用的缩略语、符号和标识

iv Publisher's note 出版说明

v Preface 英语原版序言

vi 英语原版序言译文

vii–x How to use this dictionary 本词典使用说明

1–937 **The Dictionary 词典正文**

939 Pronunciation and phonetic symbols 读音与音标

*Inside back cover* 封三 Subject labels used in the dictionary
本词典中使用的学科标识

Between 438–439
438 与 439 页之间 **Study Pages 研习专页**

S1 Idiomatic language in Business English
商务英语中的习惯用语

S4 Applying for a job 申请职位

S8 Incoterms 国际贸易术语解释通则

S10 Writing letters, emails and memos
撰写书信、电子邮件和备忘录

S13 Computers and the Internet 计算机与互联网

S16 Describing graphs 描述图表

S19 The development of a business 企业的发展

# 出版说明

《牛津英汉双解商务英语词典》是根据牛津大学出版社2005年出版的Oxford Business English Dictionary for Learners of English翻译而成的。本英汉双解版收列单词、短语及释义3万余条，适用于具有中高级英语水平的商科学生以及企业人士。

本词典具有以下特色：

**权威性**

为了保证词典素材的权威性，使用了由5000万条商务英语单词组成的语料库，保证了词典的权威性。

**实用性**

近年来，国内出现了多种版本的商务英语英汉双解词典。推出多种英汉词典和严肃著作蜚声中外的牛津大学出版社和华夏出版社联袂出版《牛津英汉双解商务英语词典》，不仅能够帮助一般读者解决阅读有关商务英语资讯时遇到的问题，而且对用中英文从事工商财经工作的人士也大有裨益。

**兼容性**

既照顾了一般读者学习英语的需求，又强化了本词典在商务英语词汇方面的突出优势，如income、earnings和revenue的用法比较。

牛津大学出版社的Oxford Business English Dictionary for Learners of English是一本高水平的商务英语词典。不妥之处，敬请读者指正。

2010年10月

# Preface

This completely new dictionary of Business English has been specially written to be of practical use for students of business and experienced business people who need to read, write and speak English in their work, and for those who give them language training and advice.

It is intended for learners of English at intermediate to advanced level. The definitions have been written using the Oxford 3000™ so that they are simple and clear, but accurate and detailed.

To ensure that the material included in the dictionary is as up-to-date and authentic as possible, a new 50 million word corpus of business English was used. This is a collection of written and spoken British and American English taken from various sources such as the business sections of newspapers, business journals and textbooks, and interviews with business people. It has enabled a wide range of business areas to be covered in the dictionary in addition to terms that are of more general use in communicating in English in a business context.

As people studying English for business need to know how to use words correctly as well as what they mean, detailed grammar information has been included and examples that show how a term is used in typical contexts. In addition, for terms that are commonly used there is extensive information about collocation, for example verbs that can be used with a particular noun.

1000 words in the dictionary are marked with a star to show that they are particularly important in Business English. These are words that are frequent on our business corpus and are essential in most areas of business or combine with many others to make compounds.

During the writing of the dictionary we have been advised by teachers of Business English and by people involved in the world of business. I should like to thank the members of the Said Business School in Oxford who helped us in an advisory capacity on various areas of business, especially Burcu Hacibedel (Banking, Finance and Economics) and Doris Schedlitzki (Management and Human Resources). I am also grateful to the other people who gave us their expert advice, including Tony Ereira (Stock Exchange and Finance), Richard Spraggett (Accounting) and Roberta Wedge (Finance and Management).

I would also like to acknowledge the invaluable work of the large team of people who have been involved in the dictionary at various stages, both before and after the text was complete.

Dilys Parkinson
August 2005

# 英语原版序言译文

这本全新的商务英语词典是专门为商科学生以及经验丰富的商界人士编写的。本词典对他们在工作中阅读、书写并口头表达英语以及对他们提供语言培训和咨询的人员来说十分实用。

本词典为中级水平的英语学习者而编写。词条的定义采用牛津3000™词汇编写，因此既简单清晰，又准确详细。

为了确保词典所收录的材料尽可能最新、最可靠，使用了一个全新的50万字的商业英语语料库。这个语料库收集了各种来源的书面和口头的英美英语，如报纸的商业版、商业杂志和教科书以及与商界人士的访问。除了在商业环境中用于一般沟通的英语术语外，本词典涵盖了广泛的各个商业领域的用语。

由于商务英语学习者必须知道词汇的含义以及如何正确地使用这些词汇，因此在词典中包含了详细的语法资料，并且提供了在典型的环境下使用术语的范例。此外，对于常用的术语还提供了大量的有关搭配方面的资料，例如提供与特定的名词一起使用的动词。

词典中有1000个单词标上了星号，表示在商务英语中是非常重要的词汇。这些单词在我们的商业英语语料库中的出现频率很高，而且在大多数商业领域十分重要，或与许多其他单词结合构成复合词。

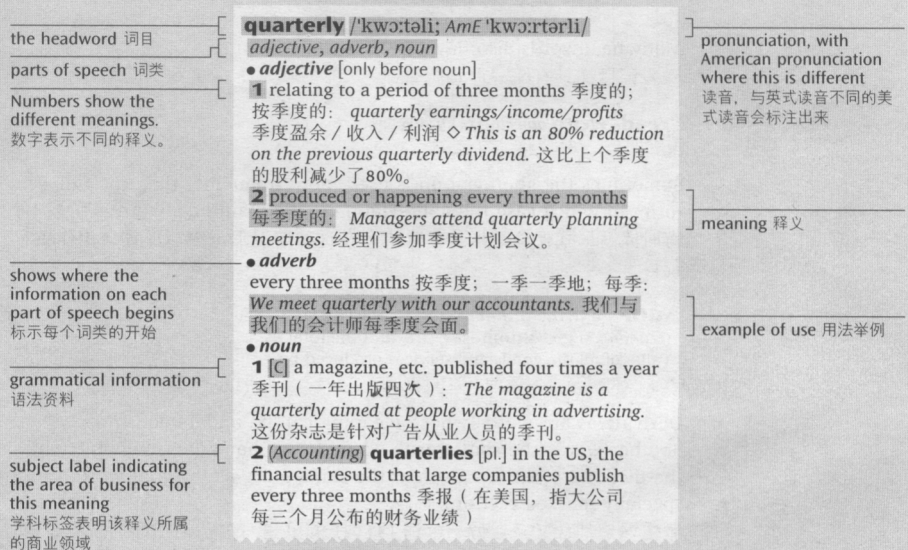
在编写本词典的过程中，我们得到了教授商务英语的教师以及商界人士的帮助。我要感谢牛津赛德商学院的人员以顾问的身份在各个商业领域给予我们的帮助，特别是Burcu Hacibedel（银行、金融和经济学）和Doris Schedlitzki（管理和人力资源）。我也要感谢给我们提供专家意见的其他人员，包括Tony Ereira（交易所和金融）、Richard Spraggett（会计）和Roberta Wedge（财务及管理）。

我还要感谢那些在不同阶段——无论是在稿件完成之前还是之后——参与本词典的大批人员所做的宝贵工作。

Dilys Parkinson
2005年8月

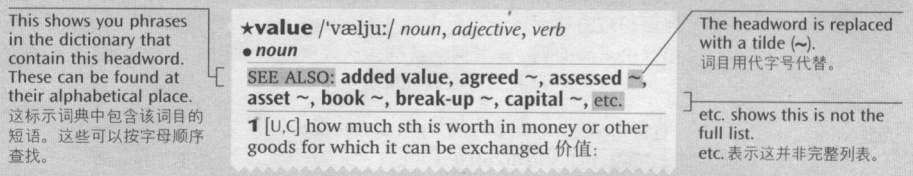
# How to use this dictionary
# 本词典使用说明

## A typical entry 典型词条

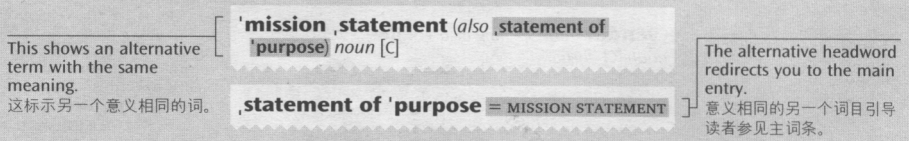



## How to find a word 如何查找单词

All words are listed in alphabetical order whether they are written as one word or two or with a hyphen. If the headword is two or more words, such as **added value**, it is listed according to the first word in the compound (i.e. **added**).
所有单词均按字母顺序排列，无论是一个单词、两个单词或者用连字符连接起来的词。如果词目是由两个或更多的词构成，如added value，则根据复合词中的第一个词（即added）排列。




Many words have alternative forms or alternative spellings. The most common form is usually given as the main entry and the less frequently used term redirects you to the main entry.
许多单词有不同的形式或拼写。通常将最常见的形式作为主词条，而较不常见的形式则引导读者参见至主词条。



American English forms are treated in the same way:
美式英语形式采用同样的方式进行处理：

**labourer** (*AmE spelling* **laborer**) /'leɪbərə(r)/

**laborer** = LABOURER

Many headwords also have an abbreviated form:
许多词目还具有缩写形式：

This indicates an abbreviation. 这标示缩写。

**ˌread-'write** *adjective* (*abbr* **RW**)

Sometimes the abbreviation is used more frequently than the full form, in which case the abbreviation is the main headword.
有时缩写形式比全写形式更常用，在这种情况下，缩写形式会用作主词目。

The full form is shown afterwards in **bold type**. 全写形式随后用**黑体字**给出。

**★GDP** /ˌdʒi: di: 'pi:/ *abbr*
(*Economics*) **gross domestic product** the total value of all the goods and services produced by

**Derivatives** are words whose meaning can be understood from another word (the **root** word). They do not have their own entry in the dictionary but are given at the same entry as the root word, in a specially marked section:
**派生词**是其含义来自另一个词（**根**词）的单词。这些词在词典中没有单独的条目，而是置于根词词条内，以特定的符号标示：

**illicit** /ɪ'lɪsɪt/ *adjective*
not allowed by the law 非法的；违法的：*the illicit trade in tobacco products* 烟草产品的非法贸易
SYN ILLEGAL ▶ **ilˈlicitly** *adverb*

The triangle shows where the derivatives section starts. 三角形标示派生词部分的起始。

**Idioms** and **phrasal verbs** are placed in specially marked sections within the entry. Idioms are at the entry for their first important word (= nouns, verbs, adjectives or adverbs) that is in the dictionary or at their first word. The examples below can be found at the entry for **tick**:
习语和**短语动词**置于词条内特殊标示的部分。习语按其（在本词典中）第一个重要的词（= 名词、动词、形容词或副词）或第一个词放置于有关词条内。下列例子可以在 tick 词条中找到：

IDM indicates the beginning of the idioms section. IDM 标示习语部分的起始。

IDM **have ˌtick**s **in all the right 'boxes** (*informal*)

PHR V **ˌtick sb/sth 'off** (*BrE*)

PHR V shows the beginning of the phrasal verbs section. PHR V 标示短语动词部分的起始。

## Understanding and using the word 词汇理解和使用

The star shows that this is an important word. 星号表示这是一个重要词。

**★vendor** (*AmE spelling also* **vender**) /'vendə(r)/
*noun* [C] (*formal*)

information to show that the word is used in particular situations 有关该词特定用法的资料

**bank ˈholiday** *noun* [C] (*BrE*)

Stress marks show stress on phrases.
重音符号表示短语的重读部分。

Geography labels indicate whether the word is used in British or American English.
地域标签表示该单词用于英式英语还是美式英语。

**bleed** /bliːd/ *verb* (**bled, bled** /bled/)
**1** [+ obj *or* no obj] (*used especially in the continuous tenses* 尤用于进行时) (about a company) to lose a

verb patterns 动词模式

irregular forms of verbs, with their pronunciations
不规则动词形式及其读音

Irregular plurals of nouns are also shown.
不规则名词复数形式。

extra grammatical information 附加的语法资料

**strip** /strɪp/ *verb, noun*
• *verb* [+ obj] (**-pp-**)
**1 strip sth from sb/sth | strip sb/sth of sth** to remove sth from sth/sb 除去；剥去： *They were*

irregular spelling for present and past participles and past tense
过去分词和过去式的不规则拼写

prepositions, adverbs and structures that are frequently used with this word
经常与该词一同使用的介词、副词和结构

**steep** /stiːp/ *adjective* (**steeper, steepest**)
**1** [usually before noun] (about a rise or fall in an amount) sudden and very big （数量升降）急剧的，大起大落的： *The steep decline in demand will*

information on the use of adjectives
关于形容词用法的资料

comparatives and superlatives of adjectives
形容词的比较级和最高级

## Building your vocabulary 扩充词汇

The dictionary also contains a lot of information that is designed to help you increase your vocabulary.
本词典亦包括许多有助于扩充词汇的信息。

**★statistic** /stəˈtɪstɪk/ *noun*
**1 statistics** (*also* **stats,** *informal*) [pl.] a collection of information shown in numbers 统计数字；统计资料： *economic/employment/unemployment statistics* 经济 / 就业 / 失业统计数字 ◇ *Official statistics show that people in the north of the country are the highest earners.* 官方统计显示这个国家北部的人们收入最高。

fixed form of the noun
名词的固定形式

alternative forms
其他形式

⊕ indicates that the following words are common phrases and patterns.
⊕ 表示接下来的单词为常用短语和模式。

⊕ ***current/monthly/new/official/recent*** *statistics* 目前的 / 月度 / 新的 / 官方 / 最近的统计数字 • ***accurate/gloomy/reliable/surprising*** *statistics* 准确的 / 悲观的 / 可靠的 / 令人吃惊的统计数字 • ***to analyse/collect/prepare/produce/release*** *statistics* 分析 / 收集 / 准备 / 得出 / 发布统计资料 • *statistics* ***tell sb/indicate/prove/show/suggest*** *sth* 统计数字告诉某人 / 指出 / 证明 / 显示 / 暗示某事

**statistically** /stəˈtɪstɪkli/ *adverb*: *The level of customer complaints was not* ***statistically significant*** (= there were too few to make a

common or fixed phrases in **bold type** in examples
范例中用**黑体**标示的常用或固定短语

Definitions use vocabulary from the Oxford 3000™ unless a specific term is needed that is not in the Oxford 3000™, when it is written in SMALL CAPITALS.
释义采用牛津3000™词汇，除非需要使用牛津3000™词汇表中未收录的特定用语，这些用语会用小号大写字母标示。

**'book ,equity** *noun* [U]
(*Accounting*) the value of a company as shown in its financial records (**books**), which is its assets minus its LIABILITIES (= the money it owes) 账面权益（公司账面价值，即资产减负债）

a word in a definition that is not in the Oxford 3000™
释义中牛津3000™词汇以外的单词

Words in **bold type** with (brackets) give the correct term for the preceding description.
用带括号的**黑体字**所标示的单词即是先前描述的正确术语。

(=...) gives the meaning of the preceding word or phrase.
(=...) 给出前接单词或短语的含义。

Cross references direct you to other related words in the dictionary. There are a number of notes and illustrations giving extra information about important words.
互相参照引导读者参见词典中其他有关的单词。用法说明和插图为重要的单词提供附加信息。

**pallet** /'pælət/ *noun* [C]
a flat wooden frame used for storing and moving goods; the frame and its contents 托盘；货板：*Each shelf contains two pallets and each pallet contains 60 bags.* 每个货架包含两个货板，每个货板包含60袋货物。 → SKID —Picture at TRANSPORT

→ directs you to a related word.
→ 引导读者参见有关单词。

This directs you to a picture illustrating this word.
这引导读者参见说明该单词的图片。

## British English and American English spelling
## 英式英语拼写和美式英语拼写

Words that end in *-ize, -ization,* etc. can also be spelled *-ise, -isation,* etc. in British English.
以-ize、-ization等结尾的单词在英式英语词汇中亦可拼写为-ise、-isation等。

**legalize , -ise** /'li:gəlaɪz/ *verb* [+ obj]
to make sth legal 使合法化；使得到法律认可：*The government has legalized irradiation for many types of food.* 政府使许多种类的食物照射合法化。

alternative British English spelling
英式英语的不同拼写

Words that are spelled differently in British English and American English but which are only actually used in one of these varieties of English have information to show these differences.
英式英语和美式英语中拼写不同的单词实际上只在某一种英语中使用，本词典亦会标示出这些差异。

**'colour ,supplement** (*AmE spelling* **color ~**)
*noun* [C] (*BrE* only)

This indicates that the word or phrase is only used in British English.
这表示该词或短语仅用于英式英语。

the American English spelling
美式英语的不同拼写

## **Abbreviations** used in the dictionary **本词典中使用的缩略语**

| | |
|---|---|
| abbr | abbreviation 缩略语 |
| adj. | adjective 形容词 |
| adv. | adverb 副词 |
| C | countable noun 可数名词 |
| + obj | verb used with an object 与宾语共用的动词（= transitive 及物动词） |
| no obj | verb that does not have an object 不和宾语共用的动词（= intransitive 不及物动词） |
| + obj *or* no obj | verb used with or without an object 可与宾语共用或可不与宾语共用的动词 |
| pl. | plural 复数 |
| prep. | preposition 介词 |
| sb | somebody 某人 |
| sing. | singular 单数 |
| sth | something 某物 |
| U | uncountable noun 不可数名词 |
| with sing./pl. verb | a noun that can have a singular or plural verb 可接单数或复数动词形式的名词 |
| *BrE* | British English 英式英语 |
| *AmE* | American English 美式英语 |

## **Symbols** used in the dictionary **本词典中使用的符号**

| | |
|---|---|
| ★ | shows the headword is an important word 表示词目是重要的词 |
| ~ | replaces the headword of an entry 代替词条的词目 |
| • | shows a new part of speech in an entry 表示词条的一个新词性 |
| = | is the same as; equals 等同于；等于 |
| ⊕ | shows common patterns and word combinations 表示通常的模式和组合 |
| ▶ | derivative(s) section of an entry 词条的派生部分 |
| HELP | extra grammatical information about how to use the word 有关如何使用该单词的附加语法资料 |
| NOTE | extra information about the word 有关该单词的附加资料 |
| IDM | idiom(s) section of an entry 词条的习语部分 |
| PHR V | phrasal verb(s) section of an entry 词条的短语动词部分 |
| → | directs you to another entry 参见另一词条 |
| SYN | shows a synonym 同义词 |
| OPP | shows an opposite 反义词 |

## **Labels** used in the dictionary **本词典中使用的标识**

| | |
|---|---|
| ***figurative*** | expressions that are used not in their true sense, but in an imaginative way, in order to give a special effect 比喻，指通过一种富有想象力的方式表达，而并非指字面的真实意义，从而达到特殊效果。 |
| ***formal*** | These expressions are normally only used in serious and official language and are not frequently used in everyday conversation. 正式用语，通常只用于庄重而正式的场合，不常用于日常交谈。 |
| ***informal*** | expressions that are used in relaxed or unofficial situations such as between friends and colleagues. They are not appropriate for formal situations. 非正式用语，用于轻松或非正式场合，如朋友和同事之间，不宜用于正式场合。 |
| ***less frequent*** | This shows that the synonym given for a particular headword is used less often than the headword. 较不常用，表示词目的同义词的使用频率较词目为低 |
| ***old-fashioned*** | expressions that are no longer used very much 老式用法，指已过时的用语 |
| ***slang*** | language that is very informal and is often only used by a particular group of people who have the same age, job, etc. 俚语，指很不正式的用语，通常只限于某一特定群体，如同龄人、同行等 |

## **Subject labels** used in the dictionary
## 本词典中使用的学科标识

The following labels show that a word or phrase is used in a particular area of business:
下列标识表示某单词或短语用于特定的业务领域:

| | |
|---|---|
| ***Accounting*** | technical words used to describe a company's accounts, common financial equations, types of taxation, etc. 会计 |
| ***Commerce*** | words relating to the retail sector and buying/selling in shops/stores 商业 |
| ***E-commerce*** | words connected with the buying and selling of products on the Internet 电子商务 |
| ***Economics*** | economic terms and institutions, including words describing the control of money and markets, economic trends, etc. 经济学 |
| ***Finance*** | words connected with banking and financial markets, including ways of borrowing money, types of investment, major financial institutions, etc. 金融 |
| ***HR*** *(= Human Resources)* | words relating to employee and labour issues such as hiring new staff, salaries, motivation, company structure, etc. 人力资源 |
| ***Insurance*** | terms used in insurance contracts, ways of calculating risk, kinds of insurance policy, organizations that offer insurance, etc. 保险 |
| ***IT*** *(= Information Technology)* | vocabulary relating to computer software, IT equipment, networks such as the Internet, etc. 信息技术 |
| ***Law*** | the language of contracts, legal titles and organizations, legal processes, financial crime, etc. 法律 |
| ***Manufacturing*** | words used to describe manufacturing processes and the materials and equipment involved 制造 |
| ***Marketing*** | words relating to the marketing and promotion of products, ways of analysing products, markets and customers, etc. 营销 |
| ***Production*** | vocabulary relating to the management of production processes and the supply of goods and materials 生产 |
| ***Property*** | words connected with the buying, selling and renting of property and the people and organizations involved in this 房地产 |
| ***Stock Exchange*** | words related to dealings on stock exchanges, the names of major exchanges, ways to describe prices and orders, market traders, etc. 证券交易所 |
| ***Technical*** | scientific, mathematical and statistical terms 技术 |
| ***Trade*** | words relating to importing/exporting and international trade, including official terms used in documents about tax, insurance, delivery and payment for goods 贸易 |
| ***Transport*** | words connected with the transportation of goods 运输 |

# Idiomatic language in Business English
# 商务英语中的习惯用语

As you use this dictionary, you will see many explanations of idioms that are used frequently in Business English. When we use the term 'idiom', people often think of colourful expressions such as *sell like hot cakes* or *bring home the bacon*. However, the English language also includes many thousands of less obviously colourful expressions. We use these expressions every day in speech and writing, often without even noticing them. The language of business is no exception to this. Consider the following examples of Business English:
使用本字典时，你会看到对商务英语中经常使用的许多习惯用语的解释。我们使用习惯用语时常会想到丰富多彩的表达方式，如sell like hot cakes或bring home the bacon。但是，英语也包括成千上万不那么丰富多彩的表达方式。我们每天说话和写作时都会在不知不觉间使用这些表达方式。商务英语也不例外。以下列举商务英语中的例子：

- *Investors are worried about the health of the economy.* 投资者担心经济健康状况。
- *The company is at risk of going under.* 这家公司有倒闭的危险。
- *The dollar has gained ground against the euro.* 美元对欧元比价上升了。

These examples all use idiomatic language. In the first example, the economy is being seen as a human body, which can be healthy or unhealthy. In the second, a company that is failing is seen as a sinking ship, going under the waves. And in the third, it is as though the currencies are in a race, with the euro being ahead but the dollar catching up.
这些例子都使用了习惯用语。在第一个例子中，经济被视为人体，可以是健康的或不健康的。在第二个例子中，面临倒闭的公司被看作是一艘正在下沉的船，快被大浪淹没。在第三个例子中，好比货币正在赛跑，欧元领先，但美元迎头赶上了。

## Common themes
## 常见的主题

If we look at the language people use when speaking and writing about business, we can see that certain themes are repeated over and over again.
如果我们注意人们在商务上使用的语言，就可以看到某些主题会重复出现。

### Sport, games and war
### 体育、游戏和战争

The themes of sport, games and war are some of the most frequent. This is not surprising. Business is all about competition, so it is natural that when people speak and write about businesses competing they should select expressions related to other areas of human activity that involve success and failure, victory and defeat.
体育、游戏和战争的主题最常见，这并不奇怪。商业运作都与竞争有关，因此当人们谈及有关商业竞争时，都会选择人类活动中涉及成败、胜负的表达方式，这是很自然的。

Companies compete with rival companies to be the best and most successful in their field, just as athletes and sportsmen and women compete to win a race or a match. If competition is fierce, rival businesses are even seen as being like opposing countries or armies, where the survival of one seems to require the destruction of another. Businesses and the people in charge of them are often described as players, and business leaders are portrayed as captains or generals, developing strategy, directing operations, attacking the enemy, or encouraging their troops. The themes of war and sport run through the following piece about competition between supermarket companies (some of the idiomatic expressions are explained below):
公司与其对手竞争，从而成为其领域内最好的和最成功的公司，就像运动员为了赢得比赛而相互竞争一样。如果竞争激烈，对手企业甚至被视为你死我活的敌对国家或军队。企业和企业负责人常常被描述为队员，商界领袖被描绘成制定策略、指挥作战、打击敌人或鼓励部队的队长或将军。以下报导有关超市公司之间的竞争正好显示出战争和运动的主题（某些习惯用语解释如下）：

## Supermarket giants battle for top place

BRITAIN's two biggest supermarkets are playing for high stakes in their battle to control the nation's shopping trolleys. The food retailing giants have targeted some of their smaller rivals, with one or more hostile takeovers predicted in the coming months. Control of one or more of the smaller regional chains would allow either group to comfortably outstrip their rivals and claim the top spot in British retailing.

## 超市巨头争夺领导地位

英国两家最大的超市在竞争中准备豪掷千金，试图控制该国的零售行业。食品零售巨头将目标锁定在一些规模较小的竞争对手身上，预计未来数月会发生一起或多起敌意收购。控制一个或多个较小的区域连锁店可使其中一家集团轻松地超越对手，并在英国零售业拔得头筹。

- to **play for high stakes**: to risk a lot of money on being the most successful 为了达到最成功而冒花巨资的风险
- the **nation's shopping trolleys**: the retail industry 零售业
- to **target**: to choose to attack somebody 选择进攻某人
- to **outstrip**: to become faster, better or more successful than a competitor 比竞争对手更快、更好或更成功
- the **top spot**: the first position in a competition 在竞争中位居首位

### Vehicles and machines
### 汽车与机器

Another theme that occurs frequently in Business English is that of businesses being described in terms of vehicles or machines. Again, these seem to be quite natural images. Like many machines, businesses are complicated things made up of many different parts that all have to work well at the same time. They have to move forwards in order to survive, and movement is the defining characteristic of vehicles. Have a look at the following text:

商务英语中另一个经常出现的主题是与汽车和机器有关的说法。同样，使用这些形象似乎十分自然。像许多机器一样，企业是由多种不同的部件组成的复杂事物，这些部件必须同时正常地运转。企业必须向前发展才能生存，这种运动方式就正好是车辆的关键特征。看看以下的文字吧：

## Train parts manufacturer back on track

## 火车部件制造商再步入正轨

**Troubled train parts manufacturer Railparts is *back on track*. The company, which makes high-tech components for high-speed trains, has *had a bumpy ride* over the past few years. Already under pressure from foreign competitors, the company *hit the buffers* when a prolonged industrial dispute saw production at its Scottish plant *grind to a halt* late last year. Now, with a new productivity agreement in place and new management *in the driving seat*, the business looks to be *on track* to return to profitability by the third quarter of this year.**

陷入困境的火车零部件制造商Railparts已经步入正轨。这家公司主要生产高速列车用的高技术部件，但生意在过去的几年里却屡遭坎坷。在面临外国竞争压力的同时，一场旷日持久的劳资纠纷导致其位于苏格兰的工厂去年底停产，使该公司遭受重创。现在，刚达成了一份新的生产率协议，新的管理层也已整装待发，该企业可望在今年第三季度恢复赢利。

The writer has used several idioms relating to vehicles and machinery to describe the company's problems and recovery. When the company was having problems it was like a train that had left the tracks as the result of an accident; like a car on a bad road it was *having a bumpy ride*. Its activities then suddenly stopped: when a train *hits the buffers*, it hits the barrier at the end of a railway line. Production *ground to a halt* like a machine that stops working or a vehicle that stops moving. Now it has recovered, it is *back on track*. Business leaders are often described in terms of pilots or drivers, directing and controlling the progress of the business, and here the management team is *in the driving seat*, firmly in control.

作者使用了好几个与汽车和机械有关的习语来描述那家公司面临的问题和复苏情况。当

公司出现问题时，就像因事故而脱离轨道的火车，又像在崎岖不平的道路上*颠簸前行*的汽车。其活动会突然停止——当*火车撞到了铁路线末端的障碍物*。生产*停顿*，就像机器停止运转或者车辆停止移动。现在已经复苏，又*步入了正轨*。企业领袖经常被描述为飞行员或司机，引导并控制企业的发展，而管理团队就坐*在驾驶座位上*，牢牢把握方向。

## Health
## 健　康

The theme of health also features strongly in Business English. People will often describe a business, an industry or an economy as if it were a living thing with a state of health. Its condition is seen to improve or worsen in the same way that a person's health does, and it often needs a particular treatment in order to regain its health. The following examples use the theme of health:

健康主题也是商业英语的一个很明显的特征。人们经常把企业、行业或经济比喻为处于某种健康状态的生物。其境况就像人的健康一样可以有所改善或恶化，经常需要进行特定的治疗方能恢复健康。下列例子就是用了健康的主题：

- *We're a **leaner, fitter** business than we were a year ago.* 我公司比一年前更精简、更稳健。
- *She admits that the company is **bleeding** cash on the project.* 她承认公司在这个项目上耗费了大量资金。
- *If banks tighten their lending policies, **healthy** firms may be **starved of** credit.* 如果银行收紧贷款政策，经营有方的企业可能会极度缺乏信贷资金。
- *The risks of the economy **suffering** a **relapse** are high.* 经济出现旧病复发的风险很高。
- *An urgent plan is needed to **revive** the **ailing** manufacturing industry.* 必须制定紧急计划重振境况不佳的制造业。
- *The airline is seeking an **injection of funds** from shareholders.* 这家航空公司正在寻求股东注资。

When you are reading or listening to people talking about business in English, look out for the kinds of themes and idioms we have discussed here. It will make your studies more interesting, and help increase your understanding of what Business English is all about.

在阅读或听别人用英语谈论商务时，注意我们这里讨论过的各种主题和习语。这会使你的学习变得更有趣些，并且会帮助你加深对商务英语的理解。

# Applying for a job
# 求职

## Job adverts and applications
## 招聘广告和求职申请

Here are some useful phrases for a cover letter:
以下是一些用于求职信的短语:

1 say what job you are applying for and when you saw the advertisement
说明你想申请的职位以及何时看到了广告
- ▶ *I am writing to apply for the post of sales manager advertised in the Publishing Times of 6 November.*
  我来信申请贵公司在11月6日刊载于《出版时报》招聘广告中的销售经理一职。
- ▶ *I am writing in response to your advertisement in the Publishing Times of 6 November for a sales manager.*
  我来信应征贵公司在11月6日刊载于《出版时报》招聘广告中的销售经理一职。

2 say who you are and why your experience and qualifications make you the right person for the job
说明你是谁以及为什么你的经历和资格是该职位的适当人选
- ▶ *I believe my long experience in selling magazine advertising and managing sales teams makes me a strong candidate for the job.*
  我相信我长期从事杂志广告推销以及管理销售团队的经验，使我成为这一职位的优秀候选人。

3 describe how the job is right for you
说明这一职位如何适合你
- ▶ *I am looking for a challenging position with a leading magazine, which makes the advertised job ideal.*
  我一直希望在具有领导地位的杂志社中担任富有挑战性的职位，所以招聘的职位就是我所寻找的工作。
- ▶ *I am extremely interested in this position as I am looking to join a company in which I can fulfil my potential.*
  我对这个职位十分感兴趣，因为我一直想加入一家能够发挥我潜力的公司。

4 say when you would be available for interview and to begin work
说明你何时可以接受面试以及开始上班
- ▶ *I am available for interview any day of the week.*
  我一周中任何一天均可接受面试。
- ▶ *My notice period for my current job is 6 weeks.*
  我现任岗位的离职通知时间为6周。

**Hi!** magazine

### Sales Manager

**Leading magazine publisher wishes to recruit a highly motivated professional with a proven track record in magazine publishing, to extend its revenues and sales.**

You will be responsible for:
- researching and developing new leads
- managing and motivating an experienced sales team
- identifying and building new business relationships

You will be a goal-oriented and results-driven individual with outstanding analytical and communicative skills, together with a sound understanding of current market trends.

Attractive benefits package.

Send CV and cover letter with details of current salary to

The Human Resources Director
Hi! Magazine
4 Albion Road
London SE1 8DD

Closing date 10 February 2006

**Only shortlisted candidates will be notified**

In newspaper adverts, abbreviations and foreign terms are often used. Here is an example:
在报纸广告中，经常使用缩写和外来语。例如：

**Wntd PA PT 20 hrs/wk sml mkt co. Slry circa 25k p.a. neg pro rata. Apply with CV and cover letter. Interviews w/c 24/8.**

The full version of this advert might read as follows:
这则广告的全写应该是这样的：

▶ *Wanted, personal assistant (part-time) to work 20 hours a week in a small marketing company. Good salary in the region of £25 000 per year, pro rata* (negotiable). Apply with a CV and cover letter. Interviews are in the week commencing 24 August.*
招聘个人助理（兼职），在一家小公司每周工作20小时。薪水可达每年2.5万元，按工作时数计*（可面议）。申请者请附简历及求职信。面试时间为8月24日开始的一周。

* This is the full-time salary on which the part-time salary will be based.
* 兼职薪水按此全职薪水推算。

Other abbreviations you may see include:
可能碰到的其他缩写包括：

| | |
|---|---|
| **appt** | appointment 约会 |
| **comm** | commission 佣金 |
| **exp** | experience 经历 |
| **FT** | full-time 全职 |
| **incl.** | including 包括 |
| **pref** | preferred 获优先考虑 |
| **p.w.** | per week 每周 |
| **qual** | qualified 合资格的 |
| **reqd** | required 要求的 |
| **temp** | temporary 临时的 |
| **w/e** | weekends 周末 |
| **yrs** | years 年 |

## Writing a CV or résumé 撰写履历或简历

The principal differences between a CV and a résumé are:
CV和résumé的主要区别：

- A CV is a complete record of your professional and academic history, together with a summary of your skills; a résumé is a summary of the experience and strengths that you have that are relevant to the particular job you are applying for.
  履历是你的专业和学术经历加上你所具备的技能的完整记录；而简历是你所具备的与所申请职位有关的经验和优势的概要。
- A résumé is usually one page, except for very senior posts; a CV can be longer than this.
  除了申请十分高级的职位外，简历通常只有一页纸，而履历可能要长得多。
- It is unusual to include personal information such as your birth date, marital status, etc. on a résumé; this information is optional on a CV.
  简历通常不包括如生日、婚姻状况等个人信息，而履历则可以加入，也可以不加入这些信息。
- It is common to include the names and contact details of your referees on a CV, but rare to do so on a résumé.
  履历通常包括证明人的姓名和联系方式等细节，而简历则很少包括这些信息。

CVs are moving closer to the model of the US résumé, in that it is now becoming common to summarize your experience and strengths in the Profile (also called the Career summary) section.
履历撰写形式逐渐接近美式的简历的撰写模式，通常在职业概要部分概述自己的经验和长处。

## CV (curriculum vitae) – British Style 履历(CV)——英式

Name: Julie Warwick
Date of birth: 12/10/72
Nationality: British
Address: 131 Fernley Road, London, H17 9QT
Tel: 0207 946 0277
Email: julie@jswarwick.net

**Profile**

A goal-oriented and motivational retail manager with excellent problem-solving and leadership skills.

**Education and Qualifications**

- 1982–1989
  Tatfield Comprehensive School, East Ham, London:
  10 GCSEs and 3 A levels in English, French, and Economics
- 1990–1993
  University of Surrey:
  BSc Hons Retail Management (2:1)

**Employment**

- 2000–present
  Mackson & Peters Retail Co., East London

  *Regional Manager*
  Responsible for managing operations, refitting stores, negotiating contracts, controlling budgets and liaising with internal and external clients and customers, collating information from stores, as well as dealing with all health and safety issues.

[1]

- 1995–1999
  Hennford's Supermarket, Ealing, London

  *General Store Manager*
  Responsible for profit and loss, customer service and the training and development of staff.
- 1993–1994
  Hennford's Supermarket, North Cheam, Surrey

  *Graduate Trainee Manager*
  Introduction to all areas of store management by shadowing a manager and then working under the manager's supervision.

**Skills**

- Competent user of standard office-suite computer programs
- Fluent speaker of Spanish; some knowledge of French

**Interests**

Golf, travel, cooking

**Referees**

- Michael Page, Regional Director, Mackson & Peters Retail Co. 61–63 Cotley Business Park, Station Road, Reading, Berkshire RG1 8TZ, Tel: 01632 261 085
- Jenny Norman, Area Manager, Hennford's Supermarkets, Head Office, 311 Caesar Hill, London SE7 6ES, Tel: 0207 946 0932

[2]

## Résumé – American style 简历(résumé)——美式

Thomas D. Lanow

1252 Gains Street
Greyfield, PA 15904
thomaslanow@spacevision.com
telephone 814-266-9772

**Objective**

A challenging position in marketing that allows me to utilize my creative skills and critical thinking and to widen my professional experience.

**Summary of qualifications**

- Four years' experience in managing major business projects
- Strong record of success in achieving targets
- Excellent team management skills
- Dynamic, articulate, analytical and results-oriented

**Professional Experience**

**2002–**
Callphone
Deputy Marketing Manager

- Developed campaign for highly successful XV-200 range
- Recruited and managed 30-strongsales team.

**2000–02**
Vista Handheld Computers
Marketing Assistant

- Handled Internet component of major marketing campaigns
- Assisted in development of campaigns for full range of products

**Education**

Pennsylvania State University, Bachelor of Science, Business Administration

**Referees**

Available on request

**Other useful phrases for a CV or résumé:**
**关于履历和简历的其他常用短语：**

- *Native French speaker*
  母语为法语
- *Near-native command of English*
  英语精通程度接近母语
- *Good spoken and written German*
  良好的口头和书面德语
- *Computer literate*
  懂计算机操作
- *Familiar with HTML*
  熟悉超文本
- *Experienced trainer and facilitator*
  有经验的培训者和协调者

- *Baccalauréat, série C (equivalent of A levels in Maths and Physics)*
  C级中学毕业会考（相当于数学和物理的A级）
- *The qualifications described below do not have exact equivalents in the American system.*
  下述资格在美国体系中没有准确的对等名称。
- *I enclose photocopies of my certificates with English translations.*
  我随函附上我的证书的复印件及其英文翻译。
- *Four weeks' work experience at a leading software house*
  在一家大型软件公司四星期的工作经历
- *Summer internship at a marketing firm*
  在一家营销公司暑期实习

- *Team player*
  团队成员
- *Work well as part of a team*
  与团队合作愉快
- *Work well under pressure*
  能在压力下工作
- *Welcome new challenges*
  欢迎新挑战
- *Highly motivated*
  十分积极进取的
- *Can-do attitude*
  积极的态度

- *Interests include music and photography*
  兴趣包括音乐和摄影

# Incoterms 国际贸易术语

A number of standard conditions of sale have come to be used in International Trade. Perhaps the most popular are the International Commercial Terms or Incoterms, which were decided by the International Chamber of Commerce (ICC). They are used both in writing and negotiating contracts. For example, a seller in Brazil might say that they can sell you an amount of coffee *FOB Santos* for a particular price. As you will see from the table below, this means that for the stated price they will deliver the goods to the port of Santos, load them onto a ship and get permission for them to be exported, but you must pay for the shipping costs and get permission to import them into your country. 国际贸易中采用了许多标准的销售条件。或许最普遍采用的要数由国际商会制定的国际贸易术语。这些术语应用于起草和磋商合同。例如，巴西的一个卖主称可以按某一价格以FOB圣多斯的方式向你出售一定数量的咖啡。从下表可以知道，这即是说，在确定的价格下，他们将把货物发运到圣多斯港，装上船并办妥出口许可手续，但是你必须支付运费并办理进入你们国家的进口许可手续。

The table below gives a summary of the main features of the Incoterms (2000 edition). **Note**: You should contact the ICC for a full description of the Incoterms if you want to use them in a contract. The ICC updates the Incoterms from time to time. 下表列出了国际贸易术语（2000版）的主要特点。注：如果要在合同中使用这些术语，应联系国际商会索取国际贸易术语的全文。国际商会定期更新国际贸易术语。

| Incoterm | Place of delivery * 交货地点 | Responsibility for transport costs 运费责任 | Responsibility for damage to the goods 货物损害责任 | Dealing with officials 官方手续的办理 | Form of transport 运输形式 |
|---|---|---|---|---|---|
| **EXW**<br>ex works... (named place)<br>工厂交货（……指定地点） | at the seller's **factory** or **warehouse** 卖方工厂或仓库 | the **buyer** pays for the goods to be collected 买方支付 | the **buyer** is responsible once the goods have been collected 买方收货后对货物负责 | everything is done by the **buyer** 一切由买方负责 | any 任何方式 |
| **FCA**<br>free carrier... (named place)<br>货交承运人（……指定地点） | where the **carrier** (chosen by the **buyer**) receives the **goods** 承运人接货地点（由买方选定） | the **buyer** is responsible once the goods have been delivered to the **carrier** 货物一旦交予承运人则由买方支付 | the **buyer** is responsible once the goods have been delivered to the **carrier** 货物一旦交予承运人则买方对货物负责 | the **seller** gets permission to send the goods from their country and the **buyer** gets permission to bring the goods into theirs 卖方负责办理出口手续，买方负责办理进口手续 | any 任何方式 |
| **FAS**<br>free alongside ship... (named port) 船边交货（……指定装运港） | at the **port of departure**, next to a particular ship 装运港指定的船边 | the **buyer** is responsible once the goods have been delivered to the **port** 一旦货物运抵港口则由买方支付 | the **buyer** is responsible once the goods have been delivered to the **port** 一旦货物运抵港口则由买方负责 | | ship 船舶 |
| **FOB**<br>free on board... (named port) 船上交货（……指定装运港） | on board a particular **ship** at the **port of departure** 装运港内指定的船上 | the **buyer** is responsible once the goods are **on the ship** 一旦货物装上船则由买方支付 | the **buyer** is responsible once the goods are **on the ship** 一旦货物装上船则由买方负责 | | ship 船舶 |
| **CFR**<br>cost and freight... (named destination port) 成本加运费（……指定目的港） | on board a particular **ship** at the **port of departure** 装运港内指定的船上 | the **seller** pays for shipping to the **destination port** (the buyer pays for transport after that) 卖方支付运抵目的港的运费（买方支付抵达目的港之后的运费） | the **buyer** is responsible once the goods are **on the ship** 一旦货物装上船则由买方负责 | | ship 船舶 |
| **CIF**<br>cost, insurance and freight... (named destination port) | on board a particular **ship** at the **port of departure** | the **seller** pays for shipping to the **destination port** (the buyer pays for transport after that) | the **buyer** is responsible once the goods are **on the ship** (but the seller pays for basic insurance while the goods are at sea) | | ship 船舶 |

| 成本、保险费加运费（……指定目的港） | 装运港内指定的船上 | 卖方支付运抵目的港的运费（买方支付抵达目的港之后的运费） | 一旦货物装上船则由买方负责（但是卖方支付货物的海运基本保险费） | | |
|---|---|---|---|---|---|
| **CPT**<br>carriage paid to... (named destination) 运费付至（……指定目的地） | where the **carrier** (chosen by the **seller**) receives the goods 承运人接货地点（由卖方选定） | the **seller** pays for transport to the **named destination** 卖方支付抵达指定目的地的运费 | the **buyer** is responsible once the goods have been delivered to the carrier 一旦货物交付承运人则由买方负责 | | any 任何方式 |
| **CIP**<br>carriage and insurance paid to... (named destination) 运费、保险费付至（……指定目的地） | where the **carrier** (chosen by the **seller**) receives the goods 承运人接货地点（由卖方选定） | the **seller** pays for transport to the **named destination** 卖方支付抵达指定目的地的运费 | the **buyer** is responsible once the goods have been delivered to the carrier (but the seller pays for basic insurance while the goods are being transported) 一旦货物交付承运人则由买方负责（但是卖方支付货物运输过程中的基本保险费） | | any 任何方式 |
| **DAF**<br>delivered at frontier... (named place) 边境交货（……指定地点） | a **named border** between the countries of the buyer and the seller 买卖双方国家边境指定地点 | the **seller** pays for transport to the **border** (the buyer pays to collect goods from the train, truck, etc.) 卖方支付运抵边境的运费（买方支付从火车、卡车等接收货物以后的运费） | the **seller** is responsible any until the goods reach the **border** 货物抵达边境前由卖方负责 | | any (but not where delivery is at a port or on a ship)<br>任何方式（在港口或船上交货除外） |
| **DES**<br>delivered ex ship... (named destination port) 目的港船上交货（……指定目的港） | **on the ship**, at the **destination port** 目的港内指定的船上 | the **seller** is responsible until the goods reach the **destination port** (the buyer pays to collect the goods from the ship) 卖方支付货物运抵目的港的运费（买方支付从船上接收货物之后的运费） | the **seller** is responsible until the goods reach the **destination port** 卖方负责货物直至运抵目的港 | | ship 船舶 |
| **DEQ**<br>delivered ex quay ... (named destination port) 目的港码头交货（……指定目的港） | **off the ship**, in the **destination port** (on the **quay**) 目的港船下（码头） | the **seller** is responsible until the goods are **off the ship** in the port (the buyer pays to collect the goods from the port) 卖方负责直至货物在港口卸下船（买方支付从港口接收货物之后的运费） | the **seller** is responsible until the goods are **off the ship** 卖方负责直至货物卸下船 | | ship 船舶 |
| **DDU**<br>delivered duty unpaid... (named destination) 未完税交货（……指定目的地） | at a named **place** 指定地点 | the **seller** is responsible until the goods reach the **destination** (the buyer pays to collect the goods from the train, truck, etc.) 卖方支付货物运抵目的地的运费（买方支付从火车、卡车等接收货物之后的运费） | the **seller** is responsible until the goods reach the **destination** 卖方负责货物直至运抵目的地 | | any (but not where delivery is at a port or on a ship)<br>任何方式（在港口或船上交货除外） |
| **DDP**<br>delivered duty paid... (named destination) 完税后交货（……指定目的地） | at a named **place** 指定地点 | the **seller** is responsible until the goods reach the **destination** (the buyer pays to collect the goods from the train, truck, etc.) 卖方支付货物运抵目的地运费（买方支付从火车、卡车等接收货物之后的运费） | the **seller** is responsible until the goods reach the **destination** 卖方负责货物直至运抵目的地 | the **seller** gets export and import permission and pays the taxes<br>卖方办理出口和进口许可并支付税费 | any (but not where delivery is at a port or on a ship)<br>任何方式（在港口或船上交货除外） |

*(where the buyer takes legal responsibility for the goods) (买方对货物承担法律责任)

# Writing letters, emails and memos
# 撰写书信、电子邮件和备忘录

Business **letters** are written in a formal style: you should avoid short forms and informal expressions. A lot of modern business communication takes place by **email**. Emails are generally less formal in style than letters, but emails to customers and suppliers are more formal than emails between colleagues. **Memos** are used for communication within companies and range from formal to informal depending on the subject. Business **faxes** use a similar style to formal letters.
商业信函用正式的风格撰写：应当避免使用简写或非正式的表达方式。在很多情况下，现代商务的沟通都是用电子邮件进行的。一般来说，电子邮件在风格上没有信函那么正式，但是发给客户和供应商的电子邮件要比同事之间的电子邮件正式得多。备忘录用于公司内部的沟通，根据涉及的主题，备忘录有正式和非正式之分。商业传真的风格则与正式信函相似。

## Formal letters 正式信函

York Designs
❶ 10 Turf Street • E York • YO27 7QR
Telephone +44 (0)1632 523499 • Fax +44 (0)1632 523500
Email: joe@yorkdesigns.co.uk • www.yorkdesigns.co.uk

❷ Your ref: 10/06/05
Our ref: JG/EW

❸ 26 June 2005

❹ Ms E Wedgwood
Wedgwoods Furniture
High Street
Raleigh
Essex SS3 5TU

❺ Dear Ms Wedgwood

❻ **Sales enquiry**

Thank you for your recent enquiry concerning the possibility of selling our traditional handmade wooden furniture through your stores.

I am ❼ pleased to enclose a copy of our catalogue and current price list. In addition to the designs shown, we will shortly be producing a range of storage units, for which a catalogue will be available next month. Each item is made to order, so there is usually a period of four to six weeks between ordering and delivery.

❽ Please let me know if you require any further information or if I can be of assistance in any way. If you are in the area and would like to visit us, I would be delighted to show you around our workshop.

I look forward to hearing from you.

❾ Yours sincerely

❿ *Joe Goodfellow*

Joseph Goodfellow
⓫ Managing director

⓬ Encl.

❶ Often there is a letterhead printed on the paper, which can appear anywhere at the top of the page. Otherwise, the sender's address and other details (phone number, fax, email address, etc.) usually go on the right-hand side. 通常在信纸上会印有信头，置于页面顶端的任何位置。否则，发信人的地址和其他细节（电话号码、传真、电子邮件地址等）通常放在右侧。

❷ If the letter to which you are replying has a reference, often made up of initials, a date, an account number, etc., this can be included at *Your ref.* Include any reference that you want to be used in the response to your letter at *Our ref.* The references can go either on the right- or left-hand side. 如果你所回复的信件有编号，可以将编号放在你方编号 (Your ref.) 中，这些编号通常由首字母、日期、客户编号等构成。在我方编号 (Our ref.) 中注明期望对方回函时使用的编号。这些编号可以置于右侧，也可以置于左侧。

❸ The date can also go on the right or the left. British style is to put the day, then the month, then the year. American style is to have the month before the day (*June 26, 2005* or *6-26-2005*). In order to avoid confusion, it is best to write the month out in full rather than use figures. 日期也可以置于右侧或左侧。英式是按日、月、年的顺序书写。美式则将月份置于日期之前（June 26, 2005 或 6-26-2005）。为了避免被混淆，写月份时最好用全称，而不是用数字。

❹ The address of the person receiving the letter goes on the left of the page. If you know their name and job title, put them before the address. Alternatively, you can put the name or job title on a new line after the address and use the expression *for the attention of* (often shortened to *fao*): *For the attention of the Marketing Director* 收信人地址放在页面的左侧。如果知道对方的名字和职衔，可以把名字和职衔写在地址之前。还可以把名字和职衔另起一行放在地址之后，用短语 for the attention of（常缩写为 fao）开头：For the attention of the Marketing Director。

❺ There are various ways of starting a letter. If you know the name of the person you are writing to, start with *Dear Mr/Mrs/Ms/Dr…* and the person's surname. If you do not have the name of a specific person, you can address the letter: *Dear Sir/Madam*, *Dear Sir or Madam* (in British English) or *To whom it may concern* (in American English). *Dear Sirs* is used, especially in British English, when addressing a company rather than a particular person. In American English, a letter to a company usually

starts with *Gentlemen*. In British English, you can choose whether to put a comma after the name (*Dear Ms Wedgwood*, or *Dear Ms Wedgwood*). In American English, it is usual to put a colon (*Dear Mr Smith:*). 信函开头的方式很多。如果你知道收信人的姓名，可以用 Dear Mr/Mrs/Ms/Dr……以及收信人的姓开头。如果你不知道对方的姓名，可以用以下方式称呼对方：Dear Sir/Madam、Dear Sir 或 Madam（英式英语）或 To whom it may concern（美式英语）。Dear Sirs 尤其用于英式英语，指信函是发给某公司而非个人。在美式英语中，发给公司的信件通常以 Gentlemen 开头。在英式英语中，在名字后面可以放逗号，也可以不放（Dear Ms Wedgwood, 或 Dear Ms Wedgwood）。在美式英语中，通常放冒号 (Dear Mr Smith:)。

❻ You can mention the subject of your letter in a title. It is not necessary to begin the title with *Re* (short for 'concerning') 可以在标题中注明信函的主题，但不必以 Re（concerning 的缩写）开头。

❼ Avoid using short forms: use *I am* rather than *I'm*. 避免使用简写形式：用 I am 而不是 I'm。

❽ It is usual to separate paragraphs with a line space. 通常用空行分隔段落。

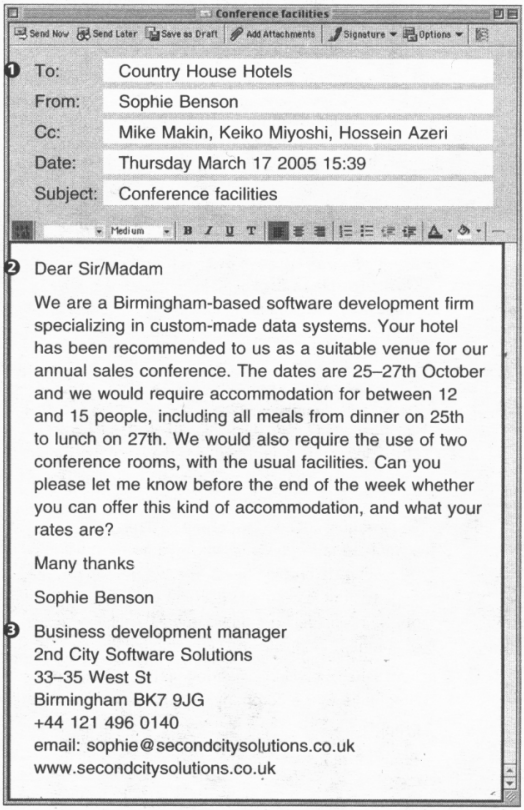
❾ If the letter starts with *Dear Sir/Madam* or *Dear Sirs*, the usual ending in British English is *Yours faithfully*. If you write to a named person it is *Yours sincerely*. In American English, the endings *Sincerely* or *Sincerely yours* can be used, whether or not you write to a named person. You can choose whether to put a comma after this (*Yours sincerely*, or *Yours sincerely*). 如果信函以 Dear Sir/Madam 或 Dear Sirs 开头，通常英式英语的结尾是 Yours faithfully。如果给指定的人写信，则用 Yours sincerely 结尾。在美式英语中，不管是否给指定的人写信都可以使用 Sincerely 或 Sincerely yours 结尾。结尾之后可以使用逗号，也可以不用（Yours sincerely, 或 Yours sincerely）。

❿ Your signature is followed by your printed name. If the letter is signed by one person on behalf of another, *pp* is used before the printed name. 在印刷体名字之后签名。如果信函由一人代表另一个人签署，则在印刷体名字前加上 pp。

⓫ It is a good idea to include your job title, especially if you have not dealt with the person you are writing to before. 最好加上你的职衔，尤其是当收信人是那些以前没有打过交道的人。

⓬ *Encl.* stands for *Enclosed or Enclosure(s)*: it means that there are other documents sent with the letter. 附件 (Encl.) 是 Enclosed 或 Enclosure(s) 的缩写：指与信函同时发送的其他文件。

## Formal emails 正式电子邮件

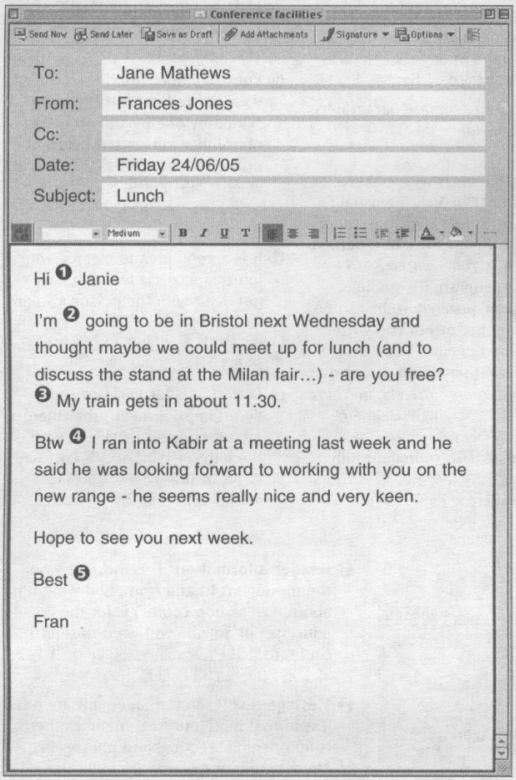



❶ **Header information**: This includes who the message is to and from, and what it is about. Cc ('carbon copies') is for the email addresses of anyone you want to send copies to. 标题信息：包括收件人、发件人和主题。Cc 代表邮件抄送人的地址。

❷ **Message text**: Even formal emails are often less formal than letters. Sometimes there is no opening greeting, and phrases like *Many thanks* or *Regards* are often used instead of the more formal *Yours faithfully* or *Yours sincerely*, especially after the initial exchange of emails.
Although a more informal tone may be appropriate, particularly when writing to someone you deal with regularly, you should still use correct spelling, grammar and punctuation. Avoid using whole words in capitals (URGENT), which may be interpreted as shouting. If you want to stress a word you can use asterisks on either side of it: *urgent*.
正文：即使正式的电子邮件也没有信函那么正式。有时候根本没有开始时的寒暄部份。经常用 Many thanks 或 Regards 来替代更为正式的 Yours faithfully 或 Yours sincerely，尤其在初次电子邮件来往之后。尽管给经常打交道的人发电邮时，采用非正式的语气更为恰当，还是应该确保使用正确的拼写、语法和标点符号。避免整个单词大写 (URGENT)，这可能会给人理解成叫嚷。如果想强调某个词，可以在词的两侧用星号 * 表示：*urgent*。

❸ **Signature**: this often includes the name and address of the sender's company, their phone/fax number, email address and the company's website. 签署：通常包括发件人的名字和发件人公司的名称、电话号码、传真号码、电子邮件地址以及公司网址。

## Informal emails 非正式电子邮件




❶ You can start an email with *Hi* or *Hello* (with or without the person's name) or just with their first name: *Janie*. People often start with no greeting at all, especially if they have emailed each other recently and are continuing the same topic. 可以用 Hi 或 Hello（加上或不加人名）或干脆用他们的名字作为电子邮件的开头：Janie。人们常常在邮件开头都没有加上问候部份，尤其是双方在最近有电子邮件往来并将继续就同一话题进行交流时。

❷ In an email to someone you know well it is appropriate to use informal language and a tone similar to that of conversation. Short forms are acceptable (*I'm* instead of *I am*). 给自己熟悉的人发电子邮件时，可以使用非正式的语言，语气可以和交谈相似。也接受简写（I'm 而不是 I am）。

❸ Informal emails can be fairly free in their punctuation, although it still advisable to write full sentences with initial capital letters and full stops. An email without basic punctuation may be seen as rushed or unprofessional. 虽然非正式电子邮件中使用标点符号方面可以十分自由，但仍依然建议把句子写全，首单词的首字母大写，最后加句号。没有基本标点符号的电子邮件可能会被看成是草率或不专业。

❹ Abbreviations such as **btw** (*by the way*), **fyi** (*for your information*) are commonly used. 诸如 btw (by the way)、fyi (for your information) 等的缩写很常用。

❺ *Best* is short for *Best wishes*. Other possible ways to end are *Regards*, *All the best*, or *Yours* (slightly more formal). *Best 是 Best wishes 的简写。其他结束邮件的方式有：Regards、All the best 或 Yours（稍微更正式一些）。

## A formal fax 正式的传真

**Fax**

Beth's Bags
1472 Grant Ave
Tuscon, AZ 17601
Fax: 717 3784166

To: Gino Conte, Prima Fashions
Fax no: 0039 055 295783
From: Beth Daly
Date: 5.30.05
Subject: Order for 50 leather purses

No of pages including this one: 2

---

Please note that your invoice no: 2753 of 4.22.05 was paid directly into your bank account last Monday, as shown by the accompanying deposit slip. Please make the goods available for collection immediately as we have customers waiting for them.

Beth Daly

## A formal memo 正式的备忘录

**Confidential Memo**
Bright Sky Productions

From: Frank Burgess
To: All staff
Subject: New head of marketing
Date: September 15 2005

---

I am pleased to announce that we have appointed a new head of marketing, Stephanie Collins, to replace Jim Laird. Stephanie comes to us from Greymont Media, where she has been director of marketing for the past three years. She will be joining us on October 3. Please note that the appointment is currently confidential and should not be discussed with anyone outside the company until it has been officially announced.

I am sure you will all wish to join me in welcoming Stephanie to the company.

Frank

Frank Burgess
CEO

# Computers and the Internet
# 计算机和互联网

In order to be able to run programs, a computer uses an **operating system**, such as Windows or Linux. Once this is **installed**, applications can be **loaded** to perform particular functions, such as:
为了运行程序，计算机使用操作系统，如Windows或Linux。一旦安装了操作系统，就可以载入应用软件执行特定的功能，如：

- a **word processesor** for working with text
  文字处理软件用于处理文本
- a **spreadsheet** for working with figures
  电子表格软件用于处理数据
- a **database** for working with details of customers, products, etc.
  数据库软件用于处理顾客、产品等的细节资料
- a **CAD** program for design
  计算机辅助设计程序用于设计
- a **desktop publishing** program for creating brochures, posters, etc.
  桌面排版程序用于制作手册、海报等

If your computer is on a **network**, you will have to **enter** your **username** and **password** before you can use it. You will then see the **programs** on your computer displayed as **icons** on the **desktop**.
如果你的计算机连接到网络，必须输入用户名和密码方可使用。你会看到计算机上的程序在桌面上以图标形式显示。

To open a program, **click** (or **double-click**) on the **icon**, and the program will open in a new **window**. Use the **drop-down menu** on the menu **toolbar** to open an existing document or to create a new one. If you create a new document, save it to your **hard disk** so that you won't lose it if the computer **crashes**.
点击（或双击）图标即可打开程序，程序会在新窗口中打开。用菜单工具栏上的下拉式菜单打开已有文件或建立新文件。如果是建立新文件，应储存在硬盘上，以防电脑崩溃时造成文件丢失。

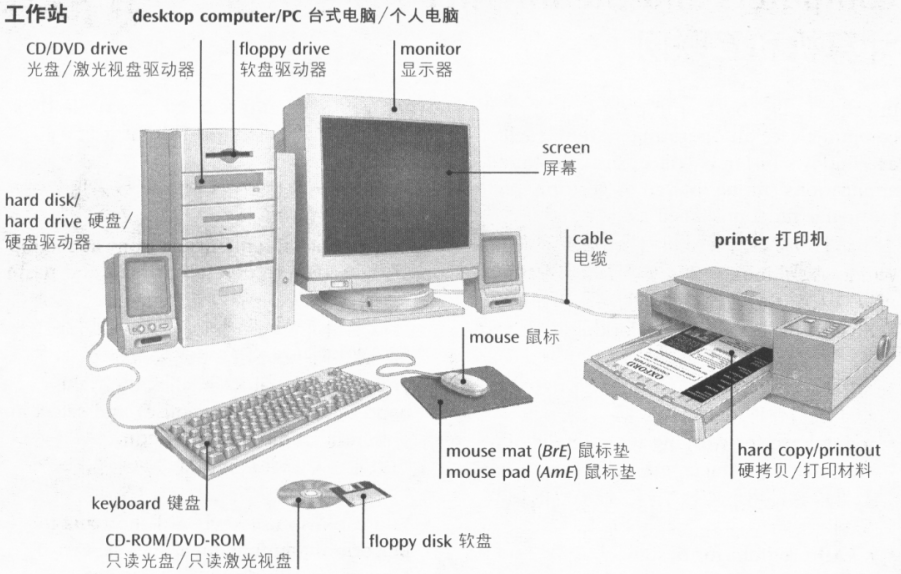
When you have **entered** text or **data** in the program, you can edit or **format** it in a number of ways:
在程序中输入文字或数据时，可以采用多种方式进行编辑或排版：

- You can use the menus or icons at the top of the screen to **delete** it, to **cut** and **paste** it, etc.
  可以采用菜单或屏幕顶部的图标进行删除、剪切下或贴上文字或数据等。
- You can **right-click** (= click the right-hand button on your mouse) and select an option from the **pop-up menu**.
  可以右击鼠标并从弹出式菜单上选择一个选项。
- You can also use keyboard shortcuts to perform many functions, such as Ctrl-C to copy text, or Ctrl-P to **print out** a document.
  还可以使用键盘快捷键执行许多功能，如用Ctrl-C复制文本或用Ctrl-P打印文件。

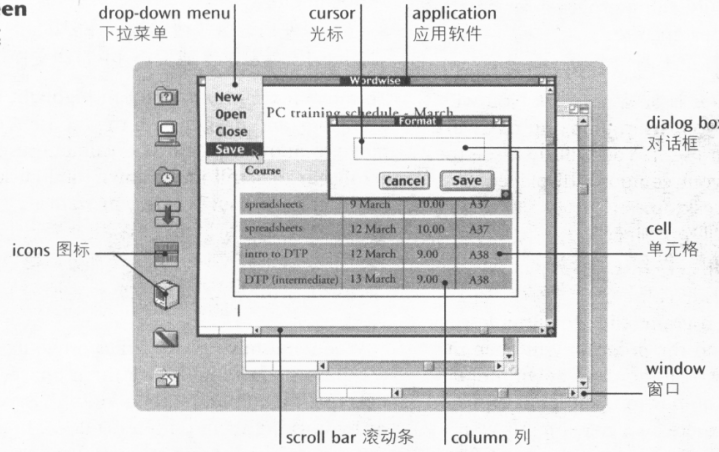
To move text around, you can **highlight** it, then click and **drag** it with the mouse. To move to another part of a document, use the **scroll bar** to **scroll** up or down, and click to position the **cursor** where you want it.
要想移动文本，可以用鼠标标出然后点击拖拽。要想移动到文件的另一个部分，可以用滚动条上下滚动，点击移动光标至所需位置即可。

When you have a lot of files on your computer, you should **back** them **up**, for example by **uploading** them onto a **server**, or by **burning** them onto a CD-ROM. In order to take up less space, you may want to **zip/compress** the files first.
如果计算机里有很多文件，应当对它们进行备份，例如，可以上传到服务器上，或者刻录到只读光盘上。为了节约空间，可以先对文件进行压缩。

## workstation
## 工作站




## screen
## 屏幕




## Email
## 电子邮件

To send an email, write the address of the **recipient** in the *To*: **field**, or click on an address from your address book. If you want to **copy** someone **in** on the email, put their address in the *Cc*: (carbon copy) field, or in the *Bcc*: (blind carbon copy) field if you don't want the recipient to know who is copied in. If you need to **attach** a document to the email, select *Attach file* from the menu, or click on the paperclip icon, and then **browse** your computer for the document you want to attach.

发送电子邮件，应在收件人 (To:) 一栏中填写收件人地址，或者点击地址簿中的地址。如果想把电子邮件抄送给某人，则将他们的地址填写在抄送 (Cc:) 栏中，假如你不希望收件人知道邮件被抄送给别人的话，则填写在暗送 (Bcc:) 栏中。若想在电子邮件中附加文件，则从菜单中选择*附件*，或点击回形针图标，随后浏览自己的计算机找出要附加的文件。

To say the email address:
j_martin@martin-wood.com
you would say 'j underscore martin at martin hyphen wood dot com'

电子邮件地址j_martin@martin-wood.com读为'j下划线martin at martin hyphen wood点com'

## The Internet
## 互联网

In order to search for information on the Internet, open your **browser** (for example Microsoft Internet Explorer, Netscape or Mozilla), and type some keywords into the *Search* **box** of whatever **search engine** you use (for example Yahoo! or Google). If you want to find the names of interpreters who work in New York, for example, you could type in the keywords *interpreters* and "*New York*" (in double quotes to keep these words together), and then click on one of the websites that the search brings up.
想在互联网上搜索信息，可以打开浏览器（如微软Internet Explorer、Netscape或Mozilla），在任何一个搜索引擎（如雅虎或谷歌）的搜索对话框中输入一些关键词。例如，如果你想找寻在纽约工作的口译员的名字，可以输入关键词：interpreters和"New York"（用双引号把New和York两词作为一个完整的搜索项），随后点击搜索结果找到的网站。

To open a web page, click on a **link**, or type the page's **URL** into the address **bar** at the top of the screen, and the page will **download**.
要打开网页，点击链接或在屏幕上方地址栏输入该网页的地址即可下载该页面。

If you want to save the address of a website that you have **searched for** or just come across by chance, you can **bookmark** it.
如果你想保存搜索到的或偶然碰到的网址，可以把网址标上书签。

The URL of a company's **home page** is often something like:
公司主页的网址通常类似于：
▶ http://www.martinwood.com

To read this URL to somebody over the phone, you would say:
在电话中向别人说出这个网址时是这样说的：
▶ *'h-t-t-p colon, two forward slashes, double-u double-u double-u dot, martinwood (all one word), dot com'*

The *.com* in the example above is called a **top-level domain**. Common ones include:
上述例子中的.com称为顶级域名。常见的顶级域名包括：

**.com** /ˌdɒt 'kɒm/ (*AmE* /ˌdɑːt 'kɑːm/)
– this is used by businesses 用于企业

**.org** /ˌdɒt 'ɔːg/ (*AmE* /ˌdɑːt 'ɔːrg/)
– used by organizations that are not businesses 用于非营利机构

**.edu** /ˌdɒt 'edjuː/ (*AmE* /ˌdɑːt 'edjuː/)
– used by colleges, universities, etc. 用于学院、大学等

**.gov** /ˌdɒt 'gʌv/ (*AmE* /ˌdɑːt 'gʌv/)
– used by government bodies 用于政府机构

**.net** /ˌdɒt 'net/ (*AmE* /ˌdɑːt 'net/)
– used especially by Internet service providers 用于互联网服务提供商

Most countries have their own domain ending, and this is usually pronounced as separate letters, for example Bulgaria is **.bg** /ˌdɒt biː 'dʒiː/, and China is **.cn** /ˌdɒt siː 'en/.
大多数国家拥有自己的域名，通常以单独的字母读出，例如保加利亚为.bg，中国为.cn。

Common UK domain names include:
常见的英国域名包括：

**.co.uk** /dɒt ˌkəʊ dɒt juː 'keɪ/
– this is often used by companies 常用于公司

**.ac.uk** /dɒt ˌæk dɒt juː 'keɪ/
– used by universities 用于大学

# Describing graphs
# 描述图表

Here are some phrases you can use to refer to a graph:
这些短语可以用于描述图表：

- *If we look at the graph, we can see this year's sales.*
  如果看一下这幅图，我们就可以看出今年的销售额。
- *If you look at this chart, you can see how sales have gone over the past year.*
  如果看一下这张图表，你就会看出去年的销售情况。
- *This graph shows/illustrates sales against time for the last year.*
  这幅图表显示去年不同时期销售的变化。
- *The y-axis shows unit sales in thousands.*
  Y 轴表示每千单位的销售额。
- *Unit sales are shown on the vertical axis.*
  单位销售额显示在纵轴上。
- *Values refer to thousands of units sold.*
  价值指每千单位的销售额。

Some common verbs to describe movements are:
用于表示变动的常用动词：

↑ *climb, go up, grow, increase, rise*
攀升、上升、增长、增加、上升

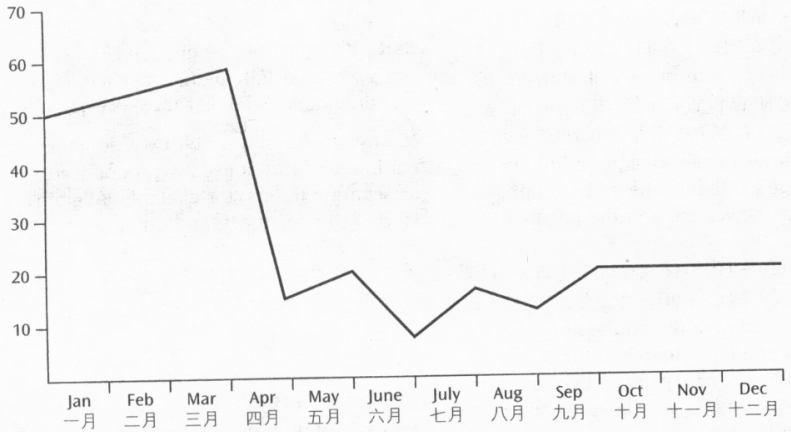
↓ *decrease, dip, drop, go down, fall (away/off), sink*
下降、降下、下跌、下滑、下降、下跌

→ *level out, plateau, remain steady/unchanged*
持平、平稳、稳定、不变

↝ *fluctuate*
波动

↗ *peak*
达到最高点

↘ *bottom out*
降到最低点




Use adverbs to describe changes in more detail:
使用副词更详细地描述变化：

- *gradually, slightly, steadily; dramatically, rapidly, sharply, significantly, steeply*
  逐渐地、些微地、稳定地；突然地、快速地、剧烈地、明显地、大幅度地

Note how prepositions are used to describe the levels and time periods shown in the graph:
注意在描述图表中的水平和时间段的时候介词的使用方法：

- *Sales rose gradually **between** January **and** March **to just short of** 60 000.*
  销售额在一月到三月间逐步上升至接近 6 万。
- *In April, sales fell sharply **from just under** 60 000 **to around** 15 000.*
  四月份，销售额从不到 6 万大幅度下滑至 1.5 万。

- *They then recovered slightly **in** May **to about** 20000.*
  随后在五月份又略微回升至大约2万。
- ***From** May **to** October, sales fluctuated **between** 20000 **and** 8000.*
  从五月到十月，销售额在2万和8000之间波动。
- *From October onwards, sales remained steady **at slightly more than** 20000.*
  从十月以后，销售平稳维持在2万多一些的水平上。
- *Sales increased **by** about 17% **over** the first quarter.*
  销售额比第一季度增加了大约17%。
- *Sales peaked **at** almost 60000 in March, and bottomed out in June **at** 8000.*
  销售额在三月份达到接近6万的最高峰，在六月份达到8000的最低点。

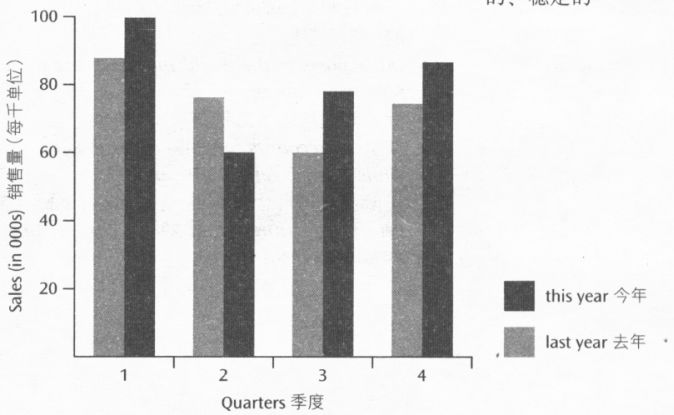
Nouns can be used instead of verbs.
可以代替动词的名词。

Again, note the prepositions used:
同时注意介词的用法：

- *There was a significant fall in sales **in** April.*
  四月份销售额明显下滑。
- *Sales reached a peak **of** almost 60000 in March.*
  销售额在三月份达到接近6万的最高峰。
- *In June, sales hit a low **of** around 8000.*
  六月份销售额降到8000的最低点。
- *Between March and May there was a four-fold decrease **in** sales.*
  在三月和五月之间，销售额下跌了四分之三。
- *There was an overall upward trend **between** June and October.*
  六月至十月间整体呈上升趋势。

Adjectives you can use include:
可以使用的形容词包括：

- *dramatic, marked, sharp, steep, sudden, significant, rapid; moderate, slight, steady*
  戏剧性的、显著的、急剧的、大幅度的、突然的、重大的、快速的、温和的、轻微的、稳定的



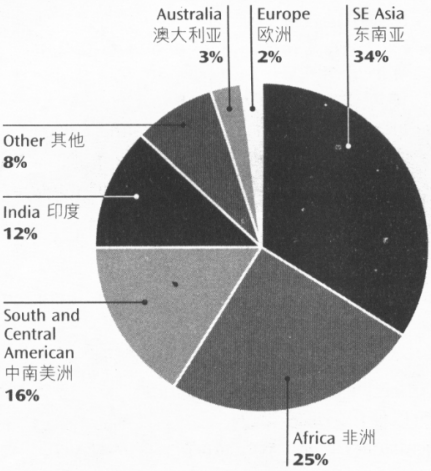

Phrases for comparing sales this year with last year include:
用于比较今年和去年销售额的短语包括：

- *Sales for the last quarter were up **on** last year.*
  上个季度销售额比去年有所上升。
- ***Like-for-like** sales for the second quarter were down by 20%.*
  第二季度销售额与去年同期相比下降了20%。
- *The **year-on-year** increase for the first quarter was around 15%.*
  第一季度按年增幅约为15%。

To compare results with predictions you can use:
对结果和预测进行比较，可以使用：

- ***In line with** predictions, sales peaked in the first quarter.*
  与预测一致，销售额在第一季度达到顶峰。
- *Results for the second quarter were **much lower than expected**.*
  第二季度的业绩远远低于预期。
- *Sales grew by a **better-than-expected** 20% in the third quarter.*
  第三季度销售额增长胜于预期，达到20%。

## Pie charts
## 饼形图




Here are some useful phrases for describing pie charts:
下面是描述饼形图的常用短语：

- *In this pie chart, sales **are broken down** by region.*
  在这幅饼形图中，销售额按地区划分。
- *This pie chart **breaks** sales **down** by region.*
  这幅饼形图按地区划分销售额。
  - — *shows how the sales **break down** regionally.*
    显示销售额的地区分类。
  - — ***illustrates** the distribution of sales across regions.*
    显示销售额在不同地区之间的分布。
  - — ***compares** percentage sales in different regions.*
    比较不同地区销售额的百分比。
- *Total sales **are divided into** 7 regions.*
  总销售额分为7个地区。
- *The combined sales in SE Asia and Africa **comprise** over half total sales.*
  东南亚和非洲的合并销售额超过总销售额的一半。
- *Other parts of the world **make up** less than 50% of the total.*
  世界其他地区占总销售额不到一半。
- *SE Asia **accounts for** 34% of total sales, while Europe **represents** just 2%.*
  东南亚占销售总额34%，欧洲仅占2%。
- *Percentages **range from** 2% in Europe, **to** 34% in SE Asia.*
  百分比介于欧洲的2%到亚洲的34%之间。

# The development of a business
# 企业的发展

**Planning 规划**
- decide on a product: a new type of fruit juice
  确定产品：一种新型果汁
- develop the product and do market research
  开发产品并进行市场调研
- decide on a brand name: **Forest Fruits**
  确定品牌名称：森林水果牌
- develop a business plan 制定业务计划
- decide on a form of business: sole trader/sole proprietorship, partnership, company 确定企业的形式：个体企业/独资企业、合伙企业、公司
- raise the finance: founder's own funds; loans; look for backers or partners 筹集资金：创办人的自有资金、贷款、寻求支持者或合伙人

**RISKS 风险**
- ⚠ the founder cannot get a loan: 创办人得不到贷款：
  - poor credit rating 信贷评级太差
  - insufficient collateral 担保品不足
- ⚠ the founder is unable to attract investors 创办人无力吸引投资者

**Start-up 开办**
- form a company: **Forest Fruits Ltd** 成立公司：森林果汁有限公司
- rent premises, purchase equipment and supplies, employ and train staff 租用办公室，购买设备和耗材，雇用并培训员工
- start producing and marketing the product 开始生产并营销产品

**RISKS 风险**
- ⚠ the company fails to achieve a critical mass of customers 公司未能争取到临界顾客群
- ⚠ bad debts 坏账
- ⚠ lenders recall their loans 贷款人收回贷款

**EXIT STRATEGIES 退出战略**
- sell the company's assets 出售公司资产
- offer shares to other members of the company 向公司其他成员出售股份

**Growth 成长**
- the number of customers grows; the company gains a share of the fruit-juice market 顾客数量增长；公司获取一定的果汁市场份额
- turnover increases; the company breaks even 营业额增加；公司实现盈亏平衡
- the company employs more staff and divides into different functions: management, accounting, sales and marketing, production 公司雇用更多的员工并将职能细分为：管理、会计、销售、营销和生产
- the company develops a network of suppliers and customers 公司建立供应商和客户网络
- the **Forest Fruits** brand becomes well-known 森林果汁品牌为人熟悉
- the company needs fresh capital to buy production facilities: it decides to sell shares to the public to obtain the finance 公司需要新的资金用来购买设备：决定向公众发行股票获取资金

**RISKS 风险**
- ⚠ competition from other producers 来自其他生产商的竞争
- ⚠ fruit juices fall out fashion 不流行喝果汁了
- ⚠ insufficient capital; poor management of cash flow 资本不足；现金流管理不善
- ⚠ the founder finds it difficult to delegate authority 创办人发现难以授权

**EXIT STRATEGIES 退出战略**
- sell the business as a going concern 将企业出售让其继续运营
- sell the brand name and customer list to a competitor 向竞争对手出售品牌和顾客名单

**Going public/flotation 上市**

- Forest Fruits Ltd is converted into a public company: **Forest Fruits plc** 森林果汁有限公司变为上市公司：森林果汁公共有限公司
- an investment bank draws up a prospectus giving details of the shares to be sold, the value of the company, past earnings and future profits 一家投资银行起草募股说明书，说明发行股票的细节、公司的价值、过去的盈利和将来的利润
- the company's shares are offered to private and institutional investors 公司向私人和机构投资者发行股票
- the shares are listed on the stock exchange 股票上市

**EXIT STRATEGIES 退出战略**
sell shares to other investors on the stock exchange
在证券交易所向其他投资者出售股票

**Maturity 成熟**

- the company continues to grow: 公司继续成长
  - organically, by developing its range of products 有组织地开发系列产品
  - through joint ventures with other producers 与其他生产商组建合资企业
  - by buying the brands of other businesses and integrating them into the company's portfolio 购买其他企业的品牌并将其整合到本公司的品牌中
  - by acquiring other companies, using cash or shares 用现金或股份收购其他公司
- the company uses an employee share/stock ownership plan to attract and keep talent 公司可以实施员工持股计划吸引并留住人才
- the company maintains a stable management structure 公司保持稳定的管理结构
- shareholders receive regular dividends; the share price grows 股东定期收到红利；股价上扬

**RISKS 风险**

- ⚠ the share price is affected by market volatility 股价受市场波动影响
- ⚠ hostile takeover bids 敌意收购
- ⚠ failure to integrate businesses that are acquired; management struggles 整合已收购的企业失败；劳资纠纷
- ⚠ poor media and investor relations 媒体和投资者关系恶化
- ⚠ succession: who will lead the company when the founder leaves? 继承：创办人离开以后，由谁领导公司？