

Going Once, Going Twice Sold! eBay 传奇

On September 4, 1995, after **laboring** over a long weekend, 28-year-old [Pierre Omidyar](#) launched Auctionweb, a website that would **revolutionize** online **commerce**. Two years later, Pierre changed the company's original name to [eBay](#), after his **consulting** firm Echo Bay Technology Group. **Since then**, it has expanded to almost two dozen countries and has quickly grown into a **worldwide icon** for online **auctions**.

1995年9月4日，在辛苦工作一整个周末后，28岁的皮耶·欧米迪亚架设了颠覆在线交易模式的拍卖网站。两年后，皮耶以他的顾问公司 Echo Bay Technology Group 为名，将原本拍卖网站的名称改为 eBay。从那时起，eBay 已扩展至近 24 个国家，并迅速成为全球在线拍卖网站的象征。

The reason Pierre created the site was to see what would happen if everyone had equal access to trade **venues**. Pierre remembers contacting the buyer of the first item auctioned on eBay – a broken laser pointer. He wanted to ensure the buyer understood that the item was broken. When the man **informed** Pierre that he collected broken laser pointers, Pierre knew he was **on** to something big. It seemed there was no limit to what might be offered and actually sold on his website!

皮耶之所以创设这个网站，是想看看若每个人取得相等的交易平台，情况会是如何？皮耶忆起当初联系 eBay 首件拍卖物品——坏掉的雷射笔——的买家的情况。他想确保这位买家了解那是件故障品。当这位买主告知皮耶他收集故障雷射笔时，皮耶了解自己面对一个绝佳的成功机会。在 eBay 这个网站上，等待拍卖及实际卖出的东西似乎完全没有任何限制。

Today, eBay's one-hundred-million plus users are free to **bid** on whatever they **fancy**. From diamonds to planes to **oddties** like [Britney Spears'](#) chewed gum, nearly everything is just a click away. Even the town of [Bridgeville](#) California, with a population of 25, was sold. The \$1.75-million opening bid included three cows, eight houses, and a post office.

如今，一亿多名 eBay 使用者可任意竞标他们想要的物品。从钻石、飞机到如小甜甜布兰妮嚼过的口香糖等怪东西。几乎只要单击鼠标便可以得到任何东西。甚至加州 Bridgeville 的 25 人小镇也被拍卖出去。其起标价 175 万美元包含三头牛、八栋房子及一间邮局。

What's next for eBay? As a long-time **philanthropist**, Pierre would like to help people in less developed countries. Out of **concern** for them he has created the [Omidyar Network](#), which will provide small **loans** to **entrepreneurs** in the developing world to help them start business. Most of these loans will go to women. Pierre Omidyar may have big ideas, but he also has a big heart!

eBay 的下一步会怎么走？作为一名资深慈善家，皮耶想帮助低度开发国家的人民。出于对他们的关心，他创立了「欧米迪亚网络」，供小额贷款给开发中国家的企业家们，协助其创业。大部分款项将借给妇女。皮耶·欧米迪亚不但具宏观思想，更富有大爱。

-by Matthew Wilson

Vocabulary

icon [ˈaɪkən] n. 图标; 象征

auction [ˈɔːkʃən] n. 拍卖

bid [bɪd] v. 出价; 投标

philanthropist [fɪˈlænθrəpɪst] n. 慈善家

entrepreneur [ˌɒnrəprəʊˈnɜː] n. 企业家; 事业创办者

More Information

labor [ˈleɪbər] v. 艰苦地干活

revolutionize [ˌrɛvəˈluːʃən,aɪz] v. 彻底改革

commerce [ˈkɒmərs] n. 商业, 贸易, 交易

since then 从那时以来

worldwide [ˈwɜːldˌwaɪd] adj. 遍及全球的

venue [ˈvenjuː] n. (事件、行动等的) 发生地

inform [ɪnˈfɔːm] v. 告知

on [ɒn] adj. 在进行的; 工作着的

fancy [ˈfænsɪ] v. 【口】喜爱, 爱好; 想要

oddity [ˈɒdɪti] n. 奇特的东西

concern [kənˈsɜːn] n. 关怀

loan [lɒn] n. 贷款

consult [kənˈsʌltɪŋ] adj. 承接咨询业务的