

social



/ˈsoʊʃəl/

adj. 社会的, 社交的

social insurance

社会保险

social media

社交媒体

social worker

社会福利工作者

modern **society**

现代社会

society

Youth **social** workers provide services in a variety of settings.

青年社会福利工作者在各种环境中提供服务。

All human beings are part of **society** and everyone in **society** has different **social** roles and duties.

所有人都是社会的一部分, 社会中的每个人都有不同的社会角色和职责。

Taking outdoor activities regularly is a good way to keep fit and improve your **social** life.

定期参加户外活动是保持身体健康和改善社交生活的好方法。

Day
1

management



/ˈmænɪdʒmənt/

n. 管理, 管理层

marketing **management**

营销管理层

team **management**

团队管理

managerial skill

管理技巧

project **manager**

项目经理

manager

managerial

Marketing **management** performs all **managerial** functions in the field of marketing.

营销管理层履行营销领域所有的管理职能。

The goal of team **management** is to ensure all group members work together to a common goal.

团队管理的目标是确保所有团队成员为共同的目标一起努力。

Day
2

quality



/'kwɔ:ləti/

n. 质量

quality control

质量控制

quality management

质量管理

quality standard

质量标准

quality system

质量体系

high-**quality** product

高质量产品

qualitative research

定性研究

qualitative

Effective **quality** management may result in better products that could be produced at a cheaper price.

有效的质量管理可以用更低的价格生产出更优质的产品。

Nearly every one of our brand planning activities involves **qualitative** research.

我们几乎每一个品牌策划活动都涉及定性研究。

Note

You should say “quality of life” instead of “living quality” or “life quality”.

Day
3

organization



/ˌɔːrgənə'zeɪʃən/

n. 组织

organization performance

组织绩效

government **organization**

政府组织

non-profit **organization**

非营利组织

organize

The family is one of the most important

organizations in the world.

家庭是世界上最重要的组织之一。

We ought to **organize** more social events.

我们应该组织更多社交活动。



Note

世界知识产权组织 (World Intellectual Property Organization,
简称 WIPO)

Day
4

service



/ˈsɜːrvɪs/

n. 服务, 公共服务, 公共事业机构

community **service**

社区服务

customer **service**

客户服务

domestic **service**

家政服务

public **service**

公共服务

civil **servant**

公务员

servant

Customer **service** functions have become strategic components within the public sector.

客户服务功能已成为公营部门的战略组成部分。

There is an increasing demand for public **services** in recent years.

近年来, 人们对于公共服务的需求不断上升。

These workers in the emergency **services** are forbidden from striking.

这些紧急服务机构的工作人员是禁止罢工的。

Day
5

market



/ˈmɑːrkit/

n. 市场

market economy

市场经济

market share

市场份额, 市场占有率

labor **market**

劳务市场

target **market**

目标市场

marketing concept

营销理念

marketing strategy

营销战略

marketing

Governments are likely to use unemployment benefits to regulate the labor **market**.

政府可能利用失业救济金来调节劳务市场。

Company sales improved dramatically following an effective **marketing** campaign.

在一次卓有成效的营销活动后, 公司的销售额显著提高。

Day
6

labor



/ˈleɪbər/

n. 劳动，劳动力，工人

labor force

劳动力

labor relationship

劳动关系

labor supply

劳动力供应

labor union

工会

manual labor

体力劳动

Without legal **labor** relationship, the wages, working hours, or **labor** protection of domestic workers cannot be guaranteed.

没有合法的劳动关系，家务劳工的工资、工作时间和劳动保护就得不到保障。

If more poor people are unemployed, they will be more marginal in the **labor** market.

如果有更多的穷人失业，他们在劳务市场上将处于更边缘的地位。

Note

labor 是美式拼写，其英式拼写为 **labour**。

Day
7

brand



/brænd/

n. 品牌

brand awareness

品牌知名度

brand communication

品牌传播

brand development index

品牌发展指数

brand image

品牌形象

branding

The first strategy they use to make a product acceptable is to increase **brand** communication.

他们为了让产品被接受，采取的第一个策略是增加品牌传播。

Many companies create internal **branding** programs to help employees understand the meaning of the **brand**.

许多公司开展品牌内部推广计划，帮助员工理解品牌的含义。

Note

品牌发展指数 (BDI) 用来衡量一个品牌在区域市场的发展程度。
公式为：品牌在该地区的销售 (消费者人数) 占全部销售 (消费者人数) 的比例 / 该区人口占全部人口的比例 $\times 100$ 。

Day
8

charity



/ˈtʃærəti/

n. 慈善机构，慈善事业

charity fund

慈善基金

charity organization

慈善组织

charitable

Every decision must be based on the interests of the **charity** and the needs of all its beneficiaries.

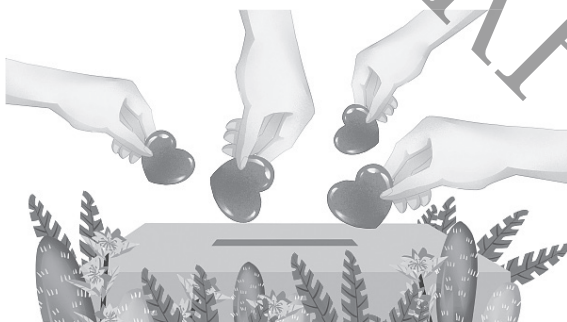
每个决定都必须以慈善机构的利益和所有受益人的需求为基础。

Several **charities** sent aid to the flood victims.

有几家慈善机构已向洪灾灾民送去了救援物资。

Eighty percent of the funds raised have to be applied for **charitable** purposes.

百分之八十的募集资金必须用于慈善目的。



Note

英式英语中，慈善商店可以用 **charity shop** 表示，美式英语中更常用 **thrift shop**。

Day
9

employment



/ɪm'plɔɪmənt/

n. 职业，就业

employment agency

职业介绍所

full-time **employment**

全职工作

employee involvement

员工参与

employ

employee

Such training is advantageous in gaining permanent **employment** in the field.

这种培训对于在该领域获得“铁饭碗”是很有优势的。

This company has **employed** over 2,000 people.

这家公司已经雇用了 2000 多名员工。

Human resources consultants assist in improving **employee** relations.

人力资源顾问协助改善员工关系。

Day
10

worker



/ˈwɜːrkər/

n. 雇员, 工作者

domestic **worker**

家务劳工

working condition

工作条件

working hour

工作时间

working

Domestic **workers** may be working in a country in which they are not national, thus referred to as migrant domestic **workers**.

家务劳工可能不在自己本国工作, 因此他们被称为移民家务劳工。

Failure to pay wages on time is considered as an attack on **workers'** rights.

不按时发工资被视为是对雇员权利的侵犯。

Day
11

event



/ɪ'vent/

n. 活动, 事件

event coordinator

活动协调员

event management

活动管理, 事件管理

business **event**

商务活动

risk **event**

风险事件

social **event**

社交活动

Some colleges and universities offer business **event** management training.

一些院校提供商务活动管理培训。

The school has organized a charity **event** for his severe illness.

学校为他的重病举办了一次慈善活动。

Day
12

product



/'prɒ:dʌkt/

n. 产品，制品

production and distribution

生产与分销

production line

生产线，流水线

production

productive

Product design deals with the conversion of ideas into reality.

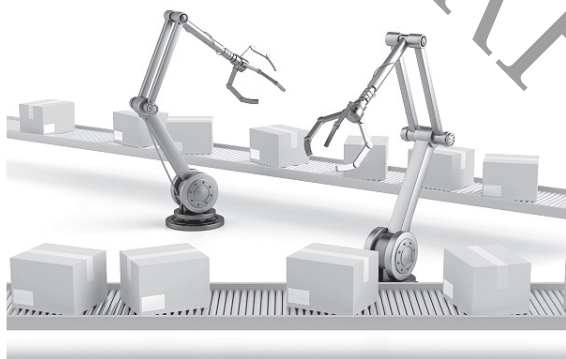
产品设计是将理念转化为现实的过程。

He works in marketing and **product** development.

他从事营销和产品开发。

She praised that highly **productive** meeting for adopting several effective decisions.

她称赞那次会议卓有成效，因为会上通过了好几项有效决策。



Day
13

patent



/ˈpætnt/

n. 专利, 专利权

patent holder

专利权所有人

patent infringement

专利侵权

apply for a **patent** for...

申请一项……的专利

It is an obligation for **patent** holders to disclose valuable information about their inventions to the public.

专利权所有人有义务向公众披露有关其发明的有用信息。

If your company is accused of **patent** infringement, it is suggested that you hire an experienced **patent** lawyer to conduct an in-depth infringement analysis and review the validity of the **patent** at issue.

如果你的公司被指控专利侵权，建议聘请有经验的专利律师进行深入的侵权分析，并审查相关专利的有效性。

Day
14

need



/ni:d/

n. 需求, 生活必需品

basic **needs**

基本生计

consumer **need**

客户需求

meet a **need**

满足需求

Supporting guideline standards and other documents are developed and updated on a continual basis to meet the **needs** and expectations of users and the market itself.

为满足用户和市场自身的需求和期望, 需要不断制定和更新支持性指导标准和其他文件。

A professional assessment will help children with special educational **needs** get some appropriate supports.

专业评估将帮助有特殊教育需求的儿童获得适当的支持。

Day
15