

BEC中级词汇精选（19）PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/150/2021_2022_BEC_E4_B8_AD_E7_BA_A7_E8_c85_150909.htm behave vt. 表现，运转

例The witness behaved herself with great calmness.那目击者表现得极其冷静。How is your new company behaving?你的新公司运转得怎样？Did you behave yourself at the party?你在聚会上举止得体吗？How is your new car behaving?你的新车跑得怎样

？behaviour n. 举止，行为 运转情况例Their behaviour towards me shows that they do not agree with my plan.从他们对我的态度可以看出他们不同意我的计划。below-the-line advertising 线下广告（不包括广告代理行收费的广告预算）

例Free samples are below-the-line advertising.赠送样品属于线下广告。benchmark n. 基准，衡量标准例These prices will act as a benchmark for other firms.这些价格将作为其他公司的基准。

“inflation...is a great distorter of seemingly fixed economic ideas and benchmarks.” “通货膨胀.....是看来稳定的经济观念和基准的严重误解。”（本杰明*M*弗里德曼）benefit n. 利益

补助，津贴，福利短语public benefit 公益common benefit 共同利益constant benefit 不变效益incremental benefit 增量利润long-term benefit 长期受益；长远利益mutual benefit 互惠，互利plow back benefit 用于再投资的利润例The new regulations will be of great benefit to us all.新规章对我们大家都会大有好处。Are you entitled to claim benefit?你有资格申请救济金吗？

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