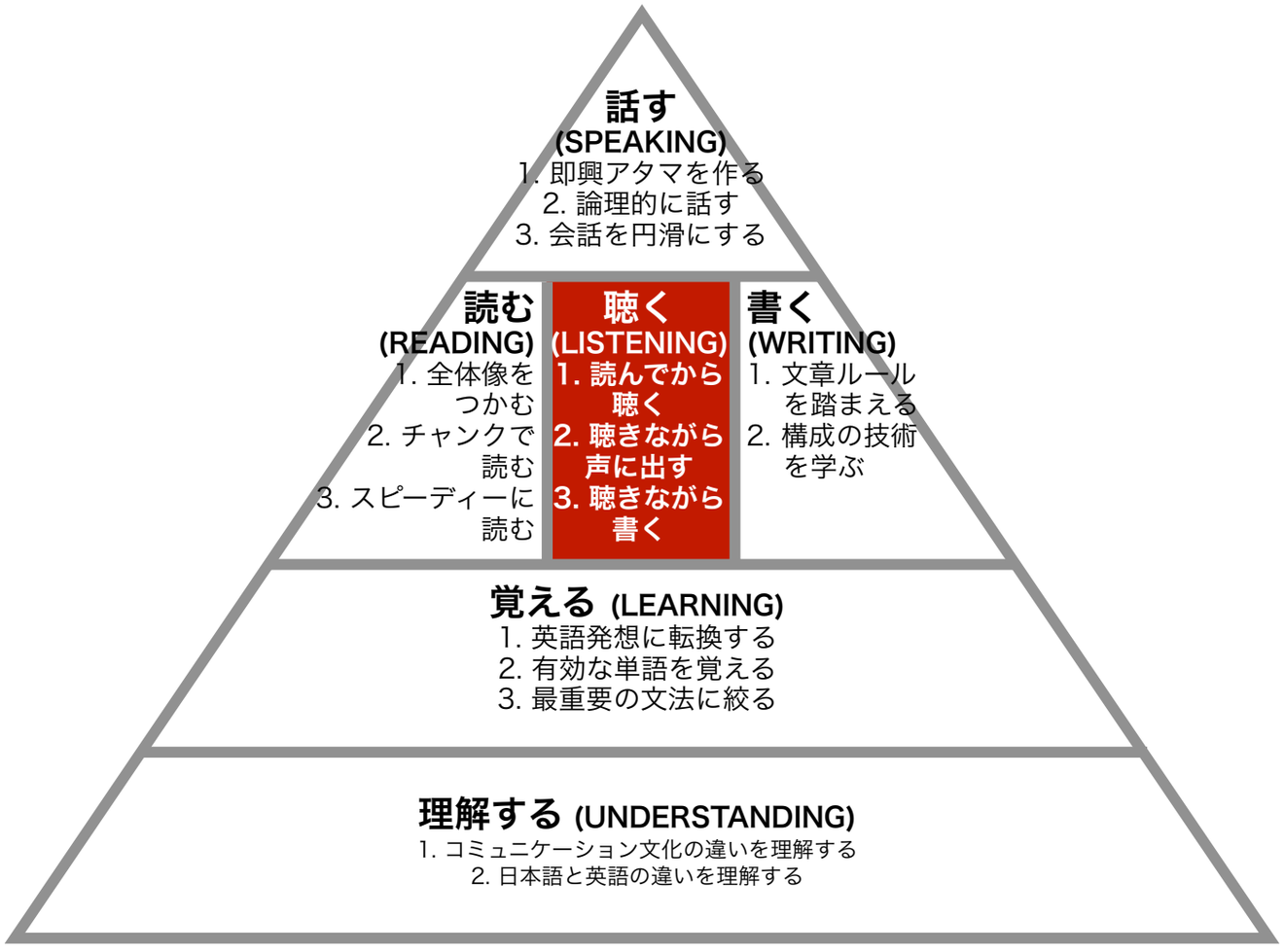
STEP 3:

聴く（LISTENING）



移動学習：有効な単語を覚える

目的：ACTIVE英単語を増やす

新しい単語：　ビジネス単語 Set 213, 214

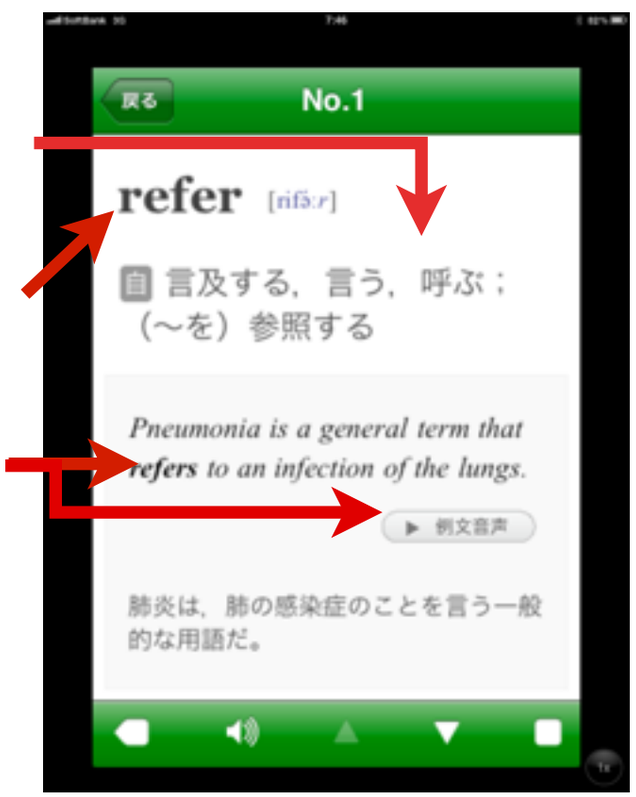
レビュー１：　ビジネス単語 Set 211, 212 - 頻度 Rank A Set 15, 16, 17

レビュー２：　ビジネス単語 Set 209, 210

アプリ

1. 単語テストを行う
2. 日本語を見て英語を考える
3. 英語を確認する
4. 例文を聞きながら読む
5. 単語テストを行う

新しい単語



レビュー

レビュー1
単語テスト

レビュー２
穴埋テスト（日本語を読んで、答えてみて、音声確認）

END

集中学習：聴く（LISTENING）

目的：集中訓練で理解度を高める

STEP 1: 理解度チェック
STEP 2: 日本語プレビュー
STEP 3: 英語プレビュー
STEP 4: 音読
STEP 5: 繰り返し
STEP 6: シャドーイング
STEP 7: ディクテーション
STEP 8: 事後チェック

次のページへ→

集中学習：聴く（LISTENING）

日本語プレビュー

会議に参加する

英語で会議を行う際には、グローバルビジネスの基準に従うのが一般的です。通常、この基準は、日本における会議の仕方と異なります。グローバルの基準とは、準備万全であること、そしていつも自分の意見を述べることです。

何か理由があって各参加者は会議に呼ばれたのであり、したがって、全員が話し、意見を言うことは当然のことです。準備をするにあたっては、事前に何を言うか意見を考えておきます。また、会議前に、メールで他の参加者と意見交換をしておくこともできます。

会議中は、とにかく意見を述べることです。そのために、２つのステップを踏みます。

まず始めのステップは、’My opinion is’（私の意見は～です）、I believe (私は～と思います)、または ’From my point of view’（私の観点からすると）といったような、意見を述べるフレーズを使うことです。

次に、なぜ自分がその意見を支持するのかも伝えましょう。そのためには、理由や例を述べるといいでしょう。例えば、’This is because’（なぜならば）、’The reason is’（理由は）、または ‘For example’（例えば）などのフレーズが役に立ちます。

集中学習：聴く（LISTENING）

英語プレビュー

Participating in Meetings

When people have meetings in English, they follow a global business standard. This standard is usually different from how people have meetings in Japan. The global standard is to be prepared and to always give your opinion.

Each person is invited to a meeting for a reason, so everyone should speak and give opinions. To prepare, you can think of your opinions before the meeting. You can also email the other meeting participants to exchange ideas before the meeting starts.

During the meeting, you should state your opinions. To state an opinion, you can follow a two step process.

The first step is to use an opinion phrase. For example, “My opinion is”, “I believe” or “From my point of view”.

Second, you should also say why you have the opinion. To do this, you can use a reason or example. These phrases will help you: “This is because”, “The reason is”, or “For example”.

END

移動学習：読む（READING）

STEP 1：
全体像をつかむ（見出し）

見出しを読んで、テーマを推測する

Analyzing Business

The analysis of business is used to check the progress of a company. In other words, it's like a company health check. After a company gets the results of the health check, the senior managers can make many decision. They might decide to make new products, try different production methods or to buy another company. There are many options for analysis. Here are three popular choices.

Data mining

Data mining is a computer science that analyzes patterns. These patterns can sometimes show us interesting information. This information can help us to make choices. An example of data mining is when shops look for purchasing patters. In other words, the shops want to know if there is a trend. This helps the shop to stock more or less of the products they sell.

Benchmarking

Benchmarking is a kind of analysis that compares things. The aim of benchmarking is to look for best practices. A best practice is something that another person is doing better than you. This could be customer services, production lines, research and development, or recruitment. Companies compare what they do with other companies because they hope to improve their business activities.

Statistics

Statistics is the result of research. A simple kind of statistics is a distribution. A distribution shows how things are different. A basic example is temperature. If we look at a graph of temperature we can see that summer is hotter than winter. Because of this, we know to wear warm clothes in winter. This is called a prediction. Companies use statistics to find predictions.

In summary

There are many ways to find out how a company is performing. Many of the ways are complicated and take a long time. However, the goal of any analysis is to find out how to improve a business

見出し（赤字）だけで全体像を想像してみてください。

次のページへ→

移動学習：読む（READING）

STEP 2：全体像をつかむ（冒頭文）

見出しと冒頭文を読んで、テーマを推測する

Analyzing Business

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In summary

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見出しと冒頭部分（赤字）で内容をイメージしてみてください。

移動学習：読む (READING)

STEP 3：チャンクで読む

全体を読みながら、メインチャンクを強く意識する

Analyzing Business

The analysis of business is used / to check the progress / of a company. / In other words, / it's like / a company health check. / After a company gets the results / of the health check, / the senior managers / can make many decision. / They might decide / to make new products, / try different production methods / or to buy another company. / There are many options / for analysis. / Here are three popular choices.

Data mining

Data mining is a computer science / that analyzes patterns. / These patterns / can sometimes show us / interesting information. / This information can help us / to make choices. / An example of data mining / is when shops look for purchasing patters. / In other words, / the shops

want to know / if there is a trend. / This helps the shop / to stock more or less / of the products they sell.

Benchmarking

Benchmarking is a kind of analysis / that compares things. / The aim of benchmarking / is to look for best practices. / A best practice is something / that another person is doing better than you. / This could be customer services, production lines, research and development, or recruitment. / Companies compare what they do / with other companies / because they hope / to improve their business activities.

Statistics

Statistics is the result of research. / A simple kind of statistics / is a distribution. / A distribution shows / how things are different. / A basic example is temperature. / If we look at / a graph of temperature / we can see that / summer is hotter than winter. Because of this, / we know / to wear warm clothes in winter. / This is called a prediction. / Companies use statistics / to find predictions.

In summary

There are many ways / to find out / how a company is performing. / Many of the ways / are complicated and take a long time. / However, / the goal of any analysis / is to find out / how to improve a business.

内容は理解できましたか？

移動学習：読む（READING）

STEP 4：スピーディーに読む（事前）

読むスピードを確認する（タイマーで時間を計る）

Analyzing Business

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In summary

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どのくらいかかりましたか？　_____分_____秒

時間	WPM	ランク
5.5分	56	Good effort
5分	61	Good effort
4.5分	68	Basic
4分	77	Basic
3.5分	87	Average
3分	102	Average
2.5分	122	Good
2分	153	Excellent
1.5分	306	Native

移動学習：読む（READING）

STEP 5：スピーディーに読む（事後）

読むスピードを20%高める（タイマーで時間を計る）
タイトル、大項目、チャンクを意識して読む

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どのくらいかかりましたか？　＿＿＿分＿＿＿秒

1回目	2回目の時間				
	+10%	+20%	+30%	+40%	+50%
5分	4分30秒	4分	3分30秒	3分	2分30秒
4.5分	4分03秒	3分36秒	3分19秒	2分42秒	2分15秒
4分	3分36秒	3分16秒	2分48秒	2分24秒	2分
3.5分	3分09秒	2分48秒	2分27秒	2分06秒	1分45秒
3分	2分42秒	2分24秒	2分06秒	1分48秒	1分30秒
2.5分	2分15秒	2分	1分45秒	1分30秒	1分15秒
2分	1分48秒	1分36秒	1分24秒	1分12秒	1分
1.5分	1分21秒	1分12秒	1分03秒	54秒	45秒
1分	54秒	48秒	42秒	36秒	30秒

移動学習：読む（READING）

STEP 6：スピーディーに読む（事後）

読むスピードをさらに20%高める（タイマーで時間を計る）

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どのくらいかかりましたか？　＿＿＿分＿＿＿秒

２回目	３回目の時間				
	+10%	+20%	+30%	+40%	+50%
5分	4分30秒	4分	3分30秒	3分	2分30秒
4.5分	4分03秒	3分36秒	3分19秒	2分42秒	2分15秒
4分	3分36秒	3分16秒	2分48秒	2分24秒	2分
3.5分	3分09秒	2分48秒	2分27秒	2分06秒	1分45秒
3分	2分42秒	2分24秒	2分06秒	1分48秒	1分30秒
2.5分	2分15秒	2分	1分45秒	1分30秒	1分15秒
2分	1分48秒	1分36秒	1分24秒	1分12秒	1分
1.5分	1分21秒	1分12秒	1分03秒	54秒	45秒
1分	54秒	48秒	42秒	36秒	30秒

移動学習：読む (READING)

参考：日本語訳

Analyzing Business ビジネスを分析する

ビジネス分析は、会社の成長をチェックするために行う。いわば会社の『健康診断』のようなものである。健康診断の結果が出た後、上級管理職者たちは多くの決定を下す。新製品をつくる、異なる生産方法を試す、あるいは他社を買収するかもしれない。分析から、多くの選択肢が得られることになる。以下は、３つのよくある選択である。

データマイニング

データマイニングとは、データの中からパターンを分析する情報科学である。これらのパターンは、ときに興味深い情報を与えてくれる。この情報で、いろいろな選択をすることができるのである。データマイニングの例としては、店舗が客の購入パターンを探るなどがある。つまり、店舗はトレンドを知りたいのである。これは店舗にとって、在庫の増減を調整するのに役立っている。

ベンチマーキング
ベンチマーキングは、物事を比較する分析の一種である。ベンチマーキングの狙いは、ベストプラクティスを探し出すことである。ベストプラクティスとは、自分よりも優れた仕事をする人が行う手法である。それは顧客サービス・生産ライン・研究・開発・人材採用などである。企業は事業活動を改善させるために、自社と他社がしていることの違いを比較するのである。

統計
統計は、リサーチの結果である。簡単なものでは分布がある。統計分布は、どのような違いがあるかを示すものである。基本的な例に気温が挙げられる。気温のグラフから、夏は冬より暑いと知ることができる。これにより我々は、冬には暖かい服装をすることを知るのである。これを「予測」という。企業は、予測するために統計を使う。

まとめ
会社がどう業績を上げているかを知る方法はたくさんある。多くは複雑で時間のかかる方法だ。しかし、どの分析も、事業を向上させる方法を見つけ出すことが目標である。

END

集中学習：聴く（LISTENING）

日本語プレビュー

会社の受付での紹介

どの会社にも受付があります。受付とは、会社を訪問する際に、まず向かう場所です。受付に着くと同時に、踏むべきステップがいくつかあります。受付係が、あなたに関していくつか質問もしてきます。

まず、自己紹介をしなければいけません。感じよく微笑みながら、例えば “Good afternoon”（こんにちは）と言って挨拶しましょう。そして、自分の名前と会社名を言います。

受付係は、あなたに関する詳細な点を確認するはずです。名前と会社名を繰り返すでしょう。そのあと、訪問理由を聞いてきます。

あなたは、受付係に訪問理由を述べます。例えば「私は、購買部のジョンソン氏との会議で参りました」というように、です。

受付係は、あなたの訪問相手に連絡をとります。その時点で、あなたは座り、その人物を待てばいいのです。

次のページへ→

集中学習：聴く（LISTENING）

英語プレビュー

Introductions at a Company Reception

All companies have a reception desk. The reception desk is where you first go when you visit a company. When you arrive at a reception desk, there are some steps that you need to follow. There are also some questions that the reception clerk will ask you.

First, you should introduce yourself. Smile and start with a greeting, for example, “Good afternoon”. Then say your name and your company’s name.

The reception clerk should check your details. He will repeat your name and your company’s name. Then he will ask you why you are there.

You should tell the reception clerk the purpose of your visit. For example, “I am here to have a meeting with Mr. Johnson in the purchasing department”.

The reception clerk will then call the person you will meet. You can then take a seat and wait for the person.

END

移動学習：最重要の文法を押さえる

目的：本当に必要な文法だけを使えるようにする

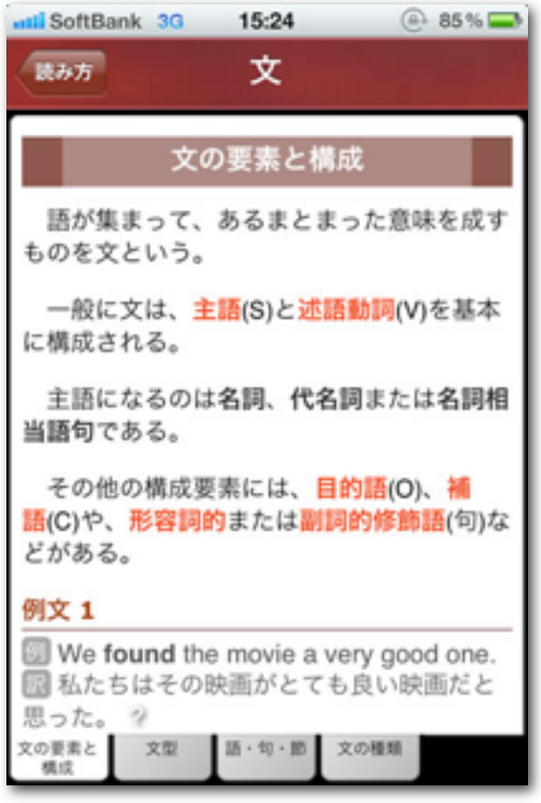
今日の範囲：30分間で内容を読み、積極的にテストを受け、解説と文章を把握する

STEP 1:
アプリを開く

STEP 2:
事前チェック

1. テストを行う
（主に文章と動詞）

STEP 3:
解説を確認する



2. 解説と例文を読む
（主に文章と動詞）

END

集中学習：聴く（LISTENING）

日本語プレビュー

海外のオフィスとのコミュニケーション

海外のオフィスにおけるコミュニケーションのスタイルは、日本のそれとは異なるため、日本の本社が海外の支店と話す際に問題が起こることも時折あります。たいてい、海外のスタッフは日本語が話せませんし、彼らは日本のオフォスで働いた経験がまったくないかもしれません。

そのため、海外のオフィスとコミュニケーションをとる際のコツを押さえておくとよいでしょう。以下に、海外の同僚とのコミュニケーションを良くするヒントを挙げます。

まず、重要な用件の際でもメールで問題ありません。ただ、メールを書く際には、依頼する内容を明確にする必要があります。丁寧な言葉は必要ないが、横柄に思われるような言葉は避けましょう。

次に、子会社に電話をするときには、できるだけ感じよくフレンドリーにしましょう。電話の際は、名字でなく相手のファーストネームを言っても大丈夫です。また、なぜ電話をしているのか、その理由の説明から始めることも忘れないようにしましょう。

最後に、面と向かってのコミュニケーションの場合は、もっと単刀直入に話してもいいです。ディスカッションの目的を述べ、できるだけ快活にきびきびと話しましょう。また、自分の意見は常に明確に言いましょう。

次のページへ→

集中学習：聴く（LISTENING）

英語プレビュー

Communicating with Foreign Offices

Office communication styles in other countries are different from the Japanese style. So, there can sometimes be problems when Japanese head offices talk with overseas offices. Usually, the foreign staff do not know how to speak Japanese. Also, those staff might never have worked in a Japanese office.

For these reasons, it is a good idea to have a strategy when communicating with foreign offices. Here are some tips to improve communication with your foreign coworkers. Firstly, it is OK to use email to discuss serious topics. However, when you write an email, you should make your request clear. You don’t need to use very polite language, but you should avoid language that seems arrogant.

Secondly, when you call your subsidiary, you should be as friendly as possible. It is OK to use your coworker’s first name when you call. Also, remember to start by explaining why you are calling.

Lastly, in face-to-face communication, you can be more direct. State the purpose of the discussion, and be active and energetic. Also, don’t forget to always say your opinion clearly.

END

移動学習：読む（READING）

STEP 1：
全体像をつかむ（見出し）

見出しを読んで、テーマを推測する

Areas of Personal Finance

Everyone knows that personal finance is important. The most common areas of person finance are: Receiving a salary, paying bills and saving money. However, those areas are the basic aspects of finance. In general, people should be aware of their current position, how to protect themselves and what to do when they retire.

Position

The financial position of a person or family is related to cash flow. Cash flow means all the money that a person receive compared to all the money a person has to pay. Everyone hopes that the money they receive is more than they pay out. The trick is to try to create a big gap between money in and money out. If the gap is big, then the person has more free money to spend.

Protection

Protection means to plan for events that cannot be predicted. These events include: losing a job, having a serious accident or even death. People try to protect themselves in various ways. However, the best way is to always have money in case of bad events. The two basic ways to have enough money is to either save the money in a bank, or to take out insurance.

Retirement

One of the most stressful periods of a person's life can be retirement. It can be stressful if a person does not have enough money to live. For this reason, most people plan for retirement. They try to hold assets, such as houses or valuable objects, and they save money or invest money. The main point is that each person should have enough money to be comfortable during retirement.

In summary

Financial issues can seem difficult. However, if people are aware of various life situations, then money won't be such a problem.

見出し（赤字）だけで全体像を想像してみてください。

次のページへ→

移動学習：読む（READING）

STEP 2：全体像をつかむ（冒頭文）

見出しと冒頭文を読んで、テーマを推測する

Areas of Personal Finance

Everyone knows that personal finance is important. The most common areas of person finance are: Receiving a salary, paying bills and saving money. However, those areas are the basic aspects of finance. In general, people should be aware of their current position, how to protect themselves and what to do when they retire.

Position

The financial position of a person or family is related to cash flow. Cash flow means all the money that a person receive compared to all the money a person has to pay. Everyone hopes that the money they receive is more than they pay out. The trick is to try to create a big gap between money in and money out. If the gap is big, then the person has more free money to spend.

Protection

Protection means to plan for events that cannot be predicted. These events include: losing a job, having a serious accident or even death. People try to protect themselves in various ways. However, the best way is to always have money in case of bad events. The two basic ways to have enough money is to either save the money in a bank, or to take out insurance.

Retirement

One of the most stressful periods of a person's life can be retirement. It can be stressful if a person does not have enough money to live. For this reason, most people plan for retirement. They try to hold assets, such as houses or valuable objects, and they save money or invest money. The main point is that each person should have enough money to be comfortable during retirement.

In summary

Financial issues can seem difficult. However, if people are aware of various life situations, then money won't be such a problem.

見出しと冒頭部分（赤字）で内容をイメージしてみてください。

移動学習：読む (READING)

STEP 3：チャンクで読む

全体を読みながら、メインチャンクを強く意識する

Areas of Personal Finance

Everyone knows that / personal finance is important. / The most common areas of person finance are: / Receiving a salary, paying bills and saving money. / However, / those areas are / the basic aspects of finance. / In general, / people should be aware of / their current position, / how to protect themselves / and what to do when they retire.

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移動学習：読む（READING）

STEP 4：スピーディーに読む（事前）

読むスピードを確認する（タイマーで時間を計る）

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どのくらいかかりましたか？ _____分_____秒

時間	WPM	ランク
5分	59	Good effort
4.5分	65	Good effort
4分	73	Basic
3.5分	84	Basic
3分	98	Average
2.5分	117	Average
2分	147	Good
1.5分	195	Excellent
1分	293	Native

移動学習：読む（READING）

STEP 5：スピーディーに読む（事後）

読むスピードを20%高める（タイマーで時間を計る）
タイトル、大項目、チャンクを意識して読む

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2.5分	2分15秒	2分	1分45秒	1分30秒	1分15秒
2分	1分48秒	1分36秒	1分24秒	1分12秒	1分
1.5分	1分21秒	1分12秒	1分03秒	54秒	45秒
1分	54秒	48秒	42秒	36秒	30秒

移動学習：読む（READING）

STEP 6：スピーディーに読む（事後）

読むスピードをさらに20%高める（タイマーで時間を計る）

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移動学習：読む (READING)

参考：日本語訳

Areas of Personal Finance 個人資産の範囲

誰もが個人資産は重要であることを知っている。よくある個人資産区分は、給与の受給、請求書の支払い、貯蓄である。しかし、これらは資産のごく基本的な側面である。一般的に、人々は現在の自分の経済状況、自分を守る方法、そして定年後は何をするかを知っておくべきだ。

経済的立場

個人、あるいは家族の経済的立場は、キャッシュフローと関係している。キャッシュフローとは、すべての受け取る金額と支払う金額を比較することである。誰もが、支払う金額よりも、受け取る金額が多いことを望むものだ。コツは、収入と支出に大きなギャップをつくることである。ギャップが大きければ、より自由に使える金額が増える。

保険保護

保険保護は、予測できない事態に備えて計画を立てることである。予測できない事態とは失職や重

大事故、死亡などである。人々はいろいろな方法で、これらから自分を守ろうとする。しかし最良の方法は、最悪の事態に備えて常にお金を用意しておくことである。十分なお金を用意する基本的な２つの方法は、銀行に預金することと保険に入ることである。

定年退職

人生の中でも最もストレスを感じる時期の一つに定年がある。その後の人生のための十分な蓄えがなければ、ストレスになりうる。そこで、ほとんどの人は定年退職に向けて計画を練る。家や高価な品物など資産の確保、貯金、または投資をしたりする。重要なポイントは、定年後も快適に過ごせるだけの十分な金額を持つことである。

まとめ

資産の問題は難しそうに見える。しかし、人生における様々な状況に注意を向けていれば、お金のことはそう問題にはならないのである。

END

集中学習：聴く（LISTENING）

日本語プレビュー

うまくいく交渉

私は仕事上、取引の交渉をするために多くのビジネスパートナーと会います。取引の内容が小さいときもあれば、大きいときもあります。私の経験から、自分にとっても相手にとっても良い取引をするために、常にしなければいけないことがいくつかあります。

まず始めは、自分が、そして相手が何を望んでいるのかをしっかりと知ることです。次に、自分が妥協できる点、相手が妥協できる点について考えることです。３点目に、同意に至らない場合のための、他の案を持っておくことが大切です。今の案以外の、他の手段もあるかもしれません。

これらは、すべて基本的な準備のステップです。また、パートナーシップに関わる人々のことも考慮する必要があります。その人間関係に焦点を当て、良い取引を妨げるようなものはないか検討します。

最後に、交渉の結果、つまり解決策について考えることも重要です。妥協案や、全員にとって良い結果をもたらすものは何なのかも考えたいところです。これがwin-win解決案と呼ばれるものです。

次のページへ→

集中学習：聴く（LISTENING）

英語プレビュー

Successful Negotiations

In my role, I meet many partners to negotiate deals. Sometimes these deals are small, but sometimes the deals are large. In my experience, there are some things that you should always do to get a good deal for you and your partner.

The first thing is to know what you want and what you think your partner wants. Then you should think about on what you can compromise and on what the partner could compromise. Thirdly, it is important to know what other plans you should make if you and your partner cannot agree. Maybe there is an alternative to the plan you want to make.

Those three points are all basic preparation steps. You also need to think about the people in the partnership. Focus on the relationship, and decide if there is anything that could prevent a good deal.

Lastly, it is important to think about the outcome of the negotiation. This is called the solution. You should plan for compromises and what things will make everyone happy. This is called a win-win solution.

END

移動学習：読む（READING）

STEP 1：
全体像をつかむ（見出し）

見出しを読んで、テーマを推測する

Basic Financial Markets

A financial market is a place where people who want to trade in the same items can meet and exchange those items. It isn't like a market where people buy things such as food. Instead it is usually just an exchange. However, these exchanges have to take place in specific places, such as the stock exchange in Tokyo. The examples here show the three main types of exchanges.

Capital

A capital market is where companies or enterprises try to raise money. They want to raise money to finance their projects. An example of a project could be to increase manufacturing or to expand into other countries. Companies can raise money by selling shares. Here the buyer gets money back yearly on the shares. Companies can also issue bonds. The buyer keeps the bonds then sells them for a profit later.

Commodities

A commodity is a physical item. These items can be basic food stuffs, such as rice or oranges. The items can also be precious metals like gold or fuel such as oil. The most basic type of exchange is for a wholesaler of a food product like potatoes to buy a lot of potatoes to sell in the open market. They make money by increasing the price they sell potatoes for in the open market.

Currency

Currency in the money that is used by a country. Therefore, the currency of Japan is Yen. Everyday the foreign exchange markets buy and sell the currencies of countries. This process affects the value of the currency. Sometimes the Yen will be strong, sometimes weak. However, the main reason for exchanging currency is to make profit on the exchange.

In summary

The financial markets are responsible for fixing the prices of many things that are important to people and companies. They also help to raise money for enterprises. Most people never participate in any of these basic exchanges. But for life, they are very important.

見出し（赤字）だけで全体像を想像してみてください。

次のページへ→

移動学習：読む（READING）

STEP 2：全体像をつかむ（冒頭文）

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移動学習：読む (READING)

STEP 3：チャンクで読む

全体を読みながら、メインチャンクを強く意識する

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Capital

A capital market is / where companies or enterprises try / to raise money. / They want to raise money / to finance their projects. / An example of a project / could be / to increase manufacturing / or to expand into other countries. / Companies can raise money / by selling shares. /

Here / the buyer gets money back / yearly / on the shares. / Companies can also issue bonds. / The buyer keeps the bonds / then sells them / for a profit / later.

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内容は理解できましたか？

移動学習：読む（READING）

STEP 4：スピーディーに読む（事前）

読むスピードを確認する（タイマーで時間を計る）

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移動学習：読む（READING）

STEP 5：スピーディーに読む（事後）

読むスピードを20%高める（タイマーで時間を計る）
タイトル、大項目、チャンクを意識して読む

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移動学習：読む（READING）

STEP 6：スピーディーに読む（事後）

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3分	2分42秒	2分24秒	2分06秒	1分48秒	1分30秒
2.5分	2分15秒	2分	1分45秒	1分30秒	1分15秒
2分	1分48秒	1分36秒	1分24秒	1分12秒	1分
1.5分	1分21秒	1分12秒	1分03秒	54秒	45秒
1分	54秒	48秒	42秒	36秒	30秒

移動学習：読む (READING)

参考：日本語訳

Basic Financial Markets
金融市場の基礎知識

金融市場とは、同じ品目内で取引したいと思っている人々が集まり、その取引品目を交換できる場所である。食べ物などのように、人々がものを買いに行く場所ではない。それはたいてい交換するだけである。しかしこの交換は、東京証券取引所のような特定の場所で行われる。ここでは、主な３つの交換品目の種類を例にあげる。

株・債券

株式市場は、法人企業や事業体が資金を増やすための場所である。彼らは事業プロジェクトのための資金調達をしたいのである。プロジェクトの例としては、製造量を増やす、他国に進出するなどがある。企業は株を売って資金を得る。買手はその株に年間で付く配当金を手にいれる。また、企業は債券を発行できる。買手はその債券を購入し、利益を得るために後で売るのである。

コモディティ商品
コモディティとは、物質的な取引品目である。品目には、米やオレンジなどの一般的な食物がある。また、金などの貴金属、原油などの燃料もある。最も基本的なタイプの取引きは、じゃがいもなどのような食品を一般の市場で売る卸売り業者に対するものである。彼らは、一般市場でじゃがいもを売る時に価格を上げて利益を得るのである。

通貨
通貨は各国でつかわれるお金のことである。つまり日本の通貨は「円」である。毎日、外国為替市場では各国の通貨が売り買いされている。このプロセスは、貨幣の価値に影響を与えている。時に円は強くなったり、弱くなったりする。しかし、通貨交換の主な理由は、交換するときに生じる利益を得るためである。

まとめ
金融市場は、人々や企業にとって重要な多くのものの価格を決める責任を負っている。また、事業体が資金を調達することにも役だっている。ほとんどの人がこれらの基本的取引に係ることはないだろう。しかし生活において、この取引は非常に重要なのである。

END

集中学習：聴く（LISTENING）

日本語プレビュー

空港の入国管理局

近頃、世界中の空港は、セキュリティを強化しています。そこで、あなたの旅をより快適にするために、セキュリティの様々な手順を知っておきましょう。これから、入国管理局で実際に行うことを見ていきます。

まず、入国審査官は、あなたにパスポートを提示するように言います。審査官は、そのパスポートにざっと目を通し、コンピュータであなたに関する詳細を確認します。

次に、審査官はいくつか質問をしてきます。例えば、訪問理由・滞在期間・滞在先といったことです。落ち着いて質問に答えてください。

その後、審査官はあなたの写真を撮ります。あなたは、カメラをしっかり見てリラックスしてください。微笑む必要はありません。

最後に、指紋認証を行います。審査官はスキャナーに指を１本置くように指示します。スキャナがあなたの指紋を撮ります。

審査官があなたのパスポートにスタンプを押した時点で、あなたはその国に自由に入国できます。

次のページへ→

集中学習：聴く（LISTENING）

英語プレビュー

Airport Immigration

Recently, airports around the world have increased security. You should know the different security processes. This will make your journey more relaxing and easy. Here are some things you might do at immigration.

The immigration officer will ask to see your passport. The officer will scan your passport and check your details on a computer.

Next the immigration officer will ask you some questions. For example: Why are you visiting this country? How long will you stay? Where will you stay?
Stay calm and answer the questions.

After that, the immigration officer will take your photograph. You should look into the camera and relax. You don't need to smile.

Finally, you will need to give your finger prints. The immigration officer will ask you to put one finger onto a scanner. The scanner will take a photograph of your finger print.

The immigration officer will stamp your passport and you are free to enter the country.

END

移動学習：有効な単語を覚える

目的：ACTIVE英単語を増やす

新しい単語：　ビジネス単語 Set 215, 216

レビュー１：　ビジネス単語 Set 213, 214 - 頻度 Rank A Set 18, 19, 20

レビュー２：　ビジネス単語 Set 211, 212

アプリ

1. 単語テストを行う
2. 日本語を見て英語を考える
3. 英語を確認する
4. 例文を聞きながら読む
5. 単語テストを行う

新しい単語

レビュー

レビュー1
単語テスト

レビュー２
穴埋テスト（日本語を読んで、答えてみて、音声確認）

END

集中学習：聴く（LISTENING）

日本語プレビュー

電車通勤

毎朝、私は地元の駅まで10分ほどかけて歩きます。徒歩時間は、気楽で静かなので気に入っています。駅はとても混雑しています。そこでコーヒーや朝食を買う人々もいますが、私は家で済ませてくるので、そのまま駅の改札口を通り過ぎます。

プラットホームは混んでいるので、落ち着いて電車が来るのを待たなければいけません。到着と共に人々は電車に殺到します。席に座れる人もいますが、ほとんどの人々は立っていなければなりません。

私の通勤時間は35分なので、その間、本を読んだり、英語の勉強をしたりします。英語の勉強にはスマートフォンを使っています。リスニングやリーディングにも使えるからです。これで英語力がつけばいいなと思います。

駅に着くと下車し、オフィスまで５分ほど歩きます。

電車通勤は便利ですが、かなり混むことは事実です。

次のページへ→

集中学習：聴く（LISTENING）

英語プレビュー

Commuting by Train

Every morning I walk to my local station. It takes about 10 minutes. I like the walk because it is easy and quiet. When I get to the station, it’s very crowded. Some people buy coffee or breakfast at the station. But I have breakfast at home, so I go through the station gates.

The train platform is busy. Everyone needs to stay calm and wait for the train. When the train arrives people rush onto it. Some people get seats, but most people have to stand up.

My train journey takes 35 minutes. So, while the train is moving I like to read a book or study English. I use a smartphone to study English. I use it because I can listen to English and read English. Hopefully, my English will improve.

When the train arrives at my stop, I get off. I walk about 5 minutes to my office.

Using the train is convenient, but quite crowded.

END

移動学習：読む（READING）

STEP 1：
全体像をつかむ（見出し）

見出しを読んで、テーマを推測する

Basic Human Resources

Human resources refers to the people that work in a company. Sometimes that group of people are known as human capital, talent, labor pool or simply, staff. Whatever the name, there are some aspects that define what human resources are. Here are the three main characteristics.

Demographics

Demographics refers to the people that work in a company according to the location. In other words, factory workers usually live near the factory and are of the same social class. However, office workers might all be middle class. Also, if the company is new, it might have more young people working for it. Whereas an established company would have older workers.

Diversity

Diversity is about the differences in the workforce. These differences happen because the company might have offices and factories in different locations. An example is a global company. This company might have people from many countries working for it. The branch offices would have local staff and staff from the foreign head office.

Skills

Skills are the qualities that people have. These qualities could be easy to learn or difficult. Jobs that require difficult skills are usually higher paid than low skilled jobs. Therefore, an office receptionist in an advertising company would probably earn less money than a creative director.

In summary

In modern business, human resource professionals need to focus not just on the simple task of finding new employees. They also need to balance things like age, gender, location and skills. Balancing these can be tough, but also very rewarding for the company.

見出し（赤字）だけで全体像を想像してみてください。

次のページへ→

移動学習：読む（READING）

STEP 2：全体像をつかむ（冒頭文）

見出しと冒頭文を読んで、テーマを推測する

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見出しと冒頭部分（赤字）で内容をイメージしてみてください。

移動学習：読む (READING)

STEP 3：チャンクで読む

全体を読みながら、メインチャンクを強く意識する

Basic Human Resources

Human resources refers / to the people / that work / in a company. / Sometimes / that group of people / are known / as human capital, talent, labor pool or simply, staff. / Whatever the name, / there are some aspects / that define / what human resources are. / Here are the three main characteristics.

Demographics

Demographics refers / to the people / that work / in a company / according to / the location. / In other words, / factory workers usually live / near the factory / and are of the same social class. / However, / office workers might all be middle class. / Also, / if the company is new, / it might have / more young people working / for it. / Whereas / an established company would have / older workers.

Diversity

Diversity is about / the differences / in the workforce. / These differences happen / because the company might have offices and factories / in different locations. / An example is a global company. / This company might have people / from many countries / woking / for it. / The branch offices would have local staff / and staff / from the foreign head office.

Skills

Skills are the qualities / that people have. / These qualities could be / easy to learn / or difficult. / Jobs / that require difficult skills / are usually higher paid / than low skilled jobs. / Therefore, / an office receptionist / in an advertising company / would probably earn less money / than a creative director.

In summary

In modern business, / human resource professionals / need to focus / not just on / the simple task / of finding new employees. / They also / need to balance / things like age, gender, location and skills. / Balancing these can be tough, / but also very rewarding / for the company.

内容は理解できましたか？

移動学習：読む（READING）

STEP 4：スピーディーに読む（事前）

読むスピードを確認する（タイマーで時間を計る）

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どのくらいかかりましたか？　_____分_____秒

時間	WPM	ランク
5分	51	Good effort
4.5分	57	Good effort
4分	64	Basic
3.5分	73	Basic
3分	85	Average
2.5分	102	Average
2分	128	Good
1.5分	171	Excellent
1分	256	Native

移動学習：読む（READING）

STEP 5：スピーディーに読む（事後）

読むスピードを20%高める（タイマーで時間を計る）
タイトル、大項目、チャンクを意識して読む

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どのくらいかかりましたか？　＿＿＿分＿＿＿秒

1回目	2回目の時間				
	+10%	+20%	+30%	+40%	+50%
5分	4分30秒	4分	3分30秒	3分	2分30秒
4.5分	4分03秒	3分36秒	3分19秒	2分42秒	2分15秒
4分	3分36秒	3分16秒	2分48秒	2分24秒	2分
3.5分	3分09秒	2分48秒	2分27秒	2分06秒	1分45秒
3分	2分42秒	2分24秒	2分06秒	1分48秒	1分30秒
2.5分	2分15秒	2分	1分45秒	1分30秒	1分15秒
2分	1分48秒	1分36秒	1分24秒	1分12秒	1分
1.5分	1分21秒	1分12秒	1分03秒	54秒	45秒
1分	54秒	48秒	42秒	36秒	30秒

移動学習：読む（READING）

STEP 6：スピーディーに読む（事後）

読むスピードをさらに20%高める（タイマーで時間を計る）

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２回目	３回目の時間				
	+10%	+20%	+30%	+40%	+50%
5分	4分30秒	4分	3分30秒	3分	2分30秒
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3分	2分42秒	2分24秒	2分06秒	1分48秒	1分30秒
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2分	1分48秒	1分36秒	1分24秒	1分12秒	1分
1.5分	1分21秒	1分12秒	1分03秒	54秒	45秒
1分	54秒	48秒	42秒	36秒	30秒

移動学習：読む (READING)

参考：日本語訳

Basic Human Resources
ヒューマン・リソース（人材）の基礎知識

ヒューマン・リソースとは、企業で働く人々を指す。これらの人々は、ときにヒューマン・キャピタル（人的資本）、タレント、労働予備力、もしくは単にスタッフともいわれる。呼び方はどうあれ、ヒューマン・リソースとは何かを定義する側面がいくつかある。以下に、その３つの特徴を挙げる。

デモグラフィック（統計的特性）

デモグラフィックは、場所による働く人々の特性を表す。言い換えると、工場で働く人々はたいてい工場の近くに居住し、同じ社会階層に属している。しかし、オフィスで働くほとんどの人々は中流階層にいるかもしれない。また、会社が新しければ、若い人が多く働いているかもしれない。一方、歴史ある会社には年長の従業員が多いかもしれない。

ダイバーシティ（多様性）
ダイバーシティは職場内の様々な違いのことである。これは、企業が異なる地域にオフィスや工場を持つことで生じる。例としては、グローバル企業が挙げられる。会社は、たくさんの国から人々を雇っているだろう。支社のオフィスには、現地で雇った人と本社からのやってきた人がいるかもしれない。

スキル
スキルとは、人々が持つ資質である。これら資質は、簡単に学べるものとそうでないものがある。一般に、難しいスキルが必要な職種は、簡単なスキルの職種よりも待遇が良い。それゆえ広告代理店などでは、受付係はクリエイティブ・ディレクターよりも給与が低いのではないだろうか。

まとめ
近年のビジネスにおいて、ヒューマン・リソースの専門家は、新従業員募集のような仕事以外にも焦点を当てる必要がある。また彼らは、従業員の年齢や性別、配属場所、スキルなどのバランスも見なければならない。このバランスをとることは難しいが、企業にとっては大変価値がある。

END

集中学習：聴く（LISTENING）

日本語プレビュー

日本における顧客との関係

私は、大手製紙会社の営業部門に10年ほど勤務しています。本、パッケージング、または家庭用品など、私の顧客は、我々の製造する紙をいろいろな用途に使用し、我々は様々な種類の紙をつくっています。

日本における営業に関して最も大切なのが、顧客です。彼らとの良い関係を保つことは重要だと思います。それには多くの方法があります。

まず、いつでも連絡してもらっていいとしっかり伝えます。私は、いつも彼らの話を聞くのに時間を割いています。また、定期的に彼らに電話をするようにしています。これは、こちらが彼らの状況に興味を持っていると伝えるのに適しているためです。

次に、彼らと実際に会うことです。私は少なくとも１週間に一度は彼らを訪ね、仕事の話をします。時折、社交の時間を設けるときもあります。

最後に、年に何度か、贈り物やカードも送ります。このことで、こちらが彼らのことや、彼らのビジネスを気にかけていることを相手に表せます。

次のページへ→

集中学習：聴く（LISTENING）

英語プレビュー

Customer Relations in Japan

I have been working in the sales division of a large paper manufacturer for almost 10 years. My customers use our paper for many different things. Some of the paper is used for books, other paper is used for packaging, and some is used for household goods. We make all kinds of paper.

The most important thing to remember about sales in Japan is the customer. I believe that keeping good customer relations is important. There are many ways I can keep these relationships with my customers.

The first is to make sure they can call me anytime. I always make time to listen to my customers. Also, I regularly call the customers. This is a good thing because it shows that I am interested in their situation.

The second is to meet the customers. I go to each customer at least once a week and talk about business. Sometimes we make time to socialize too.

The last is to remember to send gifts and cards at various times of the year. Nice gifts and cards show that I care about the customers and their business.

END

移動学習：最重要の文法を押さえる

目的：本当に必要な文法だけを使えるようにする

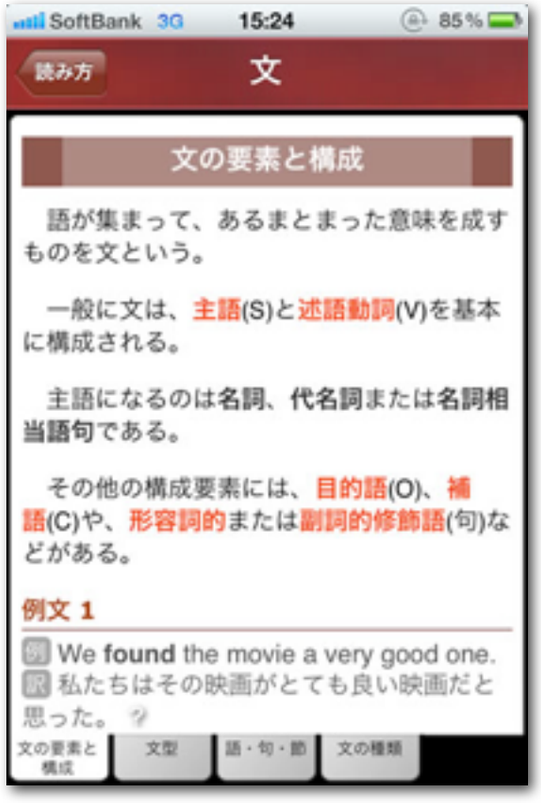
今日の範囲：30分間で内容を読み、積極的にテストを受け、解説と文章を把握する

STEP 1:
アプリを開く

STEP 2:
事前チェック

1. テストを行う
（主に文章と動詞）

STEP 3:
解説を確認する



2. 解説と例文を読む
（主に文章と動詞）

END

集中学習：聴く（LISTENING）

日本語プレビュー

トップビジネス書

毎年、様々な人がビジネス書を出します。これらの書籍は、ビジネスで成功するために役立つ、多岐に渡るトピックを網羅しています。しかし、なかには時代を超えた最高のものといわれる本もあります。ここに、そのいくつかをご紹介しましょう。

‘How to win friends and influence people’（邦題：人を動かす）という本は、1936年にデール・カーネギーによって書かれ、1500万部売れました。この本は、どのようにして人々を動かすか、自分が人々に好かれるようになるか、自分と同じ意見を人に持たせるか、そしてリーダーになれるかのノウハウに焦点を当てています。

‘Good to Great’ （邦題：ビジョナリーカンパニー）は、2001年にジェームズ・C・コリンズによって書かれました。この本は、いかにして普通に良い会社から素晴らしい会社に発展させるかについて書かれたもので、リーダーシップ・規律・テクノロジーなどを取り上げています。

ビジネスに役立つとされているもう１冊の本は、’Moneyball’ （邦題：マネー・ボール）という、2003年にマイケル・ルイスが書いたものです。これは、オークランド・エーズとして知られる野球チームに焦点を当てて書かれたものです。内容は野球についてなのですが、良いマネージャーになるためのノウハウが役に立つため、これまでに多くのマネージャーがこの本を読んでいます。

次のページへ→

集中学習：聴く（LISTENING）

英語プレビュー

Top Business Books

Every year, business books are written by many people. Those books cover a lot of different topics that are useful for being successful in business. However, some books are said to be the best of all time. Here are some of those books.

The book called How to Win Friends and Influence People was written by Dale Carnegie in 1936. This book sold more than 15 million copies. It focuses on ways to handle people, ways to make people like you, ways to make people think the same way as you, and how to be a leader.

Good to Great was a book written by James C. Collins in 2001. This book describes how to make good companies into great companies. It looks at things like leadership, discipline and technology.

Another book which is thought to be good for business is called Moneyball. This book was written by Michael Lewis in 2003. It focused on a baseball team known as the Oakland A's. Even though this book is about baseball, many managers have read it because it is useful to learn how to be a good manager.

END

移動学習：読む（READING）

STEP 1：
全体像をつかむ（見出し）

見出しを読んで、テーマを推測する

Business Ethics

Ethics are social rules. Social rules are different from country to country. For this reason, the business ethics can also be different according to various countries. Business ethics also change over time. In other words, things that companies did in the past are not common anymore. To help companies work better together, there are some standardized ways of doing some business.

Human Resources

All developed countries have rules that companies need to follow regarding employees. The exact rules can be slightly different from country to country. However, there are rules that are common. Discrimination is not allowed in most developed countries. There are law to protect people against companies doing bad things according to race, gender, age, disability or sexuality.

Intellectual Property

Intellectual property is any idea or invention that a person or company has. When people have new business ideas, they need to protect them. They protect them so that other people don't copy the idea. The ideas that people have are used to make money. So, these ideas can be protected by international laws for copyright and patents.

Pollution

Pollution refers to something that can damage an environment, animal or a person. Over time some companies have been found guilty of bad practices that damaged things. Examples include oil spills, toxic food products or dangerous products. For this reason, countries develop laws that protect people and the environment from these dangerous things.

In summary

There are many aspects to business ethics. The main thing to remember is that most countries try to protect people and environments, and ideas. Each country does things slightly differently, but the end goal of ethics is the same.

見出し（赤字）だけで全体像を想像してみてください。

次のページへ→

移動学習：読む（READING）

STEP 2：全体像をつかむ（冒頭文）

見出しと冒頭文を読んで、テーマを推測する

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見出しと冒頭部分（赤字）で内容をイメージしてみてください。

移動学習：読む (READING)

STEP 3：チャンクで読む

全体を読みながら、メインチャンクを強く意識する

Business Ethics

Ethics are social rules. / Social rules are different / from country / to country. / For this reason, / the business ethics can also be different / according to various countries. / Business ethics also change over time. / In other words, / things / that companies did / in the past / are not common anymore. / To help companies work better together, / there are some standardized ways / of doing business. /

Human Resources

All developed countries have rules / that companies need / to follow / regarding employees. / The exact rules can be slightly different / from country / to country. / However, / there are rules / that are common. / Discrimination is not allowed / in most developed countries. / There are laws / to protect people / against companies

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内容は理解できましたか？

移動学習：読む（READING）

STEP 4：スピーディーに読む（事前）

読むスピードを確認する（タイマーで時間を計る）

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どのくらいかかりましたか？　_____分_____秒

時間	WPM	ランク
5分	55	Good effort
4.5分	61	Good effort
4分	69	Basic
3.5分	79	Basic
3分	92	Average
2.5分	110	Average
2分	138	Good
1.5分	183	Excellent
1分	275	Native

移動学習：読む（READING）

STEP 5：スピーディーに読む（事後）

読むスピードを20%高める（タイマーで時間を計る）
タイトル、大項目、チャンクを意識して読む

Business Ethics

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1回目	2回目の時間				
	+10%	+20%	+30%	+40%	+50%
5分	4分30秒	4分	3分30秒	3分	2分30秒
4.5分	4分03秒	3分36秒	3分19秒	2分42秒	2分15秒
4分	3分36秒	3分16秒	2分48秒	2分24秒	2分
3.5分	3分09秒	2分48秒	2分27秒	2分06秒	1分45秒
3分	2分42秒	2分24秒	2分06秒	1分48秒	1分30秒
2.5分	2分15秒	2分	1分45秒	1分30秒	1分15秒
2分	1分48秒	1分36秒	1分24秒	1分12秒	1分
1.5分	1分21秒	1分12秒	1分03秒	54秒	45秒
1分	54秒	48秒	42秒	36秒	30秒

移動学習：読む（READING）

STEP 6：スピーディーに読む（事後）

読むスピードをさらに20%高める（タイマーで時間を計る）

Business Ethics

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２回目	３回目の時間				
	+10%	+20%	+30%	+40%	+50%
5分	4分30秒	4分	3分30秒	3分	2分30秒
4.5分	4分03秒	3分36秒	3分19秒	2分42秒	2分15秒
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2.5分	2分15秒	2分	1分45秒	1分30秒	1分15秒
2分	1分48秒	1分36秒	1分24秒	1分12秒	1分
1.5分	1分21秒	1分12秒	1分03秒	54秒	45秒
1分	54秒	48秒	42秒	36秒	30秒

移動学習：読む (READING)

参考：日本語訳

Business Ethics 企業倫理

倫理とは社会のルールである。社会のルールは国によって異なる。ゆえに、ビジネスの倫理もそれぞれの国によって異なってくる。また、企業倫理は時代とともに変化する。言い換えると、過去においてビジネスで行われてきたことは、現代ではもはや普通ではないのである。企業同士が共にうまくビジネスを行っていくために、標準化されたことがいくつかある。

ヒューマン・リソース（人材）
すべての先進国には、企業が遵守しなければならない雇用に関するルールがある。正確にはそれらのルールは、国によって多少違いがある。しかし、共通のルールはいくつかある。ほとんどの先進国で、差別は許されない。人種、性別、年齢、障害、性志向などによって待遇を変える企業から、人々を守るための法律がある。

知的財産
知的財産とは、個人あるいは企業が持つすべてのアイディアと発明である。新しいビジネスの発想が浮かんだときは、彼らはそれを守る必要がある。他社に真似をされないようにするためだ。それらの発想は利益を生み出す。よって、著作権や特許のための国際的な法律によって守られているのである。

公害
公害とは、環境や動物、人に損害を与える物事を指す。これまでにもいくつかの企業は、損害を与えるひどい経営をして有罪になってきた。石油流出、汚染食品、危険商品などがその例だ。そのため、これらの危険なものから人々や環境を守る法律が制定されたのである。

まとめ
企業倫理には多くの側面がある。覚えておくべきは、ほとんどの国が人々と環境、そして発想というものを守ろうとしていることである。それぞれの国で方法は少しずつ違っていても、倫理という最終目標は同じである。

END

集中学習：聴く（LISTENING）

日本語プレビュー

イギリスの同僚たちと付き合う

２年前、私は大阪支店からロンドンのヨーロッパ支店へと転勤になりました。当初はロンドンに移り住むことにワクワクしていましたが、２か月経った後、私の心境は変化しました。

大阪では、仕事帰りに同僚たちとよく飲みに行きました。仕事後の飲みは、リラックスして同僚たちとコミュニケーションをとる大切な時間でした。

ロンドンでは、６時頃には同僚全員が退社します。飲みに行こうと誘うと、決まって彼らは行かないと言うのです。私は、自分が嫌われているのではないかと思いました。最終的に、私は同僚の一人に、なぜ誰も自分を飲みに誘ってくれないのかと聞きました。すると同僚は、仕事後は皆家に戻るのだと教えてくれました。

これには驚きましたが、イギリスでは家族とレジャーがとても大切であると同僚が説明してくれました。最近では、私も勤務時間に同僚たちとの会話を楽しみ、仕事の後は家族とゆっくりするのを楽しんでいます。

次のページへ→

集中学習：聴く（LISTENING）

英語プレビュー

Dealing with UK Coworkers

Two years ago, I was transferred from my office in Osaka to our European office in London. I was very excited to move to the UK. However, my feelings changed after I had lived THERE for a few months.

In Osaka, after work, I used to drink with my coworkers. After work drinking time was very important to relax and communicate with coworkers.

In London, all of my coworkers would leave work at about 6:00pm. When I asked them if they wanted to go drinking, they always said, no. This made me feel that my coworkers didn't like me. Finally, I asked one of my coworkers why they didn't invite me to drink with them. My coworker told me that everyone went home after work.

This surprised me. But my coworker explained that family and leisure is very important in the UK. These days I enjoy talking with coworkers during office time, and I love relaxing with my family after work.

END

移動学習：読む（READING）

STEP 1：
全体像をつかむ（見出し）

見出しを読んで、テーマを推測する

Business Intelligence

Business intelligence is knowledge about the capability of a company. Companies now have access to tons of information. This is sometimes called “big data.” By analyzing this information carefully they can gain business intelligence. This tells managers whether the company should change, or if the company is better or worse than other companies.

Dashboards

The first step to benefit from business intelligence is deciding what information to analyze. A collection of important data put together in an easy-to-understand visual is called a dashboard. Corporate dashboards help managers understand what’s happening in their companies in real time.

Analysis

By tracking important information in a dashboard, managers can see what’s going well and what’s not. The next step is to analyze the causes of good and bad results. What should the company do to continue achieving good results? What should the company change to stop getting bad results? By analyzing the causes, managers can take action.

Action

Business intelligence is only useful when it leads to action. When taking action, managers must do these four things. First, clarify the goal. Second, communicate the action and goal to employees, Third, track the action and its results. Fourth, give feedback to employees about their action.

In summary

By using business intelligence, managers can run business smoother and smarter than ever before. However, to do that well they must have clear information, analyze where it comes from and take smart action.

見出し（赤字）だけで全体像を想像してみてください。

次のページへ→

移動学習：読む（READING）

STEP 2：全体像をつかむ（冒頭文）

見出しと冒頭文を読んで、テーマを推測する

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見出しと冒頭部分（赤字）で内容をイメージしてみてください。

移動学習：読む (READING)

STEP 3：チャンクで読む

全体を読みながら、メインチャンクを強く意識する

Business Intelligence

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内容は理解できましたか？

移動学習：読む（READING）

STEP 4：スピーディーに読む（事前）

読むスピードを確認する（タイマーで時間を計る）

Business Intelligence

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時間	WPM	ランク
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3.5分	68	Basic
3分	79	Basic
2.5分	95	Average
2分	119	Average
1.5分	158	Good
1分	237	Excellent
45秒	316	Native

移動学習：読む（READING）

STEP 5：スピーディーに読む（事後）

読むスピードを20%高める（タイマーで時間を計る）
タイトル、大項目、チャンクを意識して読む

Business Intelligence

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2分	1分48秒	1分36秒	1分24秒	1分12秒	1分
1.5分	1分21秒	1分12秒	1分03秒	54秒	45秒
1分	54秒	48秒	42秒	36秒	30秒

移動学習：読む（READING）

STEP 6：スピーディーに読む（事後）

読むスピードをさらに20%高める（タイマーで時間を計る）

Business Intelligence

Business intelligence is knowledge about the capability of a company. Companies now have access to tons of information. This is sometimes called “big data.” By analyzing this information carefully they can gain business intelligence. This tells managers whether the company should change, or if the company is better or worse than other companies.

Dashboards

The first step to benefit from business intelligence is deciding what information to analyze. A collection of important data put together in an easy-to-understand visual is called a dashboard. Corporate dashboards help managers understand what’s happening in their companies in real time.

Analysis

By tracking important information in a dashboard, managers can see what's going well and what's not. The next step is to analyze the causes of good and bad results. What should the company do to continue achieving good results? What should the company change to stop getting bad results? By analyzing the causes, managers can take action.

Action

Business intelligence is only useful when it leads to action. When taking action, managers must do these four things. First, clarify the goal. Second, communicate the action and goal to employees, Third, track the action and its results. Fourth, give feedback to employees about their action.

In summary

By using business intelligence, managers can run business smoother and smarter than ever before. However, to do that well they must have clear information, analyze where it comes from and take smart action.

どのくらいかかりましたか？　＿＿＿分＿＿＿秒

２回目	３回目の時間				
	+10%	+20%	+30%	+40%	+50%
5分	4分30秒	4分	3分30秒	3分	2分30秒
4.5分	4分03秒	3分36秒	3分19秒	2分42秒	2分15秒
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移動学習：読む (READING)

参考：日本語訳

Business Intelligence
ビジネス・インテリジェンス

ビジネス・インテリジェンスとは、企業の将来性に関する知識である。現代の企業は、膨大な情報にアクセスできる。これはときに「ビッグデータ」と呼ばれる。この情報を注意深く分析することによって、ビジネス・インテリジェンスを得ることができる。これにより管理者たちは、会社は変わるべきか、あるいは他社より優れているか否かを知ることができる。

ダッシュボード
ビジネス・インテリジェンスを有益に使う最初のステップは、どの情報を分析するか決めることである。重要なデータをわかりやすく視覚的にして収集したものを、ダッシュボードという。企業のダッシュボードは、管理者たちが今会社で何が起きているのかをリアルタイムで知るのに役立つ。

分析
ダッシュボード内の重要な情報を追跡することによって、管理者たちは何がうまく進んでいて何がそうでないかを知ることができる。次のステップは、良い結果と悪い結果の原因を分析することだ。良い結果を出し続けるために何をするべきか？ 悪い結果を出さないようにするために何を変えていけばよいか？ 原因を分析することによって、管理者たちは措置を講じることができるのである。

行動する
ビジネス・インテリジェンスは、行動に移したときに初めて役に立つ。実際に行動を起こすとき、管理者たちは次の４つのことをしなければならない。1. 目標を明確にする。2. 活動内容と目標を従業員に伝える。3. 活動と結果を追跡する。4. 従業員たちに活動のフィードバックをする。

まとめ
ビジネス・インテリジェンスを利用することによって、管理者たちはより円滑に賢く事業を運営していくことができる。しかしそのためには、明確な情報を持ち、その情報をもたらした理由を分析し、きびきびと行動しなければならない。

END

集中学習：聴く（LISTENING）

日本語プレビュー

タクシーに乗る

たいていの国では、タクシーにメーターが付いています。メーターを見れば乗客は支払額がわかります。タクシーが前に進むに連れて、その額も増えます。例えば、東京では、２キロより５キロ乗車するほうが高くつきます。

しかし、他の国では、メーターがいつも使われるとは限りません。２つの例を見てみましょう。

東南アジアを訪れる際には、ホテルを出る前にタクシーを予約しておくべきです。ホテルの受付で、どこに行きたいのかを告げてください。受付係はタクシー会社に連絡をし、値段を確認します。あなたは、タクシーに乗った時点で支払いをするのです。

また、ヨーロッパの国々では、タクシーの運転手と値段を交渉する場合もあります。運転手にどこに行くのか伝えると、値段を言ってきます。もしその値段でいいのであれば、そのタクシーに乗車し、降りるときに支払います。

次のページへ→

集中学習：聴く（LISTENING）

英語プレビュー

Taking a Taxi

In most countries, taxis have a meter. A meter shows the passenger how much to pay. The amount to pay increases when the taxi moves. For example, in Tokyo, a 5 kilometer taxi ride is more expensive than a 2 kilometer taxi ride.

However, in other countries, meters are not always used. Here are two examples.

When visiting Southeast Asia, you should arrange your taxi journey before you leave your hotel. Go to the hotel reception and tell the receptionist where you would like to go. The receptionist will call the taxi company and check the price. You pay your taxi driver when you get into the taxi.

In some European countries, you should negotiate the price with the taxi driver. Tell the driver where you want to go. He will tell you the price. If the price is OK, then you should get in the taxi. You pay when you get out of the taxi.

END

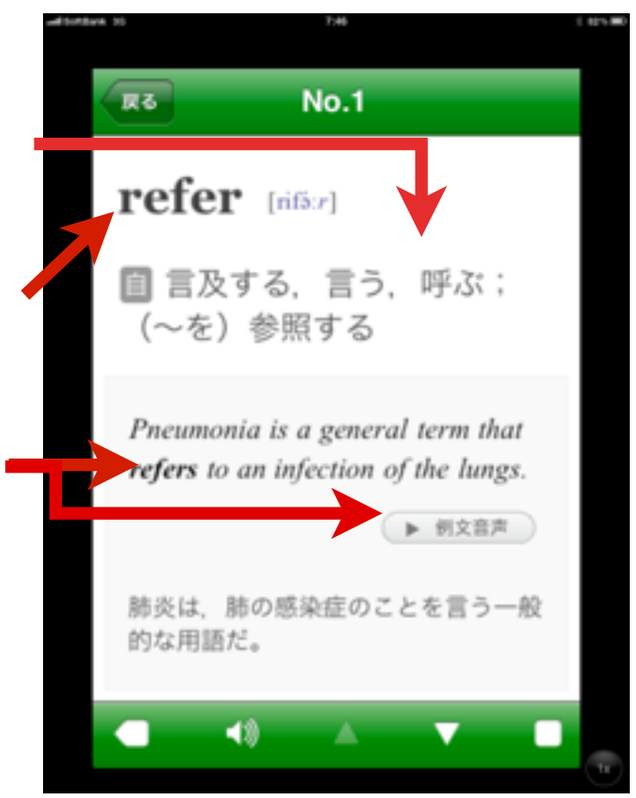
移動学習：有効な単語を覚える

目的：ACTIVE英単語を増やす
新しい単語：　ビジネス単語 Set 217, 218
レビュー１：　ビジネス単語 Set 215, 216 - 頻度 Rank A Set 21, 22, 23
レビュー２：　ビジネス単語 Set 213, 214

アプリ

1. 単語テストを行う
2. 日本語を見て英語を考える
3. 英語を確認する
4. 例文を聞きながら読む
5. 単語テストを行う

新しい単語



レビュー

レビュー1
単語テスト

レビュー２
穴埋テスト（日本語を読んで、答えてみて、音声確認）

END

集中学習：聴く（LISTENING）

日本語プレビュー

習慣的な仕事

私は日本の大企業に勤めています。これから、日常の業務を説明します。まず、毎朝８時15分に会社に着きます。同僚たちも全員同じ時刻に来ます。始めの15分に、私は机を整理し、朝のチームミーティングの準備をします。

８時30分になると、主任がミーティングを始めます。私は同僚たちと一緒に立ち、話を聞きます。彼は我々の１日の業務について話します。９時にはミーティングが終わり、我々は仕事に取りかかります。

午前中、私は顧客から受け取ったメールをすべてチェックし、返信します。
そして12時には、同僚と一緒に会社の食堂で昼食をとります。時間は45分です。

昼食後は、たいていいくつかのミーティングに出て、報告書を書く作業に取りかかります。この時間が最も集中しなければならないときです。私は報告書を書き、同僚に渡します。彼らは私の仕事をチェックし、私は彼らの仕事をチェックします。

すべての報告書を書き終えたら、帰宅します。通常は９時頃に退社できます。

次のページへ→

集中学習：聴く（LISTENING）

英語プレビュー

Traditional Working

I work in a large Japanese company. I'd like to describe a usual day at work. I arrive at 8:15 every morning. My coworkers all arrive at the same time. For the first 15 minutes, I organize my desk and get ready for my team's morning meeting.

At 8:30, my supervisor starts our meeting. I stand with my coworkers and listen to our supervisor. He talks about what we should do during the day. At 9:00am, the meeting finishes and we start our work.

During the morning, I check and reply to all the emails I have received from my customers. Then at 12 o'clock, I go to the company cafeteria to have lunch with my coworkers. Lunchtime lasts 45 minutes.

After lunch, I usually attend several meetings and begin working on writing reports. This is the time I have to focus the most. I write my reports and pass them to my coworkers. My coworkers check my work and I check their work.

When all the report writing is finished, we go home. We can usually leave at around 9:00pm.

END

移動学習：読む（READING）

STEP 1：
全体像をつかむ（見出し）

見出しを読んで、テーマを推測する

Capitalism

Capitalism is a type of economic system. This system is used in most countries of the world. It is based on private ownership of companies and property. The companies or properties can be owned by one person or a group of people. However, all these companies have been set up for the purpose of making a profit. Here are three expressions used to explain capitalism.

Free Market

A free market economy is a type of economic system where the price of goods and services are fixed by the market conditions. One such condition is supply and demand, which means harder to find products are expensive, for example gold. There are many such conditions that could affect the price of a product. However, one factor not involved is government. The government does not control prices in this type of economy.

State Owned

A state owned business is one that is controlled by the government. This means that the people of the country own the business. In theory, this should make the prices for the consumer cheap. However, these kinds of businesses are usually a monopoly. In other words, there is no competition from other companies. Old examples of this type in Japan were Japan Railways or Japan Post.

Mixed Economy

A mixed economy is a system where there is a free market and some state control in the same country. In reality, almost all countries are in this category if the government owns some part of a private company. However, most people see countries from Scandinavia – northern Europe – as having mixed economies.

In summary

The definition of each type of capitalist system is debated widely. However, the three types mentioned here are the most characteristic. In fact, even very capitalistic countries, such as Japan, could be considered a mixed economy.

見出し（赤字）だけで全体像を想像してみてください。

次のページへ→

移動学習：読む（READING）

STEP 2：全体像をつかむ（冒頭文）

見出しと冒頭文を読んで、テーマを推測する

Capitalism

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In summary

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見出しと冒頭部分（赤字）で内容をイメージしてみてください。

移動学習：読む (READING)

STEP 3：チャンクで読む

全体を読みながら、メインチャンクを強く意識する

Capitalism

Capitalism is a type of economic system. / This system is used / in most countries / of the world. / It is based / on private ownership / of companies and property. / The companies or properties can be owned / by one person or a group of people. / However, / all these companies have been set up / for the purpose / of making a profit. / Here are three expressions used / to explain capitalism.

Free Market

A free market economy is a type of economic system / where the price / of goods and services / are fixed / by the market conditions. / One such condition is supply and demand, / which means / harder to find products / are expensive, / for example gold. / There are many such conditions / that could affect the price /

of a product. / However, / one factor / not involved / is government. / The government does not control prices / in this type of economy.

State Owned

A state owned business is one / that is controlled / by the government. / This means that / the people / of the country / own the business. / In theory, / this should make the prices / for the consumer / cheap. / However, / these kinds of businesses are usually a monopoly. / In other words, / there is no competition / from other companies. / Old examples / of this type / in Japan / were Japan Railways or Japan Post.

Mixed Economy

A mixed economy is a system / where there is a free market and some state control / in the same country. / In reality, / almost all countries are / in this category / if the government owns some part / of a private company. / However, / most people see countries / from Scandinavia – northern Europe – / as having mixed economies.

In summary

The definition / of each type of capitalist system / is debated widely. / However, / the three types / mentioned here / are the most characteristic. / In fact, / even very capitalistic countries, / such as Japan, / could be considered a mixed economy.

内容は理解できましたか？

移動学習：読む（READING）

STEP 4：スピーディーに読む（事前）

読むスピードを確認する（タイマーで時間を計る）

Capitalism

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In summary

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どのくらいかかりましたか？　_____分_____秒

時間	WPM	ランク
5.5分	55	Good effort
5分	60	Good effort
4.5分	67	Basic
4分	76	Basic
3.5分	86	Average
3分	101	Average
2.5分	121	Good
2分	151	Excellent
1.5分	302	Native

移動学習：読む（READING）

STEP 5：スピーディーに読む（事後）

読むスピードを20%高める（タイマーで時間を計る）
タイトル、大項目、チャンクを意識して読む

Capitalism

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どのくらいかかりましたか？　＿＿＿分＿＿＿秒

1回目	2回目の時間				
	+10%	+20%	+30%	+40%	+50%
5分	4分30秒	4分	3分30秒	3分	2分30秒
4.5分	4分03秒	3分36秒	3分19秒	2分42秒	2分15秒
4分	3分36秒	3分16秒	2分48秒	2分24秒	2分
3.5分	3分09秒	2分48秒	2分27秒	2分06秒	1分45秒
3分	2分42秒	2分24秒	2分06秒	1分48秒	1分30秒
2.5分	2分15秒	2分	1分45秒	1分30秒	1分15秒
2分	1分48秒	1分36秒	1分24秒	1分12秒	1分
1.5分	1分21秒	1分12秒	1分03秒	54秒	45秒
1分	54秒	48秒	42秒	36秒	30秒

移動学習：読む（READING）

STEP 6：スピーディーに読む（事後）

読むスピードをさらに20%高める（タイマーで時間を計る）

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どのくらいかかりましたか？　＿＿＿分＿＿＿秒

２回目	３回目の時間				
	+10%	+20%	+30%	+40%	+50%
5分	4分30秒	4分	3分30秒	3分	2分30秒
4.5分	4分03秒	3分36秒	3分19秒	2分42秒	2分15秒
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2分	1分48秒	1分36秒	1分24秒	1分12秒	1分
1.5分	1分21秒	1分12秒	1分03秒	54秒	45秒
1分	54秒	48秒	42秒	36秒	30秒

移動学習：読む (READING)

参考：日本語訳

Capitalism 資本主義

資本主義は、経済システムの一つである。このシステムは、世界のほとんどの国で取り入れられており、企業と財産の個人所有権が基本となっている。個人、あるいはグループで企業や財産を所有できるのである。しかしすべての企業は、利益を生み出す目的で設立される。以下の３つは、資本主義を説明する際に使われる。

自由市場

自由市場経済とは、市場の状況によって物やサービスの価格が決められる経済システムである。状況には、金のように入手しにくいものは価格が高いという「需要と供給」があり、数多くの状況が物の価格に影響を与える。しかし、もう一つの要素は、政府が介入しないことである。この経済システムでは、政府が価格を管理しないのである。

国有事業

国有事業とは、政府によって統制されている事業のことである。これは、国民がその事業を所有し

ているという意味である。理論的には、国民のために価格を安くする企業といえる。しかし、このような事業はたいてい独占企業である。言い換えれば、国内に競争相手がいないということになる。日本の古い例では、国鉄や日本郵政公社がある。

混合経済

混合経済とは、同じ国の中に自由市場経済と政府参入計画が混在するシステムである。実際は、もし政府が個人事業の一部分でも所有していれば、ほとんどの国はこのカテゴリーに入ることになる。しかし、たいていの人々は、スカンジナビアや北ヨーロッパが混合経済の国だと思っている。

まとめ

各種の資本主義システムの定義は広く議論されている。しかし、ここで述べた３つのタイプは最も特徴的なものである。実際、日本のような資本主義国家であっても、混合経済国であるともいえるのである。

END

集中学習：聴く（LISTENING）

日本語プレビュー

中国のビジネス文化

日本と中国のビジネス文化には、似通った点が多くあります。そのため、日本人にとって、中国の企業とビジネスをするのはさほど難しくはありません。しかし、中国でビジネスをするにあたって、覚えておくべき決まり事がいくつかあります。

まず、人間関係が重要であること。つまり、仕事と個人の生活が強く密着しています。中国人は、自分のビジネスパートナーに関しての個人情報をかなり知りたがります。

日本に関していえば、会社における年長者が重要だとみなされます。名刺交換をする際には、一番年配の方から始めます。中国でも、名刺交換は日本と同じ形で行われます。

最後に、贈り物をすることは中国において一般的、かつ人間関係において相手を敬う気持ちを示すために重要です。贈り物に関して覚えておく点が２点あります。まず、贈り物をする際には、年長者にそれ以外の年下の誰よりも一番良い贈り物を送ることです。次に、たとえその贈り物が気に入らなくても欲しくなくても、必ずもらったものは受け取らなければなりません。

次のページへ→

集中学習：聴く（LISTENING）

英語プレビュー

Chinese Business Culture

There are many similarities between Japanese and Chinese business culture. This makes doing business with Chinese companies fairly easy for Japanese people. However, there are some rules about doing business in China that are important to remember.

The first thing is that relationships are important. This means that business and personal life are strongly connected. Chinese people expect to learn a lot of personal details about their business partners.

As in Japan, senior people in companies are important. When you exchange cards, you should exchange with the most senior person first. Also, Chinese people exchange cards in the same style as in Japan.

Finally, gift giving is also common and important. It is important because gifts show respect for relationships. There are two things to remember about gifts. First, if you give gifts, then remember that senior people get better gifts than junior people. Second, you should always accept gifts, even if you don’t like or want the gifts.

END

移動学習：最重要の文法を押さえる

目的：本当に必要な文法だけを使えるようにする

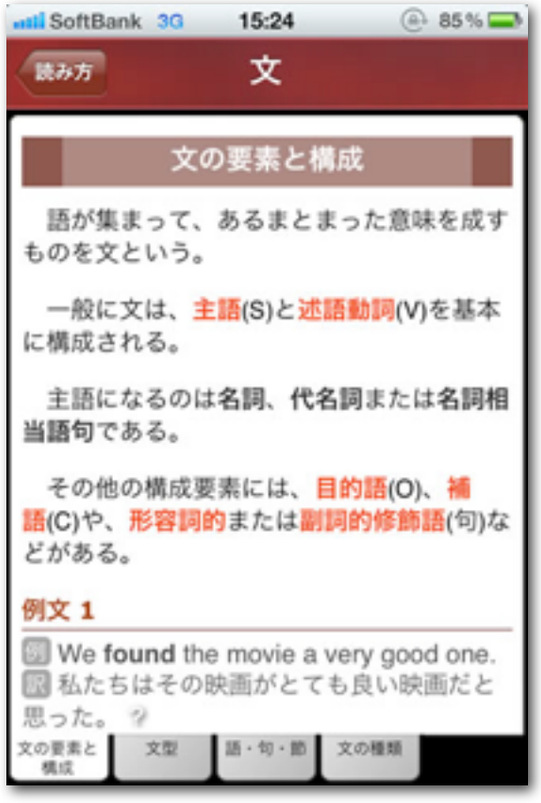
今日の範囲：30分間で内容を読み、積極的にテストを受け、解説と文章を把握する

STEP 1:
アプリを開く

STEP 2:
事前チェック

1. テストを行う
（主に文章と動詞）

STEP 3:
解説を確認する



2. 解説と例文を読む
（主に文章と動詞）

END

集中学習：聴く（LISTENING）

日本語プレビュー

ホテルにチェックインする

出張は楽しいものでしょう。なかには海外に行く人もいます。海外出張の場合には、ホテルを利用する必要があります。海外でのホテルでチェックインする際には、英語で話す必要があります。

最初に、チェックインカウンターに行きましょう。チェックインの係があなたを出迎え、予約があるかどうかを聞いてきます。予約があればそのように伝え、あなたの名前も伝えます。

次に、係員はパスポートとクレジットカードを提示するよう言ってきます。クレジットカードは、部屋での飲食の際に必要となります。

パスポートとクレジットカードを返した後、係員は部屋番号や部屋の大きさ、その他の詳細など、あなたの部屋に関する説明をします。もし、その部屋で問題がなければ、彼は部屋の鍵を渡し、あなたは自分の部屋に行きます。

次のページへ→

集中学習：聴く（LISTENING）

英語プレビュー

Checking into a Hotel

Business travel can be fun. Some business people travel overseas. When business people travel overseas, they need to use hotels. When you check into a foreign hotel, you will need to speak English.

The first thing you should do is go to the check-in-counter. The check-in-clerk will greet you and ask if you have a reservation. You can tell the clerk that you have a reservation and give him your name.

The clerk will ask to see your passport and a credit card. A credit card is needed in case you have any of the food or drinks in your room.

The clerk will give you back your passport and credit card. Then he will explain about your room, such as the room number, the room size and any other details. If you are happy with your room, the clerk will give you the key and you can go to your room.

END

移動学習：読む（READING）

STEP 1：全体像をつかむ（見出し）

見出しを読んで、テーマを推測する

Company Divisions

All companies need to be divided into divisions. However, deciding how to divide the company up can take some time. Usually it depends on the type of business the company is running. Also, small companies might not need to be divided up. In any case, big companies struggle to organize their divisions effectively. Here are three ways that divisions can operate.

Products

If a company produces products it can divide its divisions according to different products. This is an advantage if each product needs a manager that has specialized knowledge about the way the product is produced. For example, if a company makes footwear, they could produce several different lines. It might make sense for the company to have a running division, summer division or a mountain walking division. That way, the company can focus resources for each product.

Customers

Some companies arrange their division around the types of customers they have. This is true for companies that make products or those that sell services. This means that the customers of one company might have different needs and different budgets. For example, if you make vehicles, you might have a corporate customer division or a luxury car buyer division. This style helps give customers special treatment.

Geographical

Geographical means the area that the company or division operates. Large companies have offices and factories in various locations. For example, a Japanese company might have a factory in the UK that produces products for Europe. In this case, the company might put all the elements the European operation needs in its UK division.

In summary

Splitting a company up by large divisions depends a lot on the size of the company. Some companies might only have offices in one country, others might have offices all over the world. In the end, the type of divisions that a company will have depends on its business focus.

見出し（赤字）だけで全体像を想像してみてください。

次のページへ→

移動学習：読む（READING）

STEP 2：全体像をつかむ（冒頭文）

見出しと冒頭文を読んで、テーマを推測する

Company Divisions

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見出しと冒頭部分（赤字）で内容をイメージしてみてください。

移動学習：読む (READING)

STEP 3：チャンクで読む

全体を読みながら、メインチャンクを強く意識する

Company Divisions

All companies / need to be divided / into divisions. / However, / deciding how to divide the company up / can take some time. / Usually / it depends on / the type of business / the company is running. / Also, / small companies / might not need to be divided up. / In any case, / big companies / struggle to organize their divisions effectively. / Here are three ways / that divisions can operate.

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If a company produces products, / it can divide its divisions / according to / different products. / This is an advantage / if each product needs a manager / that has specialized knowledge / about the way / the product is produced. / For example, / if a company makes footwear, / they could produce several different lines. / It might

make sense / for the company / to have a running division, summer division or a mountain walking division. / That way, / the company can focus resources / for each product.

Customers

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内容は理解できましたか？

移動学習：読む（READING）

STEP 4：スピーディーに読む（事前）

読むスピードを確認する（タイマーで時間を計る）

Company Divisions

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In summary

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どのくらいかかりましたか？　_____分_____秒

時間	WPM	ランク
5.5分	58	Good effort
5分	63	Good effort
4.5分	70	Basic
4分	79	Basic
3.5分	91	Average
3分	106	Average
2.5分	127	Good
2分	159	Excellent
1.5分	317	Native

移動学習：読む（READING）

STEP 5：スピーディーに読む（事後）

読むスピードを20%高める（タイマーで時間を計る）
タイトル、大項目、チャンクを意識して読む

Company Divisions

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どのくらいかかりましたか？　＿＿＿分＿＿＿秒

1回目	2回目の時間				
	+10%	+20%	+30%	+40%	+50%
5分	4分30秒	4分	3分30秒	3分	2分30秒
4.5分	4分03秒	3分36秒	3分19秒	2分42秒	2分15秒
4分	3分36秒	3分16秒	2分48秒	2分24秒	2分
3.5分	3分09秒	2分48秒	2分27秒	2分06秒	1分45秒
3分	2分42秒	2分24秒	2分06秒	1分48秒	1分30秒
2.5分	2分15秒	2分	1分45秒	1分30秒	1分15秒
2分	1分48秒	1分36秒	1分24秒	1分12秒	1分
1.5分	1分21秒	1分12秒	1分03秒	54秒	45秒
1分	54秒	48秒	42秒	36秒	30秒

移動学習：読む（READING）

STEP 6：スピーディーに読む（事後）

読むスピードをさらに20%高める（タイマーで時間を計る）

Company Divisions

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２回目	３回目の時間				
	+10%	+20%	+30%	+40%	+50%
5分	4分30秒	4分	3分30秒	3分	2分30秒
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2.5分	2分15秒	2分	1分45秒	1分30秒	1分15秒
2分	1分48秒	1分36秒	1分24秒	1分12秒	1分
1.5分	1分21秒	1分12秒	1分03秒	54秒	45秒
1分	54秒	48秒	42秒	36秒	30秒

移動学習：読む (READING)

参考：日本語訳

Company Divisions 会社の部署

すべての企業は、部門に分ける必要がある。しかし、どのように分けるかを決めるには時間がかかる。たいていは、その会社の事業タイプによって決められる。また、小さい会社では部署に分ける必要がないかもしれない。どちらにしても、大きな企業は、効果的に部門を編成することに苦慮している。以下は、各部署をうまく運用する３つの方法である。

製品別

もし会社が複数の商品を生産しているのなら、商品別に部門を分けることができる。これは、もし各商品を生産するのに特別な知識を持つ管理者が必要な場合は好都合である。例えば、靴をつくっている会社なら、いくつかの異なる商品ラインナップを持っているだろう。ランニング用、夏用、山歩き用など、各製品の部門を持つことは、会社にとっては理にかなっている。そうすることで、企業はそれぞれの製品の計略に専念できるのである。

顧客別

ある企業は、顧客のタイプによって部門を分けている。サービスを売りにして商品をつくっている企業にとっては、正しいやり方である。これは、その企業の顧客たちは、異なるニーズと予算を持っているということである。例えば、自動車メーカーなら、法人顧客部門と高級車顧客部門を持っているかもしれない。この方法は、顧客それぞれに特別な対応をするのに役に立つ。

地域別

地域別とは、企業、あるいは部門が運営する範囲を意味する。大きな会社であれば、様々な場所に多くのオフィスや工場を持っている。例えば、日本の会社が、イギリスにヨーロッパ向けの商品をつくるための工場を持っていたりする。この場合、企業はヨーロッパでの運営に必要なすべての要素を、イギリスの部署に投入するだろう。

まとめ

大きな部門で分ける方法は、その会社の規模による。１つの国の中に数か所オフィスを持つだけの企業や、世界中にオフィスを持つ企業もある。結局、企業が持つ部署の種類は、ビジネスにおいて何に焦点を当てているかによるのである。

END

集中学習：聴く（LISTENING）

日本語プレビュー

海外での学習コースを選ぶ

年々ビジネスはグローバル化しているため、日本の企業は今後、他国の企業と仕事をしていかなければなりません。以前の新人社員は、自分の会社のことや自社の慣習について学ぶだけでよかったのですが、これからはそれ以外のことも自分自身で積極的に学んでいく必要があります。

もし、既に仕事を始めているのであれば、自己学習に関していくつか選択肢があります。多くの人々は英語学習を選びます。主な英語圏で学べますが、数か月または１年に渡って、ロンドン、ニューヨーク、シドニーに住むのは経費がかかるため、フィリピンのようなアジアの国で英語を学ぶ日本人もいます。

もし数年働いているのであれば、MBA取得の学習をする選択もあります。MBAとはビジネスの資格で、費用もかかりますが、もし取得に成功すれば昇進するのも早くなるでしょう。しかし、MBA向けの学習をするためには、かなり長期の休みが必要になるのも事実です。

次のページへ→

集中学習：聴く（LISTENING）

英語プレビュー

Choosing an Overseas Study Course

Business becomes more global every year. This means that companies in Japan need to work with companies from other countries. In the past, new employees in Japan learned about their company and their company's customers. However, it is also important to learn some things by yourself.

If you are starting your career, there are some easy study options. Most people choose to study English. You can study English in any of the main English speaking countries. However, moving to London, New York or Sydney for months or even a year can be very expensive. For this reason, some Japanese people study English in an Asian country, such as the Philippines.

If you have been working for some years, another option you could take is to study for an MBA. An MBA is a business qualification. These qualifications are expensive. But, if you are successful, your career can move along quickly. However, you would have to take a long time off work to study for an MBA.

END

移動学習：読む（READING）

STEP 1：
全体像をつかむ（見出し）

見出しを読んで、テーマを推測する

Company Structures

Since the first company was made, they've always needed organization. After industrialization started, companies were able to grow quickly. Very soon there were very big companies in Europe and North America. They were organized into hierarchies. This means that there were clear layers of management. However, how companies are organized these days depends on various ways of doing business.

Functional

Functional departments are organized when people who do similar jobs need to be near to each other. Examples are usually in engineering, design or development. Functional departments have strong communication inside the departments. However, communication between departments can be tough.

Divisional

The divisional structure style is used by most companies. This kind of style focuses on products. Each division contains everything that is needed to make that product. For example, an electronics company might have a camera division or a TV division. Divisions can also be created for areas. For example, a South American division or a Middle Eastern division.

Matrix

A matrix style of organization focuses on combining the functional and product styles. Because of this reason, a company with a matrix structure uses lots of teams. The teams can be temporary or permanent. Each team might work on several products but would only do one function. An example is a customer service team for products X and Y.

In summary

How a company is structured depends on the way the company would like to do business. Sometimes the structure is very traditional, and sometimes it can be quite modern.

見出し（赤字）だけで全体像を想像してみてください。

次のページへ→

移動学習：読む（READING）

STEP 2：全体像をつかむ（冒頭文）

見出しと冒頭文を読んで、テーマを推測する

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見出しと冒頭部分（赤字）で内容をイメージしてみてください。

移動学習：読む (READING)

STEP 3：チャンクで読む

全体を読みながら、メインチャンクを強く意識する

Company Structures

Since the first company was made, / they've always needed organization. / After industrialization started, / companies were able to grow quickly. / Very soon / there were very big companies / in Europe and North America. / They were organized / into hierarchies. / This means that / there were clear layers / of management. / However, / how companies are organized / these days / depends on / various ways / of doing business.

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In summary

How a company is structured / depends on / the way / the company would like to do business. / Sometimes the structure is very traditional, / and sometimes it can be quite modern.

内容は理解できましたか？

移動学習：読む（READING）

STEP 4：スピーディーに読む（事前）

読むスピードを確認する（タイマーで時間を計る）

Company Structures

Since the first company was made, they've always needed organization. After industrialization started, companies were able to grow quickly. Very soon there were very big companies in Europe and North America. They were organized into hierarchies. This means that there were clear layers of management. However, how companies are organized these days depends on various ways of doing business.

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Functional departments are organized when people who do similar jobs need to be near to each other. Examples are usually in engineering, design or development. Functional departments have strong communication inside the departments. However, communication between departments can be tough.

Divisional

The divisional structure style is used by most companies. This kind of style focuses on products. Each division contains everything that is needed to make that product. For example, an electronics company might have a camera division or a TV division. Divisions can also be created for areas. For example, a South American division or a Middle Eastern division.

Matrix

A matrix style of organization focuses on combining the functional and product styles. Because of this reason, a company with a matrix structure uses lots of teams. The teams can be temporary or permanent. Each team might work on several products but would only do one function. An example is a customer service team for products X and Y.

In summary

How a company is structured depends on the way the company would like to do business. Sometimes the structure is very traditional, and sometimes it can be quite modern.

どのくらいかかりましたか？　_____分_____秒

時間	WPM	ランク
5分	50	Good effort
4.5分	56	Good effort
4分	63	Basic
3.5分	72	Basic
3分	84	Average
2.5分	100	Average
2分	126	Good
1.5分	167	Excellent
1分	251	Native

移動学習：読む（READING）

STEP 5：スピーディーに読む（事後）

読むスピードを20%高める（タイマーで時間を計る）
タイトル、大項目、チャンクを意識して読む

Company Structures

Since the first company was made, they've always needed organization. After industrialization started, companies were able to grow quickly. Very soon there were very big companies in Europe and North America. They were organized into hierarchies. This means that there were clear layers of management. However, how companies are organized these days depends on various ways of doing business.

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1回目	2回目の時間				
	+10%	+20%	+30%	+40%	+50%
5分	4分30秒	4分	3分30秒	3分	2分30秒
4.5分	4分03秒	3分36秒	3分19秒	2分42秒	2分15秒
4分	3分36秒	3分16秒	2分48秒	2分24秒	2分
3.5分	3分09秒	2分48秒	2分27秒	2分06秒	1分45秒
3分	2分42秒	2分24秒	2分06秒	1分48秒	1分30秒
2.5分	2分15秒	2分	1分45秒	1分30秒	1分15秒
2分	1分48秒	1分36秒	1分24秒	1分12秒	1分
1.5分	1分21秒	1分12秒	1分03秒	54秒	45秒
1分	54秒	48秒	42秒	36秒	30秒

移動学習：読む（READING）

STEP 6：スピーディーに読む（事後）

読むスピードをさらに20%高める（タイマーで時間を計る）

Company Structures

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移動学習：読む (READING)

参考：日本語訳

Company Structures 会社の構造

最初の「会社」が創業し始めて以来、会社は常に組織化を必要とした。工業化が始まると、会社は急成長を遂げ、ほどなく北アメリカやヨーロッパに巨大企業が出現した。会社は縦組織で管理されていた。これは、明確な経営の階層があったということだ。しかし、最近では会社をどう管理していくのかは、ビジネスの方法によって異なる。

機能別

機能別部署は、似た仕事をする者同士がお互い近くにいる必要がある際に組織される。技術、デザイン、商品開発部などである。機能別部署内には、強力なコミュニケーションがある。しかし、部署同士のコミュニケーションは難しいものである。

部門別

部門別の構造は、ほとんどの企業が取り入れている。この構造のスタイルは、製品に焦点を当てる。各部門は、製品をつくるために必要とされる

あらゆる事柄を含んでいる。例えば、電気製品をつくる会社は、カメラ部門やテレビ部門を持つだろう。また部門は、それぞれの地域に向けてつくることもできる。南アメリカ支社や中東支社などといった具合にである。

マトリックス形式

マトリックス形式の組織構造は、仕事の機能と製品を結合することに重点を置く。そのため、マトリックス構造の会社は多くのチームを持っている。それらチームは、一時的なものもあれば、継続するものもある。各チームは、複数の製品のために働くかもしれないが、仕事の機能は１つだけである。例としては、製品XとYのための顧客サービスチームなどである。

まとめ

どのように組織が構成されるかは、その企業のビジネスのやり方による。ときに非常に伝統的、もしくは近代的な構造であったりする。

END

集中学習：聴く（LISTENING）

日本語プレビュー

オフィス外で仕事をする

私は、大手メーカーの営業マンです。オフィスには自分のデスクがありますが、週に数回しか使いません。クライアントを訪ね、製造計画や納品期日について話さなければならないからです。また、新しいクライアントにも会い、製品や価格について話し合う必要もあります。

私は外出していることが多いので、セールスの準備をしたり、報告書を書いたりする仕事場が必要となります。自分がそのときいる所によって、その場所は決まります。

通常、私は喫茶店で仕事をします。仕事をしながらコーヒーを飲んだり、軽食をとったりできるので便利です。しかし、喫茶店は混み合うこともあり、
いつもすんなりと席が見つかるとは限りません。

私のもう一つの働き場所は、駅です。駅によっては広い待合室があります。
席を確保するのには良いのですが、うるさいことがよくあります。

最後の場所は、タクシーの中です。しかし、これは土壇場のときや手短な仕事をするときだけです。

次のページへ→

集中学習：聴く（LISTENING）

英語プレビュー

Working Out of the Office

I am a sales person for a large manufacturing company. I have a desk in my office, but I only use it a few times a week. This is because I have to visit my clients and talk about the production schedules and delivery times. I also need to meet with new clients and discuss products and prices.

Because I am out of the office so much, I need to find places to work. I need places to prepare sales pitches and to write reports. The places I usually work at depend on my location.

Usually, I can work in a coffee shop. This is good because I can have a coffee or a snack while I work. However, coffee shops can be busy. It isn't always easy to find a seat.

Another place I work is in a train station. Some train stations have big waiting areas. These are great to get a seat, but they can often be noisy.

The last place I work is in a taxi. However, this is only for last minute or quick work.

END

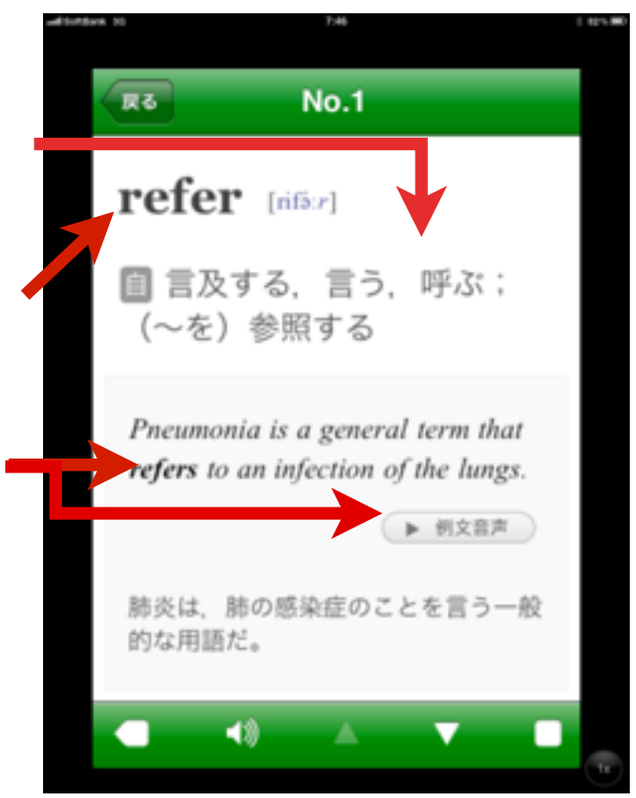
移動学習：有効な単語を覚える

目的：ACTIVE英単語を増やす
新しい単語：　ビジネス単語 Set 219, 220
レビュー１：　ビジネス単語 Set 217, 218 - 頻度 Rank A Set 24, 25, 26
レビュー２：　ビジネス単語 Set 215, 216

アプリ

1. 単語テストを行う
2. 日本語を見て英語を考える
3. 英語を確認する
4. 例文を聞きながら読む
5. 単語テストを行う

新しい単語



レビュー

レビュー1
単語テスト

レビュー２
穴埋テスト（日本語を読んで、答えてみて、音声確認）

END

集中学習：聴く（LISTENING）

日本語プレビュー

オフィスで手助けを求める

私は東京のオフィスで働いていますが、この会社は日本の企業ではありません。私はここで、コミュニケーションのスタイルが日本のやり方と違うことを学びました。例えば、問題について話し合う会議をあまり持ちません。

もし上司の助けが必要な場合は、２通りの方法があります。まずは、上司にメールをし、すぐに返事をもらうやり方。もう１つは、彼のオフィスに直接行き、質問をする形です。

上司と話すときには、彼の名字ではなく名前を呼びます。例えば「ジョン、ちょっと質問してもいいですか？」といった具合です。彼は気さくな上司なので、
私たちは、常日頃、私のする質問に関して雑談したりもします。

私のオフォスでは、喫煙室やコーヒーを飲む場所がないので、もし同僚に何か質問があるときには、たいてい自分たちのデスク周辺で話します。

私たちのオフィスは時折うるさいときもありますが、いつも気楽で楽しい職場です。

次のページへ→

集中学習：聴く（LISTENING）

英語プレビュー

Asking for Help in the Office

I work in an office in Tokyo. However, my company is not a Japanese company. I have learned that office communication is different from the Japanese style. For example, we have few meetings to discuss problems.

If I need help from my boss, there are two methods I can use. First, I can email my boss and he will reply quickly. Second, I can go to his office and ask him a question.

When I speak to my boss, I use his first name. For example, “John, can I ask you a question?” He is a friendly boss, so we usually chat about my question.

In my office, there are not any smoking rooms or coffee rooms. So, if I want to ask my coworkers questions, we chat casually around our desks.

Our office is sometimes noisy, but it is always relaxed and fun.

END

移動学習：読む（READING）

STEP 1：
全体像をつかむ（見出し）

見出しを読んで、テーマを推測する

Corporate Citizen

A corporate citizen is not a person. In fact, a corporate citizen is a company. The idea of citizenship of a company focuses on the role of the company in society. An important word here is responsibility. Corporate social responsibility has been a term used in business for some time. The theory is that companies should be good members of society.

Companies as citizens

Corporations are not people. Therefore they do not have identification cards. They do not vote in elections or go on holiday to other countries. However, they do have an identity. This is usually through the products they make. They do have influence in elections because they support politicians. They also go overseas, because global companies are everywhere. So, the theory is that companies should have rules similar to people.

Legal issues

The main problem with making companies similar to people is that companies are property. People, in most countries, are free. They can move around, change jobs, raise a family and retire near the seaside. Companies can also do similar things. However, they are not free. This is because they can be bought and sold for money.

Companies in politics

Companies and people are not the same. However, people own companies, they work in companies and shareholders get money from companies. For these reason, companies try to change government rules. They support politicians that have views similar to theirs. They hope that governments will allow companies to operate freely.

In summary

The corporate citizen idea refers to companies as people in society. Whether companies should be treated as people is a debate. However, everyone agrees that responsible companies fit better into society.

見出し（赤字）だけで全体像を想像してみてください。

次のページへ→

移動学習：読む（READING）

STEP 2：全体像をつかむ（冒頭文）

見出しと冒頭文を読んで、テーマを推測する

Corporate Citizen

A corporate citizen is not a person. In fact, a corporate citizen is a company. The idea of citizenship of a company focuses on the role of the company in society. An important word here is responsibility. Corporate social responsibility has been a term used in business for some time. The theory is that companies should be good members of society.

Companies as citizens

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Legal issues

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Companies in politics

Companies and people are not the same. However, people own companies, they work in companies and shareholders get money from companies. For these reason, companies try to change government rules. They support politicians that have views similar to theirs. They hope that governments will allow companies to operate freely.

In summary

The corporate citizen idea refers to companies as people in society. Whether companies should be treated as people is a debate. However, everyone agrees that responsible companies fit better into society.

見出しと冒頭部分（赤字）で内容をイメージしてみてください。

移動学習：読む (READING)

STEP 3：チャンクで読む

全体を読みながら、メインチャンクを強く意識する

Corporate Citizen

A corporate citizen is not a person. / In fact, / a corporate citizen is a company. / The idea / of citizenship / of a company / focuses on / the role / of the company / in society. / An important word / here / is responsibility. / Corporate social responsibility has been a term / used in business / for some time. / The theory is that / companies should be good members / of society.

Companies as citizens

Corporations are not people. / Therefore / they do not have identification cards. / They do not vote / in elections / or go on holiday / to other countries. / However, / they do have an identity. / This is usually / through the products / they make. / They do have influence / in elections / because they support politicians. / They also

go overseas, / because global companies are everywhere. / So, / the theory is that / companies should have rules / similar to people.

Legal issues

The main problem / with making companies similar to people / is that / companies are property. / People, / in most countries, / are free. / They can move around, / change jobs, / raise a family / and retire near the seaside. / Companies can also do similar things. / However, / they are not free. / This is because they can be bought and sold / for money.

Companies in politics

Companies and people are not the same. / However, / people own companies, / they work / in companies / and shareholders get money / from companies. / For these reason, / companies try to change government rules. / They support politicians / that have views / similar to theirs. / They hope that / governments will allow companies / to operate freely.

In summary

The corporate citizen idea refers to / companies as people / in society. / Whether companies should be treated as people / is a debate. / However, / everyone agrees that / responsible companies fit better / into society.

内容は理解できましたか？

移動学習：読む（READING）

STEP 4：スピーディーに読む（事前）

読むスピードを確認する（タイマーで時間を計る）

Corporate Citizen

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Legal issues

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Companies in politics

Companies and people are not the same. However, people own companies, they work in companies and shareholders get money from companies. For these reason, companies try to change government rules. They support politicians that have views similar to theirs. They hope that governments will allow companies to operate freely.

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時間	WPM	ランク
5分	56	Good effort
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4分	70	Basic
3.5分	80	Basic
3分	93	Average
2.5分	112	Average
2分	140	Good
1.5分	187	Excellent
1分	280	Native

移動学習：読む（READING）

STEP 5：スピーディーに読む（事後）

読むスピードを20%高める（タイマーで時間を計る）
タイトル、大項目、チャンクを意識して読む

Corporate Citizen

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	+10%	+20%	+30%	+40%	+50%
5分	4分30秒	4分	3分30秒	3分	2分30秒
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2.5分	2分15秒	2分	1分45秒	1分30秒	1分15秒
2分	1分48秒	1分36秒	1分24秒	1分12秒	1分
1.5分	1分21秒	1分12秒	1分03秒	54秒	45秒
1分	54秒	48秒	42秒	36秒	30秒

移動学習：読む（READING）

STEP 6：スピーディーに読む（事後）

読むスピードをさらに20%高める（タイマーで時間を計る）

Corporate Citizen

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2分	1分48秒	1分36秒	1分24秒	1分12秒	1分
1.5分	1分21秒	1分12秒	1分03秒	54秒	45秒
1分	54秒	48秒	42秒	36秒	30秒

移動学習：読む (READING)

参考：日本語訳

Corporate Citizen 企業市民

企業市民とは個人のことではない。実は、企業のことである。企業が市民であるという考え方は、社会での企業の役割に焦点を当てている。ここで重要な語句は「責任」である。CSR（会社の社会的責任）は、しばらく前からビジネスでよく使われてきた用語である。それは、企業は社会の良き一員であるべきだという考えである。

市民としての企業

企業は人間ではない。したがって、身分証明書を持たないし、投票もしない、また外国へ休暇に行ったりもしない。しかし、アイデンティティーを持っている。これは通常、企業がつくる製品を通して現れる。彼らは政治家を応援することで、選挙に影響力を持つ。また、グローバルな経営を行う会社は至るところにあるので、企業は海外にも進出していく。そこで、企業も人間と同じような規則を持つべきではないか、というのがこの説である。

法的な問題

企業向けに人間と同じ規則をつくることの主な問題は、企業は財産であるということだ。ほとんどの国では、人々は自由である。どこにでも行けるし、仕事を変えたり、家族を持ったり、海岸の近くに隠居したりもできる。企業も、似たようなことをするのは可能だ。しかし、自由ではない。企業は売買されるものだからだ。

政治の中の企業

企業と人間は同じではない。しかし、人々は会社を所有する、会社で働く、また会社の株主は会社からお金を受け取る。そのため、企業は政治の規則を変えようとする。彼らは、自分と同じような視点に立つ政治家の支援をする。企業は、自分たちが自由に経営することが許されるような政治を望むのである。

まとめ

企業市民の考え方は、企業を人間のように社会の一員とみなすことだ。実際に企業が人間と同様に扱えるかどうかは議論すべき点だ。しかし、責任ある企業が社会にうまく適応することは、誰もが認めることである。

END

集中学習：聴く（LISTENING）

日本語プレビュー

飛行機通勤

たいていの人は、車もしくは電車で通勤します。なかには自転車や徒歩で通える恵まれた人々もいるでしょう。私の場合、東京在住なのですが、台北で働いています。６か月のみの任務なので、家族を連れていくことはしませんでした。

毎週日曜の午後、私の妻は羽田空港まで送ってくれます。空港に到着すると私は自分の荷物を持ち、別れを告げます。次の金曜日まで会えないのです。

それから、私は出発口付近に行き、フライトのチェックインを済ませます。通常待ち時間があるので、私は喫茶店に入り、コーヒーを飲みながらメールのチェックをします。

台北へのフライトは数時間です。到着したら入国審査を終え、自分の荷物を受け取ります。そして、週の間、ビジネスホテルに滞在します。

金曜には、東京に戻ります。海外で働くのも良いのですが、やはり家族と一緒に過ごす週末は格別です。

次のページへ→

集中学習：聴く（LISTENING）

英語プレビュー

Commuting by Air

Most people go to their office by car or train. Some very lucky people can even cycle or walk to work. In my case, I live in Tokyo but work in Taipei. My assignment in Taipei is only for six months, so I didn’t want to move my family to Taiwan.

Every Sunday afternoon, my wife drives me to Haneda airport. When we arrive, I pick up my bag and say goodbye. I won’t see her again until Friday.

Then I go to the departure zone and check in to my flight. There is usually some time to wait, so I go to a coffee shop to drink coffee and check my emails.

The flight to Taipei takes a few hours. When I land, I go through immigration and pick up my bags. During the week, I stay in a business hotel.

On Friday, I make the return trip to Tokyo. I like working in a foreign country, but I love spending time with my family on the weekend.

END

移動学習：最重要の文法を押さえる

目的：本当に必要な文法だけを使えるようにする

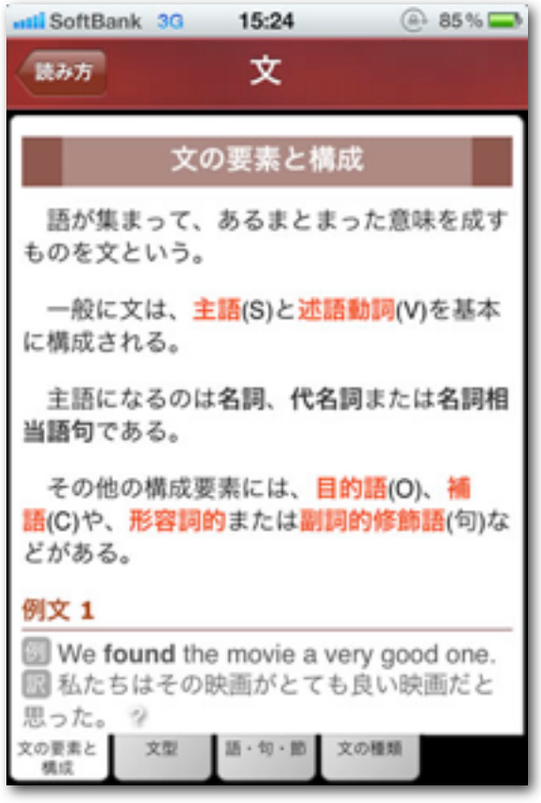
今日の範囲：30分間で内容を読み、積極的にテストを受け、解説と文章を把握する

STEP 1:
アプリを開く

STEP 2:
事前チェック

1. テストを行う
（主に文章と動詞）

STEP 3:
解説を確認する



2. 解説と例文を読む
（主に文章と動詞）

END

集中学習：聴く（LISTENING）

日本語プレビュー

東京でのランチタイム

私の勤務先は、東京にある日本の伝統的な企業です。私も同僚も仕事が多いため、オフィスの中はたいてい静かです。私たちはデスクに向かい、その日の仕事が終わるまで働きます。

しかし、ランチタイムのときは違います。正午になると、うちの会社の社員は外にランチを食べに行きます。なかにはお弁当を持ってくる人もいて、持ってきたお弁当を自席で食べます。その後は、たいてい軽く睡眠をとります。また、会社の食堂に行く人もいます。食堂のランチは便利で安いのですが、あまりおいしくありません。

私の場合は、毎日外に食べに行きます。同僚たちと一緒にエレベーターで下に降りて、フードコートに向かいます。通常、選択肢はたくさんあるのですが、私たちは早く決めなくてはいけません。他のすべての会社も正午がランチタイムだからです。

好きな物を選んで注文したら、リラックスしながら世間話をします。お互いの近況を確認し合える、とても良い時間です。というわけで、ランチタイムは私たちの勤務時間の中で最良のときといえます。

次のページへ→

集中学習：聴く（LISTENING）

英語プレビュー

Lunchtime in Tokyo

I work for a traditional Japanese company in Tokyo. My office is usually quiet because my coworkers and I have lots of work to do. We sit at our desks and work until our work is finished for the day.

However, lunchtime is very different. At noon, everyone in my company goes to lunch. Some people bring their lunch in a box to the office. They sit at their desk and eat their lunch. After that, they usually take a nap. Some people go to the company cafeteria. Those people can have a cheap and convenient lunch. However, the cafeteria lunch isn't very tasty.

In my case, I go out for lunch everyday. My coworkers and I take the elevator to the first floor and head to the food courts. There are usually a lot of choices, but we need to be quick. This is because all companies start lunch at noon.

When we find something we like, we can order our food and chat. This is the best time to catch up with each other. So lunch can be the best part of our day.

END

移動学習：読む (READING)

STEP 1：
全体像をつかむ（見出し）

見出しを読んで、テーマを推測する

Corporate Finance

Corporate finance focuses on planning. Planning involves ways to make the company operate smoothly, and ways to increase profit. All planning falls into two areas: short term planning and long term planning. Both of these types of planning need good decisions.

Investment

Investment in this case does not mean the money used to start a company. Instead, it means money used for projects in the company. In other words, investment is a kind of budget planning. Some money can be used for a number of small projects or for one big project. However, even the biggest and richest companies cannot give money to all projects.

Finance

Finance is something that all companies need to keep the business going. There are three basic ways a company can get finance. The first is through the profit it makes. The second is by borrowing money from a bank. The third is to issue shares to the public. The job of senior managers is to decide on the balance of each of these ways to raise finance.

Dividend payments

If a company has issued shares to raise finance, then the company also has to pay dividends. These dividends are paid to shareholders at the end of the financial year. However, the company usually tries to calculate how much each dividend will be. The calculation is based on what the estimated profit of the company will be.

In summary

Financial decisions are some of the main decisions that senior managers will make in a company. These decisions affect the future of the company and how profitable it can become.

見出し（赤字）だけで全体像を想像してみてください。

次のページへ→

移動学習：読む（READING）

STEP 2：全体像をつかむ（冒頭文）

見出しと冒頭文を読んで、テーマを推測する

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In summary

Financial decisions are some of the main decisions that senior managers will make in a company. These decisions affect the future of the company and how profitable it can become.

見出しと冒頭部分（赤字）で内容をイメージしてみてください。

移動学習：読む (READING)

STEP 3：チャンクで読む

全体を読みながら、メインチャンクを強く意識する

Corporate Finance

Corporate finance focuses on / planning. / Planning involves ways / to make the company operate smoothly, / and ways / to increase profit. / All planning falls / into two areas: / short term planning / and long term planning. / Both / of these types of planning / need good decisions.

Investment

Investment in this case / does not mean the money / used / to start a company. / Instead, / it means money / used / for projects / in the company. / In other words, / investment is a kind / of budget planning. / Some money can be used / for a number of small projects / or for one big project. / However, / even the biggest and richest companies cannot give money / to all projects.

Finance

Finance is something / that all companies need / to keep the business going. / There are three basic ways / a company can get finance. / The first is / through the profit / it makes. / The second is / by borrowing money / from a bank. / The third is / to issue shares / to the public. / The job / of senior managers / is to decide on the balance / of each of these ways / to raise finance.

Dividend payments

If a company has issued shares / to raise finance, / then the company also has to pay dividends. / These dividends are paid / to shareholders / at the end / of the financial year. / However, / the company usually tries / to calculate how much each dividend will be. / The calculation is based on / what the estimated profit / of the company / will be.

In summary

Financial decisions are some of the main decisions / that senior managers will make / in a company. / These decisions affect the future / of the company / and how profitable it can become.

内容は理解できましたか？

移動学習：読む（READING）

STEP 4：スピーディーに読む（事前）

読むスピードを確認する（タイマーで時間を計る）

Corporate Finance

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In summary

Financial decisions are some of the main decisions that senior managers will make in a company. These decisions affect the future of the company and how profitable it can become.

どのくらいかかりましたか？　_____分_____秒

時間	WPM	ランク
5分	53	Good effort
4.5分	59	Good effort
4分	66	Basic
3.5分	76	Basic
3分	88	Average
2.5分	106	Average
2分	133	Good
1.5分	177	Excellent
1分	265	Native

移動学習：読む（READING）

STEP 5：スピーディーに読む（事後）

読むスピードを20%高める（タイマーで時間を計る）
タイトル、大項目、チャンクを意識して読む

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どのくらいかかりましたか？　＿＿＿分＿＿＿秒

1回目	2回目の時間				
	+10%	+20%	+30%	+40%	+50%
5分	4分30秒	4分	3分30秒	3分	2分30秒
4.5分	4分03秒	3分36秒	3分19秒	2分42秒	2分15秒
4分	3分36秒	3分16秒	2分48秒	2分24秒	2分
3.5分	3分09秒	2分48秒	2分27秒	2分06秒	1分45秒
3分	2分42秒	2分24秒	2分06秒	1分48秒	1分30秒
2.5分	2分15秒	2分	1分45秒	1分30秒	1分15秒
2分	1分48秒	1分36秒	1分24秒	1分12秒	1分
1.5分	1分21秒	1分12秒	1分03秒	54秒	45秒
1分	54秒	48秒	42秒	36秒	30秒

移動学習：読む（READING）

STEP 6：スピーディーに読む（事後）

読むスピードをさらに20%高める（タイマーで時間を計る）

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どのくらいかかりましたか？　＿＿＿分＿＿＿秒

２回目	３回目の時間				
	+10%	+20%	+30%	+40%	+50%
5分	4分30秒	4分	3分30秒	3分	2分30秒
4.5分	4分03秒	3分36秒	3分19秒	2分42秒	2分15秒
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3分	2分42秒	2分24秒	2分06秒	1分48秒	1分30秒
2.5分	2分15秒	2分	1分45秒	1分30秒	1分15秒
2分	1分48秒	1分36秒	1分24秒	1分12秒	1分
1.5分	1分21秒	1分12秒	1分03秒	54秒	45秒
1分	54秒	48秒	42秒	36秒	30秒

移動学習：読む (READING)

参考：日本語訳

Corporate Finance
コーポレート・ファイナンス（企業の財務活動）

コーポレート・ファイナンスは計画に焦点を当てる。計画は、会社の運営をスムーズにし、利益を増やすための手法に関連してくる。すべての計画は、短期と長期の２つの区分に分けられる。どちらのタイプにも望ましい決定が必要である。

投資
この場合の投資とは、会社を始めるときに使われるお金ではない。社内のプロジェクトに出資されるお金のことである。投資とは予算計画のようなものでもあるといえる。多くの大小のプロジェクトに出資されるが、どんなに余裕のある大企業でも、すべてのプロジェクトに投資できるわけではない。

ファイナンス（資金調達）
ファイナンスは、すべての企業がビジネスを進めるために確保しなければならないものである。企業が資金調達のためにできる基本的な方法は３

つ。１つは、利益から確保する。２つ目は、銀行から借りる。３つ目は、一般公開の株を発行することである。上級管理職の仕事は、これら３つの資金調達法のバランスを決断することである。

配当金の支払い

もし企業が、資金調達のために株を発行していれば、企業は配当金を支払わなければならない。配当金は、会計年度末に株主に支払われる。しかし、企業は、普段から配当金がいくらになるか計算を試みている。この計算は、企業の推定利益がいくらになるかを基にしている。

まとめ

財務に関する決定は、上級管理職が企業内で下す主な決定の中の一部である。これらの決断は、企業の将来といかに利益を増やせるかに影響を与える。

END

集中学習：聴く（LISTENING）

日本語プレビュー

ビジネスランチ

海外からの来客との際、ビジネスランチはやっかいになりがちです。しかし、もし簡単なステップを覚えておけば、ビジネスランチは楽しいものにもなるのです。

まず、ゲストよりも先にレストランに到着し、テーブルで待ちます。メニューも見ておきましょう。 ゲストが現れたら、握手を交わし微笑んで出迎えます。

次に、メニューを見ながらゲストと何を頼むかを決めます。ゲストの方は、何か食べ物に関して質問があるかもしれませんので、あなたはその食べ物や調理方法について説明します。あなたとゲストが違うものを選んでも問題はありません。

食事中は、簡単な会話を交わすよう心がけましょう。通常、話す内容はビジネス絡みですが、なかには仕事以外の話題を好む人もいます。

食後は、ウエイターに勘定を頼みます。ゲストは自分が払うと言うときもありますが、その際には英語で “It’s on me.” と言ってください。これは「私が払います」という意味です。そのあと支払いを済ませてください。

次のページへ→

集中学習：聴く（LISTENING）

英語プレビュー

Business Lunch

Business lunches can be difficult when you meet a foreign guest. However, if you remember some simple steps, business lunches can be fun.

You should arrive at the restaurant before your guest, and wait at the table. Take some time to read the menu. When your guest arrives, you can greet her with a hand shake and a big smile.

Next, you should discuss the menu with your guest. Your guest might have some questions about the food. You can explain what the food is, or how it is cooked. Finally, it is OK for you and your guest to order different food.

During the meal, please remember to make small talk. It is usual to talk about business. However, some guests like to talk about non-business topics.

At the end of the meal, ask the waiter to bring you the bill. The guest might offer to pay. You should say “It’s on me”. This means “I will pay”. Then you can pay the bill.

END

移動学習：読む（READING）

STEP 1：
全体像をつかむ（見出し）

見出しを読んで、テーマを推測する

Customer Engagement

Customer engagement is an activity where customers communicate with other customers, companies and brands. This communication activity is done online. Companies are interested in engagement because they can talk directly with customers. Unlike advertising, online engagement was started by small groups or by individual people. Companies try to engage their customers in the following ways.

Social media sites

Social media sites are areas where people can create a personal profile, and connect to other people. Usually, when people make their profiles, they can indicate products and services they like. They can also talk about trends and lifestyle choices. All this information is useful for companies. For this reason, companies also join social media and hope that customers will join their network.

Blogging

A blog is a very individual type of webpage. Blog creators can make a blog about anything. However, most people like to blog about life events, areas of business or services. Companies try to get famous bloggers to say positive things about their services or products. This way, they can talk to new or existing customers.

Micro blogging

A micro blog is a website where users can post small pieces of text, pictures or video. They do that to make comments about things they find everyday. Some micro blogs are general and some are specific. Specific micro blogs usually talk about specialist topics. For this reason, companies use micro blogs to give news about their company or products. They hope that customers will follow their micro blog, or add to it.

In summary

Since the early 1990's, the way customers communicate with each other or companies has changed. It is very important for companies these days to keep up with technology and methods that customers use to communicate.

見出し（赤字）だけで全体像を想像してみてください。

次のページへ→

移動学習：読む（READING）

STEP 2：全体像をつかむ（冒頭文）

見出しと冒頭文を読んで、テーマを推測する

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In summary

Since the early 1990’s, the way customers communicate with each other or companies has changed. It is very important for companies these days to keep up with technology and methods that customers use to communicate.

見出しと冒頭部分（赤字）で内容をイメージしてみてください。

移動学習：読む (READING)

STEP 3：チャンクで読む

全体を読みながら、メインチャンクを強く意識する

Customer Engagement

Customer engagement is an activity / where customers communicate / with other customers, companies and brands. / This communication activity is done / online. / Companies are interested in engagement / because they can talk directly / with customers. / Unlike advertising, / online engagement was started / by small groups / or by individual people. / Companies try / to engage their customers / in the following ways.

Social media sites

Social media sites are areas / where people can create a personal profile, / and connect / to other people. / Usually, / when people make their profiles, / they can indicate products and services they like. / They can also talk / about trends and lifestyle choices. / All this information

is useful / for companies. / For this reason, / companies also join social media / and hope that / customers will join their network.

Blogging

A blog is a very individual type of webpage. / Blog creators can make a blog / about anything. / However, / most people like to blog / about life events, areas of business or services. / Companies try / to get famous bloggers / to say positive things / about their services or products. / This way, / they can talk / to new or existing customers.

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In summary

Since the early 1990's, / the way customers communicate / with each other or companies / has changed. / It is very important / for companies these days / to keep up / with technology and methods / that customers use / to communicate.

内容は理解できましたか？

移動学習：読む（READING）

STEP 4：スピーディーに読む（事前）

読むスピードを確認する（タイマーで時間を計る）

Customer Engagement

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どのくらいかかりましたか？　_____分_____秒

時間	WPM	ランク
5分	58	Good effort
4.5分	65	Good effort
4分	73	Basic
3.5分	83	Basic
3分	97	Average
2.5分	116	Average
2分	146	Good
1.5分	194	Excellent
1分	291	Native

移動学習：読む（READING）

STEP 5：スピーディーに読む（事後）

読むスピードを20%高める（タイマーで時間を計る）
タイトル、大項目、チャンクを意識して読む

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1.5分	1分21秒	1分12秒	1分03秒	54秒	45秒
1分	54秒	48秒	42秒	36秒	30秒

移動学習：読む（READING）

STEP 6：スピーディーに読む（事後）

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移動学習：読む (READING)

参考：日本語訳

Customer Engagement
顧客エンゲージメント

顧客エンゲージメントとは、顧客が他の客、あるいは企業、商品ブランドとコミュニケーションをとる活動のことである。このコミュニケーション活動は、オンラインで行われる。企業は、顧客と直接対話できるので、この活動に興味を持っている。広告とは違い、インターネットでのエンゲージメントは、小グループ、あるいは個人から始まった。企業は、顧客を結びつけておくために、以下のような方法をとっている。

ソーシャルメディアサイト
ソーシャルメディアサイトは、人々が自分のプロフィールを載せて、他人とつながる場所である。通常、プロフィールには、お気に入りのサービスや商品を表示することができる。また、ライフスタイルの選択やトレンドについて語ることもできる。これらの情報は、企業にとって有用である。そのため、企業はソーシャルメディアに参入し、

顧客が自分たちのネットワークに入ってくることを期待するのである。

ブログ

ブログは、個人型のウェブページである。ブログクリエイターは、あらゆることをブログにできる。しかし、ほとんどの人は、日常の出来事、仕事やサービスに関することを書くのが好きである。企業は有名ブロガーに、自社のサービスや商品について肯定的なことを書いてもらうよう試みる。これによって、企業は新規客や既存客と話をすることができるのである。

マイクロ・ブログ

マイクロ・ブログとは、ユーザーが短いコメントや写真、ビデオなどを投稿できるウェブサイトのことである。ユーザーは、毎日発見したことにコメントをつける。一般的なマイクロ・ブログもあれば、特化したものもある。特定のマイクロ・ブログでは、専門的な話題が語られる。企業は新商品についてのニュースをマイクロ・ブログを使って流すのである。そして、顧客からフォローされることを望んでいる。

まとめ

90年代の初めから、顧客同士、また顧客と企業のコミュニケーション方法は変化してきた。顧客とコミュニケーションをはかるための最新のテクノロジーや手法についていくことは、 企業にとって大変重要である。

END

集中学習：聴く（LISTENING）

日本語プレビュー

電話メッセージを受け取る

私のオフィスで、英語を話せるのは私だけなので、海外からの電話がある際にはいつも私に転送されます。 電話が自分にまわってくると、私はその相手と直接話さなければいけないので、できるだけ役に立てるよう心がけています。

まず、なぜうちの会社に電話をしてきているのか理由を尋ねます。海外の顧客からの連絡には２つ理由があります。１つ目は、何か依頼があるとき。２つ目は苦情があるときです。

両方の状況において、私はまず彼らの名前と会社名を聞くようにしています。名前がよく聞き取れないことがときどきあるので、難しい場合はその綴りを言ってもらうようお願いします。

また、連絡先ももらうようにします。番号は間違えやすいので、しっかりと確認するようにしています。

次に、伝言を書き留め、詳細を再確認します。最後に、それを確かに担当者に伝えると約束し、電話を切ります。

次のページへ→

集中学習：聴く（LISTENING）

英語プレビュー

Taking a Telephone Message

In my office, I am the only person who can speak English. Therefore, when we receive a call from overseas, it always gets transferred to me. When the call is transferred to me, I have to deal with the caller. So I try to be as helpful as possible.

First, I ask why they are calling my company. There are two reasons why overseas customers call our office. The first reason is to make a request. The second reason is to make a complaint.

In both situations, I ask the customer to give their name and their company's name. Sometimes I cannot hear the names clearly, so I ask the caller to spell difficult words.

I also take the caller's contact number. I always check the number because it is easy to make a mistake.

Next, I write down the message and check the details again. Finally, I promise to pass on the message and say "Goodbye".

END

移動学習：有効な単語を覚える

目的：ACTIVE英単語を増やす

新しい単語：　頻度 Rank B Set 46, 47

レビュー１：　ビジネス単語 Set 219, 220 - 頻度 Rank A Set 27, 28, 29

レビュー２：　ビジネス単語 Set 217, 218

アプリ

1. 単語テストを行う
2. 日本語を見て英語を考える
3. 英語を確認する
4. 例文を聞きながら読む
5. 単語テストを行う

新しい単語

レビュー

レビュー1
単語テスト

レビュー２
穴埋テスト（日本語を読んで、答えてみて、音声確認）

END

集中学習：聴く（LISTENING）

日本語プレビュー

タイでのビジネス

昨年１年にわたり、私は何度も出張でタイに行きました。その際に、文化面において学んだことがあります。これらを知ることで、タイ人との仕事が以前よりも楽になりました。以下、私がタイで学んだことを挙げてみます。

非常に大切なのは、年齢による順位づけがあることです。タイでは、挨拶の仕方にその順位づけが表れます。例えば、一般的な挨拶の言葉は “Wai” と言いますが、もし自分より年上の人に挨拶する場合には、この言葉を先に言います。それと同時に、指を上向けに両手を合わせ、お辞儀をします。

日本と異なり、タイでは、ビジネスにおいて名字ではなく名前を呼び合います。
例えば、スズキタカヒロという名前なら、日本では彼のことを「スズキさん」と呼びますが、タイでは「タカヒロ　クン（khun）」と呼びます。この「クン（kuhn）」は、日本語の「さん」にあたる丁寧な言葉です。

タイでしてはいけないことも学びました。まず、王室の悪口を言うことは、法律違反ですので避けましょう。また、宗教上の理由から、タイ人の頭を触るのも良くないことです。

次のページへ→

集中学習：聴く（LISTENING）

英語プレビュー

Business in Thailand

I have travelled to Thailand on business several times over the last year. There are some cultural points that I have learned. These points make working with Thai people much easier. Here are some of the things that I learned about doing business in Thailand.

Ranking according to age is very important. The way to show rank in Thailand is by using a greeting. The standard greeting word is “Wai”. If you meet someone older than you, say the greeting first. At the same time, you should put your hands together, with your fingers up, and bow.

Unlike in Japan, people use their first names in business. If someone’s name is Takahiro Suzuki, we call him Suzuki-san in Japan. In Thailand, they would call him Takahiro-khun. “Khun” is a polite word that is similar to the Japanese word “san”.

I also learned that there are some things that you shouldn’t do in Thailand. First, it is illegal to say bad things about the royal family. So, you should avoid doing that. Second, touching a Thai person on the head is bad according to their religion.

END

移動学習：読む (READING)

STEP 1：
全体像をつかむ（見出し）

見出しを読んで、テーマを推測する

Designing Logos

A logo is a graphically designed symbol. This symbol should be recognized by consumers. It should also give a message about the company, brand or product that it represents. The message is sometimes so strong that people can usually describe how they feel when they see the logo.

Process

Designing a good logo takes a long time. It requires the use of marketing experts and design consultants. When a logo is being designed, it requires a clear image about what message the logo will give. It starts out as a concept and moves to a simple sketch. The process gets reviewed many times until the final logo is developed.

Psychology

Good logo design focuses on how people should react when they see it. This means that human behavior, culture and history are very important. An example of this is color. Colors have different meanings to different groups of people. Red, for example, is a color that can have multiple meanings depending on who sees it. For this reason, color is a big decision in logo design.

Time

Over time, some companies will change their logo design. They will do this to freshen up their image. This is sometimes important because the original design was based on the fashion of the day. One group of companies that regularly updates the design of their logos are petroleum companies.

In summary

A logo is something that all companies with ambition need. Everyone can think of at least one logo they have seen and can draw it. Whether it is Sony, McDonald's or Mercedes, all successful companies have great logos.

見出し（赤字）だけで全体像を想像してみてください。

次のページへ→

移動学習：読む（READING）

STEP 2：全体像をつかむ（冒頭文）

見出しと冒頭文を読んで、テーマを推測する

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移動学習：読む (READING)

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移動学習：読む（READING）

STEP 4：スピーディーに読む（事前）

読むスピードを確認する（タイマーで時間を計る）

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移動学習：読む（READING）

STEP 5：スピーディーに読む（事後）

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移動学習：読む（READING）

STEP 6：スピーディーに読む（事後）

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Designing a good logo takes a long time. It requires the use of marketing experts and design consultants. When a logo is being designed, it requires a clear image about what message the logo will give. It starts out as a concept and moves to a simple sketch. The process gets reviewed many times until the final logo is developed.

Psychology

Good logo design focuses on how people should react when they see it. This means that human behavior, culture and history are very important. An example of this is color. Colors have different meanings to different groups of people. Red, for example, is a color that can have multiple meanings depending on who sees it. For this reason, color is a big decision in logo design.

Time

Over time, some companies will change their logo design. They will do this to freshen up their image. This is sometimes important because the original design was based on the fashion of the day. One group of companies that regularly updates the design of their logos are petroleum companies.

In summary

A logo is something that all companies with ambition need. Everyone can think of at least one logo they have seen and can draw it. Whether it is Sony, McDonald's or Mercedes, all successful companies have great logos.

どのくらいかかりましたか？　＿＿＿分＿＿＿秒

２回目	３回目の時間				
	+10%	+20%	+30%	+40%	+50%
5分	4分30秒	4分	3分30秒	3分	2分30秒
4.5分	4分03秒	3分36秒	3分19秒	2分42秒	2分15秒
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1.5分	1分21秒	1分12秒	1分03秒	54秒	45秒
1分	54秒	48秒	42秒	36秒	30秒

移動学習：読む (READING)

参考：日本語訳

Designing Logos ロゴをデザインする

ロゴとは、シンボルを視覚的にデザインしたものである。このシンボルは、消費者にすぐ認識してもらえるものにすべきである。また、会社を象徴するブランドや商品のメッセージを伝えるものでなければならない。そのメッセージとは、人々がロゴを見たときにどう感じるか説明できるような、ときに強力なものである。

過程

良いロゴのデザインには時間がかかる。マーケティングの専門家と、デザイン・コンサルタントの起用が必要である。ロゴがデザインされるときには、そのロゴが与えるメッセージについて、明確なイメージが求められる。それはコンセプトから始まり、簡単なスケッチへ移る。その過程は、最終のロゴに発展するまでに何度も見直される。

心理学

良いロゴのデザインは、人々がそれを見たときにどう反応するかに焦点を当てている。これは、人

間の行動や文化、歴史が大変重要だということである。例としては、色がある。色は、様々な集団にとっていろいろな意味を持っている。例えば、赤は見る人によっていくつもの意味を持つ。このため、色はロゴのデザインでは大きな決断となる。

時間

長い年月の間に、企業はロゴのデザインを変えていくだろう。それはイメージを一新するためだ。これはときには重要である。もともとのデザインは、その時代の流行を基にしているからだ。定期的に自社のロゴデザインを変えている企業に、石油会社がある。

まとめ

ロゴは、野心を持つすべての企業に必要なものである。誰もが、少なくとも１つは見たことがあったり、描くことができたりするロゴがある。それがソニーやマクドナルド、メルセデスであれ、成功したあらゆる企業は優れたロゴを持っている。

END

集中学習：聴く（LISTENING）

日本語プレビュー

カクテルパーティーでの社交

ビジネスにおいて人と交流する機会はたくさんありますが、なかでも最も大変なものの一つが、実際の社交の場です。人々が自由に動き回るので、状況は決してたやすくはありません。彼らはたいていお酒を飲み、早口な英語で話すので、会話に割り込むのもなかなか大変です。あなたは孤独さと居心地の悪さを感じるかもしれません。

しかし、社交の場をより居心地の良いものにするための簡単な方法がいくつかあります。

まず、前もって準備をすることです。人々がいつも話す話題が２つあります。彼らは仕事の話をするのがとても好きなので、自分の仕事に関する使われそうな語彙はすべて知っておくようにしましょう。また、世の中で現在起こっている出来事についても話したがるので、ニュースを追い、自分の意見もしっかり持っておきましょう。

２点目は、勇気を出すことです。もし、話している人々を見かけたら、彼らの会話に入っていってもいいのです。自己紹介をし、彼らが何について話していたのかを聞きましょう。その内容についてコメントし、自分の意見も言います。微笑み、そのまま続けていきましょう。

こんなに簡単なことなのです。

次のページへ→

集中学習：聴く（LISTENING）

英語プレビュー

Socializing at a cocktail party

There are many situations to socialize in business. But, one of the toughest is in a social situation. These kinds of situations are not easy because people move around freely. They usually also drink alcohol and talk quickly in English. Because of this, it is sometimes hard to break into the conversation. You might feel alone and uncomfortable.

However, there are some easy things you can do to make socializing more comfortable.

The first is to prepare. There are two topics that people always talk about. They love to talk about business. So, make sure you know all the words that they might use for the business you are in. People also like to talk about current affairs. So, you should keep up with news items and have an opinion about them.

The second is to be brave. If you see some people talking, you can try to enter the conversation. Introduce yourself to the group and ask what they were talking about. Comment on their discussion and say your opinion. Smile and try to carry on.

It’s as simple as that.

END

移動学習：最重要の文法を押さえる

目的：本当に必要な文法だけを使えるようにする

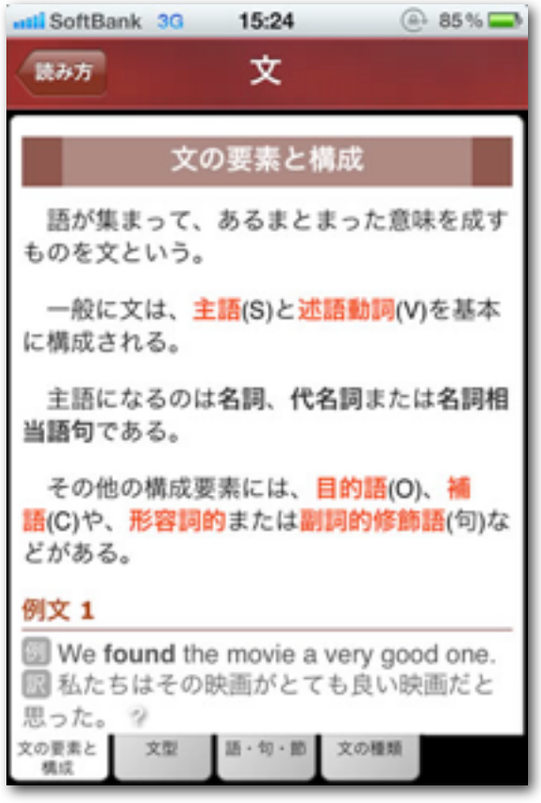
今日の範囲：30分間で内容を読み、積極的にテストを受け、解説と文章を把握する

STEP 1:
アプリを開く

STEP 2:
事前チェック

1. テストを行う
（主に文章と動詞）

STEP 3:
解説を確認する



2. 解説と例文を読む
（主に文章と動詞）

END

集中学習：聴く（LISTENING）

日本語プレビュー

初めてのミーティング

日本では形式的な自己紹介の仕方があり、それには３つの簡単なステップを踏みます。まずは名刺を渡します。次に名前を告げ、最後にお互いにお辞儀をします。そして、通常お互いの紹介の後にミーティングを始めます。

自己紹介の仕方は、国によって異なります。

アメリカでは、たいてい名刺交換はしません。次の３つの段取りを踏みます。まず握手をして、次に名前を言います。そして最後に、各自の名前の発音や綴りを確認するのです。

自己紹介の後、アメリカ人はちょっとした世間話をするのを好みます。日本人にとって、このちょっとした会話が難しいようです。海外からの来客と簡単な雑談をするのに役に立つトピックは下記の通りです。

- フライトやホテルについて尋ねる
- あなたの町についての情報を伝える
- 天気について話す
- 日本についてどう思うか聞く

これらの簡単な話題を使って、がんばってみてください。

次のページへ→

集中学習：聴く（LISTENING）

英語プレビュー

First Time Meetings

In Japan, there is a formal way to introduce ourselves. There are three simple steps. First, we give our business card. Then, we say our name. Finally, we bow to the other person. After the introduction, we usually start our business meeting.

Introductions are different in other countries.

In the US, they don't usually give business cards. They follow these three steps. First, they shake hands. Then, they give their names. Finally, they check the pronunciation and the spelling of each others' names.

After the introduction, Americans like to have small talk. English small talk is difficult for Japanese people. Here are some topics that will help to start small talk in English when a foreign visitor comes to Japan.

-Ask about the flight and hotel.
-Give some information about your city.
-Talk about the weather.
-Find out what they think about Japan.

Those are some easy topics you can use. Good luck.

END

移動学習：読む（READING）

STEP 1：
全体像をつかむ（見出し）

見出しを読んで、テーマを推測する

Employee Satisfaction

In Japan, people traditionally start working after they leave university. And they work for the same company until they retire. The rewards have always been a nice salary, a safe environment and a sense of belonging to a good group. However, times are changing. Today, a lot of people change careers and companies. The challenge is finding ways to keep employees satisfied.

Control

Employers should try to find ways to give employees more control. Employees should have control over working schedules, the working environment and the type of work they do. Simple ways to do this are through flexible working hours. An employee could be allowed to choose office furniture or decorations. They could also assist managers in choosing suitable work to do.

Commuting

Commuting, especially around the main cities of Japan, can be very stressful. There are no ways to make the trains less crowded, less hot or less cold. However, there are ways to reduce the time spent commuting. One simple idea is to allow employees to work one day at home. Another is to move the office nearer to where most employees live – although this idea can be expensive and take time.

Time wasting

All offices waste time. The worse time wasting situations are regarding meetings. Companies should always find ways to reduce the amount of time people spend in meetings. If companies can stop wasting time, then deadlines can be met without stress. All employees want to reduce stress in the office.

In summary

Although there are many ways for companies to make their employees feel satisfied, most of the methods require money. Giving more control, reducing commuting and reducing wasted time, however are free.

見出し（赤字）だけで全体像を想像してみてください。

次のページへ→

移動学習：読む（READING）

STEP 2：全体像をつかむ（冒頭文）

見出しと冒頭文を読んで、テーマを推測する

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見出しと冒頭部分（赤字）で内容をイメージしてみてください。

移動学習：読む (READING)

STEP 3：チャンクで読む

全体を読みながら、メインチャンクを強く意識する

Readin Employee Satisfaction

In Japan, / people traditionally start working / after they leave university. / And they work / for the same company / until they retire. / The rewards have always been a nice salary, a safe environment and a sense / of belonging / to a good group. / However, / times are changing. / Today, / a lot of people change careers and companies. / The challenge is finding ways / to keep employees satisfied.

Control

Employers should try / to find ways / to give employees more control. / Employees should have control / over working schedules, the working environment and the type of work / they do. / Simple ways / to do this / are / through flexible working hours. / An employee could be allowed / to choose office furniture or decorations. /

They could also assist managers / in choosing suitable work to do.

Commuting

Commuting, / especially around the main cities / of Japan, / can be very stressful. / There are no ways / to make the trains less crowded, less hot or less cold. / However, / there are ways / to reduce the time / spent commuting. / One simple idea is / to allow employees / to work one day / at home. / Another is / to move the office nearer / to where most employees live / – although this idea can be expensive and take time.

Time wasting

All offices waste time. / The worse time wasting situations are / regarding meetings. / Companies should always find ways / to reduce the amount / of time / people spend / in meetings. / If companies can stop wasting time, / then deadlines can be met / without stress. / All employees want to reduce stress / in the office.

In summary

Although there are many ways / for companies / to make their employees feel satisfied, / most of the methods require money. / Giving more control, / reducing commuting / and reducing wasted time, / however / are free.

内容は理解できましたか？

移動学習：読む（READING）

STEP 4：スピーディーに読む（事前）

読むスピードを確認する（タイマーで時間を計る）

Employee Satisfaction

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どのくらいかかりましたか？　_____分_____秒

時間	WPM	ランク
5分	56	Good effort
4.5分	62	Good effort
4分	70	Basic
3.5分	80	Basic
3分	93	Average
2.5分	112	Average
2分	140	Good
1.5分	186	Excellent
1分	279	Native

移動学習：読む（READING）

STEP 5：スピーディーに読む（事後）

読むスピードを20%高める（タイマーで時間を計る）
タイトル、大項目、チャンクを意識して読む

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3分	2分42秒	2分24秒	2分06秒	1分48秒	1分30秒
2.5分	2分15秒	2分	1分45秒	1分30秒	1分15秒
2分	1分48秒	1分36秒	1分24秒	1分12秒	1分
1.5分	1分21秒	1分12秒	1分03秒	54秒	45秒
1分	54秒	48秒	42秒	36秒	30秒

移動学習：読む（READING）

STEP 6：スピーディーに読む（事後）

読むスピードをさらに20%高める（タイマーで時間を計る）

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移動学習：読む (READING)

参考：日本語訳

Employee Satisfaction 従業員満足

日本では伝統的に、人々は大学を卒業してから働き出す。そして彼らは、定年まで同じ会社で働き続ける。報酬は、高い給料、安全な環境、そして良い企業に属しているという安心感である。しかし、時代は変わってきている。今日では、多くの人々が職場や職業を変えている。難しいのは、従業員に満足感を与え続ける方法を見つけることである。

管理

雇用者は、従業員にもっと自分で管理させる方法を見つけるべきである。従業員に、労働スケジュール、労働環境や仕事の種類などを管理させた方がいい。簡単な方法は、フレックス制を取り入れることである。また、オフィスの家具や装飾を選ばせたり、自分に適した仕事の選択をマネージャーに働きかけたりすることもできる。

通勤
日本の主要都市においては特に、通勤は大変なストレスである。通勤電車の混雑や暑さ、寒さを緩和する方法はない。しかし、通勤にかける時間を減らす方法はある。１つの単純なアイディアとして、１日は自宅で働くのを許可することである。もう１つ、 この方法は費用と時間がかかるが、従業員が最も多く住んでいる場所にオフィスを移すことだ。

無駄な時間
すべてのオフィスが時間を無駄にしている。ひどく無駄な時間のシチュエーションは会議だ。会社は、常に人々が会議に費やす時間を減らせるような方法を見つけるべきである。もし会社が無駄な時間をなくすことができれば、締切はストレスなく守られるだろう。すべての従業員は、オフィスでのストレスを減らしたいのである。

まとめ
会社にとって、従業員に満足感を与える方法はたくさんあるが、ほとんどのものにお金がかかる。しかし、自分で管理をさせ、通勤時間を減らし、無駄な時間を減らすことは、タダでできるのである。

END

集中学習：聴く（LISTENING）

日本語プレビュー

アポイントメントをとる

私は、シンガポールにある日本の大企業の営業部で働いています。シンガポールでは、大勢の新しいクライアントと会わなければいけません。彼らと会う際には、アポイントメントをとる必要があります。

アポイントメントをとるには、まずクライアントに電話をします。電話をする際には、実際に会いたい人物に連絡をします。会う日程などを一緒に話し合わなければいけないからです。そこで、私は連絡をする前に、自分のスケジュールを確認し、可能な日程を３日選んでおきます。

電話をするときは、まずはクライアントに挨拶することから始めます。そして少し軽い雑談をしてから、実際に会おうと提案します。海外のクライアントは、普通の話程度であれば会いたがらないので、明確な理由を提示する必要があります。

クライアントが会うことに同意したら、会う時間と場所を話し合います。だいたい２～３分で、お互いに好都合な時間と場所が決まります。

次のページへ→

集中学習：聴く（LISTENING）

英語プレビュー

Making an Appointment

I work in the sales department of a large Japanese company in Singapore. I have to meet a lot of clients in Singapore. When I want to meet a client, I need to make an appointment.

To make an appointment, I call the client. When I call, I speak to the person I will meet. Together we need to negotiate a good time to meet. So, before I call, I check my schedule and choose three times when I can meet my client.

When I make the call, I start by greeting my client. Then we make small talk for a minute or two. After making small talk, I suggest that we should meet. Foreign clients don't like to meet for basic communication, so I need to have a clear reason to meet the client.

If the client agrees to meet, we can negotiate a time and place. It usually takes about 2 or 3 minutes to decide on a suitable time and place.

END

移動学習：読む（READING）

STEP 1：
全体像をつかむ（見出し）

見出しを読んで、テーマを推測する

Executive Information

Executive information is all the data that senior managers need to make big decisions for a company. This data comes from systems that gather information about how healthy the business is. These systems are called EIS, executive information systems. Here are three reasons why this information is important.

Manufacturing

Manufacturing is the process of making goods for sale in the market place. Data is very important for this process. Managers need to have access to data that tells them various things. Such things as amounts of stock, production schedules and operation control are useful in this process. This means that day-to-day information is used in manufacturing.

Marketing

Marketing is the activity of looking into the future and deciding what a company should do. Things such as sales data are very important in marketing. This is because marketers are trying to forecast the future. This activity has a lot of risk, so accurate data helps to make predictions easier.

Financial

Companies are set up to make money. Profit is most important in the business world. However, there are other financial issues that need up-to-date information. Managers need to know how much salary they can pay their staff and how much in bonuses the staff can receive. They also need to be able to decide where to invest the company's money.

In summary

All decisions in business should be based on accurate data. So all companies use executive information systems to get these data. In this way, they hope the company will grow.

見出し（赤字）だけで全体像を想像してみてください。

次のページへ→

移動学習：読む（READING）

STEP 2：全体像をつかむ（冒頭文）

見出しと冒頭文を読んで、テーマを推測する

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見出しと冒頭部分（赤字）で内容をイメージしてみてください。

移動学習：読む (READING)

STEP 3：チャンクで読む

全体を読みながら、メインチャンクを強く意識する

Executive Information

Executive information is all the data / that senior managers need to make big decisions / for a company. / This data comes / from systems / that gather information / about how healthy the business is. / These systems are called EIS, / executive information systems. / Here are three reasons / why this information is important.

Manufacturing

Manufacturing is the process / of making goods / for sale / in the market place. / Data is very important / for this process. / Managers need to have access / to data / that tells them various things. / Such things as amounts / of stock, production schedules and operation control / are useful / in this process. / This means that / day-to-day information is used / in manufacturing.

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In summary

All decisions / in business / should be based / on accurate data. / So all companies use executive information systems / to get these data. / In this way, / they hope / the company will grow.

内容は理解できましたか？

移動学習：読む（READING）

STEP 4：スピーディーに読む（事前）

読むスピードを確認する（タイマーで時間を計る）

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どのくらいかかりましたか？　_____分_____秒

時間	WPM	ランク
5分	51	Good effort
4.5分	57	Good effort
4分	64	Basic
3.5分	73	Basic
3分	85	Average
2.5分	102	Average
2分	128	Good
1.5分	170	Excellent
1分	255	Native

移動学習：読む（READING）

STEP 5：スピーディーに読む（事後）

読むスピードを20%高める（タイマーで時間を計る）
タイトル、大項目、チャンクを意識して読む

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どのくらいかかりましたか？　＿＿＿分＿＿＿秒

1回目	2回目の時間				
	+10%	+20%	+30%	+40%	+50%
5分	4分30秒	4分	3分30秒	3分	2分30秒
4.5分	4分03秒	3分36秒	3分19秒	2分42秒	2分15秒
4分	3分36秒	3分16秒	2分48秒	2分24秒	2分
3.5分	3分09秒	2分48秒	2分27秒	2分06秒	1分45秒
3分	2分42秒	2分24秒	2分06秒	1分48秒	1分30秒
2.5分	2分15秒	2分	1分45秒	1分30秒	1分15秒
2分	1分48秒	1分36秒	1分24秒	1分12秒	1分
1.5分	1分21秒	1分12秒	1分03秒	54秒	45秒
1分	54秒	48秒	42秒	36秒	30秒

移動学習：読む（READING）

STEP 6：スピーディーに読む（事後）

読むスピードをさらに20%高める（タイマーで時間を計る）

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移動学習：読む (READING)

参考：日本語訳

Executive Information 経営情報

経営情報とは、上級管理職が会社のために大きな決定を下すのに必要とするすべてのデータのことである。このデータは、いかに経営が健康的であるかという情報を集めたシステムからきている。このシステムを、EIS（経営情報システム）と呼ぶ。以下は、この情報が重要である３つの理由である。

製造
製造は、市場で売るための製品をつくる過程である。データはこの過程にとって大変重要である。管理者は、様々なことを知らせてくれるデータにアクセスする必要がある。在庫の量、生産スケジュール、運転制御などのデータは製造過程で役立つ。これは、日々の情報が製造の中で使われているということである。

マーケティング
マーケティングは、企業が何をすべきかを決定し、将来の見通しを立てる活動である。売上デー

タなどは、マーケティングでは大変重要である。なぜなら、マーケターは未来を予測しようと試みるからである。この活動には多くのリスクがあるため、正確なデータは予測をより簡単にするための手助けとなる。

財務

企業は、利益を生むために設立される。利益はビジネスでは最も重要なことである。しかし、最新の情報が必要なもう１つの財務問題がある。管理者は、従業員たちに給料をいくら支払うことができるか、彼らはいくらボーナスを受け取るのかを知る必要がある。また管理者は、会社の資金をどこに投資するか決定を下せるようにする必要がある。

まとめ

ビジネスにおけるすべての決定は、正確なデータをもとにしている。すべての企業は、それらのデータを得るために経営情報システムを使う。そうして、彼らは企業が成長するよう期待するのである。

END

集中学習：聴く（LISTENING）

日本語プレビュー

オープンオフィス

私たちの会社は、オープンオフィスポリシーを導入しています。これは、チームの誰も自分のデスクを持たない、ということです。その代わり、どこに座るかは、朝オフィスに到着したときに選びます。私は、自分の好きな場所に座りたいので、朝早く出社するようにしています。オフィスに着くと、ロッカーから自分の仕事道具を取り出し、職場に行き、デスクを選びます。

午前中は、前日の仕事を片付け、レポートを書くのに良い時間です。私はオフィス内が静かなうちに、こういった仕事を終わらせるのが好きです。同僚や上司は皆異なる時間帯に出社しますが、オフィスが人でいっぱいになる頃には、かなり忙しく活気がある状態になります。

ランチ後は、デスクで仕事を続けますが、ときどきミーティングがあります。私は２つのプロジェクトチームに属しているので、どちらかのグループが会議を行う際には、オープンミーティングができる場所に行きます。

仕事がすべて終わると、仕事道具をまとめ、ロッカーに入れます。順調な日なら５時頃には退社できます。

次のページへ→

集中学習：聴く（LISTENING）

英語プレビュー

The Open Office

Our company has an open office policy. This means that nobody in my team has their own desk. Instead we choose our seat when we arrive in the morning. I like to arrive early so that I can get the desk I want. When I arrive, I get my work things from my locker, go into the office and choose my desk.

The morning is a good time to catch up with yesterday's work and to write reports. I like to do this kind of work while the office is quiet. My boss and coworkers all arrive at different times. But when the office is full, it can be quite busy and lively.

After lunch, I continue working at my desk. However, sometimes I have meetings. I am on two task force groups. So when one of the task force groups needs to have a meeting, we go to the open meeting space.

When all my work is done, I pack away my work things and put them into my locker. On a good day, I can leave around 5:00pm.

END