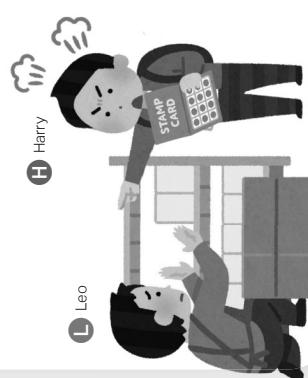




In a store, part-time employee Leo is restocking¹ the shelves.

H Hi! I've collected enough points to **redeem²** a toy. I'd like the limited-edition one, please.



L I'm sorry, the toys are **randomly³** packed in boxes, so you can't choose a **specific⁴** style.

H Can't you make an **exception⁵**? 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 **reluctantly⁶**.)

Eden's phone rings.

E Hello, Leo. How's everything at the store?

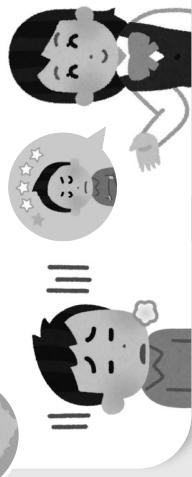
L Well, Boss—we had a situation ...

(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. **Honesty⁷** is the key to a **respectable⁸** long-term business.

L I understand. It's like what Warren Buffett once said, "It takes 20 years to build a **reputation⁹** and five minutes to **ruin¹⁰** it."



全民反賄選 反賄為將來

Together, we can fight against bribery.

E Leo, do you remember that customer who **threatened¹¹** to report you? Yesterday, he was angrily complaining to me about you not **accommodating¹²** 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: 嘿！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，不然我告訴你！

Leo: 真的不好意思，店長現在不在這裡。

(Harry 悄悄地離開)

Eden 手機鈴聲響起。

Eden: 喂～Leo，店裡還好吗？

Leo: 哟……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，這樣對其他客人公平嗎？

Leo: 哟……

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毁之。」

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: 哈哈哈！某方面來說 Harry 也是個「言出必行」的人呢！

字彙 Vocabulary

- restock** [ri' stɔk] v. 為……補貨、再裝滿
- redeem** [ri' di:m] v. 購回、換回 (可指「將點數等換成現金或物品」)
- redemption** [ri' dəmənʃən] n. 購回、換回
- randomly** [rə' dəmənlɪ] adv. 隨機地、亂數地
- random** [rə' dəmənd] adj. 隨機的 亂數的
- specific** [sp'i' spifik] adj. 特定的、確切的
- exception** [ik'sepʃən] n. 例外 (常用 make an exception 指「開個例外」)
- reluctantly** [ɪ' ləktəntli] adv. 不情願地
- honesty** [ə'nestɪ] n. 誠實
- respectable** [rɪ' spek'təbl] adj. 正直的、值得尊敬的
- reputation** [rɪ'repu:tʃən] n. 聲譽、名聲
- ruin** [rju:n] v. 破壞、摧毀
- threaten** [θretn] v. 威脅；揚言要
- accommodate** [ə'kɒmədeɪt] v. 給……方便；通融

Info Box

- 第一段第1句 limited edition [l'ımɪətlɪdʒ] 在此加上連字號，形容詞用。
- 第二段第5句片語動詞 abide by [ə'bайдɪ bɪ]
- 規則、法律等，指「遵守……」；形容詞 long-term [lɔ:ŋ'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」。