1）company是商界的任何一个从事商业的企业,可以是独资、合资或是股份有限公司.一般用company是针对的是某一个特定的公司.例如说“我们公司”这句话英文就该说“Our company”而不说“Our firm”,更不说“Our enterprise”.  
2）firm是任何的一个企业,可以是独资、合资或是股份有限公司.firm和company相比之下概念更广泛,一般来说,对一般企业的总称用firms多余companies.  
3）enterprise是商业企业,一般来说enterprise这个单词很少用来称呼企业,虽然有商业企业的意思,enterprise多用与描写公司的经济活动.4) corporation一般指法人团体.或者大的跨国公司.

Yo! What’s up people! I know you’re in the middle of some kind of fun or are feeling under the weather, but whenever and wherever you are, if you have any bit of free time at all, then check this OUT!

Business :

|  |  |  |
| --- | --- | --- |
|  | China | “They” (Silicon Valley) |
| Enterprise Culture | Since the implementation of *Reform and Open polies* which gave birth to a number of private companies in eightieth century, the economic progress in costal areas has witnessed a significant progress. However, due to the whole development history of the private firms is relatively short, lots of them haven’t formed their company cultures yet. | Many firms were found very early such as HP company was founded in 1939, Intel in 1968, and Apple in 1976. All of the firms have formed their distinctive corporate cultures throughout their long development history. During my visit to these big companies, I noticed that most of them had their visitor centers which demonstrate their corporate cultures, development history of the company, and show visitors what products do they make; what kind of services do they provide; what is the meaning of their brand and their next step for the future development. In this way, I believe, firms can gain more trust and supports from customers in their subconscious. |
| Production & Manufacture | Even tough many factories have transformed into so-call auto-manufacturing ones, the majority work is still to be done by labour. | Well rounded intelligent production systems. |
| Take *Boeing* company for example, their factory is totally automated and the whole space of the air plane manufacturing workshop is fully utilized. For instance, this corner is for the process of body, another is for the production of wings, and all these parts will be removed to the center and to be assembled there. You also can see there are lines of different colors marked on the floor which provide workers with the direction and help them to organize assemblies. During the whole process of production, machines do most of the work, and there is only a little human intervention. In comparison, in most of the manufactures in China, what you see is that people are stressed out, working desperately there, lots of space in the factory is wasted, everything is in a mass. Take my dad’s factory for example, it takes nearly 20 people’s labour force to produce one security door even with the help of advanced manufacturing equipment, whereas, for Boeing air plane manufacturing factory, it only takes five to six people’s labour force to manufacture a large air-plane. | |
| Competitive Relation | * Animus competition is a common phenomenon (price war, “blindly” duplicating other company’s successful products, for example.) * People could hardly trust each other in a business cooperation because they are willing to damage the interest of the other in order to make more profit. * People’s concerns are always about how to make more economic benefits and they only are focused on enlarging their enterprises, trying to dominate every single market. | * A healthy cooperation relationship can be built among different firms. (For instance, Intel mainly manufactures chips and these chips can be supplied to companies that produce computers like HP and Microsoft. On the other hand, IBM which produces mainframe computers provides other companies like Intel with large computers for manufacturing use. * Each company has their own production focuses and they try to specify in one field and to bring more innovation to the world, instead of duplicating each other’s products or services, wanting to take their competitors out of the market. * People are concentrated on how to better improve their products and services by putting themselves in customer’s shoes (empathize), defining the problems, seeking for the resolution (ideate), trying out new ideas (prototype), and testing the news products. |
| People’s Mentality | * A company is like a giant money-making machine. * The starting point of making products and providing services is to make profits. | * A company is a tool and also a way to make changes to people’s life * People-oriented: the starting point of business is to make the world a better place and all those economic benefits come after that. |
| Citizen’s Life Style | * Busy but empty inside (individuals are fully occupied with all kinds of affairs throughout a day but how much time is actually spent on doing things they love and achieving their personal goals?) * Impetuous state of mind resulting from the hustle and bustle in big cities. Many find it hard to truly settle themselves down and reflect on their life. | * Simple living:   The food people have; the clothes they wear; the houses they live in; the cars they drive…everything in all aspects of people’s life demonstrates the ideology of “simplicity”.  Things that I witnessed:   * Breakfast: drinks, fruits, bread, waffles (simple and healthy meal) * Cars: most people drive ordinary Japanese cars, instead of showing off their wealth, driving Ferrari or Lamborghini. * Houses: many houses are constructed on wooden structure except some apartments in city center. * Pastime: hanging out with colleges in the bar; playing golf; working out in the gym; jogging with friends.   I remember once I took a walk on the street at night  nearby the hotel with my fellows, and we wanted to find a place where we could do some entertainment activities. However, we walked miles and miles, found nothing but vehicles running on the road. At a point I felt very thirsty and looked for a vending machine to buys a bottle of water. Before I could find one, we had already arrived at our hotel.   * When you realize there is nothing around you (no any distraction), you will experience the true inner peace. (It’s the same kind of inner peace that you get when you practice in a temple.) This allows you to ponder on your work and other aspects in your daily life. Therefore, you naturally get more inspiration for innovations. |
| Illumination | My question: why most of the innovations and high-tech products in the world come from a small and ordinary city---San Francisco (Silicon Valley) instead of those big modern metropolises such as Beijing, Shanghai, and Hongkong? Maybe we are not in short of capital, resources, or even talents, but in lack of a certain mentality which is no matter who you are, where you come from or how old you are, as long as you have an innovative idea and want to change people’s life, then you go for it. It’s just as people say “What is Silicon Valley? Well, it’s actually not a place at all. It’s a state of mind. That the fundamental cause for places like this to emerge.” Thus, wherever you are, you can bring the Silicon Valley spirit with you, equip yourself with the mentality, start shaping your behavior and influence the people around you, I believe, you can build your own “Silicon Valley” as well. | |

Education :

(The following are only my personal opinions as a student who has experienced all of these differences.)

|  |  |  |
| --- | --- | --- |
| (In general) | China | Western countries |
| Basic Education | * Well-built basic education system. (Students have strong logical capability) | * Relatively weak basic education system. (particularly in Math compared with Chinese Math education) |
| Ideology about Education | * Factory-like: focused on cultivating well-rounded elites. (Everyone is trained in the same way. To get admitted by the top educational institutions, you must do very well in exams for every single subjects to make sure your GPA is high, otherwise, if you can’t get into a famous school, then you probably won’t find a good job in the future because a diploma offered by a famous school is highly valued by employees from big companies in China, sometimes, it plays a decisive role in your job application. In other words, without a nice “tag”, then you are not a good “product” and people won’t use you in their company. * Generally, the decisive criterion for evaluating a student is his/her exam result. (Many students and parents have a same mindset that is “excellent exam result = a promising future.”) Therefore, lots of students are encouraged by their parents as well as teachers to dedicate all of their time and energy to academic training. (I think it is more proper to call it “academic training” instead of “studying”, because studying is exploring the things your interested in and “academic training” is purely for exams.) And after a dozen years of factory-like education, most students lose their personal hobbies, pursuits, creativity, and even their personality. In people’s mind, what a good student should be like is being hundred percent obedient to his/her parents, teachers and school directors, getting great exam results and later on, getting admitted by famous schools, so he/her find a decent job right after graduate from the university with the “almighty” diploma. * Thus, a generation is “successfully” converted into “machines” working for their companies, for the country. (How to say so? Well, without any “input”, our well educated intelligent “machines” won’t generate any “output”. For instance, at school, what students mainly do are listening to the classes (input)，doing exercises and exams (in which questions are the input). In workplaces, the “machines” receive tasks from their boss (input) and do their daily duty. It seems like the knowledge that they acquired at school can only be applied when they need to accomplish the tasks with their assigned by someone else, and without these “input”, they might have no idea what to do with their life. That’s to say, the idea that once you’re not employed, you cannot do anything anymore with your life unless you find another job is deeply carved in people’s mind. Citizens in China won’t even think about starting their own companies for the fact that those big enterprises are always so competitive and dominant in every market. | * People oriented: the purpose of education is to provide right guidance for the new generation, lead them to better learn about the world and themselves, and help them fulfill their personal dreams and goals by encouraging their creativity and better make a difference to the world. * During the application process for the North American universities, Stanford, for example, I truly realized that a student with merely academic achievement is far from enough. In the university application requirements, apart from the credits that you should meet, they more want to know you as a person by asking for information like what are your interests or strength? Do you have any work experience and how was it? What contribution have you done to your school community or social community? Why do you choose this particular program and how is it relevant to your future plans? Last but not least, they want to know the TRUE you instead of judging a student merely based on those recommendation letters full of complementary languages. * Since their very young age, a generation has been encouraged to set up their own goals, to think independently (think out of the box), and to better realize their ideas by equipping themselves with more knowledge. Thereby, afterwards, no matter where they study or work, they are always clear about 1. what they want to do 2. what they need to do 3. and how to do it. As long as there are innovative ideas in their mind, they just go for it. Thus, their abilities of ideation and creativity are much stronger than Chinese students’. |
| * Again, all of these have something to do with the values we hold in different cultures. Just like Jimmy O.Yang explains in his book *How to American* “the most important values in American culture are independence and freedom. The most important values in Chinses culture are family and obedience.” In the book, He also half-jokes about the top five Chinese rules in his opinion.   **top five Chinese rules**  **(reference to** *How to American by* Jimmy O.Yang)   1. Respect your parents, your elders and your teachers. Never talk back or challenge them under any circumstance. 2. Education is the most important thing. It’s more important that independence, the pursuit of happiness and sex. 3. Pay back your parents when you start working. We were all born with a student loan debt to our Asian parents. Asian parents’ retirement plans are their kids. 4. Always call your elders “Uncle” or “Auntie”, even if they are not related to you. NEVER call them by their first names. 5. Family first, money second, pursue your dreams never.   Of course, not all he’s saying are true for every family, but in general, I have to say he’s making some points here in a sarcastic way.   * In addition, I want to quote some things pointed out by Jason Zhao who’s a top-performing student (now a graduate from Stanford) in one of his essays and they demonstrate the idea as Steve Covey calls “BEING PROACTIVE” in his book S*even Habits of Highly Effective People.*   Jason Zhao:  “I think we need to learn how to stand up for ourselves. A lot of societies view us like the “model minority”: like we just sit there and listen to what everyone else says and just do whatever we’re told. That’s the exact opposite of what is required to be successful in college, applications and in life. Get there and learn how to talk to people, learn how to get what you want, and learn how to make opportunities for your self. Don’t be afraid to ask for things, you know.” | | |
| Future Comparison | Educational outcome: a new generation of “working machines”   * Innovative and creative ability: weak * Working ability: limited (human-being ‘s energy is limited throughout a day and making mistakes once in a while is inevitable.) | Educational outcome: a new generation of creative individuals who can think independently.   * Innovative and creative ability: strong * Working ability: unlimited (intelligent machines can help people work. Nowadays, machines are able to scan through tens thousands of books within seconds and can memorize every single word and even every punctuation in the books. Therefore, it’s not hard for us to imagine how much help machines can bring to us with our work. |
| Having said so, some may ask “well, we also can use these machines to assist us in our workplaces in China.” Sure, we can. However, “machine-minded” individuals can never make full use of machines. Put it in other words, in China, many people use computers to help them better accomplish their work assignments and keep important data and that’s all. However, in Silicon Valley, apart from using machines to complete their daily job, people also use them to do their own projects and create more things. This is the difference. | |
| With all these been said, I think it’s very clear why in China we have lots of good workers but only a few successful entrepreneurs and innovators while in Silicon Valley they have all the world-famous enterprises and star-ups developing those amazing high-tech products and being the leaders of technology innovation in the world. | | |

* How to “We (students) actually don’t love studying but we are forced to study?”

The education system in China mainly focus on training student’s logical thinking and analytical skills by doing lots of practice and exams. Throughout primary school to high school, students are not given many opportunities to go to the labs and do hands on activities nor to do any social activities in the community. At school, students are fully occupied with curriculum and tests which force them to stay in the classrooms the whole day. After school (including their vocations) most student’s extracurricular activity is still going to class in the context that everyone else is studying hard, trying not to be eliminated when it comes the GAO KAO. Nowadays, there’s such a common phenomenon that students “make full use of their free time” playing videos games, chatting on their mobile devices instead of reading a book or going out into the world, participating in social activities like looking for a part time job. The “lifelong learner” concept isn’t quite popular among students partly because they are already fed up with heavy workloads at school and there is no way for them to give up thief PRECIOUS entertainment time for extra hours of learning.

* How to “What can I get in the end?”

(Let’s use the “input & output” equation to help us get a clearer view.)

|  |  |
| --- | --- |
| The general idea in Chinese student’s mind | Stanford |
| Time & Energy [and money of course] cost on learning (Input)  (output)   * Test scores * Diploma = Safety, Happiness, * A high-income job Success? | Time & Energy [and money of course] cost on learning (Input)  (output)   * New skills * More possibility * One step closer to your goal/dream |

Notice: Some contents mentioned above may be a bit controversial, and you’re free to point out whatever parts you disagree with. If you think I’m making some good points here, then good for me😊, if not, I still wish you the best!

Thank you for reading!

---by Henry

18/08/2018