



CHAPTER REVIEW 6 - 01-02 브라질의 콩 생산



- *brazilian soybean production*

- 〈1〉 Preserving the Amazon rainforest is a top priority for Brazil.
- 〈2〉 The rapid expansion of soybean and cattle farming there during the 1990s and early 2000s led to alarming rates of deforestation.
- 〈3〉 Over the past ten years, however, with government support, activists and farmers have protected more than 33,000 square miles of rain forest—an area equal to more than 14 million soccer fields.
- 〈4〉 Saving these forests has kept 3.5 billion tons of carbon dioxide out of the atmosphere.
- 〈5〉 Yet even under these land restrictions, Brazil's soybean production has increased.
- 〈6〉 The country is now the world's second largest producer of the crop.



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〈7〉 How did this happen?

〈8〉 Farmers focused on efficiency.

〈9〉 Using new machinery and early maturing seeds

enabled them to squeeze an additional planting into the standard growing season.

〈10〉 According to the U.S. Department of Agriculture,

Brazil's 2014 -15 soybean crop hit a record 10.42 million tons, up 8.6 million tons from the year before, as farmers made better use of their fields.

〈11〉 This progress, says the World Bank's Juergen

Voegele, is an example of how "producing more food can be in harmony with protecting the environment.



CHAPTER REVIEW 6 - 03-05 업무 관계에서 중요한 것



- *important things in business relations*

- ① Matt was attending his meeting of the board of directors of a small nutrition company at which the board was to decide which of several national accounting firms the company would use to audit its financial records.
- ② Each firm had sent representatives to make a presentation to the board's auditing committee.
- ③ The auditing committee narrowed the field to two.
- ④ The president of the company, William, who participated in all of the meetings, was asked to give his recommendations to the board.
- ⑤ William began by emphasizing that the senior member of the team sent by the first accounting firm, Dick, was extremely well qualified.
- ⑥ His firm represented more publicly traded companies in the southwest United States than any other, and had the best connections within the business and financial communities.
- ⑦ William described Dick as extremely confident.



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- *important things in business relations*

〈8〉 The impression Dick left was that his firm would be doing William a favor if it agreed to perform the audit, not that he truly cared about the company.

〈9〉 William then told the board that the senior representative of the team from the second accounting firm, John, was younger, and not as confident.

〈10〉 But he was friendly and paid close attention as William described his business, and the role he hoped the accounting firm would fulfill.

〈11〉 John also was well qualified; but his qualifications and experience, and those of his company, didn't measure up to those of the first accounting firm.

〈12〉 After William's presentation to the board, Matt put the question directly to William, "Who do you recommend, and why?" William responded, "I think we should go with the second firm.

〈13〉 John seems like the kind of guy who will think about us when he's shaving."

〈14〉 And that's who got the business—John, the guy who impressed William that he would think about William's company when he was shaving.

〈15〉 That's who usually gets the business and forges the deepest and longest-lasting personal and business relationships; because he's the one whose concern for us makes us feel important.