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Vocabulary: business 词汇: 商业

Do you have a **business brain**? Are you always looking for the next **big idea**? Maybe, like me, you might feel setting up a new company is something you might do when you're older, when you have more experience. But that's not always the case. While some of us may feel young adulthood is a time of tentatively finding our place in the world, sleeping late and partying hard, others are already on a path to great business success. Take the **founder** of Microsoft, Bill Gates, who started his company as a young university student at Harvard in the US. There are many other examples of young **entrepreneurs** who have become hugely successful, proving that there's no minimum age to becoming **top dog**.



Too young to know what you're doing?

But to be the next business **executive** requires effort. You need to **acquire a keen mind** and good business **acumen** and above all, you need enthusiasm. Starting a new business comes with an element of risk but if you are able to spot the next big idea, it's probably worth giving it a try. Jessica Rose owns a jewellery making business and admits that "when I first started I had no business training whatsoever... but I kind of woke up one day and thought I'd really love to be a jewellery designer." She went on to be a successful young entrepreneur.

Being young and in business does have its **drawbacks**; you may worry you have nothing to **bring to the table** and that the people who work for you tend to be older and wiser. That's what young British entrepreneur Suleman Sacranie found. He started his third business whilst studying chemistry at university. He says "now I've got two additional directors who have grey hair" but when they first started he says he "could tell they were thinking in the back of their heads, 'I've got a kid sitting in front of me.'"

You may think setting up a new start-up is **easier said than done**. As well as ideas, you need **financial backing** and expert guidance. But if you're studying hard at university and don't have the desire to go into business and make your fortune, keep on studying – an education is **priceless!**

词汇表

a business brain	经商头脑，商业头脑
big idea	创意，想法
founder	创始人
entrepreneur	企业家
top dog	权威，优胜者
executive	主管，经理
acquire	获得，取得
a keen mind	敏锐的头脑
acumen	敏锐，精明
drawback	弱点，缺点
to bring to the table	提供有用的东西
easier said than done	说来容易做起来难
financial backing	资金支持，财政支援
priceless	无价的

测验与练习

1. 阅读课文并回答问题。

1. Where was Bill Gates studying when he founded his company, Microsoft?
2. What did British entrepreneur Suleman Sacranie say to suggest two of his employees were much older than him?
3. Name something, mentioned in the article, that you need to start up a new business.
4. True or false? *You have to be at least 21 years old to start out in business.*
5. Which word in the text means having a lot of energy or excitement about something?

2. 请你在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. John thought he was _____ and would boss everyone around even though he wasn't actually the boss.

top cat	topping dog	top dog	dog top
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2. She has _____ the knowledge to be able to do all the online accounts.

founded	acquired	backed	required
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3. One of the _____ of going by train is that it takes much longer than going by plane.

drawbridges	drawbacks	drawbacked	drawback
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4. I'll never replace my stolen engagement ring. It was _____ .

cheap	priceful	worthless	priceless
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5. Jim can finally open his new cafe now that he has the _____ .

big idea	founding	financial backing	top dog
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答案

1. 阅读课文并回答问题。

1. Where was Bill Gates studying when he founded his company, Microsoft?

Harvard in the US.

2. What did British entrepreneur Suleman Sacranie say to suggest two of his employees were much older than him?

He said two directors have 'grey hair'.

3. Name something mentioned in the article that you need to start up a new business.

Ideas, financial backing, expert guidance.

4. True or false? *You have to be at least 21 years old to start out in business.*

False. The article says "there's no minimum age to becoming top dog."

5. Which word in the text means having a lot of energy or excitement about something?

Enthusiasm.

2. 请你在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. John thought he was **top dog** and would boss everyone around even though he wasn't actually the boss.

2. She has **acquired** the knowledge to be able to do all the online accounts.

3. One of the **drawbacks** of going by train is that it takes much longer than going by plane.

4. I'll never replace my stolen engagement ring. It was **priceless**.

5. Jim can finally open his new cafe now that he has the **financial backing**.