

EXTENSIVE

READING

For BUSINESS ENGLISH

商务英语泛读

童 一 主编



浙江工商大学出版社
ZHEJIANG GONGSHANG UNIVERSITY PRESS

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前言

《商务英语泛读》适用于普通高等院校、高等职业学院、成人高等学校的商务英语专业大一、大二年级学生的必修课或专业选修课,也适用于这类学校非商务英语专业学生的任意选修课,同时也可作为爱好商务英语的在校大学生和公司商务人才的自学教材,或作为任何对国际商务感兴趣的人员的阅读材料。

一、本教材特点

(一)师生合作编写

师生合作编写,打破了以往由教师主导教材的套路,这是本教材的一大特色;同时这也是一种新的教学方式的探索,把教学从课堂合作延伸到课外合作,师生之间的密切配合增进了师生之间的友好关系、激发了学生的学习兴趣、提高了学生的学习动力。教材的出版能使看到另一份成绩单,可进一步激发学生学习热情,从而形成一个良性循环。

(二)教材内容新、难度适宜

教师事先告知学生选取 2015—2016 年的文章,因此,所用材料反映的都是具有较高时效性的商务事件和商务观点。但个别几篇较早年份的文章,因其观点依然具有现实意义而予以保留。学生选取的材料,教师预先告知难度,确定文章在其阅读两遍后能看懂,有大概 15—30 个生词,所以,教材的难易度适合学生的学习程度。

(三)阅读材料来源广泛、有据可查

本教材的阅读材料借鉴了 *Time*, *The New York Times*, *The Economist*, *Reader's Digest*, *The Wall Street Journal*, CNN, BBC 等国外主流媒体与网站的文章,以保证英语语言的纯正,有利于中国学生学习真正的英语;所有阅读材料都附有链接,使用者可直接查找原文,且打开链接后往往还会有更多相关文章出现,便于学习者进行拓展阅读。材料涉及题材广泛,内容涉及目前国内外知名公司的成长和面临的困境、国际经济组织对经济的影响、有关国家的经济状况的介绍和分析,以及对整个世界经济的总结与畅想,等等,学习者阅读本教材能扩展商务知识面。每篇文章后介绍了相关的商务背景,有助于理解本篇文章。注释参考了百度百科和维基百科。

二、本教材编写人员

《商务英语泛读》的主编为浙江工商大学杭州商学院童一老师,负责整本教材的审阅和统稿。慕凯老师编写了第 1,2 单元;董丹玲老师编写了第 3 单元,并协助审阅了第一稿;雷亚敏老师编写了第 4 单元;李英老师编写了第 5 单元;钟柳茂老师编写了第 6 单元;倪育萍

老师编写了第 7,8 单元,并协助审阅了第一稿;黄秋林老师编写了第 9,10 单元,并协助审阅了第一稿;童一老师编写了第 11,12 单元。

协助本教材编写的学生包括:杭州商学院外语分院商英 14 甲班的陆亚男、徐洁洁、季吉鸣、于静霞、洪抒意、金思思、濮佳丽、王佳梅、王蒙蒙、兰丹云、林小倩、江怡燕、林明珠、吕浩瀛、贺晓旸,和商英 14 乙班的郭李阳、冯怡、张梦如、相欣欣、唐巧璿、李至睿、姚依梦、金瑛瑛、李婷婷、郭鑫梦、姜芳蓉、杜玮珏、陈容莹、徐赛南、林子欣、叶小慧、钱家乐、李晨洁。

三、本教材使用建议

商务英语专业教师在使用本教材时可根据学生的学习能力挑选合适的单元进行讲解,或选择有一定难度的单元做重点讲解。每个单元的前两篇文章后有 3 个练习题,这是根据文章理解、词汇练习和句子练习的思路设计的;后面的 5 个讨论题基本上是开放式的,可作为教师安排教学流程的参考,也可作为学生课外口语/书面作业;每个单元的第三篇文章为补充阅读材料,文后有 5 个讨论题,以供教师展开教学。非商务英语专业的教师在使用本教材时,也可根据学生的学习情况在教学上灵活、合理地进行安排。

本教材出版的部分资金来自杭州商学院外语分院商务英语专业建设专项资金,部分为自筹资金。

本教材的出版获得了浙江工商大学出版社的大力支持,外语与国际合作事业部罗丁瑞主任和王英编辑为本教材的校对和排版付出了大量心血,在此代表本书编委深表感谢。

由于编者水平有限,且时间仓促,教材中难免有不足之处,欢迎使用本教材的教师、学生和读者批评指正,您的批评和指正将激励我们编写出更好的教材。

童 一

2016 年 8 月

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UNIT 1 NEW ECONOMIC ERA

Text A

Pre-Reading Questions

- I. What is the economic condition in the future? What benefits will fast economic development bring to the world?
- II. What are the reasons for world economic changes of the year 2015?

World Economy in Past and Future Tense

Annie

The world economy in 2015 will carry troubling echoes of the late 1990s.

A financial crash in Russia; falling oil prices and a strong dollar; a new **gold rush**¹ in Silicon Valley and a **resurgent** (复苏的) American economy; weakness in Germany and Japan; **tumbling** (贬值的) currencies in **emerging markets** (新兴市场) from Brazil to Indonesia; an embattled Democrat in the White House. Is that a forecast of the world in 2015 or a **portrait** (图像) of the late 1990s?

Recent economic history has been so dominated by the **credit crunch**² of 2008—2009 that it is easy to forget what happened in the decades before. But looking back 15 years or so is **instructive** (有启发性的)—in terms of both what to do and what to avoid.

Then, as now, the United States was **in the vanguard of** (作为先驱的) a disruptive digital revolution. The advent of the internet **spawned** (引起) a burst of innovation and **euphoria** (欢欣) about America's prospects. By 1999 GDP was rising by more than 4% a year, almost twice the rich-country average. Unemployment fell to 4%, a 30-year low. Foreign investors piled in, boosting both the dollar and share prices. **The S&P 500 index**³ rose to almost 30 times earnings; tech-stocks went wild.

The optimism in America stood **in stark contrast to**(大相径庭) gloom elsewhere, as it does today. Japan's economy had slipped into **deflation**(通货紧缩) in 1997. Germany was "the sick man of Europe", its firms held back by **rigid labor markets**(严峻的劳动力市场) and other high costs. Emerging markets, having soared ahead, were in crisis: Between 1997 and 1999 countries from Thailand to Brazil saw their currencies crash as foreign capital fled and dollar-denominated debts proved unpayable.

Eventually, America ran into trouble too. The tech-stock bubble burst in early 2000, prompting a broader share price slump. Business investment, particularly in technology, sank; and as share prices fell, consumers cut back. By early 2001 America, along with most of the rich world, had slipped into recession, **albeit**(即使) a mild one.

America the powerful

Inevitably the parallels are not perfect. The biggest difference is China, a bit-part player in 1999 and now the world's second-biggest economy, contributing disproportionately to global growth. But there are three trends at work that **destabilized**(使失去平衡) the world economy then and could do the same now.

The first is the gap between America, where growth is accelerating, and almost everywhere else, where it is slowing. In the late 1990s Larry Summers, then the US **deputy treasury secretary**(财务次官), warned that the world economy was "flying on one engine". For 2015 *The Economist's* panel of forecasters expects 3% growth in America, compared with 1.1% in Japan and the euro area. China's growth rate may fall to around 7%.

Americans can comfort themselves that, as in the late 1990s, the optimism gap is partially warranted. Jobs are being created in their country faster than at any time since 1999, cheap petrol has **buoyed**(鼓励) consumer spending and business investment has picked up. But the news is not all good: Cheaper oil could tip plenty of America's **shale**(页岩) producers into bankruptcy in 2015, while a stronger dollar and weakness abroad will hurt exporters—just as they did 15 years ago. Britain, the other Anglosphere champion, may also be **clobbered**(击倒) by the euro zone's woes.

The second worrying parallel with the late 1990s is the **dismal**(凄凉的) outlook for the rich world's two other big economies. Germany's growth rate has tumbled to around 1% and there is a deeper **malaise**(萎靡) caused by years of under investment, a disastrous energy policy and a government that is too obsessed by its **fiscal**(财政的) targets to spend money and too frightened of its voters to push through the sort of **structural reforms**(体制改革) that Gerhard Schröder **implemented**(执行) in 2003. Meanwhile Japan has repeated the error it made in 1997—thwarting its escape from **stagnation**(萧条, 不景气) with a premature rise in **consumption tax**⁴.

The third echo of the 1990s is the danger in emerging markets. Back then the problem

was fixed exchange rates and **hefty foreign debt**(巨额外债). Now the debts are lower, the exchange rates float and most governments have built up reserves. Still, there are growing signs of trouble, especially in Russia. But other commodity exporters also look **vulnerable**(脆弱的), especially in Africa. Oil accounts for 95% of Nigeria's exports and 75% of its government revenue. Ghana has already gone to the IMF for support. In other countries the danger lies in the corporate sector. Many Brazilian firms are heavily **indebted**(负债的) in dollars. A rash of corporate **defaults**(拖欠) may prove less spectacular than Asia's **sovereign-debt crises**(主权债务危机) in the 1990s, but they will make investors nervous and push up the dollar.

Fear the hangover

Add all this up and 2015 seems likely to be **bumpy**(崎岖的). **Bears**(卖空者) will bet that a surging dollar **coupled with**(外加) euro-zone **torpor**(迟钝) and a few emerging-market crises will eventually prompt a **downturn**(衰退) in America. On the plus side, stock markets do not look as **frothy**(空洞的) as they did in the 1990s: The price/earnings ratio of the S&P 500 is 18, not far above its historical average. Although many big tech firms are investing recklessly, most have decent balance-sheets. And the global financial system is less leveraged and hence less vulnerable to contagion. In 1998, Russia's default felled **LTCM**⁵, a big American **hedge fund**⁶. Such **knock-on effects**(连锁效应) are less likely today.

But if the world economy does stumble, restoring stability will be harder this time round because **policy makers**(决策人) have so little room for manoeuvre. Back in 1999 the **Federal Reserve's**⁷ policy rate was around 5%, leaving plenty of scope for cutting when the economy slowed. Nowadays interest rates all over the rich world are close to zero.

The political scene is also different, and not in a good way. At the end of the 1990s most people in the rich world had enjoyed the fruits of the boom: Median American wages rose by 7.7% in real terms in 1995—2000. Since 2007, by contrast, they have been flat in America, and have fallen in Britain and much of the euro zone. All over the rich world voters are already **grumpy**(脾气暴躁的) with their governments, as polling numbers and their willingness to vote for protest parties show. If they are squeezed next year, discontent will turn to anger. The economy of 2015 may look similar to the late 1990s, but the politics will probably be rather worse.

Total words: 1047

(Source: <http://news.iyuba.com/essay/2015/01/09/36044.html>)

Notes

1. **gold rush**: 淘金热。它是美国西进运动的产物,也是其重要环节。对美国 18—19 世纪的

经济开发、农业扩张、交通革命,以及工商业发展具有重要的意义。

2. **credit crunch**: 信贷紧缩。它是指经营贷款的金融机构提高贷款标准,以高于市场利率水平的条件发放贷款,甚至不愿发放贷款,从而导致信贷增长下降,使社会再生产的资金需求得不到满足。
3. **the S&P 500 index**: 标准普尔 500 指数。它是世界权威金融分析机构标准普尔推出的系列指数之一。标准普尔 500 指数具有采样面广、代表性强、精确度高、连续性好等特点,被普遍认为是一种理想的股票指数期货合约的标的。
4. **consumption tax**: 消费税。它是以消费品的流转额为征税对象的各种税收的统称。它是政府向消费品征收的税项,可从批发商或零售商征收,是典型的间接税。
5. **LTCM**: Long-Term Capital Management, 美国长期资本管理公司。它成立于 1994 年 2 月,总部设在康涅狄格州的格林威治小镇,主要从事定息债务工具套利活动。
6. **hedge fund**: 对冲基金,或称避险基金或套利基金。它是由金融期货和金融期权等金融衍生工具与金融组织结合后,以高风险投机为手段,以获取高利润为目的的金融基金。
7. **Federal Reserve**: 美国联邦储备银行,简称“美联储”。它是世界上最具实力的银行,目的是帮助消除通货膨胀和通货紧缩的影响,积极参与环境创造,促进高就业率,稳定物价、国民经济增长和不断提升的消费水平,推动资金在银行系统内安全高效地流转。

Exercises

1. Decide whether the following statements are true or false. Write T if the statement is true, and F if it is false.

- (1) The third echo of the 1990s is the dismal outlook for the rich world's two other big economies. ()
- (2) The knock-on effects can never happen today. ()
- (3) The credit crunch of 2008—2009 has been the leader of recent economic recession. ()
- (4) The appearance of internet has engendered a burst of innovation and euphoria about America's prospects. ()
- (5) If the world economy does stumble, restoring stability will not be harder this time round. ()

2. Fill in each blank of the following sentences with one of the words given below. Make changes when necessary.

bumpy	contagion	boost	slipped	accelerate
-------	-----------	-------	---------	------------

- (1) The Great Depression after World War I laid a _____ road ahead of Americans.
- (2) Mr. Arrow allowed a big order to _____ from his grasp.
- (3) It is predicted that the social software market growth will _____ as will the

overall impact of social media on business and society.

- (4) As the financial _____ is still spreading, institutions and corporations have to coordinate to face these challenges.
- (5) On the plus side, tourism in the remote areas has helped some farmers and workers _____ their incomes and develop their businesses.

3. Translate the following sentences into Chinese.

- (1) A financial crash in Russia; falling oil prices and a strong dollar; a new gold rush in Silicon Valley and a resurgent American economy; weakness in Germany and Japan; tumbling currencies in emerging markets from Brazil to Indonesia; an embattled Democrat in the White House.

- (2) Eventually, America ran into trouble too. The tech-stock bubble burst in early 2000, prompting a broader share price slump. Business investment, particularly in technology, sank; and as share prices fell, consumers cut back.

- (3) But if the world economy does stumble, restoring stability will be harder this time round because policy makers have so little room for manoeuvre. Back in 1999 the Federal Reserve's policy rate was around 5%, leaving plenty of scope for cutting when the economy slowed. Nowadays interest rates all over the rich world are close to zero.

- (4) Then, as now, the United States was in the vanguard of a disruptive digital revolution. The advent of the internet spawned a burst of innovation and euphoria about America's prospects.

- (5) Add all this up and 2015 seems likely to be bumpy. Bears will bet that a surging dollar coupled with euro-zone torpor and a few emerging-market crises will eventually prompt a downturn in America.

Questions for Discussion

1. How has the credit crunch of 2008—2009 dominated the recent economic history?

2. How does a country's economy swing with the fluctuations of interest rates?
3. How is the world's economy influenced by the increases/decreases of interest rates?
4. What potential impacts will the turmoil of 2015 exert on the global economy in the next few years?
5. What mode of economy is most probably to be taken for the future?

Text B

Pre-Reading Questions

- I. Have you ever heard about data-terminal business?
- II. Do you know anything about Bloomberg?

Data-Terminal Business and Media Business Conflict, So Bloomberg¹ Must Find a New Outlet

Mathew Ingram

You might think it would be easy being Bloomberg—either the company or its **eponymous** (齐名的) founder, **Michael Bloomberg**². The former is a \$9-billion data and media business that has enough staff and money to make every other media company vibrate with envy, while the latter is the well-respected former mayor of New York City and a **mogul** (显要人物) in every sense of the world. But there is an **identity crisis** (认同危机) **fester**ing (使衰败) at the heart of the company, despite its success, and that's something its founder will eventually have to deal with.

A recent article by *Politico* outlines some of the aspects of this identity crisis, including some of the significant departures that have taken place at the media giant since Bloomberg returned. Former CEO Dan Doctoroff willingly gave up his spot to the man he refers to as “God”, and Matt Winkler—the architect of the legendary *Bloomberg Way*, a cult-like approach to journalism designed for the all-important terminal business—also headed for the exit.

But the tension at the heart of Bloomberg doesn't really have anything to do with personnel, and it may not even have anything to do ultimately with the man whose name is

on the building. Despite its size and power, the biggest challenge for the company isn't all that different from what other media companies are facing: Its core business is slowly fading, due primarily to competition from the Web, so Bloomberg has to figure out how to transition from that business to a different one. And time is running out.

The classic view of Bloomberg is that its vast, **money-spinning** (盈利的) data-terminal business is almost unassailable, thanks to the fact that most brokers and fund managers would rather give up their first-born than go without their Bloomberg machine. Each terminal costs \$20,000 a year, and there are more than 320,000 of them. But that hold is weakening as cheaper—and even free—sources of business data continue to **proliferate** (增殖). And the social aspect that the terminal provides via its internal messaging system is also under pressure, from things like **Slack**³ and **Twitter**⁴.

In response, the company has spent a lot of money building up its free web operations, by hiring high-profile managers like Justin Smith from Atlantic Media and Josh Tyrangiel, and bringing in expensive talent to write for *Bloomberg Businessweek*, the Bloomberg View site and other parts of the empire. But as the Politico piece points out, all of that has also created a lot of tension between the new hires, many of whom don't follow the "Bloomberg Way", and the old guard.

"In a company that **obsessively** (过分地) valued order and stability, fault lines were emerging: between the wire service and Tyrangiel's shop, but more broadly and significantly, between data-driven terminal news and the highbrow content Bloomberg personally desired. The twin aims of making billions of dollars by churning data for the box and producing important work for the wider world, it turned out, were not always part of the '**virtuous cycle**' (良性循环) envisaged by Doctoroff. They were sometimes **at odds** (争执, 不一致)."

There are also an awful lot of those **old guard** (保守派)—in fact, Bloomberg has an awful lot of everything. Not only are there dozens of reporters who just write about the stock market, there are dozens who just write about one specific aspect of the stock market. With an editorial staff of more than 2,400 people, Bloomberg has topic-specific teams that are larger than the entire writing staff of a site like Business Insider. It's like the BBC of business news, and it's filled with discontent according to a leaked memo from one member of the Washington, D. C. bureau.

In the long run, Bloomberg's larger dilemma isn't all that different from what its competitor, **Reuters**⁵, has been going through for some time. However, the pressure on Reuters has been intensified because its data business doesn't spin off quite as much cash as Bloomberg does. Reuters tried to create a web-based media operation too, spending millions to hire writers and editors and investing tens of millions in a new content system—and then a new CEO pulled the plug, saying the returns didn't justify the investment.

At Bloomberg, the *Businessweek* unit and the TV operation collectively lose hundreds of millions of dollars a year, all subsidized by the terminals. According to *Politico*, Michael Bloomberg's approach to all of this is a kind of corporate Darwinism, in which he pits individual staff or groups against each other in order to see which one will emerge victorious.

"Many employees describe Mike Bloomberg's management style as putting 'cats in a bag' to see which will emerge alive. In a December 2013 *Fortune* article, the metaphor called for 'five cats in a bag'. In a story this year in the *New York Post*⁶, it was 'six cats'. One source suggested to *Politico Magazine* that the number of cats is irrelevant. The point is not for a cat to emerge. The point is for Mike Bloomberg to have cats in a bag. Until they are all dead. 'Then he just gets a new bag of cats,' the source said."

At least for now, Bloomberg's data business generates such huge amounts of money that it can afford to take its time figuring out what a largely free-to-consumer web strategy might look like, or how it is going to transition its customer base from one to the other. In that sense, the terminal business is a little like AOL's dial-up unit, which continued to spin off hundreds of millions of dollars long after it became obvious that the open web had won and AOL⁷ was doomed.

There's obviously a universe of difference between AOL and Bloomberg, but the analogy still mostly fits. The data business is a lifeline, but it's also a **crutch** (支柱, 依靠). What happens to the company that Mike built when the crutch stops working as well as it has in the past, but those new businesses still haven't figured out how to survive on their own?

Total words: 1553

(Source: http://www.fortunechina.com/business/c/2015-06/29/content_242677.htm)

Notes

1. **Bloomberg**: 彭博资讯公司。它是全球商业、金融信息和财经资讯的领先提供商,由迈克尔·布隆伯格于1981年创立,总部位于美国纽约市曼哈顿,现有超过1万3千名员工,业务遍及全球185个国家与地区。彭博仅用了22年的时间,就将它的金融数据市场的销售收入超越了具有150年历史的、世界上最大的资讯公司——路透集团。
2. **Michael Bloomberg**: 迈克尔·布隆伯格。彭博资讯公司的创始人,是个传奇式人物,在他创造彭博资讯公司这一全球资讯业巨头的同时,2001年他决定竞选美国纽约市市长职位,并一举成功,于2002年1月1日正式就任纽约第108任市长。
3. **Slack**: 聊天群组+大规模工具集成+文件整合+统一搜索。截至2014年底,Slack已经整合了电子邮件、短信、Google Drives、Twitter、Trello、Asana、GitHub等65种工具和服