

WEEK 6: Reading

THE FUTURE OF BUSINESS

The world of business is constantly evolving, and exciting changes are on the horizon. Here's a look at what the future holds for companies around the globe. First, technology **will continue** to be a game-changer. We **are going to see** a rise in automation, with robots controlling repetitive tasks in factories and offices. This will free human employees to focus on more creative and strategic work, such as design, innovation, and customer service.

Second, the internet of things (IoT) is going to connect more and more devices to the web. Imagine fridges that reorder groceries when they're running low, or machines that alert technicians when they need maintenance. This quantity of data will be a goldmine for businesses, allowing them to improve their operations, predict customer needs, and develop targeted marketing strategies.

Third, sustainability will be a top priority for businesses in the future. Consumers are becoming more environmentally conscious, and they prefer to choose brands that demonstrate a commitment to eco-friendly practices. Businesses that can reduce their carbon footprint, use recycled materials, and offer sustainable products and services will be well-positioned for success.

Fourth, the global marketplace is going to continue to shrink. With advances in technology and transportation, businesses will have the ability to reach customers all over the world. However, this also means more competition. To succeed, businesses will need to understand different cultures and adapt their products and services to meet the needs of local markets.

Finally, collaboration will be key for businesses in the future. Not only one company can solve all the world's problems alone. Businesses are going to need to work together with governments, NGOs, and other stakeholders to face challenges like climate change, poverty, and inequality. By working together, businesses can create a more sustainable and prosperous future for everyone. Jump on these trends and work together – that's how businesses will win in the future!

I. Select the correct option.

1) What will happen to technology in the future?

- a) It will become less important.
- b) It will stay the same.
- c) It will become more important.
- d) It will disappear.

2) What will businesses need to do regarding the environment?

- a) Ignore it
- b) Make it worse
- c) Make it better
- d) Worry about it later

3) What will the Internet of Things (IoT) do?

- a) Connect devices
- b) Disconnect devices
- c) Hide devices
- d) Sell devices

4) What will happen to the world marketplace?

- a) It will get bigger
- b) It will get smaller
- c) It will stay the same
- d) It will disappear

5) What do businesses need to do to solve big problems?

- a) Work alone
- b) Work with others
- c) Ignore problems
- d) Worry about problems later