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КАФЕДРА ИНОСТРАННЫХ ЯЗЫКОВ

**MORE POINTS
ON BUSINESS ENGLISH**

**ДЕЛОВОЙ
АНГЛИЙСКИЙ ЯЗЫК**

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Содержит профессионально-ориентированные аутентичные тексты с системой упражнений и заданий, направленных на формирование компетенций, обеспечивающих эффективную профессионально-коммуникативную деятельность экономистов.

Для студентов экономических факультетов (бакалавриат), а также для всех желающих усовершенствовать владение английским языком для профессионального общения в области экономики.

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Unit 1. DIFFERENT CULTURES

TEXT 1. OVERCOMING CULTURAL BARRIERS

BEFORE YOU READ

Discuss these Questions.

- 1 What are the main reasons for a company to start looking outside its domestic market?
- 2 What are some of the problems that might arise when marketing and advertising products in different countries?
- 3 What kind of cultural problems can arise when a company starts working internationally?

READING

Understanding the main points

Read the article on the opposite page and say whether these statements are true (T), false (F) or there is not enough information given (N). Identify the part of the article that gives this information.

1. Most companies only start working internationally when they have fully exploited their domestic market.
2. The best way to enter foreign markets is to set up subsidiaries in those countries.
3. Geert Hofstede was the first person to study the impact of culture on working internationally.
4. Geert Hofstede found that values and beliefs in different parts of IBM across the world were different.
5. The biggest problem when working internationally is getting the marketing right.
6. China is the most difficult foreign country for Western companies to do business in.
7. Cultural diversity can be a benefit as well as a problem.

Understanding details

Read the article again and answer these questions.

1. What is Geert Hofstede's nationality?
2. When did Hofstede carry out his research at IBM?
3. Why was IBM a good company to choose for his research?
4. Why was 'Nova' a bad name for a car in Spanish-speaking markets?

5. Why was the Lexus luxury car less successful in Europe than in the US?
6. What can companies do to be more successful when marketing products internationally?
7. Why do Western companies have problems operating in China?
8. What are some of the benefits of working across cultures?

Barriers can give a competitive edge

by Morgan Witzel

A Sooner or later the growing company will reach market saturation in its domestic market and there will be little choice but to move into overseas markets.

B Most companies, in fact, start dipping their toes in foreign waters long before they reach domestic saturation, to exploit other profitable markets and give themselves experience of working abroad.

C Whether the company is trading abroad or establishing foreign subsidiaries, the issue of national culture assumes great importance. It had been known for years that working across cultures poses special problems, but the work of Geert Hofstede, the Dutch management theorist, in the 1970s and 1980s showed just how diverse and various cultural influences can be.

D Working across a single global company – IBM, a business noted for the uniformity of its corporate culture – Hofstede showed that a huge variety of beliefs and values were present in the workplace, not just between the US, Europe and Asia, but within regions as well.

E Globalisation is said to be leading to cultural convergence but, as Hofstede and many later studies have shown, full convergence is still some way away.

F Companies moving into international markets will usually first feel the effects of culture on their marketing and advertising. Every international marketer has their collection of mistakes, where the values of one culture fail to translate into another. Sales of the Vauxhall Nova in Hispanic-speaking countries, for example, suffered because in Spanish, *no va* means “won't go”.

G Other failures are more complex and based on deeper cultural divides. Toyota's luxury car, the Lexus, was an immediate hit in the US, where the luxury-car market had been the preserve of a few domestic companies, and the Lexus offered something appreciably different. The Lexus has been much less successful in Europe, where there is a stronger tradition of luxury car-making and strong loyalty to local brands on the part of their buyers.

H Cultural barriers in marketing can be overcome by repositioning brands, changing advertising and product features to suit local sensitivities and so on. Much more difficult to manage are the cultural differences that arise when companies establish multinational subsidiaries and then expect members of different national cultures to work together. This is especially the case with Western companies establishing subsidiaries in China.

I Chinese workers often prefer strong directive leadership to the more democratic model now common in the West. They also rely much more on senior managers to sort out problems, including problems in the workers' private lives. Linguistic confusion is also compounded by quite different attitudes to issues such as ethics, reporting and control, and workers' rights and responsibilities.

J What appears to be a barrier, however, can actually be a source of competitive advantage for those companies and managers that learn to work with cultural differences and benefit from them.

K In terms of managing local subsidiaries, some global companies have learnt to adopt best practices from foreign companies and transfer these into the home market. This kind of cross-fertilization has been taking place between Japanese and Western car-makers for decades, and has led to powerful innovations on both sides.

Understanding expressions

Choose the best explanation for each phrase from the article.

1 ... will *reach market saturation* ...

- a) start to lose market share
- b) stop expanding its market share

2 •... start *dipping their toes* into foreign waters ...'

- a) making the first moves
- b) carrying out test marketing

3 •... leading to *cultural convergence* ...'

- a) where everything becomes similar
- b) where everything changes

4 •... will usually first *feel the effects of culture* on ...'

- a) have cultural problems
- b) be influenced by culture

5 •... based on deeper cultural *divides*.'

- a) differences
- b) values

6 •... to *suit local sensitivities* ...'

- a) adapt to different ways of doing things
- b) try to change the local customs

7 'Linguistic confusion is also *compounded* by ...'

a) made better

b) made worse

8 '... a source of *competitive advantage* ...'

a) a reason for problems with competitors

b) a chance to be better than competitors

9 '... to *adopt best practices* from ...'

a) improve by constant practice

b) take good ideas from others

Word search

Find words or phrases in the article which fit these meanings.

1 markets in foreign countries (paragraph A)

2 to use fully so you get as much advantage as possible from it (paragraph 8)

3 companies that are at least half owned and controlled by another company (paragraph C)

4 causes (a problem) (paragraph C)

5 ideas that you feel to be true (paragraph D)

6 the principles that influence the way of life of a particular group or community (paragraph D)

7 place reserved for one special group (paragraph G)

8 being faithful to a set of beliefs or a country (paragraph G)

9 things that prevent or limit what you can do (paragraph H)

10 changing the way of marketing and advertising a product or a brand so that people think about it in a different way (paragraph H)

11 set up, create (paragraph H)

12 a style of management that shows you are clearly in charge (paragraph I)

13 to solve (paragraph I)

14 the mixing of the ideas of different groups of people, which often produces a better result (paragraph K)

Sentence completion

Use words and phrases from Exercise B in the correct form to complete these sentences.

1. Multinational companies usually have..... in many parts of the world.

2. Some companies are more successful in markets than in their domestic market.

3. Having a presence in a market is the best way to it fully.

4. Sometimes it is necessary to a product or brand in a foreign market in order to avoid offending or confusing people.

5. To sell products successfully in foreign markets, it is usually necessary to local sales companies.

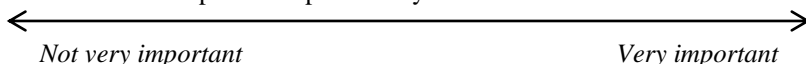
TEXT 2. TRAVELLING WITH AN OPEN MIND

Discuss these Questions

1. When people talk about travelling to foreign countries, what do you think they mean by the phrase *Think globally, act locally*?

2. Read paragraphs 1 and 2 of the text. According to the text, where should France, Germany, Italy and Switzerland go on the line below?

3. How important is punctuality?



4. Where do you think Britain should go in the box? Where should your country go?

Which of these sentences do you think are true and which are false?

1. Giving and receiving gifts is important part of business life in the Middle East.

2. It's embarrassing for Japanese people to receive gifts.

3. You should always take an expensive gift when you visit an American company.

4. It's rude to offer a British businessperson a small gift like a pen.

Match the definitions below to the words underlined in paragraph 4.

Foreign countries

Describes a person who really wants to succeed

A fixed idea about a type of person (which is usually wrong)

A movement of the hands to communicate something

Describes people who don't like to show their feelings

IN THE GLOBAL ECONOMY, it's more important than ever to know how they do things in other countries. Perhaps the key to a successful business trip is a genuine respect for other cultures. For the business traveller, the famous saying is certainly true: 'Think globally, act locally.'

Timing is everything in business. Western businesspeople, in particular, are obsessed with it – after all, 'time is money'. But even in Europe, attitudes to timekeeping can still be regarded as local customs. In Germany

or Switzerland, you should never arrive fifteen minutes late for a meeting, while in France, that is quite acceptable. If you agree to meet your Italian colleague at 12 o'clock and they arrive half an hour late, they probably won't give you an excuse but will almost certainly have a great idea. And, as for the British, one cynical businessman has observed that they pretend to be German but, in fact, they would love to be Italian!

Cultures also view gifts very differently. In Anglo-Saxon countries*, for example, business-people don't expect to receive gifts from visitors, and anything more expensive than a small corporate gift like a pen could cause embarrassment. But in Asia, particularly in Japan and the Middle East, gifts have a much greater importance in establishing a personal and business relationship. Even there, gifts don't have to be very expensive, although they should be of a high quality.

But cultural stereotypes are rarely helpful when dealing with individuals. Not all Americans are pushy and loud; not all English people are reserved and formal. The same is true of any culture. There are Italians who don't gesture and Japanese who never apologize. So, when you travel overseas, try to leave behind all ideas based on jokes or movies. Keep an open mind and you will find that you meet individuals far more than cultural stereotypes.

*Anglo-Saxon countries: Australia, Canada, UK, USA

The Financial Times Guide To Business Travel by Stuart Crainer and Des Dearlove

Retell the text. What are the stereotypes that other people have about your country? Which ones do you think are true and which ones do you think are false?

TEXT 3. INTERNATIONAL BUSINESS ETIQUETTE - DEFINITION AND TIPS

Do you know the definition of Business Etiquette? Business etiquette is about building relationships with other people. Etiquette is not about rules & regulations but is about providing basic social comfort and creating an environment where others feel comfortable and secure, this is possible through better communication.

Social media communication platforms (i.e. Facebook, LinkedIn) are evolving rapidly day by day, as the concept of social media etiquette becomes a crucial part of business. Business etiquette consists of two things. Firstly, thoughtful consideration of the interests and feelings of others and secondly, being able to minimise misunderstandings. These are influenced by individual behaviour & demeanour. Business etiquette instructs this behaviour.

Business etiquette differs from region to region and from country to country. This creates a complex situation for people as it is hard to balance the focus on both international business etiquette and other business activities at the same time. Therefore, a wise step is to focus on some key pillars of business etiquette.

Here are some key business etiquette tips that mean real success to business:

‘ Thank You ’ Note

If you want to differentiate yourself from others then never forget to write a ‘Thank You’ note to your job interviewer or your client. This will leave a good impression and also reflect well on your company.

Know the Names

Give others respect by knowing their names which will increase goodwill and communication. It is also worth management stepping back and acknowledging people individually for their good work as this will enhance their self esteem and increase motivation.

Observe the ‘ Elevator Rule ’

Be mindful of saying appropriate things at a job interview or client meeting. Don’t start discussing business with a client or interviewer as soon as you step out of the lift. By doing so, you avoid the risk of damaging your reputation.

Focus on the Face, Not the Screen

Never forget to switch off your phone and try not to use any other device just to prove you are a multitasking individual. In fact, in the world of business this is considered bad manners. Concentrate on the meeting and listen to what people are saying.

Don’t Judge

Everyone is unique in their own way and uses a different approach to deal with situations. Therefore, if you disagree with another person’s approach instead of criticizing try to understand it from their point of view. By doing so, you create a friendly environment. Always remember you get respect by giving respect.

Whether in business or between individuals, one concern is brand awareness. Individuals want to be noticed both socially and professionally. People want to be remembered by others.

However, in the digital landscape you have to be very careful when trying to pursue your brand awareness. Think carefully before doing. What we mean by this is that before creating a hashtag, posting on a Facebook wall or texting – think how the other person will feel when they receive your message.

Character, Behaviour, Honesty

Your character reflects your individuality and your behavior exhibits your personality. Business etiquette encourages revealing your positive qualities. This helps your reputation.

Always be honest and remember that it takes a long time to develop trust and a good reputation and only one small mistake to lose it. Business etiquette provides a framework for stating the boundaries of terms & conditions, contracts and promises.

Sensitivity & Diplomacy

A key pillar of business etiquette is sensitivity, meaning giving careful thought to every business aspect before making a judgment. This gives a strong foundation to your business. Also, thoughtless words and actions lead to a negative outcome. Being aware of business etiquette encourages careful thought.

Elements of business etiquette

Business etiquette instructs on you how to present yourself professionally in different cultures. The keys for making a good impression are dressing appropriately, your body language, presenting your business cards, gift giving, conducting meetings and many other important elements.

GRAMMAR 1. PRESENT PERFECT/ PAST SIMPLE

Present Perfect (Настоящее совершенное)

Действие завершилось *до какого-то момента времени* в настоящем»

Обстоятельства времени: ever, never, always, already, yet, just, still, of late, lately, recently, before, so far, up to now, today, this week, once, three times, in the last few weeks, for 2 hours, since morning, all my life. How many / much ...? Since when...? How long ...?

Утвердительная	Отрицательная	Вопросительная
I We <i>have known</i> You they	I We <i>have not known</i> You they	I <i>Have</i> we <i>known</i> ? you they
He She <i>has worked</i> It	He She <i>has not worked</i> It	he <i>Has</i> she <i>worked</i> ? It

She has never apologized in her life. – Она никогда не извинялась в своей жизни

Mr. Thomson has been vice-president for three years. – Мистер Томсон был вице-президентом

Present Perfect также используется при описании события, произошедшего в прошлом и являющегося актуальным, существен-

ным, значимым для момента речи (результат в настоящем): I have washed my hands so I can help you with the cooking. – Я помыл руки и мог помочь тебе с готовкой. I have forgotten his name. – Я забыл его имя (и не помню его сейчас). «Where is your key?» «I am afraid I have lost it». «Где твой ключ?» - «Боюсь, я его потерял».

Когда хотят сообщить о чём-то, что произошло только что или совсем недавно: She hasn't received any letters from him lately. - Последнее время она не получала (не получает) от неё писем. They have just come back. - Они только что вернулись.

Для обозначения события, которое рассматривается как факт жизни, из которого можно черпать жизненный опыт или делать умозаключения. То, когда именно произошло данное событие, неважно или неизвестно: I have seen this man. - Я видел этого человека. I've read 'War and Peace'. - Я прочитала 'Войну и мир'.

Если указано, сколько раз произошло некоторое событие: They have been to London three times. - Они были в Лондоне три раза. It is the first time he has driven a car. - Он вёл машину первый раз (в жизни).

В конструкции Present Perfect *since* Past Indefinite: *They have been good friends since she finished school.* - Они были хорошими друзьями с тех пор, как она закончила школу. *He moved to a new flat and hasn't called me since.* - Он переехал в новую квартиру и не звонил мне с тех пор. *Since then I have changed my job several times.* – С тех пор я поменял работу несколько раз.

Запомните конструкцию: *It is years since ...: It is a long time since I last saw Lane.* – Прошло много времени с тех пор, как я в последний раз видела Лейн.

Past Simple (Прошедшее неопределённое)

Действие произошло *в некоторый момент времени* в прошлом (время действия указывается или подразумевается).

Обстоятельства времени: yesterday, last week, long ago, the other day, not until, just now, then, there, in May, in summer, in 2006, at school, in childhood, on holidays, in France.

Утвердительная	Отрицательная	Вопросительная
I lie She worked It knew We You They	I He She did not work It did not know We You They	I he Did she work ? Did it know ? we you they

He bought this car in Poland – Он купил эту машину в Польше.

We did enjoy the concert. It was really good. – Нам очень понравился концерт. Он был действительно хорошим.

Did you hear a strange noise just now? – Ты слышал какой-то странный звук только что?

***Past Simple* также используется:**

1) для обозначения повторяющихся или последовательных действий: *I got up at 7 o'clock, washed myself and had breakfast.* - Я встал в 7 часов, умылся и позавтракал.

2) когда речь идёт о происхождении чего-либо, об открытиях, изобретениях: *Who gave you this advice?* - Кто дал вам этот совет? *The French invented the cinema.* - Французы изобрели кинематограф.

3) если нужно подчеркнуть, что событие, которое произошло вторым, является результатом события, которое произошло первым (причинно-следственная связь): *She became famous after she wrote this novel.* – Она стала известной, после того как написала этот роман.

Сравните употребление *Past Simple* и *Present Perfect*:

если нужно сообщить о чём-то, что произошло в период времени, который длится вплоть до момента речи, используется *Present Perfect*. Если же рассказывается о событии, которое произошло в некоторый период времени, закончившийся до момента речи, используется *Past Simple* *Jack grew a beard but now he has shaven it off.* - Джек отросстил бороду, но сейчас он её сбрил (бороды сейчас нет). *They went out after breakfast and they have just come back.* - Они ушли после завтрака и только что вернулись (они сейчас дома).

И *Past Simple*, и *Present Perfect* попользуются при описании события, повторявшегося в прошлом. *Present Perfect* предпочтительнее использовать, когда нужно подчеркнуть, что данное событие может произойти ещё раз. *He has written three novels.* - Он написал три романа (может быть, напишет ещё несколько). *He wrote three novels and died in 1983.* - Он написал три романа и умер в 1983 году (больше уже не напишет).

Новая информация обычно вводится с помощью *Present Perfect*. За ним следует *Past Simple*, с помощью которого даются детали описываемого события: «Look! Somebody has spilt milk on the carpet.» «It wasn't me. I didn't do it.» - «Посмотри! Кто-то пролил молоко на ковёр». «Это был не я. Я этого не делал». *The famous artist John Cramp has died of cancer. He was 50 and had two children.* - Умер от рака знаменитый художник Джон Крэмп. Ему было 50 лет и у него было двое детей.

1. Раскройте скобки, употребляя глаголы в Present Perfect или Past Simple.

1. Helen speaks French so well because she (to live) in France.
2. She (to live) there last year. 3. The rain (to stop) and the sun is shining in the sky again. 4. The rain (to stop) half an hour ago. 5. Mary (to buy) a new hat. 6. I (to buy) a pair of gloves yesterday. 7. The wind (to blow) off the man's hat, and he cannot catch it. 8. The weather (to change), and we can go for a walk. 9. The wind (to change) in the morning. 10. We (to travel) around Europe last year. 11. My father knows so much because he (to travel) a lot. 12. I (to see) Pete today. 13. She (to see) this film last Sunday. 14. Alex (to meet) his friend two hours ago. 15. I just (to meet) our teacher. 16. The children already (to decide) what to do with the books. 17. Yesterday they (to decide) to help their grandmother. 18. I (not to see) you for a long time. I (to see) you in town two or three days ago, but you (not to see) me. I (to be) on a bus.

2. Раскройте скобки, употребляя глаголы в Present Perfect или Past Simple.

1. Last night I (to feel) tired and (to go) to bed very early. 2. Where you (to spend) your holidays? 3. You ever (to spend) your holidays in the Crimea? 4. While travelling in the Crimea, I (to meet) your friend. 5. I never (to visit) that place. 6. He (to visit) that place last year. 7. I just (to get) a letter from Tom. 8. You (to take) any photographs while travelling in the south? 9. He (to be) abroad five years ago. 10. You (to be) in the Caucasus last year? 11. They (to leave) when he (to be) still a child. 12. He (not yet to come) back. 13. He (to go) already? 14. When you (to see) him last? 15. I (not to see) him for ages. 16. His health (to improve) greatly since I (to see) him last. 17. You (to pass) your driving test yet? – Yes, I (to pass) it in May, but I (not to buy) a car yet. 18. He already (to move). He (to find) a nice flat before Christmas and he (to be) there two years.

Unit 2. ADVERTISING

Look at these forms of advertising. Group them into the two categories, as in the examples below.

	Inside the home	Outside the home
Cinema	television	posters
Direct mail		
Hoardings		
Magazines		
Newspapers		
Point-of-sale		
Posters		
Radio		
Sponsorship		
Television		

Which advertising medium is being described in each of these paragraphs?

1. In terms of visual power, this is the strongest medium of all. The combination of a giant screen, multi-track sound and the absence of distractions make each commercial look and sound better than anywhere else.

2. Most of this thrown away, though sometimes there is an attractive-looking special offer. But this is probably the sort of thing you don't want in your mailbox.

3. They're designed to catch the attention of the passer-by or the motorist. The picture is usually striking and the catch phrase memorable because there's not a lot of time to read.

4. When it's associated with a major event like the Olympic Games it's good in terms of building up an image and a good reputation but the pay-off may not be immediate.

5. Some have a very wide circulation, but the glossy ones are more expensive. You should choose a good position such as the inside front cover.

6. There could be a video promotion, or advertising material placed on a display stand in the store itself and designed to catch the consumer's eye. In supermarkets there may be product demonstrations or announcements of special offers.

TEXT 1. FIGURES AND TRENDS

What brand names are you wearing or can you see around you? Which do you think is the most famous?

Look quickly at the article. Find as many brand names and company slogans as you can. What are the companies famous for?

Read the article and answer these questions.

1. In what way is the world becoming smaller?
2. Where in the world can you escape from advertising?
3. What's the connection between advertising and the moon?
4. In the USA, did spending on advertising go up or down in the 1990s?
5. How does Tommy Hilfiger make his money?
6. Is advertising always effective?

Find words or phrases in the article which mean...

Approximately (≈) _____
More than (>) _____

They say the world is shrinking, they say we're all becoming more similar. Why do people think this? Because these days we're all speaking the language of brands:

Just do it...

The real thing...

Intel inside...

I want my MTV...

These are some of the most valuable words on the planet, famous from Beijing to Buenos Aires. In fact, probably the only place you can escape them is communist North Korea. And even that could change soon, because some companies have plans to display their names on the surface of the moon!

Advertising is big business. In 1995, American companies spent just under \$150 billion on advertising; that figure rose to over \$200 billion in 2000. Nike, one of the most successful brands of the 1990s, increased its spending on advertising from nearly \$150 million in 1990 to more than \$500 million at the end of the decade.

The result of this is that sales messages are everywhere. The average American adult sees or hears around one thousand five hundred of them every day. That's roughly 1.5 images for every minute they're awake!

So why is the importance of advertising growing? One reason is that production costs are falling. It's now fairly easy to produce goods cheaply, but you have to have a famous brand name to sell them for a good profit. For that reason, many of the world's top companies don't actually make anything at all. For example, Tommy Hilfiger doesn't produce any of the clothes he sells; he makes his money just by signing his name.

But expensive advertising is no guarantee of success: research shows that some adverts actually decrease the sales of products. In fact, most businesspeople agree that they waste about 50% of the money that they spend on advertising – the problem is that they don't know which 50%.

TEXT 2. BRANDING

Complete these sentences with words

Associate	communicate	emphasize	external
obvious project	promote	remind	reputation
widely			

- 1) We have three main brand values which we try to _____ in all our internal and _____ communication.
- 2) Our customers _____ us with the highest quality products.
- 3) Our products are _____ seen as the safest on the market.
- 4) That's something we can _____ through our brand.
- 5) We have always had a _____ for coming up with new products and we try to _____ that through our brand.
- 6) For us, the customer always comes first and we want to constantly _____ both ourselves and our customers on that fact.
- 7) That's something we continually _____ in our marketing.
- 8) Hopefully that is _____ from our logo and corporate design.

How many expressions with brand do you know? Match the terms in the box with their definitions.

Brand awareness, brand equity, brand extension, brand identity, brand image, brand loyalty, brand name, branding, derived brand, off-brand

- 1) What a brand is called.
- 2) How much people are aware of a brand.
- 3) What a company wants people to think about a brand.
- 4) What people actually think about a brand.
- 5) When a product doesn't fit the company's brand.
- 6) The value (either monetary or not) that a brand adds to a product or service.

- 7) When people like a brand and buy it again and again.
- 8) When a product or service is associated with a brand.
- 9) When an existing brand is used to support a new range of products.
- 10) When a component of a product becomes a brand in its own right (e.g. Intel in PCs).

Branding, branding, branding: if you haven't heard the word, you've been under a rock for the last, oh, ten years. But is all the talk about branding just so much hype?

In a word: no. I think that branding is the most important point your company can consider – and everyone should consider it. And those of you who sell to companies – office chairs, obscure chemicals, you know you are – you should be paying attention too.

It's not enough just to have everyone recognize your brand name or your logo. Branding is about connecting, after all, and everyone in marketing needs to know how to make their product connect to their customer. The best brand has a rational as well as an emotional appeal, and speaks to your customer's head as well as his or her heart. You want your brand to be something the customer knows is the best – and feels is the best too.

Today, everyone's talking about iPods, and not just as state-of-the-art musical devices. When people talk about their iPods, you might think they're talking about a best friend: 'I'd never go anywhere without it!' 'If I had to choose between my iPod and my girlfriend, well...' Despite the number of me-too products designed to compete with the iPods, the original still has the largest market share. Why? Brand loyalty.

And remember, once you've inspired brand loyalty in your customers, you can't betray them and change the story of your brand. Cadbury, for example, has a reputation for their chocolates. But when they introduced Cadbury's soup, it flopped. The problem was that the product was off-brand, and didn't fit with the expectations people had about Cadbury's products.

So remember that when you're telling a story about your product, the story has to be consistent. Very few products live forever. iPods might already be yesterday's news. But establish your brand, and people will remember it. When Apple introduces its next new idea, millions of people will be paying attention, ready to fall in love again.

Retell the text and answer the questions

How important is branding to your company? How important is it in your culture?

Make a list of brands you like and brands you don't like. Explain your feelings. (Did you have a bad experience with the brand? Was it advertised with an amusing or a horrible commercial?)

TEXT 3. THE HISTORY OF ADVERTISING

Advertising or **advertizing** is a form of communication for marketing and used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to continue or take some new action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. In Latin, «ad vertere» means «to turn the mind toward». The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. 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.

Commercial advertisers often seek to generate increased consumption of their products or services through «branding,» which involves associating a product name or image with certain qualities in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement (PSA).

Modern advertising was created with the innovative techniques introduced with tobacco advertising in the 1920s, most significantly with the campaigns of Edward Bernays, which is often considered the founder of modern, Madison Avenue advertising.

In 2010, spending on advertising was estimated at \$142.5 billion in the United States and \$467 billion worldwide

Virtually any medium can be used for advertising. Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, skywriting, bus stop benches, human billboards and forehead advertising, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes («logojets»), in-flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, doors of bathroom stalls, stickers on apples in supermarkets, shopping cart handles (grabertising), the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an «identified» sponsor pays to deliver their message through a medium is advertising.

GRAMMAR 2.

PAST SIMPLE / PAST PERFECT

PAST PERFECT

Прошедшее совершенное (предпрошедшее)

Действие завершилось до определенного момента времени в прошлом.

Обстоятельства времени: **by 5 o'clock, before, after.**

Утвердительная	Отрицательная	Вопросительная
I He She had worked It had known We You They	I He She had not worked It had not known We You They	I he Had she worked? Had it known? we you they

They **had finished** the work by 5 o'clock. – Они закончили работу к 5 часам.

I could see from his face that he **had received** bad news. – Я видел по его лицу, что он получил плохие новости.

Past Perfect также используется:

В конструкциях **Past Perfect before Past Simple, Past Simple after Past Perfect**: Jim and Christine **had known** each other for two years before they **got** married. – Джим и Кристина знали друг друга два года, прежде чем Поженились. I **came** to the station after the train **had left**. – Я приехал на вокзал после того, как поезд ушел.

Когда нет необходимости подчеркивать предшествование одного действия другому, то после after употребляется **Past Simple**: After we **designed** the new logo, our company's image definitely improved. – После того, как мы разработали новый логотип, имидж нашей компании определенно улучшился. After she **heard** the news she phoned me at once. – После того, как она услышала новости, она сразу мне позвонила.

В конструкциях **hardly ... when, scarcely ... when, no sooner ... than**: Hardly **had I entered** the room when the phone rang. – Как только я вошел в комнату, зазвонил телефон. We **had no sooner started** than it began raining. – Как только мы отправились, начался дождь.

1. Раскройте скобки, употребляя глаголы в Past Simple или Past Perfect.

1. Tom (to return) from the cinema at five o'clock. 2. Tom (to return) from the cinema by five o'clock. 3. I (to finish) my homework at seven o'clock. 4. I (to finish) my homework by seven o'clock. 5. He (to think) that he (to lose) the money. 6. Ann (to tell) me that she (to see) an interesting film. 7. When I (to come) home, mother already (to cook) dinner. 8. When father (to return) from work, we already (to do) our homework. 9. When the teacher (to enter) the classroom, the pupils already (to open) their books. 10. Kate (to give) me the book which she (to buy) the day before. 11. Nick (to show) the teacher the picture which he (to draw). 12. The boy (to give) the goats the grass which he (to bring) from the field. 13. Mother (to see) that Nick (not to wash) his hands. 14. The teacher (to understand) that Lena (not to do) her homework. 15. I (to know) that my friend (not yet to come). 16. When I (to wake) up yesterday, father already (to go) to work. 17. Nick (to think) that his father (not yet to come) home. 18. Mary (to tell) us that she (to cook) a good dinner. 19. Yesterday I (to find) the book which I (to lose) in summer. 20. When we (to come) to the station, the train already (to leave).

2. Раскройте скобки, употребляя глаголы в Past Simple или Past Perfect.

1. By two o'clock the teacher (to examine) all the students. 2. On my way to school I (to remember) that I (to leave) my report at home. 3. My friends (to be) glad to hear that I (to pass) all the exams successfully. 4. Poor Oliver (to lie) unconscious on the spot where Sikes (to leave) him. 5. He (to open) his eyes, (to look) around and (to try) to remember what (to happen) to him. 6. All the passengers (to see) at once that the old man (to travel) a great deal in his life. 7. By the time we (to come) to see him, he (to return) home. 8. During the holidays my friend (to visit) the village where he (to live) in his childhood. 9. When they (to enter) the hall, the performance already (to begin). 10. When I came home, my mother (to tell) me that she (to receive) a letter from grandfather. 11. Where you (to work) before you (to go) to university? 12. He (to know) French before he (to visit) France. 13. Lanny (to say) that he (to get) his education in Cape Town. 14. The boy (to want) to act the main part in the play because he (to organize) the theatre. 15. Lanny (not to know) who (to attack) him in the darkness. 16. The girl (to be) glad that she (to find) a seat near the window. 17. Suddenly he (to remember) that he (not to ring) her up in the morning. 18. By the time train (to reach) the city, he (to make) friends with many passengers. 19. When my uncle (to leave), he (to hurry) to the station to book a ticket. 20. She (to think) that Gert and Lanny (to quarrel).

Unit 3. INNOVATIONS IN BUSINESS

TEXT 1. WHY THE INTERNET IS IMPORTANT IN BUSINESS?

Match the terms (1-16) with the definitions (a-p)

- | | | | |
|------------------------------------|-------|--------------|-------|
| 1. Internet Service Provider (ISP) | _____ | 9. Online | _____ |
| 2. Search engine | _____ | 10. Download | _____ |
| 3. ISDN | _____ | 11. Upgrade | _____ |
| 4. Bookmark | _____ | 12. Browser | _____ |
| 5. Hyperlink | _____ | 13. Homepage | _____ |
| 6. Spam | _____ | 14. Intranet | _____ |
| 7. Newsgroup | _____ | 15. Freeware | _____ |
| 8. Keyword | _____ | 16. Virus | _____ |

- a) An internet application for an internal company network
- b) A high-speed telephone connection
- c) Bring up to date
- d) Add to a list of favorite website addresses which you keep for easy access
- e) Junk e-mail
- f) Damaging software instructions that enter your computer secretly and can change or destroy information on it
- g) A link from an e-mail to a web page, accessed by clicking on it
- h) A virtual location where people can talk and read about a subject of common interest
- i) A company which gives you an account and access to the internet
- j) A tool which helps you find things on the Web
- k) What you enter in a search engine
- l) When you are connected
- m) Copy information to your computer from another
- n) A program like Internet Explorer which allows your computer to download documents from the World Wide Web
- o) The first page on a website
- p) Software you don't pay for

As the 21st century continues, it becomes increasingly difficult to imagine how business can be conducted without the Internet. The Internet has transformed many areas of the business arena, and especially communication. By drastically reducing the time required to transmit information over both long and short distances, the Internet has made itself indispensable for commercial endeavors.

Marketing and Advertising

The Internet has become an essential marketing and advertising tool for businesses. Some businesses do not exist in bricks-and-mortar form, and therefore the Internet, in the form of a website and online advertising, represents the entire storefront they present to the buying public. Other businesses use Internet advertising to supplement newspaper and radio advertising or in store promotions, especially when targeting younger potential customers.

Image Building

Most savvy business owners of both large and small ventures recognize the importance of establishing a Web presence through a website. Along with their own websites, some businesses have attempted to engage themselves in the social networking phenomenon (called Web 2.0), which began to escalate in the late 20th century. By establishing profiles on platforms such as Facebook and LinkedIn, businesses attempt to execute «soft» marketing to enhance their image with potential customers or clients as well as the general public.

Communication and Interaction

Although telephone communication is far from dead, much business communication takes place through email. Companies use email to communicate with the public and to transmit messages within the company. Additionally, real-time communication such as instant messaging (IM), Internet telephony (through services such as Skype) and even virtual meetings and conferences have become increasingly important in the day-to-day workings of business in the 21st century.

Information Gathering

Whether the searches take place on the Web or through specialized databases such as LexisNexis or Hoovers, Internet searching has become an absolutely essential research tool for businesses in nearly every industry. Libraries have been transformed by the Internet explosion, with much of their collections being converted to electronic records, which are made available to patrons through the Internet. In addition to accessing library records online, businesses access breaking news and stock exchange information in real time via the Internet. Businesses also conduct research online.

Remote Services

Many companies employ workers, contractors and consultants as telecommuters. Telecommuters can be located locally or very far away from a company's base of operations. Companies with an international presence use the Internet to facilitate communications between their offices in varied locations.

Transactions

Additionally, the Internet has made it easier, faster and less expensive to process payments and other transactions essential to businesses.

Retell the text

TEXT 2. INNOVATIVE IDEAS

If you want to make good money this year, there are many *innovative business ideas* that you can implement. This article will address only 5 unique businesses that you should start. The first one is Trees of steel business. The other ones are mannequins for sale enterprise, holiday decoration business, one that deals with doll repair and horse wash enterprise. Actually, some of the just mentioned are unusual ideas but one can still earn handsome figures if such ideas are implemented properly.

Doll Repair Hospital

Businesses that deal with doll repairs have been around since time immemorial. Actually, in some quarters they are usually called hospitals. The oldest hospital of this kind was started in Portugal in 1830. At such establishments, experts repair or restore dolls that have been disfigured in one way or another. The restoration activity may involve replacing a particular doll part or even changing the costume in question. This particular idea is not one many people know about. Therefore, if one starts this type of doll business, there is an attractive income potential because one may have a monopoly position in a particular area.

Holiday Decoration Business

Many people usually use a lot of money to purchase decorations during the holidays. One can start a business that manufactures holiday decorations from cheap raw materials that are easily available. Therefore, the final products will be cheap and people who want to save money will opt for them instead of those that are stocked in shops. Alternatively, one can specialize in giving people advice at a fee on how to handle different decoration matters.

Trees of Steel Business

Steel trees are usually found in zoos, museums, casinos, parks, hotels and also in residential homes. Thus, if one starts an enterprise that manufactures steel trees, there will be a ready market. To be on the safe side, one can visit some hotels, casinos and zoos and establish if there is an immediate need for such structures. In most cases, one or two businesses may be willing to accept new supplies, if one levies a reasonable price. Alternatively, one can make new trees and exhibit them at different exhibitions. Most likely, some people will be impressed and will be willing to purchase.

Mannequins Business

Presently, there is mannequin madness in the world. One can take advantage of this to start a prosperous business. Actually, one can recycle previously used mannequins and subsequently sell the final products at far much reduced prices. Instead of dealing with used ones, a person can start a

shop that stocks new mannequins. Consumers should be given the option of either purchasing or renting. In this way, one will be maximizing income.

Horse Washing Business

Many people are into car washing. So as to be unique and to earn easy money, one can start an enterprise that deals with horse washing. The normal equipments that are used in car washing will actually be used. In some areas, one can be the only person who washes horses therefore the returns can be handsome. To be able to assure you are starting up the right business, putting it to a test would determine the scope of its ability to survive the world's uncertainties. Here are some guidelines to analyze your business' strengths.

Know Your Target Customers

Conduct surveys and random interviews to your target group regarding the product or service you are planning to sell. Consider the things they necessarily need, the wants they are willing to pay as an additional cost and the demands that were not met. These pieces of information will help you distinguish what aspect you should need to focus on or improve. This test will also help you make specific adjustments to fit your prospect group's requests.

Determine Your Market Sustainability

A few research regarding your proposed business would be great. There is a wide selection of related studies online, or you can do your research in a public library, whichever you find convenient. Joining exhibits and business fair will also give you specific and relevant information that does not only pertain to the needs of your target buyers, but it gives you an idea about your potential competitors as well.

Make a Contact List

You should have a comprehensive list not only of your prospect customers, but your potential dealers of goods as well. A long list gives you more chances to make more sales. Your next goal would be to develop effective communication tactics. This list would be useless if you do not know how to create an honest seller-buyer relationship with your target audience. These contacts do not only make promising consumers, but they can even bring more people to try out your product if they have gained your trust.

No matter how often you test your entrepreneurial skill, the success of your business is still not guaranteed. You have to adjust to the constant change of the consumers' need. You must give them a reason to patronize your business. Go implement these *innovative business ideas*.

Retell the text

TEXT 3. HOW EFFECTIVE IS YOUR WEBSITE?

The internet is now the most popular medium on the planet for giving and getting information. Everyone has their favorite sites where they can get the answer to almost any question, where they can buy any article they want, or where they can talk to friends, or where they can talk to friends, swap music and films or even publish their first novel.

So, how good is the web for promoting your products? Imagine you had a new product you wanted to sell. What would you have to do to get the best from the internet?

First of all you need to create your website. The most essential part of the site is the home page. This should be clear and easy to navigate and show visitors what lies behind on other pages. Encouraging visitors to your site by using keywords is useful and you might need to use a SEO or Search Engine Optimizer. These companies ensure that your site is at the top of lists when users enter certain keywords into a search engine like Yahoo. Google has a very good method of directing enquiries to the appropriate sites through its Adwords tool. When a customer is looking for a particular product, such as a holiday villa in Turkey, advertisements from companies who provide such services appear instantly on the screen. The advertiser pays only when the ad is clicked. Google claims that you can reach 80% of internet using keywords.

Search engines are not the only answer to successful advertising online. Links to other websites mean that you can double or triple the traffic to you site. So if you sell cookery books it is good to link to sites about cooking.

Another option is banner advertising where you pay to appear on other sites and customers click through to your site. Some surfers find this type of advertising annoying but it does get results. You normally pay for such advertising on a CPM basis (cost-per-thousand).

Whatever tactics you use, remember that number that the number of websites, and therefore your completion, is growing every single second

According to the article what are the advantages of using keywords?

How effective do you think this form of advertising is?

GRAMMAR 3. MODAL VERBS

Модальные глаголы — одно из средств выражения отношения говорящего к содержанию высказывания.

Модальные глаголы имеют следующие грамматические особенности:

- За ними следует инфинитив **без частицы to** (за исключением *ought to, have to, be to*).
- Вопросительная и отрицательная форма образуются **без помощи вспомогательного глагола** (за исключением *have to*).
- Большинство модальных глаголов имеют больше чем одно значение.

Модальный глагол	ЗНАЧЕНИЕ
CAN	1. Умственную или физическую возможность. (<i>I can swim very well.</i>) 2. Объективно существующую возможность. (<i>You can get dictionary from the library.</i>) <u>Can – Present Simple, Could – Past Simple.</u>
MAY	1. Разрешение, просьбу. (<i>May I ask you a question?</i>) 2. Предположение (<i>They may be at home.</i>) <u>May – Present Simple, Might – Past Simple.</u>
MUST	1. Обязанность, долг, необходимость. (<i>You must do this work</i>) 2. Запрет. (<i>You must not come so late.</i>) 3. Настойчивый совет. (<i>You mustn't cry. You must take it easy.</i>) <u>Имеет только одну временную форму Present Simple.</u>
HAVE TO	Обязанность, необходимость в силу той или иной ситуации. (<i>Have you had to walk all that way?</i>) <u>Употребляется во всех временных формах.</u>
BE TO	Предварительная взаимная договоренность о необходимости. (<i>He is to come at five sharp.</i>) <u>Употребляется в настоящем и прошедшем времени.</u>
SHOULD	Долг, обязанность (но в более слабой форме, чем <i>must</i>) (<i>Tony's parents should think about his future.</i>)
OUGHT TO	Совет, моральный и социальный долг. (<i>You ought to be more responsible.</i>) <u>Имеет лишь форму настоящего времени.</u>
NEED	Необходимость что-то сделать. (<i>Do I need to explain it again?</i>) <u>Употребляется во все временах.</u>

1. Fill in the blankets using can, could, might, must, should, would and the verbs in brackets.

Examples.

A) I'm hungry.

B) But you've just had lunch. You *can't* be hungry already. (**be**)

1. I haven't seen our neighbours for ages. – No, they *must have gone* away. (go)
2. What's the weather like? Is it raining? – Not at the moment but it _____ later. (rain)
3. Where has Julia gone? - I'm not sure. She _____ to the bank. (go)
4. I didn't see you at John's party last week. – No, I had to work that evening, so I _____. (go)
5. I saw you at John's party last week. - No, you didn't. You _____ me. I didn't go to John's party. (see)
6. When did you post the letter to Mary? – This morning. So she _____ it tomorrow. (get)
7. When was the last time you saw Bill? - Years ago. I _____ him if I saw him now. (recognise)
8. Did you hear the explosion? – What explosion? – There was a loud explosion a few minutes ago. You _____ it. (hear)
9. We weren't sure which way to go. In the end we turned right. – You went the wrong way. You _____ left. (turn)

2. Choose the right answer.

1. The fire spread through the building quickly but everybody _____.
A was able to escape **B** managed to escape **C** could escape
2. The phone is ringing. It _____ be Tom.
A might **B** can **C** could
3. Why did you stay at a hotel when you went to New York? You _____ with Barbara.
A can stay **B** could stay **C** could have stayed
4. I've lost one of my gloves. I _____ it somewhere.
A must **B** must have **C** must be drop- **D** must have been
drop dropped ping dropping
5. Take an umbrella with you when you go out. It _____ rain later.
A may **B** might **C** can **D** could
6. What was wrong with you? Why _____ go to hospital?
A had you to **B** did you have to **C** must you
7. There's plenty of time. You _____ hurry.
A don't have to **B** mustn't **C** needn't
8. It was a great party last night. You _____ come. Why didn't you?
A must have **B** should have **C** ought to have **D** had to

9. I think all drivers _____ seat belts.
A should wear B had better wear C had better to wear

3. Translate into English.

1. Можете ли вы перевести этот документ на французский язык?
2. Я думаю, что смогу помочь вам.
3. Когда он приехал в Лондон, он смог вести переговоры с фирмами без переводчика.
4. Он не мог бегло по-английски в прошлом году.
5. Не может быть, чтобы он забыл об этом.
6. Неужели он отказался помочь вам?
7. Почему вы не пришли вчера в контору?
8. Он, возможно, напишет вам об этом сам.
9. Мы должны будем поехать туда завтра.
10. Товары, может быть, придут раньше, чем мы ожидали.

ASSIGNMENT 1. AN INTRODUCTION TO BUSINESS ETIQUETTE

Business etiquette is defined as «a set of rules that guide how we interact with each other in the business place. Such rules make it possible for us to communicate and interact in a civilized manner.» Without rules of civil conduct, work teams can become dysfunctional, business relationships can become strained, office morale can diminish, and productivity can decrease.

An ability to communicate successfully in today's diverse workplace is essential. These days, bad behavior in the workplace results in lawsuits and loss of business. Burgeoning litigation is one result of a workforce adjusting to major changes in its composition.

One initiative that the business community is taking to avoid these hazards is to push for the return of etiquette and manners to the workplace. Many businesses have hired etiquette trainers to teach workshops on etiquette to their employees. Training in business etiquette is really behavioral training on consideration for others. These businesses see considerable benefits in adhering to the rules and rituals of business etiquette. These benefits range from improved employee morale and lower employee turnover to higher productivity and improved public relations.

Knowing global business etiquette can also save you from many embarrassing situations when conducting business internationally. Besides, it provides a wonderful opportunity to learn about what others value and, in turn, show respect for your international business partners.

Below you can find some helpful global business etiquette reminders.

Sample Global Business Etiquette Reminders

While business people around the world are similar in regard to some of their preferences, be careful not to assume they share all of your preferences. Here are some examples of some of our similarities and differences. Additional examples will be mentioned throughout the chapter.

- **Greetings.** Greetings are certainly commonplace. In many countries this involves a handshake. For example, in the United States a handshake is part of a standard greeting. The same is true in Guatemala when greeting a male.

However, shaking hands with a Guatemalan woman is done only at her discretion.

- **Gift Giving.** While gift giving may be thought to be a simple process, there is plenty room for offending your international business partner if you do not learn ahead of time what is acceptable and what is not. For example, recommended gifts for Hungarian business partners include alcohol

and flowers. In contrast, you would not want to give your Malaysian counterpart alcohol as a gift since it is prohibited to practicing Muslims.

- **Punctuality.** Being punctual for all appointments, including meetings, is common in most countries. This is especially true in Germany and New Zealand.

In contrast, punctuality is not strictly observed in Nicaragua. It is admired, however.

- **Dress.** While conservative, formal business dress (e.g., suit, tie, jacket, skirt, conservative dress) is the expectation in most countries, there are exceptions.

For example, in Italy business attire should be elegant and fashionable. Furthermore, in Middle Eastern countries such as Kuwait, where modesty is highly valued, choose clothing that covers most of your body.

Business Etiquette at the Office

Business etiquette basics are simple, according to Hilka Klinkenberg, director of Etiquette International. The first general principle is the differences between business etiquette and social etiquette. Social etiquette is based on chivalry, a code based on the dated notion that women need protection. In contrast, business etiquette has its origins in the military code of etiquette, which is based on hierarchy and power. Business etiquette, then, is based on rank, or the pecking order, not on gender.

Business etiquette's first guiding principle is to treat people according to rank rather than gender. Men and women are peers in the workplace. If you are a man, you should hold open a door for a woman if you would hold it open for a man in the same circumstance. The general rule is: Whoever reaches the door first opens it. Whether you are a man or a woman, doors are held open for superiors, clients, and those who have their arms full of folders and packages.

Another instance of deciding who goes first is when exiting an elevator. Unless a woman happens to be your CEO or your client, whoever is closest to the door exits first, regardless of gender? A man who treats a woman in a chivalrous manner may be perceived as condescending. This perception can create a workplace climate of hostility. Many women believe that they cannot be perceived as equal if they are treated chivalrously.

Professionals with disabilities should be treated with the same courtesy that you would afford any other business professional. When in doubt about how or whether to accommodate someone's physical needs, ask the person what he or she prefers rather than evade the situation.

The main thing is to be yourself, and act as you would around anyone else.

The second guiding principle of business etiquette is to always treat people with consideration and respect. This seems simple enough, but basic consideration of others seems to be lacking in today's workplace. The return of the Golden Rule to business means that you should treat everyone as you would like to be treated.

Make up 10 special questions to the text.

Write out 20 unknown words and learn them by heart.

Retell the text.

ASSIGNMENT 2.

DEVELOPING BUSINESS PRESENTATIONS

Why Business Presentations Are Given

Millions upon millions of business presentations are given each year in organizations worldwide. The purpose for each presentation typically falls into one of four categories: *sharing information, persuading, instructing, and making position statements.*

Some business presentations are given for the purpose of sharing information. For example, a human resources director may give a presentation before the company's employees to convey information and entertain questions about a new benefits policy. Other presentations are given for the purpose of persuading audience members to a course of action. For example, a company representative may give a presentation to employees encouraging them to contribute generously during the upcoming United Way fund drive. Still other presentations are given for the purpose of instructing audience members. For example, an information technology representative may give a presentation to select employees teaching them to navigate a new, online purchasing system. Other presentations are given for the purpose of making official position statements. For example, a company's CEO may give a presentation to employees to announce and explain a merger with another company.

Why You Should Develop Good Presentation Skills

Giving business presentations is not that far off for you. Do not fool yourself into believing that once you are on the job you will not be required to give presentations right away. Some students have the inaccurate perception that new hires in the business place are not required to give presentations. They believe that presentations are given only by middle – and upper level executives, so their involvement in presentations is several years off. Hence, they are in no rush to develop their presentation skills. What an inaccurate perception! On average, a typical white-collar worker in the United

States gives one or two work-related presentations per year for the first several years of his or her business career. These presentations are typically made before relatively small audiences of 30 or fewer people, and the composition of the audience members at any one presentation is often similar (e.g., similar job status, occupations, etc.).

Those individuals whose careers take them past middle-management level typically find themselves giving several presentations per year, and company leaders, such as presidents, CEOs, CIOs, and CFOs, typically make numerous presentations annually. Their audiences often vary in size from very few to several thousand, and the composition is often diverse. Company leaders are also likely to have some of their presentations broadcast to audiences at remote sites. The higher your rank in the company, the greater your audience's expectations are that you are an excellent presenter. So work now at preparing for such a future.

Wise students and businesspeople work continuously on improving their presentations skills. So, how can you grow both your presentation skills and speaking confidence to levels of excellence? Get started now if you are not already doing so. In other words, do not wait until you reach middle management to begin working seriously on your presentation skills. That's too late! Instead, work on them from this point forward. Doing so will serve you well as you move through the early stages and years of your career and will, in turn, prepare you for that point in your career when you will make high-stakes presentations .

Benefits of Effective Presentations

Several parties typically benefit from effective presentations. Among the beneficiaries are organizations, presenters, and presentation audiences. The ways each benefit is presented here.

Organizations Benefit from Effective Presentations Organizations typically benefit from good presentations in three ways. First, organizations benefit when outside speakers give good presentations to their employees. Second, organizations realize benefits when their employees give effective presentations to audiences of fellow employees. Last, organizations benefit when their employees make effective presentations to external audiences on behalf of the organization.

When outside speakers give effective presentations to your employees, your organization typically benefits from the added information, knowledge, and understanding the speakers impart to employees. This occurs, in part, because good speakers capture and keep their audience's attention. As a result, audience members typically focus on the information being presented. The outcome is that the audience members understand, learn, and retain more than they would if they were listening to an inept speaker.

When speakers make good presentations before fellow employees, benefits such as those described above are also typical. With good presentations, organizations benefit from a reduction in miscommunication and the related losses that often result from poor-quality presentations.

When employees give good presentations to external audiences on behalf of their organizations, their organizations stand to benefit. The connection here pertains to the speaker's role as a representative for his or her organization. When organizations allow poor or average speakers represent them before outside audiences, they risk negative outcomes in terms of poor public relations and lost business. If a speaker has poor or average presentation skills, impressions do the audience members form about not only the speaker, but also the speaker's organization? If the speaker is a good presenter, however, the audience members are more likely to be persuaded by the presentation, think well of the speaker's organization, and do business with the speaker's organization in the future.

Giving Effective Presentations Speakers with good presentation skills realize benefits also. Most managers appreciate the impact such employees can have on their organizations. This is why managers place such a high value on presentation skills. In turn, you are encouraged to (1) appreciate the importance the business community places on good presentation skills, (2) develop good presentation skills as early as possible, and (3) continue to develop and refine your presentation skills throughout your career. One of the times good presentation skills will serve you well is during the job hunting process. It is not uncommon for employers to look for evidence of job applicants' presentation skills on their college transcripts or in their resumes and cover letters. In addition, some recruiters require job applicants to give one or more presentations during the employment process to determine the level of their actual presentation skills.

Good speakers also benefit in other ways. For example, organizations often take employees' presentation skills into account when making employment termination, demotion, transfer, pay raise, bonus, and promotion decisions. As can be expected, good speakers often experience higher levels of job security and larger, more-frequent pay raises, performance bonuses, and promotions. There is nothing like a well-delivered, «knock-their-socks-off» presentation to get the attention of those who make the big decisions.

Make up 10 special questions to the text.

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Retell the text.

ASSIGNMENT 3.

THE JOB SEARCH PROCESS

How to Determine What Is Right for You

Start out by focusing on you-your needs, your interests, your abilities, your values, and your work ethic. Below is a list of some considerations to reflect on when deciding what is right for you.

- the degree of stress and challenge you like in your life
- the degree of autonomy you enjoy
- the amount of variety you need
- the opportunity for creativity a job offers
- your need to make a difference with your work
- your preferred social environment³

Other examples of personal preferences include:

- the degree to which you are comfortable taking risks
- your openness to traveling for work
- your willingness and ability to make effective decisions
- your attitude about teams and your ability to work effectively on them
- how much you enjoy working with people
- your attitude about involuntary and voluntary job transfers
- your attitude regarding telecommuting
- your willingness and ability to supervise and manage
- your leadership skills, experience, and potential
- how much career growth you require and how often you require it

Take time to reflect on your preferences as thoroughly as possible before choosing a career. It would be a good idea to visit your campus counseling and testing office and undergo some career profile tests. You don't want to wake up one day only to discover that you invested a considerable amount of time, effort, and money preparing for a career that you cannot succeed at and that you find unrewarding. For example, preparing for a career in business would not be realistic if you do not enjoy taking risks, making decisions, attending meetings, making presentations, and supervising people. You want to know what you are getting into and whether it is in your best interest.

Unfortunately, it is possible to determine your response to each of the items listed above and still make a poor career choice. To reduce the probability of this happening, choose a career that you think is important, you will enjoy, you are capable of succeeding at, and to which you can commit for the long run.

A practical way to test whether you are on the right course with your career choice is to participate in one or more internships or co-ops. These give you first-hand work experience in the career path you are considering, which may either confirm your career interests or remind you that it is in your best interest and overall happiness to choose a different path.

Learning about Career Options

There are many ways to learn about careers. Some of the more popular ways include visiting your campus career center and talking with college advisors and talking to professors.

In addition, attending career exploration classes and workshops as well as student and professional association career workshops can help steer you in the right direction. Talking to people who currently work in the career area you are considering is also helpful.

Numerous websites contain a wealth of information about careers. A sampling includes www.careers.org/index.html, www.excite.com/careers, www.iccweb.com, www.quintessential.com, careers.com, www.assessment.com, and www.careerbuilder.com.

Another career discovery option involves exploring current and projected trends impacting career opportunities. For example, the health care industry is growing in the United States as the large post-World War II baby boom population ages. People are living longer and enjoying more active retirements, which supports related career paths.

Finally, consider a real hands-on approach to learning about careers by doing one or more internships or co-ops. There is no substitute for actually performing the work. While it is useful to hear people talk about «a day in the life» of their career, it is even better to work around these folks and observe firsthand «several days in their career.»

Is Making a Career Choice a Once-in-a-Lifetime Decision?

You may not want to hear this, but you will likely make several career choices during your life.

Not only do most of us change employers more often than our parents and grandparents did, but you will make more career changes. The typical reasons for changing employers within the same career path include better pay, better benefits, career growth opportunities, downsizings, firings, layoffs, desire to learn more, personality conflicts, work schedule, and the need to move geographically for various reasons. In turn, the most common reasons we change careers are career burnout, lack of career growth opportunities, career becomes obsolete, desire to be «one's own boss,» pay, benefits, desire to try something new, transfers, firings, layoffs, and downsizing.

While frequent job and career changes are disruptive for most U.S. workers, they have become a fact of life. After all, we are living and working longer, and seem to be more restless than our predecessors. So, it should come as no surprise that most of us are not starting and ending our careers with the same employer in the same career.

Of course, what is often said about changing employers is also true about changing careers: Looking for another job (and another career) is typically best approached while you are still employed.

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Retell the text.

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