# 2012



MARKETING | 000

2012 March 1-3

101, 2, 20

INTERNET | 000

2012 March 12-14



#### **Reboot Nation**

What's in a name? Possibly some healthy profits for these once-famous brands

重新啟動王國

名稱有何奧祕?可能會讓過去曾相當知 名的品牌帶來可觀的收益



# **Google Street View**

Online photos give a glimpse of seldom-seen places, but not everyone is happy about it

谷歌街景

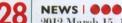
線上照片讓人得以一窺很少有機會 看到的地方,但並非人人都對此感 到開心



LITERATURE | 000

2012 March 5, 6





2012 March 15-17



### **Telling Your Life Story**

Digital publishing helps turn a lifetime of memories into something more permanent

你也可以當作家

數位出版讓一生的回憶化為永恆



### **NEWSworthy Clips**

Our favorite things may be making us sick, guidebooks go mobile, and rodents are heroes in the war on drugs

新聞剪輯

我們最喜愛的事物可能會讓讓人感 到不適,導覽書行動化了,老鼠成 了反毒戰爭中的英雄



FINANCE | 000 2012 March 7, 8



**ENTERTAINMENT | 000** 2012 March 19, 20



# **Money Problems in** Europe

If you think Europe's money woes aren't your problem, think again

歐洲金融危機

如果你認為歐洲的金融問題與你無 關,可能該考慮改變想法了



# **Movies for Sale**

Go behind the scenes to learn how movies go from conception to projection on the big screen

電影求售

來到幕後一探電影究竟如何從點子 變成大銀幕上投射的影像



PEOPLE | 000





This remarkable woman travels the world, planting seeds of hope and understanding

珍・古徳

這位傑出的女性奔波全球各地,撒下希 望與了解的種子



MEDICINE | 000 2012 March 21, 22



## **Treating Cystic Fibrosis**

For patients facing a bleak future, there is new hope on the horizon

治療囊狀纖維化症

原本前景慘澹的病人如今有了新







0.4

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TECHNOLOGY | 000 2012 March 23, 24

# **Shopping Made Even Easier**

Check out the new way of checking out

行動購買力

一探結帳的新方式

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BUSINESS | 000 2012 March 26–28



# The Prince of Polo

It's not easy being the offspring of fashion royalty, but this techsavvy son has his own style

大衛王子: Polo帝國的繼承人

做為時尚帝國的後代並非易事,但雷夫· 羅倫精通科技的兒子卻擁有自己的風格

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TRAVEL | • • • • 2012 March 29–31



### Monet's Inspired Impressionism

A journey to Giverny is like stepping into an artistic masterpiece

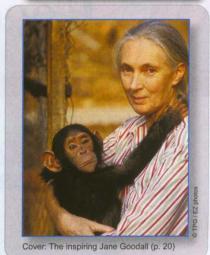
莫內的花園

造訪吉維尼宛如走進了藝術名作





#### MARCH 2012 ADVANCED



# **Next Month**

- ▶ U.S. MBAS MOVE TO ASIA 美國MBA進軍亞洲
- ▶ CRUISING THE DANUBE 多瑙河之旅
- ▶ USING WI-FI WISELY 運用wi-fi 要有智慧
- ▶ STEVEN SPIELBERG 史蒂芬・史匹伯

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