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https://www.100test.com/kao_ti2020/33/2021_2022__E5_A4_96_E8_B4_B8_E8_8B_B1_E8_c28_33444.htm DON BRADLEY: I d like you to look at those figures: 堂 . 布拉德利：我想请大家看一下这些数字： DON BRADLEY: I d like you to look at those figures: 堂 . 布拉德利：我想请大家看一下这些数字： As you can see, the maximum retail price for the Mark 2 must be 60. 正如大家所看到的，马克二世的最高价格必须是60。 As you can see, the maximum retail price for the Mark 2 must be 60. 正如大家所看到的，马克二世的最高价格必须是60。 That means, that to keep our margins, our production costs must be no more than 14 per unit. 这就是说，为了保持我们的利润，我们的生产成本每件一定不能超过14。 That means, that to keep our margins, our production costs must be no more than 14 per unit. 这就是说，为了保持我们的利润，我们的生产成本每件一定不能超过14。 DEREK JONES: I d rather have a retail price of 75. 德里克 . 琼斯：我宁愿零售价是75。 DEREK JONES: I d rather have a retail price of 75. 德里克 . 琼斯：我宁愿零售价是75。 I don t believe that the Mark 2 can be produced for less than 18 per unit. 我认为马克二世的单个生产成本不会低于18。 I don t believe that the Mark 2 can be produced for less than 18 per unit. 我认为马克二世的单个生产成本不会低于18。 DON BRADLEY: That retail price is not a realistic option, Derek. 堂 . 布拉德利：这样的零售价是不实际的，德里克。 DON BRADLEY: That retail price is not a realistic option, Derek. 堂 . 布拉德利：这样的零售价是不实际

的，德里克。 We've done the research. 我们做过了调查。 We've done the research. 我们做过了调查。 DEREK JONES: But it's not just a toy. This is a genuine breakthrough. 德里克·琼斯：但这不只是个玩具。这是一项真正的突破。 DEREK JONES: But it's not just a toy. This is a genuine breakthrough. 德里克·琼斯：但这不只是个玩具。这是一项真正的突破。 DON: Derek... 堂：德里克..... DON: Derek... 堂：德里克..... DEREK JONES: Let me finish--this is a genuine breakthrough and the market will be prepared to pay a premium price for something that is so advanced. 德里克·琼斯：让我说完--这是个真正的突破，市场对某种如此先进的东西会有所准备的，他们会愿意出高价。 DEREK JONES: Let me finish--this is a genuine breakthrough and the market will be prepared to pay a premium price for something that is so advanced. 德里克·琼斯：让我说完--这是个真正的突破，市场对某种如此先进的东西会有所准备的，他们会愿意出高价。 DON BRADLEY: Derek, let me... 堂·布拉德利：德里克，让我..... DON BRADLEY: Derek, let me... 堂·布拉德利：德里克，让我..... DEREK JONES: Just a minute. 德里克·琼斯：等一下。 DEREK JONES: Just a minute. 德里克·琼斯：等一下。

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