Business: Leaving for the city搬迁离开城市

--经济学人

1. Lots of prominent adj著名的=famous American companies are moving downtown市中心.

Fifty years ago American companies started to move their Headquarters总部away from city centres to the suburbs n 郊区.

Some criticn 批评家 blamed归咎于（blame A on B）the exodus大批的离开on “white flight(60s-70s白人迁移云运动)”, as时间状语从句 当businesses公司followed their employees out of increasingly越来越=more and more crime-ridden充满犯罪的，可ridden与其他词连用cities.

The firms公司规模小 themselves ascribed ascribe A to B把A现象归结于原因B （ascribe...to...=attribute...to...归因于） it to corporate公司的 responsibility责任.

They provided offices in safe neighbourhoods居住区 and near good schools—one academic学者adj学术, Louise Mozingo, of the University of California, Berkeley, calls it “pastoral田园牧歌 capitalism资本主义”.

ascribe...to...=attribute...to...归因于

pastoral田园式的

2. Whatever the reason, it created a new type of HQ总部: not an office tower高层的办公楼 in the pumping heart心脏在跳动 of a metropolis大都市 but a leafy树木繁茂的 campus校园 in the middle of nowhere在一个偏远的地方.

Now a growing number of越来越多的 companies are moving back again.

The most prominent著名的 example is General Electric, which abandoned抛弃 New York City for a 68-acre campus公司园区 in Fairfield, Connecticut, in 1974, but is now swapping swap交换 its bucolic= pastoral田园式的 x site for a collection of一群，一批 warehouses仓库 on the Boston waterfront码头区.

There are legions罗马军团 a legion of 大量的 more.

通用电气 康涅狄格英州 英亩

3. Chicago’s downtown has attracted an impressive令人影响深刻的 collection of大量的 HQs, from both the surrounding周边的 suburbs and from farther afield从远方来的, including McDonald’s, Kraft Heinz, Motorola Solutions, ,and Archer Daniels Midland, a food-commodities商品 giant.

Zappos, an online retailer零售商, has moved from an office park办公园区 outside Las Vegas into the city’s old downtown.

Biogen moved from Cambridge, Massachusetts麻省, to the Boston suburbs郊区 in 2011 only only to do 没想到结果却是 to return a year later.

麦当劳、卡夫亨氏、摩托罗拉、以及粮食巨头阿彻丹尼尔斯米德兰

百健艾迪

4. Many tech companies were born urban城市的 and couldn’t be any other way别无选择.

Twitter and Sales force are in downtown San Francisco, and Jeff Bezos is building a huge campus for Amazon in downtown Seattle.

City boosters支持者 are delighted高兴的.

5. “This is better than hosting主办 the Olympics,” says Shirley Leung, a columnist报纸中的专栏作家 with the Boston Globe, of GE’s move搬迁.

Corporate公司 executives高管 sound like graduate students after their first reading of “The Rise of the Creative Class” By Richard Florida, an urbanophile自创词 intellectual知识分子. 3T理论 人才 技术 宽容度

6.Jeff Immelt, GE’s Chief executive CEO, says that “we want to be at the centre中心 of an ecosystem生态系统 that shares our aspiration志向”, and notes that宾语从句（还特别提到） Boston attracts吸引 “a diverse多元化的, technologically fluent流动的 workforce劳动力”.

Ann Klee, who is helping to oversee监督 GE’s move to Boston, says that the new headquarters will do without do without sth 省却，不需要 a car park停车场, in order to encourage鼓励 workers to use public transport公共交通.

7. It will dispense省却 with security gates and wants the public to come in.

Greg Brown, the CEO of Motorola Solutions, commends推荐 downtown Chicago for its “energy, vibrancy活力 and diversity多元化”.

Is the new urbanism城市主义 all it is cracked up to be和别人说的那么一样的好呢?

8. It is easy to find counter反-trends潮流, given替代because of，加原因 America’s size and variety多样性: many CEOs continue to see a future in the suburbs郊区 of the sunbelt阳光地带.

ExxonMobil is building a headquarters for 10,000 people in the outskirts郊区s不能去掉 of Houston.

Toyota is moving its North American headquarters from Torrance, California, to suburban郊区的 Dallas.

There is also tax-and-benefits arbitrage套利 going on: over the past decades几十年, the suburbs have become complacent自鸣得意 自满 and downtowns have got hungrier.

arbitrage套利；套汇

9.GE’s affection喜爱 for its old home in Connecticut was no doubt毫无疑问状语插入 weakened by the state’s州 decision in 2015 to raise business营业 taxes by了 $750m.

Boston provided an estimated估计 $145m in incentives刺激、奖励 to secure the deal .Still, something is clearly changing in America’s older cities.

10.They are much less crime-ridden than before, thanks to因为无褒贬 a combination结合 of better policing and demo+人的前作graphic人口的 change.

The homicide谋杀 rate fell fall by了16.8% from 2000 to 2010 in big cities .Now these urban centres are magnets吸引力 for millennials千禧年 fresh from university and with few没有太多 responsibilities . Young professionals专业人士 are reconquering再次征服 former之前 no-go禁区 areas and shifting the problem of urban blight祸根 into the suburbs .Hiring such people in Boston, GE reckons认为, will help it shift its focus把这个重点从什么转移到什么 from hardware to software and from selling things to offering services over the internet.