

1 *(Original at*
2 *http://www.economist.com/opinion/displaystory.cfm?story_id=15908408)*

3 **Insurrection of the developing countries**

4 Thirty years ago the bosses of America's car industry were shocked to
5 learn that Japan had overtaken America to become the world's leading car
6 producer. While Detroit slept, Japan had transformed itself from a low-
7 wage economy into a hotbed of business innovation. Soon every factory
8 around the world was lean—or a ruin.

9 Now something comparable is taking place in the developing world.

10 Emerging countries are no longer content to be sources of cheap hands
11 and low-cost brains. Instead they too are becoming hotbeds of innovation,
12 producing breakthroughs in everything from telecoms to carmaking to
13 health care. They are redesigning entire business processes to do things
14 better and faster than their rivals in the West. Forget about flat—the world
15 of business is turning upside down.

16 All this is obviously good news for the billions of people who live in the
17 BRICS and other developing countries. More consumers will have access
18 to goods and services that were once confined to the elite.

19 What about the slow-growth rich world? Many of globalisation's most vocal
20 supporters have justified the loss of manufacturing jobs in the West on
21 the ground that the rich world will maintain an edge in innovation; the
22 clever jobs will stay at home. Emerging economies are not merely
23 challenging that lead in innovation. They are unleashing a wave of low-
24 cost, disruptive innovations that will, as they spread to the rich world,
25 shake many industries to their foundations. All sorts of chief executives
26 will scream for protection.

27 Despite that, this great change, like its predecessors, will make us all
28 richer.

Questions

- 1) The name of the American city of Detroit in line 6 is used as a symbol for one specific American industry. Which one?
- 2) What is the meaning of 'lean' (line 8)?
- 3) Was the change in the Japanese economy thirty years ago based on low wages?
- 4) What is the change in the developing nations referred to in the article all about?
- 5) 'Forget about flat—the world of business is turning upside down' – paraphrase this sentence in your own words.
- 6) What does the acronym BRICS stand for in line 17?
- 7) What was the consolation of globalisation backers in the face of manufacturing transferred to the developing world? Did it prove true?
- 8) What is the overall view of the article on innovation in the developing world? Does it take the view that this process is positive?
- 9) What is your opinion on that matter? Do you agree with the article?

Vocabulary

be content (line 10) – satisfied with what one is or has; not wanting more or anything else

access to (line 17) – the ability, right, or permission to approach, enter, speak with, or use; admittance

justify something by something (line 20) – to defend or uphold as warranted or well-grounded

maintain/have an edge in (line 21) – have an improved position; advantage

You can find additional explanation and more examples to help you understand and use English words and phrases at <http://dictionary.reference.com>, <http://dictionary.cambridge.org/>, or <http://www.merriam-webster.com/>

Přejeme Vám mnoho studijních úspěchů.

Tým jazykové skupiny Spěváček:

