Lesson 13 商务/商业词汇和例句

【例句可直接背诵记忆】

corporate hierarchy - 公司层级结构

In many tech startups, a flat corporate hierarchy is encouraged to speed up decision-making. (在许多科技初创公司，鼓励扁平的公司层级结构以加速决策。)

A rigid corporate hierarchy can sometimes stifle creativity and open communication among employees. (僵化的公司层级结构有时会扼杀员工的创造力和开放沟通。)

subsidiary / affiliate - 子公司 / 关联公司

The automotive giant owns several manufacturing subsidiaries across Europe and Asia. (这家汽车巨头在欧洲和亚洲拥有多家制造子公司。)

Our company is an affiliate of a larger international group, which gives us access to global resources. (我们公司是一个更大国际集团的关联公司，这使我们能够利用全球资源。)

merger & acquisition (M&A) - 兼并与收购

The recent merger between the two telecom companies has reshaped the competitive landscape of the industry. (最近两家电信公司的合并重塑了行业的竞争格局。)

Successful acquisition often requires thorough due diligence to ensure cultural and operational compatibility. (成功的收购通常需要进行彻底的尽职调查，以确保文化和运营上的兼容性。)

stakeholder - 利益相关者

When launching a new product, it's crucial to communicate effectively with all stakeholders, including investors, employees, and customers. (推出新产品时，与包括投资者、员工和客户在内的所有利益相关者进行有效沟通至关重要。)

A company's long-term success depends on balancing the interests of its various stakeholders. (公司的长期成功取决于平衡其不同利益相关者的利益。)

value chain - 价值链

By analyzing every step in its value chain, the company identified key areas where it could reduce costs and improve efficiency. (通过分析其价值链的每个环节，公司确定了可以降低成本和提高效率的关键领域。)

A strong brand adds significant value at the end of the consumer goods value chain. (一个强大的品牌在消费品价值链的末端增添了显著价值。)

operational efficiency - 运营效率

Implementing advanced software has dramatically improved our operational efficiency and reduced manual errors. (实施先进的软件极大地提高了我们的运营效率，并减少了人为错误。)

In a competitive market, continuous improvement in operational efficiency is essential for maintaining profitability. (在竞争激烈的市场中，持续提高运营效率对于保持盈利能力至关重要。)

bottom line - 盈亏底线；最终盈利

While customer satisfaction is important, any new strategy must ultimately benefit the company's bottom line. (虽然客户满意度很重要，但任何新战略最终都必须有利于公司的盈亏底线。)

The new environmental regulations, though costly initially, could improve our brand image and help the bottom line in the long run.

（新的环保法规虽然初期成本高昂，但从长远来看可能提升我们的品牌形象并有利于最终盈利。）

market saturation - 市场饱和

In developed countries, the smartphone market is nearing saturation, forcing companies to compete fiercely on innovation or price.

（在发达国家，智能手机市场已接近饱和，迫使公司在创新或价格上展开激烈竞争。）

To avoid market saturation, many businesses are now looking to expand into emerging economies.（为避免市场饱和，许多企业现在正寻求向新兴经济体扩张。）

value proposition - 价值主张

Our core value proposition is offering premium quality at a significantly lower price than our competitors.

（我们的核心价值主张是以远低于竞争对手的价格提供优质品质。）

A clear and compelling value proposition is vital for any startup seeking investment.

（一个清晰且有说服力的价值主张对于任何寻求投资的初创企业都至关重要。）

consumer mindset / psychology - 消费者心态/心理学

Effective advertising understands the consumer mindset, often appealing to emotions like aspiration or a sense of belonging.

（有效的广告理解消费者心态，常常诉诸于渴望或归属感等情感。）

The luxury industry heavily relies on consumer psychology, selling not just a product but an identity and a dream.

（奢侈品行业严重依赖消费者心理学，销售的不仅仅是一件产品，更是一种身份和梦想。）

brand loyalty - 品牌忠诚度

Apple enjoys fierce brand loyalty, with customers often queuing for hours to buy its latest products.

（苹果拥有极高的品牌忠诚度，顾客常常排队数小时购买其最新产品。）

Building genuine brand loyalty is more valuable than short-term sales, as it ensures a stable customer base.（建立真正的品牌忠诚度比短期销售更有价值，因为它确保了稳定的客户群。）

market segmentation - 市场细分

Through careful market segmentation, the company developed different marketing campaigns for teenagers and young professionals.

（通过仔细的市场细分，该公司为青少年和年轻专业人士制定了不同的营销活动。）

Market segmentation allows businesses to tailor their products and messaging to meet the specific needs of different customer groups.

（市场细分使企业能够定制其产品和信息，以满足不同客户群体的特定需求。）

competitive landscape - 竞争格局

The competitive landscape in the food delivery sector is incredibly dynamic, with new players entering constantly.（外卖行业的竞争格局变化极快，不断有新参与者进入。）

Understanding the competitive landscape helps a company identify its unique advantages and potential threats.

（了解竞争格局有助于公司识别其独特优势和潜在威胁。）

disruptive innovation - 颠覆性创新

Streaming services like Netflix were a disruptive innovation that fundamentally changed how people consume entertainment.

（像 Netflix 这样的流媒体服务是一项颠覆性创新，从根本上改变了人们的娱乐消费方式。）

True disruptive innovation often comes from challenging established industry norms and business models.

（真正的颠覆性创新往往来自对既定行业规范和商业模式的挑战。）

<mark>purchasing power - 购买力</mark>

The growth of the middle class in many Asian countries has led to a significant increase in their purchasing power. （许多亚洲国家中产阶级的增长导致其购买力大幅提升。）

Inflation can severely erode the purchasing power of consumers, leading to reduced spending on non-essential goods.

（通货膨胀会严重削弱消费者的购买力，导致他们在非必需品上的支出减少。）

<mark>demographic trends - 人口趋势</mark>

Companies in the healthcare sector are investing heavily due to the demographic trend of an aging population. （由于人口老龄化的趋势，医疗保健行业的公司正在大力投资。）

Understanding demographic trends, such as urbanization, is key for real estate developers when planning new projects.

（理解人口趋势，如城市化，是房地产开发商规划新项目时的关键。）

<mark>remuneration package - 薪酬福利包</mark>

The job offer was attractive not only for the salary but for the comprehensive remuneration package, which included health insurance and a pension plan.

（这份工作邀请之所以吸引人，不仅在于薪水，还在于全面的薪酬福利包，其中包括健康保险和养老金计划。）

To attract top talent, firms must offer competitive remuneration packages that go beyond just basic pay.

（为了吸引顶尖人才，公司必须提供有竞争力的薪酬福利包，而不仅仅是基本工资。）

<mark>performance appraisal - 绩效评估</mark>

The annual performance appraisal is a two-way conversation for setting goals and discussing career development.

（年度绩效评估是一次设定目标和讨论职业发展的双向对话。）

A fair and transparent performance appraisal system can motivate employees and improve overall productivity. （一个公平透明的绩效评估体系可以激励员工并提高整体生产力。）

<mark>staff turnover / attrition rate - 员工流失率</mark>

High staff turnover is costly for companies, as it involves constant recruitment and training of new hires.

（高员工流失率对公司来说成本高昂，因为它涉及持续招聘和培训新员工。）

A positive workplace culture is one of the most effective ways to reduce the attrition rate.

（积极的工作场所文化是降低员工流失率最有效的方法之一。）

<mark>upskilling and reskilling - 技能提升与再培训</mark>

In the age of automation, continuous upskilling is essential for employees to remain relevant in the job market.

（在自动化时代，持续提升技能对于员工在就业市场上保持竞争力至关重要。）

Government and companies should collaborate to provide reskilling programs for

workers displaced by technological change.

（政府和公司应合作，为因技术变革而失业的工人提供再培训计划。）

<mark>succession planning - 接班人计划</mark>

Wise family businesses engage in careful succession planning to ensure a smooth leadership transition.

（明智的家族企业会进行细致的接班人计划，以确保领导权的平稳过渡。）

A lack of succession planning can create instability and uncertainty within an organization when a key leader departs.

（当关键领导人离职时，缺乏接班人计划可能会在组织内部造成不稳定和不确定性。）

<mark>glass ceiling - 玻璃天花板</mark>

Despite progress, many argue that a glass ceiling still exists, preventing qualified women from reaching the highest executive positions.

（尽管有所进步，但许多人认为玻璃天花板仍然存在，阻碍了合格的女性晋升到最高管理职位。）

Mentorship programs can help break the glass ceiling by providing guidance and opportunities for underrepresented groups.

（导师计划可以通过为代表性不足的群体提供指导和机会，来帮助打破玻璃天花板。）

<mark>portfolio career - 组合式职业</mark>

Many millennials prefer a portfolio career, combining freelance writing, consulting, and teaching, which offers variety and flexibility.

（许多千禧一代更喜欢组合式职业，将自由撰稿、咨询和教学结合起来，这提供了多样性和灵活性。）

A portfolio career allows individuals to diversify their income streams and pursue multiple passions simultaneously.

（组合式职业使个人能够分散收入来源，同时追求多种热情所在。）

<mark>autonomy - 自主权</mark>

Employees who are given more autonomy over their work schedules often report higher levels of job satisfaction and creativity.

（被赋予更多工作日程自主权的员工通常报告更高的工作满意度和创造力。）

A certain degree of autonomy is crucial for research and development teams to experiment and innovate effectively.

（一定程度的自主权对于研发团队有效进行实验和创新至关重要。）

<mark>economic downturn / recession - 经济低迷/衰退</mark>

Businesses need robust contingency plans to survive an unexpected economic downturn.（企业需要强有力的应急计划来度过意外的经济低迷期。）

During a recession, consumer confidence typically falls, leading to reduced spending on luxury items.（在经济衰退期间，消费者信心通常会下降，导致奢侈品支出减少。）

<mark>fiscal policy / monetary policy - 财政政策/货币政策</mark>

The government used expansionary fiscal policy, such as tax cuts and increased public spending, to stimulate the economy.

（政府使用扩张性财政政策，如减税和增加公共支出，来刺激经济。）

Central banks often adjust monetary policy, like interest rates, to control inflation and manage economic growth.

（中央银行经常调整货币政策，如利率，以控制通货膨胀和管理经济增长。）

global supply chain - 全球供应链

The pandemic highlighted the vulnerability of complex global supply chains to disruptions.

（这场疫情凸显了复杂的全球供应链容易受到干扰的脆弱性。）

Companies are now re-evaluating their global supply chains, considering more regional suppliers to increase resilience.

（公司现在正在重新评估其全球供应链，考虑更多的区域性供应商以增强韧性。）

sustainable development - 可持续发展

True sustainable development seeks to balance economic growth with environmental protection and social equity.

（真正的可持续发展寻求平衡经济增长与环境保护和社会公平。）

Investors are increasingly looking to fund companies whose practices align with the principles of sustainable development.

（投资者越来越倾向于资助那些实践符合可持续发展原则的公司。）

public-private partnership (PPP) - 公私合营

The new airport terminal was built through a successful public-private partnership, sharing both funding and expertise.

（新的机场航站楼是通过成功的公私合营模式建造的，共享资金和专业知识。）

PPPs can be an effective model for developing large-scale infrastructure projects that serve the public interest.

（公私合营可以是开发服务于公共利益的大型基础设施项目的有效模式。）

buying power / market leverage - 购买力/市场影响力

Large supermarket chains have immense buying power, which allows them to negotiate lower prices from suppliers.

（大型连锁超市拥有巨大的购买力，这使得他们能够从供应商那里谈判获得更低的价格。）

A company with significant market leverage can often set industry standards and influence trends. （一家拥有重大市场影响力的公司通常可以设定行业标准并影响趋势。）

capitalize on - 利用（机会）

Successful entrepreneurs are quick to capitalize on emerging market trends and new technologies. （成功的企业家能迅速利用新兴市场趋势和新技术。）

The company failed to capitalize on its early lead in the market, allowing competitors to catch up.

（该公司未能利用其早期的市场领先优势，让竞争对手赶了上来。）

streamline processes - 精简流程

We need to streamline our approval processes to reduce bureaucracy and speed up project delivery. （我们需要精简审批流程，以减少官僚主义并加快项目交付。）

Introducing digital tools has helped many organizations streamline their administrative processes and cut costs. （引入数字化工具帮助许多组织精简了行政管理流程并降低了成本。）

foster innovation - 促进创新

A culture that encourages experimentation and tolerates failure is more likely to foster innovation.

（一种鼓励实验并容忍失败的文化更有可能促进创新。）

Universities play a key role in fostering innovation by bridging academic research and

industry applications.

（大学通过连接学术研究和产业应用，在促进创新方面发挥着关键作用。）

<mark>mitigate risks - 降低风险</mark>

Diversifying your investment portfolio is a classic strategy to mitigate financial risks.

（分散你的投资组合是降低财务风险的经典策略。）

Thorough planning and scenario analysis are essential to identify and mitigate potential risks in a new venture. （全面的规划和情景分析对于识别和降低新企业中的潜在风险至关重要。）

<mark>allocate resources - 分配资源</mark>

A key managerial skill is knowing how to allocate limited resources, like time and budget, to the most critical tasks.

（一项关键的管理技能是知道如何将有限的资源，如时间和预算，分配到最关键的任务上。）

Governments must carefully allocate resources between healthcare, education, and infrastructure to ensure balanced development.

（政府必须在医疗保健、教育和基础设施之间谨慎分配资源，以确保平衡发展。）