



In a store, part-time employee Leo is restocking¹ the shelves.



- H** Hi! I've collected enough points to **redeem**² a toy. I'd like the limited-edition one, please.
- L** I'm sorry, the toys are **randomly**³ packed in boxes, so you can't choose a **specific**⁴ style.
- H** Can't you make an **exception**?⁵ I'm a regular customer of this store! The manager, Eden, knows me well! Go get her, or I'll report you to her!
- L** I'm really sorry, but my manager is not in the store right now.

(Harry leaves **reluctantly**.⁶)



Eden's phone rings.

- E** Eden **L** Leo
- E** Hello, Leo. How's everything at the store?

L Well, Boss—we had a situation...

(Later)



E ... I see. Think about it: if every customer who knows me could get a limited-edition toy, would that be fair to others?

L Hmm...

E Every customer believes that this random redemption system is fair. If we ourselves don't abide by the rules of the game, it will break the trust between us and our customers. Rebuilding that trust would be very difficult. **Honesty**⁷ is the key to a **respectable**⁸ long-term business.

L I understand. It's like what Warren Buffett once said, "It takes 20 years to build a **reputation**⁹ and five minutes to **ruin**¹⁰ it."



A few days later...

E Eden **L** Leo

E Leo, do you remember that customer who **threatened**¹¹ to report you? Yesterday, he was angrily complaining to me about you not **accommodating**¹² him.

L Ha ha ha! In a way, Harry is also a man of his word!

翻譯 Chinese Translation

在商店內，工讀生 Leo 正在補貨。

Harry: 嗨！我已經集滿點數可以換公仔了，我可以直接選限定版的款式嗎？

Leo: 不好意思！公仔都是裝在紙盒隨機兌換，沒辦法挑選特定款式喔！

Harry: 不能通融一下嗎？我是這家店的常客耶！店長 Eden 跟我很熟！你請店長出來，不然我客訴你！

Leo: 真的不好意思，店長現在不在店裡。

(Harry 悻悻地離開)

Eden 手機鈴聲響起。

Eden: 喂～Leo，店裡還好嗎？

Leo: 唉……店長～我跟你說……

Eden: 我明白了，你想想看，如果每位認識我的客人都能透過我拿到限定版公仔，這樣對其他人公平嗎？

Leo: 嗯……

Eden: 每位客人都相信這個隨機兌換制度是公平的，如果連我們都不遵守這個遊戲規則，就會破壞客人對我們的信任關係，要再建立就很困難了！只有誠信經營，生意才能長久。

Leo: 瞭解～難怪知名企業家華倫·巴菲特說：「信譽可能需要花一輩子的時間才能建立，但只要五分鐘便足以摧毀之」。

過了幾天……

Eden: Leo，還記得那位說要客訴你的客人 Harry 嗎？他昨天拼命跟我抱怨你不通人情呢～

Leo: 哈哈！某方面來說 Harry 也是個「言出必行」的人呢！

字彙 Vocabulary

- restock** [ri'stək] v. 為……補貨、再裝滿
- redeem** [ri'dim] v. 贖回、換回(可指「(將點數等)換成現金或物品」)
補 **redemption** [ri'demʃən] n. 贖回、換回
- randomly** [ˈrændəmli] adv. 隨機地、亂數地
補 **random** [ˈrændəm] adj. 隨機的、亂數的
- specific** [spɪ'sɪfɪk] adj. 特定的、確切的
- exception** [ɪk'seɪʃən] n. 例外(常用 make an exception 指「開個例外」)
- reluctantly** [rɪ'lʌktəntli] adv. 不情願地
- honesty** [ˈɒnəsti] n. 誠實
- respectable** [rɪ'spektəbəl] adj. 正直的、值得尊敬的
- reputation** [ˌreɪpju'teɪʃən] n. 聲譽、名聲
- ruin** [ruən] v. 破壞、摧毀
- threaten** [θreɪn] v. 威脅；揚言要
- accommodate** [ə'kʌməˌdeɪt] v. 給……方便；通融

Info Box

第一段第 1 句 limited edition [lɪmɪtəd] [rɪ'dɪʃən] 指「限量版」，在此加上連字號，作形容詞用。

第二段第 5 句片語動詞 abide by [ə'baɪd] 後面常接規則、法律等，指「遵守……」；形容詞 long-term [lɒŋ'tɜ:m] 表示「長期的」。

第三段第 2 句 a man of his word 指「言出必行的人；信守諾言的人」。

