**stuff** [stʌf] n. 东西

**bump** [bʌmp] n. 颠簸

**grab and go**拿了就走

**reach for**伸手拿(东西)

**power** [ˋpaʊɚ] v. 给……提供动力

**map out**安排；详细提出某事

**determine** [dɪˋtɝmɪn] v. 确定；测定

**sentiment** [ˋsɛntəmənt] n. 情绪

**heck** [hɛk] int.（表示诅咒、恼怒、厌烦等，hell的委婉语）真见鬼，在感叹句中加强语气

**tenet** [ˋtɛnɪt] n. 信条；主义；教义；宗旨；原则

**lodestar** [ˋlod͵stɑr] n. 北极星；目标

**on the beat** 在巡逻中（尤指警察）; A police officer on the beat is on duty, walking around the area for which he or she is responsible.

**FTC**: 联邦贸易委员会 (Federal Trade Commission)

**predatory pricing**掠夺性定价

**litigate** [ˋlɪtə͵get] v. 诉讼

**better off**景况较佳；更有余裕

**unicorn** [ˋjunɪ͵kɔrn] n. 独角兽（估值超过10亿美元的初创公司）; something that is highly desirable but difficult to find or obtain

**winner take all**赢者全拿

**divert** [daɪˋvɝt] v. 转移