《商业时髦词一瞥》

最近澳大利亚媒体公布了2015年在澳洲网络媒体上出现的20个最常用的商业时髦词。这些词从一个侧面反映出今年澳洲商界人士所关注的事情或聚焦的问题。

??????????innovation/innovate ?collaboration?selfie?best practice?agile?cut through?big data?visionary?cloud computing??game-changer?????????????????????????????“??”?innovation?innovate?????????????????????????“??”?innovate???????“??”?“?????”?????????????????????“??”??????innovation / innovate????????

collaboration?????????????????1860???????“??”?“??”?agile?????????????????????“???”?“???”?cut through????????????????????????“??”?“??”??????????????“??????”???“??????????”?visionary???18?????????????????????????

????????????????????????????best practice?game-changer??????selfie?big data?cloud computing?best practice?????????????2014?12?????????????????????????????1927??game-changer?????????????2013?3?????????????????????????????????1962???game-changer????game-changing???20?????????????????????????????“???”?“???”?“???”?

???10?????????????????the Internet of Things?infographic?content marketing??The Internet of Things??“???”????????????????IoT??info-?-graphic?????infographic?????????????????????????????“????”???“????”?content marketing”??????marketing?????????????????????????????

????????????????????????????????baby boomer?Generation X?Generation Y?????????????????????????????????????baby boomer?????????????????60?????????????????“?????”?Generation X????baby boomer?????????????“X??”?“?????”??baby buster??Generation Y???????“80?”?“90?”????????“Y??”??????????“??00?????????”????Generation Z?????????????“90?”???“Z??”?????????????????Generation Alpha???

???????????????????scalable?????????????influencer?????????????????buy-in????????value add??????

????????????????????????????????????20?????????????????????thought leader???????rich media??????deep dive?????????????Generation X?Generation Y?value add?

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