**ЛЬВІВСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ**

**ВЕТЕРИНАРНОЇ МЕДИЦИНИ ТА БІОТЕХНОЛОГІЙ**

**імені С.З.Ґжицького**

**КАФЕДРА УКРАЇНСЬКОЇ ТА ІНОЗЕМНИХ МОВ**

**імені ЯКИМА ЯРЕМИ**

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**ЕNGLISH FOR BUSINESS PURPOSES**

**НАВЧАЛЬНО-МЕТОДИЧНИЙ ПОСІБНИК**

**З КУРСУ ДІЛОВОЇ АНГЛІЙСЬКОЇ МОВИ**

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Навчальний посібник для читання і перекладу оригінальної літератури англійською мовою в галузі маркетингу/менеджменту та розвитку навичок усного мовлення. Посібник складається з 13 блоків, кожен з яких містить спеціальні тексти, діалоги, вправи, які спрямовані на активізацію моделей перекладу лексичних та граматичних особливостей текстів.

Для студентів факультету економіки та менеджменту та слухачів магістерської програми.

Схвалено на засіданні кафедри української та іноземних мов імені Якима Яреми, протокол **№ 9 від 20 квітня 2022 року.**

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Marketing concepts

**Text 1. What is marketing?**

List five key words which you might meet in this text.

**Skim and scan:**

(a) Which paragraph defines marketing?

(b) Name two physical needs.

**What is Marketing?**

What does the term marketing really mean? Many people mistakenly think of it as advertising and selling. Given the number of commercials on television, in magazines and newspapers and all the signs and offers in and around the shops this is not surprising. However, advertising and selling are only two of several marketing functions, and not necessarily the most important ones.

The most basic concept underlying marketing is that of human needs. We have many needs including ones such as affection, knowledge and a sense of belonging as well as the physical need for food, warmth and shelter. A good deal of our lives is devoted to obtaining what will satisfy those needs. Marketing can thus be defined as any human activity which is directed at satisfying needs and wants by creating and exchanging goods and value with others.

Marketing has become a key factor in the success of western businesses. Today's companies face stiff competition and the companies which can best satisfy customer needs are those which will survive and make the largest profits.

**Text organization.**

1. Choose a heading for each paragraph:

What to market What marketing is not

What marketing is Where to market

Reasons for marketing

Active Vocabulary

**a good deal of our lives** – значна частина нашого життя

**advertising** – реклама, публікація оголошень

**affection** – любов, симпатія

**commercials** – екламні, комерційні передачі

**to face –** опинитись перед чимось, зіштовхнутись з чимось

**to make profits** – отримати прибутки

**stiff competition** – жорстка конкуренція

**to survive** – вижити, зберегтись

**underlying** – що лежить в основі

**Comprehension.**

2. Decide which of the following statements are True or False and give a paragraph number to show where your information came from.

(a) Advertising is a part of marketing.

(b) Selling is the most important function of marketing.

(c) A sense of belonging is a physical need.

(d) Satisfying customer needs is a key to success.

3. Complete this second definition of marketing by writing **one word** in each gap.

*Marketing is a process by which……….…..obtain what they……………and want by…..……… goods or services.*

Text 1.1. Marketing management: The four P’s

To maintain some control over the marketing functions in a firm, many businesses have created a position called marketing manager. **A marketing manager** plans and executes the conception, pricing, promotion, and distribution of ideas, goods and

services to create exchanges that satisfy individual and organizational goals.

When developing programs to satisfy markets wants and needs marketing managers work with several variables known as the marketing mix. **A marketing mix** is the strategic combination of product decisions on packaging, pricing, distribution, credit, branding, service, complaint handling, and other marketing activities.

**Place**

## Product

# Place

# Promotion

## Price

### Marketing manager

Figure 1.1.

The four **P’s** and the marketing manager’s role.

Traditionally the important elements that make up the “marketing mix” were defined as the four **P’s**.

**Product** (quality, product range, packaging);

**Place** (where product is available and how it is distributed);

**Promotion** (how the potential consumers should be reached and how the company should push its products);

**Price** (credit, retail margins).

These variables are partly controllable by the marketing manager. (See Figure 1.1.)

**Active Vocabulary**

**аvailable –** корисний, доступний

**branding** – марка

**complaint handling –** розглядати скарги

**to execute –** виконувати

**to maintain –** підтримувати, зберігати

**margin –** маржа, різниця, залишок

**to push product –** просувати, рекламувати товар

**to satisfy goals –** задовольняти цілі

**Products**

# Text 2. Matching products and markets

Marketing has been defined as the process of matching an organisation's resources with customer needs. The result of this process is a product. The need, therefore, for the organisation to remain dynamic is obvious because the product is the only key to the organisation's solvency and profitability. No matter how else the organisation runs itself cost-effectively and sensibly, if the product is not selling well then the money simply will not be coming in. Company and consumer are interdependent.

Successful product management depends on the organisation knowing how and if the current product range meets consumer and organisational objectives. One way of doing this is to conduct detailed benefit analysis segmentation.

The most important attitude towards product management is to view the product as only one part of the marketing mix which also includes price, place and promotion. In this way, the product is viewed as a variable which can be adapted or even changed radically to meet a changing market. How it can be changed will depend on several factors within and outside the organisation,

including the organisation's resources, market conditions and opportunities and competitive threats.

## Product-market strategy

'Product-market strategy' is the term used to describe all the decisions that the organisation makes about its target markets and the products it offers to those markets. The use of the word 'strategy' is important, for it implies a chosen route to a defined goal and suggests long-term planning. This is quite different from 'tactical' activities that are used to achieve short-term objectives by gaining immediate results. Product-market strategy represents a decision about the current and future direction of the organization.

Product-market strategy must be developed in the most cost-effective manner, paying attention to cash flow and profitability requirements. To minimise costs at the outset, a sound marketing approach will usually attempt to increase profits and cash flow from existing markets. The following examples can help illustrate the total strategy at work.

*Market penetration* Heinz revamped its marketing strategy to increase consumption of its tinned soups. This product was traditionally a winter purchase, but Heinz successfully promoted the idea of celery soup, drunk hot or cold, as a suitable summer purchase. The product attributes of celery were linked with concepts of slimming and refreshment on summer days.

*Market development* A British hotel chain opened up a new market by offering 'Leisure Learning' weekends in its hotels.

*Product range extension* A European breakfast cereal manufacturer brought out a new 'variety' pack to appeal to young children who liked the freedom of choosing a new cereal each morning.

*Product development* Manufacturers of digital watches soon combined the watch function with an alarm component. This not only attracted customers who liked the novelty of the idea, but seriously threatened the traditional watch market.

Active Vocabulary

**at the outset** – від початку

**benefit** – користь, благо

**to bring out** – виробляти, виготовляти

**to imply** – передбачати, означати

**matching** – відповідність

**product range** – асортимент товару

**profitability** – прибутковість, рентабельність

**to revamp** – частково переобладнувати

**sensibly** – розумно, значно

**solvency** – платоспроможність

**threat** – загроза

**variable** – змінний

**Text organization.**

1. Compare the definition of marketing given here with the definitions in Unit 1.

(a) What is similar?

(b) What is different?

2. There is another definition.

(a) Which part of the text does it come in?

(b) What is being defined?

3. There are examples of four product-market strategies in the text. Which of those strategies do the following extra examples illustrate?

(a) The production of new ice-cream bars based on traditional chocolate bars (such as Mars Bars, Snickers, Kit Kat).

(b) Adding an automatic timer to a microwave oven.

(c) Using cinemas and theatres for daytime talks. product development, product range development, market development

**Text 2.1. Branding**

**Pre-reading:**

What are the first five brand names you think of?

Compare these with the list written by your partner. Are any the same?

**Skim and scan:**

(a) Is the use of branding increasing or decreasing?

(b) Which are the top Ukrainian brands?

Branding

Products can be sold as unbranded commodities. Raw materials are still treated in this way, but increasingly branding is becoming dominant, even in the supply of industrial components and in hitherto unbranded areas such as vegetables.

What is the power of brands? Would you buy unpackaged, unbranded breakfast cereal from an itinerant street-trader? Would you buy perfume as a present for a female relative if it came in an unlabelled brown bottle? Would you buy an anonymous microcomputer from an anonymous source? Branding saves us much time as consumers. A simple word or two comes to represent a wealth of associations, for us and for others, and can offer detailed expectations. So that we do not need to ponder on the possibly murky channels used by the trader in obtaining supplies of breakfast cereal. We know the female relative will like the perfume – she may have even previously specified the brand. We know the range of compatible software for the microcomputer. Consumers learn to place some reliance upon brand names when evaluating competing products. In services, too, branding can serve the consumer by offering consistent, identifiable services which might reduce confusion and save on search time.

There are several options in brand strategy. A company can sell under its own brand or under that of another company. In the latter case it is often a retailer's own label. In using the company's brand a choice will be needed between using a 'family' brand name for all that firm's brands, as opposed to giving each product an individual brand name.

Table 2.1. ***Survey of brand names***

|  |  |
| --- | --- |
| Top brands in Britain | Top brands in Europe |
| 1. Marks &Spencer  2. Cadbury  3. Kellogg  4. Heinz  5. Rolls-Royce  6. Boots  7. Nescafe  8. BBS  9. Rowntree  10.Sainsbury | 1. Mercedes  2. Philips  3. Volkswagen  4. Rolls-Royce  5. Porsche  6. Coca-Cola  7. Ferrari  8. BMW  9. Michelin  10.Volvo |

Active Vocabulary

**commodities**  – товари

**to be treated** –розглядатися

**hitherto –** до тепер

**itinerant –** бродячий, пересувний

**to ponder –** роздумувати

**murky –** сумнівний, темний

**reliance –** довіра, впевненість

**identifiable –** встановлений, визначений

**confusion –** безлад, сумнів

**Comprehension.**

1. What are the benefits to us as customers of brand names?

2.Decide which of the following statements are True or False and give paragraph numbers to show where your information came from.

1. Raw materials are sold as branded goods.
2. Branding applies to goods and services.
3. Rolls-Royse is well known and popular in Britain and Europe.
4. The British seem more interested in food than the Europeans.
5. A labeled brown bottle is a branded product.

**Place**

**Text 3. Placing goods in the market place**

**Pre-reading:**

How many ways can you think of for goods to pass from a producer to a customer?

Can you suggest any advantages or disadvantages of each way?

Placing goods in the market place

It is often the case that organisations concentrate on three elements – product, price and promotion – and the fourth element, *place,* almost to look after itself. In the quartet of the P's, place is the shorthand description for the means by which the matching process between the needs of the market and the offering of the firm is finally achieved by getting the product to the right place at the right time.

The channel of distribution is the route that a product takes (remembering that the word 'product' in our usage includes services) in reaching its end users. Outlets must be created which enable the product and the customer to be physically brought together, and which enable the customer to buy.

Marketers need to take into strategic account two main aspects of the channel of distribution:

The trading route, through which the product is made available for *purchase.* This concerns the sequence of negotiation, buying and selling that goes on. Goods nowadays are sometimes bought

and sold by intermediaries who never actually see or handle the merchandise; their task is to ensure that the product finds buyers, and then to effect sales.

The route through which the product is physically moved from factory gate to end-user, by pallet-load, by crane and container lorry. This is the concern of physical distribution management as well as of marketing management, an interesting interface to which we shall return.

The function of this aspect of the channel is to make the product available for *use.* Services, such as banking facilities, are not moved by the same means, but they nonetheless do need to be made available in a physical sense. Banks need to have branches, 24-hour cash tills and so

on, that are convenient for customers to use, and these are channel considerations.

A fundamental issue regarding channels of distribution, whether on the trading or the physical side, is whether the producer should take the product direct to the end-user himself, or whether intermediaries should be used. For a variety of reasons that we shall soon come to, intermediaries are in fact used more often than not, and channels of distribution often amount to chains of such intermediaries.

**What routes could lead to the customer?**

**Originating producer**

**Agent**

**Direct mail**

**Wholesaler**

**Retailer**

**Customer**

Figure 3.

The use of any intermediaries at all is bound to result in some degree of loss of direct contact with the market place and loss of control over key areas such as customer service policy. So why, in fact, are intermediaries used?

One reason for their use is that intermediaries specialise in particular activities. Hence, economies of specialisation are achieved and the channel as a whole benefits from division of labour. The intermediary may also achieve economies of scale through high volume at high throughput levels that are normally unavailable to a single firm doing the same tasks on its own account

The use of intermediaries also reduces 'contactual costs'. These are the costs of the contacts that need to be made between buyers and sellers to distribute a product.

Active Vocabulary

**shorthand description –** не укомплектована категорія

**route –** маршрут, шлях

**outlet –** ринок збуту

**to bring together –** зводити, зблизити

**sequence of negotiation –** послідовність переговорів

**intermediary –** посередник

**merchandise –** товари

**pallet-load –** транспортер

**nonetheless –** однак

**cash till –** готівкова каса

**throughput level –** рівень продуктивності

**Comprehension.**

1. Give a short (e.g. about 15 words) definition of the marketing term, “place”.
2. (a) How many routes are there for the channel of distribution?

(b) What are these called?

(c) What is the purpose of each route?

3. Complete the table to show advantages and disadvantages of using intermediaries.

|  |  |
| --- | --- |
| Advantages | Disadvantages |
|  |  |

## Promotion

**Text 4. The promotion mix**

**Pre-reading:**

Advertising is only one category of promotional activities.

Do you know any others?

What promotions, including advertisements, can you remember clearly?

Which ones have influenced you?

**Skim and scan:**

(a) How many categories of promotional activities are there?

(b) What are they?

(c) What is a key difference between public relations and advertising?

This text is divided into four sections. Read the whole text and then answer the questions on each section.

The Promotion Mix

***Advertising*** • Because of the many forms and uses of advertising, it is hard to generalize about its unique qualities as a part of the promotion mix. Yet several qualities can be noted. Advertising's public nature suggests that the advertised product is standard and legitimate. Because many people see ads for the product, buyers know that purchasing the product will be publicly understood and accepted. Advertising also lets the seller repeat a message many times, and it lets the buyer receive and compare the messages of various competitors. Large-scale advertising by a seller says something positive about the seller's size, popularity, and success.

Advertising is also very expressive, letting the company dramatize its products through the artful use of print, sound, and color. On the one hand, advertising can be used to build up a long-term image for a product (such as Coca-Cola ads) and, on the other, to trigger quick sales (as when K mart advertises a weekend sale). Advertising can reach masses of geographically spread-out buyers at a low cost per exposure.

Advertising also has some shortcomings. Although it reaches many people quickly, advertising is impersonal and cannot be as persuasive as a company salesperson. Advertising is able to carry on only a one-way communication with the audience, and the audience does not feel that it has to pay attention or respond. In addition, advertising can be very costly. Although some forms, such as newspaper and radio advertising, can be done on small budgets, other forms, such as network TV advertising, require very large budgets.

***Personal selling*** • Personal selling is the most effective tool at certain stages of the buying process, particularly in building up buyers' preferences, convictions, and actions. As compared with

advertising, personal selling has several unique qualities. It involves personal interaction between two or more people, so each person can observe the other's needs and characteristics and make quick adjustments. Personal selling also lets all kinds of relationships spring up, ranging from a matter-of-fact selling relationship to a deep personal friendship. The effective salesperson keeps the customer's interests at heart in order to build a long-run relationship. Finally, the buyer usually feels a greater need to listen and respond, even if the response is a polite 'no thank you'.

These unique qualities come at a cost. A sales force requires a longer-term commitment than advertising — advertising can be turned on and off, but sales force size is harder to change. And personal selling

is the company's most expensive promotion tool, costing industrial companies an average of $197 per sales call. American firms spend up to three times as much on personal selling as they do on advertising.

***Sales promotion*** • Sales promotion includes a wide assortment of tools – coupons, contests, premiums, and others – and these tools have many unique qualities. They attract consumer attention and provide information that may lead the consumer to buy the product. They offer strong incentives to purchase by providing inducements or contributions that give additional value to consumers. And sales promotions invite and reward quick response. While advertising says 'buy our product,' sales promotion says 'buy it now'.

Companies use sales-promotion tools to create a stronger and quicker response. Sales promotion can be used to dramatize product offers and to boost sagging sales. However, sales-promotion effects are usually short-lived and are not effective in building long-run brand preference.

***Public Relations*** • Public relations offers several unique qualities. It is very believable – news stories, features, and events seem more real and believable to readers than do ads. Public relations can reach many prospects who avoid salespeople and advertisements – the message gets to the buyers as 'news' rather than as a sales-directed communication. And like advertising, public relations can dramatize a company or product.

Active Vocabulary

**Legitimate** – законний

**to dramatize the product –** яскраво виражати товар

**long-term image –** довготривалий образ

**to trigger quick sale –** стимулювати швидку торгівлю

**shortcoming** – недолік

**persuasive** – переконливий

**preference** – перевага

**adjustment** – регулювання

**to spring up –** розширити, розгорнути

**contest** – онкурс, змагання

**incentive** –стимул

**inducement** – поштовх, стимул

**to boost sagging sales** – пожвавлювати слабку торгівлю

**Comprehension.**

1. Draw up a table summarising the positive and negative features of advertising.

|  |  |
| --- | --- |
| Positive features | Negative features |
|  |  |

#### 2.Word Relationships: Different ending on the same word-stem change the function of a word. Complete the table below. Some words are in the passage, others you may know or need to look up in a dictionary.

|  |  |  |
| --- | --- | --- |
| Adjective | Verb | Noun |
| general | promote  legitimise  popularise  persuade | standardisation |

**Translate into Ukrainian:**

In the United States, data are collected on two different occasions: to predict the result of elections and to measure the popularity of TV shows. For each election, professional researchers try to find out the opinions of the people. Based on a sample of several thousand, they can predict the winner of election. In recent presidential elections, researchers successfully predicted the winner. Advertisers want to know which TV shows are more popular. They want to know who watches certain TV shows. A company called Nielsen measures the most popular television shows each week. They do this by contacting a sample of fami­lies across the United States to find out which shows they are watching. Each week, this company makes a list of the most popular shows. This is very impor­tant to the shows and the advertisers because more popular shows can charge more money to advertisers.

**For and against**

There are three or four fundamental criteria for judging advertisement which can be applied more or less universally. They are:

- Does the ad make me stop and look at it?

- Is there an original or unusual idea in it?

- Does it work as a piece of design?

- Is it relevant to the product?

- Is it easy to understand?

Advertisement is one of the nation's largest industries. Since consumers are the principal targets of sales campaigns, we ought to know something about the services advertisers perform, as well as some of the techniques they use.

**Arguments for advertising:**

Advertising benefits consumers and the economy in a number of ways:

\* It provides us with information about prices, recent improvements in certain goods and services, and the availability of new ones and allow us to make a wider choice.

\* Advertising often results in lower prices. Large-scale production can reduce costs. By creating mass markets, advertising enables producers to reduce the costs of their products and pass those savings on to the consuming public.

\* Advertising pays most of the cost of magazines and newspapers, and all of the cost of commercial radio and TV.

\* Advertising stimulates competition between firms, who have to produce cheaper und better products, and competition benefits us all.

\* Advertising helps the economy as a whole by stimulating

consumer demand. Consumer spending has a direct effect on the health of the economy. Advertising helps to keep that spending at healthy levels.

**Arguments against advertising:**

The information contained in advertising does not inform and often misleads the consumer and leads to lower quality products. This occurs, for example, if firms are able to sell inferior products by falsely implying in their advertising that they are better, in this case, the cost of advertising includes both the waste in resources and the cost to the public because it gets an inferior product.

\* Because it costs money to advertise, it may lead to prices being higher than necessary. High advertising costs may also prevent new firms from entering the market because they cannot afford the expense.

\* Consumers are tempted to spend money for products they do not really need.

\* Radio and TV are not really free because the cost of advertising on them is also passed on to the consumer.

Much advertising is offensive. We cannot listen to radio or TV without being bombarded with tasteless ads. Worse yet, advertising may lead to distorted news coverage.

**Translate into Ukrainian:**

Every day you as a consumer are the object of the marketing efforts of companies that want your business. The advertising on television and radio and in the news­paper that come to your house is just some of the ways that sales promotions reach you.

Most of these marketing strategies represent honest efforts

to convince you to buy a product or service. Nevertheless, you are responsible for evaluating adver­tising directed at you, separating fact from emotion, and deciding whether or not to buy the product.

**Kinds of advertising**

The truth is, without advertising, nothing will happen. If the world didn't advertise daily, very few products, except staple items, would be sold. And sales is the function that makes the world go round. Without sales of products, there is no manufacturing. If you don't want to be out of business you need advertising and you need to advertise.

The problem is, which vehicle should you use, and how much it will cost.

There are literally hundreds of ways to advertise your invention. The four main categories are: *Direct Mail, Print Media, Broadcast Media, and Miscel­laneous Methods*.

***Direct Mail*** methods includes catalogues, coupon books, letters, invita­tions, newsletters, brochures.

***Print Media*** advertising can be found in a number of different vehicles. The most commonly used are newspapers and magazines.

***Broadcast Media*** methods mean radio and television, which include both commercial, public and cable stations.

***Miscellaneous*** Advertising Methods are numerous.

Several of them are advertising specialities, signs, seminars, trade shows and merchandising.

Advertising specialities would be pens and pencils, paper cubes, keychains etc. that have your company name, slogan or imprint on them.

**Questions:**

1. Why is advertising so important in business?

2. What problems arise when you start out your business?

3. What main categories of advertising do you know? Explain them.

**Some interesting facts about advertisement**

\*\*\*

It isn't easy to establish when the first advertisement appeared. A papy­rus in the collection of the British Museum, in London, advertises the sale of a slave. Rock drawings and inscriptions along the roads were also an excellent way to advertise things.

Probably the oldest advertisement was found in the excavations of the an­cient Egyptian town of Memphis. It says: "I, Rhinos from Cyprus, live here. Gods gave me the gift of the true telling of dreams". This advertisement is 2,500 years old. It is carved in stone and visitors to one of the Cairo museum can inspect it.

\*\*\*

In the excavations of one of the towns of ancient Greece archaeologists found about 300 stone fragments with letters of the Greek alphabet. When they put the fragments together they found it was a tablet for a shop window with a list of goods and their prices.

\*\*\*

The first newspaper in the world that put in an advertisement was a hand-written Roman newspaper "Daily happenings". It contained announcement of meetings, births, and marriages in the noble families in Rome.

\*\*\*

One of the houses built in Kyiv early in this century may also be consid­ered as an advertisement. It is decorated by figures of sea monsters, shells and sea dragons. The story of the house is unusual. The owner of a cement plant couldn't sell his product as it was a new material and construction firms were quite conser­vative. So, when he learnt that a well-known architect was going to built a new house for himself he offered cement free of charge on the condition that the house would be decorated by sculptures made of cement. The unusual building attracted everybody's attention and served as an excellent advertisement of the new build­ing material.

#### Pricing

**Text 5. Setting the price**

How are prices set? Through most of history, prices were set by buyers and sellers negotiating with each other. Sellers would ask for a higher price than they expected to receive, and buyers would offer less than they expected to pay. Through bargaining, they would arrive at an acceptable price.

Setting one price for all buyers is a relatively modern idea. It was given impetus by the development of large-scale retailing at the end of the nineteenth century. Through most of history, price has operated as the major determinant of buyer choice. This is still true in poorer nations, among poorer groups, and with commodity-type products. However, nonprice factors have become relatively more important in buyer-choice behavior in recent decades. Yet price still remains one of the most important elements determining company market share and profitability.

Price is the only element in the marketing mix that produces

revenue; the other elements represent costs. Yet many companies do not handle pricing well. The most common mistakes are: pricing is too cost oriented; price is not revised often enough to capitalize on market changes; price is set independently of the rest of the marketing mix rather than as an intrinsic element of market-positioning strategy; and price is not varied enough for different product items and market segments.

Companies handle pricing in a variety of ways. In small companies, prices are often set by top management rather than by the marketing or sales department. In large companies, pricing is typically handled by divisional and product-line managers. Even here, top management sets the general pricing objectives and policies and often approves the prices proposed by lower levels of management. In industries where pricing is a key factor (aerospace, railroads, oil companies), companies will often establish a pricing department to set prices or assist others in determining appropriate prices. This department reports either to the marketing department or top management. Others who exert an influence on pricing include sales managers, production managers, finance managers, and accountants.

Active Vocabulary

**Bargain –** торгова угода, домовленість

**acceptable price –** помірні ціни

**impetus –** швидкість, поштовх

**large-scale retailing –** широкомасштабна торгівля

**commodity-type products –** товари широкого вжитку

**share –** доля, акція

**revenue** – дохід

**costs** – витрати

**to handle pricing –** регулювати (вести контроль) ціноутворення

**to revise –** переглядати, виправляти

**to capitalize on –** нагромаджувати капітал

**intrinsic –** справжній, притаманний

**exert influence –** мати вплив

**Comprehension.**

1. The 'one-price policy' means:

(a) all items are the same price

(b) all purchasers pay the same price

(c) all employees earn the same wage

2. Why did the one-price policy come into existence?

3. What is a major difference between price and the other 3 P’s?

4. Historically, which of the 4 P’s has been most important?

5. Why should prices be reviewed?

6. Complete the summary below by writing **one word** in each gap:

*(goods, differs, strategy, price, lower, costs, bargaining, different prices, fixed price, buyer, revenue, raise, costs, review).*

Nowadays \_\_\_\_\_\_ is just one of the factors which influence a would be \_\_\_\_\_. While it will always be a consideration, quality, service, reliability, etc. may be equally or even more important considerations. Most \_\_\_\_\_\_ are sold at a \_\_\_\_\_\_ price, although, particularly with large or repeat orders, some \_\_\_\_\_ may be feasible. When bargaining a seller expects to \_\_\_\_\_\_ the asking price and the buyer expects to \_\_\_\_\_\_ the original offer.

Pricing \_\_\_\_\_\_ from the other 3 P’s because it results in \_\_\_\_\_\_ while the others all lead to\_\_\_\_\_\_\_\_\_\_. To price well you must continually\_\_\_\_\_\_\_\_\_\_ your price, you must relate it to your market\_\_\_\_\_\_\_\_\_ and be prepared to charge\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_ in different market segments. In deciding on a price a company should not look only at\_\_\_\_\_\_\_\_\_\_.

1. Find words in the text with the opposite meaning to those listed below:

Opposite

buyers \_\_\_\_\_\_\_\_\_\_\_\_\_\_

ancient \_\_\_\_\_\_\_\_\_\_\_\_\_\_

small-scale \_\_\_\_\_\_\_\_\_\_\_\_\_\_

employers \_\_\_\_\_\_\_\_\_\_\_\_\_\_

revenue \_\_\_\_\_\_\_\_\_\_\_\_\_\_

extrinsic \_\_\_\_\_\_\_\_\_\_\_\_\_\_

fixed \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Text 5.1. Price goes by many names**

This is a 'fun' text which shows some of the different expressions there are in English for 'price'.

Price goes by many names

All profit organizations and many nonprofit organizations face the task of setting a price on their products or services. Price goes by many names:

Price is all around us. You pay *rent* for your apartment, *tuition* for your education, and *a fee* to your physician or dentist. The airline, railway, taxi, and bus companies charge you *a fare;* the local utilities call their price a *rate;* and the local bank charges you *interest* for the money you borrow. The price for driving your car on Florida's Sunshine Parkway is a *toll,* and the company that insures

your car charges you a *premium.* The guest lecturer charges an

*honorarium* to tell you about a government official who took a *bribe* to help a shady character steal *dues* collected by a trade association. Clubs or societies to which you belong may make a special *assessment* to pay unusual expenses. Your regular lawyer may ask for a *retainer* to cover her services. The 'price' of an executive is a *salary,* the price of a salesperson may be a *commission,* and the price of a worker is a *wage.* Finally, although economists would disagree, many of us feel that *income taxes* are the price we pay for the privilege of making money.

###### Vocabulary.

1. Make your own table listing price expressions from the text and any others you can think of.

e. g.:

|  |  |
| --- | --- |
| Verb | Noun phrase |
| to rent  to pay for  etc. | an apartment  tuition  etc. |

International marketing

**Text 6. Breaking into an unreceptive market**

**Pre-reading:**

Do you know of countries which restrict the number of goods coming in from foreign countries?

**Skim and scan:**

(a) When is 'megamarketing' used?

(b) Which company is used as the major example in this text?

(c) How many Ps did this company have to use?

Breaking into an unreceptive market

It is one thing to want to do business in a particular country, quite another to be allowed into the country on reasonable terms. The problem of entering an unreceptive or blocked country calls for *megamarketing —* using economic, psychological, political, and public relations skills to gain the cooperation of several parties in the country.

For example, Pepsi-Cola used megamarketing in its attempt to enter the huge India market. Pepsi worked with an Indian business group to seek government approval for its entry. Both domestic soft-drink companies and anti-multinational legislators objected to letting Pepsi in, so Pepsi had to make an offer that the Indian government would find hard to refuse. It thus offered to help India export enough of its agricultural products to more than offset the outlay for importing soft-drink syrup. Pepsi also promised to focus a good deal of selling effort on rural areas to help in their economic development. The company further offered to give food-processing, packaging, and water-treatment technology to India.

Clearly, Pepsi's strategy was to bundle a set of benefits that

would win the support of the various interest groups influencing the entry decision. Pepsi's marketing problem was not one of simply applying the four P's in a new market, but rather one of just getting into the market in the first place. In trying to win over the government and public groups — and to maintain a reasonable relationship once admitted — Pepsi had to add two more P’s: 'polities' and 'public opinion'.

Many other large companies have learned that it pays to build good relations with host governments. Olivetti, for example, enters new markets by building housing for workers, supporting local arts and charities, and hiring and training local managers. IBM sponsors nutrition programs for Latin American children and gives agricultural advice to the Mexican government. Polaroid is helping Italy restore Leonardo da Vinci's *Last Supper.*

Active Vocabulary

**unreceptive market –** несприятливий ринок

**reasonable terms –** вигідні умови

**to call for** – вимагати

**to object to** – заперечувати

**to offset outlay** – покривати (компенсувати) витрати

**to bundle –** зв’язати, об’єднати

**Comprehension.**

1. When Pepsi wanted to sell goods in India:

(a) Who did Pepsi work with?

(b) Who did not want Pepsi products in their country?

(c) Who did Pepsi make agreements with?

(d) What was Pepsi's main problem?

2. (a) In how many main areas did Pepsi offer help to India?

(b) Which words signal that Pepsi's proposal included more than one offer?

3. What are the P’s of megamarketing?

Fill in the table below to summarise the megamarketing techniques of the companies mentioned.

***Strategies:*** *helps with nutrition programmes, help with export, provide technology, gives agricultural advice, help local economic development, art restoration.*

|  |  |  |
| --- | --- | --- |
| Company | Product | Special strategies |
| 1. Pepsi 2. IBM 3. Polaroid | Pepsi-Cola  Computers  Cameras | 1.  2.  3.  1.  2.  3. |

Text 6.1. International marketing

What is the difference between these seemingly similar words?

What parts of speech do they belong to?

|  |  |
| --- | --- |
| company – campaign  minor – minimum  commence – comment | product – production  face – facet  ensure – assure |

Read and translate the following words with the suffix -ly

Do they belong to the same part of speech? Comment on it.

|  |  |  |
| --- | --- | --- |
| broadly  valuably | rapidly  simply | assembly  understandably |

Now in the text below find the above mentioned words. Translate the sentences.

**Read the text.**

**International marketing**

Having made a product the problem becomes to find someone who will buy it. It is the responsibility of the marketing department to promote and organise the sale of products to the purchaser. Broadly speaking, activities such as sales promotion, advertising and market research are covered. It would be possible for the factory simply to produce a motor car and then hope that it sells. However, it takes a long time to set up a production line for a car assembly plant and even minor modifications can prove difficult and expensive. It is much better to discover what people are looking for when they buy a car and then try to satisfy their needs. Do car drivers want speed - or safety? Are they looking for the power to accelerate - or comfort? Is their aim to impress their neighbours and

other road users, or are they just concerned with getting from A to B, and back? How important is the price, and the cost of petrol and maintenance? Which designs and colours are preferred? Who is buying the car/ is it a company or an individual? It is questions like these the marketing department will have to answer even before production commences.

It becomes obvious that making and selling are two facets of the same undertaking. The marketing manager and the production manager are two members of the same team, depending on each other in much the same way as the players in a football team. The situation could be compared to the marketing team who make great efforts to find customers for their cars, only to find the cars cannot be delivered on time, or that the cars develop faults as soon as they arrive.

The problem facing any business is that the market for goods - and services - is ever changing. Take the case of a company manufacturing cigarettes. Not so long ago the market for cigarettes was assured. Then the medical researchers discovered the link between cigarette smoking and lung cancer and many other diseases. Prospects for further growth evaporated as many people decided both to save money and live longer to spend it. The government joined in by restricting advertising and sponsoring their own anti-smoking campaign. The government is also understandably involved in campaigns to discourage drinking and driving, much to the chagrin of the breweries whose sales of wines and spirits are thereby reduced.

New technologies have an even more devastating effect on the markets. Once upon a time there was a very successful company which made gas mantles. The whole country was lit by gas. Then came electric light. The sales of gas mantles plummeted. Today we

look to oil for our energy. Our oil companies prosper, but for how long? The day before yesterday we used typewriters. Yesterday we used electric typewriters. Today we use word processors. And tomorrow?

The rapidly changing world is both a headache and an exciting challenge to those engaged in marketing. If they predict correctly their business will survive and prosper. If they misread the signs the business will fail and, perhaps more importantly for all of us, valuable economic resources will be wasted.

**Translate the following sentences with *It is ... to ...* . Mind the difference between the word order in the Ukrainian and English sentences in this case.**

1. It is the responsibility of the marketing department to promote

and organise the sale of products to the purchaser.

2. It is much better to discover what people are looking for when they buy a car and then try to satisfy their needs. 3. It is their aim to impress their neighbours and other road users.

Make 3-4 sentences of your own as in the model. Translate them into Ukrainian.

**Comprehension.**

***Pair the two halves of the sentences and then translate your completed sentences. Pay attention to the use of the passive voice and -ing forms.***

|  |  |
| --- | --- |
| 1. Insurance companies offering cover against motor accidents 2. The Traffic Manager for a company operating a cross-channel ferry 3. Oil company executives 4. A publisher specialising in textbooks for schools 5. The Marketing Manager of a travel agency specialising in holidays in France | 1. could be expected not to welcome the news that a substantial increase in the petrol tax was contemplated by the government. 2. will not be pleased to hear that Meteorological office are predicting a severe winter. 3. would be disappointed to learn that a new airport was going to be developed for London. 4. would be pleased to hear of a reduction in air fares. 5. would be grateful to learn that the school-leaving age is going to be raised. |

***Answer the questions in the written form. Then read your answers as the summary of the text.***

1) What is the purpose of the marketing department?

2) Why do the marketing and production departments need to cooperate?

3) What needs to be done before a production line is set up?

4) What do businesspeople and football players have in common?

5) In what ways does the marketing team depend on the production team?

6) Why is the design of a product so important?

7) Why is the rapidly changing world a challenge to the marketing team?

8) What does a business need to do to survive and prosper?

9) In what ways can a government help or hinder a business?

10) How do we all benefit / suffer from the activities of business firms?

Now make up the annotation of the text.

***Work in pairs. One of you retells the text by small portions, the other works as an interpreter. Take turns.***

***Translate the following sentences into English.***

1. Цю ситуацію можна порівняти з командою маркетологів, які прикладають багато зусиль, щоб знайти покупців.

2. Стає очевидним, по ця компанія швидко розвивається.

3. Якому дизайну та кольору надано перевагу?

4. Саме на такі питання відділ маркетингу змушений буде відповісти перед початком виробництва.

5. У наш час у пошуках енергоносіїв ми розраховуємо на нафту.

**BANKING**

**Learn the active vocabulary of the Unit and be ready to use it**

**in your further work**

Girobank – жиробанк

commercial bank, clearing bank – комерційний банк

merchant bank – торговельний банк

clearing house – розрахункова палата

liabilities – пасиви

securities – цінні папери

entry – графа, запис

interest-earning assets – вклади, які приносять відсотки /проценти

liquidity – ліквідність

asset holder – власник активів

stock exchange – фондова біржа

miscellenious – інші

clearing – 1) кліринг, безготівковірозрахунки;

2) розрахунки за біржовими угодами

аdvance – аванс

sight deposit/ chequing accounts – поточний вклад, поточний рахунок

time deposit – терміновий вклад, терміновий рахунок

transaction – угода; грошова операція

net – чистий

settlements – розрахунки

to credit / to debit – записувати на прихід/ розхід (рахунку)

to cash – перетворювати в готівку

notification – попередження; (вкладника банкові про намір

зняти з рахунку велику суму)

to present a cheque – пересилати чек у банк-платник про грошові

надходження до банку-одержувача

interest rate – процентна ставка

discount rate – облікова ставка

base/prime rate – базисна ставка

collateral – застава

credit standing / solvency – кредито-спроможність

exchange rate – курс обміну.

**Text А**

The banking sector in the United Kingdom is made up of a variety of institutions supervised by the country's central bank, The Bank of England. This bank looks after the government’s finance and monetary policy and acts as banker to other banks. The commercial banking system comprises about 600 registered banks, the National Girobank operating through post offices, and about a dozen trustee savings banks. The most important group is the London clearing banks. Clearing banks, or commercial banks, provide banking services for the general public and many businesses. The clearing banks are so named because they have a central clearing house for handling payments by cheque. They offer a wide range of services which include accepting deposits, making loans and managing customers’ accounts. Merchant banks, on the

other hand, do not deal with the public but specialise in services for companies or corporate customers.

A clearing system is a set of arrangements in which debts between banks are settled by adding up all the transactions in a given period and paying only the net amounts needed to balance inter-bank accounts.

Suppose you bank with Barclays but visit the supermarket that banks with Lloyds. To pay for your shopping you write a cheque against your deposit at Barclays. The supermarket pays this cheque into its account at Lloyds. In turn, Lloyds presents the cheque to Barclays which will credit Lloyds’ account at Barclays and debit your account at Barclays by an equivalent amount. Because you purchased goods from a supermarket using a different bank, a transfer of funds between the two banks is required. Crediting or debiting one bank's account at another bank is the simplest way to achieve this. So, it does not make sense for the two banks to make two separate inter-bank transactions between themselves. The clearing system calculates the net flows between the member clearing banks and these are the settlements that they make between themselves. Thus the system of clearing cheques represents another way society reduces the costs of making transactions.

***Exercise 1.* Read the text and answer the questions.**

1. Do you consider the banking system of the UK to be rather simple or not?

2. What is the most important group of banks in the UK?

3. What is settled between banks under clearing system?

4. What amount of money is paid by banks to each other under a clearing system?

5. What do the customers in the UK usually write to pay for their

shopping?

6. In what cases a transfer between two banks is required?

7. In what way is a transfer between two banks achieved?

8. How much money is transferred (or calculated) under the clearing

system?

9. What is the advantage of a clearing system?

***Exercise 2.* Match the verbs on the left with the nouns on the right to form common banking phrases.**

1. open a) interest
2. purchase b) balls
3. earn c) funds
4. make d) an account
5. withdraw e) e deposit
6. pay f) financial data
7. transfer g) cash
8. download h) goods

***Exercise* 3. Match the words on the left with their definitions on the right**.

1. clearing bank a) an act of placing money in a bank

2) transaction b) an account with a shop which allows you to take goods at once and pay for them later

3) net c) something owed to someone else

4) deposit d) the act of carrying out (esp. a piece of business)

5) debit e) agreement

6) credit account f) when nothing has to be subtracted

7) settlement g) a bank that handles the financial deals of companies and other people and is a member of the London Bankers’ Clearing House

8) comprise h) a record in a book of accounts of money spent or owed

9) debt i) to consist of

***Exercise 4.* Replace the words in italics with expressions from the exercise above.**

1. The Citicard allows you to\_\_\_\_\_\_\_\_\_*take out money* from cash points

around the world.

2. With Citibank, you can\_\_\_\_\_\_\_\_\_*receive a percentage* on your current account balance.

3. Just fill out and return the application form or call a Citibank

Representative to\_\_\_\_\_\_\_\_\_\_ *set up a banking arrangement.*

4. You can\_\_\_\_\_\_\_ *put money into your account* by post at Citibank

branches and Citicard Banking Centres.

5.On-line banking services let you \_\_\_\_\_\_\_\_\_ *move money* from one account

to another quickly and easily.

6. Just by using the key pad on your phone, CitiPhone Banking lets you

\_\_\_\_\_\_\_\_ *settle invoices* from wherever you are.

7. The Citibank Euro Account allows you to\_\_\_\_\_\_\_\_\_*buy products* in local

currencies without paying any exchange rates.

***Exercise 5.* Insert the appropriate word or expression from the text.**

1. The National Giro Bank ... through post offices.

2. Under clearing system only ... amounts are paid to balance inter-bank

accounts.

3. To pay for your shopping you have … …against your deposit.

4. When you purchase goods from a supermarket using different bank ... ... is required.

5. Society reduces the costs of making transactions due to the system of… …

***Exercise* 6. Do you know what these banking terms mean? Try to give the definitions.**

Chequebook Traveler's cheques

Bank statement Bank notes (US bills)

Credit card or debit card Coins

Bill (US check) Cash machine or cashpoint (US ATM)

***Exercise 7.* Which of those mentioned above would you use if you needed to:**

1) check how much money you had in your bank account several weeks ago?

2) take money with you for a visit to a foreign country?

3) see how much you have to pay for the electricity you used last month?

4) send payment by post?

5) take money out of your account on Sunday?

**International trade**

**Text 7. International trade**

Every country in the world trades with other countries. A lot of things we con­sume come from foreign lands. We are able to enjoy them because we are part of a global economy. Every nation's economy heavily depends upon foreign trade for satisfying the needs of its population, and providing markets for its products.

Nations trade with each other for the same reason that business compa­nies and individuals within a domestic trade: they expect to have profit. They benefit because trade permit them to have things they need and to exchange their surplus goods and services.

Some countries have unique climate or soils, others have valuable raw materials, skilled labour forces or favourable geographic situation. Because of a lack of natural resources, most nations are not capable to produce certain goods or cervices. For instance, Colombia has the right climate to grow coffee beans or Morocco has the suitable conditions for producing bananas. Ukraine is incapable to do this because of unsuitable climate. So, coffee and bananas are an important export product for Colombia and Morocco and an im­portant import for Ukraine.

Another example 'or the importance of overseas trade is a supply of raw materials. For some countries raw materials are major imports. Most of the coun­tries in Western Europe must import oil. They lack this product which is an important source of energy for the industries.

A country that has many skilled workers can produce complex goods such as computers or electric generators, etc. A lot of engineering or scientific equipment are exported but without skilled workers it would be impossible.

Nations will gain because of differences in terms of climate, natural resources, labour force skills and technology. These special conditions give one country an advantage over others in production of certain goods or ser­vices.

A country which has the ability to produce a product at a lower cost than the other country is said to have an absolute advantage in making that item. For example the USA has an absolute advantage in the production of computers, Brazil has an absolute advantage in growing coffee beans.

A country that has the ability to produce a product relatively more effi­ciently than another, is said to have a comparative advantage. The law of com­parative advantage explains why nations

specialize of those goods and services in which they have the greatest comparative advantage or relative efficiency, and exchange their surplus for the things they need.

International trade allows countries to specialize in the goods and ser­vices that they produce best, satisfying their other needs by importing commodi­ties that they do not produce themselves.

**Active Vocabulary:**

**Export** – експорт, вивіз

**absolute advantage** – цілковита перевага

**protectionism** – протекціонізм

**quota tariff –** доля, частина

**embargo** – ембарго, заборона

**economic union** – економічний союз

**import** – імпорт, ввіз

**comparative advantage** – порівняльна перевага

**exchange rate** – курс обміну

**duty** – податок, мито

**subsidies** – дотації

**economic independence** – економічна незалежність

**Comprehension.**

1. Give the reasons why nations trade with one another.

2. Discuss the ways a country can hold an absolute advantage in international trade or can get a comparative advantage in the trade with other countries.

**Translate into English:**

1. Через торгівлю країни можуть отримувати товари та послуги, які вони не можуть виробляти самі.

2. Багато країн спеціалізуються на тих товарах чи послугах, які вони виробляють особливо ефективно.

3. Великобританія виробляє лише половину потрібних їй продовольчих товарів. Отже, решту їй доводиться імпортувати з інших країн.

4. Міжнародна торгівля дозволяє виробництву розширюватись через розширення ринку.

5. Конкуренція з зарубіжними фірмами стимулює ефективність внутрішнього виробництва.

6.Торгівля між країнами сприяє зміцненню миру та співробітництва між ними.

7. Одним із завдань Європейського Союзу є стимуляція конкуренції в Європі, щоб сприяти виробництву високоякісних та дешевих товарів.

8. Зовнішня торгівля багато в чому відрізняється від внутрішньої.

9. Часто країни торгують одна з одною не з економічних, а з політичних причин.

10. Важливим фактором в міжнародній торгівлі є географічне розташування країни.

11. Шоколад, який я іноді купую, виготовляється в Швейцарії з какао бобів, вирощених в Гані.

12. Країна довгий час знаходилась в глибокій економічній кризі.

**Text 7.1. Barriers to International Trade (Protectionism)**

Read the text and explain the arguments for and against protectionism. Discuss the effect of protectionism on the economies of both exporting and importing countries. Discuss the problem that a sudden change in the exchange rate can cause.

**Barriers to International Trade**

Despite the many advantages of trade between nations, trade barriers are often imposed on certain goods. Two of the most important import barriers are *quotas*and *tariffs.*

A tariff is a duty, or tax on imports. It may be imposed in order to make them more expensive compared to the domestic product, to discourage foreign producer from shipping certain goods into the country. The main purpose of tar­iffs is to keep out lower-priced foreign goods. For this reason tariffs usually are very high and this makes domestic manufacturer compete easier with imported product.

Quotas are physical limits upon the amount of a good or a service, which can be imported. They are often used to restrict imports where tariffs seem to be not very effective because

consumers are prepared to pay high prices for foreign commodities. For example, a quota may state that not more than 100 000 automo­biles may be imported from South Korea in one year or x tons of coffee from Brazil. So, quota is restriction on quantity.

Other restrictions upon free trade between countries are embargo, subsi­dies, exchange control, special rules and regulations.

*An embargo*is a complete ban upon trade with a particular country. It is usually imposed for political reasons. In 1951 Senator Joseph McCarthy per­suaded the US Senate to impose embargo on Soviet mink, fox, and other furs. He argued that such import helped finance world communism. The USA has also maintained an embargo on Cuban goods since 1959, when Fidel Castro took power there. This embargo severely damaged Cuba's sugar industry and deprived Ameri­can smokers of the fame Havana cigars. In 1985 President Reagan imposed a similar embargo on trade with Nicaragua.

A government can give *subsidies*(money) to domestic producers to give them advantage against foreign firms in the home and domestic markets.

Importers need foreign currency to pay for imports and governments sometimes limit the amount of currency, which can be bought by their consumers and firms.

All countries have regulations about standards for products. Occasion­ally these can be deliberately designed to prevent imports.

Firms trying to sell abroad face several special difficulties as difference in languages, tastes and habits, laws and currency changes. How do businesses or individuals obtain the currency of foreign countries? And what determine the value of foreign currency?

Currencies of most nations are bought and sold as any other kind of goods. The price at which a currency can be bought or sold is its *exchange rate***.** The exchange rate is determined by supply and demand.

**Comprehension.**

***Translate into English:***

1. За останні роки доля імпорту в народному господарстві країни значно виросла. 2. В зовнішній торгівлі фірмам доводиться вирішувати ряд додаткових проблем. 3. Як розраховуються іноземні партнери, якщо в їхніх країнах використовуються різні валюти? 4. Існує міжнародний валютний ринок як для іноземних покупців, так і для продавців валюти. 5. Ціна, за якою продається валюта, називається курсом обміну. 6. Валюта більшості країн продається і купується так само, як акції, облігації чи інші товари. 7. Курс обміну залежить від попиту та пропозиції. 8. Курс валюти може підніматись і падати за дуже короткий період. 9. Різкі зміни в курсі національної валюти створюють серйозні проблеми для населення і для бізнесу.

***Match the definition with their descriptions:***

|  |  |
| --- | --- |
| 1. A limit on the quantity of goods that may be imported in a given time of period  2. A prohibition on export or import  3. The ability of a country to produce specific good with fewer resources than other countries  4. The price of one country’s currency, expressed in terms of another; the domestic price of a foreign currency  5. A tax imposed on imported goods  6. The ability of a country to produce a specific good at a lower cost | * + 1. Exchange rate     2. Traffic     3. Embargo     4. Comparative advantage     5. Absolute advantage     6. Quota |

**Economic cooperation**

A number of countries can form **economic unions.** These unions, or alliances, are agreement between nations to reduce trade barriers so that they can take advantage of economic specialization. The best known economic union is the European Economic Community (EEC). The EEC was set up in 1957. It is often known as the "Common Market", because one of its main aims is to have free trade and movement of workers and capital between its members. Most manu­factured goods can be shipped from one member nation to another without facing quotas or tariffs. The result is positive. Standards of living in these countries have risen, most enjoy prosperity.

**The member states of the European Union:**

|  |  |  |
| --- | --- | --- |
| Austria | Finland | The Netherlands |
| Belgium | Greece | Portugal |
| Germany | Italy | Spain |
| Denmark | Ireland | Sweden |
| France | Luxembourg | United Kingdom |

**The candidate countries of Central and Easter Europe:**

|  |  |  |
| --- | --- | --- |
| Bulgaria  Czech Republic  Estonia | • Lithuania  Poland  Romania | Slovac Republic  Slovenia |

***Read the dialogue. Trade roles.***

**The deal**

*Seller:*Well, how about if I make you an offer of 100 tractors at 10,000 euro each?

*Buyer:*Mm. Well, I would propose that we take into consideration the fact that we would be prepared to buy so many.

*Seller:*How many were you planning to buy?

*Buyer:*Basically, what I am saying is that if we were to buy ten tractors, then I think 10,000 euro per tractor would be reasonable. But if we decide to buy 100, we should negotiate the price.

*Seller:*I agree with you in principle but I am only allowed to offer a price reduc­tion under special circumstances.

*Buyer:*Let me assure you straight away on that point. If we are satisfied with the first 100 tractors you can be sure that we will order some more in the future.

*Seller:*Oh, really?

*Buyer:*Yes. But now I would also like you to consider the delivery date. You see I think we would need the tractors here before mid-summer, in good time for the harvest, you know.

*Seller:*Ah! Well, mid-summer would the earliest we could manage.

*Buyer:*Well. OK. I suppose we could accept that deadline. But let's return to my question about discount. I would propose that you give us 10% discount on the deal. I think that sounds reasonable.

*Seller:*Well, 1 don't know about that. Ordinary, I am allowed to offer a client up to 5% discount but in your case 1 think we could offer you, say 7%.

*Buyer:*I think that would be acceptable.

**MARKETING**

Marketingincludes all the business activities connected with the movement of goods and services from producersto consumers.Sometimes it is called distribution.On the one hand, marketing is made up of such activities as transporting,storingand selling goods and on the other hand, a series of decisions you make during the process of moving goods from producer to user. Marketing operations include product planning,buying, storage, pricing, promotion,selling, credit, trafficand marketing research.

The ability to recognize early trendsis very important. Producers must know why, where, for what purpose the consumers buy. Market research helps the producer to predictwhat the people will want. And through advertising he attempts toinfluencethe customer to buy. Marketing operations are very expensive. They take up more than half of the customer's dollar. The trend in the USA has been to high mass consumption. The construction of good

shopping centres has made goods available to consumers. It provided a wide range of merchandize and plenty of parking facilities.

Active Vocabulary

**Producer** – виробник

**сonsumer** – споживач

**storing** – зберігання

**user** – споживач

**product planning** – розробка нових продуктів

**traffic** – торгівля

**marketing research** – дослідження ринку

**trend** – тенденція, напрямок

**to predict** – передбачати

**to influence** – впливати

**Comprehension.**

1. What does marketing mean?
2. What activities does marketing consist of?
3. What do marketing operations include?
4. Why is it so important for the producer to predict the trends?
5. How was mass consumption possible in the USA?

***Choose the necessary word and put it in the sentence*** *(predict, influence, promote, marketing, trends, distribution, market research, product planning, consumer).*

1. One of the aims of market research is to indicate new ... amongpeople.
2. Advertising must ... the consumer and make him buy the goods produced.
3. Often marketing is called ... .
4. In order to sell a new product, a producer has to consider how to ...it.
5. The goods of this company are not sold very well, they must thinkabout ... .
6. Sometimes it is difficult to ... through advertising.
7. If you want to produce something new, you should start with ... .
8. A producer wants to ... the new trends and then tries to influencethem.
9. ... includes product development and pricing among other things.

**DIALOGUE**

(Sally and Don work in the Marketing Department of a company that makes different meal products).

*Don* Hey, Sally, look at these figures. The price of sugar is going up 10% during the next year.

*Sally* Oh, that's bad. That means trouble for our jam line.

*Don* I think so too. Sugar is the main ingredient, you know. What's your opinion?

*Sally* Well, we are not the price leaders in the field and jam is a very price sensitive item. According to our marketing research information consumers aren't particularly brandloyal about jam.

*Don* I have a brilliant idea. You know, this could be a great marketing opportunity for us.

*Sally* What do you mean?

*Don* Well, because of the price rise on sugar we know that price of

jam will go up too. The increase will pass on the consumer, won't it?

*Sally* Right.

*Don* Imagine, we find the possibility of changing the ingredients in the jam so that we wouldn't have to raise the price.

*Sally* Then we wouldn't trouble about the price rise on sugar because we'll be able to sell jam at the same price. The idea is that we could marketless expensive jam. What a promotional campaignwe could have!

*Don* Sure. If we do it right we'll sell more and become the leader in the market.

*Sally* Now the first thing is to talk to Research and Development.

*Don* Right and we'll see when they'll have some samples of new formulars ready.

*Sally* What about marketing research? I think we should schedule some tests for responses to the R & D samples.

*Don* Well, there is a lot to do. I think we should also change packaging*.* Now, Sally, that would be great.

*Sally* Oh, Don, let's hope for the best. If we don't lose the chance, the competitorsproducts will stay on the supermarket shelves.

*Don* Oh, it's time for lunch. Let's discuss our business in cafeteria.

*Sally* Oh, sure, we've got a lot to discuss — distribution, advertising...

Active Vocabulary

**to go up** – зростання *(про ціну)*

**price leader** – виробник, що встановлює найнижчу ціну на певний товар

**price sensitive item** – товар, рівень продажу

котрого значно залежить від ціни

**to be brand loyal** – надавати перевагу

**to raise the price** – піднімати ціну

**to market** – продавати

**promotional campaign** – рекламна компанія

**to schedule** – розробляти план

***Choose the necessary word and put it in the sentence*** *(go up, schedule, packaging, competitor, price leader, price sensitive item).*

1. If the price on this product ... nobody will buy it.
2. They should ... some tests and pass results to R.D.
3. This company is the ... in this field, they can sell this product at thelowest price.
4. Customers do care about the price on this product, it is very ...
5. ... influences the desire of a customer to buy.
6. Our ... has become the price leader in selling computer programmes.

***Answer the questions.***

1. Who is the price leader in your business?
2. How can you become a price leader? What should you do for this?
3. How should one start a promotional campaign?
4. Why is it dangerous to produce price sensitive goods?
5. Why is it important to have competitors in business?
6. What should you do to leave your competitors behind?
7. What knowledge must you have to be good at marketing?

***Translate into English.***

1. Маркетинг включає дії пов’язані з рухом товарів від виробника до споживача.
2. Маркетинг також включає такі види діяльності, як транспортування, зберігання, рекламу, ціноутворення, реалізація.
3. Дослідження ринку допомагає передбачити загальні тенденції попиту.
4. Реклама має сильний вплив на покупця.
5. Ми не можемо встановити найнижчу ціну на цей товар.
6. Ми повинні розробити план виробництва нової продукції.
7. Реалізація цього товару значною мірою реагує на зміну ціни.

**WHOLESALING**

Wholesalingis a part of marketing system. It provides channelsof distribution which help to bring goods to the market. Generally, indirect channelsare used to market manufactured consumer goods. It could be from the manufacturer to the wholesaler, from the retailerto the consumer or through more complicated channels.A direct channel moves goods from the manufacturer or producer to the consumer.

Wholesaling is often a field of small business, but there is a growing chainmovement in the Europian countries. About a quarter of wholesalingunitsaccount for the one-third of total sales.

Two-third of the wholesalingmiddlemenare merchantwholesalerswho take title to the goodsthey deal in. There are also agent middlemenwho negotiatepurchases or salesor both. They don't take title to the goods they deal in. Sometimes they take

possession though. These agents don't earn salaries.They receive commissions.This is a percentage of the value of the goods they sell.

Wholesalers simplify the process of distribution. For example, the average supermarket stocks 5,000 items in groceriesalone, a retail druggist can have more than 6,000 items. As a wholesaler handles a large assortment of items from numerous manufacturers he reduces the problem of both manufacturer and retailer. The store keeper does not have to deal directly with thousands of different people. He usually has a well-stocked store and deals with only a few wholesalers.

Active Vocabulary

**Wholesaling** – оптова торгівля

**to provide channels** – забезпечити систему (реалізації)

**indirect channels** – непряма, опосередкована система (реалізації)

**wholesaling middleman** – оптовий посередник

**retailer** – роздрібний торговець

**complicated channels** – склада система (реалізації)

**chain movement** – рух до обєднання

**wholesale unit** – *тут.* контора з оптової торгівлі

**to earn salary** – заробляти плату

**merchant wholesaler** – оптовий скупщик

**to take title to the goods** – придбати товар як власність

**agent middleman** – посередник між виробником і покупцем

**to negotiate purchases or sales** – вести переговори з питань купілві чи продажу

**to receive commissions** – отримати комісійні (процент від продажу)

**to handle** – 1) управляти,

2) торгувати *(амер.)*

**аssortment** – асортимент

**total sales** – сукупний продаж

**middleman** – посередник

**Comprehension.**

1. What is the aim of the wholesaling?
2. How can you describe a direct channel of distribution?
3. What is an indirect channel of distribution?
4. What channel of distribution is preferable?
5. Is there any difference between a merchant wholesaler and an agentmiddleman? What is this difference?
6. How does a wholesaler simplify the process of distribution?
7. What would a retailer have to do without wholesalers?

***Choose the necessary word and put it in the sentence*** *(wholesalers, take title, retailer, stock, channels, assortment, to receive commissions, middleman).*

1. They use both direct and indirect ... of distribution.
2. Agent middlemen do not ... to the goods they deal in.
3. Usually wholesaling ... stands between the producer and the retailer.
4. A supermarket may ... thousands of commissions items.
5. Usually a wholesaler handles a large ... of items of numerous manufacturers.
6. Agent middlemen don't earn salaries, they ... .
7. A wholesaler doesn't deal with the customers, he does with ...
8. ... simplify the problems of manufacturers.

**DIALOGUE**

(John is explaining his new job to his wife, Susan. He is a sales traineefor a company.)

*John* It's a great job, you know. The salesmen are paid salaries instead of being on commission.

*Susan* Why do you find it great? You can earn less money.

*John* Well, it's regular weekly salary. And besides we get reimbursed for everything – lunches and dinners, even the football tickets, the car, gasoline, tolls.

*Susan* That's really great.

*John* And I'm going to get a raisein three months.

*Susan* And what are you going to see?

*John* Foam rubber.

*Susan* What is it used for?

*John* It is used to make couches and beds generally ideal with furniture manufacturers.

*Susan* So you will travel much, won't you?

*John* No. Deliveryis a part of our wholesaling operation. Foam is sold and deliveredby the truckloads. It is rather bulky and it is expensive to have it shipped a long distance. We are going to deal with buyers who are in this region.

*Susan* That's fine, I don't want you to travel too much. By the way I want to know more about sales procedure.

*John* At first I go to see a buyer. We discuss what he needs. After that I send him a written quote.If our prices suit him, he'll call us and send an order.

*Susan* Do you take orders over the phone?

*John* Yes. The buyers are always in a hurry and a letter would take too much time to come. If it's a verbal agreementwe call it gentleman's agreement.

*Susan* And what happens after the verbal agreement?

*John* We receive a written purchase order.It is called p. o. and it has a number that we use for all future correspondence on that order. The office then retypes the order form and the p.o. and order form are stapledtogether and filed.

*Susan* It sounds organized. Whom do you usually deal with in a company?

*John* Well, I'll deal with purchasing agents. But I could deal with any administrator from the president on down, in some cases.

*Susan* Good. Soon you'll get your raise.

*John* Yes. Selling is usually a stepping stoneto higher positions in management.

*Susan* Don't worry, dear. If it doesn't work out, we still have my job.

Active Vocabulary

**sales trainee** – стажер по торгівлі

**to be on commission** – отримувати комісійні від продажу

**to reimburse** – відшкодовувати, повертати гроші

**toll** – мито, плата за послуги

**to get a raise** – отримати підвищення

**delivery** – доставка

**quote** – встановлення ціни

**verbal agreement** – усна угода

**gentleman's agreement** – джентельменська угода

**purchase order (p. о.)** – замовлення на купівлю

**to staple** – *тут.* перевіряти

**to file** – підшивати, зберігати

**stepping stone** – засіб для досягнення мети

***Change the sentences according to the model.***

*Model:* When did they want to reimburse for our expenses?

(I don't remember).

I don't remember when they wanted to reimburse for our expenses.

1. How will you get a raise? (They don't care.)
2. When did they send you the purchase order? (I don't know.)
3. Who are the purchasing agents? (I can't recall.)
4. Why didn't they get verbal agreement? (I'll try to find out.)
5. Did they staple and file the p.o.? (I don't know.)
6. How large is the sales region? (They don't care.)
7. How much is the toll? (It doesn't matter.)
8. When will she get commission? (She doesn't know.)

***Make up the conditional sentences.***

*Model:* consult the middleman / he is smart

If he were smart, he would consult the middleman.

1. Be a wholesaling middleman /he — interested.
2. Work for themselves / men — independent.
3. Earn a good salary /he — happy.
4. Use direct channels / business — successful.
5. Have the secretary do it / she — there.

**RETAILING**

Retailingis selling goods and services to the ultimate consumer.

Thus, the retailer is the most expensive link in the chain of distribution. Being middlemen, they make their profit by charging the customer 25 to 100 per cent more than the price they paid for the item.

The retailers operate through stores, mail-order houses, vending machineoperators.There are different types of retail stores: department stores, discounthouses, cooperatives, single line retailers.The major part (over 95 per cent) of retail establishments concentrate on a single line of merchandise for example, food hardware, etc. But nowadays there is a trend for many single line stores to take on a greater variety of supplies.

The retailer performsmany necessary functions.First, he may provide a convenient location. Second, he often guarantees and

services the merchandise he sells. Third, the retailer helps to promote

the product through displays, advertising or sales. Fourth, the retailer can finance the customer by extendingcredit.Also the retailer stores the goods in his outletby having goods available.

Active Vocabulary

**Retailing** – роздрібна торгівля

**ultimate consumer** – кінцевий споживач

**link** – ланка, зв’язок

**mail-order house** – фірма, що розсилає поштою

**vending machine operator** – торгові автоматичні машини (що продають дрібні товари:

газети, папіроси тощо)

**discount house** – магазин з відносно низькими цінами на товари

**cooperative** – кооператив

**single line retailer** – роздрібний продавець, що продає один вид товару

**to perform functions** – виконувати функції

**extending credit** – довготривалий кредит

**outlet** – ринок реалізації, торгова точка

**discount** – знижка

**Comprehension.**

1. What is retailing?

2. What are four different types of retail stores?

3. What are at least two types of retailing that do not include the useof a store?

4. In what way does a retailer serve a customer?

5. In what way does a retailer serve a manufacturer?

6. Which per cent of the price of the goods sold goes to the retailer?

7. What is the trend with a single line retailer now?

***Put the necessary word in the sentence*** *(mailorder, discount, vending machine, guarantees, retailer, extending credit, link).*

1. ... is one function a retailer may perform.
2. You can buy newspapers, cigarettes, cookies from a ... .
3. ... is the most expensive link in the chain between a producer and aconsumer.
4. The firm ... good quality of the product.
5. She doesn't like to go shopping, she prefers to do it by ... .
6. The department store is having a sale and there is a 20 per cent ...on all light dresses.
7. Wholesaler is an important ... between a producer and a customer.

**DIALOGUE**

(Jean has just moved into a new house. Her neighbour Liz has come over to welcome her).

*Jean* I am very glad to see you here.

*Liz* How do you like the new place?

*Jean* It's marvelous. I am sure we are going to love living here.

*Liz* Well, have a look, here it's a shopping guide for the neighbourhood and a booklet of discount coupons. New neighbours always receive them. There is one coupon for every store in this shopping guide.

*Jean* Oh, thank you. It's come in time. I have a lot of shopping to do.

*Liz* I can imagine, having just moved in. Not far from here there is a very good shopping center. You can also find a huge supermarket, a drugstore, some department stores in the neighbourhood.

*Jean* Great. Are there any small stores nearby?

*Liz* Oh, yes. The map is right here in the shopping guide. There is a little drugstore a few blocks away, a little grocery store next to it, a little boutique, an ice-cream parlor, a pizza place. You can find a plant store not far from here too.

*Jean* Are there any good discount houses nearby? We terribly need a new toaster. Everybody in my family likes toasts for breakfasts very much. I'd like to buy it.

*Liz* Oh, sure. There is a good discount store in the shopping centre.If you like, I'll come with you.

*Jean* Oh, you needn't. I don't want to trouble you.

*Liz* No trouble at all. I'd like to do some shopping too. If you go to the discount center I can go to that little cheese shop. I don't want to bother you.

*Jean* It's no bother at all. Make out your shopping list and I'll be your guide. By the way, you can use your discount coupon for the toaster.

*Liz* I am sure you'll buy a good one.

*Jean* Well, it'll take some time to make a shopping list. I'll have to buy a lot at the grocer's.

*Liz*This is a good idea. I should have gone shopping yesterday, so I'll make up my list too.

*Jean* By the way, I like your dress very much. It's a perfect fit. Where did you buy it, if you don't mind my asking?

*Liz* Thank you for the compliment. I got it at a very nice little boutique. It's a bit expensive, but there are many interesting and original things. If you are interested we can stop there.

*Jean* I'm afraid I can't. I have to cook dinner.

*Liz* Oh, don't trouble yourself with the dinner. Look over the coupons I've given you. You can go out to dinner at a discount store.

Active Vocabulary

**shopping guide** – довідник магазинів

**discount coupon** – талон, що дає право купівлі товарів зі знижкою

**grocery** – бакалія

***Change the sentences according to the model.***

*Model:* My wife usually asks the children to do shopping.

My wife usually makes children do shopping.

1. He'll ask single line retailers to take part in the promotion campaign.
2. The chief usually asks his immediate subordinates to perform different functions.
3. It's necessary to ask him to recognize his wholesaling units.
4. It's important to influence ultimate consumer to buy this product.
5. Ask him to buy all these things in the discount house.

***Make responses to the sentences according to the model.***

*Model:* I want to ask your brother to do shopping today.

Let me do shopping today myself.

1. I want my secretary to prepare the financial statement.
2. The board of directors wants the officers to plan product development.
3. He wants to speak with my friend about their possible partnership.
4. I want a lawyer to clarify this matter.
5. The executive wants this manager to start market research.

***Answer the questions.***

1. What kind of shops in this country do you know?
2. What shops are situated not far from your house?
3. What goods can be bought there?
4. What specific features do channels of distribution have in this country?
5. What reforms does this country need to recognize the channels of distribution?

***Translate into English.***

1. Роздрібна тогрівля – це продаж товарів кінцевому споживачу.
2. Існують різні види торговий закладів: універмаги, супермаркети, магазини з низькими цінами, відправлення поштою.
3. На цей товар можна отримати 10% знижку.
4. Роздрібна торгівля може надати покупцю довготривалий кредит.
5. Ця фірма має велику кількість торгових точок по всій країні.
6. Продавець роздрібної торгівлі виконує багато важливих функцій.
7. Я не знаю центру міста, мені потрібен довідник магазинів.
8. У цьому торговому центрі Ви знайдете всі необхідні товари.
9. У цьому магазині немає відділу бакалії.

**TALKING BUSINESS**

**DIALOGUE**

(The other day Mr Pavlenko, General Director of Ukrimport, and Mr Turnball, a representative of London Tools Ltd met at the Ministry for Foreign Trade to negotiate thepurchase of aFlight Information Display System for a new airport being built in Kyiv).

*Pavlenko* Good morning, Mr.Turnball. Happy to see you in Kyiv again.

*Turnball* Good morning, Mr.Pavlenko. I'm also pleased to meet you.

*Pavlenko* Will you take a seat, please. Did you have a nice journey?

*Turnball* Yes, thank you. I enjoyed the trip. It was very pleasant indeed.

*Pavlenko* I'm glad to hear it. Now I'd like to discuss with you some particulars of ourtransaction. Our customers have studied all thetechnical characteristics of your system and concluded that theymeet theirrequirements.

*Turnball* I'm happy to hear it. We have been selling our equipment to many western countries. It's up to world standards and is in great demand on the world market.

*Pavlenko* Well, now we can get down to discussing the commercial side of our transaction, can't we? The first thing I'd liketo clarify is theprices.

*Turnball* Don't you find them attractive?

*Pavlenko* On the whole we do, but the prices foritems 3 and 9 are a bit high.

*Turnbalt* I'm afraid I can't agree with you here. These items are completely new in design and they are the best on the world market.

*Pavlenko* Thecompetitors offer lower prices for such items and they are 30–40% lower than yours. Couldyou find it possible to reduce the prices?

*Turnball* I'm afraid I mustget in touch with my company and I'll give you the answer tomorrow.

*Pavlenko* Good. Now comes the question of payment.

*Turnball* I hope payment for collectionsuits you.

*Pavlenko* Yes, it does. And since yourtermsof delivery anddelivery time areacceptable, we'd like to offer you our contract form to study. Could you come here at 10.30 tomorrow?

*Turnball* No problem, Mr Pavlenko. Good bye.

*Pavlenko* Good bye, Mr Turnball.

Active Vocabulary

**рurchase** – покупка, закупівля

**Flight Information System** – система інформації для авіапасажирів

**рarticulars** – особливості, деталі

**transaction** – угода, операція

**technical characteristics** – технічні характеристики

**to meet requirements** – відповідати вимогам

**to clarify prices** – уточнити ціни

**item** – *тут* позиція

**competitor** – конкурент

**to get in touch with smb.** – зв’язуватись з кимось, встановити зв’язок

**to suit** – влаштовувати

**delivery time** – час постачання

**acceptable –** прийнятний

**Comprehension.**

***Answer the following questions.***

1. What is Mr Pavlenko's working position at Ukrimport?

2. What firm does Mr Turnball represent?

3. What is the subject of negotiation between Mr Pavlenko and Mr Turnball?

4. What does Mr Pavlenko inform his counterpart about concerning the system which is purchased?

5. Why does not Mr Pavlenko agree with the prices for some items?

6. What prices do the competitors propose to the Ukrainian party?

7. Why cannot Mr Turnball solve the problemof prices himself?

***Say what you have learned from the dialogue about:***

a) the goods Ukrimport was interested in;

b) the price and terms of payment in the offerof London Tools Ltd;

c) subject of negotiation of both sides.

***Think and answer.***

1.Why was Ukrimport interested in goods from London Tools Ltd?

**INTERNATIONAL BUSINESS STYLES**

**Learn the active vocabulary of the Unit and be ready to use it in your further work**

to take it easy – не сприймати серйозно

insult – образа

to exceed – перевищувати

to complete a business deal – домовлятися про справу, укладати угоду

offensive – образливий

conversation – розмова

to confuse – плутати

gift – дарунок

cancellation – скасування (домовленості)

encounter – несподівано натрапити

health-conscious – що дбає про здоров’я

to design – призначати (для чого?)

quarterly bonus – квартальна премія

pay-for-performance – відрядна оплата праці

humiliation – приниження

sales rep – представник відділу збуту.

**Text A**

***Exercise 1.* First read the text very quickly and write down one thing about each nationality that you can remember. Discuss what you have written with your partner.**

We live in a global village, but how well do we know and understand each other? Here is a simple test. Imagine you have arranged a meeting at four o’clock. What time should you expect your foreign business colleagues to arrive? If they are German, they’ll be bang on time. If they’re American, they’ll probably be 15 minutes early. If they’re British, they’ll be 15 minutes late, and you should allow up to an hour for the Italians.

The British are happy to have a business lunch and discuss business matters with a drink during the meal: the Japanese prefer not to work while eating. Lunch is a time to relax and get to know one another, and they rarely drink at lunchtime.

The Germans like to talk business *before* dinner; the French like to eat first and talk afterwards. They have to be well fed and watered before they discuss anything.

Taking off your jacket and rolling up your sleeves is a sign of getting down to work in Britain and Holland, but in Germany people regard it as

taking it easy.

American executives sometimes signal their feelings of ease and importance in their offices by putting their feet on the desk whilst'on the telephone. In Japan, people would be shocked. Showing the soles of your feet is the height of bad manners. It is a social insult only exceeded by blowing your nose in public.

The Japanese have perhaps the strictest rules of social and business behaviour. Seniority is very important, and a younger man should never be sent to complete a business deal with an older Japanese man. A 50-year- old Japanese ( or Greek or Italian) manager would be even offended, if he had to negotiate with an aggressive, well-educated, but inexperienced American or German 20 years his junior. You must exchange business cards immediately on meeting because it is essential to establish everyone’s status and position. When it is handed to a person in a superior position, it must be given and received with both hands, and you must take time to read it carefully, and not just put it in your pocket! Also the bow is a very important part of greeting someone. You should not expect the Japanese to shake hands. Bowing the head is a mark of respect and the first bow of the day should be lower than when you meet thereafter.

The Americans sometimes find it difficult to accept the more formal Japanese manners. They prefer to be casual and more informal. The British, of course, are cool and reserved. The great topic of conversation between strangers in Britain is the weather - unemotional and impersonal. In America, the main topic between strangers is the search to find geographical link.

**“When in Rome do as Romans do”**

***Here are some final tips******for travelers***

* In France you shouldn’t sit down in a cafe until you’ve shaken hands

with everyone you know.

* In Afghanistan you should spend at least five minutes saying hello.
* In Pakistan you mustn’t wink. It is offensive.
* In the Mjddle East you must never use the left hand for greeting, drinking, or smoking. Also, you should take care not to

admire anything in your host’s home. They will feel that they have to give it to you.

* In Russia you must match your host drink for drink or they will think you are unfriendly.
* In America you should eat your hamburger with both hands and as quickly as possible. You shouldn’t try to have a conversation until it is eaten.

*And last bin not least*

* *Show an interest in, and at least an elementary knowledge of the country you are visiting.*
* *Learn a few words of the language - it will be seen as a complement.*
* *Be sensitive to countries who have bigger and better-known neighbours, and try not to confuse Canadians with Americans, New Zealanders with Australians, Belgians with French.*
* *Familiarise yourself with the basics of business and social etiquette. As a starting point, learning how to greet people is very important.*

*Notes*: to take time – не поспішати

***Exercise 2.*** **Read the text again and answer the questions. Discuss the questions in pairs.**

1. Which nationalities are the most and least punctual?

2. Which nationalities do *not* like to eat and do business at the same time?

3. "They (The French) have to be well fed and watered.” What or who do you normally have to feed and water?

4. An American friend of yours is going to work in Japan. Give some advice about how he/she should and shouldn’t behave.

5.I magine you are at a party in (a) England (b) America". How

could you begin a conversation with a stranger? Continue the conversation with your partner.

6. Which nationalities have rules of behaviour about hands? What are the rules?

7. Why is it not a good idea to:

* say that you absolutely love your Egyptian friend’s vase;
* go to Russia if you don’t drink alcohol; [[1]](#footnote-1)
* say "Hi! See you later!" when you’re introduced to someone in Afghanistan;
* discuss politics with your American friend in a McDonald’s?

***Discussion***

1. Do you agree with the saying “When in Rome, do as the Romans **do”?** Do you have a similar saying in your language?

2. What are the “rules” about greeting people in your country? When **do** you shake hands?

3. When do you kiss? What about when you say goodbye?

4. Think of one or two examples of bad manners. For example, in Britain it is considered impolite to ask people how much they earn.

5. Do you think the culture of your country is similar enough to that of theneighboring countries to have the same management techniques? What advice would you give someone coming to your country to negotiate with local companies? *(write a paragraph).*

***Exercise 3.* Complete the passage below using words from the box in the correct form.**

|  |
| --- |
| abroad custom receive etiquette offensive to be a sign  negotiation sensitive logo deal taste |

**Gift giving in the international business context.**

In Great Britain and the United States corporate gift giving is not a very popular 1\_\_\_\_\_\_ . People can spend their entire working lives without ever 2 \_\_\_\_\_\_\_\_

a corporate gift. However, gift giving is sometimes an integral part of the 3 \_\_\_\_\_ process when doing business 4 \_\_\_\_. It is important to learn about the 5 \_\_\_\_\_\_\_\_ of gift giving before sending or taking a gift to an international client or business partner, or you may find that your gesture appears 6 \_\_\_\_\_. For example, in China a desk clock 7 \_\_\_\_\_\_\_ bad luck or death. It is also interesting to note that the receiver never opens a gift in front of the giver as that would signify that the content was more important than the act of giving. Waiting for the person to open your gift would show that you were not 8 \_\_\_\_\_\_\_ to Chinese culture. In France, don’t give something with your company 9 \_\_\_\_\_\_, as they find items like this impersonal and in bad 10 \_\_\_\_\_\_. Giving knives in Italy, Russia or Argentina could lead to problems in establishing a 11 \_\_\_\_\_\_ as this signifies cutting off the relationship! Giving flowers is another possible minefield. In England, Australia and Canada, some people see white lilies as a symbol of death while in Germany, yellow and white chrysanthemums could be seen this way.

***Exercise 4.* Complete the sentences below using the expressions in the box in the correct imperative form, positive or negative.**

|  |
| --- |
| Flexible assume increase expect invest study |

1. *Don’t judge*, be curious and fascinated instead.
2. \_\_\_\_\_\_\_\_\_\_\_\_\_ some time in preparing yourself for encounters with other business and cultural styles.
3. \_\_\_\_\_\_\_\_\_\_\_\_ your understanding of the countries and cultures you are

visiting by attending cross-cultural seminars.

1. \_\_\_\_\_\_\_\_\_\_\_\_ the general protocol and etiquette of the country or countries you are visiting.
2. \_\_\_\_\_\_\_\_\_\_\_\_ delays, frequent changes in plans and cancellations.
3. \_\_\_\_\_\_\_\_\_\_\_\_ to have easy access to your e-mail while on the road.
4. \_\_\_\_\_\_\_\_\_\_\_\_ when negotiating prices.
5. \_\_\_\_\_\_\_\_\_\_\_\_ that market or sales techniques that work in your country, work in other

**BUSINESS CORRESPONDENCE**

STRUCTURE OF A BUSINESS LETTER

Business letters include all kinds of commercial letters, **inquiries and replies to inquiries. Letters of Credit (L/C), invoices, Bills of Lading (B/L), Bills of Exchange** or **drafts, letters of insurance, explanatory letters, orders, letters of packing, letters of shipment, letters of delivery, offers, letters of complaint,** replies to those of mentioned above, etc.

A business letter should be as short as possible, intelligible, polite and its language must be simple.

Rules and traditionsof correspondence vary in time but somebasicprinciples of a commercial letter remain unchanged.

### A private business letter is written by hand, each paragraph begins with an indented line. But if a letter is sent by an organization it is typed on the form of this organization. In this case it is not necessary to use indented lines.

A letter is composed of the following elements: heading, date,address, salutationtext, subscription.

A letter can be typed on the organization's form. Any form has its letter-head printed typographically. The letter-head bears the name of organization or firm, sending this letter, its address, address for telegrams, telephone, telex, fax. If you do not use the form, write your address (as a sender) on the upper right side of the letter. Do not indicate your name here, it will follow your signature. Ukrainian names of foreign trade organizations are not translated into foreign languages. They are written with Latin letters using English transcription. Your telephone number may be written below.

The date is written on the right side above.

In Great Britain the date may be indicatedas follows: 7th April, 2008 or 23 March, 2008.

In the USA it is usually written like this: April 7, 2008.

As a rule, before the address of therecipient a reference is indicated which thesender asks to mention in thereply to the letter. A common reference represents the initials of the person who wrote theletter and those of the typist who typed it. In the samples of letters given below the references areas follows:

Our Ref: MRE/JNK — *(in the first letter),*

Your Ref: BAT/SN — *(in the second* one *after the reply has been received),*

MRE are the initials of the authorof the letter (M. R. Erickson),

JNK are the initials of the typist.

The address of the recipient (inside address) is written on the left above, under the reference. Lower, the name of the firm is written un­der which the number of the house, street, city or town, state or country are indicated, the last element being the country.

The salutation is written on the left (not in the centre).

The salutation ***"Dear******Sir****"* is appropriate, when you write to a real person if you do not know him. If you know this person, you should write ***"Dear Mr Jones",*** for example.

If the letter is addressed to a firm, the salutation should be *"Dear Sirs'.* In modern business correspondence it is needless to use any other forms of politeness.

As was mentioned above, the text of the letter should be as short, simple and clear as possible.

In the subscription the expression ***"Yours faithfully"*** is usually used if you are not acquainted with the person(s) or ***"Yours sincerely"*** if you write to a man (woman) whom you know at least

by correspondence. In American English the above expressions are rarely used. More common are the expressions ***"Sincerely yours",*** or simply ***"Sincerely",*** and sometimes ***"Very truly yours".***

Thesignature isaffixed by hand above the typed name of the author. It is not obligatory to indicate yourposition. If near the signature there are two letters **"p.p."** (perpro) it means that the letter is **"by warrant"**.

The heading may be written above the main text of the letter. The heading indicates short contents of the letter or itssubject.

If some material is added to the letter the words "Enclosure" ("Enclosures") or the abbreviation "End" (додаток) are written in the left lower corner of the letter. You can also use the expression "Weenclose..." (додаємо...).

Active Vocabulary

**Inquiry** – запит

**letter of Credit (L/C)** – акредитив

**invoice** – рахунок-фактура

**bill of Lading (B/L)** – коносамент

**bill of Exchange (draft)** – тратта, переказний вексель

**insurance** – страхування

**explanatory letter** – роз’яснювальний лист

**order** – замовлення

**letter of packing** – лист про упаковання

**letter of shipment** – лист про відправлення

**letter of delivery** – лист про доставку

**letter of complaint** – скарга

**indented line** – абзац

**form** – бланк

**heading** – заголовок листа

**salutation** – звертання

**subscription** – підпис

**letter-head** – заголовок бланку

**recipient** – одержувач

**reference** – посилання

**sender** – відправник

**reply (to...)** – відповідь на

**to affix signature** – підписувавти

**position** – *тут.* посада

**p. p. (per pro), by warrant** – за дорученням

**subject** – предмет обговорення

**enclosure** – додаток

**to enclose** – додавати

**Comprehension.**

1. What letters are included into business correspondence?
2. What are the major elements of a business letter?
3. When is the letter-head used?
4. What does the reference mean in a letter?
5. What information is given in the address?
6. What are the requirements established for the text of a business letter?
7. What expressions are used in the salutation of a business letter?
8. What should be indicated in the heading of a business letter?
9. What should be the subscription in a business letter?
10. What may be enclosed in a business letter?

Vocabulary Practice

**Translate this sample of a business letter.**

**Con­sider thoroughly all elements of the letter.**

|  |
| --- |
| **Mitchell Electronics Company Limited**  **St. Mirren Avenue, London E15 SET**  **Telephone: 01-386 9239**  **Telegrams MELEC LONDON**  Our Ref: MRE\JNK  C. A. Atkins Esq.  147 Macduff Road,  Thamesbank,  London NW11 8HX 9th April, 2021  Dear Sir,  Thank you for your letter of the 4th April 2008, in which you re­quested a brochureon our latest stereo cassette/radio Model ECR/12.  We do not supply brochures ourselves, as this can be done more cheaply and conveniently by our distributors. We have looked at our list of distributors and found that the nearest to your address is Scott's of 137 High Street, Thamesbank. You may know it.  They stock copies of the brochure you require, and they will give you a copy on demand, free of charge.  We trust that they can be of assistance.  Yours faithfully,  M. R. Erickson  Sates Department  Mitchell Electronics Co Ltd |

**Translate the expressions most frequently used in business letters.**

* + - 1. We refer to your advertisement in "Daily News".
      2. We learn from your letter that you are manufacturers of
      3. the elec­tronic equipment we need.
      4. We are interested in the equipment your firm produces.
      5. We shall be obliged if you send us your latest catalogues, brochures or any other publications containing a description of your equipment.
      6. Please let us know if you can offer us equipment as per specification enclosed in your letter.
      7. Please send us samples of your manufactures stating your lowest prices and best terms of payment.
      8. We look forward to receiving our answer.
      9. We expect to hear from you in the nearest future.
      10. We wish to maintain cooperation with you.
      11. Your prompt execution of our order will be appreciated.

**APPLYING FOR A JOB**

"Chemical Machinery" is a company based in nothern France. It manufactures heavy machinery for the chemical industry. Every depart­ment in "Chemical Machinery" uses computers, and as the organisation grows, the computer systems grow with it. The company now decides that it needs a Divisional Software Engineering Manager. This lesson is about finding the right person for this job.

Peter Field is aStaff Controller at "Chemical Machinery". Together with theDataManager of the company he composes notes of thejob description. Notice how careful he is to say exactly what the em­ployee will have to do.

#### Draft Job Description

Divisional Software Engineering Manager (DSEM). The DSEM is responsible to the Data Manager for:

a) ensuring that all software used by the Company maintainedin goodoperational condition at all times;

b) maintaining the strictest security with regard to computer pro­grammes;

c)liaising with manufacturers and consultants in keeping software up to date and in overcoming problems or errors in programmes;

d) writing new programmes, applications, etc. as required.

In several days the following advertisement appeared in a numberofdaily newspapers and special journals:

|  |
| --- |
| DIVISIONAL SOFTWARE ENGINEERING MANAGER  CHEMICAL  MACHINERY is an expanding multinational company, active in chemical engineer­ing and marketing its products and services to the petro-chemical industry. Our West European Division, located in France, is urgently seeking an ambitious Software En­gineer to build andtake charge of an enthusiasticteam.  The successful applicant is likelyto be under 35 and to have an outstanding trackrecord in the field of software engineering (not necessarily relating to the chemical industry). He or she currently holds a post of responsibility at middle mana­gement level and is fluent in French and English. Salary negotiable. Expense allow­ance, company car,fringe benefits.  Apply with C. V. and names of tworeferees to:  Dept F, Chemical Machinery SA, Apdo 235, Lille, France,  before 17 January 2008 |

Raymond Roussel is a French computer programmer working in Great Britain. He read the "Chemical Machinery" advertisement. He de­cided to send anapplication letter to Peter Field. HephonedMr Field telling him that he wanted to be an applicant for the post and that he would send an application letter and his curriculum vitae. Here is his application letter:

|  |
| --- |
| Rat 9, 25 Newcastle  Road Conselt  Co Durham DU4 3ME England 9 January 2008  Mr Field  Staff Controller  Chemical Machinery  Apdo 235,  Lille, France  Dear Mr Field  Application for the post of Divisional Software Engineering Manager  Further to our telephone conversation this morning, I can confirm that I wish to apply for this post. I enclose a copy of my CV.  You will see that I have added the name of one of my referees, Mrs. Helen Andrews. You may contact her at any time. If you require other referees, perhaps you will be so kind as to let me know.  I can come to Lille for interview at almost any time, provided I have at least three days' notice.  Yours sincerely  Raymond Roussel |

|  |  |
| --- | --- |
| CURRICULUM VITAE | |
| (A) PERSONAL IINFORMATION | |
| name: Raymond Roussel  home address:  present address  date and place of birth:  nationality:  sex:  marital status:  (B) EDUCATION  secondary education:  1986-89  further education:  1989-90  1990-95  1995-97  (C) EMPLOYMENT  1997-98  1998-99    1999-2000  2000-  current salary  (D) OTHER INFORMATION  languages: | Rue Moreau-Nelaton, 43, Apt 15a Paris, France  Flat 9, 25 Newcastle Road Consett  Co Durham DU4 3ME  England  14.5.71 in Paris, France  French  male  single  Senior High School in Paris  High School Graduation Certificate  military service  University of Lyon:  BSc in Computer Studies  University of Paris:  PhD in Systems Engineering  I took a year off and, with some  friends, sailed round -the world in a 12-metresailing cruiser  Franco-Italian Bank, Milan:  Systems Analyst  Imprimery Ledoux, Paris:  Control Systems  Supervisor  Topdown Systems, UK:  Client Consultant  (promoted *to* Senior Software Development Engineer, July 2001)  equivalent to $48,000 plus car  andbonuses  French (native)  English (fluent,spoken/written)  Italian (fairly fluent) |
|  |  |
| (E) REFEREES  Mrs Helen Andrews  Manager, Industrial Clients Department,  Topdown Systems Ltd  Unit 37, Medomsley Road  Consett County Durham DU 11SAE,  England  (name of other referees will be supplied on request) | |

Raymond also sent his CV. There are many "right" ways to write a CV. Raymond has made his short and simple. He knows that all busi­ness documents must be easy to read and understand. That is why he has divided it into sections and tabulated it: the mainheadings are on the left of the page, the sub-headings a little further to the right. We can see at once where each section starts and ends.

This is the CV. that Raymond sent to Peter Field.

Several days later Helen receivesa reference request from the Staff Controller of Chemical Machinery. This is her reference letter:

|  |
| --- |
| TOPDOWN SYSTEMS LTD  Unit 37  MedomsleyRoad  Consett County Durham  DU 11 SAE  England  Mr P.Field  Slaff Controller  Chemical Мachinery  Apdc 235  Lille, France  29 January 2002  CONFIDENTIAL  Dear Mr Field  Applicant for post of Divisional Software Engineering Manager:  Dr Raymond Roussel  Thank you for yourenquiry dated 24 January. Dr Roussel has worked for this company since October 1999, first as aClient Consultant, and since July 2002 as a Senior Software Development Engineer. Although appointed to the Marketing Department, he has been attached to the Industrial Clients Department since the date of his promotion.  He is one of four persons in my Department, who report direct to me. I have found him a willing and agreeable colleague and a very competent member of my team. He is dependable and hard working. On three occasions, as Project Leader of important client projects, he has shown effective leadership qualities. He has a natural apti­tude for understanding and solving problems. He is a good communicator, and although he sometimes appears to lack confidence in English, this has not been a serious obstacle in his work. Having studied the particulars of the post for which he has applied, I can confidently recommend him.  Yours sincerely  (Mrs) Helen Andrews  Manager, Industrial Clients Department |

"Chemical Machinery" had several applicants for the post of Divi­sional Software Engineering Manager. All of them wereinterviewed. After theselection interview Raymond Roussel wasaccepted for this post while others were rejected. The following letterwas sent to Dr Roussel:

|  |
| --- |
| CHEMICAL MACHINERY  21 February 2002  DearDr Roussel  On behalf of Chemical Machinery, I am pleased to offer you the post of Divisional Software Engineering Manager,subject to the conditions specified in the enclosed contract.  The starting salary will be US $4750 per month, payable in local currency. There will be aprobationary period of six months, at which time the position and the salary will be reviewed. Thereafter the salary will be reviewed annually. Reasonablerelocation expenses will be met. You willbe entitled to a company car. Further particulars of salary scales, fringe benefits and conditions of employment are enclosed.  If you wish to accept the post, please let me have your acceptance in writing within seven days.  I look forward to welcoming you to Chemical Machinery in the near future  Yours sincerely  P. Field  Staff Controller |

Having received this letter Dr Roussel sent his letter of acceptance

to Mr Field, Personnel Department Controller, Chemical Machinery. Here is this letter:

|  |
| --- |
| Dear Mr Field  Post of Divisional Software Engineering Manager  I am writingto confirm what I told you in the telephone conversation today. I am pleased to accept your company's offer of this post on terms outlined in your letter of 21 February 2002. I look forward to joining Chemical Machinery and to contributing to the company's work.  Yours sincerely  Raymond Roussel |

Then Dr Rousselnotifies the company in which he worked before by the following letter:

|  |
| --- |
| Miss J. F. Matthews  Personnel Department  Topdown Systems Ltd  Dear Miss Matthews  I am writing to tell you that I have decided to accept an offer of employment with another company. I am therefore giving you my noticeinaccordance with the terms of mycontract.  Yours sincerely  Raymond Roussel  Industrial Clients Department  Chemical Machinery |

Active Vocabulary

**Staff Controller** – інспектор відділу кадрів

**Data Manager** – начальник відділу опрацювання інформації

**job description** – опис посадових обов’язків

**Divisional Software Engineering**

**Manager (DSEM) –** начальник відділупрограмного забезпечення

**to liaise with smb.** – підтримувати з кимось контакти

**to take charge of smb.** – *тут.* очолити щось

**team** – *тут.* група, колектив

**to be under 35** – у віці до 35 років

**track** **record –** службовий список

**fringe benefits –** другорядні вигоди, привілеї

**CV; c.v. (curriculum vitae) –** анкета складена претендентом на роботу

**referee** – рекомендатор

**reference** – рекомендація

**application letter –** лист з заявою

**to phone (to telephone) smb.–** дзвонити комусь

**application –** заява про влаштування на роботу

**further to our telephone**

**conversation –** впродовж нашої телефонної розмови

**to apply for the post (position) –** подавати заяву на роботу

**to enclose smth. –** додавати (документ) до листа

**notice** – повідомлення

**heading** – заголовок

**sub-heading** – підзаголовок

**marital status –** сімейний стан

**single** – неодружений

**married** –одружений

**confidence** –впевненість

**BSc (Bachelor of Science) –** бакалавр природничих наук

**computer studies –** комп’ютерна техніка

**PhD (Philosophea Doctor) –** доктор філософії

**to take а year off –** взяти відпустку на рік

**sailing cruiser –** *тут.* парусна яхта

**supervisor –** керівник, начальник віділу

**to be promoter to …** – отримати підвищення по службі

**salary –** заробітна плата

**bonuses** – преміальні

**reference request –** запит про надання рекомендації

**enquiry** – запит

**Client Consultant –** консультант відділу з

обслуговуванню клієнтів

**to report to smb. –** підпорядковуватись комусь

**dependable** – надійний

**hard-working** – працелюбний

**to have to natural aptitude**

**for smth. –** мати природну схильність до чогось

**to lack –** не вистачати

**partіculars –** повні дані, деталі

**to interview** **smb**. – проводити співбесіду з кимось

**selection interview –** співбесіда при підборі

кандидатів на посаду

**to accept smb.** – прийняти когось

**to reject smb.** – відмовити комусь

**subject to the conditions –** дотримуватись умов

**probationary period –** випробний термін

**relocation expenses** – підйомні гроші

**to be entitled to...** – мати право на щось

**in writing** – письмово

**to confirm** – підтверджувати

**to notify smb.** – повідомляти, оповіщати

**in accordance with the**

**terms of the contract –** відповідно до умов контракту

#### Comprehension.

1. What is a general scheme of applying for a Job?

2. Why does "Chemical Machinery" need the post of a Divisional Software Engineering Manager?

3. Who composed the draft job description?

4. What are the general functions of the DSEM according to the description?

5. Where are advertisements of companies and firms published?

6. What are the requirements for the applicant set by "Chemical Ma­chinery" in accordance with the advertisement?

7. Who applies for the post of DSEM and what is he?

8. What documents has an applicant to present to apply for a pro­posed post?

9. In what way is a curriculum vitae written?

10. What is a track record of an applicant?

11.What general headings and sub-heading does a c.v. have? What is their layout?

12. What is a referee? What are his functions?

13. What is a reference? Who writes it and when?

14. Who usually sends a request to a referee to give his (her) refe­rence for an applicant?

15. Who interviews applicants for a post of the company?

16. How are applicants selected?

17. If the company select one applicant, how do they notify him about it?

18. What are the actions of the applicant, selected for the post, after he receives a notification of the company?

19. What does the applicant write to the company in which he worked before?

20. How long did it take Dr Roussel to change the place of work ac­cording to the example given above?

***Read and translate the text. Pay attention to structures and phrases used at an interview.***

**At an Interview**

*Interviewer:* Are there any questions you want to ask us?

*Applicant:* Yes, I'd like to know more about the people I'll be working with.

*I*: Well, this is a new post. We're not quite sure which department it will be in – Marketing or Technical.

*A*: The thing is, I see my career developing more towards marketing.

*I*: Marketing's rather a big jump. After all, as an engineer, you won't be directly involved in selling.

*A*: You never know! Anyway, I'm certainly going to be involved in product development.

*I*: Well, maybe you have a point there. It depends on how you look at it.

*A*: OK, let's say I'm going to be on the marketing side. Perhaps you can tell me who I'll be working with.

***You are interviewing a candidate who does not appear to have the right qualifications for the job. Read these examples:***

I speak fluent Polish and Japanese. Yes, but what we need is someone who can speak English.

And I have three years’ experience. Yes but what we need is someone with at least 5 years’ experience.

Now you go on in the same way.

You need someone:

1. who can speak French;
2. with at least ten years’ experience;
3. over thirty;
4. with research experience;
5. who can work in a team;
6. who has worked overseas;
7. who is willing to travel extensively;
8. who can work as a computing programmer.

***Supply the prepositions where necessary.***

Blake and Son Personnel Services

PO Box 203

London SW1, 6JN

Dear Sir

I am interested … applying for the post of secretary … your company, which was advertised … the Daily Telegraph, 4 January 2008.

I am … present working … Watson and Sons Ltd in Crawley, where I have been Personal Secretary … the Head … the Legal Department … the past 2 years. This position also includes responsibility … translating and occasional interpreting… meetings … overseas clients.

I enclose my curriculum vitae and will be happy to give you any further information, should you require it.

Yours faithfully,

Joan Bell

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**Для нотаток**

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1. [↑](#footnote-ref-1)