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1130325 大專院校畢業生中翻英短文翻譯題目

值得注意的是，諾基亞公司在賣手機的時候就知道他們也應該要有工業用的產品，不能完全靠消費者使用的產品，因為消費者的愛好可能會變，而工業用的產品一旦被採用，大多數都有所謂的長尾效應，而不會輕易地改變。但是基地台設備相當複雜，全世界能夠生產這個設備的國家不多。諾基亞公司是在芬蘭，芬蘭才只有 500 萬人左右，我們可以說它的產品是沒有國內市場的，因此必須靠全球市場。如果諾基亞公司沒有野心，他們不會從事這種設備的開發。

所謂 so-called 長尾效應 long tail effect 基地台 base station
國內 domestic 從事 be engaged in

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It is worth noting that when Nokia was selling phones, they already knew that they also should have industrial products and could not totally rely on consumer products because the consumers may easily change their tastes. It will have the so-called long tail effect while the industrial products once accepted. They won't change easily. But the equipment of a base station is very complicated. There are not many countries which can produce such equipment. Nokia is in Finland which only has around five million people. We may say that they don't have a huge domestic market, so it must rely on the global market. If Nokia doesn't have ambition, they will not be engaged in such kind of development work.