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Посібник включає завдання з розвитку навичок читання , лексики, граматики , мовлення та має на меті забезпечувати англomовну підтримку професійних знань та навичок , які студенти отримують рідною мовою.

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UNIT 7 MARKETING

I THINK AND SAY

- 1 What is the connection between the market and marketing?
- 2 What are the participants of any market?
- 3 What is marketing for?
- 4 What is the role of marketers?
- 5 Can you remember any basic concepts of marketing?

1 Read the words and their translation, memorize them.

competition -	конкуренція, змагання
customer --	покупець, клієнт
consumer -	споживач
pricing –	ціноутворення
revenue –	дохід, прибуток
marketer –	маркетолог
distribution –	розподіл
demand -	попит
to benefit –	мати зиск
to emerge –	з'являтися
to purchase –	купувати
to acquire -	придбати, набувати
to maintain -	підтримувати, зберігати
to expand –	збільшувати, поширювати

2 Read and translate word combinations.

production and operations, accounting and other business areas, a relatively young discipline, in the early 1900s, commonly associated with marketing, in large part, in greater detail, relationships and behaviors between sellers and buyers, to adopt strategies and tactics, to market products and services, to have an in-depth understanding, to generate revenues, to

create and maintain satisfying relationships with customers, the value of products and services, to meet/satisfy consumer's needs, providing financial assistance, the key objective, labor force.

3 Read the text about marketing, its history and development.

It is hard for many to believe, but when compared to economics, production and operations, accounting and other business areas, marketing is a relatively young discipline having emerged in the early 1900s.

The development of marketing was in large part motivated by the need to analyze and study in greater detail relationships and behaviors that existed between sellers and buyers. In particular, the study of marketing led sellers to recognize that adopting certain strategies and tactics could significantly benefit the seller/buyer relationship. Before the 1950s companies were simply trying to sell more products and services with little regard for what customers really wanted. They were led by "sell-as-much-as-we-can" philosophy with little concern for building relationships for the long term.

But starting in the 1950s, companies began to see that old ways of selling were losing their effectiveness. Competition grew across most industries and organizations. An emerging philosophy suggesting that the key factor in successful marketing is understanding the needs of customers. Only then should an organization initiate the process of developing and marketing products and services.

The marketing concept continues to be at the root of most marketing efforts. Marketers have learned they can no longer limit their marketing effort to just getting customers to purchase more. They must have an in-depth understanding of who their customers are and what they want.

Marketing is defined in many different ways. Some definitions focus on what marketing means to an organization, such as being the key functional area for generating revenue, while other definitions tend to consider its most visible tasks, such as advertising and creating new products. The best way to define marketing is to have an orientation that focuses on the key to marketing success – customers.

Marketing consists of the strategies and tactics used to identify, create and maintain satisfying relationships with customers that result in value for both the customer and the marketer.

The 7 **Functions of Marketing** include

Pricing. Setting and communicating the value of products and services. Setting the price at the right level.

Product/Service Management.

Designing, developing, maintaining, improving, and acquiring products and services that meet consumer's needs.

Distribution. Determining the best ways for customers to locate, obtain, and use the products and services of an organization. This involves moving the product each step from the design idea to the consumer.

Financing. Budgeting for marketing activities, obtaining the necessary funds needed for operations, and providing financial assistance to customers so they can purchase the business products and service.

Marketing-Information Management. Obtaining, managing, and using information about what customers want to improve business decision making, performance of marketing activities, and determining what will sell.

Selling. Communicating directly with potential customers to determine and satisfy their needs.

Promotion. Communicating with customers about the product to achieve the desired result—customer's demand for and

purchase of the product. This includes advertising, personal selling, publicity, and public relations.

As we've seen the key objective of an organization's marketing efforts is to develop satisfying relationships with customers that benefit both the customer and the organization. These efforts lead marketing to serve an important role within most organizations and within society.

At the organizational level, marketing is a vital business function that is necessary in nearly all industries. What the public knows about an organization is determined by their interactions with marketers. Marketing offers significant benefits to society. These benefits include:

Developing products that satisfy needs, including products that improve society's quality of life;

Creating a competitive environment that helps lower product prices;

Developing product distribution systems that offer access to products to a large number of customers and many geographic regions;

Building demand for products that require organizations to expand their labor force;

Offering techniques that have the ability to convey messages that change social behavior in a positive way (e.g., anti-smoking advertising).

4 Mark the following statements true or false.

1 Marketing appeared later than other areas related to economics.

2 Marketing appeared because the relationships between sellers and buyers needed special investigation.

3 The sellers needed marketing more than customers.

4 In the first half of the 20th century a new marketing strategy was adopted.

5 Competition stimulated the development of marketing.

6 The basic concept of marketing is to make customers buy as much as possible.

7 All definitions of marketing are focused on customer's needs.

8 As for products, marketing deals mostly with the selling strategies.

9 Marketing is mistakenly thought a social factor because it is a big organizational and business factor.

10 Marketing results in higher living standards.

5 Answer the questions.

1 How is marketing related to other components of business and economics?

2 What philosophy was popular in business before the 1950s.?

3 What caused the appearance and development of marketing?

4 What is the key concept of marketing?

5 What strategies and concepts of marketing can lead the companies to success?

6 What are marketing functions?

7 Why is distribution important in marketing?

8 What is the role of information in marketing?

9 What does marketing promotion include?

10 How can customers benefit from marketing?

III CHECK AND IMPROVE YOUR VOCABULARY SKILLS

1 Guess the words by their definitions:

desire or readiness to buy

to get advantage or profit

to place

to appear

money for which something is sold or bought
manners shown to other people
workers
person who buys
planning operations
making known to people

(to benefit, demand, behavior, advertising, to emerge,
customer, labor force, price, strategy, to locate)

2 Choose a proper derivative to fill in the blanks in the sentences below.

- 1 The fewer sellers, the higher _____ (priceless, prices, price-list).
- 2 Society gets _____ from marketing(beneficial, benefits, beneficent .
- 3 _____ grew across most industries and organizations(competitive, competitor, competition) .
- 4 Then an organization should _____ the process of developing and marketing products and services(initiative, initiative, initiate).
- 5 The most important information for market _____
(participation, part, party, participants) is price.

3 Complete the sentences.

- 1 The development of marketing was in large part motivated by the need to analyze and study in greater detail
- 2 Before the 1950s companies were led by philosophy.
- 3 The key factor in is understanding the needs of customers.
- 4 The best way to define marketing is to have an orientation on customers.

5 Product distribution systems offer access to products to
.....

4 Fill in proper prepositions.

1 The development of marketing was _____ large part motivated _____ the need to analyze and study in greater detail relationships and behaviors _____ sellers and buyers.

2 Companies were simply trying to sell more products and services _____ little regard _____ what customers really wanted.

3 Competition grew _____ most industries and organizations.

4 Some definitions focus _____ what marketing means _____ an organization,

5 What the public knows _____ an organization is determined _____ their interactions _____ marketers.

5 Translate into English.

1 Маркетинг як окрема дисципліна з'явився на початку 20 століття.

2 Маркетинг аналізує та вивчає відносини та поведінку, які відбуваються між тими, хто продає та тими, хто купує.

3 Ключовим фактором нової філософії було розуміння потреб покупців.

4 Це визначення маркетингу полягає в орієнтації на покупців та їх потреби.

5 Усі знання та інформація, якою володіють користувачі, визначається їх взаємодією з маркетологами.

IY IT IS INTERESTING TO KNOW

1 Read the text about brands and branding.

Brand is the name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other

sellers. Initially, branding was adopted to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot iron stamp and then it was used in business, marketing and advertising.

Brands in the field of mass-marketing originated in the 19th century with the advent of packaged goods. Factories established during the Industrial Revolution introduced mass-produced goods and needed to sell their products to a wider market – to customers previously familiar only with locally-produced goods. The packaged-goods manufacturers had to convince the public to trust non-local products.

Around 1900, James Walter Thomson made an early commercial explanation of what we now know as branding. Companies soon adopted slogans, mascots, and jingles that began to appear on radio in the way in which consumers were developing their relationships with their brands. They began the practice we know as “branding”, when the consumers buy the brand instead of product. Proper branding can result in higher sales of not only one product, but on other products associated with that brand. A brand which is widely known is said to have brand recognition. Where two products resemble each other, people may often select the more expensive branded product on the basis of the quality of the brand or the reputation of the brand owner.

What makes a brand great? There is no easy answer for it. However, companies around the world spend millions and millions of dollars every year trying to get to the top or retain their positions in the branding race.

2 Answer the questions.

- 1 What did the word “brand” originally mean”?
- 2 When and why did the art of branding appear?
- 3 What may a brand include today?
- 4 What is brand recognition?

5 Do brands cost a lot?

3 Read the text about the world known logos, their design and history.

There are very few people who do not know recognize the **Nike Just Do It** slogan with a big arsenal of superstars such as Michael Jordan, LeBron James, Andre Agassi, Shane Warne, Maria Sharapova and sisters Williams. The company takes its name from the Greek goddess of victory, Nike. The popular Swoosh logo is a graphic design created by Carolyn Davidson in 1975 for \$35. The logo represents the wing of the Greek goddess. The slogan and logo design campaign communicate such a strong point of view to their target market that the meaning for the logo design symbol evolved into a battle cry and the way of life for an entire generation.

Canon is a world famous company, known to most consumers for their cameras. However the company is also known for its office imaging products, computer peripherals, etc. The current logo consists of the Canon in bright red.

In 1933, the original company Precision Optical Instruments lab, named their new camera Kwanon, after the Buddhist God of Mercy. The original logo included the image of Kwanon with 1,000 arms and flames. After the company found success and a worldwide market, they had to use a universally acceptable name. The name Canon was born in 1935 and was a perfect transition from Kwanon.

McDonald's Corporation is the world's largest chain of fast-food restaurants. Although McDonald's did not invent the hamburger or fast food, its name has become nearly synonymous with both. The McDonald's Golden Arches logo was introduced in 1962. It was created by Jim Schindler to resemble new arch shaped signs on the sides of the restaurants. He merged the two golden arches together to form

the famous 'M' now recognized throughout the world. The McDonald's name was added to the logo in 1968.

The current **Toyota** mark consists of three ovals: the two perpendicular center ovals represent a relationship of mutual trust between the customer and Toyota. These ovals combine to symbolize the letter 'T' for Toyota. The space in the background implies a global expansion of Toyota's technology and unlimited potential for the future.

The **Mercedes-Benz** logo is one of the most famous brands in the world. The Benz logo is a three-pointed star that represents its domination of the land, the sea, and the air. The famous three-pointed star was designed by Gottlieb Daimler to show the ability of his motors for land, air and sea usage. It was first seen on a Daimler in 1909, and was combined with Benz Laurel wreath in 1926 to signify the union of the two firms. Mercedes-Benz is the world's oldest automobile manufacturer.

The **Google** logo is very simple. It is made up of a simple font and some basic colors. The simplicity of the logo could possibly represent the simplicity of the search engine. There are numerous discussions on the web about the Google logo designed by Ruth Kedar.

Microsoft Corporation, founded by Bill Gates and Paul Allen on April 4, 1975, develops, manufactures, licenses and supports a wide range of products and services related to computing.

In August 2012, Microsoft unveiled its updated logo which is a simplified version of the Windows logo. The Windows logo had the four colors: blue, orange, green and yellow in the form of a wave. With the Microsoft logo, they are simple square blocks.

2 Choose the right answer.

1 Canon was named after

a) the Greek goddess b) the Buddhist goddess c) the Buddhist god

2 McDonald's Golden Arches logo was introduced in

a) 1933 b) 1962 c) 1935

3 The three-pointed star shows the domination of

a) Mercedes-Benz b) Toyota c) Ford

4 Carolyn Davidson designed for

a) Google b) Apple c) Nike

5 Simple usage is symbolized by the logo of

a) Microsoft b) Apple c) Google

Y PRACTISE GRAMMAR

MODALS (AUXILIARIES)

1 Read the sentences below with the modal verbs(auxiliaries). Mind that the following modals *can, could, may, might, should, had better, must, will, would, need, shall* are used without the particle *to* after them + Simple or Perfect form of the verb. Comment on their meanings.

1 People **must** have a clear idea of the working of markets.

2 Consumers **can** choose whatever they need among several products.

3 In a market economy prices **should** give information about both the costs of production and the wants of consumers.

4 Many firms **could** expand their divisions and hire consulting firms.

5 The commodity serving as money **should** be fairly durable, easily divisible and portable.

6 Your company **had better** hire more competent managers.

7 We **might** meet with our clients when I am in Paris.

8 – **Shall** I arrange your appointments?

– No, you **need not** do it.

9 You **should** have phoned yesterday to get an appointment with our manager for today.

10 He **can't** have been the person who disclosed our production secrets because he is a very dependable specialist.

—
2 Read the sentences below with the modal verbs(auxiliaries). Mind, the following auxiliaries *have to, have got to, ought to, be to, be able to* are used with the particle *to* after them +Simple or Perfect form of the verb. Comment on their meanings.

1 Economists **are able to** work for the government and in the academic world.

2 Before money there was a trade when people **had to** exchange goods.

3 Male managers **ought to** start learning from their female counterparts.

4 In management one **has to** deal with a variety of work at the same time.

5 The opening of the conference **is to** be in 15 minutes.

6 Before the 1950s companies **were not able to** sell more products because they did not know what customers really wanted.

7 One **ought to** be creative advertising products to make them more attractive to the customers.

8 You **ought to** have revised the analytical materials a bit more to develop a better marketing strategy.

9 Bill **ought to** have been more confident during his job interview. The position is still vacant.

10 The meeting **is to** start two hours later. The secretary **has got to** call all the participants right now.

3 Answer the questions speaking about your abilities.

Can you

1 find practical solutions?

- 2 make firm decisions?
- 3 make others see your viewpoints?
- 4 adapt to changing situations?
- 5 deal with variety of work at the same time?
- 6 be in touch with the feeling of people around you?
- 7 function as a leader?
- 8 hide your emotions?

4 Put in *can/can't* or *will be able to* where possible. Mind that we commonly use *will be able to* for future but we use *can* when deciding now what to do in the future.

- 1 She _____ walk again in a few weeks.
- 2 I think I _____ speak English quite well after this learning program.
- 3 Our managing director _____ see you at 12 on Tuesday.
- 4 This week is no good but we _____ arrange our appointment next week.
- 5 In a few years computers _____ think better than we do now.
- 6 She _____ bring you all necessary files in the afternoon.
- 7 I am free at the weekend, so you _____ come around.

5 Complete the sentences with *could(not)*, *was/were(not) able to* or *managed(did not manage) to*. Remember that we can use both *could* or *was/were able to* when talking about general ability in the past or human senses (see, feel, hear, smell, taste) and mental abilities (think, understand, remember). When we talk about success or its lack in a particular task, we use *managed to/ succeeded in*.

- 1 I am really sorry we _____ you at the airport last night (able/meet).
- 2 She finally _____ a job of a strategic manager (manage/find).

3 We were in Paris only for a few days and unfortunately we _____ all the clients we had wanted to see (manage/succeed/visit).

4 Jane did as well as she could, but on this particular occasion she just _____ the project on time (able/finish).

5 The net-book fell off the desk but luckily he _____ it before it hit the floor (manage/catch).

6 My father gave me some money, so I _____ my first car (able/buy).

7 In the 1950s the marketing people _____ that old ways of selling were losing their effectiveness (manage/see).

6 Write sentences about yourself.

1 I can _____ but I can't _____ .

2 I would like to be able to _____ .

3 When I was _____ I could _____ .

4 I couldn't _____ until I _____ .

5 I was really pleased when I succeeded in _____ for the first time.

6 I'll never forget the time when I managed to _____ .

7 Practise the modals of obligation, prohibition and necessity.

Use *must* when the authority comes from the speaker who insists that something is done in the present or future.

Use *have to* or more informal *have got to* when the authority comes from outside and the obligation is imposed by someone else.

Use *needn't/do not have to/have not got to* when speaking about something that is not necessary.

Use *can't/mustn't/not allowed to* when something is forbidden.

- 1 I could not go to the party last night because I _____ to complete my monthly report.
- 2 You _____ get a visa to go to England.
- 3 We _____ postpone our outdoor presentation yesterday because of bad weather.
- 4 It is getting cold. I _____ bring some warm clothes from the office.
- 5 Our team _____ do this project any more.
- 6 You _____ ignore your boss's critical remarks.
- 7 The staff _____ park their cars here.

8 Complete the sentences using *must not* for prohibition/negative orders and *do not have to/ do not need to/need not to* to say that something is unnecessary.

- 1 British businessmen _____ get visas to travel to Western Europe.
- 2 Everything has been prepared, so we _____ worry about the negotiations
- 3 Campers _____ play loud music after 10 p.m.
- 4 One _____ disturb our managing director while he is negotiating.
- 5 Students _____ ask permission to stay out after midnight.
- 6 You _____ knock before you come into his room.
- 7 Passengers _____ lean out of the windows.
- 8 We have a lot of work tomorrow. You _____ be late.
- 9 This is my favorite pen. You can borrow it but you _____ lose it.
- 10 With the development of marketing companies _____ apply sell-as-much-as-we-can philosophy with little concern for building relationships with customers for the long term.

11 When you begin your international business, you _____ ignore different habits, ways of life, histories, regulations and laws.

9 Find the advice for the problems using *should* or *ought to*. Remember that these two modals are commonly used to give advice, express opinions, to say what you think is the right thing to do. Mind that *ought to* is less common, especially in questions and negatives. *Had better* is also used to give advice.

Problem

- 1 I am bore with this advertisement.
- 2 I have lost my credit card.
- 3 I feel very tired now.
- 4 My car keeps on breaking down.
- 5 I'm afraid I won't be able to cope with this task now.
- 6 I was very rude to my subordinates.

Advice

- You _____ stay up so late last night.
You _____ sell it.
You _____ report to the credit card company.
You _____ watch it any more.
I think, you _____ to apologize to them.
You _____ leave it until tomorrow.

10 Practise modals *can*, *could*, *may*, *might* and *must* to speculate about present, past or future. To speak about present or future use the formula: modal + infinitive, use modal + have + past participle for the past. See the examples to rephrase the sentences below.

Examples:

I am sure the production is falling (must).

The production must be falling.

Perhaps he was ill (may).

He may have been ill.

1 Perhaps they will adapt new strategy and tactics (might).

2 The company will probably maintain satisfying relationships with customers (ought to).

3 It is impossible that such an advertisement satisfies its producers (can't).

4 I am sure he did not apply for this job (mustn't).

5 It is impossible that they rejected this offer (can't).

6 Without doubt he is in his office now (must).

YI IT IS TIME TO DISCUSS

1 Make a short revision of such concepts as

Market, marketing, marketing philosophy, functions of marketing, marketing social benefits.

2 Share your personal ideas and thoughts.

1 Speak about marketing technologies that irritate you especially.

2 Say whether you buy brands or products. What brands are popular in your family?

3 Think of the well known Ukrainian brands. Do you buy these brands?

4 Talk about the logos popular among young people of your age.

YII BUSINESS COMMUNICATION

DEALING WITH NUMBERS AND FIGURES

1 Read and say correctly.

108	one hundred and eight
2000	two thousand
643,218	six hundred and forty three thousand, two hundred and eighteen
1001	one thousand and one
18,000,000	eighteen million
010 221 42486	oh one oh double two one four two four eight six (tel. number)
1.5 kg	one point five kilos
0.005 mm	(naught) point oh oh five of a millimeter
27.27	twenty-seven point two seven
0.2	naught point two
$\frac{1}{2}$ l	half a liter
\$750,000	three quarters of a million dollars (seven hundred and fifty thousand dollars)
\$2.40	two dollars forty cents
28%	twenty-eight percent
1:20	one in twenty
3x4 m	three meters by four meters
$\frac{1}{2}$	a half
$\frac{1}{3}$	a third
$\frac{1}{4}$	a quarter
$\frac{1}{5}$	a fifth
$\frac{2}{3}$	two-thirds
$\frac{3}{4}$	three quarters
$\frac{5}{8}$	five-eighths

2 Read and say these numbers.

7000	0.336	60%	3x4x12m
\$11.80	$\frac{3}{8}$	740,188	tel.720 4413
123,465	$\frac{1}{4}$	297	7.6

3 Read the information about Spanish Industrial Clothing, a company producing protective clothing, then describe this company in the figures.

Spanish Industrial Clothing is based in the north of Spain, 45kms from Bilbao and 52kms from San Sebastian. It produces over 70 different products, mainly protective clothing, which it supplies to local industries. It has an 185 share of the Spanish market, with a turnover last year of 1.2 billion pesetas. Of this, 150 million came from exports. The company employs 245 people, and over a third of these are women.

Company name: Spanish Industrial Clothing (SPC)
Nearest city: _____
Range of products: _____
Share of home market: _____
Turnover: _____
Exports: _____
Workforce- total: _____
Women: _____

4 Read the text and complete the notes.

We carry over 30 million passengers a year and we fly to 41 destinations in 25 foreign countries. We also provide a domestic service that has 48 routes and serves 20 cities. Safety is our number one priority and at the moment we are installing 'FANS' in our aircraft that is Future Aircraft Aviation Systems. These devices can improve communications and reduce air traffic congestions by making use of satellite links.

_____passengers a year. Fly to_____ destinations in _____ countries. Domestic service has _____ routes in _____ cities. Safety is their _____ priority.
--

YIII HAVE FUN

Enjoy reading the stories below.

1

Before going to Europe on business, a man drove his Rolls-Royce to a NY City bank and went in to ask for an immediate loan of \$5,000.

"Well, here are the keys to my Rolls-Royce," the man said. The loan officer had the car driven into the bank's underground parking for safe keeping, and gave him \$5,000. Two weeks later, the man walked through the bank's doors, and asked to settle up his loan and get his car back. "That will be \$5,000 in principal, and \$15.40 in interest," the loan officer said.

The man wrote out a check and started to walk away. "Wait sir", the loan officer said, "while you were gone, I found out you are a millionaire. Why in the world would you need to borrow \$5,000?"

The man smiled. "Where else could I park my Rolls-Royce in Manhattan for two weeks and pay only \$15.40?"

2

One day a man got a call from his friend.

"I want to share my joy with you. I have just won 1000 dollars at a lottery."

"Oh, give me half the sum and I will share your joy."

3

A man, his wife and mother-in-law went on vacation to the Holy Land. While they were there the mother-in-law died. The man was told, "You can have her shipped home for \$5,000, or you can burry her here in the Holy Land for \$150." The man thought and told he would just have her shipped home. He was asked then: "Why? Why would you spend \$5,000 to ship your mother-in-law home, when it would be wonderful to be buried here and spend only \$150?"

The man said, "A man died here 2000 years ago, he was buried here and three days later he rose from the dead. I just can't take that chance."

UNIT 8 ADVERTISING AND ADVERTISEMENTS

I THINK AND SAY

- 1 What is the purpose of advertising?
- 2 What categories of people can benefit from advertising?
- 3 What are the places that we cannot imagine without advertising today?
- 4 What are the newest types of advertising that result from modern technologies?
- 5 Do you like the idea of involving celebrities into advertising business?

II READ AND TALK

1 Read the words and their translation, memorize them.

sign	--	знак, вивіска
flour	---	борошно
search engine	–	пошуковик
retailer	---	роздрібний торговець
to encourage	–	підтримувати, сприяти
to persuade	--	переконувати
to convince	--	запевнити
to enhance	--	посилювати

2 Read and translate word combinations.

marketing communication, to manipulate an audience, to convince customers, to enhance an image, to draw customers to business, to hold existing customers, advertising message, mass media, to make sales messages, wall poster, weekly newspaper, cable and satellite TV, text messages, paid advertisements, at a discount rate, to multiple sponsors.

3 Read the text about the purpose of advertising and its history.



A Coca-Cola advertisement from the 1890s

Advertising is a form of marketing communication used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to take or continue to take some action. The purpose of advertising is to convince customers that a company's services or products are the best, enhance the image of the company, point out and create a need for products or services, demonstrate new uses for established products, announce new products and programs, draw customers to the business, and to hold existing customers.

Advertising messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio

advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages. In 2010, spending on advertising was estimated at \$142.5 billion in the United States and \$467 billion worldwide.

Egyptians used papyrus to make sales messages and wall posters. Lost and found advertising on papyrus was common in Ancient Greece and Ancient Rome. In the towns and cities of the Middle Ages where most of population was unable to read, signs with a boot, a suit, a hat, a clock, a diamond, a horse shoe, a candle or even a bag of flour were associated with their trade. In the 18th century advertisements started to appear in weekly newspapers in England.



A 1900 advertisement for Pears soap.

Thomas J. Barratt from London has been called "the father of modern advertising". Working for the Pears Soap company, Barratt created an effective advertising campaign for the company products, which involved the slogans, images and

phrases. As the economy expanded across the world during the 19th century, advertising grew alongside.

In June 1836, French newspaper *La Presse* was the first to include paid advertising in its pages. Around 1840, Volney B. Palmer established the roots of the modern day advertising agency in Philadelphia. In 1842 Palmer bought large amounts of space in various newspapers at a discounted rate, then resold the space at higher rates to advertisers. By 1900 the advertising was firmly established as a profession.

In the early 1920s, the first radio stations were established by radio equipment manufacturers and retailers who offered programs in order to sell more radios to consumers.

In the early 1950s, the DuMont Television Network began the modern practice of selling advertisement time to multiple sponsors.

As cable and satellite television became increasingly popular in the late 1980s and early 1990s, specialty channels emerged, including channels entirely devoted to advertising.

With the advent of the ad server, marketing through the Internet opened new frontiers for advertisers and contributed to the "dot-com" boom of the 1990s. At the turn of the 20th to 21st century, a number of websites, including the search engine Google, started a change in online advertising. Today there is an increasing trend of interactive ads, having consumers vote through text messages, and various innovations utilizing social network services such as Facebook or Twitter.

4 Mark the following statements true or false.

- 1 The main purpose of advertising is to make the people's life better.
- 2 The number of advertising instruments is growing increasingly.

3 Advertising is a big business which needs huge investments.

4 The European ancient civilizations did not need advertising.

5 Barratt managed to combine production and selling the products.

6 The news publishers in England were the first to get money from advertising.

7 The first advertising agency appeared in France.

8 Advertising became a source of investment for TV business in the middle of the 20th century.

9 Cable and satellite television caused the “dot-com” boom.

10 A mobile telephone is a powerful advertising technology.

5 Answer the questions.

1 What are the tasks of modern advertising?

2 Who are the participants of advertising market?

3 Is advertising a profitable business?

4 What form did advertising take in the Middle Ages?

5 What was the contribution of Barratt into the development of advertising?

6 When did advertising start to be viewed professionally?

7 When and how did radio and television involve into advertising business?

8 What new types and ways of advertising were introduced by the Internet?

III CHECK AND IMPROVE YOUR VOCABULARY SKILLS

1 Guess the words by their definitions:

Person who buys things

Public announcement in the press, TV, etc.

Person or firm paying for a commercial radio or TV program in return for advertising products

Search engine

Social networks that appeared first in the USA

(advertising, Facebook and Twitter sponsor, Google, customer,)

2 Use proper words to fill the blanks.

1 The first (advertisement, advertising, advertise) agency appeared in Philadelphia around 1840.

2 At the(turner, turnover, turn) of the 20th to 21st century, a number of websites started a change in online advertising.

3Today there is an increasing trend of. (interaction, interactive, interactivity) ads.

4 By 1900 the advertising was firmly established as a (professional, professor, profession).

5 In the early 1920s, the first radio stations were established by radio equipment (manufacture, manufacturing, manufacturers).

3 Complete the sentences.

1 The purpose of advertising is to that a company's services or products are the best.

2 Advertising messages are usually paid for by sponsors and viewed via various traditional media or new media such as

3 In the early 1920s, the first radio stations were established by who offered programs in order to sell more radios to consumers.

4 At the turn of, a number of websites, including the search engine Google, started a change in online advertising .

5 Barratt created an effective advertising campaign for the company products, which involved
.....

4 Fill in proper prepositions.

1 The purpose _____ advertising is to point _____ and create a need _____ products or services, demonstrate new uses _____ established products, draw customers _____ the business, and to hold existing customers.

2 _____ 2010, spending _____ advertising was estimated _____ \$142.5 billion _____ the United States and \$467 billion worldwide.

3 The first radio stations were established _____ radio equipment manufacturers and retailers who offered programs _____ order to sell more radios _____ consumers.

4 _____ the economy expanded _____ the world _____ the 19th century, advertising grew alongside.

5 Translate into English.

1 Завдання реклами – переконати користувачів у тому, що товари та послуги компанії є найкращими.

2 Батьком сучасної реклами вважають Томаса Баррата.

3 Перші радіостанції були засновані виробниками радіообладнання.

4 Є спеціальні телеканали, які повністю присвячені рекламі.

5 Зростає кількість інтерактивної реклами.

IY IT IS INTERESTING TO KNOW

1 Read the text that contains some interesting facts about advertising.

City without advertising

In San Paulo, Brazil, one of the largest cities in the world, there is no outdoor advertising. The decision to dismantle all panels and signs was made in 2007. It was one of the points of the overall campaign to combat pollution, the visual pollution in particular. Although the law hit the advertising industry, more than 70% of the population of the city fully supported it.

Hollywoodland

Hollywood sign was created in 1923, but not as a symbol of the worldwide dream factory. It was just an advertisement for new residential neighborhoods of Los Angeles, and the sign was longer: Hollywoodland. It was planned that the sign would stand for a year and a half. Due to the rapid development of the film industry in Hollywood, it was decided to leave it.

Tick-tock

The most common time in wristwatch advertising is 10:10. This combination mimics a smile.

Khrushchov and Pepsi

In 1959, when Moscow hosted the American National Exhibition, Khrushchov was offered to taste Pepsi-Cola. He agreed and unwillingly became an advertising face of the company. The next day, the newspapers around the world published the photo in which the Soviet leader was drinking Pepsi.

Tasty water

Why do the drink you have seen in the yesterday's and today's commercials look exactly the same? For advertising the commercials often use acrylic pieces instead of ice. Real ice melts quickly in the bright light. To create delicious bubbles the detergents are also added.

Mmm....

The advertised cakes are watered by hairspray because it is impossible to make them shine otherwise. The oil will be absorbed within 5 minutes.

The beer foam is made from soap powder. Tea or juice are also poured instead.

The hairdryer is used to imitate the chicken heat up as it roasts it, makes it turn gold and does not deform the meat.

This long life

Within the 65 years people view 2 millions of advertisements.

2 Complete the phrases.

1 Initially the Hollywood sign meant

2 The wristwatch “smiles” when set up to.

3 Without any intention the Soviet leader became a face . .

..

4 Hairspray and hairdryer work well to advertise

.

5 In the TV commercial is used instead of beer and
. is used to imitate foam.

Y PRACTISE GRAMMAR

CONDITIONALS

1 Read the sentences and study the use of *if-clauses* for the description of situations and the *main clauses* for the consequences. Remember that we can also use conditionals without *if*.

1 If the company advertises something, it tries to make customers think that its services or products are the best.

2 Unless your advertising messages are convincing, you will fail to hold your customers.

3 You will have a better understanding of our project, if you read its plan and description.

4 He would be more helpful you if he knew foreign languages.

5 We will not sign the contract unless we discuss it point by point.

2 Study the examples of the conditionals in which either *if* or *when* can be used to describe predictable, repeated actions.

1 If(when) the temperature drops below 0 C, the companies sell more heating units.

2 If(when) a company enters a market, it has to promote itself.

3 Consumers make better buying and selling decisions if(when) they know the fundamentals of economics.

3 Look at the examples of Generals conditionals . Mind the combinations of the tense forms.

1 If you need money for your business, you can borrow it from the bank (if + Present Simple+ Present Simple).

2 When I needed money for my business, I could borrow it from the bank (if+ Past Simple + Past Simple).

4 Practice General Conditionals when joining each idea in A with the most suitable idea in B.

A

If something is in great demand,

If ancient people traded,

Our spending power is reduced

One can feel terrible

If the inflation is higher,

B

if our standards of living go down.
unless he gets 8 hours' sleep a night.
we can buy less.
they used barter-like methods.
its price increases.

4 Study the formation and the use of the First Conditionals (also called Open Present or Future Conditionals) with the Present Simple in the if-clause and will + Infinitive or imperative form in the main clause.

- 1 If you do not work hard, you will not achieve your goals.
- 2 If the manager comes, give him a message, please.
- 3 If the mail comes earlier, let us know.
- 4 If he takes this training program, he will make his career faster and easier.
- 5 If you have a question, ask me to explain.

5 Use *will/won't* or the *Present Simple* to complete the sentences below.

- 1 If you _____(go) to Paris next month, I _____(give) you the name of a good hotel I know.
- 2 Please, _____(not, hesitate) to contact me if you _____(require) any further information.
- 3 Sam _____(visit) our company's headquarters if he _____(go) to London on business.
- 4 If you _____(finish) everything before 5p.m., you _____(be able) to join us.
- 5 If the government _____(raise) taxes, consumer spending _____(fall).
- 6 Unless we _____(sign) the contract today, we _____(not, be able) to start production this year.
- 7 If Liza _____(manage) these problems, the company _____(pay) her a bonus.

8 We _____(have) a new CEO even today if the board of directors _____(gather) for a meeting.

6 Study the formation and the use of the Second Conditionals (also called Unreal Present or Future Conditionals) with the Past Simple in the if-clause and would/could/might + Infinitive in the main clause.

1 If my company's main competitor offered me a good job, I would reject.

2 If he talked to me personally, there would be no conflict.

3 If they got the information timely, they would never call us.

4 We would have higher sales if it was not summer.

5 The company would be a leader in the market if we introduced a new marketing strategy.

7 Practice the Second Conditional with the verb to be. Mind that the form *were* used with *I, he, she, it* is considered to be more formal. Remember also that we often use the phrase *If I were you* to give advice.

1 If I was/were him, I'd give the money for charity.

2 If it was/were Friday today, I'd visit my parents.

3 If you were my age, you would understand me better.

4 If I were you, I'd leave this place right now.

5 If I were you, I'd ask for a raise.

6 If he was/were my boss, he'd settle everything.

7 If the child was/were hungry, he would tell you.

8 If I was/were not interested in this idea, I would not help you.

9 If I were you, I would tell him the latest news from our partners.

10 If I were a president of the company, I'd cut the personnel.

8 Complete the sentences below with the Second Conditional forms: Past Simple or would/could/might.

1 If I _____(be) you, I _____(tell) your parents the whole truth.

2 He _____(change) his mind if you _____(speak) to him personally.

3 If the circulation of our magazine _____(be) higher, we _____(earn) a lot more from advertising.

4 If our labor costs _____(be) lower, we _____(produce) cheaper products.

5 If we _____(have) finance, we _____(expand) our production more rapidly.

6 If the terms of the contract _____(not, be) different, we _____(not, accept) them.

9 Practice the Third Conditionals also known as Unreal Past Conditionals. Pay attention to the use of the Past Perfect form in the if-clause and would/could/might have+ past participle.

1 If we had put up our prices last month, we could not have kept our market share.

2 If you had informed me earlier, I would have given our CEO a more detailed report.

3 We would have rejected the offer if we had not been business partners for a long time.

4 If she had followed my advice, she would not have got into trouble.

5 If Bill had got more skills in the training program, he would have looked and sounded more professional.

10 Put the verbs into correct forms: Past Perfect or would/could/might +Perfect Infinitive.

- 1 If we _____(know) that the company had such debts, we _____(not, invest) into it.
- 2 We _____(earn) that contract if we _____(make) a better offer.
- 3 They _____(go) out of business years ago if they _____(not, invest) in a new technology.
- 4 If we _____(wait) a few more months, we _____(save) a great deal of more money on the IT system.
- 5 I think we _____(succeed) if we _____(try) harder.
- 6 If the flight _____(be delayed) then, I _____(stay) at the airport hotel.

11 Complete the sentences with the proper Conditionals.

- 1 If I have time this weekend,
- 2 If I stay in my present job,
- 3 If the manager arranges the appointments with our clients,
- 4 If we have a big sales meeting,
- 5 If her personal assistant is late for her work,
- 6 IF our top managers have a more modern outlook on their profession,

12 Make one sentence out of two using the Second Conditional.

- 1 We don't use these devices. They are so expensive.
But if
- 2 I can't contact them. I haven't got their address.
But if
- 3 I work so hard. I enjoy my job.
But if
- 4 We are the market leaders. We spend much on R and D.
But if

5 I can't give you an answer. I haven't got the authority.
But if

6 He refuses to talk to me. He does not have enough information.
But if . . .

13 Complete the situations using the verbs in brackets in the Third Conditional.

1 John went to a job interview, but he didn't get the job because he was too shy.

If he _____(not,be) so shy, he _____(get) the job.

2 My boss was looking for an assistant who can speak Japanese. I don't speak Japanese, so I didn't apply for a job.

I _____(apply) for job if I _____(speak) Japanese.

3 My assistant needed a lift to the airport, but I don't have a car.

If I _____(have) a car, I _____(give) him a lift to the airport.

4 You didn't listen to my advice. Now you are in trouble.

If you _____(listen) to my advice, you _____(not, be) in trouble.

5 I was out late last night. I feel very tired this morning.

If I _____(go) to bed early, I _____(not, feel) so tired now.

14 Find the mistakes in some of the sentences below and then correct them.

1 Janet will be disappointed if she will fail the exam.

2 If Peter had been more careful, he would not break the camera.

3 You can use my car tomorrow if I don't need it.

4 If I won't have much time, I usually have a sandwich for lunch.

5 If I were you, I will not lend him any money.

- 6 If the bus doesn't come soon, I will walk home.
7 I'd be happier if I don't have to stay in the office so late.

15 Speak about the future.

Say what will happen if . . .

- 1 the employees of the company are not motivated enough to perform effectively.
2 the managers do not receive the information in a timely manner.
3 modern management is not computerized.
4 the company is not good at the marketing policy.
5 the marketers do not conduct any market research.

Say what would happen if

- 6 the experts did not take into consideration the law of demand.
7 a firm failed to produce goods that people were willing and able to buy.
8 the forms of advertising remained the same all the time.
9 your business was connected with advertising.
10 if the commercials were cancelled not to interrupt films on TV.

16 Complete the story with the proper tense forms.

High Hopes

One day a young country girl was going to town with a bucket of milk on her head. She said to herself: When I _____(come) to the market, I _____(sell) the milk at a high price and _____(buy) twenty eggs with the money. Out of these eggs I _____(get) twenty chickens. As soon as the chickens _____(be) large enough, I _____(sell) them and buy a new dress for myself. It _____(be) a yellow dress to match my hair. On May Day, if the weather _____(be) fine, if it _____(not rain), I _____ (put on) the yellow dress and go

to town. Everybody _____(look) at me and say: “What a beautiful girl!” But I _____(pass by) without looking at them. I _____(only, shake) my head like that. Without noticing it she _____(shake) her head and down _____(come) the milk, the eggs, the chickens and the yellow dress.

YI IT IS TIME TO DISCUSS

- 1 Say what you know about an increasing share of advertising costs in the product price. Explain the trend.**
- 2 Share your personal customer’s view on the Ukrainian TV commercials.**
- 3 Name the products that are advertised most often.**

**YII BUSINESS COMMUNICATION
PRESENTING AND REPORTING INFORMATION**

1 Look at the verbs and adverbs typically used to describe graphs and statistics.

go up/down	drop	slightly
rise	decrease	sharply
jump	stand at	dramatically
increase	improve	steadily
fall	stay the same	increasingly

2 Now use the words from task 1 to comment on the information about the company.

Market share	- 2%	Spending on research	+8%
Turnover	+1%	Prices on raw materials	- 5%
New contracts	+4%	Number of employees	- 4%
Productivity	- 1%	Debts to suppliers	- 3%
Wages	+8%	Training costs	+15%
Staff turnover	+20%	Customer complaints	-12%

3 See the information about the changes that took place in the company within one year. Describe the changes and build up the graphs to present them visually.

	Percentage of total profits		
	cars	car components	motorcycles
last year	59 %	21%	14%
this year	46%	20%	18%

4 Read the information about the sales of the newspapers. Draw a pie chart to visualize the information.

Our company is truly international and we sell it all over the world. Our biggest market is in Europe, where 68% of the papers are sold. Within Europe, France is the biggest country

market, with Germany, Britain and Switzerland also very important. We also have large sales in the Asia/Pacific area. We sold 43,000 there last year: 23% of our total circulation. In America we sold 12,300 last year: 6% of the circulation. We sell more than 3,500 in the Middle East – that’s all Arab countries. That area takes about 2% of our daily sales, and our smallest market is Africa where we sell about 1,500.

5 Use a pie chart to complete these sentences.

- 1 The majority of sales are in Europe.
- 2 Almost a quarter of sales are in . . .
- 3 Almost three quarters of sales are in . . .
- 4 Two very small areas for sales are and
- 5 represents a fairly small percentage of sales.

6 A new production manager came to the car making company two weeks ago. He intends to make a number of changes in the department. Look at the lists below and say why he is planning each change.

<u>Intended action</u>	<u>Purpose</u>
1 introduce a bonus scheme	discuss production problems
2 visit the suppliers	improve efficiency
3 hold a daily meeting with the production foreman	improve relations between workers and management
4 hold weekly meetings union representatives	install new machinery
5 do a work study	increase productivity
6 close the plant for 3 days	negotiate new contracts

7 Build a bar chart based on the company information below.

We had a slight increase in the market share in 2001, followed by a sharp fall in 2002. But a successful new brand launched in 2003 meant that there was a steady recovery that year, and a dramatic increase in 2004 and 2005 too.

YIII HAVE FUN

1 Read and say whether you agree or disagree with the statements about advertising.

Advertising is the science of arresting human intelligence long enough to get money from it.

Advertising tells us what unnecessary luxuries we can't do without.

Stopping advertising to save money is like stopping your watch to save time.

Advertising is the fine art of convincing people that debt is better than frustration.

2 Enjoy the jokes about advertising.

1

Advertising sure brings quick results – last week I advertised for a

night watchman – the same night my safe was robbed.

2

Joe: I can't understand why you failed in business.

Bill: Too much advertising.

Joe: What do you mean? You never spent a cent on it.

Bill: That's true, but my competitors did.

3

Advertising has really changed our thinking. This morning my wife put on eye shadow, eyeliner and eyelashes. I said, "What are you doing to your eyes?" She said, "I am making them look natural."

UNIT 9 DOING INTERNATIONAL BUSINESS

I THINK AND SAY

- 1 Is it easier to do business inside or outside your native country?
- 2 What problems does an international business face?
- 3 What foreign companies came to Ukraine with their products and have strong marketing positions today?
- 4 What factors can make an international business effective?

II READ AND TALK

1 Read the words and their translation, memorize them.

cross-cultural	--	міжкультурний
obvious	--	очевидний
assumption	--	припущення
clash	---	зіткнення, конфлікт
interpersonal	---	міжособистий
to carry out	---	виконувати
to deepen	---	поглибити
to lessen	---	зменшити, полегшити

2 Read and translate word combinations.

rules, regulations and laws, to affect business, international market, to do industry research, to deepen an understanding of an international client, reasons behind the differences, on a personal level, cross-cultural skills, to develop international business, reception of voice, to adapt to different cultures.

3 Read the text about international business.

The world is made of different countries with different rules, regulations and laws. When you first begin an international

business you may be surprised at how much the different rules in different countries can affect your business.

Different rules are the result of different habits, ways of life, histories and development. They are suited better to their own countries than to other countries. These rules, regulations and laws may be different, or approached differently, or interpreted differently, or carried out differently.

If you want to sell your product to an international market you need to do some industry research. It helps you to set up your international business the right way and deepen your understanding of your international client.

The rules are different because the cultures are different. When you understand the reasons behind the differences you have a stronger competitive advantage. Remember, it is your responsibility to know the rules, whether they are your rules, or the rules that apply to your foreign market. On a personal level, this new-formed understanding improves your cross-cultural skills. On a business level, you can use this to develop your international business.

There are some obvious ways culture influences an international business:

the way how we present ourselves;

how we express opinions;

assumptions based on the environment and context;

reception of voice and other personal physical details.

When you work inside an international company, you learn to adapt to different cultures and this enhances your personal growth, interpersonal relations and intercultural relations.

Big industrial companies implement standard and best practices which lessen the clash of cultures inside the company and help to create a collective identity. They can also lessen the clash outside the company when dealing with international clients.

4 Mark the following statements true or false.

- 1 There are many things that cause differences between national businesses.
- 2 An international business may be started easily at any moment.
- 3 Business people must have a clear understanding of their international customer's history, culture and habits.
- 4 Good knowledge of a foreign market can help both people and business.
- 5 Your foreign business success does not depend on the way you speak to your clients.

5 Answer the questions.

- 1 What kind of differences must international business consider?
- 2 Why must business people be careful about foreign rules, regulations and laws?
- 3 What is the role of industry research?
- 4 Why is the understanding of culture differences so important?
- 5 What makes culture differences that may affect an international business?
- 6 Can adaptation to another culture help to make a better career?

III CHECK AND IMPROVE YOUR VOCABULARY SKILLS

1 Match the adjectives on the left and the nouns on the right.

International
Competitive

business, client
advantage

Cross-cultural	skills
Personal	level, growth
Physical	details
Interpersonal	relations

2 Make the derivatives of the verbs below.

- to expand
- to deepen
- to lessen
- to interpret
- to present
- to express
- to implement

3 Complete the sentences.

- 1 Different rules are the result of different,, and development.
- 2 If you want to you need to do some industry research.
- 3 behind the differences you have a stronger competitive advantage.
- 4 On a personal level, this improves your cross-cultural skills.
- 5 Big industrial companies implement standard and best practices which inside the company and help to create a

4 Fill in proper prepositions.

- 1 The world is made _____ different countries _____ different rules, regulations and laws.
- 2 The rules are suited better _____ their own countries than _____ other countries.
- 3 When you understand the reasons _____ the differences you have a stronger competitive advantage.

4 When you work inside an international company, you learn to adapt _____ different cultures.

5 Reception _____ voice and other personal physical details are important for international business.

5 Translate into English.

1 Різниця у правилах є результатом різниці у звичках, способах життя, історії та розвитку.

2 Попереднє дослідження поглибить ваше розуміння міжнародного споживача.

3 Існують очевидні прояви того як культура впливає на міжнародний бізнес.

4 Адаптація до інших культур сприяє вашому особистому зростанню, міжособистим та міжкультурним відносинам.

IY IT IS INTERESTING TO KNOW

1 Negotiations make a very important part of any international business. What do both parts negotiate for?

2 Read the text about 8 Point strategy for intercultural negotiations



Negotiation tactics differ from country to country. Some cultures expect clients to negotiate over things that would be

totally unacceptable in other countries. It is very important to know what is culturally expected of you when it comes to negotiation. If you are just starting out in developing your international markets, it is wise to identify the standard expected negotiating habits in your target country. It is not always easy. If you find yourself on your own in a country where negotiation practices are different to your own, there is a strategy to follow.

- 1 Ask what is expected of you.
- 2 Explain that you are hopeful about the profitable business opportunities open to both of you.
- 3 Explain that this is your first trip and you have not done business in their country before.
- 4 Ask for forgiveness if you do or say something that seems out of place to them.
- 5 Assure them that you are full of good intentions and do not mean any of your awkwardness proving otherwise.
- 6 Ask them to show or tell you what you should do instead.
- 7 Explain that you feel there is benefit for both of you to proceed in conversation, slowly and openly, being patient.
- 8 Assure them that you are excited about the possibility of doing business with them and learning more about their culture.

If you follow these guidelines you have a good chance of proceeding constructively.

2 Answer the questions.

- 1 Which of points enlisted below do you find of primary importance?
- 2 Do you personally feel like being able to follow this strategy?
- 3 What would make the biggest problem for you?

3 Test your knowledge of social customs around the world by doing the following quiz.

- 1 If you are doing business with a German, you shake hands
 - when you meet
 - when you leave
 - when you meet and when you leave.
- 2 In the Middle East you have to give presents to business contacts
 - in private
 - in public
 - every time you meet.
- 3 If you are giving a present to your Latin American customer, you must not give
 - cutlery
 - food and drink
 - a clock.
- 4 If an Indian says 'Come any time', he or she expects you to
 - arrange a visit immediately
 - visit him/her the next day
 - ignore the invitation.
- 5 You cannot do business in Moslem countries on
 - Wednesdays
 - Fridays
 - Sundays
- 6 If an American nods his/her head, it probably means
 - I understand.
 - Yes.
 - I am interested.
- 7 At a social occasion with an Indian client, you
 - can discuss business
 - must not discuss business
 - do not have to discuss business.

- 8 If you are doing business in Thailand, you must
shake hands firmly
bow
make sure you do not touch your head.
- 9 If a Japanese person gives you his business card, you have to
take it with both hands and study carefully
put it straight into your wallet or pocket
write your notes on it.
- 10 If you are in pub in England, you have to buy a drink for
yourself
everyone in the group you are with
everyone in the pub.

4 Read about the negotiating behavior in Japan.

Cards

The exchange of business cards in Japan is an absolutely essential custom, so you must go prepared with several hundreds cards preferably printed on one side in English and the other in Japanese. This includes offering and receiving one card for every person in the room, even if there are twenty people at the meeting.

A British negotiator once exchanged 112 business cards at the start of a meeting. It took him fifteen minutes to complete the procedure. He knew there was no other way to show honor and mutual respect. He came up to each person to exchange a bow and a card. He also looked carefully at the cards he was offered even though many of them were in Japanese only.

Personal relationships

The Japanese like to get to know the people with whom they intend to do business and they like to deal with the same people over and over again. Here they are not unlike the Chinese, who reserve a special place in their negotiations for 'old friends' (foreigners they have dealt with before or who

are introduced to them by somebody they trust). Similarly with negotiators in South America.

The interpersonal relationships are so important because the Japanese find it very difficult to say the word 'no', even when they wish to do so. Instead they may try to avoid a direct reply when put into a situation where to a 'Westerner' 'no' is an appropriate answer. A similar problem is found among the Arabs.

To tell you that your proposal is not acceptable the Japanese would say that 'it could be better if included some points'. The number of points will show how far your proposal is from being accepted.

5 Correct the statements.

- 1 In Japan when you meet your business partner you have to exchange handshakes and cards.
- 2 Exchanging cards with everyone shows respect and interest.
- 3 The Japanese always offer you cards in two languages.
- 4 In contrast to the Japanese, the Chinese deal with unknown partners easily.
- 5 'No' is often an appropriate answer for the Japanese.

Y PRACTISE GRAMMAR

REVISION OF MODALS AND CONDITIONALS

1 Match the sentences 1-6 with the sentences a-f to make short exchanges.

- 1 Shall we take our Chinese clients to the restaurant this evening?
- 2 You should not get upset so easily.
- 3 Do you think I ought to go and complain to the manager?

- 4 You should not have spoken like that to your competitor.
5 May I borrow your calculator for a moment?
6 Could I have some time off to get ready for our weekly meeting?

- A I have apologized. What else can I do?
B I can't help it. He really made me furious.
C It is up to them. It depends whether they are free tonight.
D I am sorry but I am using it.
E Actually, it would be difficult to do without you right now.
F I know but it depends on how strongly I feel.

2 Use *must not* or *do not have to* in the following sentences.

- 1 In order to be a good salesclerk, you _____ be rude to a customer.
2 An entering freshman _____ declare a major immediately. The student may wait a few semesters before deciding upon a major.
3 This is an opportunity that comes once in a lifetime. We _____ let it pass. We must act.
4 I have already finished all my work, so I _____ work overtime. I think I'll relax for a while.
I think I'll relax for a while.
5 You _____ introduce me to these marketing people. We have already met.
6 A person _____ become rich and famous in order to live a successful life.
7 This subject is optional. You _____ take it, but you might enjoy it.

3 Choose the correct option.

- 1 Don't be silly. I know you _____ start this business if you try.
A able to B can C could

2 To _____ keep calm in a crisis is a very valuable ability.

A succeed in B can C be able to

3 It _____ be six o'clock already. We haven't finished our negotiation yet.

A can't B mustn't C might not

4 Our groupmate _____ win the first prize, but he will probably come second.

A couldn't B might C mustn't

5 It is getting dark. _____ stop keeping your clients out and come into the office?

A had better you B hadn't you better C should you

6 _____ I possibly interrupt you for a minute? Sorry.

A would B can't C could

7 _____ remind the advertiser about the tasks of modern advertising?

A Shall we B Could C Do we

8 You are short of time. You _____ take a taxi to the station.

A had better B shall C would better

4 Read and translate these sayings into Ukrainian paying attention to modals.

1 Fear cannot be without hope nor hope without fear.

(Spinoza)

2 Don't shout for help at night, you may wake your neighbours.

(Stanislaw Lech)

3 A man with a career can have no time to waste upon his wife and friends; he has to devote it wholly to his enemies.

(John Oliver Hobbs)

4 That all men should be brothers is the dream of people who have no brothers.

(Charles Chincholles)

5 Rats and conquerors must expect no mercy in misfortune.

(Charles Caleb Colton)

6 It is not enough to do good, one must do it in the right way.

(John Morley)

7 Many might go to heaven with half the labour they go to hell.

(Ben Johnson)

5 Choose the correct option.

1 Even if they doubled my salary, I won't/wouldn't stay with this company.

2 If you'll want/want to become a qualified manager, follow these rules.

3 If you'd really want/wanted to improve your advertising message, you'd found/have found a way.

4 If the secretary sent/had sent me a text, I'll meet/would have met your marketer at the airport.

5 If the report isn't/were not so boring, I would remember what it was about.

6 The store manager will offer/offered a refund for a commodity if it will/is spoilt.

7 If you won't know/don't know the right answer, don't say anything.

6 Fill in the blanks.

1 Please, _____(not/hesitate) to contact me if you

_____ (require) any further information.

2 If the terms of the contract _____(be) different last year, we _____ (accept) it.

3 Sales are low this spring, but they will improve when summer _____(start).

4 If I _____(be) you, I'd _____(think) very carefully before investing.

5 If we _____(know) that the company had such debts, we wouldn't have invested in it.

6 I _____ (apply) for the job if I _____(have) an MBA, but unfortunately I hadn't.

YI IT IS TIME TO DISCUSS

1 Try to remember the things that business people must remember when doing business in India, Arabic countries, China, Germany, Thailand, the UK, the USA and Japan.

2 Make a list of recommendations you can give to a foreigner who wants to start his/her business in Ukraine. Think of the things that may shock this business person.

YII BUSINESS COMMUNICATION

WRITING AN E-MAIL

1 Memorize the phrases for using them in your e-mails.

- Opening** Thank you for your enquiry/e-mail.
Thank you for ordering from us.
In reply to your request I can confirm that. . .
- Reason for writing** I'm sorry I wasn't available to take your call yesterday. I tried to phone you this morning but you were out of the office.
I'm sorry for the delay in replying to your letter but I needed to check some information.
Thank you for your e-mail. There is one point that I don't understand. Can you please confirm that. . .
I am sorry to inform you that we have to cancel this order.

Request for action Could you please call me later today?
Please confirm that these arrangements are OK.

Ending Regards,/Yours truly,/Sincerely,(USA)/Best,(USA)/
Yours sincerely,(GB)/Best wishes,(GB)

2 Who do you send more formal/informal e-mails to? Getting the right tone is important, so before you start to write think about who you are sending the e-mail to, what it's about, your relationship with the person.

Complete 1-6 below by choosing from the formal and informal phrases.

- 1 Starting an e-mail a I should be grateful if you email me.
b Hi Pete.
- 2 Social opening c If you need anything else, tell me.
d Send me . . . when you can.
- 3 Reason for writing e How's it going?
f About the meeting.
- 4 Requesting g That's all.

- 5 Offering help h I am writing regarding the project.
 i Dear Ms Tobashi,
 j Please do not hesitate to call me if. ..
 6 Ending k I look forward to hearing from you.
 l I hope all is well with you in Tokyo.

3 Write an informal e-mail to a colleague who you know well. Start with a social opening – ask how your colleague is. Ask for an opinion on a report you attach to the e-mail.

4 Write a more formal e-mail to a customer. Confirm a meeting and request some product information. Offer to help prepare for the meeting.

5 Write replies to these emails, using the information given on the right.

Subject: YOUR ORDER # 534	Cancel order. Customers wanted goods this week – can't wait longer.
We are sorry that your order has been delayed. This is due to a problem with our suppliers. We have to sort out this problem. I hope that we can ship your order in the next 14 days. Thank you for your patience. Bob Carter	

Subject: OUR ORDER # 211	Sorry. Both boxes shipped together. What is number on box that did arrive? If missing box doesn't arrive/is damaged, we will replace it free of charge.
Can you confirm that both parts of our order have been shipped? We received one box this morning but not the other. Has it gone missing or has shipment been delayed? Steve Walter	

YIII HAVE FUN

Read short pieces of information about the negative experience of some world known companies which happened to fail advertising campaigns abroad.

1 The **Dairy Association's** huge success with the campaign "Got milk?" made them expand their advertising to Mexico. Very soon they discover that the Spanish translation read "Are you lactating?"

2 **Coors** put its slogan "Run it loose" into Spanish where it was read as "Suffer from diarrhea".

3 **Clairol** introduced the "Mist Stick", a curling iron, into Germany to find out that "mist" is slang for manure.

4 When **Gerber** started selling baby food in Africa, they used the same packaging as in the USA, with the smiling baby on the label. Later they learned that in Africa companies put the pictures of products on the labels, as many people cannot read.

5 **Colgate** introduced a toothpaste in France called Cue, the name of a porno magazine.

6 An American T-shirt maker in Miami printed shirts for the Spanish market which promoted the Pope's visit. Instead of "I saw the Pope" (el Papa), the shirts read "I saw the potato" (la papa).

UNIT 10 WHAT IS AHEAD IN THE WORLD OF ECONOMICS?

I THINK AND SAY

1 What is your vision of the role of economics in the future? Will more or fewer people need the knowledge in economics?

2 What new trends and features may future economics acquire?

II READ AND TALK

1 Read the words and their translation, memorize them.

manufacturing –	виробництво
mining –	гірничя промисловість
insurance –	страхування
attribute –	характеристика
to occur –	відбуватися
to impact –	впливати
to expand -	поширювати
implication –	участь, причетність

2 Read and translate word combinations.

analytical reasoning, critical thinking, to hire economists, shortly after World War II, for several reasons, problem-solving assistance, global economy, to analyze and interpret data, separate economic research divisions, outside economic consultants, to employ economists, environmental impact studies, alternative policies, to protect environment, less-developed nations, moral philosophy, corporate managers, economic forecasts.

3 Read the text about the future of economics.

Economists work in manufacturing, mining, banking, insurance, retailing, and many other fields. Training in economics is useful for analytical reasoning and critical thinking perhaps the most important attributes in business today and in the future.

Business began to hire economists in increasing numbers shortly after World War II, and the economics profession has grown rapidly since then. This growth has occurred for several reasons. One reason is that management has become aware of the need for planning and problem-solving assistance. Another reason is the increasing complexity of the global economy and its implications for business: someone is needed to analyze and interpret data. Both large and small firms need economists. Large firms often have separate economic research divisions. Smaller firms may just have one trained economist who divides his time among planning, forecasting, finance, and other duties. Some small firms often hire outside economic consultant.

Many economists work for the government and in the academic world. Almost all governments employ economists. Economists do environmental impact studies and develop alternative policies to protect the environment. They determine the best ways to use natural resources. They assess the stability of foreign countries. They can help less-developed nations. The academic market for economics is not as good as computer science or finance, but well-qualified graduates can find academic posts if they are persistent.

Economics is a science, and science change. The quantitative nature of economics stands in contrast to the moral philosophy of Adam Smith. The discipline of economics and the role of the economist have changed in the past and will continue to change in the future. The corporate managers realize the value of economic forecasts. New and more sophisticated

forecasting techniques have come. The most promising approaches involve nonlinear models based on chaos theory and other kinds of mathematics. Global manufacturing companies and foreign investments expansion need economists. Many firms have found it necessary to expand their economics divisions or hire consulting firms to conduct studies.

There is a number of economists who believe that the economics of the future will return to its roots in moral philosophy.

5 Answer the questions.

- 1 What human abilities can economic studies develop?
- 2 What reasons caused a big demand for economists in the second half of the 20th century?
- 3 Why do governments employ economists today?
- 4 What is the role of inside and outside economic consultants?
- 5 What new technologies have been introduced into economics?

4 Read and try to remember the quotations from Steve Jobs.

Why join the navy if you can be a pirate?

Your time is limited, so don't waste it living someone else's life.

Don't be trapped by dogma – which is living with the results of other people thinking. Don't let the noise of other's opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.

Sometimes when you innovate, you make mistakes. It is best to admit them quickly, and get on with improving your other innovations.

6 Read the parable which may become guidelines on one's successful life, both professional and personal.

You are special

A speaker started his seminar by holding up a \$20 bill. He asked, "Who would like this \$20 bill?" Hands started going up. He said, "I am going to give this \$20 bill to one of you – but first, let me do this." He started crumpling the bill. Then he asked, "Who still wants it?" Still the hand were up.

"Well," he replied, "What if I do this?" He dropped the bill on the ground and started to grind it into the floor with his shoe. He picked it up, now crumpled and dirty. "Now, who still wants it?" Still the hands went up.

"My friends, you have all learned a very valuable lesson. No matter what I did to the money, you still wanted it because it did not decrease in value. It was still worth \$20."

"Many times in our lives, we are dropped, crumpled, and ground into the dirt. . . by the decisions we make and the circumstances that come our way. We feel as though we are worthless; but no matter what happened or what will happen, you will never lose your value. You are special. Do not forget it."

BUSINESS COMMUNICATION

APPLYING FOR A JOB

1 Have you ever had a part-time or work experience job?

What was your job? How did you get it?

2 Read the curriculum vitae (CV) of Luis Gonzales.

NAME Luis W. Gonzales

ADDRESS 11 Willow Road

Cambridge

CB2 2DS

TEL. NUMBER 0554 3788653

E-MAIL ADDRESS Luwgonzales@binternet.com

DATE OF BIRTH 12 MAY 1994

EDUCATION

2005-2010 Graves High School for Boys

Graves Avenue

Cambridge CB3 4RG

2010-2012 Cam College of Engineering and Technology

River Road

Cambridge CB6 7YT

QUALIFICATIONS

2010 GCSES: English, Math, General Science, Design and Technology, French, Spanish, Art, and History

2011 Level 1 Engineering and Technology foundation course

2012 Level 2 Computing course in software development

WORK EXPERIENCE

AUGUST - Temporary job as IT assistant at

SEPTEMBER 2010 Norris's Aeronautics, Cambridge

OCTOBER 2010 - Saturday and holiday job testing computer

JUNE 2012 games at Silicompany, Cambridge

OTHER bilingual in Spanish and English,

INFORMATION clean driving license
INTERESTS developing computer games, member of college football team, photography
REFEREE Ms Nancy Valentine (course tutor)
 Cam College of Engineering and Technology
 River Road
 Cambridge CB6 7YT

3 Look at the headlines and categories typically used in CVs. Decide which of them means the information below (a-l).

marital status	referees
employment history	permanent address
educational history	hobbies and interests
title	personal details
skills	surname
qualifications	date of birth

- a basic facts about you?
- b schools and colleges?
- c where you live most of the time?
- d what do you do in your free time?
- e family name?
- f if you are married or single?
- g details about your working life?
- h Mr, Ms, or Dr?
- i people who can tell about your qualities and character?
- j proof that you have successfully completed a course?
- k practical abilities?
- l when you were born?

4 Create your own CV using Luis Gonzales's as a guide.

5 Have you ever been interviewed when applying for a job? What questions were you asked? What did you ask about?

TEXTS FOR INDIVIDUAL READING

Text 1 Markets and marketing

Most people do not have a clear idea of the working of markets. You know that if there are just a few sellers and lots of buyers, the sellers are likely to ask a higher price. Some of the buyers will pay a high price, and others will try to find substitute goods. You also know that if one producer is making high profits, other firms will enter that business to try to make the same high profits.

The most important information for market participants is price. In a market economy, prices give information about both the costs of production and the wants of consumers. As costs or wants change, so do prices. The problem is to analyze the factors that affect costs and wants and see how they affect prices.

The first factor that must be considered is **the law of demand**. It says that the quantity of a good demanded varies inversely with price. In other words, people tend to buy less of a product at high prices, if all other factors influencing demand are constant.

Another explanation for the inverse relationship between price and quantity demanded is the existence of **substitution and income effects**. Consumers typically choose among several products, and when the price of one product falls relative to another good, they tend to substitute the cheaper good for the more expensive good. Because a lower price increases the relative attractiveness of a product, the consumer buys more of it. A rise in price will cause people to substitute other goods and thus decrease their purchases of the good whose price has risen. This process is known as the **substitution effect**. The **income effect** refers to the fact that as the price for a good rises, you can purchase fewer goods. A decline in the price of

a good increases the consumer's real income, enabling him or her to purchase more goods. The income and substitution effects combine to make a consumer able and willing to buy more of a specific good at a lower price than at a higher price. A firm in the market economy survives by producing goods that persons are willing and able to buy.

Marketing is the process of communicating the value of a product or service to customers, for the purpose of selling the product or service. Simply stated, marketing is everything you do to place your product or service in the hands of potential customers. It includes sales, public relations, pricing, packaging, and distribution. If business is all about people and money and the art of persuading one to part from the other, then marketing is all about finding the right people to persuade.

Marketing begins with customers – those people who want or need some product and will actually buy it. Business people must take time at the beginning to discover who their potential customers are and how to effectively reach them. Without a **marketing plan** their dreams are really wishful thinking. A marketing plan can be a map of success. But it is not a territory. It is a strategy. It helps to focus energy and resources. However, a marketing plan, based only on business people ideas and wishes, will never work without **market research**, simple or sophisticated. Market research is more than the analysis of data. It is the opportunity to look outside the company to factors that may affect business. The research is conducted by asking and answering questions. Who are our potential customers? How large is our target market? Who are our competitors? How is our idea unique? How can we communicate that uniqueness?

Market research is like a scientist who seeks to prove or disprove a hypothesis through questions, analysis and

observation. Research is a process. Like innovation, it is continuous.

1 Mark the following statements true or false.

- 1 Price is a key factor in marketing.
- 2 Human wants and prices are interrelated.
- 3 With high prices customers buy more products.
- 4 Customers always compare the prices.
- 5 The substitution effect works when the prices fall.
- 6 The companies must consider their customers' incomes.
- 7 Any business is based on the products that customers want but are not able to buy.
- 8 The art of marketing consists in making the customers believe that they really need the product.
- 9 Two activities are especially important for effective marketing.
- 10 One should conduct the market research before starting work in the market.

2 Answer the questions.

- 1 Why is it so important for marketing to control prices?
- 2 What does the inverse dependence between the demand and price mean?
- 3 What is the idea of the substitution effect?
- 4 What is your understanding of the income effect?
- 5 What happens if the prices fall/increase?
- 6 Why does any business need marketing?
- 7 What is marketing focused on?
- 8 What helps producers to develop their long-term strategy?
- 9 What points are typically included into market research?
- 10 Why must market research never stop?

Text 2 Apple logo

The **Apple** logo is pretty simple, it is an apple that has had a bite taken from it. The original logo had the colors of the rainbow but over time the logo has become a simple white or gray apple with a bite on a black background.

The logo has some interesting stories (perhaps true). The three most popular beliefs are that it was inspired by Alan Turing, Isaac Newton and the Bible.

Alan Turing, widely considered to be the father of computer science and the computer, died from cyanide poisoning while he was in prison. When his body was found, an apple lay half-eaten beside his bed, and although the apple was not tested for cyanide, it is speculated that this was the way by which a fatal dose was delivered. Some people believe that the Apple logo was a dedication to Alan Turing.

The other story relates to Isaac Newton who was inspired to formulate his theory of gravitation by watching an apple falling from a tree.

The Biblical reference is that the apple was the fruit from the tree of knowledge.

Text 3 Doing business with Americans

The greatest difference between business dealings in the USA and the rest of the world is the American eagerness to get to the point. Most peoples of the worlds do not negotiate with strangers. Therefore, the first order of business is to get to know their visitors, no matter how long it takes. Then they can decide if these are people they want to work with.

All this a mystery to an American. Why sit around chatting and drinking cup after cup of coffee when you could be

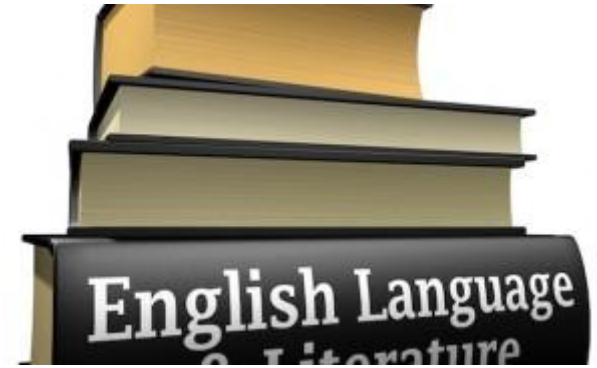
making deals? Why cannot we get down to how much, when, who pays for that?

Americans are friendly, and they want to be liked. They are glad to have a little let's-all-relax chat at the beginning of a meeting. They will take you out to lunch, but by the main course they expect to get down to business. They just do not think that it is necessary to know someone very well to do business with him. Abstract conversations bore Americans. A pragmatic American likes a conversation that is going somewhere. Instead of making small talk for hours, they are like racehorses waiting for the race to begin.

In the mind of the American business person the clock is always ticking, and there further worlds to explore. Why spend any more time than necessary on this deal? We are not going to base this relationship on trust anyhow. We are going to base it on an elaborate, detailed contract which our lawyers will draw up.

During the workday, Americans are very precise about time. If you are ten minutes late for an appointment, you should apologize. If you are half an hour late, you should have a good reason. When you see your American host drumming his fingers and looking at his watch, wrap up the meeting quickly. Don't be insulted if he announces he has another meeting and he turns you out of his office. Very likely he has another meeting, and even if you are in the middle of a serious conversation, he must be there on time. It does not mean he is less interested in your business.

Text 4 What Is International English?



English is today's lingua franca just as Latin was in the Middle Ages. A large number of countries speak English but the majority of the English speakers today come from non-native English speaking countries.

Just as there are many different English dialects within the native English speaking countries, there are also a variety of different English "dialects", or speaking patterns among non-native English speakers. There is also an unofficial International English that develops naturally when native English speakers mix with non-native English speakers.

In non-native English countries with a variety of ethnic groups, such as India or Malaysia, the English language takes on a specific local dialect. But in Europe, businesses have evolved into what seems to be an International English. This International English cannot easily be associated with one specific country or culture. Today, after a few years of professional experience, European businessmen dealing with international matters usually pick up this International English without realizing it.

Everyone has different language skill levels. These differences are greater in non-native English speakers. If you want to communicate in an international environment, you need to speak to be understood. And over time, you also want to speak in a way that is easily understood by everyone.

The vocabulary you use seems to get smaller and smaller. In some ways this might seem like you are talking to a child. Your sentences get shorter. But, it is not quite like talking to a child. There are some subtle differences. You actually learn to culture customize your English to your surroundings.

As you become more familiar with cross-cultural communication, you learn which words to avoid because some non-native English speakers may not understand them immediate. Some words slow down communication more than others. So, you learn to use the words everyone usually understands.

Simply making small changes in the structure of your sentences can make them easier to understand. Your communication becomes clear.

You learn to know when different cultures will have difficulties grasping certain concepts. Again, simple explanations bring clarity to your communication.

All of these small changes in your communication bring clarity for everyone around you. The process of learning to speak with clarity happens naturally if you live in an environment of different English language skills. And this happens naturally because if you do not adapt your communication this can lead to unnecessary time spent on correcting miscommunication.

And finally, with experience, you also learn how to speak in a polite way to different cultures. This is the hardest part to learn. Different cultures have different ways of being polite and expressing politeness. There are some differences in

politeness within the native-English speaking countries. There are more differences in other cultures.

Text 5 Advertising Types on the Internet

Advertising on the Internet is still developing and a number of creative innovations are coming here. Unlike television with its 30-second spots, magazines and newspapers with established sizes for ads, and radio with its 10-second spots, nobody has developed a standard model for Internet advertising. Some options enlisted below are types of advertising, and some are places to place advertising on the Internet.

Classified ads

Classified ads are well-suited for the interactive environment. Users can input their request and the computer will search for the appropriate listings.

Chat Rooms

Advertisers can place their advertising on a chat room site.

Contest Sponsorship

Many sites offer contests which can be sponsored by an advertiser.

E-mail

E-mail can be ad-supported where the user has free access to e-mail, but has advertisements on the e-mail reader. E-mail can also be used by advertisers for e-mail games where trivial questions and answers are exchanged in an effort to build brand awareness. Finally, advertisers may send direct e-mail to consumers.

Interstitials

Interstitials are advertisements that interrupt the user and often fill the entire screen. They come and go as they please and the user must click out of them.

Push Technology

With push technology, news and advertising are "pushed" to the user automatically based on their interests. It is like receiving a newspaper custom-designed for you.

Sponsoring Listservs

Listservs are e-mails distributed to subscribers of the service. By sponsoring a listserv, advertisers can distribute their content to a group of people interested in the topic.

Web Site

The most common form of advertising on the Internet is the corporate web site.

TOPICAL WORDS AND PHRASES

Unit 7 Marketing

to emerge
to adopt strategy & tactics
to benefit the seller/buyer relationship
to lose effectiveness
to understand the needs of customers
to purchase = buy
to define
to generate revenue
to maintain satisfying relationships with customers
to result in value
to acquire products
to meet customer's needs
to locate
to obtain
to involve
to provide financial support
to improve business decision making
to determine and satisfy needs
to offer significant benefit
to improve quality of life
to create competitive environment
to lower product prices
to offer access to products
to build demand for product

accounting	competition
marketing efforts	marketers
in-depth understanding	visible tasks
advertising	customer/consumer
pricing	distribution

product management
financing
marketing management
consumer's demand
with little regard/concern

maintaining
budgeting
marketing activities
promotion
vital

Unit 8 Advertising and advertisements

to encourage
to persuade
to manipulate an audience
to enhance the company image
to announce
to draw customers to business
to hold existing customers
to estimate
to be unable
to be associated with
to resell
to emerge
to devote to
to vote
to utilize
to make sales messages
to multiple sponsors

marketing communication
purpose
established products
advertising messages
text messages = SMS
paid advertising
advertiser
radio equipment
retailers
search engine
innovations
advent
sign
mass media
wall poster
via
in order to

Unit 9 Doing international business

to affect business
to approach
to set up business
to have competitive advantage
to express opinion
to enhance personal growth

to suit (be suited)
to do industry research
to deepen
to apply
to implement
to carry out

to lessen the class of cultures to negotiate
to create collective identity to be hopeful
to deal with clients to assure
to develop international business
to adapt to different cultures
to present oneself
to be full of good intentions
to be patient
to follow guidelines
to proceed constructively

rules, regulations, laws responsibility
ways of life assumptions
differences behind differences reception of voice
cross-cultural skills negotiations
interpersonal relations benefit
profitable business opportunities awkwardness

obvious unacceptable

UNIT 10 WHAT IS AHEAD IN THE WORLD OF ECONOMICS?

to occur to employ economists
to impact to protect environment
to expand to realize the value
to hire economists to conduct studies
to analyze and interpret data to assess
to determine the best ways

manufacturing implication
mining analytical reasoning
insurance global economy

attribute

problem-solving assistance

economic research division

outside economic consultants

sophisticated forecasting techniques

alternative policies

environmental studies

economic forecasts

academic world

roots

for several reasons

in increasing numbers

in contrast to

Навчальне видання

English for Students of Economics
(Навчальний посібник з англійської мови для
студентів 1-2-го курсів економічних
спеціальностей)
ЧАСТИНА 3

Відповідальний за випуск Г. І. Литвиненко
Редактор
Комп'ютерне верстання А.М.Дядечко

Підписано до друку _____, поз.
Формат 60x84/16. Ум. друк. арк. _____ Обл.-вид. арк. _____ Тираж 40 пр.. Зам. №
Собівартість видання _____ грн к.

Видавець і виготовлювач
Сумський державний університет,
вул. Римського-Корсакова, 2, м. Суми, 40007
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