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Translated by Viviane

The famous 18th Century English Writer, Samuel Johnson once said: "When a man is tired of London, he is tired of life, for there is in London all that life can afford". London, the capital of the United Kingdom, completely distinguishes itself from other cities with its unparalleled charms of rich cultural heritage, diverse social structure, and unique humanistic background.

Resonance Consultancy, an internationally renowned consulting company, released the "Report on the World's Best Cities in 2021". One hundred cities were rated based on six metrics: place, product, people, prosperity, programming, and promotion. London ranks first in the world, beating the world's first-tier cities such as New York, Paris, and Tokyo. According to the survey in the report, despite the Brexit issue, there are still about 75% of the world's top 500 companies having their companies or offices in London, with a considerable number choosing to locate their headquarters in the city.

In terms of investment, London is one of the world's three major financial centers and a trading hub for global commodities such as gold, silver, and crude oil. The multinational asset management company Schroders released the latest Global City Index rankings. The assessment includes comprehensive metrics such as economy, excellent universities, forward-looking environmental policies, and excellent transport infrastructure. London has excellent overall performance in tackling climate change during the period of uncertainty of Brexit. At the same time, world-renowned universities such as Cambridge and Oxford and the tolerance and openness of London continue to attract talents from all over the world, bouncing the capital city back to the top in the latest rankings. The strength of London indeed is noticeable to the world.

While some people like the growth and prosperity of London, some might find the history, the culture, and the historical charm of the bricks and tiles along the alley to be profounding. Each traveler will have different and unique experience of the city and the beauty of London is not absolute to every traveler. The feelings might vary from person to person, and everyone has their own preferences. However, there is no need for questions when it comes to the charm of this century-old city.