

Unit

1

Success

Warming Up

Read the quotations aloud. Make comments and then recite them.

1 贵有恒, 何必三更起五更眠。最无益, 只怕一日曝十日寒。

——毛泽东

2 The secret of achievement is to hold a picture of a successful outcome in the mind.

— Henry David Thoreau

A Vocabulary

Read the new words aloud and try to work out their meanings in the text.

New Words

- | | |
|---|--|
| 2 subordinate /sə'bo:dɪnət/ <i>adj.</i> | 29 investment /ɪn'ves(t)m(ə)nt/ <i>n.</i> |
| 4 thrust /θrʌst/ <i>vt.</i> | 36 apt /æpt/ <i>adj.</i> |
| 7 janitor /'dʒænitə/ <i>n.</i> | 36 tumble /'tʌmbəl/ <i>vi.</i> |
| 8 salutary /'sæljʊtri/ <i>adj.</i> | 40 liquor /'lɪkə/ <i>n.</i> |
| 18 foreman /'fɔ:mən/ <i>n.</i> | 40 indorse /ɪn'dɔ:s/ <i>vt.</i> |
| 19 extensive /ɪk'stensɪv/ <i>adj.</i> | 41 surplus /'sɜ:ples/ <i>adj.</i> |
| 21 prime /praɪm/ <i>adj.</i> | 43 expenditure /ɪk'spendɪtʃə/ <i>n.</i> |
| 22 exclusively /ɪk'sklu:sɪvli/ <i>adv.</i> | 44 ultimate /'ʌltɪmət/ <i>adj.</i> |
| 27 scatter /'skæta/ <i>vt.</i> | |

B Skimming

Read Text A and go through the statements within seven minutes. Circle the numbers of the correct statements.

- 1 Many leading businessmen of Pittsburgh started their business career with insignificant positions.
- 2 Through his personal observation, the author believes that one is definitely to succeed if starting from sweeping floors for others.
- 3 When you start your career, you must envision a high position in order to achieve success.
- 4 The author suggests those who have a good beginning in their career should have ambitious objectives.
- 5 There is no secret to success according to the text.
- 6 Your business is more likely to fail if you put all your capital in one place.
- 7 American businessmen don't concentrate on one single investment which leads to their final success.
- 8 Sharing the same interests with the company you work for is one of the valuable suggestions put forward by the author.
- 9 The last paragraph serves as the concluding part in which the author explains the secrets to success clearly.
- 10 Being patient with yourself and having faith in yourself will help you win the day.

*Andrew Carnegie*

It is well that young men should begin at the beginning and occupy the most **subordinate** positions. Many of the leading businessmen of Pittsburgh had a serious responsibility **thrust** upon them at the very threshold of their career. They
5 were introduced to the broom, and spent the first hours of their business lives sweeping out the office. I notice we have **janitors** and janitresses now in offices, and our young men unfortunately miss that **salutary** branch of business education. But if by chance the professional sweeper is absent any
10 morning, the boy who has the genius of the future partner in him will not hesitate to try his hand at the broom. It does not hurt the newest comer to sweep out the office if necessary. I was one of those sweepers myself.

Assuming that you have all obtained employment and are
15 fairly started, my advice to you is “aim high”. I would not give a fig for the young man who does not already see himself the partner or the head of an important firm. Do not rest content for a moment in your thoughts as head clerk, or **foreman**, or general manager in any concern, no matter how **extensive**. Say
20 to yourself, “My place is at the top.” Be king in your dreams.

And here is the **prime** condition of success, the great secret: concentrate your energy, thought, and capital **exclusively** upon the business in which you are engaged. Having begun in one line, resolve to fight it out on that line, to lead in it, adopt
25 every improvement, have the best machinery, and know the most about it.

The concerns which fail are those which have **scattered** their capital, which means that they have scattered their brains also. They have **investments** in this, or that, or the other, here,
30 there, and everywhere. “Don’t put all your eggs in one basket.” is all wrong. I tell you to “put all your eggs in one basket, and then watch that basket”. Look around you and take notice—men who do that not often fail. It is easy to watch and carry the one basket. It is trying to carry too many baskets that
35 breaks most eggs in this country. He who carries three baskets must put one on his head, which is **apt** to **tumble** and trip him up. One fault of the American businessman is lack of

concentrations.

To summarize what I have said: aim for the highest; never enter a bar room;
40 do not touch **liquor**, or if at all only at meals; never speculate; never **indorse** beyond
your **surplus** cash fund; make the firm's interest yours; break orders always to
save owners; concentrate; put all your eggs in one basket, and watch that basket;
expenditure always within revenue; lastly, be not impatient, for as Emerson says, "no
one can cheat you out of **ultimate** success but yourselves."

Notes

1. Andrew Carnegie

Andrew Carnegie (1835–1919) was a Scottish-born American industrialist who accumulated his fortune in the steel industry and then became a major philanthropist.

2. Pittsburgh (Line 3)

A city of southwest Pennsylvania, USA, known as the Steel City, City of Bridges and City of Champions.

3. ... had a serious responsibility thrust upon them (Lines 3–4)

重任落在他们身上。属于have sth. done结构；thrust为过去分词。

4. put all your eggs in one basket, and then watch that basket (Lines 31–32)

This means if people put all their eggs in one basket, then they have no alternatives but to devote all their efforts or resources to doing one thing until they succeed.

5. be not impatient (Lines 43)

相当于don't be impatient，但文体风格上更加正式。

6. Emerson (Line 43)

Ralph Waldo Emerson (1803–1882) was an American lecturer, poet and essayist.

STUDY READING

A Structure Analysis

Now read the text carefully. As you read, write down the main idea of each part.

Introduction (Para. 1): (1) _____ _____ _____
Body (Paras. 2–4): Para. 2 : (2) _____ Paras. 3–4: (3) _____ _____
Conclusion (Para. 5): (4) _____

B Reading Comprehension

I True or False: Write *T* for True or *F* for False based on the information in the text.

- _____ It is suggested that new comers should sweep the office when it is necessary.
- _____ Nowadays, young men seldom have the opportunity to take up the broom since there are professional cleaners.
- _____ A young man should dream of becoming a head clerk, a foreman or a general manager.
- _____ People who want to succeed are supposed to devote all their energy to their business.
- _____ Putting all your eggs in one basket will save your energy.
- _____ If you want to succeed, the most important approach is to quit drinking and smoking.
- _____ Avoiding overspending is one of the contributing factors to success.
- _____ Having patience is one of the tips for success.



II Blank Filling: Fill in each blank with no more than three words, based on the text.

- 1 Even the leading businessmen were once _____ the subordinate positions.
- 2 When the professional sweeper isn't at work _____, the promising young partner will do some sweeping.
- 3 The young man who doesn't aim high will not be _____.
- 4 Even if you are promoted to a head clerk, or foreman, or general manager, do not _____ but aim at the top.
- 5 The primary condition of success is to _____ what you are engaged in and make use of all your energy, thought and capital.
- 6 Putting all your eggs in one basket means _____ one thing and one place.
- 7 When you carry three baskets, you have to put one on your head which will easily fall and _____ you _____.
- 8 "Making ends meet" means that the money you spend should be _____.

III Questions: Answer the following questions.

- 1 What kind of serious responsibility did many leading businessmen of Pittsburgh have at the beginning of their career?
- 2 What is the writer's attitude toward the young man's sweeping while the sweeper is absent one morning?
- 3 What advice does the writer give to young men?
- 4 What is the great secret to success?
- 5 What is the possible reason for the companies which scatter the capital to fail easily?
- 6 What does the writer compare "egg" and "basket" to?
- 7 What does the quote "no one can cheat you out of ultimate success but yourselves" mean?
- 8 Besides the factors mentioned in the text, what is the key to success according to your understanding?

WORD BUILDING

A Prefabs

Exercise 1 Multi-matching: Word Combination

I Study the meanings of the nouns in the table.

Active Nouns

4 threshold /'θreʃhəʊld/	[C] If you are at/on the threshold of something exciting or new, you are about to experience it.
4 career /kə'riə/	[C] A career is a job or profession that someone does for a long period of his life.
27 concern /kən'sɜ:n/	[C] You can refer to a company or business as a concern, when you are describing what type of company or business it is.
41 fund /fʌnd/	[C] Funds are amounts of money that are available to be spent, especially money that is given to an organization or a person for a particular purpose.
43 revenue /'revənju:/	[U] Revenue is money that a company, organization or government receives from people.

II Now choose a word from Column A and then another word from Column B to form a meaningful expression. Form as many as you can. The first one is done for you as an example.

A	B	
primary		
professional	career	
legal	concern	
huge	revenue	
overall	fund	
critical	threshold	
mutual		
annual		

Exercise 2 Blank Filling: Active Verbs

I Study the meanings and usages of the verbs in the table.

Active Verbs

2	occupy /'ɒkjʊpaɪ/ <i>vt.</i> <i>V n</i>	If someone or something occupies a particular place in a system, process, or plan, they have that place. <i>to occupy a quality position in the market place</i>
11	hesitate /'hezɪteɪt/ <i>vi.</i> <i>V to v</i>	If you hesitate to do something, you delay doing it or are unwilling to do it because you are not certain whether it would be right. If you do not hesitate to do something, you do it immediately. <i>to hesitate to apply certain words</i> <i>not to hesitate to take unpopular decisions</i>
14	assume /ə'sju:m/ <i>vt.</i> <i>V that</i>	If you assume that something is true, you suppose that it is true, sometimes wrongly. <i>to assume that the two continents are similar</i>
22	concentrate /'kɒnsəntreɪt/ <i>vt./vi.</i> <i>V (n) on n</i>	If you concentrate on/upon something or concentrate your mind on it, you give all your attention to it. <i>to concentrate his attention on driving</i> <i>to concentrate on his studies</i>
23	engage /ɪn'geɪdʒ/ <i>vi.</i> <i>V in n</i>	If you engage in an activity, you do it or are actively involved with it. [Formal] <i>to engage in family activities</i>
24	resolve /rɪ'zɒlv/ <i>vi.</i> <i>V to v</i>	If you resolve to do something, you make a firm decision to do it. <i>to resolve to report the matter to the hospital's nursing manager</i>
24	adopt /ə'dɒpt/ <i>vt.</i> <i>V n</i>	If you adopt a new attitude, plan, or way of behaving, you begin to have it. <i>to adopt a positive approach to the environment</i>
40	speculate /'spekjʊleɪt/ <i>vi.</i> <i>V in n</i>	When someone speculates financially, they buy property, stocks or shares, in the hope of being able to sell them again at a higher price and make a profit. <i>to speculate in property whose value has now dropped</i>

II Now complete the sentences with the verbs in the table above. You need to change the form where necessary.

- Gambling on sports is like _____ in the stock market.
- I do hope this clarifies the point you have raised and if I can be of any further help, please do not _____ to contact me.
- Having recently moved to the city, he decided to _____ all his efforts on finding somewhere more permanent to live.
- Most people won't go and see a band who they haven't heard of. Similarly, people tend to _____ that if they have heard of a band, then they are probably worth going to see.
- Spain _____ about 85 percent of the Iberian Peninsula, with Portugal on its western border.

- 6 Larger numbers of better funded people are now _____ in research in neurosciences (神经科学), contributing to rapid advances of the field.
- 7 It is important to keep in mind that whatever method is _____ for quitting smoking, the most important factor is willpower.
- 8 In his address, the president added that the new year would bring new challenges and called on people to _____ to meet them with fresh hope.

Exercise 3 Prefab Translation

I Discuss the meanings of the following prefabs in the text and learn them by heart.

Prefabs

1 <i>begin at the beginning</i>	17 <i>rest content</i>
4 <i>at the (very) threshold of</i>	23 <i>be engaged in</i>
9 <i>by chance</i>	25-26 <i>know the most about</i>
15 <i>aim high</i>	30 <i>put all your eggs in one basket</i>
15-16 <i>not give a fig for</i>	31 <i>all wrong</i>

II Translate the following into English, using the prefabs in the table above.

- 1 某个无法从头说起的老大难问题 _____
- 2 移动支付时代来临之际 _____
- 3 和某人在磁悬浮列车上不期而遇 _____
- 4 力争上游, 放眼世界 _____
- 5 对旁人的闲言碎语不屑一顾 _____
- 6 满足于以往的经验 and 成绩 _____
- 7 经营电商零售业务 _____
- 8 最为熟悉的研究领域 _____
- 9 切勿孤注一掷。 _____
- 10 把信息全搞错了 _____



B Partial Dictation

Listen to the sentences and fill in the blanks with what you hear.

- 1 A great number of leading businessmen in Pittsburgh _____ laid on them at the very beginning of their career development.
- 2 Unfortunately, some young men cannot _____ the beneficial business education, because some janitors and janitresses are employed in their offices.
- 3 If the professional cleaner happens to be out in the morning, the young man _____ a future leading businessman will definitely pick up the broom for himself.
- 4 Please aim high and never _____ the thoughts in your mind as head clerk, or foreman, or general manager concerned, no matter how extensive the firm you are working for is.
- 5 _____ the business in which you are involved is the primary condition and the secret to success.
- 6 Once you start your career in one field, you should be determined to fight it out, top in that field, _____, employ the best machinery, and know it very well.
- 7 We should not invest everywhere, because scattering capital could _____.
- 8 Patience is an essential factor _____, as Emerson says, "no one can cheat you out of ultimate success but yourselves."

C Sentence Translation

Translate the Chinese sentences into English, using the expressions in the brackets.

- 1 新春佳节时, 我们通常会清扫家中所有的灰尘。(sweep out)

- 2 这些跨国公司在中国的一线城市投资巨大。(have investments in)

- 3 这一消息立刻引起了演艺界和粉丝们的关注。(take notice)

- 4 假定那是真的, 我们现在该怎么办?(assuming that)

- 5 吃饭时盘子杯子弄出声响, 是不礼貌的。(at meals)
