

2018년 9월 15일 키워드 스피킹 방송 / 주제: 아마존(amazon)

<광고>

 <p>『비즈니스 편』 총 347 개의 고급 표현 전략, 재무, 마케팅, 법무 등 비즈니스의 전 영역을 망라</p>	 <p>『시사이슈 편』 『키워드 스피킹』 팟캐스트 에서 다룬 표현들을 소개 총 43개의 주제에 관한 유용한 문장들</p>
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전체	영어만
	

Summary

On September 4th this year, **amazon.com’s market cap passed the one trillion dollar mark**. It is second next to Apple which hit that mark one month earlier. An online retailer that started selling books back in 1995 has become the world’s biggest and most influential IT company. Amazon’s diversified business model has a vast array of services for its customers. But more than half of its profit comes from Amazon Web Services, which is its **cloud computing service targeted mostly towards enterprises and institutions**. Amazon **has established itself as the world’s biggest tech giant** with its ever expanding business models. Despite its creation of value to customers and jobs for workers, not all the players in the economy are happy with Amazon’s growth. **Amazon is often compared to an apex predator**, eating up business opportunities from (offline) retail stores. **Many point fingers at Amazon for being the cause of the so-called “retail apocalypse.”** Due to **the emergence of online retailers and changing demographics**, offline stores are closing or experience dwindling sales. **The era when retail was king has come to an end.**

The problem is **the closure of offline retail businesses can create further fallout** such as loss of jobs and the decline in the commercial real estate market. **We may be jumping to conclusion to say that Amazon is mostly responsible for the retail apocalypse in the U.S. market**, but **the change America is going through has ramifications for the Korean market**. The structural change triggered by mega online businesses **can be a lesson to the Korean economy that has a high ratio of small-sized retail businesses and mom and pop stores.**

As we often say, the other side of a risk is an opportunity. Some enjoy the benefits of a change, while others suffer. **Only time will tell if the emergence of large online businesses will bring apocalyptic results.**

해석

- amazon.com’s market cap passed the one trillion dollar mark 아마존의 시가총액이 1조 달러를 넘어섰다
- cloud computing service targeted mostly towards enterprises and institutions 기업이나 기관을 대상으로 하는 클라우드 컴퓨팅 서비스
- has established itself as the world’s biggest tech giant 세계 최대의 IT 기업으로 자리매김했다

4. Amazon is often compared to an apex predator 아마존은 최상위 포식자에 비유되곤 한다
5. Many point fingers at Amazon for being the cause of the so-called "retail apocalypse." 많은 사람들이 오프라인 유통 산업 종말의 원인 제공자로 아마존을 지목한다
6. the emergence of online retailers and changing demographics 온라인 유통사의 등장과 소비자 계층의 변화
7. The era when retail was king has come to an end. 오프라인 유통업이 막강하던 시대는 끝이 났다.
8. the closure of offline retail businesses can create further fallout 오프라인 유통 기업들의 폐업은 더 많은 부정적 결과를 낳을 수 있다
9. We may be jumping to conclusion to say that Amazon is mostly responsible for the retail apocalypse in the U.S. market 아마존이 미국 유통업 종말의 주 원인이라고 말하는 것은 논리적 비약일 수 있다
10. the change America is going through has ramifications for the Korean market 미국이 겪고 있는 변화는 한국 시장에도 시사하는 바가 크다
11. can be a lesson to the Korean economy that has a high ratio of small-sized retail businesses and mom and pop stores. 소규모 유통 기업과 자영업자의 비율이 높은 한국 경제에 교훈이 될 수 있다
12. Only time will tell if the emergence of large online businesses will bring apocalyptic results. 대규모 온라인 기업의 출현이 재앙적인 결과를 가져오게 될지는 시간이 지나야만 알 수 있다.

Keywords / Key Sentences

1. 아마존의 시가총액이 처음으로 1조 달러를 돌파했다. 이는 애플 다음 두번째다. Amazon's market cap passed the one trillion dollar mark, next to Apple. / Amazon hit one trillion dollars, following Apple in August. / Amazon is the second company ever to hit the one trillion dollar market cap. The first company was Apple which hit the mark one month earlier.
2. 아마존이 소매 유통뿐 아니라 미디어, 기업 비즈니스 등 거의 모든 분야로 사업을 확대하면서 거대한 공룡에 비유되곤 한다. The span of Amazon's business is very wide. It includes online retail, media and cloud computing business. That's why it is often compared to an apex predator eating up almost everything. / Tech behemoths are gobbling up the competition by expanding their business strategies and outpricing the competition. / By offering better service, cheaper prices and more options to customers, Amazon has emerged as the biggest kid on the block in the tech world.
3. 온라인 유통 기업의 약진으로 오프라인 업체들이 문을 닫고 있고 특히 소규모 상점들의 타격이 크다. Emergence of various online retailers make many offline stores go out of business. Small-sized offline stores are especially hit the hardest. / Brick and mortar stores have had to close their doors due to online competition. The smallest of these stores have been hurt the most by online retailers. / As the popularity of online retailers grow, smaller physical stores cannot compete and thus have to shut down their operations.
4. 새로운 비즈니스의 출현과 혁신은 일시적으로 피해자를 낳을 수밖에 없다. 그렇다고 규제를 강화하고 혁신을 제한해서는 안 된다. Emergence of new companies based on new technology inevitably leads to bankruptcies of existing businesses. But any regulation would slow innovation and interfere with newer ways of doing business. / The creation of new technology always leads to the replacement of older technologies. This is the natural order of business and evolution of modern technology. It should not be

interrupted. / Stopping technological advancements to save aging businesses would not improve the economy in the long run.

5. 거대 온라인 기업의 출현은 많은 자영업자의 폐업과 부동산 시장 침체 등 경제 전반에 악영향을 줄 수 있다. 과도한 확장은 규제할 필요가 있다. Emergence of online business giants can lead to closures of small retail businesses, which can create additional issues such as loss of jobs and a real estate market crash. Reckless business expansion of certain companies should be regulated by the government. / Online tech giants have created an environment where smaller businesses cannot survive. The government needs to step in and prevent the loss of employment and potential real estate market crashes. / Government regulations should be considered as larger companies gain more and more market share. It is possible that local businesses would need to file for bankruptcies and thus would lead to further issues in the real estate market.