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Facebook 想模仿微信，这是中国模式的胜利吗？

纽约时报

4000 亿

Facebook 创始人, CEO

Mark Zuckerberg wants Facebook to emulate China's WeChat, but can it?

imitate

模仿

shift sth to A away from B

As Mark Zuckerberg begins shifting Facebook to private messaging and away from public sharing and open conversations, the vision he has sketched out for the future of social networking already exists—just not in the United States.

message n. 信息, 消息

messaging n. 信息, 消息

sketch n. 素描, 草图

sketch out 勾勒, 概述, 草拟

networking (行为)

network (网络)

Instead, it is a reality in China through a messaging app called WeChat.

due to

thanks to

To make Facebook a private messaging product, Zuckerberg may have a lot to learn from Allen Zhang, the creator of WeChat.

Zhang is famous for his perfectionist pursuit of a well-designed service.

pursuit /pə'su:t/ n. 追求, 寻找

perfect a. 完美的

设计精良的服务

pursue v. 追求, 实现

perfectionism n. 完美主义

perfectionist n. 完美主义者

a. 信仰完美主义的, 追求完美的

Zhang fought many internal battles when Tencent's revenue department pushed to put more ads on WeChat. In a four-hour speech earlier this year, he pondered the question of why there were

no more

ads on WeChat. In a four-hour speech earlier this year, he pondered the question of why there were

not more ads on the messaging service, especially the opening-page ads that are the norm in many

other Chinese mobile apps.

social norms

ethical norms

to push for the better management of water resource

Many Chinese spend a lot of time—about one-third of their online time—on WeChat, he said.

"If WeChat were a person, it would have to be your best friend so that you would be willing to spend so much time with it," he said. "How could I post an ad on the face of your best friend? Every time you see it, you'll have to watch an ad before you can talk to it."

one's philosophy of life 人生哲学

Zhang, who has made restraint his product philosophy, has been lucky because Tencent makes most of its money from online games so that it does not need to sell ads for revenue. Zuckerberg does not have that luxury, given that he is trying to switch from an ad-based business into a different model. It will be far from an easy task to pull off.

/rɪ'streɪnt/

产品哲学 (一款应用程序, 背后的设计理念)

n. 克制, 节制

n. 理念, 原则, 哲学

n. 奢侈, 奢华

n. 商业模式

social restraints on self-determined marriage e.g. moral and ethical restraints

社会习俗对于自由婚姻的限制

道德和伦理的限制

restraint /rɪ'streɪnt/ n. 克制 (内在, 主观上的各种限制)

restraint v. 限制, 阻止

self-restraint

= self-control

constraint n. 限制 (外在的, 客观上的限制条件)

e.g. You're required to work under constraints of time and resources.

一项任务, 要求你在时间、资源受限的条件下完成。

budget constraint 预算上的限制

luxury /'lʌksəri/ n. 不常有的优势 (或便利, 享受); 豪华, 奢侈

e.g. We had the luxury of choosing instead of begging.

我们很幸运有这个条件可以自己选择而不是百般求索

(口语化短语)

pull off

做成, 完成 (困难的事)

脱衣服, 鞋子

pull off your shoes

take off

e.g.

It takes courage to

pull off a career change.

成功转行是一件

需要勇气的事情



由 扫描全能王 扫描创建