

# Advanced 2012

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### Summer's Frenzy

A great summer doesn't just happen—it takes planning and creativity to make the most of time off

#### 暑假攻略

美好的暑假並非自然而然就能發生——需要規劃和創意才能充分善用假期

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### How to Recognize and Create Demand

Knowing what people want is the first step in creating the next great product

#### 如何認清並創造需求

知道人們究竟想要什麼，是創造下一項絕佳產品的第一步

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### Queen Elizabeth II

The Queen of England has stayed popular over the decades by changing with the times

#### 英國女王伊莉莎白二世

英國女王隨著時代變遷而改變，數十年來持續受民眾愛戴

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### The Reinvention of Literature

The same old stories take on brand new expression when you can step inside of them

#### 重塑文學

流傳已久的故事有了全新的表現手法，讓人們可以進入故事中一窺堂奧

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### NEWSworthy Clips

A great gadget goes on your wrist, tips for summer road trips, and competition in the mobile video-sharing market

#### 新聞剪輯

來看看佩戴在手腕上的絕佳裝置，還有夏季乘車旅行的訣竅，以及行動影片分享市場的競爭

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### Replicating Stradivarius Violins

Is it possible to duplicate the artistry and sound of a 300-year-old musical masterpiece using x-ray machines?

#### 複製史特拉底瓦里小提琴

利用X光機複製出有三百年歷史的音樂傑作是否真有可能？

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### Internet Etiquette and Safety Classes

Like any tool, the Internet works best with a little training, common sense and guidance

#### 網路禮儀與安全的課程

網路就和任何工具一樣，需要一點訓練、常識和指引才能上手

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### Australian Resorts

Life down under can be sweet, especially in one of these breathtaking vacation spots!

#### 澳洲度假勝地

在澳洲度過甜蜜美好時光，尤其如果能造訪令人歎為觀止的觀光景點就更棒了！





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**36** LIFESTYLE | ●●●  
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**Strategies for Organizing Your Photos**

Sorting out your snapshots today will make reliving memories easier tomorrow

整理照片達人

今日整理一下照片，將讓你明日重溫回憶變得更加輕鬆



**40** MARKETING | ●●●●  
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**They Have Hacked Your Brain**

Marketers can use neuroscience to find out what you're thinking, even before you know yourself

你的腦子被駭客入侵了

行銷人員可以運用神經科學來得知你的念頭，速度甚至比你本人更快



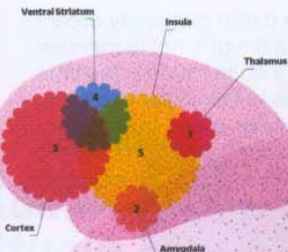
**44** PSYCHOLOGY | ●●●●  
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**Wired to Take Chances**

Are you a risk-taker? A look inside your brain reveals why or why not

大腦冒險密碼

你是冒險者嗎？一探人類的大腦，就能對究竟是不是冒險者透露端倪



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**Next Month**

- ▶ DROPBOX ME!  
「丟到保管箱給我」!
- ▶ HOBBITS IN NEW ZEALAND  
走訪紐西蘭，探尋哈比人的家鄉
- ▶ CHINA'S LUXURY SHOPPERS  
中國的奢侈品購物者
- ▶ RESTAURANTS MEET SMARTPHONES  
當餐廳遇上了智慧型手機

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