

Unit 4

Strategies for Selling Products Online

Contents

New Words

Abbreviations

Phrases

参考译文

New Words

| | | |
|----------------------|--------------------|---------------------|
| literal | [ˈlɪtərəl] | adj.照字面的；原义的；缺乏想象力的 |
| frustrating | [frʌˈstreɪtɪŋ] | adj.使人沮丧的，令人泄气的 |
| founder | [ˈfaʊndə] | n.创始人，建立者 |
| pricey | [ˈpraɪsi] | adj.价格高的，昂贵的 |
| withstand | [wɪðˈstænd] | v.经受住；承受 |
| pet | [pet] | n.宠物 adj.宠爱的，溺爱的 |
| durability | [ˌdʒʊərəˈbɪləti] | n.耐久性，持久性 |
| playful | [ˈpleɪfl] | adj.顽皮的，爱玩的 |
| ultra-durable | [ˈʌltrə ˈdʒʊərəbl] | adj.超耐用的 |
| annoyance | [əˈnɔɪəns] | n.生气，烦恼 |
| enthusiastic | [ɪnθjuːzɪˈæstɪk] | adj.非常感兴趣的，热心的 |
| hobby | [ˈhɒbi] | n.业余爱好 |
| incline | [ɪnˈklaɪn] | v.（使）偏向，倾向于 |



New Words

| | | |
|----------------------|----------------------|--|
| qualifier | ['kwɒlɪfaɪə] | n.合格者, 已取得资格的人; [语]修饰语; 预选赛, 资格赛; |
| passion | ['pæʃn] | n.热情, 热衷的爱好 |
| disaster | [dɪ'zɑ:stə] | n.灾难; 不幸 |
| know-how | [nəʊ haʊ] | n.诀窍; 专门技能; 专有技术 |
| hurdle | ['hɜ:dl] | n.障碍, 困难 |
| skill | [skɪl] | n.技能, 技巧, 本领 |
| knowledgeable | ['nɒlɪdʒəbl] | adj.博学的, 有见识的 |
| duplicate | ['dju:plɪkət] | v.重复; 复制 adj.复制的; 副本的 n.复制品 |
| abundant | [ə'bʌndənt] | adj.大量的, 丰富的, 充足的 |
| fad | [fæd] | n.时尚 |
| trend | [trend] | n.趋势 |



New Words

limelight

[ˈlaɪmlaɪt]

n. 公众注意的中心

vt. 使显露头角；使受到注目

novelty

[ˈnɒvlti]

n. 新奇的事物；新颖小巧而价廉的物品

adj. 新奇的；风格独特的

gimmick

[ˈɡɪmɪk]

n. 产品广告噱头

hashtag

[ˈhæʃtæg]

n. 标签

popularity

[ˌpɒpjʊˈlærəti]

n. 流行，普及

showcase

[ˈʃəʊkeɪs]

n. 玻璃柜台，玻璃陈列柜

v. 展示（优点）

glean

[ɡliːn]

vt. 搜集（信息、知识等）

inspiration

[ˌɪnspəˈreɪʃn]

n. 灵感；好主意

shortcoming

[ˈʃɔːtkʌmɪŋ]

n. 短处，缺点

wishlist

[wɪʃlɪst]

n. 心愿单

improvement

[ɪmˈpruːvmənt]

n. 改进，改善，改良



New Words

organic

[ɔ: 'gæni:k]

adj. 有组织的, 系统的; 有机的

undeniably

[,ʌndɪ'naɪəbli]

adv. 不可否认地, 无可争辩地

flop

[flɒp]

n. 失败

vi. 砸锅

wholesale

['həʊlseɪl]

adj. 批发的; 大规模的

adv. 用批发方式; 以批发价

n. 批发



Phrases

pain point

痛点

be in business

经商，做生意；万事俱备

wear and tear

磨损，损耗

everyday life

日常生活

appeal to

吸引

be passionate about

对某事有热情

be involved in

参与；涉及

niche market

细分市场

ins and outs

底细；细节

turn ... into ...

把...转换为...

capitalize on

利用

surge into

涌入

fizzle out

终于失败；告吹



Phrases

keep an eye on

注意；留意

potential opportunity

潜在机会

front page

头版

a bit of

一点

customer review

顾客评论

marketing channel

销售渠道

litmus test

试金石，决定性测试

product validation

产品验证

upfront investment

前期投资

factor in

考虑



Abbreviations

COGS (Cost Of Goods Sold)

ROI (Return On Investment)

销售成本

投资回报率



难句讲解

原句

[1] After talking to other dog owners at their local park, the founders, Lucy and Zak, noticed pet owners were continually frustrated that the pricey dog toys they were buying lacked the durability needed to withstand the wear and tear of a playful pet.

讲解

本句中，the founders 是主语，noticed是谓语，pet owners were continually frustrated that the pricey dog toys they were buying lacked the durability needed to withstand the wear and tear of a playful pet是一个宾语从句，作noticed的宾语。在该从句中，they were buying是一个定语从句，修饰和限定the pricey dog toys，needed to withstand the wear and tear of a playful pet是一个过去分词短语，作定语，修饰和限定the durability。After talking to other dog owners at their local park是时间状语，Lucy and Zak是the founders的同位语。

难句讲解

原句

[2] It's worth paying close attention whenever you notice common frustrations with an existing line of products.

讲解

本句中，**whenever you notice common frustrations with an existing line of products**是一个时间状语从句。**It's worth doing sth.**的意思是“值得做某事”。这里**it**是形式主语。例如：

It is worth keeping an eye on rates over the coming weeks.

值得关注未来几周的利率。

It's worth checking the details of the contract before you sign it.

在你签署合同之前，检查一下合同的细节是值得的。

难句讲解

原句

[2] It's worth paying close attention whenever you notice common frustrations with an existing line of products.

讲解

He proposed a new idea yesterday. It is well worth considering.

他昨天提出了一个新主意。它很值得考虑。

If a book is worth reading, it is worth buying.

如果一本书值得读，那它就值得买。

She has capabilities as a businesswoman and is well worth training.

她具有商人的潜能，很值得培养。

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：
<https://d.book118.com/757051156040006056>